OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

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NATION

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3772	1804	1968	483	608	1295	1384	741	414	447	579	822	1085	765	1098	2251	500	513	508
Effective Weighted Sample	2575	1228	1347	326	400	919	965	505	261	302	430	586	730	511	764	1951	360	341	388
Total	2256	1082	1174	313	422	781	740	372	206	271	422	566	669	413	607	1886	197	111	62
England	1886	905	981	262	354	654	616	281	162	230	386	490	565	339	490	1886	-	-	-
	84%	84%	84%	84%	84%	84%	83%	76%	78%	85%	92%	87%	85%	82%	81%	100%	-%	-%	-%
										g	ghi	mn	n			pqr			
Scotland	197	94	102	30	31	67	69	47	18	19	19	41	55	39	61	-	197	-	-
	9%	9%	9%	10%	7%	9%	9%	13%	9%	7%	5%	7%	8%	10%	10%	-%	100%	-%	-%
								ij	j								oqr		
Wales	111	52	59	11	25	39	37	29	18	12	9	23	30	20	38	-	-	111	-
	5%	5%	5%	3%	6%	5%	5%	8%	9%	4%	2%	4%	4%	5%	6%	-%	-%	100%	-%
								j	j									opr	
Northern Ireland	62	30	32	10	13	21	18	14	8	10	7	11	18	14	19	-	-	-	62
	3%	3%	3%	3%	3%	3%	2%	4%	4%	4%	2%	2%	3%	3%	3%	-%	-%	-%	100%
																			opq

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

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NATION

Base : All respondents

		ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3772	238	249	251	264	241	252	252	252	252	2731	1041	1788	1971	2057	1207
Effective Weighted Sample	2575	227	232	239	250	229	242	239	240	241	2143	466	1240	1418	1498	949
Total	2256	286	308	194	160	199	205	189	95	251	1952	304	1262	984	1344	850
England	1886	286	308	194	160	199	205	189	95	251	1662	224	1069	808	1182	704
	84%	100%	100%	100%	100%	100%	100%	100%	100%	100%	85% k	74%	85%	82%	88% o	83%
Scotland	197	-	-	-	-	-	-	-	-	-	163	33	100	95	96	101
	9%	-%	-%	-%	-%	-%	-%	-%	-%	-%	8%	11%	8%	10%	7%	12% n
Wales	111	-	-	-	-	-	-	-	-	-	87	24	61	50	67	45
	5%	-%	-%	-%	-%	-%	-%	-%	-%	-%	4%	8% j	5%	5%	5%	5%
Northern Ireland	62	-	-	-	-	-	-	-	-	-	39	23	32	30	-	-
	3%	-%	-%	-%	-%	-%	-%	-%	-%	-%	2%	8% j	3%	3%	-%	-%

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

Table 2

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

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REGION

Base : All respondents

	Total	GENDER MALE a	GENDER FEMALE b	AGE GROUP 16-24 c	AGE GROUP 25-34 d	AGE GROUP 35-54 e	AGE GROUP 55+ f	HOUSEHOLD INCOME UNDER £11.5K g	HOUSEHOLD INCOME £11.5K-£17.5K h	HOUSEHOLD INCOME £17.5K-£29.9K i	HOUSEHOLD INCOME £30K+ j	SOCIAL GROUP AB k	SOCIAL GROUP C1 l	SOCIAL GROUP C2 m	SOCIAL GROUP DE n	NATION ENGLAND o	NATION SCOTLAND p	NATION WALES q	NATION NI r
Significance Level: 95%																			
Unweighted total	3772	1804	1968	483	608	1295	1384	741	414	447	579	822	1085	765	1098	2251	500	513	508
Effective Weighted Sample	2575	1228	1347	326	400	919	965	505	261	302	430	586	730	511	764	1951	360	341	388
Total	2256	1082	1174	313	422	781	740	372	206	271	422	566	669	413	607	1886	197	111	62
North East	95 4%	45 4%	50 4%	13 4%	17 4%	29 4%	36 5%	14 4%	11 6%	9 3%	18 4%	21 4%	29 4%	18 4%	28 5%	95 5% pqr	- -%	- -%	- -%
North West	251 11%	123 11%	128 11%	37 12%	49 12%	92 12%	73 10%	56 15% j	23 11%	29 11%	31 7%	53 9%	71 11%	41 10%	85 14% klm	251 13% pqr	- -%	- -%	- -%
Yorkshire	189 8%	92 9%	97 8%	22 7%	42 10%	55 7%	70 9%	28 8%	21 10%	26 10%	29 7%	39 7%	53 8%	40 10%	56 9%	189 10% pqr	- -%	- -%	- -%
East Midlands	160 7%	76 7%	85 7%	25 8%	27 6%	57 7%	51 7%	30 8%	17 8%	18 7%	38 9%	36 6%	44 7%	35 9%	44 7%	160 8% pqr	- -%	- -%	- -%
West Midlands	199 9%	101 9%	98 8%	29 9%	41 10%	61 8%	67 9%	32 9%	14 7%	28 10%	31 7%	36 6%	59 9%	45 11% k	58 10% k	199 11% pqr	- -%	- -%	- -%
East of England	205 9%	97 9%	108 9%	31 10%	33 8%	70 9%	70 10%	29 8%	20 10%	27 10%	54 13% g	54 10%	52 8%	47 11% l	51 8%	205 11% pqr	- -%	- -%	- -%
London	286 13%	134 12%	152 13%	43 14%	68 16% f	100 13%	75 10%	33 9%	20 10%	32 12%	41 10%	88 16% mn	102 15% mn	34 8%	62 10%	286 15% pqr	- -%	- -%	- -%
South East	308 14%	146 13%	162 14%	34 11%	46 11%	117 15% d	111 15% d	34 9%	17 8%	33 12%	99 23% ghi	111 20% lmn	95 14% mn	42 10%	60 10%	308 16% pqr	- -%	- -%	- -%
South West	194 9%	91 8%	103 9%	28 9%	30 7%	72 9%	64 9%	25 7%	19 9%	28 10%	45 11% g	52 9%	59 9%	38 9%	44 7%	194 10% pqr	- -%	- -%	- -%

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

Prepared by Saville Rossiter-Base : 01727 899 399

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REGION

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3772	1804	1968	483	608	1295	1384	741	414	447	579	822	1085	765	1098	2251	500	513	508
Effective Weighted Sample	2575	1228	1347	326	400	919	965	505	261	302	430	586	730	511	764	1951	360	341	388
Total	2256	1082	1174	313	422	781	740	372	206	271	422	566	669	413	607	1886	197	111	62
Wales	111	52	59	11	25	39	37	29	18	12	9	23	30	20	38	-	-	111	-
	5%	5%	5%	3%	6%	5%	5%	8%	9%	4%	2%	4%	4%	5%	6%	-%	-%	100%	-%
								j	j									opr	
Scotland	197	94	102	30	31	67	69	47	18	19	19	41	55	39	61	-	197	-	-
	9%	9%	9%	10%	7%	9%	9%	13%	9%	7%	5%	7%	8%	10%	10%	-%	100%	-%	-%
								ij	j								oqr		
Northern Ireland	62	30	32	10	13	21	18	14	8	10	7	11	18	14	19	-	-	-	62
	3%	3%	3%	3%	3%	3%	2%	4%	4%	4%	2%	2%	3%	3%	3%	-%	-%	-%	100%
																			opq

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

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REGION

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3772	238	249	251	264	241	252	252	252	252	2731	1041	1788	1971	2057	1207
Effective Weighted Sample	2575	227	232	239	250	229	242	239	240	241	2143	466	1240	1418	1498	949
Total	2256	286	308	194	160	199	205	189	95	251	1952	304	1262	984	1344	850
North East	95 4%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	95 100% abcdefgi	- -%	88 4% k	7 2%	47 4%	47 5%	41 3%	54 6% n
North West	251 11%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	251 100% abcdefgh	233 12% k	18 6%	122 10%	125 13% l	142 11%	109 13%
Yorkshire	189 8%	- -%	- -%	- -%	- -%	- -%	- -%	189 100% abcdefhi	- -%	- -%	168 9%	22 7%	101 8%	88 9%	112 8%	77 9%
East Midlands	160 7%	- -%	- -%	- -%	160 100% abcefghi	- -%	- -%	- -%	- -%	- -%	133 7%	27 9%	90 7%	70 7%	119 9% o	41 5%
West Midlands	199 9%	- -%	- -%	- -%	- -%	199 100% abcdfghi	- -%	- -%	- -%	- -%	177 9%	22 7%	110 9%	89 9%	110 8%	89 10%
East of England	205 9%	- -%	- -%	- -%	- -%	- -%	205 100% abcdeghi	- -%	- -%	- -%	166 8%	39 13% j	110 9%	92 9%	155 12% o	49 6%
London	286 13%	286 100% bcdefghi	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	286 15% k	- -%	183 15% m	103 10%	98 7%	188 22% n

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

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REGION

Base : All respondents

		ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3772	238	249	251	264	241	252	252	252	252	2731	1041	1788	1971	2057	1207
Effective Weighted Sample	2575	227	232	239	250	229	242	239	240	241	2143	466	1240	1418	1498	949
Total	2256	286	308	194	160	199	205	189	95	251	1952	304	1262	984	1344	850
South East	308	-	308	-	-	-	-	-	-	-	266	41	187	121	246	62
	14%	-%	100% acdefghi	-%	-%	-%	-%	-%	-%	-%	14%	14%	15%	12%	18% o	7%
South West	194	-	-	194	-	-	-	-	-	-	145	48	119	74	158	36
	9%	-%	-%	100% abdefghi	-%	-%	-%	-%	-%	-%	7%	16% j	9%	7%	12% o	4%
Wales	111	-	-	-	-	-	-	-	-	-	87	24	61	50	67	45
	5%	-%	-%	-%	-%	-%	-%	-%	-%	-%	4%	8% j	5%	5%	5%	5%
Scotland	197	-	-	-	-	-	-	-	-	-	163	33	100	95	96	101
	9%	-%	-%	-%	-%	-%	-%	-%	-%	-%	8%	11%	8%	10%	7%	12% n
Northern Ireland	62	-	-	-	-	-	-	-	-	-	39	23	32	30	-	-
	3%	-%	-%	-%	-%	-%	-%	-%	-%	-%	2%	8% j	3%	3%	-%	-%

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

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URBANITY

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3772	1804	1968	483	608	1295	1384	741	414	447	579	822	1085	765	1098	2251	500	513	508
Effective Weighted Sample	2575	1228	1347	326	400	919	965	505	261	302	430	586	730	511	764	1951	360	341	388
Total	2256	1082	1174	313	422	781	740	372	206	271	422	566	669	413	607	1886	197	111	62
Urban	1952	934	1018	272	383	666	631	335	170	236	360	478	574	353	546	1662	163	87	39
	87%	86%	87%	87%	91%	85%	85%	90%	83%	87%	85%	85%	86%	85%	90%	88%	83%	78%	63%
					ef			hj							klm	pqr	r	r	
Rural	304	148	157	41	40	115	108	37	36	35	62	88	95	60	61	224	33	24	23
	13%	14%	13%	13%	9%	15%	15%	10%	17%	13%	15%	15%	14%	15%	10%	12%	17%	22%	37%
						d	d	g			g	n	n	n			o	o	opq

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 3

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URBANITY

Base : All respondents

	Total		ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3772	238	249	251	264	241	252	252	252	252	2731	1041	1788	1971	2057	1207
Effective Weighted Sample	2575	227	232	239	250	229	242	239	240	241	2143	466	1240	1418	1498	949
Total	2256	286	308	194	160	199	205	189	95	251	1952	304	1262	984	1344	850
Urban	1952 87% bcdefghi	286 100%	266 87% c	145 75%	133 83% c	177 89% cf	166 81%	168 89% cf	88 93% bcdf	233 93% bcdf	1952 100% k	- -%	1082 86%	862 88%	1085 81%	828 97% n
Rural	304 13%	- -%	41 13% ahi	48 25% abdeghi	27 17% ahi	22 11% a	39 19% aeghi	22 11% a	7 7% a	18 7% a	- -%	304 100% j	180 14%	123 12%	259 19% o	22 3%

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

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CABLE AREA

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3772	1804	1968	483	608	1295	1384	741	414	447	579	822	1085	765	1098	2251	500	513	508
Effective Weighted Sample	2575	1228	1347	326	400	919	965	505	261	302	430	586	730	511	764	1951	360	341	388
Total	2256	1082	1174	313	422	781	740	372	206	271	422	566	669	413	607	1886	197	111	62
TELEWEST	447 20%	219 20%	228 19%	79 25% ef	98 23% f	148 19%	122 16%	76 20%	36 17%	66 24% hj	68 16%	93 16%	132 20%	93 23% k	130 21% k	397 21% qr	50 26% qr	- -%	- -%
NTL	710 31%	339 31%	371 32%	98 31%	117 28%	259 33% d	235 32%	120 32%	73 35% i	72 26%	143 34% i	206 36% mn	214 32%	113 27%	176 29%	634 34% p	17 8%	40 36% p	19 30% p
NEITHER	1099 49%	524 48%	575 49%	136 43%	207 49%	374 48%	383 52% c	176 47%	97 47%	134 49%	211 50%	267 47%	323 48%	207 50%	302 50%	855 45%	130 66% o	71 64% o	43 70% o

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

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CABLE AREA

Base : All respondents

	Total		ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i		j	k	l	m	n	o
Unweighted total	3772	238	249	251	264	241	252	252	252	252		2731	1041	1788	1971	2057	1207
Effective Weighted Sample	2575	227	232	239	250	229	242	239	240	241		2143	466	1240	1418	1498	949
Total	2256	286	308	194	160	199	205	189	95	251		1952	304	1262	984	1344	850
TELEWEST	447	112	22	25	-	70	18	70	20	59		445	2	250	194	200	247
	20%	39%	7%	13%	-%	35%	9%	37%	21%	23%		23%	1%	20%	20%	15%	29%
		bcdfhi	d	bd		bcdfhi	d	bcdfhi	bcdf	bcdf		k					n
NTL	710	104	176	18	83	8	67	51	22	105		697	13	401	306	430	261
	31%	36%	57%	9%	52%	4%	33%	27%	23%	42%		36%	4%	32%	31%	32%	31%
		cegh	acefghi	e	acefghi		ceh	ce	ce	cefgh		k					
NEITHER	1099	70	110	150	77	120	119	69	53	87		809	290	611	484	714	342
	49%	24%	36%	78%	48%	60%	58%	36%	55%	35%		41%	95%	48%	49%	53%	40%
			a	abdefghi	abgi	abdgi	abdgi	a	abgi	a			j			o	

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

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

DEPRIVATION LEVEL

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3772	1804	1968	483	608	1295	1384	741	414	447	579	822	1085	765	1098	2251	500	513	508
Effective Weighted Sample	2575	1228	1347	326	400	919	965	505	261	302	430	586	730	511	764	1951	360	341	388
Total	2256	1082	1174	313	422	781	740	372	206	271	422	566	669	413	607	1886	197	111	62
Low	1344	653	691	160	212	490	481	168	114	149	321	408	428	240	266	1182	96	67	-
	60%	60%	59%	51%	50%	63%	65%	45%	55%	55%	76%	72%	64%	58%	44%	63%	49%	60%	-%
						cd	cd		g	g	ghi	lmn	mn	n		pr	r	pr	
Medium	806	381	425	133	186	256	231	179	81	108	90	144	210	151	300	667	94	45	-
	36%	35%	36%	42%	44%	33%	31%	48%	40%	40%	21%	25%	31%	37%	49%	35%	48%	40%	-%
				ef	ef			hij	j	j			k	k	klm	r	oqr	r	
High	44	17	27	10	11	13	9	10	3	3	3	3	12	7	22	37	7	-	-
	2%	2%	2%	3%	3%	2%	1%	3%	1%	1%	1%	*%	2%	2%	4%	2%	4%	-%	-%
				f				j					k	k	kl	qr	qr		
Undefined	62	30	32	10	13	21	18	14	8	10	7	11	18	14	19	-	-	-	62
	3%	3%	3%	3%	3%	3%	2%	4%	4%	4%	2%	2%	3%	3%	3%	-%	-%	-%	100%
																			opq

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

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DEPRIVATION LEVEL

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3772	238	249	251	264	241	252	252	252	252	2731	1041	1788	1971	2057	1207
Effective Weighted Sample	2575	227	232	239	250	229	242	239	240	241	2143	466	1240	1418	1498	949
Total	2256	286	308	194	160	199	205	189	95	251	1952	304	1262	984	1344	850
Low	1344	98	246	158	119	110	155	112	41	142	1085	259	803	537	1344	-
	60%	34%	80%	82%	75%	55%	76%	59%	43%	57%	56%	85%	64%	55%	100%	-%
			aeghi	aeghi	aeghi	ah	aeghi	ah	a	ah		j	m		o	
Medium	806	173	62	36	41	79	49	69	50	109	784	22	406	395	-	806
	36%	60%	20%	18%	25%	40%	24%	37%	52%	43%	40%	7%	32%	40%	-%	95%
		bcdefgi				bcdf		bcdf	bcdefgi	bcdf	k			l		n
High	44	15	-	-	-	10	-	8	4	-	44	-	21	23	-	44
	2%	5%	-%	-%	-%	5%	-%	4%	4%	-%	2%	-%	2%	2%	-%	5%
		bcdfi				bcdfi		bcdfi	bcdfi		k					n
Undefined	62	-	-	-	-	-	-	-	-	-	39	23	32	30	-	-
	3%	-%	-%	-%	-%	-%	-%	-%	-%	-%	2%	8%	3%	3%	-%	-%
												j				

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

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

SE. GENDER

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3772	1804	1968	483	608	1295	1384	741	414	447	579	822	1085	765	1098	2251	500	513	508
Effective Weighted Sample	2575	1228	1347	326	400	919	965	505	261	302	430	586	730	511	764	1951	360	341	388
Total	2256	1082	1174	313	422	781	740	372	206	271	422	566	669	413	607	1886	197	111	62
Male	1082	1082	-	161	178	360	382	168	95	135	217	285	309	229	259	905	94	52	30
	48%	100%	-%	51%	42%	46%	52%	45%	46%	50%	51%	50%	46%	55%	43%	48%	48%	47%	48%
		b		d			de					n		ln					
Female	1174	-	1174	152	244	421	357	203	111	136	205	281	360	184	348	981	102	59	32
	52%	-%	100%	49%	58%	54%	48%	55%	54%	50%	49%	50%	54%	45%	57%	52%	52%	53%	52%
			a		cf	f							m		km				

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

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

SE. GENDER

Base : All respondents

	Total		ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i		j	k	l	m	n	o
Unweighted total	3772	238	249	251	264	241	252	252	252	252		2731	1041	1788	1971	2057	1207
Effective Weighted Sample	2575	227	232	239	250	229	242	239	240	241		2143	466	1240	1418	1498	949
Total	2256	286	308	194	160	199	205	189	95	251		1952	304	1262	984	1344	850
Male	1082	134	146	91	76	101	97	92	45	123		934	148	626	453	653	399
	48%	47%	47%	47%	47%	51%	47%	49%	48%	49%		48%	49%	50%	46%	49%	47%
Female	1174	152	162	103	85	98	108	97	50	128		1018	157	636	532	691	451
	52%	53%	53%	53%	53%	49%	53%	51%	52%	51%		52%	51%	50%	54%	51%	53%

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

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

SF. AGE OF RESPONDENT

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3772	1804	1968	483	608	1295	1384	741	414	447	579	822	1085	765	1098	2251	500	513	508
Effective Weighted Sample	2575	1228	1347	326	400	919	965	505	261	302	430	586	730	511	764	1951	360	341	388
Total	2256	1082	1174	313	422	781	740	372	206	271	422	566	669	413	607	1886	197	111	62
16 - 17	56 2%	39 4% b	18 1%	56 18% def	- -%	- -%	- -%	2 *%	1 1%	3 1%	2 *%	12 2%	22 3%	8 2%	14 2%	48 3%	4 2%	1 1%	2 3%
18 - 24	257 11%	122 11%	134 11%	257 82% def	- -%	- -%	- -%	43 12% ij	24 12% ij	19 7%	22 5%	40 7%	98 15% km	40 10%	79 13% k	214 11%	26 13% q	9 8%	8 13%
25 - 34	422 19%	178 16%	244 21% a	- -%	422 100% cef	- -%	- -%	66 18%	41 20%	71 26% g	86 20%	111 20%	119 18%	83 20%	110 18%	354 19%	31 16%	25 22% p	13 21%
35 - 44	435 19%	193 18%	241 21%	- -%	- -%	435 56% cdf	- -%	50 14%	33 16%	64 24% gh	123 29% gh	122 21% n	132 20%	82 20%	99 16%	363 19%	39 20%	21 19%	13 20%
45 - 54	346 15%	167 15%	179 15%	- -%	- -%	346 44% cdf	- -%	52 14%	28 14%	42 16%	93 22% ghi	87 15%	104 16%	64 15%	91 15%	291 15%	28 14%	18 16%	9 14%
55 - 64	346 15%	168 16%	178 15%	- -%	- -%	- -%	346 47% cde	57 15%	32 16%	39 14%	72 17%	90 16%	106 16%	69 17%	81 13%	291 15%	31 16%	17 15%	8 12%
65 - 74	233 10%	136 13% b	98 8%	- -%	- -%	- -%	233 32% cde	47 13% j	23 11% j	23 9% j	20 5%	69 12% l	54 8%	41 10%	69 11% l	194 10%	23 12%	11 10%	6 10%
75+	160 7%	78 7%	81 7%	- -%	- -%	- -%	160 22% cde	54 15% ij	23 11% ij	11 4% j	4 1%	37 7%	34 5%	26 6%	63 10% klm	132 7%	15 8%	9 8%	4 7%

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

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SF. AGE OF RESPONDENT

Base : All respondents

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
							ENGLAND REGIONS				URBANITY		WORKING		DEPRIVATION LEVEL	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3772	238	249	251	264	241	252	252	252	252	2731	1041	1788	1971	2057	1207
Effective Weighted Sample	2575	227	232	239	250	229	242	239	240	241	2143	466	1240	1418	1498	949
Total	2256	286	308	194	160	199	205	189	95	251	1952	304	1262	984	1344	850
16 - 17	56 2%	8 3%	5 2%	3 2%	5 3%	5 3%	9 4%	5 2%	4 4%	4 2%	48 2%	9 3%	10 1%	45 5% l	30 2%	24 3%
18 - 24	257 11%	35 12%	29 9%	25 13%	20 13%	24 12%	22 11%	18 9%	9 9%	33 13%	224 11%	33 11%	125 10%	130 13% l	129 10%	119 14% n
25 - 34	422 19%	68 24% bcf	46 15%	30 15%	27 17%	41 21%	33 16%	42 22% b	17 18%	49 20%	383 20% k	40 13%	296 23% m	126 13%	212 16%	197 23% n
35 - 44	435 19%	55 19%	75 24% gh	35 18%	29 18%	40 20%	35 17%	32 17%	15 16%	47 19%	377 19%	58 19%	346 27% m	88 9%	268 20%	154 18%
45 - 54	346 15%	45 16%	42 14%	36 19% eg	28 17% e	22 11%	35 17% e	23 12%	14 15%	45 18% e	289 15%	56 19% j	276 22% m	69 7%	223 17% o	115 14%
55 - 64	346 15%	40 14%	50 16%	27 14%	25 16%	33 17%	35 17%	35 18%	15 15%	32 13%	302 15%	44 15%	164 13%	180 18% l	235 17% o	104 12%
65 - 74	233 10%	20 7%	39 13% a	22 11%	12 8%	21 11%	21 10%	21 11%	11 11%	27 11%	195 10%	39 13%	43 3%	190 19% l	148 11%	79 9%
75+	160 7%	15 5%	22 7%	16 8%	14 9%	12 6%	14 7%	15 8%	10 11% ai	14 6%	135 7%	25 8%	2 *%	156 16% l	98 7%	58 7%

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 8

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

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3772	1804	1968	483	608	1295	1384	741	414	447	579	822	1085	765	1098	2251	500	513	508
Effective Weighted Sample	2575	1228	1347	326	400	919	965	505	261	302	430	586	730	511	764	1951	360	341	388
Total	2256	1082	1174	313	422	781	740	372	206	271	422	566	669	413	607	1886	197	111	62
A	44	27	17	4	7	20	14	1	*	3	18	44	-	-	-	37	2	4	1
	2%	2%	1%	1%	2%	3%	2%	*%	*%	1%	4%	8%	-%	-%	-%	2%	1%	4%	1%
											ghi	lmn						opr	
B	522	258	264	48	104	188	182	11	24	51	182	522	-	-	-	453	39	19	11
	23%	24%	22%	15%	25%	24%	25%	3%	12%	19%	43%	92%	-%	-%	-%	24%	20%	17%	17%
					c	c	c		g	gh	ghi	lmn				qr			
C1	669	309	360	120	119	236	194	62	70	98	135	-	669	-	-	565	55	30	18
	30%	29%	31%	38%	28%	30%	26%	17%	34%	36%	32%	-%	100%	-%	-%	30%	28%	27%	29%
				def		f			g	g	g		kmn						
C2	413	229	184	48	83	146	137	36	51	75	69	-	-	413	-	339	39	20	14
	18%	21%	16%	15%	20%	19%	18%	10%	25%	28%	16%	-%	-%	100%	-%	18%	20%	18%	23%
		b							gj	gj	g			kln					o
D	297	131	166	52	54	109	82	72	35	40	18	-	-	-	297	249	24	17	7
	13%	12%	14%	16%	13%	14%	11%	19%	17%	15%	4%	-%	-%	-%	49%	13%	12%	16%	12%
				f				j	j	j					klm				
E	310	127	183	42	56	81	131	190	26	5	-	-	-	-	310	241	37	21	11
	14%	12%	16%	13%	13%	10%	18%	51%	12%	2%	-%	-%	-%	-%	51%	13%	19%	18%	18%
			a				de	hij	ij	j					klm		o	o	o
Refused	1	*	1	*	-	-	1	*	-	-	-	-	-	-	-	1	-	-	-
	*%	*%	*%	*%	-%	-%	*%	*%	-%	-%	-%	-%	-%	-%	-%	*%	-%	-%	-%

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 8

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

Base : All respondents

	Total	_____ ENGLAND REGIONS _____									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3772	238	249	251	264	241	252	252	252	252	2731	1041	1788	1971	2057	1207
Effective Weighted Sample	2575	227	232	239	250	229	242	239	240	241	2143	466	1240	1418	1498	949
Total	2256	286	308	194	160	199	205	189	95	251	1952	304	1262	984	1344	850
A	44 2%	9 3% fg	8 3% fg	10 5% defghi	2 1%	3 1%	1 *%	- -%	2 2%	2 1%	39 2%	5 2%	33 3% m	11 1%	34 3% o	9 1%
B	522 23%	78 27% e	103 33% cdeghi	42 22%	35 22%	34 17%	53 26% e	39 21%	19 20%	51 20%	439 23%	83 27% j	330 26% m	190 19%	374 28% o	137 16%
C1	669 30%	102 36% f	95 31%	59 31%	44 28%	59 30%	52 25%	53 28%	29 30%	71 28%	574 29%	95 31%	432 34% m	234 24%	428 32% o	222 26%
C2	413 18%	34 12%	42 14%	38 20% a	35 22% ab	45 23% ab	47 23% ab	40 21% ab	18 19% a	41 17%	353 18%	60 20%	276 22% m	136 14%	240 18%	158 19%
D	297 13%	36 13%	43 14%	26 14%	24 15%	29 15%	23 11%	25 13%	10 10%	33 13%	263 13%	35 11%	184 15% m	112 11%	141 11%	148 17% n
E	310 14%	27 9%	17 5%	18 9%	21 13% b	29 15% b	28 14% b	32 17% abc	18 19% abc	52 21% abcdf	283 15% k	27 9%	7 1%	301 31% l	125 9%	174 20% n
Refused	1 *%	- -%	- -%	- -%	- -%	- -%	1 *%	- -%	* *%	- -%	1 *%	* *%	- -%	1 *%	1 *%	* *%

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 9

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

QZ6 (SG). WORKING STATUS

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3772	1804	1968	483	608	1295	1384	741	414	447	579	822	1085	765	1098	2251	500	513	508
Effective Weighted Sample	2575	1228	1347	326	400	919	965	505	261	302	430	586	730	511	764	1951	360	341	388
Total	2256	1082	1174	313	422	781	740	372	206	271	422	566	669	413	607	1886	197	111	62
Base for %	2256	1082	1174	313	422	781	740	372	206	271	422	566	669	413	607	1886	197	111	62
Working full time (30hrs/wk+)	887	547	340	93	216	458	121	39	76	146	265	271	304	196	116	752	72	42	22
	39%	51% b	29%	30% f	51% cf	59% cdf	16%	10%	37% g	54% gh	63% ghi	48% n	45% n	48% n	19%	40%	36%	37%	35%
Working part time (8-29 hrs/wk)	375	79	295	42	80	164	89	40	34	44	91	92	128	79	76	317	28	20	10
	17%	7%	25% a	14%	19% f	21% cf	12%	11%	17% g	16% g	22% g	16% n	19% n	19% n	12%	17%	14%	18%	16%
Not working (i.e. under 8hrs/wk) - retired	435	231	205	1	-	6	429	106	51	44	32	122	106	76	130	349	48	25	14
	19%	21% b	17%	*%	-%	1%	58% cde	28% ij	25% ij	16% j	7%	22% l	16%	18%	21% l	19% o	24%	22%	22%
Not working (i.e. under 8hrs/wk) - unemployed (registered/ not registered but looking for work)	162	101	61	48	45	56	14	73	15	8	4	12	22	14	115	127	16	11	8
	7%	9% b	5%	15% ef	11% ef	7% f	2%	20% hij	7% ij	3%	1%	2%	3%	3%	19% klm	7%	8%	10% o	13% op
Not working (i.e. under 8hrs/wk) - student	129	69	60	105	20	4	1	22	4	7	10	27	72	11	19	110	12	4	4
	6%	6%	5%	33% def	5% ef	1%	*%	6% hij	2%	2%	2%	5% m	11% kmn	3%	3%	6%	6%	4%	6%
Not working (i.e. under 8hrs/wk) - housewife/ disabled/ other	257	51	206	21	61	92	83	89	25	23	20	40	33	36	149	222	20	10	5
	11%	5%	18% a	7%	15% c	12% c	11% c	24% hij	12% j	8% j	5%	7%	5%	9%	25% l klm	12% r	10%	9%	8%

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

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

QZ6 (SG). WORKING STATUS

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3772	1804	1968	483	608	1295	1384	741	414	447	579	822	1085	765	1098	2251	500	513	508
Effective Weighted Sample	2575	1228	1347	326	400	919	965	505	261	302	430	586	730	511	764	1951	360	341	388
Total	2256	1082	1174	313	422	781	740	372	206	271	422	566	669	413	607	1886	197	111	62
Don't know	10	3	7	3	1	2	4	3	1	-	-	2	3	2	3	9	1	*	-
	*%	*%	1%	1%	*%	*%	1%	1%	*%	-%	-%	*%	*%	*%	*%	*%	1%	*%	-%

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

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

QZ6 (SG). WORKING STATUS

Base : All respondents

						ENGLAND REGIONS					URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3772	238	249	251	264	241	252	252	252	252	2731	1041	1788	1971	2057	1207
Effective Weighted Sample	2575	227	232	239	250	229	242	239	240	241	2143	466	1240	1418	1498	949
Total	2256	286	308	194	160	199	205	189	95	251	1952	304	1262	984	1344	850
Base for %	2256	286	308	194	160	199	205	189	95	251	1952	304	1262	984	1344	850
Working full time (30hrs/wk+)	887	151	124	79	59	79	74	68	34	85	776	111	887	-	537	328
	39%	53% bcdefghi	40%	41%	37%	40%	36%	36%	36%	34%	40%	36%	70% m	-%	40%	39%
Working part time (8-29 hrs/wk)	375	32	63	40	31	30	36	33	13	37	305	69	375	-	265	99
	17%	11%	21% ah	21% ah	19% a	15%	18% a	17%	14%	15%	16%	23% j	30% m	-%	20% o	12%
Not working (i.e. under 8hrs/wk) - retired	435	39	61	41	32	39	36	34	24	43	365	70	-	435	271	151
	19%	14%	20%	21% a	20%	19%	17%	18%	25% afgi	17%	19%	23% j	-%	44% l	20%	18%
Not working (i.e. under 8hrs/wk) - unemployed (registered/ not registered but looking for work)	162	11	7	9	9	18	13	19	7	33	149	13	-	162	76	78
	7%	4%	2%	5%	6% b	9% ab	6% b	10% abc	8% b	13% abcdfh	8% k	4%	-%	16% l	6%	9% n
Not working (i.e. under 8hrs/wk) - student	129	21	15	6	9	12	15	8	7	17	115	14	-	129	64	62
	6%	7% c	5%	3%	6%	6%	7% c	4%	7% c	7%	6%	5%	-%	13% l	5%	7% n
Not working (i.e. under 8hrs/wk) - housewife/ disabled/ other	257	32	37	17	19	21	28	27	9	31	232	25	-	257	126	126
	11%	11%	12%	9%	12%	10%	14%	14%	10%	12%	12% k	8%	-%	26% l	9%	15% n

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 9

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

QZ6 (SG). WORKING STATUS

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3772	238	249	251	264	241	252	252	252	252	2731	1041	1788	1971	2057	1207
Effective Weighted Sample	2575	227	232	239	250	229	242	239	240	241	2143	466	1240	1418	1498	949
Total	2256	286	308	194	160	199	205	189	95	251	1952	304	1262	984	1344	850
Don't know	10 *%	- -%	- -%	1 *%	1 *%	- -%	3 1%	- -%	- -%	4 2% abegh	8 *%	1 *%	- -%	- -%	5 *%	5 1%

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

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

QZ7 (SH). HOUSEHOLD STATUS

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3772	1804	1968	483	608	1295	1384	741	414	447	579	822	1085	765	1098	2251	500	513	508
Effective Weighted Sample	2575	1228	1347	326	400	919	965	505	261	302	430	586	730	511	764	1951	360	341	388
Total	2256	1082	1174	313	422	781	740	372	206	271	422	566	669	413	607	1886	197	111	62
Base for %	2256	1082	1174	313	422	781	740	372	206	271	422	566	669	413	607	1886	197	111	62
Being bought on mortgage	749 33%	362 33%	387 33%	89 28%	155 37% f	401 51% cf	104 14% cdf	29 8%	42 20% g	97 36% gh	256 61% ghi	254 45% mn	271 41% mn	144 35% n	80 13%	627 33% q	68 35% q	29 26%	24 38% oq
Owned outright by household	608 27%	313 29% b	295 25%	31 10%	28 7%	110 14% d	439 59% cde	81 22%	61 30% gj	76 28%	92 22%	213 38% lmn	171 26% n	106 26% n	118 20%	516 27%	46 24%	28 25%	18 29%
Rented from Local Authority/ Housing Association/ Trust	502 22%	212 20%	291 25% a	81 26% e	110 26% ef	155 20%	156 21%	175 47% hij	56 27% ij	38 14% j	26 6%	27 5%	91 14% k	99 24% kl	284 47% klm	405 21% r	54 27% or	34 30% or	10 16%
Rented from Private Landlord	337 15%	166 15%	171 15%	87 28% ef	121 29% ef	101 13% f	29 4%	80 22% j	46 22% j	58 22% j	45 11%	55 10%	121 18% km	53 13%	109 18% km	285 15%	24 12%	18 17%	10 16%
Other	21 1%	11 1%	10 1%	6 2% f	4 1%	8 1%	4 1%	2 1%	* *%	2 1%	2 1%	11 2% mn	6 1%	1 *%	4 1%	20 1% p	- -%	1 1%	* 1%
Don't know	38 2%	19 2%	19 2%	19 6% def	4 1%	6 1%	9 1%	4 1%	1 *%	1 *%	1 *%	7 1%	9 1%	10 2%	12 2%	33 2%	3 2%	1 1%	* 1%

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

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

QZ7 (SH). HOUSEHOLD STATUS

Base : All respondents

					ENGLAND REGIONS						URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3772	238	249	251	264	241	252	252	252	252	2731	1041	1788	1971	2057	1207
Effective Weighted Sample	2575	227	232	239	250	229	242	239	240	241	2143	466	1240	1418	1498	949
Total	2256	286	308	194	160	199	205	189	95	251	1952	304	1262	984	1344	850
Base for %	2256	286	308	194	160	199	205	189	95	251	1952	304	1262	984	1344	850
Being bought on mortgage	749	57	114	78	66	68	72	58	33	82	631	117	609	138	521	204
	33%	20%	37%	40%	41%	34%	35%	31%	35%	33%	32%	39%	48%	14%	39%	24%
			a	ag	agi	a	a	a	a	a		j	m		o	
Owned outright by household	608	57	107	56	42	53	55	49	27	70	506	102	231	375	435	155
	27%	20%	35%	29%	26%	27%	27%	26%	29%	28%	26%	34%	18%	38%	32%	18%
			adg	a					a	a		j		l	o	
Rented from Local Authority/ Housing Association/ Trust	502	96	47	26	22	47	49	50	22	47	449	53	196	305	187	305
	22%	34%	15%	13%	14%	24%	24%	26%	23%	19%	23%	18%	16%	31%	14%	36%
		bcdefhi				bcd	bcd	bcdi	bcd		k			l		n
Rented from Private Landlord	337	68	25	34	29	26	21	30	9	43	312	25	202	136	166	162
	15%	24%	8%	17%	18%	13%	10%	16%	10%	17%	16%	8%	16%	14%	12%	19%
		befgh		bfh	bfh			b		bfh	k					n
Other	21	3	10	-	-	1	2	2	-	2	20	1	10	10	16	5
	1%	1%	3%	-%	-%	1%	1%	1%	-%	1%	1%	*%	1%	1%	1%	1%
			cdeh													
Don't know	38	5	6	-	1	4	6	1	3	7	33	5	14	21	19	18
	2%	2%	2%	-%	1%	2%	3%	*%	3%	3%	2%	2%	1%	2%	1%	2%
		c	c			c	cg		cdg	cg						

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

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

SH (SI). Total number in household (including respondent and any children)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3772	1804	1968	483	608	1295	1384	741	414	447	579	822	1085	765	1098	2251	500	513	508
Effective Weighted Sample	2575	1228	1347	326	400	919	965	505	261	302	430	586	730	511	764	1951	360	341	388
Total	2256	1082	1174	313	422	781	740	372	206	271	422	566	669	413	607	1886	197	111	62
1	407 18%	182 17%	225 19%	14 4%	51 12% c	90 12% c	253 34% cde	162 44% hij	38 19% ij	32 12% j	29 7%	82 15%	103 15%	53 13%	168 28% klm	321 17%	52 27% oqr	21 19%	12 19%
2	716 32%	385 36% b	331 28%	64 20%	98 23%	180 23%	375 51% cde	94 25%	84 41% gj	101 37% gj	123 29%	196 35% n	213 32%	132 32%	174 29%	589 31%	68 34%	41 37% or	18 29%
3	467 21%	212 20%	255 22%	93 30% ef	118 28% ef	177 23% f	79 11%	64 17%	34 17%	59 22%	112 27% gh	115 20%	139 21%	94 23%	119 20%	393 21%	37 19%	23 21%	14 22%
4	447 20%	214 20%	233 20%	95 30% df	98 23% f	230 30% df	24 3%	34 9%	32 15% g	58 21% g	107 25% gh	121 21% n	143 21% n	95 23% n	88 14%	390 21% pq	28 14%	17 15%	12 20%
5+	219 10%	88 8%	130 11% a	47 15% f	59 14% f	103 13% f	10 1%	17 5%	18 9% g	22 8% g	51 12% g	52 9%	70 11%	38 9%	58 10%	192 10% p	11 6%	9 8%	6 10% p
Refused	* *%	- -%	* *%	* *%	- -%	- -%	- -%	- -%	- -%	- -%	* *%	- -%	- -%	- -%	* *%	- -%	- -%	- -%	* *%
Mean number of people	2.8	2.7	2.8 a	3.4 def	3.1 f	3.2 f	1.9	2.1	2.6 g	2.8 gh	3.1 ghi	2.8 n	2.8 n	2.9 n	2.6	2.8 pq	2.4	2.6 p	2.8 pq
Standard deviation	1.36	1.27	1.43	1.31	1.35	1.36	.84	1.27	1.26	1.25	1.28	1.27	1.35	1.32	1.45	1.37	1.22	1.30	1.40
Standard error	.02	.03	.03	.06	.05	.04	.02	.05	.06	.06	.05	.04	.04	.05	.04	.03	.05	.06	.06

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

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

SH (SI). Total number in household (including respondent and any children)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3772	238	249	251	264	241	252	252	252	252	2731	1041	1788	1971	2057	1207
Effective Weighted Sample	2575	227	232	239	250	229	242	239	240	241	2143	466	1240	1418	1498	949
Total	2256	286	308	194	160	199	205	189	95	251	1952	304	1262	984	1344	850
1	407	54	43	27	22	35	26	37	23	54	356	51	133	271	221	174
	18%	19%	14%	14%	13%	18%	13%	20%	24%	22%	18%	17%	11%	28%	16%	20%
								f	bcdf	bcdf				l		n
2	716	71	103	70	50	68	62	64	29	72	610	106	374	341	454	244
	32%	25%	34%	36%	31%	34%	30%	34%	31%	29%	31%	35%	30%	35%	34%	29%
			a	a		a		a						l	o	
3	467	65	67	45	35	38	46	39	16	42	405	62	313	150	282	171
	21%	23%	22%	23%	22%	19%	23%	20%	17%	17%	21%	21%	25%	15%	21%	20%
													m			
4	447	63	69	33	32	39	47	38	17	52	390	57	309	137	267	168
	20%	22%	22%	17%	20%	19%	23%	20%	18%	21%	20%	19%	24%	14%	20%	20%
													m			
5+	219	33	25	18	21	19	24	11	10	31	191	27	134	84	120	92
	10%	12%	8%	9%	13%	10%	12%	6%	11%	12%	10%	9%	11%	9%	9%	11%
		g			g		g			g						
Refused	*	-	-	-	-	-	-	-	-	-	-	*	*	-	-	-
	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	*%	*%	-%	-%	-%
Mean number of people	2.8	2.9	2.8	2.8	2.9	2.8	3.0	2.6	2.6	2.8	2.8	2.7	3.0	2.5	2.7	2.8
		g	g		gh		cgh						m			
Standard deviation	1.36	1.37	1.29	1.27	1.43	1.41	1.43	1.20	1.40	1.50	1.37	1.29	1.29	1.38	1.29	1.45
Standard error	.02	.09	.08	.08	.09	.09	.09	.08	.09	.09	.03	.04	.03	.03	.03	.04

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 12

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

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3772	1804	1968	483	608	1295	1384	741	414	447	579	822	1085	765	1098	2251	500	513	508
Effective Weighted Sample	2575	1228	1347	326	400	919	965	505	261	302	430	586	730	511	764	1951	360	341	388
Total	2256	1082	1174	313	422	781	740	372	206	271	422	566	669	413	607	1886	197	111	62
None	1386	736	651	173	170	329	715	258	134	158	220	366	406	241	373	1148	133	72	34
	61%	68%	55%	55%	40%	42%	97%	69%	65%	58%	52%	65%	61%	58%	61%	61%	67%	65%	54%
		b		de			cde	ij	j			m					or	r	r
1	358	150	208	79	102	157	20	47	32	46	86	77	109	77	96	298	31	17	12
	16%	14%	18%	25%	24%	20%	3%	13%	15%	17%	20%	14%	16%	19%	16%	16%	16%	15%	19%
			a	f	f	f					g			k					
2	358	142	216	41	96	218	4	48	27	51	84	89	117	72	80	308	27	12	11
	16%	13%	18%	13%	23%	28%	*%	13%	13%	19%	20%	16%	17%	17%	13%	16%	14%	11%	18%
			a		f	cf	cdf			g	gh		n	n		q			q
3	109	42	67	12	40	56	1	13	10	13	23	28	27	18	36	93	4	8	4
	5%	4%	6%	4%	9%	7%	*%	3%	5%	5%	5%	5%	4%	4%	6%	5%	2%	7%	6%
			a		f	cf	cf									p		p	p
4	30	10	20	7	9	14	-	4	3	3	5	6	4	5	15	25	3	1	1
	1%	1%	2%	2%	2%	2%	-%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%
				f	f	f									kl				
5+	15	2	13	2	6	8	-	2	*	1	4	1	5	1	7	14	-	1	*
	1%	*%	1%	1%	1%	1%	-%	1%	*%	*%	1%	*%	1%	*%	1%	1%	-%	1%	1%
			a	f	f	f													
Mean number of children	.7	.6	.8	.7	1.1	1.1	*	.6	.6	.7	.9	.6	.7	.7	.8	.7	.5	.7	.8
			a		cf	cf					g	gh				k	p		p	opq
Standard deviation	1.06	.95	1.14	1.04	1.19	1.15	.25	1.00	1.02	1.02	1.10	1.00	1.03	1.01	1.16	1.07	.90	1.10	1.11
Standard error	.02	.02	.03	.05	.05	.03	.01	.04	.05	.05	.05	.03	.03	.04	.04	.02	.04	.05	.05

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

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

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

Base : All respondents

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
						ENGLAND REGIONS					URBANITY		WORKING		DEPRIVATION LEVEL	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3772	238	249	251	264	241	252	252	252	252	2731	1041	1788	1971	2057	1207
Effective Weighted Sample	2575	227	232	239	250	229	242	239	240	241	2143	466	1240	1418	1498	949
Total	2256	286	308	194	160	199	205	189	95	251	1952	304	1262	984	1344	850
None	1386 61%	184 64%	188 61%	126 65%	92 57%	125 63%	117 57%	109 58%	58 61%	148 59%	1194 61%	192 63%	670 53%	710 72% l	838 62%	515 61%
1	358 16%	42 15%	43 14%	31 16%	23 14%	31 16%	37 18%	35 19%	14 15%	41 16%	314 16%	44 15%	244 19% m	112 11%	202 15%	144 17%
2	358 16%	39 14%	60 20%	27 14%	30 19%	29 14%	33 16%	35 18%	18 19%	37 15%	309 16%	49 16%	262 21% m	95 10%	225 17%	121 14%
3	109 5%	14 5%	13 4%	6 3%	11 7% c	10 5%	14 7%	9 5%	4 4%	13 5%	94 5%	14 5%	63 5%	45 5%	62 5%	42 5%
4	30 1%	5 2% b	- -%	4 2% b	1 1%	3 1%	2 1%	1 1%	1 1%	7 3% b	25 1%	4 1%	15 1%	13 1%	12 1%	17 2% n
5+	15 1%	2 1%	3 1%	- -%	3 2% cg	1 *%	1 1%	- -%	* *%	4 2% cg	15 1%	1 *%	8 1%	8 1%	4 *%	11 1% n
Mean number of children	.7	.7	.7	.6	.9 c	.7	.8	.7	.7	.8 c	.7	.7	.8 m	.5	.7	.7
Standard deviation	1.06	1.06	1.02	.98	1.20	1.05	1.07	.97	1.00	1.22	1.07	1.02	1.06	1.03	1.00	1.14
Standard error	.02	.07	.06	.06	.07	.07	.07	.06	.06	.08	.02	.03	.03	.02	.02	.03

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 13

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

SK (SM). Can you speak or write in Welsh at all?

Base : All respondents in Wales

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	f	g	~h	~i	~j	k	l	m	n	~o	~p	q	~r
Unweighted total	513	249	264	65	96	156	195	121	77	49	43	104	160	105	144	-	-	513	-
Effective Weighted Sample	341	168	174	47	68	106	128	88	52	35	27	67	106	68	104	-	-	341	-
Total	111	52	59	11	25	39	37	29	18	12	9	23	30	20	38	-	-	111	-
Yes, and fluent	16	7	9	**	**	4	9	3	**	**	**	4	4	3	4	-	-	16	-
	14%	14%	14%	**	**	10%	24% e	11%	**	**	**	18%	14%	14%	11%	-%	-%	14%	-%
Yes, but not fluent	18	8	10	**	**	7	5	4	**	**	**	2	5	2	8	-	-	18	-
	16%	16%	17%	**	**	17%	15%	13%	**	**	**	10%	18%	11%	22% k	-%	-%	16%	-%
No	77	37	41	**	**	29	22	22	**	**	**	17	20	15	25	-	-	77	-
	70%	70%	69%	**	**	73% f	61%	76%	**	**	**	72%	67%	75%	67%	-%	-%	70%	-%

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

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

SK (SM). Can you speak or write in Welsh at all?

Base : All respondents in Wales

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	513	-	-	-	-	-	-	-	-	-	249	264	228	284	359	154
Effective Weighted Sample	341	-	-	-	-	-	-	-	-	-	224	236	156	204	224	121
Total	111	-	-	-	-	-	-	-	-	-	87	24	61	50	67	45
Yes, and fluent	16	-	-	-	-	-	-	-	-	-	7	9	8	8	11	4
	14%	-%	-%	-%	-%	-%	-%	-%	-%	-%	8%	36%	12%	16%	17%	10%
												j				
Yes, but not fluent	18	-	-	-	-	-	-	-	-	-	14	4	11	7	8	11
	16%	-%	-%	-%	-%	-%	-%	-%	-%	-%	17%	15%	18%	15%	11%	24%
																n
No	77	-	-	-	-	-	-	-	-	-	65	12	43	35	47	30
	70%	-%	-%	-%	-%	-%	-%	-%	-%	-%	75%	49%	70%	69%	71%	67%
											k					

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

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QB1. SHOWCARD Which of the following do you, or does anyone in your household, have in your home at the moment? (MULTICODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3772	1804	1968	483	608	1295	1384	741	414	447	579	822	1085	765	1098	2251	500	513	508
Effective Weighted Sample	2575	1228	1347	326	400	919	965	505	261	302	430	586	730	511	764	1951	360	341	388
Total	2256	1082	1174	313	422	781	740	372	206	271	422	566	669	413	607	1886	197	111	62
A DVD player	1822	853	969	254	341	664	563	266	170	229	362	482	550	326	462	1516	167	93	46
	81%	79%	83%	81%	81%	85%	76%	72%	83%	85%	86%	85%	82%	79%	76%	80%	85%	84%	74%
			a			f			g	g	g	mn	n				r	or	r
Video games console connected to a TV (e.g. Sony PlayStation, Nintendo Wii or Microsoft Xbox)	1167	578	589	227	287	526	127	140	99	137	281	287	367	235	278	991	86	59	32
	52%	53%	50%	73%	68%	67%	17%	38%	48%	51%	67%	51%	55%	57%	46%	53%	44%	53%	51%
				f	f	f			g	g	ghi		n	kn		p		p	
An MP3 player/iPod	965	483	482	187	214	428	137	86	67	116	292	309	336	167	153	826	74	39	25
	43%	45%	41%	60%	51%	55%	18%	23%	32%	43%	69%	55%	50%	40%	25%	44%	37%	35%	41%
				df	f	f			g	gh	ghi	mn	mn	n		pq			
Handheld/ portable games player (e.g. Nintendo DS, Sony PSP)	724	334	390	127	161	364	72	85	55	98	193	175	242	151	156	615	49	39	20
	32%	31%	33%	41%	38%	47%	10%	23%	27%	36%	46%	31%	36%	36%	26%	33%	25%	35%	33%
				f	f	df				gh	ghi	n	kn	n		p		p	p
A Blu Ray or HD (High Definition) DVD player	376	224	153	69	83	167	59	29	29	35	127	127	119	67	63	333	19	16	8
	17%	21%	13%	22%	20%	21%	8%	8%	14%	13%	30%	22%	18%	16%	10%	18%	10%	14%	14%
		b		f	f	f			g	g	ghi	lmn	n	n		pr			
E-reader - digital book reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	323	160	163	43	50	144	86	15	13	30	132	129	110	48	36	273	25	17	8
	14%	15%	14%	14%	12%	18%	12%	4%	6%	11%	31%	23%	16%	12%	6%	14%	13%	15%	13%
						df				g	ghi	lmn	mn	n					
None of these	204	95	109	11	23	29	141	69	16	11	6	31	45	38	91	166	18	9	10
	9%	9%	9%	4%	5%	4%	19%	19%	8%	4%	1%	5%	7%	9%	15%	9%	9%	8%	17%
							cde	hij	j	j				k	klm				opq

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

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QB1. SHOWCARD Which of the following do you, or does anyone in your household, have in your home at the moment? (MULTICODE)

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3772	1804	1968	483	608	1295	1384	741	414	447	579	822	1085	765	1098	2251	500	513	508
Effective Weighted Sample	2575	1228	1347	326	400	919	965	505	261	302	430	586	730	511	764	1951	360	341	388
Total	2256	1082	1174	313	422	781	740	372	206	271	422	566	669	413	607	1886	197	111	62
Don't know	2	1	1	*	-	1	1	-	1	-	*	*	-	-	2	2	-	*	-
	*%	*%	*%	*%	-%	*%	*%	-%	*%	-%	*%	*%	-%	-%	*%	*%	-%	*%	-%

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

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

QB1. SHOWCARD Which of the following do you, or does anyone in your household, have in your home at the moment? (MULTICODE)

Base : All respondents

						ENGLAND REGIONS					URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3772	238	249	251	264	241	252	252	252	252	2731	1041	1788	1971	2057	1207
Effective Weighted Sample	2575	227	232	239	250	229	242	239	240	241	2143	466	1240	1418	1498	949
Total	2256	286	308	194	160	199	205	189	95	251	1952	304	1262	984	1344	850
A DVD player	1822	212	241	155	127	158	179	148	79	217	1578	244	1068	745	1126	650
	81%	74%	78%	80%	79%	79%	88%	78%	83%	86%	81%	80%	85%	76%	84%	76%
							abcdeg		a	abdeg			m		o	
Video games console connected to a TV (e.g. Sony PlayStation, Nintendo Wii or Microsoft Xbox)	1167	133	157	104	90	113	114	95	46	138	1013	155	796	369	722	414
	52%	46%	51%	54%	56%	57%	56%	50%	48%	55%	52%	51%	63%	38%	54%	49%
					a	a	a						m		o	
An MP3 player/iPod	965	113	159	102	65	81	105	59	39	104	818	146	674	288	658	281
	43%	39%	52%	53%	41%	41%	52%	31%	41%	41%	42%	48%	53%	29%	49%	33%
			adeghi	adeghi	g	g	adeghi		g	g		j	m		o	
Handheld/ portable games player (e.g. Nintendo DS, Sony PSP)	724	88	105	64	52	70	78	39	34	83	624	100	495	227	452	252
	32%	31%	34%	33%	33%	35%	38%	21%	36%	33%	32%	33%	39%	23%	34%	30%
		g	g	g	g	g	g		g	g			m		o	
A Blu Ray or HD (High Definition) DVD player	376	54	64	40	23	24	48	20	14	45	331	46	265	108	263	105
	17%	19%	21%	21%	14%	12%	24%	11%	15%	18%	17%	15%	21%	11%	20%	12%
		g	eg	eg			degh			g			m		o	
E-reader - digital book reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	323	42	63	34	23	26	26	13	17	30	270	53	228	95	245	71
	14%	15%	20%	18%	14%	13%	13%	7%	18%	12%	14%	18%	18%	10%	18%	8%
		g	efgi	g	g	g	g		g	g		j	m		o	
None of these	204	33	28	13	18	24	11	19	12	8	180	25	46	159	97	97
	9%	12%	9%	7%	11%	12%	6%	10%	12%	3%	9%	8%	4%	16%	7%	11%
		fi	i		fi	fi		i	cfi					l		n

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

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

QB1. SHOWCARD Which of the following do you, or does anyone in your household, have in your home at the moment? (MULTICODE)

Base : All respondents

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
						ENGLAND REGIONS					URBANITY		WORKING		DEPRIVATION LEVEL	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3772	238	249	251	264	241	252	252	252	252	2731	1041	1788	1971	2057	1207
Effective Weighted Sample	2575	227	232	239	250	229	242	239	240	241	2143	466	1240	1418	1498	949
Total	2256	286	308	194	160	199	205	189	95	251	1952	304	1262	984	1344	850
Don't know	2	-	1	-	-	-	-	-	-	1	2	-	-	2	*	2
	*%	-%	*%	-%	-%	-%	-%	-%	-%	*%	*%	-%	-%	*%	*%	*%

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

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

QB2. SHOWCARD And do you personally use...? (MULTICODE)

Base : Those who have access to any of listed devices at home

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3333	1596	1737	462	575	1229	1065	583	365	423	568	756	996	675	904	2014	455	450	414
Effective Weighted Sample	2304	1103	1200	313	379	880	758	401	234	288	423	548	676	456	637	1752	326	306	314
Total	2050	986	1064	302	400	751	597	302	189	260	416	535	624	375	515	1718	178	102	52
A DVD player	1635	767	868	222	312	587	515	243	150	208	322	438	491	288	417	1355	154	87	39
	80%	78%	82%	73%	78%	78%	86%	81%	79%	80%	77%	82%	79%	77%	81%	79%	86%	85%	76%
			a				cde					m					or	or	
Video games console connected to a TV (e.g. Sony PlayStation, Nintendo Wii or Microsoft Xbox)	753	434	319	197	210	285	62	87	57	82	178	184	232	155	181	639	55	40	19
	37%	44%	30%	65%	53%	38%	10%	29%	30%	32%	43%	34%	37%	41%	35%	37%	31%	39%	36%
		b		def	ef	f					ghi			kn		p		p	
An MP3 player/iPod	689	361	328	166	170	263	90	61	41	78	208	230	249	112	98	587	56	29	17
	34%	37%	31%	55%	43%	35%	15%	20%	22%	30%	50%	43%	40%	30%	19%	34%	32%	29%	32%
		b		def	ef	f				gh	ghi	mn	mn	n					
Handheld/ portable games player (e.g. Nintendo DS, Sony PSP)	357	182	175	89	86	147	36	39	31	45	81	84	116	71	86	309	19	21	8
	17%	18%	16%	29%	21%	20%	6%	13%	17%	17%	19%	16%	19%	19%	17%	18%	11%	21%	16%
				def	f	f					g					p		p	
A Blu Ray DVD player	315	199	117	58	72	137	47	22	24	33	106	104	106	58	48	278	16	15	6
	15%	20%	11%	19%	18%	18%	8%	7%	13%	13%	25%	19%	17%	15%	9%	16%	9%	15%	12%
		b		f	f	f			g	g	ghi	n	n	n		p		p	
E-reader - digital book reader (e.g. Kindle, Sony Reader, iRiver Reader)	234	105	128	26	39	107	61	12	10	21	97	97	80	31	25	196	17	15	5
	11%	11%	12%	9%	10%	14%	10%	4%	5%	8%	23%	18%	13%	8%	5%	11%	10%	15%	10%
						cdf				g	ghi	lmn	mn	n					
None of these	100	41	59	9	9	41	42	18	13	13	12	17	36	17	31	86	6	4	4
	5%	4%	6%	3%	2%	5%	7%	6%	7%	5%	3%	3%	6%	5%	6%	5%	4%	4%	8%
						d	cd	j	j				k		k				opq

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

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

QB2. SHOWCARD And do you personally use...? (MULTICODE)

Base : Those who have access to any of listed devices at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3333	1596	1737	462	575	1229	1065	583	365	423	568	756	996	675	904	2014	455	450	414
Effective Weighted Sample	2304	1103	1200	313	379	880	758	401	234	288	423	548	676	456	637	1752	326	306	314
Total	2050	986	1064	302	400	751	597	302	189	260	416	535	624	375	515	1718	178	102	52
Don't know	3	1	2	-	1	-	2	1	2	-	-	-	1	-	2	3	-	-	*
	*%	*%	*%	-%	*%	-%	*%	*%	1%	-%	-%	-%	*%	-%	*%	*%	-%	-%	*%

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 15

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QB2. SHOWCARD And do you personally use...? (MULTICODE)

Base : Those who have access to any of listed devices at home

							ENGLAND REGIONS					URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3333	206	222	231	230	209	235	223	216	242	2431	902	1716	1604	1874	1045
Effective Weighted Sample	2304	197	207	220	218	199	226	212	206	231	1916	415	1196	1175	1374	825
Total	2050	253	279	180	142	175	193	170	83	242	1770	279	1216	824	1247	751
A DVD player	1635	189	222	141	105	143	161	131	69	195	1420	215	960	666	1008	588
	80%	75%	79%	78%	74%	82%	83%	77%	83%	81%	80%	77%	79%	81%	81%	78%
						d	ad		ad							
Video games console connected to a TV (e.g. Sony PlayStation, Nintendo Wii or Microsoft Xbox)	753	82	110	70	54	78	79	61	22	82	651	102	496	255	463	272
	37%	32%	39%	39%	38%	45%	41%	36%	27%	34%	37%	37%	41%	31%	37%	36%
			h	h	h	ahi	h	h					m			
An MP3 player/iPod	689	89	123	72	39	56	70	43	25	70	593	96	474	214	475	198
	34%	35%	44%	40%	28%	32%	36%	25%	31%	29%	34%	34%	39%	26%	38%	26%
			g	deghi	dghi			g					m		o	
Handheld/ portable games player (e.g. Nintendo DS, Sony PSP)	357	51	59	33	22	35	39	17	15	39	305	52	230	125	219	129
	17%	20%	21%	18%	15%	20%	20%	10%	19%	16%	17%	19%	19%	15%	18%	17%
			g	g	g		g	g		g			m			
A Blu Ray DVD player	315	46	57	34	17	23	42	16	9	34	275	40	224	88	220	88
	15%	18%	20%	19%	12%	13%	22%	9%	11%	14%	16%	14%	18%	11%	18%	12%
			gh	dgh	dgh			deghi					m		o	
E-reader - digital book reader (e.g. Kindle, Sony Reader, iRiver Reader)	234	24	50	27	17	17	15	11	10	24	193	41	165	69	180	48
	11%	10%	18%	15%	12%	10%	8%	7%	12%	10%	11%	15%	14%	8%	14%	6%
			aefgi	fg					g			j	m		o	
None of these	100	12	10	9	11	6	9	10	3	16	85	16	50	50	55	41
	5%	5%	3%	5%	8%	4%	5%	6%	4%	7%	5%	6%	4%	6%	4%	5%
													l			

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

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QB2. SHOWCARD And do you personally use...? (MULTICODE)

Base : Those who have access to any of listed devices at home

		ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3333	206	222	231	230	209	235	223	216	242	2431	902	1716	1604	1874	1045
Effective Weighted Sample	2304	197	207	220	218	199	226	212	206	231	1916	415	1196	1175	1374	825
Total	2050	253	279	180	142	175	193	170	83	242	1770	279	1216	824	1247	751
Don't know	3 *%	- -%	- -%	- -%	1 *%	- -%	1 *%	1 *%	- -%	1 *%	2 *%	1 *%	- -%	3 *% l	1 *%	2 *%

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

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

QB3 (QB4). SHOWCARD Which games console/s do you or does anyone in your household have at the moment? (MULTICODE)

Base : Those who have access to a games console at home

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1958	944	1014	371	444	902	240	281	193	261	402	419	605	428	505	1190	233	264	271
Effective Weighted Sample	1353	664	689	250	291	646	174	184	124	176	298	303	419	295	342	1044	165	180	203
Total	1239	612	627	238	299	556	145	152	109	152	295	302	396	249	292	1049	93	63	34
Nintendo Wii	682 55%	302 49%	381 61% a	108 45%	163 55% c	345 62% cdf	66 46%	72 48%	56 51%	83 55%	182 62% gh	182 60% n	223 56%	134 54%	144 49%	576 55%	51 55%	38 61% r	17 51%
Nintendo DS/ DSi/ DS Lite	522 42%	221 36%	301 48% a	91 38%	120 40%	259 46% cf	53 36%	59 39%	40 37%	70 46%	129 44%	125 42%	172 43%	117 47% n	108 37%	438 42%	41 44%	28 45%	16 46%
X Box 360	435 35%	240 39% b	194 31%	121 51% def	95 32% f	189 34% f	29 20%	50 33%	36 33%	44 29%	108 36%	93 31%	150 38% k	85 34%	106 36%	368 35%	33 36%	21 33%	13 38%
PlayStation 3	347 28%	194 32% b	153 24%	85 36% ef	90 30% f	152 27% f	19 13%	46 30%	36 33%	37 25%	86 29%	89 30%	106 27%	64 26%	88 30%	293 28%	28 30%	16 25%	10 30%
PlayStation 2	244 20%	118 19%	126 20%	55 23% d	41 14%	124 22% d	23 16%	34 22%	21 19%	29 19%	61 21%	56 19%	74 19%	58 23%	55 19%	212 20%	15 16%	12 19%	5 15%
PlayStation Portable (PSP)	130 11%	69 11%	62 10%	34 14% f	26 9%	62 11% f	8 5%	20 13%	10 9%	13 9%	34 12%	29 10%	36 9%	29 12%	36 12%	112 11%	9 9%	5 8%	4 13%
Other	82 7%	45 7%	38 6%	22 9% f	15 5%	39 7%	6 4%	15 10% i	4 4%	5 4%	18 6%	16 5%	24 6%	16 6%	27 9% k	71 7%	7 7%	4 6%	1 4%
Don't know	567 46%	251 41%	315 50% a	102 43%	128 43%	278 50% df	58 40%	69 45%	43 39%	76 50%	138 47%	133 44%	180 46%	129 52% n	124 43%	476 45%	43 47%	30 48%	17 49%

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

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QB3 (QB4). SHOWCARD Which games console/s do you or does anyone in your household have at the moment? (MULTICODE)

Base : Those who have access to a games console at home

					ENGLAND REGIONS						URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1958	118	127	136	144	138	142	122	129	134	1432	526	1202	751	1082	605
Effective Weighted Sample	1353	113	120	131	137	131	137	116	124	129	1128	238	835	544	805	481
Total	1239	147	165	111	93	120	121	98	51	143	1070	169	838	397	759	445
Nintendo Wii	682 55%	71 48%	97 59% g	72 64% agi	55 59% g	66 55%	70 58% g	44 45%	30 59% g	71 49%	577 54%	105 63% j	479 57% m	202 51%	437 58% o	228 51%
Nintendo DS/ DSi/ DS Lite	522 42%	51 35%	68 41%	47 42%	34 36%	64 53% adg	59 49% adg	34 35%	23 45%	59 41%	445 42%	77 46%	356 42%	164 41%	313 41%	194 44%
X Box 360	435 35%	42 29%	51 31%	39 35%	31 33%	40 33%	47 39%	36 37%	20 39%	61 43% a	371 35%	63 38%	292 35%	141 35%	259 34%	162 36%
PlayStation 3	347 28%	39 27%	47 28% h	30 27%	25 27%	34 29% h	33 28% h	28 29% h	8 17%	49 34% h	306 29%	41 24%	235 28%	110 28%	217 29%	120 27%
PlayStation 2	244 20%	34 23%	31 19%	29 26% h	18 19%	22 19%	28 24%	16 16%	8 16%	25 18%	216 20%	28 17%	152 18%	91 23% l	148 19%	91 20%
PlayStation Portable (PSP)	130 11%	7 5%	12 7%	13 12% a	6 6%	16 13% a	15 12% a	12 13% a	6 11%	26 18% abd	120 11% k	10 6%	81 10%	49 12%	75 10%	51 11%
Other	82 7%	8 5%	13 8%	4 4%	11 11% cfh	12 10% cfh	5 4%	6 6%	2 3%	11 8%	71 7%	11 7%	50 6%	32 8%	53 7%	28 6%
Don't know	567 46%	56 38%	71 43%	52 47%	35 37%	67 56% abdg	61 50% d	40 41%	26 51% d	68 48%	487 46%	79 47%	382 46%	182 46%	337 44%	213 48%

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 17

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QB4 (QB5). SHOWCARD Which, if any, of these do you use your games console for? (MULTICODE)

Base : Those who have access to a games console at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1958	944	1014	371	444	902	240	281	193	261	402	419	605	428	505	1190	233	264	271
Effective Weighted Sample	1353	664	689	250	291	646	174	184	124	176	298	303	419	295	342	1044	165	180	203
Total	1239	612	627	238	299	556	145	152	109	152	295	302	396	249	292	1049	93	63	34
Online gaming	339 27%	207 34% b	132 21%	105 44% def	79 26% f	142 25% f	14 10%	35 23%	23 21%	44 29%	83 28%	80 26%	112 28%	69 28%	78 27%	298 28% pq	19 20%	10 16%	13 37% opq
Watching DVDs/ Blu Ray DVDs	318 26%	172 28% b	146 23%	82 34% ef	81 27% f	140 25% f	14 10%	38 25%	26 24%	45 30%	94 32%	74 25%	106 27%	64 26%	73 25%	275 26%	20 22%	13 20%	9 26%
Watching catch-up TV e.g. programmes on BBC iPlayer, ITV Player, Sky Player	197 16%	104 17%	93 15%	57 24% def	50 17% f	80 14% f	9 7%	18 12%	12 11%	26 17%	55 19%	64 21% mn	62 16%	34 14%	36 12%	177 17% qr	11 11%	5 9%	4 11%
Browsing the web/ internet	179 14%	95 16%	83 13%	43 18% f	40 13%	85 15% f	12 8%	20 13%	11 10%	24 16%	52 18% h	42 14%	68 17%	32 13%	38 13%	155 15%	10 10%	9 15%	5 13%
Watching video clips online - e.g. on YouTube	120 10%	71 12% b	49 8%	29 12% f	28 10%	55 10% f	7 5%	12 8%	9 9%	18 12%	34 11%	33 11%	38 10%	20 8%	28 10%	107 10% q	7 7%	3 4%	3 10% q
Watching 'live' TV programmes/ content	86 7%	49 8%	37 6%	17 7%	24 8%	41 7%	5 3%	6 4%	8 7%	13 8%	26 9% g	25 8%	32 8%	14 6%	15 5%	74 7%	7 7%	3 4%	2 6%
Other	2 *%	- -%	2 *%	* *%	- -%	* *%	1 1%	- -%	- -%	* *%	1 *%	- -%	2 *%	- -%	- -%	1 *%	- -%	* *%	* 1%
None of these	634 51%	285 47%	349 56% a	88 37%	162 54% c	283 51% c	101 69% cde	86 57% j	60 55%	74 49%	135 46%	147 49%	196 49%	137 55%	154 53%	523 50%	55 59% or	40 63% or	16 47%

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 17

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QB4 (QB5). SHOWCARD Which, if any, of these do you use your games console for? (MULTICODE)

Base : Those who have access to a games console at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1958	944	1014	371	444	902	240	281	193	261	402	419	605	428	505	1190	233	264	271
Effective Weighted Sample	1353	664	689	250	291	646	174	184	124	176	298	303	419	295	342	1044	165	180	203
Total	1239	612	627	238	299	556	145	152	109	152	295	302	396	249	292	1049	93	63	34
Don't know	41	16	25	5	7	19	10	3	6	2	8	12	14	7	8	36	3	2	*
	3%	3%	4%	2%	2%	3%	7%	2%	5%	1%	3%	4%	4%	3%	3%	3%	3%	3%	1%
							cde		i										

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

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

QB4 (QB5). SHOWCARD Which, if any, of these do you use your games console for? (MULTICODE)

Base : Those who have access to a games console at home

		ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1958	118	127	136	144	138	142	122	129	134	1432	526	1202	751	1082	605
Effective Weighted Sample	1353	113	120	131	137	131	137	116	124	129	1128	238	835	544	805	481
Total	1239	147	165	111	93	120	121	98	51	143	1070	169	838	397	759	445
Online gaming	339	43	40	31	30	31	42	25	12	44	295	44	230	107	201	125
	27%	29%	24%	28%	32%	26%	35% h	26%	23%	31%	28%	26%	27%	27%	26%	28%
Watching DVDs/ Blu Ray DVDs	318	22	57	32	28	25	42	20	12	38	269	49	217	100	217	91
	26%	15%	35% aegh	29% a	30% a	21%	35% aegh	20%	23%	26% a	25%	29%	26%	25%	29% o	21%
Watching catch-up TV e.g. programmes on BBC iPlayer, ITV Player, Sky Player	197	15	36	22	16	21	27	11	6	23	169	28	134	62	133	60
	16%	10%	22% agh	20% a	17%	18%	22% agh	11%	12%	16%	16%	16%	16%	16%	18%	13%
Browsing the web/ internet	179	14	25	23	14	21	23	5	6	25	155	24	121	57	120	54
	14%	9%	15% g	21% ag	15% g	17% g	19% ag	5%	13% g	17% g	14%	14%	14%	14%	16%	12%
Watching video clips online - e.g. on YouTube	120	12	17	16	12	5	19	5	4	18	105	14	80	39	80	36
	10%	8%	10%	14% eg	13% eg	4%	16% egh	5%	7%	13% eg	10%	9%	10%	10%	11%	8%
Watching 'live' TV programmes/ content	86	8	13	13	4	5	10	2	3	16	74	12	67	18	62	22
	7%	5%	8%	11% deg	5%	4%	8% g	2%	5%	11% g	7%	7%	8% m	5%	8% o	5%
Other	2	-	1	-	-	-	-	-	*	-	1	*	*	1	1	*
	*%	-%	1%	-%	-%	-%	-%	-%	1%	-%	*%	*%	*%	*%	*%	*%
None of these	634	83	75	56	44	59	54	59	29	65	547	87	419	213	376	242
	51%	57%	46%	51%	47%	49%	45%	60% bdfi	57%	45%	51%	51%	50%	54%	49%	54%

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

Table 17

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

QB4 (QB5). SHOWCARD Which, if any, of these do you use your games console for? (MULTICODE)

Base : Those who have access to a games console at home

						ENGLAND REGIONS					URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1958	118	127	136	144	138	142	122	129	134	1432	526	1202	751	1082	605
Effective Weighted Sample	1353	113	120	131	137	131	137	116	124	129	1128	238	835	544	805	481
Total	1239	147	165	111	93	120	121	98	51	143	1070	169	838	397	759	445
Don't know	41	5	2	4	2	7	3	3	2	8	38	3	28	12	23	18
	3%	3%	1%	4%	2%	6%	3%	3%	3%	5%	4%	2%	3%	3%	3%	4%
						b										

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

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QB5 (QB6) Does your household's e-reader (digital book reader) have built-in 3G access to a mobile network? This means that books can be purchased online and downloaded from anywhere with a signal, without the need for a Wi-Fi connection?

Base : Those who personally use an e-reader/ digital book reader

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	f	~g	~h	~i	j	k	l	~m	~n	o	~p	~q	~r
Unweighted total	360	155	205	38	54	165	103	21	22	38	123	140	124	53	42	220	45	60	35
Effective Weighted Sample	255	110	145	28	36	117	76	14	13	27	96	101	89	35	29	195	30	40	24
Total	234	105	128	26	39	107	61	12	10	21	97	97	80	31	25	196	17	15	5
Yes	123	55	68	**	**	56	33	**	**	**	54	51	43	**	**	102	**	**	**
	53%	52%	53%	**	**	52%	54%	**	**	**	56%	53%	54%	**	**	52%	**	**	**
No	88	44	44	**	**	43	23	**	**	**	30	38	30	**	**	75	**	**	**
	37%	41%	34%	**	**	40%	38%	**	**	**	31%	40%	38%	**	**	38%	**	**	**
Don't know	23	6	17	**	**	8	5	**	**	**	12	7	6	**	**	20	**	**	**
	10%	6%	13%	**	**	8%	8%	**	**	**	12%	8%	8%	**	**	10%	**	**	**

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 18

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QB5 (QB6) Does your household's e-reader (digital book reader) have built-in 3G access to a mobile network? This means that books can be purchased online and downloaded from anywhere with a signal, without the need for a Wi-Fi connection?

Base : Those who personally use an e-reader/ digital book reader

						ENGLAND REGIONS					URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	~o
Unweighted total	360	19	42	33	25	19	18	14	25	25	249	111	240	120	254	71
Effective Weighted Sample	255	18	40	32	23	18	17	13	24	24	201	56	168	90	190	54
Total	234	24	50	27	17	17	15	11	10	24	193	41	165	69	180	48
Yes	123	**	**	**	**	**	**	**	**	**	102	21	86	37	93	**
	53%	**	**	**	**	**	**	**	**	**	53%	51%	52%	54%	51%	**
No	88	**	**	**	**	**	**	**	**	**	72	16	66	22	71	**
	37%	**	**	**	**	**	**	**	**	**	37%	38%	40%	32%	40%	**
Don't know	23	**	**	**	**	**	**	**	**	**	19	4	13	10	16	**
	10%	**	**	**	**	**	**	**	**	**	10%	11%	8%	15%	9%	**

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 19

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3772	1804	1968	483	608	1295	1384	741	414	447	579	822	1085	765	1098	2251	500	513	508
Effective Weighted Sample	2575	1228	1347	326	400	919	965	505	261	302	430	586	730	511	764	1951	360	341	388
Total	2256	1082	1174	313	422	781	740	372	206	271	422	566	669	413	607	1886	197	111	62
Can use to make and receive calls	1876 83%	894 83%	982 84%	200 64%	306 72% c	680 87% cd	690 93% cde	249 67%	160 77% g	226 83% g	403 95% ghi	533 94% lmn	560 84% n	352 85% n	431 71%	1579 84% q	160 81%	87 79%	50 80%
Can receive but not make calls/ incoming only	21 1%	11 1%	10 1%	4 1%	2 1%	7 1%	6 1%	2 1%	2 1%	- -%	2 *%	4 1%	6 1%	5 1%	6 1%	19 1%	* *%	1 1%	* 1%
Line not working properly/ needs to be repaired	6 *%	2 *%	3 *%	2 1%	* *%	3 *%	1 *%	1 *%	2 1%	- -%	- -%	- -%	1 *%	1 *%	4 1%	4 *%	1 *%	1 1% o	* *%
No, do not have landline phone	352 16%	174 16%	178 15%	106 34% def	114 27% ef	90 12% f	43 6%	119 32% hij	43 21% j	45 17% j	17 4%	30 5%	101 15% k	55 13% k	166 27% klm	283 15%	36 18%	22 20% o	12 20% o
Don't know	1 *%	- -%	1 *%	1 *%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	1 *%	1 *%	- -%	- -%	- -%
HOUSEHOLD PHONE OWNERSHIP																			
FIXED ONLY	120 5%	54 5%	66 6%	2 1%	1 *%	10 1%	106 14% cde	53 14% hij	10 5% j	6 2%	3 1%	20 3%	26 4%	17 4%	57 9% klm	91 5% or	20 10%	7 6%	2 4%
FIXED & MOBILE	1783 79%	853 79%	930 79%	204 65%	307 73% c	681 87% cdf	591 80% cd	199 54%	153 74% g	220 81% g	402 95% ghi	517 91% lmn	541 81% n	341 83% n	383 63%	1512 80% pq	141 72%	82 74%	48 77%
MOBILE ONLY	340 15%	167 15%	173 15%	105 33% def	109 26% ef	88 11% f	38 5%	107 29% hij	43 21% j	45 17% j	17 4%	30 5%	101 15% k	55 13% k	154 25% klm	276 15%	30 15%	22 20% o	12 19% o

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 19

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Effective Weighted Sample	2575	1228	1347	326	400	919	965	505	261	302	430	586	730	511	764	1951	360	341	388
ALL FIXED	1903	907	995	206	309	691	697	253	163	226	404	536	568	358	440	1602	161	89	50
	84%	84%	85%	66%	73%	88%	94%	68%	79%	83%	96%	95%	85%	87%	72%	85%	82%	80%	80%
					c	cd	cde		g	g	ghi	lmn	n	n		qr			
ALL MOBILE	2123	1020	1102	309	416	769	629	307	196	265	419	547	642	396	537	1788	171	104	59
	94%	94%	94%	99%	99%	98%	85%	83%	95%	98%	99%	97%	96%	96%	88%	95%	87%	94%	95%
				f	f	f			g	g	gh	n	n	n		p		p	p
NEITHER	14	7	6	2	5	2	5	11	*	-	-	-	1	*	13	7	6	-	*
	1%	1%	1%	1%	1%	*%	1%	3%	*%	-%	-%	-%	*%	*%	2%	*%	3%	-%	1%
					e			hij							klm	oqr			

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

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

Base : All respondents

	Total															
						ENGLAND REGIONS					**URBANITY**		**WORKING**		**DEPRIVATION LEVEL**	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3772	238	249	251	264	241	252	252	252	252	2731	1041	1788	1971	2057	1207
Effective Weighted Sample	2575	227	232	239	250	229	242	239	240	241	2143	466	1240	1418	1498	949
Total	2256	286	308	194	160	199	205	189	95	251	1952	304	1262	984	1344	850
Can use to make and receive calls	1876	219	278	170	137	155	190	158	78	195	1602	275	1080	787	1187	640
	83%	76%	90%	88%	86%	78%	93%	84%	82%	78%	82%	90%	86%	80%	88%	75%
			aeghi	aei	aei		adeghi	a				j	m		o	
Can receive but not make calls/ incoming only	21	4	4	3	1	1	2	-	1	4	18	3	12	8	9	11
	1%	1%	1%	1%	*%	1%	1%	-%	1%	2%	1%	1%	1%	1%	1%	1%
										g						
Line not working properly/ needs to be repaired	6	-	-	1	1	-	-	-	-	2	5	*	2	4	3	2
	*%	-%	-%	1%	*%	-%	-%	-%	-%	1%	*%	*%	*%	*%	*%	*%
No, do not have landline phone	352	64	26	18	22	42	13	31	16	50	327	26	166	185	144	197
	16%	22%	9%	9%	14%	21%	7%	16%	17%	20%	17%	8%	13%	19%	11%	23%
		bcdf			f	bcdf		bcf	bcf	bcf	k			l		n
Don't know	1	-	-	1	-	-	-	-	-	-	-	1	1	-	1	-
	*%	-%	-%	1%	-%	-%	-%	-%	-%	-%	-%	*%	*%	-%	*%	-%
												j				
HOUSEHOLD PHONE OWNERSHIP																
FIXED ONLY	120	8	13	8	11	15	8	7	10	11	102	17	12	105	60	57
	5%	3%	4%	4%	7%	8%	4%	4%	10%	4%	5%	6%	1%	11%	4%	7%
						a			abcfgi					l		n
FIXED & MOBILE	1783	215	268	167	128	142	183	151	68	190	1523	260	1083	695	1139	596
	79%	75%	87%	86%	80%	71%	90%	80%	72%	76%	78%	85%	86%	71%	85%	70%
			adeghi	aehi	e		adeghi	eh				j	m		o	
MOBILE ONLY	340	62	26	19	22	41	13	29	16	48	313	26	167	172	143	185
	15%	21%	9%	10%	14%	21%	7%	16%	17%	19%	16%	9%	13%	17%	11%	22%
		bcdf			f	bcdf		bf	bcf	bcf	k			l		n

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

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

Base : All respondents

	Total		ENGLAND REGIONS								URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Effective Weighted Sample	2575	227	232	239	250	229	242	239	240	241	2143	466	1240	1418	1498	949
ALL FIXED	1903	223	281	175	139	157	191	158	78	200	1625	277	1094	799	1199	653
	84%	78%	91%	90%	86%	79%	93%	84%	83%	80%	83%	91%	87%	81%	89%	77%
			aeghi	aeghi	ae		adeghi					j	m		o	
ALL MOBILE	2123	276	294	186	149	183	197	181	84	237	1836	287	1250	866	1283	781
	94%	96%	96%	96%	93%	92%	96%	96%	89%	95%	94%	94%	99%	88%	95%	92%
		eh	h	h			h	h		h			m		o	
NEITHER	14	2	-	-	-	1	-	1	1	3	13	*	1	13	1	12
	1%	1%	-%	-%	-%	*%	-%	1%	1%	1%	1%	*%	*%	1%	*%	1%
													l			n

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

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QC2 (QC2A). Do you ever use this landline phone at home yourself to make or receive calls, for internet access or both? (MULTI CODE)

Base : Those with a landline phone at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3177	1507	1670	316	435	1124	1300	501	331	388	554	784	936	665	790	1923	420	419	415
Effective Weighted Sample	2179	1028	1150	212	286	805	907	345	210	262	412	560	627	449	556	1669	300	273	316
Total	1903	907	995	206	309	691	697	253	163	226	404	536	568	358	440	1602	161	89	50
Yes to make calls	1790 94%	859 95%	931 94%	176 85%	285 92% c	653 95% c	676 97% cde	244 96%	154 94%	218 96%	383 95%	506 94%	535 94%	335 94%	412 94%	1499 94%	155 97% o	87 97% o	49 97% o
Yes to receive calls	1770 93%	851 94%	920 92%	176 86%	284 92% c	646 94% c	664 95% cd	236 93%	152 93%	220 97% gh	383 95%	507 95% n	526 93%	335 94%	401 91%	1487 93%	151 94%	83 93%	49 98% opq
Yes for internet access	1084 57%	541 60% b	543 55%	131 64% f	219 71% ef	440 64% f	293 42%	89 35%	91 56% g	126 56% g	288 71% ghi	350 65% mn	345 61% n	196 55% n	192 44%	945 59% pqr	75 47%	38 43%	26 51%
No do not use landline at home	43 2%	20 2%	23 2%	16 8% def	5 2%	12 2%	10 1%	4 1%	3 2%	3 2%	3 1%	6 1%	14 2%	9 3%	13 3% k	38 2%	3 2%	1 1%	1 2%
Don't know	1 *%	* *%	1 *%	- -%	* *%	1 *%	- -%	1 *%	- -%	- -%	- -%	- -%	- -%	* *%	1 *%	1 *%	- -%	* *%	- -%

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

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QC2 (QC2A). Do you ever use this landline phone at home yourself to make or receive calls, for internet access or both? (MULTI CODE)

Base : Those with a landline phone at home

	Total				ENGLAND REGIONS						URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3177	188	230	229	227	192	236	211	210	200	2267	910	1550	1615	1837	925
Effective Weighted Sample	2179	179	214	218	215	183	226	200	200	190	1788	417	1086	1162	1345	730
Total	1903	223	281	175	139	157	191	158	78	200	1625	277	1094	799	1199	653
Yes to make calls	1790	217	259	158	128	146	184	154	75	179	1521	269	1022	759	1128	613
	94%	97%	92%	91%	92%	93%	96%	97%	95%	89%	94%	97%	93%	95%	94%	94%
		bcdi					ci	bcdi	i			j				
Yes to receive calls	1770	222	254	154	124	147	186	155	75	170	1508	262	1013	748	1115	606
	93%	99%	90%	88%	90%	94%	97%	98%	96%	85%	93%	94%	93%	94%	93%	93%
		bcdehi					i	bcdi	bcdi	bcdi						
Yes for internet access	1084	148	151	114	71	65	160	88	39	108	929	155	710	370	729	329
	57%	67%	54%	65%	52%	42%	84%	56%	50%	54%	57%	56%	65%	46%	61%	50%
		bdeghi	e	bdeghi			abcdeghi	e		e			m		o	
No do not use landline at home	43	-	6	9	3	8	1	2	1	8	40	3	23	20	22	20
	2%	-%	2%	5%	2%	5%	*%	1%	2%	4%	2%	1%	2%	2%	2%	3%
				afgh	a	afgh				af	k					
Don't know	1	-	-	1	-	-	-	-	-	-	1	*	*	1	*	1
	*%	-%	-%	*%	-%	-%	-%	-%	-%	-%	*%	*%	*%	*%	*%	*%

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 21

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QC3 (QC28). SHOWCARD Which of these do you consider to be your MAIN method of making and receiving telephone calls? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3772	1804	1968	483	608	1295	1384	741	414	447	579	822	1085	765	1098	2251	500	513	508
Effective Weighted Sample	2575	1228	1347	326	400	919	965	505	261	302	430	586	730	511	764	1951	360	341	388
Total	2256	1082	1174	313	422	781	740	372	206	271	422	566	669	413	607	1886	197	111	62
Mobile phone	1142 51%	589 54% b	553 47%	266 85% def	323 77% ef	415 53% f	138 19%	181 49%	104 50%	143 53%	217 51%	254 45%	369 55% k	210 51% k	310 51% k	957 51%	89 45%	59 53% p	37 60% op
Landline phone at home	1028 46%	450 42%	578 49% a	42 13%	90 21% c	332 43% cd	564 76% cde	173 47%	100 48%	117 43%	190 45%	296 52% lmn	276 41%	187 45%	267 44%	860 46%	96 49% r	49 44% r	23 36%
Landline phone at work	54 2%	27 3%	27 2%	* *%	4 1%	24 3% cd	26 3% cd	4 1%	2 1%	9 3% gh	15 4% gh	11 2%	22 3%	12 3%	10 2%	47 3%	3 2%	3 2%	1 1%
Other	22 1%	12 1%	11 1%	3 1%	5 1%	7 1%	8 1%	13 4% hij	1 *%	1 *%	* *%	4 1%	2 *%	2 *%	15 3% klm	16 1%	6 3% oq	* *%	1 1%
Don't know	9 *%	3 *%	5 *%	2 1%	1 *%	2 *%	4 1%	* *%	* *%	1 *%	* *%	2 *%	* *% l	3 1% l	4 1% l	6 *%	2 1% o	* *%	1 1%

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

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

QC3 (QC28). SHOWCARD Which of these do you consider to be your MAIN method of making and receiving telephone calls? (SINGLE CODE)

Base : All respondents

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
					ENGLAND REGIONS						URBANITY		WORKING		DEPRIVATION LEVEL	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3772	238	249	251	264	241	252	252	252	252	2731	1041	1788	1971	2057	1207
Effective Weighted Sample	2575	227	232	239	250	229	242	239	240	241	2143	466	1240	1418	1498	949
Total	2256	286	308	194	160	199	205	189	95	251	1952	304	1262	984	1344	850
Mobile phone	1142 51%	179 62% bcdefg	139 45%	96 50% f	80 50% f	99 50% f	77 38%	89 47%	53 56% f	144 57% bf	1021 52% bfg	122 40%	752 60% k	388 39%	628 47%	477 56% n
														m		
Landline phone at home	1028 46%	95 33%	158 51% ahi	92 48% ai	76 47% ai	96 48% ai	124 61% abcdeghi	96 51% ahi	39 41%	84 34%	850 44%	178 59% j	467 37%	556 56% l	665 50% o	340 40%
Landline phone at work	54 2%	8 3%	8 3%	4 2%	3 2%	2 1%	3 1%	2 1%	1 1%	16 6% bcdefgh	52 3% k	2 1%	34 3%	19 2%	37 3%	16 2%
Other	22 1%	3 1%	3 1%	1 *%	- -%	- -%	- -%	2 1%	1 1%	6 3% cdef	22 1%	1 *%	5 *%	17 2% l	8 1%	13 2% n
Don't know	9 *%	2 1%	- -%	1 *%	1 1%	1 1%	- -%	- -%	1 1%	- -%	7 *%	2 1%	4 *%	5 *%	5 *%	4 *%

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

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

QC4 (QC28A). SHOWCARD And thinking about when you are at home, which is your MAIN method of making and receiving telephone calls? (SINGLE CODE)

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3772	1804	1968	483	608	1295	1384	741	414	447	579	822	1085	765	1098	2251	500	513	508
Effective Weighted Sample	2575	1228	1347	326	400	919	965	505	261	302	430	586	730	511	764	1951	360	341	388
Total	2256	1082	1174	313	422	781	740	372	206	271	422	566	669	413	607	1886	197	111	62
Landline phone at home	1196	538	658	51	112	423	609	181	111	150	236	344	334	225	293	1003	113	54	25
	53%	50%	56%	16%	27%	54%	82%	49%	54%	55%	56%	61%	50%	54%	48%	53%	58%	49%	41%
			a		c	cd	cde				g	lmn		n		r	qr	r	
Mobile phone	1023	526	497	257	302	348	117	172	94	119	184	217	329	186	291	854	77	56	36
	45%	49%	42%	82%	72%	45%	16%	46%	45%	44%	44%	38%	49%	45%	48%	45%	39%	50%	57%
		b		def	ef	f							k	k	k	p		p	op
Other	29	15	15	3	7	8	11	15	1	2	3	5	6	1	17	22	5	1	1
	1%	1%	1%	1%	2%	1%	2%	4%	1%	1%	1%	1%	1%	*%	3%	1%	3%	1%	1%
								hij							klm		o		
Don't know	8	3	5	2	1	2	3	3	*	*	-	1	*	1	6	6	1	*	1
	*%	*%	*%	1%	*%	*%	*%	1%	*%	*%	-%	*%	*%	*%	1%	*%	*%	*%	1%
								j							kl				o

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

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

QC4 (QC28A). SHOWCARD And thinking about when you are at home, which is your MAIN method of making and receiving telephone calls? (SINGLE CODE)

Base : All respondents

	Total				ENGLAND REGIONS						URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3772	238	249	251	264	241	252	252	252	252	2731	1041	1788	1971	2057	1207
Effective Weighted Sample	2575	227	232	239	250	229	242	239	240	241	2143	466	1240	1418	1498	949
Total	2256	286	308	194	160	199	205	189	95	251	1952	304	1262	984	1344	850
Landline phone at home	1196	110	184	107	93	107	139	102	47	114	995	201	596	595	786	385
	53%	38%	60%	55%	58%	54%	68%	54%	50%	45%	51%	66%	47%	60%	58%	45%
			ahi	ai	ai	a	acdeghi	a	a			j		l	o	
Mobile phone	1023	172	119	86	66	90	64	85	46	126	922	101	656	364	543	445
	45%	60%	39%	44%	41%	45%	31%	45%	48%	50%	47%	33%	52%	37%	40%	52%
		bcdefghi		f	f	f		f	bf	bf	k		m			n
Other	29	2	5	1	-	2	1	1	1	10	28	1	7	20	12	16
	1%	1%	1%	*%	-%	1%	*%	1%	1%	4%	1%	*%	1%	2%	1%	2%
										acdefgh				l		n
Don't know	8	3	-	1	1	-	-	-	1	1	7	1	3	5	2	4
	*%	1%	-%	*%	1%	-%	-%	-%	1%	*%	*%	*%	*%	*%	*%	1%

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 23

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

QC5 (QC21B). SHOWCARD Which of these do you consider is your main supplier? (SINGLE CODE)

Base : Those with a landline phone at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3177	1507	1670	316	435	1124	1300	501	331	388	554	784	936	665	790	1923	420	419	415
Effective Weighted Sample	2179	1028	1150	212	286	805	907	345	210	262	412	560	627	449	556	1669	300	273	316
Total	1903	907	995	206	309	691	697	253	163	226	404	536	568	358	440	1602	161	89	50
BT	897	426	470	95	118	292	391	118	78	92	191	266	275	148	208	733	87	46	30
	47%	47%	47%	46%	38%	42%	56% cde	47%	48%	41%	47%	50% m	48% m	41%	47%	46%	54% o	51%	60% oq
Virgin Media (including NTL and Telewest)	348	165	182	38	53	152	104	41	34	47	81	98	95	73	83	311	22	10	5
	18%	18%	18%	19%	17%	22% f	15%	16%	21%	21%	20%	18%	17%	20%	19%	19% pqr	13%	11%	11%
Talk Talk/ Carphone Warehouse	250	122	129	21	39	100	90	35	16	32	54	70	81	44	56	220	16	9	5
	13%	13%	13%	10%	13%	14%	13%	14%	10%	14%	13%	13%	14%	12%	13%	14%	10%	10%	10%
SkyTalk	250	114	137	26	75	107	43	33	19	37	57	67	75	58	51	207	21	16	6
	13%	13%	14%	13% f	24% cef	15% f	6%	13%	12%	16%	14%	12%	13%	16% n	12%	13%	13%	18% or	12%
Post Office	22	12	10	-	3	1	18	4	2	4	4	3	6	7	5	19	2	*	*
	1%	1%	1%	-%	1%	*%	3% ce	2%	1%	2%	1%	1%	1%	2%	1%	1%	1%	*%	1%
Other	95	44	51	5	15	31	44	16	12	10	11	24	27	19	25	82	6	5	2
	5%	5%	5%	3%	5%	4%	6% c	6% j	7% j	5%	3%	5%	5%	5%	6%	5%	4%	6%	4%
Don't know	40	25	16	20	5	8	8	5	2	4	6	8	10	10	12	30	6	3	1
	2%	3%	2%	10% def	1%	1%	1%	2%	1%	2%	1%	2%	2%	3%	3%	2%	4% o	3%	2%

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

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

QC5 (QC21B). SHOWCARD Which of these do you consider is your main supplier? (SINGLE CODE)

Base : Those with a landline phone at home

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
						ENGLAND REGIONS					URBANITY		WORKING		DEPRIVATION LEVEL	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3177	188	230	229	227	192	236	211	210	200	2267	910	1550	1615	1837	925
Effective Weighted Sample	2179	179	214	218	215	183	226	200	200	190	1788	417	1086	1162	1345	730
Total	1903	223	281	175	139	157	191	158	78	200	1625	277	1094	799	1199	653
BT	897 47%	99 44% g	145 51% gi	92 53% dgi	59 42%	87 55% adfgi	86 45% g	54 34%	39 50% gi	74 37%	701 43%	196 70% j	484 44%	408 51% l	602 50% o	264 40%
Virgin Media (including NTL and Telewest)	348 18%	40 18% c	46 16% c	17 10%	32 23% c	28 18% c	31 16% c	50 32% abcefh	14 18% c	52 26% bcf	340 21% k	8 3%	217 20% m	129 16%	197 16%	145 22% n
Talk Talk/ Carphone Warehouse	250 13%	39 18% b	25 9%	30 17% b	17 12%	21 13%	30 16% b	18 11%	8 11%	32 16% b	219 13%	31 11%	139 13%	112 14%	161 13%	84 13%
SkyTalk	250 13%	28 13%	33 12%	17 10%	20 14%	15 10%	33 17% ce	17 11%	11 14%	34 17% ce	231 14% k	19 7%	175 16% m	74 9%	138 11%	107 16% n
Post Office	22 1%	1 *%	6 2% d	1 1%	- -%	2 1%	3 2% d	4 3% d	* 1%	1 *%	19 1%	3 1%	12 1%	10 1%	14 1%	8 1%
Other	95 5%	9 4%	20 7% ef	12 7% e	7 5%	3 2%	5 3%	15 9% aefhi	3 4%	8 4%	79 5%	16 6%	51 5%	45 6%	65 5%	28 4%
Don't know	40 2%	6 3%	7 3%	6 3% gi	4 3%	1 1%	2 1%	1 *%	2 3%	1 *%	36 2%	4 1%	17 2%	23 3% l	22 2%	18 3%

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 24

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

QC6A (QC13A). SHOWCARD Thinking about your home phone service only, please use this card to say how satisfied you are with the overall service provided by (MAIN SUPPLIER). (SINGLE CODE)

Base : Those with a landline phone at home

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3177	1507	1670	316	435	1124	1300	501	331	388	554	784	936	665	790	1923	420	419	415
Effective Weighted Sample	2179	1028	1150	212	286	805	907	345	210	262	412	560	627	449	556	1669	300	273	316
Total	1903	907	995	206	309	691	697	253	163	226	404	536	568	358	440	1602	161	89	50
Very satisfied	1049	482	567	99	164	372	415	152	89	134	223	284	313	204	248	878	103	46	22
	55%	53%	57%	48%	53%	54%	59%	60%	55%	59%	55%	53%	55%	57%	56%	55%	64%	52%	44%
							ce										oqr		
																r			
Fairly satisfied	637	303	334	66	107	250	214	71	55	71	139	179	195	119	143	541	39	36	21
	33%	33%	34%	32%	35%	36%	31%	28%	33%	31%	34%	33%	34%	33%	32%	34%	24%	40%	42%
						f										p		op	op
Neither	97	57	39	19	15	31	31	9	6	12	23	41	24	15	16	83	8	2	4
	5%	6%	4%	9%	5%	5%	5%	4%	3%	5%	6%	8%	4%	4%	4%	5%	5%	2%	7%
		b		def								lmn				q			q
Fairly dissatisfied	58	32	26	8	15	20	15	10	7	5	10	17	18	8	14	48	5	3	1
	3%	3%	3%	4%	5%	3%	2%	4%	4%	2%	3%	3%	3%	2%	3%	3%	3%	3%	2%
					f														
Very dissatisfied	45	26	19	3	6	17	19	7	6	3	7	12	12	7	15	38	3	2	1
	2%	3%	2%	1%	2%	2%	3%	3%	4%	1%	2%	2%	2%	2%	3%	2%	2%	2%	2%
Don't know	18	8	10	11	3	*	4	3	1	1	2	3	5	5	4	13	3	1	1
	1%	1%	1%	5%	1%	*%	1%	1%	*%	*%	*%	1%	1%	1%	1%	1%	2%	1%	3%
				def	e														o

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

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

QC6A (QC13A). SHOWCARD Thinking about your home phone service only, please use this card to say how satisfied you are with the overall service provided by (MAIN SUPPLIER). (SINGLE CODE)

Base : Those with a landline phone at home

						ENGLAND REGIONS					URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3177	188	230	229	227	192	236	211	210	200	2267	910	1550	1615	1837	925
Effective Weighted Sample	2179	179	214	218	215	183	226	200	200	190	1788	417	1086	1162	1345	730
Total	1903	223	281	175	139	157	191	158	78	200	1625	277	1094	799	1199	653
Very satisfied	1049	79	138	93	59	107	132	100	48	123	910	139	578	467	663	364
	55%	36%	49%	53%	42%	69%	69%	63%	61%	61%	56%	50%	53%	58%	55%	56%
			a	ad		abcd	abcd	abcd	abd	abd	k			l		
Fairly satisfied	637	122	96	56	61	44	41	44	25	52	535	102	399	235	390	226
	33%	55%	34%	32%	44%	28%	21%	28%	32%	26%	33%	37%	36%	29%	33%	35%
		bcdefghi	f	f	bcefghi					f			m			
Neither	97	10	24	11	7	2	7	7	3	13	78	18	61	36	68	25
	5%	4%	9%	6%	5%	1%	4%	5%	3%	6%	5%	7%	6%	5%	6%	4%
		e	efh	e	e			e		e						
Fairly dissatisfied	58	3	13	4	5	3	8	4	2	7	47	10	27	28	36	20
	3%	2%	5%	2%	4%	2%	4%	3%	2%	4%	3%	4%	2%	4%	3%	3%
Very dissatisfied	45	5	9	7	6	2	3	4	-	3	40	5	23	21	32	11
	2%	2%	3%	4%	4%	1%	2%	2%	-%	1%	2%	2%	2%	3%	3%	2%
		h	h	eh	h			h								
Don't know	18	4	1	3	1	-	-	-	1	3	15	3	6	12	10	7
	1%	2%	*%	2%	*%	-%	-%	-%	2%	2%	1%	1%	1%	1%	1%	1%
		f								f				l		

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

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

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

Base : All respondents

		Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
			MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total		3772	1804	1968	483	608	1295	1384	741	414	447	579	822	1085	765	1098	2251	500	513	508
Effective Weighted Sample		2575	1228	1347	326	400	919	965	505	261	302	430	586	730	511	764	1951	360	341	388
Total		2256	1082	1174	313	422	781	740	372	206	271	422	566	669	413	607	1886	197	111	62
One	(1.0)	502 22%	216 20%	286 24% a	38 12%	95 23% ce	118 15%	251 34% cde	164 44% hij	59 28% ij	42 16% j	32 8%	96 17%	121 18%	74 18%	211 35% klm	403 21%	52 26% o	29 26%	18 29% o
Two	(2.0)	837 37%	414 38%	423 36%	76 24%	212 50% cef	276 35% c	274 37% c	85 23%	87 42% g	131 48% g	181 43% g	231 41% n	246 37% n	177 43% ln	182 30%	693 37%	71 36%	50 45% opr	23 36%
Three	(3.0)	410 18%	197 18%	212 18%	79 25% df	77 18% f	186 24% df	68 9%	37 10%	33 16% g	56 21% g	109 26% gh	111 20% n	131 20% n	79 19% n	87 14%	360 19% pqr	26 13%	15 13%	9 14%
Four or more	(4.0)	374 17%	193 18%	181 15%	116 37% def	32 8%	189 24% df	36 5%	20 5%	17 8%	36 13% g	98 23% ghi	109 19% n	143 21% mn	65 16% n	56 9%	332 18% pq	22 11%	10 9%	10 16% pq
None	(0.0)	133 6%	61 6%	72 6%	4 1%	6 1%	12 2%	111 15% cde	65 17% hij	10 5%	6 2%	3 1%	20 3%	27 4%	17 4%	69 11% klm	97 5%	25 13% oqr	7 6%	3 4%
Don't know		1 *%	1 *%	* *%	1 *%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	* *%	- -%	- -%	1 *%	1 *%	- -%	- -%	* *%
Mean mobiles in household		2.2	2.2 b	2.1	2.9 def	2.1 f	2.5 df	1.6	1.4	1.9 g	2.3 gh	2.6 ghi	2.3 n	2.4 n	2.2 n	1.8	2.2 pqr	1.8	1.9	2.1 p
Standard deviation		1.13	1.13	1.13	1.09	.87	1.06	1.01	1.06	.99	.95	.94	1.07	1.13	1.05	1.12	1.12	1.15	1.01	1.12
Standard error		.02	.03	.03	.05	.04	.03	.03	.04	.05	.05	.04	.04	.03	.04	.03	.02	.05	.04	.05

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

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

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

Base : All respondents

		Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
			LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total		3772	238	249	251	264	241	252	252	252	252	2731	1041	1788	1971	2057	1207
Effective Weighted Sample		2575	227	232	239	250	229	242	239	240	241	2143	466	1240	1418	1498	949
Total		2256	286	308	194	160	199	205	189	95	251	1952	304	1262	984	1344	850
One	(1.0)	502 22%	59 21%	52 17%	36 19%	35 22%	46 23%	33 16%	57 30% abcdf	23 24% bf	62 25% bf	433 22%	69 23%	184 15%	318 32% l	281 21%	203 24%
Two	(2.0)	837 37%	81 28%	126 41% ah	80 41% ah	53 33%	67 34%	76 37% a	84 44% adeh	30 32%	96 38% a	719 37%	118 39%	530 42% m	303 31%	521 39% o	293 34%
Three	(3.0)	410 18%	80 28% cdefghi	64 21% i	34 18%	31 19%	34 17%	38 18%	27 14%	16 17%	35 14%	360 18%	50 16%	287 23% m	122 12%	249 19%	152 18%
Four or more	(4.0)	374 17%	57 20% g	52 17% g	35 18% g	31 20% g	36 18% g	50 24% bgh	13 7%	15 15% g	44 18% g	324 17%	50 16%	249 20% m	124 13%	231 17%	133 16%
None	(0.0)	133 6%	10 4%	13 4%	8 4%	11 7%	16 8% a	8 4%	8 4%	11 11% abcfgi	14 5%	115 6%	18 6%	12 1%	117 12% l	61 5%	68 8% n
Don't know		1 *%	- -%	- -%	- -%	- -%	- -%	- -%	1 *%	- -%	- -%	1 *%	* -%	- -%	1 *%	- -%	1 *%
Mean mobiles in household		2.2	2.4 eghi	2.3 gh	2.3 gh	2.2 gh	2.1 g	2.4 eghi	1.9	2.0	2.1 g	2.2	2.1	2.5 m	1.8	2.2 o	2.1
Standard deviation		1.13	1.13	1.07	1.09	1.19	1.19	1.14	.93	1.22	1.14	1.13	1.12	1.00	1.18	1.10	1.17
Standard error		.02	.07	.07	.07	.07	.08	.07	.06	.08	.07	.02	.03	.02	.03	.02	.03

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

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QD2. Do you personally use a mobile phone? How many mobile phones with different telephone numbers do you use at least once a month? Please include any phones used for work or other purposes. (SINGLE CODE)

Base : All respondents

		Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
			MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total		3772	1804	1968	483	608	1295	1384	741	414	447	579	822	1085	765	1098	2251	500	513	508
Effective Weighted Sample		2575	1228	1347	326	400	919	965	505	261	302	430	586	730	511	764	1951	360	341	388
Total		2256	1082	1174	313	422	781	740	372	206	271	422	566	669	413	607	1886	197	111	62
No	(0.0)	50 2%	25 2%	25 2%	3 1%	4 1%	9 1%	34 5% cde	10 3% j	6 3% j	3 1%	3 1%	7 1%	12 2%	10 2%	21 3% k	42 2%	5 2%	2 2%	2 3%
1	(1.0)	1945 86%	922 85%	1023 87%	290 93% f	389 92% f	698 89% f	568 77%	283 76%	183 89% g	249 92% g	375 89% g	504 89% n	585 88% n	359 87% n	495 82%	1636 87% p	158 80%	98 88% p	54 87% p
2	(2.0)	114 5%	61 6%	52 4%	14 5%	23 6% f	52 7% f	24 3%	13 3%	7 3%	13 5%	37 9% ghi	32 6% n	39 6% n	24 6% n	18 3%	97 5%	8 4%	5 4%	3 5%
3	(3.0)	12 1%	11 1% b	1 *%	1 *%	- -%	9 1% df	2 *%	1 *%	* *%	- -%	5 1%	3 *%	5 1%	3 1%	1 *%	11 1%	1 *%	- -%	* *%
4 or more	(4.0)	2 *%	1 *%	1 *%	- -%	1 *%	1 *%	1 *%	1 *%	- -%	- -%	- -%	1 *%	* *%	- -%	2 *%	2 *%	- -%	- -%	* *%
No mobiles in household	(0.0)	133 6%	61 6%	72 6%	5 1%	6 1%	12 2%	111 15% cde	65 17% hij	10 5%	6 2% j	3 1%	20 3%	27 4%	17 4%	70 12% klm	98 5% oqr	25 13%	7 6%	3 5%
Mean mobiles used		1.0	1.0 b	1.0	1.0 f	1.0 f	1.1 f	.8	.8 g	1.0 gh	1.0 ghi	1.1 ghi	1.0 n	1.0 n	1.0 n	.9	1.0 p	.9	1.0 p	1.0 p
Standard deviation		.40	.43	.37	.28	.31	.38	.47	.48	.33	.29	.37	.36	.38	.39	.45	.40	.45	.35	.38
Standard error		.01	.01	.01	.01	.01	.01	.01	.02	.02	.01	.02	.01	.01	.01	.01	.01	.02	.02	.02

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

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

QD2. Do you personally use a mobile phone? How many mobile phones with different telephone numbers do you use at least once a month? Please include any phones used for work or other purposes. (SINGLE CODE)

Base : All respondents

		Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
			LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total		3772	238	249	251	264	241	252	252	252	252	2731	1041	1788	1971	2057	1207
Effective Weighted Sample		2575	227	232	239	250	229	242	239	240	241	2143	466	1240	1418	1498	949
Total		2256	286	308	194	160	199	205	189	95	251	1952	304	1262	984	1344	850
No	(0.0)	50 2%	6 2%	4 1%	7 4%	4 2%	6 3%	4 2%	5 2%	1 1%	6 2%	43 2%	7 2%	12 1%	38 4% l	26 2%	22 3%
1	(1.0)	1945 86%	250 87%	267 87%	163 84%	135 84%	167 84%	181 89%	168 89%	80 85%	225 90%	1682 86%	263 87%	1134 90% m	805 82%	1171 87%	720 85%
2	(2.0)	114 5%	17 6%	21 7% i	14 7% hi	10 6% i	9 4%	11 5%	8 4%	3 3%	6 2%	98 5%	16 5%	93 7% m	21 2%	76 6%	35 4%
3	(3.0)	12 1%	2 1%	3 1%	1 *%	1 1%	2 1%	1 *%	1 *%	- -%	- -%	11 1%	1 *%	11 1% m	1 *%	8 1%	3 *%
4 or more	(4.0)	2 *%	- -%	- -%	1 *%	- -%	- -%	1 *%	- -%	- -%	1 *%	2 *%	* *%	- -%	2 *%	2 *%	- -%
No mobiles in household	(0.0)	133 6%	10 4%	13 4%	8 4%	11 7%	16 8% a	8 4%	8 4%	11 11% abcfgi	14 5%	116 6%	18 6%	12 1%	118 12% l	61 5%	69 8% n
Mean mobiles used		1.0	1.0 h	1.0 h	1.0 h	1.0 h	1.0	1.0 h	1.0 h	.9	1.0 h	1.0	1.0	1.1 m	.9	1.0	.9 o
Standard deviation		.40	.39	.40	.44	.43	.43	.38	.36	.38	.37	.40	.38	.35	.43	.40	.40
Standard error		.01	.03	.03	.03	.03	.03	.02	.02	.02	.02	.01	.01	.01	.01	.01	.01

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 27

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

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

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3392	1612	1780	472	593	1250	1075	589	373	429	571	766	1010	695	919	2043	430	456	463
Effective Weighted Sample	2321	1107	1215	318	390	889	752	397	235	291	423	550	680	469	635	1776	305	307	353
Total	2073	996	1077	305	413	760	595	297	190	262	416	540	629	386	516	1746	166	103	58
O2 (formerly BTCellnet)	541 26%	259 26%	281 26%	93 31% f	117 28% f	197 26%	133 22%	79 27%	53 28%	63 24%	125 30%	139 26%	172 27%	97 25%	132 26%	434 25% q	52 31% oq	16 15%	39 68% opq
Orange	464 22%	225 23%	240 22%	76 25%	80 19%	162 21%	146 25% d	70 23%	49 26%	50 19%	90 22%	121 22%	140 22%	90 23%	113 22%	380 22% r	40 24% r	40 39% opr	5 9%
Vodafone	394 19%	189 19%	205 19%	51 17%	72 17%	160 21%	112 19%	38 13%	30 16%	59 22% g	90 22% g	123 23% n	124 20% n	69 18%	77 15%	340 19% r	28 17%	19 18%	7 13%
TMobile (formerly One2One)	252 12%	119 12%	133 12%	39 13%	64 15% f	92 12%	58 10%	39 13%	23 12%	27 10%	38 9%	58 11%	83 13%	42 11%	68 13%	223 13% r	17 10% r	12 11% r	* 1%
'3'	147 7%	75 8%	71 7%	24 8% f	47 11% ef	58 8% f	19 3%	24 8%	13 7%	23 9%	34 8%	33 6%	41 6%	31 8%	42 8%	129 7% r	11 6% r	6 6% r	1 3%
Virgin Media/ Any Virgin	123 6%	65 7%	58 5%	8 3%	12 3%	49 6% cd	54 9% cde	11 4%	13 7%	24 9% g	24 6%	29 5%	34 5%	28 7%	32 6%	111 6% r	7 4%	5 4%	1 2%
Tesco	91 4%	39 4%	53 5%	12 4%	15 4%	28 4%	37 6% e	18 6% j	7 3%	10 4%	9 2%	21 4%	18 3%	22 6% l	30 6% l	75 4% r	10 6%	5 5%	1 2%
Other	32 2%	14 1%	18 2%	3 1%	6 1%	11 1%	12 2%	9 3% hj	1 *%	5 2%	3 1%	8 2%	10 2%	2 1%	11 2% m	29 2%	1 1%	1 1%	1 1%
Don't know	28 1%	11 1%	17 2%	- -%	1 *%	3 *%	24 4% cde	8 3% i	2 1%	* *%	4 1%	8 1%	7 1%	3 1%	10 2%	26 2% q	1 1%	* *%	* 1%

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

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

Base : Those who personally use a mobile phone

	Total		ENGLAND REGIONS								URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3392	220	232	229	236	211	235	233	216	231	2462	930	1752	1630	1880	1049
Effective Weighted Sample	2321	210	216	218	224	201	226	221	206	221	1930	422	1213	1179	1380	825
Total	2073	270	290	179	146	177	193	176	83	232	1793	280	1238	828	1257	758
O2 (formerly BTCellnet)	541	60	82	53	33	41	60	35	23	47	461	79	335	203	325	176
	26%	22%	28%	30%	23%	23%	31%	20%	27%	20%	26%	28%	27%	25%	26%	23%
				gi			agi									
Orange	464	36	50	49	43	53	34	37	23	53	386	78	258	206	314	145
	22%	14%	17%	28%	29%	30%	18%	21%	27%	23%	22%	28%	21%	25%	25%	19%
				abf	abf	abfg		a	abf	a		j		l	o	
Vodafone	394	34	75	37	26	30	33	40	15	51	340	54	260	133	258	128
	19%	13%	26%	21%	18%	17%	17%	23%	18%	22%	19%	19%	21%	16%	21%	17%
			adefh	a				a		a			m		o	
TMobile (formerly One2One)	252	84	25	6	14	17	22	21	9	25	227	26	152	98	118	134
	12%	31%	9%	3%	10%	10%	11%	12%	10%	11%	13%	9%	12%	12%	9%	18%
		bcdefghi	c		c	c	c	c	c	c	k					n
'3'	147	23	18	10	11	14	14	14	6	18	135	11	102	44	70	75
	7%	9%	6%	6%	8%	8%	7%	8%	7%	8%	8%	4%	8%	5%	6%	10%
											k		m			n
Virgin Media/ Any Virgin	123	13	16	11	8	12	12	16	4	19	110	13	69	53	73	49
	6%	5%	5%	6%	5%	7%	6%	9%	4%	8%	6%	5%	6%	6%	6%	6%
								h								
Tesco	91	6	17	7	4	8	17	3	2	11	77	14	38	54	65	25
	4%	2%	6%	4%	3%	5%	9%	2%	3%	5%	4%	5%	3%	6%	5%	3%
			g				acdgh							l	o	
Other	32	6	2	3	4	1	1	5	1	7	30	2	18	14	18	13
	2%	2%	1%	2%	3%	*%	*%	3%	2%	3%	2%	1%	1%	2%	1%	2%
					ef			ef		ef						
Don't know	28	8	5	2	2	1	1	4	1	2	27	2	5	24	16	12
	1%	3%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	*%	3%	1%	2%
														l		

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

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QD4 (QD24B). Do you personally use a smartphone? IF UNSURE - A smartphone is a phone on which you can easily access emails, download files and applications, as well as view websites and generally surf the internet. Popular brands of smartphone include BlackBerry, iPhone and Android phones such as the HTC Desire.

Base : Those who personally use a mobile phone

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3392	1612	1780	472	593	1250	1075	589	373	429	571	766	1010	695	919	2043	430	456	463
Effective Weighted Sample	2321	1107	1215	318	390	889	752	397	235	291	423	550	680	469	635	1776	305	307	353
Total	2073	996	1077	305	413	760	595	297	190	262	416	540	629	386	516	1746	166	103	58
Yes	883	448	434	208	255	335	85	89	63	85	251	281	292	141	168	754	64	43	21
	43%	45%	40%	68%	62%	44%	14%	30%	33%	33%	60%	52%	46%	37%	33%	43%	38%	42%	37%
		b		ef	ef	f					ghi	lmn	mn			r			
No	1184	545	639	96	157	424	506	206	126	176	165	256	336	244	347	987	102	59	36
	57%	55%	59%	31%	38%	56%	85%	70%	66%	67%	40%	47%	53%	63%	67%	57%	61%	57%	63%
			a			cd	cde	j	j	j			k	kl	kl				o
Don't know	6	2	4	1	1	1	3	1	1	1	-	3	1	1	1	5	*	*	*
	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	-%	1%	*%	*%	*%	*%	*%	*%	*%

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

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

QD4 (QD24B). Do you personally use a smartphone? IF UNSURE - A smartphone is a phone on which you can easily access emails, download files and applications, as well as view websites and generally surf the internet. Popular brands of smartphone include BlackBerry, iPhone and Android phones such as the HTC Desire.

Base : Those who personally use a mobile phone

					ENGLAND REGIONS						URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3392	220	232	229	236	211	235	233	216	231	2462	930	1752	1630	1880	1049
Effective Weighted Sample	2321	210	216	218	224	201	226	221	206	221	1930	422	1213	1179	1380	825
Total	2073	270	290	179	146	177	193	176	83	232	1793	280	1238	828	1257	758
Yes	883	129	137	83	62	68	76	65	39	95	771	112	629	251	549	312
	43%	48%	47%	46%	42%	39%	40%	37%	46%	41%	43%	40%	51%	30%	44%	41%
		g	g	g					g				m			
No	1184	139	152	95	84	109	117	109	45	137	1016	168	607	573	704	444
	57%	52%	52%	53%	58%	61%	60%	62%	54%	59%	57%	60%	49%	69%	56%	59%
						a		ab						l		
Don't know	6	1	2	1	-	-	-	2	-	-	6	*	2	4	3	3
	*%	*%	1%	*%	-%	-%	-%	1%	-%	-%	*%	*%	*%	1%	*%	*%

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 29

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

QD5 (QD39). SHOWCARD Which brand or type of smartphone do you have? IF MORE THAN ONE - Which one do you use most often? (SINGLE CODE)

Base : Those with a smartphone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1302	647	655	309	340	524	128	153	115	144	336	364	437	231	270	809	157	174	162
Effective Weighted Sample	905	454	451	212	229	383	91	103	72	94	248	266	300	159	184	707	112	118	119
Total	883	448	434	208	255	335	85	89	63	85	251	281	292	141	168	754	64	43	21
Apple iPhone	309	161	148	58	98	118	35	16	24	25	114	115	104	55	35	268	23	10	8
	35%	36%	34%	28%	39%	35%	41%	18%	38%	29%	45%	41%	35%	39%	21%	36%	35%	23%	38%
					c		c		g		gi	n	n	n		q	q		q
BlackBerry	216	92	124	80	61	61	13	20	18	24	41	67	73	23	53	179	19	12	6
	24%	21%	28%	39%	24%	18%	16%	23%	28%	28%	16%	24%	25%	16%	31%	24%	29%	28%	29%
			a	def						j	j			m	m				
HTC	134	75	59	25	38	60	10	16	8	9	33	42	45	27	20	115	8	9	1
	15%	17%	14%	12%	15%	18%	12%	17%	12%	11%	13%	15%	16%	19%	12%	15%	13%	20%	7%
																r		r	
Samsung	105	51	53	18	30	42	15	19	5	9	35	32	37	13	22	89	7	5	3
	12%	11%	12%	9%	12%	13%	17%	21%	7%	10%	14%	11%	13%	9%	13%	12%	11%	12%	14%
							c	hi											
Nokia	44	22	22	4	13	22	4	4	4	8	15	9	14	11	11	39	2	2	1
	5%	5%	5%	2%	5%	7%	5%	5%	7%	9%	6%	3%	5%	8%	6%	5%	3%	4%	5%
						c								k					
Sony Ericsson	31	20	12	7	6	16	3	4	3	6	8	6	7	8	10	28	1	2	*
	4%	4%	3%	3%	2%	5%	3%	4%	6%	7%	3%	2%	2%	6%	6%	4%	2%	5%	1%
															k				
LG	14	9	4	5	3	5	1	5	*	1	1	3	3	2	6	12	1	1	*
	2%	2%	1%	2%	1%	1%	1%	5%	*%	1%	*%	1%	1%	1%	4%	2%	1%	2%	2%
								j							kl				
Other	23	14	9	8	3	9	2	5	1	1	3	5	8	*	9	18	2	2	1
	3%	3%	2%	4%	1%	3%	2%	6%	2%	1%	1%	2%	3%	*%	5%	2%	4%	5%	3%
								j							m				
Don't know	8	4	4	2	2	1	2	*	-	2	1	2	1	2	3	6	2	*	*
	1%	1%	1%	1%	1%	*%	2%	*%	-%	3%	*%	1%	*%	2%	2%	1%	2%	1%	*%
										j									

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

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QD5 (QD39). SHOWCARD Which brand or type of smartphone do you have? IF MORE THAN ONE - Which one do you use most often? (SINGLE CODE)

Base : Those with a smartphone

			ENGLAND REGIONS								URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	1302	99	101	99	92	75	88	75	92	88	970	332	852	447	745	395
Effective Weighted Sample	905	95	95	95	88	72	85	72	89	84	763	153	595	326	556	310
Total	883	129	137	83	62	68	76	65	39	95	771	112	629	251	549	312
Apple iPhone	309	**	57	**	**	**	**	**	**	**	270	39	245	64	214	87
	35%	**	41%	**	**	**	**	**	**	**	35%	35%	39%	25%	39%	28%
													m		o	
BlackBerry	216	**	24	**	**	**	**	**	**	**	190	26	136	79	112	97
	24%	**	18%	**	**	**	**	**	**	**	25%	23%	22%	31%	20%	31%
														l		n
HTC	134	**	23	**	**	**	**	**	**	**	112	22	101	33	75	57
	15%	**	17%	**	**	**	**	**	**	**	15%	19%	16%	13%	14%	18%
Samsung	105	**	18	**	**	**	**	**	**	**	94	10	72	32	72	29
	12%	**	14%	**	**	**	**	**	**	**	12%	9%	12%	13%	13%	9%
Nokia	44	**	5	**	**	**	**	**	**	**	38	6	32	12	30	13
	5%	**	3%	**	**	**	**	**	**	**	5%	5%	5%	5%	5%	4%
Sony Ericsson	31	**	3	**	**	**	**	**	**	**	28	3	19	13	21	10
	4%	**	3%	**	**	**	**	**	**	**	4%	3%	3%	5%	4%	3%
LG	14	**	-	**	**	**	**	**	**	**	12	1	7	5	7	6
	2%	**	-%	**	**	**	**	**	**	**	2%	1%	1%	2%	1%	2%
Other	23	**	7	**	**	**	**	**	**	**	20	2	13	9	14	8
	3%	**	5%	**	**	**	**	**	**	**	3%	2%	2%	4%	3%	3%
Don't know	8	**	-	**	**	**	**	**	**	**	5	3	4	4	4	4
	1%	**	-%	**	**	**	**	**	**	**	1%	2%	1%	2%	1%	1%

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 30

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QD6 (QD40). SHOWCARD And which operating system is on your smartphone? This means the software which runs on your phone and determines the phone's appearance, interaction and functions. (SINGLE CODE)

Base : Those with a smartphone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1302	647	655	309	340	524	128	153	115	144	336	364	437	231	270	809	157	174	162
Effective Weighted Sample	905	454	451	212	229	383	91	103	72	94	248	266	300	159	184	707	112	118	119
Total	883	448	434	208	255	335	85	89	63	85	251	281	292	141	168	754	64	43	21
Apple iOS	295 33%	151 34%	144 33%	53 25%	93 37% c	117 35% c	33 38% c	16 18%	23 36% g	24 28%	112 44% gi	111 39% n	101 35% n	50 36% n	33 19%	257 34% q	20 31%	10 22%	8 39% q
Android	266 30%	155 34% b	112 26%	56 27%	71 28%	114 34%	25 30%	34 39% h	14 23%	26 31%	72 29%	81 29%	83 29%	48 34%	54 32%	230 31%	14 23%	17 38% pr	5 24%
RIM BlackBerry OS	190 22%	86 19%	104 24%	73 35% def	57 22% ef	51 15%	10 12%	18 21%	16 25%	22 26% j	40 16%	58 21%	65 22% m	20 14%	47 28% m	163 22%	16 25%	7 16%	5 24%
Microsoft Windows	27 3%	9 2%	17 4%	1 1%	10 4% c	13 4% c	2 2%	3 3%	2 3%	1 1%	7 3%	7 2%	6 2%	5 3%	9 5%	21 3%	1 2%	4 8% opr	* 1%
Symbian	13 1%	10 2%	3 1%	3 2%	4 2%	5 2%	- -%	2 2%	- -%	1 1%	3 1%	2 1%	6 2%	3 2%	2 1%	12 2%	1 1%	* *%	- -%
Other	13 2%	8 2%	5 1%	3 2%	1 *%	7 2% d	2 2%	1 1%	2 3%	2 2%	2 1%	4 1%	4 1%	1 *%	4 3%	11 2%	1 1%	1 2%	* 1%
Don't know	78 9%	29 6%	49 11% a	19 9%	18 7%	27 8%	13 16% de	15 17% j	6 9%	9 11%	15 6%	19 7%	26 9%	15 10%	19 11%	59 8% o	11 17%	6 13%	2 11%

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

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QD6 (QD40). SHOWCARD And which operating system is on your smartphone? This means the software which runs on your phone and determines the phone's appearance, interaction and functions. (SINGLE CODE)

Base : Those with a smartphone

					ENGLAND REGIONS						URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	1302	99	101	99	92	75	88	75	92	88	970	332	852	447	745	395
Effective Weighted Sample	905	95	95	95	88	72	85	72	89	84	763	153	595	326	556	310
Total	883	129	137	83	62	68	76	65	39	95	771	112	629	251	549	312
Apple iOS	295	**	56	**	**	**	**	**	**	**	256	39	234	60	204	82
	33%	**	41%	**	**	**	**	**	**	**	33%	35%	37%	24%	37%	26%
													m		o	
Android	266	**	44	**	**	**	**	**	**	**	229	38	191	75	167	95
	30%	**	32%	**	**	**	**	**	**	**	30%	34%	30%	30%	30%	30%
RIM BlackBerry OS	190	**	23	**	**	**	**	**	**	**	167	23	120	70	100	85
	22%	**	17%	**	**	**	**	**	**	**	22%	21%	19%	28%	18%	27%
														l		n
Microsoft Windows	27	**	-	**	**	**	**	**	**	**	23	3	19	8	18	8
	3%	**	-%	**	**	**	**	**	**	**	3%	3%	3%	3%	3%	3%
Symbian	13	**	-	**	**	**	**	**	**	**	12	1	10	3	5	8
	1%	**	-%	**	**	**	**	**	**	**	2%	1%	2%	1%	1%	3%
																n
Other	13	**	6	**	**	**	**	**	**	**	13	1	9	4	11	3
	2%	**	4%	**	**	**	**	**	**	**	2%	1%	1%	2%	2%	1%
Don't know	78	**	8	**	**	**	**	**	**	**	71	7	47	31	45	31
	9%	**	6%	**	**	**	**	**	**	**	9%	6%	7%	12%	8%	10%
														l		

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

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QD7 (QD11). SHOWCARD Which of these best describes the mobile package you personally use most often? (SINGLE CODE)

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3392	1612	1780	472	593	1250	1075	589	373	429	571	766	1010	695	919	2043	430	456	463
Effective Weighted Sample	2321	1107	1215	318	390	889	752	397	235	291	423	550	680	469	635	1776	305	307	353
Total	2073	996	1077	305	413	760	595	297	190	262	416	540	629	386	516	1746	166	103	58
Prepay/ Pay as you go	941	445	496	118	139	277	408	203	101	117	101	192	241	168	340	783	74	50	35
	45%	45%	46%	39%	34%	36%	69%	68%	53%	45%	24%	36%	38%	43%	66%	45%	44%	48%	60%
							cde	hij	j	j				k	klm				opq
Postpay/ monthly contract	1118	542	576	188	273	477	180	92	89	140	313	343	384	215	175	951	91	53	23
	54%	54%	53%	61%	66%	63%	30%	31%	47%	54%	75%	64%	61%	56%	34%	54%	55%	52%	40%
				f	f	f			g	g	ghi	mn	n	n		r	r	r	
Other	8	5	3	-	-	4	4	-	1	3	3	3	2	3	-	7	1	-	-
	*%	1%	*%	-%	-%	1%	1%	-%	1%	1%	1%	1%	*%	1%	-%	*%	*%	-%	-%
										g				n					
Don't know	5	3	2	-	1	1	3	2	-	2	-	1	2	*	2	4	1	-	*
	*%	*%	*%	-%	*%	*%	*%	1%	-%	1%	-%	*%	*%	*%	*%	*%	1%	-%	*%

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

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QD7 (QD11). SHOWCARD Which of these best describes the mobile package you personally use most often? (SINGLE CODE)

Base : Those who personally use a mobile phone

						ENGLAND REGIONS					URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3392	220	232	229	236	211	235	233	216	231	2462	930	1752	1630	1880	1049
Effective Weighted Sample	2321	210	216	218	224	201	226	221	206	221	1930	422	1213	1179	1380	825
Total	2073	270	290	179	146	177	193	176	83	232	1793	280	1238	828	1257	758
Prepay/ Pay as you go	941	108	116	78	60	80	86	98	37	121	812	129	398	538	549	357
	45%	40%	40%	44%	41%	45%	44%	56%	44%	52%	45%	46%	32%	65%	44%	47%
								abcdefh		abd				l		
Postpay/ monthly contract	1118	162	170	99	86	97	106	77	46	108	968	150	833	283	699	396
	54%	60%	59%	55%	59%	55%	55%	44%	55%	47%	54%	53%	67%	34%	56%	52%
		gi	gi	g	gi	g	g		g				m			
Other	8	-	4	1	-	-	1	1	1	-	8	-	5	3	4	4
	*%	-%	1%	1%	-%	-%	*%	*%	1%	-%	*%	-%	*%	*%	*%	1%
Don't know	5	-	-	1	-	-	1	-	*	3	4	2	1	4	4	1
	*%	-%	-%	*%	-%	-%	*%	-%	*%	1%	*%	1%	*%	1%	*%	*%
													l			

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

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QD8 (QD11A). When you signed up for your current mobile contract did you get a handset with the contract or did you only get a SIM card? (SINGLE CODE)

Base : Those who use a postpay/ contract mobile phone

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1655	791	864	270	360	741	283	158	146	217	419	465	577	337	275	1040	224	223	168
Effective Weighted Sample	1174	564	610	190	246	545	203	108	98	153	315	336	398	246	197	913	162	150	119
Total	1118	542	576	188	273	477	180	92	89	140	313	343	384	215	175	951	91	53	23
Handset and contract	989 88%	476 88%	512 89%	175 93% f	245 90% f	423 89% f	145 81%	80 87%	81 91%	121 87%	282 90%	302 88%	349 91% m	182 84%	155 88%	842 89%	81 89%	46 86%	20 88%
SIM card only	117 11%	59 11%	58 10%	12 6%	26 10%	48 10%	32 18% cde	12 13%	8 9%	18 13%	27 9%	39 11%	30 8%	32 15% l	17 10%	100 11%	8 9%	6 12%	3 12%
Don't know	12 1%	7 1%	5 1%	1 1%	2 1%	6 1%	3 2%	* *%	* *%	1 1%	3 1%	2 1%	5 1%	1 1%	3 2%	9 1%	2 2%	1 2%	- -%

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

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QD8 (QD11A). When you signed up for your current mobile contract did you get a handset with the contract or did you only get a SIM card? (SINGLE CODE)

Base : Those who use a postpay/ contract mobile phone

	Total		ENGLAND REGIONS								URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	~g	h	i	j	k	l	m	n	o
Unweighted total	1655	126	130	117	129	110	123	92	110	103	1219	436	1153	500	971	516
Effective Weighted Sample	1174	121	122	113	123	105	119	88	106	98	981	205	817	376	726	404
Total	1118	162	170	99	86	97	106	77	46	108	968	150	833	283	699	396
Handset and contract	989 88%	148 91%	147 86%	85 86%	76 88%	89 92%	97 91%	** **	38 83%	96 89%	850 88%	138 92%	747 90% m	240 85%	617 88%	351 89%
SIM card only	117 11%	14 9%	20 12%	13 13%	10 12%	7 8%	8 8%	** **	7 16%	11 10%	107 11%	10 7%	80 10%	38 13%	75 11%	40 10%
Don't know	12 1%	- -%	3 2%	1 1%	1 1%	1 1%	1 1%	** **	* 1%	1 1%	11 1%	1 1%	7 1%	5 2%	7 1%	5 1%

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 33

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QD9A (QD4A). SHOWCARD How often, if at all, do you use your mobile phone to send or receive text messages? (SINGLE CODE)

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3392	1612	1780	472	593	1250	1075	589	373	429	571	766	1010	695	919	2043	430	456	463
Effective Weighted Sample	2321	1107	1215	318	390	889	752	397	235	291	423	550	680	469	635	1776	305	307	353
Total	2073	996	1077	305	413	760	595	297	190	262	416	540	629	386	516	1746	166	103	58
Several times a day	941 45%	420 42%	521 48% a	222 73% def	256 62% ef	359 47% f	104 17%	132 44%	78 41%	112 43%	216 52% ghi	239 44%	311 49% n	173 45%	218 42%	769 44%	95 57% oq	47 46%	29 51% o
Every day	420 20%	170 17%	250 23% a	57 19%	92 22% f	185 24% cf	87 15%	43 15%	35 18%	58 22% g	89 21% g	119 22%	121 19%	71 18%	109 21%	359 21% p	25 15%	25 25% pr	10 18%
Several times a week	267 13%	148 15% b	119 11%	14 4%	44 11% c	120 16% cd	89 15% cd	30 10%	26 13%	41 16% g	55 13%	74 14%	85 13%	48 12%	61 12%	231 13% q	19 12%	9 9%	7 12%
At least once a week	128 6%	67 7%	61 6%	7 2%	11 3%	45 6% cd	66 11% cde	19 7%	9 5%	19 7%	24 6%	34 6%	37 6%	27 7%	30 6%	112 6%	8 5%	5 5%	3 5%
At least once a month	67 3%	42 4% b	26 2%	2 1%	5 1%	18 2% c	43 7% cde	11 4%	12 6% j	8 3%	10 2%	17 3%	17 3%	17 4%	17 3%	59 3%	3 2%	4 4%	1 2%
Less than once a month	69 3%	41 4% b	28 3%	2 1%	3 1%	13 2%	51 9% cde	8 3%	6 3%	9 3%	10 2%	20 4%	22 4%	11 3%	16 3%	60 3%	5 3%	3 3%	1 2%
Never	181 9%	108 11% b	73 7%	3 1%	3 1%	21 3% d	154 26% cde	52 17% ij	24 12% ij	15 6%	13 3%	37 7%	37 6%	39 10% l	66 13% kl	155 9%	11 7%	9 9%	6 10%
Don't know	1 *%	1 *%	- -%	- -%	- -%	- -%	1 *%	* *%	* *%	- -%	- -%	- -%	- -%	- -%	1 *%	- -%	- -%	* *% o	* *%

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

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QD9A (QD4A). SHOWCARD How often, if at all, do you use your mobile phone to send or receive text messages? (SINGLE CODE)

Base : Those who personally use a mobile phone

					ENGLAND REGIONS						URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3392	220	232	229	236	211	235	233	216	231	2462	930	1752	1630	1880	1049
Effective Weighted Sample	2321	210	216	218	224	201	226	221	206	221	1930	422	1213	1179	1380	825
Total	2073	270	290	179	146	177	193	176	83	232	1793	280	1238	828	1257	758
Several times a day	941	93	121	86	55	72	87	86	35	134	827	114	640	299	566	346
	45%	34%	42%	48%	38%	41%	45%	49%	43%	58%	46%	41%	52%	36%	45%	46%
				ad			a	ad		abcdefh	k		m			
Every day	420	76	68	32	39	45	39	20	21	18	358	62	277	143	237	173
	20%	28%	23%	18%	26%	25%	20%	12%	26%	8%	20%	22%	22%	17%	19%	23%
		cgi	gi	i	cgi	gi	gi		cgi				m			n
Several times a week	267	45	36	24	23	22	21	25	10	26	229	38	169	96	172	88
	13%	17%	13%	14%	16%	12%	11%	14%	12%	11%	13%	14%	14%	12%	14%	12%
At least once a week	128	24	17	8	7	11	11	11	5	19	113	15	68	59	81	44
	6%	9%	6%	4%	5%	6%	5%	6%	6%	8%	6%	5%	5%	7%	6%	6%
At least once a month	67	7	15	8	5	8	5	4	2	5	57	10	32	35	44	22
	3%	3%	5%	4%	4%	5%	3%	2%	2%	2%	3%	4%	3%	4%	4%	3%
														l		
Less than once a month	69	11	9	8	2	9	6	6	2	8	53	16	18	51	47	20
	3%	4%	3%	4%	1%	5%	3%	3%	2%	3%	3%	6%	1%	6%	4%	3%
		d		d		d						j		l		
Never	181	14	25	13	15	10	25	24	8	21	156	24	34	145	110	65
	9%	5%	9%	7%	11%	5%	13%	14%	9%	9%	9%	9%	3%	18%	9%	9%
					a		ae	ace						l		
Don't know	1	-	-	-	-	-	-	-	-	-	1	-	-	1	-	*
	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	*%	-%	-%	*%	-%	*%

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 34

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QD9B (QD4B). SHOWCARD And how often, it at all, do you use your mobile phone to make calls? (SINGLE CODE)

Base : Those who personally use a mobile phone

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3392	1612	1780	472	593	1250	1075	589	373	429	571	766	1010	695	919	2043	430	456	463
Effective Weighted Sample	2321	1107	1215	318	390	889	752	397	235	291	423	550	680	469	635	1776	305	307	353
Total	2073	996	1077	305	413	760	595	297	190	262	416	540	629	386	516	1746	166	103	58
Several times a day	800	400	399	167	224	313	95	102	59	95	198	200	271	155	174	652	79	42	25
	39%	40%	37%	55%	54%	41%	16%	34%	31%	36%	48%	37%	43%	40%	34%	37%	48%	41%	44%
				ef	ef	f					ghi		kn	n		o			o
Every day	476	224	253	70	111	192	104	56	40	74	99	122	131	103	120	405	28	29	15
	23%	22%	23%	23%	27%	25%	17%	19%	21%	28%	24%	23%	21%	27%	23%	23%	17%	28%	26%
				f	f	f				g				l		p		p	p
Several times a week	354	157	196	41	57	137	120	60	34	44	68	100	103	59	91	296	32	16	10
	17%	16%	18%	13%	14%	18%	20%	20%	18%	17%	16%	18%	16%	15%	18%	17%	19%	16%	17%
							cd												
At least once a week	196	89	107	15	12	66	104	32	28	21	32	57	61	28	51	172	14	7	3
	9%	9%	10%	5%	3%	9%	17%	11%	15%	8%	8%	11%	10%	7%	10%	10%	8%	7%	6%
						cd	cde		ij							r			
At least once a month	102	46	56	8	5	30	59	16	9	16	8	30	23	20	28	92	6	3	1
	5%	5%	5%	3%	1%	4%	10%	5%	5%	6%	2%	6%	4%	5%	5%	5%	4%	3%	2%
						d	cde	j	j	j						r			
Less than once a month	124	68	57	2	4	18	101	23	17	12	11	29	38	17	40	111	6	5	2
	6%	7%	5%	1%	1%	2%	17%	8%	9%	4%	3%	5%	6%	4%	8%	6%	4%	5%	4%
						c	cde	j	ij						m				
Never	17	9	8	3	*	3	11	7	3	1	1	3	3	3	9	16	1	*	*
	1%	1%	1%	1%	*%	*%	2%	2%	2%	*%	*%	*%	*%	1%	2%	1%	1%	*%	1%
							de	ij							kl				
Don't know	2	2	1	-	-	-	2	1	-	-	-	-	-	-	2	2	-	-	*
	*%	*%	*%	-%	-%	-%	*%	*%	-%	-%	-%	-%	-%	-%	*%	*%	-%	-%	*%

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

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QD9B (QD4B). SHOWCARD And how often, it at all, do you use your mobile phone to make calls? (SINGLE CODE)

Base : Those who personally use a mobile phone

					ENGLAND REGIONS						URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3392	220	232	229	236	211	235	233	216	231	2462	930	1752	1630	1880	1049
Effective Weighted Sample	2321	210	216	218	224	201	226	221	206	221	1930	422	1213	1179	1380	825
Total	2073	270	290	179	146	177	193	176	83	232	1793	280	1238	828	1257	758
Several times a day	800 39%	92 34%	116 40% de	63 35%	41 28%	51 29%	77 40% de	62 35%	28 34%	122 53% abcdefgh	724 40% k	76 27%	573 46% m	225 27%	479 38%	295 39%
Every day	476 23%	81 30% bcfgi	62 21%	38 21%	42 29% fgi	59 33% bcfgi	36 19%	29 16%	23 27% fgi	35 15%	399 22%	77 28% j	314 25% m	162 20%	259 21%	202 27% n
Several times a week	354 17%	47 18%	45 16%	31 18%	28 19%	31 17%	36 19%	31 17%	15 18%	31 13%	303 17%	51 18%	188 15%	164 20% l	220 18%	124 16%
At least once a week	196 9%	17 6%	26 9%	23 13% a	19 13% a	20 11%	17 9%	21 12% a	8 10%	21 9%	162 9%	34 12%	94 8%	103 12% l	127 10%	65 9%
At least once a month	102 5%	15 6%	20 7%	7 4%	10 7%	7 4%	12 6%	11 6%	3 3%	8 4%	86 5%	16 6%	37 3%	63 8% l	76 6% o	25 3%
Less than once a month	124 6%	17 6%	19 6%	14 8%	6 4%	8 5%	12 6%	17 9% de	6 7%	13 6%	100 6%	24 9% j	28 2%	97 12% l	83 7%	39 5%
Never	17 1%	1 *%	2 1%	2 1%	- -%	1 *%	4 2% d	4 2% d	1 1%	1 *%	15 1%	2 1%	4 *%	14 2% l	10 1%	7 1%
Don't know	2 *%	- -%	- -%	- -%	- -%	- -%	- -%	2 1%	- -%	- -%	2 *%	- -%	1 *%	1 *%	1 *%	1 *%

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 35

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QD9C (QD4C). SHOWCARD How often, it at all, do you use your mobile phone to access email or internet services? (SINGLE CODE)

Base : Those with a smartphone

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1302	647	655	309	340	524	128	153	115	144	336	364	437	231	270	809	157	174	162
Effective Weighted Sample	905	454	451	212	229	383	91	103	72	94	248	266	300	159	184	707	112	118	119
Total	883	448	434	208	255	335	85	89	63	85	251	281	292	141	168	754	64	43	21
Several times a day	399	225	175	107	118	151	23	35	20	35	131	136	148	51	64	341	33	17	8
	45%	50%	40%	51%	46%	45%	27%	39%	31%	41%	52%	48%	51%	36%	38%	45%	52%	40%	38%
		b		f	f	f					gh	mn	mn				r		
Every day	233	108	125	56	78	80	19	20	15	23	70	76	78	36	42	202	11	14	7
	26%	24%	29%	27%	30%	24%	23%	23%	24%	27%	28%	27%	27%	26%	25%	27%	17%	31%	32%
																p		p	p
Several times a week	85	42	43	20	27	25	12	8	6	9	21	31	20	17	16	71	7	4	2
	10%	9%	10%	10%	11%	8%	14%	9%	9%	11%	8%	11%	7%	12%	9%	9%	11%	10%	11%
							e												
At least once a week	37	18	19	6	8	20	3	3	6	4	6	9	11	9	7	30	3	2	2
	4%	4%	4%	3%	3%	6%	3%	3%	10%	5%	3%	3%	4%	7%	4%	4%	5%	6%	8%
									j										
At least once a month	26	10	16	4	7	14	2	4	4	5	1	5	8	6	7	23	1	1	*
	3%	2%	4%	2%	3%	4%	2%	4%	6%	5%	*%	2%	3%	4%	4%	3%	2%	3%	2%
								j	j	j									
Less than once a month	26	17	9	2	6	14	5	3	3	2	7	8	4	7	7	23	1	1	*
	3%	4%	2%	1%	2%	4%	6%	3%	5%	3%	3%	3%	1%	5%	4%	3%	2%	2%	2%
						c	c							l					
Never	74	29	45	11	11	30	21	16	9	6	15	15	21	13	25	61	8	4	2
	8%	6%	10%	5%	4%	9%	25%	17%	14%	7%	6%	5%	7%	9%	15%	8%	12%	9%	8%
			a			d	cde	ij	j						kl				
Don't know	3	1	2	1	-	1	1	-	-	1	-	-	1	1	1	3	-	-	-
	*%	*%	*%	*%	-%	*%	1%	-%	-%	1%	-%	-%	*%	1%	1%	*%	-%	-%	-%

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

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QD9C (QD4C). SHOWCARD How often, it at all, do you use your mobile phone to access email or internet services? (SINGLE CODE)

Base : Those with a smartphone

						ENGLAND REGIONS					URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	1302	99	101	99	92	75	88	75	92	88	970	332	852	447	745	395
Effective Weighted Sample	905	95	95	95	88	72	85	72	89	84	763	153	595	326	556	310
Total	883	129	137	83	62	68	76	65	39	95	771	112	629	251	549	312
Several times a day	399	**	64	**	**	**	**	**	**	**	362	38	287	112	257	134
	45%	**	46%	**	**	**	**	**	**	**	47% k	34%	46%	44%	47%	43%
Every day	233	**	44	**	**	**	**	**	**	**	199	34	177	55	141	86
	26%	**	32%	**	**	**	**	**	**	**	26%	30%	28% m	22%	26%	27%
Several times a week	85	**	14	**	**	**	**	**	**	**	73	12	60	24	54	29
	10%	**	10%	**	**	**	**	**	**	**	9%	11%	9%	10%	10%	9%
At least once a week	37	**	1	**	**	**	**	**	**	**	29	8	22	15	21	14
	4%	**	1%	**	**	**	**	**	**	**	4%	7%	4%	6%	4%	5%
At least once a month	26	**	3	**	**	**	**	**	**	**	21	5	22	4	16	10
	3%	**	2%	**	**	**	**	**	**	**	3%	4%	3%	2%	3%	3%
Less than once a month	26	**	2	**	**	**	**	**	**	**	22	5	18	8	15	11
	3%	**	2%	**	**	**	**	**	**	**	3%	4%	3%	3%	3%	3%
Never	74	**	10	**	**	**	**	**	**	**	64	10	42	32	45	27
	8%	**	7%	**	**	**	**	**	**	**	8%	9%	7%	13% l	8%	9%
Don't know	3	**	-	**	**	**	**	**	**	**	2	1	2	1	1	1
	*%	**	-%	**	**	**	**	**	**	**	*%	1%	*%	*%	*%	*%

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

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QD9D (QD4D). SHOWCARD How often, it at all, do you use your mobile phone to use apps or applications? (SINGLE CODE)

Base : Those with a smartphone

		GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION		
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1302	647	655	309	340	524	128	153	115	144	336	364	437	231	270	809	157	174	162
Effective Weighted Sample	905	454	451	212	229	383	91	103	72	94	248	266	300	159	184	707	112	118	119
Total	883	448	434	208	255	335	85	89	63	85	251	281	292	141	168	754	64	43	21
Several times a day	323	185	138	92	96	118	17	26	17	31	105	106	120	44	53	277	26	14	6
	37%	41%	32%	44%	38%	35%	20%	29%	27%	36%	42%	38%	41%	31%	32%	37%	41%	32%	30%
		b		ef	f	f					gh		mn						
Every day	198	93	105	49	63	71	16	21	11	26	58	57	69	31	41	173	10	10	6
	22%	21%	24%	23%	25%	21%	18%	24%	18%	30%	23%	20%	24%	22%	24%	23%	16%	22%	26%
Several times a week	91	47	43	22	27	31	11	8	4	6	22	34	30	13	14	79	5	4	2
	10%	11%	10%	11%	11%	9%	12%	9%	7%	7%	9%	12%	10%	9%	8%	11%	8%	9%	11%
At least once a week	81	37	44	13	25	37	7	6	12	8	25	32	20	14	15	66	7	7	2
	9%	8%	10%	6%	10%	11%	8%	7%	19%	9%	10%	11%	7%	10%	9%	9%	10%	16%	8%
						c			gj									o	
At least once a month	33	15	18	6	7	14	6	2	4	1	10	12	10	6	5	27	4	2	1
	4%	3%	4%	3%	3%	4%	7%	3%	6%	2%	4%	4%	4%	4%	3%	4%	7%	4%	2%
Less than once a month	34	18	17	3	7	17	7	2	3	4	10	11	7	10	6	30	1	2	2
	4%	4%	4%	1%	3%	5%	9%	3%	5%	5%	4%	4%	3%	7%	4%	4%	1%	4%	7%
						c	cd							l					p
Never	114	50	64	22	28	43	21	23	11	9	20	27	33	21	34	95	11	6	3
	13%	11%	15%	10%	11%	13%	25%	25%	17%	10%	8%	9%	11%	15%	20%	13%	17%	13%	15%
							cde	ij	j						kl				
Don't know	8	3	5	2	1	4	1	1	-	1	1	2	2	1	2	7	-	-	*
	1%	1%	1%	1%	*%	1%	1%	1%	-%	1%	*%	1%	1%	1%	1%	1%	-%	-%	*%

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

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QD9D (QD4D). SHOWCARD How often, it at all, do you use your mobile phone to use apps or applications? (SINGLE CODE)

Base : Those with a smartphone

			ENGLAND REGIONS								URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	1302	99	101	99	92	75	88	75	92	88	970	332	852	447	745	395
Effective Weighted Sample	905	95	95	95	88	72	85	72	89	84	763	153	595	326	556	310
Total	883	129	137	83	62	68	76	65	39	95	771	112	629	251	549	312
Several times a day	323	**	50	**	**	**	**	**	**	**	299	24	233	90	207	110
	37%	**	37%	**	**	**	**	**	**	**	39% k	22%	37%	36%	38%	35%
Every day	198	**	33	**	**	**	**	**	**	**	173	25	146	51	113	79
	22%	**	24%	**	**	**	**	**	**	**	22%	22%	23%	20%	21%	25%
Several times a week	91	**	12	**	**	**	**	**	**	**	73	18	62	29	63	25
	10%	**	9%	**	**	**	**	**	**	**	9%	16% j	10%	11%	11%	8%
At least once a week	81	**	15	**	**	**	**	**	**	**	73	9	62	18	51	28
	9%	**	11%	**	**	**	**	**	**	**	9%	8%	10%	7%	9%	9%
At least once a month	33	**	7	**	**	**	**	**	**	**	27	7	24	9	22	11
	4%	**	5%	**	**	**	**	**	**	**	3%	6%	4%	4%	4%	3%
Less than once a month	34	**	5	**	**	**	**	**	**	**	25	9	28	7	21	11
	4%	**	4%	**	**	**	**	**	**	**	3%	8% j	4%	3%	4%	4%
Never	114	**	16	**	**	**	**	**	**	**	96	18	71	43	68	43
	13%	**	12%	**	**	**	**	**	**	**	12%	16%	11%	17% l	12%	14%
Don't know	8	**	-	**	**	**	**	**	**	**	6	1	3	4	3	4
	1%	**	-%	**	**	**	**	**	**	**	1%	1%	1%	2%	1%	1%

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 37

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QD8A (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTICODE)

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3392	1612	1780	472	593	1250	1075	589	373	429	571	766	1010	695	919	2043	430	456	463
Effective Weighted Sample	2321	1107	1215	318	390	889	752	397	235	291	423	550	680	469	635	1776	305	307	353
Total	2073	996	1077	305	413	760	595	297	190	262	416	540	629	386	516	1746	166	103	58
Send/ receive text messages (SMS)	1800 87%	847 85%	953 89% a	294 96% ef	394 95% ef	698 92% f	414 70%	229 77%	155 82%	236 90% gh	395 95% ghi	483 90% mn	572 91% mn	324 84%	420 81%	1521 87%	142 85%	88 85%	50 86%
Use your phone as a camera	1258 61%	587 59%	672 62%	246 81% ef	318 77% ef	501 66% f	192 32%	145 49%	106 56%	155 59% g	314 75% ghi	362 67% mn	408 65% mn	216 56%	273 53%	1067 61% r	104 63% r	57 56%	30 52%
Accessing the internet	822 40%	421 42% b	402 37%	202 66% ef	246 60% ef	309 41% f	65 11%	84 28%	55 29%	83 32%	240 58% ghi	270 50% lmn	275 44% mn	129 33%	148 29%	707 40% p	55 33%	40 39%	21 36%
Send/ receive messages with pictures/ images	742 36%	344 35%	398 37%	177 58% ef	213 52% ef	266 35% f	85 14%	82 28%	52 27%	81 31%	200 48% ghi	225 42% mn	257 41% mn	110 28%	149 29%	620 35%	60 36%	40 39%	22 37%
Send/ receive emails (not SMS)	595 29%	320 32% b	276 26%	135 44% ef	184 44% ef	224 29% f	53 9%	52 18%	40 21%	53 20%	191 46% ghi	221 41% lmn	209 33% mn	79 20%	86 17%	509 29%	45 27%	27 27%	14 24%
Upload pictures to PC/laptop	549 27%	275 28%	274 25%	143 47% def	154 37% ef	205 27% f	48 8%	43 15%	43 23%	52 20% g	178 43% ghi	192 36% lmn	181 29% mn	81 21%	95 18%	484 28% pqr	35 21%	19 19%	12 20%
Visiting social networking sites (e.g. Facebook)	473 23%	235 24%	238 22%	146 48% def	152 37% ef	150 20% f	25 4%	51 17%	30 16%	41 16%	137 33% ghi	143 26% mn	178 28% mn	67 17%	84 16%	404 23%	33 20%	24 23%	12 20%

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

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Base : Those who personally use a mobile phone

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3392	1612	1780	472	593	1250	1075	589	373	429	571	766	1010	695	919	2043	430	456	463
Effective Weighted Sample	2321	1107	1215	318	390	889	752	397	235	291	423	550	680	469	635	1776	305	307	353
Total	2073	996	1077	305	413	760	595	297	190	262	416	540	629	386	516	1746	166	103	58
Listen to music using MP3 function	413 20%	237 24% b	176 16%	132 43% def	129 31% ef	131 17% f	21 4%	49 16%	28 15%	36 14%	124 30% ghi	132 24% mn	147 23% mn	61 16%	73 14%	360 21% q	27 16%	15 15%	10 18%
Play games which come pre-installed, by yourself	412 20%	229 23% b	184 17%	129 42% def	121 29% ef	143 19% f	20 3%	46 16%	29 15%	41 16%	109 26% ghi	112 21%	147 23% mn	66 17%	88 17%	359 21% q	28 17%	15 15%	10 17%
Download applications or programs directly to your phone	404 19%	226 23% b	178 17%	104 34% ef	133 32% ef	138 18% f	29 5%	40 13%	24 13%	40 15%	138 33% ghi	137 25% mn	152 24% mn	51 13%	65 12%	351 20% r	29 17%	16 15%	8 14%
Use IM/ Instant messaging	393 19%	206 21% b	187 17%	129 42% def	117 28% ef	124 16% f	23 4%	28 10%	20 11%	40 15% g	117 28% ghi	120 22% mn	142 23% mn	62 16%	70 13%	338 19% p	24 15%	22 22% p	9 16%
Record video clips using the phone	275 13%	140 14%	135 13%	90 29% def	85 21% ef	86 11% f	14 2%	30 10%	18 10%	23 9%	88 21% ghi	81 15% mn	97 15% mn	39 10%	57 11%	229 13%	25 15%	12 12%	8 14%
Accessing/ receiving news	266 13%	159 16% b	107 10%	63 21% ef	85 21% ef	94 12% f	25 4%	21 7%	15 8%	18 7%	97 23% ghi	102 19% mn	108 17% mn	25 7%	30 6%	239 14% pr	10 6%	12 11% p	6 10%
Listen to FM radio	236 11%	135 14% b	101 9%	52 17% ef	78 19% ef	85 11% f	21 3%	29 10%	15 8%	24 9%	71 17% ghi	73 14% mn	84 13% mn	33 8%	46 9%	213 12% p	7 4%	9 9% p	7 11% p
Send/ receive video clips	228 11%	126 13% b	101 9%	69 23% ef	74 18% ef	71 9% f	14 2%	19 6%	12 6%	21 8%	72 17% ghi	77 14% mn	88 14% mn	24 6%	39 8%	196 11%	17 10%	8 8%	7 11%

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

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Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3392	1612	1780	472	593	1250	1075	589	373	429	571	766	1010	695	919	2043	430	456	463
Effective Weighted Sample	2321	1107	1215	318	390	889	752	397	235	291	423	550	680	469	635	1776	305	307	353
Total	2073	996	1077	305	413	760	595	297	190	262	416	540	629	386	516	1746	166	103	58
Accessing/ receiving sports/ team news/ scores	209	161	48	58	63	72	16	18	9	15	69	75	80	24	31	182	10	13	4
	10%	16%	4%	19%	15%	10%	3%	6%	5%	6%	17%	14%	13%	6%	6%	10%	6%	13%	7%
		b		ef	ef	f					ghi	mn	mn			pr		pr	
Play games which come pre-installed, with others	184	109	75	64	57	56	7	19	12	16	55	44	70	35	36	161	8	9	6
	9%	11%	7%	21%	14%	7%	1%	6%	6%	6%	13%	8%	11%	9%	7%	9%	5%	9%	11%
		b		def	ef	f					ghi		n			p		p	p
TV streaming	131	80	51	41	38	43	9	8	6	10	55	42	54	16	18	114	7	5	4
	6%	8%	5%	13%	9%	6%	2%	3%	3%	4%	13%	8%	9%	4%	4%	7%	4%	5%	8%
		b		ef	ef	f					ghi	mn	mn			p			
Download a new video clip	123	72	51	39	45	32	7	8	6	11	44	35	53	13	23	109	6	4	5
	6%	7%	5%	13%	11%	4%	1%	3%	3%	4%	11%	7%	8%	3%	4%	6%	3%	4%	8%
		b		ef	ef	f					ghi	m	mn			p			pq
Using VoIP service e.g. Skype	114	66	48	24	39	40	10	10	7	3	47	43	48	13	10	103	4	4	3
	5%	7%	4%	8%	9%	5%	2%	3%	3%	1%	11%	8%	8%	3%	2%	6%	2%	4%	6%
		b		f	ef	f					ghi	mn	mn			p			p
Video streaming	107	73	34	41	31	31	3	8	5	7	36	29	50	15	13	97	5	2	4
	5%	7%	3%	13%	8%	4%	1%	3%	2%	3%	9%	5%	8%	4%	3%	6%	3%	2%	6%
		b		def	ef	f					ghi	n	mn			pq			pq
Video calling	90	52	37	31	35	21	3	6	3	7	36	34	34	8	13	84	1	2	3
	4%	5%	3%	10%	8%	3%	*%	2%	2%	3%	9%	6%	5%	2%	3%	5%	1%	2%	5%
		b		ef	ef	f					ghi	mn	mn			pq			pq
Listen to Podcasts	88	59	28	23	33	24	8	3	3	2	36	32	37	11	8	80	4	1	3
	4%	6%	3%	7%	8%	3%	1%	1%	2%	1%	9%	6%	6%	3%	2%	5%	2%	1%	5%
		b		ef	ef	f					ghi	mn	mn			q			pq

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Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3392	1612	1780	472	593	1250	1075	589	373	429	571	766	1010	695	919	2043	430	456	463
Effective Weighted Sample	2321	1107	1215	318	390	889	752	397	235	291	423	550	680	469	635	1776	305	307	353
Total	2073	996	1077	305	413	760	595	297	190	262	416	540	629	386	516	1746	166	103	58
Other	9	3	5	*	1	5	3	2	*	*	3	4	3	*	2	7	1	1	*
	*%	*%	1%	*%	*%	1%	1%	1%	*%	*%	1%	1%	*%	*%	*%	*%	*%	1%	*%
None of these	191	107	84	*	3	30	158	54	26	15	13	40	36	44	72	159	15	11	6
	9%	11%	8%	*%	1%	4%	27%	18%	13%	6%	3%	7%	6%	11%	14%	9%	9%	11%	11%
		b				cd	cde	ij	ij					kl	kl				
Don't know	2	1	2	-	-	1	2	-	1	-	-	-	2	1	*	2	-	-	*
	*%	*%	*%	-%	-%	*%	*%	-%	*%	-%	-%	-%	*%	*%	*%	*%	-%	-%	*%

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

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Base : Those who personally use a mobile phone

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3392	220	232	229	236	211	235	233	216	231	2462	930	1752	1630	1880	1049
Effective Weighted Sample	2321	210	216	218	224	201	226	221	206	221	1930	422	1213	1179	1380	825
Total	2073	270	290	179	146	177	193	176	83	232	1793	280	1238	828	1257	758
Send/ receive text messages (SMS)	1800 87%	253 94% bcdfghi	246 85%	156 87%	122 84%	166 94% bcdfghi	162 84%	145 82%	72 86%	200 86%	1559 87%	241 86%	1147 93% m	649 78%	1089 87%	661 87%
Use your phone as a camera	1258 61%	187 70% cdfgh	184 63% fg	108 60%	82 56%	107 60%	99 51%	95 54%	50 60%	155 67% dfg	1097 61%	162 58%	844 68% m	411 50%	745 59%	484 64% n
Accessing the internet	822 40%	121 45% g	128 44% g	76 42% g	59 40%	63 36%	72 37%	58 33%	36 43% g	95 41%	721 40%	101 36%	588 47% m	232 28%	514 41%	288 38%
Send/ receive messages with pictures/ images	742 36%	97 36% g	105 36% g	61 34% g	51 35% g	65 37% g	72 37% g	38 22%	32 39% g	98 42% g	641 36%	100 36%	505 41% m	234 28%	452 36%	269 35%
Send/ receive emails (not SMS)	595 29%	100 37% defghi	101 35% efg	56 31% eg	40 27%	40 23%	49 25%	38 22%	22 27%	63 27%	524 29%	71 25%	440 36% m	152 18%	383 30% o	199 26%
Upload pictures to PC/laptop	549 27%	107 40% bcdeghi	82 28% g	51 28% g	40 27% g	42 24% g	59 31% g	22 13%	22 26% g	59 25% g	485 27%	64 23%	384 31% m	163 20%	333 26%	205 27%
Visiting social networking sites (e.g. Facebook)	473 23%	69 26%	66 23%	51 28% g	32 22%	40 23%	42 22%	36 20%	21 26%	48 21%	417 23%	55 20%	321 26% m	148 18%	283 23%	177 23%

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

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QD8A (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTICODE)

Base : Those who personally use a mobile phone

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
						ENGLAND REGIONS					URBANITY		WORKING		DEPRIVATION LEVEL	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3392	220	232	229	236	211	235	233	216	231	2462	930	1752	1630	1880	1049
Effective Weighted Sample	2321	210	216	218	224	201	226	221	206	221	1930	422	1213	1179	1380	825
Total	2073	270	290	179	146	177	193	176	83	232	1793	280	1238	828	1257	758
Listen to music using MP3 function	413 20%	86 32% bcdefghi	55 19% g	37 21% g	32 22% g	33 19%	30 15%	21 12%	13 16%	53 23% fg	368 21% k	45 16%	276 22% m	134 16%	240 19%	162 21%
Play games which come pre-installed, by yourself	412 20%	74 28% fgh	58 20%	37 21% g	29 20%	46 26% fgh	33 17%	23 13%	13 16%	46 20%	367 20%	46 16%	276 22% m	135 16%	235 19%	167 22%
Download applications or programs directly to your phone	404 19%	65 24% fg	62 21% g	44 24% fgh	34 23% fg	35 20% g	28 15%	20 11%	14 17%	50 21% g	363 20% k	41 15%	293 24% m	109 13%	251 20%	144 19%
Use IM/ Instant messaging	393 19%	73 27% cfgi	55 19% g	32 18% g	28 19% g	43 24% fg	29 15%	18 10%	20 24% fg	40 17% g	349 19%	44 16%	282 23% m	109 13%	230 18%	154 20%
Record video clips using the phone	275 13%	50 19% egh	39 14% g	28 15% gh	23 16% gh	20 11% g	23 12% g	7 4%	7 9% g	31 13% g	240 13%	34 12%	185 15% m	87 11%	165 13%	102 13%
Accessing/ receiving news	266 13%	62 23% bdefghi	42 14% h	33 19% defghi	14 10%	18 10%	20 10%	17 10%	5 6%	27 12%	239 13% k	27 10%	196 16% m	68 8%	151 12%	109 14%
Listen to FM radio	236 11%	53 19% bcdefgh	27 9%	16 9%	13 9%	20 11%	17 9%	17 10%	7 9%	45 19% bcdefgh	213 12% k	24 8%	167 14% m	67 8%	131 10%	98 13%

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

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QD8A (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTICODE)

Base : Those who personally use a mobile phone

		ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3392	220	232	229	236	211	235	233	216	231	2462	930	1752	1630	1880	1049
Effective Weighted Sample	2321	210	216	218	224	201	226	221	206	221	1930	422	1213	1179	1380	825
Total	2073	270	290	179	146	177	193	176	83	232	1793	280	1238	828	1257	758
Send/ receive video clips	228	60	27	18	14	17	21	16	5	18	205	22	163	65	125	96
	11%	22%	9%	10%	9%	10%	11%	9%	6%	8%	11%	8%	13%	8%	10%	13%
		bcdefghi										k	m			n
Accessing/ receiving sports/ team news/ scores	209	58	25	14	11	15	16	13	6	24	191	19	153	55	114	91
	10%	22%	9%	8%	7%	8%	8%	8%	7%	11%	11%	7%	12%	7%	9%	12%
		bcdefghi										k	m			n
Play games which come pre-installed, with others	184	29	21	17	13	20	15	14	4	28	162	22	129	55	108	70
	9%	11%	7%	9%	9%	11%	8%	8%	5%	12%	9%	8%	10%	7%	9%	9%
		h				h				h			m			
TV streaming	131	29	22	15	11	13	6	5	4	9	118	12	102	27	88	39
	6%	11%	7%	9%	7%	7%	3%	3%	5%	4%	7%	4%	8%	3%	7%	5%
		fghi	fg	fgi	fg	g							m			
Download a new video clip	123	30	17	16	6	14	9	7	3	6	114	9	92	30	73	45
	6%	11%	6%	9%	4%	8%	5%	4%	4%	3%	6%	3%	7%	4%	6%	6%
		dfghi		dghi		i					k		m			
Using VoIP service e.g. Skype	114	23	25	10	10	6	11	4	3	12	102	12	82	32	77	33
	5%	9%	9%	5%	7%	3%	6%	2%	4%	5%	6%	4%	7%	4%	6%	4%
		egh	egh		g								m			
Video streaming	107	26	13	15	9	9	6	5	2	12	97	9	76	30	65	38
	5%	10%	4%	8%	7%	5%	3%	3%	3%	5%	5%	3%	6%	4%	5%	5%
		bfgh		fgh									m			
Video calling	90	25	16	9	6	9	6	3	2	8	83	7	66	24	53	34
	4%	9%	6%	5%	4%	5%	3%	2%	3%	4%	5%	2%	5%	3%	4%	5%
		dfghi	g								k		m			

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 37

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QD8A (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTICODE)

Base : Those who personally use a mobile phone

		ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3392	220	232	229	236	211	235	233	216	231	2462	930	1752	1630	1880	1049
Effective Weighted Sample	2321	210	216	218	224	201	226	221	206	221	1930	422	1213	1179	1380	825
Total	2073	270	290	179	146	177	193	176	83	232	1793	280	1238	828	1257	758
Listen to Podcasts	88	15	13	10	5	14	6	4	2	12	75	13	62	25	62	22
	4%	5%	5%	5%	4%	8%	3%	2%	2%	5%	4%	4%	5%	3%	5%	3%
						fgh							m		o	
Other	9	1	4	1	-	1	-	-	1	-	7	2	6	3	8	1
	*%	*%	1%	*%	-%	*%	-%	-%	2%	-%	*%	1%	*%	*%	1%	*%
None of these	191	11	32	16	18	8	22	24	8	21	160	31	45	143	121	64
	9%	4%	11%	9%	12%	4%	11%	14%	9%	9%	9%	11%	4%	17%	10%	9%
			ae	a	ae		ae	ae	ae	a				l		
Don't know	2	-	-	-	-	-	2	-	-	1	2	-	1	2	1	1
	*%	-%	-%	-%	-%	-%	1%	-%	-%	*%	*%	-%	*%	*%	*%	*%

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

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

QD8B (QD28B) And, which of these activities have you used your mobile for in the last week? (MULTICODE)

Base : Those who personally use a mobile phone

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3392	1612	1780	472	593	1250	1075	589	373	429	571	766	1010	695	919	2043	430	456	463
Effective Weighted Sample	2321	1107	1215	318	390	889	752	397	235	291	423	550	680	469	635	1776	305	307	353
Total	2073	996	1077	305	413	760	595	297	190	262	416	540	629	386	516	1746	166	103	58
Send/ receive text messages (SMS)	1611 78%	753 76%	858 80% a	267 88% f	376 91% ef	652 86% ef	316 53%	205 69%	136 71%	212 81% gh	365 88% ghi	435 80% mn	511 81% mn	289 75%	375 73%	1357 78%	129 78%	78 76%	46 80%
Accessing the internet	660 32%	342 34% b	319 30%	171 56% ef	211 51% ef	234 31% f	45 8%	67 23%	43 23%	72 27%	194 47% ghi	210 39% mn	225 36% mn	103 27%	122 24%	570 33% p	41 25%	32 31%	17 29%
Use your phone as a camera	656 32%	304 31%	353 33%	164 54% ef	191 46% ef	238 31% f	63 11%	73 25%	44 23%	80 30%	190 46% ghi	185 34% n	210 33% n	121 31%	140 27%	562 32%	45 27%	33 32%	17 29%
Send/ receive emails (not SMS)	471 23%	259 26% b	213 20%	106 35% ef	147 36% ef	179 24% f	39 7%	41 14%	32 17%	45 17%	157 38% ghi	174 32% lmn	166 26% mn	64 17%	67 13%	401 23%	35 21%	23 23%	12 21%
Send/ receive messages with pictures/ images	394 19%	184 18%	210 20%	107 35% ef	120 29% ef	130 17% f	36 6%	43 15%	30 16%	44 17%	104 25% ghi	109 20%	131 21% n	70 18%	83 16%	332 19%	26 16%	23 23% p	12 21%
Visiting social networking sites (e.g. Facebook)	389 19%	190 19%	199 18%	123 40% def	129 31% ef	124 16% f	13 2%	44 15%	29 15%	35 13%	105 25% ghi	108 20% mn	149 24% mn	56 14%	76 15%	330 19%	27 16%	22 21%	10 17%
Listen to music using MP3 function	299 14%	182 18% b	117 11%	102 33% def	97 23% ef	86 11% f	15 2%	35 12%	22 12%	23 9%	90 22% ghi	84 16% n	113 18% mn	49 13%	53 10%	258 15% q	23 14%	10 10%	7 13%
Use IM/ Instant messaging	295 14%	155 16%	140 13%	102 33% def	90 22% ef	91 12% f	12 2%	24 8%	17 9%	30 11%	85 20% ghi	83 15% n	109 17% mn	45 12%	58 11%	249 14%	19 11%	19 19% p	8 14%

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 38

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QD8B (QD28B) And, which of these activities have you used your mobile for in the last week? (MULTICODE)

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3392	1612	1780	472	593	1250	1075	589	373	429	571	766	1010	695	919	2043	430	456	463
Effective Weighted Sample	2321	1107	1215	318	390	889	752	397	235	291	423	550	680	469	635	1776	305	307	353
Total	2073	996	1077	305	413	760	595	297	190	262	416	540	629	386	516	1746	166	103	58
Upload pictures to PC/laptop	280 14%	138 14%	143 13%	80 26% def	75 18% ef	104 14% f	21 4%	24 8%	23 12%	28 11%	97 23% ghi	95 18% lmn	85 13%	48 12%	53 10%	251 14% pq	11 7%	10 10%	8 13% p
Play games which come pre-installed, by yourself	271 13%	158 16% b	114 11%	85 28% def	79 19% ef	96 13% f	11 2%	31 11%	17 9%	33 12%	78 19% ghi	64 12%	95 15%	50 13%	62 12%	240 14% p	14 8%	10 10%	8 13% p
Download applications or programs directly to your phone	205 10%	121 12% b	84 8%	60 20% ef	66 16% ef	70 9% f	9 2%	17 6%	13 7%	19 7%	67 16% ghi	70 13% mn	76 12% mn	26 7%	34 7%	178 10%	13 8%	9 9%	5 9%
Accessing/ receiving news	179 9%	111 11% b	68 6%	42 14% ef	58 14% ef	66 9% f	14 2%	15 5%	13 7%	11 4%	64 15% ghi	65 12% mn	73 12% mn	20 5%	21 4%	164 9% p	4 2%	7 7% p	4 6% p
Accessing/ receiving sports/ team news/ scores	150 7%	122 12% b	27 3%	46 15% ef	45 11% ef	49 6% f	9 2%	12 4%	6 3%	10 4%	49 12% ghi	50 9% mn	60 9% mn	16 4%	24 5%	130 7%	7 4%	10 9% pr	3 5%
Listen to FM radio	134 6%	70 7%	63 6%	26 9% f	48 12% ef	48 6% f	11 2%	18 6%	8 4%	13 5%	43 10% ghi	39 7%	47 7%	21 5%	27 5%	121 7% pq	5 3%	4 4%	4 6% p
Play games which come pre-installed, with others	109 5%	64 6% b	45 4%	34 11% ef	36 9% ef	34 4% f	5 1%	14 5%	8 4%	11 4%	36 9% ghi	25 5%	37 6%	21 5%	26 5%	94 5%	6 3%	6 6%	4 7% p

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

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QD8B (QD28B) And, which of these activities have you used your mobile for in the last week? (MULTICODE)

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3392	1612	1780	472	593	1250	1075	589	373	429	571	766	1010	695	919	2043	430	456	463
Effective Weighted Sample	2321	1107	1215	318	390	889	752	397	235	291	423	550	680	469	635	1776	305	307	353
Total	2073	996	1077	305	413	760	595	297	190	262	416	540	629	386	516	1746	166	103	58
Record video clips using the phone	106 5%	61 6% b	45 4%	40 13% def	27 7% f	36 5% f	3 *%	13 4%	7 4%	8 3%	36 9% ghi	22 4%	40 6%	17 4%	27 5%	89 5%	7 4%	6 6%	4 7%
Send/ receive video clips	74 4%	38 4%	35 3%	26 8% ef	25 6% ef	20 3% f	4 1%	4 1%	3 1%	6 2%	27 6% ghi	15 3%	31 5% n	15 4%	12 2%	63 4%	4 2%	3 3%	4 6% op
TV streaming	73 4%	45 4% b	29 3%	20 7% ef	21 5% f	26 3% f	6 1%	5 2%	3 2%	5 2%	36 9% ghi	25 5% mn	29 5% mn	7 2%	12 2%	65 4% p	2 1%	3 3%	3 5% p
Using VoIP service e.g. Skype	68 3%	40 4%	28 3%	14 4% f	27 7% ef	21 3% f	6 1%	6 2%	4 2%	2 1%	29 7% ghi	26 5% mn	27 4% n	8 2%	6 1%	61 3%	3 2%	2 2%	2 4% p
Download a new video clip	61 3%	37 4% b	24 2%	22 7% ef	18 4% f	18 2% f	3 *%	5 2%	2 1%	4 2%	22 5% ghi	14 3%	23 4%	8 2%	16 3%	56 3% pq	2 1%	1 *%	3 4% pq
Listen to Podcasts	51 2%	37 4% b	14 1%	15 5% ef	17 4% f	17 2% f	2 *%	2 1%	1 1%	2 1%	18 4% ghi	16 3% n	22 4% n	8 2%	5 1%	46 3% q	2 1%	* *%	3 4% pq
Video streaming	50 2%	39 4% b	11 1%	19 6% def	13 3% f	18 2% f	- -%	5 2%	1 1%	2 1%	18 4% ghi	9 2%	24 4% kn	8 2%	10 2%	45 3% q	2 1%	1 1%	2 4% pq
Video calling	36 2%	23 2% b	13 1%	15 5% ef	13 3% ef	7 1%	2 *%	1 *%	2 1%	1 *%	20 5% ghi	10 2%	17 3% mn	4 1%	6 1%	34 2% p	* *%	* *%	1 2% pq
Other	2 *%	1 *%	2 *%	* *%	1 *%	1 *%	* *%	- -%	* *%	* *%	2 *%	1 *%	1 *%	* *%	1 *%	1 *% o	* *%	1 1%	* *%

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

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QD8B (QD28B) And, which of these activities have you used your mobile for in the last week? (MULTICODE)

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3392	1612	1780	472	593	1250	1075	589	373	429	571	766	1010	695	919	2043	430	456	463
Effective Weighted Sample	2321	1107	1215	318	390	889	752	397	235	291	423	550	680	469	635	1776	305	307	353
Total	2073	996	1077	305	413	760	595	297	190	262	416	540	629	386	516	1746	166	103	58
None of these	323	171	152	5	5	59	254	71	40	31	26	71	82	71	100	273	25	17	8
	16%	17%	14%	2%	1%	8%	43%	24%	21%	12%	6%	13%	13%	18%	19%	16%	15%	17%	14%
		b				cd	cde	ij	ij	j				kl	kl				
Don't know	6	3	3	-	-	3	3	*	1	1	-	-	2	3	1	5	-	1	*
	*%	*%	*%	-%	-%	*%	1%	*%	1%	*%	-%	-%	*%	1%	*%	*%	-%	1%	*%
														k					

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

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QD8B (QD28B) And, which of these activities have you used your mobile for in the last week? (MULTICODE)

Base : Those who personally use a mobile phone

		ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3392	220	232	229	236	211	235	233	216	231	2462	930	1752	1630	1880	1049
Effective Weighted Sample	2321	210	216	218	224	201	226	221	206	221	1930	422	1213	1179	1380	825
Total	2073	270	290	179	146	177	193	176	83	232	1793	280	1238	828	1257	758
Send/ receive text messages (SMS)	1611	222	223	143	111	144	150	131	66	166	1398	213	1062	546	962	603
	78%	82%	77%	80%	76%	81%	78%	75%	79%	72%	78%	76%	86%	66%	77%	79%
		gi		i		i							m			
Accessing the internet	660	94	109	67	46	48	63	43	29	71	577	84	472	186	422	222
	32%	35%	38%	38%	32%	27%	33%	25%	35%	31%	32%	30%	38%	22%	34%	29%
		g	eg	eg					g				m		o	
Use your phone as a camera	656	85	112	62	44	43	53	53	23	85	574	82	442	213	392	247
	32%	32%	39%	35%	30%	24%	28%	30%	28%	37%	32%	29%	36%	26%	31%	33%
			efh	e						ef			m			
Send/ receive emails (not SMS)	471	70	86	50	33	27	41	28	19	47	413	59	360	111	309	150
	23%	26%	30%	28%	23%	15%	21%	16%	23%	20%	23%	21%	29%	13%	25%	20%
		eg	efgi	eg	e				e				m		o	
Send/ receive messages with pictures/ images	394	52	58	36	31	22	44	14	18	58	334	60	273	119	249	133
	19%	19%	20%	20%	21%	13%	23%	8%	21%	25%	19%	22%	22%	14%	20%	18%
		g	eg	eg	eg		eg		eg	eg			m			
Visiting social networking sites (e.g. Facebook)	389	56	53	40	26	30	37	28	20	39	339	50	260	127	238	141
	19%	21%	18%	22%	18%	17%	19%	16%	24%	17%	19%	18%	21%	15%	19%	19%
									g				m			
Listen to music using MP3 function	299	68	44	27	21	18	16	18	10	35	265	34	202	94	170	122
	14%	25%	15%	15%	15%	10%	8%	10%	12%	15%	15%	12%	16%	11%	14%	16%
		bcdefghi	f	f	f					f			m			

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 38

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

QD8B (QD28B) And, which of these activities have you used your mobile for in the last week? (MULTICODE)

Base : Those who personally use a mobile phone

		ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3392	220	232	229	236	211	235	233	216	231	2462	930	1752	1630	1880	1049
Effective Weighted Sample	2321	210	216	218	224	201	226	221	206	221	1930	422	1213	1179	1380	825
Total	2073	270	290	179	146	177	193	176	83	232	1793	280	1238	828	1257	758
Use IM/ Instant messaging	295	50	43	24	23	27	18	12	19	32	261	35	215	78	161	126
	14%	19%	15%	13%	16%	15%	10%	7%	23%	14%	15%	12%	17%	9%	13%	17%
		fg	g	g	fg	g			bcefgi	g			m			n
Upload pictures to PC/laptop	280	41	54	31	25	18	28	10	9	37	248	33	199	80	185	88
	14%	15%	18%	17%	17%	10%	14%	5%	11%	16%	14%	12%	16%	10%	15%	12%
		g	egh	eg	eg		g		g	g			m		o	
Play games which come pre-installed, by yourself	271	42	40	29	18	28	21	14	13	34	242	29	184	86	163	101
	13%	16%	14%	16%	12%	16%	11%	8%	15%	15%	14%	10%	15%	10%	13%	13%
		g		g		g			g	g			m			
Download applications or programs directly to your phone	205	26	35	27	20	13	19	5	7	26	183	22	155	49	133	67
	10%	10%	12%	15%	14%	7%	10%	3%	9%	11%	10%	8%	13%	6%	11%	9%
		g	g	eg	eg	g	g		g	g			m			
Accessing/ receiving news	179	36	37	25	11	9	13	11	5	17	163	16	136	42	112	64
	9%	14%	13%	14%	8%	5%	7%	6%	6%	7%	9%	6%	11%	5%	9%	8%
		efghi	efgh	defghi							k		m			
Accessing/ receiving sports/ team news/ scores	150	36	23	9	6	10	14	8	6	19	138	12	110	38	85	62
	7%	13%	8%	5%	4%	5%	7%	4%	7%	8%	8%	4%	9%	5%	7%	8%
		cdefgh									k		m			
Listen to FM radio	134	32	16	8	8	6	7	8	5	30	122	11	99	33	76	54
	6%	12%	5%	5%	6%	4%	4%	5%	6%	13%	7%	4%	8%	4%	6%	7%
		bcdefgh								bcdefgh	k		m			

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

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

QD8B (QD28B) And, which of these activities have you used your mobile for in the last week? (MULTICODE)

Base : Those who personally use a mobile phone

					ENGLAND REGIONS						URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3392	220	232	229	236	211	235	233	216	231	2462	930	1752	1630	1880	1049
Effective Weighted Sample	2321	210	216	218	224	201	226	221	206	221	1930	422	1213	1179	1380	825
Total	2073	270	290	179	146	177	193	176	83	232	1793	280	1238	828	1257	758
Play games which come pre-installed, with others	109	12	15	14	7	10	9	7	3	16	93	16	77	32	70	35
	5%	5%	5%	8% h	5%	6%	5%	4%	3%	7%	5%	6%	6% m	4%	6%	5%
Record video clips using the phone	106	16	20	10	10	6	8	5	4	11	90	16	68	37	70	32
	5%	6%	7% g	6%	7% g	3%	4%	3%	5%	5%	5%	6%	6%	4%	6%	4%
Send/ receive video clips	74	15	10	7	6	6	8	6	2	3	67	7	56	18	44	26
	4%	6% i	3%	4%	4% i	3%	4% i	4%	2%	1%	4%	3%	4% m	2%	3%	3%
TV streaming	73	15	19	6	6	5	3	2	2	7	67	6	55	18	54	16
	4%	6% fg	6% fg	3%	4% g	3%	1%	1%	3%	3%	4%	2%	4% m	2%	4% o	2%
Using VoIP service e.g. Skype	68	10	13	6	6	4	8	2	2	11	61	7	49	19	47	18
	3%	4%	5% g	3%	4% g	2%	4% g	1%	2%	5% g	3%	3%	4% m	2%	4%	2%
Download a new video clip	61	13	11	6	5	7	6	4	1	3	56	5	39	21	41	17
	3%	5% i	4%	3%	3%	4%	3%	2%	2%	1%	3%	2%	3%	3%	3%	2%
Listen to Podcasts	51	5	8	8	5	6	2	2	2	9	43	9	36	14	39	9
	2%	2%	3%	4% fg	4%	3%	1%	1%	2%	4% fg	2%	3%	3%	2%	3% o	1%
Video streaming	50	9	9	4	6	3	3	4	2	6	45	5	35	14	35	13
	2%	3%	3%	2%	4%	2%	1%	2%	2%	3%	2%	2%	3%	2%	3%	2%

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

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

QD8B (QD28B) And, which of these activities have you used your mobile for in the last week? (MULTICODE)

Base : Those who personally use a mobile phone

					ENGLAND REGIONS						URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3392	220	232	229	236	211	235	233	216	231	2462	930	1752	1630	1880	1049
Effective Weighted Sample	2321	210	216	218	224	201	226	221	206	221	1930	422	1213	1179	1380	825
Total	2073	270	290	179	146	177	193	176	83	232	1793	280	1238	828	1257	758
Video calling	36	7	8	4	4	2	4	1	2	4	33	4	27	9	25	10
	2%	2%	3%	2%	3%	1%	2%	*%	2%	2%	2%	1%	2%	1%	2%	1%
Other	2	-	-	-	-	-	-	-	1	-	2	1	2	*	2	1
	*%	-%	-%	-%	-%	-%	-%	-%	2%	-%	*%	*%	*%	*%	*%	*%
None of these	323	32	49	26	27	23	28	35	11	43	273	51	90	231	211	104
	16%	12%	17%	14%	18%	13%	14%	20% a	13%	19%	15%	18%	7%	28% l	17%	14%
Don't know	6	-	-	1	-	2	2	-	-	1	6	*	3	3	4	1
	*%	-%	-%	*%	-%	1%	1%	-%	-%	*%	*%	*%	*%	*%	*%	*%

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

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QD12 (QD28C). SHOWCARD You said that you use your mobile phone to access the internet. Which one of these best describes where you use your mobile phone to access the internet? (SINGLE CODE)

Base : Those who use their mobile phone to access the internet

	Total	GENDER MALE	FEMALE	AGE GROUP 16-24	25-34	35-54	55+	HOUSEHOLD INCOME UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	SOCIAL GROUP AB	C1	C2	DE	NATION ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	~f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1201	600	601	304	329	474	93	146	100	136	318	345	405	209	241	751	135	159	156
Effective Weighted Sample	836	425	412	207	222	348	66	99	62	91	234	254	279	145	162	658	95	108	117
Total	822	421	402	202	246	309	65	84	55	83	240	270	275	129	148	707	55	40	21
I always use in the home	53 6%	23 6%	30 7%	10 5%	13 5%	22 7%	** **	11 13% ij	5 8%	3 4%	12 5%	15 6%	13 5%	12 9%	13 9%	48 7%	1 2%	1 4%	3 13% opq
I mainly use in the home	96 12%	36 9%	60 15% a	17 9%	29 12%	42 13%	** **	12 14%	9 15%	13 16%	28 11%	28 10%	30 11%	14 11%	24 16%	83 12%	5 10%	5 12%	3 14%
I use equally in the home and outside the home	495 60%	261 62%	234 58%	144 72% e	164 67% e	162 52%	** **	50 60%	33 60%	47 57%	133 56%	148 55%	178 65% k	77 60%	92 62%	416 59%	37 67%	30 75% or	12 59%
I mainly use outside the home	126 15%	66 16%	60 15%	22 11%	33 13%	55 18% c	** **	10 11%	6 11%	14 17%	52 22% g	57 21% lmn	38 14%	16 13%	16 11%	113 16%	7 13%	4 9%	2 10%
I always use outside the home	47 6%	32 8% b	15 4%	7 4%	7 3%	27 9% cd	** **	2 2%	3 6%	4 5%	14 6%	20 8% n	15 6%	8 6%	4 2%	42 6% q	4 7% q	* *%	1 4%
Don't know	4 1%	1 *%	3 1%	1 1%	1 *%	2 1%	** **	- -%	- -%	2 2% j	- -%	1 *%	1 *%	2 1%	- -%	4 1%	- -%	- -%	- -%

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

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QD12 (QD28C). SHOWCARD You said that you use your mobile phone to access the internet. Which one of these best describes where you use your mobile phone to access the internet? (SINGLE CODE)

Base : Those who use their mobile phone to access the internet

					ENGLAND REGIONS						URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	1201	92	94	89	87	68	81	68	85	87	896	305	790	408	685	360
Effective Weighted Sample	836	89	88	86	83	65	78	65	82	84	707	140	552	298	516	283
Total	822	121	128	76	59	63	72	58	36	95	721	101	588	232	514	288
I always use in the home	53	**	**	**	**	**	**	**	**	**	40	13	32	21	37	14
	6%	**	**	**	**	**	**	**	**	**	6%	13% j	5%	9% l	7%	5%
I mainly use in the home	96	**	**	**	**	**	**	**	**	**	84	12	70	27	63	31
	12%	**	**	**	**	**	**	**	**	**	12%	12%	12%	12%	12%	11%
I use equally in the home and outside the home	495	**	**	**	**	**	**	**	**	**	440	55	342	150	296	187
	60%	**	**	**	**	**	**	**	**	**	61%	55%	58%	65%	58%	65% n
I mainly use outside the home	126	**	**	**	**	**	**	**	**	**	109	17	101	25	89	35
	15%	**	**	**	**	**	**	**	**	**	15%	17%	17% m	11%	17%	12%
I always use outside the home	47	**	**	**	**	**	**	**	**	**	44	4	40	7	27	19
	6%	**	**	**	**	**	**	**	**	**	6%	4%	7% m	3%	5%	7%
Don't know	4	**	**	**	**	**	**	**	**	**	4	-	2	2	2	2
	1%	**	**	**	**	**	**	**	**	**	1%	-%	*%	1%	*%	1%

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

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QD13 (QD28E) SHOWCARD Which of these ways do you use your mobile phone to access the internet? (MULTI CODE)

Base : Those who use their mobile phone to access the internet

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	~f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1201	600	601	304	329	474	93	146	100	136	318	345	405	209	241	751	135	159	156
Effective Weighted Sample	836	425	412	207	222	348	66	99	62	91	234	254	279	145	162	658	95	108	117
Total	822	421	402	202	246	309	65	84	55	83	240	270	275	129	148	707	55	40	21
Via mobile network (2G or 3G)	606	329	277	153	187	219	**	59	44	59	181	200	206	93	107	523	41	30	13
	74%	78%	69%	76%	76%	71%	**	70%	79%	70%	75%	74%	75%	72%	72%	74%	74%	74%	61%
		b														r	r	r	
Wi-Fi/ wireless broadband network at home	411	211	200	93	123	161	**	33	24	34	142	150	147	56	58	365	18	17	11
	50%	50%	50%	46%	50%	52%	**	39%	43%	40%	59%	56%	54%	43%	39%	52%	33%	41%	55%
											ghi	mn	mn			pq			pq
Wi-Fi/ wireless broadband elsewhere (i.e. 'hotspots')	200	102	98	49	59	75	**	14	10	19	59	74	78	26	23	181	10	6	4
	24%	24%	24%	24%	24%	24%	**	16%	18%	22%	24%	27%	28%	20%	15%	26%	18%	16%	17%
												n	n			q			
Don't know	19	8	10	5	8	6	**	3	1	5	*	4	4	3	7	16	2	-	*
	2%	2%	3%	2%	3%	2%	**	3%	2%	5%	*%	1%	2%	3%	5%	2%	4%	-%	2%
								j	j	j					kl		q		

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

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

QD13 (QD28E) SHOWCARD Which of these ways do you use your mobile phone to access the internet? (MULTI CODE)

Base : Those who use their mobile phone to access the internet

		ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	1201	92	94	89	87	68	81	68	85	87	896	305	790	408	685	360
Effective Weighted Sample	836	89	88	86	83	65	78	65	82	84	707	140	552	298	516	283
Total	822	121	128	76	59	63	72	58	36	95	721	101	588	232	514	288
Via mobile network (2G or 3G)	606	**	**	**	**	**	**	**	**	**	535	71	445	159	371	223
	74%	**	**	**	**	**	**	**	**	**	74%	70%	76% m	69%	72%	77%
Wi-Fi/ wireless broadband network at home	411	**	**	**	**	**	**	**	**	**	358	53	293	115	271	128
	50%	**	**	**	**	**	**	**	**	**	50%	53%	50%	50%	53% o	44%
Wi-Fi/ wireless broadband elsewhere (i.e. 'hotspots')	200	**	**	**	**	**	**	**	**	**	176	24	141	59	129	67
	24%	**	**	**	**	**	**	**	**	**	24%	24%	24%	26%	25%	23%
Don't know	19	**	**	**	**	**	**	**	**	**	18	*	14	5	12	6
	2%	**	**	**	**	**	**	**	**	**	3%	*%	2%	2%	2%	2%

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

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

QD14 (QD28F) SHOWCARD In which of these places do you use your mobile phone to access the internet outside of the home? (MULTI CODE)

Base : Those who use their mobile phone to access the internet outside the home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	~f	g	~h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1107	561	546	285	304	435	82	126	90	125	301	325	380	186	216	689	132	152	134
Effective Weighted Sample	772	399	374	195	208	319	57	85	55	84	221	239	262	129	145	605	93	103	102
Total	765	396	369	191	232	285	56	74	51	78	228	254	261	115	135	655	54	39	18
When travelling (e.g. on a train or in a car)	535	277	258	148	159	188	**	48	**	53	160	187	200	68	80	458	41	25	11
	70%	70%	70%	78%	69%	66%	**	65%	**	68%	70%	74%	77%	59%	59%	70%	76%	65%	59%
				de								mn	mn			r	r		
Outdoors	525	283	242	139	161	188	**	41	**	52	163	176	203	63	83	446	41	26	12
	69%	72%	66%	73%	69%	66%	**	56%	**	67%	72%	69%	78%	55%	61%	68%	76%	67%	69%
											g	m	kmn						
Indoor public spaces (e.g. pub/ restaurant/ theatre/ shopping centre)	512	276	236	136	158	178	**	48	**	53	157	169	196	66	82	432	43	26	11
	67%	70%	64%	71%	68%	62%	**	65%	**	68%	69%	67%	75%	57%	61%	66%	80%	66%	62%
				e									kmn				oqr		
In other people's homes (e.g. friends/ family)	419	206	213	127	129	136	**	45	**	41	112	125	163	55	76	351	36	23	9
	55%	52%	58%	67%	55%	48%	**	61%	**	52%	49%	49%	63%	48%	56%	54%	68%	58%	52%
				de									km				or		
At your workplace	379	222	156	74	117	155	**	22	**	40	132	128	147	65	38	321	29	22	7
	49%	56%	42%	39%	50%	54%	**	30%	**	51%	58%	51%	56%	56%	28%	49%	54%	56%	40%
		b			c	c				g	g	n	n	n					r
Other	21	10	11	13	1	4	**	2	**	1	4	3	8	3	5	17	2	1	*
	3%	2%	3%	7%	*%	1%	**	3%	**	1%	2%	1%	3%	3%	4%	3%	5%	3%	1%
				de															
Don't know	21	6	15	2	7	8	**	2	**	1	3	7	5	2	7	20	-	1	*
	3%	1%	4%	1%	3%	3%	**	3%	**	2%	1%	3%	2%	2%	5%	3%	-%	3%	1%
			a																

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

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QD14 (QD28F) SHOWCARD In which of these places do you use your mobile phone to access the internet outside of the home? (MULTI CODE)

Base : Those who use their mobile phone to access the internet outside the home

	Total					ENGLAND REGIONS					URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	1107	88	89	81	78	59	77	57	79	81	838	269	741	363	637	336
Effective Weighted Sample	772	85	84	78	75	57	74	55	77	78	661	122	519	265	477	263
Total	765	115	121	69	52	55	69	51	33	89	677	88	553	209	475	272
When travelling (e.g. on a train or in a car)	535	**	**	**	**	**	**	**	**	**	476	60	381	153	333	191
	70%	**	**	**	**	**	**	**	**	**	70%	68%	69%	73%	70%	70%
Outdoors	525	**	**	**	**	**	**	**	**	**	467	58	373	149	320	193
	69%	**	**	**	**	**	**	**	**	**	69%	67%	67%	72%	67%	71%
Indoor public spaces (e.g. pub/ restaurant/ theatre/ shopping centre)	512	**	**	**	**	**	**	**	**	**	456	56	362	148	308	193
	67%	**	**	**	**	**	**	**	**	**	67%	64%	65%	71%	65%	71%
In other people's homes (e.g. friends/ family)	419	**	**	**	**	**	**	**	**	**	374	45	286	130	257	153
	55%	**	**	**	**	**	**	**	**	**	55%	51%	52%	62% l	54%	56%
At your workplace	379	**	**	**	**	**	**	**	**	**	332	46	330	46	249	123
	49%	**	**	**	**	**	**	**	**	**	49%	52%	60% m	22%	52%	45%
Other	21	**	**	**	**	**	**	**	**	**	18	3	9	11	11	9
	3%	**	**	**	**	**	**	**	**	**	3%	3%	2%	5% l	2%	3%
Don't know	21	**	**	**	**	**	**	**	**	**	17	4	17	4	17	4
	3%	**	**	**	**	**	**	**	**	**	3%	4%	3%	2%	4%	1%

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 42

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QD15 (QD28G) SHOWCARD Do you use any of the following types of apps or applications on your smartphone? (MULTI CODE)

Base : Those with a smartphone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1302	647	655	309	340	524	128	153	115	144	336	364	437	231	270	809	157	174	162
Effective Weighted Sample	905	454	451	212	229	383	91	103	72	94	248	266	300	159	184	707	112	118	119
Total	883	448	434	208	255	335	85	89	63	85	251	281	292	141	168	754	64	43	21
Social networking (e.g. Facebook, Twitter, LinkedIn)	518 59%	252 56%	267 61%	159 76% def	169 67% ef	164 49% f	26 31%	50 56%	35 55%	51 59%	148 59%	162 57%	184 63%	79 56%	94 56%	443 59%	39 60%	25 58%	12 55%
Weather	463 52%	251 56% b	212 49%	100 48%	138 54%	179 54%	46 54%	33 37%	29 46%	45 53% g	154 62% gh	170 60% mn	169 58% mn	66 47% n	58 35%	408 54% qr	29 45%	19 44%	7 35%
Games	452 51%	249 56% b	202 47%	132 64% ef	143 56% ef	152 45% f	24 28%	48 54%	32 50%	39 45%	136 54%	132 47%	163 56% k	67 47%	90 53%	393 52%	28 44%	21 47%	10 46%
Maps/ navigation	442 50%	254 57% b	188 43%	100 48%	131 52%	172 51%	39 46%	35 40%	28 44%	40 47%	150 60% ghi	156 56% mn	159 55% mn	61 43%	66 39%	393 52% qr	27 42%	15 34%	7 35%
News	412 47%	237 53% b	175 40%	93 44%	132 52%	152 45%	36 42%	39 44%	26 41%	34 40%	143 57% ghi	147 52% mn	154 53% mn	52 37%	60 35%	363 48% qr	30 47% qr	12 28%	7 33%
Music	380 43%	209 47% b	171 39%	134 64% def	113 44% ef	113 34%	20 24%	40 45%	24 39%	28 32%	99 39%	117 42%	137 47%	59 42%	67 40%	331 44% q	25 40%	14 33%	9 43%
Travel/ journey planning	361 41%	203 45% b	158 36%	81 39%	105 41%	140 42%	34 40%	28 31%	23 36%	35 41%	126 50% gh	130 46% n	134 46% n	53 37% n	44 26%	327 43% pqr	17 26%	12 27%	5 26%
Sports/ sports news	309 35%	239 53% b	69 16%	82 39%	84 33%	119 35%	24 28%	29 33%	15 24%	23 27%	100 40% hi	102 36% n	117 40% n	47 34%	42 25%	268 36% r	24 38% r	12 27%	5 24%
Shopping (e.g. Tesco, Ocado, eBay)	252 29%	118 26%	135 31%	73 35% ef	90 35% ef	76 23%	14 17%	19 21%	15 24%	27 31%	70 28%	65 23%	101 35% k	40 28%	47 28%	215 29%	19 29%	12 27%	7 31%

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 42

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QD15 (QD28G) SHOWCARD Do you use any of the following types of apps or applications on your smartphone? (MULTI CODE)

Base : Those with a smartphone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1302	647	655	309	340	524	128	153	115	144	336	364	437	231	270	809	157	174	162
Effective Weighted Sample	905	454	451	212	229	383	91	103	72	94	248	266	300	159	184	707	112	118	119
Total	883	448	434	208	255	335	85	89	63	85	251	281	292	141	168	754	64	43	21
Banking	217	119	97	61	75	68	12	17	10	19	67	75	83	29	30	191	11	8	6
	25%	27%	22%	29% ef	30% ef	20%	14%	19%	15%	22%	27% h	27% n	28% n	21%	18%	25%	18%	19%	27%
Location-based services	123	73	50	32	38	47	6	8	7	4	43	47	49	15	13	113	5	4	2
	14%	16% b	12%	15%	15%	14%	8%	9%	10%	5%	17% gi	17% n	17% n	11%	8%	15% p	8%	9%	9%
Books	108	58	50	30	29	39	11	7	6	5	29	37	53	9	9	96	7	2	3
	12%	13%	12%	14%	11%	12%	12%	8%	9%	6%	12%	13% mn	18% mn	6%	6%	13% q	11%	6%	12%
Vouchers	94	40	55	22	31	33	7	5	6	11	38	24	43	16	11	79	7	7	1
	11%	9%	13%	11%	12%	10%	9%	5%	10%	13%	15% g	9%	15% kn	12%	7%	10%	11%	16% r	6%
Finance/ business	79	55	24	16	24	27	11	7	3	4	34	30	33	9	7	72	3	3	2
	9%	12% b	5%	8%	10%	8%	13%	7%	5%	5%	14% hi	11% n	11% n	6%	4%	10%	4%	6%	8%
NONE OF THESE	109	43	65	15	22	50	21	16	12	11	16	27	27	21	34	89	10	6	4
	12%	10%	15% a	7%	9%	15% cd	24% cde	18% j	19% j	13%	6%	10%	9%	15%	20% kl	12%	15%	14%	20% o
Don't know	4	*	4	-	2	2	*	*	-	*	2	2	2	-	1	4	-	-	*
	*%	*%	1%	-%	1%	1%	*%	*%	-%	*%	1%	1%	1%	-%	*%	*%	-%	-%	1%

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

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QD15 (QD28G) SHOWCARD Do you use any of the following types of apps or applications on your smartphone? (MULTI CODE)

Base : Those with a smartphone

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
											URBANITY		**WORKING**		**DEPRIVATION LEVEL**	
Significance Level: 95%		~a	b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	1302	99	101	99	92	75	88	75	92	88	970	332	852	447	745	395
Effective Weighted Sample	905	95	95	95	88	72	85	72	89	84	763	153	595	326	556	310
Total	883	129	137	83	62	68	76	65	39	95	771	112	629	251	549	312
Social networking (e.g. Facebook, Twitter, LinkedIn)	518	**	70	**	**	**	**	**	**	**	463	56	362	153	308	199
	59%	**	51%	**	**	**	**	**	**	**	60% k	50%	58%	61%	56%	64% n
Weather	463	**	75	**	**	**	**	**	**	**	406	57	347	113	296	159
	52%	**	55%	**	**	**	**	**	**	**	53%	51%	55% m	45%	54%	51%
Games	452	**	56	**	**	**	**	**	**	**	396	56	304	146	282	160
	51%	**	41%	**	**	**	**	**	**	**	51%	50%	48%	58% l	51%	51%
Maps/ navigation	442	**	73	**	**	**	**	**	**	**	392	50	333	106	281	154
	50%	**	53%	**	**	**	**	**	**	**	51%	45%	53% m	42%	51%	49%
News	412	**	67	**	**	**	**	**	**	**	371	41	317	92	256	149
	47%	**	49%	**	**	**	**	**	**	**	48% k	37%	50% m	37%	47%	48%
Music	380	**	51	**	**	**	**	**	**	**	339	41	260	119	233	138
	43%	**	37%	**	**	**	**	**	**	**	44%	37%	41%	47%	42%	44%
Travel/ journey planning	361	**	62	**	**	**	**	**	**	**	326	35	276	84	221	134
	41%	**	45%	**	**	**	**	**	**	**	42% k	31%	44% m	34%	40%	43%
Sports/ sports news	309	**	42	**	**	**	**	**	**	**	275	34	228	80	183	121
	35%	**	30%	**	**	**	**	**	**	**	36%	30%	36%	32%	33%	39%
Shopping (e.g. Tesco, Ocado, eBay)	252	**	31	**	**	**	**	**	**	**	230	22	185	67	156	90
	29%	**	23%	**	**	**	**	**	**	**	30% k	20%	29%	27%	28%	29%

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

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QD15 (QD28G) SHOWCARD Do you use any of the following types of apps or applications on your smartphone? (MULTI CODE)

Base : Those with a smartphone

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
							ENGLAND REGIONS				URBANITY		WORKING		DEPRIVATION LEVEL	
Significance Level: 95%		~a	b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	1302	99	101	99	92	75	88	75	92	88	970	332	852	447	745	395
Effective Weighted Sample	905	95	95	95	88	72	85	72	89	84	763	153	595	326	556	310
Total	883	129	137	83	62	68	76	65	39	95	771	112	629	251	549	312
Banking	217	**	25	**	**	**	**	**	**	**	194	23	166	49	129	82
	25%	**	18%	**	**	**	**	**	**	**	25%	20%	26% m	20%	23%	26%
Location-based services	123	**	18	**	**	**	**	**	**	**	113	11	97	25	84	38
	14%	**	13%	**	**	**	**	**	**	**	15%	10%	15% m	10%	15%	12%
Books	108	**	17	**	**	**	**	**	**	**	101	8	80	29	68	38
	12%	**	12%	**	**	**	**	**	**	**	13% k	7%	13%	11%	12%	12%
Vouchers	94	**	12	**	**	**	**	**	**	**	85	9	72	22	61	32
	11%	**	9%	**	**	**	**	**	**	**	11%	8%	11%	9%	11%	10%
Finance/ business	79	**	14	**	**	**	**	**	**	**	68	11	63	16	54	23
	9%	**	10%	**	**	**	**	**	**	**	9%	10%	10%	6%	10%	8%
NONE OF THESE	109	**	19	**	**	**	**	**	**	**	93	16	78	31	72	33
	12%	**	14%	**	**	**	**	**	**	**	12%	14%	12%	12%	13%	11%
Don't know	4	**	-	**	**	**	**	**	**	**	3	1	3	1	4	-
	*%	**	-%	**	**	**	**	**	**	**	*%	1%	*%	*%	1%	-%

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

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QD16 (QD28H) SHOWCARD And which of these types of apps or applications have you PAID FOR to download on your smartphone? (MULTI CODE)

Base : Those with a smartphone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1302	647	655	309	340	524	128	153	115	144	336	364	437	231	270	809	157	174	162
Effective Weighted Sample	905	454	451	212	229	383	91	103	72	94	248	266	300	159	184	707	112	118	119
Total	883	448	434	208	255	335	85	89	63	85	251	281	292	141	168	754	64	43	21
Games	120 14%	75 17% b	45 10%	35 17% f	37 15%	42 12%	6 7%	15 16%	10 15%	10 11%	38 15%	35 12%	45 15%	15 11%	25 15%	105 14%	7 10%	6 13%	2 11%
Music	70 8%	42 9%	28 7%	26 13% de	18 7%	21 6%	5 5%	7 8%	6 10%	4 5%	22 9%	28 10% m	30 10% mn	5 3%	8 5%	58 8%	6 10%	4 10%	1 4%
Maps/ navigation	46 5%	30 7% b	16 4%	8 4%	15 6%	18 5%	5 6%	2 3%	3 5%	3 4%	27 11% gi	24 9% ln	11 4%	6 4%	6 3%	41 5%	3 4%	1 3%	1 4%
Social networking (e.g. Facebook, Twitter, LinkedIn)	38 4%	17 4%	21 5%	14 7% f	11 4%	12 3%	1 1%	5 6%	3 5%	5 6%	9 4%	14 5%	9 3%	4 3%	11 6%	31 4%	2 4%	4 9% o	1 3%
Travel/ journey planning	33 4%	21 5%	12 3%	6 3%	7 3%	16 5%	4 4%	2 2%	3 5%	2 3%	14 6%	13 5%	12 4%	6 4%	2 1%	28 4%	3 5%	1 3%	1 3%
Sports/ sports news	28 3%	26 6% b	2 1%	6 3%	4 1%	17 5% d	2 2%	1 2%	* *%	4 4%	12 5%	12 4%	9 3%	6 4%	2 1%	23 3%	3 5%	2 4%	* 1%
Weather	22 2%	9 2%	13 3%	6 3%	5 2%	8 2%	4 4%	1 1%	2 3%	3 3%	6 3%	12 4% m	6 2%	1 1%	3 2%	20 3%	* *%	1 2%	1 3%
News	20 2%	13 3%	7 2%	4 2%	4 1%	9 3%	3 3%	2 2%	- -%	2 2%	8 3%	10 4%	5 2%	1 1%	4 2%	18 2%	* *%	1 2%	* 2%
Books	16 2%	12 3%	5 1%	5 2%	2 1%	6 2%	4 5% d	- -%	3 4% gi	- -%	10 4% g	4 1%	10 3%	2 2%	* *% n	15 2%	* *%	- -%	1 3%

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

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QD16 (QD28H) SHOWCARD And which of these types of apps or applications have you PAID FOR to download on your smartphone? (MULTI CODE)

Base : Those with a smartphone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1302	647	655	309	340	524	128	153	115	144	336	364	437	231	270	809	157	174	162
Effective Weighted Sample	905	454	451	212	229	383	91	103	72	94	248	266	300	159	184	707	112	118	119
Total	883	448	434	208	255	335	85	89	63	85	251	281	292	141	168	754	64	43	21
Finance/ business	13	8	5	3	1	5	4	1	-	-	6	7	3	1	2	13	-	-	*
	1%	2%	1%	1%	*%	1%	5% d	1%	-%	-%	3%	3%	1%	1%	1%	2%	-%	-%	1%
Banking	11	6	5	2	2	6	2	-	*	1	5	6	4	1	1	10	-	1	1
	1%	1%	1%	1%	1%	2%	2%	-%	*%	1%	2%	2%	1%	1%	1%	1%	-%	2%	3%
Shopping (e.g. Tesco, Ocado, eBay)	10	5	5	5	1	4	*	1	*	2	2	1	4	3	2	9	1	*	*
	1%	1%	1%	2%	*%	1%	*%	1%	1%	2%	1%	*%	1%	2%	1%	1%	1%	*%	2%
Location-based services	9	7	2	2	3	5	*	1	-	*	5	3	5	1	1	9	-	*	*
	1%	2%	*%	1%	1%	1%	*%	1%	-%	*%	2%	1%	2%	1%	1%	1%	-%	1%	1%
Vouchers	6	1	5	1	4	1	*	-	1	2	*	1	1	3	2	6	-	1	*
	1%	*%	1%	1%	2%	*%	*%	-%	1%	2%	*%	*%	*%	2% kl	1%	1%	-%	2%	1%
NONE OF THESE	629	298	331	141	177	244	67	69	42	59	165	192	205	106	126	541	44	27	17
	71%	66%	76% a	68%	69%	73%	79%	77% j	67%	69%	66%	68%	70%	75%	75%	72% q	69%	62%	80% q
Don't know	23	10	14	2	9	10	1	2	3	1	4	11	6	2	4	19	*	4	1
	3%	2%	3%	1%	4%	3%	1%	2%	5%	1%	2%	4%	2%	2%	2%	2%	*%	8% op	3%

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

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QD16 (QD28H) SHOWCARD And which of these types of apps or applications have you PAID FOR to download on your smartphone? (MULTI CODE)

Base : Those with a smartphone

		ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	1302	99	101	99	92	75	88	75	92	88	970	332	852	447	745	395
Effective Weighted Sample	905	95	95	95	88	72	85	72	89	84	763	153	595	326	556	310
Total	883	129	137	83	62	68	76	65	39	95	771	112	629	251	549	312
Games	120	**	15	**	**	**	**	**	**	**	107	13	84	37	80	38
	14%	**	11%	**	**	**	**	**	**	**	14%	11%	13%	15%	15%	12%
Music	70	**	10	**	**	**	**	**	**	**	63	7	50	20	50	19
	8%	**	7%	**	**	**	**	**	**	**	8%	6%	8%	8%	9%	6%
Maps/ navigation	46	**	10	**	**	**	**	**	**	**	43	4	38	8	30	15
	5%	**	7%	**	**	**	**	**	**	**	6%	3%	6%	3%	5%	5%
Social networking (e.g. Facebook, Twitter, LinkedIn)	38	**	3	**	**	**	**	**	**	**	35	2	24	14	19	18
	4%	**	2%	**	**	**	**	**	**	**	5%	2%	4%	6%	3%	6%
Travel/ journey planning	33	**	4	**	**	**	**	**	**	**	29	4	29	5	23	10
	4%	**	3%	**	**	**	**	**	**	**	4%	3%	5% m	2%	4%	3%
Sports/ sports news	28	**	4	**	**	**	**	**	**	**	22	6	24	5	19	9
	3%	**	3%	**	**	**	**	**	**	**	3%	5%	4%	2%	4%	3%
Weather	22	**	4	**	**	**	**	**	**	**	21	1	16	6	13	8
	2%	**	3%	**	**	**	**	**	**	**	3%	1%	3%	2%	2%	3%
News	20	**	5	**	**	**	**	**	**	**	18	1	14	5	12	7
	2%	**	4%	**	**	**	**	**	**	**	2%	1%	2%	2%	2%	2%
Books	16	**	6	**	**	**	**	**	**	**	15	1	15	1	13	3
	2%	**	4%	**	**	**	**	**	**	**	2%	1%	2% m	*%	2%	1%
Finance/ business	13	**	4	**	**	**	**	**	**	**	11	2	12	1	11	2
	1%	**	3%	**	**	**	**	**	**	**	1%	2%	2% m	*%	2%	1%

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

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QD16 (QD28H) SHOWCARD And which of these types of apps or applications have you PAID FOR to download on your smartphone? (MULTI CODE)

Base : Those with a smartphone

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
								ENGLAND REGIONS			URBANITY		WORKING		DEPRIVATION LEVEL	
Significance Level: 95%		~a	b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	1302	99	101	99	92	75	88	75	92	88	970	332	852	447	745	395
Effective Weighted Sample	905	95	95	95	88	72	85	72	89	84	763	153	595	326	556	310
Total	883	129	137	83	62	68	76	65	39	95	771	112	629	251	549	312
Banking	11	**	4	**	**	**	**	**	**	**	8	3	10	1	8	2
	1%	**	3%	**	**	**	**	**	**	**	1%	3%	2%	*%	1%	1%
Shopping (e.g. Tesco, Ocado, eBay)	10	**	-	**	**	**	**	**	**	**	9	1	7	3	6	4
	1%	**	-%	**	**	**	**	**	**	**	1%	1%	1%	1%	1%	1%
Location-based services	9	**	1	**	**	**	**	**	**	**	9	*	9	-	9	-
	1%	**	1%	**	**	**	**	**	**	**	1%	*%	1% m	-%	2% o	-%
Vouchers	6	**	-	**	**	**	**	**	**	**	6	*	4	3	1	6
	1%	**	-%	**	**	**	**	**	**	**	1%	*%	1%	1%	*%	2% n
NONE OF THESE	629	**	105	**	**	**	**	**	**	**	548	80	439	187	388	224
	71%	**	76%	**	**	**	**	**	**	**	71%	72%	70%	74%	71%	72%
Don't know	23	**	-	**	**	**	**	**	**	**	19	4	17	6	16	7
	3%	**	-%	**	**	**	**	**	**	**	2%	4%	3%	2%	3%	2%

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 44

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

QD17A (QD21A). SHOWCARD Thinking about your mobile phone service only, please use this card to say how satisfied you are with (MAIN SUPPLIER) for each of the following... The overall service provided by MAIN SUPPLIER. (SINGLE CODE)

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3392	1612	1780	472	593	1250	1075	589	373	429	571	766	1010	695	919	2043	430	456	463
Effective Weighted Sample	2321	1107	1215	318	390	889	752	397	235	291	423	550	680	469	635	1776	305	307	353
Total	2073	996	1077	305	413	760	595	297	190	262	416	540	629	386	516	1746	166	103	58
Very satisfied	1189 57%	556 56%	633 59%	186 61% f	238 58%	453 60% f	312 52%	174 59%	105 55%	157 60%	255 61%	314 58%	347 55%	244 63% ln	284 55%	1000 57%	100 60%	57 56%	33 56%
Fairly satisfied	751 36%	373 37%	378 35%	105 34%	152 37%	264 35%	231 39%	105 35%	70 37%	90 35%	133 32%	191 35%	241 38% m	126 33%	193 37%	634 36%	56 34%	40 39%	21 37%
Neither	62 3%	34 3%	28 3%	7 2%	10 2%	22 3%	24 4%	8 3%	9 5%	10 4%	15 4%	19 3% m	16 3%	6 1%	22 4% m	53 3%	6 3%	2 2%	2 3%
Fairly dissatisfied	30 1%	14 1%	16 1%	6 2%	4 1%	10 1%	9 2%	1 *%	2 1%	3 1%	9 2% g	11 2%	10 2%	5 1%	4 1%	27 2%	1 1%	1 1%	1 1%
Very dissatisfied	11 1%	6 1%	6 1%	1 *%	5 1% e	2 *%	3 *%	2 1%	* *%	* *%	3 1%	2 *%	6 1%	* *%	2 *%	10 1%	- -%	* *%	1 2% opq
Don't know	29 1%	13 1%	16 2%	1 *%	4 1%	9 1%	15 3% ce	7 2% j	5 2% j	2 1%	2 *%	3 1%	10 2%	5 1%	12 2% k	23 1%	4 2% r	2 2% r	* *%

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 44

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QD17A (QD21A). SHOWCARD Thinking about your mobile phone service only, please use this card to say how satisfied you are with (MAIN SUPPLIER) for each of the following... The overall service provided by MAIN SUPPLIER. (SINGLE CODE)

Base : Those who personally use a mobile phone

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3392	220	232	229	236	211	235	233	216	231	2462	930	1752	1630	1880	1049
Effective Weighted Sample	2321	210	216	218	224	201	226	221	206	221	1930	422	1213	1179	1380	825
Total	2073	270	290	179	146	177	193	176	83	232	1793	280	1238	828	1257	758
Very satisfied	1189	124	160	97	74	75	136	119	51	163	1053	136	706	478	734	423
	57%	46%	55%	54%	51%	42%	71%	68%	61%	70%	59%	48%	57%	58%	58%	56%
			e	e			abcdeh	abcde	ade	abcdeh	k					
Fairly satisfied	751	132	109	66	57	87	44	50	30	59	628	123	454	297	438	292
	36%	49%	38%	37%	39%	49%	23%	29%	36%	26%	35%	44%	37%	36%	35%	39%
		bcdfghi	fgi	fi	fgi	bcdfghi			fi			j				
Neither	62	6	6	10	7	5	4	6	2	8	52	11	37	25	36	24
	3%	2%	2%	6%	4%	3%	2%	4%	2%	3%	3%	4%	3%	3%	3%	3%
				bfh												
Fairly dissatisfied	30	6	4	3	6	2	4	-	1	1	26	4	21	8	23	6
	1%	2%	1%	2%	4%	1%	2%	-%	1%	*%	1%	1%	2%	1%	2%	1%
		g		g	ghi		g									
Very dissatisfied	11	-	5	2	-	1	2	-	-	-	7	4	8	3	8	2
	1%	-%	2%	1%	-%	1%	1%	-%	-%	-%	*%	1%	1%	*%	1%	*%
												j				
Don't know	29	1	7	1	2	8	4	-	*	1	27	2	12	16	18	11
	1%	*%	2%	*%	1%	4%	2%	-%	*%	*%	2%	1%	1%	2%	1%	1%
			g			acghi	g							l		

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 45

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QD17J (QD21J). SHOWCARD Thinking about your mobile phone service only, please use this card to say how satisfied you are with (MAIN SUPPLIER) for each of the following... Reception/ accessing network. (SINGLE CODE).

Base : Those who personally use a mobile phone

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3392	1612	1780	472	593	1250	1075	589	373	429	571	766	1010	695	919	2043	430	456	463
Effective Weighted Sample	2321	1107	1215	318	390	889	752	397	235	291	423	550	680	469	635	1776	305	307	353
Total	2073	996	1077	305	413	760	595	297	190	262	416	540	629	386	516	1746	166	103	58
Very satisfied	1113	515	598	179	230	409	296	164	99	144	226	287	332	221	272	941	95	48	29
	54%	52%	56%	58%	56%	54%	50%	55%	52%	55%	54%	53%	53%	57%	53%	54%	57%	47%	50%
				f													q	q	
Fairly satisfied	712	354	358	95	140	263	213	93	70	90	135	178	227	125	182	599	51	41	21
	34%	36%	33%	31%	34%	35%	36%	31%	37%	34%	32%	33%	36%	32%	35%	34%	31%	40%	37%
																		p	
Neither	89	54	36	11	15	35	29	13	6	11	18	30	20	17	23	73	10	4	2
	4%	5%	3%	3%	4%	5%	5%	4%	3%	4%	4%	6%	3%	4%	4%	4%	6%	3%	3%
		b										l							
Fairly dissatisfied	88	38	49	16	14	32	25	15	5	12	24	28	23	15	21	75	6	5	2
	4%	4%	5%	5%	3%	4%	4%	5%	3%	5%	6%	5%	4%	4%	4%	4%	3%	5%	4%
Very dissatisfied	39	20	19	4	10	11	14	4	4	3	12	13	17	2	6	33	*	3	2
	2%	2%	2%	1%	2%	1%	2%	1%	2%	1%	3%	2%	3%	1%	1%	2%	*%	3%	4%
												m	mn			p		p	op
Don't know	32	14	18	1	4	10	17	8	5	3	2	4	11	5	12	25	4	2	1
	2%	1%	2%	*%	1%	1%	3%	3%	2%	1%	*%	1%	2%	1%	2%	1%	2%	2%	2%
							ce	j		j					k				

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

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QD17J (QD21J). SHOWCARD Thinking about your mobile phone service only, please use this card to say how satisfied you are with (MAIN SUPPLIER) for each of the following... Reception/ accessing network. (SINGLE CODE).

Base : Those who personally use a mobile phone

						ENGLAND REGIONS						URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3392	220	232	229	236	211	235	233	216	231	2462	930	1752	1630	1880	1049
Effective Weighted Sample	2321	210	216	218	224	201	226	221	206	221	1930	422	1213	1179	1380	825
Total	2073	270	290	179	146	177	193	176	83	232	1793	280	1238	828	1257	758
Very satisfied	1113	118	142	83	72	87	132	115	47	144	1001	112	651	459	666	419
	54%	44%	49%	46%	49%	49%	69%	66%	56%	62%	56%	40%	53%	55%	53%	55%
							abcdeh	abcde	ac	abcde	k					
Fairly satisfied	712	133	105	63	51	66	41	45	29	67	598	114	437	273	419	271
	34%	49%	36%	35%	35%	37%	21%	25%	35%	29%	33%	41%	35%	33%	33%	36%
		bcdefghi	fg	fg	fg	fg			fg			j				
Neither	89	6	13	11	8	6	9	9	4	9	72	17	52	37	59	29
	4%	2%	4%	6%	5%	3%	4%	5%	5%	4%	4%	6%	4%	4%	5%	4%
				a												
Fairly dissatisfied	88	9	17	14	9	8	5	5	2	6	66	21	60	28	65	21
	4%	3%	6%	8%	6%	4%	3%	3%	3%	3%	4%	8%	5%	3%	5%	3%
				afghi								j			o	
Very dissatisfied	39	3	7	8	4	3	2	2	1	4	26	13	26	13	29	7
	2%	1%	2%	4%	3%	2%	1%	1%	1%	2%	1%	5%	2%	2%	2%	1%
				agh								j			o	
Don't know	32	2	7	1	2	8	4	1	*	1	29	3	13	19	20	11
	2%	1%	2%	*%	2%	4%	2%	*%	*%	*%	2%	1%	1%	2%	2%	1%
						acghi								l		

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 46

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

QD17K (QD21K). SHOWCARD Thinking about your mobile phone service only, please use this card to say how satisfied you are with (MAIN SUPPLIER) for each of the following... Ability to connect to the internet using the mobile network (3G). (SINGLE CODE).

Base : Those with a smartphone

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1302	647	655	309	340	524	128	153	115	144	336	364	437	231	270	809	157	174	162
Effective Weighted Sample	905	454	451	212	229	383	91	103	72	94	248	266	300	159	184	707	112	118	119
Total	883	448	434	208	255	335	85	89	63	85	251	281	292	141	168	754	64	43	21
Very satisfied	447	229	218	114	127	172	35	47	27	44	129	154	144	68	82	378	36	23	11
	51%	51%	50%	55% f	50%	51%	41%	52%	42%	52%	51%	55%	49%	48%	48%	50%	56%	53%	53%
Fairly satisfied	287	142	145	68	88	107	24	20	19	26	83	89	98	51	49	247	20	14	7
	33%	32%	33%	33%	35%	32%	28%	22%	31%	30%	33% g	32%	34%	36%	29%	33%	31%	33%	31%
Neither	59	30	30	15	14	26	5	6	9	7	17	14	19	10	16	52	5	1	1
	7%	7%	7%	7%	5%	8%	6%	7%	14%	8%	7%	5%	7%	7%	10%	7% q	8% q	2%	6%
Fairly dissatisfied	35	17	17	7	9	11	7	5	4	3	14	12	11	6	5	31	*	2	*
	4%	4%	4%	3%	3%	3%	8% e	6%	6%	3%	6%	4%	4%	5%	3%	4%	1%	5% p	2%
Very dissatisfied	13	10	3	1	4	5	4	2	2	*	1	2	8	1	3	12	*	1	1
	2%	2%	1%	1%	1%	1%	4% c	2%	3%	*%	*% j	1%	3%	1%	2%	2%	*%	1%	3%
Don't know	41	20	21	3	13	14	11	10	2	6	7	11	12	5	13	34	3	3	1
	5%	4%	5%	2%	5% c	4%	13% cde	11% j	4%	7%	3%	4%	4%	4%	8%	5%	4%	6%	5%

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

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QD17K (QD21K). SHOWCARD Thinking about your mobile phone service only, please use this card to say how satisfied you are with (MAIN SUPPLIER) for each of the following... Ability to connect to the internet using the mobile network (3G). (SINGLE CODE).

Base : Those with a smartphone

		ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	1302	99	101	99	92	75	88	75	92	88	970	332	852	447	745	395
Effective Weighted Sample	905	95	95	95	88	72	85	72	89	84	763	153	595	326	556	310
Total	883	129	137	83	62	68	76	65	39	95	771	112	629	251	549	312
Very satisfied	447	**	64	**	**	**	**	**	**	**	411	36	314	131	274	162
	51%	**	47%	**	**	**	**	**	**	**	53% k	32%	50%	52%	50%	52%
Fairly satisfied	287	**	50	**	**	**	**	**	**	**	243	44	208	80	172	109
	33%	**	37%	**	**	**	**	**	**	**	32%	39%	33%	32%	31%	35%
Neither	59	**	12	**	**	**	**	**	**	**	47	12	43	16	40	18
	7%	**	9%	**	**	**	**	**	**	**	6%	11% j	7%	6%	7%	6%
Fairly dissatisfied	35	**	3	**	**	**	**	**	**	**	29	6	28	6	25	9
	4%	**	2%	**	**	**	**	**	**	**	4%	5%	5%	2%	5%	3%
Very dissatisfied	13	**	4	**	**	**	**	**	**	**	9	5	9	5	12	1
	2%	**	3%	**	**	**	**	**	**	**	1%	4% j	1%	2%	2% o	*%
Don't know	41	**	4	**	**	**	**	**	**	**	32	9	27	14	26	13
	5%	**	3%	**	**	**	**	**	**	**	4%	8% j	4%	5%	5%	4%

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 47

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QE1. Does your household have a PC, laptop, netbook or tablet computer? (MULTI CODE OPTIONS 1-4 ONLY)

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3772	1804	1968	483	608	1295	1384	741	414	447	579	822	1085	765	1098	2251	500	513	508
Effective Weighted Sample	2575	1228	1347	326	400	919	965	505	261	302	430	586	730	511	764	1951	360	341	388
Total	2256	1082	1174	313	422	781	740	372	206	271	422	566	669	413	607	1886	197	111	62
Yes - desktop PC	989 44%	501 46% b	489 42%	139 45% d	141 33%	412 53% cdf	298 40% d	92 25%	73 35% g	120 44% gh	236 56% ghi	318 56% lmn	328 49% mn	160 39% n	183 30%	863 46% pqr	68 34%	39 35%	20 33%
Yes - laptop	1381 61%	668 62%	713 61%	222 71% f	298 71% f	561 72% f	301 41%	136 37%	116 56% g	169 62% g	360 85% ghi	427 75% lmn	447 67% mn	241 58% n	265 44%	1172 62% p	110 56%	63 57%	37 60%
Yes - netbook	149 7%	77 7%	72 6%	24 8% f	28 7% f	78 10% df	19 3%	9 3%	11 5% g	15 6% g	48 11% ghi	52 9% mn	56 8% mn	22 5%	19 3%	126 7%	12 6%	7 6%	4 7%
Yes - tablet computer - e.g. iPad	243 11%	136 13% b	106 9%	43 14% f	48 11% f	120 15% f	33 4%	7 2%	12 6% g	18 7% g	95 22% ghi	106 19% lmn	79 12% mn	34 8% n	24 4%	206 11%	22 11%	9 8%	5 9%
No	472 21%	212 20%	261 22%	41 13%	60 14%	96 12%	276 37% cde	184 50% hij	52 25% ij	41 15% j	15 3%	41 7%	92 14% k	96 23% kl	244 40% klm	364 19%	59 30% o	32 29% o	17 27% o
Don't know	6 *%	3 *%	3 *%	- -%	2 *% e	- -%	4 1% e	1 *%	1 *%	2 1%	- -%	* *%	* *%	* *%	5 1% klm	6 *%	* *%	* *%	- -%

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

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QE1. Does your household have a PC, laptop, netbook or tablet computer? (MULTI CODE OPTIONS 1-4 ONLY)

Base : All respondents

		ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3772	238	249	251	264	241	252	252	252	252	2731	1041	1788	1971	2057	1207
Effective Weighted Sample	2575	227	232	239	250	229	242	239	240	241	2143	466	1240	1418	1498	949
Total	2256	286	308	194	160	199	205	189	95	251	1952	304	1262	984	1344	850
Yes - desktop PC	989 44%	138 48% gh	156 51% gh	92 47% gh	70 44% g	90 46% g	110 54% dghi	58 31%	36 38%	111 44% g	845 43%	144 47%	627 50% m	360 37%	640 48% o	329 39%
Yes - laptop	1381 61%	162 57%	203 66% aeg	144 74% aeghi	107 66% aegh	97 49%	141 69% aegh	108 57%	55 58%	155 62% e	1192 61%	190 62%	922 73% m	455 46%	893 66% o	451 53%
Yes - netbook	149 7%	14 5%	30 10% afgi	24 12% adefgi	9 6%	11 6%	8 4%	9 5%	9 9% f	12 5%	129 7%	20 7%	113 9% m	36 4%	110 8% o	35 4%
Yes - tablet computer - e.g. iPad	243 11%	42 15% ceg	51 17% cefgh	13 7%	19 12% eg	13 6%	21 10% g	9 5%	9 9% g	31 12% ceg	210 11%	33 11%	171 14% m	70 7%	171 13% o	66 8%
No	472 21%	50 18%	40 13%	24 13%	28 18%	56 28% abcdf	27 13%	54 28% abcdf	28 30% abcdf	57 23% bcf	410 21%	63 21%	124 10%	344 35% l	219 16%	237 28% n
Don't know	6 *%	1 1%	3 1%	- -%	* *%	1 1%	- -%	- -%	- -%	- -%	6 *%	* *%	5 *%	2 *%	1 *%	5 1% n

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 48

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QE2 (QE1A). SHOWCARD How likely is it that your household will get a tablet computer - such as an iPad - in the next 12 months? (SINGLE CODE)

Base : Those without a tablet computer in the household

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3434	1623	1811	429	550	1122	1331	723	394	417	454	689	980	709	1054	2033	449	483	469
Effective Weighted Sample	2335	1096	1239	285	365	787	926	493	247	282	337	488	653	470	736	1764	322	319	366
Total	2013	945	1068	270	375	661	707	364	194	253	327	460	590	379	583	1679	175	102	57
Certain to	45 2%	17 2%	28 3%	7 3%	13 4% f	16 2%	9 1%	6 2%	2 1%	2 1%	11 3% i	15 3% mn	19 3% mn	5 1%	7 1%	34 2%	7 4% or	3 3%	* 1% r
Very likely	93 5%	44 5%	49 5%	11 4%	29 8% cef	28 4%	25 4%	6 2%	4 2%	14 5%	33 10% g ghi	34 8% mn	30 5%	11 3%	18 3%	80 5%	5 3%	6 6% pr	2 3%
Likely	195 10%	109 12% b	86 8%	24 9% f	52 14% cf	82 12% f	37 5%	21 6%	16 8%	27 11% g	56 17% ghi	64 14% lmn	59 10% n	37 10% n	33 6%	160 10%	15 9%	15 15% opr	5 8%
Unlikely	347 17%	155 16%	193 18%	62 23% f	71 19% f	130 20% f	84 12%	37 10%	33 17% g	62 25% gh	65 20% g	88 19%	109 19%	60 16%	90 15%	296 18%	27 16%	16 16%	8 14%
Very unlikely	422 21%	200 21%	222 21%	57 21%	69 18%	137 21%	159 23%	71 19%	48 25% j	46 18%	59 18%	105 23%	119 20%	76 20%	121 21%	356 21%	33 19%	19 19%	14 24%
Certain not to	662 33%	299 32%	363 34%	62 23%	81 22%	182 28% d	336 48% cde	193 53% hij	71 37% j	73 29% j	66 20%	100 22%	171 29% k	128 34% k	262 45% klm	557 33%	55 32%	30 29%	20 35%
Don't know	249 12%	122 13%	127 12%	48 18% f	59 16% f	87 13% f	56 8%	29 8%	19 10%	28 11%	37 11%	52 11%	83 14% n	61 16% kn	53 9%	196 12% oq	33 19%	12 12%	9 15%

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

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QE2 (QE1A). SHOWCARD How likely is it that your household will get a tablet computer - such as an iPad - in the next 12 months? (SINGLE CODE)

Base : Those without a tablet computer in the household

	Total	\multicolumn{9}{c}{ENGLAND REGIONS}		URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3434	205	209	234	236	226	228	241	231	223	2472	962	1568	1854	1836	1129
Effective Weighted Sample	2335	195	195	223	223	215	219	228	220	213	1942	425	1082	1329	1328	889
Total	2013	245	257	181	142	186	184	181	86	220	1742	271	1091	914	1172	784
Certain to	45 2%	9 4% dfgh	8 3% dh	3 2% dh	- -%	8 4% dfgh	1 1%	1 1%	- -%	5 2% dh	41 2%	4 1%	30 3%	15 2%	31 3%	14 2%
Very likely	93 5%	10 4%	19 8% ch	5 3%	5 3%	9 5%	13 7% ch	7 4%	2 2%	10 4%	82 5%	11 4%	65 6% m	26 3%	62 5%	30 4%
Likely	195 10%	29 12% f	32 13% f	17 9%	13 9%	15 8%	10 6%	18 10%	9 10%	17 8%	177 10% k	18 7%	144 13% m	51 6%	118 10%	72 9%
Unlikely	347 17%	48 20% f	53 20% f	32 18% f	27 19% f	37 20% f	19 10%	26 14%	12 14%	43 20% f	300 17%	47 17%	216 20% m	131 14%	201 17%	139 18%
Very unlikely	422 21%	37 15%	54 21% f	56 31% abfghi	40 28% afg	44 24% af	25 14%	36 20%	19 22%	45 20% f	363 21%	58 21%	220 20%	199 22%	246 21%	162 21%
Certain not to	662 33%	65 27%	72 28%	57 31%	38 27%	46 25%	101 55% abcdeghi	83 46% abcdehi	24 28%	70 32%	558 32%	104 38% j	259 24%	400 44% l	386 33%	255 33%
Don't know	249 12%	47 19% bcfg	19 7%	10 6%	19 13% cfg	27 15% bcfg	13 7%	11 6%	19 23% bcdefgi	30 14% bcfg	220 13%	29 11%	157 14% m	92 10%	129 11%	111 14% n

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 49

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QE3 (QE2). Do you or does anyone in your household have access to the internet/ Worldwide Web at HOME (via any device, e.g. PC, mobile phone etc)? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3772	1804	1968	483	608	1295	1384	741	414	447	579	822	1085	765	1098	2251	500	513	508
Effective Weighted Sample	2575	1228	1347	326	400	919	965	505	261	302	430	586	730	511	764	1951	360	341	388
Total	2256	1082	1174	313	422	781	740	372	206	271	422	566	669	413	607	1886	197	111	62
Yes - have access and use at home	1726 77%	845 78%	881 75%	272 87% f	362 86% f	665 85% f	427 58%	179 48%	146 71% g	220 81% gh	403 95% ghi	511 90% lmn	555 83% mn	304 74% n	357 59%	1474 78% pqr	132 67%	77 69%	44 70%
Yes - have access but don't use at home	52 2%	27 2%	25 2%	3 1%	12 3%	17 2%	20 3%	11 3% j	6 3%	6 2%	4 1%	11 2%	12 2%	11 3%	16 3%	39 2%	7 3%	5 4% o	1 2%
No do not have access at home	468 21%	205 19%	263 22% a	37 12%	48 11%	96 12%	287 39% cde	178 48% hij	53 26% ij	44 16% j	14 3%	44 8%	99 15% k	92 22% kl	232 38% klm	365 19% o	58 30% o	28 25% o	17 28% o
Don't know	10 *%	5 *%	5 *%	* *%	1 *%	3 *%	6 1%	3 1%	1 *%	1 1%	1 *%	* *%	2 *%	6 1% kln	2 *%	8 *%	* *%	2 2% opr	- -%
INTERNET ACCESS AT HOME																			
YES	1778 79%	872 81% b	906 77%	275 88% f	373 88% f	682 87% f	448 61%	191 51%	152 74% g	226 83% gh	407 96% ghi	522 92% lmn	567 85% mn	315 76% n	373 61%	1513 80% pqr	138 70%	82 73%	45 72%
NO	468 21%	205 19%	263 22% a	37 12%	48 11%	96 12%	287 39% cde	178 48% hij	53 26% ij	44 16% j	14 3%	44 8%	99 15% k	92 22% kl	232 38% klm	365 19% o	58 30% o	28 25% o	17 28% o

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 49

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QE3 (QE2). Do you or does anyone in your household have access to the internet/ Worldwide Web at HOME (via any device, e.g. PC, mobile phone etc)? (SINGLE CODE)

Base : All respondents

					ENGLAND REGIONS						URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3772	238	249	251	264	241	252	252	252	252	2731	1041	1788	1971	2057	1207
Effective Weighted Sample	2575	227	232	239	250	229	242	239	240	241	2143	466	1240	1418	1498	949
Total	2256	286	308	194	160	199	205	189	95	251	1952	304	1262	984	1344	850
Yes - have access and use at home	1726	224	255	168	132	136	175	138	63	183	1490	236	1107	614	1093	590
	77%	78%	83%	87%	82%	69%	85%	73%	66%	73%	76%	78%	88%	62%	81%	69%
		eh	eghi	aeghi	eghi		eghi						m		o	
Yes - have access but don't use at home	52	1	9	3	1	4	4	4	4	8	47	5	25	27	32	18
	2%	*%	3%	2%	1%	2%	2%	2%	5%	3%	2%	2%	2%	3%	2%	2%
			a						ad	a						
No do not have access at home	468	58	42	22	26	56	26	47	27	60	404	63	127	337	213	238
	21%	20%	14%	12%	16%	28%	13%	25%	29%	24%	21%	21%	10%	34%	16%	28%
		cf				abcdf		bcdf	abcdf	bcdf				l		n
Don't know	10	3	1	-	1	2	-	1	1	-	10	1	4	7	7	4
	*%	1%	*%	-%	1%	1%	-%	*%	1%	-%	*%	*%	*%	1%	*%	*%
INTERNET ACCESS AT HOME																
YES	1778	225	264	171	133	141	179	142	67	191	1538	241	1132	641	1125	608
	79%	79%	86%	88%	83%	71%	87%	75%	71%	76%	79%	79%	90%	65%	84%	72%
		h	aeghi	aeghi	egh		aeghi						m		o	
NO	468	58	42	22	26	56	26	47	27	60	404	63	127	337	213	238
	21%	20%	14%	12%	16%	28%	13%	25%	29%	24%	21%	21%	10%	34%	16%	28%
		cf				abcdf		bcdf	abcdf	bcdf				l		n

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

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

QE4 (IN6). SHOWCARD Do you ever access the internet anywhere other than in your home at all? IF YES: Where is that? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3772	1804	1968	483	608	1295	1384	741	414	447	579	822	1085	765	1098	2251	500	513	508
Effective Weighted Sample	2575	1228	1347	326	400	919	965	505	261	302	430	586	730	511	764	1951	360	341	388
Total	2256	1082	1174	313	422	781	740	372	206	271	422	566	669	413	607	1886	197	111	62
Your workplace	590 26%	308 28% b	282 24%	50 16%	157 37% f	308 39% cf	75 10% cf	16 4%	36 18% g	87 32% gh	230 55% ghi	245 43% lmn	237 36% mn	74 18% n	33 5%	502 27%	46 23%	29 26%	14 22%
Anywhere - using a 3G mobile phone/ smartphone	562 25%	303 28% b	260 22%	137 44% ef	172 41% ef	210 27% f	44 6%	45 12%	34 16%	59 22% g	170 40% ghi	187 33% mn	196 29% mn	84 20% n	95 16%	491 26% pr	37 19%	24 21% r	10 16%
In someone else's home	324 14%	161 15%	163 14%	92 29% ef	98 23% ef	95 12% f	39 5%	45 12%	27 13%	46 17%	78 18% g	93 17% mn	110 16% mn	50 12%	71 12%	271 14%	27 14%	18 17%	8 13%
Anywhere - using Wi-Fi/ wireless broadband and a laptop/ portable media player/ portable games console/ tablet computer	174 8%	108 10% b	66 6%	25 8% f	49 12% f	74 9% f	25 3%	19 5%	5 3%	20 8% h	67 16% ghi	73 13% lmn	60 9% mn	22 5%	19 3%	156 8% pr	8 4%	7 6%	3 5%
Library	115 5%	54 5%	61 5%	32 10% ef	32 8% ef	29 4%	22 3%	25 7%	8 4%	15 5%	19 4%	35 6% m	36 5%	13 3%	31 5%	102 5% q	7 4%	2 2%	3 5% q
School/ college	114 5%	63 6%	51 4%	86 27% def	12 3% f	13 2% f	3 *%	10 3%	3 1%	5 2%	15 4%	32 6% n	50 7% mn	17 4%	14 2%	99 5% q	8 4%	3 2%	4 6% q
Internet café	71 3%	43 4% b	27 2%	16 5% f	16 4% f	24 3%	14 2%	5 1%	1 1%	8 3%	28 7% ghi	20 4%	31 5% mn	8 2%	12 2%	62 3%	4 2%	3 3%	2 3%
University	57 3%	26 2%	30 3%	35 11% def	10 2% f	9 1% f	2 *%	11 3%	5 2%	4 1%	9 2%	16 3% mn	34 5% kmn	4 1%	4 1%	47 3%	6 3%	2 2%	1 2%

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

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QE4 (IN6). SHOWCARD Do you ever access the internet anywhere other than in your home at all? IF YES: Where is that? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3772	1804	1968	483	608	1295	1384	741	414	447	579	822	1085	765	1098	2251	500	513	508
Effective Weighted Sample	2575	1228	1347	326	400	919	965	505	261	302	430	586	730	511	764	1951	360	341	388
Total	2256	1082	1174	313	422	781	740	372	206	271	422	566	669	413	607	1886	197	111	62
Other	19 1%	9 1%	10 1%	4 1%	3 1%	9 1%	3 *%	7 2%	4 2%	1 1%	4 1%	5 1%	5 1%	1 *%	8 1%	14 1%	3 2%	2 2%	1 1%
No, do not	1100 49%	506 47%	594 51% a	64 20%	120 28% c	331 42% cd	586 79% cde	262 71% hij	120 58% ij	117 43% j	107 25%	185 33%	255 38% k	239 58% kl	421 69% klm	898 48%	106 54% o	62 56% o	34 54% o
EVER USE INTERNET AT HOME OR ELSEWHERE	1834 81%	892 82%	942 80%	297 95% ef	396 94% ef	697 89% f	444 60%	209 56%	162 79% g	239 88% gh	412 98% ghi	527 93% lmn	589 88% mn	323 78% n	395 65%	1561 83% pqr	144 73%	83 74%	47 75%

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

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QE4 (IN6). SHOWCARD Do you ever access the internet anywhere other than in your home at all? IF YES: Where is that? (MULTI CODE)

Base : All respondents

		ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3772	238	249	251	264	241	252	252	252	252	2731	1041	1788	1971	2057	1207
Effective Weighted Sample	2575	227	232	239	250	229	242	239	240	241	2143	466	1240	1418	1498	949
Total	2256	286	308	194	160	199	205	189	95	251	1952	304	1262	984	1344	850
Your workplace	590 26%	101 35% defghi	112 36% cdefghi	53 27% f	37 23%	44 22%	35 17%	38 20%	24 25%	57 23% f	513 26%	76 25%	568 45% m	22 2%	386 29% o	190 22%
Anywhere - using a 3G mobile phone/ smartphone	562 25%	97 34% defhi	89 29% df	59 31% def	32 20%	42 21%	42 20%	50 26%	22 23%	59 24%	501 26% k	62 20%	406 32% m	154 16%	347 26%	206 24%
In someone else's home	324 14%	44 15% g	48 16% g	34 18% fg	21 13% g	23 12% g	22 11% g	9 5%	17 18% fg	52 21% defg	297 15% k	27 9%	196 15%	128 13%	176 13%	139 16% n
Anywhere - using Wi-Fi/ wireless broadband and a laptop/ portable media player/ portable games console/ tablet computer	174 8%	27 9% eg	32 11% eg	26 14% deghi	13 8%	8 4%	17 8% g	7 4%	6 6%	20 8%	156 8%	18 6%	135 11% m	39 4%	116 9%	55 6%
Library	115 5%	43 15% bcdefghi	17 6% deg	6 3%	3 2%	1 1%	4 2%	2 1%	7 7% defg	19 7% cdefg	110 6% k	6 2%	62 5%	52 5%	55 4%	56 7% n
School/ college	114 5%	16 5%	10 3%	5 3%	9 6%	11 5%	15 7% c	7 4%	6 7% c	21 8% bcg	98 5%	16 5%	32 3%	81 8% l	61 5%	49 6%
Internet café	71 3%	10 3% g	19 6% efg	6 3% g	5 3% g	2 1%	3 2%	1 *%	5 5% efg	11 4% eg	63 3%	8 2%	47 4% m	23 2%	42 3%	26 3%
University	57 3%	10 4% e	5 2%	3 1%	3 2%	2 1%	4 2%	2 1%	3 3%	15 6% bcdefg	55 3% k	2 1%	19 2%	38 4% l	28 2%	27 3%

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

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QE4 (IN6). SHOWCARD Do you ever access the internet anywhere other than in your home at all? IF YES: Where is that? (MULTI CODE)

Base : All respondents

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3772	238	249	251	264	241	252	252	252	252	2731	1041	1788	1971	2057	1207
Effective Weighted Sample	2575	227	232	239	250	229	242	239	240	241	2143	466	1240	1418	1498	949
Total	2256	286	308	194	160	199	205	189	95	251	1952	304	1262	984	1344	850
Other	19	3	3	1	1	2	1	1	*	2	16	3	7	13	8	10
	1%	1%	1%	1%	*%	1%	*%	1%	*%	1%	1%	1%	1%	1%	1%	1%
														l		
No, do not	1100	106	125	83	88	111	112	107	48	118	941	159	431	663	649	418
	49%	37%	41%	43%	55%	56%	55%	56%	51%	47%	48%	52%	34%	67%	48%	49%
					abc	abc	abc	abci	ab	a				l		
EVER USE INTERNET AT HOME OR ELSEWHERE	1834	247	269	172	135	148	176	144	67	203	1589	245	1171	657	1137	650
	81%	86%	88%	89%	84%	74%	86%	76%	71%	81%	81%	80%	93%	67%	85%	76%
		egh	eghi	eghi	egh		egh			h			m		o	

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 51

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

QE5 (QE23). SHOWCARD And how often do you personally use the internet nowadays either at home or elsewhere? (SINGLE CODE)

Base : Those who use the internet at home or elsewhere

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2884	1392	1492	453	560	1125	744	397	299	389	564	738	920	556	669	1772	368	369	375
Effective Weighted Sample	1993	969	1024	307	371	806	527	262	192	264	418	533	625	380	463	1549	260	246	282
Total	1834	892	942	297	396	697	444	209	162	239	412	527	589	323	395	1561	144	83	47
Every day	1287 70%	664 74% b	623 66%	234 79% ef	291 73% f	504 72% f	258 58%	125 60%	105 64%	164 68% g	337 82% ghi	417 79% lmn	431 73% mn	199 62%	240 61%	1102 71% r	100 69%	55 67%	30 64%
Several times a week	310 17%	131 15%	179 19% a	38 13%	62 16%	115 17%	95 21% cde	35 17%	29 18% j	46 19% j	49 12%	76 15%	90 15%	67 21% kl	77 19% k	261 17%	24 17%	14 17%	11 24% opq
At least once a week	106 6%	40 5%	66 7% a	10 3%	20 5%	39 6%	37 8% ce	19 9% j	9 6%	13 6%	15 4%	13 3%	38 6% k	24 7% k	31 8% k	86 6% o	9 6%	7 9%	3 7%
At least once a month	51 3%	24 3%	27 3%	6 2%	11 3%	18 3%	15 3%	8 4% j	5 3% j	8 3% j	3 1%	9 2%	15 3%	11 3%	16 4% k	41 3%	6 4%	2 3%	1 3%
A few times a year	17 1%	6 1%	11 1%	1 *%	1 *%	6 1%	9 2% de	4 2% j	4 3% j	2 1%	1 *%	4 1%	3 1%	6 2% l	4 1%	15 1%	2 1%	* *%	* 1%
Less than once a year	3 *%	* *%	3 *%	- -%	- -%	- -%	3 1% e	2 1%	1 *%	- -%	- -%	- -%	- -%	* *%	3 1% l	3 *%	- -%	* *%	- -%
Never	40 2%	17 2%	23 2%	1 *%	3 1%	11 2%	24 6% cde	10 5% j	5 3%	5 2%	7 2%	5 1%	6 1%	12 4% kl	17 4% kl	33 2%	2 2%	3 4%	1 2%
Don't know	21 1%	10 1%	11 1%	6 2% ef	8 2% e	4 1%	3 1%	5 3% j	5 3% j	2 1%	1 *%	2 *%	7 1%	4 1%	8 2% k	20 1%	* *%	1 1%	* *%

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

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QE5 (QE23). SHOWCARD And how often do you personally use the internet nowadays either at home or elsewhere? (SINGLE CODE)

Base : Those who use the internet at home or elsewhere

					ENGLAND REGIONS						URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2884	198	210	217	217	171	212	183	168	196	2097	787	1642	1234	1649	860
Effective Weighted Sample	1993	190	197	207	206	163	204	174	161	188	1661	359	1140	902	1220	681
Total	1834	247	269	172	135	148	176	144	67	203	1589	245	1171	657	1137	650
Every day	1287	172	196	137	97	89	137	90	45	139	1107	180	863	420	843	414
	70%	69%	73%	80%	72%	60%	78%	62%	67%	69%	70%	74%	74%	64%	74%	64%
			eg	aeghi	eg		aeghi						m		o	
Several times a week	310	41	49	24	22	31	16	35	11	32	272	38	192	118	163	136
	17%	17%	18%	14%	16%	21%	9%	24%	17%	16%	17%	16%	16%	18%	14%	21%
		f	f		f	f		cdfi	f	f						n
At least once a week	106	12	13	6	9	11	6	8	6	14	94	12	56	49	63	40
	6%	5%	5%	4%	7%	8%	4%	6%	9%	7%	6%	5%	5%	7%	6%	6%
									cf					l		
At least once a month	51	11	7	-	3	5	2	2	3	9	47	4	28	23	25	24
	3%	4%	2%	-%	2%	4%	1%	1%	5%	4%	3%	2%	2%	3%	2%	4%
		c	c		c	c			cf	c						
A few times a year	17	3	1	1	*	3	2	1	1	1	14	3	7	10	10	7
	1%	1%	*%	1%	*%	2%	1%	1%	1%	*%	1%	1%	1%	2%	1%	1%
														l		
Less than once a year	3	2	-	-	-	-	1	-	-	-	3	*	-	3	1	2
	*%	1%	-%	-%	-%	-%	*%	-%	-%	-%	*%	*%	-%	*%	*%	*%
														l		
Never	40	3	4	2	3	4	9	3	*	5	34	6	14	26	23	15
	2%	1%	2%	1%	2%	3%	5%	2%	*%	3%	2%	2%	1%	4%	2%	2%
							ach							l		
Don't know	21	3	-	2	1	4	2	5	-	3	19	1	12	8	9	11
	1%	1%	-%	1%	*%	2%	1%	3%	-%	2%	1%	1%	1%	1%	1%	2%
						bh		bdh								

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

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

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

Base : Those with access to the internet at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2823	1367	1456	423	524	1113	761	370	285	380	559	735	904	553	629	1734	361	363	365
Effective Weighted Sample	1947	952	995	284	348	795	538	242	182	258	414	529	611	376	437	1513	253	241	275
Total	1778	872	906	275	373	682	448	191	152	226	407	522	567	315	373	1513	138	82	45
Ordinary phone line - dialup access	7 *%	4 *%	4 *%	* *%	1 *%	2 *%	4 1%	1 1%	- -%	1 1%	2 1%	2 *%	* *%	3 1%	2 1%	6 *%	- -%	* *%	1 2% op
														l					
Fixed Broadband ADSL through a phone line or cable service - perhaps using a Wi-Fi router,	1618 91%	788 90%	830 92%	231 84%	318 85%	645 95% cd	424 95% cd	150 78%	135 89% g	202 89% g	392 96% ghi	497 95% ln	522 92% n	290 92% n	308 83%	1381 91% q	126 91% q	70 86%	41 91%
Mobile Broadband from a mobile network - connecting via a USB stick or dongle, or built in connectivity in a laptop or netbook or tablet computer	288 16%	156 18% b	132 15%	67 24% ef	84 23% ef	100 15% f	37 8%	37 19%	24 15%	38 17%	73 18%	86 17%	87 15%	52 17%	62 17%	242 16% r	24 17% r	18 21% or	4 10%
Access to the internet using a mobile phone or smartphone - through a Wi-Fi network or your phone's mobile network	456 26%	242 28% b	213 24%	118 43% ef	142 38% ef	161 24% f	35 8%	51 27%	29 19%	55 25%	148 36% ghi	130 25%	159 28%	72 23%	96 26%	390 26% p	25 18%	23 29% p	18 40% opq
ISDN line - mid speed access, allows you to make voice calls at the same time as using the internet	6 *%	4 *%	2 *%	1 *%	- -%	2 *%	3 1%	- -%	1 *%	- -%	1 *%	3 1%	1 *%	1 *%	1 *%	6 *%	- -%	- -%	- -%

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 52

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

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

Base : Those with access to the internet at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2823	1367	1456	423	524	1113	761	370	285	380	559	735	904	553	629	1734	361	363	365
Effective Weighted Sample	1947	952	995	284	348	795	538	242	182	258	414	529	611	376	437	1513	253	241	275
Total	1778	872	906	275	373	682	448	191	152	226	407	522	567	315	373	1513	138	82	45
TOTAL NARROWBAND	14	8	6	1	1	4	7	1	1	1	4	5	2	4	3	13	-	*	1
	1%	1%	1%	1%	*%	1%	2%	1%	*%	1%	1%	1%	*%	1%	1%	1%	-%	*%	2% p
TOTAL BROADBAND (INC. USING MOBILE PHONE)	1766	867	899	274	372	679	442	188	151	224	405	519	566	311	369	1505	138	79	44
	99%	99%	99%	100%	100%	100%	99%	98%	99%	99%	100%	99%	100% m	99%	99%	99% qr	100% q	97%	98%
TOTAL BROADBAND (EXC. USING MOBILE PHONE)	1723	845	877	259	353	672	439	175	146	217	403	515	552	306	349	1470	134	76	43
	97%	97%	97%	94%	94%	99% cd	98% cd	92%	96%	96% g	99% ghi	99% n	97% n	97% n	94%	97% q	97%	93%	95%
MOBILE BROADBAND ONLY	105	57	47	28	34	27	15	25	11	15	11	19	29	16	41	89	8	6	2
	6%	7%	5%	10% ef	9% ef	4%	3%	13% ij	7% j	7% j	3%	4%	5%	5%	11% klm	6%	6%	8%	4%
Other	1	*	1	*	-	1	1	1	-	-	*	*	*	1	-	1	-	1	-
	*%	*%	*%	*%	-%	*%	*%	*%	-%	-%	*%	*%	*%	*%	-%	*%	-%	1% o	-%
Don't know	5	2	2	1	*	1	2	1	1	*	-	1	1	1	2	2	1	2	*
	*%	*%	*%	*%	*%	*%	*%	1%	1%	*%	-%	*%	*%	*%	*%	*%	*%	2% o	1% o

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

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

Base : Those with access to the internet at home

				ENGLAND REGIONS							URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2823	181	207	218	214	163	216	181	170	184	2045	778	1599	1216	1639	819
Effective Weighted Sample	1947	174	194	208	203	155	207	172	163	176	1618	355	1108	886	1211	647
Total	1778	225	264	171	133	141	179	142	67	191	1538	241	1132	641	1125	608
Ordinary phone line - dialup access	7 *%	- -%	3 1%	- -%	- -%	1 1%	- -%	1 1%	- -%	1 *%	5 *%	3 1%	4 *%	3 1%	4 *%	2 *%
Fixed Broadband ADSL through a phone line or cable service - perhaps using a Wi-Fi router,	1618 91%	206 92%	246 93% g	161 94% deg	117 88%	123 87%	175 98% abdeghi	121 85%	61 92%	171 89%	1394 91%	224 93%	1055 93% m	557 87%	1044 93% o	533 88%
Mobile Broadband from a mobile network - connecting via a USB stick or dongle, or built in connectivity in a laptop or netbook or tablet computer	288 16%	35 16%	47 18% f	23 13%	28 21% cfg	25 18%	19 11%	17 12%	9 14%	38 20% f	259 17% k	29 12%	193 17%	95 15%	156 14%	127 21% n
Access to the internet using a mobile phone or smartphone - through a Wi-Fi network or your phone's mobile network	456 26%	42 19%	71 27% f	52 30% af	34 26% f	52 37% adfi	30 17%	40 28% af	26 38% abdfgi	43 23%	409 27% k	46 19%	324 29% m	130 20%	279 25%	158 26%
ISDN line - mid speed access, allows you to make voice calls at the same time as using the internet	6 *%	1 1%	1 *%	1 *%	- -%	- -%	2 1%	- -%	* 1%	1 1%	6 *%	- -%	4 *%	3 *%	5 *%	1 *%

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

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

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

Base : Those with access to the internet at home

						ENGLAND REGIONS					URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2823	181	207	218	214	163	216	181	170	184	2045	778	1599	1216	1639	819
Effective Weighted Sample	1947	174	194	208	203	155	207	172	163	176	1618	355	1108	886	1211	647
Total	1778	225	264	171	133	141	179	142	67	191	1538	241	1132	641	1125	608
TOTAL NARROWBAND	14	1	5	1	-	1	2	1	*	2	11	3	8	6	9	4
	1%	1%	2%	*%	-%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
TOTAL BROADBAND (INC. USING MOBILE PHONE)	1766	225	262	171	133	139	179	140	66	189	1528	238	1126	634	1119	604
	99%	100%	99%	100%	100%	99%	100%	99%	99%	99%	99%	99%	100%	99%	99%	99%
TOTAL BROADBAND (EXC. USING MOBILE PHONE)	1723	222	258	168	131	133	178	130	65	184	1487	236	1105	612	1092	588
	97%	99%	98%	98%	98%	95%	100%	91%	98%	96%	97%	98%	98%	95%	97%	97%
		eg	g	g	g		egi		g				m			
MOBILE BROADBAND ONLY	105	16	12	7	14	10	3	8	4	13	93	12	50	55	48	55
	6%	7%	5%	4%	10%	7%	2%	6%	6%	7%	6%	5%	4%	9%	4%	9%
		f			bcf	f		f	f	f				l		n
Other	1	-	-	-	-	1	-	-	-	-	1	*	1	1	1	*
	*%	-%	-%	-%	-%	*%	-%	-%	-%	-%	*%	*%	*%	*%	*%	*%
Don't know	5	-	-	-	-	-	-	1	1	1	4	1	2	3	2	2
	*%	-%	-%	-%	-%	-%	-%	1%	1%	*%	*%	*%	*%	*%	*%	*%

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 53

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

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3772	1804	1968	483	608	1295	1384	741	414	447	579	822	1085	765	1098	2251	500	513	508
Effective Weighted Sample	2575	1228	1347	326	400	919	965	505	261	302	430	586	730	511	764	1951	360	341	388
Total	2256	1082	1174	313	422	781	740	372	206	271	422	566	669	413	607	1886	197	111	62
Ordinary phone line - dialup access	7 *%	4 *%	4 *%	* *%	1 *%	2 *%	4 1%	1 *%	- -%	1 *%	2 1%	2 *%	* *%	3 1%	2 *%	6 *%	- -%	* *%	1 1% op
Fixed Broadband ADSL through a phone line or cable service - perhaps using a Wi-Fi router,	1618 72%	788 73%	830 71%	231 74%	318 75%	645 83% f	424 57%	150 40%	135 66% g	202 74% gh	392 93% ghi	497 88% lmn	522 78% mn	290 70% n	308 51%	1381 73% pqr	126 64%	70 63%	41 66%
				f	f	cdf													
Mobile Broadband from a mobile network - connecting via a USB stick or dongle, or built in connectivity in a laptop or netbook or tablet computer	288 13% b	156 14%	132 11%	67 21% ef	84 20% ef	100 13% f	37 5%	37 10%	24 11%	38 14%	73 17% gh	86 15% n	87 13%	52 13%	62 10%	242 13% r	24 12% r	18 16% r	4 7%
Access to the internet using a mobile phone or smartphone - through a Wi-Fi network or your phone's mobile network	456 20% b	242 22%	213 18%	118 38% ef	142 34% ef	161 21% f	35 5%	51 14%	29 14%	55 20%	148 35% ghi	130 23% mn	159 24% mn	72 17%	96 16%	390 21% p	25 13%	23 21% p	18 29% opq
ISDN line - mid speed access, allows you to make voice calls at the same time as using the internet	6 *%	4 *%	2 *%	1 *%	- -%	2 *%	3 *%	- -%	1 *%	- -%	1 *%	3 1%	1 *%	1 *%	1 *%	6 *%	- -%	- -%	- -%

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

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

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3772	1804	1968	483	608	1295	1384	741	414	447	579	822	1085	765	1098	2251	500	513	508
Effective Weighted Sample	2575	1228	1347	326	400	919	965	505	261	302	430	586	730	511	764	1951	360	341	388
Total	2256	1082	1174	313	422	781	740	372	206	271	422	566	669	413	607	1886	197	111	62
TOTAL NARROWBAND	14 1%	8 1%	6 1%	1 *%	1 *%	4 1%	7 1%	1 *%	1 *%	1 *%	4 1%	5 1%	2 *%	4 1%	3 *%	13 1%	- -%	* *%	1 1% p
TOTAL BROADBAND (INC. USING MOBILE PHONE)	1766 78%	867 80% b	899 77%	274 88% f	372 88% f	679 87% f	442 60%	188 51%	151 73% g	224 83% gh	405 96% ghi	519 92% lmn	566 85% mn	311 75% n	369 61%	1505 80% pqr	138 70%	79 71%	44 71%
TOTAL BROADBAND (EXC. USING MOBILE PHONE)	1723 76%	845 78% b	877 75%	259 83% f	353 83% f	672 86% f	439 59%	175 47%	146 71% g	217 80% gh	403 96% ghi	515 91% lmn	552 82% mn	306 74% n	349 57%	1470 78% pqr	134 68%	76 68%	43 69%
MOBILE BROADBAND ONLY	105 5%	57 5%	47 4%	28 9% ef	34 8% ef	27 3%	15 2%	25 7% j	11 5%	15 6% j	11 3%	19 3%	29 4%	16 4%	41 7% klm	89 5%	8 4%	6 6%	2 3%
Other	1 *%	* *%	1 *%	* *%	- -%	1 *%	1 *%	1 *%	- -%	- -%	* *%	* *%	* *%	1 *%	- -%	1 *%	- -%	1 1% o	- -%
Don't know	5 *%	2 *%	2 *%	1 *%	* *%	1 *%	2 *%	1 *%	1 *%	* *%	- -%	1 *%	1 *%	1 *%	2 *%	2 *%	1 *%	2 1% o	* 1% o
No internet access at home	468 21%	205 19%	263 22% a	37 12%	48 11%	96 12%	287 39% cde	178 48% hij	53 26% ij	44 16% j	14 3%	44 8%	99 15% k	92 22% kl	232 38% klm	365 19%	58 30% o	28 25% o	17 28% o

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

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

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

Base : All respondents

							ENGLAND REGIONS					URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3772	238	249	251	264	241	252	252	252	252	2731	1041	1788	1971	2057	1207
Effective Weighted Sample	2575	227	232	239	250	229	242	239	240	241	2143	466	1240	1418	1498	949
Total	2256	286	308	194	160	199	205	189	95	251	1952	304	1262	984	1344	850
Ordinary phone line - dialup access	7 *%	- -%	3 1%	- -%	- -%	1 *%	- -%	1 1%	- -%	1 *%	5 *%	3 1%	4 *%	3 *%	4 *%	2 *%
Fixed Broadband ADSL through a phone line or cable service - perhaps using a Wi-Fi router,	1618 72%	206 72% e	246 80% eghi	161 83% adeghi	117 73% egh	123 62%	175 85% adeghi	121 64%	61 65%	171 68%	1394 71%	224 73%	1055 84% m	557 57%	1044 78% o	533 63%
Mobile Broadband from a mobile network - connecting via a USB stick or dongle, or built in connectivity in a laptop or netbook or tablet computer	288 13%	35 12%	47 15% g	23 12%	28 18% fgh	25 13%	19 10%	17 9%	9 10%	38 15% g	259 13% k	29 10%	193 15% m	95 10%	156 12%	127 15% n
Access to the internet using a mobile phone or smartphone - through a Wi-Fi network or your phone's mobile network	456 20%	42 15%	71 23% af	52 27% afi	34 21%	52 26% afi	30 15%	40 21%	26 27% afi	43 17%	409 21% k	46 15%	324 26% m	130 13%	279 21%	158 19%
ISDN line - mid speed access, allows you to make voice calls at the same time as using the internet	6 *%	1 *%	1 *%	1 *%	- -%	- -%	2 1%	- -%	* *%	1 1%	6 *%	- -%	4 *%	3 *%	5 *%	1 *%

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

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

Base : All respondents

					ENGLAND REGIONS						URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3772	238	249	251	264	241	252	252	252	252	2731	1041	1788	1971	2057	1207
Effective Weighted Sample	2575	227	232	239	250	229	242	239	240	241	2143	466	1240	1418	1498	949
Total	2256	286	308	194	160	199	205	189	95	251	1952	304	1262	984	1344	850
TOTAL NARROWBAND	14 1%	1 *%	5 2%	1 *%	- -%	1 *%	2 1%	1 1%	* *%	2 1%	11 1%	3 1%	8 1%	6 1%	9 1%	4 *%
TOTAL BROADBAND (INC. USING MOBILE PHONE)	1766 78%	225 79% eh	262 85% eghi	171 88% aeghi	133 83% eghi	139 70%	179 87% aeghi	140 74%	66 70%	189 76%	1528 78%	238 78%	1126 89% m	634 64%	1119 83% o	604 71%
TOTAL BROADBAND (EXC. USING MOBILE PHONE)	1723 76%	222 78% egh	258 84% eghi	168 87% aeghi	131 82% eghi	133 67%	178 87% aeghi	130 69%	65 69%	184 73%	1487 76%	236 77%	1105 88% m	612 62%	1092 81% o	588 69%
MOBILE BROADBAND ONLY	105 5% f	16 6% f	12 4%	7 4%	14 9% bcf	10 5% f	3 2%	8 4%	4 4%	13 5% f	93 5%	12 4%	50 4%	55 6% l	48 4%	55 6% n
Other	1 *%	- -%	- -%	- -%	- -%	1 *%	- -%	- -%	- -%	- -%	1 *%	* *%	1 *%	1 *%	1 *%	* *%
Don't know	5 *%	- -%	- -%	- -%	- -%	- -%	- -%	1 *%	1 1%	1 *%	4 *%	1 *%	2 *%	3 *%	2 *%	2 *%
No internet access at home	468 21% cf	58 20% cf	42 14%	22 12%	26 16%	56 28% abcdf	26 13%	47 25% bcdf	27 29% abcdf	60 24% bcdf	404 21%	63 21%	127 10%	337 34% l	213 16%	238 28% n

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

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QE7 (QE22B). You mentioned that your household has a mobile broadband connection (connecting via a USB stick or dongle, or built-in 3G connectivity in a laptop or another device). Do you personally access the internet in this way, using mobile broadband?

Base : Those in a household with mobile broadband

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	d	e	~f	~g	~h	~i	j	k	l	~m	n	o	~p	~q	~r
Unweighted total	431	236	195	96	107	166	61	70	45	52	100	110	135	79	107	264	69	63	35
Effective Weighted Sample	303	165	138	68	78	119	42	45	26	39	72	82	92	58	73	231	45	48	30
Total	288	156	132	67	84	100	37	37	24	38	73	86	87	52	62	242	24	18	4
Yes	263	144	119	**	80	86	**	**	**	**	68	79	79	**	55	219	**	**	**
	91%	92%	90%	**	95%	86%	**	**	**	**	93%	92%	90%	**	89%	90%	**	**	**
No	24	11	13	**	4	14	**	**	**	**	5	7	8	**	6	22	**	**	**
	8%	7%	10%	**	5%	14%	**	**	**	**	7%	8%	9%	**	9%	9%	**	**	**
Don't know	1	1	*	**	-	*	**	**	**	**	-	-	*	**	1	1	**	**	**
	1%	1%	*%	**	-%	*%	**	**	**	**	-%	-%	*%	**	2%	1%	**	**	**

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

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

QE7 (QE22B). You mentioned that your household has a mobile broadband connection (connecting via a USB stick or dongle, or built-in 3G connectivity in a laptop or another device). Do you personally access the internet in this way, using mobile broadband?

Base : Those in a household with mobile broadband

		ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	431	26	37	28	44	28	22	22	22	35	331	100	265	165	232	164
Effective Weighted Sample	303	25	34	27	42	27	21	21	21	34	263	45	184	126	165	130
Total	288	35	47	23	28	25	19	17	9	38	259	29	193	95	156	127
Yes	263	**	**	**	**	**	**	**	**	**	237	26	175	87	141	118
	91%	**	**	**	**	**	**	**	**	**	91%	88%	91%	92%	90%	93%
No	24	**	**	**	**	**	**	**	**	**	21	3	17	7	16	8
	8%	**	**	**	**	**	**	**	**	**	8%	11%	9%	8%	10%	6%
Don't know	1	**	**	**	**	**	**	**	**	**	1	*	1	-	*	1
	1%	**	**	**	**	**	**	**	**	**	1%	*%	1%	-%	*%	1%

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

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

QE8 (QE22C). Which one of these best describes where you use mobile broadband to access the internet? (SINGLE CODE)

Base : Those who use mobile broadband to access the internet

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	d	e	~f	~g	~h	~i	~j	~k	l	~m	~n	o	~p	~q	~r
Unweighted total	394	218	176	94	101	145	53	65	43	45	92	99	123	74	98	236	67	60	31
Effective Weighted Sample	275	151	124	66	73	102	36	41	24	33	66	74	83	55	66	207	44	46	26
Total	263	144	119	65	80	86	31	34	22	32	68	79	79	49	55	219	23	17	4
I always use in the home	58	27	31	**	20	18	**	**	**	**	**	**	14	**	**	47	**	**	**
	22%	19%	26%	**	25%	21%	**	**	**	**	**	**	18%	**	**	21%	**	**	**
I mainly use in the home	31	16	15	**	8	13	**	**	**	**	**	**	4	**	**	27	**	**	**
	12%	11%	13%	**	10%	15%	**	**	**	**	**	**	5%	**	**	12%	**	**	**
I use equally in the home and outside the home	122	71	51	**	41	33	**	**	**	**	**	**	53	**	**	101	**	**	**
	46%	50%	43%	**	51%	38%	**	**	**	**	**	**	67%	**	**	46%	**	**	**
I mainly use outside the home	31	16	15	**	7	11	**	**	**	**	**	**	5	**	**	26	**	**	**
	12%	11%	13%	**	9%	13%	**	**	**	**	**	**	6%	**	**	12%	**	**	**
I always use outside the home	18	11	7	**	3	10	**	**	**	**	**	**	2	**	**	17	**	**	**
	7%	8%	6%	**	4%	12%	**	**	**	**	**	**	3%	**	**	8%	**	**	**
Don't know	2	1	*	**	*	1	**	**	**	**	**	**	1	**	**	-	**	**	**
	1%	1%	*%	**	*%	1%	**	**	**	**	**	**	1%	**	**	-%	**	**	**

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

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QE8 (QE22C). Which one of these best describes where you use mobile broadband to access the internet? (SINGLE CODE)

Base : Those who use mobile broadband to access the internet

						ENGLAND REGIONS					URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	~k	l	m	n	o
Unweighted total	394	25	35	25	39	23	22	21	18	28	303	91	242	151	212	151
Effective Weighted Sample	275	24	32	24	37	22	21	20	17	27	239	40	165	115	149	119
Total	263	34	44	21	25	21	19	17	7	31	237	26	175	87	141	118
I always use in the home	58	**	**	**	**	**	**	**	**	**	53	**	33	25	29	28
	22%	**	**	**	**	**	**	**	**	**	22%	**	19%	29%	21%	24%
														l		
I mainly use in the home	31	**	**	**	**	**	**	**	**	**	29	**	13	18	15	15
	12%	**	**	**	**	**	**	**	**	**	12%	**	8%	20%	11%	13%
														l		
I use equally in the home and outside the home	122	**	**	**	**	**	**	**	**	**	107	**	84	38	62	59
	46%	**	**	**	**	**	**	**	**	**	45%	**	48%	43%	44%	50%
I mainly use outside the home	31	**	**	**	**	**	**	**	**	**	30	**	27	4	20	11
	12%	**	**	**	**	**	**	**	**	**	13%	**	16%	5%	15%	9%
													m			
I always use outside the home	18	**	**	**	**	**	**	**	**	**	16	**	17	1	13	4
	7%	**	**	**	**	**	**	**	**	**	7%	**	10%	1%	10%	4%
													m			
Don't know	2	**	**	**	**	**	**	**	**	**	1	**	1	1	1	1
	1%	**	**	**	**	**	**	**	**	**	1%	**	*%	1%	1%	1%

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

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QE9 (QE32). SHOWCARD In which of these places do you use mobile broadband to access the internet outside of the home? (MULTI CODE)

Base : Those who use mobile broadband to access the internet outside the home

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	~f	~g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r
Unweighted total	287	163	124	73	68	109	36	40	23	32	83	84	92	51	60	182	49	36	20
Effective Weighted Sample	207	118	89	54	52	77	26	27	14	24	59	62	65	39	41	160	32	28	17
Total	203	116	87	53	59	67	24	24	13	21	61	66	64	35	38	172	17	11	2
When travelling (e.g. on a train or in a car)	131	78	53	**	**	41	**	**	**	**	**	**	**	**	**	108	**	**	**
	64%	67%	61%	**	**	62%	**	**	**	**	**	**	**	**	**	63%	**	**	**
Indoor public spaces (e.g. pub/restaurant/ theatre/ shopping centre)	115	70	45	**	**	31	**	**	**	**	**	**	**	**	**	93	**	**	**
	57%	60%	52%	**	**	47%	**	**	**	**	**	**	**	**	**	54%	**	**	**
Outdoors	109	67	41	**	**	32	**	**	**	**	**	**	**	**	**	89	**	**	**
	54%	58%	48%	**	**	49%	**	**	**	**	**	**	**	**	**	52%	**	**	**
In other people's home (e.g. friends/ family)	92	47	45	**	**	28	**	**	**	**	**	**	**	**	**	75	**	**	**
	45%	41%	51%	**	**	43%	**	**	**	**	**	**	**	**	**	43%	**	**	**
At your work place	73	50	24	**	**	26	**	**	**	**	**	**	**	**	**	60	**	**	**
	36%	43% b	27%	**	**	39%	**	**	**	**	**	**	**	**	**	35%	**	**	**
Other	8	4	4	**	**	2	**	**	**	**	**	**	**	**	**	6	**	**	**
	4%	4%	5%	**	**	3%	**	**	**	**	**	**	**	**	**	4%	**	**	**
Don't know	2	2	1	**	**	2	**	**	**	**	**	**	**	**	**	1	**	**	**
	1%	1%	1%	**	**	2%	**	**	**	**	**	**	**	**	**	1%	**	**	**

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

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QE9 (QE32). SHOWCARD In which of these places do you use mobile broadband to access the internet outside of the home? (MULTI CODE)

Base : Those who use mobile broadband to access the internet outside the home

	Total		ENGLAND REGIONS								URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	~k	l	~m	n	o
Unweighted total	287	17	29	19	32	14	20	14	12	25	223	64	191	95	156	111
Effective Weighted Sample	207	17	27	18	30	13	19	13	12	24	180	30	133	77	113	89
Total	203	23	37	16	21	13	18	11	5	27	182	20	141	61	111	89
When travelling (e.g. on a train or in a car)	131	**	**	**	**	**	**	**	**	**	117	**	91	**	74	55
	64%	**	**	**	**	**	**	**	**	**	64%	**	64%	**	67%	62%
Indoor public spaces (e.g. pub/restaurant/ theatre/ shopping centre)	115	**	**	**	**	**	**	**	**	**	104	**	76	**	58	56
	57%	**	**	**	**	**	**	**	**	**	57%	**	54%	**	52%	62%
Outdoors	109	**	**	**	**	**	**	**	**	**	100	**	79	**	61	47
	54%	**	**	**	**	**	**	**	**	**	55%	**	56%	**	55%	53%
In other people's home (e.g. friends/ family)	92	**	**	**	**	**	**	**	**	**	85	**	55	**	50	40
	45%	**	**	**	**	**	**	**	**	**	46%	**	39%	**	45%	45%
At your work place	73	**	**	**	**	**	**	**	**	**	67	**	63	**	41	31
	36%	**	**	**	**	**	**	**	**	**	37%	**	45%	**	37%	35%
Other	8	**	**	**	**	**	**	**	**	**	8	**	3	**	5	3
	4%	**	**	**	**	**	**	**	**	**	4%	**	2%	**	5%	4%
Don't know	2	**	**	**	**	**	**	**	**	**	2	**	1	**	1	1
	1%	**	**	**	**	**	**	**	**	**	1%	**	1%	**	1%	1%

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

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

Base : Those with access to the internet at home

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2823	1367	1456	423	524	1113	761	370	285	380	559	735	904	553	629	1734	361	363	365
Effective Weighted Sample	1947	952	995	284	348	795	538	242	182	258	414	529	611	376	437	1513	253	241	275
Total	1778	872	906	275	373	682	448	191	152	226	407	522	567	315	373	1513	138	82	45
Virgin Media (NTL/ Telewest/ Blueyonder)	392	200	192	65	69	164	93	45	37	50	92	113	124	73	82	349	25	12	5
	22%	23%	21%	24%	19%	24% d	21%	24%	25%	22%	23%	22%	22%	23%	22%	23% qr	18% r	15%	11%
BT Total Broadband/ BT Yahoo/ BT Openworld	348	171	177	53	46	142	108	24	27	41	97	118	126	51	53	288	33	15	12
	20%	20%	19%	19% d	12%	21% d	24% d	13%	18%	18%	24% g	23% mn	22% mn	16%	14%	19%	24%	18%	27% oq
Sky	310	146	164	42	97	122	49	33	27	44	71	88	98	65	59	257	23	22	8
	17%	17%	18%	15%	26% cef	18% f	11%	17%	17%	19%	17%	17%	17%	21%	16%	17%	17%	27% opr	17%
Talk Talk (Carphone Warehouse)	237	119	117	21	41	98	76	27	16	30	54	72	75	40	49	211	12	8	5
	13%	14%	13%	8%	11%	14% c	17% cd	14%	10%	13%	13%	14%	13%	13%	13%	14% p	9%	9%	12%
Orange	63	27	36	18	11	21	13	10	8	10	12	11	24	9	20	53	6	3	1
	4%	3%	4%	7% def	3%	3%	3%	5%	5%	4%	3%	2%	4%	3%	5% k	4%	5% r	4%	1%
BT (other/ unspecified)	59	24	36	10	12	18	19	4	3	4	12	26	13	9	12	51	6	2	1
	3%	3%	4%	4%	3%	3%	4%	2%	2%	2%	3%	5% l	2%	3%	3%	3%	4%	2%	3%
AOL	55	35	20	3	8	25	20	3	6	10	13	20	13	12	11	42	8	4	1
	3%	4% b	2%	1%	2%	4% c	4% c	2%	4%	5%	3%	4%	2%	4%	3%	3%	6% o	5%	3%
BT Infinity	50	23	28	6	11	20	14	3	2	9	18	18	14	10	8	37	4	4	5
	3%	3%	3%	2%	3%	3%	3%	2%	1%	4%	4% gh	3%	2%	3%	2%	2%	3%	5% o	11% opq
O2	49	26	24	9	15	15	10	9	7	3	6	9	17	8	15	41	5	1	2
	3%	3%	3%	3%	4%	2%	2%	5% ij	5% ij	1%	2%	2%	3%	3%	4% k	3%	4%	1%	5% oq

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

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

Base : Those with access to the internet at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2823	1367	1456	423	524	1113	761	370	285	380	559	735	904	553	629	1734	361	363	365
Effective Weighted Sample	1947	952	995	284	348	795	538	242	182	258	414	529	611	376	437	1513	253	241	275
Total	1778	872	906	275	373	682	448	191	152	226	407	522	567	315	373	1513	138	82	45
'3'	41	23	18	9	11	13	8	11	4	5	4	6	11	8	17	36	2	2	1
	2%	3%	2%	3%	3%	2%	2%	6% ij	2%	2%	1%	1%	2%	2%	5% kl	2%	1%	3%	3%
Plusnet	29	10	19	4	8	8	8	2	4	3	6	11	10	7	1	26	2	1	*
	2%	1%	2%	2%	2%	1%	2%	1%	3%	1%	1%	2% n	2% n	2% n	*%	2%	1%	1%	1%
T-Mobile	22	9	13	5	14	3	-	3	4	4	-	2	4	3	13	18	3	2	-
	1%	1%	1%	2% ef	4% ef	*%	-%	2% j	2% j	2% j	-%	*%	1%	1%	3% klm	1%	2% r	2% r	-%
Vodafone	16	8	8	2	9	4	1	4	1	4	2	3	7	2	4	13	1	2	1
	1%	1%	1%	1%	2% ef	1%	*%	2%	1%	2%	*%	1%	1%	1%	1%	1%	1%	2%	1%
Other	63	30	34	10	14	21	17	8	6	8	13	16	21	13	13	55	4	3	*
	4%	3%	4%	4%	4%	3%	4%	4%	4%	3%	3%	3%	4%	4%	3%	4% r	3%	4%	1%
Don't know	43	21	22	17	5	7	13	6	2	2	7	10	11	6	15	36	3	2	1
	2%	2%	2%	6% def	1%	1%	3% e	3%	1%	1%	2%	2%	2%	2%	4% kl	2%	2%	3%	2%

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

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

Base : Those with access to the internet at home

					ENGLAND REGIONS						URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2823	181	207	218	214	163	216	181	170	184	2045	778	1599	1216	1639	819
Effective Weighted Sample	1947	174	194	208	203	155	207	172	163	176	1618	355	1108	886	1211	647
Total	1778	225	264	171	133	141	179	142	67	191	1538	241	1132	641	1125	608
Virgin Media (NTL/ Telewest/ Blueyonder)	392 22%	46 20%	56 21%	24 14% cf	36 27%	28 20%	32 18%	47 33% abcef	16 23% c	64 34% abcefh	383 25% k	8 4%	254 22%	136 21%	225 20%	162 27% n
BT Total Broadband/ BT Yahoo/ BT Openworld	348 20%	30 13%	59 22% ai	48 28% adgi	26 19% i	29 21% i	38 21% ai	23 16%	13 20% i	22 11%	264 17%	84 35% j	223 20%	124 19%	256 23% o	80 13%
Sky	310 17%	47 21% cg	42 16%	16 10%	21 16%	24 17% c	37 21% cg	17 12%	15 22% cg	38 20% cg	281 18% k	28 12%	223 20% m	85 13%	175 16%	127 21% n
Talk Talk (Carphone Warehouse)	237 13%	38 17% b	25 9%	29 17% b	17 13%	19 13%	28 16%	19 13%	7 11%	30 16%	207 13%	29 12%	140 12%	97 15%	157 14%	74 12%
Orange	63 4%	2 1%	12 5% ag	10 6% ag	4 3%	8 6% ag	7 4%	2 1%	3 5%	5 3%	50 3%	14 6% j	40 4%	23 4%	44 4%	19 3%
BT (other/ unspecified)	59 3%	3 1%	16 6% afgi	14 8% afgi	6 5% fi	5 4% i	2 1%	2 1%	2 4% i	- -%	45 3%	14 6% j	37 3%	22 3%	47 4% o	11 2%
AOL	55 3%	11 5% b	2 1%	3 2%	3 2%	5 4% b	5 3%	3 2%	2 3%	8 4% b	46 3%	9 4%	33 3%	23 4%	34 3%	20 3%
BT Infinity	50 3%	9 4% dg	4 2%	2 1%	1 1%	2 1%	11 6% bcdeg	- -%	3 5% cdg	5 2% g	36 2%	15 6% j	32 3%	18 3%	37 3% o	8 1%

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 57

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

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

Base : Those with access to the internet at home

	Total		ENGLAND REGIONS								URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2823	181	207	218	214	163	216	181	170	184	2045	778	1599	1216	1639	819
Effective Weighted Sample	1947	174	194	208	203	155	207	172	163	176	1618	355	1108	886	1211	647
Total	1778	225	264	171	133	141	179	142	67	191	1538	241	1132	641	1125	608
O2	49 3%	6 3%	9 4%	3 2%	3 2%	4 3%	1 *%	3 2%	2 3%	9 5% f	46 3%	4 1%	30 3%	20 3%	27 2%	21 3%
			f			f										
'3'	41 2%	7 3% f	7 3%	3 2%	4 3% f	2 2%	1 *%	8 6% cfhi	1 1%	2 1%	36 2%	5 2%	19 2%	23 4% l	19 2%	21 4% n
Plusnet	29 2%	2 1%	4 1%	7 4% ah	2 2%	2 1%	4 2%	3 2%	* *%	2 1%	22 1%	7 3%	20 2%	9 1%	20 2%	9 1%
T-Mobile	22 1%	7 3% cf	1 1%	1 *%	2 1%	3 2%	1 *%	2 1%	* 1%	1 1%	21 1%	1 *%	11 1%	11 2%	10 1%	12 2% n
Vodafone	16 1%	2 1%	3 1%	- -%	- -%	2 1%	1 *%	2 2%	1 2% c	2 1%	14 1%	2 1%	9 1%	7 1%	11 1%	5 1%
Other	63 4%	10 4% i	14 5% hi	6 4% i	7 5% hi	3 2%	5 3%	10 7% efhi	1 1%	1 *%	49 3%	14 6% j	42 4%	22 3%	41 4%	22 4%
Don't know	43 2%	6 3%	11 4% d	4 2%	1 1%	3 2%	6 3%	2 2%	1 1%	2 1%	37 2%	6 2%	19 2%	23 4% l	25 2%	16 3%

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

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QE11 (QE3B). How many people aged 16 or over in your household (including yourself) could access the fixed Broadband connection in your home if they wanted to?

Base : Those with fixed broadband at home where there is more than one person in household

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2294	1105	1189	339	407	965	581	220	210	317	509	628	748	474	442	1423	290	281	300
Effective Weighted Sample	1585	773	813	228	265	692	416	143	137	210	377	451	509	322	307	1243	202	185	224
Total	1467	719	747	225	289	599	353	117	121	184	369	441	479	275	270	1256	110	63	37
1	111 8%	41 6%	70 9% a	15 7%	28 10%	43 7%	26 7%	29 25% hij	17 14% ij	10 5%	9 3%	17 4%	33 7% k	15 6%	45 17% klm	91 7%	8 7%	8 12% o	5 14% op
2	848 58%	428 59%	420 56%	60 27%	195 67% ce	344 57% c	249 71% ce	61 52%	74 61%	118 64% g	242 66% g	286 65% lmn	266 55%	153 56%	142 53%	715 57%	74 67% or	40 64% r	19 50%
3	272 19%	132 18%	141 19%	63 28% def	41 14%	113 19%	56 16%	18 15%	17 14%	34 19%	72 19%	70 16%	91 19%	64 23% k	47 18%	241 19% q	16 14%	8 13%	7 19%
4	175 12%	90 12%	86 11%	65 29% def	18 6%	79 13% df	14 4%	7 6%	9 7%	17 9%	29 8%	52 12%	62 13%	35 13%	26 10%	154 12%	10 9%	6 10%	5 13%
5 or more	57 4%	27 4%	29 4%	22 10% def	8 3%	19 3%	7 2%	2 1%	3 2%	4 2%	16 4%	15 3%	25 5%	8 3%	9 3%	52 4%	3 3%	1 1%	1 3%
Don't know	4 *%	2 *%	2 *%	1 1%	* *%	1 *%	1 *%	* *%	1 1%	* *%	- -%	1 *%	2 1%	* *%	* *%	3 *%	* *%	* *%	* 1%
Mean number of people	2.4	2.5 b	2.4	3.0 def	2.2	2.4 df	2.2	2.0	2.2	2.4 gh	2.5 gh	2.4 n	2.5 n	2.5 n	2.2	2.5 pqr	2.3	2.2	2.3
Standard deviation	1.00	.97	1.03	1.30	.87	.97	.77	.97	.94	.88	.88	.91	1.06	.94	1.08	1.01	.88	.95	1.08
Standard error	.02	.03	.03	.07	.04	.03	.03	.07	.06	.05	.04	.04	.04	.04	.05	.03	.05	.06	.06

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 58

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

QE11 (QE3B). How many people aged 16 or over in your household (including yourself) could access the fixed Broadband connection in your home if they wanted to?

Base : Those with fixed broadband at home where there is more than one person in household

					ENGLAND REGIONS						URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2294	147	174	181	170	133	195	138	139	146	1663	631	1368	919	1355	639
Effective Weighted Sample	1585	141	163	173	161	127	187	132	133	140	1314	293	953	669	1008	505
Total	1467	184	226	144	108	114	162	109	55	155	1264	202	977	484	948	481
1	111	13	12	11	11	4	9	14	3	13	96	16	56	55	62	44
	8%	7%	5%	8%	10%	3%	6%	13%	5%	8%	8%	8%	6%	11%	7%	9%
					e			befh						l		
2	848	85	143	78	61	62	95	69	32	90	730	117	586	259	582	247
	58%	46%	63%	54%	56%	55%	59%	63%	59%	58%	58%	58%	60%	53%	61%	51%
			a				a	a	a	a			m		o	
3	272	39	37	30	25	28	34	18	10	22	233	39	184	86	169	96
	19%	21%	16%	21%	23%	24%	21%	16%	17%	14%	18%	19%	19%	18%	18%	20%
						i										
4	175	35	27	17	8	13	19	6	7	23	152	23	115	60	104	67
	12%	19%	12%	12%	7%	12%	12%	5%	13%	15%	12%	11%	12%	12%	11%	14%
		dg							g	dg						
5 or more	57	12	8	8	3	7	5	2	2	5	51	6	35	22	31	25
	4%	6%	4%	6%	2%	6%	3%	2%	4%	3%	4%	3%	4%	4%	3%	5%
		g														
Don't know	4	-	-	-	1	-	-	1	1	1	3	1	2	2	2	2
	*%	-%	-%	-%	1%	-%	-%	1%	1%	1%	*%	1%	*%	*%	*%	*%
Mean number of people	2.4	2.6	2.5	2.5	2.3	2.6	2.5	2.1	2.5	2.4	2.4	2.4	2.4	2.4	2.4	2.5
		dgi	g	g		dg	g		g	g						n
Standard deviation	1.00	1.10	.95	1.06	.94	1.15	.93	.82	1.09	1.01	1.01	.95	.97	1.07	.95	1.10
Standard error	.02	.09	.07	.08	.07	.10	.07	.07	.09	.08	.02	.04	.03	.04	.03	.04

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 59

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QE12 (QE3A). How many people aged 16 or over in your household (including yourself) could access the mobile Broadband connection in your home if they wanted to?

Base : Those with mobile broadband at home where there is more than one person in household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	~f	~g	~h	~i	~j	~k	l	~m	~n	o	~p	~q	~r
Unweighted total	384	205	179	93	98	150	42	54	42	44	89	97	118	74	95	240	60	55	29
Effective Weighted Sample	272	144	128	66	71	107	30	33	25	35	65	71	81	55	66	209	39	42	25
Total	260	137	122	66	77	89	28	28	23	34	63	74	78	50	58	220	21	15	4
1	55	27	28	**	**	19	**	**	**	**	**	**	21	**	**	46	**	**	**
	21%	19%	23%	**	**	21%	**	**	**	**	**	**	27%	**	**	21%	**	**	**
2	118	66	53	**	**	44	**	**	**	**	**	**	27	**	**	98	**	**	**
	45%	48%	43%	**	**	50%	**	**	**	**	**	**	35%	**	**	44%	**	**	**
3	32	18	14	**	**	6	**	**	**	**	**	**	11	**	**	28	**	**	**
	12%	13%	12%	**	**	7%	**	**	**	**	**	**	14%	**	**	13%	**	**	**
4	25	11	14	**	**	8	**	**	**	**	**	**	12	**	**	20	**	**	**
	10%	8%	11%	**	**	9%	**	**	**	**	**	**	15%	**	**	9%	**	**	**
5 or more	8	5	3	**	**	3	**	**	**	**	**	**	5	**	**	8	**	**	**
	3%	4%	3%	**	**	4%	**	**	**	**	**	**	7%	**	**	4%	**	**	**
Don't know	21	11	10	**	**	8	**	**	**	**	**	**	2	**	**	20	**	**	**
	8%	8%	8%	**	**	9%	**	**	**	**	**	**	3%	**	**	9%	**	**	**
Mean number of people	2.0	2.1	2.0	**	**	2.0	**	**	**	**	**	**	2.3	**	**	2.0	**	**	**
Standard deviation	1.18	1.19	1.17	**	**	1.17	**	**	**	**	**	**	1.35	**	**	1.21	**	**	**
Standard error	.06	.08	.09	**	**	.10	**	**	**	**	**	**	.12	**	**	.08	**	**	**

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

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QE12 (QE3A). How many people aged 16 or over in your household (including yourself) could access the mobile Broadband connection in your home if they wanted to?

Base : Those with mobile broadband at home where there is more than one person in household

					ENGLAND REGIONS						URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	~k	l	m	n	o
Unweighted total	384	22	34	27	42	25	20	20	20	30	297	87	240	143	212	143
Effective Weighted Sample	272	21	31	26	40	24	19	19	19	29	235	40	167	110	151	113
Total	260	30	43	22	27	23	18	16	8	33	233	27	176	83	143	113
1	55	**	**	**	**	**	**	**	**	**	51	**	36	18	31	23
	21%	**	**	**	**	**	**	**	**	**	22%	**	20%	22%	22%	20%
2	118	**	**	**	**	**	**	**	**	**	102	**	90	28	67	50
	45%	**	**	**	**	**	**	**	**	**	44%	**	51% m	33%	47%	44%
3	32	**	**	**	**	**	**	**	**	**	31	**	17	15	19	13
	12%	**	**	**	**	**	**	**	**	**	13%	**	10%	18% l	13%	11%
4	25	**	**	**	**	**	**	**	**	**	21	**	12	13	15	9
	10%	**	**	**	**	**	**	**	**	**	9%	**	7%	16% l	11%	8%
5 or more	8	**	**	**	**	**	**	**	**	**	8	**	6	3	3	5
	3%	**	**	**	**	**	**	**	**	**	4%	**	3%	3%	2%	4%
Don't know	21	**	**	**	**	**	**	**	**	**	20	**	15	6	7	13
	8%	**	**	**	**	**	**	**	**	**	9%	**	9%	7%	5%	12% n
Mean number of people	2.0	**	**	**	**	**	**	**	**	**	2.0	**	2.0	2.2 l	2.1	2.0
Standard deviation	1.18	**	**	**	**	**	**	**	**	**	1.20	**	1.12	1.29	1.09	1.29
Standard error	.06	**	**	**	**	**	**	**	**	**	.07	**	.07	.11	.08	.11

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 60

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QE12A (QE5A). SHOWCARD Which, if any, of these do you or members of your household use the internet for whilst at home? (MULTICODE)

Base : Those with access to the internet at home

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2823	1367	1456	423	524	1113	761	370	285	380	559	735	904	553	629	1734	361	363	365
Effective Weighted Sample	1947	952	995	284	348	795	538	242	182	258	414	529	611	376	437	1513	253	241	275
Total	1778	872	906	275	373	682	448	191	152	226	407	522	567	315	373	1513	138	82	45
Sending and receiving e-mail	1567	772	795	242	340	607	378	141	129	206	393	487	520	277	284	1350	113	69	36
	88%	89%	88%	88%	91%	89%	84%	74%	85%	91%	97%	93%	92%	88%	76%	89%	82%	84%	80%
					f	f			g	gh	ghi	mn	mn	n		pqr			
General surfing/ browsing the internet	1553	770	783	243	331	606	372	149	131	207	378	469	522	269	292	1323	120	71	39
	87%	88%	86%	88%	89%	89%	83%	78%	86%	92%	93%	90%	92%	85%	78%	87%	87%	86%	87%
					f	f	f		g	g	gh	mn	mn	n					
Purchasing goods/services/ tickets etc.	1298	627	671	183	284	526	305	113	111	169	355	416	432	229	221	1103	108	55	32
	73%	72%	74%	66%	76%	77%	68%	59%	73%	75%	87%	80%	76%	73%	59%	73%	78%	67%	72%
					cf	cf			g	g	ghi	mn	n	n			q		
Banking	1114	549	564	160	262	464	227	83	82	149	327	396	381	193	144	972	76	40	25
	63%	63%	62%	58%	70%	68%	51%	44%	54%	66%	80%	76%	67%	61%	39%	64%	55%	49%	56%
					f	cf	cf			g	gh	ghi	lmn	n	n	pqr			
Using social networking sites (such as MySpace, Facebook or Bebo)	1103	499	604	239	263	454	147	114	100	130	275	307	374	191	232	928	90	57	29
	62%	57%	67%	87%	70%	67%	33%	60%	66%	57%	68%	59%	66%	60%	62%	61%	65%	69%	65%
			a	def	f	f					gi		k						o
Finding/ downloading information for personal reasons e.g. information, news, weather	1069	567	502	138	205	443	283	87	86	129	303	388	367	159	155	930	74	43	23
	60%	65%	55%	50%	55%	65%	63%	45%	56%	57%	74%	74%	65%	50%	41%	61%	54%	52%	51%
		b				cd	cd		g	g	ghi	lmn	mn	n		pqr			
Finding/ downloading information for work/ business	820	425	395	115	194	351	160	48	57	89	281	319	289	126	86	714	54	35	17
	46%	49%	44%	42%	52%	51%	36%	25%	37%	39%	69%	61%	51%	40%	23%	47%	39%	43%	37%
		b			cf	cf			g	g	ghi	lmn	mn	n		pr			

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

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QE12A (QE5A). SHOWCARD Which, if any, of these do you or members of your household use the internet for whilst at home? (MULTICODE)

Base : Those with access to the internet at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2823	1367	1456	423	524	1113	761	370	285	380	559	735	904	553	629	1734	361	363	365
Effective Weighted Sample	1947	952	995	284	348	795	538	242	182	258	414	529	611	376	437	1513	253	241	275
Total	1778	872	906	275	373	682	448	191	152	226	407	522	567	315	373	1513	138	82	45
Watching video clips/ webcasts (e.g. YouTube or Big Brother)	765	402	363	161	187	314	104	72	64	80	217	231	277	122	136	661	56	26	22
	43%	46%	40%	58%	50%	46%	23%	38%	42%	36%	53%	44%	49%	39%	36%	44%	41%	32%	49%
		b		def	f	f					ghi	n	mn			q	q		q
Playing games online/ interactively	708	344	364	153	161	297	97	77	68	79	178	182	231	131	164	615	46	27	19
	40%	39%	40%	56%	43%	44%	22%	41%	45%	35%	44%	35%	41%	42%	44%	41%	33%	34%	43%
				def	f	f			i		i		k	k	k	pq			pq
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	701	364	337	75	127	311	188	50	58	87	232	267	246	101	87	638	38	15	10
	39%	42%	37%	27%	34%	46%	42%	26%	38%	39%	57%	51%	43%	32%	23%	42%	28%	18%	23%
		b				cd	cd		g	g	ghi	lmn	mn	n		pqr	q		
Downloading music files, movies or video clips	697	364	334	139	165	295	98	62	55	77	217	232	242	113	109	613	51	15	18
	39%	42%	37%	51%	44%	43%	22%	33%	36%	34%	53%	45%	43%	36%	29%	41%	37%	19%	39%
		b		ef	f	f					ghi	mn	mn	n		q	q		q
To find information on health related issues e.g. NHS Direct/ NHS 24	677	328	349	81	157	278	161	60	56	80	214	241	243	92	101	612	34	18	13
	38%	38%	39%	29%	42%	41%	36%	31%	37%	35%	53%	46%	43%	29%	27%	40%	25%	22%	28%
					c	c					ghi	mn	mn			pqr			
Finding/ downloading information for school/ college/ university/ homework	659	307	352	143	129	317	70	59	56	72	200	219	237	106	95	581	37	25	16
	37%	35%	39%	52%	34%	46%	16%	31%	37%	32%	49%	42%	42%	34%	26%	38%	26%	31%	35%
				df	f	df					ghi	mn	mn	n		pq			p

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

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QE12A (QE5A). SHOWCARD Which, if any, of these do you or members of your household use the internet for whilst at home? (MULTICODE)

Base : Those with access to the internet at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2823	1367	1456	423	524	1113	761	370	285	380	559	735	904	553	629	1734	361	363	365
Effective Weighted Sample	1947	952	995	284	348	795	538	242	182	258	414	529	611	376	437	1513	253	241	275
Total	1778	872	906	275	373	682	448	191	152	226	407	522	567	315	373	1513	138	82	45
Watching catch-up TV (such as BBC iPlayer, Sky Player, ITV Player)	651	335	317	133	134	263	121	53	51	72	196	228	236	97	91	563	54	18	17
	37%	38%	35%	48%	36%	39%	27%	28%	33%	32%	48%	44%	42%	31%	24%	37%	39%	22%	37%
				def	f	f					ghi	mn	mn	n		q	q		q
Communicating via instant messaging, SMS messaging, chat rooms, voice calls	564	282	282	124	145	224	72	56	36	65	180	174	205	87	97	495	39	19	11
	32%	32%	31%	45%	39%	33%	16%	29%	24%	29%	44%	33%	36%	28%	26%	33%	28%	23%	25%
				ef	f	f					ghi	n	mn			qr			
Watching live TV programmes	502	267	235	122	109	197	74	43	35	54	169	164	190	72	76	443	33	13	13
	28%	31%	26%	44%	29%	29%	17%	22%	23%	24%	42%	31%	33%	23%	20%	29%	24%	16%	29%
		b		def	f	f					ghi	mn	mn			q	q		q
Real time gambling/ trading/ auctions	357	197	161	60	95	149	54	25	23	38	100	108	133	71	45	312	28	12	5
	20%	23%	18%	22%	25%	22%	12%	13%	15%	17%	25%	21%	23%	23%	12%	21%	20%	15%	10%
		b		f	f	f					ghi	n	n	n		qr	r		
Listening to radio	353	211	142	59	90	140	64	25	27	34	129	131	128	49	46	315	21	9	9
	20%	24%	16%	21%	24%	21%	14%	13%	18%	15%	32%	25%	23%	15%	12%	21%	15%	11%	19%
		b		f	f	f					ghi	mn	mn			pq			q
Uploading/ adding content to the internet	335	186	149	60	92	141	42	29	21	35	113	115	118	54	47	292	23	13	7
	19%	21%	16%	22%	25%	21%	9%	15%	14%	16%	28%	22%	21%	17%	13%	19%	17%	16%	15%
		b		f	f	f					ghi	n	n						
Using Twitter (browsing/ reading site)	332	177	155	78	84	136	34	30	24	27	115	110	123	46	53	282	27	16	7
	19%	20%	17%	28%	22%	20%	8%	16%	15%	12%	28%	21%	22%	15%	14%	19%	20%	20%	16%
				ef	f	f					ghi	mn	mn						

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

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QE12A (QE5A). SHOWCARD Which, if any, of these do you or members of your household use the internet for whilst at home? (MULTICODE)

Base : Those with access to the internet at home

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2823	1367	1456	423	524	1113	761	370	285	380	559	735	904	553	629	1734	361	363	365
Effective Weighted Sample	1947	952	995	284	348	795	538	242	182	258	414	529	611	376	437	1513	253	241	275
Total	1778	872	906	275	373	682	448	191	152	226	407	522	567	315	373	1513	138	82	45
Watch news programmes	327 18%	188 22% b	140 15%	51 19% f	85 23% f	134 20% f	57 13%	24 12%	21 14%	34 15%	114 28% ghi	131 25% lmn	108 19% n	50 16% n	37 10%	289 19% q	20 14%	11 14%	7 15%
Downloading films (Video on Demand)	229 13%	134 15% b	95 10%	59 22% ef	60 16% f	94 14% f	16 4%	23 12%	16 11%	18 8%	75 19% ghi	65 12%	94 17% kmn	34 11%	37 10%	199 13% q	19 14% q	6 7%	5 11%
Using Twitter (account holder, posting on site)	196 11%	108 12%	87 10%	52 19% def	49 13% f	78 11% f	17 4%	16 8%	15 10%	14 6%	67 17% ghi	58 11%	81 14% mn	29 9%	28 8%	169 11%	16 11%	7 9%	3 8%
Streamed audio services (free)	163 9%	114 13% b	50 5%	43 15% ef	44 12% f	59 9% f	18 4%	15 8%	10 7%	14 6%	57 14% ghi	51 10% mn	74 13% mn	19 6%	19 5%	147 10% q	9 7%	3 4%	3 8% q
Streamed audio services (subscription)	55 3%	35 4% b	20 2%	18 6% ef	17 5% f	17 2% f	4 1%	5 3%	2 1%	4 2%	18 4%	16 3%	28 5% mn	5 1%	7 2%	52 3% q	2 1%	* *%	1 3% q
Other	11 1%	6 1%	6 1%	1 *%	2 *%	3 *%	6 1%	4 2% j	1 *%	4 2% j	* *%	4 1%	4 1%	2 1%	2 *%	11 1%	- -%	1 1%	* 1%
None of these	20 1%	11 1%	9 1%	2 1%	3 1%	6 1%	8 2%	9 5% hij	1 1%	2 1%	* *%	1 *%	3 1%	3 1%	12 3% klm	17 1%	2 1%	1 1%	1 1%
Don't know	8 *%	3 *%	5 1%	* *%	- -%	3 *%	4 1%	2 1%	* *%	1 *%	- -%	* *%	2 *%	2 1%	3 1% k	5 *%	* *%	2 2% op	* 1%

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

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QE12A (QE5A). SHOWCARD Which, if any, of these do you or members of your household use the internet for whilst at home? (MULTICODE)

Base : Those with access to the internet at home

		ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2823	181	207	218	214	163	216	181	170	184	2045	778	1599	1216	1639	819
Effective Weighted Sample	1947	174	194	208	203	155	207	172	163	176	1618	355	1108	886	1211	647
Total	1778	225	264	171	133	141	179	142	67	191	1538	241	1132	641	1125	608
Sending and receiving e-mail	1567 88%	215 95% bfgi	231 88%	156 91%	122 91% i	126 90%	157 88%	124 88%	60 90%	158 83%	1351 88%	217 90%	1019 90% m	544 85%	1011 90% o	520 85%
General surfing/ browsing the internet	1553 87%	209 93% bfhi	222 84%	153 89%	116 87%	125 88%	150 84%	127 90%	58 86%	163 85%	1334 87%	219 91% j	1015 90% m	533 83%	995 89% o	518 85%
Purchasing goods/services/ tickets etc.	1298 73%	159 71%	191 72%	132 77% e	105 79% e	92 65%	141 79% ei	100 71%	49 73%	133 70%	1108 72%	190 79% j	870 77% m	422 66%	865 77% o	400 66%
Banking	1114 63%	137 61%	181 68% g	122 71% ag	87 65% g	93 66% g	113 63% g	73 52%	46 69% g	120 63% g	950 62%	163 68% j	781 69% m	329 51%	746 66% o	342 56%
Using social networking sites (such as MySpace, Facebook or Bebo)	1103 62%	153 68% bg	140 53%	103 60%	81 61%	88 62%	122 68% bgi	81 57%	49 73% bcdegi	111 58%	957 62%	146 61%	742 66% m	358 56%	676 60%	398 65% n
Finding/ downloading information for personal reasons e.g. information, news, weather	1069 60%	154 68% efgh	168 64% gh	119 69% efgh	88 66% egh	75 54%	101 56%	69 48%	34 51%	121 63% gh	909 59%	161 67% j	715 63% m	352 55%	713 63% o	334 55%
Finding/ downloading information for work/ business	820 46%	128 57% efghi	133 50% efg	92 54% efg	66 49% g	56 40%	73 41%	50 36%	31 46%	86 45%	705 46%	115 48%	632 56% m	186 29%	542 48% o	261 43%

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

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QE12A (QE5A). SHOWCARD Which, if any, of these do you or members of your household use the internet for whilst at home? (MULTICODE)

Base : Those with access to the internet at home

		ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2823	181	207	218	214	163	216	181	170	184	2045	778	1599	1216	1639	819
Effective Weighted Sample	1947	174	194	208	203	155	207	172	163	176	1618	355	1108	886	1211	647
Total	1778	225	264	171	133	141	179	142	67	191	1538	241	1132	641	1125	608
Watching video clips/ webcasts (e.g. YouTube or Big Brother)	765	123	96	83	67	59	71	60	22	80	667	98	528	234	464	279
	43%	55%	36%	49%	50%	42%	40%	42%	33%	42%	43%	41%	47%	36%	41%	46%
		befghi		bh	bfh								m			
Playing games online/ interactively	708	89	96	78	51	63	78	54	28	80	608	100	459	246	434	255
	40%	39%	36%	45%	38%	44%	44%	38%	42%	42%	40%	42%	41%	38%	39%	42%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	701	127	116	87	53	49	68	41	26	70	597	104	479	220	477	213
	39%	56%	44%	51%	40%	35%	38%	29%	38%	37%	39%	43%	42%	34%	42%	35%
		bdefghi	g	defghi	g								m		o	
Downloading music files, movies or video clips	697	104	103	75	60	53	61	48	29	80	602	95	486	210	452	228
	39%	46%	39%	44%	45%	37%	34%	34%	44%	42%	39%	39%	43%	33%	40%	37%
		fg		f	fg								m			
To find information on health related issues e.g. NHS Direct/ NHS 24	677	117	108	68	51	48	66	60	25	69	588	89	462	213	436	228
	38%	52%	41%	40%	38%	34%	37%	42%	37%	36%	38%	37%	41%	33%	39%	38%
		bcdefhi											m			
Finding/ downloading information for school/ college/ university/ homework	659	111	83	65	54	44	76	41	25	81	559	100	445	212	411	232
	37%	49%	32%	38%	41%	31%	42%	29%	38%	42%	36%	41%	39%	33%	37%	38%
		bcegh			g		beg			beg			m			

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

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QE12A (QE5A). SHOWCARD Which, if any, of these do you or members of your household use the internet for whilst at home? (MULTICODE)

Base : Those with access to the internet at home

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2823	181	207	218	214	163	216	181	170	184	2045	778	1599	1216	1639	819
Effective Weighted Sample	1947	174	194	208	203	155	207	172	163	176	1618	355	1108	886	1211	647
Total	1778	225	264	171	133	141	179	142	67	191	1538	241	1132	641	1125	608
Watching catch-up TV (such as BBC iPlayer, Sky Player, ITV Player)	651 37%	100 44% efghi	97 37%	84 49% befghi	54 41% g	45 32%	59 33%	42 30%	21 32%	61 32%	558 36%	93 39%	440 39% m	208 33%	444 39% o	191 31%
Communicating via instant messaging, SMS messaging, chat rooms, voice calls	564 32%	62 27%	88 33%	60 35%	49 37%	49 35%	53 30%	40 28%	26 39% ag	68 36%	497 32%	67 28%	383 34% m	178 28%	360 32%	193 32%
Watching live TV programmes	502 28%	56 25%	96 36% afgh	57 33% g	47 35% afg	38 27%	46 26%	27 19%	18 26%	59 31% g	440 29%	62 26%	342 30% m	157 24%	336 30% o	153 25%
Real time gambling/ trading/ auctions	357 20%	52 23%	45 17%	30 17%	35 26% bce	22 16%	39 22%	28 20%	19 28% bce	43 23%	307 20%	50 21%	261 23% m	95 15%	224 20%	129 21%
Listening to radio	353 20%	45 20% h	72 27% efh	44 26% fh	25 19%	25 17%	29 16%	29 20% h	8 12%	39 20% h	309 20%	44 18%	264 23% m	86 13%	241 21% o	104 17%
Uploading/ adding content to the internet	335 19%	42 19%	45 17%	47 28% abefg	28 21%	22 16%	28 16%	24 17%	14 21%	42 22%	296 19%	39 16%	239 21% m	95 15%	217 19%	112 18%
Using Twitter (browsing/ reading site)	332 19%	43 19% f	51 19% f	25 15%	27 20% f	33 23% cf	18 10%	33 23% cf	16 24% cf	36 19% f	296 19%	36 15%	234 21% m	97 15%	200 18%	126 21%

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

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QE12A (QE5A). SHOWCARD Which, if any, of these do you or members of your household use the internet for whilst at home? (MULTICODE)

Base : Those with access to the internet at home

				ENGLAND REGIONS							URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2823	181	207	218	214	163	216	181	170	184	2045	778	1599	1216	1639	819
Effective Weighted Sample	1947	174	194	208	203	155	207	172	163	176	1618	355	1108	886	1211	647
Total	1778	225	264	171	133	141	179	142	67	191	1538	241	1132	641	1125	608
Watch news programmes	327 18%	43 19%	56 21%	45 26% f fgh	26 19%	32 23% fgh	23 13%	20 14%	10 14%	35 18%	282 18%	45 19%	243 21% m	83 13%	220 20%	101 17%
Downloading films (Video on Demand)	229 13%	40 18% fg	37 14% g	23 13% g	19 14% g	15 11%	17 9%	8 6%	10 15%	31 16% g	203 13% fg	26 11%	164 15% m	63 10%	146 13%	78 13%
Using Twitter (account holder, posting on site)	196 11%	24 11%	34 13% f	19 11%	18 13% f	12 8%	11 6%	18 13% f	11 16% ef	22 11%	178 12% k	18 7%	140 12% m	55 9%	121 11%	71 12%
Streamed audio services (free)	163 9%	21 9% g	30 11% g	17 10% g	14 10% g	16 11% g	14 8%	5 4%	6 9% g	25 13% g	139 9%	24 10%	117 10% m	44 7%	114 10%	46 8%
Streamed audio services (subscription)	55 3%	10 4%	12 5%	3 2%	4 3%	8 6%	4 2%	3 2%	3 4%	5 2%	50 3%	5 2%	39 3%	16 2%	35 3%	19 3%
Other	11 1%	3 1%	2 1%	2 1%	1 1%	- -%	1 *%	- -%	* *%	2 1%	10 1%	1 1%	7 1%	5 1%	8 1%	4 1%
None of these	20 1%	- -%	1 *%	2 1%	* *%	1 1%	1 1%	2 1%	1 1%	8 4% abcdfh	19 1%	1 *%	7 1%	13 2% l	11 1%	8 1%
Don't know	8 *%	1 *%	2 1%	1 *%	1 *%	- -%	- -%	- -%	- -%	1 *%	7 *%	1 *%	2 *%	5 1% l	4 *%	3 1%

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 61

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QE12B (QE5B) SHOWCARD And, which, if any, of these activities have you or members of your household used the internet for in the LAST WEEK? (MULTICODE)

Base : Those with access to the internet at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2823	1367	1456	423	524	1113	761	370	285	380	559	735	904	553	629	1734	361	363	365
Effective Weighted Sample	1947	952	995	284	348	795	538	242	182	258	414	529	611	376	437	1513	253	241	275
Total	1778	872	906	275	373	682	448	191	152	226	407	522	567	315	373	1513	138	82	45
Sending and receiving e-mail	1390	677	714	215	308	546	321	125	116	185	356	443	471	238	238	1204	95	61	30
	78%	78%	79%	78%	82%	80%	72%	66%	77%	82%	88%	85%	83%	76%	64%	80%	69%	75%	66%
				f	f	f			g	g	ghi	mn	mn	n		pr			r
General surfing/ browsing the internet	1377	691	687	224	300	542	312	138	111	185	339	417	467	235	258	1181	101	60	35
	77%	79%	76%	81%	80%	79%	70%	72%	73%	82%	83%	80%	82%	75%	69%	78%	73%	74%	78%
				f	f	f				gh	gh	n	mn						
Using social networking sites (such as MySpace, Facebook or Bebo)	939	421	519	216	234	382	107	103	85	111	221	256	313	158	212	788	76	49	26
	53%	48%	57%	79%	63%	56%	24%	54%	56%	49%	54%	49%	55%	50%	57%	52%	55%	60%	58%
			a	def	ef	f							k		k				o
Banking	861	440	421	118	207	361	175	68	63	112	271	317	301	144	99	764	51	26	20
	48%	50%	46%	43%	56%	53%	39%	36%	42%	50%	67%	61%	53%	46%	27%	51%	37%	31%	44%
					cf	cf				g	ghi	lmn	mn	n		pqr			q
Finding/ downloading information for personal reasons e.g. information, news, weather	743	391	352	90	140	323	189	54	57	93	219	286	246	110	100	666	38	26	14
	42%	45%	39%	33%	38%	47%	42%	29%	37%	41%	54%	55%	43%	35%	27%	44%	27%	31%	30%
		b				cd	c				g	ghi	lmn	mn	n		pqr		
Purchasing goods/ services/ tickets etc.	721	350	371	97	159	296	169	64	63	90	223	246	242	118	115	621	50	30	21
	41%	40%	41%	35%	42%	43%	38%	33%	42%	40%	55%	47%	43%	37%	31%	41%	36%	36%	46%
						cf					ghi	mn	n	n					pq
Finding/ downloading information for work/ business	545	296	249	68	124	249	104	35	37	61	197	237	193	68	47	484	26	24	11
	31%	34%	27%	25%	33%	36%	23%	19%	24%	27%	48%	45%	34%	22%	13%	32%	19%	29%	24%
		b			cf	cf					g	ghi	lmn	mn	n		pr		p

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 61

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

QE12B (QE5B) SHOWCARD And, which, if any, of these activities have you or members of your household used the internet for in the LAST WEEK? (MULTICODE)

Base : Those with access to the internet at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2823	1367	1456	423	524	1113	761	370	285	380	559	735	904	553	629	1734	361	363	365
Effective Weighted Sample	1947	952	995	284	348	795	538	242	182	258	414	529	611	376	437	1513	253	241	275
Total	1778	872	906	275	373	682	448	191	152	226	407	522	567	315	373	1513	138	82	45
Watching video clips/ webcasts (e.g. YouTube or Big Brother)	499 28%	279 32% b	220 24%	118 43% def	114 31% f	213 31% f	54 12%	47 25%	35 23%	56 25%	145 36% ghi	149 28%	183 32% mn	74 23%	93 25%	440 29% pq	28 21%	16 20%	14 31% pq
Playing games online/ interactively	463 26%	220 25%	243 27%	101 37% def	106 29% f	196 29% f	60 13%	60 31%	58 38% ij	59 26%	110 27%	109 21%	141 25%	84 27% k	129 35% klm	408 27% pq	27 20%	16 19%	12 26%
Finding/ downloading information for school/ college/ university/ homework	459 26%	215 25%	245 27%	114 42% def	75 20% f	230 34% df	39 9%	51 27%	42 28%	50 22%	127 31% i	144 27% n	173 30% mn	75 24% n	67 18%	416 28% pqr	18 13%	16 19% p	10 22% p
Communicating via instant messaging, SMS messaging, chat rooms, voice calls	380 21%	194 22%	186 21%	88 32% ef	105 28% ef	147 22% f	40 9%	39 21%	29 19%	45 20%	117 29% ghi	116 22%	132 23% n	64 20%	67 18%	339 22% pqr	21 15%	13 16%	6 14%
Downloading music files, movies or video clips	373 21%	197 23%	176 19%	83 30% df	80 21% f	170 25% f	40 9%	39 20%	29 19%	43 19%	120 30% ghi	108 21%	141 25% mn	54 17%	69 18%	328 22% q	26 18% q	8 10%	11 24% q
Watching catch-up TV (such as BBC iPlayer, Sky Player, ITV Player)	367 21%	195 22%	172 19%	82 30% def	74 20%	144 21% f	67 15%	31 16%	30 20%	39 17%	121 30% ghi	122 23% mn	136 24% mn	49 16%	59 16%	321 21% q	24 18%	12 14%	10 23% q

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

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QE12B (QE5B) SHOWCARD And, which, if any, of these activities have you or members of your household used the internet for in the LAST WEEK? (MULTICODE)

Base : Those with access to the internet at home

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2823	1367	1456	423	524	1113	761	370	285	380	559	735	904	553	629	1734	361	363	365
Effective Weighted Sample	1947	952	995	284	348	795	538	242	182	258	414	529	611	376	437	1513	253	241	275
Total	1778	872	906	275	373	682	448	191	152	226	407	522	567	315	373	1513	138	82	45
Watching live TV programmes	297 17%	159 18%	138 15%	74 27% def	67 18% f	119 18% f	37 8%	25 13%	25 16%	31 14%	101 25% ghi	97 18% m	111 20% mn	37 12%	52 14%	267 18% pq	16 12%	6 8%	8 17% q
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	273 15%	149 17% b	124 14%	29 10%	49 13%	132 19% cdf	64 14%	23 12%	19 12%	39 17%	105 26% ghi	104 20% mn	94 17% mn	36 11%	38 10%	256 17% pqr	5 3%	7 9% p	5 10% p
To find information on health related issues e.g. NHS Direct/ NHS 24	247 14%	112 13%	135 15%	27 10%	62 17% c	105 15% c	54 12%	25 13%	15 10%	35 15%	95 23% ghi	93 18% mn	82 14% n	38 12%	34 9%	227 15% pq	8 6%	6 8%	5 12% p
Using Twitter (browsing/ reading site)	230 13%	118 14%	113 12%	57 21% ef	61 16% f	88 13% f	25 6%	26 13% i	13 9%	16 7%	77 19% hi	78 15% m	78 14%	33 10%	42 11%	194 13%	22 16% q	8 10%	6 13%
Listening to radio	206 12%	116 13% b	90 10%	32 12%	51 14% f	91 13% f	32 7%	15 8%	20 13%	23 10%	76 19% gi	78 15% mn	76 13% mn	24 8%	28 8%	190 13% pq	7 5%	5 6%	5 10% p
Watch news programmes	191 11%	112 13% b	79 9%	30 11%	40 11%	90 13% f	31 7%	14 7%	12 8%	17 8%	74 18% ghi	76 15% mn	71 12% mn	22 7%	22 6%	170 11%	10 8%	6 7%	4 9%
Uploading/ adding content to the internet	180 10%	104 12% b	77 8%	32 12% f	43 12% f	77 11% f	29 6%	14 8%	13 9%	19 8%	65 16% ghi	66 13% n	59 10%	27 9%	28 7%	160 11%	11 8%	7 8%	3 8%

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		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2823	1367	1456	423	524	1113	761	370	285	380	559	735	904	553	629	1734	361	363	365
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Total	1778	872	906	275	373	682	448	191	152	226	407	522	567	315	373	1513	138	82	45
Real time gambling/ trading/ auctions	180	113	67	31	40	80	28	16	11	21	61	56	67	34	24	154	16	7	3
	10%	13%	7%	11%	11%	12%	6%	8%	7%	9%	15%	11%	12%	11%	6%	10%	12%	8%	6%
		b		f	f	f					ghi	n	n	n			r		
Using Twitter (account holder, posting on site)	128	79	49	35	33	48	12	11	9	7	49	41	53	13	21	112	9	4	3
	7%	9%	5%	13%	9%	7%	3%	6%	6%	3%	12%	8%	9%	4%	6%	7%	7%	4%	6%
		b		ef	f	f					ghi	m	mn						
Downloading films (Video on Demand)	109	68	41	24	33	46	7	13	9	5	37	34	42	11	22	97	7	3	2
	6%	8%	4%	9%	9%	7%	2%	7%	6%	2%	9%	6%	7%	3%	6%	6%	5%	3%	5%
		b		f	f	f		i			i	m	m						
Streamed audio services (free)	89	63	26	17	27	34	11	5	6	8	37	27	42	9	11	83	3	1	2
	5%	7%	3%	6%	7%	5%	2%	3%	4%	3%	9%	5%	7%	3%	3%	5%	2%	1%	4%
		b		f	f	f					ghi		mn			pq			
Streamed audio services (subscription)	23	15	8	6	7	8	2	2	1	-	12	7	14	1	2	23	*	-	*
	1%	2%	1%	2%	2%	1%	1%	1%	*%	-%	3%	1%	2%	*%	1%	2%	*%	-%	*%
				f							i		mn			q			
Other	6	4	2	1	-	1	4	1	1	2	-	2	2	2	*	6	-	*	-
	*%	1%	*%	*%	-%	*%	1%	1%	*%	1%	-%	*%	*%	1%	*%	*%	-%	1%	-%
None of these	53	29	24	5	11	13	24	13	7	6	6	10	12	11	19	46	4	2	2
	3%	3%	3%	2%	3%	2%	5%	7%	5%	2%	1%	2%	2%	4%	5%	3%	3%	2%	4%
							ce	ij	j						kl				
Don't know	15	6	10	*	-	7	8	2	1	1	1	5	2	4	4	10	2	3	1
	1%	1%	1%	*%	-%	1%	2%	1%	1%	1%	*%	1%	*%	1%	1%	1%	1%	4%	1%
							cd											o	

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Base : Those with access to the internet at home

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2823	181	207	218	214	163	216	181	170	184	2045	778	1599	1216	1639	819
Effective Weighted Sample	1947	174	194	208	203	155	207	172	163	176	1618	355	1108	886	1211	647
Total	1778	225	264	171	133	141	179	142	67	191	1538	241	1132	641	1125	608
Sending and receiving e-mail	1390	187	220	145	107	102	146	107	53	135	1201	189	914	473	908	453
	78%	83%	83%	85%	81%	73%	82%	76%	80%	71%	78%	79%	81%	74%	81%	74%
		ei	ei	egi	i		ei						m		o	
General surfing/ browsing the internet	1377	186	198	140	103	108	135	114	53	145	1182	195	911	462	884	459
	77%	82%	75%	82%	77%	76%	76%	80%	79%	76%	77%	81%	81%	72%	79%	75%
													m			
Using social networking sites (such as MySpace, Facebook or Bebo)	939	127	119	88	63	63	111	67	47	102	816	124	633	303	575	338
	53%	56%	45%	51%	47%	45%	62%	47%	71%	53%	53%	51%	56%	47%	51%	56%
		be					bcdeg		abcdegi				m			
Banking	861	104	161	106	68	66	76	61	36	86	727	134	612	247	592	249
	48%	46%	61%	62%	51%	47%	42%	43%	54%	45%	47%	56%	54%	39%	53%	41%
			adefgi	adefgi					fg			j	m		o	
Finding/ downloading information for personal reasons e.g. information, news, weather	743	113	138	91	59	32	89	43	22	80	632	110	513	228	509	220
	42%	50%	52%	53%	44%	23%	50%	30%	33%	42%	41%	46%	45%	36%	45%	36%
		egh	eghi	eghi	egh		egh		e	eg			m		o	
Purchasing goods/ services/ tickets etc.	721	71	137	87	65	47	66	47	32	68	606	115	496	221	502	198
	41%	31%	52%	51%	49%	33%	37%	33%	49%	36%	39%	48%	44%	35%	45%	33%
			aefgi	aefgi	aefgi				aefgi			j	m		o	
Finding/ downloading information for work/ business	545	87	97	71	41	31	50	24	21	63	469	76	436	107	371	163
	31%	39%	37%	41%	31%	22%	28%	17%	31%	33%	31%	31%	39%	17%	33%	27%
		efg	eg	defgh	g		g		g	eg			m		o	

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	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
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Total	1778	225	264	171	133	141	179	142	67	191	1538	241	1132	641	1125	608
Watching video clips/ webcasts (e.g. YouTube or Big Brother)	499 28%	77 34% eg	68 26%	57 33% eg	44 33% eg	28 20%	56 31% e	34 24%	16 24%	61 32% e	435 28%	64 27%	345 31% m	154 24%	315 28%	170 28%
Playing games online/ interactively	463 26%	46 21%	68 26%	57 34% ag	35 27%	40 28%	47 26%	34 24%	21 31% a	59 31% a	389 25%	74 31% j	293 26%	168 26%	293 26%	158 26%
Finding/ downloading information for school/ college/ university/ homework	459 26%	75 33% bg	57 22%	51 30% g	40 30% g	33 24%	59 33% bg	25 17%	19 28% g	58 31% bg	390 25%	69 29%	294 26%	164 26%	288 26%	162 27%
Communicating via instant messaging, SMS messaging, chat rooms, voice calls	380 21%	39 17%	56 21%	47 27% a	34 26%	27 19%	37 21%	30 21%	21 32% abefg	49 25%	337 22%	43 18%	260 23% m	119 19%	248 22%	125 21%
Downloading music files, movies or video clips	373 21%	41 18% g	73 28% aefg	41 24% fg	41 31% aefg	25 18% g	27 15%	14 10%	20 30% aefg	44 23% fg	321 21%	52 22%	255 23% m	116 18%	247 22%	114 19%
Watching catch-up TV (such as BBC iPlayer, Sky Player, ITV Player)	367 21%	38 17%	65 25% g	52 30% aefgi	39 29% aefgi	23 16%	30 17%	20 14%	15 22%	39 20%	310 20%	56 23%	246 22%	119 19%	265 24% o	91 15%

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

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		ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2823	181	207	218	214	163	216	181	170	184	2045	778	1599	1216	1639	819
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Total	1778	225	264	171	133	141	179	142	67	191	1538	241	1132	641	1125	608
Watching live TV programmes	297	37	62	31	34	22	27	7	13	35	260	37	207	88	194	96
	17%	16%	24%	18%	25%	16%	15%	5%	19%	18%	17%	15%	18%	14%	17%	16%
		g	fg	g	aefg	g	g		g	g			m			
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	273	36	57	44	29	15	23	10	11	32	231	42	192	79	203	66
	15%	16%	22%	26%	21%	11%	13%	7%	16%	17%	15%	17%	17%	12%	18%	11%
		g	efg	aefghi	efg					g	g		m		o	
To find information on health related issues e.g. NHS Direct/ NHS 24	247	29	51	27	27	14	27	16	11	26	211	36	168	78	171	70
	14%	13%	19%	16%	20%	10%	15%	11%	16%	13%	14%	15%	15%	12%	15%	12%
			eg		eg										o	
Using Twitter (browsing/ reading site)	230	21	42	18	20	19	15	19	12	28	206	25	162	67	143	82
	13%	9%	16%	11%	15%	13%	8%	13%	18%	15%	13%	10%	14%	11%	13%	13%
			f		f				acf	f			m			
Listening to radio	206	28	47	27	17	12	16	15	4	24	181	25	160	46	155	47
	12%	12%	18%	16%	13%	8%	9%	10%	7%	12%	12%	10%	14%	7%	14%	8%
			efgh	efh									m		o	
Watch news programmes	191	25	37	29	16	14	15	6	6	21	166	25	140	50	139	48
	11%	11%	14%	17%	12%	10%	8%	4%	9%	11%	11%	10%	12%	8%	12%	8%
		g	g	fgh	g					g			m		o	
Uploading/ adding content to the internet	180	18	28	31	14	10	20	7	8	24	164	17	126	54	120	57
	10%	8%	11%	18%	10%	7%	11%	5%	12%	12%	11%	7%	11%	8%	11%	9%
			g	abdeg	g			g		g	k		m			

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Total	1778	225	264	171	133	141	179	142	67	191	1538	241	1132	641	1125	608
Real time gambling/ trading/ auctions	180	8	32	22	20	12	13	13	12	23	150	30	135	45	125	53
	10%	4%	12%	13%	15%	8%	7%	9%	18%	12%	10%	12%	12%	7%	11%	9%
			a	a	af				aefg	a			m			
Using Twitter (account holder, posting on site)	128	13	24	13	12	8	10	7	8	19	118	10	86	40	82	43
	7%	6%	9%	7%	9%	6%	5%	5%	12%	10%	8%	4%	8%	6%	7%	7%
									fg		k					
Downloading films (Video on Demand)	109	19	21	12	12	6	6	1	4	15	95	14	80	28	72	35
	6%	8%	8%	7%	9%	5%	3%	1%	6%	8%	6%	6%	7%	4%	6%	6%
		fg	g	g	fg	g			g	g			m			
Streamed audio services (free)	89	8	24	11	9	4	6	2	5	15	76	13	69	20	63	24
	5%	4%	9%	6%	7%	3%	3%	1%	7%	8%	5%	5%	6%	3%	6%	4%
			aefg	g	g				g	fg			m			
Streamed audio services (subscription)	23	3	11	2	1	1	2	1	2	2	20	3	17	6	20	3
	1%	1%	4%	1%	1%	*%	1%	1%	2%	1%	1%	1%	2%	1%	2%	1%
			ceg												o	
Other	6	-	2	2	*	-	-	-	*	1	5	1	4	2	3	4
	*%	-%	1%	1%	*%	-%	-%	-%	*%	1%	*%	*%	*%	*%	*%	1%
None of these	53	6	5	5	3	6	4	3	1	13	48	5	23	30	35	17
	3%	3%	2%	3%	2%	4%	2%	2%	2%	7%	3%	2%	2%	5%	3%	3%
										bdfgh				l		
Don't know	15	1	2	1	3	2	-	-	*	1	12	3	6	9	10	4
	1%	*%	1%	*%	3%	1%	-%	-%	1%	*%	1%	1%	1%	1%	1%	1%
					fg									l		

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

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QE15 (QENEW11) SHOWCARD What was the advertised speed of your main home internet connection when you took up your service? (SINGLE CODE)

Base : Those who use broadband to connect to the internet at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2726	1321	1405	393	495	1091	745	340	271	367	553	726	878	533	587	1684	350	344	348
Effective Weighted Sample	1881	921	960	265	326	782	528	224	173	249	410	523	592	364	408	1468	245	228	261
Total	1723	845	877	259	353	672	439	175	146	217	403	515	552	306	349	1470	134	76	43
Up to 512kb	11 1%	2 *%	9 1% a	- -%	4 1%	6 1%	2 *%	2 1%	1 1%	2 1%	3 1%	5 1%	3 1%	* *%	3 1%	10 1%	1 1%	* *%	* 1%
Up to 1MB	14 1%	11 1% b	3 *%	- -%	2 1%	5 1%	7 2% c	1 *%	2 1%	2 1%	5 1%	5 1%	4 1%	4 1%	1 *%	13 1%	1 1%	* *%	* 1%
Up to 2MB	51 3%	34 4% b	17 2%	4 1%	10 3%	20 3%	17 4%	9 5% h	2 1%	8 3%	14 4%	14 3%	14 3%	7 2%	15 4%	47 3% p	1 1%	2 3%	1 2%
Up to 4MB	46 3%	32 4% b	14 2%	7 3%	4 1%	16 2%	19 4% de	5 3%	5 3%	7 3%	7 2%	18 3% n	16 3%	8 2%	4 1%	42 3%	1 1%	1 2%	1 3%
Up to 8MB	121 7%	84 10% b	36 4%	10 4%	25 7%	55 8% c	31 7%	10 6%	10 7%	15 7%	36 9%	51 10% lmn	35 6%	18 6%	17 5%	104 7%	9 7%	5 7%	2 5%
Up to 10MB	97 6%	65 8% b	32 4%	12 5%	22 6%	44 7%	19 4%	8 4%	8 6%	12 6%	35 9% g	34 7%	31 6%	19 6%	13 4%	85 6%	8 6%	3 4%	2 4%
Up to 16MB	26 2%	14 2%	12 1%	2 1%	6 2%	12 2%	6 1%	2 1%	3 2%	6 3%	6 2%	10 2%	8 1%	4 1%	4 1%	20 1%	4 3% r	3 3% or	- -%
Up to 20MB	125 7%	72 9% b	53 6%	19 7%	33 9%	48 7%	26 6%	13 8%	10 7%	23 10%	27 7%	29 6%	48 9%	26 8%	22 6%	106 7%	9 6%	8 10%	3 7%
Up to 30MB	24 1%	17 2% b	6 1%	4 1%	6 2%	9 1%	5 1%	4 2%	3 2%	2 1%	7 2%	5 1%	8 1%	4 1%	6 2%	19 1%	2 1%	1 1%	1 3%

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

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QE15 (QENEW11) SHOWCARD What was the advertised speed of your main home internet connection when you took up your service? (SINGLE CODE)

Base : Those who use broadband to connect to the internet at home

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2726	1321	1405	393	495	1091	745	340	271	367	553	726	878	533	587	1684	350	344	348
Effective Weighted Sample	1881	921	960	265	326	782	528	224	173	249	410	523	592	364	408	1468	245	228	261
Total	1723	845	877	259	353	672	439	175	146	217	403	515	552	306	349	1470	134	76	43
Up to 40MB	7	4	3	2	1	2	2	1	2	*	1	2	3	2	1	5	1	-	1
	*%	1%	*%	1%	*%	*%	*%	1%	1%	*%	*%	*%	*%	1%	*%	*%	*%	-%	3% opq
Up to 50MB	18	12	6	3	5	7	4	1	2	3	4	10	4	2	2	14	1	2	1
	1%	1%	1%	1%	1%	1%	1%	*%	2%	1%	1%	2% l	1%	1%	1%	1%	1%	2%	3% o
Up to 100MB	12	5	7	3	3	5	2	1	2	-	4	5	3	*	4	11	*	-	1
	1%	1%	1%	1%	1%	1%	*%	1%	1%	-%	1%	1%	*%	*%	1%	1%	*%	-%	1%
Over 100MB	7	4	3	*	1	3	2	1	2	-	*	2	2	*	3	5	-	1	*
	*%	*%	*%	*%	*%	*%	1%	*%	1%	-%	*%	*%	*%	*%	1%	*%	-%	1%	1%
Don't know	1165	489	676	195	232	441	297	117	95	136	251	324	375	211	254	990	96	50	29
	68%	58%	77% a	75% def	66%	66%	68%	67%	65%	62%	62%	63%	68%	69%	73% k	67%	72%	66%	67%

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

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QE15 (QENEW11) SHOWCARD What was the advertised speed of your main home internet connection when you took up your service? (SINGLE CODE)

Base : Those who use broadband to connect to the internet at home

						ENGLAND REGIONS					URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2726	178	202	214	210	155	215	167	166	177	1972	754	1556	1162	1592	786
Effective Weighted Sample	1881	171	189	204	199	148	206	159	159	170	1560	346	1079	849	1175	621
Total	1723	222	258	168	131	133	178	130	65	184	1487	236	1105	612	1092	588
Up to 512kb	11	-	2	3	*	-	1	2	-	3	8	3	8	2	7	4
	1%	-%	1%	2%	*%	-%	*%	1%	-%	1%	1%	1%	1%	*%	1%	1%
Up to 1MB	14	3	3	-	2	1	4	-	*	-	12	2	10	4	7	7
	1%	1%	1%	-%	1%	1%	2% c	-%	1%	-%	1%	1%	1%	1%	1%	1%
Up to 2MB	51	7	5	9	6	3	5	4	2	7	39	11	33	17	39	11
	3%	3%	2%	5%	5%	2%	3%	3%	3%	4%	3%	5% j	3%	3%	4% o	2%
Up to 4MB	46	2	17	6	3	5	2	4	1	2	32	14	29	16	33	11
	3%	1%	7% afhi	3%	3%	4%	1%	3%	2%	1%	2%	6% j	3%	3%	3%	2%
Up to 8MB	121	8	20	17	10	6	12	14	3	14	98	22	87	32	88	31
	7%	4%	8%	10% a	8%	4%	7%	11% aeh	5%	8%	7%	9%	8% m	5%	8% o	5%
Up to 10MB	97	15	16	7	8	4	5	14	2	14	86	11	68	29	60	36
	6%	7%	6%	4%	6%	3%	3%	10% cefh	2%	8% fh	6%	5%	6%	5%	5%	6%
Up to 16MB	26	3	4	2	1	2	-	2	2	3	24	2	15	10	13	13
	2%	1%	2%	1%	1%	1%	-%	2% f	3% f	2%	2%	1%	1%	2%	1%	2%
Up to 20MB	125	12	18	13	8	14	8	10	6	17	116	9	82	42	75	47
	7%	6%	7%	8%	6%	11% f	5%	8%	9%	9%	8% k	4%	7%	7%	7%	8%
Up to 30MB	24	1	-	2	2	5	3	2	1	4	22	1	15	8	11	12
	1%	1%	-%	1%	1%	4% ab	1%	1%	2% b	2% b	1%	1%	1%	1%	1%	2%

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

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QE15 (QENEW11) SHOWCARD What was the advertised speed of your main home internet connection when you took up your service? (SINGLE CODE)

Base : Those who use broadband to connect to the internet at home

				ENGLAND REGIONS							URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2726	178	202	214	210	155	215	167	166	177	1972	754	1556	1162	1592	786
Effective Weighted Sample	1881	171	189	204	199	148	206	159	159	170	1560	346	1079	849	1175	621
Total	1723	222	258	168	131	133	178	130	65	184	1487	236	1105	612	1092	588
Up to 40MB	7 *%	1 *%	1 *%	- -%	- -%	1 *%	1 1%	1 1%	1 1%	- -%	5 *%	2 1%	2 *%	5 1% l	5 *%	1 *%
Up to 50MB	18 1%	2 1%	2 1%	1 1%	3 2%	1 *%	1 *%	3 2%	1 2%	1 1%	17 1%	1 *%	14 1%	4 1%	8 1%	9 2%
Up to 100MB	12 1%	6 3% egi	2 1%	1 *%	1 1%	- -%	2 1%	- -%	* 1%	- -%	10 1%	2 1%	8 1%	4 1%	6 1%	6 1%
Over 100MB	7 *%	3 1%	1 1%	- -%	- -%	- -%	- -%	1 *%	* 1%	- -%	6 *%	* *%	5 *%	1 *%	2 *%	4 1%
Don't know	1165 68% g	160 72%	167 65%	109 65%	87 67%	92 69%	136 76% g	74 57%	45 69% bcdgi	119 65% g	1009 68%	156 66%	727 66%	436 71% l	741 68%	395 67%

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 63

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

QE16 (QE11A). SHOWCARD What is the actual speed of your main home internet connection? (SINGLE CODE)

Base : Those who use broadband to connect to the internet at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2726	1321	1405	393	495	1091	745	340	271	367	553	726	878	533	587	1684	350	344	348
Effective Weighted Sample	1881	921	960	265	326	782	528	224	173	249	410	523	592	364	408	1468	245	228	261
Total	1723	845	877	259	353	672	439	175	146	217	403	515	552	306	349	1470	134	76	43
512K	14	9	5	-	2	6	6	3	1	1	5	5	4	2	3	12	*	1	*
	1%	1%	1%	-%	1%	1%	1%	2%	1%	*%	1%	1%	1%	1%	1%	1%	*%	1%	1%
750K	3	2	1	-	1	1	1	-	-	*	2	1	2	1	-	3	-	-	*
	*%	*%	*%	-%	*%	*%	*%	-%	-%	*%	*%	*%	*%	*%	-%	*%	-%	-%	*%
1MB	10	8	2	-	3	7	*	1	1	1	1	5	1	3	1	9	1	*	*
	1%	1%	*%	-%	1%	1%	*%	*%	1%	1%	*%	1%	*%	1%	*%	1%	1%	*%	1%
					f	f													
1.5MB	14	12	2	1	1	8	4	1	2	3	1	7	2	1	3	14	-	*	*
	1%	1%	*%	*%	*%	1%	1%	*%	1%	1%	*%	1%	*%	*%	1%	1%	-%	*%	1%
		b																	
2MB	53	38	15	4	11	22	16	10	2	9	18	15	18	7	14	44	5	2	2
	3%	5%	2%	1%	3%	3%	4%	6%	1%	4%	4%	3%	3%	2%	4%	3%	4%	2%	5%
		b						h			h								
3MB	41	29	11	3	10	14	13	5	1	6	13	15	9	7	9	35	4	2	-
	2%	3%	1%	1%	3%	2%	3%	3%	*%	3%	3%	3%	2%	2%	2%	2%	3%	3%	-%
		b									h					r	r	r	
4MB	62	46	17	10	7	33	13	5	6	7	22	24	17	11	11	54	5	3	1
	4%	5%	2%	4%	2%	5%	3%	3%	4%	3%	5%	5%	3%	3%	3%	4%	4%	4%	2%
		b				d													
8MB	88	50	38	6	23	38	20	10	9	11	22	30	28	15	15	78	4	5	1
	5%	6%	4%	2%	7%	6%	5%	6%	6%	5%	6%	6%	5%	5%	4%	5%	3%	7%	3%
					c	c													
10MB	60	39	21	9	10	29	12	5	3	9	22	25	15	12	7	52	2	3	2
	3%	5%	2%	3%	3%	4%	3%	3%	2%	4%	5%	5%	3%	4%	2%	4%	2%	4%	5%
		b										n							
16MB	28	18	10	3	7	9	9	2	4	4	8	9	14	3	3	24	2	1	-
	2%	2%	1%	1%	2%	1%	2%	1%	3%	2%	2%	2%	2%	1%	1%	2%	2%	2%	-%
													n			r	r	r	

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 63

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QE16 (QE11A). SHOWCARD What is the actual speed of your main home internet connection? (SINGLE CODE)

Base : Those who use broadband to connect to the internet at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2726	1321	1405	393	495	1091	745	340	271	367	553	726	878	533	587	1684	350	344	348
Effective Weighted Sample	1881	921	960	265	326	782	528	224	173	249	410	523	592	364	408	1468	245	228	261
Total	1723	845	877	259	353	672	439	175	146	217	403	515	552	306	349	1470	134	76	43
20MB	59 3%	35 4%	24 3%	8 3%	10 3%	29 4%	12 3%	5 3%	4 3%	7 3%	17 4%	14 3%	26 5% m	6 2%	12 3%	51 3%	3 2%	4 5%	1 3%
24MB	15 1%	10 1%	6 1%	3 1%	4 1%	6 1%	3 1%	1 1%	1 1%	1 1%	4 1%	6 1%	6 1%	1 *%	3 1%	13 1%	2 1%	* *%	1 2%
50MB	20 1%	17 2% b	3 *%	2 1%	6 2%	7 1%	5 1%	1 1%	2 2%	1 1%	3 1%	10 2%	5 1%	2 1%	3 1%	17 1%	1 1%	1 2%	1 2%
100MB	11 1%	4 1%	7 1%	6 2% ef	2 1%	2 *%	1 *%	* *%	2 1%	- -%	5 1%	3 1%	3 1%	1 *%	4 1%	10 1%	1 1%	- -%	* 1%
Over 100MB	4 *%	3 *%	2 *%	* *%	1 *%	1 *%	2 *%	1 1%	* *%	- -%	1 *%	3 *%	* *%	* *%	2 *%	3 *%	- -%	1 2% o	* 1% o
Other	23 1%	13 2%	10 1%	1 1%	8 2%	9 1%	5 1%	2 1%	3 2%	5 2%	5 1%	6 1%	7 1%	6 2%	4 1%	20 1%	2 1%	- -%	1 3% q
Don't know	1216 71%	511 61%	704 80% a	201 78% de	245 69%	451 67%	318 72% e	124 71%	105 72%	150 69%	254 63% j	338 66% j	394 71% k	228 74% k	255 73% k	1030 70%	103 77% oq	52 68%	31 73%

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 63

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QE16 (QE11A). SHOWCARD What is the actual speed of your main home internet connection? (SINGLE CODE)

Base : Those who use broadband to connect to the internet at home

				ENGLAND REGIONS							URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2726	178	202	214	210	155	215	167	166	177	1972	754	1556	1162	1592	786
Effective Weighted Sample	1881	171	189	204	199	148	206	159	159	170	1560	346	1079	849	1175	621
Total	1723	222	258	168	131	133	178	130	65	184	1487	236	1105	612	1092	588
512K	14 1%	1 1%	2 1%	2 1%	1 *%	1 1%	1 *%	3 2%	1 1%	1 1%	8 1%	6 3% j	9 1%	5 1%	10 1%	4 1%
750K	3 *%	- -%	- -%	2 1%	1 1%	- -%	- -%	- -%	* *%	- -%	2 *%	1 *%	2 *%	1 *%	3 *%	- -%
1MB	10 1%	2 1%	1 *%	4 2%	1 1%	- -%	1 *%	1 1%	- -%	- -%	5 *%	5 2% j	10 1% m	1 *%	9 1%	1 *%
1.5MB	14 1%	2 1%	1 *%	4 2%	* *%	- -%	3 1%	1 1%	1 1%	2 1%	12 1%	2 1%	7 1%	7 1%	10 1%	4 1%
2MB	53 3%	5 2%	8 3%	9 5%	3 3%	3 2%	3 2%	4 3%	2 3%	8 4%	43 3%	10 4%	38 3%	14 2%	36 3%	15 3%
3MB	41 2%	6 3% h	11 4% egh	4 3% h	3 2% h	1 1%	5 3% h	1 *%	- -%	4 2%	32 2%	8 4%	24 2%	17 3%	33 3% o	7 1%
4MB	62 4%	2 1%	17 7% ai	7 4%	6 5% a	7 5% a	6 3%	4 3%	2 3%	3 2%	52 3%	11 4%	46 4%	16 3%	48 4% o	13 2%
8MB	88 5%	9 4%	14 5%	6 3%	10 8% fh	7 5%	5 3%	15 12% abcefh	1 2%	13 7% h	73 5%	15 6%	59 5%	28 5%	50 5%	36 6%
10MB	60 3%	14 6% cfh	10 4%	4 2%	3 3%	3 2%	4 2%	8 6% h	1 2%	7 4%	54 4%	6 2%	41 4%	18 3%	33 3%	25 4%
16MB	28 2%	3 1%	6 2%	2 1%	1 1%	4 3%	1 1%	3 3%	2 3%	3 1%	25 2%	4 1%	17 2%	11 2%	19 2%	9 2%

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 63

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

QE16 (QE11A). SHOWCARD What is the actual speed of your main home internet connection? (SINGLE CODE)

Base : Those who use broadband to connect to the internet at home

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
							ENGLAND REGIONS				URBANITY		WORKING		DEPRIVATION LEVEL	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2726	178	202	214	210	155	215	167	166	177	1972	754	1556	1162	1592	786
Effective Weighted Sample	1881	171	189	204	199	148	206	159	159	170	1560	346	1079	849	1175	621
Total	1723	222	258	168	131	133	178	130	65	184	1487	236	1105	612	1092	588
20MB	59 3%	6 3%	8 3%	3 2%	4 3%	10 7% cf	3 2%	3 3%	3 5%	11 6% cf	57 4% k	2 1%	41 4%	18 3%	35 3%	23 4%
24MB	15 1%	1 1%	4 1%	- -%	1 1%	1 1%	3 1%	2 1%	* 1%	1 1%	14 1%	2 1%	9 1%	7 1%	11 1%	4 1%
50MB	20 1%	2 1%	1 *%	2 1%	1 1%	2 1%	1 1%	1 1%	1 2%	6 3% b	20 1% k	- -%	13 1%	7 1%	13 1%	7 1%
100MB	11 1%	5 2% bc	- -%	- -%	2 1%	- -%	2 1%	1 *%	* 1%	1 1%	10 1%	2 1%	8 1%	3 *%	4 *%	7 1% n
Over 100MB	4 *%	1 1%	- -%	- -%	- -%	- -%	1 1%	- -%	* 1%	- -%	3 *%	1 *%	4 *%	* *%	2 *%	2 *%
Other	23 1%	1 *%	2 1%	1 *%	- -%	- -%	7 4% abcdeg	1 1%	3 4% abcdeg	5 3% de	18 1%	5 2%	12 1%	11 2%	15 1%	7 1%
Don't know	1216 71%	162 73%	174 68%	120 71%	92 70%	97 73%	134 75% gi	83 64%	48 73%	120 65%	1060 71%	156 66%	766 69%	448 73%	760 70%	424 72%

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

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

QE17 (QE11C). Do you know how to find out what speeds you are getting on your computer at home? (SINGLE CODE)

Base : Those who use broadband to connect to the internet at home

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2726	1321	1405	393	495	1091	745	340	271	367	553	726	878	533	587	1684	350	344	348
Effective Weighted Sample	1881	921	960	265	326	782	528	224	173	249	410	523	592	364	408	1468	245	228	261
Total	1723	845	877	259	353	672	439	175	146	217	403	515	552	306	349	1470	134	76	43
Yes	576	407	168	82	122	242	130	54	46	75	164	199	196	91	90	491	43	28	13
	33%	48%	19%	32%	35%	36%	30%	31%	31%	34%	41%	39%	36%	30%	26%	33%	32%	37%	30%
			b				f				gh	mn	n						
No	875	321	554	129	168	333	245	82	81	108	192	243	283	166	183	747	70	35	23
	51%	38%	63%	50%	48%	50%	56%	47%	55%	50%	48%	47%	51%	54%	52%	51%	52%	46%	54%
			a				de							k					
Don't know	272	117	155	48	62	97	64	38	20	34	46	74	72	49	76	231	21	13	6
	16%	14%	18%	19%	18%	14%	15%	22%	14%	16%	11%	14%	13%	16%	22%	16%	16%	17%	15%
			a					hj							klm				

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

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

QE17 (QE11C). Do you know how to find out what speeds you are getting on your computer at home? (SINGLE CODE)

Base : Those who use broadband to connect to the internet at home

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2726	178	202	214	210	155	215	167	166	177	1972	754	1556	1162	1592	786
Effective Weighted Sample	1881	171	189	204	199	148	206	159	159	170	1560	346	1079	849	1175	621
Total	1723	222	258	168	131	133	178	130	65	184	1487	236	1105	612	1092	588
Yes	576 33%	61 27%	85 33%	68 40% aeg	44 34%	38 28%	58 33%	37 28%	23 35%	78 43% aefg	498 33%	77 33%	399 36% m	174 28%	384 35% o	178 30%
No	875 51%	136 61% dehi	137 53% hi	86 51% hi	59 45% i	59 45%	101 57% dehi	80 62% cdehi	24 37%	64 35%	751 51%	124 53%	539 49%	334 55% l	547 50%	305 52%
Don't know	272 16%	25 11%	36 14%	14 8%	28 21% acfg	36 27% abcfg	19 11%	13 10%	18 28% abcfg	42 23% abcfg	238 16%	34 14%	167 15%	104 17%	161 15%	105 18%

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

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QE18 (QE12X). SHOWCARD You said you use a mobile USB stick or dongle to access the internet, thinking about the speed of your mobile broadband, is this faster, slower or about the same as you expected it to be when you first got it? (SINGLE CODE)

Base : Those in a household with mobile broadband

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	d	e	~f	~g	~h	~i	j	k	l	~m	n	o	~p	~q	~r
Unweighted total	431	236	195	96	107	166	61	70	45	52	100	110	135	79	107	264	69	63	35
Effective Weighted Sample	303	165	138	68	78	119	42	45	26	39	72	82	92	58	73	231	45	48	30
Total	288	156	132	67	84	100	37	37	24	38	73	86	87	52	62	242	24	18	4
A lot faster	8	5	3	**	*	2	**	**	**	**	4	2	1	**	2	7	**	**	**
	3%	3%	2%	**	1%	2%	**	**	**	**	5%	3%	2%	**	3%	3%	**	**	**
A little faster	25	15	10	**	7	12	**	**	**	**	9	6	8	**	4	20	**	**	**
	9%	10%	7%	**	8%	12%	**	**	**	**	13%	7%	10%	**	7%	8%	**	**	**
About the same	154	85	69	**	47	45	**	**	**	**	39	52	41	**	33	129	**	**	**
	53%	55%	52%	**	56%	44%	**	**	**	**	54%	60%	47%	**	53%	53%	**	**	**
A little slower	43	24	19	**	12	17	**	**	**	**	10	11	17	**	8	38	**	**	**
	15%	15%	14%	**	15%	16%	**	**	**	**	14%	13%	20%	**	13%	16%	**	**	**
A lot slower	17	10	7	**	4	10	**	**	**	**	6	6	5	**	4	14	**	**	**
	6%	7%	5%	**	5%	10%	**	**	**	**	8%	7%	6%	**	6%	6%	**	**	**
Don't know	41	16	25	**	13	16	**	**	**	**	5	9	14	**	11	34	**	**	**
	14%	10%	19%	**	16%	15%	**	**	**	**	7%	11%	16%	**	18%	14%	**	**	**
			a																

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

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

QE18 (QE12X). SHOWCARD You said you use a mobile USB stick or dongle to access the internet, thinking about the speed of your mobile broadband, is this faster, slower or about the same as you expected it to be when you first got it? (SINGLE CODE)

Base : Those in a household with mobile broadband

		ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	431	26	37	28	44	28	22	22	22	35	331	100	265	165	232	164
Effective Weighted Sample	303	25	34	27	42	27	21	21	21	34	263	45	184	126	165	130
Total	288	35	47	23	28	25	19	17	9	38	259	29	193	95	156	127
A lot faster	8	**	**	**	**	**	**	**	**	**	7	1	4	4	3	5
	3%	**	**	**	**	**	**	**	**	**	3%	5%	2%	5%	2%	4%
A little faster	25	**	**	**	**	**	**	**	**	**	23	2	21	4	16	8
	9%	**	**	**	**	**	**	**	**	**	9%	7%	11%	5%	10%	6%
About the same	154	**	**	**	**	**	**	**	**	**	135	19	103	50	80	72
	53%	**	**	**	**	**	**	**	**	**	52%	65%	54%	53%	51%	57%
A little slower	43	**	**	**	**	**	**	**	**	**	39	3	26	17	21	21
	15%	**	**	**	**	**	**	**	**	**	15%	12%	13%	18%	13%	17%
A lot slower	17	**	**	**	**	**	**	**	**	**	15	2	10	7	15	2
	6%	**	**	**	**	**	**	**	**	**	6%	8%	5%	8%	10%	1%
															o	
Don't know	41	**	**	**	**	**	**	**	**	**	40	1	30	11	21	19
	14%	**	**	**	**	**	**	**	**	**	15%	4%	15%	12%	14%	15%
											k					

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

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QE19A (QE8AA). SHOWCARD Thinking about your mobile broadband internet service, please use this card to say how satisfied you are with your main supplier for... The overall service provided by MAIN PROVIDER? (SINGLE CODE)

Base : Those in a household with mobile broadband

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	d	e	~f	~g	~h	~i	j	k	l	~m	n	o	~p	~q	~r
Unweighted total	431	236	195	96	107	166	61	70	45	52	100	110	135	79	107	264	69	63	35
Effective Weighted Sample	303	165	138	68	78	119	42	45	26	39	72	82	92	58	73	231	45	48	30
Total	288	156	132	67	84	100	37	37	24	38	73	86	87	52	62	242	24	18	4
Very satisfied	107	51	56	**	29	38	**	**	**	**	23	32	27	**	24	87	**	**	**
	37%	33%	42%	**	34%	38%	**	**	**	**	32%	37%	31%	**	38%	36%	**	**	**
Fairly satisfied	118	72	46	**	37	35	**	**	**	**	33	33	41	**	27	99	**	**	**
	41%	46%	35%	**	44%	35%	**	**	**	**	45%	39%	47%	**	44%	41%	**	**	**
		b																	
Neither	31	18	13	**	7	16	**	**	**	**	8	9	9	**	6	27	**	**	**
	11%	11%	10%	**	9%	16%	**	**	**	**	11%	11%	10%	**	9%	11%	**	**	**
Fairly dissatisfied	12	7	5	**	3	5	**	**	**	**	4	3	5	**	3	11	**	**	**
	4%	4%	4%	**	4%	5%	**	**	**	**	6%	4%	6%	**	5%	5%	**	**	**
Very dissatisfied	3	1	2	**	1	1	**	**	**	**	2	*	-	**	1	3	**	**	**
	1%	1%	2%	**	1%	1%	**	**	**	**	2%	*%	-%	**	2%	1%	**	**	**
Don't know	17	7	10	**	7	5	**	**	**	**	2	9	5	**	1	15	**	**	**
	6%	4%	8%	**	8%	5%	**	**	**	**	3%	10%	6%	**	2%	6%	**	**	**
													n						

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

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QE19A (QE8AA). SHOWCARD Thinking about your mobile broadband internet service, please use this card to say how satisfied you are with your main supplier for... The overall service provided by MAIN PROVIDER? (SINGLE CODE)

Base : Those in a household with mobile broadband

					ENGLAND REGIONS						URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	431	26	37	28	44	28	22	22	22	35	331	100	265	165	232	164
Effective Weighted Sample	303	25	34	27	42	27	21	21	21	34	263	45	184	126	165	130
Total	288	35	47	23	28	25	19	17	9	38	259	29	193	95	156	127
Very satisfied	107	**	**	**	**	**	**	**	**	**	96	11	70	37	65	41
	37%	**	**	**	**	**	**	**	**	**	37%	39%	36%	40%	42%	32%
Fairly satisfied	118	**	**	**	**	**	**	**	**	**	104	14	77	40	54	61
	41%	**	**	**	**	**	**	**	**	**	40%	47%	40%	42%	34%	48%
																n
Neither	31	**	**	**	**	**	**	**	**	**	28	2	21	9	14	16
	11%	**	**	**	**	**	**	**	**	**	11%	8%	11%	10%	9%	13%
Fairly dissatisfied	12	**	**	**	**	**	**	**	**	**	10	1	8	4	11	*
	4%	**	**	**	**	**	**	**	**	**	4%	5%	4%	4%	7%	*%
																o
Very dissatisfied	3	**	**	**	**	**	**	**	**	**	3	*	2	1	2	1
	1%	**	**	**	**	**	**	**	**	**	1%	1%	1%	2%	1%	1%
Don't know	17	**	**	**	**	**	**	**	**	**	17	*	14	3	9	8
	6%	**	**	**	**	**	**	**	**	**	7%	*%	7%	3%	6%	6%

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

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QE19B (QE8AB). SHOWCARD Thinking about your mobile broadband internet service, please use this card to say how satisfied you are with your main supplier for... The speed of your service while online (not just the connection)? (SINGLE CODE)

Base : Those in a household with mobile broadband

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	d	e	~f	~g	~h	~i	j	k	l	~m	n	o	~p	~q	~r
Unweighted total	431	236	195	96	107	166	61	70	45	52	100	110	135	79	107	264	69	63	35
Effective Weighted Sample	303	165	138	68	78	119	42	45	26	39	72	82	92	58	73	231	45	48	30
Total	288	156	132	67	84	100	37	37	24	38	73	86	87	52	62	242	24	18	4
Very satisfied	96	46	50	**	26	34	**	**	**	**	20	27	25	**	22	76	**	**	**
	33%	30%	38%	**	31%	34%	**	**	**	**	28%	32%	29%	**	35%	31%	**	**	**
Fairly satisfied	116	69	47	**	36	33	**	**	**	**	32	35	36	**	27	97	**	**	**
	40%	44%	36%	**	42%	33%	**	**	**	**	44%	41%	41%	**	43%	40%	**	**	**
Neither	36	21	15	**	9	18	**	**	**	**	8	10	12	**	8	32	**	**	**
	12%	14%	11%	**	10%	18%	**	**	**	**	11%	11%	14%	**	13%	13%	**	**	**
Fairly dissatisfied	18	11	6	**	5	8	**	**	**	**	8	5	7	**	2	16	**	**	**
	6%	7%	5%	**	5%	8%	**	**	**	**	11%	6%	8%	**	3%	6%	**	**	**
Very dissatisfied	5	2	3	**	2	2	**	**	**	**	1	1	1	**	2	5	**	**	**
	2%	1%	3%	**	2%	2%	**	**	**	**	2%	1%	1%	**	3%	2%	**	**	**
Don't know	17	7	11	**	7	6	**	**	**	**	3	9	6	**	1	16	**	**	**
	6%	4%	8%	**	8%	6%	**	**	**	**	4%	10%	7%	**	2%	6%	**	**	**
												n							

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

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QE19B (QE8AB). SHOWCARD Thinking about your mobile broadband internet service, please use this card to say how satisfied you are with your main supplier for... The speed of your service while online (not just the connection)? (SINGLE CODE)

Base : Those in a household with mobile broadband

		ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	431	26	37	28	44	28	22	22	22	35	331	100	265	165	232	164
Effective Weighted Sample	303	25	34	27	42	27	21	21	21	34	263	45	184	126	165	130
Total	288	35	47	23	28	25	19	17	9	38	259	29	193	95	156	127
Very satisfied	96	**	**	**	**	**	**	**	**	**	87	9	62	34	57	39
	33%	**	**	**	**	**	**	**	**	**	33%	32%	32%	36%	36%	30%
Fairly satisfied	116	**	**	**	**	**	**	**	**	**	103	13	79	36	54	58
	40%	**	**	**	**	**	**	**	**	**	40%	43%	41%	38%	35%	46%
Neither	36	**	**	**	**	**	**	**	**	**	33	3	24	12	17	18
	12%	**	**	**	**	**	**	**	**	**	13%	11%	12%	13%	11%	14%
Fairly dissatisfied	18	**	**	**	**	**	**	**	**	**	15	3	12	6	14	4
	6%	**	**	**	**	**	**	**	**	**	6%	9%	6%	6%	9% o	3%
Very dissatisfied	5	**	**	**	**	**	**	**	**	**	4	1	2	3	5	-
	2%	**	**	**	**	**	**	**	**	**	2%	3%	1%	3%	3% o	-%
Don't know	17	**	**	**	**	**	**	**	**	**	17	*	14	3	9	8
	6%	**	**	**	**	**	**	**	**	**	7%	*%	7%	3%	6%	6%

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

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

QE19C (QE8AC). SHOWCARD Thinking about your mobile broadband internet service, please use this card to say how satisfied you are with your main supplier for... The reliability of the service from MAIN PROVIDER? (SINGLE CODE)

Base : Those in a household with mobile broadband

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	d	e	~f	~g	~h	~i	j	k	l	~m	n	o	~p	~q	~r
Unweighted total	431	236	195	96	107	166	61	70	45	52	100	110	135	79	107	264	69	63	35
Effective Weighted Sample	303	165	138	68	78	119	42	45	26	39	72	82	92	58	73	231	45	48	30
Total	288	156	132	67	84	100	37	37	24	38	73	86	87	52	62	242	24	18	4
Very satisfied	107	53	54	**	29	38	**	**	**	**	24	32	26	**	23	85	**	**	**
	37%	34%	40%	**	35%	38%	**	**	**	**	33%	37%	30%	**	37%	35%	**	**	**
Fairly satisfied	110	68	42	**	34	35	**	**	**	**	29	30	38	**	26	94	**	**	**
	38%	44%	32%	**	40%	35%	**	**	**	**	40%	34%	44%	**	42%	39%	**	**	**
		b																	
Neither	34	17	17	**	8	13	**	**	**	**	7	10	12	**	8	29	**	**	**
	12%	11%	13%	**	9%	13%	**	**	**	**	10%	12%	13%	**	12%	12%	**	**	**
Fairly dissatisfied	16	9	7	**	5	7	**	**	**	**	9	5	5	**	3	15	**	**	**
	5%	6%	5%	**	6%	7%	**	**	**	**	12%	6%	6%	**	5%	6%	**	**	**
Very dissatisfied	4	2	2	**	2	2	**	**	**	**	1	*	1	**	1	4	**	**	**
	1%	1%	2%	**	2%	2%	**	**	**	**	2%	*%	1%	**	2%	1%	**	**	**
Don't know	17	7	10	**	7	5	**	**	**	**	2	9	5	**	1	15	**	**	**
	6%	4%	8%	**	8%	5%	**	**	**	**	3%	10%	6%	**	2%	6%	**	**	**
												n							

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

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

QE19C (QE8AC). SHOWCARD Thinking about your mobile broadband internet service, please use this card to say how satisfied you are with your main supplier for... The reliability of the service from MAIN PROVIDER? (SINGLE CODE)

Base : Those in a household with mobile broadband

						ENGLAND REGIONS						URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	431	26	37	28	44	28	22	22	22	35	331	100	265	165	232	164
Effective Weighted Sample	303	25	34	27	42	27	21	21	21	34	263	45	184	126	165	130
Total	288	35	47	23	28	25	19	17	9	38	259	29	193	95	156	127
Very satisfied	107	**	**	**	**	**	**	**	**	**	95	12	71	35	64	41
	37%	**	**	**	**	**	**	**	**	**	37%	40%	37%	37%	41%	33%
Fairly satisfied	110	**	**	**	**	**	**	**	**	**	99	12	72	38	49	59
	38%	**	**	**	**	**	**	**	**	**	38%	40%	37%	40%	31%	46%
																n
Neither	34	**	**	**	**	**	**	**	**	**	31	3	22	12	16	18
	12%	**	**	**	**	**	**	**	**	**	12%	11%	11%	13%	10%	14%
Fairly dissatisfied	16	**	**	**	**	**	**	**	**	**	14	2	10	6	14	2
	5%	**	**	**	**	**	**	**	**	**	5%	8%	5%	6%	9%	2%
															o	
Very dissatisfied	4	**	**	**	**	**	**	**	**	**	4	*	3	1	4	-
	1%	**	**	**	**	**	**	**	**	**	1%	1%	2%	1%	2%	-%
Don't know	17	**	**	**	**	**	**	**	**	**	17	*	14	3	9	8
	6%	**	**	**	**	**	**	**	**	**	7%	*%	7%	3%	6%	6%

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 69

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

QE20 (QE12). SHOWCARD Thinking about the speed of your household's fixed broadband internet, is this faster, slower or about the same as you expected it to be when you first got it? (SINGLE CODE)

Base : Those with fixed broadband at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2556	1228	1328	350	442	1043	719	290	248	346	537	703	829	505	517	1577	330	318	331
Effective Weighted Sample	1760	854	906	235	289	747	508	189	158	233	399	504	559	344	358	1374	232	208	246
Total	1618	788	830	231	318	645	424	150	135	202	392	497	522	290	308	1381	126	70	41
A lot faster	86	48	39	13	16	29	29	8	7	15	22	23	28	17	18	79	1	4	2
	5%	6%	5%	5%	5%	4%	7%	5%	5%	8%	6%	5%	5%	6%	6%	6% p	1%	6% p	4% p
A little faster	160	75	84	27	31	62	40	15	26	17	39	51	53	30	25	136	7	8	8
	10%	10%	10%	11%	10%	10%	9%	10%	20% gij	8%	10%	10%	10%	10%	8%	10%	6%	12% p	20% opq
About the same	880	431	449	135	180	353	212	75	67	119	201	257	298	156	169	740	81	41	19
	54%	55%	54%	58% f	57%	55%	50%	50%	50%	59%	51%	52%	57%	54%	55%	54% r	64% or	58% r	46%
A little slower	217	102	115	26	41	93	58	24	15	21	68	89	65	25	38	189	18	5	5
	13%	13%	14%	11%	13%	14%	14%	16%	11%	10%	17% i	18% lmn	12%	9%	12%	14% q	14% q	7%	13% q
A lot slower	143	78	66	8	27	70	38	12	8	20	47	48	45	26	24	128	7	6	3
	9%	10%	8%	3%	9% c	11% c	9% c	8%	6%	10%	12% h	10%	9%	9%	8%	9% p	5%	8%	7%
Don't know	131	54	77	24	22	38	47	15	11	9	14	28	32	36	34	110	12	6	4
	8%	7%	9%	10% e	7%	6%	11% e	10% ij	8%	5%	4% j	6%	6%	12% kl	11% kl	8%	10%	8%	10%

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

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QE20 (QE12). SHOWCARD Thinking about the speed of your household's fixed broadband internet, is this faster, slower or about the same as you expected it to be when you first got it? (SINGLE CODE)

Base : Those with fixed broadband at home

					ENGLAND REGIONS						URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2556	166	190	205	187	143	211	156	156	163	1840	716	1480	1068	1511	714
Effective Weighted Sample	1760	159	178	196	177	136	202	149	149	156	1456	329	1029	775	1118	562
Total	1618	206	246	161	117	123	175	121	61	171	1394	224	1055	557	1044	533
A lot faster	86 5%	12 6%	14 6%	5 3%	4 4%	6 5%	16 9% cd	5 4%	3 4%	14 8% c	77 5%	10 4%	52 5%	35 6%	56 5%	29 5%
A little faster	160 10%	21 10%	24 10%	14 9%	11 9%	15 12%	13 8%	17 14%	7 11%	14 8%	138 10%	22 10%	106 10%	54 10%	99 9%	52 10%
About the same	880 54%	108 52%	127 52%	81 51%	63 54%	73 59%	92 53%	66 54%	30 49%	99 58%	784 56% k	96 43%	593 56% m	285 51%	555 53%	306 57%
A little slower	217 13%	35 17%	38 16%	22 14%	14 12%	12 10%	20 12%	15 13%	9 14%	22 13%	188 14%	29 13%	143 14%	74 13%	145 14%	67 13%
A lot slower	143 9%	14 7%	24 10%	25 16% aefi	18 15% aefi	8 6%	12 7%	11 9%	6 9%	10 6%	103 7%	40 18% j	92 9%	50 9%	112 11% o	28 5%
Don't know	131 8%	17 8%	18 7%	13 8%	7 6%	9 7%	21 12% dgi	7 5%	7 12% g	10 6%	104 7%	27 12% j	70 7%	60 11% l	77 7%	50 9%

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 70

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

QE21A (QE8A). SHOWCARD Thinking about your fixed broadband internet service, please use this card to say how satisfied you are with your main supplier for... The overall service provided by MAIN PROVIDER. (SINGLE CODE)

Base : Those with fixed broadband at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2556	1228	1328	350	442	1043	719	290	248	346	537	703	829	505	517	1577	330	318	331
Effective Weighted Sample	1760	854	906	235	289	747	508	189	158	233	399	504	559	344	358	1374	232	208	246
Total	1618	788	830	231	318	645	424	150	135	202	392	497	522	290	308	1381	126	70	41
Very satisfied	694	333	362	99	136	278	182	68	58	92	174	195	232	136	131	591	54	33	17
	43%	42%	44%	43%	43%	43%	43%	45%	43%	46%	44%	39%	44%	47% k	43%	43%	43%	47%	41%
Fairly satisfied	699	337	363	104	140	271	183	57	59	92	156	227	218	117	137	595	58	29	17
	43%	43%	44%	45%	44%	42%	43%	38%	44%	46%	40%	46%	42%	40%	45%	43%	46%	41%	42%
Neither	93	48	45	12	12	44	25	9	6	8	19	32	28	15	18	79	7	3	4
	6%	6%	5%	5%	4%	7%	6%	6%	4%	4%	5%	6%	5%	5%	6%	6%	5%	5%	9% o
Fairly dissatisfied	72	38	33	8	21	32	10	8	7	7	29	31	23	11	6	67	2	1	1
	4%	5%	4%	3%	7% f	5% f	2%	5%	5%	3%	7% i	6% n	4%	4%	2%	5% p	2%	2%	3%
Very dissatisfied	40	21	18	4	9	15	11	5	3	2	13	9	15	5	10	36	2	1	1
	2%	3%	2%	2%	3%	2%	3%	3%	2%	1%	3%	2%	3%	2%	3%	3%	1%	2%	2%
Don't know	20	11	9	4	-	4	12	4	2	1	1	2	6	6	5	13	4	3	1
	1%	1%	1%	2% d	-%	1%	3% de	2% j	1%	*%	*%	*%	1%	2% k	2%	1% o	3% o	4%	2%

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 70

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

QE21A (QE8A). SHOWCARD Thinking about your fixed broadband internet service, please use this card to say how satisfied you are with your main supplier for... The overall service provided by MAIN PROVIDER. (SINGLE CODE)

Base : Those with fixed broadband at home

						ENGLAND REGIONS					URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																
Unweighted total	2556	166	190	205	187	143	211	156	156	163	1840	716	1480	1068	1511	714
Effective Weighted Sample	1760	159	178	196	177	136	202	149	149	156	1456	329	1029	775	1118	562
Total	1618	206	246	161	117	123	175	121	61	171	1394	224	1055	557	1044	533
Very satisfied	694	43	112	58	35	53	97	73	27	93	620	74	448	244	462	215
	43%	21%	46%	36%	30%	43%	55%	60%	44%	55%	44%	33%	42%	44%	44%	40%
			ad	a		ad	acdeh	abcdeh	ad	acd	k					
Fairly satisfied	699	132	96	77	61	57	60	34	25	54	590	109	465	233	429	253
	43%	64%	39%	48%	52%	46%	34%	28%	41%	31%	42%	49%	44%	42%	41%	47%
		bcdefghi	g	fgi	bfghi	fgi			g			j				n
Neither	93	17	11	7	10	6	5	7	5	11	81	12	62	31	57	32
	6%	8%	5%	4%	9%	5%	3%	5%	8%	6%	6%	5%	6%	5%	5%	6%
		f			f											
Fairly dissatisfied	72	12	18	10	8	4	8	1	2	5	60	12	49	23	53	18
	4%	6%	7%	6%	6%	3%	4%	1%	4%	3%	4%	5%	5%	4%	5%	3%
		g	g	g	g											
Very dissatisfied	40	2	6	8	3	2	3	6	1	4	26	14	24	14	32	7
	2%	1%	2%	5%	3%	2%	2%	5%	1%	3%	2%	6%	2%	3%	3%	1%
				ah				ah				j			o	
Don't know	20	1	3	1	-	1	2	-	1	4	17	3	7	13	10	9
	1%	*%	1%	1%	-%	1%	1%	-%	2%	2%	1%	1%	1%	2%	1%	2%
									d	d				l		

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 71

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

QE21B (QE8B). SHOWCARD Thinking about your fixed broadband internet service, please use this card to say how satisfied you are with your main supplier for... The speed of your service while online (not just the connection)? (SINGLE CODE)

Base : Those with fixed broadband at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2556	1228	1328	350	442	1043	719	290	248	346	537	703	829	505	517	1577	330	318	331
Effective Weighted Sample	1760	854	906	235	289	747	508	189	158	233	399	504	559	344	358	1374	232	208	246
Total	1618	788	830	231	318	645	424	150	135	202	392	497	522	290	308	1381	126	70	41
Very satisfied	624	299	325	95	128	247	153	57	54	73	147	175	199	128	121	533	49	28	13
	39%	38%	39%	41%	40%	38%	36%	38%	40%	36%	38%	35%	38%	44%	39%	39%	39%	41%	32%
														k		r			r
Fairly satisfied	651	310	341	103	129	247	172	64	57	88	142	203	217	101	130	552	54	27	17
	40%	39%	41%	45%	41%	38%	41%	43%	42%	43%	36%	41%	42%	35%	42%	40%	43%	39%	42%
													m		m				
Neither	132	63	69	19	22	57	34	9	8	11	41	51	42	19	19	113	11	3	5
	8%	8%	8%	8%	7%	9%	8%	6%	6%	5%	10%	10%	8%	7%	6%	8%	8%	5%	11%
											i	n							q
Fairly dissatisfied	124	70	55	7	25	60	33	11	10	19	42	47	38	24	16	109	7	5	3
	8%	9%	7%	3%	8%	9%	8%	7%	7%	9%	11%	9%	7%	8%	5%	8%	6%	7%	7%
					c	c	c					n							
Very dissatisfied	62	33	29	4	12	28	18	5	2	9	19	17	20	11	14	56	1	3	2
	4%	4%	4%	2%	4%	4%	4%	3%	2%	4%	5%	3%	4%	4%	5%	4%	1%	4%	4%
																p		p	p
Don't know	24	13	12	3	1	6	14	4	4	3	1	4	6	7	7	16	4	3	2
	2%	2%	1%	1%	*%	1%	3%	2%	3%	1%	*%	1%	1%	2%	2%	1%	3%	4%	4%
							de	j	j							o	o		o

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

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

QE21B (QE8B). SHOWCARD Thinking about your fixed broadband internet service, please use this card to say how satisfied you are with your main supplier for... The speed of your service while online (not just the connection)? (SINGLE CODE)

Base : Those with fixed broadband at home

							ENGLAND REGIONS					URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2556	166	190	205	187	143	211	156	156	163	1840	716	1480	1068	1511	714
Effective Weighted Sample	1760	159	178	196	177	136	202	149	149	156	1456	329	1029	775	1118	562
Total	1618	206	246	161	117	123	175	121	61	171	1394	224	1055	557	1044	533
Very satisfied	624	45	87	53	30	50	94	70	22	82	565	59	411	211	408	203
	39%	22%	35%	33%	26%	41%	54%	58%	36%	48%	41%	26%	39%	38%	39%	38%
			a	a		ad	abcdeh	abcdeh	a	abcdh	k					
Fairly satisfied	651	114	104	59	59	55	50	25	26	58	561	91	422	227	394	240
	40%	55%	42%	37%	51%	45%	29%	21%	42%	34%	40%	41%	40%	41%	38%	45%
		bcfghi	fg	g	cfgi	fg			fg	g						n
Neither	132	21	17	19	9	7	15	13	5	9	115	16	90	42	89	39
	8%	10%	7%	12%	7%	5%	8%	10%	8%	5%	8%	7%	9%	7%	8%	7%
				ei												
Fairly dissatisfied	124	21	25	14	12	7	7	5	5	14	97	27	86	39	93	29
	8%	10%	10%	9%	10%	5%	4%	4%	7%	8%	7%	12%	8%	7%	9%	5%
		f	fg		fg							j			o	
Very dissatisfied	62	5	9	13	7	3	7	6	3	4	38	24	37	24	48	12
	4%	2%	3%	8%	6%	3%	4%	5%	5%	3%	3%	11%	3%	4%	5%	2%
				aei								j			o	
Don't know	24	1	3	3	-	1	2	2	1	3	18	7	10	14	13	10
	2%	*%	1%	2%	-%	1%	1%	2%	2%	2%	1%	3%	1%	3%	1%	2%
									d			j		l		

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 72

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

QE21C (QE8C). SHOWCARD Thinking about your fixed broadband internet service, please use this card to say how satisfied you are with your main supplier for... The reliability of the service from MAIN PROVIDER? (SINGLE CODE)

Base : Those with fixed broadband at home

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2556	1228	1328	350	442	1043	719	290	248	346	537	703	829	505	517	1577	330	318	331
Effective Weighted Sample	1760	854	906	235	289	747	508	189	158	233	399	504	559	344	358	1374	232	208	246
Total	1618	788	830	231	318	645	424	150	135	202	392	497	522	290	308	1381	126	70	41
Very satisfied	690	327	364	96	139	281	175	64	54	90	171	197	223	140	130	590	54	31	15
	43%	41%	44%	42%	44%	44%	41%	43%	40%	44%	44%	40%	43%	48% k	42%	43%	42%	45%	38%
Fairly satisfied	675	331	344	105	136	256	177	58	63	85	151	214	226	108	127	570	58	29	18
	42%	42%	41%	46%	43%	40%	42%	38%	47%	42%	38%	43%	43%	37%	41%	41%	46%	41%	44%
Neither	110	62	47	13	17	50	30	13	7	14	25	36	34	18	21	97	7	3	3
	7%	8%	6%	5%	5%	8%	7%	9%	5%	7%	6%	7%	7%	6%	7%	7%	5%	4%	8%
Fairly dissatisfied	84	39	44	11	15	35	23	9	7	8	29	35	22	10	15	74	3	4	3
	5%	5%	5%	5%	5%	5%	6%	6%	5%	4%	7%	7% m	4%	4%	5%	5%	2%	5%	6% p
Very dissatisfied	41	19	22	3	11	18	9	3	1	3	15	13	12	7	9	38	1	1	1
	3%	2%	3%	1%	3%	3%	2%	2%	1%	2%	4%	3%	2%	3%	3%	3%	1%	1%	2%
Don't know	19	11	8	3	1	4	11	3	2	2	1	2	5	6	5	12	4	2	1
	1%	1%	1%	1%	*%	1%	3% de	2% j	1%	1%	*%	*%	1%	2% k	2% k	1% o	3% o	3%	2%

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

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QE21C (QE8C). SHOWCARD Thinking about your fixed broadband internet service, please use this card to say how satisfied you are with your main supplier for... The reliability of the service from MAIN PROVIDER? (SINGLE CODE)

Base : Those with fixed broadband at home

					ENGLAND REGIONS						URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2556	166	190	205	187	143	211	156	156	163	1840	716	1480	1068	1511	714
Effective Weighted Sample	1760	159	178	196	177	136	202	149	149	156	1456	329	1029	775	1118	562
Total	1618	206	246	161	117	123	175	121	61	171	1394	224	1055	557	1044	533
Very satisfied	690	42	102	59	40	55	98	73	28	94	617	73	451	238	460	215
	43%	20%	42%	36%	34%	45%	56%	60%	45%	55%	44%	33%	43%	43%	44%	40%
			a	a	a	a	abcdeh	abcdeh	ad	abcd	k					
Fairly satisfied	675	131	105	65	60	54	53	28	23	51	571	103	448	224	411	246
	42%	64%	43%	40%	51%	44%	31%	23%	37%	30%	41%	46%	42%	40%	39%	46%
		bcdefghi	fgi	fgi	cfghi	fgi			g							n
Neither	110	16	17	15	8	5	12	11	6	7	94	16	72	37	72	35
	7%	8%	7%	9%	7%	4%	7%	9%	10%	4%	7%	7%	7%	7%	7%	6%
									i							
Fairly dissatisfied	84	14	14	10	6	7	5	4	2	11	69	14	51	32	62	19
	5%	7%	6%	6%	5%	6%	3%	3%	4%	7%	5%	6%	5%	6%	6%	4%
															o	
Very dissatisfied	41	2	5	11	4	2	4	4	1	5	27	14	26	14	31	9
	3%	1%	2%	7%	3%	1%	2%	3%	2%	3%	2%	6%	2%	3%	3%	2%
				abef								j				
Don't know	19	1	2	1	-	1	2	1	1	3	16	3	8	11	8	10
	1%	*%	1%	1%	-%	1%	1%	1%	2%	2%	1%	1%	1%	2%	1%	2%
														l		n

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

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QE22 (QE35). READ OUT DESCRIPTION OF WIRELESS ROUTER. Do you or anyone in your household use a fixed wireless internet connection at home (Wi-Fi)? (SINGLE CODE)

Base : Those with fixed broadband at home

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2556	1228	1328	350	442	1043	719	290	248	346	537	703	829	505	517	1577	330	318	331
Effective Weighted Sample	1760	854	906	235	289	747	508	189	158	233	399	504	559	344	358	1374	232	208	246
Total	1618	788	830	231	318	645	424	150	135	202	392	497	522	290	308	1381	126	70	41
Yes	1373	673	700	206	286	569	313	121	102	164	367	455	442	231	245	1175	106	60	32
	85%	85%	84%	89%	90%	88%	74%	81%	75%	81%	94%	92%	85%	80%	80%	85%	84%	85%	78%
				f	f	f					ghi	lmn				r			r
No	196	98	98	17	29	64	85	22	28	33	23	34	63	48	50	164	17	7	8
	12%	12%	12%	8%	9%	10%	20%	15%	21%	16%	6%	7%	12%	16%	16%	12%	14%	10%	20%
							cde	j	j	j			k	k	k				oq
Don't know	49	17	32	8	3	12	26	6	5	4	2	7	18	12	13	42	2	3	1
	3%	2%	4%	3%	1%	2%	6%	4%	4%	2%	1%	1%	3%	4%	4%	3%	2%	5%	2%
			a				de	j	j				k	k	k				

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

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

QE22 (QE35). READ OUT DESCRIPTION OF WIRELESS ROUTER. Do you or anyone in your household use a fixed wireless internet connection at home (Wi-Fi)? (SINGLE CODE)

Base : Those with fixed broadband at home

				ENGLAND REGIONS								URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i		j	k	l	m	n	o
Unweighted total	2556	166	190	205	187	143	211	156	156	163		1840	716	1480	1068	1511	714
Effective Weighted Sample	1760	159	178	196	177	136	202	149	149	156		1456	329	1029	775	1118	562
Total	1618	206	246	161	117	123	175	121	61	171		1394	224	1055	557	1044	533
Yes	1373	175	229	133	92	92	153	100	51	149		1180	193	931	437	914	427
	85%	85%	93%	82%	79%	75%	88%	83%	83%	87%		85%	86%	88%	79%	88%	80%
		e	acdegh				de			de				m			o
No	196	14	13	23	22	29	17	20	9	19		171	25	104	92	105	83
	12%	7%	5%	14%	19%	23%	10%	16%	14%	11%		12%	11%	10%	16%	10%	16%
				ab	abfi	abcfhi		ab	ab	b					l		n
Don't know	49	18	4	6	3	2	5	2	2	2		43	6	21	28	24	24
	3%	9%	2%	3%	2%	2%	3%	1%	3%	1%		3%	3%	2%	5%	2%	4%
		bcdefghi													l		n

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

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QE23 (QE11D). SHOWCARD How many of these devices does your household connect to the fixed wireless internet connection (Wi-Fi) at least once a week? (MULTI CODE)

Base : Those using a wireless internet connection at home

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2108	1020	1088	305	390	892	521	225	184	276	489	624	685	398	400	1306	285	271	246
Effective Weighted Sample	1457	712	745	207	254	646	365	146	117	185	368	452	465	268	277	1141	198	176	181
Total	1373	673	700	206	286	569	313	121	102	164	367	455	442	231	245	1175	106	60	32
Laptop	1101 80%	527 78%	573 82%	168 82% f	241 84% f	473 83% f	219 70%	92 76%	77 76%	130 79%	316 86% ghi	371 81%	362 82% n	182 79%	186 76%	938 80%	88 82%	49 82%	26 82%
Desktop PC	596 43%	311 46% b	285 41%	97 47% d	81 28%	261 46% d	156 50% d	43 35%	36 35%	65 39%	160 44%	216 47% mn	203 46% mn	87 37%	91 37%	527 45% qr	40 38% r	20 34%	8 26%
Smartphone	391 28%	215 32% b	176 25%	74 36% f	95 33% f	185 33% f	37 12%	25 20%	26 25%	33 20%	137 37% ghi	147 32% n	135 31% n	62 27% n	47 19%	346 29% p	21 20%	16 27%	8 25%
Games console	294 21%	167 25% b	127 18%	73 36% def	67 23% f	135 24% f	19 6%	26 22%	24 24%	34 20%	96 26%	91 20%	100 23%	47 20%	55 23%	263 22% pq	16 15%	9 14%	7 21%
Tablet computer (e.g. iPad)	189 14%	104 15%	85 12%	32 16% f	30 11%	103 18% df	23 7%	5 4%	9 8%	12 7%	79 22% ghi	85 19% lmn	61 14% n	29 12% n	14 6%	157 13% oq	21 20% oq	6 9%	5 16%
Netbook	108 8%	56 8%	53 8%	15 7%	22 8%	55 10% f	15 5%	8 7%	10 10%	8 5%	36 10%	37 8%	39 9%	19 8%	13 5%	91 8%	9 8%	4 7%	4 13% o
E-reader (e.g. Kindle)	98 7%	52 8%	45 6%	7 3%	15 5%	50 9% c	27 9% c	3 3%	2 2%	9 5%	55 15% ghi	40 9% n	35 8% n	16 7% n	7 3%	86 7%	5 4%	5 8%	3 8%
Other portable/ handheld device (e.g. portable games console/ iPod Touch)	90 7%	48 7%	42 6%	15 7%	13 5%	55 10% f df	7 2%	4 4%	8 8%	11 6%	31 9%	29 6%	37 8% n	16 7%	8 3%	84 7% p	2 2%	2 4%	2 5%

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

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

QE23 (QE11D). SHOWCARD How many of these devices does your household connect to the fixed wireless internet connection (Wi-Fi) at least once a week? (MULTI CODE)

Base : Those using a wireless internet connection at home

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2108	1020	1088	305	390	892	521	225	184	276	489	624	685	398	400	1306	285	271	246
Effective Weighted Sample	1457	712	745	207	254	646	365	146	117	185	368	452	465	268	277	1141	198	176	181
Total	1373	673	700	206	286	569	313	121	102	164	367	455	442	231	245	1175	106	60	32
TV set	86	49	37	7	17	43	19	4	3	11	40	27	33	12	13	77	4	2	2
	6%	7%	5%	3%	6%	8%	6%	3%	3%	7%	11%	6%	8%	5%	5%	7%	3%	4%	8%
						c					gh								
None of these	23	12	11	3	1	8	11	5	1	2	6	6	6	5	7	22	*	*	*
	2%	2%	2%	2%	*%	1%	3%	4%	1%	1%	2%	1%	1%	2%	3%	2%	*%	*%	1%
							de												
Don't know	4	2	2	*	-	2	2	2	-	1	*	1	1	1	1	3	-	*	-
	*%	*%	*%	*%	-%	*%	1%	1%	-%	1%	*%	*%	*%	*%	*%	*%	-%	*%	-%
Mean number of types of devices	2.2	2.3	2.0	2.4	2.0	2.4	1.7	1.7	1.9	1.9	2.6	2.3	2.3	2.0	1.8	2.2	1.9	1.9	2.0
		b		df	f	df					ghi	mn	mn	n		pq			
Standard deviation	1.43	1.54	1.30	1.40	1.25	1.57	1.18	1.20	1.22	1.21	1.65	1.45	1.53	1.37	1.13	1.44	1.30	1.29	1.37
Standard error	.03	.05	.04	.08	.06	.05	.05	.08	.09	.07	.07	.06	.06	.07	.06	.04	.08	.08	.09

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

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

QE23 (QE11D). SHOWCARD How many of these devices does your household connect to the fixed wireless internet connection (Wi-Fi) at least once a week? (MULTI CODE)

Base : Those using a wireless internet connection at home

						ENGLAND REGIONS					URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2108	139	175	166	142	107	182	127	128	140	1510	598	1277	825	1300	562
Effective Weighted Sample	1457	134	164	159	135	102	175	121	122	135	1199	280	894	597	959	438
Total	1373	175	229	133	92	92	153	100	51	149	1180	193	931	437	914	427
Laptop	1101 80%	126 72%	160 70%	117 88% ab	79 85% ab	79 86% ab	125 82% ab	83 83% ab	45 89% ab	124 83% ab	943 80%	157 81%	769 83% m	328 75%	739 81%	335 79%
Desktop PC	596 43%	97 55% defghi	113 49% dg	61 46%	34 36%	39 42%	65 42%	36 35%	22 43%	62 41%	503 43%	94 48%	406 44%	191 44%	410 45%	178 42%
Smartphone	391 28%	52 30% g	61 27% g	53 40% bfg	29 31% g	27 29% g	44 29% g	14 14%	17 33% g	50 33% g	348 29% k	43 22%	288 31% m	102 23%	271 30%	112 26%
Games console	294 21%	23 13%	49 21%	39 29% a	25 27% a	27 29% a	33 21%	19 19%	12 24% a	37 25% a	261 22%	33 17%	210 23%	84 19%	189 21%	98 23%
Tablet computer (e.g. iPad)	189 14%	27 16% cg	40 18% cg	11 8%	14 15%	9 9%	19 12%	7 7%	7 15%	23 16% cg	163 14%	26 13%	134 14%	54 12%	138 15% o	45 11%
Netbook	108 8%	8 5%	21 9%	16 12% af	8 8%	5 6%	8 5%	6 6%	7 13% af	11 8%	96 8%	12 6%	83 9% m	25 6%	81 9% o	23 5%
E-reader (e.g. Kindle)	98 7%	7 4%	24 10% ag	11 9%	7 7%	9 10%	12 8%	4 4%	3 7%	9 6%	87 7%	11 6%	73 8%	25 6%	71 8%	24 6%
Other portable/ handheld device (e.g. portable games console/ iPod Touch)	90 7%	4 2%	25 11% aefg	13 10% a	6 6%	4 4%	7 5%	4 4%	4 7%	18 12% a	79 7%	11 6%	68 7%	22 5%	70 8% o	19 4%

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

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QE23 (QE11D). SHOWCARD How many of these devices does your household connect to the fixed wireless internet connection (Wi-Fi) at least once a week? (MULTI CODE)

Base : Those using a wireless internet connection at home

						ENGLAND REGIONS					URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2108	139	175	166	142	107	182	127	128	140	1510	598	1277	825	1300	562
Effective Weighted Sample	1457	134	164	159	135	102	175	121	122	135	1199	280	894	597	959	438
Total	1373	175	229	133	92	92	153	100	51	149	1180	193	931	437	914	427
TV set	86	8	15	15	8	5	6	1	5	15	78	7	61	24	66	17
	6%	5%	6%	11%	9%	5%	4%	1%	9%	10%	7%	4%	7%	6%	7%	4%
			g	afg	g	g			g	g					o	
None of these	23	-	10	2	-	1	3	1	*	5	21	2	8	14	20	2
	2%	-%	5%	2%	-%	1%	2%	1%	1%	3%	2%	1%	1%	3%	2%	1%
			adh							ad				l	o	
Don't know	4	-	1	-	2	-	-	1	-	-	3	*	2	2	4	-
	*%	-%	*%	-%	2%	-%	-%	1%	-%	-%	*%	*%	*%	*%	*%	-%
Mean number of types of devices	2.2	2.0	2.2	2.5	2.3	2.2	2.1	1.7	2.4	2.3	2.2	2.0	2.2	2.0	2.2	2.0
			g	afg	g	g	g		afg	ag			m		o	
Standard deviation	1.43	1.13	1.51	1.66	1.59	1.42	1.28	1.16	1.40	1.63	1.45	1.27	1.47	1.31	1.50	1.24
Standard error	.03	.10	.11	.13	.13	.14	.09	.10	.12	.14	.04	.05	.04	.05	.04	.05

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 75

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

QE24 (QE11E). SHOWCARD How many of these devices has your household connected to the fixed wireless internet connection (Wi-Fi) in the last 12 months? (MULTI CODE)

Base : Those using a wireless internet connection at home

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2108	1020	1088	305	390	892	521	225	184	276	489	624	685	398	400	1306	285	271	246
Effective Weighted Sample	1457	712	745	207	254	646	365	146	117	185	368	452	465	268	277	1141	198	176	181
Total	1373	673	700	206	286	569	313	121	102	164	367	455	442	231	245	1175	106	60	32
Laptop	1117 81%	537 80%	580 83%	171 83% f	243 85% f	481 85% f	222 71%	93 77%	77 76%	131 80%	324 88% ghi	381 84% n	367 83% n	183 79%	186 76%	950 81%	91 85%	50 83%	26 82%
Desktop PC	608 44%	316 47% b	292 42%	97 47% d	84 29%	268 47% d	158 51% d	44 36%	36 35%	66 40%	167 46% gh	224 49% mn	204 46% mn	88 38%	91 37%	536 46% qr	43 41% r	20 34%	8 26%
Smartphone	403 29%	220 33% b	183 26%	74 36% f	97 34% f	194 34% f	38 12%	25 20%	26 25%	33 20%	146 40% ghi	157 34% n	136 31% n	64 28% n	47 19%	356 30% p	23 22%	16 27%	8 25%
Games console	300 22%	169 25% b	131 19%	76 37% def	69 24% f	136 24% f	19 6%	26 22%	26 25%	34 20%	97 26%	92 20%	103 23%	47 21%	57 23%	268 23% pq	16 15%	9 15%	7 23% p
Tablet computer (e.g. iPad)	189 14%	104 15%	86 12%	32 16% f	30 11%	104 18% df	23 7%	5 4%	9 8%	12 7%	80 22% ghi	86 19% lmn	61 14% n	29 12% n	14 6%	157 13% oq	22 20% oq	6 9%	5 16%
Netbook	114 8%	59 9%	55 8%	16 8%	23 8%	59 10% f	16 5%	9 7%	10 10%	8 5%	40 11% i	40 9%	41 9% n	19 8%	13 5%	95 8%	10 9%	5 8%	4 14% o
E-reader (e.g. Kindle)	102 7%	54 8%	47 7%	7 3%	16 6%	51 9% c	27 9% c	3 3%	2 2%	9 5%	55 15% ghi	43 9% n	36 8% n	16 7% n	7 3%	89 8%	5 4%	5 8%	3 9%
Other portable/ handheld device (e.g. portable games console/ iPod Touch)	93 7%	48 7%	44 6%	15 7% f	14 5%	57 10% df	7 2%	4 4%	9 9%	11 6%	33 9% g	29 6%	38 9% n	17 7% n	8 3%	86 7% p	2 2%	2 4%	2 6%

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

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QE24 (QE11E). SHOWCARD How many of these devices has your household connected to the fixed wireless internet connection (Wi-Fi) in the last 12 months? (MULTI CODE)

Base : Those using a wireless internet connection at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2108	1020	1088	305	390	892	521	225	184	276	489	624	685	398	400	1306	285	271	246
Effective Weighted Sample	1457	712	745	207	254	646	365	146	117	185	368	452	465	268	277	1141	198	176	181
Total	1373	673	700	206	286	569	313	121	102	164	367	455	442	231	245	1175	106	60	32
TV set	86 6%	49 7%	37 5%	7 3%	17 6%	43 8% c	19 6%	4 3%	3 3%	11 7%	40 11% gh	27 6%	33 8%	12 5%	13 5%	77 7%	4 3%	2 4%	3 8% p
None of these	23 2%	12 2%	11 2%	3 2%	1 *%	8 1%	11 3% de	5 4%	1 1%	2 1%	6 2%	6 1%	6 1%	5 2%	7 3%	22 2%	* *%	* *%	* 1%
Don't know	4 *%	2 *%	2 *%	* *%	- -%	2 *%	2 1%	2 1%	- -%	1 1%	* *%	1 *%	1 *%	1 *%	1 *%	3 *%	- -%	* *%	- -%
Mean number of types of devices	2.2	2.3 b	2.1	2.4 df	2.1 f	2.5 df	1.7	1.8	1.9	1.9	2.7 ghi	2.4 mn	2.3 mn	2.1 n	1.8	2.2 pq	2.0	1.9	2.1
Standard deviation	1.45	1.56	1.33	1.42	1.27	1.60	1.19	1.25	1.24	1.20	1.69	1.50	1.54	1.38	1.13	1.46	1.37	1.30	1.47
Standard error	.03	.05	.04	.08	.06	.05	.05	.08	.09	.07	.08	.06	.06	.07	.06	.04	.08	.08	.09

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

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QE24 (QE11E). SHOWCARD How many of these devices has your household connected to the fixed wireless internet connection (Wi-Fi) in the last 12 months? (MULTI CODE)

Base : Those using a wireless internet connection at home

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2108	139	175	166	142	107	182	127	128	140	1510	598	1277	825	1300	562
Effective Weighted Sample	1457	134	164	159	135	102	175	121	122	135	1199	280	894	597	959	438
Total	1373	175	229	133	92	92	153	100	51	149	1180	193	931	437	914	427
Laptop	1117 81%	127 72%	167 73%	118 89% ab	80 87% ab	79 86% ab	127 83% ab	83 83% ab	45 89% ab	124 83% ab	957 81%	160 83%	783 84% m	331 76%	753 82%	338 79%
Desktop PC	608 44%	97 55% dfgi	118 51% dg	62 47%	34 36%	40 44%	65 42%	36 35%	22 44%	63 42%	514 44%	94 49%	414 45%	193 44%	419 46%	180 42%
Smartphone	403 29%	54 31% g	67 29% g	55 41% befg	29 32% g	27 29% g	44 29% g	14 14%	17 33% g	50 33% g	358 30% k	45 23%	299 32% m	104 24%	282 31%	113 27%
Games console	300 22%	26 15%	49 21%	39 30% ag	25 27% a	27 29% a	34 22%	19 19%	12 24%	37 25% a	266 23%	34 18%	216 23%	85 19%	193 21%	100 23%
Tablet computer (e.g. iPad)	189 14%	27 16% cg	40 18% cg	11 8%	14 15%	9 9%	19 12%	7 7%	7 15%	23 16% cg	163 14%	26 14%	135 14%	54 12%	139 15% o	45 11%
Netbook	114 8%	8 5%	24 10%	17 13% af	8 9%	6 6%	8 5%	6 6%	7 13% af	11 8%	102 9%	12 6%	87 9% m	27 6%	85 9% o	25 6%
E-reader (e.g. Kindle)	102 7%	8 5%	24 10%	11 9%	8 9%	9 10%	12 8%	5 5%	3 7%	9 6%	90 8%	11 6%	76 8%	25 6%	73 8%	25 6%
Other portable/ handheld device (e.g. portable games console/ iPod Touch)	93 7%	4 2%	28 12% aefg	13 10% a	6 6%	4 4%	7 5%	4 4%	4 7% a	18 12% aefg	82 7%	11 6%	69 7%	23 5%	70 8%	21 5%

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

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QE24 (QE11E). SHOWCARD How many of these devices has your household connected to the fixed wireless internet connection (Wi-Fi) in the last 12 months? (MULTI CODE)

Base : Those using a wireless internet connection at home

				ENGLAND REGIONS							URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2108	139	175	166	142	107	182	127	128	140	1510	598	1277	825	1300	562
Effective Weighted Sample	1457	134	164	159	135	102	175	121	122	135	1199	280	894	597	959	438
Total	1373	175	229	133	92	92	153	100	51	149	1180	193	931	437	914	427
TV set	86	8	15	15	8	5	6	1	5	15	79	7	61	24	66	17
	6%	5%	6%	11%	9%	5%	4%	1%	9%	10%	7%	4%	7%	6%	7%	4%
			g	afg	g	g			g	g					o	
None of these	23	-	10	2	-	1	3	1	*	5	21	2	8	14	20	2
	2%	-%	5%	2%	-%	1%	2%	1%	1%	3%	2%	1%	1%	3%	2%	1%
			adh							ad				l	o	
Don't know	4	-	1	-	2	-	-	1	-	-	3	*	2	2	4	-
	*%	-%	*%	-%	2%	-%	-%	1%	-%	-%	*%	*%	*%	*%	*%	-%
Mean number of types of devices	2.2	2.0	2.3	2.6	2.3	2.2	2.1	1.7	2.4	2.3	2.2	2.1	2.3	2.0	2.3	2.0
		g	g	afg	g	g	g		ag	g	k		m		o	
Standard deviation	1.45	1.13	1.60	1.64	1.61	1.41	1.27	1.20	1.40	1.64	1.48	1.27	1.49	1.35	1.53	1.25
Standard error	.03	.10	.12	.13	.13	.14	.09	.11	.12	.14	.04	.05	.04	.05	.04	.05

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

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QE25 (QE24). SHOWCARD How likely are you to get internet access at home in the next 12 months? (SINGLE CODE)

Base : Those without internet access at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	f	g	h	~i	~j	~k	l	m	n	o	p	q	r
Unweighted total	925	426	499	58	82	176	609	362	127	65	19	86	174	204	461	506	137	139	143
Effective Weighted Sample	634	279	354	41	52	121	429	260	80	43	15	60	115	133	330	440	106	93	113
Total	468	205	263	37	48	96	287	178	53	44	14	44	99	92	232	365	58	28	17
Certain to	15	4	10	**	**	5	1	3	1	**	**	**	7	3	3	12	*	2	*
	3%	2%	4%	**	**	5%	*%	2%	2%	**	**	**	7%	3%	1%	3%	*%	8%	1%
						f							n					pr	
Very likely	25	10	15	**	**	6	3	8	3	**	**	**	8	4	12	22	1	1	1
	5%	5%	6%	**	**	7%	1%	5%	5%	**	**	**	8%	5%	5%	6%	2%	3%	6%
						f													
Likely	41	19	21	**	**	13	8	14	7	**	**	**	12	9	20	33	2	5	1
	9%	10%	8%	**	**	13%	3%	8%	13%	**	**	**	12%	9%	9%	9%	4%	17%	6%
						f												opr	
Unlikely	39	14	25	**	**	10	20	15	5	**	**	**	10	10	14	30	6	2	1
	8%	7%	9%	**	**	10%	7%	9%	10%	**	**	**	10%	10%	6%	8%	10%	7%	7%
Very unlikely	63	32	30	**	**	15	40	26	9	**	**	**	9	11	35	45	11	4	4
	13%	16%	12%	**	**	15%	14%	15%	17%	**	**	**	10%	12%	15%	12%	18%	13%	21%
																			o
Certain not to	243	102	141	**	**	37	196	99	25	**	**	**	46	44	130	190	31	13	9
	52%	50%	54%	**	**	39%	68%	56%	46%	**	**	**	46%	48%	56%	52%	54%	45%	51%
							e												
Don't know	43	23	20	**	**	10	19	12	3	**	**	**	8	11	17	33	6	2	1
	9%	11%	8%	**	**	11%	7%	7%	6%	**	**	**	8%	12%	7%	9%	11%	7%	7%

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

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

QE25 (QE24). SHOWCARD How likely are you to get internet access at home in the next 12 months? (SINGLE CODE)

Base : Those without internet access at home

						ENGLAND REGIONS					URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	925	54	41	33	48	76	36	70	80	68	669	256	183	737	403	379
Effective Weighted Sample	634	51	39	31	46	73	35	67	77	65	529	111	129	525	291	302
Total	468	58	42	22	26	56	26	47	27	60	404	63	127	337	213	238
Certain to	15	**	**	**	**	**	**	**	**	**	15	*	9	5	6	8
	3%	**	**	**	**	**	**	**	**	**	4%	*%	7% m	2%	3%	3%
Very likely	25	**	**	**	**	**	**	**	**	**	20	5	12	13	9	15
	5%	**	**	**	**	**	**	**	**	**	5%	8%	9% m	4%	4%	6%
Likely	41	**	**	**	**	**	**	**	**	**	36	5	18	22	18	22
	9%	**	**	**	**	**	**	**	**	**	9%	8%	15% m	6%	9%	9%
Unlikely	39	**	**	**	**	**	**	**	**	**	29	10	13	25	24	14
	8%	**	**	**	**	**	**	**	**	**	7%	16% j	10%	7%	11% o	6%
Very unlikely	63	**	**	**	**	**	**	**	**	**	55	8	16	47	26	33
	13%	**	**	**	**	**	**	**	**	**	14%	12%	12%	14%	12%	14%
Certain not to	243	**	**	**	**	**	**	**	**	**	212	30	39	201	110	124
	52%	**	**	**	**	**	**	**	**	**	53%	48%	31%	60% l	52%	52%
Don't know	43	**	**	**	**	**	**	**	**	**	37	6	18	24	19	22
	9%	**	**	**	**	**	**	**	**	**	9%	9%	14% m	7%	9%	9%

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 77

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

QE26A (QE25A). Why are you unlikely to get internet access at home in the next 12 months? (MULTI CODE) UNPROMPTED

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	f	g	~h	~i	~j	~k	l	m	n	o	p	~q	r
Unweighted total	710	328	382	19	33	107	551	289	98	43	8	70	128	156	356	381	112	97	120
Effective Weighted Sample	490	211	279	13	19	74	388	210	63	28	7	48	84	99	260	335	88	65	101
Total	344	148	196	11	16	61	256	140	39	26	6	34	65	65	180	264	48	18	14
No need	190	87	103	**	**	34	150	71	**	**	**	**	40	38	86	149	19	**	11
	55%	59%	53%	**	**	56%	59%	51%	**	**	**	**	62%	58%	48%	56%	40%	**	77%
															n		p		op
Don't want a computer	117	57	60	**	**	18	96	42	**	**	**	**	17	26	61	87	19	**	2
	34%	39%	31%	**	**	29%	37%	30%	**	**	**	**	27%	40%	34%	33%	40%	**	17%
																r	r		
Don't know how you use computers	87	35	52	**	**	17	67	42	**	**	**	**	9	18	55	60	19	**	2
	25%	24%	26%	**	**	27%	26%	30%	**	**	**	**	14%	27%	31%	23%	39%	**	18%
														l	l		or		
Too old to use the internet	82	37	45	**	**	*	81	39	**	**	**	**	11	13	49	63	9	**	3
	24%	25%	23%	**	**	1%	32%	28%	**	**	**	**	17%	19%	27%	24%	20%	**	23%
							e								l				
Too expensive to set up	56	24	32	**	**	15	29	33	**	**	**	**	6	7	42	38	13	**	2
	16%	16%	16%	**	**	25%	11%	24%	**	**	**	**	9%	11%	23%	14%	27%	**	14%
						f									lm		or		
Charges are too expensive	35	12	23	**	**	10	20	18	**	**	**	**	4	5	24	24	8	**	1
	10%	8%	12%	**	**	16%	8%	13%	**	**	**	**	7%	8%	13%	9%	16%	**	8%
						f													
Computer is too expensive to buy	25	13	12	**	**	3	16	13	**	**	**	**	2	5	18	16	5	**	1
	7%	8%	6%	**	**	5%	6%	9%	**	**	**	**	2%	8%	10%	6%	11%	**	10%
															l				
Friends/ family member checks things on the internet for me	18	7	11	**	**	3	14	2	**	**	**	**	4	6	6	15	2	**	*
	5%	5%	6%	**	**	4%	5%	1%	**	**	**	**	6%	8%	3%	6%	4%	**	3%
															n				

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

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QE26A (QE25A). Why are you unlikely to get internet access at home in the next 12 months? (MULTI CODE) UNPROMPTED

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

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	f	g	~h	~i	~j	~k	l	m	n	o	p	~q	r
Unweighted total	710	328	382	19	33	107	551	289	98	43	8	70	128	156	356	381	112	97	120
Effective Weighted Sample	490	211	279	13	19	74	388	210	63	28	7	48	84	99	260	335	88	65	101
Total	344	148	196	11	16	61	256	140	39	26	6	34	65	65	180	264	48	18	14
Don't have a phone line	14	7	7	**	**	7	3	5	**	**	**	**	2	3	9	11	1	**	1
	4%	5%	3%	**	**	11% f	1%	3%	**	**	**	**	3%	5%	5%	4%	2%	**	7%
Concerned about security/ fraud	7	2	5	**	**	1	6	1	**	**	**	**	1	2	1	7	1	**	-
	2%	1%	3%	**	**	1%	3%	*%	**	**	**	**	1%	4%	1%	2%	1%	**	-%
Worries/ concerns about privacy issues	6	3	3	**	**	2	4	1	**	**	**	**	1	-	2	6	-	**	-
	2%	2%	1%	**	**	3%	2%	*%	**	**	**	**	1%	-%	1%	2%	-%	**	-%
Satisfied with using the internet at work	6	4	2	**	**	4	-	-	**	**	**	**	4	-	-	5	-	**	*
	2%	2%	1%	**	**	7% f	-%	-%	**	**	**	**	7% mn	-%	-%	2%	-%	**	3%
Satisfied with using the internet elsewhere	3	*	3	**	**	3	*	*	**	**	**	**	3	*	1	3	*	**	*
	1%	*%	2%	**	**	5% f	*%	*%	**	**	**	**	4% n	*%	*%	1%	*%	**	2%
Other	16	7	9	**	**	1	11	8	**	**	**	**	4	4	6	13	2	**	*
	5%	5%	5%	**	**	2%	4%	5%	**	**	**	**	7%	6%	4%	5%	4%	**	1%
Don't know	5	2	3	**	**	1	3	2	**	**	**	**	-	1	4	4	-	**	*
	1%	1%	1%	**	**	1%	1%	1%	**	**	**	**	-%	1%	2%	2%	-%	**	2%

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

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QE26A (QE25A). Why are you unlikely to get internet access at home in the next 12 months? (MULTI CODE) UNPROMPTED

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

					ENGLAND REGIONS						URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	710	39	31	30	39	50	31	58	57	46	507	203	102	604	312	278
Effective Weighted Sample	490	38	30	29	37	49	30	56	56	45	407	88	71	431	224	231
Total	344	40	32	20	20	35	21	38	18	40	297	47	68	272	160	171
No need	190	**	**	**	**	**	**	**	**	**	161	30	37	151	96	84
	55%	**	**	**	**	**	**	**	**	**	54%	62%	54%	55%	60% o	49%
Don't want a computer	117	**	**	**	**	**	**	**	**	**	102	15	17	99	51	64
	34%	**	**	**	**	**	**	**	**	**	34%	32%	26%	36%	32%	37%
Don't know how you use computers	87	**	**	**	**	**	**	**	**	**	75	11	14	72	27	57
	25%	**	**	**	**	**	**	**	**	**	25%	24%	21%	26%	17%	34% n
Too old to use the internet	82	**	**	**	**	**	**	**	**	**	73	9	1	81	36	43
	24%	**	**	**	**	**	**	**	**	**	25%	18%	2%	30% l	22%	25%
Too expensive to set up	56	**	**	**	**	**	**	**	**	**	50	6	9	47	20	34
	16%	**	**	**	**	**	**	**	**	**	17%	13%	14%	17%	13%	20% n
Charges are too expensive	35	**	**	**	**	**	**	**	**	**	32	3	8	27	10	23
	10%	**	**	**	**	**	**	**	**	**	11%	6%	12%	10%	6%	14% n
Computer is too expensive to buy	25	**	**	**	**	**	**	**	**	**	21	3	5	20	10	14
	7%	**	**	**	**	**	**	**	**	**	7%	7%	7%	7%	6%	8%
Friends/ family member checks things on the internet for me	18	**	**	**	**	**	**	**	**	**	17	2	4	15	8	10
	5%	**	**	**	**	**	**	**	**	**	6%	3%	5%	5%	5%	6%
Don't have a phone line	14	**	**	**	**	**	**	**	**	**	13	2	5	9	4	9
	4%	**	**	**	**	**	**	**	**	**	4%	3%	7%	3%	3%	5%

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QE26A (QE25A). Why are you unlikely to get internet access at home in the next 12 months? (MULTI CODE) UNPROMPTED

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

						ENGLAND REGIONS					URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	710	39	31	30	39	50	31	58	57	46	507	203	102	604	312	278
Effective Weighted Sample	490	38	30	29	37	49	30	56	56	45	407	88	71	431	224	231
Total	344	40	32	20	20	35	21	38	18	40	297	47	68	272	160	171
Concerned about security/ fraud	7	**	**	**	**	**	**	**	**	**	6	1	1	6	4	3
	2%	**	**	**	**	**	**	**	**	**	2%	2%	1%	2%	3%	2%
Worries/ concerns about privacy issues	6	**	**	**	**	**	**	**	**	**	5	1	2	4	5	1
	2%	**	**	**	**	**	**	**	**	**	2%	2%	2%	2%	3%	1%
Satisfied with using the internet at work	6	**	**	**	**	**	**	**	**	**	6	*	6	-	4	1
	2%	**	**	**	**	**	**	**	**	**	2%	*%	8% m	-%	2%	1%
Satisfied with using the internet elsewhere	3	**	**	**	**	**	**	**	**	**	3	1	3	*	*	3
	1%	**	**	**	**	**	**	**	**	**	1%	1%	4% m	*%	*%	1%
Other	16	**	**	**	**	**	**	**	**	**	12	4	3	13	8	8
	5%	**	**	**	**	**	**	**	**	**	4%	9% j	4%	5%	5%	4%
Don't know	5	**	**	**	**	**	**	**	**	**	5	*	2	2	2	2
	1%	**	**	**	**	**	**	**	**	**	2%	*%	3%	1%	1%	1%

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

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QE26B (QE25B). And, which one of these reasons is your MAIN reason for not getting internet access at home? (SINGLE CODE)

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

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	f	g	~h	~i	~j	~k	l	m	n	o	p	~q	r
Unweighted total	710	328	382	19	33	107	551	289	98	43	8	70	128	156	356	381	112	97	120
Effective Weighted Sample	490	211	279	13	19	74	388	210	63	28	7	48	84	99	260	335	88	65	101
Total	344	148	196	11	16	61	256	140	39	26	6	34	65	65	180	264	48	18	14
No need	117	53	64	**	**	21	93	43	**	**	**	**	28	24	50	94	9	**	7
	34%	36%	33%	**	**	35%	36%	31%	**	**	**	**	43%	36%	28%	36%	19%	**	50%
													n			p			op
Don't want a computer	60	27	34	**	**	11	47	21	**	**	**	**	11	10	31	48	10	**	1
	18%	18%	17%	**	**	19%	18%	15%	**	**	**	**	17%	16%	17%	18%	20%	**	7%
																r	r		
Too old to use the internet	54	23	31	**	**	-	54	27	**	**	**	**	5	9	35	42	7	**	2
	16%	15%	16%	**	**	-%	21%	19%	**	**	**	**	7%	14%	19%	16%	14%	**	17%
							e								l				
Don't know how you use computers	38	14	24	**	**	11	26	19	**	**	**	**	5	9	23	25	11	**	1
	11%	10%	12%	**	**	18%	10%	14%	**	**	**	**	8%	14%	13%	9%	22%	**	6%
																	or		
Too expensive to set up	24	10	14	**	**	8	9	16	**	**	**	**	3	3	17	15	7	**	1
	7%	6%	7%	**	**	12%	3%	11%	**	**	**	**	4%	5%	9%	6%	14%	**	5%
						f											or		
Charges are too expensive	13	4	9	**	**	2	8	2	**	**	**	**	3	2	7	11	1	**	*
	4%	3%	4%	**	**	4%	3%	1%	**	**	**	**	5%	4%	4%	4%	2%	**	1%
Friends/family member checks things on the internet for me	6	3	3	**	**	1	3	-	**	**	**	**	1	3	2	5	*	**	*
	2%	2%	1%	**	**	2%	1%	-%	**	**	**	**	2%	4%	1%	2%	*%	**	3%
Computer is too expensive to buy	5	3	2	**	**	*	2	4	**	**	**	**	1	*	3	2	2	**	*
	1%	2%	1%	**	**	*%	1%	2%	**	**	**	**	1%	*%	2%	1%	3%	**	3%
Satisfied with using the internet at work	3	2	*	**	**	2	-	-	**	**	**	**	3	-	-	2	-	**	*
	1%	2%	*%	**	**	3%	-%	-%	**	**	**	**	4%	-%	-%	1%	-%	**	3%
						f							mn						

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QE26B (QE25B). And, which one of these reasons is your MAIN reason for not getting internet access at home? (SINGLE CODE)

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	f	g	~h	~i	~j	~k	l	m	n	o	p	~q	r
Unweighted total	710	328	382	19	33	107	551	289	98	43	8	70	128	156	356	381	112	97	120
Effective Weighted Sample	490	211	279	13	19	74	388	210	63	28	7	48	84	99	260	335	88	65	101
Total	344	148	196	11	16	61	256	140	39	26	6	34	65	65	180	264	48	18	14
Don't have a phone line	2	1	1	**	**	*	1	*	**	**	**	**	*	1	1	2	*	**	*
	1%	1%	1%	**	**	*%	*%	*%	**	**	**	**	*%	1%	1%	1%	*%	**	1%
Satisfied with using the internet elsewhere	2	-	2	**	**	2	*	*	**	**	**	**	1	-	*	1	*	**	-
	1%	-%	1%	**	**	3%	*%	*%	**	**	**	**	2%	-%	*%	1%	*%	**	-%
						f													
Other	15	7	7	**	**	1	9	7	**	**	**	**	4	3	6	12	1	**	*
	4%	5%	4%	**	**	2%	4%	5%	**	**	**	**	7%	4%	4%	5%	3%	**	1%
Don't know	6	2	4	**	**	1	4	2	**	**	**	**	-	1	5	5	1	**	*
	2%	1%	2%	**	**	2%	1%	1%	**	**	**	**	-%	1%	3%	2%	1%	**	2%

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

		ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	710	39	31	30	39	50	31	58	57	46	507	203	102	604	312	278
Effective Weighted Sample	490	38	30	29	37	49	30	56	56	45	407	88	71	431	224	231
Total	344	40	32	20	20	35	21	38	18	40	297	47	68	272	160	171
No need	117	**	**	**	**	**	**	**	**	**	97	20	23	93	64	46
	34%	**	**	**	**	**	**	**	**	**	33%	43%	34%	34%	40% o	27%
Don't want a computer	60	**	**	**	**	**	**	**	**	**	53	8	11	48	25	35
	18%	**	**	**	**	**	**	**	**	**	18%	16%	16%	18%	16%	20%
Too old to use the internet	54	**	**	**	**	**	**	**	**	**	49	5	*	54	24	28
	16%	**	**	**	**	**	**	**	**	**	17%	10%	1%	20% l	15%	16%
Don't know how you use computers	38	**	**	**	**	**	**	**	**	**	35	4	9	29	13	25
	11%	**	**	**	**	**	**	**	**	**	12%	7%	13%	11%	8%	15% n
Too expensive to set up	24	**	**	**	**	**	**	**	**	**	21	3	7	17	10	13
	7%	**	**	**	**	**	**	**	**	**	7%	6%	10%	6%	6%	8%
Charges are too expensive	13	**	**	**	**	**	**	**	**	**	13	*	6	7	4	9
	4%	**	**	**	**	**	**	**	**	**	4% k	*%	8% m	3%	2%	5%
Friends/family member checks things on the internet for me	6	**	**	**	**	**	**	**	**	**	5	1	2	3	4	2
	2%	**	**	**	**	**	**	**	**	**	2%	2%	4%	1%	2%	1%
Computer is too expensive to buy	5	**	**	**	**	**	**	**	**	**	4	*	*	4	1	3
	1%	**	**	**	**	**	**	**	**	**	1%	1%	*%	2%	1%	2%
Satisfied with using the internet at work	3	**	**	**	**	**	**	**	**	**	3	*	3	-	2	-
	1%	**	**	**	**	**	**	**	**	**	1%	*%	4% m	-%	2%	-%

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

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QE26B (QE25B). And, which one of these reasons is your MAIN reason for not getting internet access at home? (SINGLE CODE)

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

					ENGLAND REGIONS						URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	710	39	31	30	39	50	31	58	57	46	507	203	102	604	312	278
Effective Weighted Sample	490	38	30	29	37	49	30	56	56	45	407	88	71	431	224	231
Total	344	40	32	20	20	35	21	38	18	40	297	47	68	272	160	171
Don't have a phone line	2	**	**	**	**	**	**	**	**	**	2	*	*	2	*	2
	1%	**	**	**	**	**	**	**	**	**	1%	1%	*%	1%	*%	1%
Satisfied with using the internet elsewhere	2	**	**	**	**	**	**	**	**	**	1	*	2	*	*	1
	1%	**	**	**	**	**	**	**	**	**	*%	1%	2% m	*%	*%	1%
Other	15	**	**	**	**	**	**	**	**	**	9	5	3	12	10	5
	4%	**	**	**	**	**	**	**	**	**	3%	11% j	4%	4%	6%	3%
Don't know	6	**	**	**	**	**	**	**	**	**	5	1	2	3	3	3
	2%	**	**	**	**	**	**	**	**	**	2%	2%	3%	1%	2%	2%

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

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QE27 (QENI1). EXPLAIN SATELLITE BROADBAND Were you aware that satellite broadband is available? (SINGLE CODE)

Base : All respondents in Scotland and Wales

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	~i	j	k	l	m	n	~o	p	q	~r
Unweighted total	1013	483	530	126	175	328	382	230	132	99	102	207	295	212	299	-	500	513	-
Effective Weighted Sample	660	310	350	77	118	225	243	162	85	67	63	131	181	131	217	-	360	341	-
Total	308	147	161	41	56	106	106	76	36	31	28	65	85	59	99	-	197	111	-
Yes	92	54	38	16	20	39	17	12	8	**	17	29	29	17	18	-	55	38	-
	30%	37%	24%	39%	36%	37%	16%	16%	23%	**	62%	45%	34%	28%	18%	-%	28%	34%	-%
		b		f	f	f					gh	lmn	n	n					
No	187	79	108	21	31	57	77	59	25	**	10	32	49	34	72	-	127	60	-
	61%	54%	67%	52%	56%	54%	73%	78%	69%	**	35%	49%	58%	57%	73%	-%	64%	54%	-%
			a				cde	j	j						klm		q		
Don't know	29	13	16	4	4	9	11	5	3	**	1	4	7	9	9	-	15	14	-
	9%	9%	10%	9%	8%	9%	11%	6%	9%	**	3%	6%	8%	16%	9%	-%	8%	12%	-%
														kl				p	

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 79

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

QE27 (QENI1). EXPLAIN SATELLITE BROADBAND Were you aware that satellite broadband is available? (SINGLE CODE)

Base : All respondents in Scotland and Wales

						ENGLAND REGIONS						URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i		j	k	l	m	n	o
Unweighted total	1013	-	-	-	-	-	-	-	-	-		513	500	483	526	659	354
Effective Weighted Sample	660	-	-	-	-	-	-	-	-	-		459	457	335	324	390	278
Total	308	-	-	-	-	-	-	-	-	-		250	58	161	145	162	146
Yes	92	-	-	-	-	-	-	-	-	-		76	16	64	27	53	39
	30%	-%	-%	-%	-%	-%	-%	-%	-%	-%		31%	27%	40% m	19%	33%	27%
No	187	-	-	-	-	-	-	-	-	-		153	34	82	105	91	96
	61%	-%	-%	-%	-%	-%	-%	-%	-%	-%		61%	59%	51%	72% l	56%	66% n
Don't know	29	-	-	-	-	-	-	-	-	-		21	8	15	13	18	11
	9%	-%	-%	-%	-%	-%	-%	-%	-%	-%		8%	14% j	10%	9%	11%	7%

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 80

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

QE28 (QE30). EXPLAIN THAT PHONE CALLS CAN BE MADE USING THE INTERNET USING SERVICES SUCH AS SKYPE. Have you or anyone in your household ever used one of these services to make voice calls using the internet at home? (SINGLE CODE)

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3772	1804	1968	483	608	1295	1384	741	414	447	579	822	1085	765	1098	2251	500	513	508
Effective Weighted Sample	2575	1228	1347	326	400	919	965	505	261	302	430	586	730	511	764	1951	360	341	388
Total	2256	1082	1174	313	422	781	740	372	206	271	422	566	669	413	607	1886	197	111	62
Yes & currently using	467 21%	247 23% b	220 19%	69 22% f	107 25% f	191 24% f	100 14%	39 11%	29 14%	40 15%	158 37% ghi	178 31% lmn	155 23% mn	72 18% n	61 10%	397 21%	36 18%	21 19%	13 21%
Yes but stopped using	126 6%	62 6%	63 5%	26 8% f	28 7% f	48 6% f	24 3%	13 3%	9 4%	16 6%	31 7% g	37 7%	42 6%	19 5%	27 4%	108 6%	11 6%	5 4%	2 3%
No never used	1638 73%	765 71%	873 74% a	212 68%	285 68%	537 69%	604 82% cde	316 85% hij	163 79% j	214 79% j	232 55%	349 62%	460 69% k	316 76% kl	513 84% klm	1362 72%	146 74%	84 75%	46 74%
Don't know	26 1%	8 1%	18 2%	6 2% e	2 1%	5 1%	12 2%	3 1%	5 2% j	2 1%	1 *%	3 *%	11 2% k	6 1%	6 1%	19 1%	4 2%	1 1%	1 2%

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

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QE28 (QE30). EXPLAIN THAT PHONE CALLS CAN BE MADE USING THE INTERNET USING SERVICES SUCH AS SKYPE. Have you or anyone in your household ever used one of these services to make voice calls using the internet at home? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3772	238	249	251	264	241	252	252	252	252	2731	1041	1788	1971	2057	1207
Effective Weighted Sample	2575	227	232	239	250	229	242	239	240	241	2143	466	1240	1418	1498	949
Total	2256	286	308	194	160	199	205	189	95	251	1952	304	1262	984	1344	850
Yes & currently using	467 21%	65 23%	79 26% eghi	47 24% e	42 26% eghi	27 14%	42 21% e	33 18%	16 17%	45 18%	398 20%	69 23%	322 25% m	145 15%	324 24% o	131 15%
Yes but stopped using	126 6%	12 4%	26 9% f	9 5%	9 6%	11 6%	7 4%	14 7%	4 4%	15 6%	112 6%	14 5%	76 6%	49 5%	93 7% o	31 4%
No never used	1638 73%	209 73%	202 66%	137 71%	106 66%	158 80% bcd	151 74% b	140 74%	74 78% bd	186 74% bd	1419 73%	219 72%	854 68%	776 79% l	914 68%	678 80% n
Don't know	26 1%	1 *%	1 *%	1 1%	3 2%	2 1%	3 2%	2 1%	1 1%	5 2%	23 1%	3 1%	11 1%	14 1%	14 1%	11 1%

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

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QE29 (QE31). SHOWCARD Which supplier does/ did your household use to make voice calls using the internet? (MULTI CODE)

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	~g	~h	~i	j	k	l	m	n	o	p	q	r
Unweighted total	913	467	446	149	181	372	211	95	70	95	254	298	316	151	147	561	111	121	120
Effective Weighted Sample	630	322	308	101	121	267	146	66	44	62	191	216	207	106	102	491	81	77	85
Total	593	309	283	95	134	239	124	52	38	56	188	215	198	91	89	505	47	26	15
Skype	543 92%	285 92%	259 91%	86 91%	122 91%	224 94%	111 89%	** **	** **	** **	178 94%	204 95% n	177 90%	86 94%	76 86%	461 91%	44 94%	25 95%	13 85%
MSN Messenger	35 6%	15 5%	20 7%	12 13% def	7 5%	14 6%	2 2%	** **	** **	** **	8 4%	12 5%	12 6%	5 5%	7 7%	33 7% q	1 2%	* 1%	* 3%
FaceTime	9 1%	6 2%	3 1%	1 1%	1 1%	5 2%	1 1%	** **	** **	** **	5 3%	4 2%	3 2%	1 1%	* *%	7 1%	1 1%	1 2%	* 2%
BT Broadband voice/Home Hub	6 1%	3 1%	3 1%	1 1%	1 1%	2 1%	2 1%	** **	** **	** **	1 1%	1 1%	2 1%	* *%	1 2%	5 1%	- -%	* *%	1 6% opq
BT Communicator	5 1%	4 1%	1 *%	* *%	1 1%	2 1%	2 2%	** **	** **	** **	1 *%	* *%	3 2%	1 1%	* *%	4 1%	* *%	* 1%	1 4% o
Orange broadband/ Wanadoo/ Livebox	4 1%	4 1% b	- -%	- -%	1 1%	1 1%	1 1%	** **	** **	** **	2 1%	2 1%	* *%	- -%	1 1%	4 1%	- -%	- -%	- -%
Other	18 3%	12 4%	6 2%	1 1%	5 4%	6 3%	6 4%	** **	** **	** **	8 4%	8 4%	9 4% m	* *%	1 1%	16 3%	1 3%	* 2%	* 1%
Don't know	12 2%	5 2%	7 2%	2 2%	2 1%	4 2%	5 4%	** **	** **	** **	1 *%	1 1%	4 2%	2 2%	5 6% k	11 2%	1 1%	1 2%	* 3%

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

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QE29 (QE31). SHOWCARD Which supplier does/ did your household use to make voice calls using the internet? (MULTI CODE)

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

					ENGLAND REGIONS						URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	913	60	81	69	79	43	60	59	52	58	653	260	558	354	578	215
Effective Weighted Sample	630	58	77	67	75	41	58	56	50	55	521	116	385	258	438	164
Total	593	77	105	56	51	38	50	47	20	60	510	83	398	194	416	161
Skype	543	**	**	**	**	**	**	**	**	**	467	76	370	172	381	149
	92%	**	**	**	**	**	**	**	**	**	92%	92%	93%	89%	92%	92%
MSN Messenger	35	**	**	**	**	**	**	**	**	**	33	2	24	10	28	6
	6%	**	**	**	**	**	**	**	**	**	6%	3%	6%	5%	7%	4%
FaceTime	9	**	**	**	**	**	**	**	**	**	7	2	8	1	7	1
	1%	**	**	**	**	**	**	**	**	**	1%	2%	2%	*%	2%	1%
BT Broadband voice/Home Hub	6	**	**	**	**	**	**	**	**	**	4	2	3	3	3	2
	1%	**	**	**	**	**	**	**	**	**	1%	2%	1%	2%	1%	1%
BT Communicator	5	**	**	**	**	**	**	**	**	**	4	*	4	1	3	1
	1%	**	**	**	**	**	**	**	**	**	1%	*%	1%	*%	1%	1%
Orange broadband/ Wanadoo/ Livebox	4	**	**	**	**	**	**	**	**	**	4	-	1	2	3	1
	1%	**	**	**	**	**	**	**	**	**	1%	-%	*%	1%	1%	1%
Other	18	**	**	**	**	**	**	**	**	**	16	2	13	5	10	8
	3%	**	**	**	**	**	**	**	**	**	3%	2%	3%	3%	2%	5%
Don't know	12	**	**	**	**	**	**	**	**	**	10	3	5	7	10	1
	2%	**	**	**	**	**	**	**	**	**	2%	3%	1%	4%	2%	1%
														l		

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 82

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

QE30 (QE33). SHOWCARD Which device or devices does your household use to make voice calls using the internet? (MULTI CODE)

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	~g	~h	~i	j	k	l	m	n	o	p	q	r
Unweighted total	913	467	446	149	181	372	211	95	70	95	254	298	316	151	147	561	111	121	120
Effective Weighted Sample	630	322	308	101	121	267	146	66	44	62	191	216	207	106	102	491	81	77	85
Total	593	309	283	95	134	239	124	52	38	56	188	215	198	91	89	505	47	26	15
Laptop	398 67%	206 67%	191 68%	68 72% f	93 69%	165 69% f	72 58%	** **	** **	** **	131 70%	157 73% lm	124 63%	56 61%	61 69%	336 67%	33 69%	17 67%	11 75%
Desktop PC	204 34%	112 36%	92 33%	27 28%	35 26%	84 35%	58 47% cde	** **	** **	** **	70 37%	84 39% n	70 35%	27 30%	23 26%	179 35% r	15 31%	7 28%	4 25%
Smartphone	68 11%	41 13%	26 9%	15 16% f	21 16% f	26 11% f	5 4%	** **	** **	** **	34 18%	24 11%	29 15%	7 7%	8 9%	57 11%	5 11%	5 18%	1 8%
Tablet computer (e.g. iPad)	45 8%	25 8%	20 7%	3 3%	9 7%	28 12% cf	5 4%	** **	** **	** **	26 14%	25 11% n	13 6% n	8 8% n	* *%	39 8%	4 8%	1 4%	1 7%
Netbook	21 4%	10 3%	11 4%	3 3%	8 6% f	9 4%	2 1%	** **	** **	** **	9 5%	9 4%	7 4%	3 4%	2 2%	19 4%	2 3%	* 2%	* 3%
Dedicated handset	10 2%	6 2%	3 1%	2 2%	2 1%	3 1%	3 3%	** **	** **	** **	1 1%	3 1%	4 2%	2 2%	1 2%	8 2%	1 2%	* *%	* 2%
Standard landline phone	4 1%	3 1%	1 *%	- -%	1 1%	2 1%	1 1%	** **	** **	** **	2 1%	3 1%	1 1%	* *%	- -%	3 1%	1 1%	* *%	* 1%
Other	13 2%	5 2%	8 3%	1 1%	6 5%	4 1%	2 2%	** **	** **	** **	2 1%	4 2%	3 2%	2 3%	3 4%	12 2%	- -%	* 1%	* 3%
Don't know	10 2%	6 2%	4 2%	2 2%	2 1%	4 2%	3 2%	** **	** **	** **	- -%	1 1%	5 2%	1 1%	3 3% k	9 2%	* *%	* 2%	* 3%

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 82

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QE30 (QE33). SHOWCARD Which device or devices does your household use to make voice calls using the internet? (MULTI CODE)

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

						ENGLAND REGIONS					URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	913	60	81	69	79	43	60	59	52	58	653	260	558	354	578	215
Effective Weighted Sample	630	58	77	67	75	41	58	56	50	55	521	116	385	258	438	164
Total	593	77	105	56	51	38	50	47	20	60	510	83	398	194	416	161
Laptop	398 67%	** **	** **	** **	** **	** **	** **	** **	** **	** **	348 68%	49 60%	277 70% m	120 62%	272 65%	115 71%
Desktop PC	204 34%	** **	** **	** **	** **	** **	** **	** **	** **	** **	171 33%	34 41%	140 35%	64 33%	144 35%	57 35%
Smartphone	68 11%	** **	** **	** **	** **	** **	** **	** **	** **	** **	60 12%	8 9%	49 12%	18 9%	45 11%	21 13%
Tablet computer (e.g. iPad)	45 8%	** **	** **	** **	** **	** **	** **	** **	** **	** **	41 8%	4 5%	38 9% m	7 4%	33 8%	11 7%
Netbook	21 4%	** **	** **	** **	** **	** **	** **	** **	** **	** **	20 4%	1 2%	15 4%	6 3%	15 4%	6 4%
Dedicated handset	10 2%	** **	** **	** **	** **	** **	** **	** **	** **	** **	7 1%	2 3%	5 1%	5 2%	8 2%	1 1%
Standard landline phone	4 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	4 1%	* *%	2 *%	2 1%	3 1%	1 1%
Other	13 2%	** **	** **	** **	** **	** **	** **	** **	** **	** **	11 2%	2 2%	7 2%	6 3%	11 3%	1 1%
Don't know	10 2%	** **	** **	** **	** **	** **	** **	** **	** **	** **	9 2%	1 1%	4 1%	6 3% l	8 2%	2 1%

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

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

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3772	1804	1968	483	608	1295	1384	741	414	447	579	822	1085	765	1098	2251	500	513	508
Effective Weighted Sample	2575	1228	1347	326	400	919	965	505	261	302	430	586	730	511	764	1951	360	341	388
Total	2256	1082	1174	313	422	781	740	372	206	271	422	566	669	413	607	1886	197	111	62
Only terrestrial TV (Channels 1-4/1-5)	55 2%	21 2%	34 3%	4 1%	6 1%	15 2%	30 4% cde	19 5% ij	5 3% j	4 2%	2 1%	13 2%	13 2%	9 2%	20 3%	47 3% q	2 1%	1 1%	5 9% opq
Terrestrial TV	185 8%	88 8%	96 8%	19 6%	23 5%	75 10% cd	68 9% d	27 7%	17 8%	34 13% g	55 13% gh	54 10% n	61 9% n	37 9% n	33 5%	163 9% pq	11 6% q	1 1%	10 16% opq
Cable TV (through Virgin Media - previously NTL and Telewest)	364 16%	188 17%	176 15%	60 19% df	55 13%	148 19% df	102 14%	39 11%	37 18% g	48 18% g	79 19% g	101 18%	106 16%	70 17%	87 14%	324 17% pqr	22 11%	11 9%	7 10%
Satellite TV (Sky)	897 40%	433 40%	464 40%	122 39% f	199 47% cf	347 44% f	228 31%	101 27%	63 31%	110 41% gh	206 49% ghi	239 42% n	284 43% n	176 43% n	196 32%	724 38%	84 43%	59 53% op	30 49% o
Satellite (Freesat)	46 2%	30 3% b	16 1%	7 2%	7 2%	11 1%	22 3% e	6 2%	5 2%	8 3%	10 2%	11 2%	16 2%	9 2%	10 2%	39 2%	3 1%	3 2%	2 3%
Satellite TV (Other)	6 *%	6 1% b	1 *%	* *%	4 1% ef	1 *%	1 *%	1 *%	2 1%	- -%	1 *%	- -%	* *%	5 1% kln	1 *%	6 *%	- -%	* *%	* *%
Freeview (through a set-top box or digital television set) with ONLY free channels	1076 48%	504 47%	572 49%	151 48%	176 42%	335 43%	415 56% cde	202 54% i	108 52%	121 44%	206 49%	265 47%	319 48%	183 44%	309 51% m	894 47%	93 48%	47 42%	42 68% opq

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

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3772	1804	1968	483	608	1295	1384	741	414	447	579	822	1085	765	1098	2251	500	513	508
Effective Weighted Sample	2575	1228	1347	326	400	919	965	505	261	302	430	586	730	511	764	1951	360	341	388
Total	2256	1082	1174	313	422	781	740	372	206	271	422	566	669	413	607	1886	197	111	62
Freeview (through a set-top box or digital television set) with free channels PLUS top-up channels such as ESPN, TV favourites, Picturebox films)	86	46	41	9	15	28	34	18	4	9	14	21	22	15	28	72	5	7	2
	4%	4%	3%	3%	4%	4%	5%	5% h	2%	3%	3%	4%	3%	4%	5%	4%	3%	6% p	4%
Digital TV via a broadband DSL line (e.g. BT Vision, Tiscali)	39	22	17	3	8	22	5	3	3	5	16	14	14	5	6	31	5	1	2
	2%	2%	1%	1%	2% f	3% f	1%	1%	2%	2%	4% g	2% n	2%	1%	1%	2%	2%	1%	3% o
No TV in household	37	18	19	9	8	12	8	15	3	2	2	6	19	3	9	29	7	1	*
	2%	2%	2%	3% f	2%	2%	1%	4% ij	1%	1%	*%	1%	3% km	1%	2%	2% oqr	4%	1%	1%
Don't know	1	-	1	1	-	-	*	-	-	*	-	-	1	*	*	1	-	*	*
	*%	-%	*%	*%	-%	-%	*%	-%	-%	*%	-%	-%	*%	*%	*%	*%	-%	*%	*%

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

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

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

Base : All respondents

				ENGLAND REGIONS							URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3772	238	249	251	264	241	252	252	252	252	2731	1041	1788	1971	2057	1207
Effective Weighted Sample	2575	227	232	239	250	229	242	239	240	241	2143	466	1240	1418	1498	949
Total	2256	286	308	194	160	199	205	189	95	251	1952	304	1262	984	1344	850
Only terrestrial TV (Channels 1-4/1-5)	55 2%	7 3% i	12 4% di	3 2% i	1 1%	8 4% di	4 2% i	3 2% i	8 9% abcdefgi	- -%	48 2%	7 2%	17 1%	38 4%	27 2%	23 3% l
Terrestrial TV	185 8%	7 2%	34 11% afgi	37 19% abfgi	24 15% afgi	29 15% afgi	6 3%	2 1%	14 14% afgi	9 4% g	158 8%	27 9%	108 9%	77 8%	128 10% o	47 6%
Cable TV (through Virgin Media - previously NTL and Telewest)	364 16%	42 15%	48 16% c	18 9%	33 21% ce	27 13%	33 16% c	48 25% abcefh	14 15%	62 25% abcefh	358 18% k	5 2%	230 18% m	130 13%	210 16%	147 17%
Satellite TV (Sky)	897 40%	113 40%	119 39%	82 42% gi	55 34%	70 35%	109 53% abcdeghi	60 32%	38 41% gi	78 31%	758 39%	139 46% j	586 46% m	307 31%	535 40%	332 39%
Satellite (Freesat)	46 2%	4 1%	10 3% i	7 4% gi	3 2%	6 3% i	6 3% i	2 1%	1 1%	1 *%	40 2%	6 2%	19 2%	27 3% l	33 2% o	11 1%
Satellite TV (Other)	6 *%	- -%	- -%	1 *%	2 1%	1 1%	- -%	- -%	* *%	2 1%	5 *%	1 *%	3 *%	3 *%	4 *%	2 *%
Freeview (through a set-top box or digital television set) with ONLY free channels	1076 48%	120 42%	136 44%	105 54% abg	77 48%	99 50%	93 46%	82 43%	51 53% abg	131 52% a	901 46%	175 57% j	550 44%	521 53% l	669 50% o	365 43%

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

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

Base : All respondents

	Total		ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i		j	k	l	m	n	o
Unweighted total	3772	238	249	251	264	241	252	252	252	252		2731	1041	1788	1971	2057	1207
Effective Weighted Sample	2575	227	232	239	250	229	242	239	240	241		2143	466	1240	1418	1498	949
Total	2256	286	308	194	160	199	205	189	95	251		1952	304	1262	984	1344	850
Freeview (through a set-top box or digital television set) with free channels PLUS top-up channels such as ESPN, TV favourites, Picturebox films)	86	19	9	6	5	13	3	2	3	12		77	9	45	42	44	40
	4%	7%	3%	3%	3%	7%	2%	1%	3%	5%		4%	3%	4%	4%	3%	5%
		dfgh				fg				g							
Digital TV via a broadband DSL line (e.g. BT Vision, Tiscali)	39	5	1	5	3	4	4	3	3	4		28	11	26	13	29	8
	2%	2%	*%	2%	2%	2%	2%	2%	3%	2%		1%	4%	2%	1%	2%	1%
													j			o	
No TV in household	37	6	7	3	5	1	-	6	1	1		35	2	14	24	22	15
	2%	2%	2%	2%	3%	*%	-%	3%	1%	*%		2%	1%	1%	2%	2%	2%
		f	f		efi			efi								l	
Don't know	1	-	-	-	-	-	-	-	-	1		1	*	*	1	*	1
	*%	-%	-%	-%	-%	-%	-%	-%	-%	*%		*%	*%	*%	*%	*%	*%

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 84

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3772	1804	1968	483	608	1295	1384	741	414	447	579	822	1085	765	1098	2251	500	513	508
Effective Weighted Sample	2575	1228	1347	326	400	919	965	505	261	302	430	586	730	511	764	1951	360	341	388
Total	2256	1082	1174	313	422	781	740	372	206	271	422	566	669	413	607	1886	197	111	62
Only terrestrial TV (Channels 1-4/1-5)	55 2%	21 2%	34 3%	4 1%	6 1%	15 2%	30 4% cde	19 5% ij	5 3% j	4 2%	2 1%	13 2%	13 2%	9 2%	20 3%	47 3% q	2 1%	1 1%	5 9% opq
Terrestrial TV	16 1%	9 1%	7 1%	* *%	2 1%	5 1%	8 1%	2 1%	3 2%	3 1%	5 1%	3 *%	4 1%	6 2%	3 1%	15 1%	1 *%	- -%	1 1% q
Cable TV (through Virgin Media - previously NTL and Telewest)	352 16%	180 17%	172 15%	57 18% df	54 13%	140 18% df	100 13%	38 10%	37 18% g	46 17% g	77 18% g	97 17%	102 15%	68 17%	84 14%	313 17% pqr	22 11%	11 9%	6 9%
Satellite TV (Sky)	878 39%	421 39%	457 39%	119 38%	197 47% cf	342 44% f	220 30%	101 27%	59 29%	108 40% gh	202 48% ghi	233 41% n	276 41% n	175 42% n	194 32%	708 38%	83 42%	57 51% op	30 48% o
Satellite (Freesat)	34 1%	18 2%	16 1%	7 2%	4 1%	8 1%	15 2%	4 1%	4 2%	7 3%	5 1%	8 1%	11 2%	7 2%	9 1%	28 1%	3 1%	2 2%	1 2%
Satellite TV (Other)	6 *%	6 1% b	1 *%	* *%	4 1% ef	1 *%	1 *%	1 *%	2 1%	- -%	1 *%	- -%	* *%	5 1% kln	1 *%	6 *%	- -%	* *%	* *%
Freeview (through a set-top box or digital television set) with ONLY free channels	783 35%	358 33%	425 36%	108 35% e	126 30%	221 28%	327 44% cde	175 47% ij	86 42% ij	89 33%	114 27%	181 32%	220 33%	124 30%	258 42% klm	665 35% r	70 35% r	34 31%	15 24% r

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 84

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

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3772	1804	1968	483	608	1295	1384	741	414	447	579	822	1085	765	1098	2251	500	513	508
Effective Weighted Sample	2575	1228	1347	326	400	919	965	505	261	302	430	586	730	511	764	1951	360	341	388
Total	2256	1082	1174	313	422	781	740	372	206	271	422	566	669	413	607	1886	197	111	62
Freeview (through a set-top box or digital television set) with free channels PLUS top-up channels such as ESPN, TV favourites, Picturebox films)	62	34	29	4	13	18	27	13	4	7	5	16	14	11	22	51	5	5	2
	3%	3%	2%	1%	3%	2%	4%	4%	2%	3%	1%	3%	2%	3%	4%	3%	3%	4%	3%
							c	j											
Digital TV via a broadband DSL line (e.g. BT Vision, Tiscali)	31	17	14	3	7	18	3	3	3	4	10	11	9	5	6	23	5	1	2
	1%	2%	1%	1%	2%	2%	*%	1%	2%	2%	2%	2%	1%	1%	1%	1%	2%	1%	3%
					f	f					g								o
No TV in household	37	18	19	9	8	12	8	15	3	2	2	6	19	3	9	29	7	1	*
	2%	2%	2%	3%	2%	2%	1%	4%	1%	1%	*%	1%	3%	1%	2%	2%	4%	1%	1%
				f				ij					km			oqr			
Don't know	1	-	1	1	-	-	*	-	-	*	-	-	1	*	*	1	-	*	*
	*%	-%	*%	*%	-%	-%	*%	-%	-%	*%	-%	-%	*%	*%	*%	*%	-%	*%	*%

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

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

Base : All respondents

					ENGLAND REGIONS						URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3772	238	249	251	264	241	252	252	252	252	2731	1041	1788	1971	2057	1207
Effective Weighted Sample	2575	227	232	239	250	229	242	239	240	241	2143	466	1240	1418	1498	949
Total	2256	286	308	194	160	199	205	189	95	251	1952	304	1262	984	1344	850
Only terrestrial TV (Channels 1-4/1-5)	55 2%	7 3% i	12 4% di	3 2% i	1 1%	8 4% di	4 2% i	3 2% i	8 9% abcdefgi	- -%	48 2%	7 2%	17 1%	38 4% l	27 2%	23 3%
Terrestrial TV	16 1%	- -%	4 1%	4 2% agi	5 3% aegi	1 *%	2 1%	- -%	1 1%	- -%	11 1%	5 2% j	9 1%	7 1%	11 1%	4 1%
Cable TV (through Virgin Media - previously NTL and Telewest)	352 16%	41 14%	44 14%	18 9%	33 21% ce	25 12%	32 15% c	48 25% abcefh	13 14%	60 24% abcefh	347 18% k	5 2%	221 17% m	128 13%	206 15%	140 16%
Satellite TV (Sky)	878 39%	110 39%	116 38%	80 41% gi	54 34%	69 35%	108 53% abcdeghi	57 30%	37 39% gi	77 31%	741 38%	137 45% j	573 45% m	302 31%	522 39%	326 38%
Satellite (Freesat)	34 1%	3 1%	6 2%	6 3% i	3 2%	4 2%	4 2%	1 1%	1 1%	1 *%	30 2%	4 1%	15 1%	19 2%	22 2%	10 1%
Satellite TV (Other)	6 *%	- -%	- -%	1 *%	2 1%	1 1%	- -%	- -%	- -%	2 1%	5 *%	1 *%	3 *%	3 *%	4 *%	2 *%
Freeview (through a set-top box or digital television set) with ONLY free channels	783 35%	102 36% f	110 36% f	73 38% f	51 32%	77 39% f	53 26%	70 37% f	29 31%	99 40% fh	656 34%	127 42% j	362 29%	418 42% l	477 36%	291 34%

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 84

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

Base : All respondents

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
						ENGLAND REGIONS					URBANITY		WORKING		DEPRIVATION LEVEL	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3772	238	249	251	264	241	252	252	252	252	2731	1041	1788	1971	2057	1207
Effective Weighted Sample	2575	227	232	239	250	229	242	239	240	241	2143	466	1240	1418	1498	949
Total	2256	286	308	194	160	199	205	189	95	251	1952	304	1262	984	1344	850
Freeview (through a set-top box or digital television set) with free channels PLUS top-up channels such as ESPN, TV favourites, Picturebox films)	62	16	7	3	3	10	1	1	2	8	57	6	28	34	30	31
	3%	6%	2%	1%	2%	5%	*%	1%	2%	3%	3%	2%	2%	3%	2%	4%
		cdfg				cfg			f	f						n
Digital TV via a broadband DSL line (e.g. BT Vision, Tiscali)	31	2	1	4	3	4	3	3	2	2	21	10	20	11	22	7
	1%	1%	*%	2%	2%	2%	1%	2%	2%	1%	1%	3%	2%	1%	2%	1%
												j				
No TV in household	37	6	7	3	5	1	-	6	1	1	35	2	14	24	22	15
	2%	2%	2%	2%	3%	*%	-%	3%	1%	*%	2%	1%	1%	2%	2%	2%
		f	f		efi			efi								l
Don't know	1	-	-	-	-	-	-	-	-	1	1	*	*	1	*	1
	*%	-%	-%	-%	-%	-%	-%	-%	-%	*%	*%	*%	*%	*%	*%	*%

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 85

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

QH2 (QH53). Is the MAIN TV in your household an HDTV set or HD ready? (SINGLE CODE)

Base : Those with a TV in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3713	1777	1936	466	597	1279	1369	717	410	444	576	812	1057	761	1081	2214	489	508	502
Effective Weighted Sample	2530	1206	1324	313	391	906	955	483	257	300	427	579	707	508	751	1919	350	338	383
Total	2217	1063	1154	303	414	769	731	357	203	269	420	560	649	410	598	1856	190	110	62
Yes, the main TV in the household is an HDTV set or HD ready	1583	786	797	220	312	585	465	201	146	198	366	436	487	298	362	1332	142	69	41
	71%	74%	69%	73%	75%	76%	64%	56%	72%	74%	87%	78%	75%	73%	60%	72%	75%	62%	67%
		b		f	f	f			g	g	ghi	mn	n	n		qr	qr		
No	539	250	289	68	93	161	217	136	47	63	47	103	140	93	201	444	43	37	15
	24%	23%	25%	23%	22%	21%	30%	38%	23%	24%	11%	18%	22%	23%	34%	24%	22%	33%	25%
							cde	hij	j	j					klm			opr	
Don't know	96	28	68	15	9	23	49	20	10	7	7	21	21	19	35	80	5	5	5
	4%	3%	6%	5%	2%	3%	7%	6%	5%	3%	2%	4%	3%	5%	6%	4%	3%	5%	8%
			a	d			de	j	j						l				opq

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 85

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

QH2 (QH53). Is the MAIN TV in your household an HDTV set or HD ready? (SINGLE CODE)

Base : Those with a TV in the household

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
						ENGLAND REGIONS					URBANITY		WORKING		DEPRIVATION LEVEL	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3713	233	243	247	255	240	252	244	250	250	2681	1032	1773	1927	2026	1185
Effective Weighted Sample	2530	222	226	235	241	228	242	231	238	239	2101	462	1228	1382	1474	930
Total	2217	281	301	191	155	198	205	183	94	249	1915	302	1248	960	1322	834
Yes, the main TV in the household is an HDTV set or HD ready	1583	193	220	138	125	135	156	120	62	182	1362	221	967	612	983	559
	71%	69%	73%	72%	81%	68%	76%	66%	66%	73%	71%	73%	78%	64%	74%	67%
					aceghi		gh						m		o	
No	539	81	67	45	21	55	40	55	25	54	473	66	241	292	283	240
	24%	29%	22%	23%	14%	28%	20%	30%	27%	22%	25%	22%	19%	30%	21%	29%
		df	d	d		df		dfi	d	d				l		n
Don't know	96	7	14	8	8	7	8	8	7	13	80	15	40	56	55	35
	4%	2%	5%	4%	5%	4%	4%	4%	7%	5%	4%	5%	3%	6%	4%	4%
									a					l		

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 86

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

QH3 (QH54) Although you have an HDTV ready set, to actually watch TV channels and programmes that are broadcast in high definition, you need an HD set top box or a TV with built-in HDTV receiver. For the main TV set, does your household have an HDTV service - from either Sky, Virgin Media, Freesat or Freeview? (SINGLE CODE)

Base : Those whose main TV set is an HDTV or HD-ready

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2592	1279	1313	333	456	962	839	388	287	339	505	631	791	532	638	1558	379	309	346
Effective Weighted Sample	1776	876	901	228	297	683	588	259	181	229	375	455	528	361	439	1359	265	200	270
Total	1583	786	797	220	312	585	465	201	146	198	366	436	487	298	362	1332	142	69	41
Yes	939	478	461	128	199	359	253	91	76	113	227	273	298	181	186	779	92	40	27
	59%	61%	58%	58%	64%	61%	54%	45%	52%	57%	62%	63%	61%	61%	52%	59%	65%	59%	66%
					f	f				g	gh	n	n	n			o		o
No	609	292	317	86	107	218	198	107	70	78	130	153	181	107	168	523	47	26	13
	38%	37%	40%	39%	34%	37%	43%	53%	48%	39%	35%	35%	37%	36%	47%	39%	33%	39%	31%
							d	ij	j						klm	r			
Don't know	35	16	19	5	6	9	15	4	1	7	9	10	8	10	7	29	3	2	1
	2%	2%	2%	2%	2%	1%	3%	2%	*%	3%	3%	2%	2%	3%	2%	2%	2%	3%	4%
							e			h									

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

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

QH3 (QH54) Although you have an HDTV ready set, to actually watch TV channels and programmes that are broadcast in high definition, you need an HD set top box or a TV with built-in HDTV receiver. For the main TV set, does your household have an HDTV service - from either Sky, Virgin Media, Freesat or Freeview? (SINGLE CODE)

Base : Those whose main TV set is an HDTV or HD-ready

						ENGLAND REGIONS						URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2592	158	177	175	200	160	191	157	163	177	1868	724	1387	1201	1475	771
Effective Weighted Sample	1776	151	166	167	189	152	183	149	156	170	1469	331	960	865	1089	604
Total	1583	193	220	138	125	135	156	120	62	182	1362	221	967	612	983	559
Yes	939	132	143	71	77	61	74	66	40	115	799	140	599	338	573	339
	59%	68%	65%	52%	61%	45%	47%	55%	64%	63%	59%	63%	62%	55%	58%	61%
		cefg	cef		ef				cef	cef			m			
No	609	54	71	62	46	73	79	53	22	63	533	77	351	256	384	213
	38%	28%	32%	45%	37%	54%	50%	44%	35%	35%	39%	35%	36%	42%	39%	38%
				abi		abdhi	abdhi	ab						l		
Don't know	35	7	6	4	3	1	3	1	1	4	31	4	18	18	26	7
	2%	4%	3%	3%	2%	*%	2%	*%	1%	2%	2%	2%	2%	3%	3%	1%
		e														

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 87

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

QH4 (QH57). Is the MAIN TV in your household 3D ready? IF NECESSARY - By this I mean that the TV can display pictures in 3D from specific channels (such as Sky 3D) or when watching 3D DVDs or Blue Ray disks or when playing 3D video games. (SINGLE CODE)

Base : Those with a TV in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3713	1777	1936	466	597	1279	1369	717	410	444	576	812	1057	761	1081	2214	489	508	502
Effective Weighted Sample	2530	1206	1324	313	391	906	955	483	257	300	427	579	707	508	751	1919	350	338	383
Total	2217	1063	1154	303	414	769	731	357	203	269	420	560	649	410	598	1856	190	110	62
Yes, the main TV in the household is 3D ready	145 7%	65 6%	80 7%	13 4%	35 9% cf	63 8% cf	33 5%	15 4%	11 6%	17 6%	44 10% ghi	36 6%	48 7%	30 7%	31 5%	127 7%	9 5%	5 5%	3 6%
No	2004 90%	978 92% b	1026 89%	282 93%	372 90%	690 90%	661 90%	331 93% j	185 91%	243 91%	367 87%	506 90%	584 90%	369 90%	545 91%	1670 90% or	178 94%	102 92%	54 88%
Don't know	68 3%	20 2%	48 4% a	8 3%	7 2%	16 2%	37 5% de	10 3%	7 3%	9 3%	9 2%	18 3%	17 3%	11 3%	22 4%	58 3%	3 2%	3 3%	4 6% opq

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 87

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

QH4 (QH57). Is the MAIN TV in your household 3D ready? IF NECESSARY - By this I mean that the TV can display pictures in 3D from specific channels (such as Sky 3D) or when watching 3D DVDs or Blue Ray disks or when playing 3D video games. (SINGLE CODE)

Base : Those with a TV in the household

					ENGLAND REGIONS						URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3713	233	243	247	255	240	252	244	250	250	2681	1032	1773	1927	2026	1185
Effective Weighted Sample	2530	222	226	235	241	228	242	231	238	239	2101	462	1228	1382	1474	930
Total	2217	281	301	191	155	198	205	183	94	249	1915	302	1248	960	1322	834
Yes, the main TV in the household is 3D ready	145	31	27	12	7	6	17	11	2	14	132	13	104	41	103	38
	7%	11%	9%	6%	5%	3%	8%	6%	3%	6%	7%	4%	8%	4%	8%	5%
		deghi	eh				eh				k		m		o	
No	2004	244	264	174	139	189	182	168	86	223	1724	280	1111	883	1178	772
	90%	87%	88%	91%	89%	96%	89%	92%	92%	90%	90%	93%	89%	92%	89%	93%
						abdfi								l		n
Don't know	68	6	9	6	9	3	5	4	6	11	59	9	32	35	40	24
	3%	2%	3%	3%	6%	1%	2%	2%	6%	4%	3%	3%	3%	4%	3%	3%
					aefg				aeg							

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

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QH5 (QH58). Do you or anyone in your household watch 3D content on your TV - whether from 3D TV channels, 3D DVDs or Blu Ray disks or 3D video games? (SINGLE CODE)

Base : Those whose main TV set is 3D ready

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r
Unweighted total	205	96	109	19	45	90	51	24	18	23	56	48	65	47	45	131	24	21	29
Effective Weighted Sample	144	68	77	13	31	66	35	17	13	16	43	32	47	31	34	117	18	15	21
Total	145	65	80	13	35	63	33	15	11	17	44	36	48	30	31	127	9	5	3
Yes	58	**	31	**	**	**	**	**	**	**	**	**	**	**	**	50	**	**	**
	40%	**	39%	**	**	**	**	**	**	**	**	**	**	**	**	39%	**	**	**
No	83	**	45	**	**	**	**	**	**	**	**	**	**	**	**	74	**	**	**
	57%	**	56%	**	**	**	**	**	**	**	**	**	**	**	**	58%	**	**	**
Don't know	5	**	4	**	**	**	**	**	**	**	**	**	**	**	**	4	**	**	**
	3%	**	5%	**	**	**	**	**	**	**	**	**	**	**	**	3%	**	**	**

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

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QH5 (QH58). Do you or anyone in your household watch 3D content on your TV - whether from 3D TV channels, 3D DVDs or Blu Ray disks or 3D video games? (SINGLE CODE)

Base : Those whose main TV set is 3D ready

					ENGLAND REGIONS						URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	~k	l	~m	n	~o
Unweighted total	205	25	20	14	11	7	21	14	6	13	155	50	129	76	126	50
Effective Weighted Sample	144	24	19	14	10	7	20	14	6	12	127	19	94	55	98	40
Total	145	31	27	12	7	6	17	11	2	14	132	13	104	41	103	38
Yes	58	**	**	**	**	**	**	**	**	**	53	**	39	**	42	**
	40%	**	**	**	**	**	**	**	**	**	40%	**	37%	**	41%	**
No	83	**	**	**	**	**	**	**	**	**	74	**	64	**	58	**
	57%	**	**	**	**	**	**	**	**	**	56%	**	61%	**	57%	**
Don't know	5	**	**	**	**	**	**	**	**	**	5	**	2	**	3	**
	3%	**	**	**	**	**	**	**	**	**	3%	**	2%	**	3%	**

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

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QH6 (QH59). SHOWCARD How often do you or anyone in your household watch 3D content on your TV? (SINGLE CODE)

Base : Those whose main TV set is 3D ready

		GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP			NATION		
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r
Unweighted total	205	96	109	19	45	90	51	24	18	23	56	48	65	47	45	131	24	21	29
Effective Weighted Sample	144	68	77	13	31	66	35	17	13	16	43	32	47	31	34	117	18	15	21
Total	145	65	80	13	35	63	33	15	11	17	44	36	48	30	31	127	9	5	3
Every day	9	**	6	**	**	**	**	**	**	**	**	**	**	**	**	7	**	**	**
	6%	**	7%	**	**	**	**	**	**	**	**	**	**	**	**	6%	**	**	**
Several times a week	14	**	7	**	**	**	**	**	**	**	**	**	**	**	**	13	**	**	**
	10%	**	9%	**	**	**	**	**	**	**	**	**	**	**	**	10%	**	**	**
At least once a week	8	**	3	**	**	**	**	**	**	**	**	**	**	**	**	6	**	**	**
	5%	**	4%	**	**	**	**	**	**	**	**	**	**	**	**	4%	**	**	**
At least once a month	16	**	8	**	**	**	**	**	**	**	**	**	**	**	**	15	**	**	**
	11%	**	10%	**	**	**	**	**	**	**	**	**	**	**	**	12%	**	**	**
A few times a year	8	**	6	**	**	**	**	**	**	**	**	**	**	**	**	7	**	**	**
	6%	**	8%	**	**	**	**	**	**	**	**	**	**	**	**	6%	**	**	**
Less than once a year	1	**	-	**	**	**	**	**	**	**	**	**	**	**	**	1	**	**	**
	1%	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	1%	**	**	**
Never	83	**	46	**	**	**	**	**	**	**	**	**	**	**	**	74	**	**	**
	57%	**	57%	**	**	**	**	**	**	**	**	**	**	**	**	58%	**	**	**
Don't know	5	**	5	**	**	**	**	**	**	**	**	**	**	**	**	5	**	**	**
	4%	**	6%	**	**	**	**	**	**	**	**	**	**	**	**	4%	**	**	**

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

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

QH6 (QH59). SHOWCARD How often do you or anyone in your household watch 3D content on your TV? (SINGLE CODE)

Base : Those whose main TV set is 3D ready

					ENGLAND REGIONS						URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	~k	l	~m	n	~o
Unweighted total	205	25	20	14	11	7	21	14	6	13	155	50	129	76	126	50
Effective Weighted Sample	144	24	19	14	10	7	20	14	6	12	127	19	94	55	98	40
Total	145	31	27	12	7	6	17	11	2	14	132	13	104	41	103	38
Every day	9	**	**	**	**	**	**	**	**	**	8	**	3	**	5	**
	6%	**	**	**	**	**	**	**	**	**	6%	**	3%	**	5%	**
Several times a week	14	**	**	**	**	**	**	**	**	**	11	**	10	**	10	**
	10%	**	**	**	**	**	**	**	**	**	9%	**	10%	**	10%	**
At least once a week	8	**	**	**	**	**	**	**	**	**	7	**	6	**	6	**
	5%	**	**	**	**	**	**	**	**	**	5%	**	5%	**	5%	**
At least once a month	16	**	**	**	**	**	**	**	**	**	16	**	11	**	14	**
	11%	**	**	**	**	**	**	**	**	**	12%	**	10%	**	14%	**
A few times a year	8	**	**	**	**	**	**	**	**	**	8	**	7	**	6	**
	6%	**	**	**	**	**	**	**	**	**	6%	**	7%	**	6%	**
Less than once a year	1	**	**	**	**	**	**	**	**	**	1	**	1	**	1	**
	1%	**	**	**	**	**	**	**	**	**	1%	**	1%	**	1%	**
Never	83	**	**	**	**	**	**	**	**	**	75	**	64	**	58	**
	57%	**	**	**	**	**	**	**	**	**	57%	**	62%	**	57%	**
Don't know	5	**	**	**	**	**	**	**	**	**	5	**	2	**	3	**
	4%	**	**	**	**	**	**	**	**	**	4%	**	2%	**	3%	**

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 90

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

QH7 (QH3). SHOWCARD Which of the following best describes your satellite TV service/s? (MULTI CODE)

Base : Those with Satellite TV

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1666	806	860	210	311	658	485	234	165	204	316	387	507	377	393	882	235	277	272
Effective Weighted Sample	1062	520	542	132	189	441	321	140	93	127	221	262	320	239	245	762	161	184	184
Total	942	463	480	129	208	357	248	107	69	118	214	248	297	190	206	763	87	61	32
Sky satellite dish to receive subscription channels - you pay a monthly subscription fee	822 87%	393 85%	429 90% a	114 89% f	183 88% f	325 91% f	199 80%	89 83%	60 87%	104 88%	193 90% g	215 87%	266 90%	165 87%	175 85%	663 87% oq	81 93%	50 82%	29 91% q
Sky satellite dish for free to air services only - you pay no monthly subscription fee	63 7%	37 8%	27 6%	7 5%	14 7%	19 5%	23 9% e	12 11% i	3 5%	5 4%	13 6%	23 9%	15 5%	10 5%	15 8%	52 7%	3 3%	8 12% opr	1 4%
Freesat standard package with a dish and standard set top box - you do not pay a subscription fee	27 3%	15 3%	12 3%	5 4% e	4 2%	4 1%	15 6% de	3 3%	3 4%	5 4%	4 2%	5 2%	9 3%	5 3%	8 4%	23 3%	1 1%	1 2%	1 4%
Freesat HD package with a dish and high definition (HD) set top box - you do not pay a subscription fee	13 1%	10 2% b	3 1%	* *%	2 1%	4 1%	6 2%	1 1%	1 1%	3 2%	5 2%	5 2%	4 1%	3 2%	1 1%	11 1%	* *%	1 2%	1 2%
Other satellite dish, showing mainly non-English programmes where you pay a monthly subscription fee	5 1%	5 1% b	* *%	* *%	4 2% ef	1 *%	* *%	1 1%	2 3% ij	- -%	1 *%	- -%	* *%	4 2% kl	1 *%	5 1%	- -%	* 1%	* 1%

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

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

QH7 (QH3). SHOWCARD Which of the following best describes your satellite TV service/s? (MULTI CODE)

Base : Those with Satellite TV

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1666	806	860	210	311	658	485	234	165	204	316	387	507	377	393	882	235	277	272
Effective Weighted Sample	1062	520	542	132	189	441	321	140	93	127	221	262	320	239	245	762	161	184	184
Total	942	463	480	129	208	357	248	107	69	118	214	248	297	190	206	763	87	61	32
Other satellite dish, showing mainly non-English programmes where you do not pay a monthly subscription fee	2	1	2	-	-	2	1	*	-	-	1	-	1	1	*	2	-	-	-
	*%	*%	*%	-%	-%	*%	*%	*%	-%	-%	1%	-%	*%	*%	*%	*%	-%	-%	-%
Broadband satellite - satellite provided for the use of broadband internet access but used to access free to air satellite programmes	*	-	*	-	-	*	-	-	-	-	-	-	*	-	-	-	-	-	*
	*%	-%	*%	-%	-%	*%	-%	-%	-%	-%	-%	-%	*%	-%	-%	-%	-%	-%	*%
Don't know	18	9	9	3	3	5	7	2	2	2	1	3	6	2	8	14	2	1	*
	2%	2%	2%	2%	1%	1%	3%	2%	2%	2%	1%	1%	2%	1%	4%	2%	2%	2%	*%

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

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

QH7 (QH3). SHOWCARD Which of the following best describes your satellite TV service/s? (MULTI CODE)

Base : Those with Satellite TV

					ENGLAND REGIONS						URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	c	~d	~e	f	~g	h	~i	j	k	l	m	n	o
Unweighted total	1666	93	97	114	95	88	137	80	100	78	1131	535	938	723	906	488
Effective Weighted Sample	1062	89	90	109	90	83	131	76	96	74	855	226	605	491	631	368
Total	942	117	127	89	60	76	115	60	39	80	796	146	606	333	566	344
Sky satellite dish to receive subscription channels - you pay a monthly subscription fee	822	**	**	75	**	**	103	**	35	**	695	127	543	276	490	303
	87%	**	**	84%	**	**	90%	**	89%	**	87%	87%	90% m	83%	87%	88%
Sky satellite dish for free to air services only - you pay no monthly subscription fee	63	**	**	7	**	**	4	**	4	**	52	11	38	25	40	22
	7%	**	**	8%	**	**	3%	**	9%	**	7%	8%	6%	7%	7%	6%
Freesat standard package with a dish and standard set top box - you do not pay a subscription fee	27	**	**	5	**	**	2	**	*	**	24	3	10	18	19	6
	3%	**	**	5%	**	**	2%	**	1%	**	3%	2%	2%	5% l	3%	2%
Freesat HD package with a dish and high definition (HD) set top box - you do not pay a subscription fee	13	**	**	2	**	**	2	**	1	**	11	2	8	5	12	1
	1%	**	**	2%	**	**	1%	**	2%	**	1%	1%	1%	2%	2% o	*%
Other satellite dish, showing mainly non-English programmes where you pay a monthly subscription fee	5	**	**	1	**	**	-	**	*	**	4	1	3	2	3	2
	1%	**	**	1%	**	**	-%	**	1%	**	*%	1%	1%	1%	1%	1%

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

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

QH7 (QH3). SHOWCARD Which of the following best describes your satellite TV service/s? (MULTI CODE)

Base : Those with Satellite TV

					ENGLAND REGIONS						URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	c	~d	~e	f	~g	h	~i	j	k	l	m	n	o
Unweighted total	1666	93	97	114	95	88	137	80	100	78	1131	535	938	723	906	488
Effective Weighted Sample	1062	89	90	109	90	83	131	76	96	74	855	226	605	491	631	368
Total	942	117	127	89	60	76	115	60	39	80	796	146	606	333	566	344
Other satellite dish, showing mainly non-English programmes where you do not pay a monthly subscription fee	2	**	**	-	**	**	-	**	-	**	2	-	1	1	1	1
	*%	**	**	-%	**	**	-%	**	-%	**	*%	-%	*%	*%	*%	*%
Broadband satellite - satellite provided for the use of broadband internet access but used to access free to air satellite programmes	*	**	**	-	**	**	-	**	-	**	-	*	-	*	-	-
	*%	**	**	-%	**	**	-%	**	-%	**	-%	*%	-%	*%	-%	-%
Don't know	18	**	**	1	**	**	4	**	-	**	16	2	7	11	8	10
	2%	**	**	1%	**	**	4%	**	-%	**	2%	1%	1%	3%	1%	3%
													l			

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

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

QH8 (QH4). SHOWCARD Which, if any, of these channels do you subscribe to through your Sky satellite service? (MULTI CODE)

Base : Those with paid for Sky Satellite TV

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1456	692	764	181	273	602	398	192	140	177	291	335	458	331	330	763	219	224	250
Effective Weighted Sample	924	442	482	116	164	404	260	115	78	109	203	226	289	208	205	659	151	148	173
Total	822	393	429	114	183	325	199	89	60	104	193	215	266	165	175	663	81	50	29
Sky Sports 1 only	21	11	9	4	4	7	6	1	1	1	4	6	7	3	4	19	-	2	*
	3%	3%	2%	3%	2%	2%	3%	1%	2%	1%	2%	3%	3%	2%	2%	3% p	-%	3% p	1%
Sky Sports 2 only	5	2	3	1	1	*	3	-	1	1	-	2	1	1	1	5	-	*	*
	1%	1%	1%	1%	*%	*%	1%	-%	1%	1%	-%	1%	*%	*%	1%	1%	-%	*%	1%
Sky Sports Pack (Sky Sports 1, 2, 3 and 4)	298	165	133	43	77	104	75	22	18	40	89	87	99	62	51	245	34	13	7
	36%	42% b	31%	38%	42% e	32%	37%	25%	31%	38% g	46% gh	40% n	37%	37%	29%	37% qr	42% qr	25%	26%
Sky Movies 1 only (Comedy, Family, Classics, Modern Greats, Drama & Romance)	33	17	16	4	13	11	5	5	1	6	6	11	11	3	8	26	2	3	2
	4%	4%	4%	4%	7% f	3%	2%	6%	2%	6%	3%	5%	4%	2%	4%	4%	3%	6%	6%
Sky Movies 2 only (Comedy, Indie, Sci-Fi & Horror, Crime & Thriller, Action & Adventure)	13	8	5	*	4	5	3	*	*	1	5	4	4	2	3	10	1	2	*
	2%	2%	1%	*%	2%	2%	2%	*%	*%	1%	3%	2%	2%	1%	2%	1%	2%	3%	1%
Sky Movies Pack (All Sky Movies channels in Sky Movies 1 and 2, plus Premiere and Disney Cinemagic)	249	127	122	38	61	102	49	24	17	26	64	62	80	54	52	208	25	11	6
	30%	32%	28%	33%	33%	31%	25%	27%	29%	25%	33%	29%	30%	33%	30%	31% qr	30%	21%	22%
Sky+ HD (High Definition channels through Sky+ HD box)	280	143	137	34	71	107	68	15	16	34	86	92	101	57	29	221	39	11	9
	34%	36%	32%	30%	39%	33%	34%	17%	26%	33% g	45% ghi	43% n	38% n	35% n	17%	33% q	48% oqr	23%	30%

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

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

QH8 (QH4). SHOWCARD Which, if any, of these channels do you subscribe to through your Sky satellite service? (MULTI CODE)

Base : Those with paid for Sky Satellite TV

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1456	692	764	181	273	602	398	192	140	177	291	335	458	331	330	763	219	224	250
Effective Weighted Sample	924	442	482	116	164	404	260	115	78	109	203	226	289	208	205	659	151	148	173
Total	822	393	429	114	183	325	199	89	60	104	193	215	266	165	175	663	81	50	29
Basic package only	246	103	143	29	41	114	63	41	23	29	51	52	75	47	73	190	22	20	14
	30%	26%	33%	25%	23%	35%	31%	47%	38%	28%	26%	24%	28%	28%	41%	29%	27%	40%	50%
			a			cd	d	ij							klm			op	op
None of these	16	8	8	3	2	9	3	3	1	-	4	9	1	3	3	15	-	*	-
	2%	2%	2%	2%	1%	3%	1%	3%	1%	-%	2%	4%	1%	2%	2%	2%	-%	1%	-%
												l				r			
Don't know	20	5	16	7	4	8	1	1	-	3	5	2	11	2	5	18	1	*	*
	2%	1%	4%	6%	2%	2%	1%	1%	-%	3%	3%	1%	4%	1%	3%	3%	1%	1%	2%
			a	ef									k						

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

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

QH8 (QH4). SHOWCARD Which, if any, of these channels do you subscribe to through your Sky satellite service? (MULTI CODE)

Base : Those with paid for Sky Satellite TV

					ENGLAND REGIONS						URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	1456	87	78	95	81	75	123	69	89	66	987	469	845	607	785	421
Effective Weighted Sample	924	83	73	91	77	71	117	66	85	63	744	197	544	409	547	320
Total	822	110	103	75	52	65	103	52	35	69	695	127	543	276	490	303
Sky Sports 1 only	21	**	**	**	**	**	3	**	**	**	17	3	15	5	14	6
	3%	**	**	**	**	**	3%	**	**	**	2%	3%	3%	2%	3%	2%
Sky Sports 2 only	5	**	**	**	**	**	2	**	**	**	5	*	1	4	4	1
	1%	**	**	**	**	**	2%	**	**	**	1%	*%	*%	1%	1%	*%
																l
Sky Sports Pack (Sky Sports 1, 2, 3 and 4)	298	**	**	**	**	**	35	**	**	**	247	51	203	95	187	104
	36%	**	**	**	**	**	34%	**	**	**	36%	41%	37%	34%	38%	34%
Sky Movies 1 only (Comedy, Family, Classics, Modern Greats, Drama & Romance)	33	**	**	**	**	**	-	**	**	**	29	4	26	7	17	15
	4%	**	**	**	**	**	-%	**	**	**	4%	3%	5%	2%	3%	5%
Sky Movies 2 only (Comedy, Indie, Sci-Fi & Horror, Crime & Thriller, Action & Adventure)	13	**	**	**	**	**	2	**	**	**	11	2	10	3	4	9
	2%	**	**	**	**	**	2%	**	**	**	2%	2%	2%	1%	1%	3%
																n
Sky Movies Pack (All Sky Movies channels in Sky Movies 1 and 2, plus Premiere and Disney Cinemagic)	249	**	**	**	**	**	30	**	**	**	209	40	172	76	152	91
	30%	**	**	**	**	**	29%	**	**	**	30%	32%	32%	27%	31%	30%
Sky+ HD (High Definition channels through Sky+ HD box)	280	**	**	**	**	**	28	**	**	**	237	42	195	85	174	97
	34%	**	**	**	**	**	27%	**	**	**	34%	33%	36%	31%	35%	32%

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

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

QH8 (QH4). SHOWCARD Which, if any, of these channels do you subscribe to through your Sky satellite service? (MULTI CODE)

Base : Those with paid for Sky Satellite TV

					ENGLAND REGIONS						URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	1456	87	78	95	81	75	123	69	89	66	987	469	845	607	785	421
Effective Weighted Sample	924	83	73	91	77	71	117	66	85	63	744	197	544	409	547	320
Total	822	110	103	75	52	65	103	52	35	69	695	127	543	276	490	303
Basic package only	246	**	**	**	**	**	40	**	**	**	211	35	150	95	143	89
	30%	**	**	**	**	**	38%	**	**	**	30%	28%	28%	34%	29%	29%
														l		
None of these	16	**	**	**	**	**	1	**	**	**	11	5	13	3	12	4
	2%	**	**	**	**	**	1%	**	**	**	2%	4%	2%	1%	3%	1%
Don't know	20	**	**	**	**	**	3	**	**	**	19	2	11	8	14	6
	2%	**	**	**	**	**	3%	**	**	**	3%	1%	2%	3%	3%	2%

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 92

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

QH9 (QH5). SHOWCARD Which, if any, of these channels do you subscribe to through your Cable TV service? (MULTI CODE)

Base : Those with Cable TV

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	f	~g	~h	~i	~j	k	l	m	n	o	~p	~q	~r
Unweighted total	496	258	238	75	72	194	155	66	57	73	92	123	139	100	134	376	45	31	44
Effective Weighted Sample	392	201	191	58	56	160	120	50	42	58	77	101	109	80	104	330	37	27	38
Total	364	188	176	60	55	148	102	39	37	48	79	101	106	70	87	324	22	11	7
Sky Sports channels	78	48	30	**	**	32	23	**	**	**	**	29	17	17	16	70	**	**	**
	22%	26%	17%	**	**	22%	23%	**	**	**	**	29%	16%	24%	18%	21%	**	**	**
		b										l							
Sky Movies channels	51	31	20	**	**	17	15	**	**	**	**	18	14	11	9	45	**	**	**
	14%	16%	12%	**	**	12%	15%	**	**	**	**	18%	13%	15%	10%	14%	**	**	**
High Definition channel through V+ HD box	123	72	51	**	**	51	27	**	**	**	**	42	37	22	22	112	**	**	**
	34%	38%	29%	**	**	35%	26%	**	**	**	**	42%	35%	31%	25%	34%	**	**	**
												n							
Basic package only	167	73	94	**	**	67	48	**	**	**	**	36	56	27	48	143	**	**	**
	46%	39%	53%	**	**	45%	47%	**	**	**	**	36%	53%	38%	55%	44%	**	**	**
			a										km		km				
None of these	20	10	10	**	**	9	7	**	**	**	**	6	3	5	6	20	**	**	**
	6%	5%	6%	**	**	6%	7%	**	**	**	**	6%	3%	7%	6%	6%	**	**	**
Don't know	14	7	7	**	**	5	5	**	**	**	**	2	2	8	3	14	**	**	**
	4%	4%	4%	**	**	4%	5%	**	**	**	**	2%	2%	11%	4%	4%	**	**	**
														kl					

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

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QH9 (QH5). SHOWCARD Which, if any, of these channels do you subscribe to through your Cable TV service? (MULTI CODE)

Base : Those with Cable TV

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	~k	l	m	n	o
Unweighted total	496	35	37	22	56	33	40	60	35	58	476	20	268	224	256	196
Effective Weighted Sample	392	33	36	21	53	32	39	57	34	56	385	8	220	182	213	168
Total	364	42	48	18	33	27	33	48	14	62	358	5	230	130	210	147
Sky Sports channels	78	**	**	**	**	**	**	**	**	**	75	**	57	21	50	27
	22%	**	**	**	**	**	**	**	**	**	21%	**	25% m	16%	24%	18%
Sky Movies channels	51	**	**	**	**	**	**	**	**	**	48	**	38	13	32	17
	14%	**	**	**	**	**	**	**	**	**	13%	**	16%	10%	15%	12%
High Definition channel through V+ HD box	123	**	**	**	**	**	**	**	**	**	119	**	83	40	73	47
	34%	**	**	**	**	**	**	**	**	**	33%	**	36%	31%	35%	32%
Basic package only	167	**	**	**	**	**	**	**	**	**	166	**	99	66	93	70
	46%	**	**	**	**	**	**	**	**	**	46%	**	43%	50%	44%	48%
None of these	20	**	**	**	**	**	**	**	**	**	20	**	12	8	9	11
	6%	**	**	**	**	**	**	**	**	**	6%	**	5%	6%	4%	7%
Don't know	14	**	**	**	**	**	**	**	**	**	14	**	8	5	8	6
	4%	**	**	**	**	**	**	**	**	**	4%	**	4%	4%	4%	4%

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

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QH10A (QR1A). Does your household have Sky+? (SINGLE CODE)

Base : Those with Sky TV

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1589	761	828	198	296	640	453	218	152	192	306	370	489	353	375	834	230	263	262
Effective Weighted Sample	1008	486	522	126	179	428	296	131	84	117	213	251	306	221	233	719	158	174	179
Total	897	433	464	122	199	347	228	101	63	110	206	239	284	176	196	724	84	59	30
Yes	665	318	347	85	161	265	154	65	44	86	165	190	214	138	123	539	68	36	22
	74%	74%	75%	70%	81%	76%	68%	64%	69%	79%	80%	80%	75%	78%	62%	75%	81%	62%	73%
					cf	f				g	g	n	n	n		q	q		q
No	186	92	94	30	27	66	64	33	18	19	34	36	56	32	62	143	15	20	8
	21%	21%	20%	24%	13%	19%	28%	33%	28%	17%	16%	15%	20%	18%	32%	20%	18%	34%	25%
				d			de	ij	j						klm			op	
Don't know	45	23	22	8	12	16	10	3	2	5	8	12	15	7	11	41	1	3	1
	5%	5%	5%	6%	6%	5%	4%	3%	3%	5%	4%	5%	5%	4%	6%	6%	1%	4%	2%
																pr			

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

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QH10A (QR1A). Does your household have Sky+? (SINGLE CODE)

Base : Those with Sky TV

						ENGLAND REGIONS					URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	c	~d	~e	f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	1589	90	90	104	87	81	130	79	98	75	1077	512	906	678	858	469
Effective Weighted Sample	1008	86	84	100	83	77	124	75	94	71	810	216	584	457	594	354
Total	897	113	119	82	55	70	109	60	38	78	758	139	586	307	535	332
Yes	665	**	**	65	**	**	75	**	**	**	559	106	450	214	422	221
	74%	**	**	79%	**	**	69%	**	**	**	74%	77%	77%	70%	79%	67%
													m		o	
No	186	**	**	15	**	**	30	**	**	**	155	31	103	80	96	82
	21%	**	**	18%	**	**	28%	**	**	**	20%	23%	18%	26%	18%	25%
														l		n
Don't know	45	**	**	2	**	**	4	**	**	**	44	1	33	13	16	28
	5%	**	**	3%	**	**	3%	**	**	**	6%	1%	6%	4%	3%	9%
											k					n

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

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QH10B (QR1B). Does your household have V+? (SINGLE CODE)

Base : Those with Cable TV

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	f	~g	~h	~i	~j	k	l	m	n	o	~p	~q	~r
Unweighted total	496	258	238	75	72	194	155	66	57	73	92	123	139	100	134	376	45	31	44
Effective Weighted Sample	392	201	191	58	56	160	120	50	42	58	77	101	109	80	104	330	37	27	38
Total	364	188	176	60	55	148	102	39	37	48	79	101	106	70	87	324	22	11	7
Yes	217	113	104	**	**	90	53	**	**	**	**	61	66	41	48	192	**	**	**
	60%	60%	59%	**	**	61%	52%	**	**	**	**	61%	62%	59%	56%	59%	**	**	**
No	135	66	69	**	**	52	45	**	**	**	**	35	37	26	36	120	**	**	**
	37%	35%	39%	**	**	35%	44%	**	**	**	**	35%	35%	37%	41%	37%	**	**	**
Don't know	12	9	3	**	**	6	4	**	**	**	**	4	2	3	3	12	**	**	**
	3%	5%	2%	**	**	4%	4%	**	**	**	**	4%	2%	4%	3%	4%	**	**	**

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

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QH10B (QR1B). Does your household have V+? (SINGLE CODE)

Base : Those with Cable TV

						ENGLAND REGIONS						URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	~k	l	m	n	o
Unweighted total	496	35	37	22	56	33	40	60	35	58	476	20	268	224	256	196
Effective Weighted Sample	392	33	36	21	53	32	39	57	34	56	385	8	220	182	213	168
Total	364	42	48	18	33	27	33	48	14	62	358	5	230	130	210	147
Yes	217	**	**	**	**	**	**	**	**	**	213	**	141	74	131	82
	60%	**	**	**	**	**	**	**	**	**	59%	**	61%	57%	62%	55%
No	135	**	**	**	**	**	**	**	**	**	133	**	83	51	72	61
	37%	**	**	**	**	**	**	**	**	**	37%	**	36%	39%	34%	41%
Don't know	12	**	**	**	**	**	**	**	**	**	12	**	7	5	7	5
	3%	**	**	**	**	**	**	**	**	**	3%	**	3%	4%	3%	3%

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

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QH10C (QR1C). Does your Freesat set top box allow you to record and store TV programmes, and also pause and rewind live TV programmes? (SINGLE CODE)

Base : Those with Freesat

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	69	38	31	9	13	15	32	15	7	12	12	17	19	15	18	42	4	13	10
Effective Weighted Sample	48	28	20	5	9	9	26	8	4	11	10	12	15	11	10	38	3	9	6
Total	40	25	15	5	6	8	21	4	3	8	9	10	13	8	9	35	1	3	2
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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QH10C (QR1C). Does your Freesat set top box allow you to record and store TV programmes, and also pause and rewind live TV programmes? (SINGLE CODE)

Base : Those with Freesat

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o
Unweighted total	69	3	9	9	4	6	5	3	3	-	49	20	28	41	46	13
Effective Weighted Sample	48	3	9	9	4	6	5	3	3	-	40	9	18	31	36	8
Total	40	4	10	7	2	5	4	2	1	-	35	5	18	23	31	7
Yes	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**

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

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QH10D (QR1D). Does your Freeview box or Freeview TV set allow to record and store TV programmes, and also pause and rewind live TV programmes (this includes Freeview Playback and Freeview Plus boxes)? (SINGLE CODE)

Base : Those with Freeview

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2095	989	1106	272	315	656	851	452	245	249	316	428	598	421	648	1178	251	258	408
Effective Weighted Sample	1372	640	731	172	190	432	592	300	144	151	232	303	382	260	437	1025	182	169	360
Total	1154	543	611	158	189	361	446	218	112	129	219	283	339	198	333	958	98	53	44
Yes	174	87	87	15	17	62	79	21	14	15	44	59	52	28	34	146	17	7	5
	15%	16%	14%	10%	9%	17%	18%	10%	12%	12%	20%	21%	15%	14%	10%	15%	17%	13%	11%
						cd	cd				ghi	mn	n			r	r		
No	918	429	489	136	160	284	339	185	92	107	165	208	270	158	282	761	74	45	39
	80%	79%	80%	86%	85%	79%	76%	85%	82%	82%	75%	73%	80%	80%	85%	79%	75%	85%	87%
				f	f			j							k			p	op
Don't know	62	27	35	8	12	15	28	12	6	7	10	16	17	12	17	52	8	1	1
	5%	5%	6%	5%	6%	4%	6%	5%	6%	6%	4%	6%	5%	6%	5%	5%	8%	2%	3%
																qr	qr		

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

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QH10D (QR1D). Does your Freeview box or Freeview TV set allow to record and store TV programmes, and also pause and rewind live TV programmes (this includes Freeview Playback and Freeview Plus boxes)? (SINGLE CODE)

Base : Those with Freeview

					ENGLAND REGIONS						URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2095	115	124	146	135	137	118	115	143	145	1467	628	923	1165	1081	606
Effective Weighted Sample	1372	110	115	139	128	129	113	109	135	138	1112	274	598	814	807	468
Total	1154	136	145	111	82	112	97	83	53	140	972	182	590	559	707	402
Yes	174	13	24	22	16	22	14	11	7	18	137	37	95	79	129	40
	15%	10%	16%	20%	19%	20%	14%	13%	13%	13%	14%	20%	16%	14%	18%	10%
				a	a	a						j			o	
No	918	116	112	84	60	83	78	72	45	110	779	139	465	449	538	341
	80%	86%	77%	75%	74%	75%	81%	87%	85%	79%	80%	77%	79%	80%	76%	85%
		cde						cde	de							n
Don't know	62	6	9	6	6	6	5	1	1	12	56	6	30	32	40	21
	5%	5%	6%	5%	7%	5%	5%	1%	2%	9%	6%	3%	5%	6%	6%	5%
			g		gh	g				gh						

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

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QH10E (QR1E). Does your broadband TV service allow you to record and store TV programmes, and also pause and rewind live TV programmes? (SINGLE CODE)

Base : Those with Broadband TV

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	79	40	39	11	16	37	15	9	5	12	26	21	33	14	11	38	15	9	17
Effective Weighted Sample	48	27	21	6	8	26	9	4	3	8	17	15	20	7	7	33	10	6	15
Total	39	22	17	3	8	22	5	3	3	5	16	14	14	5	6	31	5	1	2
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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QH10E (QR1E). Does your broadband TV service allow you to record and store TV programmes, and also pause and rewind live TV programmes? (SINGLE CODE)

Base : Those with Broadband TV

						ENGLAND REGIONS						URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o
Unweighted total	79	4	1	6	5	4	4	3	7	4	43	36	47	32	46	16
Effective Weighted Sample	48	4	1	6	5	4	4	3	7	4	33	15	30	19	32	12
Total	39	5	1	5	3	4	4	3	3	4	28	11	26	13	29	8
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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QH11 (QR5). SHOWCARD How often, if ever, do you use your DVR to watch recorded programmes? (SINGLE CODE)

Base : Those who own a DVR

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1746	861	885	217	310	707	510	200	162	235	383	458	546	371	369	1029	252	209	256
Effective Weighted Sample	1185	592	593	144	197	500	362	125	98	156	277	330	366	250	241	894	181	134	193
Total	1062	529	534	141	216	418	288	100	81	132	269	317	335	205	204	885	100	48	30
Every day	395 37%	214 41% b	181 34%	43 30%	99 46% cf	159 38%	94 33%	36 37%	33 41%	55 42%	116 43%	117 37%	137 41%	74 36%	67 33%	340 38% p	29 29%	17 35%	10 32%
A few times a week	286 27%	147 28%	139 26%	38 27%	53 25%	111 27%	84 29%	26 26%	19 24%	33 25%	87 32%	85 27%	87 26%	56 27%	57 28%	215 24%	46 46% oq	13 28%	12 40% oq
Once a week	102 10%	39 7%	63 12% a	15 10%	19 9%	45 11%	23 8%	10 10%	7 8%	16 12%	23 9%	29 9%	27 8%	25 12%	21 10%	87 10%	9 9%	4 9%	2 6%
A few times a month	65 6%	29 5%	36 7%	11 8%	9 4%	26 6%	18 6%	5 5%	4 5%	8 6%	11 4%	24 8%	16 5%	11 5%	15 7%	57 6%	4 4%	3 6%	1 5%
Once a month	24 2%	16 3%	8 1%	5 4% d	1 *%	9 2%	9 3% d	3 3%	1 2%	1 1%	4 1%	7 2%	6 2%	7 3%	5 2%	22 2%	* *%	2 4% p	* 1%
Less often	51 5%	26 5%	26 5%	8 6%	10 5%	18 4%	15 5%	5 5%	7 8%	4 3%	7 3% j	14 4%	20 6%	10 5%	8 4%	44 5%	5 5%	2 3%	1 4%
Never	82 8%	34 6%	48 9%	12 9%	12 5%	29 7%	29 10%	9 9%	5 6%	7 5%	15 6%	26 8%	30 9%	11 5%	15 8%	72 8%	4 4%	2 5%	3 11% pq
Don't know	56 5%	23 4%	32 6%	9 6%	12 6%	20 5%	14 5%	6 6%	4 6%	8 6%	8 3%	14 4%	14 4%	12 6%	16 8%	47 5% r	3 3%	5 10% opr	1 2%

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

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QH11 (QR5). SHOWCARD How often, if ever, do you use your DVR to watch recorded programmes? (SINGLE CODE)

Base : Those who own a DVR

					ENGLAND REGIONS						URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1746	96	109	122	120	105	129	120	109	119	1259	487	998	743	1015	475
Effective Weighted Sample	1185	92	101	116	114	100	124	114	105	114	976	223	685	534	754	370
Total	1062	120	138	96	74	88	106	94	42	126	910	152	690	369	693	339
Every day	395	**	59	40	28	43	49	46	16	40	346	50	259	134	287	99
	37%	**	43%	41%	37%	48% i	46% i	49% i	38%	32%	38%	33%	38%	36%	41% o	29%
A few times a week	286	**	35	24	18	16	24	31	16	35	241	45	189	97	181	93
	27%	**	25%	25%	25%	18%	23%	33% e	38% cdef	28%	26%	30%	27%	26%	26%	27%
Once a week	102	**	20	8	5	9	8	8	4	10	85	16	72	30	66	34
	10%	**	14%	8%	6%	10%	7%	8%	9%	8%	9%	11%	10%	8%	9%	10%
A few times a month	65	**	8	1	5	9	3	1	3	10	56	9	46	19	38	26
	6%	**	6%	1%	7% c	10% cfg	3%	2%	8% cg	8% cg	6%	6%	7%	5%	5%	8%
Once a month	24	**	3	4	2	2	3	1	*	3	18	6	17	7	17	7
	2%	**	2%	4%	3%	2%	3%	1%	1%	2%	2%	4%	2%	2%	2%	2%
Less often	51	**	6	4	4	4	6	3	1	6	38	14	27	25	26	25
	5%	**	4%	5%	5%	5%	5%	3%	3%	5%	4%	9% j	4%	7% l	4%	7% n
Never	82	**	6	7	2	5	8	1	1	12	74	8	44	38	50	29
	8%	**	4%	8% gh	3%	6%	7% g	1%	2%	9% gh	8%	5%	6%	10% l	7%	8%
Don't know	56	**	2	7	10	1	6	4	*	10	52	4	35	20	28	27
	5%	**	1%	8% beh	14% befgh	1%	6%	4%	1%	8% beh	6% k	3%	5%	6%	4%	8% n

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

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QH12 (QR9). SHOWCARD When you watch recordings you have made with your DVR, how often, if at all, do you fast forward through the adverts? (SINGLE CODE)

Base : Those who own a DVR

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1746	861	885	217	310	707	510	200	162	235	383	458	546	371	369	1029	252	209	256
Effective Weighted Sample	1185	592	593	144	197	500	362	125	98	156	277	330	366	250	241	894	181	134	193
Total	1062	529	534	141	216	418	288	100	81	132	269	317	335	205	204	885	100	48	30
I always or almost always fast forward through the adverts	765 72%	394 75% b	371 69%	105 74%	153 71%	309 74%	198 69%	69 69%	57 70%	96 73%	208 77%	226 71%	242 72%	159 77%	138 68%	646 73% qr	71 71%	30 63%	19 63%
I fast forward through the adverts about half the time	119 11%	60 11%	60 11%	15 11%	29 13%	45 11%	30 11%	10 10%	10 12%	18 14%	25 9%	39 12%	36 11%	20 10%	24 12%	92 10%	16 16% o	6 12%	6 19% o
I never or hardly ever fast forward through the adverts	42 4%	18 3%	24 4%	5 4%	9 4%	15 4%	13 5%	4 4%	4 5%	3 2%	12 4%	9 3%	15 5%	6 3%	11 6%	31 4%	4 4%	4 9% o	2 6%
I never play back programmes recorded from channels with adverts	35 3%	12 2%	22 4%	3 2%	9 4%	11 3%	11 4%	2 2%	1 1%	2 1%	8 3%	16 5% m	9 3%	4 2%	6 3%	28 3%	3 3%	1 3%	2 8% op
Don't know	101 10%	44 8%	57 11%	12 9%	17 8%	37 9%	35 12%	14 14% j	9 11%	12 9%	18 7%	26 8%	33 10%	17 8%	25 12%	87 10% r	6 6%	6 13% pr	2 5%

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

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QH12 (QR9). SHOWCARD When you watch recordings you have made with your DVR, how often, if at all, do you fast forward through the adverts? (SINGLE CODE)

Base : Those who own a DVR

					ENGLAND REGIONS						URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1746	96	109	122	120	105	129	120	109	119	1259	487	998	743	1015	475
Effective Weighted Sample	1185	92	101	116	114	100	124	114	105	114	976	223	685	534	754	370
Total	1062	120	138	96	74	88	106	94	42	126	910	152	690	369	693	339
I always or almost always fast forward through the adverts	765	**	117	73	50	70	85	68	37	81	652	113	509	253	523	223
	72%	**	85%	76%	68%	80%	80%	72%	87%	65%	72%	74%	74%	68%	76%	66%
			dgi				i		di		cdgi			m		o
I fast forward through the adverts about half the time	119	**	13	7	5	10	8	12	3	17	100	20	80	39	68	46
	11%	**	9%	7%	6%	12%	8%	13%	7%	13%	11%	13%	12%	11%	10%	13%
I never or hardly ever fast forward through the adverts	42	**	5	4	2	2	4	6	1	6	35	7	20	21	26	14
	4%	**	3%	4%	3%	2%	3%	6%	2%	5%	4%	4%	3%	6%	4%	4%
														l		
I never play back programmes recorded from channels with adverts	35	**	2	4	4	1	1	-	1	7	30	4	19	15	22	10
	3%	**	2%	4%	5%	1%	1%	-%	3%	5%	3%	3%	3%	4%	3%	3%
				g	g					g						
Don't know	101	**	1	8	14	5	8	8	*	15	92	9	60	41	53	47
	10%	**	1%	8%	18%	6%	7%	9%	1%	12%	10%	6%	9%	11%	8%	14%
				bh	bcefgh	bh	bh	bh		bh	k					n

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

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QH13 (QR14). SHOWCARD When you watch television, which, if any, of these do you usually do first? (SINGLE CODE)

Base : Those who own a DVR

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1746	861	885	217	310	707	510	200	162	235	383	458	546	371	369	1029	252	209	256
Effective Weighted Sample	1185	592	593	144	197	500	362	125	98	156	277	330	366	250	241	894	181	134	193
Total	1062	529	534	141	216	418	288	100	81	132	269	317	335	205	204	885	100	48	30
Check live TV (what is being broadcast at that time)	630	323	307	79	127	251	174	60	47	79	187	195	207	117	112	530	59	22	19
	59%	61%	58%	56%	59%	60%	60%	60%	58%	60%	70%	62%	62%	57%	55%	60%	59%	47%	62%
											hi						q		q
Check recorded TV (see what you have recorded on your DVR)	102	55	47	19	22	42	20	10	9	15	26	29	29	24	20	82	8	8	4
	10%	10%	9%	13%	10%	10%	7%	10%	11%	12%	10%	9%	9%	11%	10%	9%	8%	17%	13%
				f														op	
Check on-demand services such as BBC iPlayer, ITV Player, Sky Anytime+, Virgin on demand	10	5	5	2	*	7	1	1	1	2	2	1	5	*	4	8	1	1	1
	1%	1%	1%	2%	*%	2%	*%	1%	1%	2%	1%	*%	1%	*%	2%	1%	1%	2%	2%
															k				
It depends/ no set routine	240	108	132	29	55	91	65	19	18	27	42	68	70	49	52	195	28	12	5
	23%	20%	25%	21%	26%	22%	23%	19%	22%	21%	16%	21%	21%	24%	26%	22%	28%	26%	17%
																	r	r	
Don't know	79	38	42	12	12	28	28	10	6	8	11	24	24	15	15	70	4	4	2
	7%	7%	8%	8%	6%	7%	10%	11%	8%	6%	4%	8%	7%	8%	7%	8%	4%	8%	5%
								j											

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

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QH13 (QR14). SHOWCARD When you watch television, which, if any, of these do you usually do first? (SINGLE CODE)

Base : Those who own a DVR

						ENGLAND REGIONS					URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1746	96	109	122	120	105	129	120	109	119	1259	487	998	743	1015	475
Effective Weighted Sample	1185	92	101	116	114	100	124	114	105	114	976	223	685	534	754	370
Total	1062	120	138	96	74	88	106	94	42	126	910	152	690	369	693	339
Check live TV (what is being broadcast at that time)	630	**	81	69	41	54	71	66	28	72	520	110	409	219	427	185
	59%	**	58%	71%	55%	61%	68%	70%	66%	57%	57%	72%	59%	59%	62%	55%
				bdi				d	di			j				o
Check recorded TV (see what you have recorded on your DVR)	102	**	16	7	5	10	13	9	5	8	92	10	68	33	72	26
	10%	**	11%	7%	7%	12%	12%	9%	11%	6%	10%	6%	10%	9%	10%	8%
Check on-demand services such as BBC iPlayer, ITV Player, Sky Anytime+, Virgin on demand	10	**	-	-	2	2	-	2	*	3	8	2	7	3	6	4
	1%	**	-%	-%	2%	2%	-%	2%	1%	2%	1%	2%	1%	1%	1%	1%
It depends/ no set routine	240	**	36	12	15	18	14	16	9	31	218	22	163	77	140	95
	23%	**	26%	13%	20%	20%	13%	17%	21%	25%	24%	15%	24%	21%	20%	28%
			cf							cf	k					n
Don't know	79	**	5	8	12	5	7	2	*	12	71	8	43	36	48	30
	7%	**	4%	9%	16%	5%	7%	2%	1%	9%	8%	5%	6%	10%	7%	9%
				gh	befgh			h		gh				l		

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

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QH14 (QH42A). Do you ever watch TV programmes 'on demand' through your TV service? (READ EXPLANATION IF NECESSARY)

Base : Those with multichannel TV

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3579	1718	1861	460	585	1248	1284	664	392	438	571	789	1027	737	1024	2145	483	501	450
Effective Weighted Sample	2459	1178	1281	311	384	891	909	454	248	295	425	567	692	495	719	1865	346	334	341
Total	2162	1042	1120	299	408	754	701	338	198	264	418	547	636	401	577	1809	188	110	56
Yes	521	280	242	87	127	204	104	48	41	61	129	164	171	95	92	453	41	15	11
	24%	27%	22%	29%	31%	27%	15%	14%	21%	23%	31%	30%	27%	24%	16%	25%	22%	14%	20%
			b	f	f	f			g	g	ghi	mn	n	n		qr	q		q
No	1601	745	856	209	276	535	582	282	155	199	283	371	455	301	473	1320	145	92	45
	74%	71%	76%	70%	68%	71%	83%	83%	78%	75%	68%	68%	72%	75%	82%	73%	77%	84%	80%
			a				cde	ij	j	j				k	klm			op	o
Don't know	40	17	22	3	5	15	16	8	2	5	5	12	10	5	12	35	2	2	*
	2%	2%	2%	1%	1%	2%	2%	2%	1%	2%	1%	2%	2%	1%	2%	2%	1%	2%	1%

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

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QH14 (QH42A). Do you ever watch TV programmes 'on demand' through your TV service? (READ EXPLANATION IF NECESSARY)

Base : Those with multichannel TV

					ENGLAND REGIONS						URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3579	226	233	243	252	230	246	239	226	250	2596	983	1747	1819	1979	1150
Effective Weighted Sample	2459	216	217	232	239	218	236	227	215	239	2043	447	1213	1321	1443	902
Total	2162	273	288	188	154	190	201	180	86	249	1867	295	1231	922	1295	811
Yes	521	79	57	39	45	52	49	31	22	80	472	49	350	170	310	201
	24%	29%	20%	21%	29%	27%	24%	17%	26%	32%	25%	17%	28%	18%	24%	25%
		bg			bcg	g				g	bcg	k		m		
No	1601	195	226	145	103	136	141	149	63	162	1363	238	863	730	955	601
	74%	71%	79%	77%	67%	71%	70%	83%	73%	65%	73%	81%	70%	79%	74%	74%
			di	di				adefhi				j		l		
Don't know	40	-	5	4	6	2	10	-	1	7	32	7	17	22	30	9
	2%	-%	2%	2%	4%	1%	5%	-%	1%	3%	2%	3%	1%	2%	2%	1%
			g	ag	ag		aegh			ag					o	

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

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

QH15 (QH42B). How often, if ever, do you use your 'on demand' TV service to watch TV programmes after they've been shown?

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

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	~g	~h	~i	j	k	l	m	n	o	p	~q	~r
Unweighted total	765	405	360	120	165	314	166	84	68	89	182	217	246	149	153	512	104	54	95
Effective Weighted Sample	552	289	263	89	117	231	120	59	46	62	135	161	177	107	111	446	73	40	83
Total	521	280	242	87	127	204	104	48	41	61	129	164	171	95	92	453	41	15	11
Every day	58	27	31	11	16	20	12	**	**	**	14	16	20	7	15	53	4	**	**
	11%	10%	13%	12%	12%	10%	11%	**	**	**	11%	10%	12%	8%	16%	12%	11%	**	**
A few times a week	163	90	73	33	35	60	37	**	**	**	30	51	48	36	29	136	19	**	**
	31%	32%	30%	38%	27%	29%	35%	**	**	**	23%	31%	28%	38%	31%	30%	45% o	**	**
Once a week	85	48	37	17	18	39	11	**	**	**	24	25	28	17	14	74	4	**	**
	16%	17%	15%	20%	14%	19% f	10%	**	**	**	18%	15%	17%	18%	15%	16%	10%	**	**
A few times a month	95	47	48	13	27	42	13	**	**	**	32	29	36	13	17	86	7	**	**
	18%	17%	20%	15%	21%	21%	13%	**	**	**	25%	18%	21%	14%	18%	19%	16%	**	**
Once a month	40	21	19	6	10	16	8	**	**	**	10	16	13	7	4	35	2	**	**
	8%	7%	8%	7%	8%	8%	8%	**	**	**	8%	10%	8%	8%	4%	8%	6%	**	**
Less often	73	45	29	8	19	24	23	**	**	**	19	27	23	12	10	65	5	**	**
	14%	16%	12%	9%	15%	12%	22% ce	**	**	**	15%	17%	14%	13%	11%	14%	11%	**	**
Don't know	7	2	5	-	3	4	*	**	**	**	-	*	1	1	3	5	*	**	**
	1%	1%	2%	-%	2%	2%	*%	**	**	**	-%	*%	1%	1%	4% k	1%	*%	**	**

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

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QH15 (QH42B). How often, if ever, do you use your 'on demand' TV service to watch TV programmes after they've been shown?

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

							ENGLAND REGIONS					URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i		j	k	l	m	n	o
Unweighted total	765	63	42	48	72	62	60	38	56	71		618	147	456	308	402	268
Effective Weighted Sample	552	60	40	46	69	60	58	37	54	69		488	69	334	235	316	215
Total	521	79	57	39	45	52	49	31	22	80		472	49	350	170	310	201
Every day	58	**	**	**	**	**	**	**	**	**		54	4	31	25	36	21
	11%	**	**	**	**	**	**	**	**	**		11%	8%	9%	15%	12%	10%
															l		
A few times a week	163	**	**	**	**	**	**	**	**	**		150	14	103	61	78	80
	31%	**	**	**	**	**	**	**	**	**		32%	28%	29%	36%	25%	40%
																	n
Once a week	85	**	**	**	**	**	**	**	**	**		76	9	64	21	51	32
	16%	**	**	**	**	**	**	**	**	**		16%	17%	18%	12%	16%	16%
A few times a month	95	**	**	**	**	**	**	**	**	**		85	11	71	24	59	35
	18%	**	**	**	**	**	**	**	**	**		18%	22%	20%	14%	19%	18%
Once a month	40	**	**	**	**	**	**	**	**	**		37	3	28	12	26	13
	8%	**	**	**	**	**	**	**	**	**		8%	6%	8%	7%	8%	6%
Less often	73	**	**	**	**	**	**	**	**	**		65	9	49	24	57	15
	14%	**	**	**	**	**	**	**	**	**		14%	18%	14%	14%	18%	8%
																o	
Don't know	7	**	**	**	**	**	**	**	**	**		6	*	4	2	2	4
	1%	**	**	**	**	**	**	**	**	**		1%	1%	1%	1%	1%	2%

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

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QH16 (QH43A). Do you ever watch TV programmes online or download programmes from UK TV broadcasters' website (such as BBC iPlayer, ITV Player, Channel 4 On-Demand/ 4OD, Demand Five, or Sky Player) after they've been shown? I don't mean watching live programmes online.

Base : Those with access to the internet at home or elsewhere

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2964	1429	1535	454	564	1158	786	415	310	399	569	750	936	579	697	1811	380	385	388
Effective Weighted Sample	2041	992	1049	307	374	825	555	273	198	270	420	541	633	394	480	1581	267	258	293
Total	1870	909	961	297	400	709	463	218	167	243	414	533	595	332	408	1588	147	87	48
Yes	706	362	344	145	157	276	128	66	51	84	204	231	253	106	115	617	56	18	15
	38%	40%	36%	49%	39%	39%	28%	30%	30%	34%	49%	43%	42%	32%	28%	39%	38%	21%	32%
				def	f	f					ghi	mn	mn			qr	q		q
No	1132	531	601	145	235	421	330	145	111	157	207	294	333	218	286	949	84	67	32
	61%	58%	63%	49%	59%	59%	71%	67%	66%	64%	50%	55%	56%	66%	70%	60%	57%	77%	66%
					c	c	cde	j	j	j				kl	kl			opr	p
Don't know	32	16	16	7	8	11	5	7	5	3	3	7	10	8	7	22	7	2	1
	2%	2%	2%	2%	2%	2%	1%	3%	3%	1%	1%	1%	2%	2%	2%	1%	5%	2%	2%
								j	j								o		

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 103

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

QH16 (QH43A). Do you ever watch TV programmes online or download programmes from UK TV broadcasters' website (such as BBC iPlayer, ITV Player, Channel 4 On-Demand/ 4OD, Demand Five, or Sky Player) after they've been shown? I don't mean watching live programmes online.

Base : Those with access to the internet at home or elsewhere

		ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2964	199	214	222	219	175	216	186	178	202	2155	809	1667	1288	1690	886
Effective Weighted Sample	2041	191	200	212	208	167	207	177	170	194	1702	367	1155	936	1248	699
Total	1870	248	273	175	137	151	179	146	70	209	1621	249	1184	679	1159	662
Yes	706	97	115	88	52	58	62	46	20	78	608	98	486	218	468	223
	38%	39%	42%	50%	38%	38%	35%	32%	29%	37%	38%	39%	41%	32%	40%	34%
		h	gh	adefghi									m		o	
No	1132	151	155	86	82	92	110	100	49	126	984	148	680	448	668	433
	61%	61%	57%	49%	60%	61%	61%	68%	70%	60%	61%	60%	57%	66%	58%	65%
		c			c	c	c	bc	bcd	c				l		n
Don't know	32	-	3	2	3	1	7	-	1	5	29	3	18	13	24	7
	2%	-%	1%	1%	2%	*%	4%	-%	1%	2%	2%	1%	2%	2%	2%	1%
							aeg			ag						

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 104

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

QH17 (QH43B). How often, if ever, do you watch TV programmes online or download from UK TV broadcasters' websites after they've been shown?

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l	m	n	o	p	~q	r
Unweighted total	1019	512	507	204	215	401	197	121	74	130	270	318	354	167	179	671	142	96	110
Effective Weighted Sample	731	372	359	142	144	302	148	80	51	91	202	231	255	118	127	592	100	61	82
Total	706	362	344	145	157	276	128	66	51	84	204	231	253	106	115	617	56	18	15
Every day	30 4%	17 5%	14 4%	9 6%	10 6%	9 3%	3 2%	7 11% j	** **	4 5%	5 3%	6 3%	9 4%	5 4%	10 9% kl	27 4%	2 4%	** **	1 6%
A few times a week	152 22%	90 25% b	62 18%	36 25%	29 18%	64 23%	23 18%	19 28% i	** **	13 15%	48 23%	44 19%	58 23%	18 17%	32 28% m	132 21%	11 20%	** **	4 25%
Once a week	138 20%	75 21%	63 18%	35 24%	26 17%	52 19%	25 20%	8 13%	** **	16 19%	43 21%	46 20%	46 18%	27 26%	18 16%	123 20%	10 18%	** **	3 16%
A few times a month	164 23%	76 21%	88 25%	28 19%	49 31% cf	67 24% f	20 15%	15 23%	** **	20 24%	54 27%	61 26%	59 23%	21 20%	23 20%	140 23%	16 28%	** **	3 22%
Once a month	88 12%	43 12%	45 13%	18 12%	19 12%	32 12%	19 15%	5 8%	** **	14 17%	24 12%	27 12%	33 13%	16 15%	12 10%	74 12%	8 15%	** **	2 12%
Less often	130 18%	57 16%	73 21%	18 13%	23 15%	52 19%	37 29% cde	11 17%	** **	16 19%	28 14%	45 20%	46 18%	20 18%	19 17%	118 19%	8 14%	** **	3 18%
Don't know	4 1%	3 1%	* *%	* *%	2 1%	1 *%	* *%	- -%	** **	- -%	2 1%	2 1%	1 *%	* *%	* *%	2 *%	1 1%	** **	* 1%

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

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QH17 (QH43B). How often, if ever, do you watch TV programmes online or download from UK TV broadcasters' websites after they've been shown?

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

	Total				ENGLAND REGIONS						URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	1019	74	89	106	82	67	72	58	51	72	746	273	632	384	634	275
Effective Weighted Sample	731	72	84	102	78	64	69	56	48	69	605	136	458	288	483	220
Total	706	97	115	88	52	58	62	46	20	78	608	98	486	218	468	223
Every day	30	**	**	4	**	**	**	**	**	**	29	1	19	10	15	14
	4%	**	**	4%	**	**	**	**	**	**	5%	2%	4%	5%	3%	6%
A few times a week	152	**	**	21	**	**	**	**	**	**	132	20	99	53	110	38
	22%	**	**	24%	**	**	**	**	**	**	22%	21%	20%	24%	24%	17%
Once a week	138	**	**	21	**	**	**	**	**	**	118	20	96	42	96	40
	20%	**	**	24%	**	**	**	**	**	**	19%	21%	20%	19%	20%	18%
A few times a month	164	**	**	17	**	**	**	**	**	**	143	21	122	41	104	56
	23%	**	**	20%	**	**	**	**	**	**	24%	21%	25%	19%	22%	25%
													m			
Once a month	88	**	**	9	**	**	**	**	**	**	72	15	63	24	58	28
	12%	**	**	10%	**	**	**	**	**	**	12%	16%	13%	11%	12%	13%
Less often	130	**	**	16	**	**	**	**	**	**	111	19	82	47	81	46
	18%	**	**	18%	**	**	**	**	**	**	18%	19%	17%	22%	17%	21%
Don't know	4	**	**	-	**	**	**	**	**	**	3	1	3	*	4	-
	1%	**	**	-%	**	**	**	**	**	**	*%	1%	1%	*%	1%	-%

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 105

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

QH18 (QH62). Are any of your TV sets "Smart TVs"? These are new types of TV that are connected to the internet and can stream video directly onto your television screen, without the need for a computer, set-top box or games console. IF NECESSARY - It's a TV that allows you to surf the internet and stream movies, TV shows and videos using services such as BBC iPlayer,LoveFilm and YouTube. They are also sometimes referred to as a Connected TV or a Hybrid TV.

Base : Those with a TV in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3713	1777	1936	466	597	1279	1369	717	410	444	576	812	1057	761	1081	2214	489	508	502
Effective Weighted Sample	2530	1206	1324	313	391	906	955	483	257	300	427	579	707	508	751	1919	350	338	383
Total	2217	1063	1154	303	414	769	731	357	203	269	420	560	649	410	598	1856	190	110	62
Yes	114	67	47	11	28	51	25	9	13	11	42	27	46	19	22	102	7	4	2
	5%	6%	4%	4%	7%	7%	3%	2%	7%	4%	10%	5%	7%	5%	4%	5%	4%	3%	4%
		b			f	cf			g		gi		n						
No	2054	985	1069	287	378	704	685	342	186	253	372	522	588	383	560	1715	175	106	59
	93%	93%	93%	95%	91%	91%	94%	96%	92%	94%	89%	93%	91%	93%	94%	92%	92%	96%	95%
								hj		j					l			o	o
Don't know	49	12	37	6	8	14	21	7	4	4	7	10	14	9	16	40	7	1	1
	2%	1%	3%	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%	2%	3%	2%	4%	1%	1%
			a														qr		

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

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

QH18 (QH62). Are any of your TV sets "Smart TVs"? These are new types of TV that are connected to the internet and can stream video directly onto your television screen, without the need for a computer, set-top box or games console. IF NECESSARY - It's a TV that allows you to surf the internet and stream movies, TV shows and videos using services such as BBC iPlayer,LoveFilm and YouTube. They are also sometimes referred to as a Connected TV or a Hybrid TV.

Base : Those with a TV in the household

						ENGLAND REGIONS					URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3713	233	243	247	255	240	252	244	250	250	2681	1032	1773	1927	2026	1185
Effective Weighted Sample	2530	222	226	235	241	228	242	231	238	239	2101	462	1228	1382	1474	930
Total	2217	281	301	191	155	198	205	183	94	249	1915	302	1248	960	1322	834
Yes	114	17	23	15	10	5	15	5	4	8	104	11	81	33	91	22
	5%	6%	8%	8%	6%	3%	7%	3%	4%	3%	5%	4%	6%	3%	7%	3%
			egi	egi			egi						m		o	
No	2054	261	270	172	142	188	179	178	89	236	1766	288	1146	900	1199	797
	93%	93%	90%	90%	92%	95%	87%	97%	94%	95%	92%	95%	92%	94%	91%	96%
		f				bcf		bcdf	f	bcf		j		l		n
Don't know	49	3	8	4	3	5	11	1	1	4	46	3	22	26	32	16
	2%	1%	3%	2%	2%	2%	5%	*%	1%	2%	2%	1%	2%	3%	2%	2%
							aghi									

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

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

QH19 (QH63). SHOWCARD Which, if any, of the uses shown on this card have you used your "Smart TV" set for in the last 12 months? Please don't include anything you've done using an additional device to play the content, such as a games console or computer. (MULTI CODE)

Base : Those with a 'Smart TV' in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r
Unweighted total	159	93	66	18	34	69	38	15	14	14	62	41	62	29	27	111	18	15	15
Effective Weighted Sample	118	68	50	12	25	52	31	10	11	11	47	33	45	20	21	98	13	10	11
Total	114	67	47	11	28	51	25	9	13	11	42	27	46	19	22	102	7	4	2
Watching TV live - i.e. at the same time as it is broadcast, and not something you've recorded	58	**	**	**	**	**	**	**	**	**	**	**	**	**	**	51	**	**	**
	51%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	51%	**	**	**
Catch-up services - watch programmes or films recently broadcast (e.g. using the BBC iPlayer)	52	**	**	**	**	**	**	**	**	**	**	**	**	**	**	47	**	**	**
	45%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	46%	**	**	**
Watching TV you've previously recorded	48	**	**	**	**	**	**	**	**	**	**	**	**	**	**	41	**	**	**
	42%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	40%	**	**	**
Applications that come with the TV that allow you to watch programmes and video clips (e.g. YouTube, Amazon video)	25	**	**	**	**	**	**	**	**	**	**	**	**	**	**	23	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	23%	**	**	**
Video on-demand services - e.g. a service which may provide films (such as those recently available on DVD), classic TV shows and other content	21	**	**	**	**	**	**	**	**	**	**	**	**	**	**	19	**	**	**
	19%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	19%	**	**	**

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

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QH19 (QH63). SHOWCARD Which, if any, of the uses shown on this card have you used your "Smart TV" set for in the last 12 months? Please don't include anything you've done using an additional device to play the content, such as a games console or computer. (MULTI CODE)

Base : Those with a 'Smart TV' in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r
Unweighted total	159	93	66	18	34	69	38	15	14	14	62	41	62	29	27	111	18	15	15
Effective Weighted Sample	118	68	50	12	25	52	31	10	11	11	47	33	45	20	21	98	13	10	11
Total	114	67	47	11	28	51	25	9	13	11	42	27	46	19	22	102	7	4	2
Browse the internet - e.g. online shopping, checking emails, social networking sites	21	**	**	**	**	**	**	**	**	**	**	**	**	**	**	20	**	**	**
	18%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	19%	**	**	**
Applications that come with the TV that allow you to play games	13	**	**	**	**	**	**	**	**	**	**	**	**	**	**	12	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	12%	**	**	**
Making voice calls using the internet	4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	3	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	3%	**	**	**
None of these	27	**	**	**	**	**	**	**	**	**	**	**	**	**	**	24	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	24%	**	**	**
Don't know	4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	3	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	3%	**	**	**

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

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QH19 (QH63). SHOWCARD Which, if any, of the uses shown on this card have you used your "Smart TV" set for in the last 12 months? Please don't include anything you've done using an additional device to play the content, such as a games console or computer. (MULTI CODE)

Base : Those with a 'Smart TV' in the household

	Total				ENGLAND REGIONS						URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	~k	l	~m	n	~o
Unweighted total	159	14	16	18	14	6	19	6	10	8	125	34	100	58	114	30
Effective Weighted Sample	118	14	16	17	13	6	19	6	10	8	103	16	76	44	89	25
Total	114	17	23	15	10	5	15	5	4	8	104	11	81	33	91	22
Watching TV live - i.e. at the same time as it is broadcast, and not something you've recorded	58	**	**	**	**	**	**	**	**	**	52	**	40	**	44	**
	51%	**	**	**	**	**	**	**	**	**	50%	**	50%	**	48%	**
Catch-up services - watch programmes or films recently broadcast (e.g. using the BBC iPlayer)	52	**	**	**	**	**	**	**	**	**	45	**	37	**	42	**
	45%	**	**	**	**	**	**	**	**	**	44%	**	46%	**	47%	**
Watching TV you've previously recorded	48	**	**	**	**	**	**	**	**	**	43	**	31	**	37	**
	42%	**	**	**	**	**	**	**	**	**	41%	**	39%	**	40%	**
Applications that come with the TV that allow you to watch programmes and video clips (e.g. YouTube, Amazon video)	25	**	**	**	**	**	**	**	**	**	23	**	17	**	22	**
	22%	**	**	**	**	**	**	**	**	**	22%	**	21%	**	24%	**
Video on-demand services - e.g. a service which may provide films (such as those recently available on DVD), classic TV shows and other content	21	**	**	**	**	**	**	**	**	**	19	**	13	**	19	**
	19%	**	**	**	**	**	**	**	**	**	18%	**	16%	**	21%	**

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

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QH19 (QH63). SHOWCARD Which, if any, of the uses shown on this card have you used your "Smart TV" set for in the last 12 months? Please don't include anything you've done using an additional device to play the content, such as a games console or computer. (MULTI CODE)

Base : Those with a 'Smart TV' in the household

					ENGLAND REGIONS						URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	~k	l	~m	n	~o
Unweighted total	159	14	16	18	14	6	19	6	10	8	125	34	100	58	114	30
Effective Weighted Sample	118	14	16	17	13	6	19	6	10	8	103	16	76	44	89	25
Total	114	17	23	15	10	5	15	5	4	8	104	11	81	33	91	22
Browse the internet - e.g. online shopping, checking emails, social networking sites	21	**	**	**	**	**	**	**	**	**	18	**	15	**	17	**
	18%	**	**	**	**	**	**	**	**	**	18%	**	19%	**	19%	**
Applications that come with the TV that allow you to play games	13	**	**	**	**	**	**	**	**	**	12	**	10	**	12	**
	12%	**	**	**	**	**	**	**	**	**	11%	**	12%	**	14%	**
Making voice calls using the internet	4	**	**	**	**	**	**	**	**	**	3	**	2	**	4	**
	3%	**	**	**	**	**	**	**	**	**	3%	**	2%	**	4%	**
None of these	27	**	**	**	**	**	**	**	**	**	26	**	19	**	24	**
	23%	**	**	**	**	**	**	**	**	**	25%	**	23%	**	26%	**
Don't know	4	**	**	**	**	**	**	**	**	**	4	**	2	**	2	**
	4%	**	**	**	**	**	**	**	**	**	4%	**	3%	**	2%	**

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

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3772	1804	1968	483	608	1295	1384	741	414	447	579	822	1085	765	1098	2251	500	513	508
Effective Weighted Sample	2575	1228	1347	326	400	919	965	505	261	302	430	586	730	511	764	1951	360	341	388
Total	2256	1082	1174	313	422	781	740	372	206	271	422	566	669	413	607	1886	197	111	62
Landline phone	1903	907	995	206	309	691	697	253	163	226	404	536	568	358	440	1602	161	89	50
	84%	84%	85%	66%	73%	88%	94%	68%	79%	83%	96%	95%	85%	87%	72%	85%	82%	80%	80%
					c	cd	cde		g	g	ghi	lmn	n	n		qr			
Mobile phone	2073	996	1077	305	413	760	595	297	190	262	416	540	629	386	516	1746	166	103	58
	92%	92%	92%	98%	98%	97%	80%	80%	92%	97%	99%	95%	94%	93%	85%	93%	85%	92%	93%
				f	f	f			g	gh	gh	n	n	n		p		p	p
Fixed Broadband internet access	1618	788	830	231	318	645	424	150	135	202	392	497	522	290	308	1381	126	70	41
	72%	73%	71%	74%	75%	83%	57%	40%	66%	74%	93%	88%	78%	70%	51%	73%	64%	63%	66%
				f	f	cdf			g	gh	ghi	lmn	mn	n		pqr			
Mobile broadband internet access	288	156	132	67	84	100	37	37	24	38	73	86	87	52	62	242	24	18	4
	13%	14%	11%	21%	20%	13%	5%	10%	11%	14%	17%	15%	13%	13%	10%	13%	12%	16%	7%
		b		ef	ef	f					gh	n				r	r	r	
Narrowband internet access	14	8	6	1	1	4	7	1	1	1	4	5	2	4	3	13	-	*	1
	1%	1%	1%	*%	*%	1%	1%	*%	*%	*%	1%	1%	*%	1%	*%	1%	-%	*%	1%
																			p
TV service with additional channels you pay to receive	1280	636	644	178	262	507	333	148	103	162	290	340	392	254	293	1062	113	66	39
	57%	59%	55%	57%	62%	65%	45%	40%	50%	60%	69%	60%	59%	61%	48%	56%	57%	59%	63%
		b		f	f	cf			g	gh	ghi	n	n	n					o
No, none of these	13	7	6	3	5	2	3	10	*	-	-	-	2	*	11	7	6	-	*
	1%	1%	*%	1%	1%	*%	*%	3%	*%	-%	-%	-%	*%	*%	2%	*%	3%	-%	1%
					e			hij							klm		oqr		

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

Base : All respondents

					ENGLAND REGIONS						URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3772	238	249	251	264	241	252	252	252	252	2731	1041	1788	1971	2057	1207
Effective Weighted Sample	2575	227	232	239	250	229	242	239	240	241	2143	466	1240	1418	1498	949
Total	2256	286	308	194	160	199	205	189	95	251	1952	304	1262	984	1344	850
Landline phone	1903	223	281	175	139	157	191	158	78	200	1625	277	1094	799	1199	653
	84%	78%	91%	90%	86%	79%	93%	84%	83%	80%	83%	91%	87%	81%	89%	77%
			aeghi	aeghi	ae		adeghi					j	m		o	
Mobile phone	2073	270	290	179	146	177	193	176	83	232	1793	280	1238	828	1257	758
	92%	94%	94%	92%	91%	89%	94%	93%	88%	92%	92%	92%	98%	84%	94%	89%
		h	eh				eh						m		o	
Fixed Broadband internet access	1618	206	246	161	117	123	175	121	61	171	1394	224	1055	557	1044	533
	72%	72%	80%	83%	73%	62%	85%	64%	65%	68%	71%	73%	84%	57%	78%	63%
		e	eghi	adeghi	egh		adeghi						m		o	
Mobile broadband internet access	288	35	47	23	28	25	19	17	9	38	259	29	193	95	156	127
	13%	12%	15%	12%	18%	13%	10%	9%	10%	15%	13%	10%	15%	10%	12%	15%
			g		fgh					g	k		m			n
Narrowband internet access	14	1	5	1	-	1	2	1	*	2	11	3	8	6	9	4
	1%	*%	2%	*%	-%	*%	1%	1%	*%	1%	1%	1%	1%	1%	1%	*%
TV service with additional channels you pay to receive	1280	169	159	100	91	105	138	104	53	143	1129	151	818	456	755	486
	57%	59%	52%	52%	57%	53%	67%	55%	56%	57%	58%	50%	65%	46%	56%	57%
							bcdeghi				k		m			
No, none of these	13	1	-	-	-	-	-	1	1	4	13	*	1	13	1	11
	1%	*%	-%	-%	-%	-%	-%	1%	1%	1%	1%	*%	*%	1%	*%	1%
														l		n

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QDM. And which, if any, of these services are you primarily or jointly responsible for - in terms of deciding which supplier or network to use? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3772	1804	1968	483	608	1295	1384	741	414	447	579	822	1085	765	1098	2251	500	513	508
Effective Weighted Sample	2575	1228	1347	326	400	919	965	505	261	302	430	586	730	511	764	1951	360	341	388
Total	2256	1082	1174	313	422	781	740	372	206	271	422	566	669	413	607	1886	197	111	62
Landline phone	1628	779	849	58	268	651	650	232	147	206	362	464	477	309	377	1364	140	82	42
	72%	72%	72%	19%	64%	83%	88%	62%	72%	76%	86%	82%	71%	75%	62%	72%	71%	73%	68%
					c	cd	cde		g	g	ghi	lmn	n	n					
Mobile phone	1807	874	933	221	366	684	536	266	174	241	380	478	554	335	440	1514	151	90	52
	80%	81%	79%	71%	87%	88%	72%	72%	84%	89%	90%	84%	83%	81%	72%	80%	77%	81%	84%
					cf	cf			g	g	gh	n	n	n					p
Fixed Broadband internet access	1330	661	669	78	273	597	383	129	122	184	339	420	420	239	250	1127	108	62	33
	59%	61%	57%	25%	65%	76%	52%	35%	59%	68%	80%	74%	63%	58%	41%	60%	55%	56%	54%
		b			cf	cdf	c		g	gh	ghi	lmn	n	n		r			
Mobile broadband internet access	171	104	67	25	56	62	27	24	13	27	43	52	52	30	37	140	16	11	4
	8%	10%	6%	8%	13%	8%	4%	6%	6%	10%	10%	9%	8%	7%	6%	7%	8%	10%	6%
		b			f	cef	f				g	n							
Narrowband internet access	7	3	4	*	1	2	4	1	1	1	2	3	*	2	3	6	-	*	1
	*%	*%	*%	*%	*%	*%	1%	*%	*%	*%	*%	*%	*%	*%	*%	*%	-%	*%	1%
TV service with additional channels you pay to receive	1002	498	504	57	210	445	290	125	92	137	244	269	302	198	233	821	93	57	31
	44%	46%	43%	18%	50%	57%	39%	34%	44%	51%	58%	48%	45%	48%	38%	44%	47%	51%	50%
					cf	cdf	c		g	g	gh	n	n	n				o	o
None of these	162	72	90	74	20	28	40	32	10	10	14	30	42	24	65	139	14	4	4
	7%	7%	8%	24%	5%	4%	5%	9%	5%	4%	3%	5%	6%	6%	11%	7%	7%	4%	6%
				def				ij							klm	q			

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Base : All respondents

						ENGLAND REGIONS					URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3772	238	249	251	264	241	252	252	252	252	2731	1041	1788	1971	2057	1207
Effective Weighted Sample	2575	227	232	239	250	229	242	239	240	241	2143	466	1240	1418	1498	949
Total	2256	286	308	194	160	199	205	189	95	251	1952	304	1262	984	1344	850
Landline phone	1628 72%	186 65%	239 78% aei	150 78% aei	114 71%	134 67%	152 74% a	148 78% aei	68 72%	173 69%	1385 71%	243 80% j	957 76% m	663 67%	1030 77% o	556 65%
Mobile phone	1807 80%	251 88% cdefhi	259 84% dfi	154 79% d	111 69%	160 80% d	155 76%	162 85% dfhi	74 78% d	188 75%	1563 80%	244 80%	1098 87% m	703 71%	1095 81% o	660 78%
Fixed Broadband internet access	1330 59%	168 59%	202 66% ehi	133 69% adeghi	92 57%	98 50%	132 64% ehi	113 60% e	51 54%	137 55%	1139 58%	191 63%	900 71% m	425 43%	864 64% o	432 51%
Mobile broadband internet access	171 8%	24 8% f	22 7% f	14 7% f	16 10% f	17 9% f	6 3%	11 6%	6 7% f	24 9% f	151 8%	20 7%	120 9% m	50 5%	94 7%	73 9%
Narrowband internet access	7 *%	- -%	2 1%	- -%	- -%	1 *%	1 *%	1 1%	* *%	1 *%	6 *%	2 1%	3 *%	4 *%	4 *%	2 *%
TV service with additional channels you pay to receive	1002 44%	128 45%	117 38%	79 41%	62 38%	82 41%	98 48% bd	94 50% bd	43 45%	119 47% bd	883 45% k	119 39%	662 52% m	335 34%	596 44%	375 44%
None of these	162 7%	12 4%	19 6%	10 5%	25 16% abcefgh	14 7%	14 7%	11 6%	7 8%	25 10% a	136 7%	25 8%	63 5%	98 10% l	99 7%	59 7%

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

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3772	1804	1968	483	608	1295	1384	741	414	447	579	822	1085	765	1098	2251	500	513	508
Effective Weighted Sample	2575	1228	1347	326	400	919	965	505	261	302	430	586	730	511	764	1951	360	341	388
Total	2256	1082	1174	313	422	781	740	372	206	271	422	566	669	413	607	1886	197	111	62
Yes	1279	631	648	148	261	519	352	134	112	165	309	386	394	236	262	1102	93	52	31
	57%	58%	55%	47%	62%	66%	48%	36%	55%	61%	73%	68%	59%	57%	43%	58%	47%	47%	51%
					cf	cf			g	g	ghi	lmn	n	n		pqr			
No	922	424	498	141	152	254	374	233	91	104	109	164	256	172	330	739	98	57	28
	41%	39%	42%	45%	36%	33%	51%	63%	44%	38%	26%	29%	38%	42%	54%	39%	50%	51%	45%
				de			de	hij	j	j			k	k	klm		o	o	o
Don't know	55	27	28	24	9	8	14	5	3	3	4	17	18	5	15	45	5	3	3
	2%	2%	2%	8%	2%	1%	2%	1%	1%	1%	1%	3%	3%	1%	2%	2%	3%	2%	4%
				def															

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 109

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

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

Base : All respondents

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
				ENGLAND REGIONS							URBANITY		WORKING		DEPRIVATION LEVEL	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3772	238	249	251	264	241	252	252	252	252	2731	1041	1788	1971	2057	1207
Effective Weighted Sample	2575	227	232	239	250	229	242	239	240	241	2143	466	1240	1418	1498	949
Total	2256	286	308	194	160	199	205	189	95	251	1952	304	1262	984	1344	850
Yes	1279 57%	166 58% e	182 59% e	114 59% e	91 57% e	94 48%	143 70% abcdeghi	110 58% e	54 57% e	147 59% e	1108 57%	171 56%	823 65% m	453 46%	809 60% o	438 52%
No	922 41%	116 40% f	118 38% f	72 37%	61 38% f	98 49% bcdfi	60 29%	78 41% f	39 41% f	98 39% f	795 41%	127 42%	417 33%	498 51% l	498 37%	396 47% n
Don't know	55 2%	5 2%	8 2%	7 4% f	8 5% fg	6 3% f	1 1%	2 1%	2 2%	6 2%	49 2%	6 2%	21 2%	33 3% l	37 3%	15 2%

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

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QG2 (QG3A). SHOWCARD Thinking about the service package you consider to be the main one, or the one your household spends the most on... Please could you tell me which services are part of this deal or package you have with the same supplier? (MULTI CODE)

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2007	980	1027	214	363	829	600	247	210	283	416	531	619	408	448	1276	254	223	254
Effective Weighted Sample	1402	692	710	148	241	600	429	166	134	197	310	387	422	284	316	1110	177	152	195
Total	1279	631	648	148	261	519	352	134	112	165	309	386	394	236	262	1102	93	52	31
Landline phone	1168 91%	565 90%	603 93% a	124 84%	222 85%	484 93% cd	339 96% cde	126 94%	100 89%	151 91%	289 93%	354 92%	356 90%	222 94% n	235 90%	1008 91%	85 91%	48 92%	28 88%
One mobile phone	84 7%	49 8%	35 5%	10 7%	21 8%	30 6%	23 7%	9 7%	8 8%	17 10% j	13 4%	23 6%	24 6%	14 6%	23 9%	70 6%	8 9%	4 7%	2 6%
More than one mobile phone	32 3%	19 3%	14 2%	4 3%	2 1%	15 3%	10 3%	4 3%	3 3%	3 2%	6 2%	10 3%	8 2%	7 3%	7 3%	29 3%	3 3%	1 2%	* 1%
Internet - Fixed Broadband access	1166 91%	575 91%	592 91%	139 94% f	232 89%	490 94% df	305 87%	106 80%	102 91% g	151 92% g	292 95% g	361 94% n	374 95% mn	213 90% n	218 83%	1008 91%	84 90%	47 90%	28 89%
Internet - Mobile Broadband access	40 3%	25 4%	15 2%	6 4%	13 5% f	13 3%	7 2%	6 5%	4 4%	8 5%	6 2%	13 3%	10 3%	4 2%	13 5% m	34 3%	3 3%	3 6%	1 3%
Internet - not broadband access	3 *%	2 *%	1 *%	- -%	- -%	* *%	3 1%	1 1%	1 1%	- -%	1 *%	1 *%	- -%	- -%	2 1%	3 *%	- -%	- -%	- -%
TV service	578 45%	283 45%	295 45%	69 47%	129 49% f	244 47% f	136 39%	61 46%	55 49%	76 46%	144 46%	169 44%	168 43%	117 50%	125 47%	493 45%	44 47%	27 51%	15 47%
Don't know	12 1%	6 1%	5 1%	3 2%	5 2% ef	2 *%	1 *%	- -%	1 1%	2 1%	2 1%	4 1%	4 1%	2 1%	3 1%	11 1%	* *%	* *%	* 1%

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

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QG2 (QG3A). SHOWCARD Thinking about the service package you consider to be the main one, or the one your household spends the most on... Please could you tell me which services are part of this deal or package you have with the same supplier? (MULTI CODE)

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

		ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2007	136	142	149	145	110	174	141	138	141	1486	521	1140	862	1163	590
Effective Weighted Sample	1402	130	133	142	136	104	167	134	132	135	1170	249	803	640	871	469
Total	1279	166	182	114	91	94	143	110	54	147	1108	171	823	453	809	438
Landline phone	1168 91%	147 89%	171 94% h	110 96% aegh	86 94% h	83 88%	132 92%	99 90%	46 86%	134 91%	1013 91%	155 91%	746 91%	419 93%	752 93%	388 89% o
One mobile phone	84 7%	17 10% cdf	9 5%	2 2%	3 3%	10 11% cdf	4 3%	6 6%	3 6%	15 10% cdf	76 7%	8 5%	50 6%	34 8%	41 5%	41 9% n
More than one mobile phone	32 3%	4 2%	3 1%	3 2%	5 6% eg	1 1%	3 2%	1 1%	3 5% g	7 5% g	28 3%	4 2%	28 3% m	4 1%	22 3%	10 2%
Internet - Fixed Broadband access	1166 91%	148 89%	165 91%	112 98% abehi	85 93%	85 90%	135 94% i	102 93%	47 88%	128 87%	1006 91%	160 94%	770 94% m	394 87%	757 94% o	381 87%
Internet - Mobile Broadband access	40 3%	7 4% f	4 2%	2 2%	2 2%	5 5% f	1 1%	1 1%	4 7% cdfg	8 6% f	34 3%	6 3%	23 3%	17 4%	19 2%	21 5% n
Internet - not broadband access	3 *%	- -%	1 1%	- -%	- -%	- -%	1 *%	- -%	* 1%	1 1%	3 *%	- -%	* *%	3 1%	3 *%	- -%
TV service	578 45%	67 40% c	69 38%	33 29%	43 47% c	49 52% bc	64 45% c	51 47% c	26 49% c	91 62% abcdfgh	540 49% k	38 22%	387 47% m	189 42%	349 43%	214 49% n
Don't know	12 1%	- -%	- -%	- -%	2 2%	- -%	1 1%	5 4% abce	1 1%	2 2%	10 1%	2 1%	8 1%	4 1%	2 *%	9 2% n

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 111

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

QG3 (QG3D). Which supplier do you use for this package of services? (SINGLE CODE)

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2007	980	1027	214	363	829	600	247	210	283	416	531	619	408	448	1276	254	223	254
Effective Weighted Sample	1402	692	710	148	241	600	429	166	134	197	310	387	422	284	316	1110	177	152	195
Total	1279	631	648	148	261	519	352	134	112	165	309	386	394	236	262	1102	93	52	31
Virgin Media (previously NTL/ Telewest)	349 27%	173 28%	175 27%	42 28%	56 22%	151 29% d	99 28%	36 27%	33 29%	45 27%	88 28%	103 27%	103 26%	69 29%	74 28%	310 28% r	23 25%	11 21%	6 18%
BT	332 26%	156 25%	177 27%	38 26%	53 20%	131 25%	110 31% de	24 18%	26 23%	44 27% g	95 31% g	114 30% mn	111 28% mn	50 21%	57 22%	281 26%	27 29%	12 23%	12 38% oq
Sky	301 24%	142 23%	158 24%	36 25% f	89 34% ef	123 24% f	52 15%	37 28%	28 25%	39 23%	67 22%	85 22%	88 22%	64 27%	63 24%	247 22%	25 27%	21 40% opr	8 25%
Talk Talk/ Carphone Warehouse	197 15%	98 15%	99 15%	15 10%	36 14%	79 15%	66 19% c	25 19%	13 11%	22 13%	45 15%	61 16%	63 16%	34 14%	39 15%	177 16%	11 11%	5 10%	4 12%
Orange	23 2%	12 2%	11 2%	7 4% ef	4 2%	7 1%	5 1%	2 1%	4 3%	4 2%	2 1%	5 1%	9 2%	4 2%	5 2%	18 2%	3 3%	1 2%	* 1%
O2	16 1%	11 2%	5 1%	3 2%	7 3% ef	3 1%	2 1%	2 2%	3 3%	* *%	2 1%	4 1%	5 1%	2 1%	5 2%	13 1%	2 2%	1 1%	* 1%
AOL	11 1%	9 1%	3 *%	1 1%	2 1%	5 1%	4 1%	1 1%	1 1%	3 2%	3 1%	3 1%	2 *%	2 1%	4 2%	9 1%	- -%	1 2%	1 3% op
Post Office	7 1% b	6 1%	1 *%	- -%	2 1%	* *%	5 1% e	- -%	- -%	- -%	4 1%	* *%	3 1%	2 1%	2 1%	7 1%	- -%	* *%	* *%
Other	37 3%	21 3%	16 3%	2 1%	11 4%	17 3%	8 2%	6 4% j	4 3%	8 5% j	3 1%	9 2%	9 2%	9 4%	10 4%	34 3%	2 2%	1 1%	1 2%

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

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QG3 (QG3D). Which supplier do you use for this package of services? (SINGLE CODE)

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2007	980	1027	214	363	829	600	247	210	283	416	531	619	408	448	1276	254	223	254
Effective Weighted Sample	1402	692	710	148	241	600	429	166	134	197	310	387	422	284	316	1110	177	152	195
Total	1279	631	648	148	261	519	352	134	112	165	309	386	394	236	262	1102	93	52	31
Don't know	6	4	2	3	*	2	*	2	1	-	*	*	1	1	4	6	*	-	*
	*%	1%	*%	2%	*%	*%	*%	1%	1%	-%	*%	*%	*%	*%	2%	1%	*%	-%	1%
				def											kl				

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

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

QG3 (QG3D). Which supplier do you use for this package of services? (SINGLE CODE)

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

					ENGLAND REGIONS						URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2007	136	142	149	145	110	174	141	138	141	1486	521	1140	862	1163	590
Effective Weighted Sample	1402	130	133	142	136	104	167	134	132	135	1170	249	803	640	871	469
Total	1279	166	182	114	91	94	143	110	54	147	1108	171	823	453	809	438
Virgin Media (previously NTL/ Telewest)	349 27%	41 24% c	47 26% c	16 14%	28 31% cf	27 29% c	28 20%	49 45% abcdefh	15 28% c	58 39% abcfh	342 31% k	7 4%	226 28%	122 27%	203 25%	141 32% n
BT	332 26%	38 23% i	56 31% i	46 40% adefghi	25 27% i	21 22% i	42 29% i	23 21%	12 23% i	18 12%	243 22%	89 52% j	206 25%	126 28%	244 30% o	77 17%
Sky	301 24%	39 24%	39 21%	16 14%	20 22%	22 24%	43 30% cg	16 15%	14 26% cg	38 26% cg	273 25% k	28 16%	212 26% m	87 19%	172 21%	121 28% n
Talk Talk/ Carphone Warehouse	197 15% bd	34 20% bd	18 10%	26 23% bd	10 11%	16 17%	26 18% b	16 14%	7 14%	24 17%	172 16%	25 14%	118 14%	79 17%	129 16%	64 15%
Orange	23 2%	1 1%	7 4% g	2 2%	* *%	3 3% g	1 1%	- -%	2 4% dg	1 1%	17 2%	6 4% j	16 2%	6 1%	18 2%	4 1%
O2	16 1%	5 3% cfg	1 1%	- -%	1 2%	3 3% cf	- -%	- -%	1 1%	3 2%	15 1%	1 1%	8 1%	7 2%	5 1%	10 2% n
AOL	11 1%	2 1%	- -%	4 3% bgh	2 2%	1 1%	1 *%	- -%	- -%	1 1%	9 1%	2 1%	6 1%	5 1%	7 1%	3 1%
Post Office	7 1%	1 1%	5 2% f	- -%	1 1%	1 1%	- -%	- -%	- -%	- -%	4 *%	2 1%	5 1%	2 *%	5 1%	2 *%
Other	37 3%	6 3%	9 5% f	4 3%	3 3%	1 1%	1 1%	5 5% f	2 3%	5 4%	28 3%	9 5% j	20 2%	17 4%	23 3%	13 3%

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

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

QG3 (QG3D). Which supplier do you use for this package of services? (SINGLE CODE)

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

	Total					ENGLAND REGIONS					URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2007	136	142	149	145	110	174	141	138	141	1486	521	1140	862	1163	590
Effective Weighted Sample	1402	130	133	142	136	104	167	134	132	135	1170	249	803	640	871	469
Total	1279	166	182	114	91	94	143	110	54	147	1108	171	823	453	809	438
Don't know	6	-	2	-	1	-	1	1	1	-	5	1	4	2	2	4
	*%	-%	1%	-%	1%	-%	1%	1%	1%	-%	*%	1%	1%	*%	*%	1%

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 112

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

QP1. SHOWCARD During an average week, on how many days do you listen to the radio (including listening at home, in the car, at work, via mobile phone, personal stereo)? (SINGLE CODE)

Base : All respondents

		Total	GENDER MALE a	FEMALE b	AGE GROUP 16-24 c	25-34 d	35-54 e	55+ f	HOUSEHOLD INCOME UNDER £11.5K g	£11.5K-£17.5K h	£17.5K-£29.9K i	£30K+ j	SOCIAL GROUP AB k	C1 l	C2 m	DE n	NATION ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total		3772	1804	1968	483	608	1295	1384	741	414	447	579	822	1085	765	1098	2251	500	513	508
Effective Weighted Sample		2575	1228	1347	326	400	919	965	505	261	302	430	586	730	511	764	1951	360	341	388
Total		2256	1082	1174	313	422	781	740	372	206	271	422	566	669	413	607	1886	197	111	62
7 days a week	(7.0)	1094 48%	539 50%	555 47%	98 31%	192 45% c	412 53% cd	392 53% cd	146 39%	96 47% g	148 55% g	266 63% ghi	327 58% lmn	332 50% n	202 49% n	233 38%	925 49%	86 44%	52 46%	31 51%
6 days a week	(6.0)	63 3%	34 3%	29 2%	5 2%	17 4% c	20 3%	20 3%	10 3%	6 3%	4 1%	15 4%	12 2%	21 3%	16 4%	14 2%	51 3%	5 2%	4 4%	3 4%
5 days a week	(5.0)	173 8%	96 9% b	77 7%	20 6%	29 7%	79 10% cf	44 6%	24 7%	18 9%	23 8%	45 11% g	46 8%	45 7%	42 10% ln	40 7%	143 8%	18 9%	7 6%	5 8%
3 or 4 days a week	(3.5)	169 7%	80 7%	88 8%	30 10% f	38 9%	56 7%	45 6%	23 6%	19 9%	26 9%	26 6%	39 7%	54 8%	27 6%	50 8%	139 7%	14 7%	12 11% or	3 5%
1 or 2 days a week	(1.5)	194 9%	90 8%	104 9%	34 11% e	36 9%	52 7%	71 10% e	35 9% j	15 7%	20 7%	25 6%	39 7%	55 8%	34 8%	65 11% k	164 9%	17 9%	9 8%	4 7%
Less often	(0.5)	108 5%	57 5%	51 4%	25 8% def	15 4%	32 4%	36 5%	20 5%	8 4%	8 3%	12 3%	20 4%	31 5%	26 6% k	30 5%	92 5%	8 4%	4 3%	4 6%
Never/ do not listen to the radio	(0.0)	454 20%	186 17%	268 23% a	102 32% def	94 22% ef	128 16%	130 18%	113 30% hij	43 21% j	42 15% j	34 8%	83 15%	130 20% k	65 16%	175 29% klm	370 20%	47 24%	24 22%	12 20%
Don't know		3 *%	1 *%	2 *%	- -%	1 *%	1 *%	1 *%	1 *%	- -%	* *%	- -%	* *%	- -%	2 *%	1 *%	* *%	2 1% or	* *%	- -%
Mean number of days during an average week		4.4	4.5 b	4.2	3.1	4.2 c	4.7 cd	4.6 c	3.6	4.3 g	4.8 g	5.5 ghi	4.9 lmn	4.4 n	4.6 n	3.6	4.4	4.1	4.3	4.5

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

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QP1. SHOWCARD During an average week, on how many days do you listen to the radio (including listening at home, in the car, at work, via mobile phone, personal stereo)? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3772	1804	1968	483	608	1295	1384	741	414	447	579	822	1085	765	1098	2251	500	513	508
Effective Weighted Sample	2575	1228	1347	326	400	919	965	505	261	302	430	586	730	511	764	1951	360	341	388
Total	2256	1082	1174	313	422	781	740	372	206	271	422	566	669	413	607	1886	197	111	62
Standard deviation	2.97	2.89	3.03	3.01	2.98	2.83	2.94	3.12	2.94	2.79	2.41	2.78	2.95	2.87	3.07	2.96	3.02	2.97	3.00
Standard error	.05	.07	.07	.14	.12	.08	.08	.11	.14	.13	.10	.10	.09	.10	.09	.06	.14	.13	.13

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

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

QP1. SHOWCARD During an average week, on how many days do you listen to the radio (including listening at home, in the car, at work, via mobile phone, personal stereo)? (SINGLE CODE)

Base : All respondents

| | | Total | \
ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | | 3772 | 238 | 249 | 251 | 264 | 241 | 252 | 252 | 252 | 252 | 2731 | 1041 | 1788 | 1971 | 2057 | 1207 |
| Effective Weighted Sample | | 2575 | 227 | 232 | 239 | 250 | 229 | 242 | 239 | 240 | 241 | 2143 | 466 | 1240 | 1418 | 1498 | 949 |
| Total | | 2256 | 286 | 308 | 194 | 160 | 199 | 205 | 189 | 95 | 251 | 1952 | 304 | 1262 | 984 | 1344 | 850 |
| 7 days a week | (7.0) | 1094 48% | 130 45% | 173 56% adehi | 98 50% d | 65 41% | 86 43% | 131 64% acdeghi | 90 48% | 40 42% | 113 45% | 939 48% | 155 51% | 653 52% m | 438 44% | 734 55% o | 329 39% |
| 6 days a week | (6.0) | 63 3% | 6 2% | 6 2% | 8 4% i | 4 3% | 7 3% | 5 3% | 9 5% i | 3 3% | 3 1% | 57 3% | 6 2% | 39 3% | 24 2% | 33 2% | 27 3% |
| 5 days a week | (5.0) | 173 8% | 18 6% | 22 7% | 14 7% | 16 10% | 12 6% | 14 7% | 16 9% | 9 9% | 21 9% | 145 7% | 28 9% | 124 10% m | 49 5% | 108 8% | 60 7% |
| 3 or 4 days a week | (3.5) | 169 7% | 17 6% | 19 6% | 18 9% | 12 7% | 17 9% | 11 6% | 15 8% | 8 8% | 23 9% | 144 7% | 25 8% | 98 8% | 71 7% | 100 7% | 66 8% |
| 1 or 2 days a week | (1.5) | 194 9% | 18 6% | 30 10% | 18 9% | 14 9% | 20 10% | 15 7% | 17 9% | 7 8% | 25 10% | 168 9% | 25 8% | 99 8% | 93 9% | 115 9% | 75 9% |
| Less often | (0.5) | 108 5% | 16 6% f | 17 5% | 14 7% fh | 11 7% f | 8 4% | 4 2% | 8 4% | 3 3% | 10 4% | 97 5% | 11 4% | 52 4% | 54 5% | 63 5% | 41 5% |
| Never/ do not listen to the radio | (0.0) | 454 20% | 80 28% bcfg | 40 13% | 24 12% | 37 23% bcf | 49 25% bcf | 24 12% | 35 18% f | 25 26% bcfg | 57 23% bcf | 400 20% | 54 18% | 197 16% | 254 26% l | 192 14% | 250 29% n |
| Don't know | | 3 *% | - -% | - -% | - -% | * *% | - -% | - -% | - -% | - -% | - -% | 2 *% | * *% | 1 *% | 1 *% | 1 *% | 2 *% |
| Mean number of days during an average week | | 4.4 | 4.0 | 4.8 adehi | 4.6 adehi | 4.0 | 4.0 | 5.3 acdeghi | 4.5 | 4.0 | 4.1 | 4.3 | 4.6 | 4.7 m | 3.9 | 4.8 o | 3.7 |
| Standard deviation | | 2.97 | 3.14 | 2.82 | 2.81 | 3.01 | 3.04 | 2.63 | 2.90 | 3.04 | 2.99 | 2.98 | 2.87 | 2.81 | 3.10 | 2.81 | 3.08 |
| Standard error | | .05 | .20 | .18 | .18 | .19 | .20 | .17 | .18 | .19 | .19 | .06 | .09 | .07 | .07 | .06 | .09 |

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 113

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

QP2A (QP11A). SHOWCARD How often, if at all, do you access the radio via - Radio set with AM Stereo - either at home or on portable radio. (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2963	1469	1494	330	459	1058	1114	506	319	379	520	706	866	616	773	1790	364	405	404
Effective Weighted Sample	2036	1006	1030	220	305	758	779	347	207	261	391	504	590	419	531	1559	266	269	314
Total	1800	896	904	211	327	652	609	257	163	229	388	483	538	346	431	1515	148	87	50
Every day	238 13%	116 13%	123 14%	21 10%	40 12%	78 12%	100 16% ce	43 17%	21 13%	33 14%	51 13%	64 13%	67 12%	38 11%	69 16% m	197 13%	18 12%	14 16%	9 19% op
At least weekly	133 7%	76 9%	57 6%	15 7%	18 6%	57 9%	43 7%	22 9% j	15 9% j	16 7%	16 4%	28 6%	38 7%	27 8%	41 9% k	111 7%	13 9%	7 8%	3 5%
At least monthly	47 3%	30 3% b	17 2%	6 3%	7 2%	17 3%	16 3%	8 3%	5 3%	4 2%	16 4%	20 4% l	9 2%	9 3%	10 2%	39 3%	3 2%	3 4%	2 4%
Have tried it once	32 2%	16 2%	17 2%	3 1%	5 2%	11 2%	13 2%	9 3% h	1 1%	3 1%	9 2%	11 2%	7 1%	5 2%	10 2%	22 1%	2 1%	7 8% opr	1 3%
Never	1015 56%	488 55%	527 58%	128 61%	177 54%	373 57%	337 55%	139 54%	91 56%	131 57%	229 59%	277 57%	312 58%	197 57%	228 53%	863 57%	76 51%	45 51%	31 63% pq
Do not have access to device	334 19%	169 19%	164 18%	37 18%	80 24% ef	116 18%	100 16%	37 14%	30 19%	43 19%	68 17%	85 17%	106 20%	70 20%	74 17%	282 19% qr	37 25% oqr	11 13% r	3 6%

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 113

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QP2A (QP11A). SHOWCARD How often, if at all, do you access the radio via - Radio set with AM Stereo - either at home or on portable radio. (SINGLE CODE)

Base : Those who listen to radio

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
					ENGLAND REGIONS						URBANITY		WORKING		DEPRIVATION LEVEL	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2963	170	217	219	199	180	222	205	185	193	2148	815	1490	1464	1712	847
Effective Weighted Sample	2036	163	202	209	189	171	213	194	177	184	1686	376	1048	1053	1265	669
Total	1800	206	267	170	123	150	181	155	70	194	1549	250	1064	729	1151	598
Every day	238	26	31	12	14	23	63	-	6	22	214	25	128	108	139	90
	13%	13%	12%	7%	12%	15%	35%	-%	8%	12%	14%	10%	12%	15%	12%	15%
		g	g	g	g	cgh	abcdeghi		g	g	k					
At least weekly	133	21	17	5	12	16	13	6	5	17	112	22	78	56	84	46
	7%	10%	6%	3%	10%	11%	7%	4%	7%	9%	7%	9%	7%	8%	7%	8%
		cg			cg	cg	c			c						
At least monthly	47	7	8	4	4	4	3	1	3	6	45	2	26	21	27	18
	3%	4%	3%	2%	3%	3%	1%	*%	4%	3%	3%	1%	2%	3%	2%	3%
		g			g				g	g	k					
Have tried it once	32	3	5	1	2	7	-	1	3	-	30	3	14	18	17	14
	2%	1%	2%	1%	2%	5%	-%	*%	4%	-%	2%	1%	1%	2%	1%	2%
			f		f	cfgi			cfgi							
Never	1015	104	163	116	65	97	71	90	47	108	869	145	620	391	704	280
	56%	51%	61%	68%	53%	65%	40%	58%	68%	56%	56%	58%	58%	54%	61%	47%
		f	af	adfgi	f	adf		f	adfi	f			m		o	
Do not have access to device	334	44	43	32	25	2	30	58	7	41	280	54	198	134	180	150
	19%	21%	16%	19%	20%	1%	17%	37%	10%	21%	18%	22%	19%	18%	16%	25%
		eh	e	eh	eh		eh	abcdefhi	e	eh						n

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 114

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QP2B (QP11B). SHOWCARD How often, if at all, do you access the radio via - Radio set with FM stereo - either at home or on portable radio. (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2963	1469	1494	330	459	1058	1114	506	319	379	520	706	866	616	773	1790	364	405	404
Effective Weighted Sample	2036	1006	1030	220	305	758	779	347	207	261	391	504	590	419	531	1559	266	269	314
Total	1800	896	904	211	327	652	609	257	163	229	388	483	538	346	431	1515	148	87	50
Every day	601 33%	292 33%	309 34%	51 24%	78 24%	224 34% cd	248 41% cde	96 38%	51 31%	80 35%	133 34%	177 37%	173 32%	110 32%	140 33%	518 34%	34 23%	32 36% p	17 35% p
At least weekly	295 16%	149 17%	146 16%	39 18%	58 18%	102 16%	97 16%	44 17%	35 22% j	39 17%	56 14%	67 14%	89 16%	59 17%	81 19% k	246 16%	25 17%	18 21% r	6 12%
At least monthly	95 5%	50 6%	45 5%	8 4%	20 6%	35 5%	33 5%	15 6%	7 5%	12 5%	28 7%	25 5%	29 5%	20 6%	22 5%	76 5%	10 7%	6 7%	4 7%
Have tried it once	26 1%	13 1%	13 1%	4 2%	6 2%	6 1%	9 1%	5 2%	2 1%	2 1%	6 2%	4 1%	11 2%	5 1%	6 1%	16 1%	2 2%	6 7% opr	1 3% o
Never	550 31%	279 31%	271 30%	83 39% ef	107 33% f	202 31% f	158 26%	69 27%	44 27%	73 32%	119 31%	149 31%	158 29%	110 32%	132 31%	466 31% q	48 32% q	18 20%	19 38% oq
Do not have access to device	232 13%	113 13%	119 13%	26 12%	58 18% ef	83 13%	65 11%	28 11%	23 14%	23 10%	47 12%	63 13%	77 14%	42 12%	50 12%	193 13% r	28 19% oqr	8 9%	3 6%

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 114

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QP2B (QP11B). SHOWCARD How often, if at all, do you access the radio via - Radio set with FM stereo - either at home or on portable radio. (SINGLE CODE)

Base : Those who listen to radio

						ENGLAND REGIONS					URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2963	170	217	219	199	180	222	205	185	193	2148	815	1490	1464	1712	847
Effective Weighted Sample	2036	163	202	209	189	171	213	194	177	184	1686	376	1048	1053	1265	669
Total	1800	206	267	170	123	150	181	155	70	194	1549	250	1064	729	1151	598
Every day	601	68	98	60	34	44	81	47	19	67	510	91	327	272	420	163
	33%	33%	37%	35%	27%	29%	45%	31%	28%	34%	33%	36%	31%	37%	36%	27%
			d				acdeghi							l	o	
At least weekly	295	37	35	28	18	39	19	26	15	29	258	37	177	119	183	107
	16%	18%	13%	17%	14%	26%	11%	17%	22%	15%	17%	15%	17%	16%	16%	18%
		f				bcdfgi			bf							
At least monthly	95	7	18	9	4	17	4	7	4	5	89	7	50	46	58	34
	5%	3%	7%	6%	3%	11%	2%	4%	6%	3%	6%	3%	5%	6%	5%	6%
			f			acdfgi			f		k					
Have tried it once	26	1	2	2	1	-	5	1	3	2	23	2	14	12	15	9
	1%	*%	1%	1%	1%	-%	3%	*%	4%	1%	2%	1%	1%	2%	1%	2%
							e		abdeg							
Never	550	46	85	52	49	48	54	46	23	64	471	79	360	186	364	167
	31%	23%	32%	31%	40%	32%	30%	30%	33%	33%	30%	32%	34%	26%	32%	28%
					afg				a	a			m			
Do not have access to device	232	46	29	18	18	3	19	28	5	27	198	34	136	95	111	118
	13%	22%	11%	11%	15%	2%	10%	18%	7%	14%	13%	14%	13%	13%	10%	20%
		bcefhi	e	e	eh		e	bcefh	e	eh						n

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 115

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QP2C (QP11C). SHOWCARD How often, if at all, do you access the radio via - Mobile phone. (SINGLE CODE)

Base : Those who listen to radio

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2963	1469	1494	330	459	1058	1114	506	319	379	520	706	866	616	773	1790	364	405	404
Effective Weighted Sample	2036	1006	1030	220	305	758	779	347	207	261	391	504	590	419	531	1559	266	269	314
Total	1800	896	904	211	327	652	609	257	163	229	388	483	538	346	431	1515	148	87	50
Every day	42 2%	21 2%	21 2%	12 6% ef	11 3% f	14 2% f	4 1%	6 2%	2 1%	1 1%	15 4% i	11 2%	20 4% mn	3 1%	7 2%	36 2%	2 1%	2 2%	2 4% op
At least weekly	91 5%	50 6%	41 5%	22 10% ef	32 10% ef	28 4% f	10 2%	11 4%	6 3%	12 5%	30 8% gh	21 4%	33 6%	17 5%	20 5%	85 6% p	1 *%	3 3% p	2 4% p
At least monthly	83 5%	49 5%	34 4%	18 8% f	23 7% f	34 5% f	9 1%	12 5%	5 3%	8 3%	32 8% ghi	27 6%	27 5%	13 4%	15 4%	74 5%	5 4%	2 3%	1 3%
Have tried it once	73 4%	48 5% b	26 3%	13 6% f	22 7% f	32 5% f	7 1%	4 1%	4 3%	6 3%	22 6% g	29 6% n	19 4%	16 5%	10 2%	64 4% r	4 3%	5 5% r	1 2%
Never	1292 72%	617 69%	675 75% a	137 65%	209 64%	488 75% cd	458 75% cd	169 66%	121 75% g	172 75% g	268 69%	355 73%	372 69%	259 75%	305 71%	1079 71%	115 78% oq	58 66%	40 80% oq
Do not have access to device	219 12%	111 12%	108 12%	10 5%	30 9%	56 9%	123 20% cde	56 22% ij	24 15% j	30 13% j	19 5%	40 8%	66 12% k	38 11%	74 17% klm	177 12% r	21 14% r	17 20% or	4 8%

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 115

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

QP2C (QP11C). SHOWCARD How often, if at all, do you access the radio via - Mobile phone. (SINGLE CODE)

Base : Those who listen to radio

	Total		ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i		j	k	l	m	n	o
Unweighted total	2963	170	217	219	199	180	222	205	185	193		2148	815	1490	1464	1712	847
Effective Weighted Sample	2036	163	202	209	189	171	213	194	177	184		1686	376	1048	1053	1265	669
Total	1800	206	267	170	123	150	181	155	70	194		1549	250	1064	729	1151	598
Every day	42 2%	6 3%	5 2%	3 2%	2 2%	2 2%	3 1%	5 3%	2 3%	8 4%		39 3%	3 1%	27 3%	14 2%	26 2%	14 2%
At least weekly	91 5%	20 10% cdf	16 6% df	6 3% f	1 1%	8 6% df	1 1%	11 7% df	3 5% df	19 10% cdf		84 5% k	7 3%	65 6% m	26 4%	47 4%	42 7% n
At least monthly	83 5%	13 6% f	10 4%	9 5%	7 6% f	13 9% bf	4 2%	8 5%	3 4%	7 4%		73 5%	9 4%	57 5% m	26 4%	50 4%	32 5%
Have tried it once	73 4%	14 7% d	11 4%	6 4%	2 2%	4 3%	5 3%	9 6%	3 4%	10 5%		71 5% k	3 1%	51 5% m	22 3%	41 4%	32 5%
Never	1292 72%	121 59%	199 74% ai	128 75% ai	84 68%	106 71% a	160 89% abcdeghi	105 68%	50 71% a	127 65%		1096 71%	196 78% j	788 74% m	498 68%	859 75% o	394 66%
Do not have access to device	219 12%	31 15% f	27 10% f	18 10% f	27 22% bcefghi	16 11% f	8 4%	17 11% f	9 14% f	24 12% f		186 12%	32 13%	76 7%	143 20% l	129 11%	86 14% n

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 116

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

QP2D (QP11D). SHOWCARD How often, if at all, do you access the radio via - Digital radio through TV. (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2963	1469	1494	330	459	1058	1114	506	319	379	520	706	866	616	773	1790	364	405	404
Effective Weighted Sample	2036	1006	1030	220	305	758	779	347	207	261	391	504	590	419	531	1559	266	269	314
Total	1800	896	904	211	327	652	609	257	163	229	388	483	538	346	431	1515	148	87	50
Every day	92 5%	42 5%	50 6%	8 4%	30 9% cef	35 5% f	20 3%	22 9% j	7 4%	12 5%	17 4%	23 5%	23 4%	11 3%	35 8% klm	74 5%	10 7%	5 6%	2 5%
At least weekly	211 12%	108 12%	103 11%	27 13%	51 16% f	80 12% f	52 9%	26 10%	16 10%	36 16% g	57 15%	53 11%	69 13%	35 10%	55 13%	180 12% r	17 12% r	10 12% r	3 7%
At least monthly	168 9%	87 10%	81 9%	19 9%	26 8%	73 11% f	50 8%	15 6%	16 10%	25 11% g	61 16% gh	53 11% n	52 10%	33 10%	30 7%	139 9%	20 14% oqr	5 6%	4 7%
Have tried it once	146 8%	86 10% b	60 7%	19 9%	34 10%	49 7%	44 7%	14 5%	16 10%	12 5%	26 7%	48 10%	43 8%	25 7%	30 7%	133 9% pr	6 4%	6 7% r	2 3%
Never	1067 59%	517 58%	550 61%	133 63% d	171 52%	379 58%	384 63% d	148 58%	99 61%	135 59%	214 55%	282 58%	314 58%	227 66% kln	244 57%	901 59% q	86 58%	46 53%	35 69% opq
Do not have access to device	115 6%	57 6%	59 6%	6 3%	14 4%	36 5%	59 10% cde	32 12% hij	9 5%	8 4%	13 3%	24 5%	39 7%	15 4%	38 9% km	89 6%	8 5%	14 17% opr	5 9% o

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

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

QP2D (QP11D). SHOWCARD How often, if at all, do you access the radio via - Digital radio through TV. (SINGLE CODE)

Base : Those who listen to radio

					ENGLAND REGIONS						URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2963	170	217	219	199	180	222	205	185	193	2148	815	1490	1464	1712	847
Effective Weighted Sample	2036	163	202	209	189	171	213	194	177	184	1686	376	1048	1053	1265	669
Total	1800	206	267	170	123	150	181	155	70	194	1549	250	1064	729	1151	598
Every day	92 5%	11 5% e	11 4% e	10 6% e	3 2%	1 1%	9 5% e	11 7% de	2 3%	17 9% deh	81 5%	11 4%	50 5%	42 6%	61 5%	29 5%
At least weekly	211 12%	30 15% f	36 14%	16 10%	18 14% f	13 9%	14 8%	24 15% fh	6 8%	23 12%	186 12%	25 10%	140 13% m	71 10%	137 12%	71 12%
At least monthly	168 9%	15 7%	30 11% h	16 10%	10 8%	19 12% h	15 9%	17 11%	4 5%	13 7%	144 9%	24 10%	104 10%	63 9%	107 9%	57 10%
Have tried it once	146 8%	35 17% bcdefgh	24 9% g	10 6%	11 9% g	8 5%	13 7%	6 4%	3 5%	25 13% cegh	132 9% k	14 6%	85 8%	61 8%	81 7%	64 11% n
Never	1067 59%	93 45%	152 57% a	109 64% a	68 55%	103 69% abdgi	127 70% abdgi	90 58% a	50 71% abdgi	110 56% a	909 59%	158 63%	638 60%	424 58%	701 61% o	332 55%
Do not have access to device	115 6%	23 11% bcefgi	14 5% f	9 5% f	13 11% bcefgi	7 4%	3 2%	8 5%	5 7% f	7 4%	97 6%	19 7%	47 4%	68 9% l	65 6%	46 8%

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

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QP2E (QP11E). SHOWCARD How often, if at all, do you access the radio via - Digital radio through the internet. (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2963	1469	1494	330	459	1058	1114	506	319	379	520	706	866	616	773	1790	364	405	404
Effective Weighted Sample	2036	1006	1030	220	305	758	779	347	207	261	391	504	590	419	531	1559	266	269	314
Total	1800	896	904	211	327	652	609	257	163	229	388	483	538	346	431	1515	148	87	50
Every day	49 3%	30 3%	19 2%	6 3%	13 4% f	18 3%	11 2%	4 1%	6 4%	4 2%	14 3%	20 4% m	13 2%	6 2%	10 2%	46 3% p	* *%	2 2% p	1 1%
At least weekly	119 7%	73 8% b	45 5%	23 11% ef	33 10% ef	36 6%	26 4%	9 4%	15 9% g	12 5%	41 11% gi	43 9% mn	44 8% mn	12 3%	21 5%	111 7% pqr	3 2%	3 4%	2 3%
At least monthly	101 6%	61 7% b	40 4%	14 7% f	23 7% f	44 7% f	20 3%	7 3%	4 2%	14 6% gh	36 9% gh	32 7% n	39 7% n	18 5%	12 3%	83 5% r	13 9% oqr	3 4%	1 3%
Have tried it once	89 5%	50 6%	38 4%	9 4%	31 9% cef	33 5% f	17 3%	6 2%	4 2%	12 5% g	27 7% gh	33 7% n	28 5% n	18 5% n	9 2%	81 5% r	4 3%	4 4% r	1 1%
Never	1152 64%	535 60%	617 68% a	138 65%	192 59%	442 68% df	380 62%	145 57%	103 63%	151 66% g	247 64% g	312 65%	341 63%	239 69% n	258 60%	967 64%	94 64%	51 59%	39 79% opq
Do not have access to device	291 16%	146 16%	145 16%	22 10%	36 11%	78 12%	155 25% cde	86 33% hij	32 19% j	35 15% j	23 6%	43 9%	74 14% k	53 15% k	121 28% klm	228 15%	33 22% or	23 27% or	6 13%

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

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

QP2E (QP11E). SHOWCARD How often, if at all, do you access the radio via - Digital radio through the internet. (SINGLE CODE)

Base : Those who listen to radio

					ENGLAND REGIONS						URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2963	170	217	219	199	180	222	205	185	193	2148	815	1490	1464	1712	847
Effective Weighted Sample	2036	163	202	209	189	171	213	194	177	184	1686	376	1048	1053	1265	669
Total	1800	206	267	170	123	150	181	155	70	194	1549	250	1064	729	1151	598
Every day	49 3%	2 1%	9 3%	6 4%	6 5% a	4 2%	7 4%	5 3%	1 2%	5 3%	43 3%	6 2%	32 3%	16 2%	34 3%	14 2%
At least weekly	119 7%	23 11% defh	27 10% ef	12 7% e	6 5%	3 2%	9 5%	10 6%	3 5%	18 9% e	104 7%	15 6%	84 8% m	35 5%	81 7%	37 6%
At least monthly	101 6%	6 3%	15 6%	8 5%	11 9% af	11 7%	6 4%	12 8%	3 5%	12 6%	92 6%	9 4%	69 6% m	31 4%	68 6%	32 5%
Have tried it once	89 5%	17 8% hi	15 6%	9 5%	5 4%	9 6%	8 4%	12 8% hi	2 3%	5 3%	81 5%	8 3%	66 6% m	22 3%	57 5%	31 5%
Never	1152 64%	110 53%	171 64% a	117 69% adgi	71 58%	107 72% adgi	140 78% abcdghi	88 57%	47 68% adg	114 59%	984 63%	168 67%	707 66% m	440 60%	763 66% o	349 58%
Do not have access to device	291 16%	47 23% bcef	30 11% f	18 11%	24 19% bcef	16 11%	10 6%	29 19% bcef	13 18% cf	40 21% bcef	246 16%	45 18%	106 10%	185 25% l	149 13%	136 23% n

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

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

QP2F (QP11F). SHOWCARD How often, if at all, do you access the radio via - DAB radio set. (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2963	1469	1494	330	459	1058	1114	506	319	379	520	706	866	616	773	1790	364	405	404
Effective Weighted Sample	2036	1006	1030	220	305	758	779	347	207	261	391	504	590	419	531	1559	266	269	314
Total	1800	896	904	211	327	652	609	257	163	229	388	483	538	346	431	1515	148	87	50
Every day	344 19%	173 19%	171 19%	24 11%	44 13%	130 20% cd	146 24% cd	26 10%	24 15%	41 18% g	112 29% ghi	145 30% lmn	108 20% n	53 15% n	37 9%	302 20% pr	20 14%	17 20%	5 9% r
At least weekly	161 9%	92 10% b	69 8%	17 8%	31 10%	65 10%	48 8%	13 5%	11 7%	14 6%	53 14% ghi	53 11% mn	57 11% mn	22 6%	29 7%	143 9% qr	13 9% r	4 5%	1 2%
At least monthly	35 2%	19 2%	16 2%	3 1%	9 3%	15 2%	8 1%	3 1%	3 2%	4 2%	11 3%	6 1%	16 3% n	8 2%	5 1%	31 2%	1 1%	1 2%	1 3%
Have tried it once	16 1%	10 1%	6 1%	1 *%	5 1%	7 1%	4 1%	2 1%	* *%	2 1%	2 1%	5 1%	4 1%	4 1%	3 1%	14 1%	* *%	1 1%	1 1%
Never	546 30%	259 29%	287 32%	78 37% d	89 27%	197 30%	182 30%	87 34% j	48 30%	78 34% j	89 23%	124 26%	149 28%	129 37% kl	144 33% kl	454 30%	40 27%	27 31%	24 48% opq
Do not have access to device	697 39%	343 38%	355 39%	89 42%	150 46% ef	237 36%	221 36%	125 49% ij	75 46% j	90 39% j	121 31%	149 31%	205 38% k	130 38% k	214 50% klm	571 38% or	72 49%	37 42%	18 37%

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 118

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

QP2F (QP11F). SHOWCARD How often, if at all, do you access the radio via - DAB radio set. (SINGLE CODE)

Base : Those who listen to radio

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
						ENGLAND REGIONS					URBANITY		WORKING		DEPRIVATION LEVEL	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2963	170	217	219	199	180	222	205	185	193	2148	815	1490	1464	1712	847
Effective Weighted Sample	2036	163	202	209	189	171	213	194	177	184	1686	376	1048	1053	1265	669
Total	1800	206	267	170	123	150	181	155	70	194	1549	250	1064	729	1151	598
Every day	344	72	64	32	26	22	38	24	10	14	291	53	205	138	255	85
	19%	35%	24%	19%	21%	15%	21%	16%	14%	7%	19%	21%	19%	19%	22%	14%
		bcdefghi	eghi	i	i	i	i	i	i						o	
At least weekly	161	17	22	21	12	21	10	20	6	14	140	22	110	51	113	48
	9%	8%	8%	12%	9%	14%	6%	13%	9%	7%	9%	9%	10%	7%	10%	8%
				f		fi		f					m			
At least monthly	35	1	6	3	3	3	2	6	1	6	34	1	25	10	24	9
	2%	1%	2%	2%	3%	2%	1%	4%	2%	3%	2%	1%	2%	1%	2%	2%
								a			k					
Have tried it once	16	1	2	1	1	1	2	1	1	3	15	1	12	4	12	4
	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	*%	1%	1%
Never	546	39	77	43	36	54	98	54	15	38	466	80	332	208	357	165
	30%	19%	29%	26%	29%	36%	54%	35%	22%	20%	30%	32%	31%	29%	31%	28%
			ai		ai	achi	abcdeghi	achi								
Do not have access to device	697	76	97	69	46	49	29	49	36	119	604	93	379	318	390	289
	39%	37%	36%	41%	37%	33%	16%	32%	51%	61%	39%	37%	36%	44%	34%	48%
		f	f	f	f	f		f	abcdefg	abcdefg				l		n

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

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

QP2G (QP11G) SHOWCARD How often, if at all, do you access the radio via - A car radio (FM). (SINGLE CODE)

Base : Those who listen to radio

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2963	1469	1494	330	459	1058	1114	506	319	379	520	706	866	616	773	1790	364	405	404
Effective Weighted Sample	2036	1006	1030	220	305	758	779	347	207	261	391	504	590	419	531	1559	266	269	314
Total	1800	896	904	211	327	652	609	257	163	229	388	483	538	346	431	1515	148	87	50
Every day	702 39%	378 42% b	325 36%	60 28%	143 44% cf	312 48% cf	187 31%	50 19%	49 30% g	106 46% gh	226 58% ghi	229 47% ln	222 41% n	153 44% n	97 22%	601 40% q	56 38% q	21 24%	24 48% opq
At least weekly	458 25%	216 24%	242 27%	64 30%	75 23%	168 26%	151 25%	42 16%	50 31% gj	66 29% g	88 23% g	126 26%	146 27%	85 24%	101 23%	389 26% r	36 24%	23 27% r	10 20%
At least monthly	68 4%	33 4%	35 4%	10 5%	14 4%	17 3%	27 4%	9 4%	4 3%	7 3%	8 2%	20 4%	21 4%	13 4%	15 3%	57 4%	5 3%	4 4%	3 6% o
Have tried it once	15 1%	10 1%	5 1%	4 2% e	2 1%	2 *%	7 1%	3 1%	1 *%	1 1%	1 *%	6 1%	2 *%	4 1%	3 1%	11 1%	* *%	3 4% opr	* *%
Never	278 15%	129 14%	149 17%	33 16%	44 14%	81 12%	120 20% de	58 23% ij	29 18% j	32 14%	40 10%	62 13%	80 15%	50 14%	86 20% klm	230 15%	17 12%	20 23% op	11 21% op
Do not have access to device	277 15%	130 15%	147 16%	41 19% e	49 15%	71 11%	117 19% e	94 37% hij	29 18% ij	17 7%	25 6%	40 8%	67 12% k	41 12%	130 30% klm	226 15% r	33 23% or	16 18% r	2 4%

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

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

QP2G (QP11G) SHOWCARD How often, if at all, do you access the radio via - A car radio (FM). (SINGLE CODE)

Base : Those who listen to radio

		ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2963	170	217	219	199	180	222	205	185	193	2148	815	1490	1464	1712	847
Effective Weighted Sample	2036	163	202	209	189	171	213	194	177	184	1686	376	1048	1053	1265	669
Total	1800	206	267	170	123	150	181	155	70	194	1549	250	1064	729	1151	598
Every day	702	59	129	71	35	52	88	61	26	80	603	100	520	181	493	185
	39%	29%	48%	42%	28%	35%	49%	39%	37%	41%	39%	40%	49%	25%	43%	31%
			adeh	ad			adeh	ad		ad			m		o	
At least weekly	458	57	63	45	38	49	31	42	19	46	379	79	284	174	302	146
	25%	28%	24%	26%	31%	33%	17%	27%	27%	24%	24%	32%	27%	24%	26%	24%
		f		f	f	f		f	f			j				
At least monthly	68	7	8	6	4	12	1	11	*	6	64	5	30	39	39	26
	4%	3%	3%	4%	3%	8%	1%	7%	*%	3%	4%	2%	3%	5%	3%	4%
		h		fh		bdfhi		fh		h	k			l		
Have tried it once	15	2	1	4	1	1	1	-	*	1	12	3	4	10	9	6
	1%	1%	*%	3%	1%	*%	*%	-%	1%	*%	1%	1%	*%	1%	1%	1%
				g										l		
Never	278	12	46	25	25	27	43	22	12	18	249	29	137	139	178	90
	15%	6%	17%	14%	20%	18%	24%	14%	17%	9%	16%	12%	13%	19%	15%	15%
			ai	a	ai	ai	acgi	a	ai		k			l		
Do not have access to device	277	69	19	19	21	9	17	19	12	42	243	35	90	186	130	145
	15%	33%	7%	11%	17%	6%	9%	12%	17%	22%	16%	14%	8%	25%	11%	24%
		bcdefghi			bef			e	bef	bcefg				l		n

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 120

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

QP2H (QP11H) SHOWCARD How often, if at all, do you access the radio via - A car radio (AM). (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2963	1469	1494	330	459	1058	1114	506	319	379	520	706	866	616	773	1790	364	405	404
Effective Weighted Sample	2036	1006	1030	220	305	758	779	347	207	261	391	504	590	419	531	1559	266	269	314
Total	1800	896	904	211	327	652	609	257	163	229	388	483	538	346	431	1515	148	87	50
Every day	181 10%	105 12% b	76 8%	13 6%	40 12% c	68 11%	60 10%	10 4%	12 7%	33 14% gh	60 15% gh	62 13% n	57 11% n	38 11% n	25 6%	150 10%	19 13% q	6 6%	7 15% oq
At least weekly	183 10%	102 11%	81 9%	32 15% def	29 9%	68 10%	54 9%	19 7%	13 8%	24 11%	35 9%	50 10%	67 13% n	30 9%	36 8%	155 10%	17 12%	6 7%	4 9%
At least monthly	43 2%	22 2%	21 2%	4 2%	8 3%	17 3%	14 2%	2 1%	1 1%	4 2%	13 3% gh	15 3%	12 2%	9 2%	8 2%	35 2%	5 3%	1 2%	2 4%
Have tried it once	20 1%	10 1%	10 1%	2 1%	6 2%	5 1%	6 1%	3 1%	3 2%	3 1%	4 1%	2 *%	8 1%	3 1%	7 2%	11 1%	2 1%	6 7% opr	1 2% o
Never	923 51%	437 49%	486 54% a	104 49%	160 49%	350 54%	310 51%	119 46%	93 57% g	120 53%	207 53%	262 54% n	274 51%	187 54% n	199 46%	779 51% p	63 43%	49 56% p	32 65% opq
Do not have access to device	449 25%	220 25%	229 25%	55 26%	84 26%	144 22%	166 27% e	104 40% hij	41 25% j	44 19%	70 18%	92 19%	120 22%	80 23%	158 37% klm	385 25% r	42 28% r	19 22% r	3 6%

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

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

QP2H (QP11H) SHOWCARD How often, if at all, do you access the radio via - A car radio (AM). (SINGLE CODE)

Base : Those who listen to radio

						ENGLAND REGIONS					URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2963	170	217	219	199	180	222	205	185	193	2148	815	1490	1464	1712	847
Effective Weighted Sample	2036	163	202	209	189	171	213	194	177	184	1686	376	1048	1053	1265	669
Total	1800	206	267	170	123	150	181	155	70	194	1549	250	1064	729	1151	598
Every day	181	21	31	6	7	9	46	3	7	21	160	21	128	52	109	65
	10%	10%	12%	3%	6%	6%	25%	2%	10%	11%	10%	8%	12%	7%	9%	11%
		cg	cdg				abcdeghi		cg	cg			m			
							g									
At least weekly	183	39	36	10	10	20	14	9	4	13	158	26	113	70	112	67
	10%	19%	13%	6%	8%	13%	8%	6%	6%	7%	10%	10%	11%	10%	10%	11%
		cdfghi	cghi			cghi										
At least monthly	43	11	5	1	2	3	2	7	2	2	42	1	25	19	21	20
	2%	5%	2%	*%	2%	2%	1%	4%	3%	1%	3%	1%	2%	3%	2%	3%
		cfi						cfi	c		k					n
Have tried it once	20	-	-	1	5	1	-	2	*	3	17	2	12	8	9	10
	1%	-%	-%	*%	4%	1%	-%	1%	1%	1%	1%	1%	1%	1%	1%	2%
					abcfh											
Never	923	52	162	111	65	105	86	74	43	81	777	146	569	351	651	239
	51%	25%	61%	65%	53%	70%	47%	48%	61%	42%	50%	58%	53%	48%	57%	40%
			afgi	adfgi	ai	adfgi	a	a	afgi	a		j	m		o	
Do not have access to device	449	83	32	42	35	12	33	60	13	75	396	54	217	230	249	197
	25%	40%	12%	25%	28%	8%	18%	39%	19%	39%	26%	21%	20%	32%	22%	33%
		bcdefh		be	befh		e	bcdefh	e	bcdefh			l			n

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 121

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

QP2I (QP11I) SHOWCARD How often, if at all, do you access the radio via - A car radio (DAB). (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2963	1469	1494	330	459	1058	1114	506	319	379	520	706	866	616	773	1790	364	405	404
Effective Weighted Sample	2036	1006	1030	220	305	758	779	347	207	261	391	504	590	419	531	1559	266	269	314
Total	1800	896	904	211	327	652	609	257	163	229	388	483	538	346	431	1515	148	87	50
Every day	71 4%	45 5% b	26 3%	9 4%	5 2%	35 5% d	22 4%	5 2%	7 4%	12 5% g	20 5% g	23 5% n	28 5% n	15 4% n	5 1%	61 4% p	1 1%	7 9% opr	2 4% p
At least weekly	31 2%	14 2%	17 2%	3 1%	7 2%	13 2%	9 1%	3 1%	3 2%	2 1%	9 2%	9 2%	10 2%	7 2%	5 1%	24 2%	1 1%	5 6% opr	* *%
At least monthly	4 *%	2 *%	2 *%	1 1%	- -%	2 *%	1 *%	* *%	* *%	1 *%	1 *%	- -%	2 *%	2 1%	* *%	4 *%	- -%	1 1%	- -%
Have tried it once	3 *%	1 *%	2 *%	1 1% f	1 *%	1 *%	- -%	- -%	- -%	- -%	* *%	1 *%	* *%	1 *%	1 *%	3 *%	* *%	* *%	- -%
Never	692 38%	334 37%	358 40%	92 43%	115 35%	250 38%	235 39%	102 40%	56 35%	83 36%	145 37%	192 40%	196 36%	138 40%	166 38%	581 38% qr	50 34%	32 37%	29 58% opq
Do not have access to device	998 55%	500 56%	498 55%	105 50%	199 61% ce	351 54%	343 56%	147 57%	96 59%	130 57%	213 55%	258 53%	302 56%	184 53%	254 59%	842 56% qr	95 65% oqr	42 48% r	19 38%

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

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

QP2I (QP11I) SHOWCARD How often, if at all, do you access the radio via - A car radio (DAB). (SINGLE CODE)

Base : Those who listen to radio

					ENGLAND REGIONS						URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2963	170	217	219	199	180	222	205	185	193	2148	815	1490	1464	1712	847
Effective Weighted Sample	2036	163	202	209	189	171	213	194	177	184	1686	376	1048	1053	1265	669
Total	1800	206	267	170	123	150	181	155	70	194	1549	250	1064	729	1151	598
Every day	71	10	19	7	5	3	6	4	2	5	59	12	52	19	49	20
	4%	5%	7%	4%	4%	2%	3%	3%	2%	2%	4%	5%	5%	3%	4%	3%
			eghi										m			
At least weekly	31	2	3	5	3	4	-	3	1	3	27	4	19	11	25	6
	2%	1%	1%	3%	2%	3%	-%	2%	1%	1%	2%	2%	2%	2%	2%	1%
				f	f	f		f								
At least monthly	4	-	-	-	1	1	-	2	-	-	3	1	2	2	2	2
	*%	-%	-%	-%	1%	1%	-%	1%	-%	-%	*%	*%	*%	*%	*%	*%
Have tried it once	3	1	1	-	-	-	-	1	-	-	3	*	1	2	1	2
	*%	1%	*%	-%	-%	-%	-%	1%	-%	-%	*%	*%	*%	*%	*%	*%
Never	692	39	124	53	49	68	124	65	16	43	593	99	409	279	475	189
	38%	19%	46%	31%	39%	45%	69%	42%	23%	22%	38%	40%	38%	38%	41%	32%
			achi	ai	ahi	achi	abcdeghi	achi							o	
Do not have access to device	998	153	120	104	66	73	50	80	51	144	864	134	581	415	600	379
	55%	74%	45%	61%	53%	49%	28%	51%	74%	74%	56%	53%	55%	57%	52%	63%
		bcdefg	f	befg	f	f		f	bcdefg	bcdefg						n

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 122

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

QP3 (QP2). Before today, had you heard of digital radios, sometimes called D-A-B radios? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE)

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3772	1804	1968	483	608	1295	1384	741	414	447	579	822	1085	765	1098	2251	500	513	508
Effective Weighted Sample	2575	1228	1347	326	400	919	965	505	261	302	430	586	730	511	764	1951	360	341	388
Total	2256	1082	1174	313	422	781	740	372	206	271	422	566	669	413	607	1886	197	111	62
Yes	1839	943	896	251	361	682	545	252	161	236	392	511	563	339	426	1557	163	81	37
	82%	87%	76%	80%	85%	87%	74%	68%	78%	87%	93%	90%	84%	82%	70%	83%	83%	73%	60%
		b		f	f	cf			g	gh	ghi	lmn	n	n		qr	qr	r	
No	371	124	247	56	56	87	172	105	37	33	27	51	93	64	163	294	26	28	22
	16%	11%	21%	18%	13%	11%	23%	28%	18%	12%	6%	9%	14%	16%	27%	16%	13%	25%	35%
			a	e			cde	hij	ij	j			k	k	klm			op	opq
Unsure	46	15	31	6	5	12	22	15	8	3	3	4	13	10	18	34	7	2	3
	2%	1%	3%	2%	1%	2%	3%	4%	4%	1%	1%	1%	2%	2%	3%	2%	4%	2%	5%
			a				e	ij	ij				k	k		o			oq

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

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

QP3 (QP2). Before today, had you heard of digital radios, sometimes called D-A-B radios? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE)

Base : All respondents

	Total					ENGLAND REGIONS					URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3772	238	249	251	264	241	252	252	252	252	2731	1041	1788	1971	2057	1207
Effective Weighted Sample	2575	227	232	239	250	229	242	239	240	241	2143	466	1240	1418	1498	949
Total	2256	286	308	194	160	199	205	189	95	251	1952	304	1262	984	1344	850
Yes	1839	250	254	162	134	167	160	150	74	207	1591	248	1107	725	1136	666
	82%	87%	82%	84%	83%	84%	78%	79%	79%	82%	82%	82%	88%	74%	85%	78%
		fgh											m		o	
No	371	30	49	28	25	28	44	37	19	33	322	49	136	233	191	158
	16%	11%	16%	15%	16%	14%	21%	20%	20%	13%	16%	16%	11%	24%	14%	19%
							aei	a	a					l		n
Unsure	46	6	5	3	1	4	1	1	2	11	39	7	20	26	16	27
	2%	2%	2%	2%	1%	2%	1%	1%	2%	4%	2%	2%	2%	3%	1%	3%
										dfg						n

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 123

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

QP4 (QP9). How many DAB sets do you have in your household? (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2963	1469	1494	330	459	1058	1114	506	319	379	520	706	866	616	773	1790	364	405	404
Effective Weighted Sample	2036	1006	1030	220	305	758	779	347	207	261	391	504	590	419	531	1559	266	269	314
Total	1800	896	904	211	327	652	609	257	163	229	388	483	538	346	431	1515	148	87	50
1	511 28%	255 28%	255 28%	47 22%	90 28%	193 30% c	180 29% c	56 22%	36 22%	59 26%	138 36% ghi	166 34% mn	163 30% n	90 26%	92 21%	448 30% qr	36 24%	18 21%	9 18%
2	127 7%	80 9% b	47 5%	15 7%	18 5%	57 9%	37 6%	7 3%	12 7% g	12 5%	51 13% ghi	55 11% mn	46 9% mn	15 4%	11 3%	116 8% pr	4 3%	6 7% pr	1 2%
3 or more	53 3%	27 3%	26 3%	5 2%	5 1%	18 3%	26 4% d	2 1%	3 2%	7 3%	17 4% g	22 5% mn	18 3% n	7 2%	5 1%	48 3%	3 2%	1 1%	1 2%
None	1071 60%	521 58%	550 61%	137 65%	207 63%	376 58%	351 58%	185 72% j	105 65% j	150 66% j	178 46%	235 49%	301 56% k	225 65% kl	309 72% klm	870 57%	103 70% o	60 69% o	38 76% o
Don't know	38 2%	13 1%	25 3% a	7 3% e	8 2%	8 1%	15 2%	6 2%	6 4% ij	1 *%	4 1%	5 1%	10 2%	9 3%	15 3% k	34 2%	2 1%	1 1%	1 2%

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

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QP4 (QP9). How many DAB sets do you have in your household? (SINGLE CODE)

Base : Those who listen to radio

						ENGLAND REGIONS					URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2963	170	217	219	199	180	222	205	185	193	2148	815	1490	1464	1712	847
Effective Weighted Sample	2036	163	202	209	189	171	213	194	177	184	1686	376	1048	1053	1265	669
Total	1800	206	267	170	123	150	181	155	70	194	1549	250	1064	729	1151	598
1	511	85	78	56	38	47	39	34	25	46	439	72	321	188	353	149
	28%	41%	29%	33%	31%	32%	21%	22%	36%	23%	28%	29%	30%	26%	31%	25%
		bdfgi		fgi	fg	fg			fgi				m		o	
2	127	15	29	8	8	7	17	19	3	10	104	23	86	40	95	31
	7%	7%	11%	5%	6%	4%	9%	12%	5%	5%	7%	9%	8%	6%	8%	5%
			cehi					cdehi					m		o	
3 or more	53	5	6	8	1	1	14	5	1	7	46	7	30	23	40	12
	3%	2%	2%	5%	1%	1%	8%	3%	1%	4%	3%	3%	3%	3%	3%	2%
				eh			abdegh									
None	1071	98	148	95	70	94	109	95	39	122	930	141	611	456	636	398
	60%	47%	55%	56%	57%	63%	60%	61%	56%	63%	60%	56%	57%	63%	55%	66%
						a	a	a		a				l		n
Don't know	38	3	7	3	5	1	2	2	1	10	31	7	16	22	28	9
	2%	1%	3%	2%	4%	*%	1%	1%	1%	5%	2%	3%	1%	3%	2%	2%
					eg					aefgh				l		

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

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QP5 (QP12). SHOWCARD How likely is it that your household will get a DAB radio in the next 12 months? (SINGLE CODE)

Base : Those who listen to radio but no DAB sets at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1855	900	955	220	301	647	686	377	216	247	253	366	512	404	572	1034	243	273	305
Effective Weighted Sample	1243	603	640	143	197	452	472	264	137	168	180	249	334	273	393	901	184	186	232
Total	1071	521	550	137	207	376	351	185	105	150	178	235	301	225	309	870	103	60	38
Certain to	19 2%	8 2%	11 2%	2 2%	5 3%	7 2%	4 1%	3 2%	2 2%	2 1%	7 4%	7 3%	4 1%	4 2%	5 2%	15 2%	2 2%	1 2%	1 2%
Very likely	50 5%	25 5%	25 5%	5 4%	15 7% f	20 5%	10 3%	5 3%	3 3%	10 7% g	8 5%	16 7% n	17 6% n	10 5%	7 2%	40 5% r	6 5% r	4 7% r	1 1%
Likely	135 13% b	79 15%	56 10%	14 11%	28 14%	56 15% f	36 10%	15 8%	13 12%	23 16% g	22 13%	38 16% ln	30 10%	35 16% ln	30 10%	113 13% r	9 9%	10 16% pr	3 7%
Unlikely	174 16%	93 18%	81 15%	25 18%	37 18%	64 17%	48 14%	16 9%	24 23% g	30 20% g	30 17% g	36 15%	55 18%	39 17%	45 15%	143 16% q	18 17%	6 10%	7 20% q
Very unlikely	203 19%	102 19%	102 19%	33 24% e	33 16%	63 17%	75 21%	42 23%	18 17%	23 15%	30 17%	46 20%	61 20%	42 18%	55 18%	158 18%	24 23%	12 21%	9 23%
Certain not to	316 29%	141 27%	175 32%	22 16%	57 28% c	109 29% c	127 36% cde	82 44% hij	36 34% ij	33 22%	41 23%	57 24%	86 29%	61 27%	111 36% klm	263 30% r	25 24%	19 32%	9 23% r
Don't know	174 16%	73 14%	101 18% a	35 25% def	31 15%	57 15%	51 15%	22 12%	10 9%	28 19% gh	40 22% gh	36 15%	49 16%	35 15%	55 18%	138 16%	20 19%	7 12%	9 24% oq

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

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QP5 (QP12). SHOWCARD How likely is it that your household will get a DAB radio in the next 12 months? (SINGLE CODE)

Base : Those who listen to radio but no DAB sets at home

					ENGLAND REGIONS						URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1855	81	119	123	114	113	133	128	104	119	1342	513	896	954	970	580
Effective Weighted Sample	1243	78	110	117	109	107	128	121	100	114	1039	221	613	670	708	457
Total	1071	98	148	95	70	94	109	95	39	122	930	141	611	456	636	398
Certain to	19 2%	** **	3 2%	1 1%	1 1%	3 3%	1 1%	1 2%	1 2%	1 1%	17 2%	3 2%	9 2%	10 2%	15 2%	4 1%
Very likely	50 5%	** **	6 4%	3 3%	2 3%	9 9% cfg	3 3%	2 2%	2 4%	4 3%	48 5% k	2 1%	33 5%	17 4%	22 3%	28 7% n
Likely	135 13%	** **	16 11%	9 10%	6 9%	23 24% bcdfghi	9 8%	8 9%	3 7%	16 13%	119 13%	16 11%	92 15% m	42 9%	76 12%	57 14%
Unlikely	174 16%	** **	31 21% f	11 12%	19 26% cefhi	14 15%	12 11%	18 19%	5 12%	19 15%	152 16%	21 15%	111 18% m	63 14%	109 17%	57 14%
Very unlikely	203 19%	** **	22 15%	39 41% bdefghi	15 22% ef	10 11%	12 11%	18 19%	10 25% ef	20 16%	169 18%	35 25% j	105 17%	96 21%	130 20%	65 16%
Certain not to	316 29%	** **	50 34% e	27 29%	16 23%	18 19%	48 45% cdehi	36 38% deh	9 22%	36 30%	268 29%	48 34%	156 25%	158 35% l	200 31%	107 27%
Don't know	174 16%	** **	19 13% c	5 5%	11 15% c	18 19% c	23 21% cg	11 11%	11 28% bcdg	26 22% cg	157 17%	17 12%	105 17%	69 15%	85 13%	80 20% n

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

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QP17 (QJ14B). Why are you unlikely to get digital radio in the next 12 months? (MULTICODE) UNPROMPTED

Base : Those unlikely to get DAB radio in the next 12 months

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1220	601	619	125	191	415	489	287	160	148	157	219	347	265	389	684	158	168	210
Effective Weighted Sample	823	401	422	84	127	287	334	199	101	100	111	149	226	180	272	599	118	115	164
Total	693	335	357	81	127	236	250	140	78	86	101	139	201	142	211	563	67	38	25
No need	406	193	213	42	74	137	152	83	46	47	55	87	116	82	121	337	33	20	16
	59%	58%	59%	53%	58%	58%	61%	59%	58%	54%	55%	63%	57%	58%	57%	60%	50%	53%	62%
																p			p
Happy to use existing service	212	105	107	18	27	71	96	43	26	22	36	44	59	46	63	169	18	18	8
	31%	31%	30%	23%	21%	30%	38%	31%	34%	25%	35%	32%	29%	33%	30%	30%	27%	48%	30%
							cde											opr	
Can receive through digital TV service	43	21	22	6	15	14	9	12	4	10	5	4	12	8	19	22	13	7	1
	6%	6%	6%	7%	12%	6%	3%	8%	5%	12%	5%	3%	6%	5%	9%	4%	20%	17%	5%
					ef										k		or	or	
Would never listen	40	24	16	8	10	14	9	6	6	6	7	6	14	13	8	30	6	2	2
	6%	7%	5%	10%	8%	6%	4%	5%	7%	7%	7%	4%	7%	9%	4%	5%	10%	5%	6%
				f										n					
Happy to use analogue radio service	29	9	20	3	4	9	12	9	3	6	5	4	7	4	13	24	1	3	1
	4%	3%	6%	4%	4%	4%	5%	6%	4%	7%	5%	3%	4%	3%	6%	4%	1%	9%	3%
			a															opr	
Poor reception in our area	27	13	14	*	1	16	10	*	*	5	8	11	9	5	3	25	1	1	1
	4%	4%	4%	*%	1%	7%	4%	*%	*%	5%	8%	8%	4%	4%	1%	4%	1%	3%	3%
						cd				gh	gh	n	n						
Too expensive generally	22	13	10	2	7	9	5	7	3	5	3	5	5	2	11	17	2	1	2
	3%	4%	3%	3%	5%	4%	2%	5%	3%	5%	3%	3%	3%	1%	5%	3%	3%	4%	8%
					f										m				o
Can't afford it	17	8	9	5	3	6	3	6	3	2	-	2	2	6	8	12	2	1	1
	2%	2%	2%	6%	2%	2%	1%	4%	4%	2%	-%	1%	1%	4%	4%	2%	3%	4%	5%
				f				j	j					l	l				

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 125

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

QP17 (QJ14B). Why are you unlikely to get digital radio in the next 12 months? (MULTICODE) UNPROMPTED

Base : Those unlikely to get DAB radio in the next 12 months

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1220	601	619	125	191	415	489	287	160	148	157	219	347	265	389	684	158	168	210
Effective Weighted Sample	823	401	422	84	127	287	334	199	101	100	111	149	226	180	272	599	118	115	164
Total	693	335	357	81	127	236	250	140	78	86	101	139	201	142	211	563	67	38	25
Don't know why I should	17	8	8	2	3	8	4	3	2	2	3	2	3	4	8	12	2	2	*
	2%	2%	2%	2%	2%	3%	2%	2%	2%	2%	3%	1%	2%	3%	4%	2%	3%	5%	2%
Will get it when I have to/ when switchover	5	4	1	-	1	1	2	2	*	-	-	1	2	*	2	3	1	-	*
	1%	1%	*%	-%	1%	*%	1%	1%	*%	-%	-%	1%	1%	*%	1%	1%	2%	-%	2%
Haven't heard of it/ don't understand it	4	1	4	1	2	2	-	1	2	-	-	2	*	-	3	4	-	-	*
	1%	*%	1%	1%	2% f	1%	-%	1%	3%	-%	-%	1%	*%	-%	1%	1%	-%	-%	*%
Other	9	3	6	1	2	4	3	2	*	2	*	3	1	1	3	5	1	2	*
	1%	1%	2%	1%	1%	2%	1%	2%	*%	2%	*%	2%	1%	1%	2%	1%	2%	4% o	2%
Don't know	16	8	8	4	4	2	7	4	3	3	1	*	7	2	6	14	1	1	*
	2%	2%	2%	4% e	3%	1%	3%	3%	4%	4%	1%	*%	4% k	1%	3% k	2%	2%	1%	2%

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

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QP17 (QJ14B). Why are you unlikely to get digital radio in the next 12 months? (MULTICODE) UNPROMPTED

Base : Those unlikely to get DAB radio in the next 12 months

				ENGLAND REGIONS								URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	1220	39	85	102	83	51	91	97	61	75	861	359	554	662	653	357
Effective Weighted Sample	823	37	78	97	80	49	87	91	59	72	672	160	379	469	485	288
Total	693	47	103	78	50	42	73	73	23	75	589	104	372	317	439	229
No need	406	**	**	45	**	**	**	**	**	**	342	63	220	183	265	125
	59%	**	**	58%	**	**	**	**	**	**	58%	61%	59%	58%	60%	54%
Happy to use existing service	212	**	**	21	**	**	**	**	**	**	176	36	111	101	133	71
	31%	**	**	27%	**	**	**	**	**	**	30%	35%	30%	32%	30%	31%
Can receive through digital TV service	43	**	**	5	**	**	**	**	**	**	37	7	21	21	15	27
	6%	**	**	6%	**	**	**	**	**	**	6%	6%	6%	7%	3%	12%
																n
Would never listen	40	**	**	4	**	**	**	**	**	**	34	6	23	17	28	10
	6%	**	**	6%	**	**	**	**	**	**	6%	6%	6%	5%	6%	4%
Happy to use analogue radio service	29	**	**	1	**	**	**	**	**	**	27	2	15	13	14	14
	4%	**	**	2%	**	**	**	**	**	**	5%	2%	4%	4%	3%	6%
Poor reception in our area	27	**	**	5	**	**	**	**	**	**	17	10	18	9	23	3
	4%	**	**	6%	**	**	**	**	**	**	3%	10%	5%	3%	5%	1%
												j				o
Too expensive generally	22	**	**	1	**	**	**	**	**	**	19	3	13	10	14	7
	3%	**	**	1%	**	**	**	**	**	**	3%	3%	3%	3%	3%	3%
Can't afford it	17	**	**	1	**	**	**	**	**	**	16	*	8	9	9	7
	2%	**	**	1%	**	**	**	**	**	**	3%	*%	2%	3%	2%	3%
Don't know why I should	17	**	**	3	**	**	**	**	**	**	15	1	10	7	8	8
	2%	**	**	4%	**	**	**	**	**	**	3%	1%	3%	2%	2%	4%
Will get it when I have to/ when switchover	5	**	**	-	**	**	**	**	**	**	4	*	1	3	3	2
	1%	**	**	-%	**	**	**	**	**	**	1%	*%	*%	1%	1%	1%

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

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QP17 (QJ14B). Why are you unlikely to get digital radio in the next 12 months? (MULTICODE) UNPROMPTED

Base : Those unlikely to get DAB radio in the next 12 months

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
						ENGLAND REGIONS					URBANITY		WORKING		DEPRIVATION LEVEL	
Significance Level: 95%		~a	~b	c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	1220	39	85	102	83	51	91	97	61	75	861	359	554	662	653	357
Effective Weighted Sample	823	37	78	97	80	49	87	91	59	72	672	160	379	469	485	288
Total	693	47	103	78	50	42	73	73	23	75	589	104	372	317	439	229
Haven't heard of it/ don't understand it	4	**	**	1	**	**	**	**	**	**	4	1	2	3	1	4
	1%	**	**	1%	**	**	**	**	**	**	1%	1%	*%	1%	*%	2%
																n
Other	9	**	**	-	**	**	**	**	**	**	7	2	6	2	6	2
	1%	**	**	-%	**	**	**	**	**	**	1%	2%	2%	1%	1%	1%
Don't know	16	**	**	1	**	**	**	**	**	**	15	1	7	9	10	6
	2%	**	**	2%	**	**	**	**	**	**	3%	1%	2%	3%	2%	3%

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 126

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3772	1804	1968	483	608	1295	1384	741	414	447	579	822	1085	765	1098	2251	500	513	508
Effective Weighted Sample	2575	1228	1347	326	400	919	965	505	261	302	430	586	730	511	764	1951	360	341	388
Total	2256	1082	1174	313	422	781	740	372	206	271	422	566	669	413	607	1886	197	111	62
Married/ civil partnership	1139	584	555	21	197	490	431	91	92	169	297	354	345	227	212	967	92	51	28
	50%	54%	47%	7%	47%	63%	58%	25%	44%	62%	71%	63%	52%	55%	35%	51%	47%	46%	45%
		b			c	cdf	cd		g	gh	ghi	lmn	n	n		r			
Co-habiting	201	100	101	38	75	68	19	19	28	31	47	42	48	61	49	169	15	12	4
	9%	9%	9%	12%	18%	9%	3%	5%	13%	12%	11%	7%	7%	15%	8%	9%	8%	11%	7%
				f	cef	f			g	g	g			kln					
Single	544	280	264	254	139	109	42	132	43	44	53	105	179	70	191	448	56	24	18
	24%	26%	22%	81%	33%	14%	6%	35%	21%	16%	12%	19%	27%	17%	31%	24%	28%	21%	28%
		b		def	ef	f		hij	j				km		klm		q		q
Widowed, divorced or separated	362	113	249	-	11	107	244	129	43	26	21	61	95	53	153	292	33	24	12
	16%	10%	21%	-%	3%	14%	33%	35%	21%	10%	5%	11%	14%	13%	25%	15%	17%	22%	19%
			a		c	cd	cde	hij	ij	j					klm			o	
Refused	10	5	5	-	1	6	3	1	1	-	4	4	2	2	2	10	*	-	*
	*%	*%	*%	-%	*%	1%	*%	*%	*%	-%	1%	1%	*%	1%	*%	1%	*%	-%	1%

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 126

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

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3772	238	249	251	264	241	252	252	252	252	2731	1041	1788	1971	2057	1207
Effective Weighted Sample	2575	227	232	239	250	229	242	239	240	241	2143	466	1240	1418	1498	949
Total	2256	286	308	194	160	199	205	189	95	251	1952	304	1262	984	1344	850
Married/ civil partnership	1139	124	179	103	87	103	122	96	42	112	966	172	733	404	742	369
	50%	43%	58%	53%	54%	52%	59%	50%	45%	45%	50%	57%	58%	41%	55%	43%
			ahi	a	ahi		aghi					j	m		o	
Co-habiting	201	27	30	20	21	16	11	17	8	19	175	25	153	46	113	84
	9%	9%	10%	10%	13%	8%	5%	9%	8%	8%	9%	8%	12%	5%	8%	10%
				f	f								m			
Single	544	92	55	47	36	45	41	41	23	69	487	57	253	289	278	249
	24%	32%	18%	24%	23%	23%	20%	21%	24%	27%	25%	19%	20%	29%	21%	29%
		bdefg								b	k			l		n
Widowed, divorced or separated	362	41	42	24	16	34	29	35	21	49	315	47	116	241	205	144
	16%	14%	14%	13%	10%	17%	14%	19%	23%	20%	16%	15%	9%	25%	15%	17%
						d		d	abcdf	cd				l		
Refused	10	2	1	-	*	1	2	1	-	2	8	2	7	3	5	4
	*%	1%	*%	-%	*%	1%	1%	*%	-%	1%	*%	1%	1%	*%	*%	1%

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 127

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3772	1804	1968	483	608	1295	1384	741	414	447	579	822	1085	765	1098	2251	500	513	508
Effective Weighted Sample	2575	1228	1347	326	400	919	965	505	261	302	430	586	730	511	764	1951	360	341	388
Total	2256	1082	1174	313	422	781	740	372	206	271	422	566	669	413	607	1886	197	111	62
WHITE																			
British	1444 64%	683 63%	761 65%	204 65%	255 60%	504 65%	481 65%	230 62%	131 64%	165 61%	292 69% gi	354 63%	442 66%	260 63%	387 64%	1311 69% pq	50 26%	41 37% p	42 68% pq
English	295 13%	155 14%	140 12%	33 11%	40 9%	93 12%	129 17% cde	49 13%	30 14%	38 14%	69 16%	81 14%	74 11%	66 16% l	74 12%	283 15% pqr	5 3% r	7 6% pr	- -%
Scottish	154 7%	75 7%	79 7%	24 8%	22 5%	47 6%	61 8% d	34 9% j	18 9% j	15 5%	12 3%	30 5%	44 7%	31 7%	49 8%	18 1% oqr	135 69%	* *%	* *%
Welsh	66 3%	31 3%	35 3%	7 2%	17 4%	20 3%	23 3%	17 5% j	8 4% j	6 2%	4 1%	12 2%	15 2%	12 3%	26 4% kl	8 *%	1 *%	57 51% opr	- -%
Irish	32 1%	17 2%	15 1%	4 1%	5 1%	14 2%	9 1%	7 2%	3 1%	3 1%	8 2%	8 1%	10 1%	5 1%	8 1%	13 1%	* *%	2 2% p	16 26% opq
Any other white background	65 3%	30 3%	35 3%	9 3%	21 5% f	22 3%	14 2%	9 2%	9 5%	10 4%	13 3%	18 3%	21 3%	13 3%	13 2%	59 3% p	2 1%	2 2%	2 4% p
MIXED																			
White and Black Caribbean	11 *%	4 *%	7 1%	1 *%	6 2% ef	3 *%	- -%	2 1%	- -%	2 1%	1 *%	2 *%	3 *%	1 *%	5 1%	11 1%	- -%	- -%	- -%
White and Black African	7 *%	3 *%	4 *%	3 1% f	2 1%	2 *%	* *%	1 *%	2 1%	2 1%	- -%	* *%	6 1% kmn	- -%	1 *%	7 *%	- -%	- -%	- -%

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 127

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3772	1804	1968	483	608	1295	1384	741	414	447	579	822	1085	765	1098	2251	500	513	508
Effective Weighted Sample	2575	1228	1347	326	400	919	965	505	261	302	430	586	730	511	764	1951	360	341	388
Total	2256	1082	1174	313	422	781	740	372	206	271	422	566	669	413	607	1886	197	111	62
White and Asian	2 *%	- -%	2 *%	- -%	2 *% f	- -%	- -%	1 *%	- -%	- -%	- -%	1 *%	1 *%	- -%	- -%	2 *%	- -%	- -%	- -%
Any other mixed background	2 *%	1 *%	1 *%	1 *%	* *%	- -%	1 *%	- -%	1 *%	- -%	* *%	* *%	1 *%	1 *%	- -%	2 *%	- -%	- -%	- -%
ASIAN AND BRITISH ASIAN																			
Indian	49 2%	27 3%	22 2%	5 2%	12 3%	20 3%	13 2%	7 2%	1 *%	3 1%	8 2%	18 3% n	12 2%	11 3%	9 1%	46 2% pr	1 1%	2 1%	* *%
Pakistani	23 1%	10 1%	12 1%	5 2% f	6 1% f	11 1% f	1 *%	1 *%	2 1%	5 2% g	6 1% g	4 1%	8 1%	1 *%	9 2% m	22 1% p	- -%	1 1%	* *%
Bangladeshi	11 *%	6 1%	5 *%	2 1% f	5 1% f	4 1% f	- -%	- -%	* *%	3 1% gj	- -%	1 *%	3 *%	2 *%	6 1%	11 1%	- -%	- -%	- -%
Any other Asian background	9 *%	4 *%	5 *%	2 1% f	4 1% f	3 *%	- -%	3 1%	- -%	2 1%	- -%	3 *%	2 *%	1 *%	3 1%	8 *%	- -%	* *%	* *%
BLACK AND BLACK BRITISH																			
Caribbean	32 1%	9 1%	22 2% a	8 3% ef	10 2% f	8 1%	6 1%	6 2% j	1 *%	7 3% hj	- -%	10 2% m	10 2%	2 1%	9 2%	31 2% pr	- -%	* *%	* *%
African	30 1%	13 1%	17 1%	2 1%	9 2% f	18 2% cf	1 *%	3 1%	- -%	7 3% gh	5 1%	12 2% n	8 1%	5 1%	5 1%	30 2% pqr	- -%	- -%	- -%

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

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3772	1804	1968	483	608	1295	1384	741	414	447	579	822	1085	765	1098	2251	500	513	508
Effective Weighted Sample	2575	1228	1347	326	400	919	965	505	261	302	430	586	730	511	764	1951	360	341	388
Total	2256	1082	1174	313	422	781	740	372	206	271	422	566	669	413	607	1886	197	111	62
Any other black background	2 *%	1 *%	2 *%	- -%	2 *% f	1 *%	- -%	- -%	- -%	1 *%	- -%	2 *%	- -%	- -%	1 *%	2 *%	- -%	- -%	- -%
MIDDLE EAST AND ARABIC ORIGIN																			
Middle Eastern, including Arabic origin	5 *%	3 *%	2 *%	1 *%	2 1% f	2 *%	- -%	* *%	* *%	1 *%	1 *%	3 1%	2 *%	- -%	* *%	5 *%	- -%	* *%	- -%
Iranian	1 *%	1 *%	- -%	1 *%	- -%	- -%	- -%	1 *%	- -%	- -%	- -%	- -%	1 *%	- -%	- -%	1 *%	- -%	- -%	- -%
CHINESE OR OTHER ETHNIC GROUP																			
Chinese	5 *%	3 *%	2 *%	* *%	2 *% f	3 *% f	- -%	* *%	- -%	- -%	1 *%	3 1%	2 *%	- -%	* *%	5 *%	- -%	- -%	* *%
Any other background	6 *%	3 *%	3 *%	1 *%	1 *%	3 *%	1 *%	2 *%	* *%	1 *%	1 *%	* *%	4 1%	* *%	1 *%	4 *%	1 1%	- -%	* *%
Refused	5 *%	3 *%	2 *%	- -%	- -%	4 1%	1 *%	- -%	- -%	1 *%	1 *%	2 *%	1 *%	1 *%	1 *%	5 *%	- -%	- -%	- -%

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

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

Base : All respondents

					ENGLAND REGIONS						URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3772	238	249	251	264	241	252	252	252	252	2731	1041	1788	1971	2057	1207
Effective Weighted Sample	2575	227	232	239	250	229	242	239	240	241	2143	466	1240	1418	1498	949
Total	2256	286	308	194	160	199	205	189	95	251	1952	304	1262	984	1344	850
WHITE																
British	1444	152	223	126	107	161	136	143	81	180	1230	214	805	631	918	484
	64%	53%	73% a	65% a	67% a	81% abcdfi	66% a	76% acdf	86% abcdfgi	72% a	63%	70% j	64%	64%	68% o	57%
English	295	15	51	43	36	9	52	31	6	40	259	37	156	138	223	72
	13%	5%	16% aeh	22% aeh	23% aeh	5%	26% abeghi	17% aeh	6%	16% aeh	13%	12%	12%	14%	17% o	9%
Scottish	154	1	-	2	3	1	4	-	4	4	130	24	73	79	71	82
	7%	*%	-%	1%	2% g	1%	2% bg	-%	4% abceg	1%	7%	8%	6%	8% l	5%	10% n
Welsh	66	3	-	3	1	-	-	-	-	2	52	14	34	32	35	31
	3%	1%	-%	1%	1%	-%	-%	-%	-%	1%	3%	5% j	3%	3%	3%	4%
Irish	32	5	4	1	1	2	-	-	-	1	25	7	19	13	6	9
	1%	2% fgh	1%	*%	*%	1%	-%	-%	-%	*%	1%	2%	1%	1%	*%	1%
Any other white background	65	14	12	11	8	3	4	2	-	5	60	5	39	26	35	28
	3%	5% gh	4% gh	6% efghi	5% gh	2% h	2% h	1%	-%	2% h	3%	2%	3%	3%	3%	3%
MIXED																
White and Black Caribbean	11	4	-	-	1	1	2	2	1	1	11	-	8	3	3	8
	*%	1%	-%	-%	*%	*%	1%	1%	1%	*%	1%	-%	1%	*%	*%	1% n
White and Black African	7	4	-	-	1	1	-	-	-	1	7	-	5	2	2	5
	*%	2%	-%	-%	1%	*%	-%	-%	-%	*%	*%	-%	*%	*%	*%	1%

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

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

Base : All respondents

	Total				ENGLAND REGIONS						URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3772	238	249	251	264	241	252	252	252	252	2731	1041	1788	1971	2057	1207
Effective Weighted Sample	2575	227	232	239	250	229	242	239	240	241	2143	466	1240	1418	1498	949
Total	2256	286	308	194	160	199	205	189	95	251	1952	304	1262	984	1344	850
White and Asian	2 *%	- -%	- -%	- -%	- -%	1 *%	- -%	1 1%	- -%	- -%	2 *%	- -%	1 *%	1 *%	1 *%	1 *%
Any other mixed background	2 *%	1 *%	1 *%	- -%	- -%	- -%	- -%	- -%	* *%	- -%	2 *%	- -%	- -%	2 *%	1 *%	1 *%
ASIAN AND BRITISH ASIAN																
Indian	49 2%	21 7% bcdefghi	5 2%	4 2% h	2 1%	3 2% h	3 1%	4 2% h	- -%	4 2% h	48 2% k	1 *%	28 2%	21 2%	16 1%	33 4% n
Pakistani	23 1%	3 1%	1 *%	- -%	- -%	6 3% bcdfh	- -%	5 3% bcdfh	- -%	7 3% bcdfh	23 1% k	* *%	14 1%	9 1%	8 1%	14 2% n
Bangladeshi	11 *%	2 1%	1 *%	- -%	- -%	6 3% bcdgi	1 1%	- -%	1 1%	- -%	11 1%	- -%	8 1%	3 *%	1 *%	10 1% n
Any other Asian background	9 *%	4 1%	1 *%	1 *%	- -%	1 1%	- -%	- -%	- -%	1 1%	9 *%	- -%	5 *%	3 *%	4 *%	5 1%
BLACK AND BLACK BRITISH																
Caribbean	32 1%	26 9% bcdefghi	4 1%	1 *%	- -%	- -%	- -%	1 *%	- -%	- -%	31 2% k	1 *%	24 2% m	8 1%	5 *%	26 3% n
African	30 1%	25 9% bcdefghi	1 *%	- -%	1 *%	1 *%	1 1%	- -%	- -%	1 *%	30 2% k	- -%	27 2% m	3 *%	4 *%	26 3% n

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

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

Base : All respondents

					ENGLAND REGIONS						URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3772	238	249	251	264	241	252	252	252	252	2731	1041	1788	1971	2057	1207
Effective Weighted Sample	2575	227	232	239	250	229	242	239	240	241	2143	466	1240	1418	1498	949
Total	2256	286	308	194	160	199	205	189	95	251	1952	304	1262	984	1344	850
Any other black background	2 *%	- -%	2 1%	1 *%	- -%	- -%	- -%	- -%	- -%	- -%	2 *%	- -%	2 *%	1 *%	2 *%	1 *%
MIDDLE EAST AND ARABIC ORIGIN																
Middle Eastern, including Arabic origin	5 *%	- -%	- -%	- -%	- -%	- -%	1 *%	1 *%	- -%	3 1%	5 *%	- -%	2 *%	3 *%	2 *%	3 *%
Iranian	1 *%	- -%	- -%	- -%	1 *%	- -%	- -%	- -%	- -%	- -%	1 *%	- -%	- -%	1 *%	- -%	1 *%
CHINESE OR OTHER ETHNIC GROUP																
Chinese	5 *%	2 1%	- -%	1 1%	- -%	1 *%	- -%	- -%	1 1%	- -%	5 *%	* *%	4 *%	1 *%	3 *%	2 *%
Any other background	6 *%	2 1%	- -%	1 *%	1 *%	1 *%	- -%	- -%	* 1%	- -%	6 *%	* *%	3 *%	3 *%	1 *%	4 1% n
Refused	5 *%	2 1%	- -%	1 *%	- -%	1 1%	1 *%	- -%	* *%	- -%	4 *%	2 1%	4 *%	1 *%	3 *%	3 *%

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 128

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3772	1804	1968	483	608	1295	1384	741	414	447	579	822	1085	765	1098	2251	500	513	508
Effective Weighted Sample	2575	1228	1347	326	400	919	965	505	261	302	430	586	730	511	764	1951	360	341	388
Total	2256	1082	1174	313	422	781	740	372	206	271	422	566	669	413	607	1886	197	111	62
Cannot walk far or manage stairs or can only do so with difficulty	108	59	48	-	1	14	93	49	17	6	4	13	18	21	56	85	9	11	3
	5%	5%	4%	-%	*%	2%	13%	13%	8%	2%	1%	2%	3%	5%	9%	5%	5%	9%	5%
						cd	cde	hij	ij					kl	klm			opr	
Breathlessness or chest pains	83	44	39	2	7	12	61	29	9	4	5	15	15	16	36	65	5	9	3
	4%	4%	3%	1%	2%	2%	8%	8%	5%	1%	1%	3%	2%	4%	6%	3%	2%	8%	5%
							cde	ij	ij						kl			op	
Poor hearing, partial hearing or deafness	53	33	20	-	*	9	43	17	9	4	7	12	13	6	22	39	7	5	2
	2%	3%	2%	-%	*%	1%	6%	5%	4%	2%	2%	2%	2%	2%	4%	2%	3%	5%	3%
		b				cd	cde	ij	ij						lm			o	
Poor vision, partial sight or blindness	43	24	19	1	2	9	32	14	5	5	4	8	9	9	18	32	5	4	3
	2%	2%	2%	*%	*%	1%	4%	4%	2%	2%	1%	1%	1%	2%	3%	2%	2%	3%	4%
							cde	j							kl			o	o
Mental health problems or difficulties	30	16	14	1	8	15	6	15	2	5	1	3	5	2	20	22	5	1	1
	1%	1%	1%	*%	2%	2%	1%	4%	1%	2%	*%	*%	1%	*%	3%	1%	3%	1%	2%
						cf		hj							klm		oq		
Limited ability to reach	21	9	12	-	-	3	18	4	3	2	1	2	5	4	9	17	2	1	*
	1%	1%	1%	-%	-%	*%	2%	1%	2%	1%	*%	*%	1%	1%	1%	1%	1%	1%	*%
							cde		j										
Dyslexia	15	6	9	7	4	2	2	3	4	-	3	4	3	3	4	13	1	*	*
	1%	1%	1%	2%	1%	*%	*%	1%	2%	-%	1%	1%	*%	1%	1%	1%	1%	*%	1%
				ef					i										

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

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3772	1804	1968	483	608	1295	1384	741	414	447	579	822	1085	765	1098	2251	500	513	508
Effective Weighted Sample	2575	1228	1347	326	400	919	965	505	261	302	430	586	730	511	764	1951	360	341	388
Total	2256	1082	1174	313	422	781	740	372	206	271	422	566	669	413	607	1886	197	111	62
Other illnesses or health problems which limit your daily activities or the work that you can do	115 5%	49 5%	66 6%	7 2%	9 2%	37 5% cd	62 8% cde	41 11% hij	12 6%	11 4%	12 3%	19 3%	29 4%	14 3%	53 9% klm	93 5%	11 5%	8 7%	3 5%
None	1922 85%	914 84%	1008 86%	296 95% ef	395 94% ef	700 90% f	530 72%	256 69%	164 80% g	244 90% gh	390 92% gh	504 89% n	598 89% n	364 88% n	456 75%	1624 86% q	162 83% q	85 76%	51 82% q

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

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

Base : All respondents

						ENGLAND REGIONS					URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3772	238	249	251	264	241	252	252	252	252	2731	1041	1788	1971	2057	1207
Effective Weighted Sample	2575	227	232	239	250	229	242	239	240	241	2143	466	1240	1418	1498	949
Total	2256	286	308	194	160	199	205	189	95	251	1952	304	1262	984	1344	850
Cannot walk far or manage stairs or can only do so with difficulty	108	10	14	9	6	8	5	8	6	18	93	14	4	103	58	47
	5%	3%	5%	5%	4%	4%	3%	4%	6%	7% f	5%	5%	*%	10% l	4%	6%
Breathlessness or chest pains	83	8	13	7	4	5	5	4	6	12	75	8	20	63	40	39
	4%	3%	4%	4%	3%	3%	2%	2%	7% defg	5%	4%	3%	2%	6% l	3%	5% n
Poor hearing, partial hearing or deafness	53	1	7	5	3	3	2	3	3	10	42	11	12	39	34	17
	2%	*%	2%	3%	2%	2%	1%	2%	3% a	4% af	2%	3%	1%	4% l	3%	2%
Poor vision, partial sight or blindness	43	2	3	5	6	3	5	-	2	6	34	9	9	35	30	11
	2%	1%	1%	3% g	4% abg	2%	3% g	-%	2% g	3% g	2%	3%	1%	4% l	2%	1%
Mental health problems or difficulties	30	3	1	3	2	3	1	1	1	7	25	5	4	26	12	17
	1%	1%	*%	1%	2%	2%	1%	*%	1%	3% bg	1%	1%	*%	3% l	1%	2% n
Limited ability to reach	21	3	4	1	1	2	1	-	1	3	17	3	1	19	13	7
	1%	1%	1%	1%	1%	1%	1%	-%	2%	1%	1%	1%	*%	2% l	1%	1%
Dyslexia	15	1	6	2	-	-	1	-	-	2	12	3	8	7	13	1
	1%	*%	2% degh	1%	-%	-%	1%	-%	-%	1%	1%	1%	1%	1%	1% o	*%

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

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

Base : All respondents

	Total		ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i		j	k	l	m	n	o
Unweighted total	3772	238	249	251	264	241	252	252	252	252		2731	1041	1788	1971	2057	1207
Effective Weighted Sample	2575	227	232	239	250	229	242	239	240	241		2143	466	1240	1418	1498	949
Total	2256	286	308	194	160	199	205	189	95	251		1952	304	1262	984	1344	850
Other illnesses or health problems which limit your daily activities or the work that you can do	115 5%	9 3%	18 6% f	11 6% f	8 5%	11 5%	4 2%	9 5%	5 6%	18 7% f		98 5%	17 6%	26 2%	88 9% l	68 5%	44 5%
None	1922 85% hi	258 90% hi	265 86%	163 84%	139 87% i	169 85%	184 90% hi	168 89% hi	77 82%	200 80%		1666 85%	256 84%	1190 94% m	724 74%	1150 86%	720 85%

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

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QZ4 (C10). SHOWCARD Which of these best describes your sight? (SINGLE CODE)

Base : Those with poor vision, partial sight or blindness

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	103	53	50	2	4	20	77	38	15	7	4	16	18	21	48	48	12	17	26
Effective Weighted Sample	67	34	34	1	2	12	53	24	10	6	4	11	13	14	29	43	9	12	22
Total	43	24	19	1	2	9	32	14	5	5	4	8	9	9	18	32	5	4	3
Have difficulty seeing ordinary newspaper print	10	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to read a newspaper headline	5	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to recognise a friend if close to his or her face	4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to read a large print book	3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to recognise a friend across a road	2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot tell by the light where the windows are	1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to recognise a friend across a room	1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see the shapes of furniture in the room	1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other	11	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	26%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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QZ4 (C10). SHOWCARD Which of these best describes your sight? (SINGLE CODE)

Base : Those with poor vision, partial sight or blindness

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
					ENGLAND REGIONS						URBANITY		WORKING		DEPRIVATION LEVEL	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o
Unweighted total	103	2	3	8	12	4	7	-	5	7	67	36	12	91	56	21
Effective Weighted Sample	67	2	3	8	12	4	7	-	5	7	51	17	10	59	44	16
Total	43	2	3	5	6	3	5	-	2	6	34	9	9	35	30	11
Have difficulty seeing ordinary newspaper print	10	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**
Cannot see well enough to read a newspaper headline	5	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**
Cannot see well enough to recognise a friend if close to his or her face	4	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**
Cannot see well enough to read a large print book	3	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**
Cannot see well enough to recognise a friend across a road	2	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**
Cannot tell by the light where the windows are	1	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**
Cannot see well enough to recognise a friend across a room	1	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**
Cannot see the shapes of furniture in the room	1	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**

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

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QZ4 (C10). SHOWCARD Which of these best describes your sight? (SINGLE CODE)

Base : Those with poor vision, partial sight or blindness

						ENGLAND REGIONS					URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o
Unweighted total	103	2	3	8	12	4	7	-	5	7	67	36	12	91	56	21
Effective Weighted Sample	67	2	3	8	12	4	7	-	5	7	51	17	10	59	44	16
Total	43	2	3	5	6	3	5	-	2	6	34	9	9	35	30	11
Other	11	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**
	26%	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**

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

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QZ5 (C11). SHOWCARD Which of these best describes your hearing? (SINGLE CODE)

Base : Those with poor hearing, partial hearing or deafness

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	~b	~c	~d	~e	f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	121	74	47	-	1	13	107	36	21	10	10	22	28	20	51	57	17	29	18
Effective Weighted Sample	77	47	30	-	1	10	67	25	12	6	8	16	15	10	37	49	13	21	16
Total	53	33	20	-	*	9	43	17	9	4	7	12	13	6	22	39	7	5	2
Cannot hear sounds at all	1	**	**	-	**	**	*	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	-%	**	**	*%	**	**	**	**	**	**	**	**	**	**	**	**
Cannot follow a TV programme with the volume turned up	7	**	**	-	**	**	6	**	**	**	**	**	**	**	**	**	**	**	**
	13%	**	**	-%	**	**	14%	**	**	**	**	**	**	**	**	**	**	**	**
Have difficulty hearing someone talking in a loud voice in a quiet room	8	**	**	-	**	**	7	**	**	**	**	**	**	**	**	**	**	**	**
	16%	**	**	-%	**	**	16%	**	**	**	**	**	**	**	**	**	**	**	**
Cannot hear a doorbell, alarm clock or telephone bell	1	**	**	-	**	**	1	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	-%	**	**	2%	**	**	**	**	**	**	**	**	**	**	**	**
Cannot follow a TV programme at a volume others find acceptable	12	**	**	-	**	**	8	**	**	**	**	**	**	**	**	**	**	**	**
	24%	**	**	-%	**	**	19%	**	**	**	**	**	**	**	**	**	**	**	**
Difficulty hearing someone talking in a normal voice in a quiet room	5	**	**	-	**	**	5	**	**	**	**	**	**	**	**	**	**	**	**
	10%	**	**	-%	**	**	12%	**	**	**	**	**	**	**	**	**	**	**	**
Difficulty following a conversation against background noise	14	**	**	-	**	**	12	**	**	**	**	**	**	**	**	**	**	**	**
	27%	**	**	-%	**	**	29%	**	**	**	**	**	**	**	**	**	**	**	**
Other	*	**	**	-	**	**	*	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	-%	**	**	1%	**	**	**	**	**	**	**	**	**	**	**	**

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

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QZ5 (C11). SHOWCARD Which of these best describes your hearing? (SINGLE CODE)

Base : Those with poor hearing, partial hearing or deafness

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	~b	~c	~d	~e	f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	121	74	47	-	1	13	107	36	21	10	10	22	28	20	51	57	17	29	18
Effective Weighted Sample	77	47	30	-	1	10	67	25	12	6	8	16	15	10	37	49	13	21	16
Total	53	33	20	-	*	9	43	17	9	4	7	12	13	6	22	39	7	5	2
Don't know	4	**	**	-	**	**	3	**	**	**	**	**	**	**	**	**	**	**	**
	7%	**	**	-%	**	**	7%	**	**	**	**	**	**	**	**	**	**	**	**

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

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QZ5 (C11). SHOWCARD Which of these best describes your hearing? (SINGLE CODE)

Base : Those with poor hearing, partial hearing or deafness

					ENGLAND REGIONS						URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	m	~n	~o
Unweighted total	121	1	7	8	6	4	3	6	11	11	76	45	18	101	66	37
Effective Weighted Sample	77	1	7	8	6	4	3	6	11	11	59	19	13	67	45	28
Total	53	1	7	5	3	3	2	3	3	10	42	11	12	39	34	17
Cannot hear sounds at all	1	**	**	**	**	**	**	**	**	**	**	**	**	*	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**	1%	**	**
Cannot follow a TV programme with the volume turned up	7	**	**	**	**	**	**	**	**	**	**	**	**	5	**	**
	13%	**	**	**	**	**	**	**	**	**	**	**	**	13%	**	**
Have difficulty hearing someone talking in a loud voice in a quiet room	8	**	**	**	**	**	**	**	**	**	**	**	**	5	**	**
	16%	**	**	**	**	**	**	**	**	**	**	**	**	13%	**	**
Cannot hear a doorbell, alarm clock or telephone bell	1	**	**	**	**	**	**	**	**	**	**	**	**	1	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**	2%	**	**
Cannot follow a TV programme at a volume others find acceptable	12	**	**	**	**	**	**	**	**	**	**	**	**	8	**	**
	24%	**	**	**	**	**	**	**	**	**	**	**	**	21%	**	**
Difficulty hearing someone talking in a normal voice in a quiet room	5	**	**	**	**	**	**	**	**	**	**	**	**	5	**	**
	10%	**	**	**	**	**	**	**	**	**	**	**	**	12%	**	**
Difficulty following a conversation against background noise	14	**	**	**	**	**	**	**	**	**	**	**	**	13	**	**
	27%	**	**	**	**	**	**	**	**	**	**	**	**	32%	**	**
Other	*	**	**	**	**	**	**	**	**	**	**	**	**	*	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**	1%	**	**

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

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QZ5 (C11). SHOWCARD Which of these best describes your hearing? (SINGLE CODE)

Base : Those with poor hearing, partial hearing or deafness

	Total		ENGLAND REGIONS								URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	m	~n	~o
Unweighted total	121	1	7	8	6	4	3	6	11	11	76	45	18	101	66	37
Effective Weighted Sample	77	1	7	8	6	4	3	6	11	11	59	19	13	67	45	28
Total	53	1	7	5	3	3	2	3	3	10	42	11	12	39	34	17
Don't know	4	**	**	**	**	**	**	**	**	**	**	**	**	2	**	**
	7%	**	**	**	**	**	**	**	**	**	**	**	**	6%	**	**

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

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QZ7 (SGA). Do you ever work from home? (SINGLE CODE)

Base : Those working full or part time

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1788	886	902	178	381	950	279	128	180	292	471	449	616	453	270	1059	255	228	246
Effective Weighted Sample	1240	617	623	116	253	684	203	80	117	192	350	330	421	308	187	952	186	156	181
Total	1262	626	636	135	296	621	210	79	110	190	356	363	432	276	191	1069	100	61	32
Yes	342	193	149	8	67	193	73	14	18	25	149	168	113	42	19	301	20	15	6
	27%	31%	23%	6%	23%	31%	35%	18%	16%	13%	42%	46%	26%	15%	10%	28%	20%	25%	17%
		b			c	cd	cd				ghi	lmn	mn			pr			
No	920	433	487	127	228	428	136	65	92	165	207	195	318	233	173	768	80	46	26
	73%	69%	77%	94%	77%	69%	65%	82%	84%	87%	58%	54%	74%	85%	90%	72%	80%	75%	83%
			a	def	ef			j	j	j			k	kl	kl	o			o

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

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

QZ7 (SGA). Do you ever work from home? (SINGLE CODE)

Base : Those working full or part time

	Total					ENGLAND REGIONS					URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	~m	n	o
Unweighted total	1788	131	128	131	124	110	115	110	105	105	1266	522	1788	-	1034	508
Effective Weighted Sample	1240	129	123	129	121	108	113	108	103	102	1020	237	1240	-	779	405
Total	1262	183	187	119	90	110	110	101	47	122	1082	180	1262	-	803	428
Yes	342	45	74	36	26	14	37	22	13	34	288	54	342	-	252	84
	27%	25%	40%	30%	29%	13%	34%	22%	26%	28%	27%	30%	27%	-%	31%	20%
		e	aegh	e	e		e		e	e					o	
No	920	138	113	83	64	96	73	79	35	88	794	126	920	-	550	343
	73%	75%	60%	70%	71%	87%	66%	78%	74%	72%	73%	70%	73%	-%	69%	80%
		b				abcdfhi		b	b							n

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

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QZ8 (SGB). Would you say that you work from home most of the time or just occasionally? (SINGLE CODE)

Base : Those who ever work from home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	~f	~g	~h	~i	j	k	l	~m	~n	o	~p	~q	~r
Unweighted total	454	263	191	11	83	270	90	21	25	44	182	204	155	71	24	298	57	60	39
Effective Weighted Sample	330	188	142	8	56	202	67	14	17	28	142	156	110	48	17	269	38	42	25
Total	342	193	149	8	67	193	73	14	18	25	149	168	113	42	19	301	20	15	6
Most of the time	132	67	65	**	**	75	**	**	**	**	55	55	47	**	**	123	**	**	**
	39%	35%	44%	**	**	39%	**	**	**	**	37%	33%	42%	**	**	41%	**	**	**
Just occasionally	204	123	81	**	**	118	**	**	**	**	94	110	64	**	**	173	**	**	**
	60%	63%	55%	**	**	61%	**	**	**	**	63%	65%	57%	**	**	57%	**	**	**
Don't know	6	4	3	**	**	1	**	**	**	**	-	3	2	**	**	6	**	**	**
	2%	2%	2%	**	**	*%	**	**	**	**	-%	2%	1%	**	**	2%	**	**	**

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

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QZ8 (SGB). Would you say that you work from home most of the time or just occasionally? (SINGLE CODE)

Base : Those who ever work from home

| | Total | | | | ENGLAND REGIONS | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	~m	n	~o
Unweighted total	454	33	54	40	36	15	39	24	28	29	320	134	454	-	317	98
Effective Weighted Sample	330	32	52	39	35	15	38	24	28	28	266	68	330	-	243	78
Total	342	45	74	36	26	14	37	22	13	34	288	54	342	-	252	84
Most of the time	132	**	**	**	**	**	**	**	**	**	116	16	132	-	104	**
	39%	**	**	**	**	**	**	**	**	**	40%	30%	39%	-%	41%	**
Just occasionally	204	**	**	**	**	**	**	**	**	**	167	37	204	-	145	**
	60%	**	**	**	**	**	**	**	**	**	58%	68%	60%	-%	58%	**
Don't know	6	**	**	**	**	**	**	**	**	**	5	1	6	-	3	**
	2%	**	**	**	**	**	**	**	**	**	2%	3%	2%	-%	1%	**

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 133

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

QZ9 (QZ9A). Could you please tell me if your total household income from all sources before tax and other deductions is above or below £11,500 per year?

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3772	1804	1968	483	608	1295	1384	741	414	447	579	822	1085	765	1098	2251	500	513	508
Effective Weighted Sample	2575	1228	1347	326	400	919	965	505	261	302	430	586	730	511	764	1951	360	341	388
Total	2256	1082	1174	313	422	781	740	372	206	271	422	566	669	413	607	1886	197	111	62
Under £11,500	372 16%	168 16%	203 17%	45 14%	66 16%	102 13%	158 21% cde	372 100% hij	- -%	- -%	- -%	12 2%	62 9% k	36 9% k	262 43% klm	281 15%	47 24% o	29 26% o	14 23% o
Above £11,500	1235 55%	607 56%	629 54%	122 39%	259 61% cf	513 66% cf	342 46% c	- -%	197 96% g	264 97% g	408 97% g	399 71% lmn	414 62% n	252 61% n	169 28%	1042 55% r	106 54%	57 51%	31 50%
Don't know	214 9%	102 9%	112 10%	105 33% def	33 8% e	32 4%	44 6%	- -%	6 3% gi	2 1%	4 1% g	34 6%	61 9% k	44 11% k	75 12% kl	183 10% p	12 6%	11 9%	9 15% opq
Refused	435 19%	205 19%	230 20%	42 13%	65 15%	133 17%	196 26% cde	- -%	3 1% g	6 2% g	10 2% g	121 21% n	132 20%	81 20%	101 17%	380 20% qr	32 16%	15 13%	8 13%

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

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QZ9 (QZ9A). Could you please tell me if your total household income from all sources before tax and other deductions is above or below £11,500 per year?

Base : All respondents

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
							ENGLAND REGIONS				URBANITY		WORKING		DEPRIVATION LEVEL	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3772	238	249	251	264	241	252	252	252	252	2731	1041	1788	1971	2057	1207
Effective Weighted Sample	2575	227	232	239	250	229	242	239	240	241	2143	466	1240	1418	1498	949
Total	2256	286	308	194	160	199	205	189	95	251	1952	304	1262	984	1344	850
Under £11,500	372 16%	33 12%	34 11%	25 13%	30 18% ab	32 16%	29 14%	28 15%	14 15%	56 22% abcfgh	335 17% k	37 12%	79 6%	290 29% l	168 13%	189 22% n
Above £11,500	1235 55%	183 64% deghi	202 66% deghi	110 57% ei	87 54% ei	83 42%	130 63% deghi	97 51% ei	47 49%	102 41%	1059 54%	176 58%	881 70% m	353 36%	781 58% o	424 50%
Don't know	214 9%	24 8%	24 8%	23 12%	20 12%	24 12%	22 11%	16 8%	9 9%	20 8%	188 10%	26 9%	83 7%	130 13% l	115 9%	89 10%
Refused	435 19%	46 16%	47 15%	35 18% f	24 15%	59 30% abcdf	23 11%	48 25% abdf	25 26% abcdf	73 29% abcdf	370 19%	65 21%	218 17%	211 21% l	279 21% o	148 17%

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

OFCOM NATIONS AND REGIONS TRACKER QUARTER 1 2012 - MAIN SET. 4th January to 27th February 2012.

Table 134

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

QZ10 (QZ9). SHOWCARD Group in which you would place your total household income from all sources, before tax and other deductions? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3772	1804	1968	483	608	1295	1384	741	414	447	579	822	1085	765	1098	2251	500	513	508
Effective Weighted Sample	2575	1228	1347	326	400	919	965	505	261	302	430	586	730	511	764	1951	360	341	388
Total	2256	1082	1174	313	422	781	740	372	206	271	422	566	669	413	607	1886	197	111	62
Up to £221/ Under £11,500	372 16%	168 16%	203 17%	45 14%	66 16%	102 13%	158 21% cde	372 100% hij	- -%	- -%	- -%	12 2%	62 9% k	36 9% k	262 43% klm	281 15%	47 24% o	29 26% o	14 23% o
£222 - £336/ £11,500 - £17,499	206 9%	95 9%	111 9%	25 8%	41 10%	61 8%	78 11% e	- -%	206 100% gij	- -%	- -%	24 4%	70 10% k	51 12% k	61 10% k	162 9%	18 9%	18 16% op	8 13% o
£337 - £576/ £17,500 - £29,999	271 12%	135 13%	136 12%	22 7%	71 17% cf	106 14% cf	73 10%	- -%	- -%	271 100% ghj	- -%	54 10%	98 15% kn	75 18% kn	45 7%	230 12%	19 10%	12 11%	10 16% opq
£578 - £961/ £30,000 - £49,999	269 12%	138 13%	131 11%	16 5%	64 15% cf	131 17% cf	59 8%	- -%	- -%	- -%	269 64% ghi	105 18% ln	89 13% n	59 14% n	16 3%	245 13% pqr	12 6%	8 7%	6 9%
£962 or over/ £50,000+	152 7%	79 7%	74 6%	8 3%	22 5%	85 11% cdf	37 5%	- -%	- -%	- -%	152 36% ghi	96 17% lmn	45 7% mn	10 2% n	2 *%	141 7% pqr	7 4%	2 1%	2 3%
DK/ Refused	985 44%	466 43%	519 44%	197 63% def	159 38%	295 38%	334 45% de	- -%	- -%	- -%	- -%	276 49% n	305 46% n	182 44% n	222 37%	827 44% r	93 47% qr	43 39%	22 36%

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

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QZ10 (QZ9). SHOWCARD Group in which you would place your total household income from all sources, before tax and other deductions? (SINGLE CODE)

Base : All respondents

					ENGLAND REGIONS						URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3772	238	249	251	264	241	252	252	252	252	2731	1041	1788	1971	2057	1207
Effective Weighted Sample	2575	227	232	239	250	229	242	239	240	241	2143	466	1240	1418	1498	949
Total	2256	286	308	194	160	199	205	189	95	251	1952	304	1262	984	1344	850
Up to £221/ Under £11,500	372 16%	33 12%	34 11%	25 13%	30 18% ab	32 16%	29 14%	28 15%	14 15%	56 22% abcfgh	335 17% k	37 12%	79 6%	290 29% l	168 13%	189 22% n
£222 - £336/ £11,500 - £17,499	206 9%	20 7%	17 6%	19 10%	17 11% b	14 7%	20 10%	21 11% b	11 12% b	23 9%	170 9%	36 12% j	110 9%	95 10%	114 8%	84 10%
£337 - £576/ £17,500 - £29,999	271 12%	32 11%	33 11%	28 14%	18 11%	28 14%	27 13%	26 14%	9 10%	29 12%	236 12%	35 11%	190 15% m	81 8%	149 11%	112 13%
£578 - £961/ £30,000 - £49,999	269 12%	24 9%	55 18% ai	24 13%	24 15% ai	23 12%	37 18% ahi	24 13%	11 12%	22 9%	232 12%	38 12%	225 18% m	45 5%	193 14% o	71 8%
£962 or over/ £50,000+	152 7%	16 6%	44 14% adefghi	21 11% aegi	14 9% egi	8 4%	17 8% gi	4 2%	7 7% g	10 4%	128 7%	24 8%	131 10% m	21 2%	128 10% o	22 3%
DK/ Refused	985 44%	160 56% bcdfghi	124 40%	77 40%	58 36%	95 48% df	74 36%	85 45%	42 44%	112 45% d	851 44%	135 44%	526 42%	453 46% l	591 44%	372 44%

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

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QZ12 (QZNI1). Do you regard yourself as belonging to any particular religion? IF YES: Which religion, religious denomination or body do you belong?

Base : All respondents in Northern Ireland

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	f	g	~h	~i	~j	~k	l	m	n	~o	~p	~q	r
Unweighted total	508	249	259	75	92	179	162	128	73	81	58	71	149	125	163	-	-	-	508
Effective Weighted Sample	388	192	197	60	74	125	133	104	56	66	46	53	119	96	127	-	-	-	388
Total	62	30	32	10	13	21	18	14	8	10	7	11	18	14	19	-	-	-	62
Roman Catholic	25	11	14	**	**	10	5	5	**	**	**	**	7	6	7	-	-	-	25
	40%	36%	43%	**	**	48% f	30%	36%	**	**	**	**	37%	42%	37%	-%	-%	-%	40%
Presbyterian Church of Ireland	13	7	6	**	**	4	5	4	**	**	**	**	4	3	4	-	-	-	13
	21%	23%	19%	**	**	17%	30% e	27%	**	**	**	**	22%	22%	19%	-%	-%	-%	21%
Church of Ireland	8	3	5	**	**	3	3	2	**	**	**	**	2	2	3	-	-	-	8
	13%	11%	14%	**	**	13%	16%	13%	**	**	**	**	12%	16%	14%	-%	-%	-%	13%
Methodist Church of Ireland	4	2	2	**	**	1	1	1	**	**	**	**	1	*	1	-	-	-	4
	6%	5%	6%	**	**	5%	6%	6%	**	**	**	**	7%	3%	6%	-%	-%	-%	6%
Other Christian (including Christian related)	2	2	1	**	**	1	1	1	**	**	**	**	1	*	1	-	-	-	2
	4%	5%	2%	**	**	3%	6%	5%	**	**	**	**	5%	3%	4%	-%	-%	-%	4%
Other religions/ philosophies	1	1	1	**	**	*	*	*	**	**	**	**	1	-	1	-	-	-	1
	2%	3%	2%	**	**	2%	*%	1%	**	**	**	**	4%	-%	3%	-%	-%	-%	2%
No religion	6	4	3	**	**	2	1	1	**	**	**	**	2	1	2	-	-	-	6
	10%	13%	8%	**	**	10%	8%	9%	**	**	**	**	10%	10%	11%	-%	-%	-%	10%
Refused	3	1	2	**	**	1	1	1	**	**	**	**	1	1	1	-	-	-	3
	5%	3%	6%	**	**	3%	4%	5%	**	**	**	**	4%	4%	6%	-%	-%	-%	5%

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

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

QZ12 (QZNI1). Do you regard yourself as belonging to any particular religion? IF YES: Which religion, religious denomination or body do you belong?

Base : All respondents in Northern Ireland

	Total	ENGLAND REGIONS LONDON ~a	SOUTH EAST ~b	SOUTH WEST ~c	EAST MIDS ~d	WEST MIDS ~e	EAST OF ENG ~f	YORKS& HUMBER ~g	NORTH EAST ~h	NORTH WEST ~i	URBANITY URBAN j	RURAL k	WORKING YES l	NO m	DEPRIVATION LEVEL LOW ~n	MEDIUM/ HIGH ~o
Significance Level: 95%																
Unweighted total	508	-	-	-	-	-	-	-	-	-	255	253	246	262	-	-
Effective Weighted Sample	388	-	-	-	-	-	-	-	-	-	208	208	181	211	-	-
Total	62	-	-	-	-	-	-	-	-	-	39	23	32	30	-	-
Roman Catholic	25 40%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	15 39%	9 41%	15 47% m	10 32%	- -%	- -%
Presbyterian Church of Ireland	13 21%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	8 20%	5 22%	5 17%	8 25% l	- -%	- -%
Church of Ireland	8 13%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	5 14%	3 11%	3 10%	5 16%	- -%	- -%
Methodist Church of Ireland	4 6%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	3 7%	1 4%	2 5%	2 6%	- -%	- -%
Other Christian (including Christian related)	2 4%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	2 4%	1 3%	1 4%	1 4%	- -%	- -%
Other religions/ philosophies	1 2%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	1 2%	1 3%	1 2%	1 3%	- -%	- -%
No religion	6 10%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	5 12%	2 7%	3 11%	3 10%	- -%	- -%
Refused	3 5%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	1 2%	2 8% j	1 4%	1 5%	- -%	- -%

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