



Ethnic Minority Groups and Communication Services

An Ofcom Special Report

Research Document

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Contents

Section		Page
1	Introduction and themes	1
2	Fast facts	6
3	Research sources	10
4	EMGs in Great Britain	12
5	Consumption of services: television and radio	19
6	Consumption of services: telecoms	44
7	Consumption of services: internet	53
8	Attitudes to communications technology	61

Section 1

Introduction and themes

This report was designed to give an overview of use of, and attitudes towards, communications services among ethnic minority groups (EMGs) in Great Britain. The research looks at availability, take-up and consumption of communication services and investigates attitudes towards these services. The research looks at three services: broadcast (television and radio), telecoms (fixed line and mobile) and internet.

We publish this report to support Ofcom's regulatory goal to research markets constantly and to remain at the forefront of technological understanding.

The report primarily relies upon data collected by Kantar Media's Target Group Index (TGI) survey (see Section 3 for more details). In order to achieve large enough samples to make statistically meaningful comparisons we have combined data collected from the TGI survey between July 2009 and December 2012. This was to ensure that the absolute numbers, presented in the charts that rely on these data, represent an average across the fieldwork period. As such, comparisons should not be made between the Great Britain (GB) population statistics in this report and data presented in other Ofcom reports. In most cases the most up-to-date information on the UK population as a whole will be contained within other Ofcom research reports.

Report structure

In order to put the research in context, the report begins by looking at the differences in demographic profile between ethnic communities in Great Britain and the general population. It then looks at the three communications service areas: broadcast (television and radio), telecoms (fixed-line and mobile) and internet. We have explored levels of take-up, use and spend. The final chapter looks at attitudes towards new technology and services, comparing EMGs and all GB adults. Finally, the annex summarises each ethnic group in terms of their communications preferences and attitudes.

Data presentation

We have used the data available to us from the TGI survey to report on the following seven ethnic minority groups:

Other White	<p>Any respondents who classified themselves as being "White – Any other white backgrounds". This group excludes those who classified themselves as "White British" or "White Irish".</p> <p>The sample size achieved among those who classified themselves as "White Irish" was too small to allow separate reporting.</p>
Mixed ethnic groups	<p>Any respondents who classified themselves as being "Mixed – White and Black Caribbean", "Mixed – White and Black African", "Mixed – White and Asian" or "Mixed – any other mixed background".</p> <p>The sample sizes achieved were too small to reliably report on, for each of these individual groups, so the data collected</p>

	from these respondents have been combined.
Asian: Pakistani	Any respondents who classified themselves as being “Asian or Asian British – Pakistani”
Asian: Indian	Any respondents who classified themselves as being “Asian or Asian British – Indian”
Asian: Bangladeshi	Any respondents who classified themselves as being “Asian or Asian British – Bangladeshi”
Black Caribbean	Any respondents who classified themselves as being “Black or Black British – Caribbean”
Black African	Any respondents who classified themselves as being “Black or Black British – African”

We have not reported on the following groups, because the sample sizes achieved were too small to do so reliably. Data collected from respondents who classified themselves within any of these categories are included in this report, within the “GB Population” and “All EMGs” classifications, as detailed in the table below.

- “White - Irish”,
- “Asian or Asian British – any other Asian Background”,
- “Black or Black British – any other black background”,
- “Chinese or other ethnic group – Chinese”,
- “Chinese or other ethnic group – any other”

The report also includes three additional classifications which allow the reader to make relevant comparisons.

GB population	This group is made up of all respondents to the TGI survey.
White British	Any respondent who classified themselves as “White – British”. The majority of respondents classify themselves in this way, so this is not an ethnic <i>minority</i> group.
All EMGs	All respondents who classified themselves as being part of any ethnic <i>minority</i> group. In other words, all respondents who responded to the question on ethnic grouping who did not classify themselves as “White – British”.

The TGI methodology is detailed in Section 3, including details of the question asked about respondents’ ethnicity. Section 4 contains different ethnic group classifications, as the data have been obtained from other sources.

Themes

The ethnic minority group (EMG) population of Great Britain is made up of many different ethnic groups. This report uses consumer research to look at a sample of the largest ethnic minority groups in the Great Britain; as far as possible using classifications used by the Office of National Statistics. The ethnic minority groups are compared to the majority White British ethnic group (as defined by the ONS and TGI) as well as to the GB population. These data points were included as points of reference and comparison.

The report includes data that highlights differences between the EMG population and the general GB population. The report focuses on the population of Great Britain, as the TGI survey does not cover Northern Ireland.

Demographics can explain many of the differences between EMGs and the general population

The EMG population in Great Britain differs from the general population in demographic profile. Although there are considerable variations within and between individual groups, the EMG population profile, compared to all GB adults, on average tends to:

- be clustered in London and major cities;
- be younger;
- be larger in household size;
- be more likely to have children present in the household;
- have higher qualifications;
- have higher unemployment rates; and
- have a lower income profile.

The Asian: Pakistani and Asian: Bangladeshi groups are younger than average while the Asian: Indian group is much closer to the GB and UK population in its age distribution. The Asian: Indian group has a higher income profile than the GB population, while on average the Asian: Pakistani and Asian: Bangladeshi groups have lower incomes; income tends to be an influencing factor on leisure activities and some media use. The Asian: Bangladeshi group is highly clustered in London, while the Asian: Pakistani group is one of the most dispersed ethnic groups in Great Britain. This geographic distribution affects access to communications services and suppliers, as well as needs. Variation also exists between the Black African and Black Caribbean groups, with the Black African group being younger while the Black Caribbean group is much more aligned in age profile with the overall GB and UK populations. The Black African group has a higher income profile than the Black Caribbean group.

The Black Caribbean and Asian: Indian groups have smaller households; similar to the GB population, while the Black African, Asian: Pakistani and Asian: Bangladeshi households have the largest number of people per home

The Asian: Indian population is more highly educated than average. Similarly, larger proportions of the Black Caribbean and Asian: Pakistani groups than the GB average have a degree or equivalent. Unemployment is highest among Black Caribbean males and Asian: Bangladeshi females.

The Asian: Indian group had a higher income profile than the GB population, while the Black Caribbean group had the lowest income profile, with almost half of households (48%) earning less than £400 a week.

Some of the differences in use of media and communications services between the EMG population and the general population were attributable to these demographic variations. For example:

- People from EMGs were less likely to watch BBC Two (29% compared to 40% of all adults). This may reflect the socio-economic profile of EMGs, as research shows that people from an ABC1 background are more likely than people from a C2DE background to watch BBC Two (42% compared to 38%).
- Although this differs by individual group, people from EMGs were slightly less likely to have a fixed line (83% compared to 88%). Younger people were less likely to have a fixed line (78% of adults aged 16-34 compared to 88% of adults aged over 35) and individuals from EMGs, taken together, are younger than the general population.

Effects of age

Average age had a significant effect on a group's use of communication technology. As illustrated in Section 3, the Asian: Pakistani, Asian: Bangladeshi and Black African groups have large proportions of individuals aged 0-15 and 16-34. Thirty-three per cent of the Asian: Pakistani group, 35% of the Asian: Bangladeshi group and 30% of the Black African group were below 16 years old. The Asian: Indian and Black Caribbean populations were much more aligned in terms of age differences with the GB population average. Age, therefore, has less of an effect on the observed differences between these groups and the GB population.

Among 16-34 year olds, 97% watch television. This was lower among 16-34 year olds in the Asian: Indian group, at 90%. With regard to video on demand (VOD), age made a difference in the GB population, but among the Asian: Pakistani and Asian: Indian groups age was not a factor: while 44% of 16-34 year olds and 29% of adults aged 35+ in the GB population watch Video on demand, the proportion of the Asian: Indian group aged 16-34 watching VOD was 33%, and among individuals aged 35+ in the Asian: Indian group the figure was 31%.

Claimed radio listening tends to be lower among 16-34 year olds than among adults aged 35+ in the GB population (76% compared to 81%). Among the Asian: Pakistani and Asian: Bangladeshi groups, fewer adults aged over 35+ said that they listened to the radio (28% compared to 42%).

Connecting to wireless hotspots was also driven by the age of the respondent. Among adults aged 35+, 12% were connecting to WiFi hotspots, while for adults aged 16-34, the figure was 31%. Use of internet messaging services was highly associated with age. Among 16-34 years olds, Facebook chat was used by 40% of the group, while among the adults (35+) use of Facebook chat was 11%.

Attitudes towards gadgets also correlated with age; while 30% of the GB population agreed that they "love to buy gadgets and appliances", this was higher among 16-34 year olds (44%). Among 16-34 year old ethnic minority groups, attitudes were similar, with between 46% (Black Caribbean group) and 53% (Black African group) agreeing that they "love to buy new gadgets and appliances".

Effects of socio-economic group (SEG)

There is a relationship between socio economic group and use of communications services. For example, among the GB population as a whole, we found that 80% of ABC1 adults said that they had broadband at home. Amongst C2DE adults this figure was substantially lower, at 60%.

Differences in broadband take-up observed amongst EMGs might be partially explained by the socio economic profile of that group. For example, the Asian: Indian group have a relatively low proportion of low income homes, so their higher than average broadband take-up (82% compared to 71%) could be partially explained by this fact. However, we also found that the Asian: Indian group had higher than average broadband take-up amongst both ABC1 and C2DE groups, which suggests that socio economic grouping alone cannot explain the higher level of take up.

Section 2

Fast facts

Broadcast	GB Population	White British	Other White	Mixed ethnic groups	Asian: Pakistani	Asian: Indian	Asian: Bangladeshi	Black Caribbean	Black African
Owens a TV	96%	98%	92%	98%	90%	82%	86%	94%	91%
Watches TV	99%	99%	95%	98%	97%	93%	98%	98%	98%
Watches BBC One	68%	72%	50%	55%	46%	40%	49%	63%	68%
Watches Channel 4	44%	46%	39%	40%	34%	27%	32%	55%	50%
Watches TV on demand	34%	34%	31%	45%	29%	32%	34%	38%	35%
Listens to radio	79%	81%	79%	77%	55%	63%	40%	75%	71%
Telecoms	GB Population	White British	Other White	Mixed ethnic groups	Asian: Pakistani	Asian: Indian	Asian: Bangladeshi	Black Caribbean	Black African
At least one mobile phone in household	95%	94%	95%	98%	96%	97%	96%	94%	97%
At least one fixed line	88%	89%	81%	82%	83%	82%	87%	85%	82%
At least one international call	18%	14%	36%	26%	37%	41%	40%	31%	39%
Internet	GB Population	White British	Other White	Mixed ethnic groups	Asian: Pakistani	Asian: Indian	Asian: Bangladeshi	Black Caribbean	Black African
Broadband at home	71%	70%	75%	80%	73%	82%	75%	71%	76%
Connects to WiFi hotspots	18%	17%	26%	32%	24%	29%	24%	16%	27%
Influenced by comments /reviews posted online	20%	18%	33%	32%	30%	35%	37%	19%	25%
Consumer attitudes	GB Population	White British	Other White	Mixed ethnic groups	Asian: Pakistani	Asian: Indian	Asian: Bangladeshi	Black Caribbean	Black African
Confused by computers	20%	21%	16%	16%	18%	15%	18%	14%	10%
Loves gadgets	30%	28%	29%	44%	46%	44%	47%	35%	44%
Latest technology	20%	17%	21%	32%	44%	47%	42%	27%	45%

Summary of key points

Audiovisual

- Almost all the GB population; 96%, said that they owned at least one TV set. The proportion of all EMGs owning one or more TV set was 90%, and 82% among the Asian: Indian group.
- In the GB population, 89% reported watching more than seven hours' TV per week; this was lower among EMGs, with 78% watching seven or more hours per week and lowest among the Asian: Indian group where 65% watched seven or more hours per week.
- Smaller proportions of each of the EMGs than the GB average said they watched BBC One, BBC Two and ITV1 in a typical day. A larger proportion of EMGs than the GB population said they watched four or more hours per day. Compared to 1% of the GB population, 8% of the Black Caribbean group and 7% of the Mixed ethnic, Asian: Bangladeshi and Black African groups said that they watched four hours or more of Channel 4. Similarly, while only 1% of the GB population recalled watching four or more hours of Channel 5, 7% of the Black African group, 6% of the Asian Bangladeshi group and 5% of the Black Caribbean and Mixed Ethnic groups said that they watched four hours or more per day.
- Viewing of recorded TV among EMGs was lower than in the GB population; while more than half (55%) of the GB population viewed recorded TV, less than half of EMGs (42%) did so.
- Use of on-demand audiovisual content among EMGs was about the same as the GB population; around a third (34%) of each group had used on-demand services.
- Larger proportions of EMGs use PCs and mobile phones to access on-demand content. While less than one in five (18%) of the British group had used a PC to access on-demand, as much as a quarter (25%) of the Asian: Bangladeshi group used a PC for this purpose.
- More than three in five of the Black Caribbean and Black African groups agreed with the statement: "I like the idea of having a large selection of TV channels" (61% and 64% respectively) compared with 58% of the GB population.
- Thirty-one per cent of EMGs; two in five among Asian: Pakistani, Asian: Indian and Asian: Pakistani groups (41%, 40, and 38% respectively), agreed that watching TV is their favourite pastime, compared to a quarter (26%) of the GB population.

Radio and audio

- Claimed listening levels among all EMGs were lower than among the GB population (70% compared to 79%). Levels of listening among the Other White group and Black Caribbean group were 79% and 75% respectively, while the listening levels among the Asian: Indian, Asian: Pakistani and Asian: Bangladeshi groups were 63%, 55% and 40% respectively.

- A third of adults aged over 35 in the GB population recalled having a DAB radio at home, compared with less than 18% of the Asian: Indian group aged over 35. As little as 3% of adults aged over 35 in the Asian Bangladeshi group reported having a DAB radio.
- A similar level of EMGs and the GB population said that they listened to radio in their car (19%). Sixteen per cent of EMGs and 19% of the Other White group listened to radio on the internet, compared to 11% of the GB population.
- Slightly more than a quarter (28%) of the Asian: Bangladeshi group agreed that they “listen more intently when the news comes on”, this compares with less than half (47%) of the GB population who agreed that they did this. However, among EMGs, 44% of the whole group say that they listen more intently when the news comes on.

Telecoms and networks

- One in five (20%) of the Asian: Bangladeshi group report having at least five phones in the household, compared to 5% among the GB population.
- In most EMGs there were higher proportions of 16-34s on pay-as-you-go contracts, compared to the GB average (43% vs. 38%).
- More than half of the Mixed ethnic (57%), Asian: Pakistani (58%), Asian: Bangladeshi (57%), Asian: Indian (54%) and Black African (56%) groups agree that they could not do without mobile technology, compared with 43% of the GB population.
- Up to one in five (18%) of ethnic minority groups have no fixed line in the household, compared to one in ten (12%) of the GB population.
- More than a third (36%) of the Other White group made international calls every month, compared to one in ten (13%) of the White British group. Two in five (40%) of the Asian: Indian group made international calls.
- Almost two in five in the Asian: Indian group used their phone line for business calls, compared to one in three in the GB population.

Internet

- Eighty-two per cent of the Asian: Indian group have a broadband connection compared to 71% in the GB population. The Black Caribbean group is as likely as the GB population to have a broadband connection, while most other EMGs tend to be more likely to have a broadband connection.
- Among 16-34 year olds, 37% of the Other White group and 33% of the Asian: Indian group used WiFi hotspots, while 20% of the Black Caribbean group used them; this compares to 31% of all 16-34 year olds in Great Britain.
- Thirty-five per cent of the Other White group use the internet for news (excluding newspapers and magazines). Similar use was found among the Asian: Indian group and the Black African group, where 34% and 31% respectively used the internet for news. This compares with about one in four (26%) among the GB population who look for news beyond the mainstream online news providers.

- Ethnic minority groups express more concern than the GB population when conducting e-commerce. While about two thirds (68%) of the GB population agrees with the statement “You have to be careful about the quality of things you buy on the internet”, three in four of the Other White, Asian: Indian and Asian: Bangladeshi groups, and 79% of the Mixed ethnic and Black African groups, agree with this statement.
- About one in five (20%) in Great Britain agree that they tend to be influenced by comments and reviews posted online by other internet users, but this is higher among Asian: Bangladeshi, Asian: Indian and Asian: Pakistani groups (37%, 35% and 30% respectively), suggesting that they tend to be more influenced by online comments and reviews.

Attitudes

- EMGs were as likely as the GB population as a whole to disagree that “computers confuse” them and that they will “never get used to them” (54% compared to 53%).
- One in three (33%) EMGs agreed with the statement that “it is important to have my house equipped with the latest technology”. Twenty per cent of the GB population agreed with the statement, as did 47% of the Asian: Indian group, 45% of the Black African and 44% of the Asian: Pakistani group.
- Among 16-34 year olds, 31% of the GB population and 40% of EMGs agreed that it was important for their households to be “equipped with the latest technology”. Among the Asian: Indian group, 52% of 16-34 year olds agree with the statement, As did 46% of the Asian: Pakistani, 44% of the Black African and 43% of the Asian: Bangladeshi groups. Similarly to the GB population, 29% of the Black Caribbean and 28% of the Other White groups agreed with the statement

Section 3

Research sources

ONS methodology

The classification of ethnic groups used in the Census is now widely regarded as a standard for surveys and for classification of ethnic groups by many other public and private sector organisations. The guidance sets out the harmonised country-specific ethnic group questions for use in social surveys in England, Wales, Scotland and Northern Ireland.¹

The ONS recommends that the ethnic group question is asked in a way that allows the respondent to see all possible response options before making their decision.

In the 2011 Census, respondents were asked which of the options best described their ethnic groups or background. Within each broad category, sub-levels enable respondents to further describe their ethnic background.

Question to determine ethnic groups, as formulated by the 2011 Census

What is your ethnic group?

Choose one option that best describes your ethnic group or background

White

Welsh / English / Scottish / Northern Irish / British

Irish

Gypsy or Irish Traveller

Any other White background, please describe

Mixed / Multiple ethnic groups

White and Black Caribbean

White and Black African

White and Asian

Any other Mixed / Multiple ethnic background, please describe

Asian / Asian British

Indian

Pakistani

Bangladeshi

Chinese

Any other Asian background, please describe

Black / African / Caribbean / Black British

African

Caribbean

Any other Black / African / Caribbean background, please describe

Other ethnic group

Arab

Any other ethnic group, please describe

¹ <http://www.ons.gov.uk/ons/guide-method/measuring-equality/equality/ethnic-nat-identity-religion/guide--measuring-equality/index.html>

TGI methodology

Target Group Index (TGI) is a survey of adults living in Great Britain² conducted by market research agency, Kantar Media. It collects information annually via a printed survey or online questionnaire from a representative sample of around 25,000 adults in England, Wales and Scotland who have been recruited using a face-to-face interview³.

The survey asks questions on a wide range of consumer attitudes, habits and preferences, and includes questions on broadcast television and radio; telecommunications: mobile and fixed telephone; digital; broadband, internet and consoles; as well as a range of attitudes and opinions towards technology, brands and how consumers choose a provider.

In order to create sufficient samples for each of the EMG groups analysed in this report, three years of data, from 2009-2012, were merged, avoiding duplication and maintaining representativeness by weighting to the 2011 GB census targets.

The report uses data from several years of TGI consumer research and aggregates them in a single analysable file. Data are consolidated to give an overall comparison of ethnic groups. The intention of the report is to compare ethnic groups to each other. Because the data in this report were collected over a three-year time span, some caution should be applied, particularly in areas where consumer behaviour and/or the market has changed significantly over the period.

Question to determine ethnic groups, as formulated by TGI methodology

Which of the following groups best applies to you?

White - British
White - Irish
White - Any other white backgrounds
Mixed - White and Black Caribbean
Mixed - White and Black African
Mixed - White and Asian
Mixed - Any other mixed background
Asian or Asian British - Indian
Asian or Asian British - Pakistani
Asian or Asian British - Bangladeshi
Asian or Asian British - Any other Asian background
Black or Black British - Caribbean
Black or Black British - African
Black or Black British - Any other black background
Chinese or other ethnic group – Chinese
Chinese or other ethnic group - Any other

² The majority of this report was derived from analysis of TGI data. Northern Ireland is not included in TGI data and like-for-like analysis of TGI data in Northern Ireland was not possible. As such the data on use of communications services in this report cover Great Britain.

³The research was conducted in English so there is a possibility of under-representing non-English speakers.

Section 4

EMGs in Great Britain

Introduction

According to the Census in 2011, 81.9% of the Great Britain population described themselves as part of the White British ethnic group. Asian and Asian British individuals made up 7.5% of the population, or more than half of all non-White groups. Black and Black British individuals were the next largest group, and made up 3.4% of the population or about a quarter (24.1%) of non-White ethnic minorities. The remaining 3.2% of ethnic minorities were Chinese, Arab, people of mixed descent and other ethnic groups.

Classification of ethnic minority groups

The 2011 Census classified ethnic groups at two levels:

Level one involved a broad classification which divides the ethnic populations into five main groups: White; Mixed; Asian or Asian British; Black or Black British; and Other ethnic group.

Level two allowed more detail within each of the Level one classifications:

The 'White' category split into four sub-categories; White British, which by definition includes English, Welsh, Scottish and Northern Irish, Irish, Gypsy or Irish Traveller; and Any other White background.

The 'mixed / multiple ethnic' category split into White and Black Caribbean, White-Black African, White and Asian and Any other mixed/multiple ethnic background.

The 'Asian / Asian British' category was split into five sub categories Indian, Pakistani, Bangladeshi, Chinese and Any other Asian background.

The 'Black or Black British' category was split into three sub categories Black Caribbean, Black African and Any other Black / African / Caribbean background.

The 'Other ethnic group' was split into Arab and Any other ethnic group⁴.

In this report we have presented data in a way that is as consistent as possible with this classification. However, due to small differences in question wording between the Census and the TGI research, and the limited sample sizes, we are unable to report on all EMGs that are covered by the Census.

⁴<http://www.ons.gov.uk/ons/guide-method/measuring-equality/equality/ethnic-nat-identity-religion/ethnic-group/index.html>

Ethnic minority groups in Great Britain

Demographic differences

EMGs tend to have a younger age profile, larger household size, more dependents under 19 years old in the household, and are also more likely to be unemployed and on lower incomes than the GB population. In more detail: the Asian: Indian group is older than both the Asian: Pakistani and Asian: Bangladeshi groups; it is smaller; with fewer dependents; is more highly educated; individuals tend to earn more and are less likely to be unemployed. The Black Caribbean group differ in age profile from the Black African group, being closer to the GB average. As detailed below, these observations are relevant to the interpretation of data within the research.

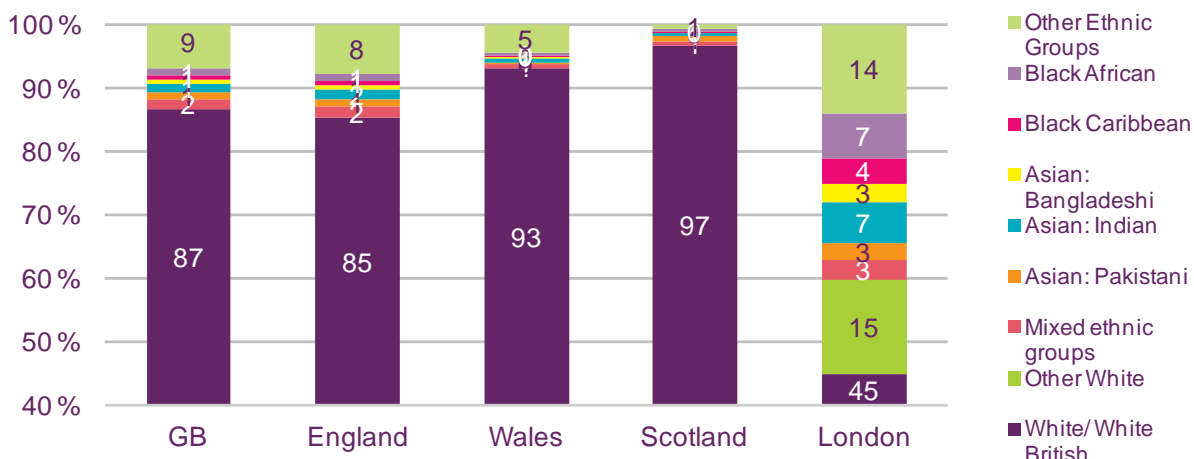
EMGs in the nations

According to the Office of National Statistics, ethnic minority groups comprised 13% of the Great Britain population in 2011. The largest group was the Asian: Indian group (1.4%), which was the largest individual group and made up more than 66% of all the Asian groups in England and Wales, and 25% of all Asian groups in Scotland. The second largest group was the Black African group, which made up just 1.1% of all people in Great Britain. At the time of the 2011 Census, there were twice as many Black Africans as Black Caribbean people in Great Britain. The Asian: Pakistani (1%) and Asian: Bangladeshi (0.7%) populations were also larger than the Black Caribbean population, and together form the second of the two largest demographically-classified populations of ethnic minorities in Great Britain.

People from EMGs in GB were more likely to live in London than in any other region. However, this was not universal to all groups. Seventy-four per cent of the Asian: Bangladeshi group in GB live in London; 67% of the Black African group live in London, and 57% of the Black Caribbean group live in London. Conversely, only 40% of Asian: Indians live in London, the rest being spread across the East Midlands (14%), West Midlands (12%) the South East (11%) and elsewhere. Unlike all the other EMGs that we looked at, the largest group of Asian: Pakistanis live in the North West (19%) and in Yorkshire and the Humber (18%) with smaller groups in the West Midlands (17%), London (16%) the South East (16%) and in Scotland (7%).

London had the greatest density of EMGs, with two in every five Londoners belonging to an EMG. The Asian: Indian and Black African groups were the largest EMG populations in London, both making up 7% of residents. The Black Caribbean (4%), Asian: Pakistani (3%) and Asian: Bangladeshi (3%) groups comprise another sector of London's population, with 14% of Londoners belonging to ethnic minority groups other than the seven largest ones. However, in addition to the 40% non-white ethnic minorities, another 15% of the London population is composed of people of white ethnicity who are not in the White British group (i.e. not identifying with English, Scottish, Welsh or Northern Irish).

Ethnic groups in Great Britain

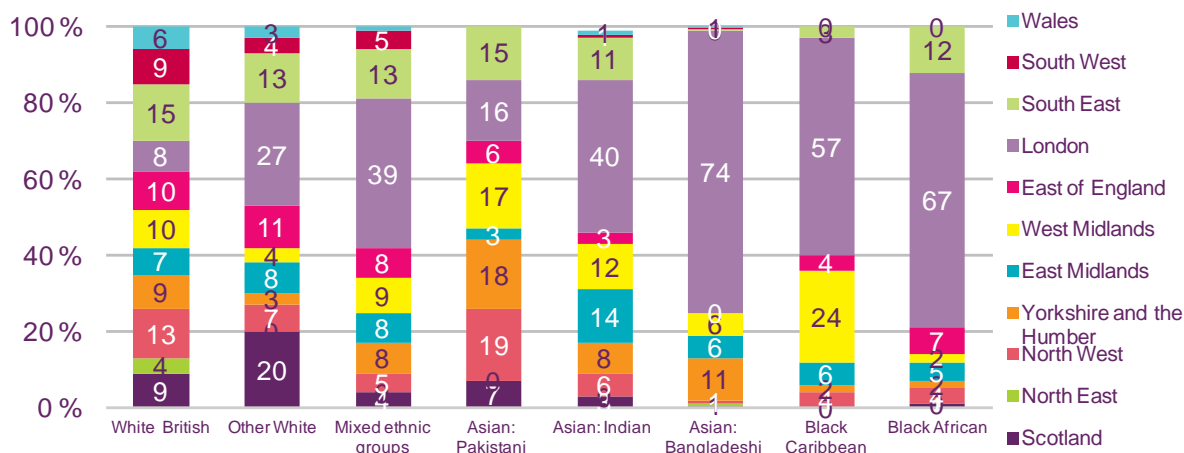


Source: General Lifestyle Survey, Office for National Statistics (2010) UK
 *Other White group shown for London only, for Nations they were counted in White population

Geographic spread of ethnic groups

Three-quarters (74%) of the Asian: Bangladeshi group and two-thirds (67%) of the Black African group live in London. By contrast, two in five (40%) of the Asian: Indian and less than one in five (16%) of the Asian: Pakistani groups live in London.

Regional distribution of ethnic groups



Source: General Lifestyle Survey, Office for National Statistics (2010) UK
 GB statistics were unavailable for this analysis

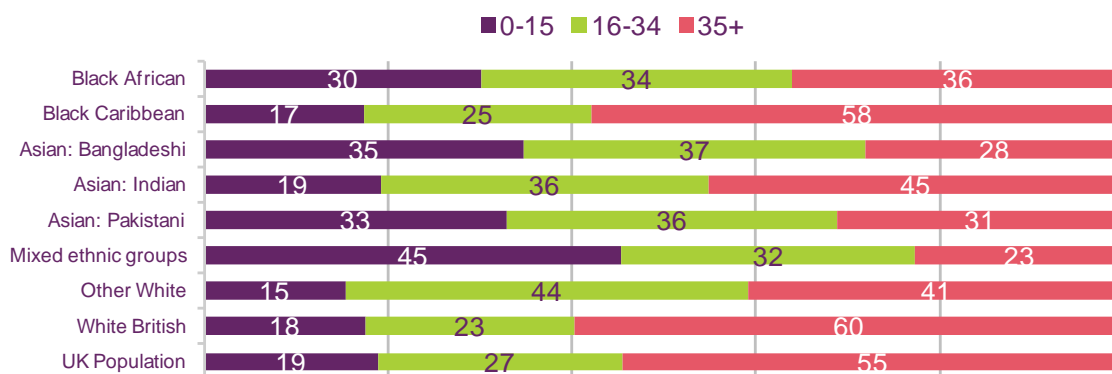
Age profile

Age was a relevant factor in the interpretation of findings, as younger individuals tend to be more enthusiastic than older individuals about communications devices, more aware of technology and its benefits and more interested in certain digital services, regardless of ethnicity.

The Black Caribbean ethnic group in the UK was the most similar in age structure to the GB population as a whole, as shown in Figure 1.3. The Mixed ethnic group, Asian: Pakistani and

Asian: Bangladeshi groups were younger on average, and have larger proportions of individuals under 16 (45%, 33% and 35% respectively). The Black African group in the UK also has a slightly older profile than other EMGs, including the Black Caribbean group. While 36% of the Black African group in the UK were over 35, 58% of the Black Caribbean ethnic group were in this age category. In comparison, 55% of the UK population are aged 35 and over.

Age distribution, by ethnic group



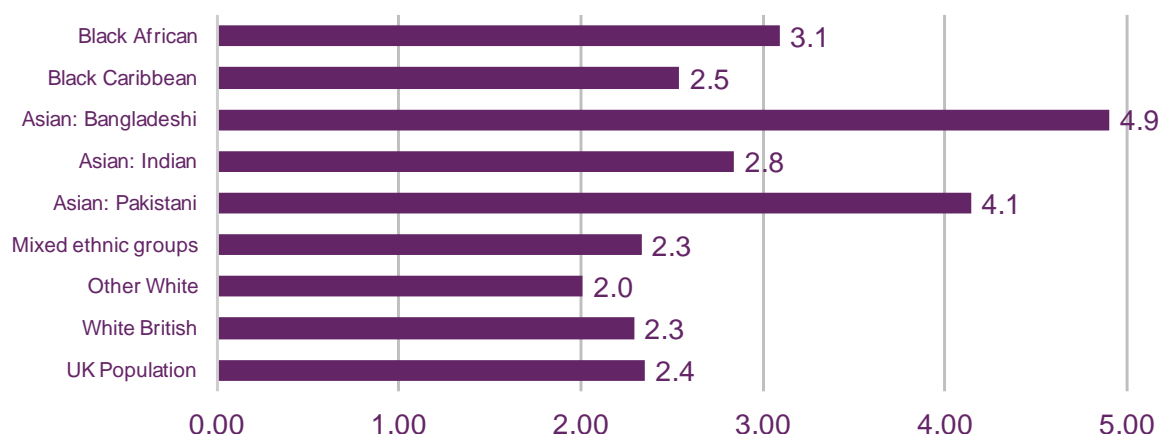
Source: 2011 Census (2011, Office of National Statistics) UK
 GB statistics were unavailable for this analysis

Household size

Household size was also relevant throughout this report, as higher numbers of people in the household may result in greater concentration of communications products and services. For example, multiple devices may be used, and decisions on internet provider might depend on bandwidth needs and cost per person rather than simple cost.

EMG households were generally larger in size than in the GB population as a whole, according to the 2010 *General Lifestyle Survey* (Figure 1.4), although there was wide variation between groups. Asian: Bangladeshi households were the largest of all, with an average size of 4.9 people, followed by Asian: Pakistani households (4.1 people) and Black African households (3.1 people). Black Caribbean, Mixed ethnic and Other White households had the smallest household size, each with an average of 2.5, 2.2 and 2.0 people respectively.

Household size, by ethnic group



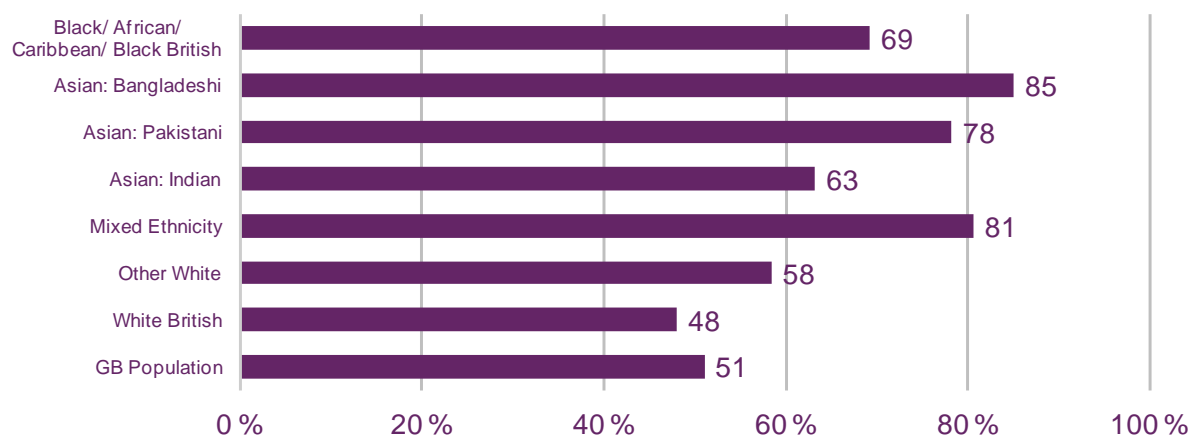
Source: General Lifestyle Survey, Office for National Statistics (2010) UK
 GB statistics were unavailable for this analysis

Households with children

The presence of children in households can affect communications consumption. For example, television genre viewing choices are likely to be affected. It is also likely to influence the amount of time spent watching television, the number and type of communications devices within the household, and the locations of these devices.

People from EMGs were significantly more likely than the GB population to have children in the household, according to the 2012 *Labour Force Survey*. Over four in five (85%) Asian: Bangladeshi people live in households with at least one dependent child. Asian: Pakistani and Black African/Caribbean/British people were also more likely than average to live with at least one dependant (78% and 69% respectively). Around three in five people in the Asian: Indian group had a dependant living in the household, while half (48%) of GB people live in a household with a dependant aged under 19, as shown in Figure 1.5.

Proportion of households with dependants under 19, by ethnic group



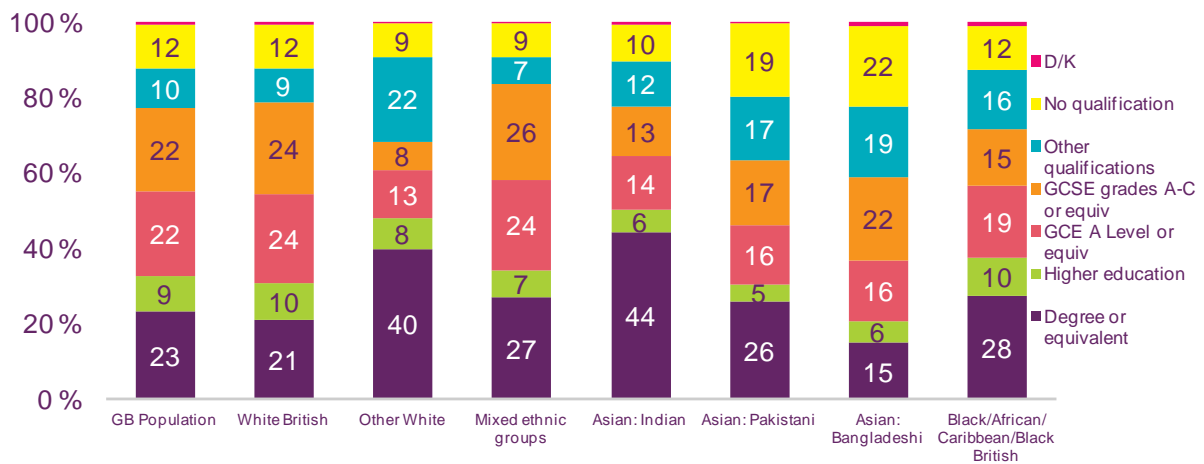
Source: Labour Force Survey, Office for National Statistics GB (Q2 2012) Adults 16+

Education and qualifications

Levels of education can influence take-up, attitudes and use of communications services.

Forty-four per cent of Asian: Indians in Great Britain have a degree or equivalent. This is double the proportion of White British individuals (21%). The Asian: Pakistani and Black African/Caribbean/British groups also have high proportions of individuals who are degree (or equivalent) educated (26% and 28% respectively). Conversely, 19% of Asian: Pakistani people in GB have no qualifications. Along with Asian: Bangladeshis, among whom 22% have no qualifications, these groups have the largest proportions of population with no formal education.

Level of qualification, by ethnic group and gender



Source: Labour Force Survey, Office for National Statistics GB (Q2 2012) Adults 16+

Employment and income

Higher levels of unemployment can influence take-up and use of communications services.

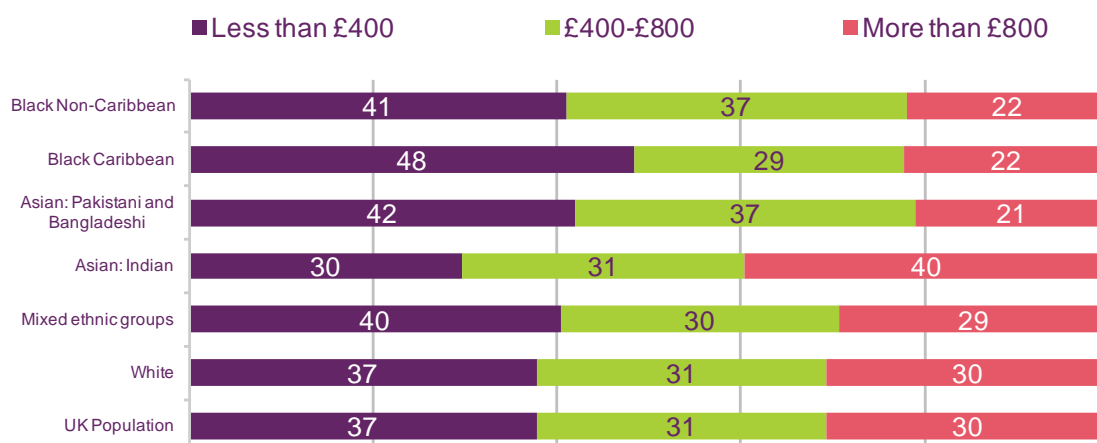
Unemployment rates were generally higher among EMGs than among White ethnic groups, although there was substantial variation between each EMG, as shown in Figure 1.7. Asian: Indian males in the UK were almost as likely as people in White ethnic groups to be unemployed, while Asian: Indian women were more likely to be unemployed. Female unemployment was more pronounced in Asian: Pakistani and Asian: Bangladeshi EMGs, where females were twice as likely to be unemployed than males. This may in part reflect the age differences in these groups. Additionally, people from Black Caribbean and Black non-Caribbean groups were more likely than the UK average to live in lower-income households, as shown in Figure 1.8. Twenty one per cent of the Asian: Pakistani and Bangladeshi groups had more than £800 in weekly earnings; conversely, 40% of Asian: Indians earned more than £800 a week compared to 30% of the UK average.

Unemployment, by ethnic group and gender



Source: Labour Force Survey, Office for National Statistics (July – Sept 2012) GB
The GB population; disaggregated White British and Other White groups and disaggregated Black Caribbean and Black African groups were unavailable for this analysis

Households on low income, by ethnic group



Source: 2008/09, 2009/10 and 2010/11 Family Resources Survey, United Kingdom
GB statistics were unavailable for this analysis

Section 5

Consumption of services: television and radio

Introduction

This section of the report sets out the key facts and figures covering the use of television and radio services among ethnic minority groups in Great Britain. It draws on results from the Kantar TGI survey based on average results from 2009 to 2012.

Key points:

- Among all EMGs a significantly smaller proportion (90% compared to 96% in GB) said that they had a television in the household. Eight in ten in the Asian: Indian group said they had a television in the household; 14% less than the GB population. Almost nine in ten (86%) in the Asian: Bangladeshi group had a television, while for all other EMGs, more than nine in ten have a television in the household.
- While 4% of EMGs said that they watch no TV, 21% of those who do watch TV watch seven hours a week or less. This compares with the 1% of the GB population who said that they watch no television, and 10% who watch seven hours or less. In the Asian Indian population, 7% said that they did not watch television, while 27% said that they spent seven hours or less watching television. The Asian: Bangladeshi and Asian: Pakistani groups also spent the least amount of time watching TV, with around three in ten (31% and 28% respectively) watching TV for seven hours or less per week.
- Age differences do not completely explain the differences in the amount of time EMGs spend watching television. Among 16-34 year olds, a quarter of EMGs say that they spend seven hours a week or less, compared to 16% of the 16-34 year olds in the GB population.
- Overall, claimed PSB viewing was lower among EMGs. Smaller proportions of each EMG than the GB average said that they watched BBC One, BBC Two and ITV1 in a typical day. However, there were notable exceptions to this: compared to 1% of the GB population, 8% of the Black Caribbean group and 7% of the Mixed ethnic, Asian: Bangladeshi and Black African groups said that they watched four hours or more of Channel 4 each day. And while just 1% of the GB population reported watching four or more hours of Channel 5 per day, 7% of the Black African group, 6% of the Asian Bangladeshi group and 5% of the Black Caribbean and Mixed Ethnic groups said that they watched four hours or more per day of this channel.
- Viewing of recorded TV among EMGs (42%) was lower than the among the GB population, where more than half (55%) had watched TV in this way...
- Viewing of on-demand television among EMGs was around the same as the GB population. Around a third (34%) of each group had used on-demand services.
- Larger proportions of EMGs than the GB population average use PCs and mobile phones to access on-demand content. While less than one in five (18%) of the GB

population had used a PC to access on-demand, as much as a quarter (25% of the Asian: Bangladeshi group) said that they viewed TV in this way.

- The Asian: Indian group stands out as the group with the lowest ownership of television sets (18% saying that they have no TV) and the lowest levels of daily consumption. Less than half of this group were likely to watch BBC One (49%) BBC Two (21%), ITV (33%), Channel 4 (27%) and Channel 5 (23%) for more than an hour per day. The group was as likely as the rest of Great Britain to watch TV on demand, and more likely to watch on-demand on their mobile phone or device.
- More than half of the Black Caribbean group have a second TV in a bedroom. Almost one in five watched more than 40 hours per week, compared to 15% of the GB population. Larger proportions of the Black Caribbean group watched Channels 4 and 5, with around half the group (54% and 48% respectively) watching, compared to 44% and 33% in the GB population. A quarter of the Black Caribbean watch on-demand on a TV set, compared to 21% of GB.
- More than three in five of the Black Caribbean and Black African groups agree with the statement: "I like the idea of having a large selection of TV channels" (61% and 64% respectively), compared with 58% of the GB population.
- Larger proportions of the Asian: Pakistani, Asian: Indian and Asian: Bangladeshi groups (22% 19% and 16% respectively) than the GB in total (3%) subscribe to foreign language/ethnic channels. Twelve per cent of the Black African group subscribe to these channels.
- More than a third of the Asian: Bangladeshi and Asian: Pakistani groups (36% and 35% respectively) and 30% of the Asian: Indian group agree with the statement: "I rely on TV to keep me informed". This compares with a quarter in Great Britain who agree with the statement.
- Thirty-one per cent of EMGs; two in five among Asian: Pakistani, Asian: Indian and Asian: Pakistani groups (41%, 40, and 38% respectively), agree that watching TV is their favourite pastime, compared to a quarter (26%) among the GB population.

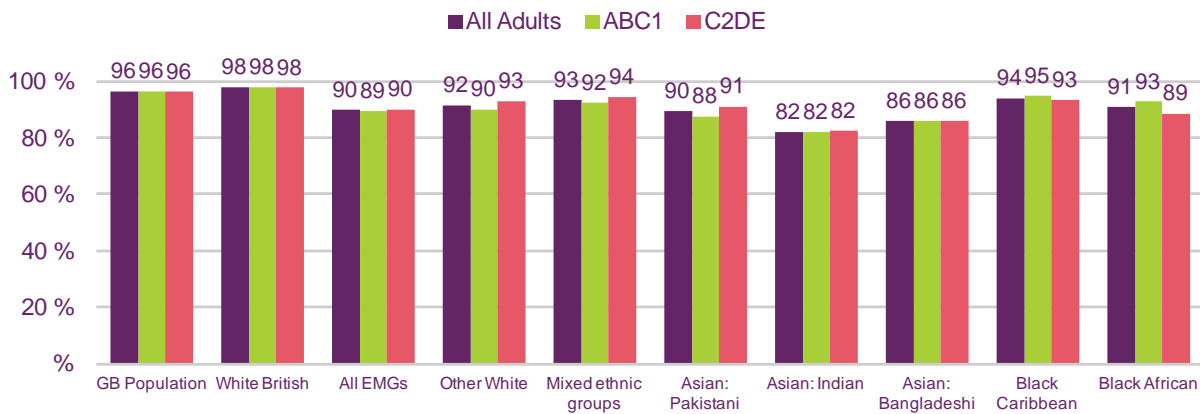
Use of television services

Most (96%) of the GB population said that they owned at least one TV set; a lower proportion (90%) of EMGs reported owning one. This lower figure was driven in part by the Asian: Indian group, in which 82% reported having a TV set. Nine in ten (91%) of the Black African; 92% of the Other White group and 93% of the Mixed ethnic groups reported owning TV set(s). Despite lower levels of TV set ownership in homes, the proportions of people in most EMGs saying that they watched television was similar to the GB population (96% compared to 99%). However, the Asian: Indian group reported a lower level (93% compared to 99% of GB) of TV viewing. The Asian: Indian group differentiated itself from other Asian groups in this regard (97% for the Asian: Pakistani group and 98% for the Asian: Bangladeshi group).

Number of televisions in household by socio-economic group (SEG)

There were no significant differences between ABC1 and C2DE groups in any ethnic group with regard to ownership of a television set.

At least one television in household

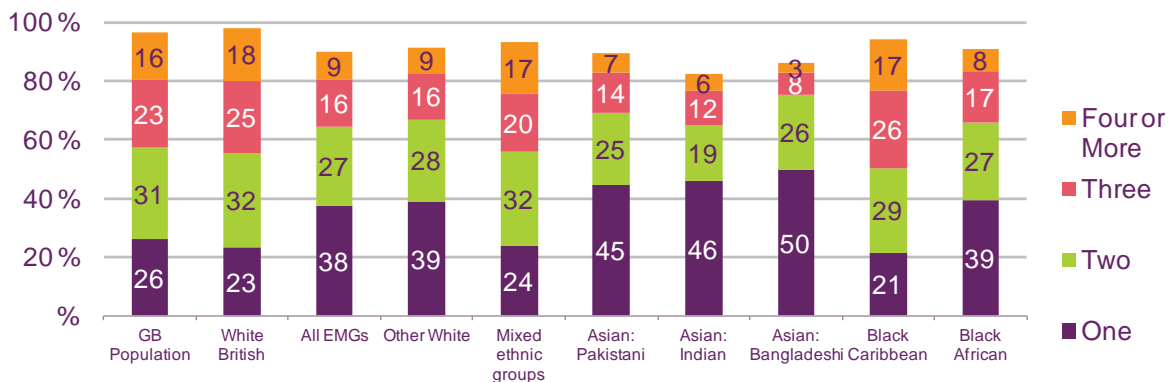


Source: Kantar TGI Three Years of Aggregated Data July 2009 - December 2012
 Base: All 72,218; White British 64,557; All EMGs 7686; Mixed ethnic groups 514; Other White 3,035; Asian: Pakistani 526; Asian: Indian 870; Asian: Bangladeshi 166; Black Caribbean 398; Black African 517
 Q: How many TVs do you have in your household?

Number of televisions in household

The Asian: Indian group was the most likely to say they have no television sets in their household, with 18% of the group reporting this; the Asian: Pakistani and Asian: Bangladeshi groups were also less likely than average to have a television set. While 6% of the Black Caribbean group also reported not having a television, over a quarter (26%) of this group reported having three television sets and 17% reported having four or more. This was higher than the proportion of people in Great Britain who reported having similar numbers of sets in their household. In this regard, the Black Caribbean group was the EMG closest in profile to the rest of the GB population.

Number of televisions in household

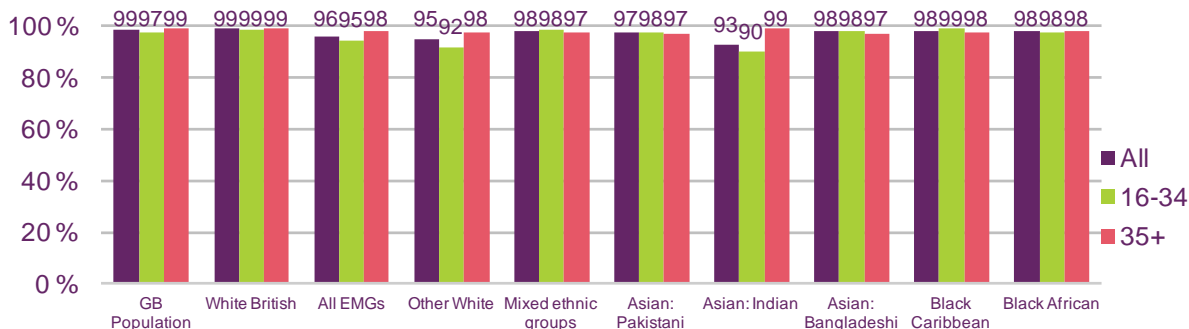


Source: Kantar TGI Three Years of Aggregated Data July 2009 - December 2012
 Base: All 72,218; White British 64,557; All EMGs 7686; Mixed ethnic groups 514; Other White 3,035; Asian: Pakistani 526; Asian: Indian 870; Asian: Bangladeshi 166; Black Caribbean 398; Black African 517
 Q: How many TVs do you have in your household?

Watching television

As shown in Figure 1.11, among 16-34 year olds, a smaller proportion of the Asian: Indian and Other White groups watched television (90% and 92% respectively). Among the individuals aged 35+, television watching was close to 100% among all groups.

Penetration of watching television

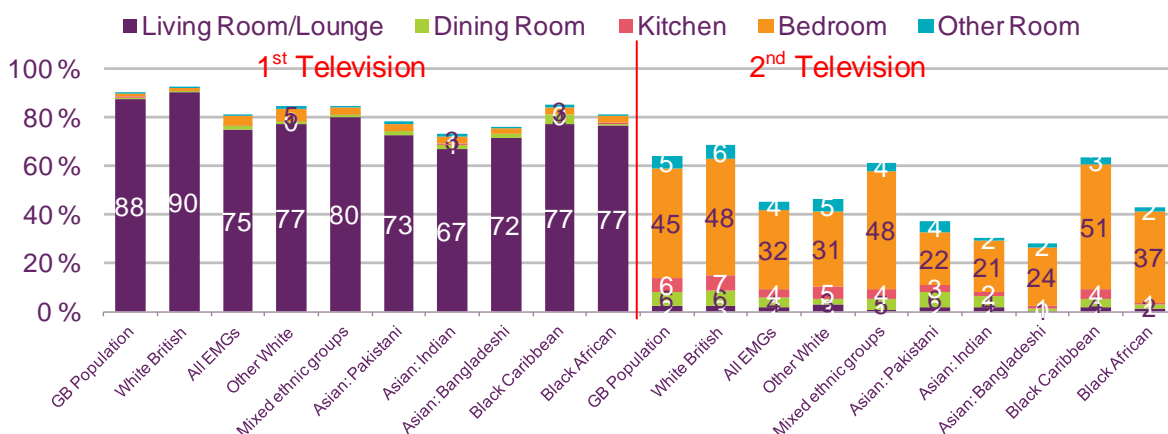


Source: Kantar TGI Three Years of Aggregated Data July 2009 - December 2012
 Base: All 72,218; White British 64,557; All EMGs 7686; Mixed ethnic groups 514; Other White 3,035; Asian: Pakistani 526; Asian: Indian 870; Asian: Bangladeshi 166; Black Caribbean 398; Black African 517
 Q: Do you watch television?

Location of TV sets

As with the GB population, the majority of each EMG had their main set in their living room. While almost nine in ten GB population respondents reported having a television in the living room, more than three-quarters of most of the other EMGs had a TV in their living room. More than half of the -Black Caribbean group reported having a second television in their bedroom, compared with 45% of the GB population. Almost half (48%) of Mixed ethnic groups, and one third (31%) of the Other White group had a second television in a bedroom; less than a quarter of the Asian: Pakistani, Asian: Indian and Asian: Bangladeshi groups who had a television in a bedroom.

Location of first and second television sets



Source: Kantar TGI Three Years of Aggregated Data July 2009 - December 2012
 Base: All 72,218; White British 64,557; All EMGs 7686; Mixed ethnic groups 514; Other White 3,035; Asian: Pakistani 526; Asian: Indian 870; Asian: Bangladeshi 166; Black Caribbean 398; Black African 517
 Q: Which room is it (your TV) in?

Amount of time spent watching television

Most EMGs claimed to view fewer hours of television per week than the GB average. In keeping with their low penetration of television sets, the Asian: Indian, Asian: Pakistani and Asian: Bangladeshi groups spent the least time watching television, with 27%, 28% and 31% respectively in these groups watching seven hours a week or less. The Other White and Black African group were similar in regard to the amount of TV they watched per week, with 66% and 65% respectively watching between seven and 40 hours per week. Even though a similar proportions of the Black Caribbean group watched less than 40 hours a week, almost one in five (19%) of them watched more than 40 hours of TV per week, compared to 15% of the GB population.

Amount of time spent watching television



Source: Kantar TGI Three Years of Aggregated Data July 2009 - December 2012

Base: All 72,218; White British 64,557; All EMGs 7686; Mixed ethnic groups 514; Other White 3,035; Asian: Pakistani 526; Asian: Indian 870; Asian: Bangladeshi 166; Black Caribbean 398; Black African 517

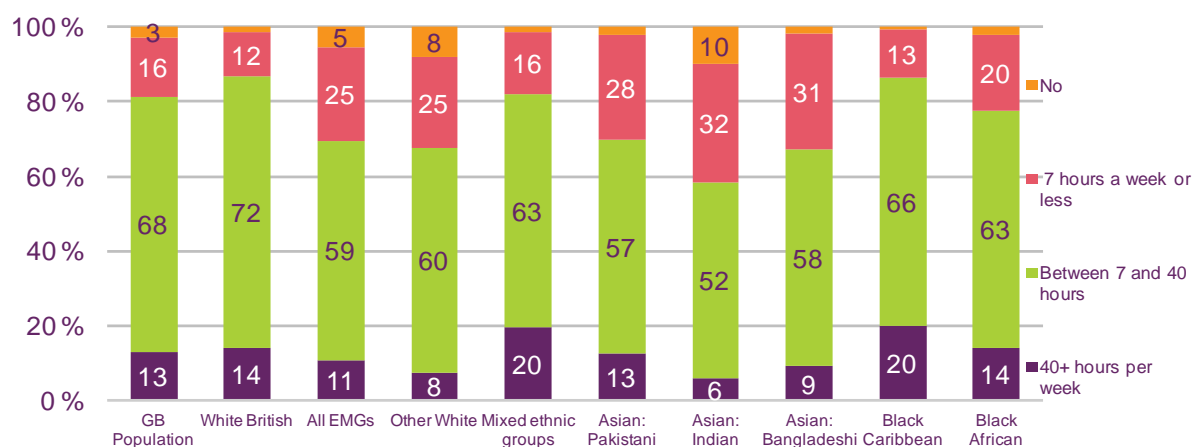
Q: How many hours a week do you watch TV? Total hours viewed per week

Average per day using midpoints and estimations

Amount of time spent watching television (16-34 year olds)

Among 16-34 year olds in Great Britain, EMGs tended to view fewer hours of television per week than others in their age group. People aged 16-34 in the Asian: Indian, Asian: Bangladeshi and Asian: Pakistani groups claimed to spend the least time watching television, at 32%, 31% and 28% respectively in these groups watching seven hours a week or less. The Other White and Asian: Bangladeshi group were similar in the amount of TV they watched per week, with 60% and 58% respectively watching between seven and 40 hours per week. One in five (20%) 16-34 year olds in the Mixed ethnic and Black Caribbean groups watch more than 40 hours of TV per week, compared to 14% of the Black African group and 13% of 16-34 year olds in the GB population.

Amount of time spent watching television (16-34 year olds)



Source: Kantar TGI Three Years of Aggregated Data July 2009 - December 2012

Base: 16-34 year olds 14411; White British 11384; All EMGs 3027; Mixed ethnic groups 283; Other White 943; Asian: Pakistani 359; Asian: Indian 484; Asian: Bangladeshi 127; Black Caribbean 111; Black African 248

Q: How many hours a week do you watch TV? Total hours viewed per week

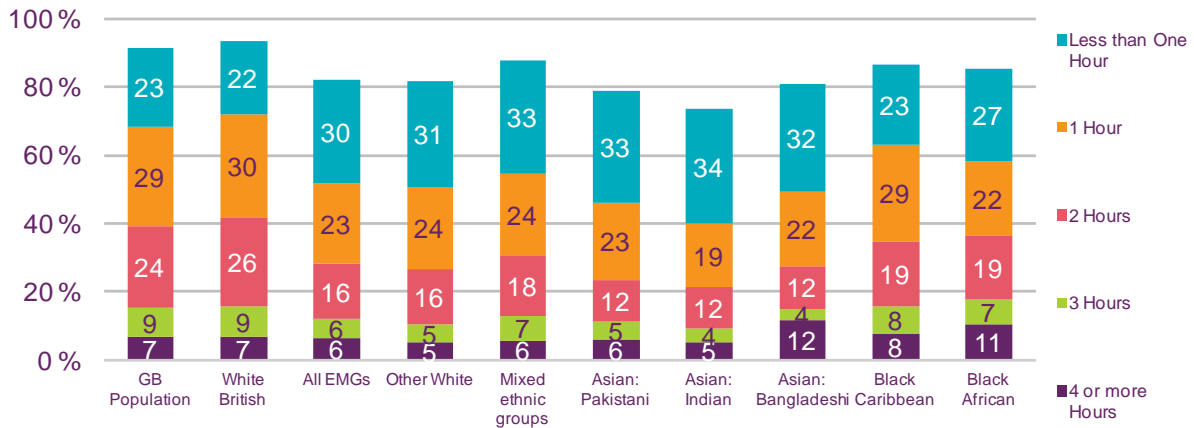
Viewing of public service broadcasting

Looking more closely at how the main five public service broadcasting (PSB) channels are consumed by different EMGs reveals significant differences in viewing behaviour. EMGs were more likely than the GB average to say that they “never watch” each of these channels. The three Asian groups were the least likely, while the Other White, Mixed ethnic, Black Caribbean and Black African groups were more likely to watch the main five PSB channels. Larger proportions of Mixed ethnic, Black Caribbean and Black African respondents watched more than an hour of Channel 4 per day compared with the GB population as a whole (48%, 55%, 50% and 44% respectively). The Black Caribbean and Black African groups were more likely than the GB population to say that they watched an hour or more of Channel 5 each day (48%, 38% and 33% respectively).

BBC One viewing

Over two-thirds (69%) of the GB population reported watching more than one hour of BBC One per day. Among the Black Caribbean group, 63% watched more than an hour. More than half (58%, 55% and 52%) of the Black African, Mixed ethnic and Other White groups watches more than an hour. Among Asian: Bangladeshi, Pakistani and Indian groups, less than half (49%, 46% and 39% respectively) watch more than an hour of BBC One per day.

PSB viewing: BBC one

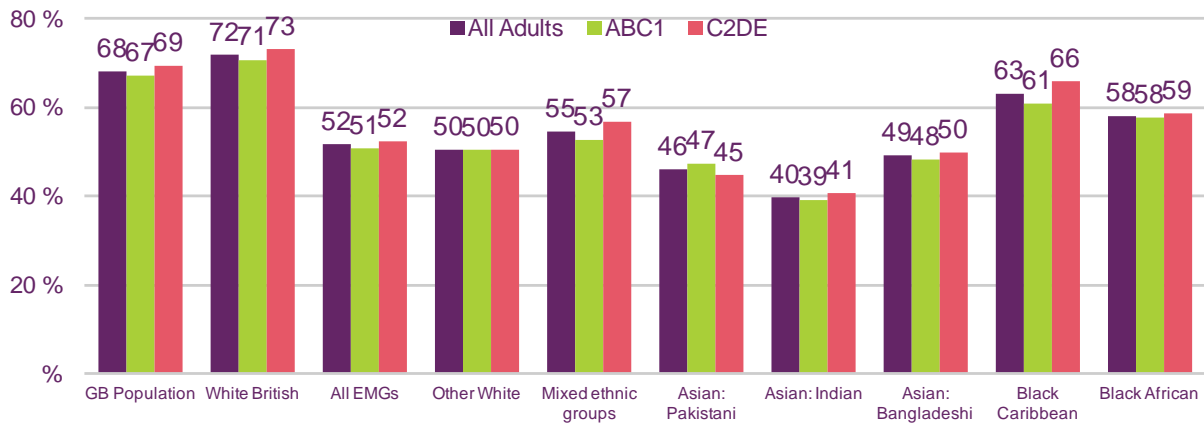


Source: Kantar TGI Three Years of Aggregated Data July 2009 - December 2012
 Base: All 72,218; White British 64,557; All EMGs 7686; Mixed ethnic groups 514; Other White 3,035; Asian: Pakistani 526; Asian: Indian 870; Asian: Bangladeshi 166; Black Caribbean 398; Black African 517
 Q: How many hours do you spend watching the following channels on average per day?

BBC One viewing among SEGs

There were few significant differences by socio-economic group, with regard to hours of TV watched.

PSB viewing, by SEG: BBC One

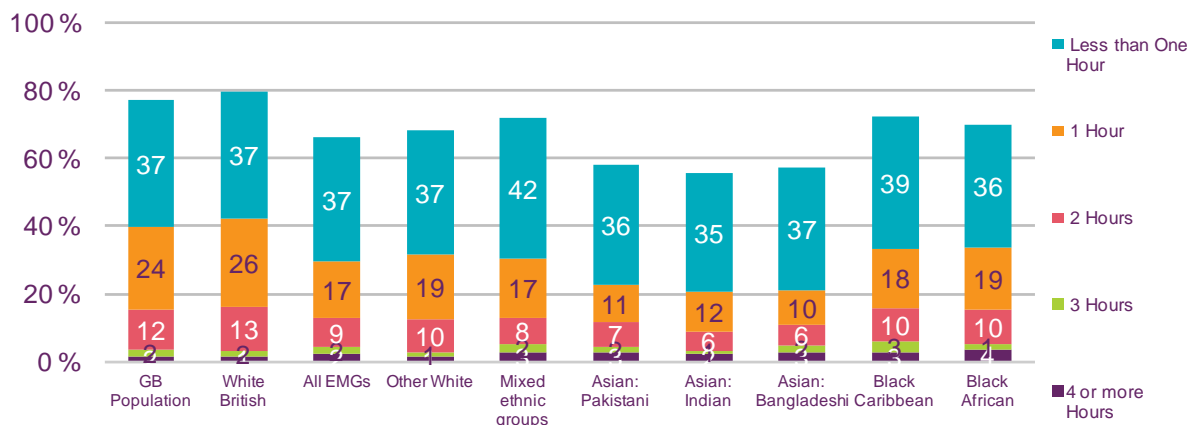


Source: Kantar TGI Three Years of Aggregated Data July 2009 - December 2012
 Base: All 72,218; White British 64,557; All EMGs 7686; Mixed ethnic groups 514; Other White 3,035; Asian: Pakistani 526; Asian: Indian 870; Asian: Bangladeshi 166; Black Caribbean 398; Black African 517
 Q: How many hours do you spend watching the following channels on average per day? (One hour or more spent watching BBC One)

BBC Two viewing

Two in five (42%) of the GB population claimed to watch more than an hour of BBC Two each day. Among the Other White, Black Caribbean and Black African groups, around one-third (33%, 33% and 34% respectively) watched an hour or more of the channel. Among the Asian: Pakistani, Asian: Indian and Asian: Bangladeshi groups, around one in five (23%, 21%, 21% respectively) claimed to watch more than an hour of BBC Two each day.

PSB viewing: BBC Two

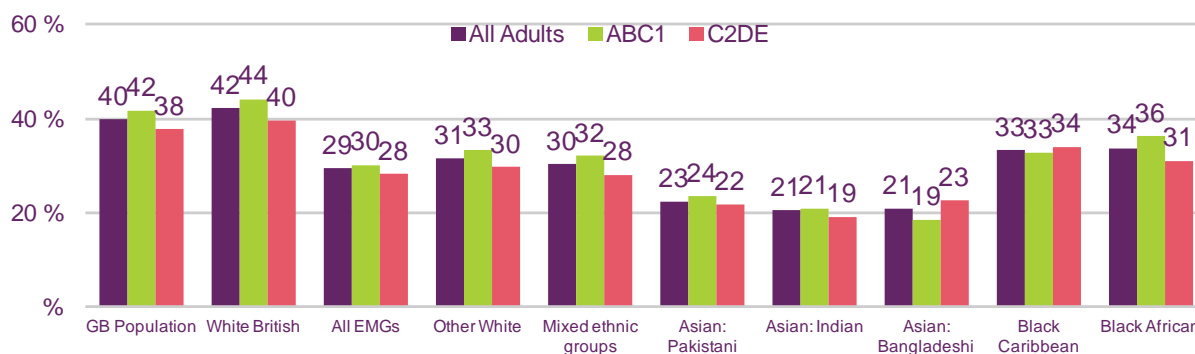


Source: Kantar TGI Three Years of Aggregated Data July 2009 - December 2012
 Base: All 72,218; White British 64,557; All EMGs 7686; Mixed ethnic groups 514; Other White 3,035; Asian: Pakistani 526; Asian: Indian 870; Asian: Bangladeshi 166; Black Caribbean 398; Black African 517
 Q: How many hours do you spend watching the following channels on average per day?

BBC Two viewing among SEGs

There were only indicative differences by socio-economic group with regard to claimed viewing of BBC Two. In the GB population group, more than one hour of BBC Two was watched by 42% of ABC1s, compared to 38% of C2DEs. Among ABC1s in the Black African group, 36% claimed to watch more than an hour of BBC Two and 31% of C2DEs watched more than an hour.

PSB viewing, by SEG: BBC Two

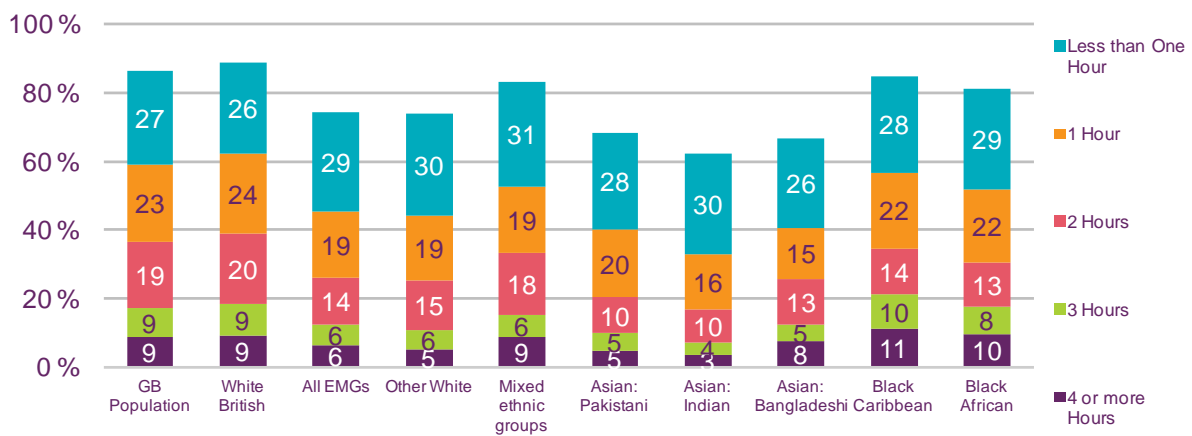


Source: Kantar TGI Three Years of Aggregated Data July 2009 - December 2012
 Base: All 72,218; White British 64,557; All EMGs 7686; Mixed ethnic groups 514; Other White 3,035; Asian: Pakistani 526; Asian: Indian 870; Asian: Bangladeshi 166; Black Caribbean 398; Black African 517
 Q: How many hours do you spend watching the following channels on average per day? (An hour or more of watching BBC Two)

ITV viewing

Six in ten (60%) of the GB population claimed to watch more than one hour of television per day on ITV. Viewing tended to be lower among EMGs; more than half of the Black Caribbean, Mixed ethnic and Black African groups (57%, 52% and 52% respectively) claimed to watch more than an hour of ITV per day on average. Among the Other White group, 45% said that they watched more than an hour of ITV per day. Among the Asian: Pakistani and Asian: Bangladeshi groups, around 40% watched more than an hour of ITV per day on average. The Asian: Indian group claimed to watch the least, with 33% reporting that, on average, they watched more than an hour of ITV per day.

PSB viewing: ITV



Source: Kantar TGI Three Years of Aggregated Data July 2009 - December 2012

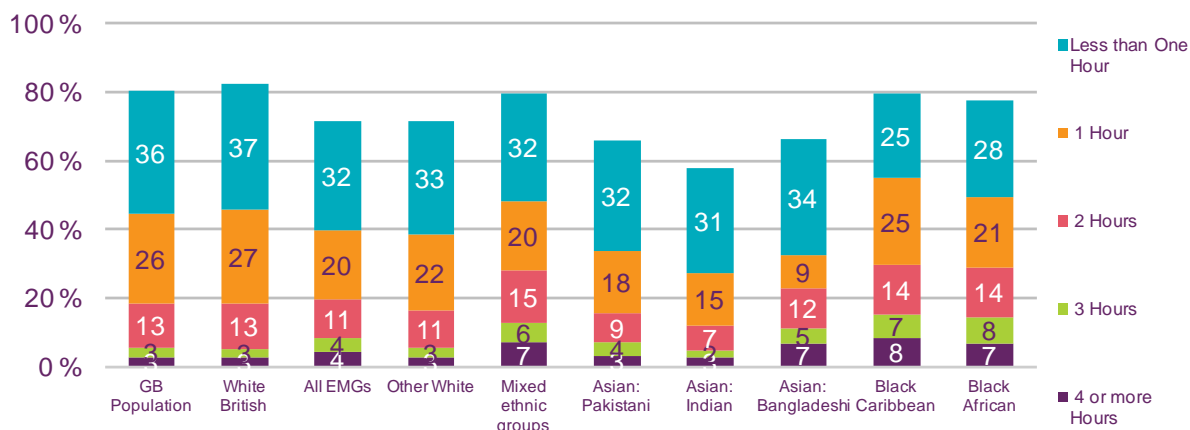
Base: All 72,218; White British 64,557; All EMGs 7686; Mixed ethnic groups 514; Other White 3,035; Asian: Pakistani 526; Asian: Indian 870; Asian: Bangladeshi 166; Black Caribbean 398; Black African 517

Q: How many hours do you spend watching the following channels on average per day?

Channel 4 viewing

More than two in five (45%) of the GB population reported watching Channel 4 for at least an hour each day. The channel was more often watched by the Black Caribbean and Black African groups: in both of these, more than half claimed to watch more than one hour per day, in contrast with the Mixed ethnicity and GB populations, where less than half watch more than one hour per day (54%, 50%, 48% and 45% respectively). There was a different picture among other groups. Among the Asian: Pakistani and Asian: Bangladeshi groups around a third (34% and 32% respectively) claimed to watch Channel 4 for more than one hour per day, and among Asian: Indian slightly more than a quarter (27%) claimed to watch more than an hour per day.

PSB viewing: Channel 4

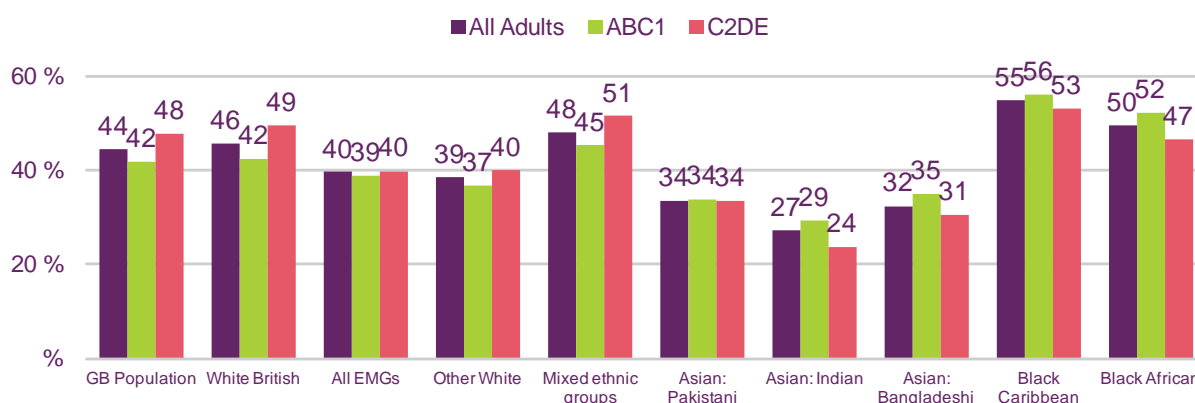


Source: Kantar TGI Three Years of Aggregated Data July 2009 - December 2012
 Base: All 72,218; White British 64,557; All EMGs 7686; Mixed ethnic groups 514; Other White 3,035; Asian: Pakistani 526; Asian: Indian 870; Asian: Bangladeshi 166; Black Caribbean 398; Black African 517
 Q: How many hours do you spend watching the following channels on average per day?

Channel 4 viewing among SEGs

Among the GB population group, 42% of ABC1s said that they watched more than an hour of Channel 4, compared to 48% of C2DEs. In the Asian: Bangladeshi group 35% of ABC1s watched more than an hour of Channel 4, compared to 31% of C2DEs in the group. In the Black African group, 52% of ABC1s watched more than an hour of Channel 4, compared with 47% of C2DEs. In the Mixed ethnic group, 45% of ABC1s watched more than an hour of Channel 4, compared with 51% of the C2DEs. Caution should be applied to these findings as sample sizes are too small for the differences to be statistically significant.

PSB viewing: Channel 4

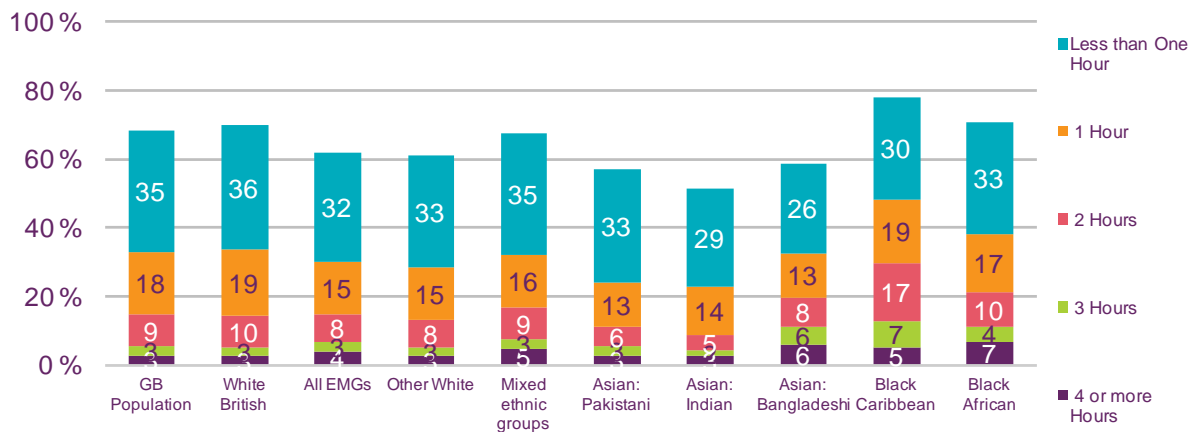


Source: Kantar TGI Three Years of Aggregated Data July 2009 - December 2012
 Base: All 72,218; White British 64,557; All EMGs 7686; Mixed ethnic groups 514; Other White 3,035; Asian: Pakistani 526; Asian: Indian 870; Asian: Bangladeshi 166; Black Caribbean 398; Black African 517
 Q: How many hours do you spend watching the following channels on average per day? (An hour or more of watching Channel 4)

Channel 5 viewing

This channel had the highest claimed viewing among the Black Caribbean group, of which almost half (48%) claim to watch more than an hour per day. Almost two in five (38%) of the Black African group watch more than an hour of Channel five in a day, and a third (33%) of the Asian: Bangladeshi and Mixed ethnic group watch more than one hour of Channel 5 in an average day. This compares with a third (33%) of the GB population who claim to watch more than an hour on average. Channel 5 was less frequently watched by the Other White, Asian: Pakistani and Asian: Indian groups (26%, 24% and 23% respectively).

PSB viewing: Channel 5



Source: Kantar TGI Three Years of Aggregated Data July 2009 - December 2012

Base: All 72,218; White British 64,557; All EMGs 7686; Mixed ethnic groups 514; Other White 3,035; Asian: Pakistani 526; Asian: Indian 870; Asian: Bangladeshi 166; Black Caribbean 398; Black African 517

Q: How many hours do you spend watching the following channels on average per day?

TV viewing

Diversity of channels

When asked to what extent they agreed with the statement “I like the idea of having a large selection of TV channels” almost three in five (58%) agreed that this was the case for them. Propensity to agree with this statement varied between EMGs; one in ten (11%) disagreed with it. Among the Black Caribbean and Black African ethnic groups, levels of agreement were higher. Among the Black African group, 64% agreed with the statement, with just 7% disagreeing. Among the Mixed ethnic group, 62% of the group agreed with the statement and 23% disagreed. In the Black Caribbean group, 60% agreed and 6% disagreed. The Asian: Pakistani, Other White and Asian: Indian groups were the least likely to agree that they liked the idea of having a large selection of TV channels. Slightly more than half (52%) of the Asian: Pakistani group agreed, with 9% disagreeing. About half (51%) of the Other White group agreed with the statement, with 13% disagreeing. Finally, less than half of the Asian: Indian group agreed, with 11% disagreeing.

Preference for having a “large selection of TV channels”



Source: Kantar TGI Three Years of Aggregated Data July 2009 - December 2012

Base: All 72,218; White British 64,557; All EMGs 7686; Mixed ethnic groups 514; Other White 3,035; Asian: Pakistani 526; Asian: Indian 870; Asian: Bangladeshi 166; Black Caribbean 398; Black African 517

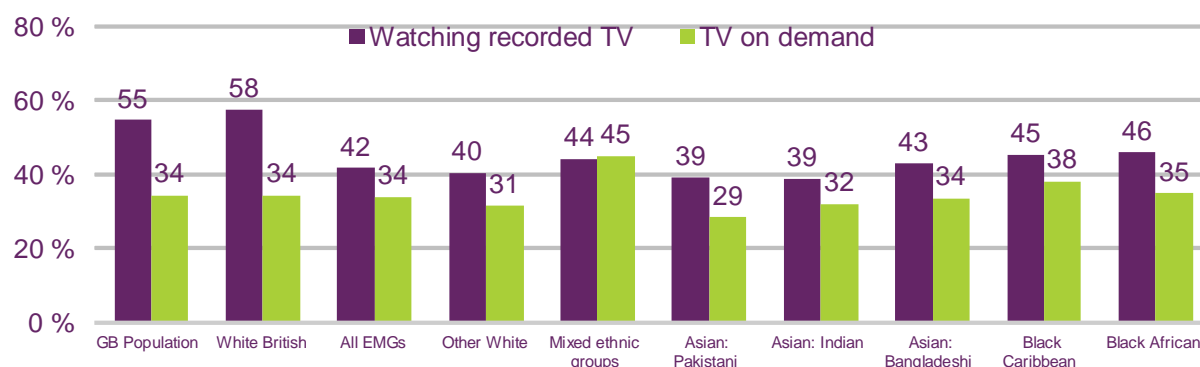
Statements: I like the idea of having a large selection of TV channels

Non-linear television

Recorded TV, and TV on demand

Almost three in five (55%) in Great Britain use recorded television. Among the Other White group and the Asian: Pakistani and Asian: Indian groups, around two in five use recorded television (40%, 39% and 39% respectively). Among Black African, Black Caribbean Mixed ethnic and Asian: Bangladeshi groups, close to half of respondents (46%, 45% 44% and 43% respectively) used recorded TV. Claimed TV on-demand viewing was more similarly used by all the groups; with viewing among the Asian: Bangladeshi, Asian: Indian and Asian: Pakistani groups closer to the GB population (34%, 32% 29% and 34% respectively). The Black Caribbean group have a higher claimed propensity (38%) than the GB population to consume on-demand audiovisual content. Nearly half (45%) of the Mixed ethnic group used TV on demand.

Recorded TV and TV on demand – viewing in past 12 months



Source: Kantar TGI Three Years of Aggregated Data July 2009 - December 2012

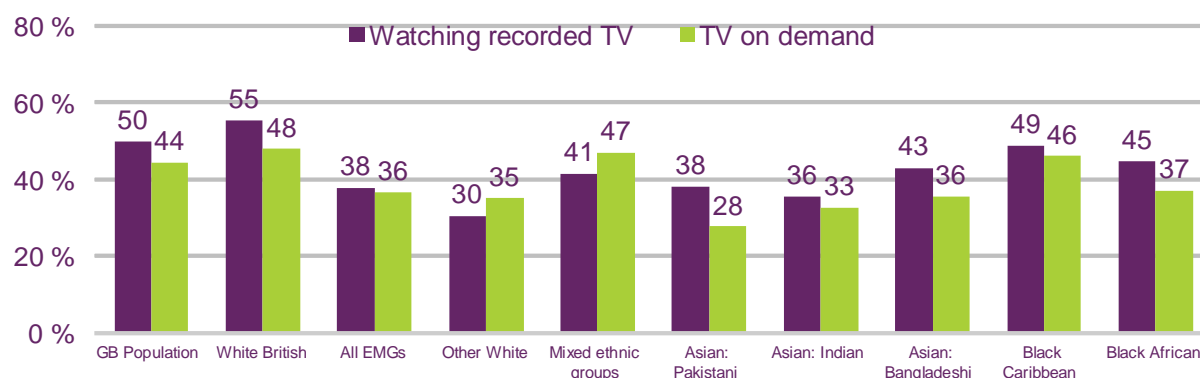
Base: All 72,218; White British 64,557; All EMGs 7686; Mixed ethnic groups 514; Other White 3,035; Asian: Pakistani 526; Asian: Indian 870; Asian: Bangladeshi 166; Black Caribbean 398; Black African 517

Q: Have you watched TV programmes/films in either of these ways in the last 12 months?

Recorded TV and TV on demand among 16-34 year olds

Among 16-34 year olds in Great Britain, claimed watching of recorded TV was lower than among the total population (50% compared to 55%, Figure 1.25) Watching TV on demand was higher (44% compared to 34%, Figure 1.25). Among 16-34 year olds in the Black Caribbean group, almost half of the respondents watched either recorded TV or on-demand (49% and 46% respectively); this is similar to levels reported by 16-34 year olds in the GB population (50% and 44% respectively). Lower proportions of 16-34 year olds in each of the Asian: Bangladeshi, Asian: Pakistani and Asian: Indian groups watched recorded TV and TV on-demand, compared to the GB population as a whole.

Recorded TV and TV on demand (16-34 year olds)



Source: Kantar TGI Three Years of Aggregated Data July 2009 - December 2012

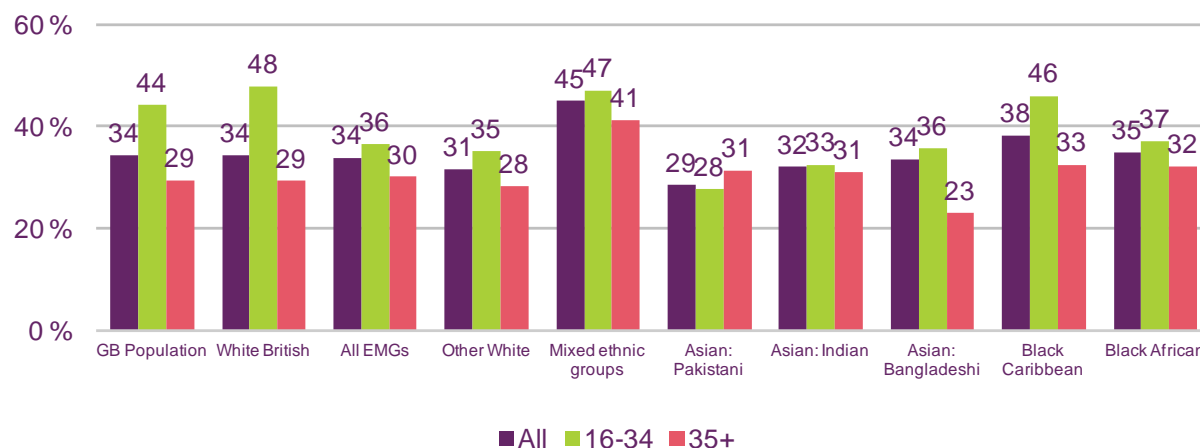
Base: 16-34 year olds 14411; White British 11384; All EMGs 3027; Mixed ethnic groups 283; Other White 943; Asian: Pakistani 359; Asian: Indian 484; Asian: Bangladeshi 127; Black Caribbean 111; Black African 248

Q: Have you watched TV programmes/films in either of these ways in the past 12 months?

Comparing on-demand; 16-34s, and those aged 35+

On demand use was 15% points higher among 16-34 years old than among over-35s in the total GB population, but not significantly different in the Asian: Pakistani and Asian: Indian groups. Among 16-34 year olds in the Asian: Pakistani and Asian: Indian groups, the proportion of respondents who claimed to watch television on demand was significantly lower than in the Mixed ethnic and Black Caribbean groups.

Watching TV on demand, by age



Source: Kantar TGI Three Years of Aggregated Data July 2009 - December 2012

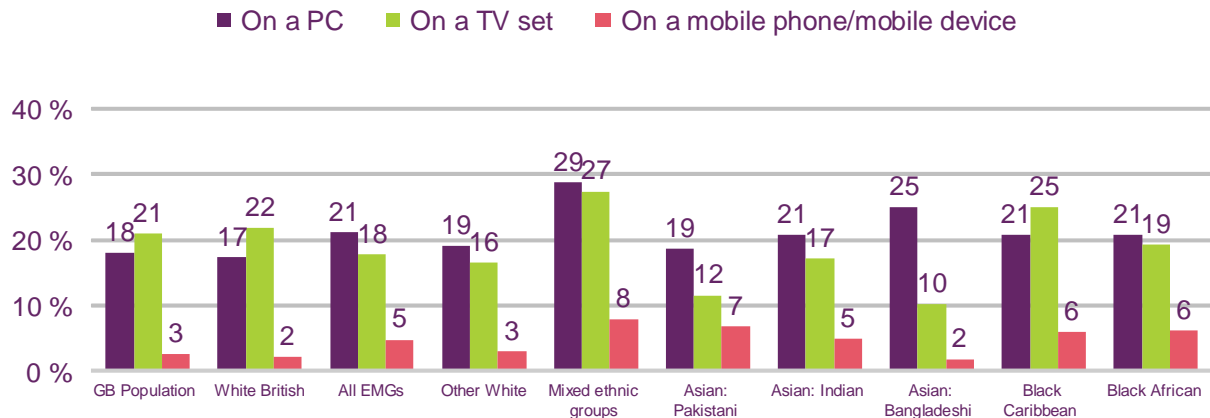
Base: All 72,218; White British 64,557; All EMGs 7686; Mixed ethnic groups 514; Other White 3,035; Asian: Pakistani 526; Asian: Indian 870; Asian: Bangladeshi 166; Black Caribbean 398; Black African 517

Q: Have you watched TV programmes/films in either of these ways in the last 12 months?

On-demand devices

Looking at the methods of consuming on-demand content, we see some clear differences between EMGs' use of different devices for the consumption of audiovisual content. While on-demand consumed via a television set was the most popular method for the GB population and for Black Caribbean groups (21% and 25% respectively); for all other ethnic minorities, on-demand content was consumed mostly via a PC. This was highest among the Mixed ethnic and Asian: Bangladeshi groups (the youngest age profiles), a quarter of whom (29% and 25% respectively), claimed to have consumed on-demand television services via a PC. One in five of each of the Black African and Asian: Indian groups claimed to consume on-demand content on their PC (21% each). One in five (21%) in the Black Caribbean group also consumed on-demand content via their PC. Among the Other White and Asian: Pakistani groups, almost as many (19%) watch on demand via a PC, about the same as the 18% of the GB population. The Mixed ethnic and Asian: Pakistani groups were the most likely to consume on-demand content on mobile devices, with 8% and 7% respectively reporting that they did this. The Black Caribbean and Black African groups were also more likely than the GB average to do this, at 6%, 6% and 3% respectively.

Devices used to view TV on demand



Source: Kantar TGI Three Years of Aggregated Data July 2009 - December 2012

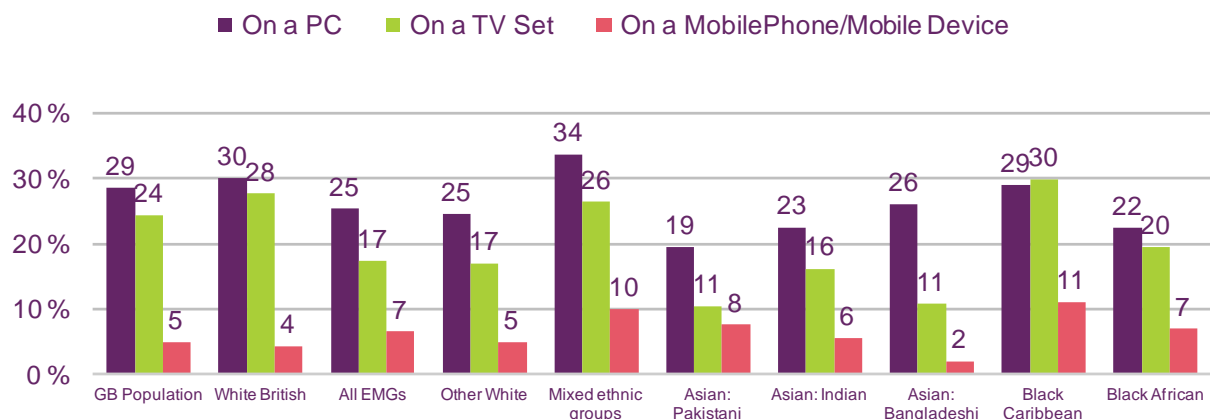
Base: All 72,218; White British 64,557; All EMGs 7686; Mixed ethnic groups 514; Other White 3,035; Asian: Pakistani 526; Asian: Indian 870; Asian: Bangladeshi 166; Black Caribbean 398; Black African 517

Q: Which of these do you use to watch TV on demand?

On-demand devices among 16-34 year olds

Among 16-34 year olds, 29% of respondents claimed to have watched TV on demand on a PC, and 24% had watched it on a television set. Around a third (34%) of 16-34 year olds in the Mixed ethnic group said that they watched TV on demand on a PC. Among 16-34 year olds in the Black Caribbean group, as many respondents watched TV on demand on a PC as did so on a TV set (29% and 30% respectively). One in ten of 16-34 year olds in the Black Caribbean and Mixed ethnic groups (11% and 10% respectively) watched on-demand on a mobile phone/device, compared with 5% of 16-34 year olds in the GB population. Eight per cent of 16-34 year olds in the Asian: Pakistani group, and 7% of 16-34 year olds in the Black African group watch TV on a mobile, compared to 5% of 16-34 year olds in the GB population.

Devices used to view TV on demand (16-34 year olds)



Source: Kantar TGI Three Years of Aggregated Data July 2009 - December 2012

Base: 16-34 year olds 14411; White British 11384; All EMGs 3027; Mixed ethnic groups 283; Other White 943; Asian: Pakistani 359; Asian: Indian 484; Asian: Bangladeshi 127; Black Caribbean 111; Black African 248

Q: Which of these do you use to watch TV on demand?

Viewers and television

Despite lower TV set ownership and average hours of viewing among EMGs, attitudes towards television are generally as positive, or in some cases more positive, as in the general GB population. EMGs generally find TV as informative (27% compared to 25% in GB), as entertaining (31% compared to 26% in GB) and feel less “bombarded by advertising” (38% compared to 45% in GB).

Reliance on television to keep informed

When asked how much they agreed with the following statement: “I rely on the television to keep me informed”, a quarter of adults in Great Britain agreed, while 38% disagreed. Among the Asian: Pakistani, Asian: Bangladeshi and Asian: Indian groups the proportions were different. Among the Asian: Pakistani Group, almost two in five (37%) agreed that they rely on Television to keep them informed; a quarter (27%) disagreed. Among the Asian: Bangladeshi group, 36% agreed with the statement and more than one in five (23%) disagreed. among the Asian: Indian three in ten (30%) agreed and one in four disagreed. In the Black African group three in ten (29%) agreed with the statement, while one in three (34%) disagreed.

“I rely on TV to keep me informed”



Source: Kantar TGI Three Years of Aggregated Data July 2009 - December 2012

Base: All 72,218; White British 64,557; All EMGs 7686; Mixed ethnic groups 514; Other White 3,035; Asian: Pakistani 526; Asian: Indian 870; Asian: Bangladeshi 166; Black Caribbean 398; Black African 517

Statements: I rely on TV to keep me informed:

Television as a preferred pastime

When asked how much they agreed with the following statement: “Watching TV is my favourite pastime” a quarter (26%) of people in Great Britain agreed, while almost two in five (38%) disagreed. Among the Other White, slightly more than one in five (22%) agreed and 43% disagreed. Respondents in the Asian ethnic groups were the most likely to report that TV was their preferred pastime. Forty two per cent of the Asian: Pakistani group agreed that TV was their favourite pastime, while 12% disagreed; 40% of the Asian: Indian group agreed with the statement and 10% disagreed, while 39% of the Asian: Bangladeshi group agreed and 30% disagreed.

“Watching TV is my favourite pastime”

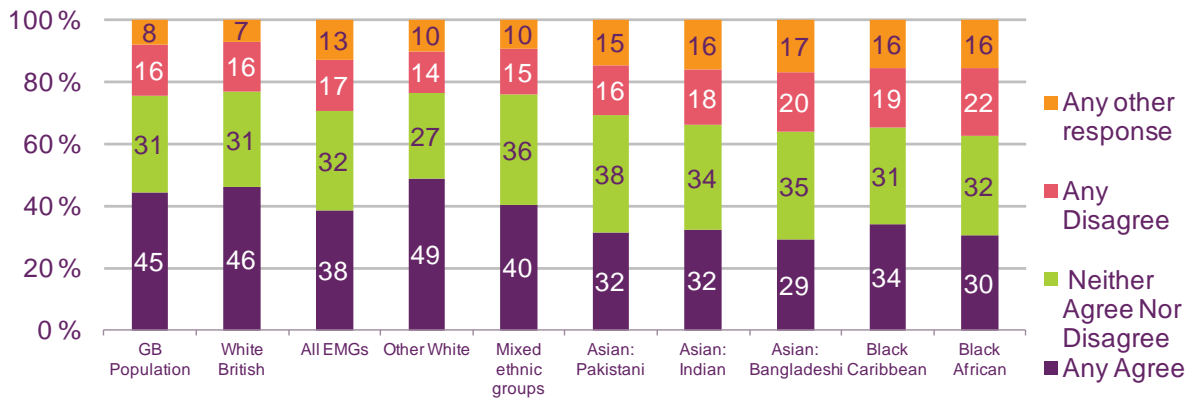


Source: Kantar TGI Three Years of Aggregated Data July 2009 - December 2012
 Base: All 72,218; White British 64,557; All EMGs 7686; Mixed ethnic groups 514; Other White 3,035; Asian: Pakistani 526; Asian: Indian 870; Asian: Bangladeshi 166; Black Caribbean 398; Black African 517
 Statements: Watching TV is my favourite pastime

Attitude towards TV advertising

Almost half (45%) of respondents in Great Britain agreed that they felt “bombarded by advertising”. This sentiment was highest (49%) among the Other White group. The Asian: Indian (32%), Pakistani (32%) and Bangladeshi (29%) groups and Black African group (30%) were the least likely to agree with this statement.

“I feel bombarded by advertising”



Source: Kantar TGI Three Years of Aggregated Data July 2009 - December 2012
 Base: All 72,218; White British 64,557; All EMGs 7686; Mixed ethnic groups 514; Other White 3,035; Asian: Pakistani 526; Asian: Indian 870; Asian: Bangladeshi 166; Black Caribbean 398; Black African 517
 Statements: I feel bombarded by advertising(on television)

Listening to radio

Key points:

- Radio listening levels, among all EMGs, were lower than the GB population (70% claimed to ever listen, compared to 79%). Levels of listening among the Other White group and the Black Caribbean group were 79% and 75% respectively, while listening levels among the Asian Indian, Asian Pakistani and Asian Bangladeshi groups were 63%, 55% and 40% respectively.
- The Asian Bangladeshi population had the lowest level of claimed radio listening, with slightly more than a quarter (28%) listening from Monday to Friday, and about three-quarters (77%) listening only one day per week, or never.
- A third of adults aged over 35 in the GB population reported having a DAB radio at home, compared with less than 18% of the Asian Indian group aged over 35. Three per cent of adults aged over 35 in the Asian Bangladeshi group said they had a DAB radio.
- The same proportion of EMGs as the GB population said that they listened to digital radio in their car (19%).
- Sixteen per cent of EMGs and 19% of the Other White group listened to digital radio on the internet, compared to 11% of the GB population. More than one in five (22%) of the Black African group listened to radio on the internet.
- Similar levels of all EMGs as the GB population said that they listened to radio for companionship (23% compared to 22%)
- Slightly more than a quarter (28%) of the Asian: Bangladeshi group agreed that they listened more intently “when the news comes on”, compared with less than half (47%) of the GB population who said they did this. However, among EMGs, 44% of the whole group said they listened more intently when the news came on.

Radio listening

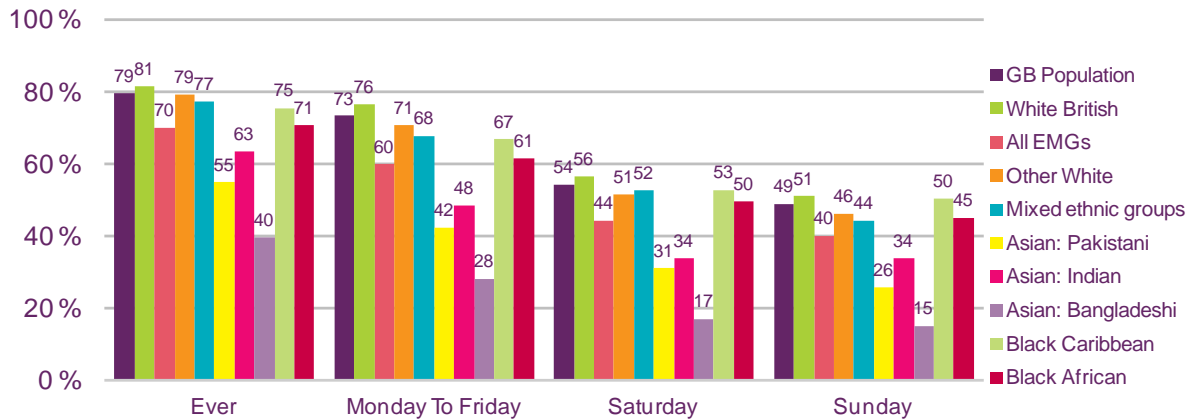
Most of the ethnic minority groups analysed in this report claimed to listen to less radio than the British population⁵. While 79% of the GB population, and of the Other White group, reported listening to radio at any time during the week, only three-quarters (75%) and 71% of the Black Caribbean and Black African groups respectively claimed to do so. Claimed radio listening was even lower among the Asian: Indian, Asian: Pakistani and Asian: Bangladeshi groups, at 63%, 55% and 40% respectively.

During the week, radio listening was reported by less than three-quarters (73%) of the GB population and 71% of the Other White group. Among the Black Caribbean and Black African groups, this falls to two-thirds (67%) and three in five (61%). Less than half (48%) of the Asian: Indian group and around two in five (42%) of the Asian: Pakistani group listen to radio during the week. Slightly more than a quarter (28%) of the Asian: Bangladeshi group listen to radio during the week.

⁵ According to RAJAR, the reach of radio listening in Great Britain was 89.7%*. When using consumer research from TGI, people recalled listening to radio less but the comparisons were worth noting.*Based on Q2 2013; 12-month weighting.

On Sundays, about half (49%) of the GB population listen to radio, according to TGI data. This was about the same as the Black Caribbean (50%) Other White (46%) and Black African (45%) groups, and to a lesser extent, the Mixed ethnic group (44%). Similar to Saturdays, a third of the Asian: Indian group listen to radio on a Sunday, dropping to a quarter among the Asian: Pakistani group and just over one in ten (15%) among the Asian: Bangladeshi group.

Radio listening



Source: Kantar TGI Three Years of Aggregated Data July 2009 - December 2012

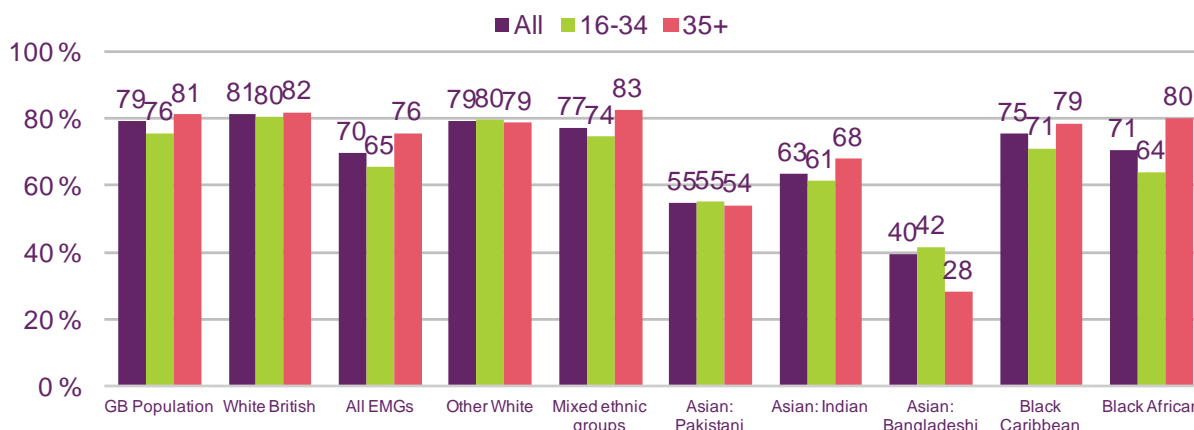
Base: All 72,218; White British 64,557; All EMGs 7686; Mixed ethnic groups 514; Other White 3,035; Asian: Pakistani 526; Asian: Indian 870; Asian: Bangladeshi 166; Black Caribbean 398; Black African 517

Q: On which days do you listen to the radio?

Radio listening, by age group

Comparing 16-34 year olds: EMGs claim to listen to significantly less radio than the GB population. While 76% of 16-34 year olds in the GB population, and 80% of 16-34 year olds in the Other White group listen to radio at any time during the week, 74% of Mixed ethnic, 71% of the Black Caribbean and 64% of the Black African group listen over the same period. Radio listening was even lower among 16-34 year olds in the Asian: Indian, Asian: Pakistani and Asian: Bangladeshi groups, where listening was at 61%, 55% and 42% respectively. While more than four in five (81%) adults aged 35+ in GB recall listening to the radio, three in ten (28%) of Asian: Bangladeshi respondents report listening to the radio.

Radio listening: any day of week



Source: Kantar TGI Three Years of Aggregated Data July 2009 - December 2012

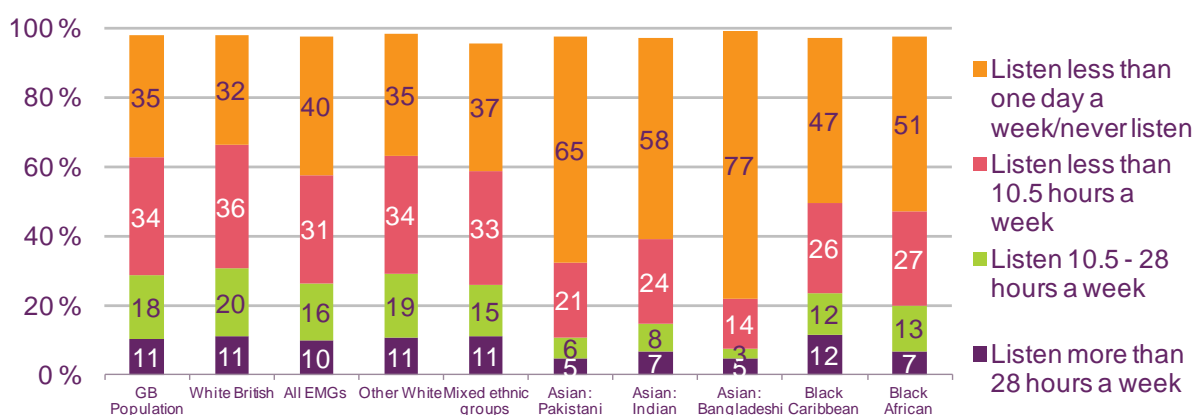
Base: All 72,218; White British 64,557; All EMGs 7686; Mixed ethnic groups 514; Other White 3,035; Asian: Pakistani 526; Asian: Indian 870; Asian: Bangladeshi 166; Black Caribbean 398; Black African 517

Q: On which days do you listen to the radio? (Any day)

Frequency of listening to radio

About a third (29%) of the GB population claim to listen to the radio for more than 10.5 hours per week, with one in ten (11%) listening for more than 28 hours per week. The Other White group listens to radio almost as frequently (30% for 10.5 hours or more per week). A quarter of the Mixed ethnic and Black Caribbean groups (26% and 24% respectively) listen to more than 10.5 hours per week. One in five (20%) of the Black African group listens to the radio for more than 10.5 hours per week, and in the Asian: Indian, Asian: Pakistani and Asian: Bangladeshi groups, around one in ten listen to the radio for more than 10.5 hours per week (15%, 11% and 8% respectively).

Frequency of listening to radio



Source: Kantar TGI Three Years of Aggregated Data July 2009 - December 2012

Base: All 72,218; White British 64,557; All EMGs 7686; Mixed ethnic groups 514; Other White 3,035; Asian: Pakistani 526; Asian: Indian 870; Asian: Bangladeshi 166; Black Caribbean 398; Black African 517

Q: For how long do you listen to the radio on average?

DAB radio set ownership

DAB radio sets had a lower home ownership level among younger demographics. While penetration was a third (33%) among adults over 35, DAB radio ownership was lower (23%) among adults aged 16-34. Among 16-34 year olds in the Mixed ethnic group, digital radio listening was at 25%. About one in five of 16-34 year olds in the Black Caribbean and Black African groups (20% and 18% respectively) said that they had a DAB radio at home. Less than one in five of 16-34 year olds in the Other White and Asian: Indian groups had a DAB radio at home. Approximately the same proportion of 16-34 year olds in the Asian: Pakistani group (13%) had a DAB radio in their home, similar to adults 35+ in the Asian: Pakistani group (12%).

DAB radio set ownership at home



Source: Kantar TGI Three Years of Aggregated Data July 2009 - December 2012
 Base: All 72,218; White British 64,557; All EMGs 7686; Mixed ethnic groups 514; Other White 3,035; Asian: Pakistani 526; Asian: Indian 870; Asian: Bangladeshi 166; Black Caribbean 398; Black African 517
 Q: Does anyone in your home own one (a DAB radio)?

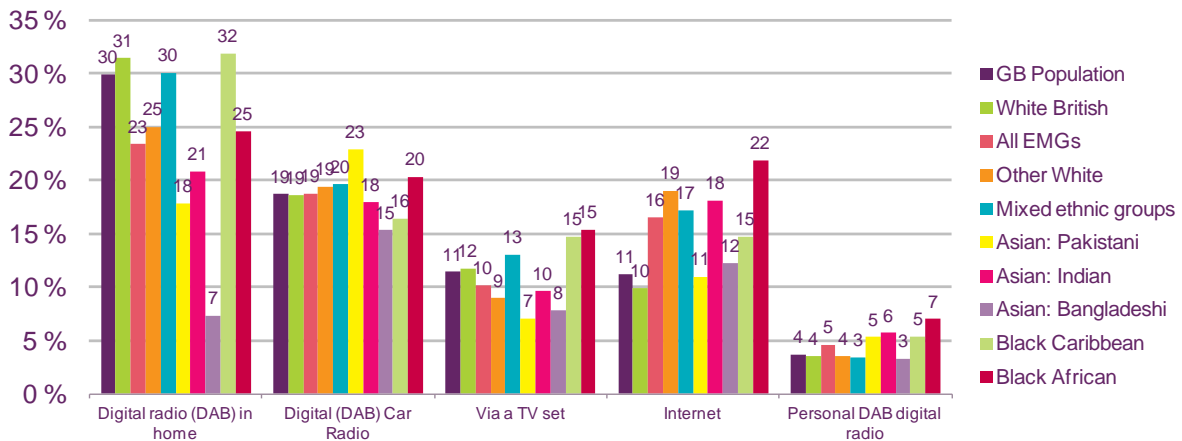
Method of listening to digital radio

In Great Britain, the place where people were most likely to listen to digital radio via DAB was in the home; three in ten (30%) claimed to listen to digital radio via DAB in the home. The equivalent figures for other EMGs were 32% in the Black Caribbean group, 30% in the Mixed ethnic group and slightly less in the Other White and Black African groups (25% each). In the Asian: Indian and Asian: Pakistani groups it was around two in five (18% and 21% respectively) and less than one in ten (7%) in the Asian: Bangladeshi group.

Digital radio listening in the Asian: Bangladeshi group more than doubles (15%) when it takes place in the car. Similarly, in the Asian: Pakistani group, listening to digital radio in the car stands at 23% and is similar (18% compared to 21%) among Asian: Indians.

Listening to digital radio via the internet was highest among Black African, Other White and Asian: Indian groups (22%, 18% and 18% respectively). Listening via personal DAB devices was indicatively highest among the Black African and Asian: Indian groups (7% and 6% respectively) but was at a similar level across all ethnic groups in Great Britain.

Method of listening to digital radio



Source: Kantar TGI Three Years of Aggregated Data July 2009 - December 2012

Base: All 72,218; White British 64,557; All EMGs 7686; Mixed ethnic groups 514; Other White 3,035; Asian: Pakistani 526; Asian: Indian 870; Asian: Bangladeshi 166; Black Caribbean 398; Black African 517

Q: Which of the following do you use to listen to Digital Radio?

Listening to radio for companionship

When asked about radio, slightly more than one in five agreed that they listened to the radio mainly for companionship. This rises to one in four among the Other White and Asian: Indian groups.

“I listen to the radio mainly for companionship”



Source: Kantar TGI Three Years of Aggregated Data July 2009 - December 2012

Base: All 72,218; White British 64,557; All EMGs 7686; Mixed ethnic groups 514; Other White 3,035; Asian: Pakistani 526; Asian: Indian 870; Asian: Bangladeshi 166; Black Caribbean 398; Black African 517

Statements: I listen to the radio mainly for companionship

Advertising on the radio

Ethnic minority groups were more likely than the general population of Great Britain to say that they notice advertisements on the radio. When asked if they agreed with the statement: “I often notice advertisements on the radio”, 24% of the Asian: Pakistani group agreed, 23% of the Mixed ethnic, Black African and Caribbean groups agreed, 22% of the Asian:

Bangladeshi group agreed and 21% of the Asian: Indian group agreed. This compares with 16% of the Other White group and 17% of the population of Great Britain.

“I often notice the advertisements on the radio”



Source: Kantar TGI Three Years of Aggregated Data July 2009 - December 2012
 Base: All 72,218; White British 64,557; All EMGs 7686; Mixed ethnic groups 514; Other White 3,035; Asian: Pakistani 526; Asian: Indian 870; Asian: Bangladeshi 166; Black Caribbean 398; Black African 517
 Statements: I often notice the advertisements on the radio

News on the radio

When asked about local news on radio, around three in ten of most ethnic groups in the UK agreed that they preferred local radio because it covered local news. In the Black African group, however, this was slightly lower; less than one in four (24%) of this group agreed with the statement.

“I prefer local radio because it covers local news”



Source: Kantar TGI Three Years of Aggregated Data July 2009 - December 2012
 Base: All 72,218; White British 64,557; All EMGs 7686; Mixed ethnic groups 514; Other White 3,035; Asian: Pakistani 526; Asian: Indian 870; Asian: Bangladeshi 166; Black Caribbean 398; Black African 517
 Statements: I prefer local radio because it covers local news

Almost half of the GB population agreed that they listened more when the news came on. However, in the Asian: Bangladeshi group, only a quarter (28%) agree that they listened more intently when the news came on. This compares with two in five (41%) in the Asian: Indian and Asian: Pakistani groups.

“I always listen to the radio more intently when the news comes on”



Source: Kantar TGI Three Years of Aggregated Data July 2009 - December 2012
 Base: All 72,218; White British 64,557; All EMGs 7686; Mixed ethnic groups 514; Other White 3,035; Asian: Pakistani 526; Asian: Indian 870; Asian: Bangladeshi 166; Black Caribbean 398; Black African 517
 Statements: I always listen to the radio more intently when the news comes on

Section 6

Consumption of services: telecoms

Introduction

In Great Britain, take-up and consumption of mobile telecoms services is higher among younger individuals (2% of 16-34 year olds say they do not have a mobile phone at home compared with 7% among those aged 35+) and this was evident among the younger, more mobile ethnic minority groups. As household sizes were larger, there were more mobile phones per household among EMGs.

Mobile telephony services

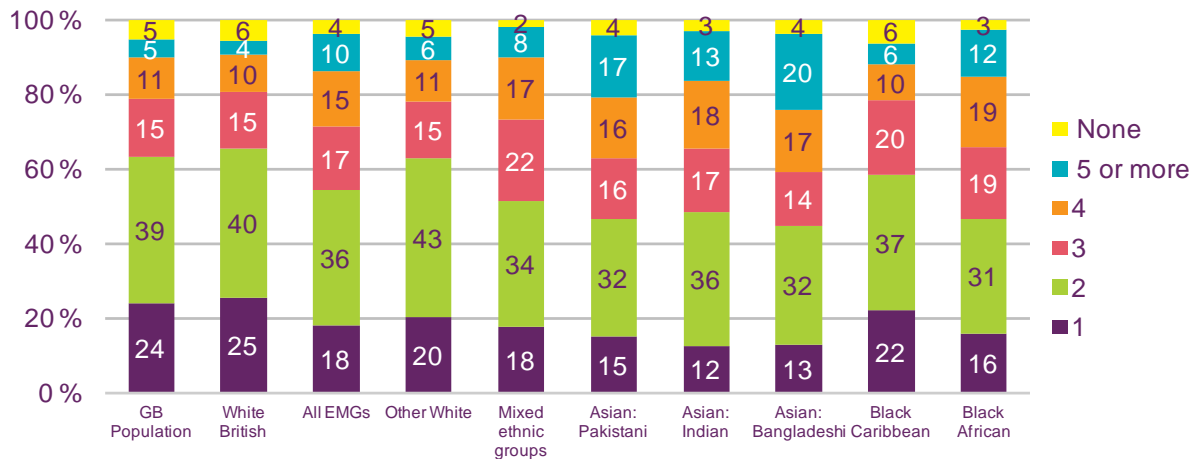
Key points

- One in five of the Asian: Bangladeshi group reported having at least five mobile phones in the household.
- In most EMGs there were higher proportions of 16-34s using pay-as-you-go tariffs compared to the GB average (43% vs. 38%).
- More than half of the Mixed ethnic (57%), Asian: Pakistani (58%), Asian: Bangladeshi (57%) and Asian: Indian (54%), and Black African groups (56%) agreed that they could not do without mobile technology, compared to 43% of the GB population.
- Socio-economic group made very little difference to the proportions of EMGs agreeing that they could not do without mobile communication (50% compared to 48%). Among the Black Caribbean group, people in the ABC1 demographic were more likely than the GB average to say that they could not do without mobile communication (44% compared to 38%).

Mobile phones per household

Number of phones per household seems to be driven by the ethnicity of the family. The Other White group tends to have smaller families units and hence the majority have one or two phones in the household (63%). More than half (59% and 52%) of the Black Caribbean and Mixed ethnic households also have one or two phones. Correlating with the average size of the family, the Black African group (47%), Asian: Indian, Asian: Pakistani and Asian: Bangladeshi groups (48%, 47%, 45%) tend to have more mobile phones per household. Among the Asian: Indian, Asian: Pakistani and Asian: Bangladeshi groups, around one in three (31%, 35%, 37%) report having four or more mobile phones in the household.

Mobile phones per household



Source: Kantar TGI Three Years of Aggregated Data July 2009 - December 2012

Base: All 72,218; White British 64,557; All EMGs 7686; Mixed ethnic groups 514; Other White 3,035; Asian: Pakistani 526; Asian: Indian 870; Asian: Bangladeshi 166; Black Caribbean 398; Black African 517

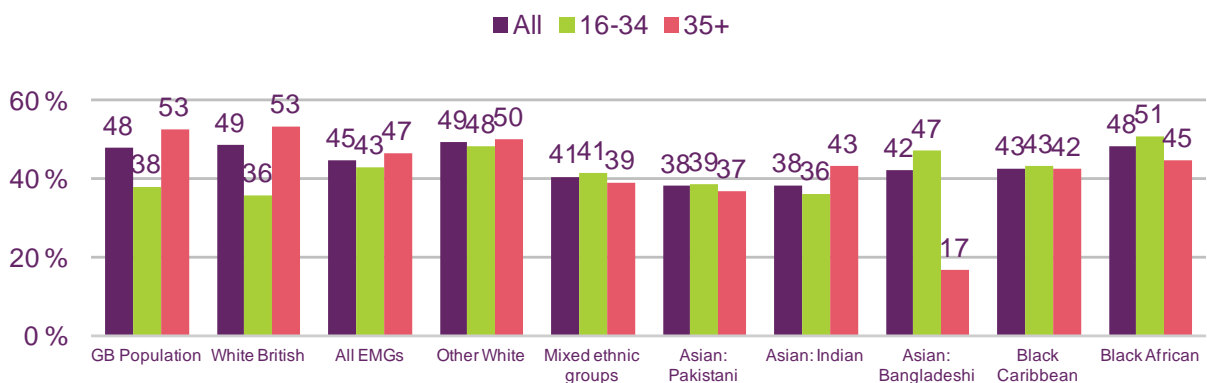
Q: How many people in your household including yourself own a mobile phone?

Contract type

In the GB population, younger people were more likely to have entered into a fixed-term contract, while more than half (53%) the adults over 35 were on a pay-as-you-go tariff.⁶ Similarly, the younger ethnic groups were less likely to be on pay-as-you-go. Adults aged over 35 in the Other White group were about as likely (50% compared to 53%) as the GB population to be on pay-as-you-go, as were slightly more than two in five of the Black African, Asian: Indian, Black Caribbean and Mixed ethnic groups. The Asian: Bangladeshi group had less than one in five (17%) of its adults aged 35 plus using pay-as-you-go.

As noted above, in recent years there has been a change in the proportion of mobile customers in the UK that use pay-as-you-go. For this reason, the data in this report, which combines data collected from 2009 to 2012, should be treated with caution.

Percentage of groups on a pay-as-you-go tariff



⁶ Recent Ofcom research indicates a recent change in patterns of contract types taken. The TGI data set with 3 years of data was not able to reflect the latest trends.

Source: Kantar TGI Three Years of Aggregated Data July 2009 - December 2012

Base: All 72,218; White British 64,557; All EMGs 7686; Mixed ethnic groups 514; Other White 3,035; Asian: Pakistani 526; Asian: Indian 870; Asian: Bangladeshi 166; Black Caribbean 398; Black African 517

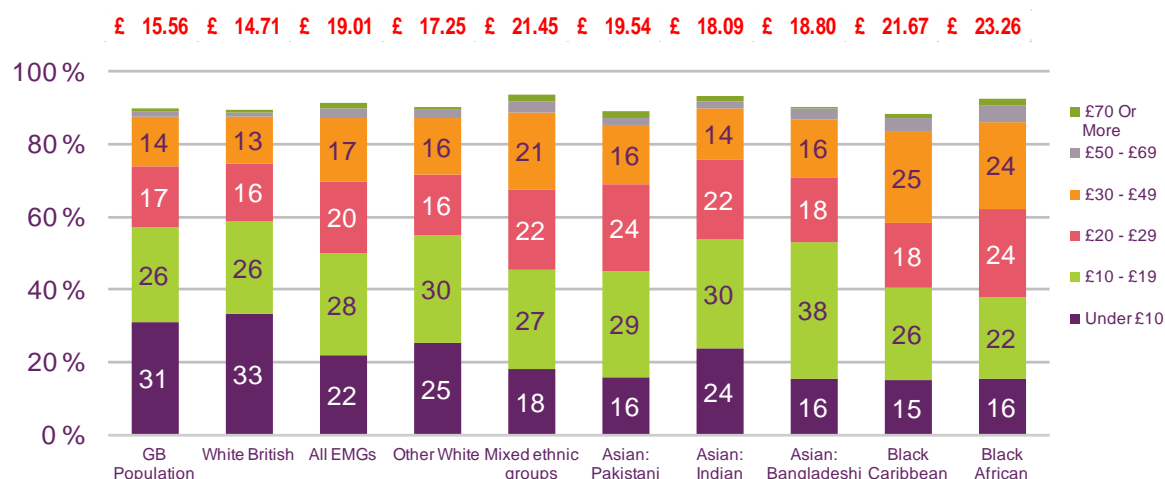
Q: Which type of contract do you have? (Pay as you go)

Claimed average monthly spend

In the GB population, almost one in three (31%) of adults claimed to spend less than £10 a month, a quarter (26%) spent £10 to £19, 17% spent £20 - £29 and 16% spent more than £30 a month. Corresponding with contract type, EMGs show a propensity to have higher spend on their average monthly bill. These differences were most noticeable among the Black Caribbean and Black African groups, where three in ten (30%) reported spending over £30 a month on average.

As noted above, in recent years there has been a change in the proportion of mobile customers in the UK who use pay-as-you-go, which may have had an impact on average spend levels. For this reason, the data in this report, which combine data collected from 2009 to 2012, should be treated with caution.

Average claimed monthly spend on mobile telephony



Source: Kantar TGI Three Years of Aggregated Data July 2009 - December 2012

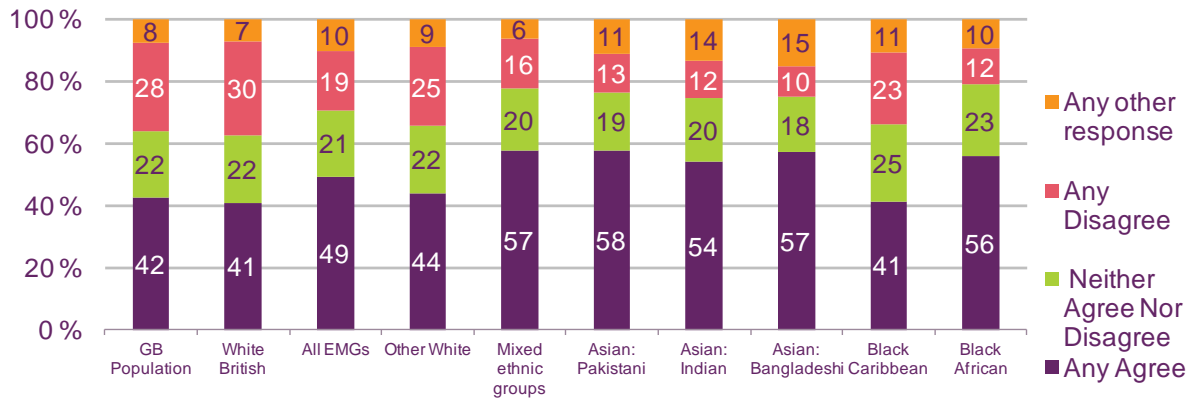
Base: All 72,218; White British 64,557; All EMGs 7686; Mixed ethnic groups 514; Other White 3,035; Asian: Pakistani 526; Asian: Indian 870; Asian: Bangladeshi 166; Black Caribbean 398; Black African 517

Q: What is your average monthly spend? (On your mobile telephone)

Claimed dependence on mobile communication

More than two in five (43%) in the GB population agree that they “cannot do without mobile communication”. Levels of agreement were greatest in the Asian: Pakistani group, where almost three in five (58%) agreed that they could not do without mobile. In the Asian: Bangladeshi Asian: Indian groups and the Black African group 57%, 54% and 56% respectively agreed with this statement. The Other White and Black Caribbean groups felt about as strongly as the GB population average on this topic (44%, 41% and 42% respectively).

“I cannot do without mobile communication”

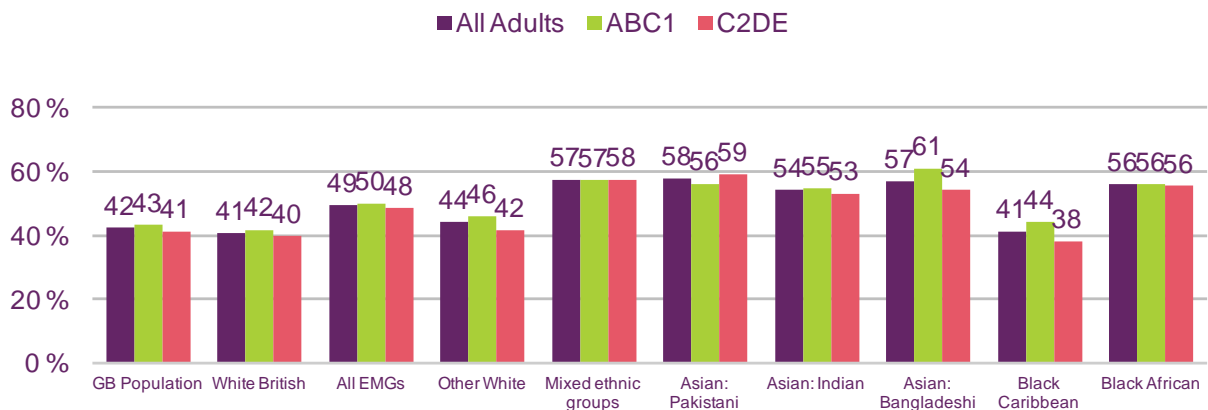


Source: Kantar TGI Three Years of Aggregated Data July 2009 - December 2012
 Base: All 72,218; White British 64,557; All EMGs 7686; Mixed ethnic groups 514; Other White 3,035; Asian: Pakistani 526; Asian: Indian 870; Asian: Bangladeshi 166; Black Caribbean 398; Black African 517
 Statements: I cannot do without mobile communication

Claimed dependence on mobile communication among SEGs

There was little difference between the ABC1 and C2DE groups in regard to claimed dependence on mobile technology. Among the Asian: Bangladeshi and Black Caribbean groups, there were minor differences. Among ABC1s, 61% in the Asian: Bangladeshi group and 44% in the Black Caribbean group agreed that they could not do without mobile communication.

“I cannot do without mobile communication”



Source: Kantar TGI Three Years of Aggregated Data July 2009 - December 2012
 Base: All 72,218; White British 64,557; All EMGs 7686; Mixed ethnic groups 514; Other White 3,035; Asian: Pakistani 526; Asian: Indian 870; Asian: Bangladeshi 166; Black Caribbean 398; Black African 517
 Agreed with statement (I cannot do without mobile communication)

Fixed-line services

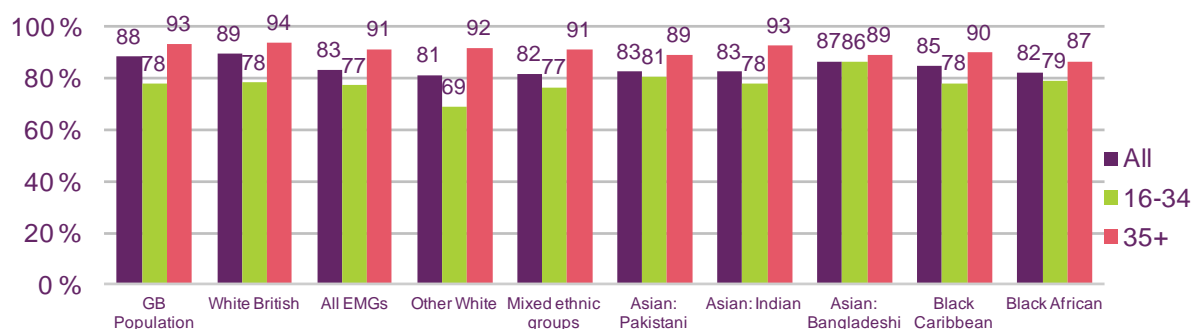
Key points

- Up to one in five (18%) of ethnic minority groups have no fixed line in their household, compared to the GB average of one in ten (12%).
- Among 16-34 years olds in Great Britain, 78% said that they had at least one fixed line, while 69% of the Other White group also reported having a fixed line. A larger proportion of 16-34 year olds in the Asian: Bangladeshi group reported having at least one fixed line (86%).
- More than a third (36%) of the Other White group claimed to make international calls every month, compared to one in five (18%) of the GB population. Two in five (40%) of the Asian: Indian group made international calls.
- Almost two in five in the Asian: Indian group used their phone line for business calls, compared to one in three in the GB population
- Compared to the GB population, the cost of making international calls and additional call services are more likely to be cited by EMGs as important factors in the choice of service provider (18% and 16% among EMGs compared to 7% and 9% among the GB population respectively).

Fixed line take-up and age groups

The majority of the GB population (88%) claim to own at least one telephone line. This was consistent across all EMGs, with the greatest proportions of homes without a fixed line being in the Other White (19%), Mixed ethnic (18%), Black African (18%), Asian: Indian (18%) and Asian: Pakistani groups (17%). Fifteen per cent of the Black Caribbean group reported owning no telephone line, compared with the GB average of 12%. Among 16-34 year olds, 69% of the Other White group reported owning a fixed line, compared to the 78% of 16-34 year olds in the GB population.

Fixed line take-up, by age group



Source: Kantar TGI Three Years of Aggregated Data July 2009 - December 2012

Base: All 72,218; White British 64,557; All EMGs 7686; Mixed ethnic groups 514; Other White 3,035; Asian: Pakistani 526; Asian: Indian 870; Asian: Bangladeshi 166; Black Caribbean 398; Black African 517

Q: How many separate telephone lines do you have in your home?

Fixed line take-up

Fourteen per cent of the Black Caribbean group reported owning two telephone lines, compared with 10% in GB.

Fixed line take-up with more than one line

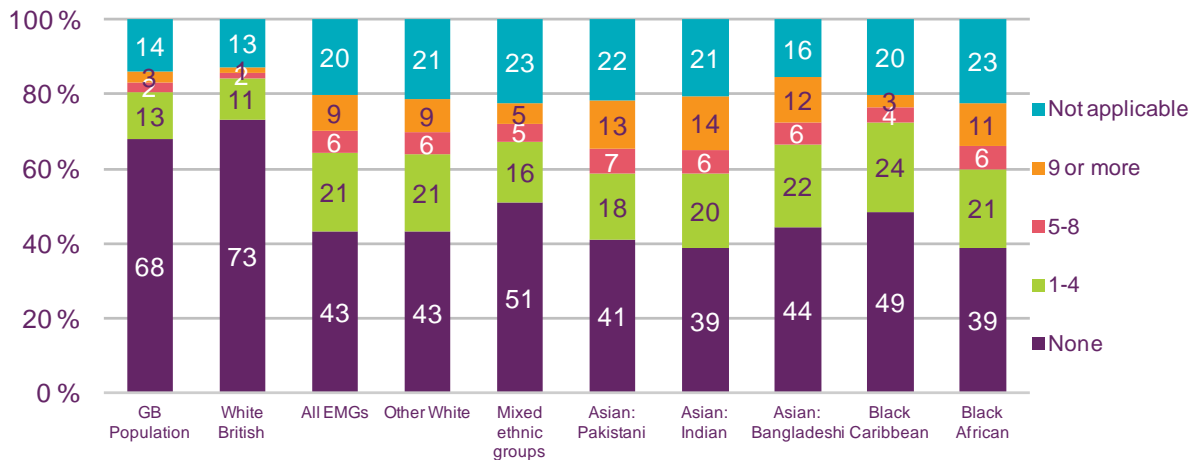


Source: Kantar TGI Three Years of Aggregated Data July 2009 - December 2012
 Base: All 72,218; White British 64,557; All EMGs 7686; Mixed ethnic groups 514; Other White 3,035; Asian: Pakistani 526; Asian: Indian 870; Asian: Bangladeshi 166; Black Caribbean 398; Black African 517
 Q: How many separate telephone lines do you have in your home?

International calls

Ethnic minority groups were heavier users of international calling services. Around one in ten in the Asian: Indian, Asian: Pakistani, Asian: Bangladeshi, Black African and White Minority groups reported making nine or more international calls with their own phone in the past month. Additionally, one in five of all EMGs reported using their home phone to make one to four international calls, rising to around a quarter among the Black Caribbean group.

International calls

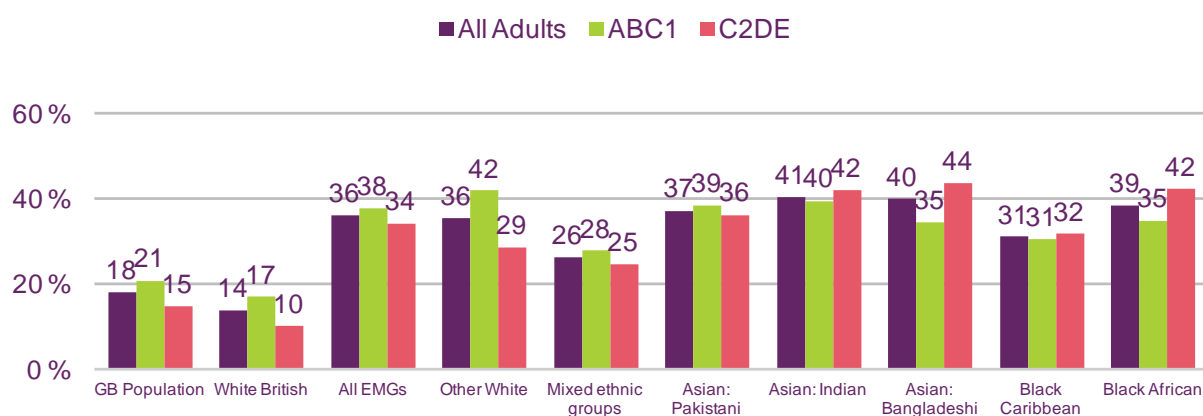


Source: Kantar TGI Three Years of Aggregated Data July 2009 - December 2012
 Base: All 72,218; White British 64,557; All EMGs 7686; Mixed ethnic groups 514; Other White 3,035; Asian: Pakistani 526; Asian: Indian 870; Asian: Bangladeshi 166; Black Caribbean 398; Black African 517
 Q: How many international calls have you personally made from your own telephone in the last four weeks?

International calls, by SEG

For this metric, there were some significant differences between SEG groups. In the GB population, 21% of ABC1s made at least one international call with their own phone in a four-week period, compared to 15% of C2DEs. In the Other White group, 43% of ABC1s made at least one international call, compared to 29% of C2DEs. In the Asian: Bangladeshi and Black African groups, C2DEs were more likely to make at least one international call. Among ABC1s, 35% of the Asian: Bangladeshi and 35% of Black African groups made more than one call in a four-week period; while among C2DEs, 44% of the Bangladeshi and 42% of the Black African groups made more than one international call.

International calls



Source: Kantar TGI Three Years of Aggregated Data July 2009 - December 2012

Base: All 72,218; White British 64,557; All EMGs 7686; Mixed ethnic groups 514; Other White 3,035; Asian: Pakistani 526; Asian: Indian 870; Asian: Bangladeshi 166; Black Caribbean 398; Black African 517

Q: How many international calls have you personally made from your own telephone in the last four weeks?

Number of business calls made

About two in five of the White Minority and Asian: Indian groups reported making business calls on their fixed phone (40% and 39% respectively). These groups report more use of fixed lines for business purposes than the rest of the GB population (36%). A smaller proportion of the Black African, Asian: Pakistani and Asian: Bangladeshi groups than the rest of the GB population report using fixed lines for business (29%, 28% and 28% respectively).

Number of business calls made



Source: Kantar TGI Three Years of Aggregated Data July 2009 - December 2012

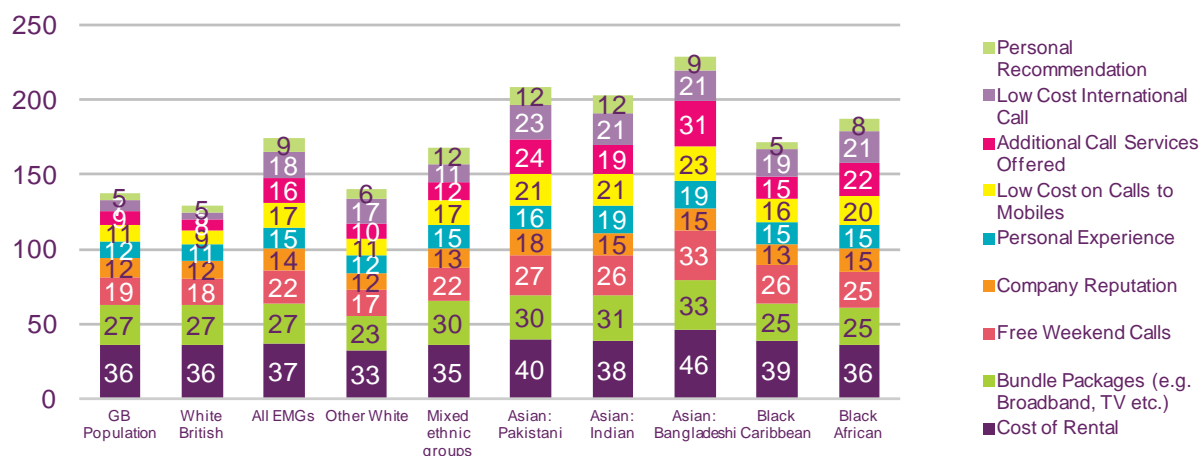
Base: All 72,218; White British 64,557; All EMGs 7686; Mixed ethnic groups 514; Other White 3,035; Asian: Pakistani 526; Asian: Indian 870; Asian: Bangladeshi 166; Black Caribbean 398; Black African 517

Q: How many business calls have you personally made from your own telephone in the last four weeks?

Factors considered when choosing a fixed-line provider

When asked about a range of factors which might influence their choice of home telephone network provider, EMGs were more likely than the GB population average to give more reasons. While all groups selected 'cost of rental' as a factor, Asian: Bangladeshi, Asian: Indian and Asian: Pakistani groups were more likely to choose 'user reviews and opinions' and 'professional reviews' (11%, 9% and 8% respectively, compared to 3% in Great Britain). Similarly, among Asian: Indian, Asian: Pakistani and Asian: Bangladeshi groups 'personal recommendation' was more likely to be reported as a factor (12%, 12% and 9% respectively compared to 5% in Great Britain). Brand Image was stated as a factor in the Asian: Bangladeshi, Asian: Indian and Asian: Pakistani groups, and in the Black African and Black Caribbean groups. (15%, 12%, 10%, 7%, 5% respectively, compared to 3% in Great Britain). These groups were also more likely to take into account 'additional call services offered'.

Factors when choosing a provider



Source: Kantar TGI Three Years of Aggregated Data July 2009 - December 2012
 Base: All 72,218; White British 64,557; All EMGs 7686; Mixed ethnic groups 514; Other White 3,035; Asian: Pakistani 526; Asian: Indian 870; Asian: Bangladeshi 166; Black Caribbean 398; Black African 517
 Q: When choosing your home telephone (landline) network which of the following factors would you rate as the most important? (Multiple responses)

Section 7

Consumption of services: internet

Introduction

This section of the report sets out the key facts and figures on the use of network and internet services among ethnic groups in Great Britain. It draws on data from the Kantar TGI survey, based on average results from 2009 to 2012.

Key points

- Eighty-two per cent of the Asian: Indian group claimed to have a broadband connection, compared to 71% among the GB population. The Black Caribbean group were equally likely to have a broadband connection, while most of the other EMGs were more likely to have one.
- Thirty seven per cent of 16-34 year olds in the Other White group, and 33% of the Asian: Indian group used WiFi hotspots, while 20% of the Black Caribbean group used them, compared with 31% of 16-34 year olds in Great Britain.
- Thirty-five per cent of the Other White group use the internet for news (excluding newspapers and magazine sites). Other groups that were more likely to use the internet for news were the Asian: Indian group and the Black African group, at 34% and 31% respectively. In the GB population only about one in four (26%) look for news online beyond the mainstream news providers.
- More than one in three (33%) of 16-34 year olds in GB claimed to play video games online, from up to two hours to more than 20 hours. This was more than most EMGs except the Mixed ethnic, Black Caribbean and Asian: Bangladeshi groups, where 38%, 35% and 39% respectively spend time playing games online. In contrast, a quarter of the Asian: Pakistani and Asian: Indian groups (26% and 27% respectively) and 28% of the Other White and Black African groups report playing games online.
- Ethnic minority groups express more concern than the GB population when shopping online. While about two-thirds (68%) of the GB population agree with the statement: "You have to be careful about the quality of things you buy on the internet", three-quarters of the Other White, Asian: Indian and Asian: Bangladeshi groups, and as much as 79% of the Mixed ethnic and Black African groups, agree with the statement.
- Even though a significant proportion of the Other White group express caution about the quality of things bought on the internet, more than half of this group (55%) will often refer to the internet before making a purchase, and almost as many in the Asian: Indian group (51%) agree with this statement, compared with 44% of the GB population. Only a third (34%) of the Black Caribbean group do research on the internet before making a purchase.
- About one in five (20%) in Great Britain agree that they tend to be influenced by comments and reviews online, posted by other internet users, but this is higher

among Asian: Bangladeshi, Asian: Indian and Asian: Pakistani groups (37%, 35% and 30% respectively) indicating that they tend to be more influenced by online comments and reviews.

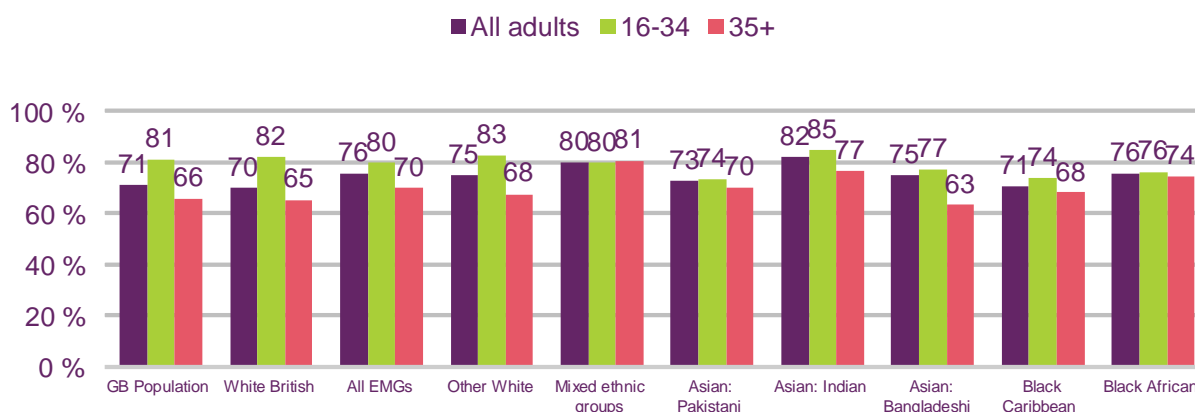
- In keeping with these online influences, large proportions (37%) of EMGs indicate that they “often notice the advertisements on the internet”. More than two in five of the Asian: Bangladeshi, Asian: Pakistani and Asian: Indian groups (46%, 46% and 42% respectively) and a half of the Black African group agree that they often notice advertisements online. This compares to less than a quarter (23%) of the GB population.

Broadband take-up

Broadband take-up

In our sample, 71% of adults in Great Britain claimed to have a fixed broadband service at home⁷. Broadband take-up was higher among younger age groups, especially so among younger people in some EMGs; it was highest among 16-34 year olds in the Asian: Indian group, with 85% of this group claiming to have the service. About three-quarters (77%) of adults over 35 in the Asian: Indian group claimed to have broadband, higher than the national average. The Other White group also had high take-up, at 83% of younger adults and 68% of older adults. The Mixed ethnic group had 80% of 16-34 year olds and 81% of adults over 35 claiming take-up. The Asian: Bangladeshi population was next, with 75% of younger adults and 63% of older adults owning a broadband connection. The Asian: Pakistani and Black Caribbean groups reported the lowest take-up, with 16-34 year olds in these groups each having 74% take-up, and adults aged 35+ having 70% and 68% take-up respectively.

Broadband take-up



Source: Kantar TGI Three Years of Aggregated Data July 2009 - December 2012

Base: All 72,218; White British 64,557; All EMGs 7686; Mixed ethnic groups 514; Other White 3,035; Asian: Pakistani 526; Asian: Indian 870; Asian: Bangladeshi 166; Black Caribbean 398; Black African 517

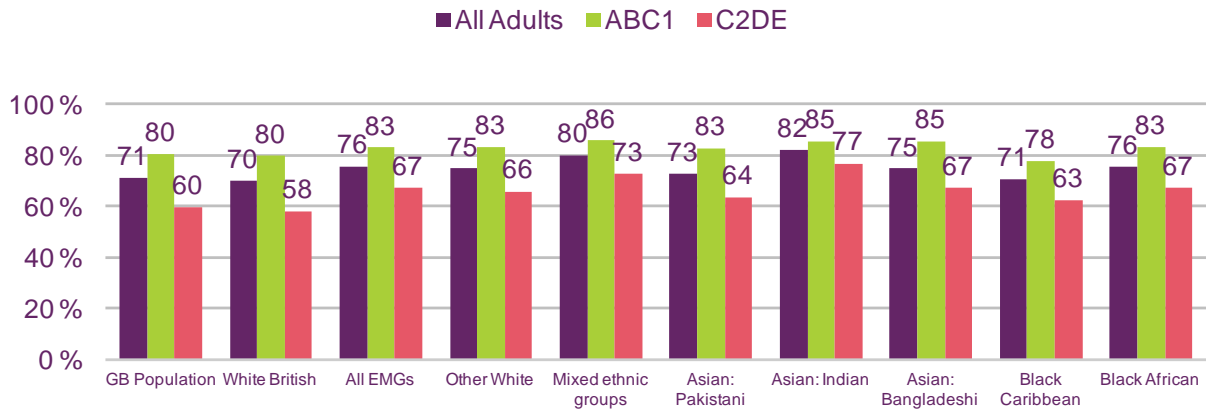
Q: Which type of connection do you have at home? (Answering “Broadband” as their internet connection)

⁷ According to the Q1 2013 Technology Tracker survey, 72% of adults in the UK have fixed broadband at home.

Broadband take-up among SEG groups

In the GB population, broadband has higher take-up among ABC1s than among C2DEs. Similar trends follow in the EMGs. Among ABC1s, 80% of the GB population, 86% of the Mixed ethnic group and 85% of the Asian: Indian and Asian: Bangladeshi groups claimed to have broadband at home. Among C2DEs, 60% of the GB population and 77% of the Asian: Indian group have a broadband connection.

Take-up of broadband



Source: Kantar TGI Three Years of Aggregated Data July 2009 - December 2012

Base: All 72,218; White British 64,557; All EMGs 7686; Mixed ethnic groups 514; Other White 3,035; Asian: Pakistani 526; Asian: Indian 870; Asian: Bangladeshi 166; Black Caribbean 398; Black African 517

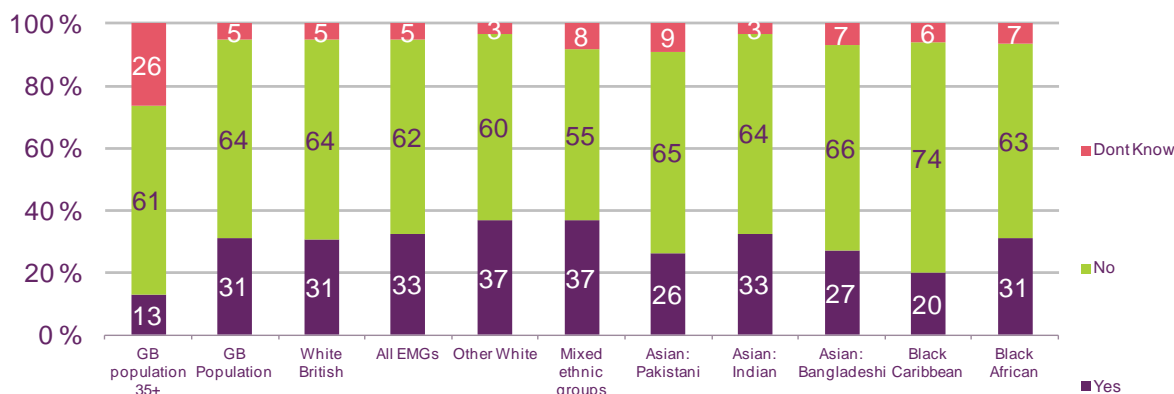
Q: Which type of connection do you have at home? (Answering "Broadband" as their internet connection)

Connecting to WiFi hotspots

Likelihood to connect to the internet via a WiFi connection was related to the age of the respondent. Sixteen to thirty-four year olds in Great Britain were more than twice as likely as those aged 35+ to connect using WiFi (31% compared to 13%).

Compared to 16-34 year olds in Great Britain, younger respondents in the Other White, Mixed ethnicity, Asian: Indian, Asian: Pakistani, Asian: Bangladeshi and the Black African groups were more likely to say that they regularly accessed WiFi hotspots. Overall, accessing of wireless hotspots was mostly uniform, at about one third. Sixteen to thirty-four year olds in the Black Caribbean group connect the least, with only one in five connecting at all.

Using WiFi hotspots (16-34 year olds)



Source: Kantar TGI Three Years of Aggregated Data July 2009 - December 2012

Base: 16-34 year olds 14411; White British 11384; All EMGs 3027; Mixed ethnic groups 283; Other White 943; Asian: Pakistani 359; Asian: Indian 484; Asian: Bangladeshi 127; Black Caribbean 111; Black African 248

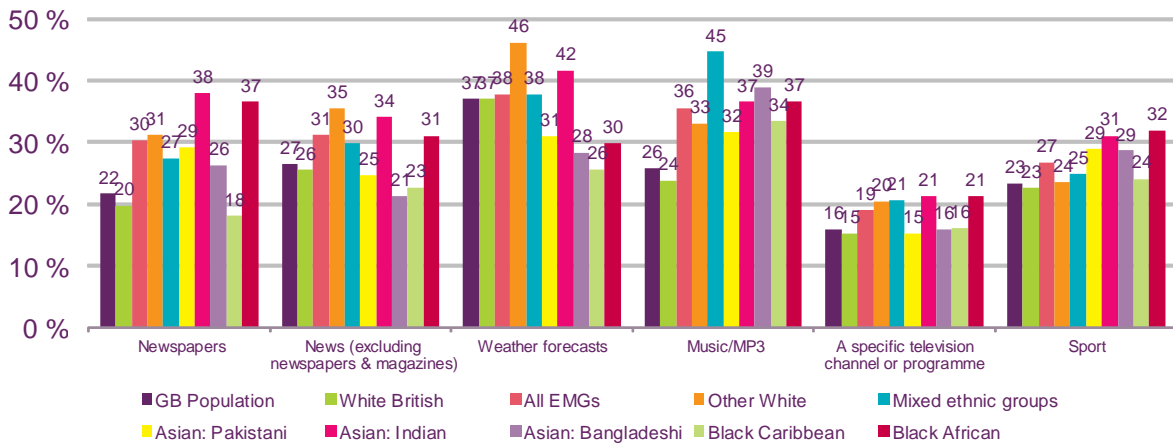
Q: Do you connect to wireless hotspots/ (located in cafes, trains, airports etc.)?

Consumers and content

Sites visited on the internet

We looked to see whether any EMGs had more individuals using particular online sites and activities. EMGs were more likely than the GB average to use the internet for newspaper sites (30% compared to 22%), and the Asian: Indian and Black African groups were the most likely to use newspaper websites, at 38% and 37% respectively. The Other White, Asian: Indian and Black African groups were more likely than average to report using the internet for news not related to newspaper websites (35%, 34% and 31% respectively, compared to 27%). More individuals from the Other White and Asian: Indian groups selected weather forecasts as a type of internet site visited (46% and 42% respectively, compared to the GB average of 33%). A smaller proportion of individuals from the Black Caribbean group reported using the internet for weather forecasts. All EMGs were more likely to use the internet for music and MP3s than the GB population with the least likely (Asian: Pakistani) reporting 32% compared to 24% in Great Britain. The Black African group and the Asian: Indian, Bangladeshi and Pakistani groups report using the internet to visit sites about sport more than the GB average (32%, 31%, 29% and 29% respectively, compared to 23%).

Sites visited on the internet

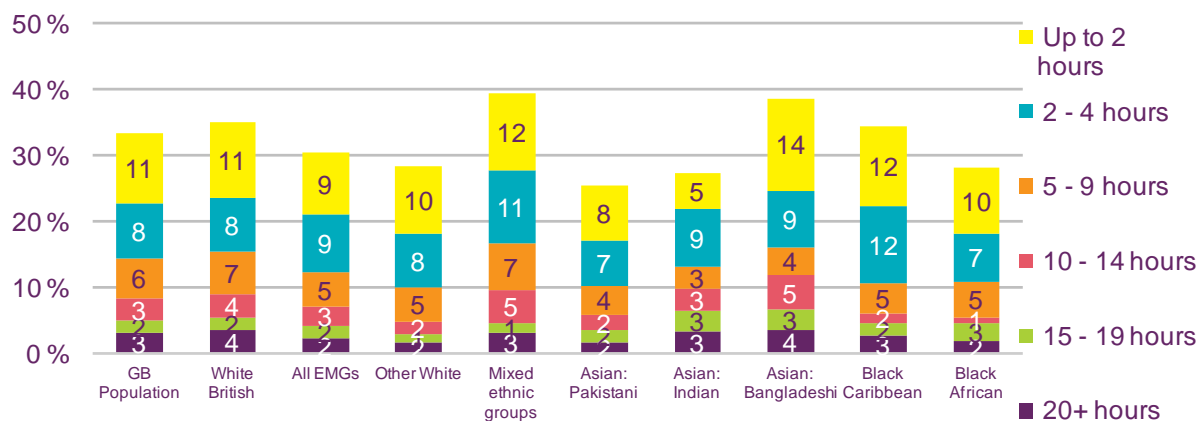


Source: Kantar TGI Three Years of Aggregated Data July 2009 - December 2012
 Base: All 72,218; White British 64,557; All EMGs 7686; Mixed ethnic groups 514; Other White 3,035; Asian: Pakistani 526; Asian: Indian 870; Asian: Bangladeshi 166; Black Caribbean 398; Black African 517
 Q: Which sites do you visit (ever)?

Hours spent playing online games

Video game playing tends to be an activity pursued by younger individuals; 34% of 16-34s reported playing video games, while 5% of adults aged 35+ reported this. It is therefore unsurprising that the younger ethnic minority groups spend more time on this activity. However, when comparing them with 16-34 year olds in Great Britain, most ethnic minority groups were found to be spending less time gaming than the Mixed ethnic and Asian: Bangladeshi groups. Thirty four per cent of 16-34 year olds report spending time playing games online; this rises to 39% among 16-34 year olds in the mixed ethnic group and the Asian: Bangladeshi Group. The proportion of 16-34 year olds playing online games is lowest, at 26%, among the Asian: Pakistani group.

Hours spent playing online games (16-34 year olds)

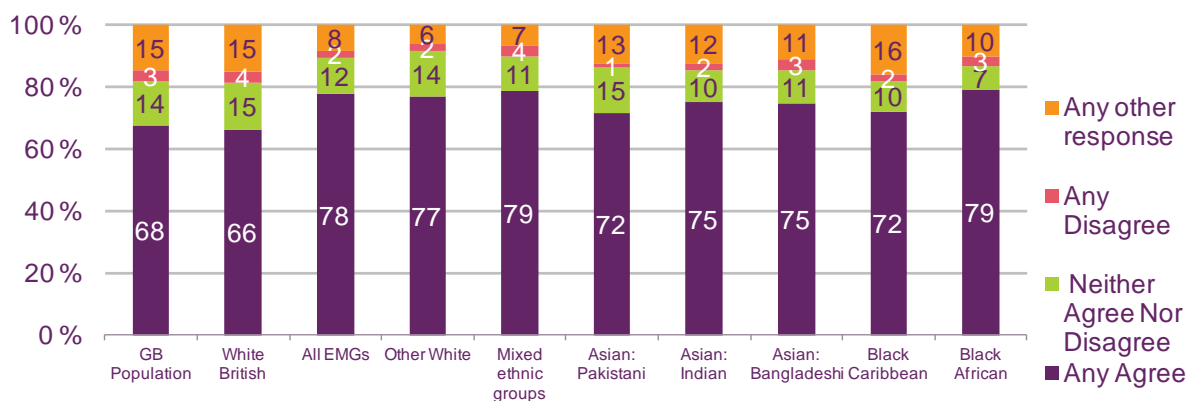


Source: Kantar TGI Three Years of Aggregated Data July 2009 - December 2012
 Base: 16-34 year olds 14411; White British 11384; All EMGs 3027; Mixed ethnic groups 283; Other White 943; Asian: Pakistani 359; Asian: Indian 484; Asian: Bangladeshi 127; Black Caribbean 111; Black African 248
 Q: How many hours do you spend playing games online on a console or PC?

Being careful about the quality of things bought online

EMG groups display more caution about the quality of items bought on the internet (78% compared to 68% of the GB population). Almost four in five in the Black African and Mixed ethnic group (79%) agreed that “you should be careful about the quality of things you buy on the internet”. Three-quarters (75%) of the Asian: Indian and Asian: Bangladeshi groups agreed with the statement, and slightly fewer (72%) of the Asian: Pakistani and Black Caribbean groups agreed, although this was still more than the 68% among the GB population.

“You have to be careful about the quality of things you buy on the internet”



Source: Kantar TGI Three Years of Aggregated Data July 2009 - December 2012

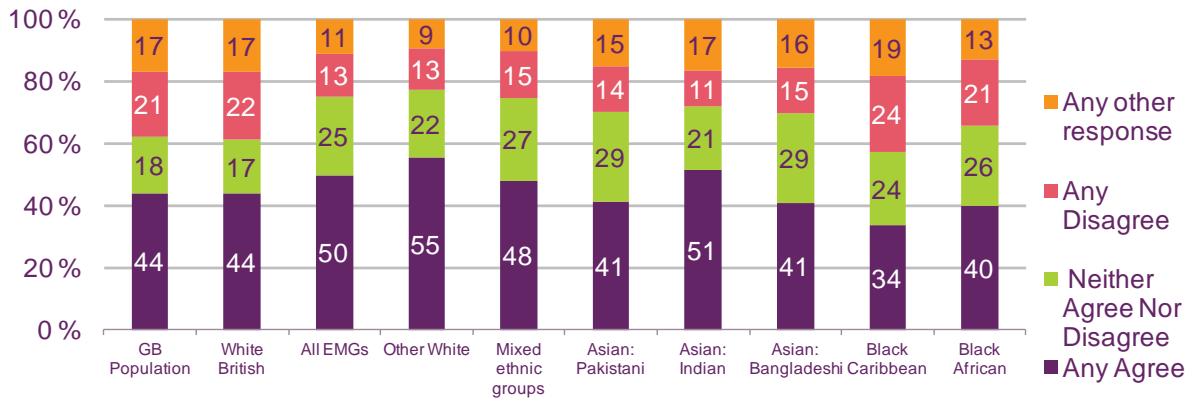
Base: All 72,218; White British 64,557; All EMGs 7686; Mixed ethnic groups 514; Other White 3,035; Asian: Pakistani 526; Asian: Indian 870; Asian: Bangladeshi 166; Black Caribbean 398; Black African 517

Statement: You have to be careful about the quality of things you buy on the internet

Referring to the internet before making a purchase

The Other White group had the largest proportion of individuals (55%) who said that they would “often refer to the internet before making a purchase”. This was a little higher than the proportion of the Asian: Indian group (51%) who agreed with this statement. The Black Caribbean group had the smallest proportion (34%) in agreement, whereas in the GB population, 44% of the population said that they would often refer to the internet before making a purchase.

“I often refer to the internet before making a purchase”



Source: Kantar TGI Three Years of Aggregated Data July 2009 - December 2012
 Base: All 72,218; White British 64,557; All EMGs 7686; Mixed ethnic groups 514; Other White 3,035; Asian: Pakistani 526; Asian: Indian 870; Asian: Bangladeshi 166; Black Caribbean 398; Black African 517
 Statements: I often refer to the Internet before making a purchase

Influence of comments/reviews

In Great Britain, one in five individuals (20%) said that they were influenced by reviews posted online by other internet users. This was similar to the Black Caribbean group, at 19%. Among Asian: Bangladeshi and Asian: Indian groups this was higher, with 37% and 35% of those groups saying they were influenced by comments online. In the Other White and Mixed ethnicity groups around one in three individuals said that they were influenced by comments/reviews posted online by other internet users (33% and 32% respectively).

“I tend to be influenced by comments/reviews posted online by other Internet users”



Source: Kantar TGI Three Years of Aggregated Data July 2009 - December 2012
 Base: All 72,218; White British 64,557; All EMGs 7686; Mixed ethnic groups 514; Other White 3,035; Asian: Pakistani 526; Asian: Indian 870; Asian: Bangladeshi 166; Black Caribbean 398; Black African 517
 Statements: I tend to be influenced by comments/reviews posted online by other Internet users

Perception of online advertising

Half of the people in the Black African group agreed that they often noticed advertising on the internet. Similarly, 45% of the Asian: Bangladeshi and Asian: Pakistani groups, and 43% of the Asian: Indian group, agreed with this statement. About one in three (35%) of the Black Caribbean group, and one in four (26%) of the Other White group, agreed that they “often notice advertisements on the internet”; this compares with one in five (23%) of the GB population who agreed with this statement.

“I often notice the advertisements on the internet”



Source: Kantar TGI Three Years of Aggregated Data July 2009 - December 2012

Base: All 72,218; White British 64,557; All EMGs 7686; Mixed ethnic groups 514; Other White 3,035; Asian: Pakistani 526; Asian: Indian 870; Asian: Bangladeshi 166; Black Caribbean 398; Black African 517

Statements: I often notice the advertisements on the Internet

Section 8

Attitudes to communications technology

Introduction

General attitudes to technology were related to several factors: age, familiarity with technology, education and the value placed on certain types of technology. In Great Britain as a whole, the population profile is older than most EMGs. Younger members of the Asian: Pakistani, Asian: Indian and Asian: Bangladeshi groups were not significantly different from older (35+) members of these groups. With consumer gadgets, however, most EMGs (both younger and older than 35) were more likely than average to buy gadgets and want the latest technology.

Key points

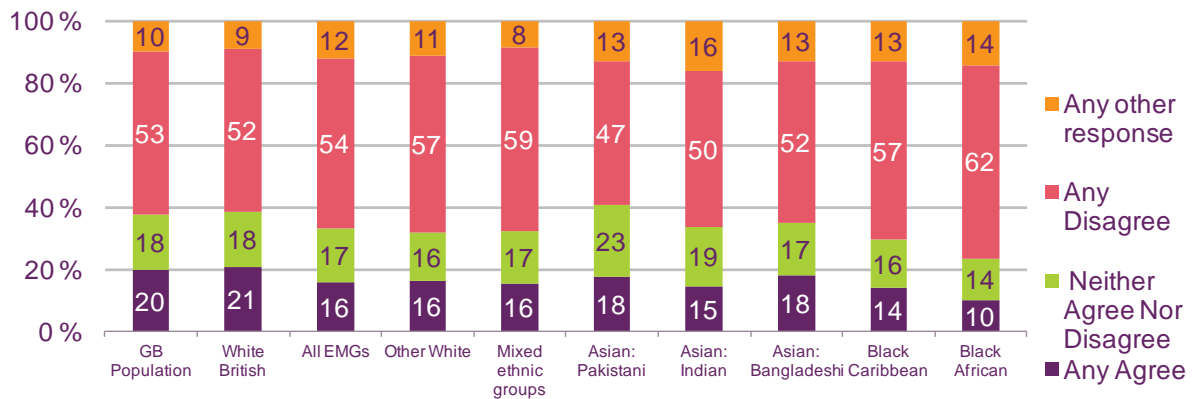
- EMGs were as likely as the GB population as a whole to disagree that “computers confuse” them and that they “will never get used to them” (54% compared to 53%).
- Among 16-34 year olds, 65% of the GB population disagreed that they were confused by computers, and around half of all 16-34 year olds in the Asian: Bangladeshi (53%), Indian (53%) and Asian: Pakistani (51%) groups disagreed that computers confused them.
- With regard to new gadgets and appliances, 30% of the GB population as a whole agreed that they “love new gadgets and appliances”; higher proportions of the Asian: Indian and Asian: Pakistani and Black African groups (44%, 47% and 44% respectively) agreed with this statement.
- Among 16-34 year olds in Great Britain, 44% agreed that they love new gadgets and appliances; this was higher among 16 to 34 year olds in the Black African, Asian: Bangladeshi and Asian: Indian ethnic groups (53%, 51% and 50% respectively agreed with the statement).
- One in three EMGs agreed with the statement: “it is important to have my house equipped with the latest technology” (33% compared to 20% in Great Britain). While 20% of the GB population agreed with the statement, 47% of the Asian: Indian group, 45% of the Black African and 44% of the Asian: Pakistani group agreed.
- Among 16-34 year olds, 31% of the GB population and 40% of EMGs agreed that it was important for their households to be “equipped with the latest technology”. Fifty-two per cent of 16-34 year olds in the Asian: Indian group, 46% in the Asian: Pakistani group, 44% in the Black African group and 43% of the Asian Bangladeshi groups agreed with this statement. A similar figure to the GB population; 29% of the Black Caribbean, and 28% of the Other White groups, agreed with the statement.

Consumer attitudes

“Computers confuse me, I'll never get used to them”

Around one in five (20%) of the GB population agreed that computers confused them. This statistic was not significantly lower across most of the ethnic groups, but was lowest (14% and 10%) in the Black Caribbean and African groups.

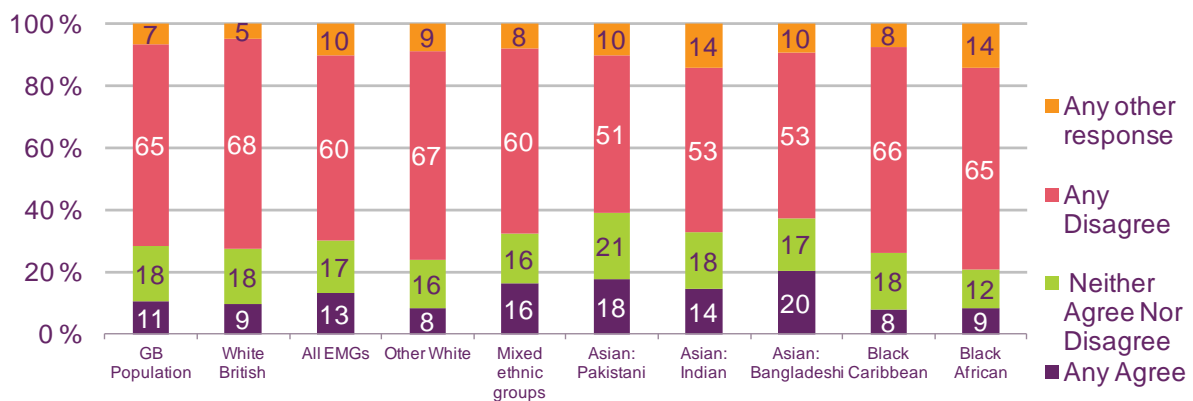
“Computers confuse me, I'll never get used to them”



Source: Kantar TGI Three Years of Aggregated Data July 2009 - December 2012
 Base: All 72,218; White British 64,557; All EMGs 7686; Mixed ethnic groups 514; Other White 3,035; Asian: Pakistani 526; Asian: Indian 870; Asian: Bangladeshi 166; Black Caribbean 398; Black African 517
 Statements: Computers confuse me, I'll never get used to them

Among 16-34 year olds, one in five (20%) younger people in the Asian: Bangladeshi group and 18% of 16-34 year olds in the Asian: Pakistani group were more likely to agree with the statement: “Computers confuse me, I’ll never get used to them”, compared to 10% of 16-34 year olds in the GB population.

“Computers confuse me, I'll never get used to them” (16-34 year olds)



Source: Kantar TGI Three Years of Aggregated Data July 2009 - December 2012

Base: 16-34 year olds 14411; White British 11384; All EMGs 3027; Mixed ethnic groups 283; Other White 943; Asian: Pakistani 359; Asian: Indian 484; Asian: Bangladeshi 127; Black Caribbean 111; Black African 248
 Statements: Computers confuse me, I'll never get used to them

Gadgets and appliances

In Great Britain, three in ten (29%) say that they love to buy new gadgets and appliances. This is higher among EMGs; from 35% among the Black Caribbean group to almost half (47%) of the Asian: Bangladeshi group. The Asian: Indian, Asian: Pakistani groups and Black African group also reported a greater tendency to buy gadgets (46%, 44% and 45% respectively), compared to 29% of the Other White group and the 30% GB average.

“I love to buy new gadgets and appliances”



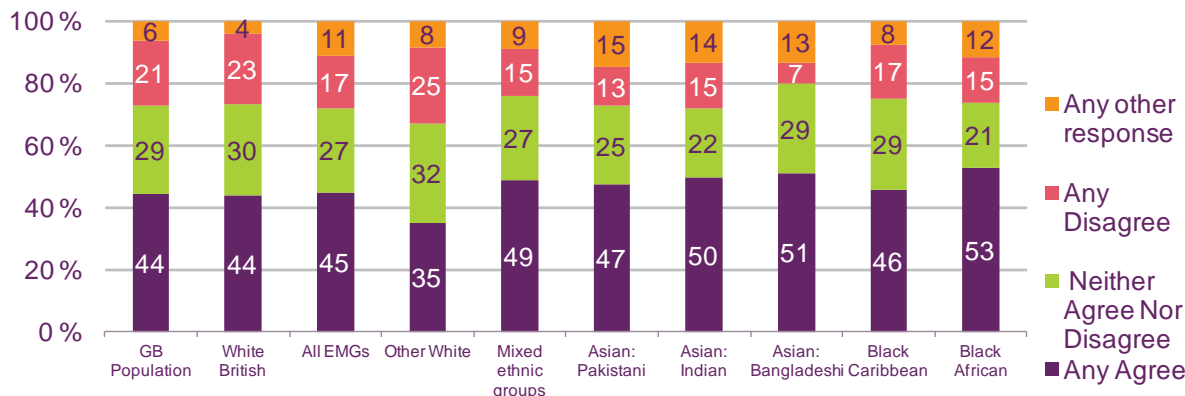
Source: Kantar TGI Three Years of Aggregated Data July 2009 - December 2012

Base: All 72,218; White British 64,557; All EMGs 7686; Mixed ethnic groups 514; Other White 3,035; Asian: Pakistani 526; Asian: Indian 870; Asian: Bangladeshi 166; Black Caribbean 398; Black African 517
 Statements: I love to buy new gadgets and appliances

Gadgets and appliances among 16-34 year olds

Among 16-34 year olds, more than two in five (44%) said that they love to buy new gadgets and appliances. More than half (53%) of the 16-34 year olds in the Black African group agreed that they love to buy new gadgets. Asian: Bangladeshi (51%), Asian: Indian (49%) and Asian: Pakistani (48%) groups similarly agreed with the statement. On the other hand, only about one in three (35%) of the Other White group agreed that they love to buy new gadgets and appliances.

“I love to buy new gadgets and appliances” (16-34 year olds)



Source: Kantar TGI Three Years of Aggregated Data July 2009 - December 2012
 Base: 16-34 year olds 14411; White British 11384; All EMGs 3027; Mixed ethnic groups 283; Other White 943; Asian: Pakistani 359; Asian: Indian 484; Asian: Bangladeshi 127; Black Caribbean 111; Black African 248
 Statements: I love to buy new gadgets and appliances

Latest technology

In Great Britain about one in five agreed that it was “important for their household to be equipped with the latest technology”. Among the EMGs this was substantially higher (33% compared to 20%). Among the Asian: Indian, Asian: Pakistani and Asian: Bangladeshi groups, and in the Black African group, larger proportions of individuals believed that their house should be equipped with the latest technology (47%, 44%, 43% and 43% respectively). This was also the case for the Black Caribbean group, but to a lesser degree (27%). The Other White group was more likely to disagree than to agree (21% agreeing and 31% disagreeing).

“It is important my household is equipped with the latest technology”

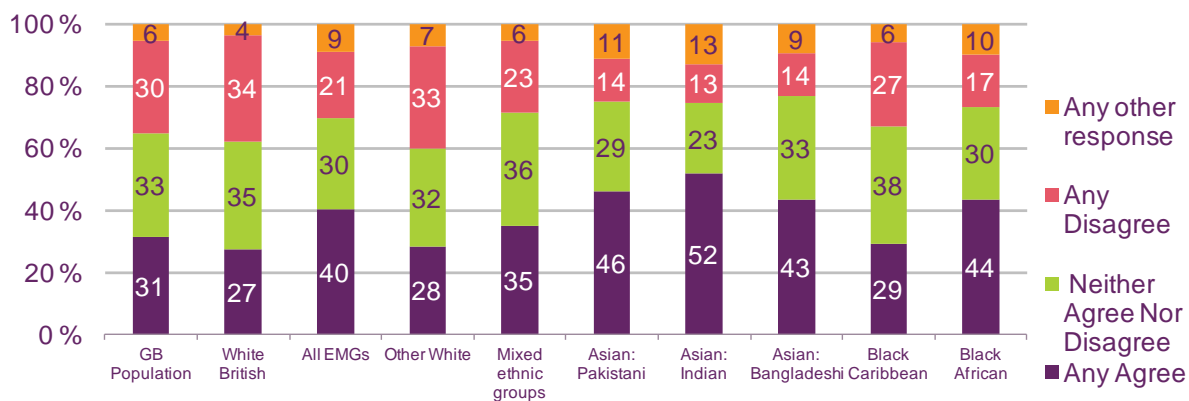


Source: Kantar TGI Three Years of Aggregated Data July 2009 - December 2012
 Base: All 72,218; White British 64,557; All EMGs 7686; Mixed ethnic groups 514; Other White 3,035; Asian: Pakistani 526; Asian: Indian 870; Asian: Bangladeshi 166; Black Caribbean 398; Black African 517
 Statements: It is important my household is equipped with the latest technology

Latest technology among 16-34 year olds

Even though technology was more important among all younger groups, young EMGs show a greater propensity than the GB population to agree with the statement: "It is important my household is equipped with the latest technology" (40% compared to 31%). While about three in ten (31%) 16-34 year olds in Great Britain agree with the statement, more than half (52%) of the 16-34 year olds in the Asian: Indian group agree. Forty six per cent of 16-34 year olds in the Asian Pakistani, 44% of the Black African and 43% of the Asian: Bangladeshi agreed with the statement. Among 16-34 year olds in the Black Caribbean and Other White groups 29% and 28% respectively agreed with this statement, a similar level to the GB population.

“It is important my household is equipped with the latest technology” (16-34 year olds)



Source: Kantar TGI Three Years of Aggregated Data July 2009 - December 2012
 Base: 16-34 year olds 14411; White British 11384; All EMGs 3027; Mixed ethnic groups 283; Other White 943;
 Asian: Pakistani 359; Asian: Indian 484; Asian: Bangladeshi 127; Black Caribbean 111; Black African 248
 Statements: It is important my household is equipped with the latest technology

Annex

The 'Other White' group

Eight per cent of adults in the Other White group said they did not own a TV set, compared to 4% of the GB population, while 5% said that they did not watch television at all. Among 16-34 year olds, only 92% said they watched TV; this compares to 97% of this age group in the GB population. Half of the Other White group said that they watched an hour or more of BBC One per week on average, compared to 68% of the GB population, and 35% watched TV on demand, compared to 50% of the GB population. For other metrics, this group differed less from the GB population; watching on-demand on a PC (19% of the Other White group vs. 18% in the GB population) and watching on-demand on a TV set (16% compared to 21% in the GB population).

Similarly, 6% of the Other White group had five or more mobile phones in the household (compared to 5% in the GB population). Pay-as-you-go mobile use was also closely aligned with the average (49% versus 48% in the GB population). Eighty one per cent of this group have at least one fixed line; this is slightly less than the GB population (88%). More than a third of people in the Other White group made at least one international call in a four-week period, compared with just 18% of the GB population; 38% made a business call, compared with 36% in GB.

Three-quarters (75%) of the Other White group had a broadband connection to the internet, compared with 71% of the GB population. Thirty-seven per cent of 16-34 year olds in this group said that they connected to WiFi hotspots, more than the GB population (at 31%). More than three in ten (31%) of the Other White group visited newspaper websites, and more than a third (35%) visited news websites. In the GB population less than a quarter (22%) visited a newspaper website and more than a quarter (27%) visited a non-newspaper news website. More than half (55%) of this group said that they often referred to the internet before making a purchase, while less than half (44%) of the GB population did so.

Sixteen per cent of the Other White group (8% among 16-34 year olds) said that computers confuse them; in comparison, 20% of the GB population and 11% of 16-34 year olds agreed with this statement. Thirty five per cent of 16-34 year olds in this group said that they loved to buy gadgets, less than 16-34 year olds in the GB population (44%).

The mixed ethnic groups

Seven per cent of adults in the mixed ethnic group said they did not own a TV set, compared to 4% of the GB population. However, similar levels said that they watched television (98% compared to 99% in GB). More than half (55%) of the mixed ethnic group said that they watched an hour or more of BBC One per week on average, compared to 68% of the GB population. Forty-five per cent of the mixed ethnic group watched TV on demand, compared to half (50%) of the GB population. Larger proportions of this group watched on-demand on a PC (29% of the mixed ethnic group, compared to 18% in the GB population) and more watched on-demand on a TV set (27% compared to 21% in GB).

Slightly larger proportions of the mixed ethnic group had five or more mobile phones in the household (8% compared to 5% in the GB population). However, slightly fewer were on pay-as-you-go tariffs (41% versus 48% in the GB population). Eighty-two per cent of this group have at least one fixed line, which is slightly less than the GB population (88%). More than a quarter of people in the mixed ethnic group made at least one international call in a four-week period, compared with 18% of the GB population; 32% made a business call, compared with 36% in GB.

Four in five (80%) of the mixed ethnic group had a broadband connection to the internet, compared to 71% of the GB population. Thirty-seven per cent of 16-34 year olds in this group said that they connected to WiFi hotspots, more than the GB population, where 31% said that they did this. Less than three in ten (27%) of the mixed ethnic group visited newspaper websites, and three in ten (30%) visited news websites. In the GB population 22% visited a newspaper website and more than a quarter (27%) visited a non-newspaper news website. Less than half (48%) of the mixed ethnic group said they often referred to the internet before making a purchase, slightly more than in the GB population, where 44% said they did this.

Sixteen per cent of the mixed ethnic group (and 16% among 16-34 year olds) said that computers confuse them; in comparison, 20% of the GB population and 11% of 16-34 year olds agreed with this statement. Almost half (49%) of 16-34 year olds in this group said that they loved to buy gadgets, slightly more than 16-34 year olds in the GB population(44%).

The Asian: Pakistani group

Ten per cent of adults in the Asian: Pakistani group said they did not own a TV set, compared to 4% of the GB population. However, similar levels said that they watched television (97% vs.99% in GB). Less than half (46%) of the Asian: Pakistani group said that they watched an hour or more of BBC One per week on average, compared to 68% of the GB population. Thirty-nine per cent of this group watched TV on demand, compared to 50% of the GB population. Similar proportions of this group watched on-demand on a PC (18% in the GB population compared to 19% of the Asian: Pakistani group) and fewer watched on-demand on a TV set. (12% compared to 21% in GB).

Three times as many in the Asian: Pakistani group as the GB average had five or more mobile phones in the household (17% compared to 5% in the GB population), but a smaller proportion were on a pay-as-you-go tariff (38% versus 48% in the GB population). Eighty-three per cent of the Asian: Pakistani group have at least one fixed line; slightly less than the GB population (88%). More than a third (37%) of people in this group made at least one international call in a four-week period, compared with 18% of the GB population; 27% made a business call compared with 36% in GB.

About the same proportion of the Asian: Pakistani group as the GB population had a broadband connection to the internet (73% compared with 71% of the GB population). A quarter (26%) of 16-34 year olds in the Asian: Pakistani group said that they connected to WiFi hotspots; in the GB population 31% of 16-34s said that they did this. Less than three in ten (29%) of the Asian: Pakistani group visited newspaper websites, and a quarter (25%) visited news websites. In the GB population less than a quarter (22%) visited a newspaper website and more than a quarter (27%) visited a non-newspaper news website. Two in five (41%) of this group said that they often referred to the internet before making a purchase; less than in the GB population, where 44% did this.

Eighteen per cent of the Asian: Pakistani group (and 18% among 16-34 year olds) said that computers confuse them; in comparison, 20% of the GB population and 11% of 16-34 year olds agreed with this statement. Almost half (47%) of 16-34 year olds in this group said that they loved to buy gadgets, slightly more than among the16-34 year olds in the GB population (44%).

The Asian: Indian group

Eighteen per cent of adults in the Asian: Indian group said they did not own a TV set; far more than the 4% of the GB population. Many also said that they did not watch television (7% compared to 1% in the GB population). Two in five (40%) of this group said that they

watched an hour or more of BBC One per week on average, compared to 68% of the GB population. Thirty-two per cent of the Asian: Indian group watched TV on demand; a similar figure (34%) to the Great Britain population. Similar proportions of this group watched on-demand on a PC (18% in the GB population compared to 21% of the Asian: Indian group) and slightly fewer watched on-demand on a TV set (17% compared to 21% in GB).

More than twice as many in the Asian: Indian group as the GB population had five or more mobile phones in the household (13% vs. 5% in the GB population). Fewer were on pay-as-you-go tariffs (38% versus 48% in the GB population). Eighty-three per cent of the Asian: Indian group have at least one fixed line; slightly less than the GB population (88%). More than two in five (41%) of people in this group made at least one international call in a four-week period, compared with 18% of the GB population; 39% made a business call, compared with 36% in GB.

A large proportion (82%) of the Asian: Indian group had a broadband connection to the internet; this compares with 71% of the GB population. A third (33%) of 16-34 year olds in the Asian: Indian group said that they connected to WiFi hotspots, more than 16-34s in the GB population (31%). Less than two in five (38%) of the Asian: Indian group visited newspaper websites and a third (34%) visited news websites; while in the GB population less than a quarter (22%) visited a newspaper website and more than a quarter (27%) visited a non-newspaper news website. Half (51%) of the Asian: Indian group said that they often referred to the internet before making a purchase; more than in the GB population, where 44% did this.

Fifteen per cent of the Asian: Indian group (and 14% among 16-34 year olds) said that computers confuse them; in comparison, 20% of the GB population and 11% of 16-34 year olds agreed with this statement. Half (50%) of 16-34 year olds in this group said that they loved to buy gadgets, more than the 16-34 year olds in the GB population (44%).

The Asian: Bangladeshi group

Fourteen per cent of adults in the Asian: Bangladeshi group said they did not own a TV set; far more than the 4% of the GB population. However, the gap was smaller for those who said that they did not watch television (2%, compared to 1% in GB). Half (49%) of the Asian: Bangladeshi group said that they watched an hour or more of BBC One per week on average, compared to 68% of the GB population. Thirty-four per cent of this group watched TV on-demand; exactly the same as the GB average (34%). Compared with the GB figure, larger proportions of the Asian: Bangladeshi group watched on-demand on a PC (25% of the Asian: Bangladeshi group compared to 18% in the GB population) and half as many watched on-demand on a TV set (10% compared to 21% in GB).

Four times as many in the Asian: Bangladeshi group as in the GB population had five or more mobile phones in the household (20% vs. 5% in the GB population). Fewer were on pay-as-you-go tariffs (42% vs. 48% in the GB population). Eighty-seven per cent of the Asian: Bangladeshi group have at least one fixed line; similar to the GB population (88%). Two in five (40%) of people in this group made at least one international call in a four-week period, compared with just 18% of the GB population; 27% made a business call, compared with 36% in GB.

Three-quarters (75%) of the Asian: Bangladeshi group had a broadband connection to the internet, compared with 71% of the GB population. Over a quarter (27%) of 16-34 year olds in this group said that they connected to WiFi hotspots, more than the 16-34s in GB population where 31% said that they connected. A quarter (26%) of the Asian: Bangladeshi group visited newspaper websites, and one in five (21%) visited news websites. In the GB population less than a quarter (22%) visited a newspaper website and more than a quarter

(27%) visited a non-newspaper news website. Two in five (41%) of the Asian: Bangladeshi group said that they often referred to the internet before making a purchase; similar to the GB population where 44% did so.

Eighteen per cent of the Asian: Bangladeshi group (and 20% among 16-34 year olds) said that computers confuse them; in comparison, 20% of the GB population and 11% of 16-34 year olds agreed with this statement. Half (51%) of 16-34 year olds in this group said that they loved to buy gadgets, compared to 44% of 16-34 year olds in the GB population.

The Black Caribbean group

Six per cent of adults in the Black Caribbean group said they did not own a TV set; close to the 4% of the GB population, and 2% said they did not watch television at all (compared to 1% in GB). Slightly fewer in this group said they watched an hour or more of BBC One per week on average (63% vs. 68% of the GB population), while 38% of the Black Caribbean group watched TV on demand, compared to 34% in the GB population. Similar proportions of this group watched on demand on a PC (21% of the Black Caribbean group vs. 18% in the GB population) and a similar proportion watched on-demand on a TV set (25% compared to 21% in GB).

Six per cent of the Black Caribbean group had five or more mobile phones in the household (compared to 5% in the GB population). Slightly fewer were on pay-as-you-go tariffs (43% versus 48% in the GB population). Eighty-five per cent of the Black Caribbean group have at least one fixed line; slightly less than in the GB population (88%). Three in ten (31%) of people in this group made at least one international call in a four-week period, compared with 18% of the GB population; 36% made a business call; exactly the same figure as for the GB.

Seventy-one per cent of the Black Caribbean group had a broadband connection to the internet; again, exactly matching the GB population. One in five (20%) of 16-34 year olds in this group said that they connected to WiFi hotspots, less than among 16-34s in the GB population, where 31% said that they did this. One in five (18%) of the Black Caribbean group visited newspaper websites, and one in five (23%) visited news websites. In the GB population 22% visited a newspaper website while 27% visited a non-newspaper news website. A third (34%) of the Black Caribbean group said that they often referred to the internet before making a purchase; less than in the GB population, where 44% said they did so.

Fourteen per cent of the Black Caribbean group (and 8% among 16-34 year olds) said that computers confuse them; in comparison, 20% of the GB population and 11% of 16-34 year olds agreed with this statement. Almost half (46%) of 16-34 year olds in this group said that they loved to buy gadgets, similar to the 16-34 year olds in the GB population (44%).

The Black African group

Nine per cent of adults in the Black African group said they did not own a TV set; slightly more than the 4% of the GB population. Compared to the GB population, similar numbers said that they did not watch television (2% compared to 1% in GB). A smaller proportion (58%) of the Black African group said that they watched an hour or more of BBC One per week on average (68% of the GB population). Thirty-five per cent of this group watched TV on demand; similar to the GB population (34%), similar proportions watched on-demand on a PC (21% of the Black African group compared to 18% in the GB population) and a similar number watched on-demand on a TV set (19% compared to 21% in GB).

Twice as many in the Black African group had five or more mobile phones in the household (12% compared to 5% in the GB population). An equal proportion were on pay-as-you-go tariffs (48% in both groups). Eighty-two per cent of the Black African group have at least one fixed line; less than among the GB population (88%). Two in five (39%) people in this group made at least one international call in a four-week period, compared with 18% of the GB population; 29% made a business call, less than the 36% in GB.

Seventy-six per cent of the Black African group have a broadband connection to the internet; more than in the GB population (71%). Three in ten (31%) of 16-34 year olds in this group said they connected to WiFi hotspots, exactly the same proportion as among 16-34s in the GB population. Almost two in five (37%) of the Black African group visited newspaper websites, and three in ten (31%) visited news websites. In the GB population 22% visited a newspaper website while 27% visited a non-newspaper news website. Two in five (40%) of the Black African group said that they often referred to the internet before making a purchase; slightly less than in the GB population where 44% stated that they did this.

One in ten (10%) of the Black African group (and 9% among 16-34 year olds) said that computers confuse them; in comparison, 20% of the GB population and 11% of 16-34 year olds agreed with this statement. Almost half (45%) of 16-34 year olds in this group said that they loved to buy gadgets, very close to the 16-34 year olds in the GB population (44%).