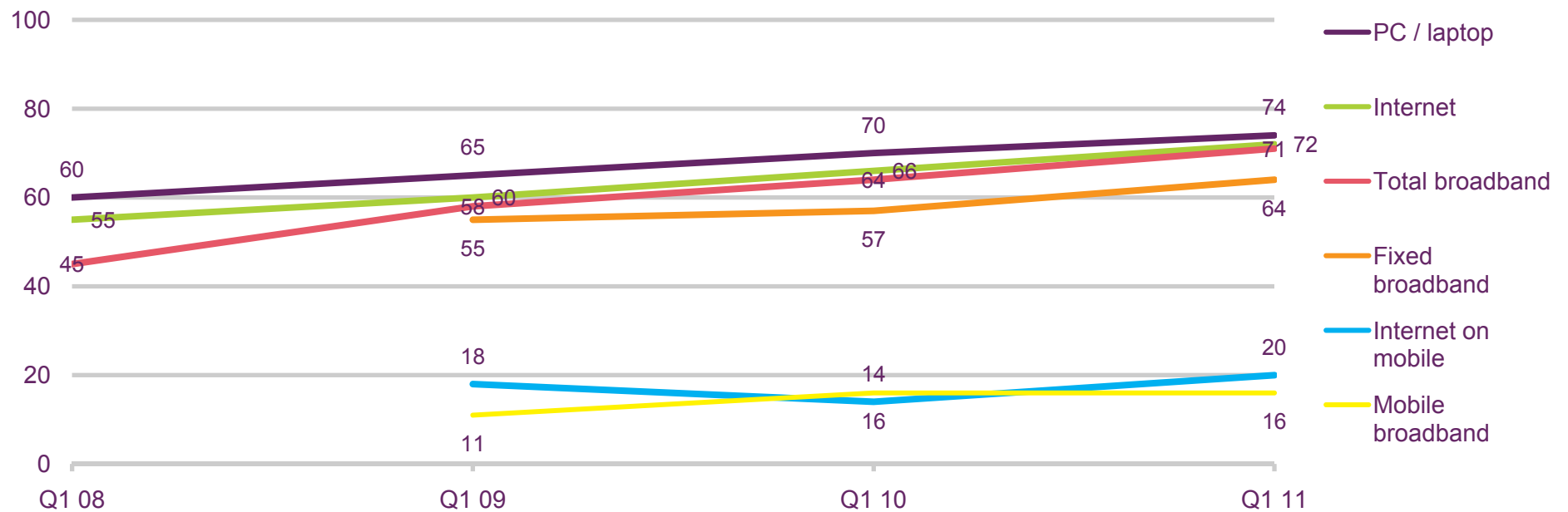


Internet and web-based content

Household PC and internet take-up, Wales 2008-2011

Proportion of households (%)



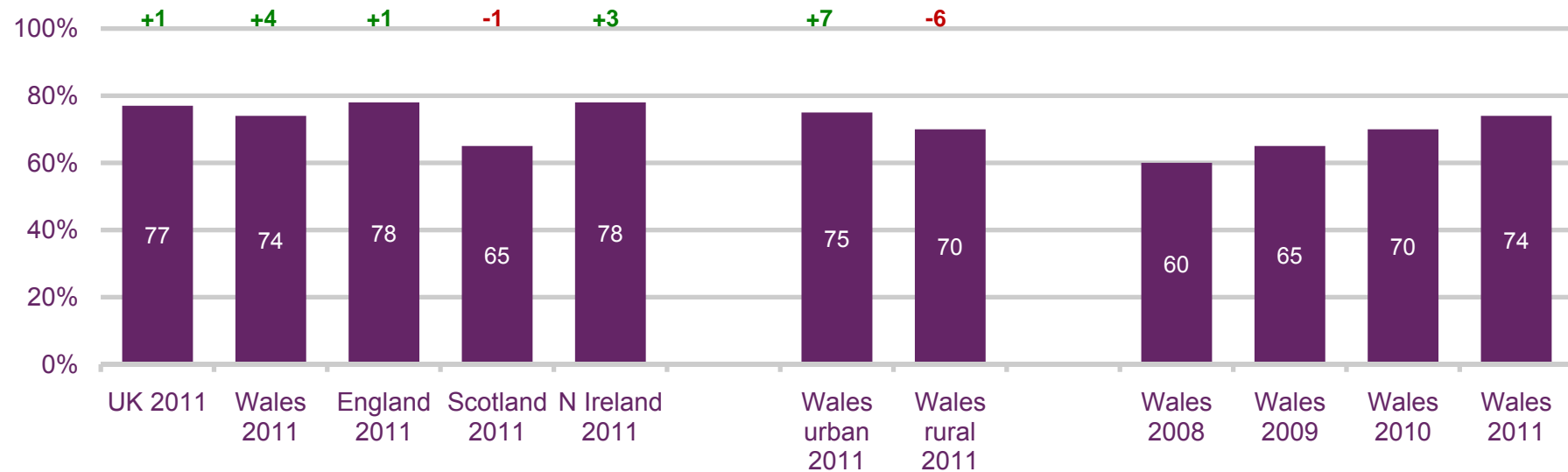
Source: Ofcom technology tracker

Base: All adults aged 16+ (811 Wales 2008, 987 Wales 2009, 1075 Wales 2010, 493 Wales 2011)

Residential PC ownership

PC ownership

Figure above bar shows % point change in PC ownership from Q1 2010



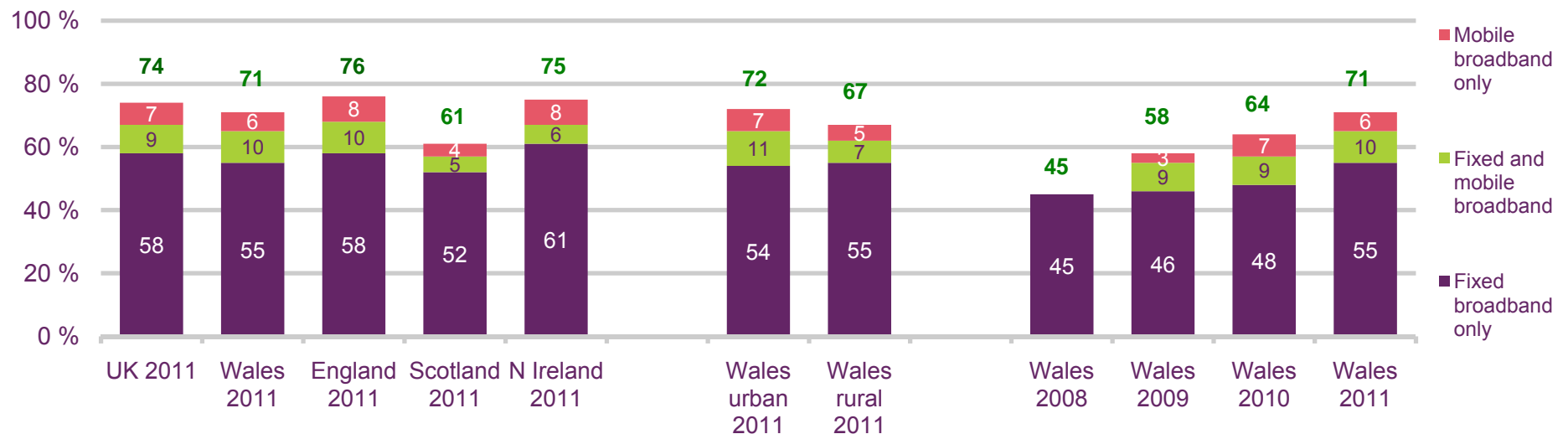
QE1. Does your household have a PC, laptop, netbook or tablet computer?

Source: Ofcom research, Quarter 1 2011

Base: All adults aged 16+ (n = 3474 UK, 493 Wales, 1983 England, 487 Scotland, 511 Northern Ireland, 241 Wales urban, 252 Wales rural, 811 Wales 2008, 987 Wales 2009, 1075 Wales 2010, 493 Wales 2011)

Broadband take-up at home

Proportion of homes (%)

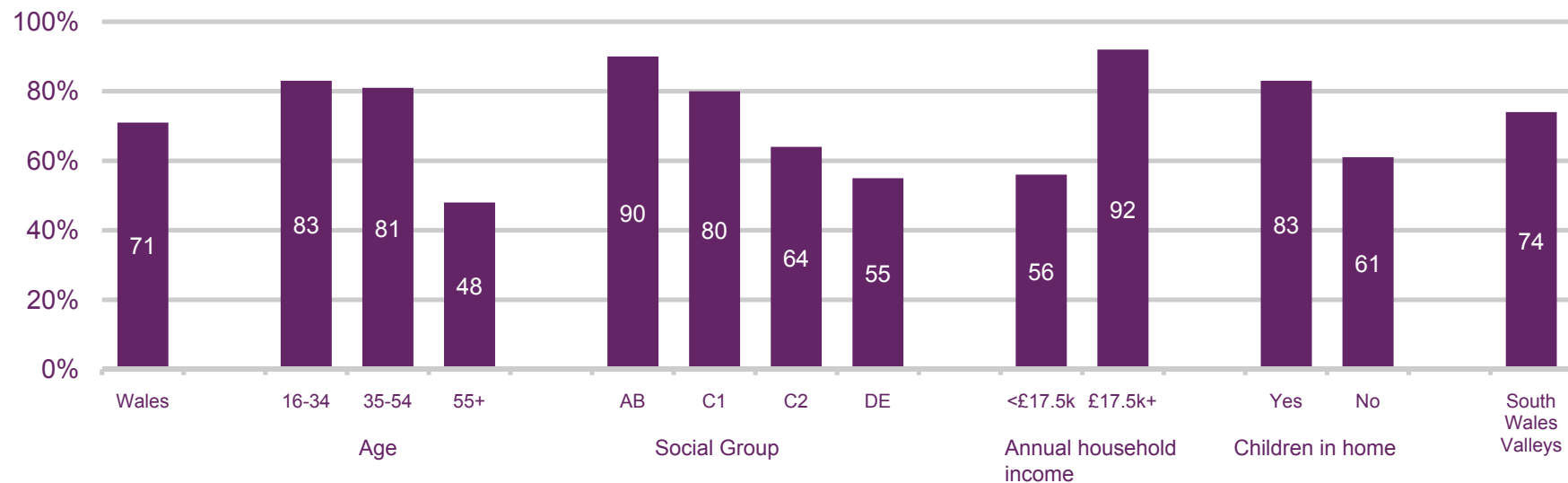


QE9. Which of these methods does your household use to connect to the internet at home? (NB 2008 survey did not cover mobile broadband. 2008 measure shows any broadband)

Source: Ofcom research, Quarter 1 2011

Base: All adults aged 16+ (3474 UK, 493 Wales, 1983 England, 487 Scotland, 511 Northern Ireland, 241 Wales urban, 252 Wales rural, 811 Wales 2008, 987 Wales 2009, 1075 Wales 2010, 493 Wales 2011)

Broadband take-up in Wales (by demographic)



QE9. Which of these methods does your household use to connect to the Internet at home?

Source: Ofcom research, Quarter 1 2011

Base: All adults aged 16+ (n =493 Wales, 135 16-34s, 166 35-54s, 192 55+, 98 AB, 148 C1, 108 C2, 139 DE, 187 <£17.5k income, 116 £17.5k+, 169 children in home, 324 no children in home, 72 South Wales Valleys)

Take-up of mobile broadband

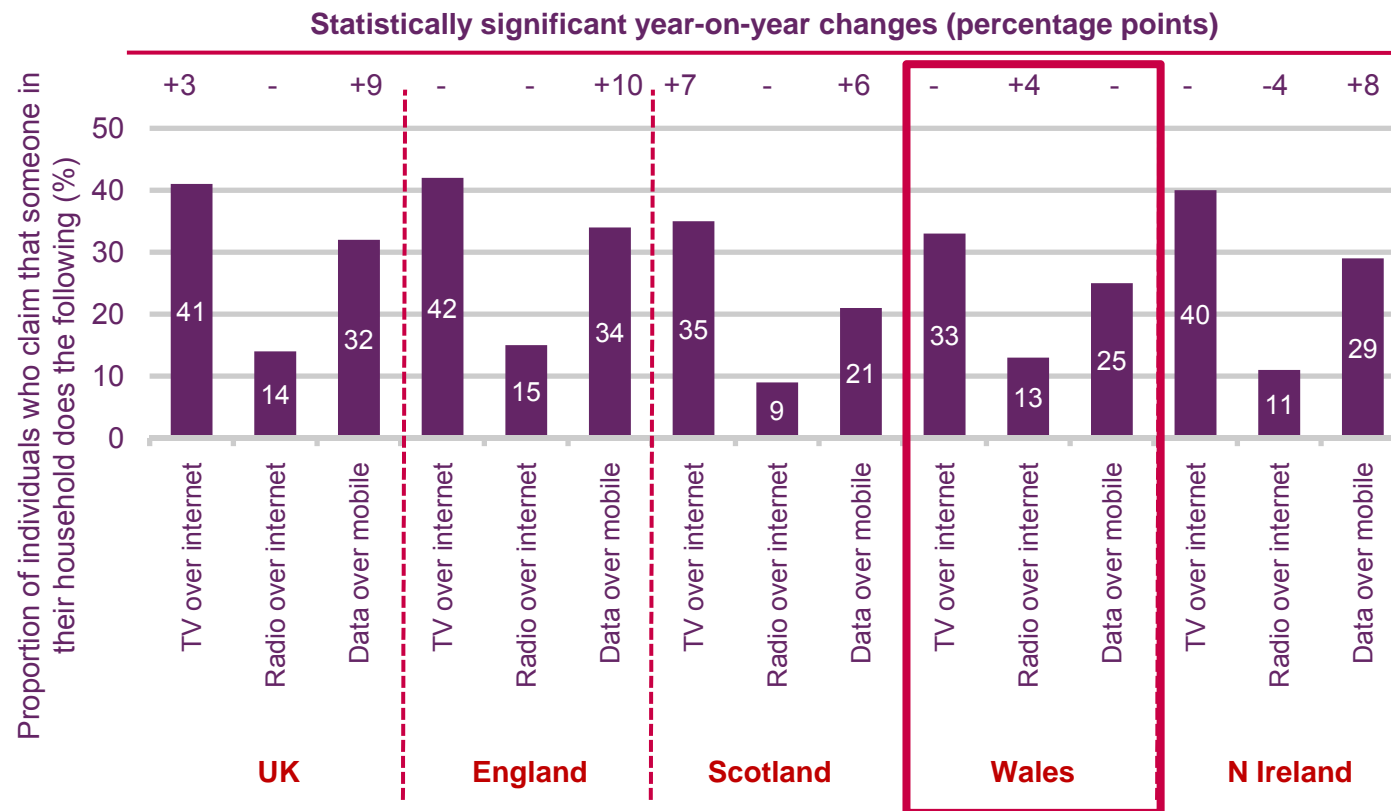


QE9. Which of these methods does your household use to connect to the Internet at home? (NB 2008 survey did not cover mobile broadband)

Source: Ofcom research, Quarter 1 2011

Base: All adults aged 16+ (3474 UK, 493 Wales, 1983 England, 487 Scotland, 511 Northern Ireland, 241 Wales urban, 252 Wales rural, 811 Wales 2008, 987 Wales 2009, 1075 Wales 2010, 493 Wales 2011)

Consumers' use of converging platforms, 2011



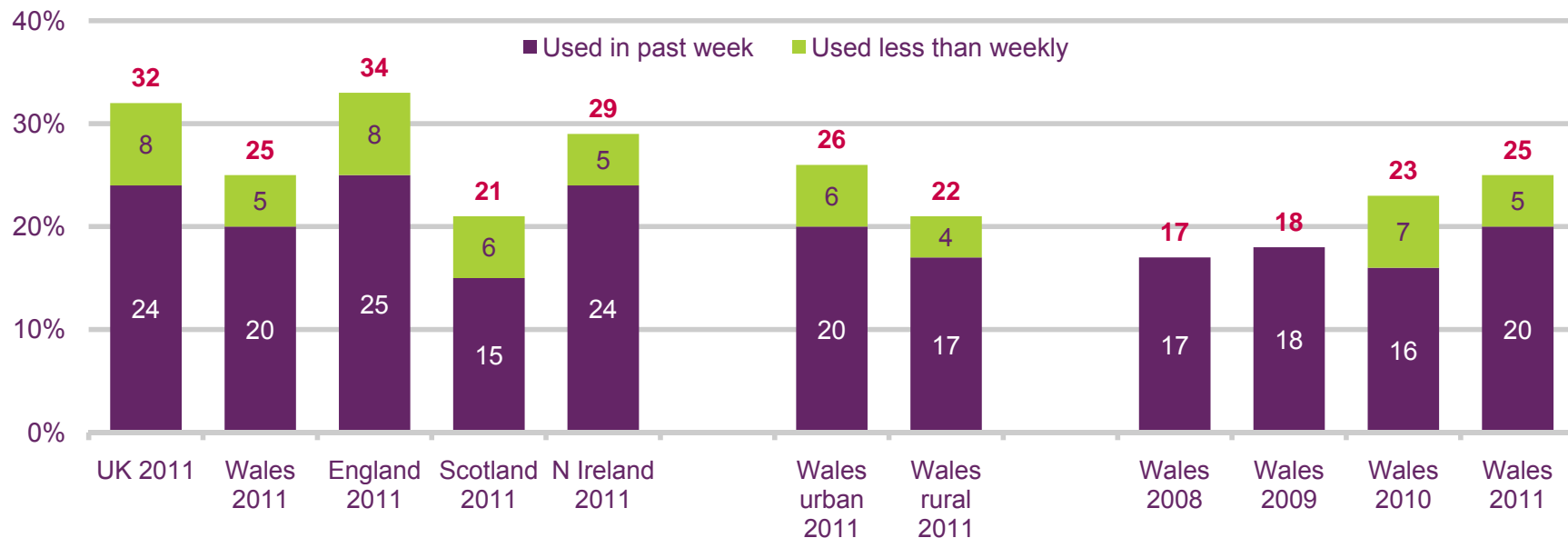
Source: Ofcom research, Quarter 1 2011

Base: All adults aged 16+ (n = 3474 UK, 1983 England, 487 Scotland, 493 Wales, 511 Northern Ireland)

QE5A-B. Which, if any, of these do you or members of your household use the internet for whilst at home?

QD28A-B. Which, if any, of the following activities, other than making and receiving calls, do you use your mobile for?/ Includes download free applications, download paid for applications, send/ receive emails, accessing the internet, connecting to the internet using Wi-Fi, using VoIP service, download a new video clip, video streaming, TV streaming, accessing/ receiving, sports/ team news/ scores, accessing/ receiving news, use IM/ Instant messaging

Proportion of adults who have used a mobile phone to access the internet

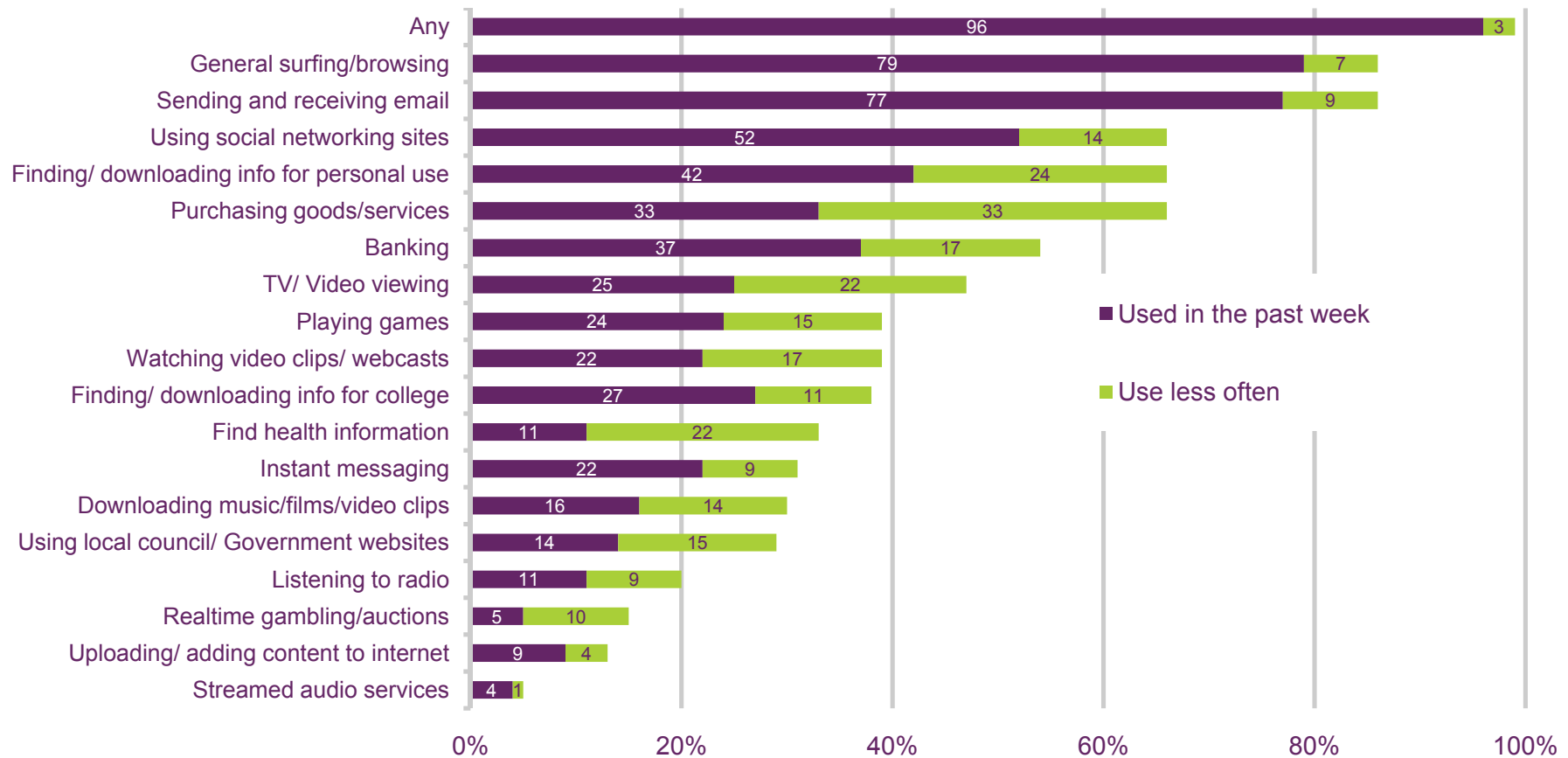


QD28A-B. Which, if any, of the following activities, other than making and receiving calls, do you use your mobile for?/ And, which of these activities have you used your mobile for in the last week? (NB 2008 and 2009 surveys did not cover use in past week – 2008 and 2009 measures show any use)

Source: Ofcom research, Quarter 1 2011

Base: All adults aged 16+ (3474 UK, 493 Wales, 1983 England, 487 Scotland, 511 Northern Ireland, 241 Wales urban, 252 Wales rural, 811 Wales 2008, 987 Wales 2009, 1075 Wales 2010, 493 Wales 2011)

Use of online applications among broadband users



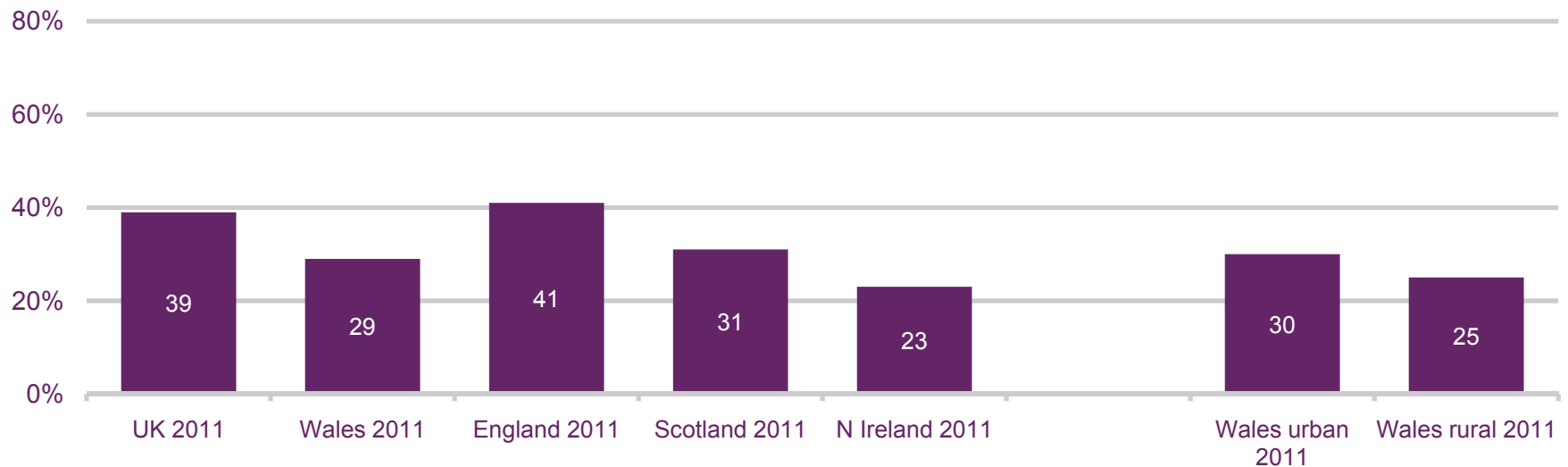
QE5. Which, if any, of these do you or members of your household use the internet for whilst at home?

Source: Ofcom research, Quarter 1 2011

Base: Adults aged 16+ with a broadband connection at home (n= 328 Wales 2011)

Use of the internet to access local council/government websites

Use of internet for local council/government websites (%)

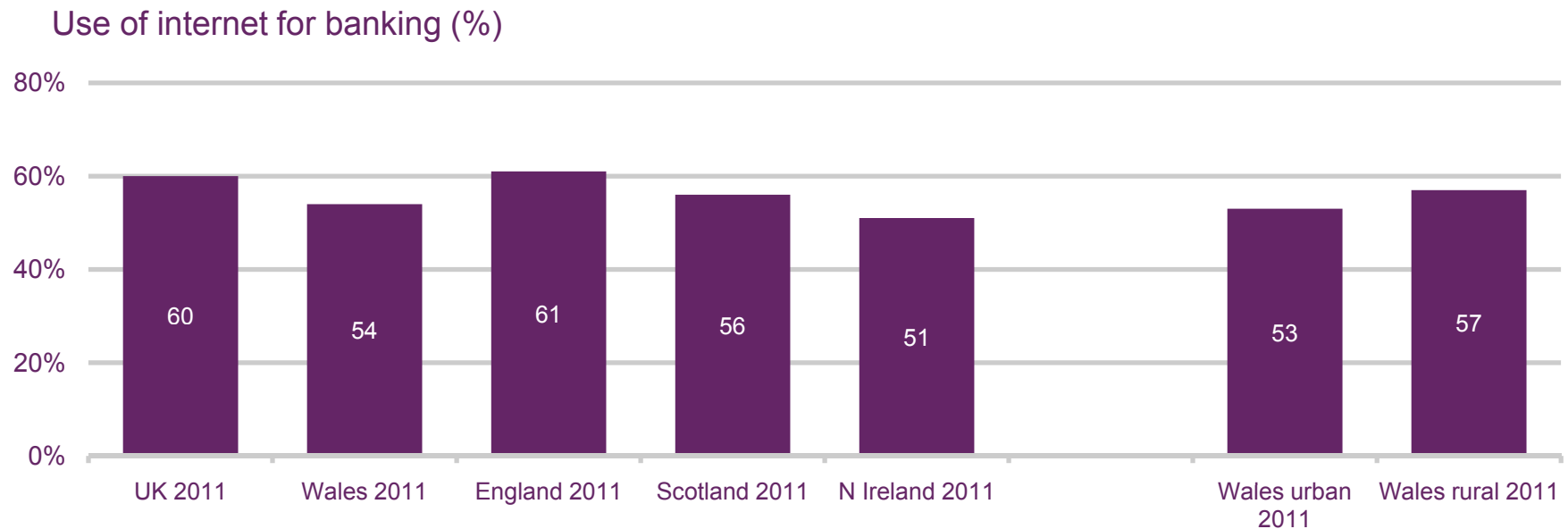


QE5A-B. Which, if any, of these do you or members of your household use the internet for whilst at home?

Source: Ofcom research, Quarter 1 2011

Base: Adults aged 16+ with access to the internet at home (n = 2534 UK, 334 Wales, 1493 England, 329 Scotland, 378 Northern Ireland, 171 Wales urban, 163 Wales rural)

Use of the internet to access banking websites



QE5A-B. Which, if any, of these do you or members of your household use the internet for whilst at home?

Source: Ofcom research, Quarter 1 2011

Base: Adults aged 16+ with access to the internet at home (n = 2534 UK, 334 Wales, 1493 England, 329 Scotland, 378 Northern Ireland, 171 Wales urban, 163 Wales rural)

Use of the internet to access information on health-related issues

Use of internet for finding information on health-related issues (%)



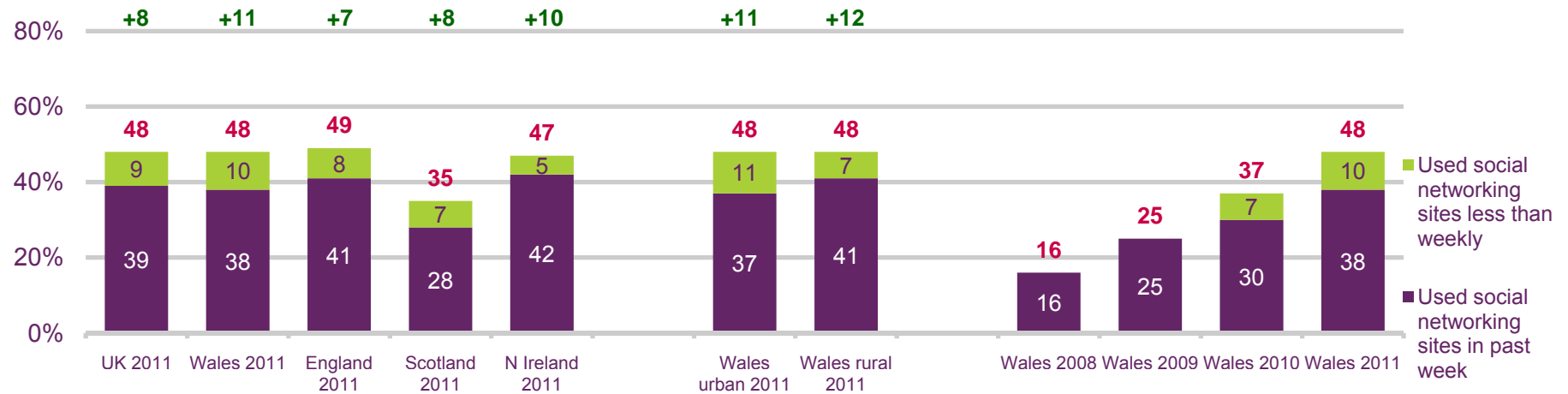
QE5A-B. Which, if any, of these do you or members of your household use the internet for whilst at home?

Source: Ofcom research, Quarter 1 2011

Base: Adults aged 16+ with access to the internet at home (n = 2534 UK, 334 Wales, 1493 England, 329 Scotland, 378 Northern Ireland, 171 Wales urban, 163 Wales rural)

Use of social networking sites

Use of social networking sites (%)



QE5A-B. Which, if any, of these do you or members of your household use the internet for whilst at home?/ And, which, if any, of these activities have you or members of your household used the internet for in the last week?/ QD28A-B. Which, if any, of the following activities, other than making and receiving calls, do you use your mobile for?/ And, which of these activities have you used your mobile for in the last week? (NB 2008 and 2009 surveys did not cover use in past week – 2008 and 2009 measures show any use. 2008, 2009 and 2010 surveys did not ask about using mobile to visit social networking sites)

Source: Ofcom research, Quarter 1 2011

Base: All adults aged 16+ (3474 UK, 493 Wales, 1983 England, 487 Scotland, 511 Northern Ireland, 241 Wales urban, 252 Wales rural, 811 Wales 2008, 987 Wales 2009, 1075 Wales 2010, 493 Wales 2011)