

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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Base : All respondents	

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**NATION**

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	i
Unweighted total	334	219	188	407	864	1931	160	402	1702
Effective Weighted Sample	305	203	174	376	787	1776	140	352	1573
Total	311	169	156	325	733	1769	156	319	1618
England	263	141	126	267	592	1463	146	250	1368
	85%	84%	80%	82%	81%	83%	94% f	78%	85% h
Scotland	25	15	14	29	71	168	1	36	129
	8%	9%	9%	9%	10%	9% g	*% i	11%	8%
Wales	15	9	12	21	50	87	7	21	79
	5%	5%	8%	6%	7%	5%	5%	7%	5%
Northern Ireland	7	4	5	9	20	52	2	12	42
	2%	2%	3%	3%	3%	3%	1%	4%	3%

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

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**REGION**

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	i
Unweighted total	334	219	188	407	864	1931	160	402	1702
Effective Weighted Sample	305	203	174	376	787	1776	140	352	1573
Total	311	169	156	325	733	1769	156	319	1618
North East	14 5%	6 4%	5 3%	12 4%	37 5%	81 5%	1 1%	13 4%	71 4%
North West	29 9%	21 12%	14 9%	35 11%	86 12%	202 11%	13 8%	44 14%	174 11%
Yorkshire	25 8%	6 4%	11 7%	17 5%	58 8%	147 8%	12 7%	23 7%	134 8%
East Midlands	24 8%	10 6%	11 7%	21 7%	53 7%	131 7%	5 3%	14 4%	123 8%
West Midlands	20 6%	14 8%	17 11%	31 9%	60 8%	151 9%	16 10%	24 8%	142 9%
East of England	32 10%	22 13%	14 9%	36 11%	63 9%	171 10%	4 3%	34 11%	144 9%
London	35 11%	17 10%	11 7%	28 9%	66 9%	170 10%	76 49%	13 4%	229 14%
South East	53 17%	24 14%	23 15%	47 14%	96 13%	251 14%	16 10%	41 13%	228 14%
South West	30 10%	21 12%	20 13%	41 13%	72 10%	160 9%	3 2%	42 13%	123 8%
Wales	15 5%	9 5%	12 8%	21 6%	50 7%	87 5%	7 5%	21 7%	79 5%

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



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**REGION**

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
	a	b	c	d	e	f	g	h	i
Significance Level: 95%									
Unweighted total	334	219	188	407	864	1931	160	402	1702
Effective Weighted Sample	305	203	174	376	787	1776	140	352	1573
Total	311	169	156	325	733	1769	156	319	1618
Scotland	25	15	14	29	71	168	1	36	129
	8%	9%	9%	9%	10%	9%	*%	11%	8%
						g		i	
Northern Ireland	7	4	5	9	20	52	2	12	42
	2%	2%	3%	3%	3%	3%	1%	4%	3%

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

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**URBANITY**

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	i
Unweighted total	334	219	188	407	864	1931	160	402	1702
Effective Weighted Sample	305	203	174	376	787	1776	140	352	1573
Total	311	169	156	325	733	1769	156	319	1618
Urban	261	143	132	275	646	1509	153	270	1401
	84%	85%	85%	85%	88%	85%	98%	85%	87%
							f		
Rural	49	26	24	50	87	260	2	49	217
	16%	15%	15%	15%	12%	15%	2%	15%	13%
						g			

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

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**CABLE AREA**

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	i
Unweighted total	334	219	188	407	864	1931	160	402	1702
Effective Weighted Sample	305	203	174	376	787	1776	140	352	1573
Total	311	169	156	325	733	1769	156	319	1618
TELEWEST	61	35	25	59	149	346	47	59	331
	20%	20%	16%	18%	20%	20%	30%	18%	20%
							f		
NTL	80	47	43	90	228	511	74	88	506
	26%	28%	27%	28%	31%	29%	48%	28%	31%
							f		
NEITHER	169	87	89	176	357	912	35	172	781
	54%	51%	57%	54%	49%	52%	22%	54%	48%
							g		

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

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**DEPRIVATION LEVEL**

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	i
Unweighted total	334	219	188	407	864	1931	160	402	1702
Effective Weighted Sample	305	203	174	376	787	1776	140	352	1573
Total	311	169	156	325	733	1769	156	319	1618
Low	216	111	103	214	393	1123	43	190	990
	70%	66%	66%	66%	54%	63%	28%	60%	61%
						g			
Medium	81	48	47	95	288	569	82	110	538
	26%	29%	30%	29%	39%	32%	53%	35%	33%
							f		
High	6	6	2	8	32	25	29	7	49
	2%	3%	1%	2%	4%	1%	18%	2%	3%
							f		
Undefined	7	4	5	9	20	52	2	12	42
	2%	2%	3%	3%	3%	3%	1%	4%	3%

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

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**SE. GENDER**

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	i
Unweighted total	334	219	188	407	864	1931	160	402	1702
Effective Weighted Sample	305	203	174	376	787	1776	140	352	1573
Total	311	169	156	325	733	1769	156	319	1618
Male	167	80	64	144	344	834	78	163	774
	54%	48%	41%	44%	47%	47%	50%	51%	48%
	cd								
Female	144	89	93	181	389	935	78	156	845
	46%	52%	59%	56%	53%	53%	50%	49%	52%
			a	a					

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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**SF. AGE OF RESPONDENT**

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	i
Unweighted total	334	219	188	407	864	1931	160	402	1702
Effective Weighted Sample	305	203	174	376	787	1776	140	352	1573
Total	311	169	156	325	733	1769	156	319	1618
15 - 17	- -%	- -%	- -%	- -%	4 1%	33 2%	4 3%	1 *%	37 2% h
18 - 24	- -%	- -%	- -%	- -%	78 11%	218 12%	27 17%	14 4%	240 15% h
25 - 34	- -%	- -%	- -%	- -%	92 12%	294 17%	45 29% f	30 9%	322 20% h
35 - 44	- -%	- -%	- -%	- -%	102 14%	345 20%	45 29% f	33 10%	353 22% h
45 - 54	- -%	- -%	- -%	- -%	66 9%	267 15%	17 11%	38 12%	246 15%
55 - 64	311 100% bcd	- -%	- -%	- -%	67 9%	297 17% g	9 5%	65 20% i	232 14%
65 - 74	- -%	169 100% acd	- -%	169 52% ac	169 23%	169 10%	8 5%	53 17% i	123 8%
75+	- -%	- -%	156 100% abd	156 48% ab	156 21%	146 8% g	1 1%	85 27% i	65 4%
<b>AGE GROUP</b>									
15-24	- -%	- -%	- -%	- -%	82 11%	252 14%	31 20%	15 5%	278 17% h

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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**SF. AGE OF RESPONDENT**

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	i
Effective Weighted Sample	305	203	174	376	787	1776	140	352	1573
25-44	-	-	-	-	193	639	90	64	674
	-%	-%	-%	-%	26%	36%	58%	20%	42%
							f		h
45-64	311	-	-	-	132	564	25	102	478
	100%	-%	-%	-%	18%	32%	16%	32%	30%
	bcd					g			
65-74	-	169	-	169	169	169	8	53	123
	-%	100%	-%	52%	23%	10%	5%	17%	8%
		acd		ac				i	
75+	-	-	156	156	156	146	1	85	65
	-%	-%	100%	48%	21%	8%	1%	27%	4%
			abd	ab		g		i	

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

Any break column with 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	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	i
Unweighted total	334	219	188	407	864	1931	160	402	1702
Effective Weighted Sample	305	203	174	376	787	1776	140	352	1573
Total	311	169	156	325	733	1769	156	319	1618
A	6 2%	6 4%	7 4%	13 4%	13 2%	35 2%	1 1%	5 2%	31 2%
B	89 29% bcd	32 19%	26 17%	58 18%	58 8%	412 23%	39 25%	44 14%	404 25% h
C1	88 28%	44 26%	39 25%	83 25%	83 11%	523 30%	52 34%	82 26%	502 31% h
C2	61 20%	34 20%	27 17%	61 19%	61 8%	329 19%	21 14%	58 18%	300 19%
D	36 12%	21 13%	14 9%	35 11%	273 37%	248 14%	24 15%	45 14%	232 14%
E	31 10%	31 19% a	43 28% ab	74 23% a	245 33%	223 13%	19 12%	86 27% i	149 9%
<b>SOCIAL GROUP</b>									
AB	94 30% cd	38 23%	33 21%	71 22%	71 10%	447 25%	40 25%	49 15%	435 27% h
C1C2	149 48%	78 46%	66 42%	144 44%	144 20%	852 48%	73 47%	140 44%	802 50% h
DE	67 21%	52 31% a	57 37% a	110 34% a	518 71%	471 27%	43 27%	131 41% i	381 24%

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



**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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**QZ5 (SG). WORKING STATUS**

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	i
Unweighted total	334	219	188	407	864	1931	160	402	1702
Effective Weighted Sample	305	203	174	376	787	1776	140	352	1573
Total	311	169	156	325	733	1769	156	319	1618
Base for %	311	169	156	325	733	1769	156	319	1618
Working full time (30hrs/wk+)	98 32% bcd	6 3% c	- -%	6 2%	128 17%	692 39%	73 47%	48 15%	736 45% h
Not working (i.e. under 8hrs/wk) - retired	118 38%	148 88% a	148 95% ab	297 91% a	317 43%	401 23% g	11 7%	157 49% i	251 15%
Working part time (8-29 hrs/wk)	47 15% bcd	9 5%	3 2%	12 4%	69 9%	295 17%	23 15%	26 8%	294 18% h
Not working (i.e. under 8hrs/wk) - housewife/ disabled/ other	32 10% bcd	4 2%	3 2%	7 2%	119 16%	176 10%	18 12%	61 19% i	125 8%
Not working (i.e. under 8hrs/wk) - unemployed (registered/not registered but looking for work)	14 4% bd	1 1%	2 1%	3 1%	88 12%	108 6%	10 6%	18 6%	100 6%
Not working (i.e. under 8hrs/wk) - student	1 *% h	1 *% h	- -%	1 *% h	11 2%	96 5%	20 13% f	9 3%	110 7% h
Don't know	1 *% h	- -%	1 1%	1 *% h	1 *% h	2 *% h	- -%	- -%	2 *% h

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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**QZ5 (SG). WORKING STATUS**

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	i
Effective Weighted Sample	305	203	174	376	787	1776	140	352	1573
<b>WORKING STATUS SUMMARY</b>									
WORKING	145	15	3	17	197	987	96	74	1030
	47%	9%	2%	5%	27%	56%	62%	23%	64%
	bcd	c		c					h
NOT WORKING	165	154	153	307	536	780	59	245	586
	53%	91%	98%	94%	73%	44%	38%	77%	36%
		a	ab	a				i	

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

Any break column with 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 (SH). HOUSEHOLD STATUS**

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	i
Unweighted total	334	219	188	407	864	1931	160	402	1702
Effective Weighted Sample	305	203	174	376	787	1776	140	352	1573
Total	311	169	156	325	733	1769	156	319	1618
Base for %	311	169	156	325	733	1769	156	319	1618
Being bought on mortgage	73 24%	11 6%	5 3%	16 5%	93 13%	646 37%	52 33%	52 16%	648 40%
	bcd								h
Owned outright by household	168 54%	113 67%	104 67%	217 67%	260 35%	477 27%	13 8%	129 41%	359 22%
		a	a	a		g		i	
Rented from Local Authority/ Housing Association/ Trust	52 17%	37 22%	41 26%	78 24%	267 36%	375 21%	57 37%	104 32%	331 20%
			a	a			f	i	
Rented from Private Landlord	10 3%	7 4%	6 4%	14 4%	108 15%	245 14%	34 22%	32 10%	254 16%
							f		h
Other	3 1%	1 *%	- -%	1 *%	3 *%	13 1%	* *%	2 1%	12 1%
Don't know	4 1%	- -%	- -%	- -%	2 *%	13 1%	- -%	- -%	14 1%
	d								

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

Any break column with 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	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	i
Unweighted total	334	219	188	407	864	1931	160	402	1702
Effective Weighted Sample	305	203	174	376	787	1776	140	352	1573
Total	311	169	156	325	733	1769	156	319	1618
1	61 20%	43 25%	81 52%	123 38%	185 25%	307 17%	13 9%	108 34%	214 13%
			abd	ab		g		i	
2	172 55%	112 66%	73 46%	184 57%	304 42%	621 35%	26 17%	121 38%	529 33%
		acd	c			g			
3	47 15%	13 8%	2 1%	15 5%	113 15%	346 20%	34 22%	39 12%	344 21%
	bcd	c							h
4	22 7%	1 1%	1 1%	2 1%	72 10%	322 18%	44 28%	26 8%	345 21%
	bcd						f		h
5+	8 3%	1 *%	- -%	1 *%	59 8%	173 10%	38 25%	25 8%	187 12%
	cd						f		h
Mean number of people	2.2 bcd	1.8 cd	1.5	1.7 c	2.4	2.7	3.6 f	2.3	2.9 h
Standard deviation	1.04	.61	.56	.61	1.38	1.57	1.63	2.43	1.39
Standard error	.06	.04	.04	.03	.05	.04	.13	.12	.03

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	i
Unweighted total	334	219	188	407	864	1931	160	402	1702
Effective Weighted Sample	305	203	174	376	787	1776	140	352	1573
Total	311	169	156	325	733	1769	156	319	1618
None	289	165	154	320	528	1090	58	250	903
	93%	98%	99%	98%	72%	62%	38%	78%	56%
		a	a	a		g		i	
1	11	3	2	5	87	296	36	32	304
	4%	2%	1%	1%	12%	17%	23%	10%	19%
						f		h	
2	8	1	-	1	69	256	34	20	274
	3%	*%	-%	*%	9%	14%	22%	6%	17%
	cd					f		h	
3	2	-	-	-	31	95	16	10	102
	1%	-%	-%	-%	4%	5%	10%	3%	6%
						f		h	
4	*	-	-	-	11	23	5	5	23
	*%	-%	-%	-%	2%	1%	3%	2%	1%
5+	-	-	-	-	7	9	6	3	11
	-%	-%	-%	-%	1%	1%	4%	1%	1%
						f			
Mean number of children	.1	*	*	*	.5	.7	1.3	.4	.8
	bcd					f		h	
Standard deviation	.44	.19	.11	.16	1.04	1.04	1.37	.98	1.09
Standard error	.02	.01	.01	.01	.04	.02	.11	.05	.03

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

Any break column with 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	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	i
Unweighted total	334	219	188	407	864	1931	160	402	1702
Effective Weighted Sample	305	203	174	376	787	1776	140	352	1573
Total	311	169	156	325	733	1769	156	319	1618
Small (1-2 people)	233	154	153	308	490	928	40	230	742
	75%	91%	98%	95%	67%	52%	25%	72%	46%
		a	ab	a		g		i	
Medium (3-4 people)	69	14	3	17	185	668	78	64	689
	22%	8%	2%	5%	25%	38%	50%	20%	43%
	bcd	c				f		h	
Large (5+ people)	8	1	-	1	59	173	38	25	187
	3%	*%	-%	*%	8%	10%	25%	8%	12%
	cd					f		h	

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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**SK2. 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	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	~a	~b	~c	~d	e	f	~g	~h	i
Unweighted total	22	4	2	6	233	712	96	78	735
Effective Weighted Sample	20	4	2	6	212	659	85	65	685
Total	21	4	2	5	206	679	97	69	715
Yes	**	**	**	**	180	585	**	**	612
	**	**	**	**	88%	86%	**	**	86%
No	**	**	**	**	22	83	**	**	92
	**	**	**	**	11%	12%	**	**	13%
Don't know	**	**	**	**	3	12	**	**	12
	**	**	**	**	2%	2%	**	**	2%

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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

**QP1 (QP0). Do you, or does anyone in your household, have digital radio channels in your home at the moment - whether through a specialist DAB radio receiver, through a digital television or over the Internet? (SINGLE CODE)**

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	i
Unweighted total	334	219	188	407	864	1931	160	402	1702
Effective Weighted Sample	305	203	174	376	787	1776	140	352	1573
Total	311	169	156	325	733	1769	156	319	1618
Yes	215	100	72	172	406	1189	86	189	1092
	69%	59%	46%	53%	55%	67%	55%	59%	67%
	bcd	c				g			h
No	91	65	82	146	316	555	69	123	506
	29%	38%	52%	45%	43%	31%	44%	39%	31%
		a	ab	a			f	i	
Don't know	4	4	3	7	11	25	1	7	20
	1%	2%	2%	2%	1%	1%	*%	2%	1%

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



**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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**QP2 (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	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	i
Unweighted total	334	219	188	407	864	1931	160	402	1702
Effective Weighted Sample	305	203	174	376	787	1776	140	352	1573
Total	311	169	156	325	733	1769	156	319	1618
7 days a week	179 58% cd	89 53%	70 45%	159 49%	326 44%	914 52%	49 31%	157 49%	811 50%
6 days a week	14 5%	4 2%	7 4%	10 3%	23 3%	72 4%	4 2%	10 3%	67 4%
5 days a week	21 7%	9 5%	9 6%	18 6%	57 8%	160 9%	10 7%	18 6%	155 10% h
3 or 4 days a week	21 7%	11 7%	12 7%	23 7%	58 8%	129 7%	16 10%	25 8%	122 8%
1 or 2 days a week	26 8%	14 9%	12 8%	27 8%	62 9%	140 8%	17 11%	30 9%	126 8%
Less often	15 5%	12 7%	9 6%	20 6%	32 4%	71 4%	9 6%	22 7% i	59 4%
Never/ do not listen to the radio	34 11%	29 17% a	37 24% a	66 20% a	171 23%	276 16%	50 32% f	57 18%	270 17%
Don't know	2 1%	1 1%	1 1%	2 1%	3 *%	8 *%	2 1%	1 *%	7 *%

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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

**QP3A (QP11A). SHOWCARD How often, if at all, do you access the radio via - Traditional set with AM Stereo - either at home, in the car or on portable radio. (SINGLE CODE)**

Base : Those who listen to radio

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	i
Unweighted total	292	178	142	320	657	1607	107	323	1401
Effective Weighted Sample	268	167	133	299	601	1482	93	283	1298
Total	275	139	118	257	559	1486	104	261	1341
Every day	43	29	32	61	110	224	16	46	195
	16%	21%	27%	24%	20%	15%	15%	18%	15%
			a	a					
At least weekly	27	19	12	31	63	156	12	27	143
	10%	14%	10%	12%	11%	11%	12%	10%	11%
At least monthly	12	11	4	15	26	61	3	13	49
	4%	8%	3%	6%	5%	4%	3%	5%	4%
Have tried it once	11	5	2	8	20	53	7	11	50
	4%	4%	2%	3%	4%	4%	7%	4%	4%
Never	124	56	41	97	239	694	43	108	635
	45%	40%	35%	38%	43%	47%	41%	41%	47%
Do not have access to device	59	18	27	45	101	298	22	55	269
	21%	13%	23%	18%	18%	20%	21%	21%	20%
	b		b						

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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

**QP3B (QP11B). SHOWCARD How often, if at all, do you access the radio via - Traditional set with FM stereo - either at home, in the car or on portable radio. (SINGLE CODE)**

Base : Those who listen to radio

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	i
Unweighted total	292	178	142	320	657	1607	107	323	1401
Effective Weighted Sample	268	167	133	299	601	1482	93	283	1298
Total	275	139	118	257	559	1486	104	261	1341
Every day	103	51	55	105	204	465	28	94	401
	37%	36%	46%	41%	36%	31%	27%	36%	30%
At least weekly	54	27	24	51	125	308	29	50	293
	19%	20%	20%	20%	22%	21%	28%	19%	22%
At least monthly	22	18	7	25	44	105	7	29	83
	8%	13%	6%	10%	8%	7%	7%	11%	6%
		c						i	
Have tried it once	7	1	1	2	6	30	1	5	27
	2%	1%	1%	1%	1%	2%	1%	2%	2%
Never	65	35	22	57	133	418	28	56	393
	23%	25%	19%	22%	24%	28%	27%	22%	29%
									h
Do not have access to device	25	8	10	17	47	159	10	27	144
	9%	6%	8%	7%	8%	11%	9%	11%	11%

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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

**QP3C (QP11C). SHOWCARD How often, if at all, do you access the radio via - Mobile phone. (SINGLE CODE)**

Base : Those who listen to radio

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	i
Unweighted total	292	178	142	320	657	1607	107	323	1401
Effective Weighted Sample	268	167	133	299	601	1482	93	283	1298
Total	275	139	118	257	559	1486	104	261	1341
Every day	3 1%	1 1%	1 1%	2 1%	14 3%	32 2%	5 5%	9 3%	29 2%
At least weekly	2 1%	2 2%	3 2%	5 2%	16 3%	36 2%	5 5%	4 2%	36 3%
At least monthly	6 2%	1 1%	- -%	1 *%	6 1%	32 2%	2 2%	4 2%	31 2%
Have tried it once	2 1%	- -%	- -%	- -%	13 2%	44 3%	4 3%	3 1%	45 3% h
Never	208 76% c	107 77% c	70 59%	177 69% c	393 70%	1116 75%	76 73%	182 70%	1019 76% h
Do not have access to device	55 20%	27 20%	44 37% abd	71 28% a	116 21%	226 15%	11 11%	60 23% i	180 13%

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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

**QP3D (QP11D). SHOWCARD How often, if at all, do you access the radio via - Digital radio through TV. (SINGLE CODE)**

Base : Those who listen to radio

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	i
Unweighted total	292	178	142	320	657	1607	107	323	1401
Effective Weighted Sample	268	167	133	299	601	1482	93	283	1298
Total	275	139	118	257	559	1486	104	261	1341
Every day	19 7%	10 7%	5 4%	15 6%	38 7%	98 7%	8 7%	14 5%	95 7%
At least weekly	36 13% cd	13 10%	7 6%	20 8%	69 12%	208 14%	12 12%	33 13%	187 14%
At least monthly	29 11% cd	8 6%	2 2%	10 4%	43 8%	138 9%	7 6%	22 9%	123 9%
Have tried it once	20 7% bd	1 1%	4 3%	5 2%	24 4%	113 8%	7 6%	17 7%	104 8%
Never	149 54%	94 68% a	74 62%	168 65% a	319 57%	796 54%	64 62%	137 52%	729 54%
Do not have access to device	22 8%	13 9%	26 22% ab	39 15% a	66 12%	133 9%	6 6%	38 14% i	102 8%

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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

**QP3E (QP11E). SHOWCARD How often, if at all, do you access the radio via - Digital radio through the internet. (SINGLE CODE)**

Base : Those who listen to radio

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	i
Unweighted total	292	178	142	320	657	1607	107	323	1401
Effective Weighted Sample	268	167	133	299	601	1482	93	283	1298
Total	275	139	118	257	559	1486	104	261	1341
Every day	7 3%	2 1%	1 1%	2 1%	11 2%	35 2%	7 6% f	7 3%	35 3%
At least weekly	13 5%	4 3%	3 2%	7 3%	27 5%	90 6%	15 14% f	11 4%	95 7%
At least monthly	11 4% bcd	1 1%	- -%	1 *%	7 1%	89 6%	3 3%	6 2%	87 6% h
Have tried it once	13 5% bcd	1 1%	1 1%	2 1%	7 1%	60 4%	5 5%	2 1%	64 5% h
Never	182 66%	97 70% c	66 56%	163 63%	364 65%	975 66%	64 62%	165 63%	883 66%
Do not have access to device	49 18%	35 25%	47 40% ab	82 32% a	144 26%	237 16%	9 9%	70 27% i	178 13%

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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**QP3F (QP11F). SHOWCARD How often, if at all, do you access the radio via - DAB radio set. (SINGLE CODE)**

Base : Those who listen to radio

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	i
Unweighted total	292	178	142	320	657	1607	107	323	1401
Effective Weighted Sample	268	167	133	299	601	1482	93	283	1298
Total	275	139	118	257	559	1486	104	261	1341
Every day	67	31	10	41	72	286	10	44	254
	24%	22%	9%	16%	13%	19%	9%	17%	19%
	cd	c		c		g			
At least weekly	15	8	10	17	29	115	9	23	104
	5%	6%	8%	7%	5%	8%	9%	9%	8%
At least monthly	8	3	1	4	8	31	2	5	30
	3%	2%	1%	2%	1%	2%	1%	2%	2%
Have tried it once	2	1	-	1	2	7	1	2	6
	1%	1%	-%	1%	*%	*%	1%	1%	*%
Never	76	47	37	84	189	466	40	84	427
	28%	34%	32%	33%	34%	31%	38%	32%	32%
Do not have access to device	107	49	60	109	259	580	43	103	522
	39%	35%	51%	42%	46%	39%	42%	39%	39%
			ab						

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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**QP3G (QP11G) SHOWCARD How often, if at all, do you access the radio via - Car radio (FM). (SINGLE CODE)**

Base : Those who listen to radio

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	i
Unweighted total	292	178	142	320	657	1607	107	323	1401
Effective Weighted Sample	268	167	133	299	601	1482	93	283	1298
Total	275	139	118	257	559	1486	104	261	1341
Every day	105 38% cd	43 31% cd	9 8%	53 21% c	156 28%	581 39%	33 32%	69 26%	548 41% h
At least weekly	85 31% cd	35 25%	21 18%	56 22%	125 22%	409 28%	23 22%	72 28%	365 27%
At least monthly	15 6%	8 6%	3 3%	12 5%	25 4%	70 5%	3 3%	9 4%	64 5%
Have tried it once	1 *%	3 2%	1 *%	3 1%	6 1%	10 1%	3 3% f	2 1%	11 1%
Never	39 14%	30 21%	40 34% ab	69 27% a	121 22%	224 15%	18 17%	54 21% i	189 14%
Do not have access to device	30 11%	20 14%	44 37% abd	64 25% ab	126 23%	191 13%	25 24% f	54 21% i	163 12%

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



**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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**QP3H (QP11H) SHOWCARD How often, if at all, do you access the radio via - Car radio (AM). (SINGLE CODE)**

Base : Those who listen to radio

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	i
Unweighted total	292	178	142	320	657	1607	107	323	1401
Effective Weighted Sample	268	167	133	299	601	1482	93	283	1298
Total	275	139	118	257	559	1486	104	261	1341
Every day	31 11% cd	10 7%	5 4%	15 6%	45 8%	145 10%	13 12%	23 9%	136 10%
At least weekly	43 16% cd	15 11%	7 6%	22 8%	52 9%	161 11%	13 13%	29 11%	144 11%
At least monthly	4 2%	6 4%	2 2%	8 3%	14 2%	39 3%	2 2%	7 3%	37 3%
Have tried it once	8 3%	3 2%	1 1%	4 1%	12 2%	34 2%	5 5%	6 2%	33 2%
Never	115 42%	67 48%	50 43%	117 45%	246 44%	694 47%	34 33%	115 44%	622 46%
Do not have access to device	74 27%	38 28%	54 45%	92 36%	190 34%	412 28%	36 35%	82 31%	368 27%

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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**QP31 (QP11) SHOWCARD How often, if at all, do you access the radio via - Car radio (DAB). (SINGLE CODE)**

Base : Those who listen to radio

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	i
Unweighted total	292	178	142	320	657	1607	107	323	1401
Effective Weighted Sample	268	167	133	299	601	1482	93	283	1298
Total	275	139	118	257	559	1486	104	261	1341
Every day	10 4% cd	1 1%	- -%	1 *%	7 1%	28 2%	- -%	4 1%	24 2%
At least weekly	4 1%	3 2%	2 1%	4 2%	6 1%	23 2%	1 1%	7 2%	21 2%
At least monthly	- -%	2 1%	1 1%	3 1%	4 1%	5 *%	* *%	2 1%	4 *%
Have tried it once	* *%	- -%	- -%	- -%	* *%	* *%	- -%	1 *%	- -%
Never	99 36%	66 48% a	48 41%	114 44% a	230 41%	616 41%	44 42%	107 41%	558 42%
Do not have access to device	162 59% b	67 48%	68 57%	135 52%	312 56%	813 55%	58 56%	142 54%	734 55%

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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**WHETHER EVER USE DIGITAL RADIO**

Base : Those who listen to radio

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	i
Unweighted total	292	178	142	320	657	1607	107	323	1401
Effective Weighted Sample	268	167	133	299	601	1482	93	283	1298
Total	275	139	118	257	559	1486	104	261	1341
YES, EVER USED	169	64	39	103	263	873	54	148	792
	61%	46%	33%	40%	47%	59%	52%	57%	59%
	bcd	c							
YES, USE AT LEAST MONTHLY	155	63	36	99	244	805	48	135	730
	56%	45%	30%	38%	44%	54%	46%	52%	54%
	bcd	c							

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	i
Unweighted total	334	219	188	407	864	1931	160	402	1702
Effective Weighted Sample	305	203	174	376	787	1776	140	352	1573
Total	311	169	156	325	733	1769	156	319	1618
Can use to make and receive calls	285 92%	162 96%	149 95%	311 96%	568 77% a	1477 83%	125 81%	262 82%	1345 83%
Can receive but not make calls/ incoming only	- -%	1 1%	1 1%	2 1%	6 1%	12 1%	2 1%	1 *%	12 1%
Line not working properly/ needs to be repaired	1 *%	- -%	- -%	- -%	2 *%	6 *%	* *%	2 1%	5 *%
No, do not have landline phone	25 8% bd	5 3%	7 4%	12 4%	156 21%	273 15%	28 18%	53 17%	255 16%
Don't know	- -%	1 *%	- -%	1 *%	2 *%	2 *%	- -%	1 *%	1 *%
<b>HOUSEHOLD PHONE OWNERSHIP</b>									
FIXED ONLY	17 5%	34 20% a	57 36% abd	90 28% ab	101 14%	110 6%	5 3%	52 16% i	63 4%
FIXED & MOBILE	269 87% bcd	129 76% cd	93 60%	222 68% c	474 65%	1384 78%	123 79%	213 67%	1299 80% h
MOBILE ONLY	23 7% bcd	3 2%	3 2%	7 2%	147 20%	264 15%	27 17%	49 15%	250 15%
ALL FIXED	286 92%	163 97% a	150 96%	313 96% a	575 78%	1495 84%	128 82%	265 83%	1362 84%

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
	a	b	c	d	e	f	g	h	i
Significance Level: 95%									
Effective Weighted Sample	305	203	174	376	787	1776	140	352	1573
ALL MOBILE	292	133	97	230	623	1650	150	263	1550
	94%	79%	62%	71%	85%	93%	96%	82%	96%
	bcd	cd		c					h
NEITHER	2	2	3	5	9	8	1	4	5
	1%	1%	2%	1%	1%	*%	1%	1%	*%
								i	

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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

Base : Those with a landline phone at home

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	i
Unweighted total	306	210	178	388	682	1628	125	333	1431
Effective Weighted Sample	280	195	165	360	624	1498	110	295	1324
Total	286	163	150	313	575	1495	128	265	1362
Yes to make calls	281	161	150	311	560	1443	124	261	1311
	98%	99%	100%	99%	97%	97%	97%	98%	96%
Yes to receive calls	258	148	132	280	521	1330	114	238	1208
	90%	91%	88%	90%	91%	89%	89%	90%	89%
Yes for internet access	144	52	26	79	210	748	61	101	714
	50%	32%	17%	25%	36%	50%	48%	38%	52%
	bcd	c							h
TOTAL PERSONALLY USE	282	163	150	313	567	1474	126	263	1341
	99%	100%	100%	100%	98%	99%	98%	99%	98%
No do not use landline at home	3	*	-	*	8	19	1	2	18
	1%	*%	-%	*%	1%	1%	1%	1%	1%
Don't know	1	-	-	-	1	2	1	-	3
	*%	-%	-%	-%	*%	*%	1%	-%	*%

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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**QC3A (QC21a). SHOWCARD Which of these suppliers do you use for your home landline service? (MULTICODE)**

Base : Those with a landline phone at home

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	i
Unweighted total	306	210	178	388	682	1628	125	333	1431
Effective Weighted Sample	280	195	165	360	624	1498	110	295	1324
Total	286	163	150	313	575	1495	128	265	1362
BT	175	103	107	210	345	839	68	157	754
	61%	63%	72%	67%	60%	56%	53%	59%	55%
Virgin Media (previously NTL/ TeleWest)	43	22	9	31	89	261	26	47	240
	15%	13%	6%	10%	15%	17%	20%	18%	18%
	cd	c							
Talk Talk/Carphone Warehouse	39	21	19	39	79	187	22	34	172
	14%	13%	13%	13%	14%	13%	17%	13%	13%
SkyTalk	16	7	-	7	27	123	10	12	124
	6%	4%	-%	2%	5%	8%	8%	4%	9%
	cd	c							h
Post Office	5	3	7	9	13	25	2	3	24
	2%	2%	4%	3%	2%	2%	1%	1%	2%
Tiscali	5	1	-	1	1	17	1	3	15
	2%	1%	-%	*%	*%	1%	1%	1%	1%
	d								
Other	10	11	9	20	29	62	-	14	49
	3%	7%	6%	6%	5%	4%	-%	5%	4%
						g			
Don't know	-	1	2	3	5	18	1	1	18
	-%	1%	1%	1%	1%	1%	1%	1%	1%

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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**QC3B (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	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	i
Unweighted total	306	210	178	388	682	1628	125	333	1431
Effective Weighted Sample	280	195	165	360	624	1498	110	295	1324
Total	286	163	150	313	575	1495	128	265	1362
BT	170	99	105	204	335	813	66	153	731
	59%	61%	70%	65%	58%	54%	52%	58%	54%
Virgin Media (including NTL and Telewest)	43	22	9	31	89	259	26	47	238
	15%	13%	6%	10%	15%	17%	20%	18%	17%
	cd	c							
Talk Talk/Carphone Warehouse	39	21	18	38	78	186	22	33	172
	14%	13%	12%	12%	14%	12%	17%	13%	13%
SkyTalk	16	7	-	7	27	123	10	12	124
	6%	4%	-%	2%	5%	8%	8%	4%	9%
	cd	c							h
Post Office	5	3	7	9	13	25	2	3	24
	2%	2%	4%	3%	2%	2%	1%	1%	2%
Tiscali	4	1	-	1	1	15	1	3	13
	1%	1%	-%	*%	*%	1%	1%	1%	1%
Other	9	10	9	19	26	56	-	13	43
	3%	6%	6%	6%	5%	4%	-%	5%	3%
						g			
Don't know	-	1	2	3	5	18	1	1	18
	-%	1%	1%	1%	1%	1%	1%	1%	1%

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



**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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**QC4 (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	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	~a	~b	~c	~d	e	f	~g	~h	i
Unweighted total	28	9	10	19	182	303	35	69	271
Effective Weighted Sample	26	8	9	17	164	277	32	57	249
Total	25	6	7	12	158	275	28	54	257
Certain to	**	**	**	**	5	13	**	**	10
	**	**	**	**	3%	5%	**	**	4%
Very likely	**	**	**	**	7	11	**	**	11
	**	**	**	**	4%	4%	**	**	4%
Likely	**	**	**	**	7	21	**	**	20
	**	**	**	**	5%	8%	**	**	8%
TOTAL LIKELY	**	**	**	**	19	46	**	**	40
	**	**	**	**	12%	17%	**	**	16%
Unlikely	**	**	**	**	23	37	**	**	32
	**	**	**	**	14%	14%	**	**	12%
Very unlikely	**	**	**	**	35	60	**	**	67
	**	**	**	**	22%	22%	**	**	26%
Certain not to	**	**	**	**	64	100	**	**	87
	**	**	**	**	40%	36%	**	**	34%
TOTAL UNLIKELY	**	**	**	**	121	197	**	**	186
	**	**	**	**	77%	72%	**	**	72%
Don't know	**	**	**	**	18	32	**	**	31
	**	**	**	**	11%	12%	**	**	12%

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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**QC5 (QC7b). Why are you unlikely to get a landline phone at home in the next 12 months? (MULTICODE) UNPROMPTED**

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

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	~a	~b	~c	~d	e	f	~g	~h	i
Unweighted total	24	5	9	14	139	218	28	51	197
Effective Weighted Sample	22	5	8	13	124	199	26	43	180
Total	21	3	6	9	121	197	22	38	186
Happy to use mobile phone instead	**	**	**	**	63	117	**	**	116
	**	**	**	**	52%	60%	**	**	62%
No need	**	**	**	**	39	71	**	**	70
	**	**	**	**	33%	36%	**	**	38%
Too expensive generally	**	**	**	**	30	43	**	**	39
	**	**	**	**	25%	22%	**	**	21%
Line rental is too expensive	**	**	**	**	15	25	**	**	17
	**	**	**	**	12%	13%	**	**	9%
Call charges are too expensive	**	**	**	**	14	18	**	**	16
	**	**	**	**	11%	9%	**	**	9%
Can't afford it	**	**	**	**	12	11	**	**	11
	**	**	**	**	10%	6%	**	**	6%
Other	**	**	**	**	10	19	**	**	14
	**	**	**	**	9%	10%	**	**	8%
ANY INVOLUNTARY REASONS	**	**	**	**	51	74	**	**	61
	**	**	**	**	43%	37%	**	**	33%
ANY VOLUNTARY REASONS	**	**	**	**	92	158	**	**	156
	**	**	**	**	76%	80%	**	**	84%
ONLY VOLUNTARY REASONS	**	**	**	**	69	123	**	**	124
	**	**	**	**	57%	63%	**	**	67%
Don't know	**	**	**	**	1	-	**	**	1
	**	**	**	**	*%	-%	**	**	*%

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

Any break column with 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. SHOWCARD Thinking about landline phones, do you ever have/ think you might have (if do not currently have landline) difficulties with any of the following? (MULTICODE)**

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
	a	b	c	d	e	f	g	h	i
Significance Level: 95%									
Unweighted total	334	219	188	407	864	1931	160	402	1702
Effective Weighted Sample	305	203	174	376	787	1776	140	352	1573
Total	311	169	156	325	733	1769	156	319	1618
Hearing the phone ring, even with the volume turned up	7 2%	4 3%	14 9% ab	18 6% a	23 3%	35 2%	- -%	25 8% i	8 1%
Hearing the person on the other end of the line in a conversation even with the volume turned up	4 1%	6 4%	13 8% a	19 6% a	22 3%	34 2%	- -%	26 8% i	8 *%
Seeing a digital display	5 2%	3 2%	3 2%	5 2%	13 2%	16 1%	2 1%	10 3% i	6 *%
Holding the handset to your ear	1 *%	3 2%	2 1%	6 2%	11 1%	15 1%	2 1%	12 4% i	5 *%
Picking up the handset when the phone rings	3 1%	- -%	5 3% b	5 2%	11 2%	14 1%	1 *%	12 4% i	3 *%
Seeing the numbers used to dial with	2 1%	3 2%	4 3%	7 2%	10 1%	11 1%	1 1%	9 3% i	4 *%
Pressing the buttons on the phone	1 *%	3 2%	3 2%	6 2%	9 1%	10 1%	1 *%	8 3% i	4 *%

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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**QC6. SHOWCARD Thinking about landline phones, do you ever have/ think you might have (if do not currently have landline) difficulties with any of the following? (MULTICODE)**

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	i
Unweighted total	334	219	188	407	864	1931	160	402	1702
Effective Weighted Sample	305	203	174	376	787	1776	140	352	1573
Total	311	169	156	325	733	1769	156	319	1618
Any other difficulties	1 *%	2 1%	4 3%	6 2%	6 1%	12 1%	- -%	5 2%	7 *%
No, none	291 94% cd	150 89% c	120 77%	270 83%	657 90%	1650 93%	150 96%	251 79%	1557 96% h
Don't know	3 1%	2 1%	2 1%	4 1%	9 1%	20 1%	2 2%	5 2%	20 1%

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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

Base : All respondents

		AGE				AGE/SEG	EMG		DISABILITY	
		55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total		334	219	188	407	864	1931	160	402	1702
Effective Weighted Sample		305	203	174	376	787	1776	140	352	1573
Total		311	169	156	325	733	1769	156	319	1618
One	(1.0)	80 26%	63 38%	69 44%	133 41%	259 35%	404 23%	27 17%	104 32%	325 20%
			a	a	a				i	
Two	(2.0)	135 43%	57 33%	25 16%	81 25%	215 29%	651 37%	58 37%	88 28%	628 39%
		bcd	cd		c				h	
Three	(3.0)	44 14%	11 6%	2 1%	13 4%	79 11%	299 17%	29 19%	38 12%	294 18%
		bcd	c						h	
Four or more	(4.0)	33 11%	2 1%	1 1%	3 1%	70 9%	295 17%	36 23%	34 11%	302 19%
		bcd							h	
None	(0.0)	18 6%	36 21%	60 38%	95 29%	110 15%	119 7%	6 4%	56 18%	68 4%
			a	abd	ab				i	
Don't know		- -%	- -%	- -%	- -%	- -%	1 *%	- -%	- -%	1 *%
Mean mobiles in household		2.0 bcd	1.3 cd	.8	1.1 c	1.6	2.1	2.4 f	1.7	2.3 h
Standard deviation		1.03	.92	.78	.89	1.15	1.15	1.13	1.21	1.11
Standard error		.06	.06	.06	.04	.04	.03	.09	.06	.03
<b>HOUSEHOLD PHONE OWNERSHIP</b>										
FIXED ONLY		17 5%	34 20%	57 36%	90 28%	101 14%	110 6%	5 3%	52 16%	63 4%
			a	abd	ab				i	
FIXED & MOBILE		269 87%	129 76%	93 60%	222 68%	474 65%	1384 78%	123 79%	213 67%	1299 80%
		bcd	cd		c				h	

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

Any break column with 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	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	i
Effective Weighted Sample	305	203	174	376	787	1776	140	352	1573
MOBILE ONLY	23 7%	3 2%	3 2%	7 2%	147 20%	264 15%	27 17%	49 15%	250 15%
	bcd								
ALL FIXED	286 92%	163 97%	150 96%	313 96%	575 78%	1495 84%	128 82%	265 83%	1362 84%
		a		a					
ALL MOBILE	292 94%	133 79%	97 62%	230 71%	623 85%	1650 93%	150 96%	263 82%	1550 96%
	bcd	cd		c					h
NEITHER	2 1%	2 1%	3 2%	5 1%	9 1%	8 *%	1 1%	4 1%	5 *%
								i	

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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

**QD2. Do you personally use a mobile phone? (SINGLE CODE)**

Base : All respondents

		AGE				AGE/SEG	EMG		DISABILITY	
		55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total		334	219	188	407	864	1931	160	402	1702
Effective Weighted Sample		305	203	174	376	787	1776	140	352	1573
Total		311	169	156	325	733	1769	156	319	1618
No	(0.0)	12 4%	12 7%	9 6%	21 6%	36 5%	48 3%	4 2%	18 6% i	32 2%
1	(1.0)	261 84% bcd	117 70% c	86 55%	204 63%	555 76%	1485 84%	138 88%	227 71%	1406 87% h
2	(2.0)	18 6% bcd	3 2%	1 *	3 1%	24 3%	94 5%	7 4%	14 5%	89 5%
3	(3.0)	- -%	1 1%	1 1%	2 1%	4 1%	9 *% 1%	2 1%	3 1%	8 1%
4 or more	(4.0)	2 1%	- -%	- -%	- -%	4 1%	16 1%	- -%	1 *% i	14 1%
No mobiles in household	(0.0)	18 6%	36 21% a	60 38% abd	95 29% ab	110 15%	119 7%	6 4%	56 18% i	68 4%
Mean mobiles used		1.0 bcd	.7 c	.6	.7	.9	1.0	1.0	.8	1.0 h
Standard deviation		.46	.51	.54	.53	.53	.50	.39	.56	.47
Standard error		.03	.03	.04	.03	.02	.01	.03	.03	.01
<b>PERSONALLY USE MOBILE</b>										
Yes		280 90% bcd	121 72% c	88 56%	209 64%	587 80%	1603 91%	146 94%	246 77% i	1518 94% h
No		30 10%	47 28% a	69 44% ab	116 36% a	146 20%	166 9%	9 6%	74 23% i	101 6%

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

Any break column with 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	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	i
Unweighted total	300	156	102	258	684	1728	149	305	1585
Effective Weighted Sample	274	146	94	239	623	1590	131	263	1465
Total	280	121	88	209	587	1603	146	246	1518
O2 (formerly BTCellnet)	55 20%	32 26%	14 16%	46 22%	154 26%	429 27%	38 26%	63 25%	414 27%
Orange	69 25%	28 23%	22 26%	50 24%	130 22%	392 24%	28 19%	66 27%	357 23%
Vodafone	73 26%	23 19%	19 22%	42 20%	119 20%	368 23%	21 14%	58 24%	337 22%
TMobile (formerly One2One)	30 11%	8 7%	8 9%	17 8%	66 11%	171 11%	40 27%	19 8%	190 13%
Virgin Media/ Any Virgin	16 6%	9 8%	11 12%	20 9%	39 7%	80 5%	4 3%	12 5%	71 5%
3	7 2%	3 2%	1 1%	4 2%	23 4%	62 4%	13 9%	7 3%	68 4%
Tesco	17 6%	8 7%	3 3%	11 5%	24 4%	56 4%	- -%	10 4%	45 3%
Other	7 3%	1 1%	1 1%	2 1%	9 2%	17 1%	2 1%	5 2%	14 1%
Don't know	6 2%	9 7%	9 10%	17 8%	23 4%	27 2%	1 1%	6 3%	21 1%

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



**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

Any break column with 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	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	i
Unweighted total	300	156	102	258	684	1728	149	305	1585
Effective Weighted Sample	274	146	94	239	623	1590	131	263	1465
Total	280	121	88	209	587	1603	146	246	1518
Prepay/ Pay as you go	185	95	81	176	445	896	73	164	809
	66%	78%	92%	84%	76%	56%	50%	67%	53%
		a	ab	a				i	
Postpay/ monthly contract	93	26	6	32	141	702	73	81	704
	33%	21%	7%	15%	24%	44%	50%	33%	46%
	bcd	c		c					h
Other	-	-	-	-	-	2	-	-	2
	-%	-%	-%	-%	-%	*%	-%	-%	*%
Don't know	2	1	1	1	1	3	-	1	3
	1%	*%	1%	1%	*%	*%	-%	*%	*%
<b>CONTRACT TYPE</b>									
Subsidised handset	76	24	5	29	129	622	70	71	631
	27%	20%	6%	14%	22%	39%	48%	29%	42%
	cd	c		c			f		h
SIM only	10	1	-	1	9	60	3	7	55
	4%	1%	-%	*%	2%	4%	2%	3%	4%
	d								

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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**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	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	~a	~b	~c	~d	e	f	~g	~h	i
Unweighted total	90	32	7	39	151	711	68	87	698
Effective Weighted Sample	83	31	7	38	138	663	60	73	655
Total	93	26	6	32	141	702	73	81	704
Handset and contract	**	**	**	**	129	622	**	**	631
	**	**	**	**	92%	89%	**	**	90%
SIM card only	**	**	**	**	9	60	**	**	55
	**	**	**	**	7%	9%	**	**	8%
Don't know	**	**	**	**	2	19	**	**	17
	**	**	**	**	2%	3%	**	**	2%

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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**QD6 (QD27). SHOWCARD How likely is it that you will get a mobile phone in the next 12 months? (SINGLE CODE)**

Base : Those without a mobile phone

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	~a	~b	~c	d	e	f	~g	~h	i
Unweighted total	34	63	86	149	180	203	11	97	117
Effective Weighted Sample	32	58	80	137	166	189	10	90	109
Total	30	47	69	116	146	166	9	74	101
Certain to	**	**	**	2	2	3	**	**	3
	**	**	**	1%	1%	2%	**	**	3%
Very likely	**	**	**	2	4	6	**	**	3
	**	**	**	2%	3%	3%	**	**	3%
Likely	**	**	**	1	5	6	**	**	3
	**	**	**	1%	3%	3%	**	**	3%
TOTAL LIKELY	**	**	**	5	11	15	**	**	9
	**	**	**	5%	7%	9%	**	**	9%
Unlikely	**	**	**	9	11	16	**	**	15
	**	**	**	8%	8%	9%	**	**	15%
Very unlikely	**	**	**	19	26	28	**	**	15
	**	**	**	16%	18%	17%	**	**	15%
Certain not to	**	**	**	73	85	94	**	**	51
	**	**	**	63%	58%	56%	**	**	51%
TOTAL UNLIKELY	**	**	**	100	122	138	**	**	81
	**	**	**	86%	84%	83%	**	**	81%
Don't know	**	**	**	11	13	14	**	**	10
	**	**	**	9%	9%	9%	**	**	10%

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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**QD7 (QD38). Why are you unlikely to get a mobile phone at home in the next 12 months? (MULTICODE) UNPROMPTED**

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

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	~a	~b	~c	d	e	f	~g	~h	~i
Unweighted total	25	50	78	128	150	166	7	80	93
Effective Weighted Sample	23	46	72	118	137	153	6	74	86
Total	23	38	62	100	122	138	6	61	81
No need	**	**	**	78	86	99	**	**	**
	**	**	**	77%	71%	72%	**	**	**
Satisfied with using home phones/ other phones	**	**	**	13	16	19	**	**	**
	**	**	**	13%	13%	14%	**	**	**
Don't know how you use mobile phones	**	**	**	12	14	15	**	**	**
	**	**	**	12%	11%	11%	**	**	**
Can't afford it	**	**	**	3	8	8	**	**	**
	**	**	**	3%	7%	6%	**	**	**
Other	**	**	**	20	30	37	**	**	**
	**	**	**	20%	25%	27%	**	**	**
ANY INVOLUNTARY REASONS	**	**	**	25	36	39	**	**	**
	**	**	**	25%	29%	28%	**	**	**
ANY VOLUNTARY REASONS	**	**	**	85	100	114	**	**	**
	**	**	**	85%	81%	83%	**	**	**
ONLY VOLUNTARY REASONS	**	**	**	71	82	94	**	**	**
	**	**	**	71%	67%	68%	**	**	**

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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**QD8 (QD6). SHOWCARD Thinking about mobile phones, do you ever have/ think you might have difficulties with any of the following? (MULTICODE)**

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
	a	b	c	d	e	f	g	h	i
Significance Level: 95%									
Unweighted total	334	219	188	407	864	1931	160	402	1702
Effective Weighted Sample	305	203	174	376	787	1776	140	352	1573
Total	311	169	156	325	733	1769	156	319	1618
Navigating the phone's menu system to use the different features on your phone	18 6%	18 11% a	17 11% a	35 11% a	48 6%	62 4%	2 1%	34 11% i	30 2%
Writing text messages	19 6%	12 7%	15 10%	27 8%	36 5%	52 3%	2 1%	19 6% i	34 2%
Pressing the buttons on your mobile phone	11 3%	8 5%	7 5%	15 5%	24 3%	32 2%	1 *%	21 7% i	12 1%
Seeing and being able to read the digital display	9 3%	6 3%	10 7%	16 5%	24 3%	31 2%	2 1%	20 6% i	12 1%
Hearing the person on the other end of the line in a conversation, even with the volume turned up	7 2%	6 3%	10 6% a	15 5%	22 3%	33 2%	* *%	26 8% i	7 *%
Hearing the phone ring, even with the volume turned up	5 2%	3 2%	8 5% a	12 4%	18 2%	27 2%	- -%	22 7% i	3 *%
Seeing the numbers used to dial with	10 3%	6 3%	6 4%	12 4%	17 2%	24 1%	1 *%	12 4% i	12 1%

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

Any break column with 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 (QD6). SHOWCARD Thinking about mobile phones, do you ever have/ think you might have difficulties with any of the following? (MULTICODE)**

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	i
Unweighted total	334	219	188	407	864	1931	160	402	1702
Effective Weighted Sample	305	203	174	376	787	1776	140	352	1573
Total	311	169	156	325	733	1769	156	319	1618
Holding the mobile phone to your ear	3 1%	5 3%	4 2%	8 3%	14 2%	17 1%	1 *%	13 4% i	5 *%
Picking up the handset when your mobile rings	3 1%	3 2%	4 2%	7 2%	12 2%	14 1%	2 1%	8 3% i	6 *%
Any other difficulties	4 1%	3 2%	4 2%	7 2%	15 2%	35 2%	3 2%	6 2%	32 2%
No, none	257 83% bcd	115 68%	93 60%	208 64%	571 78%	1529 86%	144 93% f	211 66%	1476 91% h
Don't know	5 2%	13 7% a	20 13% a	33 10% a	39 5%	45 3%	3 2%	15 5% i	32 2%

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	i
Unweighted total	334	219	188	407	864	1931	160	402	1702
Effective Weighted Sample	305	203	174	376	787	1776	140	352	1573
Total	311	169	156	325	733	1769	156	319	1618
Yes - PC	174	60	35	96	254	928	81	126	891
	56%	36%	23%	29%	35%	52%	52%	39%	55%
	bcd	c							h
Yes - laptop	144	48	18	66	252	912	86	110	894
	46%	29%	12%	20%	34%	52%	55%	34%	55%
	bcd	cd		c					h
TOTAL YES	239	88	46	133	412	1373	125	183	1325
	77%	52%	29%	41%	56%	78%	80%	57%	82%
	bcd	cd		c					h
No	72	81	111	192	321	397	31	136	293
	23%	48%	71%	59%	44%	22%	20%	43%	18%
		a	abd	ab				i	

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	i
Unweighted total	334	219	188	407	864	1931	160	402	1702
Effective Weighted Sample	305	203	174	376	787	1776	140	352	1573
Total	311	169	156	325	733	1769	156	319	1618
Yes - have access and use at home	222 71% bcd	76 45% cd	40 26%	116 36% c	365 50%	1289 73%	121 78%	157 49%	1265 78% h
Yes - have access but don't use at home	14 4%	7 4%	4 3%	11 3%	25 3%	40 2%	4 3%	18 6% i	26 2%
No do not have access at home	75 24%	83 49% a	110 71% abd	193 60% ab	337 46%	433 24%	29 19%	142 45% i	323 20%
Don't know	- -%	3 2% a	2 1%	5 1% a	6 1%	6 *%	1 1%	2 1%	5 *%
<b>INTERNET ACCESS AT HOME</b>									
YES	235 76% bcd	83 49% cd	44 28%	127 39% c	390 53%	1330 75%	126 81%	175 55%	1291 80% h
NO	75 24%	83 49% a	110 71% abd	193 60% ab	337 46%	433 24%	29 19%	142 45% i	323 20%

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



**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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**QE3 (IN6). SHOWCARD Do you ever access the internet anywhere other than in your home at all? IF YES: Where is that? (MULTICODE)**

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	i
Unweighted total	334	219	188	407	864	1931	160	402	1702
Effective Weighted Sample	305	203	174	376	787	1776	140	352	1573
Total	311	169	156	325	733	1769	156	319	1618
Your workplace	66 21% bcd	5 3% c	- -%	5 1%	35 5%	413 23%	45 29%	25 8%	435 27% h
In someone else's home	20 6% cd	8 5% c	1 *% *	9 3%	55 7%	151 9% g	5 3%	26 8%	137 8%
Anywhere - using a 3G mobile phone	3 1%	- -%	- -%	- -%	14 2%	101 6%	6 4%	14 4%	95 6%
Library	11 4% c	5 3%	1 1%	5 2%	30 4%	81 5%	8 5%	14 4%	78 5%
School/ college	4 1%	2 1%	- -%	2 1%	12 2%	79 4%	9 6%	7 2%	82 5% h
University	2 1%	- -%	- -%	- -%	2 *% *	47 3%	8 5%	4 1%	52 3%
Anywhere - using Wi-Fi/ wireless broadband and a laptop/ portable media player/ games player	4 1%	1 *% *	- -%	1 *% *	6 1%	48 3%	6 4%	5 2%	48 3%
Internet cafe	5 2%	3 2%	- -%	3 1%	9 1%	38 2%	4 2%	4 1%	39 2%
Other	6 2%	3 2%	2 1%	5 1%	6 1%	24 1%	- -%	6 2%	19 1%
No, do not	213 69%	148 88% a	153 98% abd	301 92% a	591 81%	1011 57%	81 52%	237 74% i	854 53%

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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**QE3 (IN6). SHOWCARD Do you ever access the internet anywhere other than in your home at all? IF YES: Where is that? (MULTICODE)**

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	i
Unweighted total	334	219	188	407	864	1931	160	402	1702
Effective Weighted Sample	305	203	174	376	787	1776	140	352	1573
Total	311	169	156	325	733	1769	156	319	1618
EVER USE INTERNET AT HOME OR ELSEWHERE	237	84	42	126	419	1411	128	179	1377
	76%	50%	27%	39%	57%	80%	83%	56%	85%
	bcd	cd		c					h

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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**QE4 (QE23). SHOWCARD And how often do you personally use the Internet nowadays either at home or elsewhere? (SINGLE CODE)**

Base : Those who use the internet at home or elsewhere

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	a	b	~c	d	e	f	g	h	i
Unweighted total	248	108	49	157	478	1488	130	208	1422
Effective Weighted Sample	228	102	46	148	436	1374	113	178	1318
Total	237	84	42	126	419	1411	128	179	1377
Every day	139 59% d	43 50%	** **	55 44%	203 49%	907 64%	94 73%	99 56%	907 66% h
Several times a week	51 21%	15 18%	** **	26 21%	98 23%	269 19%	23 18%	29 16%	270 20%
At least once a week	22 9%	10 12%	** **	18 14%	47 11%	115 8%	8 6%	21 12% i	103 7%
At least once a month	3 1%	3 4%	** **	8 6% a	27 6%	44 3%	1 *%	12 7% i	34 2%
A few times a year	8 3%	2 3%	** **	2 2%	11 3%	21 1%	2 1%	4 2%	18 1%
Less than once a year	- -%	1 1%	** **	1 1%	2 *%	3 *%	- -%	1 1%	1 *%
Never	12 5%	9 11%	** **	14 11% a	25 6%	40 3%	2 1%	11 6% i	30 2%
TOTAL AT LEAST ONCE A WEEK	212 89% bd	68 80%	** **	99 78%	349 83%	1291 91%	124 97%	149 84%	1280 93% h
TOTAL EVER	223 94% d	74 88%	** **	110 87%	389 93%	1358 96%	126 98%	167 93%	1334 97% h
Don't know	2 1%	1 2%	** **	3 2%	5 1%	13 1%	1 *%	1 *%	13 1%

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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**QE5A (QE21). Before now, were you aware that you can access broadband services on your PC or laptop by using a mobile network? (SINGLE CODE)**

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	i
Unweighted total	334	219	188	407	864	1931	160	402	1702
Effective Weighted Sample	305	203	174	376	787	1776	140	352	1573
Total	311	169	156	325	733	1769	156	319	1618
Yes	199	70	26	95	387	1282	114	167	1241
	64%	41%	16%	29%	53%	72%	73%	52%	77%
	bcd	cd		c					h
No	110	93	122	215	325	464	38	146	355
	36%	55%	78%	66%	44%	26%	24%	46%	22%
		a	abd	ab				i	
Don't know	1	6	8	15	22	24	4	6	22
	*%	4%	5%	5%	3%	1%	3%	2%	1%
		a	a	a					

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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**QE5B (QE21b). And do you or anyone in your household access the internet in this way? (MULTICODE OPTIONS 1-2 ONLY)**

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

	AGE			AGE/SEG	EMG		DISABILITY		
	55-64	65-74	75+	65+ OR DE	NO	YES	YES	NO	
Significance Level: 95%	a	~b	~c	d	e	f	g	h	i
Unweighted total	211	94	32	126	448	1359	113	201	1283
Effective Weighted Sample	192	87	30	117	404	1251	98	171	1188
Total	199	70	26	95	387	1282	114	167	1241
While at home	14 7%	** **	** **	7 7%	52 13%	146 11%	18 16%	14 8%	152 12%
Outside the home	15 7%	** **	** **	3 3%	12 3%	79 6%	6 5%	9 5%	78 6%
Both at home and outside the home	19 10% d	** **	** **	- -%	26 7%	127 10%	12 11%	25 15% i	119 10%
TOTAL YES	48 24% d	** **	** **	10 10%	90 23%	351 27%	37 32%	48 29%	349 28%
No	143 72%	** **	** **	85 89% a	291 75%	912 71%	75 66%	118 71%	874 70%
Don't know	7 4%	** **	** **	1 1%	6 2%	19 1%	1 1%	1 1%	19 2%

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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**QE5B (QE21b). And do you or anyone in your household access the internet in this way? (SINGLE CODE)**

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	i
Unweighted total	334	219	188	407	864	1931	160	402	1702
Effective Weighted Sample	305	203	174	376	787	1776	140	352	1573
Total	311	169	156	325	733	1769	156	319	1618
While at home only	14 5%	4 3%	3 2%	7 2%	52 7%	146 8%	18 12%	14 4%	152 9% h
Outside the home only	15 5% cd	3 2%	- -%	3 1%	12 2%	79 4%	6 4%	9 3%	78 5%
Both at home and outside the home	19 6% bcd	- -%	- -%	- -%	26 4%	127 7%	12 8%	25 8%	119 7%
No	255 82%	161 96% a	154 98% a	315 97% a	637 87%	1400 79%	117 75%	271 85% i	1250 77%
Don't know	7 2% cd	1 *%	- -%	1 *%	6 1%	19 1%	1 1%	1 *%	19 1%

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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**QE6 (QE9). SHOWCARD Which of these methods does your household use to connect to the Internet at home? (MULTICODE)**

Base : Those with access to the internet at home

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	a	b	~c	d	e	f	g	h	i
Unweighted total	249	104	51	155	442	1402	125	209	1330
Effective Weighted Sample	228	99	48	147	403	1297	109	180	1236
Total	235	83	44	127	390	1330	126	175	1291
Ordinary phone line - dialup access	15 6%	5 6%	** **	10 8%	18 5%	44 3%	* **	10 6%	34 3%
Fixed Broadband ADSL through a phone line or cable service - always on, high speed access,	217 92%	76 92%	** **	115 91%	318 82%	1161 87%	107 85%	151 87%	1122 87%
Broadband through a mobile network - connecting via a USB stick or dongle	25 11% d	5 6%	** **	6 5%	66 17%	233 18%	27 22%	33 19%	237 18%
ISDN line - mid speed access, allows you to make voice calls at the same time as using the internet	- -%	- -%	** **	- -%	- -%	5 *%	1 1%	- -%	7 1%
TOTAL NARROWBAND	15 6%	5 6%	** **	10 8%	18 5%	49 4%	1 1%	10 6%	41 3%
TOTAL BROADBAND	227 96%	80 96%	** **	119 94%	369 95%	1283 96%	124 99%	164 94%	1252 97% h
MOBILE BROADBAND ONLY	10 4%	4 4%	** **	4 3%	51 13%	122 9%	17 13%	13 7%	130 10%
Other	1 *%	- -%	** **	- -%	3 1%	6 *%	- -%	* *%	6 *%
Don't know	2 1%	1 1%	** **	2 2%	8 2%	15 1%	* *%	6 3%	11 1%

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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**QE6 (QE9). SHOWCARD Which of these methods does your household use to connect to the Internet at home? (MULTICODE)**

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	i
Unweighted total	334	219	188	407	864	1931	160	402	1702
Effective Weighted Sample	305	203	174	376	787	1776	140	352	1573
Total	311	169	156	325	733	1769	156	319	1618
Ordinary phone line - dialup access	15 5%	5 3%	5 3%	10 3%	18 2%	44 2%	* *%	10 3%	34 2%
Fixed Broadband ADSL through a phone line or cable service - always on, high speed access,	217 70% bcd	76 45% cd	40 25%	115 36% c	318 43%	1161 66%	107 69%	151 47%	1122 69% h
Broadband through a mobile network - connecting via a USB stick or dongle	25 8% bcd	5 3%	1 1%	6 2%	66 9%	233 13%	27 17%	33 10%	237 15% h
ISDN line - mid speed access, allows you to make voice calls at the same time as using the internet	- -%	- -%	- -%	- -%	- -%	5 *%	1 *%	- -%	7 *%
TOTAL NARROWBAND	15 5%	5 3%	5 3%	10 3%	18 2%	49 3%	1 1%	10 3%	41 3%
TOTAL BROADBAND	227 73% bcd	80 47% cd	40 25%	119 37% c	369 50%	1283 73%	124 80%	164 51%	1252 77% h
MOBILE BROADBAND ONLY	10 3% cd	4 2%	- -%	4 1%	51 7%	122 7%	17 11%	13 4%	130 8% h
Other	1 *%	- -%	- -%	- -%	3 *%	6 *%	- -%	* *%	6 *%

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



**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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**QE6 (QE9). SHOWCARD Which of these methods does your household use to connect to the Internet at home? (MULTICODE)**

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	i
Unweighted total	334	219	188	407	864	1931	160	402	1702
Effective Weighted Sample	305	203	174	376	787	1776	140	352	1573
Total	311	169	156	325	733	1769	156	319	1618
Don't know	2 1%	1 *%	1 1%	2 1%	8 1%	15 1%	* *%	6 2%	11 1%
No internet access at home	75 24%	83 49%	110 71%	193 60%	337 46%	433 24%	29 19%	142 45%	323 20%
Columns Tested: a,b,c,d - f,g - h,i		a	abd	ab				i	

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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

Base : Those with access to the internet at home

	AGE			AGE/SEG		EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	a	b	~c	d	e	f	g	h	i
Unweighted total	249	104	51	155	442	1402	125	209	1330
Effective Weighted Sample	228	99	48	147	403	1297	109	180	1236
Total	235	83	44	127	390	1330	126	175	1291
Ordinary phone line - dialup access	7 3%	2 3%	** **	6 4%	11 3%	23 2%	* **	5 3%	18 1%
Fixed Broadband ADSL through a phone line or cable service - always on, high speed access,	215 91%	76 92%	** **	115 91%	317 81%	1146 86%	105 83%	151 87%	1104 86%
Broadband through a mobile network - connecting via a USB stick or dongle	12 5%	4 4%	** **	4 3%	52 13%	137 10%	19 15%	13 7%	148 11%
ISDN line - mid speed access, allows you to make voice calls at the same time as using the internet	- -%	- -%	** **	- -%	- -%	5 *%	1 1%	- -%	6 *%
TOTAL NARROWBAND	7 3%	2 3%	** **	6 4%	11 3%	27 2%	1 1%	5 3%	24 2%
TOTAL BROADBAND	227 96%	80 96%	** **	119 94%	369 95%	1283 96%	124 99%	164 94%	1252 97% h
Other	- -%	- -%	** **	- -%	1 *%	4 *%	- -%	- -%	4 *%
Don't know	2 1%	1 1%	** **	2 2%	8 2%	15 1%	* *%	6 3%	11 1%

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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**QE8 (QE10C). How many people aged 15 or over in your household (including yourself) could access the mobile Broadband connection in your home if they wanted to?**

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

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	~a	~b	~c	~d	~e	f	~g	~h	i
Unweighted total	24	6	1	7	62	220	26	29	220
Effective Weighted Sample	22	6	1	7	56	203	24	24	205
Total	21	5	1	5	58	214	24	29	218
1	**	**	**	**	**	61	**	**	60
	**	**	**	**	**	28%	**	**	28%
2	**	**	**	**	**	96	**	**	95
	**	**	**	**	**	45%	**	**	43%
3	**	**	**	**	**	26	**	**	26
	**	**	**	**	**	12%	**	**	12%
4	**	**	**	**	**	17	**	**	19
	**	**	**	**	**	8%	**	**	9%
5 or more	**	**	**	**	**	9	**	**	12
	**	**	**	**	**	4%	**	**	5%
Don't know	**	**	**	**	**	6	**	**	6
	**	**	**	**	**	3%	**	**	3%
Mean number of people	**	**	**	**	**	2.1	**	**	2.2
Standard deviation	**	**	**	**	**	1.36	**	**	1.47
Standard error	**	**	**	**	**	.09	**	**	.10

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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**QE9 (QE10B). How many people aged 15 or over in your household (including yourself) could access the Broadband connection in your home if they wanted to?**

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

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	a	~b	~c	d	e	f	~g	h	i
Unweighted total	202	78	36	114	321	1113	99	153	1069
Effective Weighted Sample	185	76	34	111	298	1031	87	131	994
Total	193	66	33	99	289	1061	104	130	1040
1	16 8%	**	**	21 21%	56 19%	94 9%	**	16 12%	85 8%
				a					
2	121 62%	**	**	70 71%	139 48%	556 52%	**	66 50%	539 52%
3	40 21%	**	**	6 6%	53 18%	218 21%	**	29 22%	213 20%
				d					
4	13 7%	**	**	2 2%	28 10%	138 13%	**	14 11%	144 14%
5 or more	3 2%	**	**	1 1%	9 3%	49 5%	**	5 4%	53 5%
Don't know	1 *%	**	**	- -%	4 1%	6 1%	**	- -%	6 1%
Mean number of people	2.3 d	**	**	1.9	2.3	2.5	**	2.5	2.6
Standard deviation	.86	**	**	.64	1.12	1.11	**	1.11	1.14
Standard error	.06	**	**	.06	.06	.03	**	.09	.03

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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

Base : Those with access to the internet at home

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	a	b	~c	d	e	f	g	h	i
Unweighted total	249	104	51	155	442	1402	125	209	1330
Effective Weighted Sample	228	99	48	147	403	1297	109	180	1236
Total	235	83	44	127	390	1330	126	175	1291
Virgin Media (NTL/ Telewest/ Blueyonder)	44 19%	13 16%	** **	18 15%	86 22%	286 21%	31 24%	37 21%	281 22%
BT Total Broadband	50 21%	17 20%	** **	24 19%	57 14%	244 18%	27 21%	24 14%	250 19%
Sky	20 9%	8 9%	** **	10 8%	43 11%	173 13%	13 11%	20 12%	170 13%
Talk Talk (Carphone Warehouse)	33 14%	17 20%	** **	33 26%	70 18%	166 13%	18 14%	23 13%	160 12%
AOL	23 10%	4 4%	** **	6 5%	21 5%	87 7%	3 2%	11 6%	77 6%
Orange (Wanadoo/ Freeserve)	6 3%	6 7%	** **	7 6%	17 4%	54 4%	3 3%	15 9%	43 3%
BT (other/ unspecified)	8 3%	3 4%	** **	5 4%	12 3%	49 4%	3 2%	3 2%	49 4%
'3'	4 2%	1 2%	** **	1 1%	19 5%	37 3%	6 5%	6 3%	41 3%
O2	3 1%	1 1%	** **	1 1%	13 3%	36 3%	8 6%	4 2%	40 3%
Tiscali/ Lineone/ Tiny online	5 2%	2 2%	** **	3 2%	4 1%	25 2%	1 1%	4 2%	22 2%
BT Yahoo	5 2%	2 2%	** **	3 3%	5 1%	23 2%	- -%	4 2%	18 1%

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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

Base : Those with access to the internet at home

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	a	b	~c	d	e	f	g	h	i
Unweighted total	249	104	51	155	442	1402	125	209	1330
Effective Weighted Sample	228	99	48	147	403	1297	109	180	1236
Total	235	83	44	127	390	1330	126	175	1291
Plusnet	8 3%	1 2%	**	2 2%	5 1%	15 1%	2 2%	4 2%	14 1%
BT Openworld	2 1%	1 1%	**	1 1%	1 *%	15 1%	2 2%	- -%	17 1%
T-Mobile	- -%	- -%	**	- -%	6 1%	11 1%	2 2%	1 *%	12 1%
Other	24 10%	7 9%	**	11 9%	32 8%	108 8%	8 6%	19 11%	96 7%
TOTAL BT	65 28%	22 27%	**	34 26%	75 19%	331 25%	31 25%	32 18%	334 26% h

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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**QE11 (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	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	~a	b	c	d	e	f	~g	h	i
Unweighted total	85	111	135	246	415	521	34	190	366
Effective Weighted Sample	77	100	124	223	379	475	31	171	334
Total	75	83	110	193	337	433	29	142	323
Certain to	**	*	1	1	7	15	**	4	13
	**	1%	1%	1%	2%	4%	**	3%	4%
Very likely	**	*	1	2	11	23	**	3	22
	**	1%	1%	1%	3%	5%	**	2%	7% h
Likely	**	-	3	3	29	51	**	9	51
	**	-%	2%	1%	8%	12%	**	6%	16% h
TOTAL LIKELY	**	1	5	6	47	89	**	16	87
	**	1%	4%	3%	14%	21%	**	11%	27% h
Unlikely	**	10	5	15	32	40	**	11	33
	**	12% c	4%	8%	9%	9%	**	8%	10%
Very unlikely	**	18	11	29	47	55	**	15	45
	**	21% c	10%	15%	14%	13%	**	11%	14%
Certain not to	**	45	78	123	166	187	**	80	108
	**	54%	71% b	64%	49%	43%	**	56% i	33%
TOTAL UNLIKELY	**	73	94	167	245	283	**	107	185
	**	87%	85%	86%	73%	65%	**	75% i	57%
Don't know	**	10	11	21	46	62	**	20	51
	**	12%	10%	11%	14%	14%	**	14%	16%

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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**QE24A (QE25A). Why are you unlikely to get Internet access at home in the next 12 months? (MULTICODE) UNPROMPTED**

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

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	~a	~b	c	d	e	f	~g	h	i
Unweighted total	67	97	116	213	310	355	16	149	223
Effective Weighted Sample	61	87	105	193	280	327	15	138	204
Total	58	73	94	167	245	283	13	107	185
No need	**	**	53	99	133	149	**	56	95
	**	**	57%	60%	54%	53%	**	52%	51%
Don't want a computer	**	**	32	57	78	92	**	29	64
	**	**	34%	34%	32%	33%	**	27%	35%
Don't know how you use computers/ the internet	**	**	30	41	56	65	**	27	38
	**	**	31%	24%	23%	23%	**	25%	20%
Too old to use the internet	**	**	32	49	55	57	**	28	29
	**	**	34%	30%	22%	20%	**	26%	16%
								i	
Too expensive to set up	**	**	3	10	40	43	**	16	35
	**	**	4%	6%	16%	15%	**	15%	19%
Charges are too expensive	**	**	1	5	17	18	**	5	17
	**	**	1%	3%	7%	6%	**	5%	9%
Computer is too expensive to buy	**	**	1	3	16	20	**	3	17
	**	**	1%	2%	6%	7%	**	3%	9%
								h	
Not interested/ prefer to speak to people	**	**	8	12	15	17	**	8	9
	**	**	8%	7%	6%	6%	**	8%	5%
Don't have a phone line	**	**	-	2	10	15	**	5	10
	**	**	-%	1%	4%	5%	**	5%	5%
Concerned about security/ fraud	**	**	2	4	8	13	**	3	9
	**	**	2%	2%	3%	4%	**	3%	5%

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



**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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

**QE24A (QE25A). Why are you unlikely to get Internet access at home in the next 12 months? (MULTICODE) UNPROMPTED**

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

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	~a	~b	c	d	e	f	~g	h	i
Unweighted total	67	97	116	213	310	355	16	149	223
Effective Weighted Sample	61	87	105	193	280	327	15	138	204
Total	58	73	94	167	245	283	13	107	185
Friends/ family member checks things on the internet for me	**	**	5	5	10	12	**	7	5
	**	**	5%	3%	4%	4%	**	7%	3%
Other	**	**	3	8	11	21	**	6	15
	**	**	4%	5%	5%	8%	**	6%	8%
ANY INVOLUNTARY REASONS	**	**	54	85	136	154	**	63	96
	**	**	58%	51%	55%	54%	**	59%	52%
ANY VOLUNTARY REASONS	**	**	73	130	182	208	**	79	132
	**	**	77%	78%	74%	74%	**	74%	71%
ONLY VOLUNTARY REASONS	**	**	36	76	104	118	**	42	79
	**	**	39%	46%	43%	42%	**	39%	43%
Don't know	**	**	1	1	1	2	**	-	3
	**	**	1%	1%	1%	1%	**	-%	2%

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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**QE24B (QE25B). And, which one of these reasons is your MAIN reason for not getting internet access at home? (SINGLE CODE)**

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

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	~a	~b	c	d	e	f	~g	h	i
Unweighted total	67	97	116	213	310	355	16	149	223
Effective Weighted Sample	61	87	105	193	280	327	15	138	204
Total	58	73	94	167	245	283	13	107	185
No need	**	**	38	70	93	104	**	43	64
	**	**	40%	42%	38%	37%	**	40%	35%
Don't want a computer	**	**	13	25	38	42	**	10	36
	**	**	13%	15%	16%	15%	**	9%	19%
									h
Too old to use the internet	**	**	21	33	33	37	**	17	19
	**	**	22%	20%	14%	13%	**	15%	10%
Don't know how you use computers/ the internet	**	**	6	14	21	24	**	10	14
	**	**	6%	9%	8%	8%	**	10%	8%
Too expensive to set up	**	**	-	2	18	17	**	6	13
	**	**	-%	1%	7%	6%	**	6%	7%
Not interested/ prefer to speak to people	**	**	8	12	15	16	**	8	7
	**	**	8%	7%	6%	6%	**	8%	4%
Other	**	**	7	12	28	44	**	14	31
	**	**	8%	7%	12%	16%	**	13%	17%
ANY INVOLUNTARY REASONS	**	**	27	49	72	78	**	33	46
	**	**	29%	29%	29%	27%	**	31%	25%
ANY VOLUNTARY REASONS	**	**	59	106	146	161	**	61	106
	**	**	62%	64%	59%	57%	**	57%	57%
Don't know	**	**	1	1	1	2	**	-	3
	**	**	1%	1%	1%	1%	**	-%	2%

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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**QE13 (QE22). SHOWCARD Do you ever have/ think you might have difficulties doing any of the following? (MULTICODE)**

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	i
Unweighted total	334	219	188	407	864	1931	160	402	1702
Effective Weighted Sample	305	203	174	376	787	1776	140	352	1573
Total	311	169	156	325	733	1769	156	319	1618
Using the keyboard	9 3%	13 8%	14 9%	27 8%	39 5%	42 2%	5 3%	22 7%	24 1%
		a	a	a				i	
Using the mouse	8 3%	11 6%	11 7%	22 7%	30 4%	36 2%	3 2%	17 5%	21 1%
		a	a	a				i	
Seeing the letters and symbols on the keyboard	3 1%	9 6%	6 4%	16 5%	20 3%	21 1%	1 1%	11 4%	10 1%
		a	a	a				i	
Seeing the monitor display	4 1%	6 4%	6 4%	12 4%	17 2%	18 1%	1 *%	12 4%	7 *%
			a	a				i	
Any other difficulties	4 1%	4 2%	2 1%	6 2%	10 1%	26 1%	- -%	7 2%	19 1%
None of these	269 87%	113 67%	80 51%	193 59%	545 74%	1541 87%	144 92%	227 71%	1468 91%
	bcd	c							h
Don't know	26 8%	34 20%	56 36%	90 28%	125 17%	141 8%	7 5%	55 17%	94 6%
		a	ab	a				i	

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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**QE14 (QE29). Before now, were you aware that you could make voice calls using the internet? (SINGLE CODE)**

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	i
Unweighted total	334	219	188	407	864	1931	160	402	1702
Effective Weighted Sample	305	203	174	376	787	1776	140	352	1573
Total	311	169	156	325	733	1769	156	319	1618
Yes	216	82	44	126	367	1223	105	163	1177
	69%	49%	28%	39%	50%	69%	68%	51%	73%
	bcd	cd		c					h
No	93	85	107	192	352	527	45	151	423
	30%	50%	69%	59%	48%	30%	29%	47%	26%
		a	abd	ab				i	
Don't know	2	2	5	7	15	20	5	5	19
	1%	1%	3%	2%	2%	1%	3%	2%	1%
							f		

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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**QE15 (QE29A). And do you or anyone in your household have access to internet voice services at home? (SINGLE CODE)**

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	i
Unweighted total	334	219	188	407	864	1931	160	402	1702
Effective Weighted Sample	305	203	174	376	787	1776	140	352	1573
Total	311	169	156	325	733	1769	156	319	1618
Yes	71	29	3	33	86	399	43	46	404
	23%	17%	2%	10%	12%	23%	28%	15%	25%
	cd	cd		c					h
No	232	139	150	288	636	1330	110	266	1177
	75%	82%	96%	89%	87%	75%	71%	83%	73%
		a	abd	ab				i	
Don't know	7	1	4	4	12	41	3	7	37
	2%	*%	2%	1%	2%	2%	2%	2%	2%

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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**QE16 (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 : Those with access to internet voice services at home

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	~a	~b	~c	~d	~e	f	~g	~h	i
Unweighted total	74	36	4	40	99	418	45	53	416
Effective Weighted Sample	68	34	4	38	90	389	39	46	388
Total	71	29	3	33	86	399	43	46	404
Yes & currently using	**	**	**	**	**	317	**	**	322
	**	**	**	**	**	79%	**	**	80%
Yes but stopped using	**	**	**	**	**	42	**	**	42
	**	**	**	**	**	11%	**	**	10%
TOTAL YES	**	**	**	**	**	359	**	**	364
	**	**	**	**	**	90%	**	**	90%
No never used	**	**	**	**	**	38	**	**	39
	**	**	**	**	**	10%	**	**	10%
Don't know	**	**	**	**	**	2	**	**	1
	**	**	**	**	**	*%	**	**	*%

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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**QE17 (QE31). Which supplier does/ did your household use to make voice calls using the internet? (SINGLE CODE)**

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

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	~a	~b	~c	~d	~e	f	~g	~h	i
Unweighted total	64	31	3	34	82	377	43	48	376
Effective Weighted Sample	59	30	3	33	74	351	38	42	350
Total	62	25	2	28	71	359	41	43	364
Skype	**	**	**	**	**	281	**	**	280
	**	**	**	**	**	78%	**	**	77%
MSN Messenger	**	**	**	**	**	24	**	**	26
	**	**	**	**	**	7%	**	**	7%
BT Broadband voice/Home Hub	**	**	**	**	**	15	**	**	14
	**	**	**	**	**	4%	**	**	4%
BT Communicator	**	**	**	**	**	8	**	**	10
	**	**	**	**	**	2%	**	**	3%
Other	**	**	**	**	**	6	**	**	5
	**	**	**	**	**	2%	**	**	1%
Don't know	**	**	**	**	**	18	**	**	19
	**	**	**	**	**	5%	**	**	5%

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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**QE18 (QF1). SHOWCARD Which of these statements comes closest to your own view? (SINGLE CODE)**

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
	a	b	c	d	e	f	g	h	i
Significance Level: 95%									
Unweighted total	334	219	188	407	864	1931	160	402	1702
Effective Weighted Sample	305	203	174	376	787	1776	140	352	1573
Total	311	169	156	325	733	1769	156	319	1618
Everybody should be allowed to choose for themselves what they look at on the Internet	58 19% bcd	14 8%	12 8%	26 8%	95 13%	342 19%	33 21%	44 14%	333 21% h
There should be some way of making sure harmful things are removed from the Internet	220 71% c	120 71%	97 62%	217 67%	495 68%	1213 69%	105 67%	216 68%	1111 69%
Neither of these	13 4%	5 3%	4 3%	10 3%	24 3%	59 3%	4 3%	9 3%	56 3%
Don't know	19 6%	29 17% a	43 28% ab	72 22% a	119 16%	155 9%	14 9%	51 16% i	119 7%

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



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**QE19 (QF2). If someone was concerned by anything they saw on the Internet, what organisation or organisations do you think they should contact? (MULTICODE)**

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
	a	b	c	d	e	f	g	h	i
Significance Level: 95%									
Unweighted total	334	219	188	407	864	1931	160	402	1702
Effective Weighted Sample	305	203	174	376	787	1776	140	352	1573
Total	311	169	156	325	733	1769	156	319	1618
Base for %	311	169	156	325	732	1768	156	319	1617
The Police	63 20% cd	25 15%	20 13%	45 14%	120 16%	360 20%	25 16%	54 17%	335 21%
Internet Service Provider (eg. AOL, Freeserve, etc.)	47 15% bcd	12 7%	5 3%	17 5%	70 10%	242 14%	17 11%	33 10%	233 14% h
OFCOM	34 11% bcd	9 6%	3 2%	12 4%	42 6%	175 10%	14 9%	14 4%	176 11% h
Trading Standards Office	6 2%	3 2%	1 1%	4 1%	13 2%	32 2%	4 2%	3 1%	31 2%
ASA (Advertising Standards Authority)	4 1%	2 1%	1 1%	3 1%	6 1%	27 2%	- -%	1 *%	26 2%
BBC (British Broadcasting Corporation)	6 2%	2 1%	2 1%	3 1%	8 1%	25 1%	1 *%	3 1%	24 2%
(OFTEL) Office Of Telecommunications	4 1%	3 2%	- -%	3 1%	6 1%	25 1%	- -%	4 1%	21 1%
TV complaints programmes/ Points of View/ Right to Reply/ Watchdog	- -%	* *%	2 2%	3 1%	5 1%	18 1%	- -%	2 *%	18 1%

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

Any break column with 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 (QF2). If someone was concerned by anything they saw on the Internet, what organisation or organisations do you think they should contact? (MULTICODE)**

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	i
Unweighted total	334	219	188	407	864	1931	160	402	1702
Effective Weighted Sample	305	203	174	376	787	1776	140	352	1573
Total	311	169	156	325	733	1769	156	319	1618
Government	5 2%	* *%	2 1%	2 1%	5 1%	16 1%	1 1%	1 *%	17 1%
Internet Watch Foundation	1 *%	1 *%	1 1%	2 1%	5 1%	13 1%	2 2%	* *%	14 1%
Friends / Family member	2 1%	2 1%	1 1%	3 1%	5 1%	12 1%	- -%	2 1%	10 1%
The website itself	1 *%	1 1%	1 1%	2 1%	5 1%	12 1%	- -%	2 1%	10 1%
(OFT) Office of Fair Trading	4 1%	- -%	- -%	- -%	2 *%	10 1%	1 1%	3 1%	8 1%
BSC (Broadcasting Standards Commission)	- -%	2 1%	- -%	2 1%	4 1%	6 *%	3 2% f	- -%	10 1%
Other	11 3%	9 5% c	2 1%	11 3%	26 4%	72 4%	9 6%	13 4%	70 4%
No organisation does this	8 3%	7 4%	1 1%	8 3%	18 2%	48 3%	2 1%	9 3%	41 3%
Don't know	155 50%	102 61% a	118 75% ab	220 68% a	453 62%	917 52%	88 57%	194 61% i	811 50%
No answer	-	-	-	-	1	1	-	-	1

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

Any break column with 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 (QF3). SHOWCARD Which, if any, of these have you heard of before now? (MULTICODE)**

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	i
Unweighted total	334	219	188	407	864	1931	160	402	1702
Effective Weighted Sample	305	203	174	376	787	1776	140	352	1573
Total	311	169	156	325	733	1769	156	319	1618
Controls offered by Internet service providers which allow you to restrict access to certain sites	141 46% bcd	41 24% c	22 14%	63 19%	231 32%	869 49%	66 42%	116 36%	828 51% h
Software blocking access to sites which contain specific words or pictures	120 39% bcd	39 23% c	16 10%	55 17% c	206 28%	798 45%	65 42%	89 28%	782 48% h
Sites where you have to give your age	77 25% bcd	26 16% c	8 5%	34 11% c	152 21%	626 35%	55 35%	70 22%	615 38% h
A hotline for reporting illegal material	63 20% bcd	11 7%	5 3%	17 5%	73 10%	283 16%	25 16%	42 13%	268 17%
None of these	63 20%	47 28%	59 38% ab	106 32% a	193 26%	300 17%	25 16%	84 26% i	245 15%
Don't Know	50 16%	59 35% a	66 42% a	125 38% a	202 28%	282 16%	34 22%	82 26% i	234 14%

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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**QE21 (QF4). Do you have any Internet filtering tools in operation on your PC? (SINGLE CODE)**

Base : Those with access to the internet at home

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	a	b	~c	d	e	f	g	h	i
Unweighted total	249	104	51	155	442	1402	125	209	1330
Effective Weighted Sample	228	99	48	147	403	1297	109	180	1236
Total	235	83	44	127	390	1330	126	175	1291
Yes	74	22	**	30	136	538	44	59	528
	31%	26%	**	24%	35%	40%	35%	34%	41%
No	133	48	**	77	210	681	72	89	669
	57%	58%	**	61%	54%	51%	57%	51%	52%
Don't know	28	13	**	19	44	111	10	27	95
	12%	16%	**	15%	11%	8%	8%	15%	7%

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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**QE22 (QF5). SHOWCARD Which of these best describes the Internet filtering tool you use? (SINGLE CODE)**

Base : Those with internet filtering tools in operation on their PC

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	~a	~b	~c	~d	e	f	~g	~h	i
Unweighted total	77	26	10	36	153	565	43	73	540
Effective Weighted Sample	71	25	10	34	138	521	37	60	502
Total	74	22	8	30	136	538	44	59	528
A service which allows access to a tightly limited range of content selected by my service provider known as a 'walled garden'	**	**	**	**	47	172	**	**	177
	**	**	**	**	34%	32%	**	**	34%
A software package where you have to decide for yourself what content to filter (e.g. Net Nanny, Cybersitter).	**	**	**	**	51	205	**	**	196
	**	**	**	**	37%	38%	**	**	37%
I have Internet filtering tools but do not know what these are	**	**	**	**	38	160	**	**	155
	**	**	**	**	28%	30%	**	**	29%

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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**QE23 (QF6). SHOWCARD And how confident, if at all, are you that what you use is effective? (SINGLE CODE)**

Base : Those aware of the internet filtering being used

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	~a	~b	~c	~d	e	f	~g	~h	i
Unweighted total	42	14	8	22	105	393	33	53	377
Effective Weighted Sample	39	14	8	22	97	366	28	44	353
Total	40	12	7	19	97	377	33	45	373
Very confident	**	**	**	**	56	180	**	**	183
	**	**	**	**	58%	48%	**	**	49%
Fairly confident	**	**	**	**	37	162	**	**	152
	**	**	**	**	38%	43%	**	**	41%
TOTAL CONFIDENT	**	**	**	**	93	342	**	**	335
	**	**	**	**	96%	91%	**	**	90%
Fairly unconfident	**	**	**	**	1	17	**	**	17
	**	**	**	**	1%	4%	**	**	4%
Very unconfident	**	**	**	**	1	8	**	**	10
	**	**	**	**	1%	2%	**	**	3%
TOTAL UNCONFIDENT	**	**	**	**	2	25	**	**	26
	**	**	**	**	2%	7%	**	**	7%
Don't know	**	**	**	**	2	10	**	**	11
	**	**	**	**	2%	3%	**	**	3%

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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**QE24 (QF7). How would you go about finding such an Internet filtering tool? (MULTICODE)**

Base : Those who do not use internet filtering tools

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	a	~b	~c	d	e	f	~g	h	i
Unweighted total	172	78	41	119	289	837	82	136	790
Effective Weighted Sample	157	75	39	113	265	776	72	120	734
Total	161	61	36	97	254	792	82	116	764
Base for %	161	61	36	97	254	791	82	116	763
Internet - search/find on	52	**	**	19	73	342	**	35	346
	33%	**	**	20%	29%	43%	**	30%	45%
	d							h	
Friend/family - asked or told	30	**	**	20	53	131	**	24	126
	19%	**	**	21%	21%	16%	**	20%	16%
Computer shop/store - asked for	22	**	**	6	26	123	**	12	130
	13%	**	**	7%	10%	16%	**	11%	17%
Internet Service Provider (ISP)	2	**	**	1	3	12	**	2	11
	1%	**	**	2%	1%	2%	**	2%	1%
Already on computer/ operating system	5	**	**	2	2	11	**	3	9
	3%	**	**	2%	1%	1%	**	2%	1%
Other	2	**	**	1	3	11	**	4	7
	2%	**	**	1%	1%	1%	**	3%	1%
								i	
Don't know	53	**	**	50	105	225	**	45	199
	33%	**	**	52%	41%	28%	**	39%	26%
				a				i	
No answer	-	**	**	-	-	1	**	-	1

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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**QH1A. SHOWCARD Which, if any, of these types of television does your household receive at the moment? (MULTICODE)**

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	i
Unweighted total	334	219	188	407	864	1931	160	402	1702
Effective Weighted Sample	305	203	174	376	787	1776	140	352	1573
Total	311	169	156	325	733	1769	156	319	1618
Only terrestrial TV (Channels 1-4/1-5)	27	20	33	53	83	144	12	34	122
	9%	12%	21%	16%	11%	8%	8%	11%	8%
			ab	a					
Terrestrial TV	49	24	19	43	89	241	13	39	218
	16%	14%	12%	13%	12%	14%	8%	12%	13%
Cable TV (through Virgin Media - previously NTL and Telewest)	42	14	8	23	78	249	22	37	233
	14%	9%	5%	7%	11%	14%	14%	12%	14%
	cd								
Satellite TV (Sky)	106	43	36	79	233	683	70	101	663
	34%	26%	23%	24%	32%	39%	45%	32%	41%
	bcd								h
Satellite TV (Other)	6	4	2	6	13	31	2	6	27
	2%	3%	1%	2%	2%	2%	1%	2%	2%
Freeview (through a set-top box or digital television set) with ONLY free channels	157	98	84	182	374	855	58	171	742
	51%	58%	54%	56%	51%	48%	38%	53%	46%
						g		i	
Freeview (through a set-top box or digital television set) with free channels PLUS top-up channels such as ESPN, TV favourites, Picturebox films)	11	8	5	13	23	56	2	11	48
	4%	5%	3%	4%	3%	3%	1%	4%	3%
Digital TV via a broadband DSL line (e.g. BT Vision, Tiscali)	6	1	1	1	5	25	1	1	25
	2%	1%	*%	*%	1%	1%	1%	*%	2%
	d								h

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



**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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

**QH1A. SHOWCARD Which, if any, of these types of television does your household receive at the moment? (MULTICODE)**

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
	a	b	c	d	e	f	g	h	i
Significance Level: 95%									
Unweighted total	334	219	188	407	864	1931	160	402	1702
Effective Weighted Sample	305	203	174	376	787	1776	140	352	1573
Total	311	169	156	325	733	1769	156	319	1618
No TV in household	3 1%	1 1%	* *%	2 *%	11 2%	19 1%	7 5% f	3 1%	25 2%
Don't know	- -%	- -%	- -%	- -%	3 *%	4 *%	- -%	- -%	4 *%
<b>MAIN TV PLATFORM</b>									
DIGITAL TOTAL	278 89% cd	142 84%	120 77%	262 81%	628 86%	1589 90%	136 88%	277 87%	1459 90%
FREEVIEW TOTAL	126 41%	81 48%	77 49%	159 49% a	314 43%	659 37%	50 32%	143 45% i	566 35%
FREEVIEW ONLY	117 38%	75 44%	73 47%	148 46% a	295 40%	616 35%	49 32%	133 42% i	530 33%
PAY DIGITAL	149 48% bcd	61 36%	43 28%	104 32%	311 42%	921 52%	83 53%	132 41%	882 54% h
CABLE	41 13% cd	14 8%	7 5%	21 7%	73 10%	235 13%	17 11%	36 11%	216 13%
SATELLITE	107 34% cd	46 27%	35 23%	81 25%	236 32%	678 38%	68 44%	97 30%	660 41% h
TERRESTRIAL	6 2%	11 7% a	14 9% a	25 8% a	35 5%	47 3%	2 1%	14 5% i	35 2%

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
	a	b	c	d	e	f	g	h	i
Significance Level: 95%									
Unweighted total	334	219	188	407	864	1931	160	402	1702
Effective Weighted Sample	305	203	174	376	787	1776	140	352	1573
Total	311	169	156	325	733	1769	156	319	1618
Terrestrial TV	6 2%	11 7%	14 9%	25 8%	35 5%	47 3%	2 1%	14 5%	35 2%
		a	a	a				i	
Cable TV (through Virgin Media - previously NTL and Telewest)	41 13% cd	14 8%	7 5%	21 7%	73 10%	235 13%	17 11%	36 11%	216 13%
Satellite TV (Sky)	101 32% cd	42 25%	33 21%	75 23%	223 30%	653 37%	67 43%	93 29%	637 39% h
Satellite TV (Other)	6 2%	4 3%	2 1%	6 2%	13 2%	25 1%	2 1%	4 1%	23 1%
Freeview (through a set-top box or digital television set) with ONLY free channels	117 38%	75 44%	73 47%	148 46% a	295 40%	616 35%	49 32%	133 42% i	530 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)	9 3%	6 4%	4 3%	11 3%	20 3%	44 2%	1 *%	10 3%	36 2%
Digital TV via a broadband DSL line (e.g. BT Vision, Tiscali)	4 1%	1 1%	1 *%	1 *%	4 1%	16 1%	1 1%	1 *%	17 1%

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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**TV MULTI-PLATFORM OWNERSHIP**

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	i
Unweighted total	334	219	188	407	864	1931	160	402	1702
Effective Weighted Sample	305	203	174	376	787	1776	140	352	1573
Total	311	169	156	325	733	1769	156	319	1618
ANALOGUE TERRESTRIAL ONLY	15 5%	15 9%	28 18% ab	44 13% a	70 10%	91 5%	9 6%	26 8% i	74 5%
CABLE ONLY	31 10% cd	9 6%	7 5%	17 5%	57 8%	181 10%	14 9%	28 9%	169 10%
CABLE AND FREEVIEW	11 3%	5 3%	1 1%	6 2%	17 2%	63 4%	2 1%	8 3%	55 3%
FREEVIEW ONLY	133 43%	89 53% a	81 52%	171 52% a	327 45%	683 39%	50 32%	148 46% i	586 36%
SATELLITE AND FREEVIEW	23 7%	10 6%	6 4%	16 5%	51 7%	155 9%	8 5%	26 8%	140 9%
SATELLITE ONLY	88 28% cd	38 22%	31 20%	69 21%	190 26%	547 31%	58 37%	79 25%	535 33% h
NO TV	3 1%	1 1%	* *%	2 *%	11 2%	19 1%	7 5% f	3 1%	25 2%
OTHER	7 2% d	1 1%	1 *%	1 *%	8 1%	28 2%	7 4% f	1 *%	32 2% h
Mean TV platforms	1.3 cd	1.3	1.2	1.2	1.2	1.3	1.2	1.3	1.3
Standard deviation	.53	.48	.40	.45	.49	.55	.50	.49	.55
Standard error	.03	.03	.03	.02	.02	.01	.04	.02	.01
Columns Tested: a,b,c,d - f,g - h,i									

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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**MULTICHANNEL TV OWNERSHIP**

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	i
Unweighted total	334	219	188	407	864	1931	160	402	1702
Effective Weighted Sample	305	203	174	376	787	1776	140	352	1573
Total	311	169	156	325	733	1769	156	319	1618
ALL MULTICHANNEL TV	292	152	128	280	650	1656	139	290	1516
	94%	90%	82%	86%	89%	94%	89%	91%	94%
	cd	c							
DIGITAL TERRESTRIAL	168	105	89	194	395	905	60	182	784
	54%	62%	57%	60%	54%	51%	39%	57%	48%
						g		i	
DIGITAL SATELLITE	112	48	38	85	246	711	72	105	688
	36%	28%	24%	26%	33%	40%	46%	33%	43%
	cd								h
PAY DIGITAL SATELLITE	100	41	33	73	220	646	67	91	630
	32%	24%	21%	23%	30%	37%	43%	29%	39%
	cd								h
FREE DIGITAL SATELLITE	13	7	6	13	25	59	4	15	51
	4%	4%	4%	4%	3%	3%	3%	5%	3%
CABLE	42	14	8	23	78	249	22	37	233
	14%	9%	5%	7%	11%	14%	14%	12%	14%
	cd								
NO MULTICHANNEL TV	18	16	29	45	84	114	17	29	102
	6%	10%	18%	14%	11%	6%	11%	9%	6%
			ab	a					

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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

Base : Those with Satellite TV

	AGE			AGE/SEG		EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	a	~b	~c	d	e	f	~g	h	i
Unweighted total	119	62	43	105	282	759	73	130	709
Effective Weighted Sample	108	59	40	98	256	693	65	112	653
Total	112	48	38	85	246	711	72	105	688
Sky satellite dish to receive subscription channels - you pay a monthly subscription fee	100 89%	** **	** **	73 86%	218 89%	644 91%	** **	91 87%	628 91%
Sky satellite dish for free to air services only - you pay no monthly subscription fee	6 6%	** **	** **	9 11%	19 8%	39 6%	** **	12 12% i	32 5%
Freesat standard package with a dish and standard set top box - you do not pay a subscription fee	4 4%	** **	** **	2 2%	3 1%	11 2%	** **	1 1%	12 2%
Freesat HD package with a dish and high definition (HD) set top box - you do not pay a subscription fee	2 2%	** **	** **	2 2%	2 1%	9 1%	** **	1 1%	7 1%
Other satellite dish, showing mainly non-English programmes where you pay a monthly subscription fee	- -%	** **	** **	- -%	2 1%	3 *%	** **	- -%	3 *%
Other satellite dish, showing mainly non-English programmes where you do not pay a monthly subscription fee	- -%	** **	** **	- -%	* *%	1 *%	** **	- -%	1 *%

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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

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

Base : Those with Satellite TV

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
	a	~b	~c	d	e	f	~g	h	i
Significance Level: 95%									
Unweighted total	119	62	43	105	282	759	73	130	709
Effective Weighted Sample	108	59	40	98	256	693	65	112	653
Total	112	48	38	85	246	711	72	105	688
Broadband satellite - satellite provided for the use of broadband internet access but used to access free to air satellite programmes	-	**	**	-	1	3	**	-	3
	-%	**	**	-%	*%	*%	**	-%	*%
Don't know	-	**	**	-	-	4	**	-	4
	-%	**	**	-%	-%	1%	**	-%	1%

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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**QH3 (QJ13). SHOWCARD How likely is it that your household will get digital television within the next 12 months? (SINGLE CODE)**

Base : Those without multichannel TV

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	~a	~b	~c	~d	e	f	~g	~h	i
Unweighted total	23	24	37	61	103	137	19	41	118
Effective Weighted Sample	21	21	33	54	90	122	16	36	106
Total	18	16	29	45	84	114	17	29	102
Certain to	**	**	**	**	7	11	**	**	8
	**	**	**	**	9%	10%	**	**	8%
Very likely	**	**	**	**	3	3	**	**	4
	**	**	**	**	3%	3%	**	**	4%
Likely	**	**	**	**	7	10	**	**	11
	**	**	**	**	8%	9%	**	**	10%
TOTAL LIKELY	**	**	**	**	17	24	**	**	22
	**	**	**	**	20%	21%	**	**	22%
Unlikely	**	**	**	**	4	8	**	**	8
	**	**	**	**	4%	7%	**	**	7%
Very unlikely	**	**	**	**	12	18	**	**	14
	**	**	**	**	15%	16%	**	**	14%
Certain not to	**	**	**	**	31	37	**	**	31
	**	**	**	**	37%	32%	**	**	30%
TOTAL UNLIKELY	**	**	**	**	47	63	**	**	53
	**	**	**	**	56%	55%	**	**	51%
Don't know	**	**	**	**	20	27	**	**	27
	**	**	**	**	24%	24%	**	**	27%

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

Any break column with 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 (QJ14). Why are you unlikely to get digital TV in the next 12 months? (MULTICODE) UNPROMPTED**

Base : Those unlikely to get digital TV in the next 12 months

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	~a	~b	~c	~d	~e	~f	~g	~h	~i
Unweighted total	13	12	24	36	57	77	6	24	61
Effective Weighted Sample	12	10	21	32	50	69	5	22	54
Total	11	8	19	27	47	63	6	16	53
No need	**	**	**	**	**	**	**	**	**
Happy to use existing service	**	**	**	**	**	**	**	**	**
Would never watch	**	**	**	**	**	**	**	**	**
Happy to use terrestrial service	**	**	**	**	**	**	**	**	**
Too expensive generally	**	**	**	**	**	**	**	**	**
Can't afford it	**	**	**	**	**	**	**	**	**
Will get it when I have to/ will switchover in 2012	**	**	**	**	**	**	**	**	**
Do not have a TV	**	**	**	**	**	**	**	**	**
Poor reception in our area	**	**	**	**	**	**	**	**	**
Moving house/ will wait until I move house	**	**	**	**	**	**	**	**	**
Just don't want it	**	**	**	**	**	**	**	**	**

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



**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

Any break column with 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 (QJ14). Why are you unlikely to get digital TV in the next 12 months? (MULTICODE) UNPROMPTED**

Base : Those unlikely to get digital TV in the next 12 months

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	~a	~b	~c	~d	~e	~f	~g	~h	~i
Unweighted total	13	12	24	36	57	77	6	24	61
Effective Weighted Sample	12	10	21	32	50	69	5	22	54
Total	11	8	19	27	47	63	6	16	53
Don't know why I should	**	**	**	**	**	**	**	**	**
Other	**	**	**	**	**	**	**	**	**
ANY INVOLUNTARY REASONS	**	**	**	**	**	**	**	**	**
ANY VOLUNTARY REASONS	**	**	**	**	**	**	**	**	**
ONLY VOLUNTARY REASONS	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

Any break column with 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 (QH23). SHOWCARD Thinking about televisions, do you have any difficulties / think you might have (if don't have a television) difficulties doing any of the following? (MULTICODE)**

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	i
Unweighted total	334	219	188	407	864	1931	160	402	1702
Effective Weighted Sample	305	203	174	376	787	1776	140	352	1573
Total	311	169	156	325	733	1769	156	319	1618
Difficulty hearing quiet parts of programmes	8 3%	5 3%	11 7% ab	16 5%	20 3%	37 2%	1 1%	26 8% i	10 1%
Hearing quiet voices	6 2%	9 5% a	14 9% a	23 7% a	25 3%	36 2%	- -%	26 8% i	8 *%
Hearing the television at a volume other people find acceptable	6 2%	8 5%	8 5% a	16 5% a	20 3%	32 2%	- -%	26 8% i	4 *%
Using the interactive services on your television	8 2%	3 2%	5 3%	8 2%	12 2%	25 1%	1 1%	14 4% i	11 1%
Seeing the picture on the TV screen	3 1%	1 1%	6 4% ab	7 2%	11 2%	20 1%	1 *%	9 3% i	12 1%
Seeing the buttons on the remote control	4 1%	2 1%	4 2%	6 2%	12 2%	20 1%	1 *%	12 4% i	9 1%
Pressing the buttons on the remote control	5 2%	2 1%	- -%	2 1%	7 1%	11 1%	1 *%	10 3% i	4 *%

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

Any break column with 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 (QH23). SHOWCARD Thinking about televisions, do you have any difficulties / think you might have (if don't have a television) difficulties doing any of the following? (MULTICODE)**

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	i
Unweighted total	334	219	188	407	864	1931	160	402	1702
Effective Weighted Sample	305	203	174	376	787	1776	140	352	1573
Total	311	169	156	325	733	1769	156	319	1618
Seeing small details on screen	2 1%	2 1%	2 2%	5 1%	9 1%	11 1%	1 *%	9 3% i	2 *%
Picking up the remote control	2 1%	2 1%	* *%	2 1%	5 1%	10 1%	1 1%	5 1% i	7 *%
Any other difficulties	8 3%	7 4%	5 3%	12 4%	23 3%	41 2%	6 4%	13 4% i	35 2%
No, none	277 89% cd	142 84%	124 79%	265 82%	643 88%	1609 91%	147 95%	244 76%	1524 94% h

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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

**QS1. Signing is the interpretation of dialogue, commentary and on screen text. Before today, were you aware some programmes use this? (SINGLE CODE)**

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	i
Unweighted total	334	219	188	407	864	1931	160	402	1702
Effective Weighted Sample	305	203	174	376	787	1776	140	352	1573
Total	311	169	156	325	733	1769	156	319	1618
Yes	278	146	110	256	593	1515	119	272	1373
	89%	86%	71%	79%	81%	86%	76%	85%	85%
	cd	cd		c		g			
No	31	21	43	64	127	234	33	43	224
	10%	13%	27%	20%	17%	13%	21%	14%	14%
			abd	ab			f		
Don't know	2	2	4	5	13	20	4	4	21
	1%	1%	2%	2%	2%	1%	2%	1%	1%

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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

**QS2. SHOWCARD How often, if at all, do you use SIGNING to enable you to follow programmes more easily? (SINGLE CODE)**

Base : Those aware of Signing

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
	a	b	c	d	e	f	g	h	i
Significance Level: 95%									
Unweighted total	297	187	134	321	704	1654	120	343	1443
Effective Weighted Sample	272	174	124	298	644	1522	104	300	1334
Total	278	146	110	256	593	1515	119	272	1373
On all programmes I watch if it's available	3 1%	- -%	1 *%	1 *%	5 1%	8 1%	- -%	2 1%	6 *%
On most programmes I watch if it's available	- -%	- -%	1 1%	1 *%	2 *%	6 *%	1 1%	2 1%	5 *%
On some programmes I watch if it's available	2 1%	3 2%	1 1%	4 1%	10 2%	16 1%	2 2%	6 2%	13 1%
Very occasionally	9 3%	3 2%	4 4%	7 3%	15 3%	48 3%	1 1%	15 5%	35 3%
Just once	4 2%	4 3%	2 1%	5 2%	6 1%	15 1%	- -%	4 2%	10 1%
Not at all	251 90%	134 92%	102 92%	235 92%	540 91%	1386 91%	114 96%	235 86%	1274 93%
No TV in household	7 3%	2 1%	1 1%	3 1%	14 2%	25 2%	- -%	8 3%	19 1%
Don't know	2 1%	* *%	- -%	* *%	1 *%	10 1%	- -%	* *%	10 1%

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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

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

Base : Those used Signing at least once

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	~a	~b	~c	~d	~e	f	~g	~h	~i
Unweighted total	18	11	10	21	45	101	4	37	69
Effective Weighted Sample	16	10	10	20	41	90	4	31	62
Total	18	9	8	17	38	94	4	29	70
Came across it by accident	**	**	**	**	**	18	**	**	**
	**	**	**	**	**	20%	**	**	**
Just to see how it works	**	**	**	**	**	16	**	**	**
	**	**	**	**	**	17%	**	**	**
Use/practice sign language	**	**	**	**	**	10	**	**	**
	**	**	**	**	**	11%	**	**	**
Watch it with child/ teach child sign language	**	**	**	**	**	10	**	**	**
	**	**	**	**	**	11%	**	**	**
Other	**	**	**	**	**	31	**	**	**
	**	**	**	**	**	33%	**	**	**
None/ no reason	**	**	**	**	**	12	**	**	**
	**	**	**	**	**	12%	**	**	**

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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

**QS4. Subtitling's primary purpose is to help people who are deaf or hearing impaired to understand what is being said in a television programme. Before today, were you aware that this feature was available on many TV programmes? (SINGLE CODE)**

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	i
Unweighted total	334	219	188	407	864	1931	160	402	1702
Effective Weighted Sample	305	203	174	376	787	1776	140	352	1573
Total	311	169	156	325	733	1769	156	319	1618
Yes	268	138	120	258	595	1504	117	272	1359
	86%	82%	77%	79%	81%	85%	75%	85%	84%
	cd					g			
No	43	30	33	63	129	252	35	45	246
	14%	18%	21%	19%	18%	14%	23%	14%	15%
			a				f		
Don't know	-	1	3	4	9	13	3	2	14
	-%	1%	2%	1%	1%	1%	2%	1%	1%
			a	a					

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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

**QS5. SHOWCARD How often, if at all, do you use SUBTITLING to enable you to follow programmes more easily? (SINGLE CODE)**

Base : Those aware of Subtitling

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	i
Unweighted total	288	178	145	323	707	1643	118	341	1432
Effective Weighted Sample	263	165	134	299	645	1513	102	299	1325
Total	268	138	120	258	595	1504	117	272	1359
On all programmes I watch if it's available	3 1%	2 1%	2 1%	3 1%	7 1%	12 1%	6 5% f	8 3% i	10 1%
On most programmes I watch if it's available	2 1%	3 2%	3 3%	7 3%	14 2%	20 1%	5 4% f	11 4% i	14 1%
On some programmes I watch if it's available	7 3%	4 3%	11 9% ab	14 6%	21 4%	43 3%	3 3%	17 6% i	30 2%
Very occasionally	27 10%	18 13%	12 10%	29 11%	56 9%	159 11%	18 16%	35 13%	145 11%
Just once	1 *%	- -%	3 2% b	3 1%	3 *%	17 1%	- -%	2 1%	16 1%
Not at all	222 83%	111 80%	90 75%	201 78%	486 82%	1232 82% g	84 71%	198 73%	1122 83% h
No TV in household	2 1%	* *%	- -%	* *%	7 1%	11 1%	1 1%	1 *%	11 1%
Don't know	2 1%	- -%	- -%	- -%	1 *%	10 1%	- -%	- -%	12 1%

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



**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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

**QS6. You said that you have used subtitling at least once, why have you used subtitling? (MULTICODE)**

Base : Those used Subtitling at least once

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	~a	~b	~c	~d	e	f	~g	~h	i
Unweighted total	43	33	39	72	129	278	32	91	222
Effective Weighted Sample	40	31	37	68	118	251	28	82	202
Total	41	27	30	57	101	251	32	73	215
When people on TV are mumbling and you can not understand the words	**	**	**	**	22	49	**	**	42
	**	**	**	**	22%	19%	**	**	19%
When I am watching TV in a noisy room	**	**	**	**	12	39	**	**	35
	**	**	**	**	12%	15%	**	**	16%
When there is too much background noise on television	**	**	**	**	21	38	**	**	26
	**	**	**	**	21%	15%	**	**	12%
When watching foreign films/ non-English/ when watching welsh programmes	**	**	**	**	12	34	**	**	29
	**	**	**	**	12%	13%	**	**	13%
To avoid having the television too loud	**	**	**	**	13	26	**	**	23
	**	**	**	**	13%	10%	**	**	11%
When regional accents are hard to understand	**	**	**	**	11	26	**	**	26
	**	**	**	**	11%	10%	**	**	12%
To avoid disruption to others in the house	**	**	**	**	7	23	**	**	20
	**	**	**	**	7%	9%	**	**	9%
Because my hearing is impaired	**	**	**	**	17	23	**	**	6
	**	**	**	**	17%	9%	**	**	3%
Relative/ friend/ visitor's hearing impaired	**	**	**	**	4	14	**	**	11
	**	**	**	**	4%	6%	**	**	5%

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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

**QS6. You said that you have used subtitling at least once, why have you used subtitling? (MULTICODE)**

Base : Those used Subtitling at least once

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	~a	~b	~c	~d	e	f	~g	~h	i
Unweighted total	43	33	39	72	129	278	32	91	222
Effective Weighted Sample	40	31	37	68	118	251	28	82	202
Total	41	27	30	57	101	251	32	73	215
English is not my first language	**	**	**	**	3	5	**	**	8
	**	**	**	**	3%	2%	**	**	4%
Other	**	**	**	**	12	34	**	**	30
	**	**	**	**	12%	14%	**	**	14%
Don't know	**	**	**	**	5	19	**	**	17
	**	**	**	**	5%	7%	**	**	8%

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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

**QS7. 'Audio description' is the verbal description and commentary of what is happening on the screen. Before today were you aware that this feature was available on some television programmes? (SINGLE CODE)**

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	i
Unweighted total	334	219	188	407	864	1931	160	402	1702
Effective Weighted Sample	305	203	174	376	787	1776	140	352	1573
Total	311	169	156	325	733	1769	156	319	1618
Yes	134	59	57	116	298	841	46	140	752
	43%	35%	36%	36%	41%	48%	30%	44%	46%
	d					g			
No	171	107	93	200	415	884	106	173	823
	55%	63%	60%	61%	57%	50%	68%	54%	51%
							f		
Don't know	6	3	7	9	21	44	3	6	43
	2%	2%	4%	3%	3%	3%	2%	2%	3%

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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

**QS8. SHOWCARD** How often, if at all, do you use AUDIO DESCRIPTION to enable you to follow programmes more easily? (SINGLE CODE)

Base : Those aware of Audio Description

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	a	~b	~c	d	e	f	~g	h	i
Unweighted total	136	78	67	145	348	906	45	175	782
Effective Weighted Sample	126	72	63	135	318	838	40	154	725
Total	134	59	57	116	298	841	46	140	752
On all programmes I watch if it's available	-	**	**	1	3	5	**	2	3
	-%	**	**	1%	1%	1%	**	1%	*%
On most programmes I watch if it's available	-	**	**	1	1	3	**	1	2
	-%	**	**	1%	*%	*%	**	1%	*%
On some programmes I watch if it's available	1	**	**	1	4	8	**	3	6
	1%	**	**	1%	1%	1%	**	2%	1%
Very occasionally	1	**	**	3	6	14	**	5	9
	1%	**	**	2%	2%	2%	**	3%	1%
Just once	2	**	**	5	10	24	**	6	18
	2%	**	**	5%	3%	3%	**	4%	2%
Not at all	126	**	**	102	266	764	**	120	695
	94%	**	**	88%	89%	91%	**	86%	92% h
No TV in household	4	**	**	2	6	15	**	3	12
	3%	**	**	2%	2%	2%	**	2%	2%
Don't know	1	**	**	-	1	7	**	-	7
	1%	**	**	-%	*%	1%	**	-%	1%

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.

**QS9. You said that you have used audio description at least once, why have you used audio description? (MULTICODE)**

Base : Those used Audio Description at least once

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	~a	~b	~c	~d	~e	~f	~g	~h	~i
Unweighted total	4	4	10	14	29	61	2	21	42
Effective Weighted Sample	4	4	9	13	27	57	2	18	39
Total	4	3	8	12	25	54	2	17	39
Came across it by accident	**	**	**	**	**	**	**	**	**
Better understanding of what is happening in programme	**	**	**	**	**	**	**	**	**
Just to see how it works	**	**	**	**	**	**	**	**	**
To test out the service	**	**	**	**	**	**	**	**	**
Poor eyesight	**	**	**	**	**	**	**	**	**
Other	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

Any break column with 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. Ofcom (The Office of Communications) is the independent regulator and competition authority for the UK communications industries, Had you heard of Ofcom before today? (SINGLE CODE)**

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	i
Unweighted total	334	219	188	407	864	1931	160	402	1702
Effective Weighted Sample	305	203	174	376	787	1776	140	352	1573
Total	311	169	156	325	733	1769	156	319	1618
Yes	249	130	86	216	447	1273	70	207	1140
	80%	77%	55%	66%	61%	72%	45%	65%	70%
	cd	cd		c		g			h
No	61	39	70	109	286	496	86	112	478
	20%	23%	45%	34%	39%	28%	55%	35%	30%
			abd	ab			f	i	

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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

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

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	i
Unweighted total	334	219	188	407	864	1931	160	402	1702
Effective Weighted Sample	305	203	174	376	787	1776	140	352	1573
Total	311	169	156	325	733	1769	156	319	1618
Yes landline	16 5%	9 5%	4 2%	13 4%	24 3%	66 4%	5 3%	15 5%	57 4%
Yes mobile	8 3%	1 1%	2 1%	3 1%	8 1%	36 2%	3 2%	9 3%	30 2%
Yes Internet - fixed broadband/ narrowband	10 3%	6 4%	2 1%	9 3%	15 2%	65 4%	7 4%	9 3%	63 4%
Yes Internet - mobile broadband	1 *%	- -%	- -%	- -%	3 *%	9 *%	1 1%	- -%	10 1%
ANY INTERNET	11 4%	6 4%	2 1%	9 3%	18 2%	74 4%	8 5%	9 3%	73 4%
No none of these	276 89%	153 91%	151 97%	304 94%	689 94%	1615 91%	140 90%	291 91%	1475 91%

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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

**Q13. What was the issue you had a reason to complain about (in connection with your landline)? (MULTICODE)**

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

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	~a	~b	~c	~d	~e	~f	~g	~h	~i
Unweighted total	18	11	4	15	30	74	4	18	61
Effective Weighted Sample	17	10	4	14	27	67	4	15	56
Total	16	9	4	13	24	66	5	15	57
Disruption of service	**	**	**	**	**	**	**	**	**
Poor quality of service	**	**	**	**	**	**	**	**	**
Nuisance/unwanted calls	**	**	**	**	**	**	**	**	**
Overcharged	**	**	**	**	**	**	**	**	**
Bill incorrect	**	**	**	**	**	**	**	**	**
Service not as promised/ advertised	**	**	**	**	**	**	**	**	**
Staff attitude/ problems with staff	**	**	**	**	**	**	**	**	**
Charges not made clear/ unexpected charges	**	**	**	**	**	**	**	**	**
Lines connected wrongly	**	**	**	**	**	**	**	**	**
Terms of contract were unfair	**	**	**	**	**	**	**	**	**
Inappropriate content	**	**	**	**	**	**	**	**	**

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



**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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

**Q13. What was the issue you had a reason to complain about (in connection with your landline)? (MULTICODE)**

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

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	~a	~b	~c	~d	~e	~f	~g	~h	~i
Unweighted total	18	11	4	15	30	74	4	18	61
Effective Weighted Sample	17	10	4	14	27	67	4	15	56
Total	16	9	4	13	24	66	5	15	57
Other	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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

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

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

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	~a	~b	~c	~d	~e	~f	~g	~h	~i
Unweighted total	18	11	4	15	30	74	4	18	61
Effective Weighted Sample	17	10	4	14	27	67	4	15	56
Total	16	9	4	13	24	66	5	15	57
Yes	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

Any break column with 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. Why did you not make a complaint about your landline service or supplier? (MULTICODE)**

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

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	~a	~b	~c	~d	~e	~f	~g	~h	~i
Unweighted total	5	3	1	4	6	14	2	2	14
Effective Weighted Sample	4	3	1	4	5	12	2	2	12
Total	5	2	1	3	5	13	3	1	14
The problem was sorted out	**	**	**	**	**	**	**	**	**
Did not know where to go	**	**	**	**	**	**	**	**	**
Not worth the hassle	**	**	**	**	**	**	**	**	**
They wouldn't do anything anyway	**	**	**	**	**	**	**	**	**
Other	**	**	**	**	**	**	**	**	**

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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

**Q16. What was the issue you had a reason to complain about, regarding your mobile phone service? (MULTICODE)**

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

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	~a	~b	~c	~d	~e	~f	~g	~h	~i
Unweighted total	10	2	2	4	11	41	3	11	33
Effective Weighted Sample	9	2	2	4	9	38	3	10	30
Total	8	1	2	3	8	36	3	9	30
Disruption of service	**	**	**	**	**	**	**	**	**
Poor quality of service	**	**	**	**	**	**	**	**	**
Poor coverage	**	**	**	**	**	**	**	**	**
Overcharged	**	**	**	**	**	**	**	**	**
Bill incorrect	**	**	**	**	**	**	**	**	**
Charges not made clear/ unexpected charges	**	**	**	**	**	**	**	**	**
Staff attitude/ problems with staff	**	**	**	**	**	**	**	**	**
Terms of contract were unfair	**	**	**	**	**	**	**	**	**
Problems with phone / phone freezes	**	**	**	**	**	**	**	**	**
Speed of internet connection	**	**	**	**	**	**	**	**	**
Service not as promised/ advertised	**	**	**	**	**	**	**	**	**

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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

**Q16. What was the issue you had a reason to complain about, regarding your mobile phone service? (MULTICODE)**

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

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	~a	~b	~c	~d	~e	~f	~g	~h	~i
Unweighted total	10	2	2	4	11	41	3	11	33
Effective Weighted Sample	9	2	2	4	9	38	3	10	30
Total	8	1	2	3	8	36	3	9	30
Other	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Refused	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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

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

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

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	~a	~b	~c	~d	~e	~f	~g	~h	~i
Unweighted total	10	2	2	4	11	41	3	11	33
Effective Weighted Sample	9	2	2	4	9	38	3	10	30
Total	8	1	2	3	8	36	3	9	30
Yes	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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

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

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

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	~a	~b	~c	~d	~e	~f	~g	~h	~i
Unweighted total	3	1	-	1	2	10	-	3	7
Effective Weighted Sample	3	1	-	1	2	9	-	3	7
Total	2	*	-	*	2	10	-	2	8
Didn't have time	**	**	-	**	**	**	-	**	**
	**	**	-%	**	**	**	-%	**	**
The problem was sorted out	**	**	-	**	**	**	-	**	**
	**	**	-%	**	**	**	-%	**	**
Not worth the hassle	**	**	-	**	**	**	-	**	**
	**	**	-%	**	**	**	-%	**	**
Did not know where to go	**	**	-	**	**	**	-	**	**
	**	**	-%	**	**	**	-%	**	**
Other	**	**	-	**	**	**	-	**	**
	**	**	-%	**	**	**	-%	**	**
Don't know	**	**	-	**	**	**	-	**	**
	**	**	-%	**	**	**	-%	**	**

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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

**Q19. What was the issue you had a reason to complain about, regarding your Internet service? (MULTICODE)**

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

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	~a	~b	~c	~d	~e	~f	~g	~h	~i
Unweighted total	10	8	2	10	18	68	9	11	66
Effective Weighted Sample	9	8	2	10	17	63	8	10	61
Total	10	6	2	9	15	65	7	9	63
Disruption of service	**	**	**	**	**	**	**	**	**
Poor quality of service	**	**	**	**	**	**	**	**	**
Speed of internet connection	**	**	**	**	**	**	**	**	**
Poor coverage	**	**	**	**	**	**	**	**	**
Service not as promised/ advertised	**	**	**	**	**	**	**	**	**
Charges not made clear/ unexpected charges	**	**	**	**	**	**	**	**	**
Staff attitude/ problems with staff	**	**	**	**	**	**	**	**	**
Overcharged	**	**	**	**	**	**	**	**	**
Advertised tariffs not available to me	**	**	**	**	**	**	**	**	**
Terms of contract were unfair	**	**	**	**	**	**	**	**	**
Bill incorrect	**	**	**	**	**	**	**	**	**

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



**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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

**Q19. What was the issue you had a reason to complain about, regarding your Internet service? (MULTICODE)**

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

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	~a	~b	~c	~d	~e	~f	~g	~h	~i
Unweighted total	10	8	2	10	18	68	9	11	66
Effective Weighted Sample	9	8	2	10	17	63	8	10	61
Total	10	6	2	9	15	65	7	9	63
Other	**	**	**	**	**	**	**	**	**
Refused	**	**	**	**	**	**	**	**	**

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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

**Q10. 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	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	~a	~b	~c	~d	~e	~f	~g	~h	~i
Unweighted total	10	8	2	10	18	68	9	11	66
Effective Weighted Sample	9	8	2	10	17	63	8	10	61
Total	10	6	2	9	15	65	7	9	63
Yes	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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

**QM11. Why did you not make a complaint about your Internet service or supplier? (MULTICODE)**

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

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	~a	~b	~c	~d	~e	~f	~g	~h	~i
Unweighted total	3	4	-	4	5	16	3	2	17
Effective Weighted Sample	3	4	-	4	5	15	3	2	16
Total	4	3	-	3	4	16	3	3	17
The problem was sorted out	**	**	-	**	**	**	**	**	**
	**	**	-%	**	**	**	**	**	**
Not worth the hassle	**	**	-	**	**	**	**	**	**
	**	**	-%	**	**	**	**	**	**
Did not know where to go	**	**	-	**	**	**	**	**	**
	**	**	-%	**	**	**	**	**	**
They wouldn't do anything anyway	**	**	-	**	**	**	**	**	**
	**	**	-%	**	**	**	**	**	**
Didn't have time	**	**	-	**	**	**	**	**	**
	**	**	-%	**	**	**	**	**	**
Other	**	**	-	**	**	**	**	**	**
	**	**	-%	**	**	**	**	**	**
Don't know	**	**	-	**	**	**	**	**	**
	**	**	-%	**	**	**	**	**	**

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

Any break column with 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. What was the issue you had a reason to complain about, regarding your mobile broadband service? (MULTICODE)**

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

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	~a	~b	~c	~d	~e	~f	~g	~h	~i
Unweighted total	1	-	-	-	3	8	1	-	9
Effective Weighted Sample	1	-	-	-	3	7	1	-	8
Total	1	-	-	-	3	9	1	-	10
Disruption of service	**	-	-	-	**	**	**	-	**
	**	-%	-%	-%	**	**	**	-%	**
Speed of internet connection	**	-	-	-	**	**	**	-	**
	**	-%	-%	-%	**	**	**	-%	**
Poor coverage	**	-	-	-	**	**	**	-	**
	**	-%	-%	-%	**	**	**	-%	**
Overcharged	**	-	-	-	**	**	**	-	**
	**	-%	-%	-%	**	**	**	-%	**
Bill incorrect	**	-	-	-	**	**	**	-	**
	**	-%	-%	-%	**	**	**	-%	**
Other	**	-	-	-	**	**	**	-	**
	**	-%	-%	-%	**	**	**	-%	**
Refused	**	-	-	-	**	**	**	-	**
	**	-%	-%	-%	**	**	**	-%	**

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

Any break column with 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. 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	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	~a	~b	~c	~d	~e	~f	~g	~h	~i
Unweighted total	1	-	-	-	3	8	1	-	9
Effective Weighted Sample	1	-	-	-	3	7	1	-	8
Total	1	-	-	-	3	9	1	-	10
Yes	**	-	-	-	**	**	**	-	**
	**	-%	-%	-%	**	**	**	-%	**
No	**	-	-	-	**	**	**	-	**
	**	-%	-%	-%	**	**	**	-%	**

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

Any break column with 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. Why did you not make a complaint about your Internet service or supplier? (MULTICODE)**

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

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	~a	~b	~c	~d	~e	~f	~g	~h	~i
Unweighted total	-	-	-	-	2	3	-	-	3
Effective Weighted Sample	-	-	-	-	2	3	-	-	3
Total	-	-	-	-	2	4	-	-	4
The problem was sorted out	-	-	-	-	**	**	-	-	**
	-%	-%	-%	-%	**	**	-%	-%	**
Don't know	-	-	-	-	**	**	-	-	**
	-%	-%	-%	-%	**	**	-%	-%	**

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

Any break column with 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	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	i
Unweighted total	334	219	188	407	864	1931	160	402	1702
Effective Weighted Sample	305	203	174	376	787	1776	140	352	1573
Total	311	169	156	325	733	1769	156	319	1618
Married/ living as married	229	112	68	180	366	1072	89	165	999
	74%	66%	43%	55%	50%	61%	57%	52%	62%
	cd	cd		c					h
Single	23	5	7	12	176	423	48	53	430
	7%	3%	5%	4%	24%	24%	31%	17%	27%
	bd								h
Widowed, divorced or separated	57	51	80	131	190	273	17	102	183
	18%	30%	51%	40%	26%	15%	11%	32%	11%
		a	abd	ab				i	
Refused	1	1	1	2	2	1	1	-	6
	*%	1%	1%	1%	*%	*%	*%	-%	*%

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

Any break column with 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	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	i
Unweighted total	334	219	188	407	864	1931	160	402	1702
Effective Weighted Sample	305	203	174	376	787	1776	140	352	1573
Total	311	169	156	325	733	1769	156	319	1618
<b>WHITE</b>									
British	201 65%	105 62%	95 61%	200 61%	442 60%	1205 68%	- -%	189 59%	1012 63%
English	50 16%	33 19%	37 23%	69 21%	114 15%	264 15%	- -%	56 18%	209 13%
Scottish	22 7%	15 9%	13 8%	27 8%	67 9%	158 9%	- -%	34 11%	122 8%
Welsh	7 2%	5 3%	8 5%	13 4%	27 4%	47 3%	- -%	12 4%	37 2%
Irish	13 4%	2 1%	2 1%	4 1%	10 1%	36 2%	- -%	10 3%	27 2%
Any other white background	3 1%	2 1%	1 *%	2 1%	18 2%	60 3%	- -%	6 2%	55 3%
<b>MIXED</b>									
White and Black Caribbean	- -%	- -%	- -%	- -%	3 *%	- -%	7 4%	1 *%	10 1%
White and Black African	1 *%	- -%	- -%	- -%	1 *%	- -%	2 2%	- -%	4 *%

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



**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

Any break column with 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	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
	a	b	c	d	e	f	g	h	i
Significance Level: 95%									
Unweighted total	334	219	188	407	864	1931	160	402	1702
Effective Weighted Sample	305	203	174	376	787	1776	140	352	1573
Total	311	169	156	325	733	1769	156	319	1618
White and Asian	-	-	-	-	4	-	6	1	10
	-%	-%	-%	-%	*%	-%	4%	*%	1%
							f		
Any other mixed background	-	-	-	-	-	-	*	1	-
	-%	-%	-%	-%	-%	-%	*%	*%	-%
							f	i	
<b>ASIAN AND BRITISH ASIAN</b>									
Indian	2	1	-	1	8	-	26	2	22
	1%	*%	-%	*%	1%	-%	17%	1%	1%
							f		
Pakistani	3	2	-	2	8	-	30	1	24
	1%	1%	-%	1%	1%	-%	19%	*%	1%
							f		
Bangladeshi	1	1	-	1	11	-	16	1	14
	*%	1%	-%	*%	2%	-%	10%	*%	1%
							f		
Any other Asian background	1	-	-	-	2	-	10	1	7
	*%	-%	-%	-%	*%	-%	6%	*%	*%
							f		
<b>BLACK AND BLACK BRITISH</b>									
Caribbean	1	2	1	3	7	-	14	-	13
	*%	1%	*%	1%	1%	-%	9%	-%	1%
							f		
African	1	1	-	1	5	-	23	2	20
	*%	*%	-%	*%	1%	-%	15%	1%	1%
							f		

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

Any break column with 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	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
	a	b	c	d	e	f	g	h	i
Significance Level: 95%									
Unweighted total	334	219	188	407	864	1931	160	402	1702
Effective Weighted Sample	305	203	174	376	787	1776	140	352	1573
Total	311	169	156	325	733	1769	156	319	1618
Any other black background	-	-	-	-	1	-	2	-	2
	-%	-%	-%	-%	*%	-%	2% f	-%	*%
<b>MIDDLE EAST AND ARABIC ORIGIN</b>									
Middle Eastern, including Arabic origin	1	-	-	-	-	-	1	1	1
	*%	-%	-%	-%	-%	-%	1% f	*%	*%
<b>CHINESE OR OTHER ETHNIC GROUP</b>									
Chinese	-	-	-	-	1	-	7	-	7
	-%	-%	-%	-%	*%	-%	4% f	-%	*%
Any other background	-	-	1	1	3	-	10	2	10
	-%	-%	1%	*%	*%	-%	7% f	1%	1%
Refused	3	1	1	2	3	-	-	1	11
	1%	1%	*%	*%	*%	-%	-%	*%	1%

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	i
Unweighted total	334	219	188	407	864	1931	160	402	1702
Effective Weighted Sample	305	203	174	376	787	1776	140	352	1573
Total	311	169	156	325	733	1769	156	319	1618
Cannot walk far or manage stairs or can only do so with difficulty	28 9%	21 12%	32 20% ab	52 16% a	74 10%	100 6%	3 2%	96 30% i	- -%
Poor hearing, partial hearing or deafness	20 6%	13 8%	37 24% abd	50 15% ab	63 9%	79 4% g	1 1%	77 24% i	- -%
Breathlessness or chest pains	17 5%	16 10%	15 10%	32 10% a	50 7%	71 4%	1 1%	72 23% i	- -%
Poor vision, partial sight or blindness	6 2%	6 3%	11 7% a	16 5% a	23 3%	34 2%	1 1%	35 11% i	- -%
Mental health problems or difficulties	7 2% d	1 1%	1 1%	2 1%	27 4%	31 2%	1 *%	32 10% i	- -%
Limited ability to reach	5 2%	3 2%	6 4%	10 3%	16 2%	23 1%	- -%	22 7% i	- -%
Dyslexia	2 1%	- -%	- -%	- -%	5 1%	13 1%	1 1%	19 6% i	- -%

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

Any break column with 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? (MULTICODE)**

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	i
Unweighted total	334	219	188	407	864	1931	160	402	1702
Effective Weighted Sample	305	203	174	376	787	1776	140	352	1573
Total	311	169	156	325	733	1769	156	319	1618
Other illnesses or health problems which limit your daily activities or the work that you can do	30 10%	13 8%	18 12%	31 10%	62 8%	95 5%	4 3%	98 31%	- -%
None	232 75% cd	117 69% cd	70 45%	187 57% c	514 70%	1462 83%	146 94% f	- -%	1618 100% h

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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**QZ4A (C10). SHOWCARD Which of these best describes your sight? (SINGLE CODE)**

Base : Those with poor vision, partial sight or blindness

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	~a	~b	~c	~d	~e	~f	~g	~h	~i
Unweighted total	8	7	14	21	31	43	2	45	-
Effective Weighted Sample	8	7	12	19	28	40	2	39	-
Total	6	6	11	16	23	34	1	35	-
Have difficulty seeing ordinary newspaper print	**	**	**	**	**	**	**	**	-
	**	**	**	**	**	**	**	**	-%
Cannot see well enough to read a newspaper headline	**	**	**	**	**	**	**	**	-
	**	**	**	**	**	**	**	**	-%
Have no problems as long as I am wearing glasses/ contact lenses	**	**	**	**	**	**	**	**	-
	**	**	**	**	**	**	**	**	-%
Cannot see well enough to read a large print book	**	**	**	**	**	**	**	**	-
	**	**	**	**	**	**	**	**	-%
Cannot see well enough to recognise a friend across a room	**	**	**	**	**	**	**	**	-
	**	**	**	**	**	**	**	**	-%
Cannot see the shapes of furniture in the room	**	**	**	**	**	**	**	**	-
	**	**	**	**	**	**	**	**	-%
Cannot see well enough to recognise a friend if close to his or her face	**	**	**	**	**	**	**	**	-
	**	**	**	**	**	**	**	**	-%
Only have sight in one eye	**	**	**	**	**	**	**	**	-
	**	**	**	**	**	**	**	**	-%
Cataracts	**	**	**	**	**	**	**	**	-
	**	**	**	**	**	**	**	**	-%

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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**QZ4A (C10). SHOWCARD Which of these best describes your sight? (SINGLE CODE)**

Base : Those with poor vision, partial sight or blindness

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	~a	~b	~c	~d	~e	~f	~g	~h	~i
Unweighted total	8	7	14	21	31	43	2	45	-
Effective Weighted Sample	8	7	12	19	28	40	2	39	-
Total	6	6	11	16	23	34	1	35	-
Other	**	**	**	**	**	**	**	**	-
	**	**	**	**	**	**	**	**	-%
Don't know	**	**	**	**	**	**	**	**	-
	**	**	**	**	**	**	**	**	-%
No answer	**	**	**	**	**	**	**	**	-
	**	**	**	**	**	**	**	**	-%

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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**QZ4B (C11). SHOWCARD Which of these best describes your hearing? (SINGLE CODE)**

Base : Those with poor hearing, partial hearing or deafness

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
	~a	~b	~c	~d	~e	~f	~g	~h	~i
Significance Level: 95%									
Unweighted total	22	16	50	66	82	96	1	97	-
Effective Weighted Sample	20	15	46	61	76	89	1	88	-
Total	20	13	37	50	63	79	1	77	-
Cannot follow a TV programme with the volume turned up	**	**	**	**	**	**	**	**	-
	**	**	**	**	**	**	**	**	-%
Have difficulty hearing someone talking in a loud voice in a quiet room	**	**	**	**	**	**	**	**	-
	**	**	**	**	**	**	**	**	-%
Cannot hear a doorbell, alarm clock or telephone bell	**	**	**	**	**	**	**	**	-
	**	**	**	**	**	**	**	**	-%
Cannot follow a TV programme at a volume others find acceptable	**	**	**	**	**	**	**	**	-
	**	**	**	**	**	**	**	**	-%
Difficulty hearing someone talking in a normal voice in a quiet room	**	**	**	**	**	**	**	**	-
	**	**	**	**	**	**	**	**	-%
Difficulty following a conversation against background noise	**	**	**	**	**	**	**	**	-
	**	**	**	**	**	**	**	**	-%
Have no problems as long as I am wearing my hearing aid	**	**	**	**	**	**	**	**	-
	**	**	**	**	**	**	**	**	-%
Other	**	**	**	**	**	**	**	**	-
	**	**	**	**	**	**	**	**	-%
Don't know	**	**	**	**	**	**	**	**	-
	**	**	**	**	**	**	**	**	-%

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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**QZ7 (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	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	i
Unweighted total	334	219	188	407	864	1931	160	402	1702
Effective Weighted Sample	305	203	174	376	787	1776	140	352	1573
Total	311	169	156	325	733	1769	156	319	1618
Above £11,500	184	72	36	108	250	964	97	115	956
	59%	43%	23%	33%	34%	54%	62%	36%	59%
	bcd	cd		c					h
Below £11,500	38	37	60	97	251	306	24	89	243
	12%	22%	38%	30%	34%	17%	16%	28%	15%
		a	abd	ab				i	
Don't know	11	6	15	21	60	146	10	27	132
	4%	4%	10%	6%	8%	8%	6%	8%	8%
			ab						
Refused	78	54	45	99	173	354	24	89	287
	25%	32%	29%	30%	24%	20%	16%	28%	18%
								i	

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



**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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

**QZ8 (QZ9). SHOWCARD Group in which you would place your total household income from all sources, before tax and other deductions? (SINGLE CODE)**

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	i
Unweighted total	334	219	188	407	864	1931	160	402	1702
Effective Weighted Sample	305	203	174	376	787	1776	140	352	1573
Total	311	169	156	325	733	1769	156	319	1618
Under £11,500	38	37	60	97	251	306	24	89	243
	12%	22%	38%	30%	34%	17%	16%	28%	15%
		a	abd	ab				i	
£11,500 - £17,499	38	28	10	37	92	167	12	36	143
	12%	16%	6%	12%	12%	9%	8%	11%	9%
	c	c							
£17,500 - £29,999	32	14	7	21	53	201	35	25	214
	10%	8%	4%	6%	7%	11%	23%	8%	13%
	c						f		h
£30,000 - £49,999	32	7	2	9	27	195	8	11	196
	10%	4%	1%	3%	4%	11%	5%	4%	12%
	bcd					g			h
£50,000+	17	1	2	3	4	115	11	8	117
	6%	*%	1%	1%	1%	6%	7%	3%	7%
	bcd								h
REFUSED BUT ABOVE £11.5K	65	22	18	40	78	297	34	37	296
	21%	13%	11%	12%	11%	17%	22%	12%	18%
	bcd								h
DK/ Refused	88	60	58	118	229	488	31	112	409
	28%	36%	37%	36%	31%	28%	20%	35%	25%
			a	a				i	
<b>HOUSEHOLD INCOME</b>									
UNDER									
£11.5K	38	37	60	97	251	306	24	89	243
	12%	22%	38%	30%	34%	17%	16%	28%	15%
		a	abd	ab				i	

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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**QZ8 (QZ9). SHOWCARD Group in which you would place your total household income from all sources, before tax and other deductions? (SINGLE CODE)**

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	i
Effective Weighted Sample	305	203	174	376	787	1776	140	352	1573
£11.5K- £17.5K	38 12% c	28 16% c	10 6%	37 12%	92 12%	167 9%	12 8%	36 11%	143 9%
£17.5K- £29.9K	32 10% c	14 8%	7 4%	21 6%	53 7%	201 11%	35 23% f	25 8%	214 13% h
£30K+	49 16% bcd	8 5%	4 2%	12 4%	31 4%	310 18%	19 12%	20 6%	313 19% h

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

**OFCOM TECHNOLOGY TRACKER Q2 2010 - SUBSET - 1st April to 10th June 2010.**

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**QZ9. Finally, would it be okay for us to contact you if we have any further questions relating to this study?**

Base : All respondents

	AGE				AGE/SEG	EMG		DISABILITY	
	55-64	65-74	75+	65+	65+ OR DE	NO	YES	YES	NO
Significance Level: 95%	a	b	c	d	e	f	g	h	i
Unweighted total	334	219	188	407	864	1931	160	402	1702
Effective Weighted Sample	305	203	174	376	787	1776	140	352	1573
Total	311	169	156	325	733	1769	156	319	1618
Yes	126 41%	62 37%	53 34%	115 35%	256 35%	657 37%	45 29%	127 40%	579 36%
No	184 59%	106 63%	104 66%	210 65%	477 65%	1113 63%	111 71%	192 60%	1040 64%

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