

**OFCOM DIGITAL PARTICIPATION CONSORTIUM TECH TRACKER WAVE 2 2013 - SUBSET 65+, DE, EMG, DISABILITY ONLY - 13th May to 27th July 2013.**

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**Table 4  
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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.

**NATION**

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
England	298	175	161	336	739	1722	207	285	**	58	118	1653
	84%	83%	82%	83%	81%	82%	94% f	83%	**	84%	83%	84%
Scotland	29	19	16	35	87	192	11	26	**	4	11	172
	8%	9%	8%	9%	10%	9%	5%	8%	**	6%	8%	9%
Wales	18	11	13	24	57	111	3	22	**	5	10	93
	5%	5%	7%	6%	6%	5% g	1%	6%	**	7%	7%	5%
Northern Ireland	8	4	6	10	25	63	*	11	**	2	3	53
	2%	2%	3%	3%	3%	3% g	*%	3%	**	3%	2%	3%

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

**OFCEM DIGITAL PARTICIPATION CONSORTIUM TECH TRACKER WAVE 2 2013 - SUBSET 65+, DE, EMG, DISABILITY ONLY - 13th May to 27th July 2013.**

**Table 5  
Page 2**

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.

**REGION**

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
North East	21 6%	8 4%	6 3%	15 4%	42 5%	98 5%	- -%	17 5%	** **	5 8%	9 6%	82 4%
North West	40 11%	25 12%	24 12%	49 12%	108 12%	255 12%	1 1%	48 14%	** **	12 17%	20 14%	209 11%
Yorkshire	32 9%	16 8%	16 8%	32 8%	91 10%	187 9%	8 4%	21 6%	** **	3 4%	8 6%	174 9%
East Midlands	24 7%	12 6%	14 7%	26 6%	60 7%	158 8%	10 4%	22 6%	** **	5 7%	8 6%	146 7%
West Midlands	35 10%	23 11%	18 9%	41 10%	90 10%	172 8%	30 14%	34 10%	** **	7 10%	11 8%	168 9%
East of England	38 11%	17 8%	17 9%	34 8%	71 8%	211 10%	6 3%	26 8%	** **	9 13%	8 5%	191 10%
London	29 8%	18 8%	17 9%	34 8%	97 11%	158 8%	118 54%	31 9%	** **	2 3%	14 10%	253 13%
South East	48 14%	34 16%	27 14%	61 15%	103 11%	290 14%	31 14%	47 14%	** **	7 10%	26 18%	274 14%
South West	31 9%	23 11%	22 11%	46 11%	78 9%	192 9%	2 1%	38 11%	** **	8 12%	15 11%	158 8%

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

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.

**REGION**

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
Wales	18	11	13	24	57	111	3	22	**	5	10	93
	5%	5%	7%	6%	6%	5%	1%	6%	**	7%	7%	5%
						g						
Scotland	29	19	16	35	87	192	11	26	**	4	11	172
	8%	9%	8%	9%	10%	9%	5%	8%	**	6%	8%	9%
Northern Ireland	8	4	6	10	25	63	*	11	**	2	3	53
	2%	2%	3%	3%	3%	3%	*%	3%	**	3%	2%	3%
						g						

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

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.

**URBANITY**

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
Urban	296	182	162	344	798	1782	217	288	**	60	117	1715
	84%	86%	83%	85%	88%	85%	99%	84%	**	86%	82%	87%
							f					
Rural	57	28	33	61	111	306	3	55	**	10	25	257
	16%	14%	17%	15%	12%	15%	1%	16%	**	14%	18%	13%
						g						

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**CABLE AREA**

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
TELEWEST	46	39	28	67	168	293	86	54	**	8	21	329
	13%	18%	14%	16%	18%	14%	39% f	16%	**	11%	15%	17%
NTL	113	71	57	128	295	684	72	101	**	24	42	657
	32%	34%	29%	32%	32%	33%	33%	29%	**	35%	30%	33%
NEITHER	194	101	110	210	446	1112	62	189	**	37	79	986
	55%	48%	56% b	52%	49%	53% g	28%	55%	**	54%	55%	50%

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

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

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
	a	b	c	d	OR DE e	f	g	h	~i	j	k	l
Significance Level: 95%												
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
Low	242	140	127	267	482	1384	67	193	**	48	76	1258
	68%	66%	65%	66%	53%	66%	30%	56%	**	69%	53%	64%
						g				hk		hk
Medium	102	65	65	131	385	662	129	141	**	21	63	653
	29%	31%	34%	32%	42%	32%	59%	41%	**	30%	44%	33%
							f	jl			jl	
High	10	5	3	8	41	42	24	9	**	1	4	61
	3%	3%	1%	2%	5%	2%	11%	2%	**	1%	3%	3%
							f					

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

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

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
Male	174	100	80	180	422	983	110	175	**	37	72	947
	49%	48%	41%	44%	46%	47%	50%	51%	**	54%	50%	48%
	c											
Female	180	110	115	226	487	1105	110	168	**	32	71	1024
	51%	52%	59%	56%	54%	53%	50%	49%	**	46%	50%	52%
			a									

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

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

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
16 - 17	-	-	-	-	17	54	8	5	**	*	-	59
	-%	-%	-%	-%	2%	3%	4%	1%	**	*%	-%	3% k
18 - 24	-	-	-	-	70	213	34	16	**	2	2	234
	-%	-%	-%	-%	8%	10%	15% f	5%	**	3%	1%	12% hjk
25 - 34	-	-	-	-	118	392	66	28	**	-	9	421
	-%	-%	-%	-%	13%	19%	30% f	8% j	**	-%	6% j	21% hjk
35 - 44	-	-	-	-	113	397	55	40	**	2	9	416
	-%	-%	-%	-%	12%	19%	25% j	12% j	**	2%	6%	21% hjk
45 - 54	-	-	-	-	90	309	27	49	**	7	19	281
	-%	-%	-%	-%	10%	15%	12% g	14%	**	10%	14%	14%
55 - 64	353	-	-	-	95	333	17	57	**	10	25	290
	100% bcd	-%	-%	-%	10%	16% g	8%	17%	**	15%	17%	15%
65 - 74	-	211	-	211	211	224	8	65	**	18	33	177
	-%	100% acd	-%	52% ac	23%	11% g	4%	19% l	**	25% l	23% l	9%
75+	-	-	195	195	195	165	5	84	**	30	45	95
	-%	-%	100% abd	48% ab	21%	8% g	2%	24% l	**	44% hl	32% l	5%
<b>AGE SUMMARY</b>												
16-24	-	-	-	-	87	267	42	21	**	2	2	293
	-%	-%	-%	-%	10%	13%	19% f	6% k	**	3%	1%	15% hjk

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



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

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	j	k	l
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
25-34	-	-	-	-	118	392	66	28	**	-	9	421
	-%	-%	-%	-%	13%	19%	30%	8%	**	-%	6%	21%
							f	j			j	hjk
35-54	-	-	-	-	203	707	82	89	**	9	28	697
	-%	-%	-%	-%	22%	34%	37%	26%	**	12%	20%	35%
								j				hjk
55-64	353	-	-	-	95	333	17	57	**	10	25	290
	100%	-%	-%	-%	10%	16%	8%	17%	**	15%	17%	15%
	bcd					g						
65+	-	211	195	406	406	389	13	149	**	48	79	271
	-%	100%	100%	100%	45%	19%	6%	43%	**	69%	55%	14%
		a	a	a		g		l		hkl	hl	

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
A	8 2%	9 4%	7 4%	16 4%	16 2%	49 2%	8 4%	9 3%	** **	1 2%	5 4%	47 2%
B	96 27% bcd	38 18%	34 18%	73 18%	73 8%	478 23%	42 19%	54 16%	** **	16 23%	19 14%	474 24% hk
C1	95 27%	54 26%	47 24%	101 25%	101 11%	602 29%	80 36% f	76 22%	** **	14 20%	36 25%	617 31% hj
C2	59 17%	43 20%	34 17%	77 19%	77 8%	390 19%	38 17%	53 16%	** **	8 12%	25 18%	371 19%
D	48 13%	24 11%	23 12%	48 12%	307 34%	271 13%	30 13%	40 12%	** **	9 13%	11 8%	255 13% k
E	47 13%	41 20% a	48 25% a	90 22% a	334 37%	297 14%	22 10%	109 32% l	** **	20 29% l	44 31% l	207 11%
Refused	- -%	1 *%	1 1%	2 1%	2 *%	2 *%	- -%	2 1% l	** **	1 1% l	2 1% l	1 *%
<b>SOCIAL GROUP</b>												
AB	105 30% cd	48 23%	41 21%	89 22%	89 10%	526 25%	50 23%	63 18%	** **	17 24%	24 17%	520 26% hk
C1C2	154 44%	97 46%	81 41%	178 44%	178 20%	992 47%	118 54%	129 38%	** **	22 32%	61 43%	988 50% hj

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
DE	95	65	72	137	640	568	52	149	**	29	55	462
	27%	31%	37%	34%	70%	27%	24%	43%	**	43%	39%	23%
			a	a								

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

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 (SINGLE CODE)**

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
Base for %	353	211	195	406	909	2088	220	343	49	69	143	1972
Working full time (30hrs/wk+)	127	9	1	10	125	812	100	48	**	7	10	863
	36%	4%	*%	2%	14%	39%	45%	14%	**	10%	7%	44%
	bcd	c		c				k				hjk
Working part time (8-29 hrs/wk)	64	11	5	16	99	350	36	31	**	4	5	346
	18%	5%	2%	4%	11%	17%	17%	9%	**	6%	4%	18%
	bcd							k				hjk
Not working (i.e. under 8hrs/wk) - retired	112	176	179	355	383	450	13	161	**	46	82	318
	32%	84%	92%	88%	42%	22%	6%	47%	**	67%	58%	16%
		a	abd	a		g		l		hl	hl	
Not working (i.e. under 8hrs/wk) - unemployed (registered/ not registered but looking for work)	18	3	*	4	135	151	8	30	**	3	9	133
	5%	2%	*%	1%	15%	7%	4%	9%	**	4%	6%	7%
	bcd											
Not working (i.e. under 8hrs/wk) - student	-	1	-	1	16	106	32	5	**	*	1	137
	-%	*%	-%	*%	2%	5%	15%	1%	**	*%	1%	7%
							f					hjk

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

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 (SINGLE CODE)**

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
Not working (i.e. under 8hrs/wk) - housewife/ disabled/ other	32 9% bcd	10 5%	8 4%	18 4%	149 16%	214 10%	31 14%	68 20% l	** **	9 13%	34 24% jl	171 9%
Don't know	1 *%	- -%	2 1%	2 *%	3 *%	5 *%	- -%	1 *%	** **	- -%	1 *%	4 *%
<b>WORKING STATUS SUMMARY</b>												
WORKING	190 54% bcd	20 10% c	6 3%	26 6% c	224 25%	1163 56%	137 62%	79 23% k	** **	11 16%	16 11%	1209 61% hjk
NOT WORKING	162 46%	190 90% a	188 96% ab	378 93% a	682 75%	921 44%	84 38%	264 77% l	** **	58 84% l	126 89% hl	759 38%

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

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 (SINGLE CODE)**

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
Base for %	353	211	195	406	909	2088	220	343	49	69	143	1972
Being bought on mortgage	77	15	15	30	95	686	53	46	**	10	12	691
	22%	7%	7%	7%	10%	33%	24%	13%	**	15%	8%	35%
	bcd					g						hjk
Owned outright by household	178	136	123	259	313	560	29	122	**	37	54	478
	50%	65%	63%	64%	34%	27%	13%	36%	**	54%	38%	24%
		a	a	a		g		l		hkl	l	
Rented from Local Authority/ Housing Association/ Trust	73	53	45	98	349	487	51	122	**	17	58	415
	21%	25%	23%	24%	38%	23%	23%	36%	**	24%	40%	21%
								jl			jl	
Rented from Private Landlord	25	6	11	17	139	315	76	46	**	3	19	344
	7%	3%	5%	4%	15%	15%	34%	13%	**	4%	13%	17%
	bd					f		j			j	hj
Other	1	-	1	1	6	21	5	4	**	2	1	21
	*%	-%	*%	*%	1%	1%	2%	1%	**	3%	*%	1%
Don't know	-	1	1	2	7	20	6	4	**	-	-	23
	-%	*%	1%	*%	1%	1%	3%	1%	**	-%	-%	1%
							f					

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

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

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
1	93	53	100	153	251	390	19	124	**	29	67	294
	26%	25%	51%	38%	28%	19%	9%	36%	**	42%	47%	15%
			abd	ab		g		l		l	hl	
2	189	133	89	222	368	709	33	125	**	31	51	624
	53%	63%	46%	55%	41%	34%	15%	37%	**	44%	36%	32%
	c	acd		c		g				l		
3	37	20	5	25	128	391	38	45	**	4	14	384
	11%	10%	3%	6%	14%	19%	17%	13%	**	6%	10%	19%
	cd	c		c								hjk
4	20	3	*	4	89	409	72	29	**	3	6	445
	6%	2%	*%	1%	10%	20%	33%	8%	**	5%	4%	23%
	bcd						f					hjk
5+	14	1	*	1	73	189	57	20	**	2	5	225
	4%	1%	*%	*%	8%	9%	26%	6%	**	3%	4%	11%
	bcd						f					hjk
Mean number of people	2.1	1.9	1.5	1.7	2.4	2.7	3.7	2.1	**	1.8	1.8	2.9
	bcd	cd		c			f	jk				hjk
Standard deviation	1.04	.67	.61	.67	1.36	1.33	1.51	1.22	**	1.02	1.04	1.38
Standard error	.05	.04	.03	.03	.04	.03	.10	.05	**	.10	.07	.03

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SI (SK). Household size**

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
Small (1-2 people)	282	186	189	375	619	1099	52	250	**	60	118	918
	80%	88%	97%	93%	68%	53%	24%	73%	**	86%	83%	47%
		a	abd	ab		g		l		hl	hl	
Medium (3-4 people)	57	23	5	29	216	800	111	74	**	7	19	829
	16%	11%	3%	7%	24%	38%	50%	22%	**	11%	14%	42%
	cd	c		c		f		jk				hjk
Large (5+ people)	14	1	*	1	73	189	57	20	**	2	5	225
	4%	1%	*%	*%	8%	9%	26%	6%	**	3%	4%	11%
	bcd						f					hjk

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



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

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
None	323	208	193	401	662	1273	89	277	**	62	127	1099
	91%	99%	99%	99%	73%	61%	40%	81%	**	89%	89%	56%
		a	a	a		g		l		l	hl	
1	21	1	2	3	98	342	41	29	**	4	5	353
	6%	*%	1%	1%	11%	16%	18%	8%	**	5%	4%	18%
	bcd							k				hjk
2	8	1	-	1	89	343	59	25	**	2	9	369
	2%	*%	-%	*%	10%	16%	27%	7%	**	3%	7%	19%
	bcd						f					hjk
3	1	1	-	1	33	89	24	9	**	2	*	104
	*%	*%	-%	*%	4%	4%	11%	3%	**	3%	*%	5%
							f					hk
4	1	-	*	*	14	28	5	1	**	-	1	31
	*%	-%	*%	*%	2%	1%	2%	*%	**	-%	1%	2%
												h
5+	-	-	-	-	12	14	3	2	**	-	-	16
	-%	-%	-%	-%	1%	1%	1%	1%	**	-%	-%	1%
Mean number of children	.1	*	*	*	.5	.7	1.2	.4	**	.2	.2	.8
	bcd						f	k				hjk
Standard deviation	.46	.23	.21	.22	1.08	1.05	1.21	.83	**	.63	.63	1.11
Standard error	.02	.01	.01	.01	.03	.02	.08	.04	**	.06	.04	.02
Columns Tested: a,b,c,d - f,g - h,i,j,k,l												

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 (SL). And are you the parent or guardian of any of the children in the household? (SINGLE CODE)**

Base : Those with children aged under 18 in the household

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	~a	~b	~c	~d	OR DE e	f	g	~h	~i	~j	~k	l
Unweighted total	37	4	5	9	322	946	126	90	8	11	25	985
Effective Weighted Sample	31	3	4	7	273	781	100	71	5	9	19	827
Total	31	2	2	5	247	815	131	67	5	8	16	873
Yes	**	**	**	**	210	693	105	**	**	**	**	733
	**	**	**	**	85%	85%	80%	**	**	**	**	84%
No	**	**	**	**	32	104	26	**	**	**	**	121
	**	**	**	**	13%	13%	20%	**	**	**	**	14%
							f					
Refused	**	**	**	**	5	18	*	**	**	**	**	19
	**	**	**	**	2%	2%	*%	**	**	**	**	2%
Mean number of children	**	**	**	**	2.0	1.8	2.0	**	**	**	**	1.8
							f					
Standard deviation	**	**	**	**	1.16	.92	.91	**	**	**	**	.93
Standard error	**	**	**	**	.06	.03	.08	**	**	**	**	.03

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
Can use to make and receive calls	322	200	183	383	709	1729	173	278	**	61	120	1633
	91%	95%	94%	95%	78%	83%	79%	81%	**	88%	84%	83%
				a								
Can receive but not make calls/ incoming only	2	1	*	1	7	18	6	5	**	1	1	17
	1%	*%	*%	*%	1%	1%	3%	1%	**	1%	*%	1%
							f					
Line not working properly/ needs to be repaired	-	-	-	-	3	10	-	1	**	-	1	9
	-%	-%	-%	-%	*%	*%	-%	*%	**	-%	1%	*%
No, do not have landline phone	29	10	11	21	190	331	41	59	**	8	21	312
	8%	5%	6%	5%	21%	16%	19%	17%	**	11%	14%	16%
Don't know	-	-	-	-	-	1	-	-	**	-	-	1
	-%	-%	-%	-%	-%	*%	-%	-%	**	-%	-%	*%
<b>HOUSEHOLD PHONE OWNERSHIP</b>												
FIXED ONLY	14	26	60	86	98	97	4	46	**	15	27	59
	4%	13%	31%	21%	11%	5%	2%	13%	**	22%	19%	3%
		a	abd	ab				l		hl	l	
FIXED & MOBILE	310	174	124	298	621	1659	175	238	**	46	95	1600
	88%	83%	64%	74%	68%	79%	79%	69%	**	67%	67%	81%
	cd	cd		c								hjk
MOBILE ONLY	29	9	9	18	181	323	40	55	**	7	18	308
	8%	4%	4%	4%	20%	15%	18%	16%	**	10%	13%	16%
	cd											

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
	a	b	c	d	OR DE e	f	g	h	~i	j	k	l
Significance Level: 95%												
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
ALL FIXED	324	201	184	385	719	1756	179	284	**	61	122	1659
	92%	95%	94%	95%	79%	84%	81%	83%	**	89%	86%	84%
ALL MOBILE	340	184	133	316	802	1982	215	293	**	53	113	1907
	96%	87%	68%	78%	88%	95%	98%	85%	**	77%	80%	97%
	bcd	cd		c								hjk
NEITHER	-	1	3	3	8	8	1	4	**	1	2	5
	-%	*%	1%	1%	1%	*%	*%	1%	**	1%	2%	*%
			a					l			l	

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those with a landline phone at home

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	j	k	l
Unweighted total	398	305	361	666	1084	2236	177	439	66	104	191	1982
Effective Weighted Sample	325	241	290	521	862	1785	140	339	48	82	146	1621
Total	324	201	184	385	719	1756	179	284	44	61	122	1659
Yes to make calls	313	190	179	369	675	1639	162	269	**	57	116	1540
	97%	94%	98%	96%	94%	93%	90%	95%	**	93%	95%	93%
Yes to receive calls	309	179	176	356	665	1621	164	264	**	57	113	1527
	95%	89%	96%	93%	93%	92%	92%	93%	**	92%	92%	92%
	b		bd									
Yes for internet access	188	87	45	132	306	1022	105	124	**	24	42	1004
	58%	43%	25%	34%	43%	58%	59%	44%	**	39%	35%	60%
	bcd	cd		c								hjk
TOTAL PERSONALLY USE	320	194	181	375	698	1717	174	279	**	61	118	1619
	99%	97%	99%	98%	97%	98%	97%	98%	**	99%	97%	98%
No do not use landline at home	3	6	3	9	19	38	4	5	**	*	4	37
	1%	3%	1%	2%	3%	2%	2%	2%	**	1%	3%	2%
		a										
Don't know	2	1	-	1	2	1	1	-	**	-	-	2
	1%	*%	-%	*%	*%	*%	*%	-%	**	-%	-%	*%

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

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 (QC29). Do you use a pre-payment plan for your landline where you pay 12 months line rental in advance? IF NECESSARY - Line rental would usually be charged a month in advance for those with monthly bills or a quarter in advance for those with quarterly bills. This type of pre-payment plan covers the line rental in advance for a full 12 months. (SINGLE CODE)**

Base : Those with a landline phone at home that can used to make and receive calls

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	j	k	l
Unweighted total	395	303	360	663	1072	2201	174	429	66	102	189	1954
Effective Weighted Sample	323	239	289	518	852	1757	138	331	48	80	144	1598
Total	322	200	183	383	709	1729	173	278	44	61	120	1633
Yes	49	44	23	67	116	291	44	45	**	12	21	295
	15%	22%	12%	17%	16%	17%	25%	16%	**	19%	18%	18%
		ac					f					
No	259	149	154	303	561	1317	114	212	**	47	91	1226
	81%	75%	84%	79%	79%	76%	66%	76%	**	77%	76%	75%
			b			g						
Don't know	14	7	7	14	32	120	16	22	**	2	7	113
	4%	3%	4%	4%	4%	7%	9%	8%	**	3%	6%	7%

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

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

Base : Those with a landline phone at home

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	j	k	l
Unweighted total	398	305	361	666	1084	2236	177	439	66	104	191	1982
Effective Weighted Sample	325	241	290	521	862	1785	140	339	48	82	146	1621
Total	324	201	184	385	719	1756	179	284	44	61	122	1659
BT	157 48%	116 58%	122 67%	239 62%	367 51%	812 46%	76 43%	151 53%	** **	37 59%	65 53%	753 45%
		a	ab	a				l		l		
Virgin Media (including NTL and Telewest)	61 19%	40 20%	15 8%	55 14%	129 18%	322 18%	38 21%	42 15%	** **	8 14%	19 15%	316 19%
	c	c		c								
SkyTalk	36 11%	9 4%	11 6%	20 5%	81 11%	247 14%	33 19%	29 10%	** **	5 8%	11 9%	246 15%
	bcd											hk
Talk Talk/ Carphone Warehouse	39 12%	24 12%	13 7%	37 10%	80 11%	198 11%	25 14%	32 11%	** **	7 12%	16 13%	190 11%
	c											
Post Office	3 1%	3 1%	7 4%	10 3%	16 2%	22 1%	3 2%	5 2%	** **	* 1%	2 2%	20 1%
			a									
Kingston Communications	2 1%	1 1%	1 1%	3 1%	7 1%	14 1%	- -%	3 1%	** **	1 2%	1 1%	12 1%
Other	24 7%	7 3%	13 7%	19 5%	33 5%	114 6%	2 1%	19 7%	** **	3 4%	6 5%	96 6%
	b					g						
Don't know	2 1%	1 1%	1 1%	2 1%	7 1%	27 2%	1 1%	3 1%	** **	- -%	2 2%	26 2%

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

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 (QC7A). SHOWCARD How likely is it that your household will get a landline phone at home in the next 12 months? (SINGLE CODE)**

Base : Those without a landline phone at home

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	~a	~b	~c	~d	OR DE e	f	~g	~h	~i	~j	~k	l
Unweighted total	40	18	22	40	263	415	42	82	6	10	30	375
Effective Weighted Sample	33	14	18	32	216	337	25	66	5	8	25	307
Total	29	10	11	21	190	331	41	59	5	8	21	312
Certain to	**	**	**	**	8	10	**	**	**	**	**	9
	**	**	**	**	4%	3%	**	**	**	**	**	3%
Very likely	**	**	**	**	5	10	**	**	**	**	**	12
	**	**	**	**	3%	3%	**	**	**	**	**	4%
Likely	**	**	**	**	8	22	**	**	**	**	**	24
	**	**	**	**	4%	7%	**	**	**	**	**	8%
TOTAL LIKELY	**	**	**	**	20	43	**	**	**	**	**	45
	**	**	**	**	11%	13%	**	**	**	**	**	15%
Unlikely	**	**	**	**	20	39	**	**	**	**	**	38
	**	**	**	**	10%	12%	**	**	**	**	**	12%
Very unlikely	**	**	**	**	38	82	**	**	**	**	**	81
	**	**	**	**	20%	25%	**	**	**	**	**	26%
Certain not to	**	**	**	**	91	137	**	**	**	**	**	120
	**	**	**	**	48%	41%	**	**	**	**	**	39%
TOTAL UNLIKELY	**	**	**	**	149	258	**	**	**	**	**	239
	**	**	**	**	79%	78%	**	**	**	**	**	77%
Don't know	**	**	**	**	20	30	**	**	**	**	**	27
	**	**	**	**	11%	9%	**	**	**	**	**	9%

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



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.

**QC6 (QC7B). Why are you unlikely to get a landline phone at home in the next 12 months? (MULTI CODE) UNPROMPTED**

Base : Those unlikely to get a landline phone in next 12 months

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	~a	~b	~c	~d	e	f	~g	~h	~i	~j	~k	l
Unweighted total	37	16	21	37	209	329	32	70	4	10	27	291
Effective Weighted Sample	30	13	17	30	171	267	18	56	3	8	22	239
Total	27	9	11	20	149	258	30	47	3	8	18	239
Happy to use mobile phone instead	**	**	**	**	71	133	**	**	**	**	**	127
	**	**	**	**	48%	52%	**	**	**	**	**	53%
No need	**	**	**	**	57	117	**	**	**	**	**	109
	**	**	**	**	38%	46%	**	**	**	**	**	46%
Too expensive generally	**	**	**	**	36	47	**	**	**	**	**	43
	**	**	**	**	24%	18%	**	**	**	**	**	18%
Line rental is too expensive	**	**	**	**	27	42	**	**	**	**	**	36
	**	**	**	**	18%	16%	**	**	**	**	**	15%
Call charges are too expensive	**	**	**	**	21	29	**	**	**	**	**	23
	**	**	**	**	14%	11%	**	**	**	**	**	9%
Can't afford it	**	**	**	**	21	25	**	**	**	**	**	25
	**	**	**	**	14%	10%	**	**	**	**	**	10%
Connection charge is too expensive	**	**	**	**	3	6	**	**	**	**	**	6
	**	**	**	**	2%	2%	**	**	**	**	**	2%
To avoid unsolicited calls	**	**	**	**	3	4	**	**	**	**	**	3
	**	**	**	**	2%	2%	**	**	**	**	**	1%
Have no need to make telephone calls	**	**	**	**	4	4	**	**	**	**	**	2
	**	**	**	**	3%	2%	**	**	**	**	**	1%

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

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.

**QC6 (QC7B). Why are you unlikely to get a landline phone at home in the next 12 months? (MULTI CODE) UNPROMPTED**

Base : Those unlikely to get a landline phone in next 12 months

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	~a	~b	~c	~d	e	f	~g	~h	~i	~j	~k	l
Unweighted total	37	16	21	37	209	329	32	70	4	10	27	291
Effective Weighted Sample	30	13	17	30	171	267	18	56	3	8	22	239
Total	27	9	11	20	149	258	30	47	3	8	18	239
I am renting the property and unable to get permanent landline	**	**	**	**	-	1	**	**	**	**	**	4
	**	**	**	**	-%	1%	**	**	**	**	**	2%
Inconvenient/would never be at home to use it	**	**	**	**	-	3	**	**	**	**	**	3
	**	**	**	**	-%	1%	**	**	**	**	**	1%
Outstanding debt to landline supplier/ won't reconnect	**	**	**	**	1	3	**	**	**	**	**	2
	**	**	**	**	1%	1%	**	**	**	**	**	1%
Complicated billing	**	**	**	**	*	2	**	**	**	**	**	2
	**	**	**	**	*%	1%	**	**	**	**	**	1%
I am moving address in the near future	**	**	**	**	-	2	**	**	**	**	**	2
	**	**	**	**	-%	1%	**	**	**	**	**	1%
Other	**	**	**	**	4	4	**	**	**	**	**	2
	**	**	**	**	3%	1%	**	**	**	**	**	1%
ANY INVOLUNTARY REASONS	**	**	**	**	68	105	**	**	**	**	**	97
	**	**	**	**	45%	41%	**	**	**	**	**	41%
ANY VOLUNTARY REASONS	**	**	**	**	111	204	**	**	**	**	**	190
	**	**	**	**	74%	79%	**	**	**	**	**	79%

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

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.

**QC6 (QC7B). Why are you unlikely to get a landline phone at home in the next 12 months? (MULTI CODE) UNPROMPTED**

Base : Those unlikely to get a landline phone in next 12 months

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
	~a	~b	~c	~d	OR DE e	f	~g	~h	~i	~j	~k	l
Significance Level: 95%												
Unweighted total	37	16	21	37	209	329	32	70	4	10	27	291
Effective Weighted Sample	30	13	17	30	171	267	18	56	3	8	22	239
Total	27	9	11	20	149	258	30	47	3	8	18	239
ONLY VOLUNTARY REASONS	**	**	**	**	79	151	**	**	**	**	**	140
	**	**	**	**	53%	59%	**	**	**	**	**	58%
Don't know	**	**	**	**	1	1	**	**	**	**	**	1
	**	**	**	**	*%	*%	**	**	**	**	**	*%

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

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.

**QC7 (QC6). SHOWCARD Thinking about landline phones, do you ever have/ think you might have difficulties with any of the following? (MULTI CODE)**

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
Hearing the person on the other end of the line in a conversation even with the volume turned up	6 2%	6 3%	13 7% ab	19 5% a	22 2%	29 1%	2 1%	21 6% l	** **	16 23% hkl	10 7% l	11 1%
Seeing a digital display	3 1%	3 2%	7 4% a	11 3%	14 2%	14 1%	4 2%	14 4% l	** **	3 4% l	6 4% l	6 *%
Hearing the phone ring, even with the volume turned up	1 *%	4 2%	12 6% ab	15 4% a	17 2%	17 1%	- -%	15 4% l	** **	12 18% hkl	7 5% l	3 *%
Picking up the handset when the phone rings	6 2%	1 *%	4 2%	5 1%	9 1%	15 1%	2 1%	6 2% l	** **	2 3% l	5 4% l	11 1%
Holding the handset to your ear	3 1%	1 1%	4 2%	5 1%	9 1%	9 *%	4 2% f	4 1%	** **	1 2%	4 3% l	9 *%
Any other difficulties	5 1%	6 3%	11 6% a	17 4% a	22 2%	27 1%	7 3% f	16 5% l	** **	4 6% l	11 8% l	18 1%

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

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.

**QC7 (QC6). SHOWCARD Thinking about landline phones, do you ever have/ think you might have difficulties with any of the following? (MULTI CODE)**

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
	a	b	c	d	OR DE e	f	g	h	~i	j	k	l
Significance Level: 95%												
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
No, none	336	193	159	352	837	1993	204	285	**	43	115	1918
	95%	92%	81%	87%	92%	95%	93%	83%	**	62%	81%	97%
	cd	cd		c				j			j	hjk
Don't know	-	*	*	1	4	6	2	1	**	-	-	6
	-%	*%	*%	*%	*%	*%	1%	*%	**	-%	-%	*%

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

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

		AGE				AGE/SEG	MEG		DISABILITY				
		55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	~i	j	k	l
Unweighted total		438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample		358	255	308	553	1078	2123	164	404	53	89	171	1929
Total		353	211	195	406	909	2088	220	343	49	69	143	1972
One	(1.0)	108	70	87	157	331	503	26	122	**	29	56	415
		31%	33%	45%	39%	36%	24%	12%	36%	**	42%	40%	21%
				ab	a		g		l		l	l	
Two	(2.0)	161	93	38	131	298	836	81	94	**	17	36	823
		45%	44%	20%	32%	33%	40%	37%	27%	**	25%	25%	42%
		cd	cd		c								hjk
Three	(3.0)	36	15	6	21	95	326	40	45	**	3	15	318
		10%	7%	3%	5%	10%	16%	18%	13%	**	4%	10%	16%
		cd	c						j				jk
Four or more	(4.0)	34	6	2	7	78	318	68	31	**	5	7	352
		10%	3%	1%	2%	9%	15%	31%	9%	**	7%	5%	18%
		bcd					f						hjk
None	(0.0)	14	27	62	89	106	105	5	50	**	16	29	64
		4%	13%	32%	22%	12%	5%	2%	14%	**	23%	20%	3%
			a	abd	ab				l		l	l	
Don't know		-	-	*	*	*	*	-	*	**	-	-	-
		-%	-%	*%	*%	*%	*%	-%	*%	**	-%	-%	-%
Mean mobiles in household		1.9	1.5	1.0	1.3	1.7	2.1	2.6	1.7	**	1.3	1.4	2.2
		bcd	cd		c			f	jk				hjk
Standard deviation		.97	.90	.84	.92	1.09	1.09	1.11	1.15	**	1.08	1.07	1.08
Standard error		.05	.05	.04	.03	.03	.02	.07	.05	**	.10	.07	.02

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

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

		AGE				AGE/SEG	MEG		DISABILITY				
		55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total		438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample		358	255	308	553	1078	2123	164	404	53	89	171	1929
Total		353	211	195	406	909	2088	220	343	49	69	143	1972
No	(0.0)	13	15	12	28	38	47	3	15	**	6	8	35
		4%	7%	6%	7% a	4%	2%	1%	5% l	**	9% l	6% l	2%
1	(1.0)	293	161	117	278	721	1786	187	254	**	44	92	1722
		83% bcd	76% cd	60%	69% c	79%	86%	85%	74% k	**	64%	65%	87% hjk
2	(2.0)	27	7	3	10	34	125	22	20	**	2	9	127
		8% bcd	3%	2%	2%	4%	6%	10% f	6%	**	3%	6%	6%
3	(3.0)	3	1	-	1	4	12	2	1	**	1	1	13
		1%	*%	-%	*%	*%	1%	1%	*%	**	1%	1%	1%
4 or more	(4.0)	3	-	-	-	5	13	1	3	**	-	3	10
		1% d	-%	-%	-%	1%	1%	*%	1%	**	-%	2% l	1%
No mobiles in household	(0.0)	14	27	62	89	107	106	5	50	**	16	29	64
		4%	13% a	32% abd	22% ab	12%	5%	2%	15% l	**	23% l	20% l	3%
Mean mobiles used		1.0	.8	.6	.7	.9	1.0	1.1	.9	**	.7	.9	1.0
		bcd	cd		c			f	j				hjk
Standard deviation		.51	.47	.52	.50	.51	.46	.45	.57	**	.56	.72	.43
Standard error		.02	.03	.03	.02	.01	.01	.03	.02	**	.05	.05	.01
PERSONALLY USE MOBILE													
Yes		327	168	120	288	764	1935	212	278	**	47	105	1872
		92% bcd	80% cd	62%	71% c	84%	93%	96%	81% l	**	68%	74%	95% hjk

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

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

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	j	k	l
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
No	27	42	74	117	144	152	8	65	**	22	37	99
	8%	20%	38%	29%	16%	7%	4%	19%	**	32%	26%	5%
		a	abd	ab				l		hl	l	

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



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

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	~j	k	l
Unweighted total	402	261	231	492	1092	2382	206	398	49	72	153	2197
Effective Weighted Sample	329	205	183	383	879	1928	155	312	37	56	120	1810
Total	327	168	120	288	764	1935	212	278	37	47	105	1872
O2	60	33	21	54	165	460	37	65	**	**	22	434
	18%	20%	18%	19%	22%	24%	17%	23%	**	**	21%	23%
Vodafone	72	32	18	49	141	388	30	52	**	**	20	363
	22%	19%	15%	17%	18%	20%	14%	19%	**	**	19%	19%
	c											
Orange	66	47	29	76	161	393	20	58	**	**	23	357
	20%	28%	24%	26%	21%	20%	9%	21%	**	**	21%	19%
		a				g						
TMobile	39	21	10	32	99	205	64	32	**	**	13	240
	12%	13%	9%	11%	13%	11%	30%	11%	**	**	12%	13%
						f						
'3'	17	5	4	9	58	151	40	14	**	**	6	172
	5%	3%	3%	3%	8%	8%	19%	5%	**	**	5%	9%
						f						h
Virgin Media/ Any Virgin	30	11	10	20	48	120	3	20	**	**	10	104
	9%	6%	8%	7%	6%	6%	2%	7%	**	**	9%	6%
						g						
Tesco	21	10	6	16	40	104	8	15	**	**	5	95
	7%	6%	5%	5%	5%	5%	4%	5%	**	**	4%	5%
EE/ Everything Everywhere	7	2	5	6	15	47	3	8	**	**	3	44
	2%	1%	4%	2%	2%	2%	1%	3%	**	**	3%	2%
Other	10	3	3	6	15	44	5	6	**	**	1	44
	3%	2%	3%	2%	2%	2%	2%	2%	**	**	1%	2%

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

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

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	~j	k	l
Unweighted total	402	261	231	492	1092	2382	206	398	49	72	153	2197
Effective Weighted Sample	329	205	183	383	879	1928	155	312	37	56	120	1810
Total	327	168	120	288	764	1935	212	278	37	47	105	1872
Don't know	5	5	15	20	23	23	3	8	**	**	4	19
	2%	3%	12%	7%	3%	1%	1%	3%	**	**	4%	1%
			abd	a				l			l	

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

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 (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

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	~j	k	l
Unweighted total	402	261	231	492	1092	2382	206	398	49	72	153	2197
Effective Weighted Sample	329	205	183	383	879	1928	155	312	37	56	120	1810
Total	327	168	120	288	764	1935	212	278	37	47	105	1872
Prepay/ Pay as you go	160	115	105	220	459	739	67	174	**	**	70	644
	49%	68%	88%	76%	60%	38%	31%	62%	**	**	67%	34%
		a	abd	ab				l			l	
Postpay/ monthly contract	166	53	14	68	304	1190	145	104	**	**	35	1221
	51%	32%	12%	23%	40%	61%	68%	38%	**	**	33%	65%
	bcd	cd		c								hk
Other	1	-	-	-	-	4	1	-	**	**	-	5
	*%	-%	-%	-%	-%	*%	*%	-%	**	**	-%	*%
Don't know	-	*	*	1	1	2	-	-	**	**	-	2
	-%	*%	*%	*%	*%	*%	-%	-%	**	**	-%	*%
<b>CONTRACT TYPE</b>												
Subsidised handset	127	43	10	52	248	1006	132	82	**	**	25	1047
	39%	25%	8%	18%	32%	52%	62%	29%	**	**	24%	56%
	bcd	cd		c			f					hk
SIM only	31	10	4	15	48	159	13	20	**	**	9	152
	9%	6%	4%	5%	6%	8%	6%	7%	**	**	8%	8%
	cd											

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

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 (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

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	~b	~c	d	OR DE e	f	g	h	~i	~j	~k	l
Unweighted total	186	83	26	109	392	1322	127	133	13	14	47	1320
Effective Weighted Sample	155	67	20	87	325	1106	97	106	10	11	37	1117
Total	166	53	14	68	304	1190	145	104	11	8	35	1221
Handset and contract	127	**	**	52	248	1006	132	82	**	**	**	1047
	76%	**	**	78%	82%	85%	91%	78%	**	**	**	86% h
SIM card only	31	**	**	15	48	159	13	20	**	**	**	152
	18%	**	**	21%	16%	13%	9%	19% l	**	**	**	12%
Don't know	8	**	**	1	8	24	-	2	**	**	**	22
	5%	**	**	1%	3%	2%	-%	2%	**	**	**	2%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QD6 (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 Samsung Galaxy.**

Base : Those who personally use a mobile phone

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
	a	b	c	d	e	f	g	h	~i	~j	k	l
Significance Level: 95%												
Unweighted total	402	261	231	492	1092	2382	206	398	49	72	153	2197
Effective Weighted Sample	329	205	183	383	879	1928	155	312	37	56	120	1810
Total	327	168	120	288	764	1935	212	278	37	47	105	1872
Yes	117	36	8	45	308	1146	151	111	**	**	35	1181
	36%	21%	7%	15%	40%	59%	71%	40%	**	**	33%	63%
	bcd	c		c			f					hk
No	208	131	110	241	454	780	62	164	**	**	68	684
	64%	78%	92%	84%	59%	40%	29%	59%	**	**	65%	37%
		a	abd	a		g		l			l	
Don't know	1	1	1	2	3	9	-	3	**	**	3	7
	*%	1%	1%	1%	*%	*%	-%	1%	**	**	3%	*%
											l	

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

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 Samsung Galaxy.**

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
Yes	117	36	8	45	308	1146	151	111	**	11	35	1181
	33%	17%	4%	11%	34%	55%	68%	32%	**	16%	24%	60%
	bcd	cd		c			f	j				hjk
No	208	131	110	241	454	780	62	164	**	35	68	684
	59%	62%	57%	60%	50%	37%	28%	48%	**	51%	48%	35%
						g		l		l	l	
Don't know	1	1	1	2	3	9	-	3	**	1	3	7
	*%	1%	1%	1%	*%	*%	-%	1%	**	2%	2%	*%
										l	l	
DO NOT PERSONALLY USE A MOBILE PHONE	27	42	75	117	145	153	8	66	**	22	37	99
	8%	20%	38%	29%	16%	7%	4%	19%	**	32%	26%	5%
		a	abd	ab				l		hl	l	

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

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.

**QD7 (QD27). SHOWCARD How likely is it that you will get a smartphone in the next 12 months? (SINGLE CODE)**

Base : Those without a smartphone

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	~g	h	~i	~j	k	l
Unweighted total	261	202	211	413	686	1073	74	255	33	54	101	894
Effective Weighted Sample	213	157	166	319	543	858	60	202	26	41	79	728
Total	208	131	110	241	454	780	62	164	24	35	68	684
Certain to	2	4	1	5	12	18	**	1	**	**	*	23
	1%	3%	1%	2%	3%	2%	**	1%	**	**	1%	3%
Very likely	3	2	*	2	10	17	**	5	**	**	1	15
	1%	1%	*%	1%	2%	2%	**	3%	**	**	2%	2%
Likely	10	1	3	4	25	65	**	8	**	**	2	65
	5%	1%	2%	2%	5%	8%	**	5%	**	**	2%	9%
	bd											hk
TOTAL LIKELY	14	7	4	11	48	101	**	15	**	**	3	102
	7%	5%	3%	4%	11%	13%	**	9%	**	**	5%	15%
												hk
Unlikely	42	21	8	29	56	131	**	19	**	**	10	120
	20%	16%	7%	12%	12%	17%	**	12%	**	**	15%	18%
	cd	c										h
Very unlikely	43	40	33	73	118	182	**	40	**	**	18	152
	21%	30%	30%	30%	26%	23%	**	25%	**	**	26%	22%
		a	a	a								
Certain not to	88	61	58	119	186	276	**	76	**	**	33	219
	42%	47%	52%	49%	41%	35%	**	47%	**	**	48%	32%
			a					l			l	
TOTAL UNLIKELY	173	121	99	221	359	588	**	136	**	**	60	491
	83%	93%	90%	91%	79%	75%	**	83%	**	**	89%	72%
		a		a				l			l	
Don't know	21	3	8	10	47	91	**	14	**	**	4	91
	10%	2%	7%	4%	10%	12%	**	8%	**	**	6%	13%
	bd		b									

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QD8 (QD38). Why are you unlikely to get a smartphone at home in the next 12 months? (MULTI CODE) UNPROMPTED**

Base : Those unlikely to get a smartphone in the next 12 months

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	~g	h	~i	~j	~k	l
Unweighted total	220	187	188	375	555	829	42	212	28	50	88	661
Effective Weighted Sample	177	145	149	290	438	658	31	166	23	38	69	533
Total	173	121	99	221	359	588	33	136	21	32	60	491
No need	117	96	83	179	256	403	**	97	**	**	**	333
	68%	79%	84%	81%	71%	69%	**	72%	**	**	**	68%
		a	a	a								
Satisfied with using home phones/ other mobile phones	33	21	13	35	54	107	**	20	**	**	**	89
	19%	18%	14%	16%	15%	18%	**	15%	**	**	**	18%
Don't know how you use smartphones	31	22	22	44	58	87	**	26	**	**	**	65
	18%	18%	22%	20%	16%	15%	**	19%	**	**	**	13%
Can't afford it	16	6	5	11	52	70	**	16	**	**	**	60
	9%	5%	5%	5%	15%	12%	**	12%	**	**	**	12%
Too expensive to set up/ buy	12	8	3	11	30	45	**	10	**	**	**	41
	7%	6%	3%	5%	8%	8%	**	7%	**	**	**	8%
Contracts are too expensive	4	1	4	5	15	23	**	4	**	**	**	21
	3%	1%	4%	2%	4%	4%	**	3%	**	**	**	4%
Calls are too expensive	2	-	1	1	5	6	**	1	**	**	**	6
	1%	-%	1%	1%	1%	1%	**	1%	**	**	**	1%
Other	3	2	5	6	7	15	**	4	**	**	**	11
	2%	1%	5%	3%	2%	2%	**	3%	**	**	**	2%
ANY INVOLUNTARY REASONS	59	34	28	63	133	197	**	50	**	**	**	164
	34%	28%	29%	28%	37%	34%	**	37%	**	**	**	33%

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



Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QD8 (QD38). Why are you unlikely to get a smartphone at home in the next 12 months? (MULTI CODE) UNPROMPTED**

Base : Those unlikely to get a smartphone in the next 12 months

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
	a	b	c	d	OR DE e	f	~g	h	~i	~j	~k	l
Significance Level: 95%												
Unweighted total	220	187	188	375	555	829	42	212	28	50	88	661
Effective Weighted Sample	177	145	149	290	438	658	31	166	23	38	69	533
Total	173	121	99	221	359	588	33	136	21	32	60	491
ANY VOLUNTARY REASONS	133	106	87	192	279	462	**	107	**	**	**	383
	77%	87%	87%	87%	78%	79%	**	79%	**	**	**	78%
		a	a	a								
ONLY VOLUNTARY REASONS	112	86	70	156	223	380	**	84	**	**	**	317
	65%	71%	71%	71%	62%	65%	**	62%	**	**	**	65%
Don't know	1	1	1	2	4	6	**	1	**	**	**	6
	*%	1%	1%	1%	1%	1%	**	1%	**	**	**	1%

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

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.

**QD9 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)**

Base : Those who personally use a mobile phone

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	~j	k	l
Unweighted total	402	261	231	492	1092	2382	206	398	49	72	153	2197
Effective Weighted Sample	329	205	183	383	879	1928	155	312	37	56	120	1810
Total	327	168	120	288	764	1935	212	278	37	47	105	1872
Send/ receive text messages (SMS)	274	125	62	188	621	1716	199	206	**	**	73	1705
	84%	74%	52%	65%	81%	89%	94%	74%	**	**	69%	91%
	bcd	cd		c								hk
Use your phone as a camera	147	50	21	71	356	1191	147	118	**	**	40	1213
	45%	30%	17%	25%	47%	62%	69%	43%	**	**	38%	65%
	bcd	c										hk
Accessing the internet	84	18	5	23	222	924	122	79	**	**	22	961
	26%	11%	4%	8%	29%	48%	58%	28%	**	**	21%	51%
	bcd	c					f					hk
Send/ receive messages with pictures/ images	77	23	4	27	186	786	103	66	**	**	24	822
	23%	14%	3%	9%	24%	41%	48%	24%	**	**	23%	44%
	bcd	c		c								hk
Send/ receive emails (not SMS)	67	10	3	14	150	701	113	62	**	**	18	747
	21%	6%	3%	5%	20%	36%	53%	22%	**	**	17%	40%
	bcd						f					hk
Visiting social networking sites e.g. Facebook, Twitter, LinkedIn	35	2	1	4	181	705	91	63	**	**	19	725
	11%	1%	1%	1%	24%	36%	43%	23%	**	**	18%	39%
	bcd											hk
Play games	40	8	1	9	181	618	115	55	**	**	15	667
	12%	5%	1%	3%	24%	32%	54%	20%	**	**	14%	36%
	bcd	c					f					hk

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

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.

**QD9 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)**

Base : Those who personally use a mobile phone

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
	a	b	c	d	OR DE e	f	g	h	~i	~j	k	l
Significance Level: 95%												
Unweighted total	402	261	231	492	1092	2382	206	398	49	72	153	2197
Effective Weighted Sample	329	205	183	383	879	1928	155	312	37	56	120	1810
Total	327	168	120	288	764	1935	212	278	37	47	105	1872
Download apps or programs directly to your phone	47 14% bcd	9 5%	2 2%	11 4%	145 19%	578 30%	84 39% f	56 20%	** **	** **	15 14%	599 32% hk
Record video clips using the phone	39 12% bcd	9 6%	3 3%	13 4%	145 19%	563 29%	90 42% f	56 20%	** **	** **	19 18%	591 32% hk
Use IM/ Instant Messaging (e.g. BlackBerry Messenger/ BBM, Apple iMessage, WhatsApp, Facebook Messenger)	40 12% bcd	3 2%	2 2%	5 2%	125 16%	563 29%	80 37% f	50 18%	** **	** **	17 17%	593 32% hk
Listen to music using MP3 function	19 6% cd	4 3%	2 1%	6 2%	109 14%	391 20%	79 37% f	37 13%	** **	** **	10 10%	428 23% hk
Send/ receive video clips	27 8% bcd	3 2%	2 2%	5 2%	94 12%	388 20%	73 34% f	35 13%	** **	** **	14 13%	425 23% hk
Accessing/ receiving news	24 7% cd	7 4% c	1 1%	8 3%	79 10%	379 20%	74 35% f	36 13%	** **	** **	11 10%	413 22% hk

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

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.

**QD9 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)**

Base : Those who personally use a mobile phone

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	~j	k	l
Unweighted total	402	261	231	492	1092	2382	206	398	49	72	153	2197
Effective Weighted Sample	329	205	183	383	879	1928	155	312	37	56	120	1810
Total	327	168	120	288	764	1935	212	278	37	47	105	1872
Video streaming e.g. via YouTube	15 5% bcd	1 1%	* *%	2 1%	80 11%	355 18%	78 37% f	26 10%	** **	** **	8 7%	402 21% hk
'Check-in' and share your location on social networking sites (e.g. Facebook, Foursquare)	11 3% cd	2 1%	1 1%	3 1%	74 10%	328 17%	50 24% f	26 9% k	** **	** **	4 3%	350 19% hk
Use your handset to help you shop e.g. compare prices online, read internet reviews, take photos of products	18 5% bcd	1 *%	* *%	1 *%	70 9%	315 16%	42 20%	27 10%	** **	** **	7 6%	330 18% hk
Accessing/ receiving sports/ team news/ scores	21 6% bcd	3 2%	1 1%	4 1%	52 7%	274 14%	51 24% f	28 10%	** **	** **	8 7%	297 16% hk
Listen to FM radio	23 7% cd	6 4%	2 2%	9 3%	81 11%	275 14%	42 20%	27 10%	** **	** **	6 6%	293 16% hk

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

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.

**QD9 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)**

Base : Those who personally use a mobile phone

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	~j	k	l
Unweighted total	402	261	231	492	1092	2382	206	398	49	72	153	2197
Effective Weighted Sample	329	205	183	383	879	1928	155	312	37	56	120	1810
Total	327	168	120	288	764	1935	212	278	37	47	105	1872
Sending a tweet on Twitter (through a text, an app, the browser, or phone's built-in feature)	6 2% bd	- -%	* *%	* *%	50 7%	244 13%	40 19% f	22 8%	** **	** **	5 4%	262 14% hk
Making voice calls using a VoIP service e.g. Skype	13 4% bcd	2 1%	1 1%	2 1%	40 5%	205 11%	52 24% f	17 6%	** **	** **	4 4%	236 13% hk
TV streaming (e.g. BBC iPlayer, Sky Go)	12 4% bcd	1 1%	* *%	1 *%	42 5%	197 10%	35 16% f	18 6%	** **	** **	2 2%	214 11% hk
Video calling e.g. via Facetime	8 2% d	1 1%	* *%	1 *%	45 6%	193 10%	35 16% f	15 6%	** **	** **	2 2%	212 11% hk
Download a new video clip	11 3% bcd	1 1%	* *%	1 *%	46 6%	173 9%	36 17% f	15 5%	** **	** **	2 2%	194 10% hk
Download TV programmes e.g. via BBC iPlayer	6 2% d	- -%	- -%	- -%	31 4%	135 7%	32 15% f	12 4%	** **	** **	2 2%	155 8% hk

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

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.

**QD9 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)**

Base : Those who personally use a mobile phone

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	~j	k	l
Unweighted total	402	261	231	492	1092	2382	206	398	49	72	153	2197
Effective Weighted Sample	329	205	183	383	879	1928	155	312	37	56	120	1810
Total	327	168	120	288	764	1935	212	278	37	47	105	1872
Listen to Podcasts	3 1%	- -%	* *%	* *%	17 2%	103 5%	16 7%	14 5%	** **	** **	3 3%	106 6%
Other	2 1%	4 2%	4 3%	8 3%	8 1%	11 1%	- -%	4 1%	** **	** **	1 *%	7 *%
			a	a				l				
WEB/ DATA ACCESS	103 31% bcd	22 13% c	5 4%	28 10% c	273 36%	1075 56%	144 68% f	94 34%	** **	** **	27 26%	1118 60% hk
LISTEN TO AUDIO CONTENT	37 11% bcd	10 6%	4 3%	14 5%	146 19%	518 27%	91 43% f	52 19%	** **	** **	14 14%	553 30% hk
WATCHING AV CONTENT	28 9% bcd	2 1%	* *%	3 1%	102 13%	436 23%	82 39% f	32 12%	** **	** **	9 8%	481 26% hk
None of these	33 10%	33 19% a	49 41% abd	82 28% ab	108 14%	122 6%	5 2%	53 19% l	** **	** **	26 24% l	79 4%

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

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.

**QD9 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)**

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
Send/ receive text messages (SMS)	274	125	62	188	621	1716	199	206	**	31	73	1705
	78%	59%	32%	46%	68%	82%	90%	60%	**	46%	51%	86%
	bcd	cd		c			f	jk				hjk
Use your phone as a camera	147	50	21	71	356	1191	147	118	**	16	40	1213
	42%	24%	11%	17%	39%	57%	67%	34%	**	23%	28%	62%
	bcd	cd		c			f	j				hjk
Accessing the internet	84	18	5	23	222	924	122	79	**	7	22	961
	24%	9%	2%	6%	24%	44%	56%	23%	**	11%	16%	49%
	bcd	c		c			f	jk				hjk
Send/ receive messages with pictures/ images	77	23	4	27	186	786	103	66	**	9	24	822
	22%	11%	2%	7%	20%	38%	47%	19%	**	13%	17%	42%
	bcd	cd		c			f					hjk
Send/ receive emails (not SMS)	67	10	3	14	150	701	113	62	**	7	18	747
	19%	5%	2%	3%	16%	34%	51%	18%	**	10%	12%	38%
	bcd	c					f					hjk
Visiting social networking sites e.g. Facebook, Twitter, LinkedIn	35	2	1	4	181	705	91	63	**	6	19	725
	10%	1%	1%	1%	20%	34%	41%	18%	**	8%	13%	37%
	bcd							j				hjk
Play games	40	8	1	9	181	618	115	55	**	10	15	667
	11%	4%	*%	2%	20%	30%	52%	16%	**	15%	10%	34%
	bcd	c		c			f					hjk

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

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.

**QD9 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)**

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
Download apps or programs directly to your phone	47 13% bcd	9 4% c	2 1%	11 3%	145 16%	578 28%	84 38% f	56 16%	** **	6 8%	15 10%	599 30% hjk
Record video clips using the phone	39 11% bcd	9 4% c	3 2%	13 3%	145 16%	563 27%	90 41% f	56 16%	** **	6 9%	19 13%	591 30% hjk
Use IM/ Instant Messaging (e.g. BlackBerry Messenger/ BBM, Apple iMessage, WhatsApp, Facebook Messenger)	40 11% bcd	3 1%	2 1%	5 1%	125 14%	563 27%	80 36% f	50 15%	** **	5 8%	17 12%	593 30% hjk
Listen to music using MP3 function	19 5% bcd	4 2%	2 1%	6 1%	109 12%	391 19%	79 36% f	37 11%	** **	3 5%	10 7%	428 22% hjk
Send/ receive video clips	27 8% bcd	3 1%	2 1%	5 1%	94 10%	388 19%	73 33% f	35 10%	** **	4 6%	14 10%	425 22% hjk
Accessing/ receiving news	24 7% cd	7 3% c	1 1%	8 2%	79 9%	379 18%	74 34% f	36 11% j	** **	2 4%	11 8%	413 21% hjk

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



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.

**QD9 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)**

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
Video streaming e.g. via YouTube	15 4% bcd	1 1%	* *%	2 *%	80 9%	355 17%	78 35% f	26 8%	** **	3 4%	8 5%	402 20% hjk
'Check-in' and share your location on social networking sites (e.g. Facebook, Foursquare)	11 3% cd	2 1%	1 *%	3 1%	74 8%	328 16%	50 23% f	26 8% jk	** **	1 1%	4 2%	350 18% hjk
Use your handset to help you shop e.g. compare prices online, read internet reviews, take photos of products	18 5% bcd	1 *%	* *%	1 *%	70 8%	315 15%	42 19%	27 8%	** **	4 6%	7 5%	330 17% hjk
Accessing/ receiving sports/ team news/ scores	21 6% bcd	3 2%	1 *%	4 1%	52 6%	274 13%	51 23% f	28 8%	** **	2 3%	8 5%	297 15% hjk
Listen to FM radio	23 6% cd	6 3%	2 1%	9 2%	81 9%	275 13%	42 19% f	27 8%	** **	3 4%	6 4%	293 15% hjk

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

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.

**QD9 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)**

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
Sending a tweet on Twitter (through a text, an app, the browser, or phone's built-in feature)	6 2% bcd	- -%	* *%	* *%	50 6%	244 12%	40 18% f	22 7%	** **	2 3%	5 3%	262 13% hjk
Making voice calls using a VoIP service e.g. Skype	13 4% bcd	2 1%	1 *%	2 1%	40 4%	205 10%	52 24% f	17 5%	** **	1 1%	4 3%	236 12% hjk
TV streaming (e.g. BBC iPlayer, Sky Go)	12 3% bcd	1 *%	* *%	1 *%	42 5%	197 9%	35 16% f	18 5%	** **	2 3%	2 2%	214 11% hjk
Video calling e.g. via Facetime	8 2% cd	1 *%	* *%	1 *%	45 5%	193 9%	35 16% f	15 4% k	** **	2 3%	2 1%	212 11% hjk
Download a new video clip	11 3% bcd	1 *%	* *%	1 *%	46 5%	173 8%	36 17% f	15 4%	** **	1 2%	2 1%	194 10% hjk
Download TV programmes e.g. via BBC iPlayer	6 2% bcd	- -%	- -%	- -%	31 3%	135 6%	32 15% f	12 4%	** **	1 2%	2 1%	155 8% hjk

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

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.

**QD9 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)**

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
Listen to Podcasts	3 1%	- -%	* *%	* *%	17 2%	103 5%	16 7%	14 4%	** **	2 3%	3 2%	106 5%
Other	2 1%	4 2%	4 2%	8 2%	8 1%	11 1%	- -%	4 1%	** **	1 2%	1 *%	7 *%
WEB/ DATA ACCESS	103 29% bcd	22 11% c	5 3%	28 7% c	273 30%	1075 51%	144 65% f	94 28% jk	** **	9 14%	27 19%	1118 57% hjk
LISTEN TO AUDIO CONTENT	37 11% bcd	10 5% c	4 2%	14 3%	146 16%	518 25%	91 41% f	52 15% j	** **	5 7%	14 10%	553 28% hjk
WATCHING AV CONTENT	28 8% bcd	2 1%	* *%	3 1%	102 11%	436 21%	82 37% f	32 9%	** **	3 5%	9 6%	481 24% hjk
None of these	33 9%	33 15% a	49 25% ab	82 20% a	108 12%	122 6%	5 2%	53 15% l	** **	13 19% l	26 18% l	79 4%

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

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.

**QD10 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)**

Base : Those who personally use a mobile phone

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
	a	b	c	d	OR DE e	f	g	h	~i	~j	k	l
Significance Level: 95%												
Unweighted total	402	261	231	492	1092	2382	206	398	49	72	153	2197
Effective Weighted Sample	329	205	183	383	879	1928	155	312	37	56	120	1810
Total	327	168	120	288	764	1935	212	278	37	47	105	1872
Send/ receive text messages (SMS)	246	105	45	150	553	1582	188	179	**	**	62	1586
	75%	62%	38%	52%	72%	82%	89%	65%	**	**	58%	85%
	bcd	cd		c			f					hk
Accessing the internet	66	9	4	13	171	768	98	63	**	**	19	797
	20%	6%	3%	4%	22%	40%	46%	23%	**	**	18%	43%
	bcd											hk
Use your phone as a camera	74	19	7	26	203	733	91	71	**	**	20	750
	23%	11%	6%	9%	27%	38%	43%	25%	**	**	19%	40%
	bcd											hk
Visiting social networking sites e.g. Facebook, Twitter, LinkedIn	25	1	1	3	147	584	74	51	**	**	14	600
	8%	1%	1%	1%	19%	30%	35%	18%	**	**	13%	32%
	bcd											hk
Send/ receive emails (not SMS)	51	8	1	9	112	551	84	46	**	**	12	583
	16%	5%	1%	3%	15%	28%	39%	17%	**	**	11%	31%
	bcd	c					f					hk
Use IM/ Instant Messaging (e.g. BlackBerry Messenger/ BBM, Apple iMessage, WhatsApp, Facebook Messenger)	31	2	1	3	100	470	65	40	**	**	11	497
	9%	1%	1%	1%	13%	24%	31%	14%	**	**	10%	27%
	bcd											hk

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

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.

**QD10 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)**

Base : Those who personally use a mobile phone

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	~j	k	l
Unweighted total	402	261	231	492	1092	2382	206	398	49	72	153	2197
Effective Weighted Sample	329	205	183	383	879	1928	155	312	37	56	120	1810
Total	327	168	120	288	764	1935	212	278	37	47	105	1872
Send/ receive messages with pictures/ images	45 14% bcd	12 7% c	3 3%	15 5%	113 15%	453 23%	58 27%	44 16%	** **	** **	14 14%	464 25% hk
Play games	22 7% cd	5 3%	1 1%	6 2%	134 18%	425 22%	75 36% f	43 15%	** **	** **	10 10%	448 24% hk
Download apps or programs directly to your phone	16 5% bcd	2 1%	1 1%	3 1%	87 11%	324 17%	48 23%	38 14%	** **	** **	8 8%	331 18% k
Listen to music using MP3 function	11 3% d	2 1%	1 1%	3 1%	85 11%	298 15%	45 21%	27 10% k	** **	** **	3 2%	316 17% hk
Record video clips using the phone	18 6% bcd	2 1%	1 1%	3 1%	76 10%	290 15%	42 20%	28 10%	** **	** **	6 5%	298 16% hk
Accessing/ receiving news	11 3% c	4 2%	* *%	4 1%	48 6%	255 13%	45 21% f	30 11%	** **	** **	8 8%	267 14%

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

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.

**QD10 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)**

Base : Those who personally use a mobile phone

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	~j	k	l
Unweighted total	402	261	231	492	1092	2382	206	398	49	72	153	2197
Effective Weighted Sample	329	205	183	383	879	1928	155	312	37	56	120	1810
Total	327	168	120	288	764	1935	212	278	37	47	105	1872
'Check-in' and share your location on social networking sites (e.g. Facebook, Foursquare)	8 2% d	1 1%	* *%	1 *%	55 7%	246 13%	38 18%	21 8% k	** **	** **	2 2%	261 14% hk
Video streaming e.g. via YouTube	2 1%	1 *%	- -%	1 *%	54 7%	211 11%	57 27% f	21 7%	** **	** **	7 6%	240 13% hk
Accessing/ receiving sports/ team news/ scores	8 3% c	3 2%	- -%	3 1%	30 4%	179 9%	32 15% f	16 6%	** **	** **	1 1%	197 11% hk
Use your handset to help you shop e.g. compare prices online, read internet reviews, take photos of products	7 2% cd	1 *%	- -%	1 *%	39 5%	186 10%	22 10%	17 6%	** **	** **	2 2%	192 10% hk

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

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.

**QD10 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)**

Base : Those who personally use a mobile phone

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	~j	k	l
Unweighted total	402	261	231	492	1092	2382	206	398	49	72	153	2197
Effective Weighted Sample	329	205	183	383	879	1928	155	312	37	56	120	1810
Total	327	168	120	288	764	1935	212	278	37	47	105	1872
Sending a tweet on Twitter (through a text, an app, the browser, or phone's built-in feature)	2 *%	- -%	* *%	* *%	31 4%	184 10%	22 10%	19 7%	** **	** **	3 3%	190 10% k
Send/ receive video clips	10 3% d	2 1%	1 1%	3 1%	45 6%	169 9%	32 15% f	18 6%	** **	** **	6 6%	181 10%
Listen to FM radio	9 3%	3 2%	1 1%	4 1%	55 7%	169 9%	25 12%	17 6%	** **	** **	3 3%	180 10% hk
Making voice calls using a VoIP service e.g. Skype	8 2% bd	- -%	1 1%	1 *%	26 3%	129 7%	34 16% f	8 3%	** **	** **	1 1%	149 8% hk
Video calling e.g. via Facetime	1 *%	- -%	- -%	- -%	28 4%	117 6%	26 12% f	12 4%	** **	** **	2 2%	129 7% k
TV streaming (e.g. BBC iPlayer, Sky Go)	7 2% bd	- -%	- -%	- -%	24 3%	114 6%	17 8%	14 5%	** **	** **	2 2%	117 6% k

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

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.

**QD10 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)**

Base : Those who personally use a mobile phone

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	~j	k	l
Unweighted total	402	261	231	492	1092	2382	206	398	49	72	153	2197
Effective Weighted Sample	329	205	183	383	879	1928	155	312	37	56	120	1810
Total	327	168	120	288	764	1935	212	278	37	47	105	1872
Download a new video clip	2 1%	- -%	- -%	- -%	24 3%	87 5%	21 10% f	12 4%	** **	** **	2 2%	95 5%
Download TV programmes e.g. via BBC iPlayer	- -%	- -%	- -%	- -%	17 2%	70 4%	16 8% f	8 3%	** **	** **	2 2%	80 4%
Listen to Podcasts	3 1%	- -%	- -%	- -%	10 1%	61 3%	7 3%	10 4%	** **	** **	* *%	61 3%
WEB/ DATA ACCESS	88 27% bcd	13 7%	5 4%	17 6%	235 31%	981 51%	136 64% f	81 29%	** **	** **	24 23%	1029 55% hk
LISTEN TO AUDIO CONTENT	20 6% cd	5 3%	2 2%	7 2%	111 15%	384 20%	57 27% f	35 13% k	** **	** **	5 5%	406 22% hk
WATCHING AV CONTENT	10 3% bcd	1 *%	- -%	1 *%	68 9%	271 14%	61 29% f	25 9%	** **	** **	7 6%	300 16% hk
None of these	58 18%	54 32% a	69 57% abd	123 43% ab	166 22%	206 11% g	6 3%	76 27% l	** **	** **	35 33% l	140 7%
Other	3 1%	4 2%	3 2%	6 2%	7 1%	11 1%	- -%	2 1%	** **	** **	1 *%	9 *%

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



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.

**QD10 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)**

Base : Those who personally use a mobile phone

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
	a	b	c	d	OR DE e	f	g	h	~i	~j	k	l
Significance Level: 95%												
Unweighted total	402	261	231	492	1092	2382	206	398	49	72	153	2197
Effective Weighted Sample	329	205	183	383	879	1928	155	312	37	56	120	1810
Total	327	168	120	288	764	1935	212	278	37	47	105	1872
Don't know	1	*	*	1	1	2	-	*	**	**	*	2
	*%	*%	*%	*%	*%	*%	-%	*%	**	**	*%	*%

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

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.

**QD10 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)**

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
Send/ receive text messages (SMS)	246	105	45	150	553	1582	188	179	**	25	62	1586
	70%	50%	23%	37%	61%	76%	85%	52%	**	36%	43%	80%
	bcd	cd		c			f	jk				hjk
Accessing the internet	66	9	4	13	171	768	98	63	**	5	19	797
	19%	4%	2%	3%	19%	37%	45%	18%	**	8%	13%	40%
	bcd						f	j				hjk
Use your phone as a camera	74	19	7	26	203	733	91	71	**	10	20	750
	21%	9%	4%	6%	22%	35%	41%	21%	**	15%	14%	38%
	bcd	c										hjk
Visiting social networking sites e.g. Facebook, Twitter, LinkedIn	25	1	1	3	147	584	74	51	**	5	14	600
	7%	1%	1%	1%	16%	28%	33%	15%	**	7%	10%	30%
	bcd											hjk
Send/ receive emails (not SMS)	51	8	1	9	112	551	84	46	**	5	12	583
	15%	4%	1%	2%	12%	26%	38%	14%	**	7%	8%	30%
	bcd	c					f					hjk
Use IM/ Instant Messaging (e.g. BlackBerry Messenger/ BBM, Apple iMessage, WhatsApp, Facebook Messenger)	31	2	1	3	100	470	65	40	**	4	11	497
	9%	1%	*%	1%	11%	23%	30%	12%	**	5%	7%	25%
	bcd						f					hjk

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

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.

**QD10 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)**

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
Send/ receive messages with pictures/ images	45 13% bcd	12 6% c	3 2%	15 4%	113 12%	453 22%	58 26%	44 13%	** **	5 8%	14 10%	464 24% hjk
Play games	22 6% bcd	5 2% c	1 *%	6 1%	134 15%	425 20%	75 34% f	43 13%	** **	9 14%	10 7%	448 23% hjk
Download apps or programs directly to your phone	16 5% bcd	2 1%	1 1%	3 1%	87 10%	324 16%	48 22% f	38 11%	** **	4 5%	8 6%	331 17% hjk
Listen to music using MP3 function	11 3% cd	2 1%	1 1%	3 1%	85 9%	298 14%	45 21% f	27 8% k	** **	3 5%	3 2%	316 16% hjk
Record video clips using the phone	18 5% bcd	2 1%	1 *%	3 1%	76 8%	290 14%	42 19%	28 8%	** **	2 3%	6 4%	298 15% hjk
Accessing/ receiving news	11 3% cd	4 2% c	* *%	4 1%	48 5%	255 12%	45 20% f	30 9% j	** **	1 2%	8 6%	267 14% hjk

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

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.

**QD10 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)**

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
'Check-in' and share your location on social networking sites (e.g. Facebook, Foursquare)	8 2% cd	1 *% *	* *% *	1 *% *	55 6% *	246 12% *	38 17% f	21 6% jk	** ** *	- -% *	2 1% *	261 13% hjk
Video streaming e.g. via YouTube	2 1% cd	1 *% *	- -% *	1 *% *	54 6% *	211 10% *	57 26% f	21 6% *	** ** *	2 3% *	7 5% *	240 12% hjk
Accessing/ receiving sports/ team news/ scores	8 2% cd	3 1% c	- -% *	3 1% *	30 3% *	179 9% *	32 15% f	16 5% k	** ** *	1 2% *	1 1% *	197 10% hjk
Use your handset to help you shop e.g. compare prices online, read internet reviews, take photos of products	7 2% cd	1 *% *	- -% *	1 *% *	39 4% *	186 9% *	22 10% *	17 5% *	** ** *	2 3% *	2 2% *	192 10% hjk

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

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.

**QD10 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)**

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
Sending a tweet on Twitter (through a text, an app, the browser, or phone's built-in feature)	2 *% a	- -% b	* *% c	* *% d	31 3% e	184 9% f	22 10% g	19 6% h	** ** ~i	1 2% j	3 2% k	190 10% l hjk
Send/ receive video clips	10 3% cd	2 1% b	1 1% c	3 1% d	45 5% e	169 8% f	32 15% g f	18 5% h	** ** i	1 2% j	6 4% k	181 9% l hjk
Listen to FM radio	9 3% cd	3 2% b	1 *% c	4 1% d	55 6% e	169 8% f	25 11% g	17 5% h	** ** i	1 2% j	3 2% k	180 9% l hjk
Making voice calls using a VoIP service e.g. Skype	8 2% bd	- -% b	1 *% c	1 *% d	26 3% e	129 6% f	34 15% g f	8 2% h	** ** i	- -% j	1 1% k	149 8% l hjk
Video calling e.g. via Facetime	1 *% a	- -% b	- -% c	- -% d	28 3% e	117 6% f	26 12% g f	12 3% h	** ** i	1 2% j	2 1% k	129 7% l hk
TV streaming (e.g. BBC iPlayer, Sky Go)	7 2% bcd	- -% b	- -% c	- -% d	24 3% e	114 5% f	17 8% g	14 4% h	** ** i	2 3% j	2 1% k	117 6% l k

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

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.

**QD10 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)**

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
Download a new video clip	2 1%	- -%	- -%	- -%	24 3%	87 4%	21 9% f	12 3%	** **	1 2%	2 1%	95 5% k
Download TV programmes e.g. via BBC iPlayer	- -%	- -%	- -%	- -%	17 2%	70 3%	16 7% f	8 2%	** **	1 2%	2 1%	80 4%
Listen to Podcasts	3 1% d	- -%	- -%	- -%	10 1%	61 3%	7 3%	10 3%	** **	2 3% k	* *%	61 3% k
WEB/ DATA ACCESS	88 25% bcd	13 6% c	5 2%	17 4%	235 26%	981 47%	136 62% f	81 24% j	** **	8 11%	24 17%	1029 52% hjk
LISTEN TO AUDIO CONTENT	20 6% bcd	5 2%	2 1%	7 2%	111 12%	384 18%	57 26% f	35 10% k	** **	3 5%	5 3%	406 21% hjk
WATCHING AV CONTENT	10 3% bcd	1 *%	- -%	1 *%	68 7%	271 13%	61 28% f	25 7%	** **	3 4%	7 5%	300 15% hjk
None of these	58 17%	54 26% a	69 35% ab	123 30% a	166 18%	206 10% g	6 3%	76 22% l	** **	20 29% l	35 24% l	140 7%
Other	3 1%	4 2%	3 1%	6 2%	7 1%	11 1%	- -%	2 1%	** **	- -%	1 *%	9 *%

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

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.

**QD10 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)**

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
Don't know	1	*	*	1	1	2	-	*	**	-	*	2
	*%	*%	*%	*%	*%	*%	-%	*%	**	-%	*%	*%

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

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.

**QD11 (QD6). SHOWCARD Thinking about mobile phones, do you ever have/ think you might have difficulties with any of the following? (MULTI CODE)**

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
Navigating the phone's menu system to use the different features on your phone	10 3%	13 6% a	15 8% a	28 7% a	33 4%	57 3%	3 1%	28 8% l	** **	8 11% l	15 11% l	32 2%
Writing text messages	14 4%	11 5%	20 10% ab	31 8% a	45 5%	54 3%	1 *%	28 8% l	** **	11 16% hl	19 13% l	28 1%
Pressing the buttons on your mobile phone	9 3%	3 1%	12 6% ab	15 4%	22 2%	31 1%	1 1%	20 6% l	** **	7 10% l	13 9% l	14 1%
Hearing the person on the other end of the line in a conversation, even with the volume turned up	3 1%	2 1%	14 7% ab	16 4% ab	22 2%	28 1%	3 1%	22 6% l	** **	18 26% hkl	11 8% l	10 1%
Seeing and being able to read the digital display	6 2%	2 1%	11 5% ab	13 3%	20 2%	30 1%	- -%	19 6% l	** **	7 11% l	8 6% l	10 *%

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



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.

**QD11 (QD6). SHOWCARD Thinking about mobile phones, do you ever have/ think you might have difficulties with any of the following? (MULTI CODE)**

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
Seeing the numbers used to dial with	6 2%	6 3%	9 5% a	15 4%	20 2%	24 1%	1 *%	16 5% l	** **	7 10% l	7 5% l	9 *%
Using touch to open, close or move within the screen	3 1%	1 1%	10 5% ab	11 3% b	14 2%	19 1%	1 *%	11 3% l	** **	6 9% hl	8 5% l	10 1%
Hearing the phone ring, even with the volume turned up	7 2%	3 1%	7 4%	10 2%	14 2%	18 1%	1 *%	11 3% l	** **	9 13% hkl	7 5% l	8 *%
Using the letters displayed on the on-screen keyboard	2 1%	2 1%	8 4% ab	10 2% a	13 1%	16 1%	2 1%	10 3% l	** **	4 6% l	7 5% l	9 *%
Picking up the handset when your mobile rings	3 1%	1 *%	4 2%	4 1%	9 1%	12 1%	1 1%	9 3% l	** **	3 5% l	6 4% l	5 *%
Holding the mobile phone to your ear	4 1%	1 *%	3 1%	3 1%	7 1%	10 *%	2 1%	8 2% l	** **	3 5% l	7 5% l	6 *%

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

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.

**QD11 (QD6). SHOWCARD Thinking about mobile phones, do you ever have/ think you might have difficulties with any of the following? (MULTI CODE)**

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
	a	b	c	d	OR DE e	f	g	h	~i	j	k	l
Significance Level: 95%												
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
Any other difficulties	13	7	14	20	33	51	11	23	**	9	12	39
	4%	3%	7%	5%	4%	2%	5%	7%	**	14%	8%	2%
			ab				f	l		hl	l	
No, none	300	169	121	290	744	1845	203	234	**	32	90	1817
	85%	80%	62%	72%	82%	88%	92%	68%	**	46%	63%	92%
	cd	cd		c				j			j	hjk
Don't know	5	9	19	28	34	36	1	14	**	5	5	24
	2%	4%	10%	7%	4%	2%	*%	4%	**	7%	4%	1%
		a	ab	a				l		l	l	

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
Yes - desktop PC	152	72	34	106	241	729	87	102	**	15	41	720
	43%	34%	17%	26%	26%	35%	39%	30%	**	22%	29%	37%
	bcd	cd		c								hjk
Yes - laptop	219	99	43	142	406	1366	164	162	**	28	60	1363
	62%	47%	22%	35%	45%	65%	75%	47%	**	41%	42%	69%
	bcd	cd		c			f					hjk
Yes - netbook	24	5	1	6	27	166	19	17	**	3	5	165
	7%	2%	*%	1%	3%	8%	8%	5%	**	4%	4%	8%
	bcd											hk
Yes - tablet computer - e.g. iPad	72	30	13	44	125	603	68	55	**	10	11	607
	20%	14%	7%	11%	14%	29%	31%	16%	**	14%	8%	31%
	cd	c						k				hjk
TOTAL YES	283	139	69	208	552	1660	198	212	**	36	75	1643
	80%	66%	35%	51%	61%	79%	90%	62%	**	52%	53%	83%
	bcd	cd		c			f	k				hjk
DESKTOP PC ONLY	47	28	19	47	100	170	20	35	**	6	13	160
	13%	13%	10%	12%	11%	8%	9%	10%	**	9%	9%	8%
LAPTOP ONLY	96	53	29	82	237	611	74	85	**	15	28	600
	27%	25%	15%	20%	26%	29%	34%	25%	**	22%	20%	30%
	cd	c										hk
TABLET ONLY	4	3	3	5	13	48	2	2	**	-	-	49
	1%	1%	1%	1%	1%	2%	1%	*%	**	-%	-%	2%
												hk
No	70	72	125	197	356	428	22	131	**	33	68	328
	20%	34%	64%	48%	39%	20%	10%	38%	**	47%	47%	17%
		a	abd	ab		g		l		l	hl	

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
	a	b	c	d	OR DE e	f	g	h	~i	j	k	l
Significance Level: 95%												
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
Don't know	-	-	1	1	1	1	-	*	**	*	-	*
	-%	-%	1%	*%	*%	*%	-%	*%	**	1%	-%	*%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QE2 (QE35). How many tablet computers do you have in your household? (SINGLE CODE)**

Base : Those with any tablet computers in the household

		AGE				AGE/SEG		MEG		DISABILITY			
		55-64	65-74	75+	65+	65+	OR DE	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY
		~a	~b	~c	~d	e		f	~g	~h	~i	~j	~k
													l
Significance Level: 95%		91	51	25	76	176		702	54	66	7	14	18
Unweighted total		75	43	19	62	142		572	41	55	5	12	15
Effective Weighted Sample		72	30	13	44	125		603	68	55	7	10	11
Total													
One	(1.0)	**	**	**	**	98		415	**	**	**	**	**
		**	**	**	**	79%		69%	**	**	**	**	**
Two	(2.0)	**	**	**	**	21		139	**	**	**	**	**
		**	**	**	**	17%		23%	**	**	**	**	**
Three	(3.0)	**	**	**	**	4		34	**	**	**	**	**
		**	**	**	**	3%		6%	**	**	**	**	**
Four	(4.0)	**	**	**	**	-		10	**	**	**	**	**
		**	**	**	**	-%		2%	**	**	**	**	**
Five or more	(5.0)	**	**	**	**	1		6	**	**	**	**	**
		**	**	**	**	1%		1%	**	**	**	**	**
Don't know		**	**	**	**	-		-	**	**	**	**	**
		**	**	**	**	-%		-%	**	**	**	**	**
Mean number		**	**	**	**	1.3		1.4	**	**	**	**	**
Standard deviation		**	**	**	**	.62		.76	**	**	**	**	**
Standard error		**	**	**	**	.05		.03	**	**	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QE3 (QE36). Do you personally use this/ any of these tablet computer/s? (SINGLE CODE)**

Base : Those with any tablet computers in the household

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
	~a	~b	~c	~d	OR DE e	f	~g	~h	~i	~j	~k	l
Significance Level: 95%												
Unweighted total	91	51	25	76	176	702	54	66	7	14	18	693
Effective Weighted Sample	75	43	19	62	142	572	41	55	5	12	15	569
Total	72	30	13	44	125	603	68	55	7	10	11	607
Yes	**	**	**	**	90	482	**	**	**	**	**	496
	**	**	**	**	72%	80%	**	**	**	**	**	82%
No	**	**	**	**	34	121	**	**	**	**	**	111
	**	**	**	**	28%	20%	**	**	**	**	**	18%

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

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 (QE37). Is your tablet computer 3G enabled? This means that the tablet could be used - with a SIM card - to go online from anywhere with a signal, without the need for a Wi-Fi connection? (SINGLE CODE)**

Base : Those who personally use a tablet computer

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	~a	~b	~c	~d	OR DE e	f	~g	~h	~i	~j	~k	l
Unweighted total	65	37	17	54	126	547	45	45	6	6	11	549
Effective Weighted Sample	53	31	12	44	101	447	35	37	5	5	9	453
Total	50	23	8	31	90	482	59	37	5	3	6	496
Yes	**	**	**	**	41	213	**	**	**	**	**	227
	**	**	**	**	45%	44%	**	**	**	**	**	46%
No	**	**	**	**	40	243	**	**	**	**	**	245
	**	**	**	**	45%	50%	**	**	**	**	**	49%
Don't know	**	**	**	**	9	26	**	**	**	**	**	24
	**	**	**	**	10%	5%	**	**	**	**	**	5%

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

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 (QE38). And do you have a separate mobile subscription for your tablet, which allows you to go online from anywhere with a 3G signal, without the need for a Wi-Fi connection? (SINGLE CODE)**

Base : Those who use a 3G enabled tablet computer

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	~a	~b	~c	~d	OR DE ~e	f	~g	~h	~i	~j	~k	l
Unweighted total	31	13	7	20	55	235	24	15	3	3	4	245
Effective Weighted Sample	26	12	6	18	45	192	17	13	3	3	3	202
Total	26	8	4	12	41	213	34	13	2	2	3	227
Yes	**	**	**	**	**	92	**	**	**	**	**	105
	**	**	**	**	**	43%	**	**	**	**	**	46%
No	**	**	**	**	**	109	**	**	**	**	**	112
	**	**	**	**	**	51%	**	**	**	**	**	49%
Don't know	**	**	**	**	**	11	**	**	**	**	**	10
	**	**	**	**	**	5%	**	**	**	**	**	4%

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



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

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
Yes - have access and use at home	274	127	58	186	543	1652	192	202	**	34	70	1639
	77%	60%	30%	46%	60%	79%	87%	59%	**	49%	49%	83%
	bcd	cd		c			f	k				hjk
Yes - have access but don't use at home	11	11	7	18	26	48	6	13	**	3	5	43
	3%	5%	4%	4%	3%	2%	3%	4%	**	5%	4%	2%
No do not have access at home	67	73	128	201	335	384	20	126	**	32	66	284
	19%	35%	66%	49%	37%	18%	9%	37%	**	46%	47%	14%
		a	abd	ab		g		l		l	hl	
Don't know	1	-	1	1	5	5	2	2	**	-	1	5
	*%	-%	1%	*%	1%	*%	1%	1%	**	-%	*%	*%
<b>INTERNET ACCESS AT HOME</b>												
YES	285	138	66	204	569	1700	199	215	**	37	76	1682
	81%	65%	34%	50%	63%	81%	90%	63%	**	54%	53%	85%
	bcd	cd		c			f	k				hjk
NO	67	73	128	201	335	384	20	126	**	32	66	284
	19%	35%	66%	49%	37%	18%	9%	37%	**	46%	47%	14%
		a	abd	ab		g		l		l	hl	

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

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 (IN6). SHOWCARD Do you ever go online anywhere other than in your home at all (via any device, e.g. PC, laptop, mobile phone, etc.)? IF YES: Where is that? (MULTI CODE)**

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
Your workplace	78 22% bcd	9 4% c	- -%	9 2% c	46 5%	599 29%	77 35%	34 10% j	** **	2 3%	8 6%	646 33% hjk
In someone else's home	34 10% cd	14 7%	8 4%	22 5%	102 11%	328 16%	35 16%	38 11%	** **	7 10%	13 9%	317 16% hk
School/ college	4 1% d	- -%	- -%	- -%	16 2%	94 5%	21 9% f	13 4%	** **	1 2%	2 1%	104 5% k
Library	12 3% cd	4 2%	2 1%	6 1%	44 5%	88 4%	23 10% f	22 6%	** **	1 2%	6 4%	88 4%
Internet café	7 2%	2 1%	1 1%	3 1%	19 2%	71 3%	14 6% f	9 3%	** **	1 1%	1 1%	75 4%
University	3 1% d	- -%	- -%	- -%	2 *%	47 2%	14 6% f	6 2%	** **	- -%	- -%	53 3% k
Other	27 8% cd	9 4%	4 2%	12 3%	40 4%	171 8%	18 8%	13 4%	** **	1 1%	5 3%	173 9% hjk
No, do not	227 64%	179 85% a	182 93% abd	361 89% a	692 76%	1063 51% g	92 42%	251 73% l	** **	58 83% hl	115 81% hl	908 46%

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

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 (IN6). SHOWCARD Do you ever go online anywhere other than in your home at all (via any device, e.g. PC, laptop, mobile phone, etc.)? IF YES: Where is that? (MULTI CODE)**

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
EVER USE INTERNET AT HOME OR ELSEWHERE	287	128	62	190	580	1730	199	210	**	35	74	1715
	81%	61%	32%	47%	64%	83%	90%	61%	**	51%	52%	87%
	bcd	cd		c			f	k				hjk

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

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 (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

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	~j	k	l
Unweighted total	346	193	121	314	803	2061	183	288	33	54	105	1962
Effective Weighted Sample	285	155	99	249	654	1683	141	227	23	44	82	1627
Total	287	128	62	190	580	1730	199	210	24	35	74	1715
Every day	179	67	26	93	337	1267	137	133	**	**	43	1264
	62%	52%	42%	49%	58%	73%	69%	63%	**	**	58%	74%
	bcd											hk
Several times a week	58	29	15	45	111	257	35	33	**	**	16	260
	20%	23%	25%	24%	19%	15%	18%	16%	**	**	21%	15%
At least once a week	20	13	7	20	62	111	15	23	**	**	7	105
	7%	10%	11%	11%	11%	6%	8%	11%	**	**	10%	6%
								l				
At least once a month	7	6	3	9	29	41	7	6	**	**	1	43
	2%	4%	5%	5%	5%	2%	3%	3%	**	**	2%	2%
A few times a year	6	2	1	3	8	13	-	3	**	**	1	10
	2%	2%	1%	1%	1%	1%	-%	1%	**	**	2%	1%
Less than once a year	*	*	1	1	1	3	-	2	**	**	1	1
	*%	*%	1%	1%	*%	*%	-%	1%	**	**	1%	*%
								l			l	
Never	15	9	9	18	29	35	5	9	**	**	4	31
	5%	7%	14%	9%	5%	2%	2%	4%	**	**	5%	2%
			a					l			l	
TOTAL AT LEAST ONCE A WEEK	258	110	48	159	510	1635	187	189	**	**	66	1629
	90%	86%	79%	83%	88%	95%	94%	90%	**	**	89%	95%
	cd											hk
TOTAL EVER	271	118	53	171	548	1691	194	200	**	**	70	1683
	94%	92%	86%	90%	95%	98%	98%	95%	**	**	94%	98%
	c											hk

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

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 (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

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
	a	b	c	d	OR DE e	f	g	h	~i	~j	k	l
Significance Level: 95%												
Unweighted total	346	193	121	314	803	2061	183	288	33	54	105	1962
Effective Weighted Sample	285	155	99	249	654	1683	141	227	23	44	82	1627
Total	287	128	62	190	580	1730	199	210	24	35	74	1715
Don't know	2	1	-	1	2	4	-	2	**	**	1	2
	1%	1%	-%	*%	*%	*%	-%	1%	**	**	1%	*%
								l				

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QE9. 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

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	~j	k	l
Unweighted total	349	206	125	331	792	2034	185	295	37	56	107	1931
Effective Weighted Sample	286	165	101	262	645	1659	141	232	26	45	82	1600
Total	285	138	66	204	569	1700	199	215	26	37	76	1682
Ordinary phone line - dialup access	2	-	1	1	4	13	1	1	**	**	-	13
	1%	-%	2%	1%	1%	1%	1%	1%	**	**	-%	1%
Fixed Broadband ADSL through a phone line or cable service - perhaps using a Wi-Fi router. This would include superfast broadband services.	269	130	58	188	484	1521	185	184	**	**	65	1518
	94%	94%	88%	93%	85%	89%	93%	86%	**	**	86%	90%
	c											h
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 with a SIM card	19	5	3	8	55	179	14	25	**	**	9	165
	7%	4%	5%	4%	10%	11%	7%	12%	**	**	12%	10%
Access to the internet using a mobile phone or smartphone - through a Wi-Fi network or your phone's mobile network	46	14	2	16	123	503	50	50	**	**	16	505
	16%	10%	3%	8%	22%	30%	25%	23%	**	**	21%	30%
	cd	c										h

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QE9. 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

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	~j	k	l
Unweighted total	349	206	125	331	792	2034	185	295	37	56	107	1931
Effective Weighted Sample	286	165	101	262	645	1659	141	232	26	45	82	1600
Total	285	138	66	204	569	1700	199	215	26	37	76	1682
Accessing the internet on a device such as a laptop or tablet using your mobile phone's internet connection - known as tethering	6	-	*	*	7	38	5	3	**	**	*	43
	2%	-%	1%	*%	1%	2%	3%	2%	**	**	*%	3%
	d											
TOTAL BROADBAND (INC. USING MOBILE PHONE)	282	134	60	194	558	1683	197	209	**	**	72	1668
	99%	97%	91%	95%	98%	99%	99%	97%	**	**	95%	99%
	cd	c										hk
TOTAL BROADBAND (EXC. USING MOBILE PHONE)	278	133	59	192	519	1607	189	198	**	**	69	1594
	98%	96%	90%	94%	91%	95%	95%	92%	**	**	91%	95%
	cd	c										
MOBILE BROADBAND ONLY, NOT FIXED OR NARROWBAND	10	2	1	4	33	82	4	14	**	**	4	72
	3%	2%	2%	2%	6%	5%	2%	6%	**	**	6%	4%
SMARTPHONE ACCESS ONLY, NOT FIXED OR NARROWBAND OR MOBILE BROADBAND	3	1	*	2	37	69	6	10	**	**	3	67
	1%	1%	1%	1%	6%	4%	3%	5%	**	**	4%	4%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QE9. 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

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
	a	b	c	d	OR DE e	f	g	h	~i	~j	k	l
Significance Level: 95%												
Unweighted total	349	206	125	331	792	2034	185	295	37	56	107	1931
Effective Weighted Sample	286	165	101	262	645	1659	141	232	26	45	82	1600
Total	285	138	66	204	569	1700	199	215	26	37	76	1682
ONLY MOBILE ACCESS, NOT FIXED OR NARROWBAND	13 5%	4 3%	2 2%	5 3%	72 13%	157 9%	11 6%	24 11%	** **	** **	7 10%	146 9%
Other	- -%	1 1%	* 1%	1 1%	2 *%	3 *%	- -%	1 *%	** **	** **	1 1%	3 *%
Don't know	1 *%	3 2%	4 6%	7 3%	9 2%	8 *%	1 1%	5 2%	** **	** **	3 4%	5 *%

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



Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
Ordinary phone line - dialup access	2	-	1	1	4	13	1	1	**	*	-	13
	1%	-%	1%	*%	*%	1%	*%	*%	**	1%	-%	1%
Fixed Broadband ADSL through a phone line or cable service - perhaps using a Wi-Fi router. This would include superfast broadband services.	269	130	58	188	484	1521	185	184	**	35	65	1518
	76%	62%	30%	46%	53%	73%	84%	54%	**	51%	45%	77%
	bcd	cd		c			f					hjk
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 with a SIM card	19	5	3	8	55	179	14	25	**	-	9	165
	5%	2%	2%	2%	6%	9%	6%	7%	**	-%	6%	8%
	cd							j			j	j
Access to the internet using a mobile phone or smartphone - through a Wi-Fi network or your phone's mobile network	46	14	2	16	123	503	50	50	**	3	16	505
	13%	7%	1%	4%	14%	24%	23%	15%	**	5%	11%	26%
	bcd	c		c				j				hjk

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
Accessing the internet on a device such as a laptop or tablet using your mobile phone's internet connection - known as tethering	6	-	*	*	7	38	5	3	**	-	*	43
	2%	-%	*%	*%	1%	2%	2%	1%	**	-%	*%	2%
	bd											
TOTAL BROADBAND (INC. USING MOBILE PHONE)	282	134	60	194	558	1683	197	209	**	36	72	1668
	80%	64%	31%	48%	61%	81%	89%	61%	**	52%	51%	85%
	bcd	cd		c			f	k				hjk
TOTAL BROADBAND (EXC. USING MOBILE PHONE)	278	133	59	192	519	1607	189	198	**	35	69	1594
	79%	63%	30%	47%	57%	77%	86%	58%	**	51%	48%	81%
	bcd	cd		c			f	k				hjk
MOBILE BROADBAND ONLY, NOT FIXED OR NARROWBAND	10	2	1	4	33	82	4	14	**	-	4	72
	3%	1%	1%	1%	4%	4%	2%	4%	**	-%	3%	4%
	cd											
SMARTPHONE ACCESS ONLY, NOT FIXED OR NARROWBAND OR MOBILE BROADBAND	3	1	*	2	37	69	6	10	**	*	3	67
	1%	1%	*%	*%	4%	3%	3%	3%	**	*%	2%	3%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
ONLY MOBILE ACCESS, NOT FIXED OR NARROWBAND	13 4% cd	4 2%	2 1%	5 1%	72 8%	157 8%	11 5%	24 7% j	** **	* *% 	7 5%	146 7% j
Other	- -%	1 *% 	* *% 	1 *% 	2 *% 	3 *% 	- -% 	1 *% 	** **	1 1% 	1 1%	3 *% 
Don't know	1 *% 	3 1%	4 2% a	7 2% a	9 1%	8 *% 	1 1%	5 1% l	** **	* 1%	3 2% l	5 *% 
No internet access at home	67 19%	73 35% a	128 66% abd	201 49% ab	335 37%	384 18% g	20 9%	126 37% l	** **	32 46% l	66 47% hl	284 14%

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

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 (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

	AGE				AGE/SEG	MEG		DISABILITY			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	MOBI- LITY	NO
	~a	~b	~c	~d	~e	f	~g	~h	~i	~j	k
Significance Level: 95%											
Unweighted total	23	9	7	16	80	212	12	31	4	13	193
Effective Weighted Sample	18	8	6	14	64	168	9	24	3	9	154
Total	19	5	3	8	55	179	14	25	3	9	165
Yes	**	**	**	**	**	156	**	**	**	**	145
	**	**	**	**	**	87%	**	**	**	**	88%
No	**	**	**	**	**	21	**	**	**	**	18
	**	**	**	**	**	12%	**	**	**	**	11%
Don't know	**	**	**	**	**	1	**	**	**	**	1
	**	**	**	**	**	1%	**	**	**	**	1%

Columns Tested: a,b,c,d - f,g - h,i,j,k

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 (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 : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
	a	b	c	d	e	f	g	h	i	j	k	l
Significance Level: 95%												
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
Yes	15	4	3	7	50	156	14	22	**	-	7	145
	4%	2%	2%	2%	5%	7%	6%	6%	**	-%	5%	7%
	d							j			j	j
No	4	1	-	1	5	21	-	3	**	-	2	18
	1%	*%	-%	*%	1%	1%	-%	1%	**	-%	1%	1%
Don't know	-	1	-	1	1	1	-	-	**	-	-	1
	-%	*%	-%	*%	*%	*%	-%	-%	**	-%	-%	*%
DO NOT HAVE MOBILE BROADBAND CONNECTION IN HOUSEHOLD	335	206	192	397	854	1909	207	318	**	69	134	1807
	95%	98%	98%	98%	94%	91%	94%	93%	**	100%	94%	92%
			a	a						hkl		

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

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 (QE22D). SHOWCARD Which of these best describe what you use to connect to your mobile broadband service (connecting via a USB stick or dongle, or built in 3G connectivity in a laptop or another device)? (MULTI CODE)**

Base : Those who use mobile broadband to access the internet

	AGE				AGE/SEG	MEG		DISABILITY			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	MOBI- LITY	NO
Significance Level: 95%	~a	~b	~c	~d	~e	f	~g	~h	~i	~j	k
Unweighted total	19	7	7	14	70	186	12	28	2	11	170
Effective Weighted Sample	15	6	6	12	56	148	9	22	2	9	135
Total	15	4	3	7	50	156	14	22	2	7	145
We have a dongle or USB stick that plugs into a computer or tablet to connect to mobile broadband	**	**	**	**	**	75	**	**	**	**	63
	**	**	**	**	**	48%	**	**	**	**	44%
Our computer or tablet has a SIM card built in that connects to mobile broadband	**	**	**	**	**	67	**	**	**	**	65
	**	**	**	**	**	43%	**	**	**	**	45%
We have a standalone mobile broadband modem (MiFi)	**	**	**	**	**	24	**	**	**	**	24
	**	**	**	**	**	15%	**	**	**	**	16%
Don't know	**	**	**	**	**	6	**	**	**	**	6
	**	**	**	**	**	4%	**	**	**	**	4%

Columns Tested: a,b,c,d - f,g - h,i,j,k

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.

**QE12 (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

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	~j	k	l
Unweighted total	349	206	125	331	792	2034	185	295	37	56	107	1931
Effective Weighted Sample	286	165	101	262	645	1659	141	232	26	45	82	1600
Total	285	138	66	204	569	1700	199	215	26	37	76	1682
Virgin Media (NTL/ Telewest/ Blueyonder)	55 19% c	36 26% c	6 10%	42 21% c	123 22%	347 20%	48 24%	42 20%	** **	** **	17 23%	348 21%
BT Total Broadband/ BT Yahoo/ BT Openworld	69 24%	33 24%	19 29%	52 25%	91 16%	317 19%	34 17%	41 19%	** **	** **	13 17%	313 19%
Sky	43 15%	13 9%	9 13%	21 11%	97 17%	303 18%	44 22%	38 18%	** **	** **	11 14%	304 18%
Talk Talk (Carphone Warehouse)	40 14%	22 16%	9 14%	31 15%	82 14%	212 12%	26 13%	30 14%	** **	** **	13 17%	209 12%
BT Infinity	11 4%	5 4%	3 4%	8 4%	22 4%	107 6%	8 4%	10 5%	** **	** **	* *%	107 6% k
BT (other/ unspecified)	15 5%	7 5%	3 5%	10 5%	20 4%	71 4%	7 3%	7 3%	** **	** **	2 2%	71 4%
Orange	8 3%	3 2%	* 1%	3 2%	12 2%	57 3%	2 1%	5 2%	** **	** **	1 2%	55 3%
O2	1 *%	1 *%	1 1%	1 1%	19 3%	42 2%	2 1%	4 2%	** **	** **	3 3%	42 2%
AOL	9 3%	3 2%	2 3%	5 2%	14 3%	35 2%	4 2%	8 4%	** **	** **	6 8% l	31 2%

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

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.

**QE12 (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

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	~j	k	l
Unweighted total	349	206	125	331	792	2034	185	295	37	56	107	1931
Effective Weighted Sample	286	165	101	262	645	1659	141	232	26	45	82	1600
Total	285	138	66	204	569	1700	199	215	26	37	76	1682
'3'	3	*	-	*	17	33	5	6	**	**	3	33
	1%	*%	-%	*%	3%	2%	2%	3%	**	**	4%	2%
Plusnet	4	2	3	5	12	26	3	3	**	**	1	25
	1%	2%	4%	2%	2%	2%	2%	1%	**	**	1%	1%
T-Mobile	2	1	-	1	6	13	3	-	**	**	-	17
	1%	1%	-%	*%	1%	1%	2%	-%	**	**	-%	1%
Vodafone	*	1	-	1	6	13	2	3	**	**	-	12
	*%	1%	-%	1%	1%	1%	1%	2%	**	**	-%	1%
Post Office	1	2	2	4	6	9	2	2	**	**	-	9
	*%	1%	3%	2%	1%	1%	1%	1%	**	**	-%	1%
			a									
Other	15	5	3	8	21	72	3	12	**	**	4	63
	5%	4%	4%	4%	4%	4%	1%	6%	**	**	6%	4%
TOTAL BT	96	45	25	70	133	494	49	59	**	**	15	491
	34%	33%	38%	34%	23%	29%	25%	27%	**	**	20%	29%
Don't know	9	5	6	11	21	43	5	4	**	**	2	45
	3%	4%	8%	5%	4%	3%	2%	2%	**	**	2%	3%
			a									

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



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.

**QE13 (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

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	~c	d	OR DE e	f	g	h	~i	~j	~k	l
Unweighted total	269	145	72	217	543	1598	160	204	25	41	68	1559
Effective Weighted Sample	219	119	58	175	449	1309	121	161	17	34	51	1298
Total	218	107	42	149	409	1350	175	149	16	29	46	1370
1	19	17	**	24	66	113	13	19	**	**	**	106
	9%	16%	**	16%	16%	8%	8%	12%	**	**	**	8%
		a		a				l				
2	142	74	**	107	230	800	84	79	**	**	**	806
	65%	69%	**	72%	56%	59%	48%	53%	**	**	**	59%
						g						
3	31	12	**	14	69	243	28	34	**	**	**	234
	14%	11%	**	9%	17%	18%	16%	23%	**	**	**	17%
4	17	3	**	4	27	142	34	14	**	**	**	161
	8%	3%	**	2%	7%	11%	20%	10%	**	**	**	12%
	d						f					
5 or more	7	-	**	-	14	42	16	3	**	**	**	55
	3%	-%	**	-%	3%	3%	9%	2%	**	**	**	4%
	bd						f					
Don't know	3	1	**	1	2	9	-	1	**	**	**	9
	1%	1%	**	1%	*%	1%	-%	*%	**	**	**	1%
Mean number of people	2.3	2.0	**	2.0	2.2	2.4	2.7	2.3	**	**	**	2.4
	bd						f					
Standard deviation	.91	.66	**	.62	.97	.95	1.24	.93	**	**	**	1.00
Standard error	.06	.05	**	.04	.04	.02	.10	.07	**	**	**	.03
Columns Tested: a,b,c,d - f,g - h,i,j,k,l												

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.

**QE14 (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

	AGE				AGE/SEG	MEG		DISABILITY			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	MOBI- LITY	NO
Significance Level: 95%	~a	~b	~c	~d	~e	f	~g	~h	~i	~j	k
Unweighted total	18	8	5	13	69	187	12	21	3	8	178
Effective Weighted Sample	14	7	4	12	55	147	9	17	2	5	141
Total	15	5	3	7	50	160	14	18	3	6	153
1	**	**	**	**	**	30	**	**	**	**	26
	**	**	**	**	**	18%	**	**	**	**	17%
2	**	**	**	**	**	93	**	**	**	**	91
	**	**	**	**	**	58%	**	**	**	**	59%
3	**	**	**	**	**	19	**	**	**	**	18
	**	**	**	**	**	12%	**	**	**	**	12%
4	**	**	**	**	**	12	**	**	**	**	13
	**	**	**	**	**	7%	**	**	**	**	9%
5 or more	**	**	**	**	**	2	**	**	**	**	2
	**	**	**	**	**	1%	**	**	**	**	1%
Don't know	**	**	**	**	**	5	**	**	**	**	3
	**	**	**	**	**	3%	**	**	**	**	2%
Mean number of people	**	**	**	**	**	2.1	**	**	**	**	2.1
Standard deviation	**	**	**	**	**	.92	**	**	**	**	.93
Standard error	**	**	**	**	**	.07	**	**	**	**	.07

Columns Tested: a,b,c,d - f,g - h,i,j,k

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.

**QE15 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)**

Base : Those who use the internet at home or elsewhere

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	~j	k	l
Unweighted total	346	193	121	314	803	2061	183	288	33	54	105	1962
Effective Weighted Sample	285	155	99	249	654	1683	141	227	23	44	82	1627
Total	287	128	62	190	580	1730	199	210	24	35	74	1715
General surfing/ browsing the internet	233	98	46	144	448	1488	159	169	**	**	61	1476
	81%	77%	74%	76%	77%	86%	80%	80%	**	**	82%	86% h
Sending and receiving e-mail	236	96	43	139	420	1439	170	164	**	**	58	1441
	82%	75%	70%	73%	72%	83%	86%	78%	**	**	78%	84% h
Purchasing goods/services/ tickets etc.	178	73	32	105	298	1171	112	130	**	**	50	1152
	62%	57%	52%	55%	51%	68% g	57%	62%	**	**	68%	67%
Banking	151	59	17	75	241	1064	100	102	**	**	37	1058
	53%	46%	27%	40%	42%	61% g	50%	49%	**	**	50%	62% hk
Using social networking sites (such as Facebook, LinkedIn or Bebo)	89	23	8	31	237	921	109	98	**	**	34	925
	31% bcd	18%	13%	16%	41%	53%	55%	47%	**	**	46%	54% h
Communicating via instant messaging e.g. Facebook Chat, MSN Messenger, Skype Chat	80	32	8	40	212	801	121	94	**	**	32	820
	28% c	25% c	13%	21%	37%	46%	61% f	45%	**	**	43%	48%

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

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.

**QE15 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)**

Base : Those who use the internet at home or elsewhere

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	~j	k	l
Unweighted total	346	193	121	314	803	2061	183	288	33	54	105	1962
Effective Weighted Sample	285	155	99	249	654	1683	141	227	23	44	82	1627
Total	287	128	62	190	580	1730	199	210	24	35	74	1715
Finding/ downloading information for work/ business	100 35% bcd	29 22%	10 16%	39 20%	144 25%	730 42%	104 52% f	64 31%	** **	** **	24 33%	766 45% hk
Watching video clips/ webcasts (e.g. YouTube or X Factor)	68 24% cd	22 17%	7 11%	29 15%	161 28%	651 38%	93 47% f	74 35%	** **	** **	25 34%	673 39%
To find information on health related issues e.g. NHS Direct/ NHS 24	91 32%	35 27%	16 26%	51 27%	163 28%	617 36%	87 44% f	86 41%	** **	** **	36 48% l	616 36%
Watching catch-up TV (such as BBC iPlayer, Sky Player, ITV Player)	69 24%	32 25%	15 24%	47 25%	145 25%	623 36%	67 34%	73 35%	** **	** **	20 27%	621 36%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	93 32% c	39 31%	13 22%	53 28%	137 24%	619 36%	75 38%	72 34%	** **	** **	27 37%	618 36%

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

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.

**QE15 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)**

Base : Those who use the internet at home or elsewhere

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	~j	k	l
Unweighted total	346	193	121	314	803	2061	183	288	33	54	105	1962
Effective Weighted Sample	285	155	99	249	654	1683	141	227	23	44	82	1627
Total	287	128	62	190	580	1730	199	210	24	35	74	1715
Playing games online/ interactively	58	30	10	40	198	615	79	81	**	**	19	606
	20%	23%	16%	21%	34%	36%	40%	39%	**	**	26%	35%
								k				
Downloading music files, movies or video clips	52	12	8	20	127	572	92	71	**	**	20	594
	18%	9%	13%	11%	22%	33%	46%	34%	**	**	27%	35%
	bd						f					
Finding/ downloading information for school/ college/ university/ homework	53	12	2	14	103	515	88	59	**	**	18	547
	19%	9%	4%	7%	18%	30%	45%	28%	**	**	25%	32%
	bcd						f					
Watching live TV programmes	51	13	8	21	115	469	73	53	**	**	14	486
	18%	10%	12%	11%	20%	27%	37%	25%	**	**	19%	28%
	bd						f					
Making voice calls using a VoIP service e.g. Skype	51	25	11	36	104	407	82	46	**	**	20	438
	18%	20%	18%	19%	18%	24%	41%	22%	**	**	27%	26%
							f					

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

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.

**QE15 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)**

Base : Those who use the internet at home or elsewhere

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	~j	k	l
Unweighted total	346	193	121	314	803	2061	183	288	33	54	105	1962
Effective Weighted Sample	285	155	99	249	654	1683	141	227	23	44	82	1627
Total	287	128	62	190	580	1730	199	210	24	35	74	1715
Uploading/ adding content to the internet e.g. photos, videos, blog posts	47 16% d	13 10%	7 11%	19 10%	99 17%	431 25%	51 26%	58 28%	** **	** **	19 26%	423 25%
Listening to radio	49 17% bd	11 9%	7 11%	18 9%	74 13%	345 20%	38 19%	43 20%	** **	** **	17 23%	342 20%
Using Twitter (browsing/ reading site)	23 8% bcd	3 2%	1 2%	4 2%	66 11%	333 19%	41 21%	35 17%	** **	** **	12 17%	339 20%
Real time gambling/ trading/ auctions	33 11% d	7 6%	4 6%	11 6%	57 10%	310 18% g	23 11%	28 13%	** **	** **	10 14%	307 18%
Downloading films (Video on Demand) e.g. LoveFilm, Netflix	9 3%	2 1%	2 3%	4 2%	48 8%	216 12%	37 19% f	31 15%	** **	** **	7 10%	219 13%
Using Twitter (account holder, posting on site)	10 3%	2 2%	* **%	2 1%	46 8%	207 12%	30 15%	23 11%	** **	** **	6 8%	209 12%

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

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.

**QE15 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)**

Base : Those who use the internet at home or elsewhere

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	~j	k	l
Unweighted total	346	193	121	314	803	2061	183	288	33	54	105	1962
Effective Weighted Sample	285	155	99	249	654	1683	141	227	23	44	82	1627
Total	287	128	62	190	580	1730	199	210	24	35	74	1715
Streamed audio services (free)	12	1	*	2	35	169	39	26	**	**	9	182
	4%	1%	1%	1%	6%	10%	19%	12%	**	**	13%	11%
	d						f					
Communicating via chat rooms e.g. virtual assistance on a website, chatting on online dating sites	17	1	1	2	51	148	46	19	**	**	9	173
	6%	*%	2%	1%	9%	9%	23%	9%	**	**	13%	10%
	bd						f					
Streamed audio services (subscription)	5	1	*	1	20	69	22	10	**	**	5	80
	2%	*%	*%	*%	3%	4%	11%	5%	**	**	6%	5%
							f					
Other	8	2	4	6	17	29	2	7	**	**	2	23
	3%	2%	7%	3%	3%	2%	1%	4%	**	**	3%	1%
							l					
USE SOCIAL NETWORKING SITES	93	24	8	33	249	966	113	101	**	**	34	972
	33%	19%	13%	17%	43%	56%	57%	48%	**	**	46%	57%
	bcd											h
TV/ VIDEO VIEWING	108	42	20	62	226	886	118	103	**	**	33	900
	37%	33%	32%	32%	39%	51%	59%	49%	**	**	44%	52%
USE TWITTER	23	4	1	5	73	349	45	36	**	**	12	357
	8%	3%	2%	3%	13%	20%	23%	17%	**	**	17%	21%
	bcd											

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

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.

**QE15 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)**

Base : Those who use the internet at home or elsewhere

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	~j	k	l
Unweighted total	346	193	121	314	803	2061	183	288	33	54	105	1962
Effective Weighted Sample	285	155	99	249	654	1683	141	227	23	44	82	1627
Total	287	128	62	190	580	1730	199	210	24	35	74	1715
STREAMED AUDIO SERVICES	12	2	*	2	40	181	40	27	**	**	10	194
	4%	2%	1%	1%	7%	10%	20%	13%	**	**	14%	11%
	d						f					
None of these	11	9	6	16	31	40	6	7	**	**	3	38
	4%	7%	10%	8%	5%	2%	3%	4%	**	**	3%	2%
			a	a								
Don't know	5	*	1	2	5	9	-	2	**	**	-	7
	2%	*%	2%	1%	1%	1%	-%	1%	**	**	-%	*%

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



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.

**QE15 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)**

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
General surfing/ browsing the internet	233	98	46	144	448	1488	159	169	**	26	61	1476
	66%	47%	23%	36%	49%	71%	72%	49%	**	38%	43%	75%
	bcd	cd		c								hjk
Sending and receiving e-mail	236	96	43	139	420	1439	170	164	**	27	58	1441
	67%	46%	22%	34%	46%	69%	77%	48%	**	39%	40%	73%
	bcd	cd		c			f					hjk
Purchasing goods/services/ tickets etc.	178	73	32	105	298	1171	112	130	**	21	50	1152
	50%	35%	16%	26%	33%	56%	51%	38%	**	31%	35%	58%
	bcd	cd		c								hjk
Banking	151	59	17	75	241	1064	100	102	**	13	37	1058
	43%	28%	8%	19%	27%	51%	46%	30%	**	19%	26%	54%
	bcd	cd		c				j				hjk
Using social networking sites (such as Facebook, LinkedIn or Bebo)	89	23	8	31	237	921	109	98	**	10	34	925
	25%	11%	4%	8%	26%	44%	49%	29%	**	15%	24%	47%
	bcd	c		c				j				hjk
Communicating via instant messaging e.g. Facebook Chat, MSN Messenger, Skype Chat	80	32	8	40	212	801	121	94	**	13	32	820
	23%	15%	4%	10%	23%	38%	55%	27%	**	19%	22%	42%
	bcd	cd		c			f					hjk

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

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.

**QE15 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)**

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
Finding/ downloading information for work/ business	100 28% bcd	29 14% c	10 5%	39 10% c	144 16%	730 35%	104 47% f	64 19%	** **	8 11%	24 17%	766 39% hjk
Watching video clips/ webcasts (e.g. YouTube or X Factor)	68 19% bcd	22 10% c	7 4%	29 7% c	161 18%	651 31%	93 42% f	74 22%	** **	10 14%	25 17%	673 34% hjk
To find information on health related issues e.g. NHS Direct/ NHS 24	91 26% bcd	35 16% c	16 8%	51 13%	163 18%	617 30%	87 40% f	86 25%	** **	11 15%	36 25%	616 31% hj
Watching catch-up TV (such as BBC iPlayer, Sky Player, ITV Player)	69 19% cd	32 15% c	15 8%	47 12%	145 16%	623 30%	67 31%	73 21% k	** **	13 19%	20 14%	621 31% hjk
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	93 26% bcd	39 19% cd	13 7%	53 13% c	137 15%	619 30%	75 34%	72 21%	** **	10 14%	27 19%	618 31% hjk

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

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.

**QE15 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)**

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
Playing games online/ interactively	58	30	10	40	198	615	79	81	**	13	19	606
	16%	14%	5%	10%	22%	29%	36%	24%	**	19%	14%	31%
	cd	c		c				k				hjk
Downloading music files, movies or video clips	52	12	8	20	127	572	92	71	**	11	20	594
	15%	6%	4%	5%	14%	27%	42%	21%	**	15%	14%	30%
	bcd						f					hjk
Finding/ downloading information for school/ college/ university/ homework	53	12	2	14	103	515	88	59	**	9	18	547
	15%	6%	1%	3%	11%	25%	40%	17%	**	13%	13%	28%
	bcd	c		c			f					hjk
Watching live TV programmes	51	13	8	21	115	469	73	53	**	8	14	486
	14%	6%	4%	5%	13%	22%	33%	15%	**	11%	10%	25%
	bcd						f					hjk
Making voice calls using a VoIP service e.g. Skype	51	25	11	36	104	407	82	46	**	4	20	438
	14%	12%	6%	9%	11%	19%	37%	13%	**	6%	14%	22%
	cd	c					f					hjk

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

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.

**QE15 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)**

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
Uploading/ adding content to the internet e.g. photos, videos, blog posts	47 13% bcd	13 6%	7 3%	19 5%	99 11%	431 21%	51 23%	58 17%	** **	7 11%	19 14%	423 21% hjk
Listening to radio	49 14% bcd	11 5%	7 3%	18 4%	74 8%	345 17%	38 17%	43 12%	** **	4 6%	17 12%	342 17% hj
Using Twitter (browsing/ reading site)	23 6% bcd	3 1%	1 1%	4 1%	66 7%	333 16%	41 19%	35 10% j	** **	2 2%	12 9% j	339 17% hjk
Real time gambling/ trading/ auctions	33 9% bcd	7 3%	4 2%	11 3%	57 6%	310 15%	23 10%	28 8%	** **	2 3%	10 7%	307 16% hjk
Downloading films (Video on Demand) e.g. LoveFilm, Netflix	9 3% d	2 1%	2 1%	4 1%	48 5%	216 10%	37 17% f	31 9% j	** **	2 3%	7 5%	219 11% jk
Using Twitter (account holder, posting on site)	10 3% cd	2 1%	* *%	2 1%	46 5%	207 10%	30 14%	23 7%	** **	2 3%	6 4%	209 11% hjk

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

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.

**QE15 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)**

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
Streamed audio services (free)	12 3% bcd	1 1%	* *%	2 *%	35 4%	169 8%	39 18% f	26 8%	** **	3 5%	9 7%	182 9%
Communicating via chat rooms e.g. virtual assistance on a website, chatting on online dating sites	17 5% bcd	1 *%	1 1%	2 *%	51 6%	148 7%	46 21% f	19 5% j	** **	* *%	9 7% j	173 9% hj
Streamed audio services (subscription)	5 1% d	1 *%	* *%	1 *%	20 2%	69 3%	22 10% f	10 3%	** **	- -%	5 3%	80 4%
Other	8 2%	2 1%	4 2%	6 2%	17 2%	29 1%	2 1%	7 2%	** **	1 2%	2 1%	23 1%
USE SOCIAL NETWORKING SITES	93 26% bcd	24 12% c	8 4%	33 8% c	249 27%	966 46%	113 51%	101 29% j	** **	10 15%	34 24%	972 49% hjk
TV/ VIDEO VIEWING	108 30% bcd	42 20% c	20 10%	62 15% c	226 25%	886 42%	118 54% f	103 30%	** **	16 23%	33 23%	900 46% hjk
USE TWITTER	23 6% bcd	4 2%	1 1%	5 1%	73 8%	349 17%	45 21%	36 10% j	** **	3 4%	12 9%	357 18% hjk

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

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**QE15 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)**

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
STREAMED AUDIO SERVICES	12	2	*	2	40	181	40	27	**	3	10	194
	3%	1%	*%	1%	4%	9%	18%	8%	**	5%	7%	10%
	cd						f					
None of these	11	9	6	16	31	40	6	7	**	3	3	38
	3%	4%	3%	4%	3%	2%	3%	2%	**	4%	2%	2%
Don't know	5	*	1	2	5	9	-	2	**	1	-	7
	1%	*%	1%	*%	1%	*%	-%	1%	**	1%	-%	*%

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

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 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)**

Base : Those who use the internet at home or elsewhere

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	~j	k	l
Unweighted total	346	193	121	314	803	2061	183	288	33	54	105	1962
Effective Weighted Sample	285	155	99	249	654	1683	141	227	23	44	82	1627
Total	287	128	62	190	580	1730	199	210	24	35	74	1715
General surfing/ browsing the internet	195 68% cd	77 60%	35 57%	112 59%	380 66%	1288 74%	141 71%	141 67%	** **	** **	51 69%	1285 75% h
Sending and receiving e-mail	201 70% bcd	77 60%	34 55%	111 58%	341 59%	1220 71%	153 77%	134 64%	** **	** **	46 62%	1232 72% h
Banking	114 40% cd	46 36% c	13 22%	59 31%	185 32%	834 48%	80 40%	82 39%	** **	** **	29 40%	830 48% h
Using social networking sites (such as Facebook, LinkedIn or Bebo)	66 23% bcd	18 14%	5 7%	23 12%	202 35%	752 44%	90 45%	83 40%	** **	** **	29 39%	750 44%
Purchasing goods/ services/ tickets etc.	86 30% c	35 27%	11 19%	47 25%	151 26%	667 39%	61 31%	81 38%	** **	** **	32 44%	646 38%
Communicating via instant messaging e.g. Facebook Chat, MSN Messenger, Skype Chat	57 20% cd	18 14%	5 8%	23 12%	147 25%	596 34%	89 45% f	71 34%	** **	** **	23 31%	602 35%

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

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 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)**

Base : Those who use the internet at home or elsewhere

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	~j	k	l
Unweighted total	346	193	121	314	803	2061	183	288	33	54	105	1962
Effective Weighted Sample	285	155	99	249	654	1683	141	227	23	44	82	1627
Total	287	128	62	190	580	1730	199	210	24	35	74	1715
Finding/ downloading information for work/ business	67 23% bcd	15 11%	5 8%	19 10%	90 16%	501 29%	81 41% f	43 21%	** **	** **	15 20%	535 31% hk
Watching video clips/ webcasts (e.g. YouTube or X Factor)	36 13%	12 10%	4 6%	16 8%	115 20%	426 25%	72 36% f	49 23%	** **	** **	12 16%	450 26% k
Playing games online/ interactively	33 11%	24 19% a	7 11%	31 16%	144 25%	410 24%	51 26%	58 28%	** **	** **	12 17%	394 23%
Watching catch-up TV (such as BBC iPlayer, Sky Player, ITV Player)	26 9%	14 11%	7 11%	21 11%	77 13%	352 20%	35 17%	45 21% k	** **	** **	8 11%	342 20% k
Finding/ downloading information for school/ college/ university/ homework	31 11% bcd	5 4%	* 1%	5 3%	62 11%	321 19%	60 30% f	33 16%	** **	** **	10 14%	351 20%

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



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 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)**

Base : Those who use the internet at home or elsewhere

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	~j	k	l
Unweighted total	346	193	121	314	803	2061	183	288	33	54	105	1962
Effective Weighted Sample	285	155	99	249	654	1683	141	227	23	44	82	1627
Total	287	128	62	190	580	1730	199	210	24	35	74	1715
Downloading music files, movies or video clips	20 7% b	3 3%	3 5%	6 3%	75 13%	301 17%	48 24% f	40 19%	** **	** **	10 13%	310 18%
Watching live TV programmes	24 8%	6 5%	3 5%	9 5%	73 13%	254 15%	47 24% f	35 16% k	** **	** **	5 7%	261 15%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	37 13%	14 11%	4 7%	18 10%	55 9%	262 15%	29 15%	32 15%	** **	** **	11 15%	260 15%
Making voice calls using a VoIP service e.g. Skype	23 8%	14 11%	3 4%	16 8%	65 11%	234 14%	61 30% f	25 12%	** **	** **	11 15%	264 15%
Uploading/ adding content to the internet e.g. photos, videos, blog posts	20 7%	7 5%	3 5%	10 5%	67 12%	260 15%	32 16%	34 16%	** **	** **	11 15%	254 15%

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

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 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)**

Base : Those who use the internet at home or elsewhere

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	~j	k	l
Unweighted total	346	193	121	314	803	2061	183	288	33	54	105	1962
Effective Weighted Sample	285	155	99	249	654	1683	141	227	23	44	82	1627
Total	287	128	62	190	580	1730	199	210	24	35	74	1715
To find information on health related issues e.g. NHS Direct/ NHS 24	30 10%	7 6%	6 10%	13 7%	65 11%	240 14%	39 20%	40 19% l	** **	** **	16 22% l	238 14%
Using Twitter (browsing/ reading site)	11 4%	1 1%	1 2%	2 1%	43 7%	220 13%	29 15%	21 10%	** **	** **	5 7%	228 13%
Listening to radio	23 8%	8 6%	4 6%	12 6%	45 8%	188 11%	22 11%	26 13%	** **	** **	10 13%	185 11%
Real time gambling/ trading/ auctions	12 4%	5 4%	1 2%	6 3%	33 6%	169 10% g	4 2%	14 7%	** **	** **	4 5%	160 9%
Using Twitter (account holder, posting on site)	7 2%	1 1%	* *%	1 1%	36 6%	159 9%	19 10%	16 8%	** **	** **	3 4%	159 9%
Downloading films (Video on Demand) e.g. LoveFilm, Netflix	4 1%	2 1%	* *%	2 1%	26 4%	120 7%	24 12% f	21 10% k	** **	** **	1 2%	122 7% k
Streamed audio services (free)	6 2%	* *%	* *%	1 *%	18 3%	92 5%	21 11% f	19 9% l	** **	** **	5 7%	93 5%

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

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 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)**

Base : Those who use the internet at home or elsewhere

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	~j	k	l
Unweighted total	346	193	121	314	803	2061	183	288	33	54	105	1962
Effective Weighted Sample	285	155	99	249	654	1683	141	227	23	44	82	1627
Total	287	128	62	190	580	1730	199	210	24	35	74	1715
Communicating via chat rooms e.g. virtual assistance on a website, chatting on online dating sites	10 3% bd	- -%	1 1%	1 *%	30 5%	73 4%	27 13% f	8 4%	** **	** **	3 4%	89 5%
Streamed audio services (subscription)	3 1%	1 *%	* *%	1 *%	11 2%	43 2%	13 7% f	6 3%	** **	** **	2 3%	48 3%
Other	7 2%	1 1%	2 2%	3 1%	12 2%	21 1%	1 *%	6 3% l	** **	** **	2 3%	15 1%
USE SOCIAL NETWORKING SITES	66 23% bcd	19 14%	5 9%	24 13%	210 36%	789 46%	92 46%	85 41%	** **	** **	29 40%	789 46%
TV/ VIDEO VIEWING	51 18%	19 15%	10 16%	29 15%	137 24%	537 31%	77 39%	65 31%	** **	** **	18 24%	547 32%
USE TWITTER	11 4%	2 1%	1 2%	3 1%	50 9%	238 14%	31 15%	23 11%	** **	** **	5 7%	246 14%
STREAMED AUDIO SERVICES	6 2%	1 1%	* *%	1 1%	21 4%	102 6%	22 11% f	19 9%	** **	** **	6 8%	103 6%

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

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**QE16 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)**

Base : Those who use the internet at home or elsewhere

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
	a	b	c	d	OR DE e	f	g	h	~i	~j	k	l
Significance Level: 95%												
Unweighted total	346	193	121	314	803	2061	183	288	33	54	105	1962
Effective Weighted Sample	285	155	99	249	654	1683	141	227	23	44	82	1627
Total	287	128	62	190	580	1730	199	210	24	35	74	1715
None of these	16	14	12	25	51	72	6	16	**	**	8	62
	6%	11%	19%	13%	9%	4%	3%	7%	**	**	11%	4%
			a	a				l			l	
Don't know	5	*	1	2	5	9	-	2	**	**	-	7
	2%	*%	2%	1%	1%	1%	-%	1%	**	**	-%	*%

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

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 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)**

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
General surfing/ browsing the internet	195	77	35	112	380	1288	141	141	**	21	51	1285
	55%	36%	18%	28%	42%	62%	64%	41%	**	30%	36%	65%
	bcd	cd		c				j				hjk
Sending and receiving e-mail	201	77	34	111	341	1220	153	134	**	19	46	1232
	57%	37%	17%	27%	38%	58%	69%	39%	**	27%	32%	62%
	bcd	cd		c			f	j				hjk
Banking	114	46	13	59	185	834	80	82	**	8	29	830
	32%	22%	7%	15%	20%	40%	37%	24%	**	12%	21%	42%
	bcd	cd		c				j				hjk
Using social networking sites (such as Facebook, LinkedIn or Bebo)	66	18	5	23	202	752	90	83	**	8	29	750
	19%	9%	2%	6%	22%	36%	41%	24%	**	11%	20%	38%
	bcd	c		c				j				hjk
Purchasing goods/ services/ tickets etc.	86	35	11	47	151	667	61	81	**	12	32	646
	24%	17%	6%	12%	17%	32%	28%	24%	**	17%	23%	33%
	bcd	cd		c								hjk
Communicating via instant messaging e.g. Facebook Chat, MSN Messenger, Skype Chat	57	18	5	23	147	596	89	71	**	9	23	602
	16%	9%	2%	6%	16%	29%	40%	21%	**	13%	16%	31%
	bcd	c		c			f					hjk

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

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 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)**

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
Finding/ downloading information for work/ business	67 19% bcd	15 7% c	5 2%	19 5%	90 10%	501 24%	81 37% f	43 13%	** **	5 7%	15 10%	535 27% hjk
Watching video clips/ webcasts (e.g. YouTube or X Factor)	36 10% cd	12 6% c	4 2%	16 4%	115 13%	426 20%	72 32% f	49 14% jk	** **	4 6%	12 8%	450 23% hjk
Playing games online/ interactively	33 9% c	24 12% c	7 4%	31 8% c	144 16%	410 20%	51 23%	58 17% k	** **	8 12%	12 9%	394 20% k
Watching catch-up TV (such as BBC iPlayer, Sky Player, ITV Player)	26 7% c	14 7%	7 4%	21 5%	77 8%	352 17%	35 16%	45 13% k	** **	6 9%	8 6%	342 17% hjk
Finding/ downloading information for school/ college/ university/ homework	31 9% bcd	5 2% c	* *%	5 1%	62 7%	321 15%	60 27% f	33 10%	** **	4 5%	10 7%	351 18% hjk

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

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 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)**

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
Downloading music files, movies or video clips	20 6% bcd	3 2% bcd	3 2% bcd	6 2% bcd	75 8% bcd	301 14% bcd	48 22% f	40 12% bcd	** ** bcd	4 5% bcd	10 7% bcd	310 16% hjk
Watching live TV programmes	24 7% bcd	6 3% bcd	3 2% bcd	9 2% bcd	73 8% bcd	254 12% bcd	47 22% f	35 10% k	** ** bcd	4 6% bcd	5 4% bcd	261 13% jk
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	37 11% cd	14 7% c	4 2% cd	18 5% cd	55 6% cd	262 13% cd	29 13% cd	32 9% cd	** ** cd	4 6% cd	11 8% cd	260 13% hk
Making voice calls using a VoIP service e.g. Skype	23 6% c	14 6% c	3 1% c	16 4% c	65 7% c	234 11% c	61 27% f	25 7% c	** ** c	2 3% c	11 8% c	264 13% hjk
Uploading/ adding content to the internet e.g. photos, videos, blog posts	20 6% cd	7 3% cd	3 2% cd	10 3% cd	67 7% cd	260 12% cd	32 15% cd	34 10% j	** ** j	2 3% j	11 8% j	254 13% jk

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

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 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)**

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
To find information on health related issues e.g. NHS Direct/ NHS 24	30 8% bcd	7 3% bcd	6 3% bcd	13 3% bcd	65 7% bcd	240 11% bcd	39 18% f	40 12% j	** ** j	2 3% j	16 12% j	238 12% j
Using Twitter (browsing/ reading site)	11 3% bcd	1 1% bcd	1 1% bcd	2 1% bcd	43 5% bcd	220 11% bcd	29 13% bcd	21 6% bcd	** ** bcd	1 2% bcd	5 4% bcd	228 12% hjk
Listening to radio	23 7% cd	8 4% cd	4 2% cd	12 3% cd	45 5% cd	188 9% cd	22 10% cd	26 8% cd	** ** cd	3 5% cd	10 7% cd	185 9% cd
Real time gambling/ trading/ auctions	12 3% cd	5 2% cd	1 1% cd	6 1% cd	33 4% cd	169 8% g	4 2% g	14 4% g	** ** g	1 2% g	4 3% g	160 8% hjk
Using Twitter (account holder, posting on site)	7 2% cd	1 *% cd	* *% cd	1 *% cd	36 4% cd	159 8% cd	19 9% cd	16 5% cd	** ** cd	1 1% cd	3 2% cd	159 8% hjk
Downloading films (Video on Demand) e.g. LoveFilm, Netflix	4 1% cd	2 1% cd	* *% cd	2 *% cd	26 3% cd	120 6% cd	24 11% f	21 6% jk	** ** f	* *% f	1 1% f	122 6% jk

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



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 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)**

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
Streamed audio services (free)	6 2% cd	* *% *	* *% *	1 *% *	18 2% *	92 4% *	21 10% f	19 5% *	** ** *	2 3% *	5 4% *	93 5% *
Communicating via chat rooms e.g. virtual assistance on a website, chatting on online dating sites	10 3% bcd	- -% *	1 *% *	1 *% *	30 3% *	73 3% *	27 12% f	8 2% *	** ** *	* *% *	3 2% *	89 4% *
Streamed audio services (subscription)	3 1% *	1 *% *	* *% *	1 *% *	11 1% *	43 2% *	13 6% f	6 2% *	** ** *	- -% *	2 2% *	48 2% *
Other	7 2% *	1 *% *	2 1% *	3 1% *	12 1% *	21 1% *	1 *% *	6 2% l	** ** *	1 2% *	2 1% *	15 1% *
USE SOCIAL NETWORKING SITES	66 19% bcd	19 9% c	5 3% *	24 6% c	210 23% *	789 38% *	92 42% *	85 25% j	** ** *	8 11% *	29 21% *	789 40% hjk
TV/ VIDEO VIEWING	51 14% cd	19 9% *	10 5% *	29 7% *	137 15% *	537 26% *	77 35% f	65 19% *	** ** *	11 16% *	18 13% *	547 28% hjk
USE TWITTER	11 3% bcd	2 1% *	1 1% *	3 1% *	50 6% *	238 11% *	31 14% *	23 7% *	** ** *	2 3% *	5 4% *	246 12% hjk

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

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 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)**

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
	a	b	c	d	OR DE e	f	g	h	~i	j	k	l
Significance Level: 95%												
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
STREAMED AUDIO SERVICES	6	1	*	1	21	102	22	19	**	2	6	103
	2%	1%	*%	*%	2%	5%	10%	6%	**	3%	4%	5%
	cd						f					
None of these	16	14	12	25	51	72	6	16	**	5	8	62
	5%	6%	6%	6%	6%	3%	3%	5%	**	7%	6%	3%
Don't know	5	*	1	2	5	9	-	2	**	1	-	7
	1%	*%	1%	*%	1%	*%	-%	1%	**	1%	-%	*%

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

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 (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

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	~a	b	c	d	OR DE e	f	~g	h	~i	~j	k	l
Unweighted total	87	117	254	371	547	610	31	222	35	58	112	420
Effective Weighted Sample	70	90	205	290	430	476	25	177	28	45	89	333
Total	67	73	128	201	335	384	20	126	23	32	66	284
Certain to	**	*	*	1	5	11	**	2	**	**	1	11
	**	1%	*%	*%	2%	3%	**	1%	**	**	1%	4%
Very likely	**	1	1	1	7	7	**	2	**	**	1	6
	**	1%	1%	1%	2%	2%	**	1%	**	**	1%	2%
Likely	**	2	2	4	19	29	**	4	**	**	1	24
	**	3%	2%	2%	6%	8%	**	3%	**	**	2%	9%
												hk
TOTAL LIKELY	**	3	3	6	31	48	**	8	**	**	2	41
	**	4%	3%	3%	9%	12%	**	6%	**	**	3%	15%
												hk
Unlikely	**	10	5	15	29	34	**	9	**	**	6	26
	**	14%	4%	8%	9%	9%	**	7%	**	**	9%	9%
		c										
Very unlikely	**	14	18	33	53	54	**	15	**	**	7	44
	**	20%	14%	16%	16%	14%	**	12%	**	**	11%	15%
Certain not to	**	38	84	122	166	185	**	77	**	**	44	118
	**	52%	66%	61%	50%	48%	**	61%	**	**	66%	41%
			b					l			l	
TOTAL UNLIKELY	**	62	107	170	248	274	**	101	**	**	57	188
	**	86%	84%	85%	74%	71%	**	80%	**	**	86%	66%
								l			l	
Don't know	**	7	17	25	56	62	**	17	**	**	7	55
	**	10%	13%	12%	17%	16%	**	14%	**	**	11%	19%

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

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.

**QE18A (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

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	~a	b	c	d	OR DE e	f	~g	h	~i	~j	~k	l
Unweighted total	63	101	217	318	426	457	18	179	30	48	95	297
Effective Weighted Sample	49	77	175	248	333	352	16	140	24	37	75	231
Total	48	62	107	170	248	274	9	101	20	27	57	188
No need	**	39	73	112	148	157	**	62	**	**	**	103
	**	63%	68%	66%	60%	57%	**	62%	**	**	**	55%
Don't want a computer	**	28	31	59	76	87	**	29	**	**	**	62
	**	45%	29%	35%	31%	32%	**	28%	**	**	**	33%
		c										
Too old to use the internet	**	15	41	57	61	57	**	30	**	**	**	32
	**	25%	38%	33%	25%	21%	**	30%	**	**	**	17%
		b						l				
Too expensive to set up	**	10	8	18	49	54	**	12	**	**	**	46
	**	16%	7%	11%	20%	20%	**	12%	**	**	**	25%
		c										h
Don't know how you use computers	**	8	25	34	44	47	**	23	**	**	**	26
	**	13%	24%	20%	18%	17%	**	23%	**	**	**	14%
								l				
Computer is too expensive to buy	**	4	8	13	29	31	**	12	**	**	**	21
	**	7%	8%	7%	12%	11%	**	12%	**	**	**	11%
Don't have a phone line	**	3	4	7	14	18	**	7	**	**	**	13
	**	4%	4%	4%	6%	7%	**	7%	**	**	**	7%
Charges are too expensive	**	2	3	5	14	18	**	5	**	**	**	13
	**	4%	3%	3%	5%	6%	**	5%	**	**	**	7%

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

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.

**QE18A (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

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	~a	b	c	d	OR DE e	f	~g	h	~i	~j	~k	l
Unweighted total	63	101	217	318	426	457	18	179	30	48	95	297
Effective Weighted Sample	49	77	175	248	333	352	16	140	24	37	75	231
Total	48	62	107	170	248	274	9	101	20	27	57	188
Friends/ family member checks things on the internet for me	**	7	6	13	15	16	**	8	**	**	**	9
	**	12%	6%	8%	6%	6%	**	8%	**	**	**	5%
Satisfied with using the internet elsewhere	**	*	1	1	4	8	**	*	**	**	**	7
	**	1%	1%	1%	2%	3%	**	*%	**	**	**	4% h
Concerned about security/ fraud	**	2	1	4	6	6	**	3	**	**	**	4
	**	4%	1%	2%	2%	2%	**	3%	**	**	**	2%
Worries/ concerns about privacy issues	**	2	1	3	4	5	**	2	**	**	**	3
	**	3%	1%	2%	1%	2%	**	2%	**	**	**	2%
Satisfied with using the internet at work	**	-	-	-	1	2	**	-	**	**	**	2
	**	-%	-%	-%	*%	1%	**	-%	**	**	**	1%
Other	**	1	4	5	6	7	**	5	**	**	**	2
	**	1%	4%	3%	3%	2%	**	5% l	**	**	**	1%
ANY INVOLUNTARY REASONS	**	31	64	96	147	160	**	64	**	**	**	107
	**	50%	60%	56%	59%	59%	**	63%	**	**	**	57%
ANY VOLUNTARY REASONS	**	55	89	143	193	211	**	77	**	**	**	145
	**	88%	83%	84%	78%	77%	**	76%	**	**	**	77%

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

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.

**QE18A (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

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	~a	b	c	d	OR DE e	f	~g	h	~i	~j	~k	l
Unweighted total	63	101	217	318	426	457	18	179	30	48	95	297
Effective Weighted Sample	49	77	175	248	333	352	16	140	24	37	75	231
Total	48	62	107	170	248	274	9	101	20	27	57	188
ONLY VOLUNTARY REASONS	**	31	42	73	98	107	**	36	**	**	**	77
	**	50%	39%	43%	39%	39%	**	35%	**	**	**	41%
Don't know	**	-	1	1	2	5	**	1	**	**	**	4
	**	-%	1%	*%	1%	2%	**	1%	**	**	**	2%

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

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.

**QE18B (QE25B). And, which one of these reasons is your MAIN reason for not getting internet access at home? (SINGLE CODE) UNPROMPTED**

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

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	~a	b	c	d	OR DE e	f	~g	h	~i	~j	~k	l
Unweighted total	63	101	217	318	426	457	18	179	30	48	95	297
Effective Weighted Sample	49	77	175	248	333	352	16	140	24	37	75	231
Total	48	62	107	170	248	274	9	101	20	27	57	188
No need	**	25	47	72	98	105	**	41	**	**	**	69
	**	40%	44%	43%	40%	38%	**	41%	**	**	**	37%
Don't want a computer	**	18	13	30	39	50	**	16	**	**	**	36
	**	29%	12%	18%	16%	18%	**	16%	**	**	**	19%
		cd										
Too old to use the internet	**	8	26	34	37	33	**	21	**	**	**	16
	**	12%	24%	20%	15%	12%	**	21%	**	**	**	8%
		b						l				
Too expensive to set up	**	3	1	5	25	30	**	3	**	**	**	28
	**	6%	1%	3%	10%	11%	**	3%	**	**	**	15%
		c										h
Don't know how you use computers	**	5	8	13	19	21	**	8	**	**	**	12
	**	8%	8%	8%	8%	8%	**	8%	**	**	**	7%
Computer is too expensive to buy	**	1	3	4	11	11	**	5	**	**	**	8
	**	1%	3%	2%	5%	4%	**	5%	**	**	**	4%
Satisfied with using the internet elsewhere	**	-	1	1	3	6	**	*	**	**	**	5
	**	-%	1%	1%	1%	2%	**	*%	**	**	**	3%

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

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.

**QE18B (QE25B). And, which one of these reasons is your MAIN reason for not getting internet access at home? (SINGLE CODE) UNPROMPTED**

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

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	~a	b	c	d	e	f	~g	h	~i	~j	~k	l
Unweighted total	63	101	217	318	426	457	18	179	30	48	95	297
Effective Weighted Sample	49	77	175	248	333	352	16	140	24	37	75	231
Total	48	62	107	170	248	274	9	101	20	27	57	188
Friends/family member checks things on the internet for me	**	1	3	4	4	4	**	2	**	**	**	3
	**	1%	3%	2%	1%	1%	**	2%	**	**	**	2%
Charges are too expensive	**	*	2	2	4	3	**	1	**	**	**	2
	**	1%	1%	1%	2%	1%	**	1%	**	**	**	1%
Don't have a phone line	**	1	-	1	2	2	**	-	**	**	**	3
	**	2%	-%	1%	1%	1%	**	-%	**	**	**	1%
Other	**	1	3	4	6	6	**	3	**	**	**	3
	**	1%	3%	2%	2%	2%	**	3%	**	**	**	2%
ANY INVOLUNTARY REASONS	**	18	40	58	97	100	**	38	**	**	**	69
	**	29%	37%	34%	39%	36%	**	38%	**	**	**	37%
ANY VOLUNTARY REASONS	**	44	64	107	143	163	**	59	**	**	**	112
	**	70%	59%	63%	58%	60%	**	58%	**	**	**	60%
Don't know	**	-	1	1	2	5	**	1	**	**	**	4
	**	-%	1%	1%	1%	2%	**	1%	**	**	**	2%

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



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.

**QE19 (QE22). SHOWCARD Thinking about personal computers or desktop PCs or laptops, do you ever have/ think you might have difficulties doing any of the following? (MULTICODE)**

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
Using the mouse	9 2%	10 5%	19 10% ab	29 7% a	38 4%	53 3%	6 3%	33 10% l	** **	11 15% l	17 12% l	28 1%
Using the keyboard	8 2%	10 5%	19 10% ab	29 7% a	40 4%	48 2%	5 2%	30 9% l	** **	11 16% hl	17 12% l	24 1%
Seeing the monitor display	3 1%	5 2%	15 8% ab	20 5% a	27 3%	28 1%	1 *%	23 7% l	** **	9 14% hl	10 7% l	6 *%
Seeing the letters and symbols on the keyboard	3 1%	6 3%	13 7% ab	19 5% a	23 3%	23 1%	1 *%	19 5% l	** **	11 15% hkl	10 7% l	6 *%
Any other difficulties	8 2%	3 2%	3 2%	7 2%	12 1%	25 1%	3 1%	6 2%	** **	2 2%	4 3% l	20 1%
No, none	311 88% bcd	159 75% cd	118 60%	277 68% c	730 80%	1874 90%	206 94%	255 74%	** **	45 65%	99 69%	1829 93% hjk
Don't know	20 6%	33 16% a	48 24% ab	81 20% a	109 12%	112 5% g	4 2%	38 11% l	** **	10 15% l	19 13% l	79 4%

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

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 (QE41). SHOWCARD Thinking about tablet computers, do you ever have/ think you might have difficulties doing any of the following? (MULTICODE)**

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
Using touch to open, close or move within the screen	5 1%	14 7%	18 9%	32 8%	46 5%	71 3%	3 1%	35 10%	** **	12 18%	18 12%	42 2%
		a	a	a				l		hl	l	
Using the letters displayed on the on-screen keyboard	8 2%	9 4%	15 8%	24 6%	32 3%	37 2%	1 1%	24 7%	** **	10 14%	15 11%	14 1%
			a	a				l		hl	l	
Seeing the screen display	1 *%	6 3%	13 7%	20 5%	24 3%	29 1%	1 1%	24 7%	** **	9 13%	11 8%	6 *%
		a	a	a				l		l	l	
Seeing the letters and symbols on the on-screen keyboard	1 *%	5 2%	11 6%	16 4%	18 2%	19 1%	- -%	17 5%	** **	9 13%	9 6%	4 *%
		a	a	a				l		hl	l	
Any other difficulties	1 *%	3 1%	4 2%	7 2%	8 1%	14 1%	3 2%	4 1%	** **	- -%	2 2%	12 1%
			a	a								
No, none	295 84%	140 67%	100 51%	241 59%	663 73%	1755 84%	203 92%	227 66%	** **	38 54%	87 61%	1734 88%
	bcd	cd		c			f	j				hjk
Don't know	46 13%	51 24%	67 34%	118 29%	179 20%	229 11%	10 5%	68 20%	** **	17 24%	32 22%	174 9%
		a	ab	a		g		l		l	l	

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

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.

**QE21 (QE29). EXPLAIN THAT PHONE CALLS CAN BE MADE USING THE INTERNET USING SERVICES SUCH AS SKYPE. Before now, were you aware that you could make voice calls using the internet? (SINGLE CODE)**

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
Yes	280	135	83	218	610	1715	198	214	**	37	80	1700
	79%	64%	43%	54%	67%	82%	90%	62%	**	54%	56%	86%
	bcd	cd		c			f					hjk
No	67	69	106	175	269	339	16	117	**	28	56	245
	19%	33%	54%	43%	30%	16%	7%	34%	**	41%	39%	12%
		a	abd	ab		g		l		l	l	
Don't know	7	7	6	13	30	34	6	13	**	3	7	27
	2%	3%	3%	3%	3%	2%	3%	4%	**	5%	5%	1%
								l		l	l	

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

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 (QE30). 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

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
Yes & currently using	83	43	16	58	163	606	127	75	**	12	31	651
	24%	20%	8%	14%	18%	29%	58%	22%	**	17%	22%	33%
	cd	cd		c			f					hjk
Yes but stopped using	28	9	7	16	50	186	10	22	**	5	10	174
	8%	4%	4%	4%	6%	9%	5%	6%	**	8%	7%	9%
	bcd											
TOTAL YES	112	51	23	74	213	792	137	97	**	17	41	825
	32%	24%	12%	18%	23%	38%	62%	28%	**	25%	29%	42%
	cd	cd		c			f					hjk
No never used	233	155	166	322	672	1268	77	236	**	51	98	1123
	66%	74%	85%	79%	74%	61%	35%	69%	**	75%	68%	57%
		a	abd	a		g		l		l	l	
Don't know	9	4	6	10	24	28	6	10	**	1	4	24
	2%	2%	3%	2%	3%	1%	3%	3%	**	1%	3%	1%
								l				

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

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 (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

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	~b	~c	d	OR DE e	f	g	h	~i	~j	~k	l
Unweighted total	134	83	42	125	298	915	120	122	15	23	52	916
Effective Weighted Sample	111	69	34	103	241	749	91	98	11	20	42	760
Total	112	51	23	74	213	792	137	97	12	17	41	825
Skype	96	**	**	66	188	700	129	81	**	**	**	739
	86%	**	**	89%	88%	88%	94%	84%	**	**	**	90%
FaceTime	7	**	**	*	9	35	1	2	**	**	**	34
	6%	**	**	1%	4%	4%	*%	2%	**	**	**	4%
	d											
Viber	2	**	**	-	5	12	12	1	**	**	**	24
	2%	**	**	-%	2%	2%	9%	1%	**	**	**	3%
						f						
MSN Messenger	2	**	**	1	8	16	4	1	**	**	**	18
	2%	**	**	1%	4%	2%	3%	1%	**	**	**	2%
BT Broadband voice/Home Hub	1	**	**	2	3	13	2	3	**	**	**	12
	1%	**	**	2%	1%	2%	1%	3%	**	**	**	2%
Yahoo Messenger	1	**	**	-	5	3	13	1	**	**	**	13
	1%	**	**	-%	2%	*%	10%	1%	**	**	**	2%
						f						
Vonage	-	**	**	1	1	11	3	1	**	**	**	13
	-%	**	**	2%	1%	1%	2%	1%	**	**	**	2%
Orange broadband/ Wanadoo/ Livebox	1	**	**	-	-	5	-	1	**	**	**	4
	1%	**	**	-%	-%	1%	-%	1%	**	**	**	1%
Plusnet (Plustalk)	1	**	**	*	2	5	-	*	**	**	**	5
	1%	**	**	*%	1%	1%	-%	*%	**	**	**	1%
Other	4	**	**	1	4	22	2	6	**	**	**	18
	3%	**	**	1%	2%	3%	2%	7%	**	**	**	2%
								l				

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

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 (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

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
	a	~b	~c	d	OR DE e	f	g	h	~i	~j	~k	l
Significance Level: 95%												
Unweighted total	134	83	42	125	298	915	120	122	15	23	52	916
Effective Weighted Sample	111	69	34	103	241	749	91	98	11	20	42	760
Total	112	51	23	74	213	792	137	97	12	17	41	825
Don't know	6	**	**	4	7	20	-	4	**	**	**	16
	5%	**	**	5%	3%	3%	-%	4%	**	**	**	2%

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

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 (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

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	~b	~c	d	OR DE e	f	g	h	~i	~j	~k	l
Unweighted total	134	83	42	125	298	915	120	122	15	23	52	916
Effective Weighted Sample	111	69	34	103	241	749	91	98	11	20	42	760
Total	112	51	23	74	213	792	137	97	12	17	41	825
Laptop	69	**	**	47	135	504	107	65	**	**	**	540
	62%	**	**	63%	63%	64%	78%	67%	**	**	**	65%
							f					
Desktop PC	52	**	**	26	68	215	33	33	**	**	**	214
	46%	**	**	34%	32%	27%	24%	34%	**	**	**	26%
Tablet computer (e.g. iPad)	11	**	**	11	36	145	33	15	**	**	**	156
	10%	**	**	15%	17%	18%	24%	16%	**	**	**	19%
Smartphone	7	**	**	-	27	130	36	15	**	**	**	145
	6%	**	**	-%	13%	16%	26%	15%	**	**	**	18%
	d						f					
Netbook	1	**	**	1	5	18	4	3	**	**	**	20
	1%	**	**	1%	2%	2%	3%	3%	**	**	**	2%
Other	2	**	**	4	4	10	-	4	**	**	**	5
	1%	**	**	5%	2%	1%	-%	4%	**	**	**	1%
								l				
Don't know	1	**	**	*	*	12	-	*	**	**	**	11
	1%	**	**	*%	*%	1%	-%	*%	**	**	**	1%

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

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 (QE34). Do you pay for any elements of your service to make calls using the internet? Perhaps calls made to landline or mobile phones, or any equipment or software you needed to purchase solely to be able to make calls using the internet. (SINGLE CODE)**

Base : Those who have ever used internet voice services at home

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
	a	~b	~c	d	OR DE e	f	g	h	~i	~j	~k	l
Significance Level: 95%												
Unweighted total	134	83	42	125	298	915	120	122	15	23	52	916
Effective Weighted Sample	111	69	34	103	241	749	91	98	11	20	42	760
Total	112	51	23	74	213	792	137	97	12	17	41	825
Yes, pay for any elements	11	**	**	2	15	71	9	10	**	**	**	70
	10%	**	**	3%	7%	9%	7%	10%	**	**	**	9%
	d											
No, do not pay for any elements	91	**	**	66	183	675	127	83	**	**	**	712
	82%	**	**	89%	86%	85%	93%	85%	**	**	**	86%
Don't know	9	**	**	6	15	46	1	5	**	**	**	43
	8%	**	**	8%	7%	6%	1%	5%	**	**	**	5%
						g						

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



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.

**SUMMARY - ACCESS TO/ USE OF INTERNET ACROSS ANY CONNECTION/ ANY DEVICE/ ANY LOCATION**

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
ACCESS TO INTERNET - ANY CONNECTION/ ANY DEVICE/ ANY LOCATION	296 84% bcd	139 66% cd	69 35%	208 51% c	614 68%	1780 85%	204 92% f	222 65% k	** **	39 56%	79 55%	1760 89% hjk
USE INTERNET - ANY CONNECTION/ ANY DEVICE/ ANY LOCATION	288 82% bcd	128 61% cd	62 32%	191 47% c	591 65%	1753 84%	200 91% f	212 62% k	** **	35 51%	75 53%	1738 88% hjk

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

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.

**SUMMARY - ACCESS TO INTERNET**

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
ACCESS TO INTERNET AT HOME	285	138	66	204	569	1700	199	215	**	37	76	1682
	81%	65%	34%	50%	63%	81%	90%	63%	**	54%	53%	85%
	bcd	cd		c			f	k				hjk
ACCESS TO INTERNET AT HOME OR USES A MOBILE PHONE/ DEVICE TO CONNECT TO INTERNET	286	138	66	204	593	1737	201	218	**	38	77	1719
	81%	65%	34%	50%	65%	83%	91%	64%	**	55%	54%	87%
	bcd	cd		c			f	k				hjk
MOBILE INTERNET (MOBILE BROADBAND OR VIA MOBILE PHONE)	127	32	8	40	307	1173	148	109	**	10	33	1206
	36%	15%	4%	10%	34%	56%	67%	32%	**	15%	23%	61%
	bcd	cd		c			f	jk				hjk
MOBILE PHONE ACCESS ONLY	5	1	*	2	60	108	8	14	**	1	4	102
	1%	1%	*%	*%	7%	5%	3%	4%	**	1%	3%	5%

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

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 Do you or does anyone in your household have an e-reader, or digital book reader in your home at the moment? (SINGLE CODE)**

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
Yes	94	34	15	49	109	471	28	48	**	11	19	449
	27%	16%	8%	12%	12%	23%	13%	14%	**	16%	13%	23%
	bcd	c		c		g						hk
No	256	177	180	357	798	1614	189	294	**	58	122	1519
	72%	84%	92%	88%	88%	77%	86%	85%	**	84%	86%	77%
		a	ab	a			f	l			l	
Don't know	3	-	*	*	2	3	3	2	**	-	1	4
	1%	-%	*%	*%	*%	*%	1%	*%	**	-%	1%	*%
							f					

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

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 this e-reader, or digital book reader? (SINGLE CODE)**

Base : Those who have access to an e-reader/ digital book reader at home

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	~b	~c	~d	OR DE e	f	~g	~h	~i	~j	~k	l
Unweighted total	117	50	28	78	156	557	26	70	8	17	31	515
Effective Weighted Sample	97	41	22	63	127	455	20	58	5	13	26	426
Total	94	34	15	49	109	471	28	48	4	11	19	449
Yes	71	**	**	**	76	324	**	**	**	**	**	312
	76%	**	**	**	70%	69%	**	**	**	**	**	69%
No	23	**	**	**	33	146	**	**	**	**	**	136
	24%	**	**	**	30%	31%	**	**	**	**	**	30%
Don't know	-	**	**	**	-	1	**	**	**	**	**	1
	-%	**	**	**	-%	*%	**	**	**	**	**	*%

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

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

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
Cable TV (through Virgin Media - previously NTL and Telewest)	65 18% cd	40 19% cd	13 7% c	53 13% c	132 15%	343 16%	39 18%	46 13%	** **	9 13%	23 16%	335 17%
Satellite TV (Sky)	121 34% bcd	55 26%	43 22%	98 24%	267 29%	782 37%	97 44%	109 32%	** **	19 27%	40 28%	778 39% hjk
Satellite (Freesat)	18 5%	9 4%	7 4%	16 4%	31 3%	91 4% g	2 1%	17 5%	** **	3 5%	6 4%	76 4%
Satellite TV (Other)	1 *%	- -%	* *%	* *%	3 *%	6 *%	1 *%	- -%	** **	- -%	- -%	7 *%
Freeview (through a set-top box or digital television set) with ONLY free channels	171 48%	113 54%	131 67% abd	244 60% a	499 55%	977 47% g	75 34%	189 55% l	** **	41 59% l	83 58% l	876 44%
Freeview (through a set-top box or digital television set) with free channels PLUS top- up channels such as ESPN, TV favourites, Picturebox films)	19 5%	12 6%	13 7%	25 6%	54 6%	99 5%	8 4%	17 5%	** **	4 6%	6 4%	90 5%

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

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

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
	a	b	c	d	OR DE e	f	g	h	i	j	k	l
Significance Level: 95%												
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
TV via a broadband DSL line (e.g. BT Vision, Tiscali)	7 2%	2 1%	2 1%	4 1%	18 2%	59 3%	4 2%	10 3%	** **	2 3%	4 3%	53 3%
YouView (through a set-top box connected to your aerial and broadband)	1 *%	1 *%	- -%	1 *%	3 *%	11 1%	- -%	2 1%	** **	- -%	- -%	9 *%
No TV in household	6 2%	2 1%	2 1%	4 1%	12 1%	31 2%	25 11% f	6 2%	** **	- -%	2 2%	43 2%
Don't know	- -%	- -%	3 1% a	3 1%	3 *%	3 *%	- -%	* *%	** **	- -%	* *%	3 *%
<b>MAIN TV PLATFORM</b>												
DIGITAL TOTAL	348 98%	209 99%	191 98%	399 98%	893 98%	2053 98% g	195 89%	337 98%	** **	69 100%	140 98%	1926 98%
FREEVIEW TOTAL	148 42%	109 52% a	129 66% abd	238 59% a	465 51%	820 39% g	57 26%	164 48% l	** **	38 55% l	71 50% l	723 37%
FREEVIEW ONLY	130 37%	100 48% a	117 60% ab	217 54% a	422 46%	743 36% g	53 24%	150 44% l	** **	35 50% l	67 47% l	657 33%

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

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

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	j	k	l
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
PAY DIGITAL	195	96	61	157	421	1168	132	155	**	27	63	1145
	55%	46%	32%	39%	46%	56%	60%	45%	**	39%	44%	58%
	bcd	c		c								hjk
CABLE	65	39	12	51	129	335	39	44	**	8	22	329
	18%	18%	6%	13%	14%	16%	18%	13%	**	12%	15%	17%
	cd	cd		c								
SATELLITE	128	57	48	105	280	839	94	119	**	22	42	820
	36%	27%	24%	26%	31%	40%	43%	35%	**	32%	29%	42%
	bcd											hk

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QH1B. SHOWCARD And which of these do you consider is your MAIN type of television? (SINGLE CODE)**

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
	a	b	c	d	OR DE e	f	g	h	~i	j	k	l
Significance Level: 95%												
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
Cable TV (through Virgin Media - previously NTL and Telewest)	65 18% cd	39 18% cd	12 6% c	51 13% c	129 14%	335 16%	39 18%	44 13%	** **	8 12%	22 15%	329 17%
Satellite TV (Sky)	114 32% bcd	52 25%	41 21%	93 23%	254 28%	762 37%	92 42%	104 30%	** **	19 27%	38 27%	755 38% hjk
Satellite (Freesat)	13 4%	5 2%	7 3%	12 3%	24 3%	71 3%	2 1%	14 4%	** **	3 5%	4 3%	58 3%
Satellite TV (Other)	1 *%	- -%	- -%	- -%	3 *%	6 *%	1 *%	- -%	** **	- -%	- -%	6 *%
Freeview (through a set-top box or digital television set) with ONLY free channels	130 37%	100 48% a	117 60% ab	217 54% a	422 46%	743 36% g	53 24%	150 44% l	** **	35 50% l	67 47% l	657 33%
Freeview (through a set-top box or digital television set) with free channels PLUS top- up channels such as ESPN, TV favourites, Picturebox films)	17 5%	9 4%	11 6%	21 5%	43 5%	76 4%	5 2%	15 4%	** **	3 5%	4 3%	66 3%

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



Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QH1B. SHOWCARD And which of these do you consider is your MAIN type of television? (SINGLE CODE)**

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
TV via a broadband DSL line (e.g. BT Vision, Tiscali)	6 2%	2 1%	2 1%	4 1%	16 2%	50 2%	4 2%	9 3%	** **	1 1%	4 3%	45 2%
YouView (through a set-top box connected to your aerial and broadband)	1 *%	1 *%	- -%	1 *%	3 *%	10 *%	- -%	1 *%	** **	- -%	- -%	8 *%
No TV in household	6 2%	2 1%	2 1%	4 1%	12 1%	31 2%	25 11% f	6 2%	** **	- -%	2 2%	43 2%
Don't know	- -%	- -%	3 1% a	3 1%	3 *%	3 *%	- -%	* *%	** **	- -%	* *%	3 *%

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

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.

**TV MULTI-PLATFORM OWNERSHIP**

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
CABLE ONLY	58 16% cd	32 15% c	10 5%	43 11% c	108 12%	286 14%	30 14%	37 11%	** **	6 9%	19 13%	278 14%
CABLE AND FREEVIEW	7 2%	6 3%	3 1%	9 2%	22 2%	51 2%	9 4%	6 2%	** **	3 4%	3 2%	54 3%
FREEVIEW ONLY	137 39%	105 50% a	126 65% abd	231 57% a	449 49%	791 38% g	53 24%	162 47% l	** **	37 54% l	68 48% l	691 35%
SATELLITE AND FREEVIEW	45 13% bcd	11 5%	14 7%	25 6%	73 8%	216 10%	20 9%	30 9%	** **	4 6%	13 9%	212 11%
SATELLITE ONLY	93 26% c	50 24%	35 18%	85 21%	219 24%	639 31%	79 36%	90 26%	** **	17 25%	31 22%	630 32% hk
NO TV	6 2%	2 1%	2 1%	4 1%	12 1%	31 2%	25 11% f	6 2%	** **	- -%	2 2%	43 2%
OTHER	7 2%	4 2%	2 1%	6 2%	22 2%	70 3%	5 2%	13 4%	** **	2 3%	5 4%	62 3%
Mean TV platforms	1.1 cd	1.1	1.1	1.1	1.1	1.1 g	1.0	1.1	**	1.1	1.1	1.1
Standard deviation	.41	.35	.35	.35	.37	.39	.51	.41	**	.33	.41	.40
Standard error	.02	.02	.02	.01	.01	.01	.03	.02	**	.03	.03	.01

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

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.

**MULTICHANNEL TV OWNERSHIP**

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
ALL MULTICHANNEL TV	348	209	191	399	893	2053	195	337	**	69	140	1926
	98%	99%	98%	98%	98%	98%	89%	98%	**	100%	98%	98%
						g						
DIGITAL TERRESTRIAL	190	124	144	268	549	1073	82	205	**	45	89	964
	54%	59%	74%	66%	60%	51%	37%	60%	**	65%	62%	49%
			abd	a		g		l		l	l	
DIGITAL SATELLITE	139	62	49	111	296	866	99	124	**	22	45	850
	39%	29%	25%	27%	33%	41%	45%	36%	**	32%	31%	43%
	bcd											hjk
PAY DIGITAL SATELLITE	109	46	37	83	238	715	87	90	**	15	33	714
	31%	22%	19%	21%	26%	34%	39%	26%	**	22%	23%	36%
	bcd											hjk
FREE DIGITAL SATELLITE	25	13	11	24	52	128	12	29	**	6	9	114
	7%	6%	6%	6%	6%	6%	6%	8%	**	9%	6%	6%
								l				
CABLE	65	40	13	53	132	343	39	46	**	9	23	335
	18%	19%	7%	13%	15%	16%	18%	13%	**	13%	16%	17%
	cd	cd		c								
NO MULTICHANNEL TV	6	2	4	6	16	35	25	6	**	-	3	46
	2%	1%	2%	2%	2%	2%	11%	2%	**	-%	2%	2%
							f					

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

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 (QH66). What are the reasons why you don't have a television set in your household?**

Base : Those without a TV in the household

	AGE				AGE/SEG	MEG		DISABILITY			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	MOBI- LITY	NO
Significance Level: 95%	~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k
Unweighted total	8	3	4	7	17	36	16	7	1	2	45
Effective Weighted Sample	7	3	3	6	14	28	11	5	1	2	38
Total	6	2	2	4	12	31	25	6	*	2	43
Not interested in watching TV	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Don't want to/ can't afford to pay the TV Licence	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Busy with other interests	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Watch online instead	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Can't afford to replace broken TV set	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Too expensive to buy and install	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Recently moved home	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - f,g - h,i,j,k

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. SHOWCARD Which of the following best describes your satellite TV service/s? (MULTI CODE)**

Base : Those with Satellite TV

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	~c	d	OR DE e	f	g	h	~i	~j	~k	l
Unweighted total	174	102	95	197	444	1102	100	186	24	36	72	1020
Effective Weighted Sample	142	85	75	160	359	900	82	150	17	29	60	846
Total	139	62	49	111	296	866	99	124	18	22	45	850
Sky satellite dish to receive subscription channels - you pay a monthly subscription fee	108 78%	46 75%	** **	83 75%	236 80%	710 82%	87 88%	90 73%	** **	** **	** **	709 83% h
Sky satellite dish for free to air services only - you pay no monthly subscription fee	16 12%	7 12%	** **	11 10%	31 10%	66 8%	10 10%	17 14% l	** **	** **	** **	62 7%
Freesat standard package with a dish and standard set top box - you do not pay a subscription fee	8 6%	4 7%	** **	10 9%	18 6%	51 6%	2 2%	11 9%	** **	** **	** **	43 5%
Freesat HD package with a dish and high definition (HD) set top box - you do not pay a subscription fee	2 1%	1 2%	** **	2 2%	3 1%	13 1%	1 1%	2 1%	** **	** **	** **	12 1%

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

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. SHOWCARD Which of the following best describes your satellite TV service/s? (MULTI CODE)**

Base : Those with Satellite TV

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	~c	d	OR DE e	f	g	h	~i	~j	~k	l
Unweighted total	174	102	95	197	444	1102	100	186	24	36	72	1020
Effective Weighted Sample	142	85	75	160	359	900	82	150	17	29	60	846
Total	139	62	49	111	296	866	99	124	18	22	45	850
Other satellite dish, showing mainly non-English programmes where you pay a monthly subscription fee	1 1%	- -%	** **	- -%	2 1%	5 1%	1 1%	- -%	** **	** **	** **	6 1%
Other satellite dish, showing mainly non-English programmes where you do not pay a monthly subscription fee	1 1%	- -%	** **	- -%	- -%	5 1%	- -%	- -%	** **	** **	** **	5 1%
Broadband satellite - satellite provided for the use of broadband internet access but used to access free to air satellite programmes	1 *%	1 2%	** **	1 1%	1 *%	5 1%	- -%	1 1%	** **	** **	** **	5 1%
PAY SATELLITE	109 79%	46 75%	** **	83 75%	238 80%	715 82%	87 88%	90 73%	** **	** **	** **	714 84% h
Don't know	3 2%	2 3%	** **	4 4%	8 3%	26 3%	1 1%	5 4%	** **	** **	** **	24 3%

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

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. 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

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	~b	~c	d	OR DE e	f	~g	h	~i	~j	~k	l
Unweighted total	140	79	73	152	353	905	86	138	18	24	55	856
Effective Weighted Sample	112	65	57	121	280	734	70	109	13	18	44	707
Total	108	46	37	83	236	710	87	90	13	15	33	709
Sky Sports 1 only	4	**	**	3	5	11	**	3	**	**	**	9
	3%	**	**	4%	2%	2%	**	3%	**	**	**	1%
Sky Sports 2 only	-	**	**	1	1	2	**	-	**	**	**	3
	-%	**	**	1%	*%	*%	**	-%	**	**	**	*%
Sky Sports Pack (Sky Sports 1, 2, 3 and 4)	30	**	**	27	61	230	**	22	**	**	**	235
	28%	**	**	33%	26%	32%	**	24%	**	**	**	33%
Sky Movies 1 only (Comedy, Family, Classics, Modern Greats, Drama & Romance)	5	**	**	5	15	34	**	4	**	**	**	41
	5%	**	**	6%	6%	5%	**	4%	**	**	**	6%
Sky Movies 2 only (Comedy, Indie, Sci-Fi & Horror, Crime & Thriller, Action & Adventure)	1	**	**	-	3	11	**	1	**	**	**	9
	1%	**	**	-%	1%	2%	**	1%	**	**	**	1%
Sky Movies Pack (All Sky Movies channels in Sky Movies 1 and 2, plus Premiere and Disney Cinemagic)	27	**	**	13	47	194	**	19	**	**	**	204
	25%	**	**	16%	20%	27%	**	21%	**	**	**	29%

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

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. 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

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	~b	~c	d	OR DE e	f	~g	h	~i	~j	~k	l
Unweighted total	140	79	73	152	353	905	86	138	18	24	55	856
Effective Weighted Sample	112	65	57	121	280	734	70	109	13	18	44	707
Total	108	46	37	83	236	710	87	90	13	15	33	709
Sky+ HD (High Definition channels through Sky+ HD box)	50 46% d	** **	** **	25 30%	76 32%	295 42%	** **	32 35%	** **	** **	** **	285 40%
ANY SKY SPORTS	34 31%	** **	** **	31 37%	66 28%	243 34%	** **	25 27%	** **	** **	** **	247 35%
ANY SKY MOVIES	33 31%	** **	** **	18 22%	65 28%	238 34%	** **	23 26%	** **	** **	** **	254 36% h
SKY SPORTS AND SKY MOVIES	20 18% d	** **	** **	8 9%	30 13%	134 19%	** **	10 11%	** **	** **	** **	146 21% h
Basic package only	31 29%	** **	** **	30 36%	90 38%	217 31%	** **	34 37%	** **	** **	** **	211 30%
None of these	1 1%	** **	** **	* 1%	3 1%	7 1%	** **	1 1%	** **	** **	** **	6 1%
Don't know	3 3%	** **	** **	1 1%	4 2%	20 3%	** **	1 1%	** **	** **	** **	23 3%

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



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.

**QH5. SHOWCARD Which, if any, of these channels do you subscribe to through your Cable TV service? (MULTI CODE)**

Base : Those with Cable TV

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	~a	~b	~c	~d	OR DE e	f	~g	~h	~i	~j	~k	l
Unweighted total	75	52	26	78	171	395	37	60	9	12	29	373
Effective Weighted Sample	59	42	22	61	139	318	29	47	7	10	23	305
Total	65	40	13	53	132	343	39	46	7	9	23	335
Sky Sports channels	**	**	**	**	16	72	**	**	**	**	**	77
	**	**	**	**	12%	21%	**	**	**	**	**	23%
Sky Movies channels	**	**	**	**	13	53	**	**	**	**	**	55
	**	**	**	**	10%	15%	**	**	**	**	**	17%
High Definition channel through V+ HD box	**	**	**	**	38	111	**	**	**	**	**	106
	**	**	**	**	29%	32%	**	**	**	**	**	32%
Basic package only	**	**	**	**	68	160	**	**	**	**	**	162
	**	**	**	**	51%	47%	**	**	**	**	**	48%
None of these	**	**	**	**	10	20	**	**	**	**	**	18
	**	**	**	**	8%	6%	**	**	**	**	**	5%
Don't know	**	**	**	**	6	9	**	**	**	**	**	6
	**	**	**	**	5%	3%	**	**	**	**	**	2%

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

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 (QH23). SHOWCARD Thinking about televisions, do you have any difficulties / think you might have difficulties doing any of the following? (MULTI CODE)**

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
Hearing quiet voices	9 3%	6 3%	14 7% ab	20 5%	29 3%	35 2%	1 *%	24 7% l	** **	20 29% hkl	9 6% l	14 1%
Hearing the television at a volume other people find acceptable	8 2%	7 3%	14 7% ab	21 5% a	24 3%	35 2%	* *%	24 7% l	** **	21 30% hkl	9 6% l	11 1%
Difficulty hearing quiet parts of programmes	9 3%	6 3%	11 6% a	17 4%	25 3%	33 2%	* *%	22 6% l	** **	19 28% hkl	7 5% l	13 1%
Using the on-screen Electronic Programme Guide (EPG)	8 2%	5 2%	8 4%	13 3%	21 2%	28 1%	6 3%	18 5% l	** **	8 11% hl	11 8% l	15 1%
Using the interactive services on your television	4 1%	4 2%	8 4% a	12 3%	14 1%	19 1%	4 2%	9 3% l	** **	3 5% l	6 4% l	14 1%
Seeing the buttons on the remote control	2 1%	2 1%	5 3%	7 2%	11 1%	15 1%	- -%	10 3% l	** **	4 6% l	7 5% l	5 *%

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

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 (QH23). SHOWCARD Thinking about televisions, do you have any difficulties / think you might have difficulties doing any of the following? (MULTI CODE)**

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
	a	b	c	d	OR DE e	f	g	h	~i	j	k	l
Significance Level: 95%												
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
Seeing small details on screen	1	2	8	10	11	14	-	11	**	5	5	4
	*%	1%	4%	2%	1%	1%	-%	3%	**	7%	3%	*%
			ab	a				l		l	l	
Any other difficulties	3	2	2	4	6	15	4	4	**	*	3	15
	1%	1%	1%	1%	1%	1%	2%	1%	**	*%	2%	1%
No, none	326	191	156	347	827	1969	208	279	**	34	114	1904
	92%	91%	80%	86%	91%	94%	95%	81%	**	50%	80%	97%
	cd	cd		c				j			j	hjk

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QCHECK. Can I just check that you have the following services? (MULTI CODE)**

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
Landline phone	324	201	184	385	719	1756	179	284	**	61	122	1659
	92%	95%	94%	95%	79%	84%	81%	83%	**	89%	86%	84%
Mobile phone	327	168	120	288	764	1935	212	278	**	47	105	1872
	92%	80%	62%	71%	84%	93%	96%	81%	**	68%	74%	95%
	bcd	cd		c				j				hjk
Fixed broadband internet access	269	130	58	188	484	1521	185	184	**	35	65	1518
	76%	62%	30%	46%	53%	73%	84%	54%	**	51%	45%	77%
	bcd	cd		c			f					hjk
Mobile broadband internet access	19	5	3	8	55	179	14	25	**	-	9	165
	5%	2%	2%	2%	6%	9%	6%	7%	**	-%	6%	8%
	cd							j			j	j
Narrowband internet access	2	-	1	1	4	13	1	1	**	*	-	13
	1%	-%	1%	*%	*%	1%	*%	*%	**	1%	-%	1%
TV service with additional channels you pay to receive	195	100	63	163	427	1181	133	156	**	27	64	1159
	55%	47%	32%	40%	47%	57%	60%	46%	**	39%	45%	59%
	cd	c		c								hjk
No, none of these	-	1	2	3	8	9	1	3	**	1	1	7
	-%	*%	1%	1%	1%	*%	*%	1%	**	1%	1%	*%

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

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.

**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

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
Landline phone	309	191	174	365	653	1543	151	257	**	58	110	1446
	87%	91%	89%	90%	72%	74%	69%	75%	**	83%	77%	73%
Mobile phone	303	155	108	263	696	1753	190	252	**	43	96	1693
	86%	74%	55%	65%	77%	84%	86%	73%	**	62%	67%	86%
	bcd	cd		c				j				hjk
Fixed broadband internet access	247	122	52	175	419	1298	153	160	**	32	58	1284
	70%	58%	27%	43%	46%	62%	69%	47%	**	46%	41%	65%
	bcd	cd		c								hjk
Mobile broadband internet access	16	5	3	8	51	156	11	21	**	-	9	143
	5%	2%	1%	2%	6%	7%	5%	6%	**	-%	6%	7%
	cd							j			j	j
Narrowband internet access	1	-	1	1	4	10	1	1	**	*	-	10
	*%	-%	1%	*%	*%	*%	*%	*%	**	1%	-%	1%
TV service with additional channels you pay to receive	170	88	52	140	363	960	107	127	**	24	52	941
	48%	42%	27%	35%	40%	46%	48%	37%	**	34%	37%	48%
	cd	cd		c								hjk
None of these	15	11	10	21	59	134	17	26	**	4	12	125
	4%	5%	5%	5%	7%	6%	8%	8%	**	6%	9%	6%

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

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

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
Yes	234	108	54	162	409	1255	146	149	**	28	56	1247
	66%	51%	28%	40%	45%	60%	66%	44%	**	40%	40%	63%
	bcd	cd		c								hjk
No	113	99	137	236	480	768	62	182	**	40	81	659
	32%	47%	70%	58%	53%	37%	28%	53%	**	58%	57%	33%
		a	abd	ab		g		l		l	l	
Don't know	6	3	4	7	20	65	13	12	**	1	5	65
	2%	1%	2%	2%	2%	3%	6%	4%	**	2%	3%	3%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	~j	~k	l
Unweighted total	281	163	105	268	571	1488	137	209	32	39	84	1421
Effective Weighted Sample	229	131	87	214	466	1214	107	164	22	31	66	1181
Total	234	108	54	162	409	1255	146	149	22	28	56	1247
One deal or package	182	94	48	141	341	1065	117	133	**	**	**	1047
	78%	87%	88%	87%	83%	85%	80%	89%	**	**	**	84%
		a	a	a								
Two packages from one supplier	28	9	4	13	40	105	14	10	**	**	**	111
	12%	8%	8%	8%	10%	8%	9%	7%	**	**	**	9%
Two packages from different suppliers	4	1	1	2	6	11	5	1	**	**	**	14
	2%	1%	1%	1%	2%	1%	3%	*%	**	**	**	1%
							f					
Three or more packages	17	5	*	5	20	66	10	5	**	**	**	68
	7%	4%	1%	3%	5%	5%	7%	4%	**	**	**	5%
	cd											
Don't know	3	*	1	1	1	8	-	1	**	**	**	7
	1%	*%	2%	1%	*%	1%	-%	1%	**	**	**	1%

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

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 (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

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	281	163	105	268	571	1488	137	209	32	39	84	1421
Effective Weighted Sample	229	131	87	214	466	1214	107	164	22	31	66	1181
Total	234	108	54	162	409	1255	146	149	22	28	56	1247
Landline phone	222	104	51	155	373	1145	126	138	**	**	**	1129
	95%	97%	93%	95%	91%	91%	87%	92%	**	**	**	90%
One mobile phone	22	7	2	9	28	103	10	6	**	**	**	107
	9%	6%	4%	6%	7%	8%	7%	4%	**	**	**	9% h
More than one mobile phone	7	1	*	1	8	32	3	6	**	**	**	30
	3%	1%	1%	1%	2%	3%	2%	4%	**	**	**	2%
Internet - Fixed Broadband access	211	98	43	141	354	1132	133	133	**	**	**	1128
	90%	91%	79%	87%	87%	90%	91%	89%	**	**	**	90%
	c	c										
Internet - Mobile Broadband access	6	1	1	1	12	36	3	4	**	**	**	34
	3%	1%	1%	1%	3%	3%	2%	3%	**	**	**	3%
Internet - not broadband access	1	-	-	-	-	4	1	*	**	**	**	4
	1%	-%	-%	-%	-%	*%	*%	*%	**	**	**	*%
TV service	98	48	22	70	203	572	61	66	**	**	**	566
	42%	44%	41%	43%	50%	46%	42%	44%	**	**	**	45%
Don't know	3	-	2	2	6	16	2	3	**	**	**	15
	1%	-%	4%	1%	1%	1%	1%	2%	**	**	**	1%
			b									

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



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 (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 : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
Landline phone	222 63% bcd	104 50% cd	51 26% c	155 38% c	373 41%	1145 55%	126 57%	138 40%	** **	26 38%	54 38%	1129 57% hjk
One mobile phone	22 6% cd	7 3%	2 1%	9 2%	28 3%	103 5%	10 4%	6 2%	** **	1 1%	1 1%	107 5% hk
More than one mobile phone	7 2% cd	1 *% *	* *% *	1 *% *	8 1%	32 2%	3 1%	6 2%	** **	1 1%	1 1%	30 2%
Internet - Fixed Broadband access	211 60% bcd	98 47% cd	43 22%	141 35% c	354 39%	1132 54%	133 60%	133 39%	** **	27 38%	50 35%	1128 57% hjk
Internet - Mobile Broadband access	6 2% d	1 *% *	1 *% *	1 *% *	12 1%	36 2%	3 1%	4 1%	** **	- -%	1 1%	34 2%
Internet - not broadband access	1 *% *	- -% *	- -% *	- -% *	- -% *	4 *% *	1 *% *	* *% *	** **	- -% *	- -% *	4 *% *
TV service	98 28% cd	48 23% c	22 11%	70 17% c	203 22%	572 27%	61 28%	66 19%	** **	13 19%	27 19%	566 29% hk
Don't know	3 1%	- -%	2 1%	2 1%	6 1%	16 1%	2 1%	3 1%	** **	- -%	1 1%	15 1%

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

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 (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 : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
	a	b	c	d	OR DE e	f	g	h	~i	j	k	l
Significance Level: 95%												
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
DO NOT HAVE A PACKAGE/ BUNDLE OF SERVICES	119	102	141	243	500	833	75	194	**	42	86	725
	34%	49%	72%	60%	55%	40%	34%	56%	**	60%	60%	37%
		a	abd	ab				l		l	l	

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

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.

**QG4 (QG3B). Do you receive a discount or special deal for subscribing to 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

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	~j	~k	l
Unweighted total	281	163	105	268	571	1488	137	209	32	39	84	1421
Effective Weighted Sample	229	131	87	214	466	1214	107	164	22	31	66	1181
Total	234	108	54	162	409	1255	146	149	22	28	56	1247
Yes	147	64	26	91	228	783	93	94	**	**	**	783
	63%	59%	48%	56%	56%	62%	64%	63%	**	**	**	63%
	c											
No	50	28	18	46	108	263	27	35	**	**	**	251
	22%	26%	33%	28%	26%	21%	19%	23%	**	**	**	20%
			a									
Don't know	37	16	10	26	73	209	26	21	**	**	**	213
	16%	15%	19%	16%	18%	17%	18%	14%	**	**	**	17%

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

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.

**QG5 (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

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	~j	~k	l
Unweighted total	281	163	105	268	571	1488	137	209	32	39	84	1421
Effective Weighted Sample	229	131	87	214	466	1214	107	164	22	31	66	1181
Total	234	108	54	162	409	1255	146	149	22	28	56	1247
BT	74	33	18	51	94	349	31	41	**	**	**	342
	32%	31%	33%	31%	23%	28%	22%	28%	**	**	**	27%
Virgin Media (previously NTL/ Telewest)	55	38	10	49	123	319	37	38	**	**	**	316
	24%	35%	19%	30%	30%	25%	26%	25%	**	**	**	25%
		ac		c								
Sky	43	14	11	25	96	288	43	34	**	**	**	293
	18%	13%	21%	16%	24%	23%	29%	23%	**	**	**	24%
Talk Talk/ Carphone Warehouse	32	17	8	25	56	152	21	21	**	**	**	152
	14%	16%	14%	15%	14%	12%	15%	14%	**	**	**	12%
Orange	5	2	-	2	4	29	1	2	**	**	**	29
	2%	2%	-%	1%	1%	2%	1%	2%	**	**	**	2%
Plusnet	4	1	1	2	3	21	-	3	**	**	**	18
	2%	1%	2%	1%	1%	2%	-%	2%	**	**	**	1%
AOL	2	1	1	2	5	11	1	3	**	**	**	9
	1%	1%	1%	1%	1%	1%	1%	2%	**	**	**	1%
O2	-	-	*	*	6	11	1	1	**	**	**	11
	-%	-%	1%	*%	2%	1%	*%	*%	**	**	**	1%
Other	11	1	3	4	14	57	5	7	**	**	**	56
	5%	1%	6%	3%	3%	5%	3%	5%	**	**	**	4%
	b		b									
Don't know	6	1	1	2	6	19	5	*	**	**	**	22
	3%	1%	2%	1%	2%	1%	4%	*%	**	**	**	2%

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

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.

**QG6 (QG5). SHOWCARD** Over the last 12 months, have you used a price comparison website (such as U Switch or Bill Monitor) to compare the cost of providers of any of the following communication services? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
Broadband	25	8	2	9	26	123	16	22	**	3	10	114
	7%	4%	1%	2%	3%	6%	7%	7%	**	4%	7%	6%
	cd	c										
Mobile phone	15	6	5	11	32	103	12	13	**	3	8	98
	4%	3%	3%	3%	4%	5%	5%	4%	**	5%	6%	5%
Landline phone	15	11	2	13	27	95	5	16	**	2	10	83
	4%	5%	1%	3%	3%	5%	2%	5%	**	3%	7%	4%
	c	c										
TV service with additional channels you pay to receive	11	4	*	4	18	66	5	11	**	2	5	59
	3%	2%	*%	1%	2%	3%	2%	3%	**	3%	4%	3%
	cd	c										
Any combination of these services in a package or bundle	9	7	1	8	21	73	2	11	**	1	6	65
	3%	3%	*%	2%	2%	3%	1%	3%	**	2%	5%	3%
	c	c										
No, none of these	309	191	186	377	832	1808	195	303	**	65	125	1706
	87%	91%	96%	93%	91%	87%	88%	88%	**	94%	87%	87%
			ab	a						l		
Don't know	3	*	1	2	9	29	3	3	**	-	-	30
	1%	*%	1%	*%	1%	1%	2%	1%	**	-%	-%	2%

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

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.

**COMPONENTS OF PACKAGE - I.E. SIMPLE BUNDLE**

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

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	~j	~k	l
Unweighted total	281	163	105	268	571	1488	137	209	32	39	84	1421
Effective Weighted Sample	229	131	87	214	466	1214	107	164	22	31	66	1181
Total	234	108	54	162	409	1255	146	149	22	28	56	1247
LANDLINE & BROADBAND	116	54	27	81	176	572	72	69	**	**	**	573
	49%	50%	51%	50%	43%	46%	49%	46%	**	**	**	46%
LANDLINE, BROADBAND & MULTI- CHANNEL TV	73	36	13	49	147	431	47	55	**	**	**	419
	31%	33%	24%	30%	36%	34%	32%	37%	**	**	**	34%
MULTI-CHANNEL TV & BROADBAND	7	4	*	4	18	60	8	6	**	**	**	62
	3%	3%	1%	3%	5%	5%	5%	4%	**	**	**	5%
LANDLINE & MULTI-CHANNEL TV	6	7	9	15	26	36	5	4	**	**	**	36
	3%	6%	16%	9%	6%	3%	3%	3%	**	**	**	3%
			ab	a								
LANDLINE, MOBILE & BROADBAND	9	3	2	4	9	37	1	3	**	**	**	35
	4%	3%	3%	3%	2%	3%	*%	2%	**	**	**	3%
LANDLINE, BROADBAND, MOBILE & MULTI-CHANNEL TV	8	2	-	2	7	31	*	1	**	**	**	31
	4%	2%	-%	1%	2%	2%	*%	*%	**	**	**	2%
MOBILE & BROADBAND	2	-	1	1	6	23	8	3	**	**	**	27
	1%	-%	2%	1%	1%	2%	5%	2%	**	**	**	2%
							f					
LANDLINE & DIAL-UP	1	-	-	-	-	2	-	-	**	**	**	2
	*%	-%	-%	-%	-%	*%	-%	-%	**	**	**	*%
LANDLINE, DIAL-UP & MULTI-CHANNEL TV	*	-	-	-	-	2	-	*	**	**	**	1
	*%	-%	-%	-%	-%	*%	-%	*%	**	**	**	*%

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

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.

**COMPONENTS OF PACKAGE - I.E. SIMPLE BUNDLE**

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

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
	a	b	c	d	OR DE e	f	g	h	~i	~j	~k	l
Significance Level: 95%												
Unweighted total	281	163	105	268	571	1488	137	209	32	39	84	1421
Effective Weighted Sample	229	131	87	214	466	1214	107	164	22	31	66	1181
Total	234	108	54	162	409	1255	146	149	22	28	56	1247
OTHER	10	3	-	3	14	45	5	5	**	**	**	45
	4%	3%	-%	2%	3%	4%	3%	3%	**	**	**	4%
DON'T KNOW	3	-	2	2	6	16	2	3	**	**	**	15
	1%	-%	4%	1%	1%	1%	1%	2%	**	**	**	1%

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

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.

**COMPONENTS OF PACKAGE, WHICH INCLUDES DISCOUNT - I.E. DISCOUNTED BUNDLE**

Base : Those with a package for which they get a discount/ special deal

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	~b	~c	d	OR DE e	f	~g	h	~i	~j	~k	l
Unweighted total	175	99	55	154	327	912	91	124	16	23	44	881
Effective Weighted Sample	144	82	48	127	272	741	76	100	14	20	34	728
Total	147	64	26	91	228	783	93	94	10	17	32	783
LANDLINE & BROADBAND	72	**	**	50	92	348	**	49	**	**	**	348
	49%	**	**	55%	40%	44%	**	52%	**	**	**	44%
LANDLINE, BROADBAND & MULTI- CHANNEL TV	49	**	**	26	90	288	**	34	**	**	**	279
	33%	**	**	28%	40%	37%	**	36%	**	**	**	36%
MULTI-CHANNEL TV & BROADBAND	2	**	**	1	11	31	**	1	**	**	**	36
	2%	**	**	2%	5%	4%	**	1%	**	**	**	5%
LANDLINE, BROADBAND, MOBILE & MULTI-CHANNEL TV	8	**	**	1	5	27	**	1	**	**	**	27
	6%	**	**	1%	2%	3%	**	1%	**	**	**	3%
	d											
LANDLINE, MOBILE & BROADBAND	5	**	**	2	5	27	**	2	**	**	**	26
	3%	**	**	3%	2%	3%	**	2%	**	**	**	3%
MOBILE & BROADBAND	2	**	**	*	4	13	**	2	**	**	**	14
	1%	**	**	*%	2%	2%	**	2%	**	**	**	2%
LANDLINE & MULTI-CHANNEL TV	1	**	**	7	11	12	**	2	**	**	**	14
	1%	**	**	8%	5%	2%	**	2%	**	**	**	2%
				a								
LANDLINE, DIAL-UP & MULTI-CHANNEL TV	-	**	**	-	-	1	**	-	**	**	**	1
	-%	**	**	-%	-%	*%	**	-%	**	**	**	*%
LANDLINE & DIAL-UP	1	**	**	-	-	1	**	-	**	**	**	1
	1%	**	**	-%	-%	*%	**	-%	**	**	**	*%

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



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.

**COMPONENTS OF PACKAGE, WHICH INCLUDES DISCOUNT - I.E. DISCOUNTED BUNDLE**

Base : Those with a package for which they get a discount/ special deal

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
	a	~b	~c	d	OR DE e	f	~g	h	~i	~j	~k	l
Significance Level: 95%												
Unweighted total	175	99	55	154	327	912	91	124	16	23	44	881
Effective Weighted Sample	144	82	48	127	272	741	76	100	14	20	34	728
Total	147	64	26	91	228	783	93	94	10	17	32	783
OTHER	6	**	**	2	9	29	**	2	**	**	**	30
	4%	**	**	2%	4%	4%	**	2%	**	**	**	4%
DON'T KNOW	1	**	**	*	1	5	**	1	**	**	**	6
	1%	**	**	*%	1%	1%	**	1%	**	**	**	1%

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

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.

**SUMMARY OF PACKAGE**

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
Base for %	353	211	195	406	909	2088	220	343	49	69	143	1972
INCLUDES A DISCOUNT	147	64	26	91	228	783	93	94	**	17	32	783
	42%	31%	13%	22%	25%	37%	42%	27%	**	24%	23%	40%
	bcd	cd		c								hjk
DOES NOT INCLUDE A DISCOUNT	50	28	18	46	108	263	27	35	**	7	15	251
	14%	13%	9%	11%	12%	13%	12%	10%	**	11%	10%	13%
	c											
DON'T KNOW IF INCLUDES A DISCOUNT	37	16	10	26	73	209	26	21	**	3	9	213
	10%	8%	5%	6%	8%	10%	12%	6%	**	5%	6%	11%
	cd											h
NO PACKAGES	119	102	141	243	500	833	75	194	**	42	86	725
	34%	49%	72%	60%	55%	40%	34%	56%	**	60%	60%	37%
		a	abd	ab				l		l	l	
DOUBLE PLAY	137	67	38	105	232	718	95	87	**	15	32	724
	39%	32%	19%	26%	26%	34%	43%	25%	**	21%	23%	37%
	cd	c		c			f					hjk
TRIPLE PLAY	84	39	14	54	159	479	48	59	**	13	23	466
	24%	19%	7%	13%	18%	23%	22%	17%	**	18%	16%	24%
	cd	cd		c								hk
QUAD PLAY	8	2	-	2	7	34	-	1	**	-	-	34
	2%	1%	-%	*%	1%	2%	-%	*%	**	-%	-%	2%
	cd											h

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

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.

**SUMMARY OF PACKAGE**

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

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	~j	~k	l
Unweighted total	281	163	105	268	571	1488	137	209	32	39	84	1421
Effective Weighted Sample	229	131	87	214	466	1214	107	164	22	31	66	1181
Total	234	108	54	162	409	1255	146	149	22	28	56	1247
Base for %	234	108	54	162	409	1255	146	149	22	28	56	1247
INCLUDES A DISCOUNT	147	64	26	91	228	783	93	94	**	**	**	783
	63%	59%	48%	56%	56%	62%	64%	63%	**	**	**	63%
	c											
DOES NOT INCLUDE A DISCOUNT	50	28	18	46	108	263	27	35	**	**	**	251
	22%	26%	33%	28%	26%	21%	19%	23%	**	**	**	20%
			a									
DON'T KNOW IF INCLUDES A DISCOUNT	37	16	10	26	73	209	26	21	**	**	**	213
	16%	15%	19%	16%	18%	17%	18%	14%	**	**	**	17%
DOUBLE PLAY	137	67	38	105	232	718	95	87	**	**	**	724
	59%	62%	69%	64%	57%	57%	66%	58%	**	**	**	58%
TRIPLE PLAY	84	39	14	54	159	479	48	59	**	**	**	466
	36%	36%	27%	33%	39%	38%	33%	39%	**	**	**	37%
QUAD PLAY	8	2	-	2	7	34	-	1	**	**	**	34
	3%	2%	-%	1%	2%	3%	-%	1%	**	**	**	3%

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

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.

**SUMMARY TABLE FOR PURCHASING BEHAVIOUR - FIXED BROADBAND**

Base : Those with fixed broadband at home

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	~j	~k	l
Unweighted total	329	195	111	306	677	1820	170	256	33	52	94	1740
Effective Weighted Sample	270	156	88	241	549	1489	130	200	22	42	71	1446
Total	269	130	58	188	484	1521	185	184	22	35	65	1518
FIXED BROADBAND STANDALONE	58	32	15	48	130	389	52	51	**	**	**	390
	22%	25%	27%	25%	27%	26%	28%	28%	**	**	**	26%
FIXED BROADBAND STANDALONE (INCLUDING THOSE WHO HAVE IT AS PART OF A NO DISCOUNT BUNDLE)	133	71	37	108	284	804	101	98	**	**	**	801
	50%	55%	63%	57%	59%	53%	54%	53%	**	**	**	53%
			a									
FIXED BROADBAND BUNDLE	211	98	43	141	354	1132	133	133	**	**	**	1128
	78%	75%	73%	75%	73%	74%	72%	72%	**	**	**	74%
FIXED BROADBAND DISCOUNTED BUNDLE	135	59	22	80	200	717	84	86	**	**	**	717
	50%	45%	37%	43%	41%	47%	46%	47%	**	**	**	47%
	c											

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

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.

**SUMMARY TABLE FOR PURCHASING BEHAVIOUR - FIXED LINE**

Base : Those with a landline phone at home

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	j	k	l
Unweighted total	398	305	361	666	1084	2236	177	439	66	104	191	1982
Effective Weighted Sample	325	241	290	521	862	1785	140	339	48	82	146	1621
Total	324	201	184	385	719	1756	179	284	44	61	122	1659
FIXED LINE STANDALONE	102	96	133	230	346	611	53	146	**	35	68	531
	32%	48%	72%	60%	48%	35%	29%	51%	**	57%	56%	32%
		a	abd	ab				l		l	l	
FIXED LINE STANDALONE (INCLUDING THOSE WHO HAVE IT AS PART OF A NO DISCOUNT BUNDLE)	183	138	158	296	509	1031	97	195	**	46	91	942
	56%	69%	86%	77%	71%	59%	54%	68%	**	74%	74%	57%
		a	abd	ab				l		l	l	
FIXED LINE BUNDLE	222	104	51	155	373	1145	126	138	**	26	54	1129
	68%	52%	28%	40%	52%	65%	71%	49%	**	43%	44%	68%
	bcd	cd		c								hjk
FIXED LINE DISCOUNTED BUNDLE	141	63	25	88	210	726	82	90	**	16	31	717
	44%	31%	14%	23%	29%	41%	46%	32%	**	26%	26%	43%
	bcd	cd		c								hjk

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

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.

**SUMMARY TABLE FOR PURCHASING BEHAVIOUR - MOBILE BROADBAND**

Base : Those in a household with mobile broadband

	AGE				AGE/SEG	MEG		DISABILITY			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	MOBI- LITY	NO
Significance Level: 95%	~a	~b	~c	~d	~e	f	~g	~h	~i	~j	k
Unweighted total	23	9	7	16	80	212	12	31	4	13	193
Effective Weighted Sample	18	8	6	14	64	168	9	24	3	9	154
Total	19	5	3	8	55	179	14	25	3	9	165
MOBILE BROADBAND STANDALONE	**	**	**	**	**	143	**	**	**	**	130
	**	**	**	**	**	80%	**	**	**	**	79%
MOBILE BROADBAND BUNDLE	**	**	**	**	**	36	**	**	**	**	34
	**	**	**	**	**	20%	**	**	**	**	21%
MOBILE BROADBAND DISCOUNTED BUNDLE	**	**	**	**	**	30	**	**	**	**	29
	**	**	**	**	**	17%	**	**	**	**	18%

Columns Tested: a,b,c,d - f,g - h,i,j,k

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.

**SUMMARY TABLE FOR PURCHASING BEHAVIOUR - MOBILE PHONE**

Base : Those who personally use a mobile phone

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	~j	k	l
Unweighted total	402	261	231	492	1092	2382	206	398	49	72	153	2197
Effective Weighted Sample	329	205	183	383	879	1928	155	312	37	56	120	1810
Total	327	168	120	288	764	1935	212	278	37	47	105	1872
MOBILE PHONE STANDALONE	298	160	117	278	728	1799	200	266	**	**	103	1735
	91%	95%	98%	96%	95%	93%	94%	96%	**	**	98%	93%
			a	a				l			l	
MOBILE PHONE BUNDLE	29	8	3	11	36	136	13	12	**	**	2	137
	9%	5%	2%	4%	5%	7%	6%	4%	**	**	2%	7%
	cd											hk
MOBILE PHONE DISCOUNTED BUNDLE	21	5	1	6	23	96	5	6	**	**	1	97
	6%	3%	1%	2%	3%	5%	2%	2%	**	**	1%	5%
	cd											hk

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

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.

**SUMMARY TABLE FOR PURCHASING BEHAVIOUR - PAY TV SERVICE**

Base : Those with a Pay TV service

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	~j	~k	l
Unweighted total	242	154	126	280	614	1462	128	228	31	44	96	1366
Effective Weighted Sample	193	122	99	218	488	1175	102	176	22	34	73	1119
Total	195	100	63	163	427	1181	133	156	22	27	64	1159
PAY TV STANDALONE	98	52	41	93	224	609	72	90	**	**	**	593
	50%	52%	65%	57%	52%	52%	54%	58%	**	**	**	51%
			a									
PAY TV BUNDLE	98	48	22	70	203	572	61	66	**	**	**	566
	50%	48%	35%	43%	48%	48%	46%	42%	**	**	**	49%
	c											
PAY TV DISCOUNTED BUNDLE	64	25	10	35	122	371	40	38	**	**	**	372
	33%	25%	16%	22%	29%	31%	30%	24%	**	**	**	32%
	cd											h

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



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

		AGE				AGE/SEG	MEG		DISABILITY				
		55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
		a	b	c	d	e	f	g	h	i	j	k	l
Significance Level: 95%													
Unweighted total		438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample		358	255	308	553	1078	2123	164	404	53	89	171	1929
Total		353	211	195	406	909	2088	220	343	49	69	143	1972
7 days a week	(7.0)	191	103	105	208	403	1034	80	146	**	29	57	969
		54%	49%	54%	51%	44%	50%	36%	43%	**	42%	40%	49%
6 days a week	(6.0)	10	7	5	12	22	59	6	6	**	1	5	61
		3%	3%	3%	3%	2%	3%	3%	2%	**	1%	3%	3%
5 days a week	(5.0)	16	14	6	20	44	143	16	13	**	3	4	145
		5%	7%	3%	5%	5%	7%	7%	4%	**	4%	3%	7%
3 or 4 days a week	(3.5)	31	15	7	23	70	184	11	28	**	3	11	172
		9%	7%	4%	6%	8%	9%	5%	8%	**	4%	8%	9%
1 or 2 days a week	(1.5)	34	17	13	30	81	171	14	30	**	7	14	154
		10%	8%	7%	7%	9%	8%	6%	9%	**	10%	10%	8%
Less often	(0.5)	14	11	10	21	44	80	20	18	**	3	8	79
		4%	5%	5%	5%	5%	4%	9%	5%	**	4%	5%	4%
Never/ do not listen to the radio	(0.0)	57	42	49	91	241	414	72	101	**	24	44	386
		16%	20%	25%	23%	27%	20%	33%	29%	**	34%	31%	20%
Don't know		1	1	*	1	4	4	1	1	**	1	*	4
		*%	*%	*%	*%	*%	*%	*%	*%	**	2%	*%	*%

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

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

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
	a	b	c	d	OR DE e	f	g	h	~i	j	k	l
Significance Level: 95%												
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
Mean number of days during an average week	4.7	4.4	4.3	4.3	3.9	4.4	3.4	3.7	**	3.5	3.6	4.4
Standard deviation	2.88	2.99	3.16	3.07	3.10	2.94	3.15	3.14	**	3.25	3.15	2.93
Standard error	.14	.17	.16	.12	.08	.06	.21	.14	**	.31	.21	.06

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

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, in the car or on portable radio. (SINGLE CODE)

Base : Those who listen to radio

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	~j	k	l
Unweighted total	361	258	281	539	984	2096	141	360	55	68	147	1882
Effective Weighted Sample	294	203	224	421	780	1678	104	280	41	54	113	1533
Total	296	168	146	313	664	1670	147	241	37	44	98	1581
Every day	48	32	31	63	104	201	29	38	**	**	17	195
	16%	19%	21%	20%	16%	12%	19% f	16%	**	**	18%	12%
At least weekly	25	11	11	22	51	115	9	14	**	**	4	114
	9%	6%	8%	7%	8%	7%	6%	6%	**	**	5%	7%
At least monthly	6	7	2	9	16	43	5	7	**	**	3	43
	2%	4%	2%	3%	2%	3%	3%	3%	**	**	3%	3%
Have tried it once	17	13	9	21	36	69	13	17	**	**	7	67
	6%	8%	6%	7%	5%	4%	9% f	7% l	**	**	7%	4%
EVER	97	63	53	116	208	429	56	75	**	**	32	419
	33%	37%	36%	37%	31%	26%	38% f	31%	**	**	32%	27%
Never	152	73	77	149	338	939	54	117	**	**	40	872
	52%	43%	53%	48%	51%	56% g	37%	49%	**	**	41%	55% hk
Do not have access to device	47	32	16	48	118	302	37	48	**	**	26	290
	16%	19% c	11%	15%	18%	18%	25%	20%	**	**	27% l	18%

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

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.

**QP2B (QP11B). SHOWCARD How often, if at all, do you access the radio via - Radio set with FM stereo - either at home, in the car or on portable radio. (SINGLE CODE)**

Base : Those who listen to radio

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	~j	k	l
Unweighted total	361	258	281	539	984	2096	141	360	55	68	147	1882
Effective Weighted Sample	294	203	224	421	780	1678	104	280	41	54	113	1533
Total	296	168	146	313	664	1670	147	241	37	44	98	1581
Every day	98	68	78	146	263	528	33	104	**	**	37	464
	33%	41%	53%	47%	40%	32%	23%	43%	**	**	38%	29%
			ab	a				l				
At least weekly	60	27	26	53	117	270	23	40	**	**	14	256
	20%	16%	18%	17%	18%	16%	16%	16%	**	**	14%	16%
At least monthly	11	6	4	9	27	75	12	16	**	**	6	73
	4%	3%	2%	3%	4%	4%	8%	7%	**	**	6%	5%
Have tried it once	6	6	5	11	20	50	11	8	**	**	3	54
	2%	4%	4%	4%	3%	3%	8%	3%	**	**	3%	3%
							f					
EVER	174	107	113	220	428	923	80	167	**	**	60	848
	59%	64%	77%	70%	64%	55%	54%	69%	**	**	61%	54%
			ab	a				l				
Never	89	45	27	72	170	538	32	49	**	**	23	518
	30%	27%	19%	23%	26%	32%	22%	20%	**	**	24%	33%
	cd					g						hk
Do not have access to device	33	16	6	22	66	209	36	26	**	**	15	216
	11%	9%	4%	7%	10%	12%	24%	11%	**	**	15%	14%
	cd	c					f					

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

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

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	~j	k	l
Unweighted total	361	258	281	539	984	2096	141	360	55	68	147	1882
Effective Weighted Sample	294	203	224	421	780	1678	104	280	41	54	113	1533
Total	296	168	146	313	664	1670	147	241	37	44	98	1581
Every day	2 1%	2 1%	1 1%	3 1%	20 3%	82 5%	11 8%	6 2%	** **	** **	1 1%	87 5% hk
At least weekly	7 2% c	2 1%	* *%	3 1%	42 6%	108 6%	15 10%	14 6%	** **	** **	2 2%	112 7% k
At least monthly	4 1%	1 1%	- -%	1 *%	13 2%	72 4%	16 11% f	9 4%	** **	** **	3 3%	76 5%
Have tried it once	12 4% cd	3 2%	1 1%	4 1%	21 3%	68 4%	17 11% f	7 3%	** **	** **	2 2%	80 5%
EVER	25 8% cd	8 5%	3 2%	11 3%	96 14%	330 20%	59 40% f	36 15%	** **	** **	8 8%	356 22% hk
Never	223 75% c	121 72%	94 65%	215 69%	428 64%	1135 68% g	69 47%	152 63%	** **	** **	69 71%	1053 67%
Do not have access to device	48 16%	39 23%	48 33% ab	87 28% a	140 21%	205 12%	20 13%	54 22% l	** **	** **	20 20% l	173 11%

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

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

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	~j	k	l
Unweighted total	361	258	281	539	984	2096	141	360	55	68	147	1882
Effective Weighted Sample	294	203	224	421	780	1678	104	280	41	54	113	1533
Total	296	168	146	313	664	1670	147	241	37	44	98	1581
Every day	17 6%	10 6%	7 5%	18 6%	43 7%	96 6%	8 6%	16 7%	** **	** **	11 11% l	89 6%
At least weekly	34 11% bcd	10 6%	6 4%	16 5%	66 10%	179 11%	20 13%	27 11%	** **	** **	14 14%	174 11%
At least monthly	28 9% d	8 5%	7 5%	16 5%	40 6%	143 9%	10 6%	19 8%	** **	** **	5 5%	133 8%
Have tried it once	22 7% cd	6 4%	4 3%	11 3%	34 5%	127 8%	16 11%	15 6%	** **	** **	6 6%	133 8%
EVER	100 34% bcd	35 21%	25 17%	60 19%	183 28%	544 33%	54 37%	77 32%	** **	** **	35 36%	529 33%
Never	177 60%	114 68%	99 68%	213 68% a	407 61%	1010 60%	64 43% g	129 54%	** **	** **	47 48%	944 60% k
Do not have access to device	19 6%	19 11%	21 14% a	40 13% a	74 11%	115 7%	29 20% f	35 15% l	** **	** **	16 16% l	108 7%

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

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

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	~j	k	l
Unweighted total	361	258	281	539	984	2096	141	360	55	68	147	1882
Effective Weighted Sample	294	203	224	421	780	1678	104	280	41	54	113	1533
Total	296	168	146	313	664	1670	147	241	37	44	98	1581
Every day	8 3% cd	2 1%	- -%	2 1%	14 2%	53 3%	9 6%	6 2%	** **	** **	1 1%	55 3%
At least weekly	15 5% d	3 2%	4 3%	7 2%	29 4%	124 7%	9 6%	20 8%	** **	** **	5 5%	111 7%
At least monthly	17 6% bcd	3 2%	2 1%	5 2%	21 3%	91 5%	16 11% f	8 3%	** **	** **	3 3%	102 6% h
Have tried it once	16 5% bcd	3 2%	2 1%	5 1%	17 3%	89 5%	13 9%	11 5%	** **	** **	6 6%	89 6%
EVER	56 19% bcd	11 6%	7 5%	18 6%	82 12%	356 21%	47 32% f	45 19%	** **	** **	15 15%	358 23%
Never	205 69% c	115 68% c	83 57%	198 63%	414 62%	1090 65%	74 50% g	133 55%	** **	** **	54 55%	1040 66% hk
Do not have access to device	35 12%	42 25% a	55 38% ab	97 31% a	167 25%	224 13%	27 18%	63 26% l	** **	** **	29 30% l	184 12%

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

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

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	~j	k	l
Unweighted total	361	258	281	539	984	2096	141	360	55	68	147	1882
Effective Weighted Sample	294	203	224	421	780	1678	104	280	41	54	113	1533
Total	296	168	146	313	664	1670	147	241	37	44	98	1581
Every day	63	44	32	76	112	352	20	37	**	**	9	332
	21%	26%	22%	24%	17%	21%	14%	16%	**	**	9%	21% hk
At least weekly	29	15	11	26	47	163	8	11	**	**	6	164
	10%	9%	7%	8%	7%	10%	6%	5%	**	**	7%	10% h
At least monthly	5	3	1	4	8	29	13	3	**	**	*	38
	2%	2%	1%	1%	1%	2%	8% f	1%	**	**	*%	2%
Have tried it once	5	*	-	*	10	23	5	5	**	**	3	24
	2% d	*%	-%	*%	1%	1%	4%	2%	**	**	3%	2%
EVER	101	63	44	107	176	567	46	56	**	**	19	557
	34%	38%	30%	34%	27%	34%	31%	23%	**	**	20%	35% hk
Never	100	55	48	103	230	598	42	75	**	**	31	565
	34%	33%	33%	33%	35%	36%	28%	31%	**	**	32%	36%
Do not have access to device	94	49	54	104	258	505	59	109	**	**	47	459
	32%	30%	37%	33%	39%	30%	40% f	45% l	**	**	48% l	29%

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



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

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	~j	k	l
Unweighted total	361	258	281	539	984	2096	141	360	55	68	147	1882
Effective Weighted Sample	294	203	224	421	780	1678	104	280	41	54	113	1533
Total	296	168	146	313	664	1670	147	241	37	44	98	1581
Every day	100	47	29	77	164	637	39	57	**	**	23	624
	34%	28%	20%	25%	25%	38%	26%	24%	**	**	23%	39%
	cd	c				g						hk
At least weekly	74	52	18	70	141	396	27	42	**	**	12	383
	25%	31%	13%	22%	21%	24%	19%	17%	**	**	12%	24%
	c	cd		c								hk
At least monthly	8	10	6	16	25	63	11	11	**	**	6	67
	3%	6%	4%	5%	4%	4%	7%	5%	**	**	7%	4%
Have tried it once	2	4	3	7	15	20	8	4	**	**	2	26
	1%	2%	2%	2%	2%	1%	5%	2%	**	**	2%	2%
							f					
EVER	184	113	57	170	345	1117	84	114	**	**	43	1100
	62%	67%	39%	54%	52%	67%	57%	47%	**	**	44%	70%
	cd	cd		c		g						hk
Never	72	32	49	80	165	310	21	53	**	**	26	274
	24%	19%	33%	26%	25%	19%	14%	22%	**	**	27%	17%
			abd								l	
Do not have access to device	40	23	40	63	154	243	42	74	**	**	28	208
	13%	14%	27%	20%	23%	15%	29%	31%	**	**	29%	13%
			abd	a			f	l			l	

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

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

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	~j	k	l
Unweighted total	361	258	281	539	984	2096	141	360	55	68	147	1882
Effective Weighted Sample	294	203	224	421	780	1678	104	280	41	54	113	1533
Total	296	168	146	313	664	1670	147	241	37	44	98	1581
Every day	38	17	12	29	50	183	27	13	**	**	4	199
	13%	10%	9%	9%	8%	11%	18% f	5%	**	**	5%	13% hk
At least weekly	29	13	7	20	39	109	14	11	**	**	4	115
	10% c	8%	5%	6%	6%	7%	9%	4%	**	**	4%	7%
At least monthly	5	5	2	7	13	46	9	7	**	**	4	51
	2%	3%	2%	2%	2%	3%	6% f	3%	**	**	4%	3%
Have tried it once	5	10	3	13	28	47	12	8	**	**	4	54
	2%	6% ac	2%	4%	4%	3%	8% f	3%	**	**	4%	3%
EVER	77	45	24	69	130	384	62	38	**	**	16	419
	26% c	27% c	17%	22%	20%	23%	42% f	16%	**	**	17%	27% hk
Never	168	82	77	159	337	925	46	115	**	**	47	852
	57%	49%	53%	51%	51%	55% g	32%	48%	**	**	48%	54%
Do not have access to device	50	41	44	86	197	361	39	87	**	**	35	310
	17%	25% a	30% a	27% a	30%	22%	26%	36% l	**	**	36% l	20%

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

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

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	~j	k	l
Unweighted total	361	258	281	539	984	2096	141	360	55	68	147	1882
Effective Weighted Sample	294	203	224	421	780	1678	104	280	41	54	113	1533
Total	296	168	146	313	664	1670	147	241	37	44	98	1581
Every day	22 7%	9 5%	7 5%	15 5%	29 4%	110 7%	20 13% f	23 9%	** **	** **	6 6%	110 7%
At least weekly	14 5% c	7 4%	2 1%	9 3%	16 2%	69 4%	8 5%	5 2%	** **	** **	3 4%	72 5%
At least monthly	2 1%	- -%	1 1%	1 *%	3 1%	10 1%	4 3% f	1 1%	** **	** **	1 1%	13 1%
Have tried it once	* *%	* *%	- -%	* *%	4 1%	4 *%	3 2% f	- -%	** **	** **	- -%	7 *%
EVER	38 13% cd	16 9%	10 7%	25 8%	53 8%	194 12%	34 23% f	29 12%	** **	** **	10 10%	202 13%
Never	140 47%	79 47%	66 46%	145 46%	294 44%	753 45%	56 38%	88 36%	** **	** **	34 35%	721 46% hk
Do not have access to device	118 40%	73 44%	69 48%	143 46%	317 48%	723 43%	57 39%	124 52% l	** **	** **	54 55% l	658 42%

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

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.

**SUMMARY - EVER USE DIGITAL RADIO**

Base : Those who listen to radio

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	~j	k	l
Unweighted total	361	258	281	539	984	2096	141	360	55	68	147	1882
Effective Weighted Sample	294	203	224	421	780	1678	104	280	41	54	113	1533
Total	296	168	146	313	664	1670	147	241	37	44	98	1581
YES, EVER USED	176	88	57	146	335	1008	100	134	**	**	55	976
	59%	53%	39%	46%	50%	60%	68%	56%	**	**	57%	62%
	cd	c										
YES, USE AT LEAST MONTHLY	166	87	55	142	319	948	89	123	**	**	48	917
	56%	52%	38%	45%	48%	57%	61%	51%	**	**	49%	58%
	cd	c										h
YES, USE AT LEAST WEEKLY	144	79	52	131	282	848	72	106	**	**	44	817
	49%	47%	36%	42%	43%	51%	49%	44%	**	**	45%	52%
	c	c										h

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

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.

**SUMMARY - EVER USE DIGITAL RADIO**

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
YES, EVER USED	176	88	57	146	335	1008	100	134	**	20	55	976
	50%	42%	29%	36%	37%	48%	45%	39%	**	29%	39%	49%
	cd	c		c								hjk
YES, USE AT LEAST MONTHLY	166	87	55	142	319	948	89	123	**	18	48	917
	47%	41%	28%	35%	35%	45%	41%	36%	**	27%	33%	47%
	cd	c		c								hjk
YES, USE AT LEAST WEEKLY	144	79	52	131	282	848	72	106	**	16	44	817
	41%	37%	27%	32%	31%	41%	32%	31%	**	24%	31%	41%
	cd	c				g						hjk

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

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.

**SUMMARY - EVER LISTEN TO RADIO**

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
YES, EVER USED	293	167	144	311	656	1659	147	236	**	44	96	1575
	83%	79%	74%	77%	72%	79%	67%	69%	**	64%	67%	80%
	cd					g						hjk
YES, USE AT LEAST MONTHLY	293	165	142	308	649	1650	141	231	**	44	93	1566
	83%	79%	73%	76%	71%	79%	64%	67%	**	64%	65%	79%
	cd					g						hjk
YES, USE AT LEAST WEEKLY	285	157	139	296	623	1598	124	221	**	42	86	1509
	80%	75%	71%	73%	69%	77%	56%	64%	**	61%	60%	77%
	cd					g						hjk

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

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 (QP16). SHOWCARD In which of these ways do you listen to radio on your mobile phone? (MULTI CODE)**

Base : Those who listen to radio via a mobile phone

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	~a	~b	~c	~d	OR DE e	f	~g	~h	~i	~j	~k	l
Unweighted total	27	12	8	20	122	368	52	44	8	3	11	377
Effective Weighted Sample	23	10	6	15	96	296	39	35	7	2	9	309
Total	25	8	3	11	96	330	59	36	8	2	8	356
Live via a built in FM radio app	**	**	**	**	49	148	**	**	**	**	**	171
	**	**	**	**	51%	45%	**	**	**	**	**	48%
Live via a station website	**	**	**	**	29	111	**	**	**	**	**	114
	**	**	**	**	30%	34%	**	**	**	**	**	32%
Via a downloaded app such as RadioPlayer, BBC Radio iPlayer, Tunein or apps downloaded for specific radio stations	**	**	**	**	17	65	**	**	**	**	**	74
	**	**	**	**	17%	20%	**	**	**	**	**	21%
Via podcasts	**	**	**	**	3	22	**	**	**	**	**	22
	**	**	**	**	3%	7%	**	**	**	**	**	6%
Other ways	**	**	**	**	-	2	**	**	**	**	**	2
	**	**	**	**	-%	1%	**	**	**	**	**	*%
Don't know	**	**	**	**	14	34	**	**	**	**	**	35
	**	**	**	**	15%	10%	**	**	**	**	**	10%

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

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 (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

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
Yes	314	168	129	297	721	1843	171	254	**	53	94	1766
	89%	80%	66%	73%	79%	88%	78%	74%	**	76%	66%	90%
	bcd	cd		c		g						hjk
No	33	37	53	90	157	202	40	73	**	13	39	170
	9%	17%	27%	22%	17%	10%	18%	21%	**	19%	28%	9%
		a	ab	a		f		l		l	l	
Unsure	6	6	13	19	30	42	9	17	**	3	9	36
	2%	3%	7%	5%	3%	2%	4%	5%	**	4%	6%	2%
			ab	a				l			l	

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



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.

**QP5 (QB1). Do you, or does anyone in your household, have digital radio channels in your home at the moment - whether through a specialist DAB radio receiver, through a digital television or over the internet? (SINGLE CODE)**

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
Yes	238	124	82	206	492	1387	131	195	**	38	78	1326
	67%	59%	42%	51%	54%	66%	59%	57%	**	55%	55%	67%
	bcd	cd		c								hjk
No	111	82	106	188	393	665	82	136	**	27	62	617
	31%	39%	54%	46%	43%	32%	37%	40%	**	39%	44%	31%
			abd	ab				l			l	
Don't know	4	5	7	12	25	36	7	13	**	4	2	29
	1%	2%	4%	3%	3%	2%	3%	4%	**	6%	2%	1%
			a					l		l		

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

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.

**QP6 (QP4). SHOWCARD I'm now going to ask about any radio sets that you have at home. In which of these rooms at home do you have any radios? (MULTI CODE)**

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
Kitchen/ Kitchen diner	148	91	76	168	313	803	54	129	**	26	46	728
	42%	43%	39%	41%	34%	38%	25%	38%	**	37%	32%	37%
						g						
Living room/ Lounge	149	95	85	180	329	728	57	125	**	30	59	671
	42%	45%	43%	44%	36%	35%	26%	36%	**	43%	41%	34%
						g						
Adult's bedroom	114	76	59	135	233	551	57	99	**	19	39	511
	32%	36%	30%	33%	26%	26%	26%	29%	**	27%	28%	26%
Child's bedroom	13	*	*	1	21	107	9	15	**	2	2	100
	4%	*%	*%	*%	2%	5%	4%	4%	**	3%	2%	5%
	bcd											k
Dining room	18	12	16	27	44	108	6	16	**	5	6	100
	5%	5%	8%	7%	5%	5%	3%	5%	**	7%	4%	5%
Bathroom/ Shower room/ WC	11	7	7	13	18	57	6	9	**	2	3	55
	3%	3%	3%	3%	2%	3%	3%	3%	**	3%	2%	3%
Spare bedroom	14	7	2	10	13	47	3	9	**	2	4	42
	4%	4%	1%	2%	1%	2%	1%	3%	**	2%	3%	2%
	c											
Study/ Home office	15	8	3	10	10	48	-	4	**	1	2	45
	4%	4%	1%	3%	1%	2%	-%	1%	**	1%	1%	2%
	c					g						
Conservatory	6	11	3	14	16	41	-	7	**	1	4	34
	2%	5%	1%	3%	2%	2%	-%	2%	**	2%	3%	2%
		ac										

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

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.

**QP6 (QP4). SHOWCARD I'm now going to ask about any radio sets that you have at home. In which of these rooms at home do you have any radios? (MULTI CODE)**

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
Garage	5 2%	2 1%	3 2%	5 1%	11 1%	36 2%	3 1%	6 2%	** **	1 1%	2 1%	34 2%
Hallway/ Landing	3 1%	1 *%	1 *%	2 *%	5 1%	16 1%	- -%	2 1%	** **	1 2%	1 1%	13 1%
Move around as needed/ portable	16 5%	7 3%	8 4%	15 4%	24 3%	74 4%	3 1%	11 3%	** **	3 4%	6 4%	67 3%
Other	2 1%	4 2%	3 2%	8 2%	14 2%	35 2%	2 1%	8 2%	** **	3 4% l	4 3%	29 1%
None - do not have any radio sets at home	69 19%	37 18%	37 19%	75 18%	248 27%	531 25%	92 42% f	83 24%	** **	15 22%	40 28%	542 27%

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

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.

**QP7 (QP19). In total, how many radio sets do you have in your home? Please include any mains or battery powered radio sets or wind-up radios. For now, please don't include car radios, radio listening through computers, TVs or phones. (SINGLE CODE)**

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
None	69 19%	37 18%	37 19%	75 18%	247 27%	526 25%	92 42% f	82 24%	** **	15 22%	39 28%	538 27%
1	134 38%	70 33%	82 42% b	152 38%	368 40%	779 37%	76 35%	142 41%	** **	27 39%	60 42%	715 36%
2-3	122 34%	83 39% c	58 30%	141 35%	238 26%	609 29% g	42 19%	90 26%	** **	21 30%	30 21%	561 28% k
4-5	21 6%	16 8%	13 7%	29 7%	45 5%	130 6%	9 4%	20 6%	** **	3 4%	9 6%	122 6%
6-10	7 2%	4 2%	4 2%	8 2%	10 1%	34 2%	1 1%	9 3% l	** **	3 5% l	4 3%	27 1%
11 or more	2 *%	- -%	- -%	- -%	- -%	2 *%	- -%	- -%	** **	- -%	- -%	2 *%
ANY RADIO SETS IN THE HOME	285 81%	173 82%	158 81%	331 82%	661 73%	1554 74% g	129 58%	261 76%	** **	54 78%	103 72%	1426 72%
Don't know	- -%	- -%	- -%	- -%	1 *%	8 *%	- -%	1 *%	** **	- -%	1 *%	7 *%
Mean number of radio sets	1.6	1.7	1.5	1.6	1.3	1.4 g	1.0	1.5	**	1.6	1.4	1.4
Standard deviation	1.52	1.40	1.35	1.37	1.25	1.40	1.16	1.46	**	1.64	1.42	1.38
Standard error	.07	.08	.07	.05	.03	.03	.08	.06	**	.15	.10	.03
Columns Tested: a,b,c,d - f,g - h,i,j,k,l												

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.

**QP8 (QP5). In total, how many radio sets do you have in your home that you, or someone in your household, listen to in most weeks? (SINGLE CODE)**

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
None	113	62	62	123	359	768	98	132	**	34	61	739
	32%	29%	32%	30%	40%	37%	44%	39%	**	49%	43%	37%
1	123	71	74	146	327	709	76	121	**	20	49	662
	35%	34%	38%	36%	36%	34%	34%	35%	**	29%	34%	34%
2-3	101	60	50	110	183	498	40	75	**	11	25	464
	28%	29%	25%	27%	20%	24%	18%	22%	**	16%	18%	24%
4-5	12	11	8	18	24	72	6	8	**	3	5	71
	3%	5%	4%	4%	3%	3%	3%	2%	**	4%	4%	4%
6-10	3	3	1	4	4	15	-	2	**	1	1	13
	1%	1%	*%	1%	*%	1%	-%	1%	**	1%	1%	1%
ANY 'ACTIVE' RADIO SETS IN THE HOME	238	145	132	277	538	1295	122	207	**	35	80	1211
	67%	69%	68%	68%	59%	62%	55%	60%	**	50%	56%	61%
Don't know	2	4	1	5	11	25	1	4	**	1	1	22
	1%	2%	*%	1%	1%	1%	*%	1%	**	1%	1%	1%
Mean number of 'active' radio sets	1.2	1.3	1.2	1.3	1.0	1.1	.9	1.0	**	1.0	1.0	1.1
Standard deviation	1.17	1.31	1.17	1.25	1.10	1.19	1.04	1.18	**	1.38	1.18	1.18
Standard error	.06	.07	.06	.05	.03	.02	.07	.05	**	.13	.08	.02
Columns Tested: a,b,c,d - f,g - h,i,j,k,l												

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.

**QP8 (QP5). In total, how many radio sets do you have in your home that you, or someone in your household, listen to in most weeks? (SINGLE CODE)**

Base : Those with any 'active' radio sets in the home

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	~j	k	l
Unweighted total	292	222	259	481	809	1651	116	312	48	58	127	1459
Effective Weighted Sample	239	173	209	375	637	1317	85	247	36	46	100	1186
Total	238	145	132	277	538	1295	122	207	32	35	80	1211
1	123	71	74	146	327	709	76	121	**	**	49	662
	52%	49%	56%	53%	61%	55%	62%	58%	**	**	61%	55%
2-3	101	60	50	110	183	498	40	75	**	**	25	464
	42%	42%	37%	40%	34%	38%	33%	36%	**	**	31%	38%
4-5	12	11	8	18	24	72	6	8	**	**	5	71
	5%	7%	6%	7%	4%	6%	5%	4%	**	**	7%	6%
6-10	3	3	1	4	4	15	-	2	**	**	1	13
	1%	2%	1%	1%	1%	1%	-%	1%	**	**	1%	1%
ANY 'ACTIVE' RADIO SETS IN THE HOME	238	145	132	277	538	1295	122	207	**	**	80	1211
	100%	100%	100%	100%	100%	100%	100%	100%	**	**	100%	100%
Mean number of 'active' radio sets	1.7	1.9	1.7	1.8	1.6	1.7	1.6	1.7	**	**	1.7	1.7
Standard deviation	1.02	1.17	1.03	1.11	.97	1.07	.90	1.08	**	**	1.10	1.06
Standard error	.06	.08	.06	.05	.03	.03	.08	.06	**	**	.10	.03
Columns Tested: a,b,c,d - f,g - h,i,j,k,l												

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.

**QP9. You said earlier that you have (NUMBER AT QP8) radio sets in your home that someone in the household listens to in most weeks. How many of these radio sets are digital radios? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE)**

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
None	221	139	140	279	678	1356	154	260	**	55	116	1257
	62%	66%	72%	69%	75%	65%	70%	76%	**	79%	81%	64%
			a	a				l		l	l	
1	98	54	42	96	184	544	38	62	**	11	19	522
	28%	26%	21%	24%	20%	26%	17%	18%	**	16%	14%	26%
						g						hjk
2	23	13	7	20	32	127	18	16	**	2	6	129
	6%	6%	3%	5%	4%	6%	8%	5%	**	3%	4%	7%
3	9	2	4	6	8	34	5	3	**	*	*	35
	3%	1%	2%	2%	1%	2%	2%	1%	**	1%	*%	2%
4-5	1	2	-	2	2	13	-	-	**	-	-	13
	*%	1%	-%	*%	*%	1%	-%	-%	**	-%	-%	1%
6-10	*	-	-	-	-	2	-	*	**	*	-	1
	*%	-%	-%	-%	-%	*%	-%	*%	**	*%	-%	*%
ANY 'ACTIVE' DIGITAL RADIOS IN THE HOME	131	72	52	124	226	720	62	81	**	14	26	700
	37%	34%	27%	30%	25%	34%	28%	24%	**	20%	18%	36%
	cd											hjk
Don't know	2	-	3	3	6	12	5	2	**	*	1	14
	1%	-%	1%	1%	1%	1%	2%	1%	**	1%	1%	1%
							f					
Mean number of 'active' digital radio sets	.5	.4	.3	.4	.3	.5	.4	.3	**	.3	.2	.5
	cd	c										hjk
Standard deviation	.80	.74	.64	.69	.60	.76	.75	.66	**	.84	.53	.77
Standard error	.04	.04	.03	.03	.02	.01	.05	.03	**	.08	.04	.02
Columns Tested: a,b,c,d - f,g - h,i,j,k,l												

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.

**QP9. You said earlier that you have (NUMBER AT QP8) radio sets in your home that someone in the household listens to in most weeks. How many of these radio sets are digital radios? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE)**

Base : Those who listen to radio

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	~j	k	l
Unweighted total	361	258	281	539	984	2096	141	360	55	68	147	1882
Effective Weighted Sample	294	203	224	421	780	1678	104	280	41	54	113	1533
Total	296	168	146	313	664	1670	147	241	37	44	98	1581
None	164	97	93	190	441	970	84	163	**	**	72	896
	55%	58%	64%	61%	66%	58%	57%	68%	**	**	73%	57%
								l			l	
1	97	54	39	93	177	520	38	58	**	**	18	501
	33%	32%	27%	30%	27%	31%	26%	24%	**	**	19%	32%
											hk	
2	23	13	7	20	32	122	17	15	**	**	6	124
	8%	8%	5%	6%	5%	7%	12%	6%	**	**	6%	8%
3	9	2	4	5	7	32	5	3	**	**	*	34
	3%	1%	3%	2%	1%	2%	4%	1%	**	**	*%	2%
4-5	1	2	-	2	2	13	-	-	**	**	-	13
	*%	1%	-%	1%	*%	1%	-%	-%	**	**	-%	1%
6-10	*	-	-	-	-	2	-	*	**	**	-	1
	*%	-%	-%	-%	-%	*%	-%	*%	**	**	-%	*%
ANY 'ACTIVE' DIGITAL RADIOS IN THE HOME	130	70	50	120	218	689	61	76	**	**	25	673
	44%	42%	34%	38%	33%	41%	41%	32%	**	**	25%	43%
	c											hk
Don't know	2	-	3	3	6	11	2	2	**	**	1	12
	1%	-%	2%	1%	1%	1%	2%	1%	**	**	1%	1%
			b									
Mean number of 'active' digital radio sets	.6	.5	.4	.5	.4	.6	.6	.4	**	**	.3	.6
	c											hk
Standard deviation	.84	.77	.71	.74	.66	.81	.84	.74	**	**	.61	.81
Standard error	.04	.05	.04	.03	.02	.02	.07	.04	**	**	.05	.02
Columns Tested: a,b,c,d - f,g - h,i,j,k,l												



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.

**QP10. In most weeks, how many motor vehicles do you personally use - as a driver or a passenger? (SINGLE CODE)**

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
None	73	50	82	133	358	467	91	137	**	21	62	415
	21%	24%	42%	33%	39%	22%	41%	40%	**	31%	44%	21%
			abd	ab			f	l		l	jl	
1	193	120	102	222	454	1114	88	164	**	42	71	1052
	55%	57%	52%	55%	50%	53%	40%	48%	**	60%	50%	53%
						g				h		h
2	75	35	10	45	76	433	25	30	**	6	8	428
	21%	16%	5%	11%	8%	21%	11%	9%	**	9%	6%	22%
	cd	cd		c		g						hjk
3	9	4	*	4	14	42	11	7	**	-	1	45
	2%	2%	*%	1%	1%	2%	5%	2%	**	-%	1%	2%
	c						f					
4 or more	2	-	*	*	1	24	4	6	**	-	-	22
	1%	-%	*%	*%	*%	1%	2%	2%	**	-%	-%	1%
Don't know	3	2	-	2	6	9	2	*	**	-	*	10
	1%	1%	-%	*%	1%	*%	1%	*%	**	-%	*%	1%
Mean number of motor vehicles	1.1	1.0	.6	.8	.7	1.1	.9	.8	**	.8	.6	1.1
	bcd	cd		c		g		k		k		hjk
Standard deviation	.77	.69	.61	.67	.70	.85	1.22	1.04	**	.59	.63	.84
Standard error	.04	.04	.03	.03	.02	.02	.08	.05	**	.06	.04	.02
Columns Tested: a,b,c,d - f,g - h,i,j,k,l												

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.

**QP11. How many of these motor vehicles have a radio? (SINGLE CODE)**

Base : Those who use at least one motor vehicle in most weeks

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	~j	k	l
Unweighted total	347	247	220	467	824	2018	126	308	42	72	124	1843
Effective Weighted Sample	280	193	172	360	644	1611	99	234	30	57	95	1499
Total	278	159	113	271	545	1613	128	206	28	48	80	1546
None	5 2%	2 1%	4 3%	5 2%	15 3%	27 2%	6 5% f	4 2%	** **	** **	3 4%	30 2%
1	192 69%	120 76%	99 87% ab	219 81% a	443 81%	1103 68%	82 64%	162 79% l	** **	** **	69 86% l	1036 67%
2	71 25% cd	33 21% c	10 9%	43 16% c	72 13%	417 26%	25 19%	28 14%	** **	** **	7 9%	413 27% hk
3	8 3%	4 2%	1 1%	4 2%	12 2%	37 2%	11 9% f	6 3%	** **	** **	1 1%	41 3%
4 or more	2 1%	- -%	- -%	- -%	* *%	22 1%	4 3%	6 3%	** **	** **	- -%	20 1%
Don't know	1 *%	- -%	- -%	- -%	2 *%	7 *%	- -%	- -%	** **	** **	- -%	7 *%
Mean number of motor vehicles	1.3 cd	1.2 cd	1.1	1.2 c	1.2	1.3	1.5 f	1.3 k	**	**	1.1	1.4 k
Standard deviation	.59	.50	.38	.46	.50	.68	1.29	.91	**	**	.42	.70
Standard error	.03	.03	.03	.02	.02	.02	.11	.05	**	**	.04	.02

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

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.

**QP12/13. Is the radio in this vehicle a digital radio?/ How many of the radios in those vehicles are digital radios? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE)**

Base : Those who use at least one motor vehicle with a radio in most weeks

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	~j	k	l
Unweighted total	341	244	214	458	801	1982	119	304	42	72	121	1804
Effective Weighted Sample	274	190	167	353	624	1580	93	231	30	57	92	1466
Total	273	157	109	266	527	1579	122	202	28	48	77	1510
None	181 67%	116 74%	71 65%	188 71%	379 72%	1110 70%	55 45%	131 65%	** **	** **	49 64%	1043 69%
1	50 18% cd	20 13%	11 10%	31 11%	70 13%	265 17%	28 23%	33 16%	** **	** **	15 20%	262 17%
2	9 3% c	3 2%	* *%	3 1%	9 2%	43 3%	15 13% f	3 2%	** **	** **	1 1%	54 4%
3	4 1%	1 *%	- -%	1 *%	2 *%	4 *%	7 5% f	2 1%	** **	** **	- -%	8 1%
4 or more	- -%	- -%	- -%	- -%	* *%	2 *%	2 1% f	* *%	** **	** **	- -%	3 *%
ANY DIGITAL RADIO IN VEHICLES	63 23% bcd	23 15%	11 10%	35 13%	82 16%	314 20%	51 42% f	39 19%	** **	** **	16 21%	327 22%
Don't know	28 10%	17 11%	26 24% abd	44 16% a	66 13%	155 10%	16 13%	33 16% l	** **	** **	12 16% l	140 9%
Mean number of 'ACTIVE' digital radios in vehicles	.3 bcd	.2	.1	.1	.2	.2	.8 f	.2	**	**	.2	.3
Standard deviation	.60	.46	.32	.41	.46	.51	1.45	.55	**	**	.43	.62
Standard error	.03	.03	.02	.02	.02	.01	.13	.03	**	**	.04	.01

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

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.

**SUMMARY OF DIGITAL RADIO OWNERSHIP IN HOME OR IN VEHICLE**

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
None	197	129	139	267	640	1229	132	241	**	50	106	1128
	56%	61%	71%	66%	70%	59%	60%	70%	**	72%	74%	57%
			ab	a				l		l	l	
1	97	53	42	96	193	545	42	69	**	16	27	521
	27%	25%	22%	24%	21%	26%	19%	20%	**	23%	19%	26%
						g						hk
2	33	21	9	30	56	205	24	24	**	2	8	201
	9%	10%	5%	7%	6%	10%	11%	7%	**	4%	6%	10%
	c	c										j
3	17	4	3	7	13	69	7	5	**	-	2	72
	5%	2%	1%	2%	1%	3%	3%	1%	**	-%	1%	4%
	cd											h
4 or more	10	3	3	6	7	40	15	4	**	1	*	50
	3%	1%	1%	1%	1%	2%	7%	1%	**	1%	*%	3%
							f					
ANY 'ACTIVE' DIGITAL RADIOS IN THE HOME	131	72	52	124	226	720	62	81	**	14	26	700
	37%	34%	27%	30%	25%	34%	28%	24%	**	20%	18%	36%
	cd											hjk
ANY DIGITAL RADIO IN VEHICLES	63	23	11	35	82	317	51	39	**	6	16	329
	18%	11%	6%	9%	9%	15%	23%	11%	**	9%	11%	17%
	bcd	c					f					h
ANY DIGITAL RADIO SETS	156	82	56	138	269	859	88	102	**	19	37	844
	44%	39%	29%	34%	30%	41%	40%	30%	**	28%	26%	43%
	cd	c										hjk

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

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.

SUMMARY OF DIGITAL RADIO OWNERSHIP IN HOME OR IN VEHICLE

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	j	k	l
Mean number of 'active' digital radio sets in home or vehicle	.7	.6	.4	.5	.4	.6	.8	.4	**	.4	.3	.7
	bcd	c					f					hjk
Standard deviation	1.07	.90	.76	.84	.75	.98	1.47	.88	**	.99	.66	1.04
Standard error	.05	.05	.04	.03	.02	.02	.10	.04	**	.09	.04	.02
Columns Tested: a,b,c,d - f,g - h,i,j,k,l												

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.

**QP14 (QP13). SHOWCARD Before today, were you aware that you can listen to radio programmes as they are broadcast in these ways? (MULTI CODE)**

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
Through a TV service - such as Freeview, Sky, Virgin, BT Vision	254 72% bcd	130 62% cd	81 41% c	210 52% c	544 60% c	1517 73% c	149 68% c	214 62% c	** **	43 63% c	80 56% c	1456 74% hjk
Using a computer connected to the internet	221 63% bcd	107 51% cd	56 29% c	163 40% c	467 51% c	1427 68% c	149 68% c	178 52% k	** **	31 45% c	61 43% c	1398 71% hjk
Using a smartphone - such as an iPhone or BlackBerry	179 51% bcd	82 39% cd	32 16% c	113 28% c	378 42% c	1250 60% c	136 62% c	150 44% c	** **	26 38% c	53 37% c	1234 63% hjk
Using an MP3 player - such as an iPod	142 40% bcd	61 29% cd	24 13% c	86 21% c	303 33% c	1022 49% c	103 47% c	119 35% c	** **	22 32% c	44 31% c	1012 51% hjk
Using a games console - such as a PlayStation or Wii	100 28% bcd	34 16% c	12 6% c	46 11% c	196 22% c	748 36% c	65 30% c	86 25% c	** **	17 25% c	25 18% c	731 37% hjk
AWARE CAN LISTEN IN ANY OF THESE WAYS	274 78% bcd	143 68% cd	90 46% c	233 57% c	620 68% c	1679 80% c	180 82% c	233 68% k	** **	46 67% c	84 59% c	1629 83% hjk

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

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.

**QP14 (QP13). SHOWCARD Before today, were you aware that you can listen to radio programmes as they are broadcast in these ways? (MULTI CODE)**

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
	a	b	c	d	OR DE e	f	g	h	~i	j	k	l
Significance Level: 95%												
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
AWARE CAN LISTEN THROUGH COMPUTER & INTERNET, DIGITAL TV OR GAMES CONSOLE	273	141	89	230	606	1645	175	230	**	46	83	1593
	77%	67%	46%	57%	67%	79%	80%	67%	**	67%	58%	81%
	bcd	cd		c				k				hjk
No, none of these	79	67	105	173	288	409	40	111	**	23	58	343
	22%	32%	54%	43%	32%	20%	18%	32%	**	33%	41%	17%
		a	abd	ab				l		l	hl	

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

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.

**QP15 (QP14). SHOWCARD Which, if any, of these features did you associate with digital radio before today? (MULTI CODE)**

Base : All aware of digital radio, with experience of listening to digital radio or aware of ways of listening to digital radio

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	~j	k	l
Unweighted total	404	284	276	560	1143	2429	193	422	56	90	163	2206
Effective Weighted Sample	332	226	225	445	924	1964	147	327	42	72	125	1822
Total	332	185	143	328	795	1964	202	287	41	59	107	1882
Clear and high quality sound/ interference free	197 59% bcd	86 47%	60 42%	146 45%	404 51%	1160 59%	121 60%	157 55%	** **	** **	55 52%	1128 60%
A wider choice of radio stations/ digital-only radio stations	167 50% bcd	75 41%	52 36%	126 39%	338 43%	1051 54%	106 52%	131 46%	** **	** **	51 47%	1032 55% h
Ease of use (e.g. find your station by name, not frequency)	80 24% cd	33 18%	23 16%	56 17%	157 20%	550 28%	53 26%	66 23%	** **	** **	26 25%	541 29% h
Extra features (including ability to pause and rewind live radio, programme guides)	56 17% cd	21 11%	13 9%	33 10%	109 14%	410 21%	52 26%	49 17%	** **	** **	16 15%	420 22% h
Scrolling text information about the programme (e.g. track and artist name, phone numbers, topics, guests)	49 15% cd	19 10%	10 7%	29 9%	88 11%	359 18%	41 20%	43 15%	** **	** **	16 15%	362 19%

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



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.

**QP15 (QP14). SHOWCARD Which, if any, of these features did you associate with digital radio before today? (MULTI CODE)**

Base : All aware of digital radio, with experience of listening to digital radio or aware of ways of listening to digital radio

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
	a	b	c	d	OR DE e	f	g	h	~i	~j	k	l
Significance Level: 95%												
Unweighted total	404	284	276	560	1143	2429	193	422	56	90	163	2206
Effective Weighted Sample	332	226	225	445	924	1964	147	327	42	72	125	1822
Total	332	185	143	328	795	1964	202	287	41	59	107	1882
Future-proof/ ready for switchover	45	14	17	30	79	277	21	35	**	**	15	270
	14%	7%	12%	9%	10%	14%	11%	12%	**	**	14%	14%
	b											
ANY FEATURES ASSOCIATED WITH DIGITAL RADIO	259	119	81	200	539	1526	156	201	**	**	74	1485
	78%	65%	56%	61%	68%	78%	77%	70%	**	**	69%	79%
	bcd											hk
None of these	74	65	62	127	255	437	46	86	**	**	34	395
	22%	35%	44%	39%	32%	22%	23%	30%	**	**	31%	21%
		a	a	a				l			l	

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

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.

**QP16 (QP15). SHOWCARD As a digital radio listener, which, if any, of these features of digital radio have you had experience of when listening to digital radio? (MULTI CODE)**

Base : All with any type of digital radio

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
	a	b	c	d	OR DE e	f	~g	h	~i	~j	~k	l
Significance Level: 95%												
Unweighted total	189	118	104	222	383	1023	80	142	28	29	58	962
Effective Weighted Sample	156	94	83	174	308	834	59	113	21	25	47	798
Total	156	82	56	138	269	859	88	102	20	19	37	844
Clear and high quality sound/ interference free	94 60%	50 61%	30 53%	80 58%	161 60%	554 65%	** **	61 60%	** **	** **	** **	549 65%
A wider choice of radio stations/ digital-only radio stations	77 49%	39 48%	30 53%	69 50%	138 51%	502 58%	** **	57 55%	** **	** **	** **	504 60%
Ease of use (e.g. find your station by name, not frequency)	49 31%	20 24%	19 33%	38 28%	72 27%	295 34%	** **	34 33%	** **	** **	** **	294 35%
Scrolling text information about the programme (e.g. track and artist name, phone numbers, topics, guests)	25 16%	11 14%	6 10%	17 12%	41 15%	207 24%	** **	26 26%	** **	** **	** **	205 24%
Extra features (including ability to pause and rewind live radio, programme guides)	31 20%	12 15%	6 11%	18 13%	40 15%	195 23%	** **	20 20%	** **	** **	** **	201 24%
EXPERIENCED ANY FEATURES WHEN LISTENING	118 76%	61 74%	40 72%	101 73%	205 76%	692 81%	** **	76 74%	** **	** **	** **	687 81%

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

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.

**QP16 (QP15). SHOWCARD As a digital radio listener, which, if any, of these features of digital radio have you had experience of when listening to digital radio? (MULTI CODE)**

Base : All with any type of digital radio

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
	a	b	c	d	OR DE e	f	~g	h	~i	~j	~k	l
Significance Level: 95%												
Unweighted total	189	118	104	222	383	1023	80	142	28	29	58	962
Effective Weighted Sample	156	94	83	174	308	834	59	113	21	25	47	798
Total	156	82	56	138	269	859	88	102	20	19	37	844
None of these	38	21	16	37	64	166	**	26	**	**	**	157
	24%	26%	28%	27%	24%	19%	**	26%	**	**	**	19%

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

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. SHOWCARD Before today, were you aware that you can listen to radio programmes after they are broadcast in these ways? 9MULTI CODE)**

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
Via the 'listen again' function on radio apps such as Radio Player and BBC Radio Player	137 39% bcd	43 21% c	27 14%	70 17%	248 27%	918 44%	98 44%	101 29%	** **	14 21%	37 26%	915 46% hjk
Via radio station websites	121 34% bcd	40 19% c	16 8%	56 14% c	232 25%	827 40%	100 45%	92 27%	** **	15 22%	32 22%	833 42% hjk
Via radio station apps	81 23% bcd	25 12% c	7 4%	32 8% c	158 17%	661 32%	72 33%	63 18%	** **	10 15%	19 14%	674 34% hjk
Via podcasts	83 24% bcd	22 10% c	9 5%	32 8%	148 16%	655 31% g	32 15%	65 19%	** **	9 14%	20 14%	626 32% hjk
AWARE CAN LISTEN IN ANY OF THESE WAYS	160 45% bcd	58 28% c	33 17%	91 22%	316 35%	1099 53%	121 55%	127 37%	** **	19 27%	46 32%	1096 56% hjk
None of these	193 55%	153 72% a	162 83% ab	315 78% a	593 65%	989 47%	99 45%	217 63% l	** **	50 73% l	97 68% l	876 44%

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

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.

**QP18. SHOWCARD And do you ever listen to radio programmes after they have been broadcast in any of these ways? (MULTI CODE)**

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
Via the 'listen again' function on radio apps such as Radio Player and BBC Radio Player	41 12% bcd	11 5%	7 4%	18 5%	69 8%	268 13%	36 16%	33 10%	** **	5 8%	14 10%	273 14% h
Via radio station websites	25 7% bcd	4 2%	5 2%	9 2%	48 5%	195 9%	31 14%	26 7%	** **	3 5%	9 6%	200 10%
Via podcasts	17 5% bcd	2 1%	3 2%	5 1%	21 2%	150 7%	9 4%	20 6%	** **	3 4%	5 3%	141 7% k
Via radio station apps	11 3% cd	2 1%	1 *%	3 1%	30 3%	135 6%	16 7%	17 5%	** **	2 3%	5 4%	139 7%
EVER LISTEN IN ANY OF THESE WAYS	62 17% bcd	14 7%	10 5%	25 6%	101 11%	432 21%	52 23%	55 16%	** **	7 10%	18 13%	433 22% hjk
None of these	292 83%	196 93%	185 95%	381 94%	808 89%	1656 79%	169 77%	289 84%	** **	62 90%	125 87%	1539 78%
		a	a	a				l		l	l	

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

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.

**QP19 (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 and have any active radio sets but no DAB sets at home

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	~g	h	~i	~j	~k	l
Unweighted total	122	116	151	267	451	737	45	182	22	30	78	602
Effective Weighted Sample	97	89	121	208	346	572	34	145	18	23	62	473
Total	97	67	73	140	284	526	44	113	13	18	49	460
Certain to	4	1	-	1	3	11	**	1	**	**	**	11
	4%	1%	-%	1%	1%	2%	**	1%	**	**	**	2%
	cd											
Very likely	1	3	-	3	8	18	**	2	**	**	**	17
	1%	5%	-%	2%	3%	3%	**	1%	**	**	**	4%
		c										
Likely	10	5	3	8	19	49	**	6	**	**	**	45
	11%	7%	4%	5%	7%	9%	**	5%	**	**	**	10%
TOTAL LIKELY	16	9	3	12	30	77	**	8	**	**	**	73
	16%	13%	4%	8%	11%	15%	**	7%	**	**	**	16%
	cd	c										h
Unlikely	19	11	15	26	46	92	**	25	**	**	**	71
	20%	17%	21%	19%	16%	17%	**	22%	**	**	**	15%
Very unlikely	20	11	22	33	70	112	**	29	**	**	**	92
	20%	17%	30%	24%	25%	21%	**	26%	**	**	**	20%
			b									
Certain not to	19	18	21	39	68	103	**	33	**	**	**	84
	20%	27%	29%	28%	24%	20%	**	29%	**	**	**	18%
								l				
TOTAL UNLIKELY	58	40	58	99	184	307	**	86	**	**	**	247
	60%	60%	80%	71%	65%	58%	**	77%	**	**	**	54%
			ab					l				
Don't know	24	18	12	29	69	141	**	18	**	**	**	140
	24%	27%	16%	21%	24%	27%	**	16%	**	**	**	30%
												h

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

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.

**QP20 (QJ14). Why are you unlikely to get digital radio in the next 12 months? (MULTI CODE) UNPROMPTED**

Base : Those unlikely to get DAB radio in the next 12 months

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	~a	~b	c	d	OR DE e	f	~g	h	~i	~j	~k	l
Unweighted total	72	71	122	193	300	452	27	140	17	21	64	341
Effective Weighted Sample	58	55	96	150	229	349	19	110	13	16	50	266
Total	58	40	58	99	184	307	22	86	10	13	40	247
No need	**	**	33	55	104	178	**	49	**	**	**	147
	**	**	58%	56%	56%	58%	**	57%	**	**	**	60%
Happy to use existing service	**	**	29	51	81	125	**	34	**	**	**	96
	**	**	51%	52%	44%	41%	**	40%	**	**	**	39%
Can receive through digital TV service	**	**	1	3	11	17	**	6	**	**	**	13
	**	**	1%	3%	6%	6%	**	7%	**	**	**	5%
Happy to use analogue radio service	**	**	5	6	11	16	**	5	**	**	**	13
	**	**	8%	6%	6%	5%	**	6%	**	**	**	5%
Too expensive generally	**	**	1	2	9	14	**	6	**	**	**	9
	**	**	2%	2%	5%	4%	**	7%	**	**	**	4%
Can't afford it	**	**	2	2	9	14	**	4	**	**	**	11
	**	**	3%	2%	5%	4%	**	5%	**	**	**	4%
Would never listen	**	**	2	2	5	13	**	3	**	**	**	11
	**	**	3%	2%	3%	4%	**	3%	**	**	**	5%
Don't know why I should	**	**	*	3	4	4	**	2	**	**	**	2
	**	**	1%	3%	2%	1%	**	2%	**	**	**	1%
Poor reception in our area	**	**	1	2	2	3	**	1	**	**	**	2
	**	**	2%	2%	1%	1%	**	2%	**	**	**	1%

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

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.

**QP20 (QJ14). Why are you unlikely to get digital radio in the next 12 months? (MULTI CODE) UNPROMPTED**

Base : Those unlikely to get DAB radio in the next 12 months

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	~a	~b	c	d	OR DE e	f	~g	h	~i	~j	~k	l
Unweighted total	72	71	122	193	300	452	27	140	17	21	64	341
Effective Weighted Sample	58	55	96	150	229	349	19	110	13	16	50	266
Total	58	40	58	99	184	307	22	86	10	13	40	247
Not available in our area	**	**	-	-	-	2	**	-	**	**	**	2
	**	**	-%	-%	-%	1%	**	-%	**	**	**	1%
Other	**	**	2	5	5	11	**	6	**	**	**	7
	**	**	4%	5%	3%	3%	**	6%	**	**	**	3%
ANY INVOLUNTARY REASONS	**	**	3	5	18	30	**	11	**	**	**	21
	**	**	6%	5%	10%	10%	**	13%	**	**	**	9%
ANY VOLUNTARY REASONS	**	**	54	94	169	276	**	75	**	**	**	226
	**	**	93%	95%	92%	90%	**	87%	**	**	**	92%
ONLY VOLUNTARY REASONS	**	**	53	91	164	267	**	73	**	**	**	217
	**	**	91%	93%	89%	87%	**	85%	**	**	**	88%
Don't know	**	**	1	1	1	4	**	1	**	**	**	4
	**	**	1%	1%	*%	1%	**	1%	**	**	**	2%

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



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.

**QM1. Which of the following statements best describes your role when opening and sending mail in your household? (SINGLE CODE)**

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
I am responsible for opening and sending all mail in my household	142 40%	88 42%	126 65% abd	214 53% ab	471 52%	816 39%	75 34%	180 52% l	** **	35 51% l	83 58% l	714 36%
I am responsible for opening and sending some mail in my household	204 58% cd	118 56% cd	66 34%	184 45% c	396 44%	1165 56%	136 62%	148 43%	** **	31 44%	57 40%	1156 59% hjk
I am not responsible for opening or sending any mail in my household	7 2%	5 2%	3 1%	7 2%	42 5%	104 5%	9 4%	15 4%	** **	3 5%	3 2%	98 5%
Don't know	- -%	- -%	- -%	- -%	- -%	3 *%	- -%	- -%	** **	- -%	- -%	3 *%

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

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.

**QM2. SHOWCARD** Approximately how many letters, cards and small parcels or packets that would fit easily through a letterbox did you personally send in the last month? (Exclude any items sent in connection with running a business from home) (SINGLE CODE)

Base : Those responsible for sending or receiving any household mail

		AGE				AGE/SEG	MEG		DISABILITY				
		55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
		a	b	c	d	e	f	g	h	~i	j	k	l
Significance Level: 95%													
Unweighted total		432	315	377	692	1289	2529	210	501	67	110	217	2246
Effective Weighted Sample		354	248	303	541	1028	2024	156	389	49	85	167	1838
Total		346	206	192	398	867	1981	211	328	45	66	139	1870
I didn't send any letters, cards or small parcels in the last month	(0.0)	77	55	52	107	285	546	77	102	**	16	40	522
		22%	27%	27%	27%	33%	28%	36% f	31%	**	24%	29%	28%
1 or 2 items	(1.5)	93	51	53	104	250	565	46	104	**	22	44	509
		27%	25%	28%	26%	29%	29%	22%	32%	**	33%	32%	27%
3 or 4 items	(3.5)	80	41	32	74	140	392	33	53	**	11	21	378
		23% c	20%	17%	18%	16%	20%	16%	16%	**	17%	15%	20%
5 to 10 items	(7.5)	54	40	39	79	134	323	40	45	**	11	19	315
		16%	19%	20%	20%	15%	16%	19%	14%	**	16%	13%	17%
11 to 20 items	(15.0)	28	12	6	18	34	96	4	16	**	7	8	84
		8% cd	6%	3%	5%	4%	5%	2%	5%	**	10% l	6%	4%
More than 20 items	(30.0)	10	3	4	7	10	40	*	5	**	-	3	36
		3%	2%	2%	2%	1%	2%	*%	1%	**	-%	2%	2%

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

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.

**QM2. SHOWCARD** Approximately how many letters, cards and small parcels or packets that would fit easily through a letterbox did you personally send in the last month? (Exclude any items sent in connection with running a business from home) (SINGLE CODE)

Base : Those responsible for sending or receiving any household mail

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	j	k	l
Unweighted total	432	315	377	692	1289	2529	210	501	67	110	217	2246
Effective Weighted Sample	354	248	303	541	1028	2024	156	389	49	85	167	1838
Total	346	206	192	398	867	1981	211	328	45	66	139	1870
SENT ANY LETTERS, CARDS OR SMALL PARCELS IN LAST MONTH	265 77%	147 72%	134 70%	282 71%	569 66%	1415 71%	123 58%	222 68%	** **	50 76%	95 68%	1321 71%
Don't know	4 1%	4 2%	6 3%	10 2%	14 2%	20 1%	11 5%	4 1%	** **	- -%	4 3%	27 1%
Refused	- -%	- -%	- -%	- -%	- -%	1 *%	- -%	- -%	** **	- -%	- -%	1 *%
Mean number of letters, cards and small parcels sent in the last month	4.5	4.0	3.7	3.9	3.1	3.7 g	2.8	3.3	**	3.8	3.7	3.7
Standard deviation	6.05	5.21	5.22	5.21	4.60	5.27	3.50	4.88	**	4.52	5.72	5.19
Standard error	.29	.30	.27	.20	.13	.11	.25	.22	**	.43	.39	.11
Columns Tested: a,b,c,d - f,g - h,i,j,k,l												

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.

**QM3 (QM9). SHOWCARD** Approximately how many parcels did you personally send in the last month, so items that wouldn't easily fit through a letterbox? (Exclude any items sent in connection with running a business from home) (SINGLE CODE)

Base : Those responsible for sending or receiving any household mail

		AGE				AGE/SEG	MEG		DISABILITY				
		55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
		a	b	c	d	e	f	g	h	~i	j	k	l
Significance Level: 95%													
Unweighted total		432	315	377	692	1289	2529	210	501	67	110	217	2246
Effective Weighted Sample		354	248	303	541	1028	2024	156	389	49	85	167	1838
Total		346	206	192	398	867	1981	211	328	45	66	139	1870
I didn't send any letters, cards or small parcels in the last month	(0.0)	264	153	164	317	713	1468	153	258	**	52	110	1369
		76%	74%	86% abd	80%	82%	74%	72%	79% l	**	79%	79%	73%
1 or 2 items	(1.5)	53	38	19	57	102	346	34	48	**	11	22	328
		15% c	18% c	10%	14%	12%	17%	16%	14%	**	17%	16%	18%
3 or 4 items	(3.5)	7	9	5	14	23	78	6	8	**	1	3	80
		2%	4%	3%	3%	3%	4%	3%	2%	**	1%	2%	4%
5 to 10 items	(7.5)	11	3	1	4	14	55	7	12	**	1	2	51
		3% cd	1%	1%	1%	2%	3%	3%	4%	**	2%	1%	3%
11 to 20 items	(15.0)	4	-	1	1	5	16	3	1	**	-	1	18
		1%	-%	*%	*%	1%	1%	1%	*%	**	-%	*%	1%
More than 20 items	(30.0)	2	-	-	-	-	5	*	-	**	-	-	5
		1%	-%	-%	-%	-%	*%	*%	-%	**	-%	-%	*%

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

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.

**QM3 (QM9). SHOWCARD** Approximately how many parcels did you personally send in the last month, so items that wouldn't easily fit through a letterbox? (Exclude any items sent in connection with running a business from home) (SINGLE CODE)

Base : Those responsible for sending or receiving any household mail

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	j	k	l
Unweighted total	432	315	377	692	1289	2529	210	501	67	110	217	2246
Effective Weighted Sample	354	248	303	541	1028	2024	156	389	49	85	167	1838
Total	346	206	192	398	867	1981	211	328	45	66	139	1870
SENT ANY PARCELS IN LAST MONTH	76	49	26	75	143	499	51	67	**	13	27	483
	22%	24%	13%	19%	17%	25%	24%	20%	**	20%	19%	26%
	c	c		c								h
Don't know	3	4	2	6	11	11	8	3	**	1	2	15
	1%	2%	1%	2%	1%	1%	4%	1%	**	1%	2%	1%
							f					
Refused	2	-	-	-	-	3	-	-	**	-	-	3
	1%	-%	-%	-%	-%	*%	-%	-%	**	-%	-%	*%
Mean number of parcels sent in the last month	.9	.5	.3	.4	.5	.8	.9	.6	**	.4	.5	.9
	cd											h
Standard deviation	2.95	1.18	1.31	1.25	1.60	2.40	2.68	1.63	**	1.13	1.44	2.57
Standard error	.14	.07	.07	.05	.04	.05	.19	.07	**	.11	.10	.05
Columns Tested: a,b,c,d - f,g - h,i,j,k,l												

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.

**QM4 (QM5). SHOWCARD** Approximately how many letters, cards and small parcels or packets that would fit easily through a letterbox did you personally receive in the last week? (Include any addressed mail, exclude unaddressed mail) (SINGLE CODE)

Base : Those responsible for sending or receiving any household mail

		AGE				AGE/SEG	MEG		DISABILITY				
		55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
		a	b	c	d	e	f	g	h	~i	j	k	l
Significance Level: 95%													
Unweighted total		432	315	377	692	1289	2529	210	501	67	110	217	2246
Effective Weighted Sample		354	248	303	541	1028	2024	156	389	49	85	167	1838
Total		346	206	192	398	867	1981	211	328	45	66	139	1870
I didn't receive any letters, cards or small parcels in the last week	(0.5)	23	14	23	37	80	151	24	33	**	5	12	141
		7%	7%	12% a	9%	9%	8%	11%	10%	**	7%	8%	8%
1 or 2 items	(1.5)	42	32	40	72	176	337	39	66	**	11	21	313
		12%	16%	21% a	18% a	20%	17%	19%	20%	**	17%	15%	17%
3 or 4 items	(3.5)	76	47	45	92	202	427	44	68	**	13	31	406
		22%	23%	23%	23%	23%	22%	21%	21%	**	20%	22%	22%
5 to 10 items	(7.5)	110	68	53	122	249	632	59	97	**	23	42	596
		32%	33%	28%	31%	29%	32%	28%	30%	**	36%	30%	32%
11 to 20 items	(15.0)	68	31	23	54	111	304	21	49	**	11	24	277
		20% cd	15%	12%	14%	13%	15%	10%	15%	**	17%	17%	15%
21 to 30 items	(25.0)	14	5	2	7	20	68	9	10	**	2	6	66
		4% c	2%	1%	2%	2%	3%	4%	3%	**	3%	4%	4%

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

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.

**QM4 (QM5). SHOWCARD** Approximately how many letters, cards and small parcels or packets that would fit easily through a letterbox did you personally receive in the last week? (Include any addressed mail, exclude unaddressed mail) (SINGLE CODE)

Base : Those responsible for sending or receiving any household mail

		AGE				AGE/SEG	MEG		DISABILITY				
		55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
		a	b	c	d	e	f	g	h	i	j	k	l
Significance Level: 95%													
Unweighted total		432	315	377	692	1289	2529	210	501	67	110	217	2246
Effective Weighted Sample		354	248	303	541	1028	2024	156	389	49	85	167	1838
Total		346	206	192	398	867	1981	211	328	45	66	139	1870
31 to 50 items	(40.0)	6	5	3	8	15	30	5	1	**	-	*	35
		2%	2%	2%	2%	2%	2%	2%	*%	**	-%	*%	2% h
More than 50 items	(60.0)	3	1	1	2	4	11	-	*	**	-	*	10
		1%	*%	*%	*%	*%	1%	-%	*%	**	-%	*%	1%
RECEIVED ANY LETTERS, CARDS OR SMALL PARCELS IN LAST WEEK		320	190	167	357	776	1809	177	291	**	61	125	1703
		92% c	92%	87%	90%	90%	91% g	84%	89%	**	93%	90%	91%
Don't know		4	2	2	4	10	19	10	3	**	-	3	26
		1%	1%	1%	1%	1%	1%	5% f	1%	**	-%	2%	1%
Refused		-	-	*	*	*	2	-	*	**	-	-	1
		-%	-%	*%	*%	*%	*%	-%	*%	**	-%	-%	*%
Mean number of letters, cards and small parcels received in the last week		8.7 cd	7.8 c	6.3	7.1	6.9	7.6	6.9	6.6	**	7.0	7.4	7.7 h
Standard deviation		8.88	8.32	7.38	7.91	7.84	8.00	7.76	6.25	**	5.75	6.85	8.25
Standard error		.43	.47	.38	.30	.22	.16	.55	.28	**	.55	.47	.18

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

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.

**QM5 (QM6). SHOWCARD Approximately how many parcels did you personally receive in the last week, so items that wouldn't easily fit through a letterbox? (SINGLE CODE)**

Base : Those responsible for sending or receiving any household mail

		AGE				AGE/SEG	MEG		DISABILITY				
		55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
		a	b	c	d	e	f	g	h	i	j	k	l
Significance Level: 95%													
Unweighted total		432	315	377	692	1289	2529	210	501	67	110	217	2246
Effective Weighted Sample		354	248	303	541	1028	2024	156	389	49	85	167	1838
Total		346	206	192	398	867	1981	211	328	45	66	139	1870
I didn't receive any parcels in the last week	(0.0)	249	152	153	305	658	1321	130	222	**	46	98	1229
		72%	74%	80% a	77%	76%	67%	62%	68%	**	70%	70%	66%
1 or 2 items	(1.5)	66	43	32	75	151	446	49	80	**	15	31	421
		19%	21%	17%	19%	17%	23%	23%	24%	**	23%	22%	23%
3 or 4 items	(3.5)	14	8	4	12	34	124	19	18	**	3	7	125
		4%	4%	2%	3%	4%	6%	9%	5%	**	5%	5%	7%
5 to 10 items	(7.5)	11	1	1	2	10	64	6	5	**	2	2	66
		3% bcd	1%	*%	*%	1%	3%	3%	2%	**	3%	2%	4% h
11 to 20 items	(15.0)	2	-	*	*	3	14	1	1	**	-	-	14
		1%	-%	*%	*%	*%	1%	1%	*%	**	-%	-%	1%
More than 20 items	(30.0)	1	-	*	*	2	3	-	*	**	*	-	3
		*%	-%	*%	*%	*%	*%	-%	*%	**	1%	-%	*%
RECEIVED ANY PARCELS IN LAST WEEK		94	52	37	89	199	648	74	103	**	20	40	626
		27% c	25%	19%	22%	23%	33%	35%	32%	**	30%	29%	33%
Don't know		2	2	1	3	6	6	6	2	**	-	1	9
		1%	1%	1%	1%	1%	*%	3% f	1%	**	-%	1%	*%

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



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.

**QM5 (QM6). SHOWCARD Approximately how many parcels did you personally receive in the last week, so items that wouldn't easily fit through a letterbox? (SINGLE CODE)**

Base : Those responsible for sending or receiving any household mail

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
	a	b	c	d	OR DE e	f	g	h	~i	j	k	l
Significance Level: 95%												
Unweighted total	432	315	377	692	1289	2529	210	501	67	110	217	2246
Effective Weighted Sample	354	248	303	541	1028	2024	156	389	49	85	167	1838
Total	346	206	192	398	867	1981	211	328	45	66	139	1870
Refused	-	-	1	1	1	3	1	-	**	-	-	4
	-%	-%	*%	*%	*%	*%	*%	-%	**	-%	-%	*%
Mean number of parcels received in the last week	.8	.5	.4	.5	.6	1.0	1.0	.7	**	.9	.6	1.0
	bcd											hk
Standard deviation	2.35	1.00	1.76	1.42	2.07	2.27	1.88	1.76	**	2.74	1.27	2.31
Standard error	.11	.06	.09	.05	.06	.05	.13	.08	**	.26	.09	.05
Columns Tested: a,b,c,d - f,g - h,i,j,k,l												

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.

**QM6 (QM7). Over the next year, do you think you will use post more, less or about the same as you do currently? (SINGLE CODE)**

Base : Those responsible for sending or receiving any household mail

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	j	k	l
Unweighted total	432	315	377	692	1289	2529	210	501	67	110	217	2246
Effective Weighted Sample	354	248	303	541	1028	2024	156	389	49	85	167	1838
Total	346	206	192	398	867	1981	211	328	45	66	139	1870
Will use post more	9	3	5	8	29	99	20	17	**	4	5	98
	3%	2%	2%	2%	3%	5%	9% f	5%	**	5%	3%	5%
Will use post less	16	17	14	31	52	116	11	26	**	7	8	100
	5%	8%	7%	8% a	6%	6%	5%	8% l	**	11% l	6%	5%
Will use post about the same as currently	311	177	169	346	747	1694	162	272	**	54	118	1592
	90%	86%	88%	87%	86%	85% g	77%	83%	**	82%	85%	85%
Don't know	10	8	5	13	39	72	18	12	**	1	8	81
	3%	4%	3%	3%	4%	4%	9% f	4%	**	2%	6%	4%

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

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.

**Q11 (Q12). Have you personally had a reason to make a complaint about your landline, mobile, or internet service or supplier in the last 12 months? (MULTI CODE)**

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
Yes landline	22	12	13	25	52	131	13	33	**	4	11	110
	6%	6%	7%	6%	6%	6%	6%	10%	**	6%	8%	6%
Yes mobile	10	2	2	5	33	72	13	16	**	1	8	67
	3%	1%	1%	1%	4%	3%	6%	5%	**	1%	5%	3%
Yes internet - fixed broadband/ narrowband	35	15	8	23	56	181	16	23	**	6	12	172
	10%	7%	4%	6%	6%	9%	7%	7%	**	8%	8%	9%
Yes internet - mobile broadband	*	*	-	*	2	6	-	2	**	-	-	5
	*%	*%	-%	*%	*%	*%	-%	1%	**	-%	-%	*%
ANY INTERNET	35	16	8	24	58	186	16	24	**	6	12	175
	10%	7%	4%	6%	6%	9%	7%	7%	**	8%	8%	9%
No none of these	298	184	176	359	787	1771	190	283	**	60	119	1687
	84%	87%	90%	89%	87%	85%	86%	82%	**	87%	84%	86%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q12 (Q14). And did you go ahead and make a complaint about your landline service or supplier? (SINGLE CODE)**

Base : Those with a reason to complain about their landline service or supplier in the last 12 months

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
	~a	~b	~c	~d	OR DE ~e	f	~g	~h	~i	~j	~k	l
Significance Level: 95%												
Unweighted total	28	19	26	45	80	167	11	45	8	7	17	133
Effective Weighted Sample	23	15	23	37	69	133	9	34	6	6	11	109
Total	22	12	13	25	52	131	13	33	7	4	11	110
Yes	**	**	**	**	**	113	**	**	**	**	**	95
	**	**	**	**	**	86%	**	**	**	**	**	86%
No	**	**	**	**	**	18	**	**	**	**	**	15
	**	**	**	**	**	14%	**	**	**	**	**	14%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q13 (Q15). Why did you not make a complaint about your landline service or supplier? (MULTI CODE)**

Base : Those did not go ahead and make a complaint about their landline service or supplier

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	~a	~b	~c	~d	OR DE ~e	~f	~g	~h	~i	~j	~k	~l
Unweighted total	5	1	4	5	9	24	3	8	1	1	3	19
Effective Weighted Sample	4	1	3	4	8	18	3	7	1	1	2	14
Total	3	*	2	2	5	18	5	5	1	1	1	15
The problem was sorted out	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Not worth the hassle	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Didn't have time	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
They wouldn't do anything anyway	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Did not know where to go	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q14 (Q17). And did you go ahead and make a complaint about your mobile service or supplier? (SINGLE CODE)**

Base : Those with a reason to complain about their mobile service or supplier in the last 12 months

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
	~a	~b	~c	~d	OR DE ~e	~f	~g	~h	~i	~j	~k	~l
Significance Level: 95%												
Unweighted total	15	6	5	11	47	96	12	24	2	2	13	84
Effective Weighted Sample	12	5	4	9	39	79	10	20	2	2	11	71
Total	10	2	2	5	33	72	13	16	1	1	8	67
Yes	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**

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

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.

**Q15 (Q18). Why did you not make a complaint about your mobile service or supplier? (MULTI CODE)**

Base : Those did not go ahead and make a complaint about their mobile service or supplier

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
	~a	~b	~c	~d	OR DE ~e	~f	~g	~h	~i	~j	~k	~l
Significance Level: 95%												
Unweighted total	1	2	1	3	8	15	2	5	1	2	3	12
Effective Weighted Sample	1	2	1	3	6	12	2	4	1	2	3	10
Total	*	1	1	2	5	11	2	3	1	1	1	9
The problem was sorted out	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Not worth the hassle	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
They wouldn't do anything anyway	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Didn't have time	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q16 (Q110). And did you go ahead and make a complaint about your internet service or supplier? (SINGLE CODE)**

Base : Those with a reason to complain about their fixed broadband/ narrowband internet service or supplier in the last 12 months

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
	~a	~b	~c	~d	OR DE ~e	f	~g	~h	~i	~j	~k	l
Significance Level: 95%												
Unweighted total	38	25	15	40	78	213	14	31	6	7	14	196
Effective Weighted Sample	31	20	13	33	64	174	10	24	5	6	10	162
Total	35	15	8	23	56	181	16	23	5	6	12	172
Yes	**	**	**	**	**	162	**	**	**	**	**	149
	**	**	**	**	**	89%	**	**	**	**	**	87%
No	**	**	**	**	**	20	**	**	**	**	**	22
	**	**	**	**	**	11%	**	**	**	**	**	13%

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



Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q17 (Q11). Why did you not make a complaint about your internet service or supplier? (MULTI CODE)**

Base : Those did not go ahead and make a complaint about their fixed broadband/ narrowband internet service or supplier

	AGE				AGE/SEG	MEG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	NO
Significance Level: 95%	~a	~b	~c	~d	~e	~f	~g	~h	~i
Unweighted total	4	2	2	4	9	25	4	2	27
Effective Weighted Sample	3	2	2	4	7	19	4	2	21
Total	2	1	1	2	8	20	5	1	22
The problem was sorted out	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Didn't have time	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
They wouldn't do anything anyway	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Not worth the hassle	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Did not know where to go	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - f,g - h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q18 (Q13). And did you go ahead and make a complaint about your mobile broadband service or supplier? (SINGLE CODE)**

Base : Those with a reason to complain about their mobile broadband internet service or supplier in the last 12 months

	AGE			AGE/SEG	MEG	DISABILITY		
	55-64	65-74	65+	65+ OR DE	NO	ANY	VISION	NO
Significance Level: 95%	~a	~b	~c	~d	~e	~f	~g	~h
Unweighted total	1	1	1	4	10	1	1	9
Effective Weighted Sample	1	1	1	4	7	1	1	7
Total	*	*	*	2	6	2	2	5
Yes	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**

Columns Tested: a,b,c - f,g,h

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q19 (Q14). Why did you not make a complaint about your internet service or supplier? (MULTI CODE)**

Base : Those did not go ahead and make a complaint about their mobile broadband internet service or supplier

	AGE	AGE/SEG	MEG	DISABILITY
		65+		
	55-64	OR DE	NO	NO
	~a	~b	~c	~d
Significance Level: 95%				
Unweighted total	1	1	2	2
Effective Weighted Sample	1	1	2	2
Total	*	1	1	1
Not worth the hassle	**	**	**	**
	**	**	**	**
They wouldn't do anything anyway	**	**	**	**
	**	**	**	**
The problem was sorted out	**	**	**	**
	**	**	**	**

Columns Tested: None

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

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
Married/ civil partnership	226	141	81	222	380	1065	117	153	**	34	60	1029
	64%	67%	42%	55%	42%	51%	53%	44%	**	49%	42%	52%
	cd	cd		c								hk
Co-habiting	6	3	1	4	59	179	10	16	**	1	3	176
	2%	1%	1%	1%	6%	9%	5%	5%	**	2%	2%	9%
												hjk
Single	40	13	6	19	226	513	72	61	**	3	22	523
	11%	6%	3%	5%	25%	25%	33%	18%	**	5%	16%	27%
	bcd						f	j			j	hjk
Widowed, divorced or separated	78	53	105	159	243	327	19	114	**	30	58	235
	22%	25%	54%	39%	27%	16%	9%	33%	**	43%	41%	12%
			abd	ab		g		l		l	l	
Refused	3	-	1	1	2	4	1	-	**	-	-	9
	1%	-%	*%	*%	*%	*%	1%	-%	**	-%	-%	*%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
<b>WHITE</b>												
British	243	138	127	265	584	1512	-	225	**	48	90	1291
	69%	65%	65%	65%	64%	72%	-%	66%	**	69%	63%	65%
English	50	39	38	77	127	249	-	53	**	13	26	196
	14%	19%	20%	19%	14%	12%	-%	15%	**	19%	18%	10%
						g		l		l	l	
Scottish	21	15	12	28	67	162	-	21	**	4	11	139
	6%	7%	6%	7%	7%	8%	-%	6%	**	6%	7%	7%
						g						
Welsh	9	5	6	11	28	53	-	13	**	2	4	40
	3%	2%	3%	3%	3%	3%	-%	4%	**	3%	2%	2%
						g		l				
Irish	5	3	3	6	18	36	-	6	**	*	2	30
	2%	2%	1%	2%	2%	2%	-%	2%	**	*%	2%	2%
Any other white background	5	1	2	3	23	76	-	5	**	1	1	71
	1%	1%	1%	1%	3%	4%	-%	1%	**	2%	1%	4%
						g						h
<b>MIXED</b>												
White and Black Caribbean	-	1	-	1	5	-	12	1	**	-	-	16
	-%	*%	-%	*%	1%	-%	6%	*%	**	-%	-%	1%
						f						

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
White and Black African	2 1%	- -%	- -%	- -%	- -%	- -%	3 1% f	1 *%	** **	- -%	1 *%	4 *%
White and Asian	* *%	- -%	- -%	- -%	3 *%	- -%	6 3% f	* *%	** **	- -%	* *%	6 *%
Any other mixed background	- -%	- -%	- -%	- -%	1 *%	- -%	1 *% f	- -%	** **	- -%	- -%	1 *%
<b>ASIAN AND BRITISH ASIAN</b>												
Indian	7 2%	3 1%	3 2%	6 2%	16 2%	- -%	63 29% f	9 3%	** **	- -%	1 *%	50 3%
Pakistani	1 *%	1 *%	1 *%	1 *%	9 1%	- -%	27 12% f	3 1%	** **	- -%	2 2%	24 1%
Bangladeshi	2 1%	- -%	- -%	- -%	6 1%	- -%	18 8% f	1 *%	** **	- -%	1 1%	17 1%
Any other Asian background	- -%	- -%	- -%	- -%	2 *%	- -%	7 3% f	2 *%	** **	- -%	- -%	5 *%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
<b>BLACK AND BLACK BRITISH</b>												
Caribbean	2 1%	3 1%	1 1%	4 1%	6 1%	- -%	21 10% f	3 1%	** **	* 1%	2 1%	22 1%
African	3 1% d	- -%	- -%	- -%	9 1%	- -%	31 14% f	1 *%	** **	- -%	1 1%	38 2% h
Any other black background	- -%	1 1%	- -%	1 *%	3 *%	- -%	4 2% f	1 *%	** **	- -%	1 *%	4 *%
<b>MIDDLE EAST AND ARABIC ORIGIN</b>												
Middle Eastern, including Arabic origin	2 1%	- -%	- -%	- -%	1 *%	- -%	8 4% f	- -%	** **	- -%	- -%	4 *%
Iranian	- -%	- -%	- -%	- -%	- -%	- -%	3 1% f	- -%	** **	- -%	- -%	1 *%
<b>CHINESE OR OTHER ETHNIC GROUP</b>												
Chinese	- -%	- -%	- -%	- -%	- -%	- -%	2 1% f	- -%	** **	- -%	- -%	1 *%
Any other background	- -%	- -%	1 *%	1 *%	1 *%	- -%	13 6% f	- -%	** **	- -%	- -%	5 *%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
Refused	1	*	*	1	1	-	-	*	**	-	*	6
	*%	*%	*%	*%	*%	-%	-%	*%	**	-%	*%	*%

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



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.

**QZ3 (C9). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE)**

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
Cannot walk far or manage stairs or can only do so with difficulty	25 7%	26 12%	42 22%	68 17%	101 11%	119 6%	6 3%	130 38%	** **	23 33%	130 91%	- -%
		a	ab	a				l		l	hjl	
Breathlessness or chest pains	21 6%	13 6%	22 11%	35 9%	66 7%	86 4%	2 1%	90 26%	** **	15 22%	41 29%	- -%
			ab			g		l		l	l	
Poor hearing, partial hearing or deafness	11 3%	14 7%	32 16%	46 11%	58 6%	67 3%	* *%	69 20%	** **	69 100%	23 16%	- -%
		a	abd	ab		g		l		hkl	l	
Poor vision, partial sight or blindness	6 2%	12 6%	18 9%	30 7%	42 5%	48 2%	* *%	49 14%	** **	13 19%	17 12%	- -%
		a	a	a				l		l	l	
Mental health problems or difficulties	7 2%	- -%	2 1%	2 *%	23 3%	28 1%	1 1%	29 8%	** **	2 3%	6 4%	- -%
	bd							l		l	l	
Limited ability to reach	3 1%	3 2%	8 4%	12 3%	18 2%	22 1%	2 1%	25 7%	** **	5 8%	25 17%	- -%
			a					l		l	hjl	

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

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.

**QZ3 (C9). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE)**

Base : All respondents

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
	a	b	c	d	OR DE e	f	g	h	~i	j	k	l
Significance Level: 95%												
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
Dyslexia	3 1%	1 1%	- -%	1 *%	6 1%	15 1%	- -%	15 4% kl	** **	1 1% l	1 1% l	- -%
Cannot walk at all / use a wheelchair	3 1%	2 1%	3 1%	5 1%	10 1%	12 1%	- -%	13 4% l	** **	2 3% l	13 9% hl	- -%
Other illnesses or health problems which limit your daily activities or the work that you can do	21 6%	12 6%	19 10%	31 8%	69 8%	95 5%	10 5%	104 30% jkl	** **	7 10% l	30 21% jl	- -%
None	290 82% bcd	158 75% cd	108 56%	266 66% c	659 72%	1767 85%	202 92% f	- -%	** **	- -%	- -%	1972 100% hjk

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QZ4 (C10). SHOWCARD Which of these best describes your sight? (SINGLE CODE)**

Base : Those with poor vision, partial sight or blindness

	AGE				AGE/SEG	MEG		DISABILITY			
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY
	~a	~b	~c	~d	OR DE ~e	~f	~g	~h	~i	~j	~k
Significance Level: 95%											
Unweighted total	9	15	31	46	62	71	1	72	72	17	25
Effective Weighted Sample	7	13	26	37	49	54	1	53	53	14	19
Total	6	12	18	30	42	48	*	49	49	13	17
Cannot tell by the light where the windows are	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Cannot see the shapes of furniture in the room	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to recognise a friend if close to his or her face	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to recognise a friend if he or she is at arm's length	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to read a newspaper headline	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to read a large print book	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - f,g - h,i,j,k

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QZ4 (C10). SHOWCARD Which of these best describes your sight? (SINGLE CODE)**

Base : Those with poor vision, partial sight or blindness

	AGE				AGE/SEG	MEG		DISABILITY			
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY
Significance Level: 95%	~a	~b	~c	~d	OR DE ~e	~f	~g	~h	~i	~j	~k
Unweighted total	9	15	31	46	62	71	1	72	72	17	25
Effective Weighted Sample	7	13	26	37	49	54	1	53	53	14	19
Total	6	12	18	30	42	48	*	49	49	13	17
Cannot see well enough to recognise a friend across a room	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to recognise a friend across a road	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Have difficulty seeing ordinary newspaper print	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Other	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - f,g - h,i,j,k

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QZ5 (C11). SHOWCARD Which of these best describes your hearing? (SINGLE CODE)**

Base : Those with poor hearing, partial hearing or deafness

	AGE				AGE/SEG	MEG		DISABILITY			
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY
	~a	~b	~c	~d	OR DE ~e	f	~g	h	~i	j	~k
Significance Level: 95%											
Unweighted total	18	20	61	81	98	113	1	114	17	114	36
Effective Weighted Sample	15	16	51	65	77	87	1	89	14	89	28
Total	11	14	32	46	58	67	*	69	13	69	23
Cannot hear sounds at all	**	**	**	**	**	2	**	2	**	2	**
	**	**	**	**	**	4%	**	3%	**	3%	**
Cannot follow a TV programme with the volume turned up	**	**	**	**	**	8	**	7	**	7	**
	**	**	**	**	**	12%	**	11%	**	11%	**
Have difficulty hearing someone talking in a loud voice in a quiet room	**	**	**	**	**	6	**	6	**	6	**
	**	**	**	**	**	9%	**	9%	**	9%	**
Cannot hear a doorbell, alarm clock or telephone bell	**	**	**	**	**	5	**	6	**	6	**
	**	**	**	**	**	8%	**	9%	**	9%	**
Cannot follow a TV programme at a volume others find acceptable	**	**	**	**	**	12	**	13	**	13	**
	**	**	**	**	**	18%	**	19%	**	19%	**
Difficulty hearing someone talking in a normal voice in a quiet room	**	**	**	**	**	6	**	6	**	6	**
	**	**	**	**	**	8%	**	8%	**	8%	**

Columns Tested: a,b,c,d - f,g - h,i,j,k

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QZ5 (C11). SHOWCARD Which of these best describes your hearing? (SINGLE CODE)**

Base : Those with poor hearing, partial hearing or deafness

	AGE				AGE/SEG	MEG		DISABILITY			
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY
Significance Level: 95%	~a	~b	~c	~d	~e	f	~g	h	~i	j	~k
Unweighted total	18	20	61	81	98	113	1	114	17	114	36
Effective Weighted Sample	15	16	51	65	77	87	1	89	14	89	28
Total	11	14	32	46	58	67	*	69	13	69	23
Difficulty following a conversation against background noise	**	**	**	**	**	15	**	16	**	16	**
	**	**	**	**	**	23%	**	23%	**	23%	**
Other	**	**	**	**	**	4	**	5	**	5	**
	**	**	**	**	**	6%	**	7%	**	7%	**
Don't know	**	**	**	**	**	8	**	8	**	8	**
	**	**	**	**	**	12%	**	12%	**	12%	**

Columns Tested: a,b,c,d - f,g - h,i,j,k

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QZ8 (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

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
Under £11,500	54	50	67	117	319	364	43	124	**	24	61	276
	15%	24%	35%	29%	35%	17%	19%	36%	**	34%	43%	14%
		a	ab	a				l		l	l	
Above £11,500	186	88	61	148	303	1122	90	122	**	23	44	1097
	53%	42%	31%	37%	33%	54%	41%	36%	**	33%	31%	56%
	bcd	c				g						hjk
Don't know	15	15	15	30	92	183	29	28	**	4	11	186
	4%	7%	8%	7%	10%	9%	13%	8%	**	6%	8%	9%
Refused	98	58	52	110	194	419	58	69	**	19	27	412
	28%	27%	27%	27%	21%	20%	26%	20%	**	27%	19%	21%

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

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 (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

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	j	k	l
Unweighted total	438	323	383	706	1347	2652	219	521	72	114	221	2358
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
Total	353	211	195	406	909	2088	220	343	49	69	143	1972
Under £11,500	54	50	67	117	319	364	43	124	**	24	61	276
	15%	24%	35%	29%	35%	17%	19%	36%	**	34%	43%	14%
		a	ab	a				l		l	l	
£11,500 - £17,499	34	28	29	57	128	221	15	43	**	6	15	195
	10%	13%	15%	14%	14%	11%	7%	12%	**	9%	10%	10%
			a	a								
£17,500 - £29,999	33	22	10	32	67	233	19	23	**	7	6	233
	9%	11%	5%	8%	7%	11%	9%	7%	**	10%	4%	12%
	c	c										hk
£30,000 - £49,999	35	10	4	14	23	227	15	16	**	4	4	224
	10%	5%	2%	3%	3%	11%	7%	5%	**	6%	3%	11%
	bcd	c										hk
£50,000+	22	5	1	6	8	149	8	5	**	-	2	150
	6%	2%	*%	1%	1%	7%	4%	2%	**	-%	2%	8%
	bcd	c										hjk
REFUSED BUT ABOVE £11.5K	69	29	20	49	93	339	36	42	**	7	19	338
	19%	14%	10%	12%	10%	16%	17%	12%	**	11%	14%	17%
	cd											h
DK/ Refused	108	65	64	130	272	556	84	89	**	21	34	556
	30%	31%	33%	32%	30%	27%	38%	26%	**	30%	24%	28%
							f					
<b>HOUSEHOLD INCOME</b>												
UNDER £11.5K	54	50	67	117	319	364	43	124	**	24	61	276
	15%	24%	35%	29%	35%	17%	19%	36%	**	34%	43%	14%
		a	ab	a				l		l	l	

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



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 (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

	AGE				AGE/SEG	MEG		DISABILITY				
	55-64	65-74	75+	65+	65+	NO	YES	ANY	VISION	HEAR- ING	MOBI- LITY	NO
Significance Level: 95%	a	b	c	d	OR DE e	f	g	h	~i	j	k	l
Effective Weighted Sample	358	255	308	553	1078	2123	164	404	53	89	171	1929
£11.5K- £17.5K	34 10%	28 13%	29 15% a	57 14% a	128 14%	221 11%	15 7%	43 12%	** **	6 9%	15 10%	195 10%
£17.5K- £29.9K	33 9% c	22 11% c	10 5%	32 8%	67 7%	233 11%	19 9%	23 7%	** **	7 10%	6 4%	233 12% hk
£30K+	57 16% bcd	16 7% c	4 2%	20 5% c	30 3%	375 18% g	23 10%	22 6%	** **	4 6%	6 4%	374 19% hjk

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