OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

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Table 1

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

NATION

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
England	2236	1089	1147	308	350	756	823	137	179	250	636	613	601	479	540	2236	-	-	-
	84%	84%	83%	85%	83%	84%	83%	79%	85%	84%	89%	86%	84%	82%	82%	100%	-%	-%	-%
											gi	n				pqr			
		49%	51%	14%	16%	34%	37%	6%	8%	11%	28%	27%	27%	21%	24%	100%	-%	-%	-%
Scotland	233	112	121	28	38	79	88	23	18	28	56	54	64	53	61	-	233	-	-
	9%	9%	9%	8%	9%	9%	9%	13%	9%	9%	8%	8%	9%	9%	9%	-%	100%	-%	-%
								j									oqr		
		48%	52%	12%	16%	34%	38%	10%	8%	12%	24%	23%	27%	23%	26%	-%	100%	-%	-%
Wales	132	64	68	15	21	43	53	10	11	18	14	30	34	31	38	-	-	132	-
	5%	5%	5%	4%	5%	5%	5%	6%	5%	6%	2%	4%	5%	5%	6%	-%	-%	100%	-%
								j	j	j								opr	
		49%	51%	12%	16%	32%	40%	8%	8%	14%	11%	22%	25%	24%	28%	-%	-%	100%	-%
Northern Ireland	74	36	38	11	11	25	26	4	3	3	5	16	18	18	22	-	-	-	74
	3%	3%	3%	3%	3%	3%	3%	2%	2%	1%	1%	2%	2%	3%	3%	-%	-%	-%	100%
																			opq
		48%	52%	15%	15%	34%	35%	5%	4%	4%	6%	22%	24%	24%	29%	-%	-%	-%	100%

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

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Table 1

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NATION

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
England	2236	341	360	218	195	238	246	226	112	300	1972	264	1307	927	1099	1137
	84%	100%	100%	100%	100%	100%	100%	100%	100%	100%	85%	73%	84%	83%	86%	81%
											k				o	
		15%	16%	10%	9%	11%	11%	10%	5%	13%	88%	12%	58%	41%	49%	51%
Scotland	233	-	-	-	-	-	-	-	-	-	193	40	133	100	84	150
	9%	-%	-%	-%	-%	-%	-%	-%	-%	-%	8%	11%	9%	9%	7%	11%
																n
		-%	-%	-%	-%	-%	-%	-%	-%	-%	83%	17%	57%	43%	36%	64%
Wales	132	-	-	-	-	-	-	-	-	-	103	29	74	58	63	69
	5%	-%	-%	-%	-%	-%	-%	-%	-%	-%	4%	8%	5%	5%	5%	5%
												j				
		-%	-%	-%	-%	-%	-%	-%	-%	-%	78%	22%	56%	44%	48%	52%
Northern Ireland	74	-	-	-	-	-	-	-	-	-	47	27	41	33	31	42
	3%	-%	-%	-%	-%	-%	-%	-%	-%	-%	2%	8%	3%	3%	2%	3%
												j				
		-%	-%	-%	-%	-%	-%	-%	-%	-%	63%	37%	55%	44%	43%	57%

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

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NATION

Base : All respondents

		TV PLATFORM/S			
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
England	2236	2108	335	804	401
	84%	84%	85%	84%	84%
		94%	15%	36%	18%
Scotland	233	215	46	65	40
	9%	9%	12%	7%	8%
			c		
		92%	20%	28%	17%
Wales	132	125	6	54	17
	5%	5%	2%	6%	4%
		b		b	
		95%	5%	41%	13%
Northern Ireland	74	71	9	29	17
	3%	3%	2%	3%	4%
		96%	12%	39%	23%

Columns Tested: a,b,c,d

Table 2

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

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REGION

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
North East	112	52	60	15	18	34	44	14	9	19	37	22	33	26	31	112	-	-	-
	4%	4%	4%	4%	4%	4%	4%	8%	4%	6%	5%	3%	5%	4%	5%	5%	-%	-%	-%
																pqr			
		46%	54%	14%	16%	30%	40%	12%	8%	17%	33%	20%	30%	23%	28%	100%	-%	-%	-%
North West	300	147	153	35	43	102	121	21	23	42	44	58	76	84	82	300	-	-	-
	11%	11%	11%	10%	10%	11%	12%	12%	11%	14%	6%	8%	11%	14%	12%	13%	-%	-%	-%
								j	j	j				kl	k	pqr			
		49%	51%	12%	14%	34%	40%	7%	8%	14%	15%	19%	25%	28%	27%	100%	-%	-%	-%
Yorkshire	226	104	122	28	45	71	81	18	25	17	28	35	48	59	84	226	-	-	-
	8%	8%	9%	8%	11%	8%	8%	11%	12%	6%	4%	5%	7%	10%	13%	10%	-%	-%	-%
								ij	ij					kl	kl	pqr			
		46%	54%	12%	20%	32%	36%	8%	11%	7%	12%	15%	21%	26%	37%	100%	-%	-%	-%
East Midlands	195	95	100	25	39	54	77	10	18	24	57	50	37	54	55	195	-	-	-
	7%	7%	7%	7%	9%	6%	8%	6%	9%	8%	8%	7%	5%	9%	8%	9%	-%	-%	-%
					e									l	l	pqr			
		49%	51%	13%	20%	28%	39%	5%	9%	12%	29%	25%	19%	28%	28%	100%	-%	-%	-%
West Midlands	238	112	126	35	35	81	88	3	10	9	39	70	61	52	55	238	-	-	-
	9%	9%	9%	10%	8%	9%	9%	2%	5%	3%	5%	10%	8%	9%	8%	11%	-%	-%	-%
											g					pqr			
		47%	53%	15%	15%	34%	37%	1%	4%	4%	16%	29%	26%	22%	23%	100%	-%	-%	-%
East of England	246	116	130	35	36	82	93	27	15	16	86	78	53	48	66	246	-	-	-
	9%	9%	9%	10%	9%	9%	9%	16%	7%	5%	12%	11%	7%	8%	10%	11%	-%	-%	-%
								hi			hi	l				pqr			
		47%	53%	14%	15%	33%	38%	11%	6%	7%	35%	32%	21%	19%	27%	100%	-%	-%	-%
London	341	172	169	60	58	156	67	20	32	37	161	112	104	51	73	341	-	-	-
	13%	13%	12%	17%	14%	17%	7%	11%	15%	12%	23%	16%	15%	9%	11%	15%	-%	-%	-%
				f	f	f					ghi	mn	mn			pqr			
		50%	50%	18%	17%	46%	20%	6%	10%	11%	47%	33%	31%	15%	21%	100%	-%	-%	-%

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

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REGION

Base : All respondents

	Total	GENDER MALE	FEMALE	AGE GROUP 16-24	25-34	35-54	55+	HOUSEHOLD INCOME UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	SOCIAL GROUP AB	C1	C2	DE	NATION ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
South East	360	187	173	48	47	115	151	13	27	58	113	117	113	71	58	360	-	-	-
	13%	14%	13%	13%	11%	13%	15%	8%	13%	19%	16%	16%	16%	12%	9%	16%	-%	-%	-%
							d			gh	g	mn	n	n		pqr			
		52%	48%	13%	13%	32%	42%	4%	7%	16%	31%	33%	32%	20%	16%	100%	-%	-%	-%
South West	218	105	114	27	29	61	102	10	19	28	73	71	76	34	38	218	-	-	-
	8%	8%	8%	7%	7%	7%	10%	6%	9%	10%	10%	10%	11%	6%	6%	10%	-%	-%	-%
							de					mn	mn			pqr			
		48%	52%	12%	13%	28%	47%	5%	9%	13%	33%	32%	35%	16%	17%	100%	-%	-%	-%
Wales	132	64	68	15	21	43	53	10	11	18	14	30	34	31	38	-	-	132	-
	5%	5%	5%	4%	5%	5%	5%	6%	5%	6%	2%	4%	5%	5%	6%	-%	-%	100%	-%
								j	j	j								opr	
		49%	51%	12%	16%	32%	40%	8%	8%	14%	11%	22%	25%	24%	28%	-%	-%	100%	-%
Scotland	233	112	121	28	38	79	88	23	18	28	56	54	64	53	61	-	233	-	-
	9%	9%	9%	8%	9%	9%	9%	13%	9%	9%	8%	8%	9%	9%	9%	-%	100%	-%	-%
								j									oqr		
		48%	52%	12%	16%	34%	38%	10%	8%	12%	24%	23%	27%	23%	26%	-%	100%	-%	-%
Northern Ireland	74	36	38	11	11	25	26	4	3	3	5	16	18	18	22	-	-	-	74
	3%	3%	3%	3%	3%	3%	3%	2%	2%	1%	1%	2%	2%	3%	3%	-%	-%	-%	100%
																			opq
		48%	52%	15%	15%	34%	35%	5%	4%	4%	6%	22%	24%	24%	29%	-%	-%	-%	100%

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

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REGION

Base : All respondents

	Total	ENGLAND REGIONS LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBANITY URBAN	RURAL	WORKING STATUS WORKING	NOT WORKING	DEPRIVATION LEVEL LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
North East	112	-	-	-	-	-	-	-	112	-	104	8	55	56	42	70
	4%	-%	-%	-%	-%	-%	-%	-%	100%	-%	4%	2%	4%	5%	3%	5%
									abcdefgi		k					n
		-%	-%	-%	-%	-%	-%	-%	100%	-%	93%	7%	50%	50%	37%	63%
North West	300	-	-	-	-	-	-	-	-	300	281	20	164	137	138	163
	11%	-%	-%	-%	-%	-%	-%	-%	-%	100%	12%	5%	11%	12%	11%	12%
										abcdefgh	k					
		-%	-%	-%	-%	-%	-%	-%	-%	100%	93%	7%	54%	46%	46%	54%
Yorkshire	226	-	-	-	-	-	-	226	-	-	201	26	127	99	100	126
	8%	-%	-%	-%	-%	-%	-%	100%	-%	-%	9%	7%	8%	9%	8%	9%
								abcdefhi								
		-%	-%	-%	-%	-%	-%	100%	-%	-%	89%	11%	56%	44%	44%	56%
East Midlands	195	-	-	-	195	-	-	-	-	-	163	32	123	71	103	92
	7%	-%	-%	-%	100%	-%	-%	-%	-%	-%	7%	9%	8%	6%	8%	7%
					abcefghi											
		-%	-%	-%	100%	-%	-%	-%	-%	-%	83%	17%	63%	36%	53%	47%
West Midlands	238	-	-	-	-	238	-	-	-	-	209	29	144	94	126	112
	9%	-%	-%	-%	-%	100%	-%	-%	-%	-%	9%	8%	9%	8%	10%	8%
						abcdfghi										
		-%	-%	-%	-%	100%	-%	-%	-%	-%	88%	12%	61%	39%	53%	47%
East of England	246	-	-	-	-	-	246	-	-	-	197	49	129	116	164	81
	9%	-%	-%	-%	-%	-%	100%	-%	-%	-%	8%	14%	8%	10%	13%	6%
							abcdeghi					j			o	
		-%	-%	-%	-%	-%	100%	-%	-%	-%	80%	20%	52%	47%	67%	33%

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

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REGION

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
London	341	341	-	-	-	-	-	-	-	-	341	-	234	107	63	278
	13%	100%	-%	-%	-%	-%	-%	-%	-%	-%	15%	-%	15%	10%	5%	20%
		bcdefghi									k		m			n
		100%	-%	-%	-%	-%	-%	-%	-%	-%	100%	-%	69%	31%	19%	81%
South East	360	-	360	-	-	-	-	-	-	-	312	48	217	143	219	141
	13%	-%	100%	-%	-%	-%	-%	-%	-%	-%	13%	13%	14%	13%	17%	10%
			acdefghi												o	
		-%	100%	-%	-%	-%	-%	-%	-%	-%	87%	13%	60%	40%	61%	39%
South West	218	-	-	218	-	-	-	-	-	-	167	52	114	104	145	73
	8%	-%	-%	100%	-%	-%	-%	-%	-%	-%	7%	14%	7%	9%	11%	5%
				abdefghi								j			o	
		-%	-%	100%	-%	-%	-%	-%	-%	-%	76%	24%	52%	48%	66%	34%
Wales	132	-	-	-	-	-	-	-	-	-	103	29	74	58	63	69
	5%	-%	-%	-%	-%	-%	-%	-%	-%	-%	4%	8%	5%	5%	5%	5%
												j				
		-%	-%	-%	-%	-%	-%	-%	-%	-%	78%	22%	56%	44%	48%	52%
Scotland	233	-	-	-	-	-	-	-	-	-	193	40	133	100	84	150
	9%	-%	-%	-%	-%	-%	-%	-%	-%	-%	8%	11%	9%	9%	7%	11%
																n
		-%	-%	-%	-%	-%	-%	-%	-%	-%	83%	17%	57%	43%	36%	64%
Northern Ireland	74	-	-	-	-	-	-	-	-	-	47	27	41	33	31	42
	3%	-%	-%	-%	-%	-%	-%	-%	-%	-%	2%	8%	3%	3%	2%	3%
												j				
		-%	-%	-%	-%	-%	-%	-%	-%	-%	63%	37%	55%	44%	43%	57%

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

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

Base : All respondents

		TV PLATFORM/S			
	Total	**ALL TV**	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
North East	112	109	17	45	19
	4%	4%	4%	5%	4%
		97%	15%	40%	17%
North West	300	289	61	93	55
	11%	11%	15%	10%	12%
			ac		
		96%	20%	31%	18%
Yorkshire	226	220	19	94	17
	8%	9%	5%	10%	3%
		bd		bd	
		97%	8%	42%	7%
East Midlands	195	187	31	75	39
	7%	7%	8%	8%	8%
		96%	16%	38%	20%
West Midlands	238	231	42	71	44
	9%	9%	10%	7%	9%
		97%	17%	30%	18%
East of England	246	233	45	105	39
	9%	9%	11%	11%	8%
		95%	18%	43%	16%
London	341	303	33	128	58
	13%	12%	8%	13%	12%
		b		b	
		89%	10%	38%	17%
South East	360	329	71	116	78
	13%	13%	18%	12%	16%
			ac		c
		91%	20%	32%	22%

Columns Tested: a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 2

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

Base : All respondents

	Total	TV PLATFORM/S			
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
South West	218	208	19	77	52
	8%	8%	5%	8%	11%
		b		b	b
		95%	9%	35%	24%
Wales	132	125	6	54	17
	5%	5%	2%	6%	4%
		b		b	
		95%	5%	41%	13%
Scotland	233	215	46	65	40
	9%	9%	12%	7%	8%
			c		
		92%	20%	28%	17%
Northern Ireland	74	71	9	29	17
	3%	3%	2%	3%	4%
		96%	12%	39%	23%

Columns Tested: a,b,c,d

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

URBANITY

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Urban	2316	1118	1197	328	378	788	821	156	193	258	596	579	637	496	598	1972	193	103	47
	87%	86%	87%	91%	90%	87%	83%	90%	91%	86%	84%	81%	89%	85%	90%	88%	83%	78%	63%
				f	f	f		j	j				k		km	pqr	r	r	
		48%	52%	14%	16%	34%	35%	7%	8%	11%	26%	25%	27%	21%	26%	85%	8%	4%	2%
Rural	359	182	177	34	42	115	168	18	19	41	115	132	79	85	63	264	40	29	27
	13%	14%	13%	9%	10%	13%	17%	10%	9%	14%	16%	19%	11%	15%	10%	12%	17%	22%	37%
							cde				gh	ln		n			o	o	opq
		51%	49%	9%	12%	32%	47%	5%	5%	11%	32%	37%	22%	24%	17%	73%	11%	8%	8%

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

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

URBANITY

Base : All respondents

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
						ENGLAND REGIONS					URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Urban	2316	341	312	167	163	209	197	201	104	281	2316	-	1355	959	963	1353
	87%	100%	87%	76%	83%	88%	80%	89%	93%	93%	100%	-%	87%	86%	75%	97%
		bcdefghi	c			cf		cf	bcdef	bcdef	k					n
		15%	13%	7%	7%	9%	8%	9%	4%	12%	100%	-%	59%	41%	42%	58%
Rural	359	-	48	52	32	29	49	26	8	20	-	359	200	158	314	45
	13%	-%	13%	24%	17%	12%	20%	11%	7%	7%	-%	100%	13%	14%	25%	3%
			ahi	abeghi	ahi	ahi	aeghi	a	a	a		j			o	
		-%	13%	14%	9%	8%	14%	7%	2%	5%	-%	100%	56%	44%	87%	13%

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

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

URBANITY

Base : All respondents

	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
		a	**b**	**c**	**d**
TV PLATFORM/S					
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
Urban	2316	2176	381	812	407
	87%	86%	96%	85%	86%
			acd		
		94%	16%	35%	18%
Rural	359	343	15	141	68
	13%	14%	4%	15%	14%
		b		b	b
		96%	4%	39%	19%

Columns Tested: a,b,c,d

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

CABLE AREA

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
TELEWEST	848	413	435	121	141	301	285	58	70	86	229	226	241	169	210	779	21	27	21
	32%	32%	32%	33%	34%	33%	29%	33%	33%	29%	32%	32%	34%	29%	32%	35%	9%	21%	29%
						f										pqr		p	pq
		49%	51%	14%	17%	35%	34%	7%	8%	10%	27%	27%	28%	20%	25%	92%	3%	3%	3%
NTL	477	230	247	62	80	155	179	28	30	53	107	104	129	111	130	394	82	-	-
	18%	18%	18%	17%	19%	17%	18%	16%	14%	18%	15%	15%	18%	19%	20%	18%	35%	-%	-%
														k	k	qr	oqr		
		48%	52%	13%	17%	33%	38%	6%	6%	11%	23%	22%	27%	23%	27%	83%	17%	-%	-%
NEITHER	1350	657	693	179	200	447	525	88	112	160	374	382	345	301	320	1063	130	105	52
	50%	51%	50%	49%	47%	49%	53%	51%	53%	54%	53%	54%	48%	52%	48%	48%	56%	79%	71%
												l				o	opr	opr	op
		49%	51%	13%	15%	33%	39%	7%	8%	12%	28%	28%	26%	22%	24%	79%	10%	8%	4%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 4

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

CABLE AREA

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
TELEWEST	848	208	146	11	109	30	107	58	25	84	812	36	509	338	274	574
	32%	61%	41%	5%	56%	13%	44%	26%	23%	28%	35%	10%	33%	30%	21%	41%
		bcefghi	ceghi		bcefghi	c	ceghi	ce	ce	ce	k					n
		24%	17%	1%	13%	4%	13%	7%	3%	10%	96%	4%	60%	40%	32%	68%
NTL	477	21	23	47	-	136	25	51	27	65	474	3	257	219	188	288
	18%	6%	6%	21%	-%	57%	10%	23%	24%	22%	20%	1%	17%	20%	15%	21%
		d	d	abdf		abcdfghi	d	abdf	abdf	abdf	k			l		n
		4%	5%	10%	-%	29%	5%	11%	6%	14%	99%	1%	54%	46%	40%	60%
NEITHER	1350	111	191	160	86	72	114	117	60	152	1029	321	789	560	815	535
	50%	33%	53%	73%	44%	30%	46%	52%	53%	50%	44%	89%	51%	50%	64%	38%
			ade	abdefghi	ae		ae	ae	ade	ae		j			o	
		8%	14%	12%	6%	5%	8%	9%	4%	11%	76%	24%	58%	41%	60%	40%

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

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CABLE AREA

Base : All respondents

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
TELEWEST	848	788	214	275	130
	32%	31%	54%	29%	27%
			acd		
		93%	25%	32%	15%
NTL	477	453	130	122	75
	18%	18%	33%	13%	16%
		c	acd		
		95%	27%	26%	16%
NEITHER	1350	1278	52	556	270
	50%	51%	13%	58%	57%
		b		ab	ab
		95%	4%	41%	20%

Columns Tested: a,b,c,d

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

DEPRIVATION LEVEL

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Low	1277	628	649	144	172	413	549	53	75	146	390	434	337	280	223	1099	84	63	31
	48%	48%	47%	40%	41%	46%	56%	31%	35%	49%	55%	61%	47%	48%	34%	49%	36%	48%	43%
							cde			gh	gh	lmn	n	n		pr		p	
		49%	51%	11%	13%	32%	43%	4%	6%	11%	31%	34%	26%	22%	17%	86%	7%	5%	2%
Medium	1174	561	614	176	201	420	378	90	106	131	255	239	320	259	354	933	141	63	36
	44%	43%	45%	49%	48%	47%	38%	52%	50%	44%	36%	34%	45%	45%	54%	42%	61%	48%	49%
				f	f	f		j	j	j			k	k	klm		oqr	o	o
		48%	52%	15%	17%	36%	32%	8%	9%	11%	22%	20%	27%	22%	30%	79%	12%	5%	3%
High	223	112	112	43	48	70	62	30	31	23	66	39	59	41	84	203	8	6	6
	8%	9%	8%	12%	11%	8%	6%	17%	14%	8%	9%	5%	8%	7%	13%	9%	4%	4%	8%
				ef	ef			ij	ij				k		klm	pq			pq
		50%	50%	19%	21%	31%	28%	14%	14%	10%	29%	17%	26%	19%	38%	91%	4%	3%	3%

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

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DEPRIVATION LEVEL

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Low	1277	63	219	145	103	126	164	100	42	138	963	314	734	542	1277	-
	48%	19%	61%	66%	53%	53%	67%	44%	37%	46%	42%	87%	47%	48%	100%	-%
			aghi	adeghi	ah	ah	adeghi	a	a	a		j			o	
		5%	17%	11%	8%	10%	13%	8%	3%	11%	75%	25%	57%	42%	100%	-%
Medium	1174	175	141	67	92	93	81	105	60	120	1131	44	693	480	-	1174
	44%	51%	39%	31%	47%	39%	33%	47%	53%	40%	49%	12%	45%	43%	-%	84%
		bcefi			cef			cf	bcefi	c	k					n
		15%	12%	6%	8%	8%	7%	9%	5%	10%	96%	4%	59%	41%	-%	100%
High	223	103	-	7	-	20	-	20	11	43	222	1	128	95	-	223
	8%	30%	-%	3%	-%	8%	-%	9%	9%	14%	10%	*%	8%	9%	-%	16%
		bcdefghi		bdf		bcdf		bcdf	bcdf	bcdef	k					n
		46%	-%	3%	-%	9%	-%	9%	5%	19%	99%	1%	57%	43%	-%	100%

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

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

DEPRIVATION LEVEL

Base : All respondents

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
Low	1277	1215	177	488	254
	48%	48%	45%	51%	53%
				b	ab
		95%	14%	38%	20%
Medium	1174	1101	201	401	177
	44%	44%	51%	42%	37%
		d	acd		
		94%	17%	34%	15%
High	223	203	18	64	44
	8%	8%	5%	7%	9%
		b			b
		91%	8%	29%	20%

Columns Tested: a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 6

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

SE. GENDER

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K- 15.59K	15.6K- 25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Male	1301	1301	-	178	187	444	492	75	98	155	363	351	331	342	273	1089	112	64	36
	49%	100%	-%	49%	45%	49%	50%	43%	46%	52%	51%	49%	46%	59%	41%	49%	48%	49%	48%
		b									g	n	n	kln					
		100%	-%	14%	14%	34%	38%	6%	8%	12%	28%	27%	25%	26%	21%	84%	9%	5%	3%
Female	1374	-	1374	184	233	459	498	99	114	144	347	361	385	238	388	1147	121	68	38
	51%	-%	100%	51%	55%	51%	50%	57%	54%	48%	49%	51%	54%	41%	59%	51%	52%	51%	52%
			a					j				m	m		klm				
		-%	100%	13%	17%	33%	36%	7%	8%	10%	25%	26%	28%	17%	28%	83%	9%	5%	3%

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

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SE. GENDER

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Male	1301	172	187	105	95	112	116	104	52	147	1118	182	823	477	628	672
	49%	50%	52%	48%	49%	47%	47%	46%	46%	49%	48%	51%	53%	43%	49%	48%
													m			
		13%	14%	8%	7%	9%	9%	8%	4%	11%	86%	14%	63%	37%	48%	52%
Female	1374	169	173	114	100	126	130	122	60	153	1197	177	732	641	649	725
	51%	50%	48%	52%	51%	53%	53%	54%	54%	51%	52%	49%	47%	57%	51%	52%
														l		
		12%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	53%	47%	47%	53%

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

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SE. GENDER

Base : All respondents

	Total	TV PLATFORM/S			
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
Male	1301	1224	194	468	219
	49%	49%	49%	49%	46%
		94%	15%	36%	17%
Female	1374	1295	202	485	256
	51%	51%	51%	51%	54%
		94%	15%	35%	19%

Columns Tested: a,b,c,d

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

SF. AGE OF RESPONDENT

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
16 - 17	65	34	31	65	-	-	-	-	*	2	5	24	13	12	15	59	2	3	1
	2%	3%	2%	18% def	-%	-%	-%	-%	*%	1%	1%	3%	2%	2%	2%	3%	1%	2%	2%
		52%	48%	100%	-%	-%	-%	-%	*%	3%	8%	37%	20%	19%	24%	90%	4%	4%	2%
18 - 24	297	144	153	297	-	-	-	30	17	28	58	66	107	50	72	249	26	13	10
	11%	11%	11%	82% def	-%	-%	-%	17% hij	8%	9%	8%	9%	15% kmn	9%	11%	11%	11%	10%	13%
		49%	51%	100%	-%	-%	-%	10%	6%	9%	20%	22%	36%	17%	24%	84%	9%	4%	3%
25 - 34	421	187	233	-	421	-	-	29	36	47	131	92	124	89	116	350	38	21	11
	16%	14%	17%	-%	100% cef	-%	-%	17%	17%	16%	18%	13%	17% k	15%	18% k	16%	16%	16%	15%
		45%	55%	-%	100%	-%	-%	7%	9%	11%	31%	22%	29%	21%	28%	83%	9%	5%	3%
35 - 44	483	237	246	-	-	483	-	19	28	54	191	165	135	94	86	408	40	21	14
	18%	18%	18%	-%	-%	53% cdf	-%	11%	13%	18% g	27% ghi	23% lmn	19% n	16%	13%	18%	17%	16%	20%
		49%	51%	-%	-%	100%	-%	4%	6%	11%	40%	34%	28%	19%	18%	84%	8%	4%	3%
45 - 54	420	207	213	-	-	420	-	14	19	55	168	129	101	98	92	348	39	21	11
	16%	16%	16%	-%	-%	47% cdf	-%	8%	9%	18% gh	24% gh	18% ln	14%	17%	14%	16%	17%	16%	15%
		49%	51%	-%	-%	100%	-%	3%	5%	13%	40%	31%	24%	23%	22%	83%	9%	5%	3%
55 - 64	411	202	209	-	-	-	411	25	30	45	115	102	99	114	97	342	36	21	11
	15%	16%	15%	-%	-%	-%	42% cde	14%	14%	15%	16%	14%	14%	20% kln	15%	15%	16%	16%	15%
		49%	51%	-%	-%	-%	100%	6%	7%	11%	28%	25%	24%	28%	24%	83%	9%	5%	3%
65 - 74	328	160	169	-	-	-	328	30	40	43	29	79	79	73	98	275	29	17	8
	12%	12%	12%	-%	-%	-%	33% cde	17% j	19% j	14% j	4%	11%	11%	13%	15% kl	12%	12%	13%	10%
		49%	51%	-%	-%	-%	100%	9%	12%	13%	9%	24%	24%	22%	30%	84%	9%	5%	2%

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

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SF. AGE OF RESPONDENT

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
75+	250	130	120	-	-	-	250	28	41	26	13	56	59	50	85	206	22	14	7
	9%	10%	9%	-%	-%	-%	25%	16%	20%	9%	2%	8%	8%	9%	13%	9%	10%	11%	9%
							cde	ij	ij	j					klm				
		52%	48%	-%	-%	-%	100%	11%	17%	11%	5%	22%	23%	20%	34%	82%	9%	6%	3%

AGE SUMMARY

	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
16-24	362	178	184	362	-	-	-	30	17	30	63	90	120	62	88	308	28	15	11
	14%	14%	13%	100%	-%	-%	-%	17%	8%	10%	9%	13%	17%	11%	13%	14%	12%	12%	15%
				def				hij					km						
		49%	51%	100%	-%	-%	-%	8%	5%	8%	17%	25%	33%	17%	24%	85%	8%	4%	3%
25-34	421	187	233	-	421	-	-	29	36	47	131	92	124	89	116	350	38	21	11
	16%	14%	17%	-%	100%	-%	-%	17%	17%	16%	18%	13%	17%	15%	18%	16%	16%	16%	15%
					cef								k		k				
		45%	55%	-%	100%	-%	-%	7%	9%	11%	31%	22%	29%	21%	28%	83%	9%	5%	3%
35-54	903	444	459	-	-	903	-	33	47	109	359	294	236	192	178	756	79	43	25
	34%	34%	33%	-%	-%	100%	-%	19%	22%	36%	50%	41%	33%	33%	27%	34%	34%	32%	34%
						cdf				gh	ghi	lmn	n	n					
		49%	51%	-%	-%	100%	-%	4%	5%	12%	40%	33%	26%	21%	20%	84%	9%	5%	3%
55-64	411	202	209	-	-	-	411	25	30	45	115	102	99	114	97	342	36	21	11
	15%	16%	15%	-%	-%	-%	42%	14%	14%	15%	16%	14%	14%	20%	15%	15%	16%	16%	15%
							cde							kln					
		49%	51%	-%	-%	-%	100%	6%	7%	11%	28%	25%	24%	28%	24%	83%	9%	5%	3%
65+	578	289	289	-	-	-	578	57	82	69	43	135	137	123	182	480	51	31	15
	22%	22%	21%	-%	-%	-%	58%	33%	39%	23%	6%	19%	19%	21%	28%	21%	22%	24%	20%
							cde	ij	ij	j					klm				
		50%	50%	-%	-%	-%	100%	10%	14%	12%	7%	23%	24%	21%	31%	83%	9%	5%	3%

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

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SF. AGE OF RESPONDENT

Base : All respondents

	Total	\<— ENGLAND REGIONS —\> LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBANITY URBAN	RURAL	WORKING STATUS WORKING	NOT WORKING	DEPRIVATION LEVEL LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
16 - 17	65	3	11	4	6	13	10	4	2	6	60	5	14	51	33	32
	2%	1%	3%	2%	3%	6%	4%	2%	2%	2%	3%	1%	1%	5%	3%	2%
						acghi	a							l		
		4%	17%	6%	9%	20%	15%	7%	3%	10%	92%	8%	22%	78%	51%	49%
18 - 24	297	57	37	23	19	21	25	24	13	29	268	29	167	129	110	187
	11%	17%	10%	11%	10%	9%	10%	10%	12%	10%	12%	8%	11%	12%	9%	13%
		bdefgi									k					n
		19%	12%	8%	6%	7%	9%	8%	5%	10%	90%	10%	56%	44%	37%	63%
25 - 34	421	58	47	29	39	35	36	45	18	43	378	42	327	94	172	249
	16%	17%	13%	13%	20%	15%	15%	20%	16%	14%	16%	12%	21%	8%	13%	18%
					b			bc			k		m			n
		14%	11%	7%	9%	8%	9%	11%	4%	10%	90%	10%	78%	22%	41%	59%
35 - 44	483	95	52	34	28	52	44	37	21	45	432	51	406	76	192	291
	18%	28%	14%	16%	14%	22%	18%	17%	19%	15%	19%	14%	26%	7%	15%	21%
		bcdfghi				bdi					k		m			n
		20%	11%	7%	6%	11%	9%	8%	4%	9%	89%	11%	84%	16%	40%	60%
45 - 54	420	61	63	27	26	29	38	34	13	57	356	64	346	74	221	199
	16%	18%	17%	12%	14%	12%	15%	15%	12%	19%	15%	18%	22%	7%	17%	14%
		h								eh			m		o	
		15%	15%	6%	6%	7%	9%	8%	3%	14%	85%	15%	82%	18%	53%	47%
55 - 64	411	29	62	36	36	44	35	31	20	50	347	64	242	168	216	196
	15%	8%	17%	16%	19%	18%	14%	14%	18%	17%	15%	18%	16%	15%	17%	14%
			a	a	a	a	a		a	a					o	
		7%	15%	9%	9%	11%	8%	7%	5%	12%	84%	16%	59%	41%	52%	48%
65 - 74	328	21	52	40	22	27	30	31	12	40	267	62	42	285	191	137
	12%	6%	14%	18%	11%	11%	12%	14%	10%	13%	12%	17%	3%	26%	15%	10%
			a	adeh			a	a	a			j		l	o	
		6%	16%	12%	7%	8%	9%	10%	4%	12%	81%	19%	13%	87%	58%	42%

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

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SF. AGE OF RESPONDENT

Base : All respondents

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
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Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
75+	250	17	37	26	19	17	28	19	12	30	208	42	10	239	142	107
	9%	5%	10%	12%	10%	7%	11%	8%	11%	10%	9%	12%	1%	21%	11%	8%
			a	a	a		a		a	a				l	o	
		7%	15%	10%	8%	7%	11%	8%	5%	12%	83%	17%	4%	96%	57%	43%
AGE SUMMARY																
16-24	362	60	48	27	25	35	35	28	15	35	328	34	182	181	144	219
	14%	18%	13%	12%	13%	15%	14%	12%	14%	12%	14%	9%	12%	16%	11%	16%
											k			l		n
		17%	13%	7%	7%	10%	10%	8%	4%	10%	91%	9%	50%	50%	40%	60%
25-34	421	58	47	29	39	35	36	45	18	43	378	42	327	94	172	249
	16%	17%	13%	13%	20%	15%	15%	20%	16%	14%	16%	12%	21%	8%	13%	18%
					b			bc			k		m			n
		14%	11%	7%	9%	8%	9%	11%	4%	10%	90%	10%	78%	22%	41%	59%
35-54	903	156	115	61	54	81	82	71	34	102	788	115	752	150	413	490
	34%	46%	32%	28%	28%	34%	33%	32%	30%	34%	34%	32%	48%	13%	32%	35%
		bcdefghi											m			
		17%	13%	7%	6%	9%	9%	8%	4%	11%	87%	13%	83%	17%	46%	54%
55-64	411	29	62	36	36	44	35	31	20	50	347	64	242	168	216	196
	15%	8%	17%	16%	19%	18%	14%	14%	18%	17%	15%	18%	16%	15%	17%	14%
			a	a	a	a	a		a	a					o	
		7%	15%	9%	9%	11%	8%	7%	5%	12%	84%	16%	59%	41%	52%	48%
65+	578	38	89	66	41	44	58	50	24	71	474	104	52	524	333	245
	22%	11%	25%	30%	21%	18%	24%	22%	21%	24%	20%	29%	3%	47%	26%	18%
			a	adeh	a	a	a	a	a	a		j		l	o	
		7%	15%	11%	7%	8%	10%	9%	4%	12%	82%	18%	9%	91%	58%	42%

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

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SF. AGE OF RESPONDENT

Base : All respondents

| | | TV PLATFORM/S | | | |
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
16 - 17	65	62	13	27	16
	2%	2%	3%	3%	3%
		95%	20%	41%	25%
18 - 24	297	267	47	98	59
	11%	11%	12%	10%	12%
		90%	16%	33%	20%
25 - 34	421	380	52	160	89
	16%	15%	13%	17%	19%
					ab
		90%	12%	38%	21%
35 - 44	483	451	71	199	90
	18%	18%	18%	21%	19%
				a	
		93%	15%	41%	19%
45 - 54	420	411	75	174	90
	16%	16%	19%	18%	19%
		98%	18%	41%	22%
55 - 64	411	396	73	134	66
	15%	16%	18%	14%	14%
			c		
		96%	18%	33%	16%
65 - 74	328	313	47	107	38
	12%	12%	12%	11%	8%
		d			
		95%	14%	33%	12%

Columns Tested: a,b,c,d

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

SF. AGE OF RESPONDENT

Base : All respondents

		TV PLATFORM/S			
	Total	**ALL TV**	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
75+	250	238	19	53	26
	9%	9%	5%	6%	5%
		bcd			
		96%	8%	21%	10%
AGE SUMMARY					
16-24	362	329	60	125	75
	14%	13%	15%	13%	16%
		91%	17%	35%	21%
25-34	421	380	52	160	89
	16%	15%	13%	17%	19%
					ab
		90%	12%	38%	21%
35-54	903	862	145	373	180
	34%	34%	37%	39%	38%
				a	
		95%	16%	41%	20%
55-64	411	396	73	134	66
	15%	16%	18%	14%	14%
			c		
		96%	18%	33%	16%
65+	578	552	66	160	64
	22%	22%	17%	17%	13%
		bcd			
		95%	11%	28%	11%

Columns Tested: a,b,c,d

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
A	61	34	28	6	8	20	26	1	-	3	26	61	-	-	-	53	7	1	*
	2%	3%	2%	2%	2%	2%	3%	*%	-%	1%	4%	9%	-%	-%	-%	2%	3%	1%	*%
											ghi	lmn				r	r		
		55%	45%	10%	14%	33%	43%	1%	-%	4%	42%	100%	-%	-%	-%	87%	11%	2%	*%
B	650	318	333	84	83	274	210	8	14	47	285	650	-	-	-	560	47	28	16
	24%	24%	24%	23%	20%	30%	21%	5%	6%	16%	40%	91%	-%	-%	-%	25%	20%	21%	21%
						cdf				gh	ghi	lmn				p			
		49%	51%	13%	13%	42%	32%	1%	2%	7%	44%	100%	-%	-%	-%	86%	7%	4%	2%
C1	716	331	385	120	124	236	236	28	48	95	195	-	716	-	-	601	64	34	18
	27%	25%	28%	33%	29%	26%	24%	16%	23%	32%	27%	-%	100%	-%	-%	27%	27%	25%	24%
				ef	f					gh	g		kmn						
		46%	54%	17%	17%	33%	33%	4%	7%	13%	27%	-%	100%	-%	-%	84%	9%	5%	2%
C2	580	342	238	62	89	192	237	15	42	79	154	-	-	580	-	479	53	31	18
	22%	26%	17%	17%	21%	21%	24%	9%	20%	27%	22%	-%	-%	100%	-%	21%	23%	24%	24%
		b					c		g	g	g			kln					
		59%	41%	11%	15%	33%	41%	3%	7%	14%	27%	-%	-%	100%	-%	82%	9%	5%	3%
D	345	148	197	58	72	100	116	29	50	59	43	-	-	-	345	274	35	23	12
	13%	11%	14%	16%	17%	11%	12%	17%	23%	20%	6%	-%	-%	-%	52%	12%	15%	18%	17%
			a	ef	ef			j	j	j					klm			o	o
		43%	57%	17%	21%	29%	34%	8%	14%	17%	12%	-%	-%	-%	100%	80%	10%	7%	4%
E	316	125	191	30	45	78	163	91	58	17	6	-	-	-	316	266	26	14	9
	12%	10%	14%	8%	11%	9%	16%	52%	27%	6%	1%	-%	-%	-%	48%	12%	11%	11%	13%
			a				cde	hij	ij	j					klm				
		40%	60%	10%	14%	25%	52%	29%	18%	5%	2%	-%	-%	-%	100%	84%	8%	4%	3%
Refused	6	3	3	2	-	3	1	1	-	-	2	-	-	-	-	4	2	-	1
	*%	*%	*%	1%	-%	*%	*%	*%	-%	-%	*%	-%	-%	-%	-%	*%	1%	-%	1%
		44%	56%	34%	-%	48%	18%	13%	-%	-%	35%	-%	-%	-%	-%	65%	27%	-%	9%

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

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%

SOCIAL GROUP

	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
AB	712	351	361	90	92	294	236	9	14	49	311	712	-	-	-	613	54	30	16
	27%	27%	26%	25%	22%	33%	24%	5%	6%	16%	44%	100%	-%	-%	-%	27%	23%	22%	22%
						cdf				gh	ghi	lmn				qr			
		49%	51%	13%	13%	41%	33%	1%	2%	7%	44%	100%	-%	-%	-%	86%	8%	4%	2%
C1C2	1297	674	623	182	213	428	473	43	90	174	349	-	716	580	-	1079	117	65	36
	48%	52%	45%	50%	51%	47%	48%	25%	43%	58%	49%	-%	100%	100%	-%	48%	50%	49%	48%
		b							g	ghj	g		kn	kn					
		52%	48%	14%	16%	33%	37%	3%	7%	13%	27%	-%	55%	45%	-%	83%	9%	5%	3%
DE	661	273	388	88	116	178	279	120	108	76	49	-	-	-	661	540	61	38	22
	25%	21%	28%	24%	28%	20%	28%	69%	51%	25%	7%	-%	-%	-%	100%	24%	26%	28%	29%
			a		e		e	hij	ij	j					klm				o
		41%	59%	13%	18%	27%	42%	18%	16%	12%	7%	-%	-%	-%	100%	82%	9%	6%	3%

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

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

Base : All respondents

	Total	| ENGLAND REGIONS									| URBANITY		| WORKING STATUS		| DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
A	61	17	7	6	2	14	1	1	1	3	40	22	42	19	41	21
	2%	5%	2%	3%	1%	6%	1%	*%	1%	1%	2%	6%	3%	2%	3%	1%
		dfghi		g		bdfghi						j			o	
		27%	12%	10%	3%	23%	2%	2%	2%	5%	65%	35%	69%	31%	66%	34%
B	650	96	110	64	48	56	77	34	20	55	539	111	431	220	393	257
	24%	28%	31%	29%	24%	23%	31%	15%	18%	18%	23%	31%	28%	20%	31%	18%
		ghi	ghi	ghi	g	g	eghi					j	m		o	
		15%	17%	10%	7%	9%	12%	5%	3%	9%	83%	17%	66%	34%	60%	40%
C1	716	104	113	76	37	61	53	48	33	76	637	79	454	260	337	379
	27%	31%	32%	35%	19%	26%	21%	21%	30%	25%	27%	22%	29%	23%	26%	27%
		dfg	dfg	defgi					dfg		k		m			
		15%	16%	11%	5%	8%	7%	7%	5%	11%	89%	11%	63%	36%	47%	53%
C2	580	51	71	34	54	52	48	59	26	84	496	85	383	198	280	300
	22%	15%	20%	16%	28%	22%	19%	26%	23%	28%	21%	24%	25%	18%	22%	21%
					abcf	a		ac	ac	abcf			m			
		9%	12%	6%	9%	9%	8%	10%	4%	14%	85%	15%	66%	34%	48%	52%
D	345	37	32	15	33	22	37	34	16	47	310	35	236	109	128	217
	13%	11%	9%	7%	17%	9%	15%	15%	14%	16%	13%	10%	15%	10%	10%	16%
					abce		bce	bce	c	bce	k		m			n
		11%	9%	4%	10%	7%	11%	10%	5%	14%	90%	10%	68%	32%	37%	63%
E	316	36	25	23	22	32	29	50	15	34	288	28	7	308	96	220
	12%	11%	7%	11%	11%	14%	12%	22%	14%	11%	12%	8%	*%	28%	7%	16%
						b		abcdefhi	b		k			l		n
		11%	8%	7%	7%	10%	9%	16%	5%	11%	91%	9%	2%	98%	30%	70%

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

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

Base : All respondents

	Total		ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Refused	6	-	1	-	*	*	1	1	-	-	6	-	2	4	3	3
	*%	-%	*%	-%	*%	*%	*%	*%	-%	-%	*%	-%	*%	*%	*%	*%
		-%	22%	-%	7%	7%	15%	14%	-%	-%	100%	-%	35%	65%	53%	47%
SOCIAL GROUP																
AB	712	112	117	71	50	70	78	35	22	58	579	132	473	239	434	278
	27%	33%	33%	32%	25%	29%	32%	15%	20%	19%	25%	37%	30%	21%	34%	20%
		ghi	ghi	ghi	g	ghi	ghi					j	m		o	
		16%	16%	10%	7%	10%	11%	5%	3%	8%	81%	19%	66%	34%	61%	39%
C1C2	1297	156	184	110	90	113	101	107	59	160	1132	164	837	458	617	679
	48%	46%	51%	50%	46%	48%	41%	47%	53%	53%	49%	46%	54%	41%	48%	49%
			f	f					f	f			m			
		12%	14%	8%	7%	9%	8%	8%	5%	12%	87%	13%	65%	35%	48%	52%
DE	661	73	58	38	55	55	66	84	31	82	598	63	242	417	223	437
	25%	21%	16%	17%	28%	23%	27%	37%	28%	27%	26%	17%	16%	37%	17%	31%
					bc	b	bc	abcdefhi	bc	bc	k			l		n
		11%	9%	6%	8%	8%	10%	13%	5%	12%	90%	10%	37%	63%	34%	66%

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

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

Base : All respondents

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
A	61	59	11	29	18
	2%	2%	3%	3%	4%
		96%	17%	47%	29%
B	650	615	96	274	130
	24%	24%	24%	29%	27%
				a	
		95%	15%	42%	20%
C1	716	664	96	282	132
	27%	26%	24%	30%	28%
		93%	13%	39%	18%
C2	580	550	104	195	99
	22%	22%	26%	20%	21%
			c		
		95%	18%	34%	17%
D	345	328	59	108	53
	13%	13%	15%	11%	11%
		95%	17%	31%	16%
E	316	298	30	64	42
	12%	12%	8%	7%	9%
		bc			
		94%	9%	20%	13%
Refused	6	6	-	1	1
	*%	*%	-%	*%	*%
		97%	-%	21%	22%

Columns Tested: a,b,c,d

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

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

Base : All respondents

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
SOCIAL GROUP					
AB	712	674	107	303	147
	27%	27%	27%	32%	31%
				a	
		95%	15%	43%	21%
C1C2	1297	1214	201	477	231
	48%	48%	51%	50%	49%
		94%	15%	37%	18%
DE	661	626	88	171	96
	25%	25%	22%	18%	20%
		cd			
		95%	13%	26%	14%

Columns Tested: a,b,c,d

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

QZ4 (SG). WORKING STATUS

Base : All respondents

	Total	GENDER MALE	GENDER FEMALE	AGE 16-24	AGE 25-34	AGE 35-54	AGE 55+	INC UNDER 10.4K	INC 10.4K-15.59K	INC 15.6K-25.99K	INC 26K+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Working full time (30hrs/wk+)	1121	706	415	96	243	593	188	11	36	146	469	366	338	278	138	945	89	53	33
	42%	54%	30%	27%	58%	66%	19%	6%	17%	49%	66%	51%	47%	48%	21%	42%	38%	40%	44%
		b			f	cf	cdf			g	gh	ghi	n	n	n				
		63%	37%	9%	22%	53%	17%	1%	3%	13%	42%	33%	30%	25%	12%	84%	8%	5%	3%
Working part time (8-29 hrs/wk)	434	117	317	85	83	159	106	17	40	47	120	107	116	105	104	362	43	20	8
	16%	9%	23%	24%	20%	18%	11%	10%	19%	16%	17%	15%	16%	18%	16%	16%	19%	15%	11%
			a	ef	f	f			g		g						r	r	
		27%	73%	20%	19%	37%	24%	4%	9%	11%	28%	25%	27%	24%	24%	83%	10%	5%	2%
Not working (i.e. under 8hrs/wk) - retired	601	300	301	*	*	4	596	60	85	73	56	149	148	130	172	496	59	33	13
	22%	23%	22%	*%	*%	*%	60%	35%	40%	25%	8%	21%	21%	22%	26%	22%	25%	25%	18%
							cde	ij	ij	j					kl		r	r	
		50%	50%	*%	*%	1%	99%	10%	14%	12%	9%	25%	25%	22%	29%	82%	10%	6%	2%
Not working (i.e. under 8hrs/wk) - unemployed (registered/not registered but looking for work)	132	72	60	27	32	48	25	38	12	3	13	10	10	14	96	106	11	9	5
	5%	6%	4%	7%	8%	5%	3%	22%	6%	1%	2%	1%	1%	2%	15%	5%	5%	7%	7%
				f	f	f		hij	ij						klm				
		55%	45%	20%	24%	36%	19%	29%	9%	2%	10%	8%	8%	11%	73%	81%	9%	7%	4%
Not working (i.e. under 8hrs/wk) - student	152	69	84	139	10	3	-	16	4	4	17	47	72	15	17	131	11	5	5
	6%	5%	6%	38%	2%	*%	-%	9%	2%	1%	2%	7%	10%	3%	3%	6%	5%	4%	7%
				def	ef	f		hij				mn	kmn						q
		45%	55%	91%	6%	2%	-%	10%	3%	3%	11%	31%	47%	10%	11%	86%	7%	3%	3%

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

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QZ4 (SG). WORKING STATUS

Base : All respondents

	Total	GENDER MALE	GENDER FEMALE	AGE GROUP 16-24	25-34	35-54	55+	HOUSEHOLD INCOME UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	SOCIAL GROUP AB	C1	C2	DE	NATION ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Not working (i.e. under 8hrs/wk) - housewife/ disabled/ other	233	36	197	14	52	95	71	32	35	26	35	33	30	38	131	194	19	11	9
	9%	3%	14%	4%	12%	11%	7%	18%	17%	9%	5%	5%	4%	7%	20%	9%	8%	8%	12%
			a		cf	cf	c	ij	ij	j				l	klm				o
		16%	84%	6%	23%	41%	31%	14%	15%	11%	15%	14%	13%	17%	56%	83%	8%	5%	4%
Don't know	3	1	2	-	*	1	2	-	-	-	1	-	2	*	1	2	1	-	*
	*%	*%	*%	-%	*%	*%	*%	-%	-%	-%	*%	-%	*%	*%	*%	*%	*%	-%	1%
																			o
		28%	72%	-%	4%	22%	73%	-%	-%	-%	25%	-%	62%	8%	30%	65%	22%	-%	13%

WORKING STATUS SUMMARY

	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	NI
WORKING	1555	823	732	182	327	752	294	28	75	193	589	473	454	383	242	1307	133	74	41
	58%	63%	53%	50%	78%	83%	30%	16%	36%	64%	83%	66%	63%	66%	37%	58%	57%	56%	55%
		b		f	cf	cdf			g	gh	ghi	n	n	n					
		53%	47%	12%	21%	48%	19%	2%	5%	12%	38%	30%	29%	25%	16%	84%	9%	5%	3%
NOT WORKING	1117	477	641	181	94	150	693	146	136	106	121	239	260	198	417	927	100	58	33
	42%	37%	47%	50%	22%	17%	70%	84%	64%	36%	17%	34%	36%	34%	63%	41%	43%	44%	44%
			a	de	e		cde	hij	ij	j					klm				
		43%	57%	16%	8%	13%	62%	13%	12%	10%	11%	21%	23%	18%	37%	83%	9%	5%	3%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 9

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

QZ4 (SG). WORKING STATUS

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Working full time (30hrs/wk+)	1121	170	179	86	87	108	79	81	40	115	976	144	1121	-	538	583
	42%	50%	50%	39%	44%	45%	32%	36%	36%	38%	42%	40%	72%	-%	42%	42%
		cfghi	cfghi		f	fgh							m			
		15%	16%	8%	8%	10%	7%	7%	4%	10%	87%	13%	100%	-%	48%	52%
Working part time (8-29 hrs/wk)	434	64	38	28	37	37	49	46	15	48	378	56	434	-	197	237
	16%	19%	11%	13%	19%	15%	20%	20%	14%	16%	16%	15%	28%	-%	15%	17%
		b			b		bc	bc					m			
		15%	9%	6%	8%	8%	11%	10%	4%	11%	87%	13%	100%	-%	45%	55%
Not working (i.e. under 8hrs/wk) - retired	601	32	96	65	43	46	60	44	30	80	498	102	-	601	350	251
	22%	9%	27%	30%	22%	19%	24%	20%	27%	27%	22%	29%	-%	54%	27%	18%
			ae	aeg	a	a	a	a	ae	ae		j		l	o	
		5%	16%	11%	7%	8%	10%	7%	5%	13%	83%	17%	-%	100%	58%	42%
Not working (i.e. under 8hrs/wk) - unemployed (registered/not registered but looking for work)	132	20	5	5	12	12	10	21	6	16	119	13	-	132	42	90
	5%	6%	1%	2%	6%	5%	4%	9%	5%	5%	5%	4%	-%	12%	3%	6%
		bc			bc	b		bcef	b	b				l		n
		15%	4%	4%	9%	9%	8%	16%	4%	12%	90%	10%	-%	100%	32%	68%

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

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QZ4 (SG). WORKING STATUS

Base : All respondents

	Total	ENGLAND REGIONS LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBANITY URBAN	RURAL	WORKING STATUS WORKING	NOT WORKING	DEPRIVATION LEVEL LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Not working (i.e. under 8hrs/wk) - student	152	23	21	19	5	17	16	10	4	16	140	13	-	152	61	91
	6%	7%	6%	9%	2%	7%	7%	4%	4%	5%	6%	4%	-%	14%	5%	7%
		d	d	dh		d	d				k			l		
		15%	14%	12%	3%	11%	11%	7%	3%	10%	92%	8%	-%	100%	40%	60%
Not working (i.e. under 8hrs/wk) - housewife/ disabled/ other	233	31	21	16	11	20	29	24	17	25	202	31	-	233	89	143
	9%	9%	6%	7%	6%	8%	12%	10%	15%	8%	9%	9%	-%	21%	7%	10%
							bd		abcdei					l		n
		13%	9%	7%	5%	9%	13%	10%	7%	11%	87%	13%	-%	100%	38%	62%
Don't know	3	-	-	-	1	-	1	-	-	-	2	1	-	-	1	2
	*%	-%	-%	-%	*%	-%	*%	-%	-%	-%	*%	*%	-%	-%	*%	*%
		-%	-%	-%	25%	-%	40%	-%	-%	-%	59%	41%	-%	-%	41%	59%

WORKING STATUS SUMMARY

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
WORKING	1555	234	217	114	123	144	129	127	55	164	1355	200	1555	-	734	820
	58%	69%	60%	52%	63%	61%	52%	56%	50%	54%	59%	56%	100%	-%	57%	59%
		cfghi	h		cfhi	h							m			
		15%	14%	7%	8%	9%	8%	8%	4%	11%	87%	13%	100%	-%	47%	53%
NOT WORKING	1117	107	143	104	71	94	116	99	56	137	959	158	-	1117	542	576
	42%	31%	40%	48%	36%	39%	47%	44%	50%	46%	41%	44%	-%	100%	42%	41%
				ad			ad	a	abde	ad				l		
		10%	13%	9%	6%	8%	10%	9%	5%	12%	86%	14%	-%	100%	48%	52%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 9

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QZ4 (SG). WORKING STATUS

Base : All respondents

	Total	TV PLATFORM/S			
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
Working full time (30hrs/wk+)	1121	1046	188	464	217
	42%	42%	47%	49%	46%
			a	a	
		93%	17%	41%	19%
Working part time (8-29 hrs/wk)	434	415	61	169	84
	16%	16%	15%	18%	18%
		96%	14%	39%	19%
Not working (i.e. under 8hrs/wk) - retired	601	579	73	164	75
	22%	23%	19%	17%	16%
		cd			
		96%	12%	27%	12%
Not working (i.e. under 8hrs/wk) - unemployed (registered/not registered but looking for work)	132	124	12	25	20
	5%	5%	3%	3%	4%
		c			
		95%	9%	19%	16%
Not working (i.e. under 8hrs/wk) - student	152	132	33	52	30
	6%	5%	8%	5%	6%
			a		
		86%	21%	34%	20%

Columns Tested: a,b,c,d

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

QZ4 (SG). WORKING STATUS

Base : All respondents

		TV PLATFORM/S			
	Total	**ALL TV**	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
Not working (i.e. under 8hrs/wk) - housewife/ disabled/ other	233 9%	220 9%	28 7%	79 8%	47 10%
		94%	12%	34%	20%
Don't know	3 *%	3 *%	1 *%	* *%	1 *%
		100%	46%	13%	41%
WORKING STATUS SUMMARY					
WORKING	1555 58%	1461 58%	249 63%	633 66% a	301 63% a
		94%	16%	41%	19%
NOT WORKING	1117 42%	1055 42% cd	146 37%	319 34%	173 36%
		94%	13%	29%	15%

Columns Tested: a,b,c,d

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

QZ7 (SH). HOUSEHOLD STATUS (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Owned outright by household	769	368	401	34	32	114	588	30	60	96	168	246	212	172	137	648	56	46	18
	29%	28%	29%	9%	8%	13%	59%	18%	28%	32%	24%	35%	30%	30%	21%	29%	24%	35%	25%
						d	cde		g	gj		ln	n	n				opr	
		48%	52%	4%	4%	15%	77%	4%	8%	13%	22%	32%	28%	22%	18%	84%	7%	6%	2%
Being bought on mortgage	730	356	374	96	135	402	97	3	10	50	347	303	207	166	52	613	61	25	31
	27%	27%	27%	27%	32%	45%	10%	1%	5%	17%	49%	43%	29%	29%	8%	27%	26%	19%	42%
				f	f	cdf				gh	ghi	lmn	n	n		q	q		opq
		49%	51%	13%	19%	55%	13%	*%	1%	7%	47%	42%	28%	23%	7%	84%	8%	3%	4%
Rented from Local Authority/ Housing Association/ Trust	583	254	329	74	106	178	225	101	104	83	60	40	108	112	322	463	74	35	11
	22%	20%	24%	21%	25%	20%	23%	58%	49%	28%	8%	6%	15%	19%	49%	21%	32%	27%	14%
			a		e			ij	ij	j			k	kl	klm	r	or	or	
		44%	56%	13%	18%	31%	39%	17%	18%	14%	10%	7%	19%	19%	55%	79%	13%	6%	2%
Rented from private landlord	495	266	229	115	131	191	57	38	36	65	133	95	165	104	130	423	39	23	10
	19%	20%	17%	32%	31%	21%	6%	22%	17%	22%	19%	13%	23%	18%	20%	19%	17%	17%	14%
		b		ef	ef	f							km	k	k	r			
		54%	46%	23%	27%	39%	12%	8%	7%	13%	27%	19%	33%	21%	26%	85%	8%	5%	2%
Other	34	23	11	8	6	8	12	1	2	4	1	7	12	10	5	29	2	1	2
	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	*%	1%	2%	2%	1%	1%	1%	1%	3%
		b								j									opq
		68%	32%	24%	17%	23%	35%	3%	6%	12%	3%	22%	35%	28%	15%	86%	5%	2%	7%
Don't know	65	34	30	34	10	10	11	*	-	-	2	20	13	16	14	60	1	2	1
	2%	3%	2%	9%	2%	1%	1%	*%	-%	-%	*%	3%	2%	3%	2%	3%	1%	1%	2%
				def												p			
		53%	47%	52%	16%	15%	17%	*%	-%	-%	4%	31%	20%	25%	22%	93%	2%	3%	2%

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

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QZ7 (SH). HOUSEHOLD STATUS (SINGLE CODE)

Base : All respondents

	Total				ENGLAND REGIONS						URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Owned outright by household	769	42	126	85	77	67	67	54	32	98	600	169	280	487	505	263
	29%	12%	35%	39%	39%	28%	27%	24%	29%	33%	26%	47%	18%	44%	40%	19%
			ag	aefgh	aefgh	a	a	a	a	ag		j		l	o	
		5%	16%	11%	10%	9%	9%	7%	4%	13%	78%	22%	36%	63%	66%	34%
Being bought on mortgage	730	94	108	60	53	83	56	51	27	81	641	89	623	107	371	360
	27%	28%	30%	28%	27%	35%	23%	23%	24%	27%	28%	25%	40%	10%	29%	26%
						fgh							m			
		13%	15%	8%	7%	11%	8%	7%	4%	11%	88%	12%	85%	15%	51%	49%
Rented from Local Authority/ Housing Association/ Trust	583	78	27	29	35	47	68	78	23	79	531	52	253	329	170	413
	22%	23%	8%	13%	18%	20%	28%	34%	20%	26%	23%	15%	16%	29%	13%	30%
		bc			b	b	bcde	abcdehi	bc	bcd	k			l		n
		13%	5%	5%	6%	8%	12%	13%	4%	13%	91%	9%	43%	56%	29%	71%
Rented from private landlord	495	121	90	36	26	27	30	26	25	41	457	38	346	149	190	305
	19%	36%	25%	16%	13%	12%	12%	11%	23%	14%	20%	11%	22%	13%	15%	22%
		bcdefghi	cdefgi						defgi		k		m			n
		25%	18%	7%	5%	6%	6%	5%	5%	8%	92%	8%	70%	30%	38%	62%
Other	34	-	2	6	2	2	3	7	5	2	28	5	20	14	19	15
	1%	-%	*%	3%	1%	1%	1%	3%	4%	1%	1%	1%	1%	1%	1%	1%
				ab				ab	abdefi							
		-%	5%	19%	5%	7%	9%	19%	14%	7%	84%	16%	59%	41%	57%	43%

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

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

QZ7 (SH). HOUSEHOLD STATUS (SINGLE CODE)

Base : All respondents

	Total	\<ENGLAND REGIONS\> LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	\<URBANITY\> URBAN	RURAL	\<WORKING STATUS\> WORKING	NOT WORKING	\<DEPRIVATION LEVEL\> LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Don't know	65	5	7	2	3	12	21	11	-	-	58	6	33	31	23	42
	2%	1%	2%	1%	1%	5%	9%	5%	-%	-%	3%	2%	2%	3%	2%	3%
			hi			acdhi	abcdhi	acdhi								n
		8%	10%	3%	4%	18%	33%	16%	-%	-%	90%	10%	52%	48%	35%	65%

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

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

QZ7 (SH). HOUSEHOLD STATUS (SINGLE CODE)

Base : All respondents

		TV PLATFORM/S			
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
Owned outright by household	769	736	113	260	124
	29%	29%	28%	27%	26%
		96%	15%	34%	16%
Being bought on mortgage	730	706	134	341	161
	27%	28%	34%	36%	34%
			a	a	a
		97%	18%	47%	22%
Rented from Local Authority/ Housing Association/ Trust	583	564	75	181	87
	22%	22%	19%	19%	18%
		c			
		97%	13%	31%	15%
Rented from private landlord	495	422	59	135	85
	19%	17%	15%	14%	18%
		85%	12%	27%	17%
Other	34	32	4	11	7
	1%	1%	1%	1%	1%
		97%	11%	32%	20%
Don't know	65	58	11	24	11
	2%	2%	3%	3%	2%
		90%	18%	38%	17%

Columns Tested: a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 11

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

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

Base : All respondents

	Total	GENDER MALE	GENDER FEMALE	AGE GROUP 16-24	AGE GROUP 25-34	AGE GROUP 35-54	AGE GROUP 55+	HOUSEHOLD INCOME UNDER 10.4K	HOUSEHOLD INCOME 10.4K-15.59K	HOUSEHOLD INCOME 15.6K-25.99K	HOUSEHOLD INCOME 26K+	SOCIAL GROUP AB	SOCIAL GROUP C1	SOCIAL GROUP C2	SOCIAL GROUP DE	NATION ENGLAND	NATION SCOTLAND	NATION WALES	NATION NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
1	531	266	266	18	38	107	369	101	78	69	39	101	126	93	210	415	73	30	12
	20%	20%	19%	5%	9%	12%	37%	58%	37%	23%	6%	14%	18%	16%	32%	19%	31%	23%	17%
					c	c	cde	hij	ij	j					klm		oqr	or	
		50%	50%	3%	7%	20%	69%	19%	15%	13%	7%	19%	24%	18%	40%	78%	14%	6%	2%
2	929	455	474	90	121	227	491	38	76	111	257	240	250	218	218	767	87	48	27
	35%	35%	35%	25%	29%	25%	50%	22%	36%	37%	36%	34%	35%	38%	33%	34%	37%	37%	36%
							cde		g	g	g								
		49%	51%	10%	13%	24%	53%	4%	8%	12%	28%	26%	27%	23%	24%	83%	9%	5%	3%
3	455	222	233	83	105	198	70	19	26	46	138	118	117	110	110	382	34	24	14
	17%	17%	17%	23%	25%	22%	7%	11%	13%	15%	19%	17%	16%	19%	17%	17%	15%	18%	19%
				f	f	f					gh								
		49%	51%	18%	23%	43%	15%	4%	6%	10%	30%	26%	26%	24%	24%	84%	8%	5%	3%
4	473	217	256	100	96	239	39	8	16	45	168	156	149	99	68	414	25	21	14
	18%	17%	19%	28%	23%	26%	4%	5%	8%	15%	24%	22%	21%	17%	10%	19%	11%	16%	18%
				f	f	f				gh	ghi	mn	n	n		p		p	p
		46%	54%	21%	20%	50%	8%	2%	3%	10%	35%	33%	32%	21%	14%	88%	5%	4%	3%
5+	286	141	145	72	60	133	21	8	14	28	109	97	74	61	54	258	13	8	7
	11%	11%	11%	20%	14%	15%	2%	4%	7%	9%	15%	14%	10%	10%	8%	12%	6%	6%	9%
				def	f	f				g	ghi	n				pq			
		49%	51%	25%	21%	46%	7%	3%	5%	10%	38%	34%	26%	21%	19%	90%	5%	3%	2%
Mean number of people	2.7	2.7	2.7	3.4	3.1	3.1	1.9	1.8	2.1	2.5	3.1	3.0	2.8	2.7	2.3	2.8	2.2	2.5	2.8
				def	f	f			g	gh	ghi	lmn	n	n		pq		p	pq
Standard deviation	1.54	1.58	1.51	1.37	1.34	1.63	1.20	1.29	1.32	1.29	1.54	1.77	1.40	1.57	1.33	1.49	1.20	1.82	2.83
Standard error	.02	.04	.03	.06	.06	.05	.03	.07	.07	.06	.06	.06	.04	.06	.04	.03	.05	.08	.13

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

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

Base : All respondents

	Total	ENGLAND REGIONS LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBANITY URBAN	RURAL	WORKING STATUS WORKING	NOT WORKING	DEPRIVATION LEVEL LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
1	531	31	71	35	36	42	45	62	23	70	468	63	178	352	234	297
	20%	9%	20%	16%	19%	18%	18%	27%	21%	23%	20%	18%	11%	32%	18%	21%
			a	a	a	a	a	abcdef	a	a				l		
		6%	13%	7%	7%	8%	8%	12%	4%	13%	88%	12%	34%	66%	44%	56%
2	929	80	152	95	62	82	69	77	45	106	773	156	490	438	503	426
	35%	23%	42%	44%	32%	35%	28%	34%	40%	35%	33%	43%	32%	39%	39%	30%
			adf	adefg	a	a		a	af	a		j		l	o	
		9%	16%	10%	7%	9%	7%	8%	5%	11%	83%	17%	53%	47%	54%	46%
3	455	53	40	34	39	44	52	32	20	68	393	62	332	124	223	232
	17%	16%	11%	16%	20%	19%	21%	14%	18%	22%	17%	17%	21%	11%	17%	17%
					b	b	bg		b	abg			m			
		12%	9%	8%	9%	10%	11%	7%	4%	15%	86%	14%	73%	27%	49%	51%
4	473	97	64	30	32	44	48	42	16	41	428	45	357	116	206	267
	18%	29%	18%	14%	16%	19%	20%	19%	14%	14%	18%	13%	23%	10%	16%	19%
		bcdefghi									k		m			n
		21%	13%	6%	7%	9%	10%	9%	3%	9%	90%	10%	76%	24%	44%	56%
5+	286	80	34	24	25	25	32	14	8	16	254	32	198	88	111	175
	11%	23%	10%	11%	13%	11%	13%	6%	7%	5%	11%	9%	13%	8%	9%	13%
		bcdefghi		i	ghi	i	ghi						m			n
		28%	12%	8%	9%	9%	11%	5%	3%	6%	89%	11%	69%	31%	39%	61%
Mean number of people	2.7	3.4	2.6	2.7	2.8	2.7	3.0	2.4	2.5	2.4	2.7	2.6	3.0	2.3	2.6	2.8
		bcdefghi			ghi	ghi	bghi						m			n
Standard deviation	1.54	1.40	1.30	1.47	1.78	1.33	1.98	1.29	1.31	1.20	1.50	1.82	1.57	1.40	1.66	1.43
Standard error	.02	.09	.08	.10	.11	.08	.12	.08	.08	.08	.03	.06	.04	.03	.04	.03

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 11

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

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

Base : All respondents

		TV PLATFORM/S			
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
1	531	484	52	103	55
	20%	19%	13%	11%	11%
		bcd			
		91%	10%	19%	10%
2	929	889	137	330	165
	35%	35%	35%	35%	35%
		96%	15%	35%	18%
3	455	431	68	179	97
	17%	17%	17%	19%	20%
		95%	15%	39%	21%
4	473	450	93	214	94
	18%	18%	24%	22%	20%
			a	a	
		95%	20%	45%	20%
5+	286	265	46	126	65
	11%	11%	12%	13%	14%
				a	
		93%	16%	44%	23%
Mean number of people	2.7	2.7	2.9	3.0	3.0
			a	a	a
Standard deviation	1.54	1.54	1.33	1.51	1.79
Standard error	.02	.03	.06	.04	.07

Columns Tested: a,b,c,d

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

SI (SK). Household size

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Small (1-2 people)	1461	721	740	107	159	334	860	139	155	180	296	341	376	311	429	1182	161	79	39
	55%	55%	54%	30%	38%	37%	87%	80%	73%	60%	42%	48%	52%	54%	65%	53%	69%	60%	53%
					c	c	cde	ij	ij	j					klm		oqr	o	
		49%	51%	7%	11%	23%	59%	10%	11%	12%	20%	23%	26%	21%	29%	81%	11%	5%	3%
Medium (3-4 people)	928	439	489	182	201	436	109	27	43	91	306	274	267	209	178	796	59	45	28
	35%	34%	36%	50%	48%	48%	11%	16%	20%	31%	43%	38%	37%	36%	27%	36%	25%	34%	38%
				f	f	f				gh	ghi	n	n	n		p		p	p
		47%	53%	20%	22%	47%	12%	3%	5%	10%	33%	29%	29%	22%	19%	86%	6%	5%	3%
Large (5+ people)	286	141	145	72	60	133	21	8	14	28	109	97	74	61	54	258	13	8	7
	11%	11%	11%	20%	14%	15%	2%	4%	7%	9%	15%	14%	10%	10%	8%	12%	6%	6%	9%
				def	f	f				g	ghi	n				pq			
		49%	51%	25%	21%	46%	7%	3%	5%	10%	38%	34%	26%	21%	19%	90%	5%	3%	2%

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

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SI (SK). Household size

Base : All respondents

	Total				ENGLAND REGIONS						URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Small (1-2 people)	1461	111	222	130	99	125	113	138	68	175	1241	219	668	790	737	723
	55%	33%	62%	60%	51%	52%	46%	61%	61%	58%	54%	61%	43%	71%	58%	52%
			adef	af	a	a	a	adef	adef	af		j		l	o	
		8%	15%	9%	7%	9%	8%	9%	5%	12%	85%	15%	46%	54%	50%	50%
Medium (3-4 people)	928	150	104	64	71	88	100	74	35	109	821	108	689	239	429	499
	35%	44%	29%	29%	37%	37%	41%	33%	32%	36%	35%	30%	44%	21%	34%	36%
		bcgh				b	bch				k		m			
		16%	11%	7%	8%	10%	11%	8%	4%	12%	88%	12%	74%	26%	46%	54%
Large (5+ people)	286	80	34	24	25	25	32	14	8	16	254	32	198	88	111	175
	11%	23%	10%	11%	13%	11%	13%	6%	7%	5%	11%	9%	13%	8%	9%	13%
		bcdefghi		i	ghi	i	ghi						m			n
		28%	12%	8%	9%	9%	11%	5%	3%	6%	89%	11%	69%	31%	39%	61%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 12

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

SI (SK). Household size

Base : All respondents

	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
		a	**b**	**c**	**d**
Significance Level: 95%					
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
Small (1-2 people)	1461	1373	189	433	219
	55%	54%	48%	45%	46%
		bcd			
		94%	13%	30%	15%
Medium (3-4 people)	928	881	161	393	191
	35%	35%	41%	41%	40%
			a	a	a
		95%	17%	42%	21%
Large (5+ people)	286	265	46	126	65
	11%	11%	12%	13%	14%
				a	
		93%	16%	44%	23%

Columns Tested: a,b,c,d

TV PLATFORM/S

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 13

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

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
None	1737	893	845	192	194	410	941	143	154	189	389	423	481	379	451	1426	175	90	47
	65%	69%	61%	53%	46%	45%	95%	82%	73%	63%	55%	59%	67%	65%	68%	64%	75%	68%	64%
		b		e			cde	hij	ij	j			k	k	k		oqr		
		51%	49%	11%	11%	24%	54%	8%	9%	11%	22%	24%	28%	22%	26%	82%	10%	5%	3%
1	412	191	221	101	85	194	32	16	29	48	113	114	105	92	101	346	31	23	12
	15%	15%	16%	28%	20%	22%	3%	9%	14%	16%	16%	16%	15%	16%	15%	15%	13%	18%	16%
				def	f	f				g	g								
		46%	54%	25%	21%	47%	8%	4%	7%	12%	28%	28%	25%	22%	24%	84%	8%	6%	3%
2	369	151	218	48	96	210	14	9	19	35	153	125	93	80	70	327	17	14	11
	14%	12%	16%	13%	23%	23%	1%	5%	9%	12%	22%	18%	13%	14%	11%	15%	7%	11%	14%
			a		f	cf	cf			g	ghi	ln				pq			p
		41%	59%	13%	26%	57%	4%	3%	5%	9%	41%	34%	25%	22%	19%	89%	5%	4%	3%
3	126	52	74	17	33	74	2	5	9	25	44	43	33	22	29	112	7	4	4
	5%	4%	5%	5%	8%	8%	*%	3%	4%	8%	6%	6%	5%	4%	4%	5%	3%	3%	5%
				f	f	cf				g						q			
		42%	58%	14%	26%	58%	2%	4%	7%	20%	35%	34%	26%	17%	23%	89%	5%	3%	3%
4	23	10	13	3	8	13	-	1	1	2	8	6	2	7	7	19	3	*	1
	1%	1%	1%	1%	2%	1%	-%	*%	1%	1%	1%	1%	*%	1%	1%	1%	1%	*%	1%
				f	f	f							l						
		42%	58%	12%	33%	55%	-%	3%	5%	9%	34%	25%	11%	32%	32%	84%	11%	2%	3%
5+	7	4	4	1	5	1	-	-	-	-	3	2	2	-	3	6	1	1	*
	*%	*%	*%	*%	1%	*%	-%	-%	-%	-%	*%	*%	*%	-%	1%	*%	*%	1%	*%
				f	ef														
		49%	51%	18%	65%	17%	-%	-%	-%	-%	39%	28%	25%	-%	47%	80%	8%	11%	1%
Mean number of children	.6	.5	.7	.7	1.0	1.0	.1	.3	.5	.7	.8	.7	.6	.6	.6	.6	.4	.5	.6
			a	f	cf	cf			gh	ghi	ghi	lmn				pq			pq
Standard deviation	.98	.93	1.01	.95	1.16	1.08	.32	.74	.87	1.02	1.07	1.03	.94	.95	.98	.99	.87	.89	.97
Standard error	.02	.02	.02	.04	.05	.03	.01	.04	.05	.05	.04	.04	.03	.03	.03	.02	.04	.04	.04

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

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

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

Base : All respondents

	Total	ENGLAND REGIONS LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBANITY URBAN	RURAL	WORKING STATUS WORKING	NOT WORKING	DEPRIVATION LEVEL LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
None	1737	174	252	156	119	143	152	154	72	204	1487	251	862	872	875	863
	65%	51%	70%	71%	61%	60%	62%	68%	64%	68%	64%	70%	55%	78%	68%	62%
			ade	adef	a	a	a	a	a	a		j		l	o	
		10%	15%	9%	7%	8%	9%	9%	4%	12%	86%	14%	50%	50%	50%	50%
1	412	57	42	29	32	44	43	22	20	58	360	52	296	116	188	225
	15%	17%	12%	13%	16%	19%	17%	10%	18%	19%	16%	15%	19%	10%	15%	16%
		g			g	bg	g		g	bg			m			
		14%	10%	7%	8%	11%	10%	5%	5%	14%	87%	13%	72%	28%	46%	54%
2	369	78	41	21	27	38	36	40	13	32	331	38	289	79	151	217
	14%	23%	11%	9%	14%	16%	15%	18%	12%	11%	14%	11%	19%	7%	12%	16%
		bcdefhi				c		bci			k		m			n
		21%	11%	6%	7%	10%	10%	11%	4%	9%	90%	10%	78%	22%	41%	59%
3	126	28	21	12	10	9	13	8	5	7	114	12	86	40	53	74
	5%	8%	6%	6%	5%	4%	5%	4%	4%	2%	5%	3%	6%	4%	4%	5%
		egi	i										m			
		22%	17%	10%	8%	7%	10%	6%	4%	5%	90%	10%	68%	32%	42%	58%
4	23	3	4	1	4	3	1	2	1	-	18	5	16	8	8	15
	1%	1%	1%	*%	2%	1%	*%	1%	1%	-%	1%	1%	1%	1%	1%	1%
					i											
		13%	18%	4%	19%	11%	4%	10%	5%	-%	78%	22%	67%	33%	33%	67%
5+	7	-	-	-	3	1	1	-	1	-	6	1	5	2	3	4
	*%	-%	-%	-%	1%	*%	1%	-%	1%	-%	*%	*%	*%	*%	*%	*%
		-%	-%	-%	38%	10%	18%	-%	14%	-%	83%	17%	76%	24%	40%	60%
Mean number of children	.6	.9	.6	.5	.8	.7	.7	.6	.6	.5	.6	.5	.8	.4	.5	.7
		bcefghi			bci	ci	i				k		m			n
Standard deviation	.98	1.07	.98	.91	1.16	.98	.99	.97	1.02	.77	.98	.95	1.03	.84	.92	1.02
Standard error	.02	.07	.06	.06	.07	.06	.06	.06	.06	.05	.02	.03	.02	.02	.02	.02

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 13

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

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

Base : All respondents

| | | TV PLATFORM/S | | | |
| | Total | ALL TV | CABLE | SATE-LLITE | HYBRID IPTV |
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
None	1737	1620	243	530	265
	65%	64%	61%	56%	56%
		cd			
		93%	14%	31%	15%
1	412	393	67	185	83
	15%	16%	17%	19%	17%
				a	
		95%	16%	45%	20%
2	369	355	60	173	83
	14%	14%	15%	18%	18%
				a	
		96%	16%	47%	23%
3	126	122	20	53	37
	5%	5%	5%	6%	8%
					a
		97%	16%	42%	29%
4	23	23	6	9	6
	1%	1%	1%	1%	1%
		99%	24%	40%	26%
5+	7	7	1	2	1
	*%	*%	*%	*%	*%
		95%	18%	31%	16%
Mean number of children	.6	.6	.7	.8	.8
				a	ab
Standard deviation	.98	.98	1.03	1.02	1.08
Standard error	.02	.02	.05	.03	.04

Columns Tested: a,b,c,d

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

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

Base : All respondents in Wales

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	f	~g	~h	~i	~j	k	l	m	n	~o	~p	q	~r
Unweighted total	530	250	280	57	81	144	248	42	54	66	54	110	150	117	153	-	-	530	-
Effective Weighted Sample	372	176	196	44	60	103	170	31	40	47	37	76	109	79	114	-	-	372	-
Weighted total	132	64	68	15	21	43	53	10	11	18	14	30	34	31	38	-	-	132	-
		49%	51%	**	**	32%	40%	**	**	**	**	22%	25%	24%	28%	**	**	100%	**
Yes, and fluent	17	7	10	**	**	4	8	**	**	**	**	7	4	3	3	**	**	17	**
	13%	10%	15%	**	**	9%	15%	**	**	**	**	23%	11%	9%	8%	**	**	13%	**
												lmn							
		40%	60%	**	**	22%	48%	**	**	**	**	41%	23%	17%	19%	**	**	100%	**
Yes, but not fluent	31	15	16	**	**	12	12	**	**	**	**	8	7	5	11	**	**	31	**
	24%	24%	24%	**	**	28%	22%	**	**	**	**	28%	20%	17%	30%	**	**	24%	**
															m				
		48%	52%	**	**	38%	37%	**	**	**	**	27%	21%	17%	36%	**	**	100%	**
No	84	42	42	**	**	27	33	**	**	**	**	14	23	23	23	**	**	84	**
	64%	66%	62%	**	**	64%	63%	**	**	**	**	49%	69%	74%	62%	**	**	64%	**
													k	k					
		50%	50%	**	**	32%	40%	**	**	**	**	17%	28%	28%	28%	**	**	100%	**

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 14

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

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

Base : All respondents in Wales

	Total		ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST		URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i		j	k	l	m	n	o
Unweighted total	530	-	-	-	-	-	-	-	-	-		267	263	250	280	300	230
Effective Weighted Sample	372	-	-	-	-	-	-	-	-	-		245	241	180	204	197	179
Weighted total	132	-	-	-	-	-	-	-	-	-		103	29	74	58	63	69
		**	**	**	**	**	**	**	**	**		78%	22%	56%	44%	48%	52%
Yes, and fluent	17	**	**	**	**	**	**	**	**	**		12	5	8	8	11	5
	13%	**	**	**	**	**	**	**	**	**		11%	17%	11%	14%	18%	7%
																o	
		**	**	**	**	**	**	**	**	**		71%	29%	49%	51%	69%	31%
Yes, but not fluent	31	**	**	**	**	**	**	**	**	**		25	7	17	15	14	17
	24%	**	**	**	**	**	**	**	**	**		24%	23%	22%	25%	22%	25%
		**	**	**	**	**	**	**	**	**		79%	21%	53%	47%	44%	56%
No	84	**	**	**	**	**	**	**	**	**		67	18	49	35	37	47
	64%	**	**	**	**	**	**	**	**	**		65%	60%	67%	60%	60%	67%
		**	**	**	**	**	**	**	**	**		79%	21%	58%	42%	45%	55%

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

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

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

Base : All respondents in Wales

| | | TV PLATFORM/S | | | |
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	~b	c	~d
Unweighted total	530	508	15	207	67
Effective Weighted Sample	372	354	13	145	50
Weighted total	132	125	6	54	17
		95%	**	41%	**
Yes, and fluent	17	16	**	7	**
	13%	13%	**	13%	**
		97%	**	42%	**
Yes, but not fluent	31	30	**	10	**
	24%	24%	**	19%	**
		95%	**	33%	**
No	84	80	**	37	**
	64%	63%	**	68%	**
		95%	**	44%	**

Columns Tested: a,b,c,d

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

SL (SN). What is your preferred language? (SINGLE CODE)

Base : All respondents in Wales

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	f	~g	~h	~i	~j	k	l	m	n	~o	~p	q	~r
Unweighted total	530	250	280	57	81	144	248	42	54	66	54	110	150	117	153	-	-	530	-
Effective Weighted Sample	372	176	196	44	60	103	170	31	40	47	37	76	109	79	114	-	-	372	-
Weighted total	132	64	68	15	21	43	53	10	11	18	14	30	34	31	38	-	-	132	-
		49%	51%	**	**	32%	40%	**	**	**	**	22%	25%	24%	28%	**	**	100%	**

PREFERRED LANGUAGE FOR THOSE WHO CAN SPEAK OR WRITE IN WELSH

	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
English	42	19	23	**	**	14	16	**	**	**	**	13	10	7	12	**	**	42	**
	32%	29%	34%	**	**	33%	30%	**	**	**	**	45% lm	29%	22%	33%	**	**	32%	**
		45%	55%	**	**	34%	37%	**	**	**	**	32%	23%	16%	29%	**	**	100%	**
Welsh	6	3	3	**	**	1	4	**	**	**	**	2	1	1	2	**	**	6	**
	4%	5%	4%	**	**	3%	7%	**	**	**	**	6%	2%	4%	5%	**	**	4%	**
		51%	49%	**	**	21%	64%	**	**	**	**	31%	12%	22%	35%	**	**	100%	**
CANNOT SPEAK OR WRITE IN WELSH	84	42	42	**	**	27	33	**	**	**	**	14	23	23	23	**	**	84	**
	64%	66%	62%	**	**	64%	63%	**	**	**	**	49%	69% k	74% k	62%	**	**	64%	**
		50%	50%	**	**	32%	40%	**	**	**	**	17%	28%	28%	28%	**	**	100%	**

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

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

SL (SN). What is your preferred language? (SINGLE CODE)

Base : All respondents in Wales

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	530	-	-	-	-	-	-	-	-	-	267	263	250	280	300	230
Effective Weighted Sample	372	-	-	-	-	-	-	-	-	-	245	241	180	204	197	179
Weighted total	132	-	-	-	-	-	-	-	-	-	103	29	74	58	63	69
		**	**	**	**	**	**	**	**	**	78%	22%	56%	44%	48%	52%

PREFERRED LANGUAGE FOR THOSE WHO CAN SPEAK OR WRITE IN WELSH

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
English	42	**	**	**	**	**	**	**	**	**	33	10	23	19	21	21
	32%	**	**	**	**	**	**	**	**	**	32%	33%	31%	33%	33%	31%
		**	**	**	**	**	**	**	**	**	77%	23%	54%	46%	50%	50%
Welsh	6	**	**	**	**	**	**	**	**	**	4	2	2	4	4	1
	4%	**	**	**	**	**	**	**	**	**	4%	7%	3%	7%	7%	2%
															o	
		**	**	**	**	**	**	**	**	**	67%	33%	33%	67%	77%	23%
CANNOT SPEAK OR WRITE IN WELSH	84	**	**	**	**	**	**	**	**	**	67	18	49	35	37	47
	64%	**	**	**	**	**	**	**	**	**	65%	60%	67%	60%	60%	67%
		**	**	**	**	**	**	**	**	**	79%	21%	58%	42%	45%	55%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 15

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

SL (SN). What is your preferred language? (SINGLE CODE)

Base : All respondents in Wales

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	~b	c	~d
Unweighted total	530	508	15	207	67
Effective Weighted Sample	372	354	13	145	50
Weighted total	132	125	6	54	17
		95%	**	41%	**
PREFERRED LANGUAGE FOR THOSE WHO CAN SPEAK OR WRITE IN WELSH					
English	42	40	**	14	**
	32%	32%	**	27%	**
		95%	**	34%	**
Welsh	6	6	**	3	**
	4%	5%	**	5%	**
		100%	**	49%	**
CANNOT SPEAK OR WRITE IN WELSH	84	80	**	37	**
	64%	63%	**	68%	**
		95%	**	44%	**

Columns Tested: a,b,c,d

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
A DVD player - standard, Blue Ray or HD DVD player	1523	749	774	172	190	561	600	83	108	160	450	475	397	337	312	1299	113	76	35
	57%	58%	56%	47%	45%	62%	61%	48%	51%	53%	63%	67%	55%	58%	47%	58%	48%	58%	48%
						cd	cd				ghi	lmn	n	n		pr		pr	
		49%	51%	11%	12%	37%	39%	5%	7%	10%	30%	31%	26%	22%	20%	85%	7%	5%	2%
Video games console connected to a TV (e.g. Sony PlayStation, Nintendo Wii or Microsoft Xbox)	1098	579	518	237	242	475	144	54	63	125	356	300	305	257	235	931	87	51	29
	41%	45%	38%	65%	58%	53%	15%	31%	30%	42%	50%	42%	43%	44%	36%	42%	37%	39%	39%
		b		def	f	f				gh	ghi	n	n	n					
		53%	47%	22%	22%	43%	13%	5%	6%	11%	32%	27%	28%	23%	21%	85%	8%	5%	3%
E-reader - digital book reader (e.g. Kindle, Sony Reader, Kobo eReader, Nook eReader)	665	302	363	88	102	251	225	19	31	61	225	279	191	116	79	552	56	43	14
	25%	23%	26%	24%	24%	28%	23%	11%	15%	20%	32%	39%	27%	20%	12%	25%	24%	32%	19%
						f				g	ghi	lmn	mn	n		r		opr	
		45%	55%	13%	15%	38%	34%	3%	5%	9%	34%	42%	29%	17%	12%	83%	8%	6%	2%
An MP3 player/iPod	638	323	315	117	106	276	139	22	32	62	253	251	192	113	82	540	63	25	10
	24%	25%	23%	32%	25%	31%	14%	12%	15%	21%	36%	35%	27%	19%	12%	24%	27%	19%	14%
				df	f	f				g	ghi	lmn	mn	n		qr	qr		
		51%	49%	18%	17%	43%	22%	3%	5%	10%	40%	39%	30%	18%	13%	85%	10%	4%	2%

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

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
A smart watch or wearable tech such as fitness trackers - a wearable computer that may be compatible with a smartphone. Brands include Apple Watch, Pebble, Fitbit and Garmin	607	309	298	120	119	259	108	13	26	62	239	228	190	109	79	495	52	38	21
	23%	24%	22%	33%	28%	29%	11%	7%	12%	21%	34%	32%	27%	19%	12%	22%	22%	29%	29%
				f	f	f				gh	ghi	lmn	mn	n				op	op
		51%	49%	20%	20%	43%	18%	2%	4%	10%	39%	38%	31%	18%	13%	82%	9%	6%	4%
Handheld/ portable games player (e.g. Nintendo 3DS, Sony PlayStation Vita)	463	260	204	96	89	221	57	15	24	42	152	156	118	100	87	382	46	23	12
	17%	20%	15%	27%	21%	24%	6%	9%	11%	14%	21%	22%	17%	17%	13%	17%	20%	18%	16%
		b		f	f	f					ghi	ln		n					
		56%	44%	21%	19%	48%	12%	3%	5%	9%	33%	34%	26%	22%	19%	82%	10%	5%	3%
Smart speakers which can respond to voice commands (e.g. Amazon Echo, Google Home, Apple HomePod)	546	293	253	96	117	224	108	16	18	53	205	210	153	106	76	449	48	32	16
	20%	22%	18%	27%	28%	25%	11%	9%	9%	18%	29%	30%	21%	18%	12%	20%	21%	24%	22%
		b		f	f	f				gh	ghi	lmn	n	n					
		54%	46%	18%	21%	41%	20%	3%	3%	10%	38%	39%	28%	19%	14%	82%	9%	6%	3%

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

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Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Smart home technology - to control or monitor your home remotely, such as heating, lighting or seeing who is at the door, using a smartphone or another electronic device	221	130	91	35	59	83	44	6	9	18	94	90	69	38	24	187	19	12	3
	8%	10%	7%	10%	14%	9%	4%	4%	4%	6%	13%	13%	10%	7%	4%	8%	8%	9%	4%
		b			f	ef	f				ghi	mn	mn	n		r	r	r	
		59%	41%	16%	26%	38%	20%	3%	4%	8%	42%	41%	31%	17%	11%	85%	9%	6%	1%
VR or virtual reality headsets (e.g. Oculus Rift, PS VR, Samsung Gear VR, or HTC Vive)	129	70	60	18	30	60	21	4	3	17	50	44	39	26	21	108	11	6	5
	5%	5%	4%	5%	7%	7%	2%	2%	1%	6%	7%	6%	5%	4%	3%	5%	5%	4%	6%
				f	f	f				h	gh	n	n						
		54%	46%	14%	23%	46%	16%	3%	2%	13%	39%	34%	30%	20%	16%	83%	9%	4%	4%
Drone	71	40	31	9	13	40	9	2	2	5	28	23	23	12	12	61	3	5	2
	3%	3%	2%	3%	3%	4%	1%	1%	1%	2%	4%	3%	3%	2%	2%	3%	1%	4%	2%
				f	f	f					gh							p	
		57%	43%	13%	18%	57%	12%	3%	3%	7%	39%	33%	32%	17%	17%	86%	4%	7%	2%
ANY GAMES CONSOLE	1158	612	546	244	254	500	160	57	66	131	383	322	325	265	244	981	93	53	31
	43%	47%	40%	67%	60%	55%	16%	33%	31%	44%	54%	45%	45%	46%	37%	44%	40%	40%	42%
		b		def	f	f				gh	ghi	n	n	n					
		53%	47%	21%	22%	43%	14%	5%	6%	11%	33%	28%	28%	23%	21%	85%	8%	5%	3%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 16

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K- 15.59K	15.6K- 25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
None of these	547	246	301	46	62	143	297	53	61	67	76	91	126	117	211	448	53	28	18
	20%	19%	22%	13%	15%	16%	30%	30%	29%	22%	11%	13%	18%	20%	32%	20%	23%	21%	24%
							cde	ij	j	j			k	k	klm				
		45%	55%	8%	11%	26%	54%	10%	11%	12%	14%	17%	23%	21%	38%	82%	10%	5%	3%
Don't know	3	1	1	-	-	-	3	-	1	-	1	-	1	-	1	2	1	*	-
	*%	*%	*%	-%	-%	-%	*%	-%	*%	-%	*%	-%	*%	-%	*%	*%	*%	*%	-%
		46%	54%	-%	-%	-%	100%	-%	20%	-%	27%	-%	53%	-%	47%	73%	20%	7%	-%

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

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
A DVD player - standard, Blue Ray or HD DVD player	1523	133	235	136	98	148	159	124	82	184	1288	236	893	629	782	741
	57%	39%	65%	62%	50%	62%	65%	55%	73%	61%	56%	66%	57%	56%	61%	53%
			adg	ad	a	ad	adg	a	abcdefgi	ad		j				o
		9%	15%	9%	6%	10%	10%	8%	5%	12%	85%	15%	59%	41%	51%	49%
Video games console connected to a TV (e.g. Sony PlayStation, Nintendo Wii or Microsoft Xbox)	1098	116	137	78	84	122	120	90	48	135	961	137	776	321	512	586
	41%	34%	38%	36%	43%	51%	49%	40%	43%	45%	41%	38%	50%	29%	40%	42%
					a	abcgh	abcg		a	ac			m			
		11%	13%	7%	8%	11%	11%	8%	4%	12%	88%	12%	71%	29%	47%	53%
E-reader - digital book reader (e.g. Kindle, Sony Reader, Kobo eReader, Nook eReader)	665	50	120	61	44	60	70	34	39	73	549	116	423	241	369	296
	25%	15%	33%	28%	22%	25%	29%	15%	35%	24%	24%	32%	27%	22%	29%	21%
			adegi	ag	ag	ag	ag		adegi	ag		j	m		o	
		8%	18%	9%	7%	9%	11%	5%	6%	11%	83%	17%	64%	36%	56%	44%
An MP3 player/iPod	638	81	90	54	39	51	77	37	37	74	528	110	442	195	333	305
	24%	24%	25%	25%	20%	22%	31%	16%	33%	24%	23%	31%	28%	17%	26%	22%
		g	g	g			deg		abcdegi	g		j	m		o	
		13%	14%	8%	6%	8%	12%	6%	6%	12%	83%	17%	69%	31%	52%	48%

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

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	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
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Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
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		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
A smart watch or wearable tech such as fitness trackers - a wearable computer that may be compatible with a smartphone. Brands include Apple Watch, Pebble, Fitbit and Garmin	607	68	83	39	37	48	64	47	39	70	515	92	450	157	298	309
	23%	20%	23%	18%	19%	20%	26%	21%	35%	23%	22%	26%	29%	14%	23%	22%
							c		abcdefgi				m			
		11%	14%	6%	6%	8%	11%	8%	6%	11%	85%	15%	74%	26%	49%	51%
Handheld/ portable games player (e.g. Nintendo 3DS, Sony PlayStation Vita)	463	35	70	23	32	54	47	37	20	63	397	66	338	125	218	245
	17%	10%	19%	11%	16%	23%	19%	17%	18%	21%	17%	18%	22%	11%	17%	18%
			ac			ac	ac	a	ac	ac			m			
		8%	15%	5%	7%	12%	10%	8%	4%	14%	86%	14%	73%	27%	47%	53%
Smart speakers which can respond to voice commands (e.g. Amazon Echo, Google Home, Apple HomePod)	546	30	84	36	44	51	59	41	37	67	464	82	395	151	287	259
	20%	9%	23%	16%	22%	21%	24%	18%	34%	22%	20%	23%	25%	13%	22%	19%
			a	a	a	a	ac	a	abcdefgi	a			m			o
		6%	15%	7%	8%	9%	11%	8%	7%	12%	85%	15%	72%	28%	53%	47%

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

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Base : All respondents

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Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Smart home technology - to control or monitor your home remotely, such as heating, lighting or seeing who is at the door, using a smartphone or another electronic device	221	13	46	14	20	17	27	15	8	27	181	40	156	66	122	99
	8%	4%	13%	7%	10%	7%	11%	7%	7%	9%	8%	11%	10%	6%	10%	7%
			acegh		a		a			a		j		m	o	
		6%	21%	6%	9%	7%	12%	7%	4%	12%	82%	18%	70%	30%	55%	45%
VR or virtual reality headsets (e.g. Oculus Rift, PS VR, Samsung Gear VR, or HTC Vive)	129	3	21	11	9	10	18	13	9	12	112	18	95	35	62	67
	5%	1%	6%	5%	5%	4%	7%	6%	8%	4%	5%	5%	6%	3%	5%	5%
			a	a	a	a	a	a	a	a				m		
		3%	16%	9%	7%	8%	14%	10%	7%	9%	86%	14%	73%	27%	48%	52%
Drone	71	4	11	9	4	3	4	14	4	7	62	9	58	12	36	35
	3%	1%	3%	4%	2%	1%	2%	6%	4%	2%	3%	3%	4%	1%	3%	3%
				a				adefi						m		
		5%	16%	12%	6%	5%	6%	20%	6%	10%	87%	13%	83%	17%	50%	50%
ANY GAMES CONSOLE	1158	125	150	82	89	130	123	93	48	140	1015	143	822	335	533	625
	43%	37%	42%	37%	46%	55%	50%	41%	43%	47%	44%	40%	53%	30%	42%	45%
					a	abcdgh	ac			ac			m			
		11%	13%	7%	8%	11%	11%	8%	4%	12%	88%	12%	71%	29%	46%	54%

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

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
None of these	547	117	50	29	46	38	39	60	10	58	493	54	244	302	230	318
	20%	34%	14%	13%	24%	16%	16%	27%	9%	19%	21%	15%	16%	27%	18%	23%
		bcdefhi			bcefh	h	h	bcefh		h	k			l		n
		21%	9%	5%	8%	7%	7%	11%	2%	11%	90%	10%	45%	55%	42%	58%
Don't know	3	-	1	-	1	-	-	-	-	-	2	1	-	2	2	1
	*%	-%	*%	-%	*%	-%	-%	-%	-%	-%	*%	*%	-%	*%	*%	*%
		-%	46%	-%	27%	-%	-%	-%	-%	-%	73%	27%	-%	73%	80%	20%

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

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

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

Base : All respondents

		TV PLATFORM/S			
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
A DVD player - standard, Blue Ray or HD DVD player	1523	1478	250	610	279
	57%	59%	63%	64%	59%
				a	
		97%	16%	40%	18%
Video games console connected to a TV (e.g. Sony PlayStation, Nintendo Wii or Microsoft Xbox)	1098	1060	205	480	240
	41%	42%	52%	50%	50%
			a	a	a
		97%	19%	44%	22%
E-reader - digital book reader (e.g. Kindle, Sony Reader, Kobo eReader, Nook eReader)	665	642	123	293	136
	25%	25%	31%	31%	29%
			a	a	
		96%	19%	44%	20%
An MP3 player/iPod	638	607	114	293	131
	24%	24%	29%	31%	28%
				a	
		95%	18%	46%	21%

Columns Tested: a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 16

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

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

Base : All respondents

	Total	TV PLATFORM/S			
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
A smart watch or wearable tech such as fitness trackers - a wearable computer that may be compatible with a smartphone. Brands include Apple Watch, Pebble, Fitbit and Garmin	607 23%	580 23% 96%	114 29% a 19%	278 29% a 46%	135 28% a 22%
Handheld/ portable games player (e.g. Nintendo 3DS, Sony PlayStation Vita)	463 17%	451 18% 97%	97 24% a 21%	211 22% a 46%	95 20% 21%
Smart speakers which can respond to voice commands (e.g. Amazon Echo, Google Home, Apple HomePod)	546 20%	524 21% 96%	110 28% a 20%	246 26% a 45%	124 26% a 23%

Columns Tested: a,b,c,d

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

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

Base : All respondents

		TV PLATFORM/S			
Significance Level: 95%	Total	ALL TV a	CABLE b	SATE-LLITE c	HYBRID IPTV d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519 94%	396 15%	953 36%	475 18%
Smart home technology - to control or monitor your home remotely, such as heating, lighting or seeing who is at the door, using a smartphone or another electronic device	221 8%	207 8% 94%	45 11% 20%	105 11% a 47%	48 10% 22%
VR or virtual reality headsets (e.g. Oculus Rift, PS VR, Samsung Gear VR, or HTC Vive)	129 5%	123 5% 95%	26 6% 20%	65 7% a 50%	32 7% 25%
Drone	71 3%	64 3% 91%	13 3% 18%	44 5% a 62%	13 3% 18%
ANY GAMES CONSOLE	1158 43%	1118 44% 97%	215 54% a 19%	509 53% a 44%	249 53% a 22%

Columns Tested: a,b,c,d

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

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

Base : All respondents

	Total	TV PLATFORM/S			
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
None of these	547	491	45	123	59
	20%	19%	11%	13%	12%
		bcd			
		90%	8%	23%	11%
Don't know	3	2	1	-	2
	*%	*%	*%	-%	*%
					c
		73%	46%	-%	73%

Columns Tested: a,b,c,d

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

QB2. SHOWCARD And do you personally use...? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
A DVD player - standard, Blue Ray or HD DVD player	1202	607	594	122	147	454	478	65	86	129	363	385	313	260	242	1026	90	61	24
	45%	47%	43%	34%	35%	50%	48%	37%	40%	43%	51%	54%	44%	45%	37%	46%	39%	46%	33%
						cd	cd				ghi	lmn	n	n		pr		pr	
		51%	49%	10%	12%	38%	40%	5%	7%	11%	30%	32%	26%	22%	20%	85%	8%	5%	2%
Video games console connected to a TV (e.g. Sony PlayStation, Nintendo Wii or Microsoft Xbox)	577	401	177	175	148	199	55	33	40	66	174	145	165	136	131	480	60	26	12
	22%	31%	13%	48%	35%	22%	6%	19%	19%	22%	25%	20%	23%	23%	20%	21%	26%	19%	16%
		b		def	ef	f										r	qr		
		69%	31%	30%	26%	34%	10%	6%	7%	11%	30%	25%	29%	24%	23%	83%	10%	4%	2%
E-reader - digital book reader (e.g. Kindle, Sony Reader, Kobo eReader, Nook eReader)	444	165	279	36	65	171	172	17	26	44	157	189	132	67	56	363	45	26	10
	17%	13%	20%	10%	15%	19%	17%	10%	13%	15%	22%	27%	18%	12%	8%	16%	19%	20%	13%
			a		c	c	c				ghi	lmn	mn				r	r	
		37%	63%	8%	15%	38%	39%	4%	6%	10%	35%	43%	30%	15%	13%	82%	10%	6%	2%

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

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QB2. SHOWCARD And do you personally use...? (MULTI CODE)

Base : All respondents

	Total	GENDER MALE	GENDER FEMALE	AGE GROUP 16-24	AGE GROUP 25-34	AGE GROUP 35-54	AGE GROUP 55+	HOUSEHOLD INCOME UNDER 10.4K	HOUSEHOLD INCOME 10.4K-15.59K	HOUSEHOLD INCOME 15.6K-25.99K	HOUSEHOLD INCOME 26K+	SOCIAL GROUP AB	SOCIAL GROUP C1	SOCIAL GROUP C2	SOCIAL GROUP DE	NATION ENGLAND	NATION SCOTLAND	NATION WALES	NATION NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
A smart watch or wearable tech such as fitness trackers - a wearable computer that may be compatible with a smartphone. Brands include Apple Watch, Pebble, Fitbit and Garmin	427	216	211	79	91	192	65	11	20	42	177	164	137	70	55	341	40	28	17
	16%	17%	15%	22%	22%	21%	7%	6%	10%	14%	25%	23%	19%	12%	8%	15%	17%	21%	24%
				f	f	f				g	ghi	mn	mn	n				o	op
		51%	49%	18%	21%	45%	15%	2%	5%	10%	41%	38%	32%	16%	13%	80%	9%	7%	4%
An MP3 player/iPod	408	217	191	86	79	153	90	15	23	39	159	156	121	80	52	336	50	17	5
	15%	17%	14%	24%	19%	17%	9%	9%	11%	13%	22%	22%	17%	14%	8%	15%	22%	13%	7%
		b		ef	f	f					ghi	lmn	n	n		r	oqr	r	
		53%	47%	21%	19%	37%	22%	4%	6%	10%	39%	38%	30%	20%	13%	82%	12%	4%	1%
Handheld/ portable games player (e.g. Nintendo 3DS, Sony PlayStation Vita)	198	138	60	60	36	83	19	9	6	23	63	60	51	47	39	161	23	11	3
	7%	11%	4%	16%	8%	9%	2%	5%	3%	8%	9%	8%	7%	8%	6%	7%	10%	8%	5%
		b		def	f	f				h	h					r	r	r	
		70%	30%	30%	18%	42%	10%	5%	3%	12%	32%	30%	26%	24%	19%	81%	11%	5%	2%
Smart speakers which can respond to voice commands (e.g. Amazon Echo, Google Home, Apple HomePod)	431	235	197	78	98	169	87	13	13	44	163	161	125	79	66	349	41	28	13
	16%	18%	14%	21%	23%	19%	9%	8%	6%	15%	23%	23%	17%	14%	10%	16%	17%	21%	18%
		b		f	f	f				gh	ghi	lmn	n	n				o	
		54%	46%	18%	23%	39%	20%	3%	3%	10%	38%	37%	29%	18%	15%	81%	9%	6%	3%

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

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QB2. SHOWCARD And do you personally use...? (MULTI CODE)

Base : All respondents

	Total	GENDER MALE	FEMALE	AGE GROUP 16-24	25-34	35-54	55+	HOUSEHOLD INCOME UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	SOCIAL GROUP AB	C1	C2	DE	NATION ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Smart home technology - to control or monitor your home remotely, such as heating, lighting or seeing who is at the door, using a smartphone or another electronic device	176	102	74	21	46	72	37	6	8	15	85	69	58	30	19	152	14	8	2
	7%	8%	5%	6%	11%	8%	4%	3%	4%	5%	12%	10%	8%	5%	3%	7%	6%	6%	3%
		b			cf	f					ghi	mn	mn	n		r	r	r	
		58%	42%	12%	26%	41%	21%	3%	5%	8%	48%	39%	33%	17%	11%	86%	8%	5%	1%
VR or virtual reality headsets (e.g. Oculus Rift, PS VR, Samsung Gear VR, or HTC Vive)	59	44	15	11	15	27	5	3	-	9	24	24	15	9	11	48	5	3	3
	2%	3%	1%	3%	4%	3%	1%	1%	-%	3%	3%	3%	2%	1%	2%	2%	2%	2%	3%
		b		f	f	f				h	h	mn							
		75%	25%	19%	26%	46%	9%	4%	-%	15%	41%	41%	26%	15%	18%	82%	9%	5%	4%
Drone	30	27	2	4	6	16	4	-	2	2	14	8	11	6	5	25	1	3	1
	1%	2%	*%	1%	1%	2%	*%	-%	1%	1%	2%	1%	2%	1%	1%	1%	*%	2%	1%
		b			f	f					g							p	
		92%	8%	13%	19%	56%	13%	-%	5%	6%	46%	28%	37%	19%	16%	85%	3%	10%	2%
ANY GAMES CONSOLE	614	426	188	185	151	212	65	34	40	71	187	157	176	145	135	510	63	28	12
	23%	33%	14%	51%	36%	24%	7%	19%	19%	24%	26%	22%	25%	25%	21%	23%	27%	21%	17%
		b		def	ef	f					gh					r	r		
		69%	31%	30%	25%	35%	11%	5%	7%	12%	30%	26%	29%	24%	22%	83%	10%	5%	2%

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

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QB2. SHOWCARD And do you personally use...? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
None of these	839	355	484	76	106	257	400	73	79	105	146	158	195	196	286	701	72	39	28
	31%	27%	35%	21%	25%	28%	40%	42%	37%	35%	21%	22%	27%	34%	43%	31%	31%	29%	38%
			a			c	cde	j	j	j			k	kl	klm				opq
		42%	58%	9%	13%	31%	48%	9%	9%	13%	17%	19%	23%	23%	34%	84%	9%	5%	3%
Don't know	3	1	1	-	-	-	3	-	1	-	1	-	1	-	1	2	1	*	-
	*%	*%	*%	-%	-%	-%	*%	-%	*%	-%	*%	-%	*%	-%	*%	*%	*%	*%	-%
		46%	54%	-%	-%	-%	100%	-%	20%	-%	27%	-%	53%	-%	47%	73%	20%	7%	-%

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

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QB2. SHOWCARD And do you personally use...? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBANITY URBAN	RURAL	WORKING STATUS WORKING	NOT WORKING	DEPRIVATION LEVEL LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
A DVD player - standard, Blue Ray or HD DVD player	1202	116	204	108	74	124	121	93	49	138	1013	188	718	483	625	576
	45%	34%	57%	49%	38%	52%	49%	41%	44%	46%	44%	52%	46%	43%	49%	41%
			adghi	ad		adg	ad		a	a		j			o	
		10%	17%	9%	6%	10%	10%	8%	4%	12%	84%	16%	60%	40%	52%	48%
Video games console connected to a TV (e.g. Sony PlayStation, Nintendo Wii or Microsoft Xbox)	577	52	91	38	50	58	55	47	20	69	504	73	397	180	264	313
	22%	15%	25%	18%	26%	24%	22%	21%	18%	23%	22%	20%	26%	16%	21%	22%
			ac		ach	a	a			a			m			
		9%	16%	7%	9%	10%	10%	8%	3%	12%	87%	13%	69%	31%	46%	54%
E-reader - digital book reader (e.g. Kindle, Sony Reader, Kobo eReader, Nook eReader)	444	34	89	41	26	36	46	18	26	46	365	78	281	162	248	196
	17%	10%	25%	19%	13%	15%	19%	8%	23%	15%	16%	22%	18%	15%	19%	14%
			adegi	ag		g	ag		adegi	g		j		m	o	
		8%	20%	9%	6%	8%	10%	4%	6%	10%	82%	18%	63%	37%	56%	44%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 17

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

QB2. SHOWCARD And do you personally use...? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
A smart watch or wearable tech such as fitness trackers - a wearable computer that may be compatible with a smartphone. Brands include Apple Watch, Pebble, Fitbit and Garmin	427	55	66	22	24	34	35	24	29	51	364	63	323	104	191	236
	16%	16%	18%	10%	13%	14%	14%	11%	26%	17%	16%	17%	21%	9%	15%	17%
			cg						abcdefgi	cg				m		
		13%	16%	5%	6%	8%	8%	6%	7%	12%	85%	15%	76%	24%	45%	55%
An MP3 player/iPod	408	54	67	32	25	27	45	15	22	49	341	68	282	126	216	192
	15%	16%	19%	14%	13%	11%	18%	7%	20%	16%	15%	19%	18%	11%	17%	14%
		g	eg	g	g		eg		deg	g		j	m		o	
		13%	16%	8%	6%	7%	11%	4%	5%	12%	83%	17%	69%	31%	53%	47%
Handheld/ portable games player (e.g. Nintendo 3DS, Sony PlayStation Vita)	198	22	38	11	11	17	19	7	5	31	174	24	136	61	83	115
	7%	7%	11%	5%	5%	7%	8%	3%	4%	10%	8%	7%	9%	5%	7%	8%
			cdgh			g	g			cgh			m			
		11%	19%	5%	5%	9%	10%	4%	2%	15%	88%	12%	69%	31%	42%	58%

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

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QB2. SHOWCARD And do you personally use...? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBANITY URBAN	RURAL	WORKING STATUS WORKING	NOT WORKING	DEPRIVATION LEVEL LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Smart speakers which can respond to voice commands (e.g. Amazon Echo, Google Home, Apple HomePod)	431 16%	21 6%	67 19% ag	33 15% a	35 18% ag	38 16% ag	44 18% ag	21 9%	32 29% abcdefgi	58 19% ag	364 16%	67 19%	316 20% m	115 10%	227 18% o	204 15%
		5%	15%	8%	8%	9%	10%	5%	7%	14%	84%	16%	73%	27%	53%	47%
Smart home technology - to control or monitor your home remotely, such as heating, lighting or seeing who is at the door, using a smartphone or another electronic device	176 7%	12 3%	41 11% aceg	11 5%	18 9% aeg	12 5%	18 7%	10 4%	8 7%	23 8% a	148 6%	28 8%	128 8% m	48 4%	96 7%	80 6%
		7%	23%	6%	10%	7%	10%	6%	4%	13%	84%	16%	72%	28%	54%	46%
VR or virtual reality headsets (e.g. Oculus Rift, PS VR, Samsung Gear VR, or HTC Vive)	59 2%	1 *%	15 4% a	6 3% a	3 2%	4 2%	5 2%	4 2%	3 3% a	6 2%	53 2%	5 2%	40 3%	18 2%	26 2%	33 2%
		2%	25%	11%	6%	8%	8%	7%	5%	11%	91%	9%	69%	31%	44%	56%

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

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QB2. SHOWCARD And do you personally use...? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Drone	30	1	7	6	1	-	1	5	2	2	24	5	26	4	15	14
	1%	*%	2%	3%	1%	-%	*%	2%	2%	1%	1%	1%	2%	*%	1%	1%
			e	aef				e	e				m			
		4%	24%	19%	5%	-%	3%	16%	7%	8%	83%	17%	88%	12%	52%	48%
ANY GAMES CONSOLE	614	59	98	39	52	63	58	48	21	73	540	74	426	188	277	337
	23%	17%	27%	18%	27%	26%	24%	21%	19%	24%	23%	21%	27%	17%	22%	24%
			ach		ach	ach							m			
		10%	16%	6%	8%	10%	9%	8%	3%	12%	88%	12%	69%	31%	45%	55%
None of these	839	144	76	65	67	61	73	90	26	98	752	86	403	434	367	472
	31%	42%	21%	30%	35%	25%	30%	40%	23%	33%	32%	24%	26%	39%	29%	34%
		bcefhi		b	beh		b	bcefh		bh	k			l		n
		17%	9%	8%	8%	7%	9%	11%	3%	12%	90%	10%	48%	52%	44%	56%
Don't know	3	-	1	-	1	-	-	-	-	-	2	1	-	2	2	1
	*%	-%	*%	-%	*%	-%	-%	-%	-%	-%	*%	*%	-%	*%	*%	*%
		-%	46%	-%	27%	-%	-%	-%	-%	-%	73%	27%	-%	73%	80%	20%

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

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QB2. SHOWCARD And do you personally use...? (MULTI CODE)

Base : All respondents

		TV PLATFORM/S			
	Total	**ALL TV**	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
A DVD player - standard, Blue Ray or HD DVD player	1202	1167	198	464	214
	45%	46%	50%	49%	45%
		97%	16%	39%	18%
Video games console connected to a TV (e.g. Sony PlayStation, Nintendo Wii or Microsoft Xbox)	577	551	96	243	125
	22%	22%	24%	26%	26%
				a	a
		95%	17%	42%	22%
E-reader - digital book reader (e.g. Kindle, Sony Reader, Kobo eReader, Nook eReader)	444	424	85	178	91
	17%	17%	22%	19%	19%
			a		
		96%	19%	40%	21%

Columns Tested: a,b,c,d

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

QB2. SHOWCARD And do you personally use...? (MULTI CODE)

Base : All respondents

	Total	TV PLATFORM/S			
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
A smart watch or wearable tech such as fitness trackers - a wearable computer that may be compatible with a smartphone. Brands include Apple Watch, Pebble, Fitbit and Garmin	427 16%	405 16%	75 19%	194 20% a	103 22% a
		95%	18%	45%	24%
An MP3 player/iPod	408 15%	383 15%	72 18%	175 18% a	92 19% a
		94%	18%	43%	22%
Handheld/ portable games player (e.g. Nintendo 3DS, Sony PlayStation Vita)	198 7%	191 8%	34 9%	84 9%	44 9%
		97%	17%	42%	22%
Smart speakers which can respond to voice commands (e.g. Amazon Echo, Google Home, Apple HomePod)	431 16%	414 16%	86 22% a	194 20% a	106 22% a
		96%	20%	45%	25%

Columns Tested: a,b,c,d

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

QB2. SHOWCARD And do you personally use...? (MULTI CODE)

Base : All respondents

		TV PLATFORM/S			
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
Smart home technology - to control or monitor your home remotely, such as heating, lighting or seeing who is at the door, using a smartphone or another electronic device	176 7%	164 7%	37 9%	82 9% a	40 8%
		93%	21%	46%	22%
VR or virtual reality headsets (e.g. Oculus Rift, PS VR, Samsung Gear VR, or HTC Vive)	59 2%	53 2%	10 2%	24 3%	17 4%
		89%	17%	41%	28%
Drone	30 1%	27 1%	3 1%	17 2%	6 1%
		90%	12%	57%	20%
ANY GAMES CONSOLE	614 23%	586 23%	104 26%	261 27% a	133 28% a
		95%	17%	42%	22%
None of these	839 31%	768 30% bcd	88 22%	249 26%	113 24%
		92%	11%	30%	13%

Columns Tested: a,b,c,d

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QB2. SHOWCARD And do you personally use...? (MULTI CODE)

Base : All respondents

		TV PLATFORM/S			
	Total	**ALL TV**	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
Don't know	3	2	1	-	2
	*%	*%	*%	-%	*%
					c
		73%	46%	-%	73%

Columns Tested: a,b,c,d

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

QB3 (QB7). SHOWCARD Thinking of your household's smart speaker - such as Amazon Echo, Google Home or Apple HomePod... Which of these do you use your smart speaker for? (MULTI CODE)

Base : Those who personally use a smart speaker

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	~g	~h	~i	j	k	l	~m	n	o	~p	q	~r
Unweighted total	617	332	285	118	130	233	136	17	21	58	195	187	223	99	107	352	78	100	87
Effective Weighted Sample	414	222	192	80	90	150	98	13	15	43	145	136	154	67	67	301	55	73	76
Weighted total	431	235	197	78	98	169	87	13	13	44	163	161	125	79	66	349	41	28	13
		54%	46%	18%	23%	39%	20%	**	**	**	38%	37%	29%	**	15%	81%	**	6%	**
Listen to music via a streaming service - like Spotify, Apple Music or Deezer	298	161	138	62	77	115	44	**	**	**	111	109	96	**	42	246	**	13	**
	69%	69%	70%	80%	79%	68%	51%	**	**	**	68%	68%	77%	**	64%	70%	**	48%	**
				f	f	f										q			
		54%	46%	21%	26%	39%	15%	**	**	**	37%	37%	32%	**	14%	82%	**	4%	**
Listen to a live radio station	242	130	112	28	48	104	62	**	**	**	104	95	56	**	45	190	**	16	**
	56%	55%	57%	36%	50%	61%	71%	**	**	**	64%	59%	45%	**	69%	54%	**	59%	**
						c	cd					l			l				
		54%	46%	11%	20%	43%	25%	**	**	**	43%	39%	23%	**	19%	78%	**	7%	**
Searching for information online or asking general questions	201	105	97	36	45	85	37	**	**	**	82	78	58	**	30	160	**	15	**
	47%	45%	49%	46%	46%	50%	42%	**	**	**	50%	48%	47%	**	46%	46%	**	55%	**
		52%	48%	18%	22%	42%	18%	**	**	**	41%	39%	29%	**	15%	80%	**	8%	**
Get weather reports	198	107	92	26	46	83	43	**	**	**	84	81	57	**	27	166	**	12	**
	46%	45%	47%	34%	47%	49%	50%	**	**	**	52%	50%	46%	**	41%	47%	**	41%	**
						c	c												
		54%	46%	13%	23%	42%	22%	**	**	**	42%	41%	29%	**	14%	84%	**	6%	**
As an alarm, personal schedule reminder or to make a shopping list	154	81	73	28	37	64	25	**	**	**	60	56	47	**	31	127	**	10	**
	36%	35%	37%	36%	38%	38%	29%	**	**	**	37%	35%	38%	**	47%	36%	**	35%	**
		53%	47%	18%	24%	42%	16%	**	**	**	39%	36%	31%	**	20%	82%	**	6%	**

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

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QB3 (QB7). SHOWCARD Thinking of your household's smart speaker - such as Amazon Echo, Google Home or Apple HomePod... Which of these do you use your smart speaker for? (MULTI CODE)

Base : Those who personally use a smart speaker

	Total	GENDER MALE	FEMALE	AGE GROUP 16-24	25-34	35-54	55+	HOUSEHOLD INCOME UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	SOCIAL GROUP AB	C1	C2	DE	NATION ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	~g	~h	~i	j	k	l	~m	n	o	~p	q	~r
Unweighted total	617	332	285	118	130	233	136	17	21	58	195	187	223	99	107	352	78	100	87
Effective Weighted Sample	414	222	192	80	90	150	98	13	15	43	145	136	154	67	67	301	55	73	76
Weighted total	431	235	197	78	98	169	87	13	13	44	163	161	125	79	66	349	41	28	13
		54%	46%	18%	23%	39%	20%	**	**	**	38%	37%	29%	**	15%	81%	**	6%	**
Get news reports	147	98	50	20	34	55	38	**	**	**	60	59	44	**	21	125	**	7	**
	34%	42%	25%	26%	35%	33%	43%	**	**	**	37%	37%	35%	**	32%	36%	**	23%	**
		b					c											q	
		66%	34%	14%	23%	37%	26%	**	**	**	41%	40%	30%	**	14%	85%	**	4%	**
Get travel information or updates	99	52	47	19	20	36	25	**	**	**	38	39	28	**	17	73	**	9	**
	23%	22%	24%	25%	20%	21%	28%	**	**	**	23%	24%	23%	**	26%	21%	**	32%	**
																		o	
		53%	47%	19%	20%	36%	25%	**	**	**	38%	40%	29%	**	17%	74%	**	9%	**
Listen to a podcast	94	59	35	19	20	40	15	**	**	**	31	36	27	**	13	79	**	5	**
	22%	25%	18%	25%	20%	24%	17%	**	**	**	19%	23%	22%	**	20%	22%	**	17%	**
		63%	37%	20%	21%	43%	16%	**	**	**	33%	39%	29%	**	14%	84%	**	5%	**
To control smart home devices such as heating or lighting	66	42	24	9	16	27	14	**	**	**	28	36	20	**	4	54	**	4	**
	15%	18%	12%	12%	16%	16%	16%	**	**	**	17%	23%	16%	**	7%	15%	**	14%	**
												n							
		63%	37%	14%	24%	41%	21%	**	**	**	42%	55%	31%	**	7%	82%	**	6%	**
To control a household device, such as the TV or set top box	60	41	19	9	20	21	10	**	**	**	23	22	26	**	6	46	**	4	**
	14%	17%	10%	11%	20%	13%	11%	**	**	**	14%	14%	21%	**	9%	13%	**	15%	**
		b											n						
		68%	32%	15%	33%	35%	16%	**	**	**	38%	38%	44%	**	10%	76%	**	7%	**

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

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QB3 (QB7). SHOWCARD Thinking of your household's smart speaker - such as Amazon Echo, Google Home or Apple HomePod... Which of these do you use your smart speaker for? (MULTI CODE)

Base : Those who personally use a smart speaker

	Total	GENDER MALE	GENDER FEMALE	AGE GROUP 16-24	AGE GROUP 25-34	AGE GROUP 35-54	AGE GROUP 55+	HOUSEHOLD INCOME UNDER 10.4K	HOUSEHOLD INCOME 10.4K-15.59K	HOUSEHOLD INCOME 15.6K-25.99K	HOUSEHOLD INCOME 26K+	SOCIAL GROUP AB	SOCIAL GROUP C1	SOCIAL GROUP C2	SOCIAL GROUP DE	NATION ENGLAND	NATION SCOTLAND	NATION WALES	NATION NI
Significance Level: 95%		a	b	c	d	e	f	~g	~h	~i	j	k	l	~m	n	o	~p	q	~r
Unweighted total	617	332	285	118	130	233	136	17	21	58	195	187	223	99	107	352	78	100	87
Effective Weighted Sample	414	222	192	80	90	150	98	13	15	43	145	136	154	67	67	301	55	73	76
Weighted total	431	235	197	78	98	169	87	13	13	44	163	161	125	79	66	349	41	28	13
		54%	46%	18%	23%	39%	20%	**	**	**	38%	37%	29%	**	15%	81%	**	6%	**
To make calls, send texts or emails by pairing the speaker with contacts on your mobile phone	57	38	20	7	19	23	8	**	**	**	24	17	16	**	14	49	**	4	**
	13%	16%	10%	9%	20%	14%	9%	**	**	**	14%	11%	13%	**	21%	14%	**	13%	**
					f										k				
		66%	34%	12%	34%	40%	14%	**	**	**	41%	30%	28%	**	24%	85%	**	6%	**
Play an interactive audio game	44	27	17	7	12	18	7	**	**	**	13	14	12	**	9	34	**	5	**
	10%	12%	9%	9%	13%	10%	8%	**	**	**	8%	9%	10%	**	13%	10%	**	16%	**
		62%	38%	16%	28%	40%	15%	**	**	**	29%	33%	28%	**	20%	77%	**	10%	**
Purchase a product from a retailer	35	23	12	4	11	12	9	**	**	**	12	12	9	**	10	28	**	3	**
	8%	10%	6%	5%	11%	7%	10%	**	**	**	7%	8%	7%	**	16%	8%	**	9%	**
															l				
		65%	35%	12%	30%	34%	24%	**	**	**	33%	34%	24%	**	29%	80%	**	7%	**
To call other people's smart speakers	27	15	12	4	5	10	6	**	**	**	11	9	9	**	3	23	**	1	**
	6%	6%	6%	6%	6%	6%	7%	**	**	**	7%	6%	7%	**	4%	7%	**	5%	**
		55%	45%	16%	21%	39%	24%	**	**	**	41%	34%	35%	**	9%	86%	**	5%	**
None of these	2	*	1	1	*	1	-	**	**	**	*	-	1	**	-	2	**	*	**
	*%	*%	1%	2%	*%	*%	-%	**	**	**	*%	-%	1%	**	-%	*%	**	*%	**
		24%	76%	63%	5%	33%	-%	**	**	**	6%	-%	37%	**	-%	80%	**	6%	**
Don't know	*	-	*	-	-	-	*	**	**	**	-	-	*	**	-	-	**	-	**
	*%	-%	*%	-%	-%	-%	*%	**	**	**	-%	-%	*%	**	-%	-%	**	-%	**
		-%	100%	-%	-%	-%	100%	**	**	**	-%	-%	100%	**	-%	-%	**	-%	**

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

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QB3 (QB7). SHOWCARD Thinking of your household's smart speaker - such as Amazon Echo, Google Home or Apple HomePod... Which of these do you use your smart speaker for? (MULTI CODE)

Base : Those who personally use a smart speaker

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	~g	~h	~i	j	k	l	~m	n	o	~p	q	~r
Unweighted total	617	332	285	118	130	233	136	17	21	58	195	187	223	99	107	352	78	100	87
Effective Weighted Sample	414	222	192	80	90	150	98	13	15	43	145	136	154	67	67	301	55	73	76
Weighted total	431	235	197	78	98	169	87	13	13	44	163	161	125	79	66	349	41	28	13
		54%	46%	18%	23%	39%	20%	**	**	**	38%	37%	29%	**	15%	81%	**	6%	**

SUMMARY OF USES

	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
LISTEN TO MUSIC/ RADIO/ PODCASTS	393	208	184	71	88	157	77	**	**	**	145	144	116	**	62	317	**	25	**
	91%	89%	94%	91%	90%	93%	89%	**	**	**	89%	90%	93%	**	94%	91%	**	89%	**
		53%	47%	18%	22%	40%	20%	**	**	**	37%	37%	30%	**	16%	81%	**	6%	**
GET INFORMATION/ REPORTS	294	163	131	52	65	117	59	**	**	**	119	119	83	**	43	238	**	22	**
	68%	69%	67%	67%	67%	69%	68%	**	**	**	73%	74%	66%	**	65%	68%	**	80% o	**
		55%	45%	18%	22%	40%	20%	**	**	**	41%	40%	28%	**	15%	81%	**	8%	**
ALARM/ REMINDER/ LIST	154	81	73	28	37	64	25	**	**	**	60	56	47	**	31	127	**	10	**
	36%	35%	37%	36%	38%	38%	29%	**	**	**	37%	35%	38%	**	47%	36%	**	35%	**
		53%	47%	18%	24%	42%	16%	**	**	**	39%	36%	31%	**	20%	82%	**	6%	**
CONTROL DEVICES	92	55	37	15	25	35	18	**	**	**	34	41	36	**	7	72	**	6	**
	21%	23%	19%	19%	25%	20%	21%	**	**	**	21%	26%	29%	**	10%	21%	**	20%	**
												n	n						
		60%	40%	16%	27%	38%	20%	**	**	**	37%	45%	39%	**	7%	79%	**	6%	**
CALL/ TEXT/ EMAIL OTHERS	69	43	26	10	20	26	12	**	**	**	28	22	19	**	14	59	**	5	**
	16%	18%	13%	13%	21%	16%	14%	**	**	**	17%	14%	16%	**	21%	17%	**	17%	**
		62%	38%	14%	29%	38%	18%	**	**	**	41%	32%	28%	**	20%	86%	**	7%	**
OTHER USES	69	41	28	9	20	25	15	**	**	**	22	25	18	**	15	55	**	6	**
	16%	18%	14%	12%	20%	15%	17%	**	**	**	13%	15%	14%	**	23%	16%	**	23%	**
		59%	41%	14%	29%	36%	21%	**	**	**	31%	36%	26%	**	22%	79%	**	9%	**

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

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QB3 (QB7). SHOWCARD Thinking of your household's smart speaker - such as Amazon Echo, Google Home or Apple HomePod... Which of these do you use your smart speaker for? (MULTI CODE)

Base : Those who personally use a smart speaker

	Total	\[ENGLAND REGIONS\] LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBANITY URBAN	RURAL	WORKING STATUS WORKING	NOT WORKING	DEPRIVATION LEVEL LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	617	16	42	31	42	44	41	21	70	45	437	180	421	196	324	293
Effective Weighted Sample	414	16	40	30	41	42	40	21	67	43	337	80	286	133	219	195
Weighted total	431	21	67	33	35	38	44	21	32	58	364	67	316	115	227	204
		**	**	**	**	**	**	**	**	**	84%	16%	73%	27%	53%	47%
Listen to music via a streaming service - like Spotify, Apple Music or Deezer	298 69%	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	255 70% 85%	43 65% 15%	224 71% 75%	75 65% 25%	153 67% 51%	145 71% 49%
Listen to a live radio station	242 56%	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	195 53% 81%	47 70% j 19%	177 56% 73%	64 56% 27%	136 60% 56%	106 52% 44%
Searching for information online or asking general questions	201 47%	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	170 47% 84%	31 47% 16%	147 46% 73%	55 48% 27%	106 47% 52%	96 47% 48%
Get weather reports	198 46%	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	165 45% 83%	33 49% 17%	150 47% 76%	48 42% 24%	104 46% 52%	94 46% 48%
As an alarm, personal schedule reminder or to make a shopping list	154 36%	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	125 34% 81%	29 43% 19%	118 37% 77%	36 31% 23%	81 36% 52%	73 36% 48%

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

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QB3 (QB7). SHOWCARD Thinking of your household's smart speaker - such as Amazon Echo, Google Home or Apple HomePod... Which of these do you use your smart speaker for? (MULTI CODE)

Base : Those who personally use a smart speaker

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	617	16	42	31	42	44	41	21	70	45	437	180	421	196	324	293
Effective Weighted Sample	414	16	40	30	41	42	40	21	67	43	337	80	286	133	219	195
Weighted total	431	21	67	33	35	38	44	21	32	58	364	67	316	115	227	204
		**	**	**	**	**	**	**	**	**	84%	16%	73%	27%	53%	47%
Get news reports	147	**	**	**	**	**	**	**	**	**	121	26	113	34	75	72
	34%	**	**	**	**	**	**	**	**	**	33%	39%	36%	30%	33%	35%
		**	**	**	**	**	**	**	**	**	82%	18%	77%	23%	51%	49%
Get travel information or updates	99	**	**	**	**	**	**	**	**	**	85	14	72	27	53	47
	23%	**	**	**	**	**	**	**	**	**	23%	21%	23%	24%	23%	23%
		**	**	**	**	**	**	**	**	**	86%	14%	73%	27%	53%	47%
Listen to a podcast	94	**	**	**	**	**	**	**	**	**	73	21	71	23	51	43
	22%	**	**	**	**	**	**	**	**	**	20%	31% j	22%	20%	22%	21%
		**	**	**	**	**	**	**	**	**	78%	22%	76%	24%	54%	46%
To control smart home devices such as heating or lighting	66	**	**	**	**	**	**	**	**	**	59	7	52	15	34	32
	15%	**	**	**	**	**	**	**	**	**	16%	11%	16%	13%	15%	16%
		**	**	**	**	**	**	**	**	**	89%	11%	78%	22%	52%	48%
To control a household device, such as the TV or set top box	60	**	**	**	**	**	**	**	**	**	54	5	45	15	22	38
	14%	**	**	**	**	**	**	**	**	**	15%	8%	14%	13%	10%	19% n
		**	**	**	**	**	**	**	**	**	91%	9%	76%	24%	37%	63%

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

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QB3 (QB7). SHOWCARD Thinking of your household's smart speaker - such as Amazon Echo, Google Home or Apple HomePod... Which of these do you use your smart speaker for? (MULTI CODE)

Base : Those who personally use a smart speaker

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	617	16	42	31	42	44	41	21	70	45	437	180	421	196	324	293
Effective Weighted Sample	414	16	40	30	41	42	40	21	67	43	337	80	286	133	219	195
Weighted total	431	21	67	33	35	38	44	21	32	58	364	67	316	115	227	204
		**	**	**	**	**	**	**	**	**	84%	16%	73%	27%	53%	47%
To make calls, send texts or emails by pairing the speaker with contacts on your mobile phone	57	**	**	**	**	**	**	**	**	**	45	12	42	15	23	34
	13%	**	**	**	**	**	**	**	**	**	12%	18%	13%	13%	10%	17%
		**	**	**	**	**	**	**	**	**	79%	21%	73%	27%	41%	59%
Play an interactive audio game	44	**	**	**	**	**	**	**	**	**	38	6	32	12	24	20
	10%	**	**	**	**	**	**	**	**	**	10%	9%	10%	11%	11%	10%
		**	**	**	**	**	**	**	**	**	86%	14%	72%	28%	55%	45%
Purchase a product from a retailer	35	**	**	**	**	**	**	**	**	**	28	7	25	11	19	17
	8%	**	**	**	**	**	**	**	**	**	8%	11%	8%	9%	8%	8%
		**	**	**	**	**	**	**	**	**	80%	20%	69%	31%	53%	47%
To call other people's smart speakers	27	**	**	**	**	**	**	**	**	**	23	3	15	11	11	15
	6%	**	**	**	**	**	**	**	**	**	6%	5%	5%	10%	5%	7%
		**	**	**	**	**	**	**	**	**	87%	13%	58%	42%	43%	57%
None of these	2	**	**	**	**	**	**	**	**	**	2	*	2	*	*	2
	*%	**	**	**	**	**	**	**	**	**	*%	1%	1%	*%	*%	1%
		**	**	**	**	**	**	**	**	**	80%	20%	82%	18%	11%	89%
Don't know	*	**	**	**	**	**	**	**	**	**	-	*	*	-	*	-
	*%	**	**	**	**	**	**	**	**	**	-%	*%	*%	-%	*%	-%
		**	**	**	**	**	**	**	**	**	-%	100%	100%	-%	100%	-%

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

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QB3 (QB7). SHOWCARD Thinking of your household's smart speaker - such as Amazon Echo, Google Home or Apple HomePod... Which of these do you use your smart speaker for? (MULTI CODE)

Base : Those who personally use a smart speaker

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	617	16	42	31	42	44	41	21	70	45	437	180	421	196	324	293
Effective Weighted Sample	414	16	40	30	41	42	40	21	67	43	337	80	286	133	219	195
Weighted total	431	21	67	33	35	38	44	21	32	58	364	67	316	115	227	204
		**	**	**	**	**	**	**	**	**	84%	16%	73%	27%	53%	47%

SUMMARY OF USES

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
LISTEN TO MUSIC/ RADIO/ PODCASTS	393	**	**	**	**	**	**	**	**	**	331	62	288	105	207	186
	91%	**	**	**	**	**	**	**	**	**	91%	92%	91%	91%	91%	91%
		**	**	**	**	**	**	**	**	**	84%	16%	73%	27%	53%	47%
GET INFORMATION/ REPORTS	294	**	**	**	**	**	**	**	**	**	247	47	218	75	157	137
	68%	**	**	**	**	**	**	**	**	**	68%	70%	69%	65%	69%	67%
		**	**	**	**	**	**	**	**	**	84%	16%	74%	26%	53%	47%
ALARM/ REMINDER/ LIST	154	**	**	**	**	**	**	**	**	**	125	29	118	36	81	73
	36%	**	**	**	**	**	**	**	**	**	34%	43%	37%	31%	36%	36%
		**	**	**	**	**	**	**	**	**	81%	19%	77%	23%	52%	48%
CONTROL DEVICES	92	**	**	**	**	**	**	**	**	**	83	9	70	22	43	49
	21%	**	**	**	**	**	**	**	**	**	23%	13%	22%	19%	19%	24%
		**	**	**	**	**	**	**	**	**	90%	10%	76%	24%	46%	54%
CALL/ TEXT/ EMAIL OTHERS	69	**	**	**	**	**	**	**	**	**	56	13	49	20	28	41
	16%	**	**	**	**	**	**	**	**	**	15%	20%	16%	17%	12%	20%
																n
		**	**	**	**	**	**	**	**	**	81%	19%	71%	29%	41%	59%
OTHER USES	69	**	**	**	**	**	**	**	**	**	57	12	50	20	38	31
	16%	**	**	**	**	**	**	**	**	**	16%	18%	16%	17%	17%	15%
		**	**	**	**	**	**	**	**	**	83%	17%	72%	28%	55%	45%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 18

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QB3 (QB7). SHOWCARD Thinking of your household's smart speaker - such as Amazon Echo, Google Home or Apple HomePod... Which of these do you use your smart speaker for? (MULTI CODE)

Base : Those who personally use a smart speaker

	Total	TV PLATFORM/S			
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	~b	c	d
Unweighted total	617	599	95	278	152
Effective Weighted Sample	414	401	72	190	103
Weighted total	431	414	86	194	106
		96%	**	45%	25%
Listen to music via a streaming service - like Spotify, Apple Music or Deezer	298	288	**	134	75
	69%	70%	**	69%	71%
		96%	**	45%	25%
Listen to a live radio station	242	232	**	109	69
	56%	56%	**	56%	65%
		96%	**	45%	28%
Searching for information online or asking general questions	201	197	**	98	55
	47%	48%	**	51%	52%
		98%	**	49%	27%
Get weather reports	198	192	**	96	52
	46%	46%	**	50%	49%
		97%	**	49%	26%
As an alarm, personal schedule reminder or to make a shopping list	154	146	**	77	42
	36%	35%	**	40%	39%
		95%	**	50%	27%

Columns Tested: a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 18

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

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Base : Those who personally use a smart speaker

		TV PLATFORM/S			
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	~b	c	d
Unweighted total	617	599	95	278	152
Effective Weighted Sample	414	401	72	190	103
Weighted total	431	414	86	194	106
		96%	**	45%	25%
Get news reports	147	138	**	71	36
	34%	33%	**	36%	34%
		94%	**	48%	25%
Get travel information or updates	99	98	**	58	22
	23%	24%	**	30%	21%
		99%	**	58%	22%
Listen to a podcast	94	84	**	42	32
	22%	20%	**	22%	30%
					a
		90%	**	45%	34%
To control smart home devices such as heating or lighting	66	64	**	28	22
	15%	15%	**	15%	20%
		96%	**	43%	33%
To control a household device, such as the TV or set top box	60	54	**	21	20
	14%	13%	**	11%	19%
		90%	**	36%	34%

Columns Tested: a,b,c,d

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

QB3 (QB7). SHOWCARD Thinking of your household's smart speaker - such as Amazon Echo, Google Home or Apple HomePod... Which of these do you use your smart speaker for? (MULTI CODE)

Base : Those who personally use a smart speaker

	Total	TV PLATFORM/S ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	~b	c	d
Unweighted total	617	599	95	278	152
Effective Weighted Sample	414	401	72	190	103
Weighted total	431	414	86	194	106
		96%	**	45%	25%
To make calls, send texts or emails by pairing the speaker with contacts on your mobile phone	57	54	**	27	18
	13%	13%	**	14%	17%
		94%	**	47%	31%
Play an interactive audio game	44	43	**	19	18
	10%	10%	**	10%	17%
		97%	**	43%	41%
Purchase a product from a retailer	35	33	**	19	10
	8%	8%	**	10%	9%
		94%	**	55%	27%
To call other people's smart speakers	27	26	**	14	11
	6%	6%	**	7%	10%
		98%	**	51%	40%
None of these	2	2	**	1	*
	*%	*%	**	1%	*%
		92%	**	67%	6%
Don't know	*	*	**	*	-
	*%	*%	**	*%	-%
		100%	**	100%	-%

Columns Tested: a,b,c,d

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QB3 (QB7). SHOWCARD Thinking of your household's smart speaker - such as Amazon Echo, Google Home or Apple HomePod... Which of these do you use your smart speaker for? (MULTI CODE)

Base : Those who personally use a smart speaker

		TV PLATFORM/S			
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	~b	c	d
Unweighted total	617	599	95	278	152
Effective Weighted Sample	414	401	72	190	103
Weighted total	431	414	86	194	106
		96%	**	45%	25%
SUMMARY OF USES					
LISTEN TO MUSIC/ RADIO/ PODCASTS	393	378	**	177	100
	91%	91%	**	91%	94%
		96%	**	45%	25%
GET INFORMATION/ REPORTS	294	284	**	138	77
	68%	69%	**	71%	73%
		97%	**	47%	26%
ALARM/ REMINDER/ LIST	154	146	**	77	42
	36%	35%	**	40%	39%
		95%	**	50%	27%
CONTROL DEVICES	92	85	**	39	27
	21%	21%	**	20%	25%
		93%	**	43%	29%
CALL/ TEXT/ EMAIL OTHERS	69	65	**	31	24
	16%	16%	**	16%	23%
		95%	**	46%	35%
OTHER USES	69	66	**	33	24
	16%	16%	**	17%	23%
		95%	**	47%	35%

Columns Tested: a,b,c,d

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

QB4 (QB8). SHOWCARD And which of these have you used your smart speaker for in the last week? (MULTI CODE)

Base : Those who personally use a smart speaker

	Total	GENDER MALE	GENDER FEMALE	AGE GROUP 16-24	AGE GROUP 25-34	AGE GROUP 35-54	AGE GROUP 55+	HOUSEHOLD INCOME UNDER 10.4K	HOUSEHOLD INCOME 10.4K-15.59K	HOUSEHOLD INCOME 15.6K-25.99K	HOUSEHOLD INCOME 26K+	SOCIAL GROUP AB	SOCIAL GROUP C1	SOCIAL GROUP C2	SOCIAL GROUP DE	NATION ENGLAND	NATION SCOTLAND	NATION WALES	NATION NI
Significance Level: 95%		a	b	c	d	e	f	~g	~h	~i	j	k	l	~m	n	o	~p	q	~r
Unweighted total	617	332	285	118	130	233	136	17	21	58	195	187	223	99	107	352	78	100	87
Effective Weighted Sample	414	222	192	80	90	150	98	13	15	43	145	136	154	67	67	301	55	73	76
Weighted total	431	235	197	78	98	169	87	13	13	44	163	161	125	79	66	349	41	28	13
		54%	46%	18%	23%	39%	20%	**	**	**	38%	37%	29%	**	15%	81%	**	6%	**
Listen to music via a streaming service - like Spotify, Apple Music or Deezer	269	144	125	54	73	105	38	**	**	**	98	101	88	**	36	223	**	10	**
	62%	61%	63%	69%	74%	62%	43%	**	**	**	60%	63%	70%	**	55%	64%	**	37%	**
				f	f	f							n			q			
		54%	46%	20%	27%	39%	14%	**	**	**	36%	38%	33%	**	13%	83%	**	4%	**
Listen to a live radio station	195	101	93	18	41	89	47	**	**	**	84	76	47	**	34	153	**	13	**
	45%	43%	47%	23%	42%	52%	54%	**	**	**	51%	48%	38%	**	52%	44%	**	48%	**
					c	c	c												
		52%	48%	9%	21%	46%	24%	**	**	**	43%	39%	24%	**	17%	79%	**	7%	**
Get weather reports	139	83	56	13	36	57	33	**	**	**	59	58	37	**	19	116	**	7	**
	32%	35%	28%	17%	37%	34%	38%	**	**	**	36%	36%	29%	**	29%	33%	**	27%	**
					c	c	c												
		60%	40%	10%	26%	41%	23%	**	**	**	42%	42%	26%	**	14%	83%	**	5%	**
Searching for information online or asking general questions	136	79	56	21	35	53	27	**	**	**	54	49	44	**	22	112	**	10	**
	31%	34%	29%	27%	36%	31%	31%	**	**	**	33%	30%	35%	**	33%	32%	**	34%	**
		58%	42%	15%	26%	39%	20%	**	**	**	40%	36%	33%	**	16%	83%	**	7%	**
As an alarm, personal schedule reminder or to make a shopping list	111	69	42	22	29	42	17	**	**	**	42	40	38	**	20	93	**	6	**
	26%	29%	22%	28%	30%	25%	20%	**	**	**	26%	25%	30%	**	31%	26%	**	21%	**
		62%	38%	20%	27%	38%	16%	**	**	**	38%	36%	34%	**	18%	83%	**	5%	**

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 19

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QB4 (QB8). SHOWCARD And which of these have you used your smart speaker for in the last week? (MULTI CODE)

Base : Those who personally use a smart speaker

	Total	GENDER MALE	FEMALE	AGE GROUP 16-24	25-34	35-54	55+	HOUSEHOLD INCOME UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	SOCIAL GROUP AB	C1	C2	DE	NATION ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	~g	~h	~i	j	k	l	~m	n	o	~p	q	~r
Unweighted total	617	332	285	118	130	233	136	17	21	58	195	187	223	99	107	352	78	100	87
Effective Weighted Sample	414	222	192	80	90	150	98	13	15	43	145	136	154	67	67	301	55	73	76
Weighted total	431	235	197	78	98	169	87	13	13	44	163	161	125	79	66	349	41	28	13
		54%	46%	18%	23%	39%	20%	**	**	**	38%	37%	29%	**	15%	81%	**	6%	**
Get news reports	108	81	28	15	30	36	27	**	**	**	43	47	32	**	12	94	**	4	**
	25%	34%	14%	20%	30%	21%	31%	**	**	**	27%	29%	25%	**	19%	27%	**	16%	**
		b																	
		74%	26%	14%	27%	34%	25%	**	**	**	40%	43%	29%	**	12%	87%	**	4%	**
Listen to a podcast	68	43	26	14	15	31	8	**	**	**	24	26	23	**	9	58	**	2	**
	16%	18%	13%	19%	15%	18%	10%	**	**	**	14%	16%	18%	**	14%	17%	**	7%	**
																q			
		62%	38%	21%	22%	45%	12%	**	**	**	35%	39%	33%	**	13%	85%	**	3%	**
Get travel information or updates	54	35	19	9	13	18	14	**	**	**	24	23	11	**	8	39	**	5	**
	13%	15%	10%	12%	14%	11%	16%	**	**	**	15%	14%	9%	**	12%	11%	**	17%	**
		65%	35%	17%	25%	33%	26%	**	**	**	45%	42%	21%	**	14%	72%	**	9%	**
To control smart home devices such as heating or lighting	54	40	15	6	14	23	11	**	**	**	24	31	17	**	4	43	**	4	**
	13%	17%	7%	8%	14%	14%	13%	**	**	**	15%	19%	14%	**	6%	12%	**	13%	**
		b										n							
		73%	27%	12%	26%	42%	20%	**	**	**	45%	57%	31%	**	7%	79%	**	6%	**
To control a household device, such as the TV or set top box	49	33	15	6	18	17	8	**	**	**	22	18	21	**	6	38	**	2	**
	11%	14%	8%	8%	18%	10%	9%	**	**	**	14%	11%	17%	**	8%	11%	**	7%	**
		b																	
		68%	32%	13%	36%	35%	16%	**	**	**	45%	36%	43%	**	11%	79%	**	4%	**

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

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QB4 (QB8). SHOWCARD And which of these have you used your smart speaker for in the last week? (MULTI CODE)

Base : Those who personally use a smart speaker

	Total	GENDER MALE	FEMALE	AGE GROUP 16-24	25-34	35-54	55+	HOUSEHOLD INCOME UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	SOCIAL GROUP AB	C1	C2	DE	NATION ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	~g	~h	~i	j	k	l	~m	n	o	~p	q	~r
Unweighted total	617	332	285	118	130	233	136	17	21	58	195	187	223	99	107	352	78	100	87
Effective Weighted Sample	414	222	192	80	90	150	98	13	15	43	145	136	154	67	67	301	55	73	76
Weighted total	431	235	197	78	98	169	87	13	13	44	163	161	125	79	66	349	41	28	13
		54%	46%	18%	23%	39%	20%	**	**	**	38%	37%	29%	**	15%	81%	**	6%	**
To make calls, send texts or emails by pairing the speaker with contacts on your mobile phone	37	28	8	5	15	12	5	**	**	**	14	15	13	**	7	31	**	2	**
	8%	12%	4%	6%	15%	7%	6%	**	**	**	9%	9%	10%	**	11%	9%	**	9%	**
		b			f														
		77%	23%	13%	40%	34%	13%	**	**	**	39%	41%	36%	**	19%	85%	**	7%	**
Play an interactive audio game	22	17	5	5	10	4	3	**	**	**	5	4	9	**	4	17	**	3	**
	5%	7%	3%	6%	10%	2%	3%	**	**	**	3%	2%	7%	**	6%	5%	**	9%	**
		b			e								k						
		76%	24%	22%	47%	18%	13%	**	**	**	24%	17%	43%	**	18%	76%	**	12%	**
Purchase a product from a retailer	20	15	5	1	9	5	5	**	**	**	7	7	5	**	7	16	**	1	**
	5%	6%	3%	2%	10%	3%	5%	**	**	**	4%	4%	4%	**	11%	5%	**	3%	**
					ce										l				
		74%	26%	7%	47%	23%	23%	**	**	**	36%	33%	23%	**	36%	79%	**	4%	**
To call other people's smart speakers	14	8	6	4	2	3	5	**	**	**	6	8	4	**	*	11	**	1	**
	3%	3%	3%	5%	2%	2%	5%	**	**	**	4%	5%	4%	**	1%	3%	**	3%	**
		59%	41%	28%	17%	21%	34%	**	**	**	43%	55%	32%	**	3%	82%	**	6%	**
None of these	18	12	7	5	3	5	5	**	**	**	9	5	4	**	2	17	**	1	**
	4%	5%	3%	7%	3%	3%	6%	**	**	**	5%	3%	3%	**	3%	5%	**	2%	**
		63%	37%	30%	14%	30%	26%	**	**	**	49%	25%	22%	**	11%	91%	**	3%	**
Don't know	1	-	1	-	-	-	1	**	**	**	-	-	*	**	1	-	**	-	**
	*%	-%	*%	-%	-%	-%	1%	**	**	**	-%	-%	*%	**	1%	-%	**	-%	**
		-%	100%	-%	-%	-%	100%	**	**	**	-%	-%	16%	**	84%	-%	**	-%	**

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

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QB4 (QB8). SHOWCARD And which of these have you used your smart speaker for in the last week? (MULTI CODE)

Base : Those who personally use a smart speaker

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	~g	~h	~i	j	k	l	~m	n	o	~p	q	~r
Unweighted total	617	332	285	118	130	233	136	17	21	58	195	187	223	99	107	352	78	100	87
Effective Weighted Sample	414	222	192	80	90	150	98	13	15	43	145	136	154	67	67	301	55	73	76
Weighted total	431	235	197	78	98	169	87	13	13	44	163	161	125	79	66	349	41	28	13
		54%	46%	18%	23%	39%	20%	**	**	**	38%	37%	29%	**	15%	81%	**	6%	**

SUMMARY OF USES

	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
LISTEN TO MUSIC/ RADIO/ PODCASTS	357	185	172	64	84	144	65	**	**	**	129	134	110	**	55	290	**	21	**
	83%	79%	87%	82%	87%	85%	75%	**	**	**	79%	83%	88%	**	84%	83%	**	74%	**
			a		f	f													
		52%	48%	18%	24%	40%	18%	**	**	**	36%	37%	31%	**	15%	81%	**	6%	**
GET INFORMATION/ REPORTS	228	140	88	36	58	87	48	**	**	**	90	96	66	**	32	188	**	17	**
	53%	60%	45%	46%	59%	51%	56%	**	**	**	55%	60%	53%	**	49%	54%	**	59%	**
		b																	
		61%	39%	16%	25%	38%	21%	**	**	**	39%	42%	29%	**	14%	83%	**	7%	**
ALARM/ REMINDER/ LIST	111	69	42	22	29	42	17	**	**	**	42	40	38	**	20	93	**	6	**
	26%	29%	22%	28%	30%	25%	20%	**	**	**	26%	25%	30%	**	31%	26%	**	21%	**
		62%	38%	20%	27%	38%	16%	**	**	**	38%	36%	34%	**	18%	83%	**	5%	**
CONTROL DEVICES	74	49	25	10	21	28	15	**	**	**	31	34	29	**	6	57	**	4	**
	17%	21%	13%	13%	21%	16%	17%	**	**	**	19%	21%	23%	**	9%	16%	**	14%	**
		b										n	n						
		66%	34%	14%	28%	37%	20%	**	**	**	42%	46%	39%	**	8%	77%	**	5%	**
CALL/ TEXT/ EMAIL OTHERS	42	31	11	7	15	13	8	**	**	**	17	19	14	**	7	36	**	3	**
	10%	13%	6%	9%	15%	7%	9%	**	**	**	10%	12%	11%	**	11%	10%	**	11%	**
		b																	
		74%	26%	17%	35%	30%	18%	**	**	**	40%	44%	33%	**	17%	85%	**	7%	**
OTHER USES	37	27	10	5	18	7	7	**	**	**	12	8	13	**	9	29	**	3	**
	9%	11%	5%	7%	18%	4%	8%	**	**	**	7%	5%	10%	**	14%	8%	**	10%	**
		b			cef										k				
		73%	27%	15%	48%	18%	19%	**	**	**	33%	23%	35%	**	25%	78%	**	8%	**

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

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QB4 (QB8). SHOWCARD And which of these have you used your smart speaker for in the last week? (MULTI CODE)

Base : Those who personally use a smart speaker

					ENGLAND REGIONS						URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	617	16	42	31	42	44	41	21	70	45	437	180	421	196	324	293
Effective Weighted Sample	414	16	40	30	41	42	40	21	67	43	337	80	286	133	219	195
Weighted total	431	21	67	33	35	38	44	21	32	58	364	67	316	115	227	204
		**	**	**	**	**	**	**	**	**	84%	16%	73%	27%	53%	47%
Listen to music via a streaming service - like Spotify, Apple Music or Deezer	269	**	**	**	**	**	**	**	**	**	228	41	204	65	142	127
	62%	**	**	**	**	**	**	**	**	**	63%	61%	64%	57%	63%	62%
		**	**	**	**	**	**	**	**	**	85%	15%	76%	24%	53%	47%
Listen to a live radio station	195	**	**	**	**	**	**	**	**	**	149	45	137	58	113	81
	45%	**	**	**	**	**	**	**	**	**	41%	67%	43%	50%	50%	40%
												j			o	
		**	**	**	**	**	**	**	**	**	77%	23%	70%	30%	58%	42%
Get weather reports	139	**	**	**	**	**	**	**	**	**	115	24	107	31	75	64
	32%	**	**	**	**	**	**	**	**	**	32%	35%	34%	27%	33%	31%
		**	**	**	**	**	**	**	**	**	83%	17%	77%	23%	54%	46%
Searching for information online or asking general questions	136	**	**	**	**	**	**	**	**	**	113	22	93	42	74	62
	31%	**	**	**	**	**	**	**	**	**	31%	33%	30%	37%	33%	30%
		**	**	**	**	**	**	**	**	**	84%	16%	69%	31%	54%	46%
As an alarm, personal schedule reminder or to make a shopping list	111	**	**	**	**	**	**	**	**	**	88	23	81	30	54	56
	26%	**	**	**	**	**	**	**	**	**	24%	34%	26%	26%	24%	28%
		**	**	**	**	**	**	**	**	**	79%	21%	73%	27%	49%	51%

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

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QB4 (QB8). SHOWCARD And which of these have you used your smart speaker for in the last week? (MULTI CODE)

Base : Those who personally use a smart speaker

		ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	617	16	42	31	42	44	41	21	70	45	437	180	421	196	324	293
Effective Weighted Sample	414	16	40	30	41	42	40	21	67	43	337	80	286	133	219	195
Weighted total	431	21	67	33	35	38	44	21	32	58	364	67	316	115	227	204
		**	**	**	**	**	**	**	**	**	84%	16%	73%	27%	53%	47%
Get news reports	108	**	**	**	**	**	**	**	**	**	89	19	84	24	57	51
	25%	**	**	**	**	**	**	**	**	**	24%	29%	26%	21%	25%	25%
		**	**	**	**	**	**	**	**	**	82%	18%	77%	23%	53%	47%
Listen to a podcast	68	**	**	**	**	**	**	**	**	**	52	17	49	19	37	31
	16%	**	**	**	**	**	**	**	**	**	14%	25%	16%	16%	16%	15%
												j				
		**	**	**	**	**	**	**	**	**	75%	25%	72%	28%	54%	46%
Get travel information or updates	54	**	**	**	**	**	**	**	**	**	47	8	38	16	30	25
	13%	**	**	**	**	**	**	**	**	**	13%	12%	12%	14%	13%	12%
		**	**	**	**	**	**	**	**	**	85%	15%	70%	30%	55%	45%
To control smart home devices such as heating or lighting	54	**	**	**	**	**	**	**	**	**	48	6	44	11	27	27
	13%	**	**	**	**	**	**	**	**	**	13%	10%	14%	9%	12%	13%
		**	**	**	**	**	**	**	**	**	88%	12%	80%	20%	50%	50%
To control a household device, such as the TV or set top box	49	**	**	**	**	**	**	**	**	**	45	4	37	12	20	29
	11%	**	**	**	**	**	**	**	**	**	12%	6%	12%	11%	9%	14%
		**	**	**	**	**	**	**	**	**	92%	8%	75%	25%	41%	59%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 19

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QB4 (QB8). SHOWCARD And which of these have you used your smart speaker for in the last week? (MULTI CODE)

Base : Those who personally use a smart speaker

				ENGLAND REGIONS							URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	617	16	42	31	42	44	41	21	70	45	437	180	421	196	324	293
Effective Weighted Sample	414	16	40	30	41	42	40	21	67	43	337	80	286	133	219	195
Weighted total	431	21	67	33	35	38	44	21	32	58	364	67	316	115	227	204
		**	**	**	**	**	**	**	**	**	84%	16%	73%	27%	53%	47%
To make calls, send texts or emails by pairing the speaker with contacts on your mobile phone	37	**	**	**	**	**	**	**	**	**	29	8	26	11	14	22
	8%	**	**	**	**	**	**	**	**	**	8%	11%	8%	9%	6%	11%
		**	**	**	**	**	**	**	**	**	79%	21%	70%	30%	39%	61%
Play an interactive audio game	22	**	**	**	**	**	**	**	**	**	17	5	15	7	12	9
	5%	**	**	**	**	**	**	**	**	**	5%	7%	5%	6%	5%	5%
		**	**	**	**	**	**	**	**	**	77%	23%	70%	30%	57%	43%
Purchase a product from a retailer	20	**	**	**	**	**	**	**	**	**	15	5	12	8	11	9
	5%	**	**	**	**	**	**	**	**	**	4%	7%	4%	7%	5%	5%
		**	**	**	**	**	**	**	**	**	76%	24%	60%	40%	54%	46%
To call other people's smart speakers	14	**	**	**	**	**	**	**	**	**	11	3	5	9	5	9
	3%	**	**	**	**	**	**	**	**	**	3%	4%	1%	8%	2%	4%
														l		
		**	**	**	**	**	**	**	**	**	80%	20%	33%	67%	36%	64%
None of these	18	**	**	**	**	**	**	**	**	**	18	1	14	4	9	9
	4%	**	**	**	**	**	**	**	**	**	5%	1%	5%	3%	4%	5%
		**	**	**	**	**	**	**	**	**	96%	4%	79%	21%	48%	52%
Don't know	1	**	**	**	**	**	**	**	**	**	1	*	*	1	*	1
	*%	**	**	**	**	**	**	**	**	**	*%	*%	*%	1%	*%	*%
		**	**	**	**	**	**	**	**	**	84%	16%	16%	84%	16%	84%

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

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QB4 (QB8). SHOWCARD And which of these have you used your smart speaker for in the last week? (MULTI CODE)

Base : Those who personally use a smart speaker

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	617	16	42	31	42	44	41	21	70	45	437	180	421	196	324	293
Effective Weighted Sample	414	16	40	30	41	42	40	21	67	43	337	80	286	133	219	195
Weighted total	431	21	67	33	35	38	44	21	32	58	364	67	316	115	227	204
		**	**	**	**	**	**	**	**	**	84%	16%	73%	27%	53%	47%

SUMMARY OF USES

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
LISTEN TO MUSIC/ RADIO/ PODCASTS	357	**	**	**	**	**	**	**	**	**	297	60	262	95	194	164
	83%	**	**	**	**	**	**	**	**	**	82%	89%	83%	83%	85%	80%
		**	**	**	**	**	**	**	**	**	83%	17%	73%	27%	54%	46%
GET INFORMATION/ REPORTS	228	**	**	**	**	**	**	**	**	**	188	40	168	60	124	104
	53%	**	**	**	**	**	**	**	**	**	52%	59%	53%	52%	54%	51%
		**	**	**	**	**	**	**	**	**	83%	17%	74%	26%	54%	46%
ALARM/ REMINDER/ LIST	111	**	**	**	**	**	**	**	**	**	88	23	81	30	54	56
	26%	**	**	**	**	**	**	**	**	**	24%	34%	26%	26%	24%	28%
		**	**	**	**	**	**	**	**	**	79%	21%	73%	27%	49%	51%
CONTROL DEVICES	74	**	**	**	**	**	**	**	**	**	67	7	56	18	34	40
	17%	**	**	**	**	**	**	**	**	**	18%	10%	18%	15%	15%	19%
		**	**	**	**	**	**	**	**	**	91%	9%	76%	24%	46%	54%
CALL/ TEXT/ EMAIL OTHERS	42	**	**	**	**	**	**	**	**	**	33	9	28	14	17	25
	10%	**	**	**	**	**	**	**	**	**	9%	13%	9%	12%	7%	12%
		**	**	**	**	**	**	**	**	**	79%	21%	67%	33%	40%	60%
OTHER USES	37	**	**	**	**	**	**	**	**	**	28	8	25	12	20	17
	9%	**	**	**	**	**	**	**	**	**	8%	13%	8%	10%	9%	8%
		**	**	**	**	**	**	**	**	**	77%	23%	68%	32%	55%	45%

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

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QB4 (QB8). SHOWCARD And which of these have you used your smart speaker for in the last week? (MULTI CODE)

Base : Those who personally use a smart speaker

	Total	TV PLATFORM/S			
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	~b	c	d
Unweighted total	617	599	95	278	152
Effective Weighted Sample	414	401	72	190	103
Weighted total	431	414	86	194	106
		96%	**	45%	25%
Listen to music via a streaming service - like Spotify, Apple Music or Deezer	269	260	**	117	71
	62%	63%	**	60%	67%
		97%	**	43%	26%
Listen to a live radio station	195	189	**	84	60
	45%	46%	**	43%	56%
					c
		97%	**	43%	31%
Get weather reports	139	134	**	68	30
	32%	32%	**	35%	29%
		97%	**	49%	22%
Searching for information online or asking general questions	136	133	**	67	41
	31%	32%	**	35%	38%
		98%	**	49%	30%
As an alarm, personal schedule reminder or to make a shopping list	111	105	**	53	32
	26%	25%	**	27%	31%
		95%	**	47%	29%

Columns Tested: a,b,c,d

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

QB4 (QB8). SHOWCARD And which of these have you used your smart speaker for in the last week? (MULTI CODE)

Base : Those who personally use a smart speaker

| | | TV PLATFORM/S | | | |
	Total	**ALL TV**	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	~b	c	d
Unweighted total	617	599	95	278	152
Effective Weighted Sample	414	401	72	190	103
Weighted total	431	414	86	194	106
		96%	**	45%	25%
Get news reports	108	101	**	51	24
	25%	24%	**	26%	23%
		93%	**	47%	23%
Listen to a podcast	68	62	**	30	25
	16%	15%	**	15%	24%
					a
		91%	**	43%	37%
Get travel information or updates	54	54	**	31	12
	13%	13%	**	16%	12%
		99%	**	57%	23%
To control smart home devices such as heating or lighting	54	53	**	21	20
	13%	13%	**	11%	19%
		96%	**	39%	37%
To control a household device, such as the TV or set top box	49	47	**	17	17
	11%	11%	**	9%	16%
		95%	**	35%	34%

Columns Tested: a,b,c,d

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QB4 (QB8). SHOWCARD And which of these have you used your smart speaker for in the last week? (MULTI CODE)

Base : Those who personally use a smart speaker

		TV PLATFORM/S			
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	~b	c	d
Unweighted total	617	599	95	278	152
Effective Weighted Sample	414	401	72	190	103
Weighted total	431	414	86	194	106
		96%	**	45%	25%
To make calls, send texts or emails by pairing the speaker with contacts on your mobile phone	37	35	**	18	11
	8%	8%	**	9%	10%
		96%	**	48%	29%
Play an interactive audio game	22	21	**	7	9
	5%	5%	**	4%	8%
		95%	**	31%	40%
Purchase a product from a retailer	20	20	**	11	6
	5%	5%	**	6%	5%
		100%	**	57%	28%
To call other people's smart speakers	14	13	**	7	6
	3%	3%	**	4%	5%
		95%	**	54%	40%
None of these	18	16	**	10	*
	4%	4%	**	5%	*%
		d		d	
		90%	**	55%	1%
Don't know	1	1	**	*	-
	*%	*%	**	*%	-%
		100%	**	16%	-%

Columns Tested: a,b,c,d

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QB4 (QB8). SHOWCARD And which of these have you used your smart speaker for in the last week? (MULTI CODE)

Base : Those who personally use a smart speaker

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	~b	c	d
Unweighted total	617	599	95	278	152
Effective Weighted Sample	414	401	72	190	103
Weighted total	431	414	86	194	106
		96%	**	45%	25%
SUMMARY OF USES					
LISTEN TO MUSIC/ RADIO/ PODCASTS	357	345	**	157	96
	83%	83%	**	81%	91%
					c
		97%	**	44%	27%
GET INFORMATION/ REPORTS	228	220	**	110	57
	53%	53%	**	57%	54%
		97%	**	48%	25%
ALARM/ REMINDER/ LIST	111	105	**	53	32
	26%	25%	**	27%	31%
		95%	**	47%	29%
CONTROL DEVICES	74	71	**	31	24
	17%	17%	**	16%	22%
		96%	**	42%	32%
CALL/ TEXT/ EMAIL OTHERS	42	40	**	20	14
	10%	10%	**	10%	13%
		96%	**	48%	33%
OTHER USES	37	36	**	16	12
	9%	9%	**	8%	11%
		97%	**	43%	33%

Columns Tested: a,b,c,d

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QB5 (QB9). SHOWCARD Does anyone in your household have a car? IF YES: Does any car used by someone in the household have any of these features? (MULTI CODE)

Base : All respondents

	Total	GENDER MALE	GENDER FEMALE	AGE GROUP 16-24	AGE GROUP 25-34	AGE GROUP 35-54	AGE GROUP 55+	HOUSEHOLD INCOME UNDER 10.4K	HOUSEHOLD INCOME 10.4K-15.59K	HOUSEHOLD INCOME 15.6K-25.99K	HOUSEHOLD INCOME 26K+	SOCIAL GROUP AB	SOCIAL GROUP C1	SOCIAL GROUP C2	SOCIAL GROUP DE	NATION ENGLAND	NATION SCOTLAND	NATION WALES	NATION NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
No car used by someone in the household	477	221	256	85	90	108	194	97	87	48	38	53	118	62	243	391	54	22	10
	18%	17%	19%	24%	21%	12%	20%	56%	41%	16%	5%	7%	17%	11%	37%	17%	23%	17%	13%
				e	e		e	hij	ij	j			km		klm	r	oqr		
		46%	54%	18%	19%	23%	41%	20%	18%	10%	8%	11%	25%	13%	51%	82%	11%	5%	2%
FEATURES IN CAR																			
A DAB digital radio	1112	579	533	147	163	452	349	18	40	107	458	445	301	234	131	942	92	49	29
	42%	45%	39%	41%	39%	50%	35%	10%	19%	36%	64%	63%	42%	40%	20%	42%	39%	37%	40%
		b				cdf			g	gh	ghi	lmn	n	n					
		52%	48%	13%	15%	41%	31%	2%	4%	10%	41%	40%	27%	21%	12%	85%	8%	4%	3%
The ability to make and receive calls 'hands free' via a mobile phone	1063	554	509	146	151	465	302	11	34	106	456	437	293	220	111	924	73	32	33
	40%	43%	37%	40%	36%	51%	30%	6%	16%	35%	64%	61%	41%	38%	17%	41%	32%	24%	45%
		b		f	f	cdf			g	gh	ghi	lmn	n	n		pq	q		pq
		52%	48%	14%	14%	44%	28%	1%	3%	10%	43%	41%	28%	21%	10%	87%	7%	3%	3%
The ability to stream music and other audio content from a phone through the car's audio system (CC)	636	328	308	97	105	292	143	8	16	70	307	287	172	122	54	565	44	19	9
	24%	25%	22%	27%	25%	32%	14%	4%	8%	24%	43%	40%	24%	21%	8%	25%	19%	14%	12%
				f	f	df				gh	ghi	lmn	n	n		pqr	r		
		52%	48%	15%	16%	46%	22%	1%	3%	11%	48%	45%	27%	19%	8%	89%	7%	3%	1%

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

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QB5 (QB9). SHOWCARD Does anyone in your household have a car? IF YES: Does any car used by someone in the household have any of these features? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Automated driving features such as adaptive cruise control, collision avoidance, assisted parking or lane centering (CC)	592	318	274	63	79	262	189	6	13	66	276	266	152	123	48	522	38	17	15
	22%	24%	20%	17%	19%	29%	19%	4%	6%	22%	39%	37%	21%	21%	7%	23%	16%	13%	20%
		b				cdf				gh	ghi	lmn	n	n		pq			q
		54%	46%	11%	13%	44%	32%	1%	2%	11%	47%	45%	26%	21%	8%	88%	6%	3%	3%
An in-built 'infotainment system' with a touchscreen to control this in the dashboard of the car (CC)	497	272	225	72	85	203	137	5	10	45	250	236	126	94	41	439	32	11	15
	19%	21%	16%	20%	20%	23%	14%	3%	5%	15%	35%	33%	18%	16%	6%	20%	14%	9%	21%
		b		f	f	f				gh	ghi	lmn	n	n		pq	q		pq
		55%	45%	14%	17%	41%	28%	1%	2%	9%	50%	47%	25%	19%	8%	88%	6%	2%	3%
A dash cam (dashboard camera) mounted on the car windcsreen to record the road ahead	292	164	128	40	32	137	83	1	6	31	151	106	88	66	32	267	9	12	4
	11%	13%	9%	11%	8%	15%	8%	1%	3%	10%	21%	15%	12%	11%	5%	12%	4%	9%	6%
		b				df				gh	ghi	n	n	n		pr		p	
		56%	44%	14%	11%	47%	28%	*%	2%	11%	52%	36%	30%	23%	11%	91%	3%	4%	1%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

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QB5 (QB9). SHOWCARD Does anyone in your household have a car? IF YES: Does any car used by someone in the household have any of these features? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
The ability to stream apps from a smartphone by connecting your phone to the car's dashboard - using software such as Apple CarPlay or Android Auto (CC)	288	151	138	39	46	128	75	4	6	31	144	137	78	53	20	255	19	8	7
	11%	12%	10%	11%	11%	14%	8%	2%	3%	10%	20%	19%	11%	9%	3%	11%	8%	6%	9%
						f	f			gh	ghi	lmn	n	n		q			
		52%	48%	13%	16%	44%	26%	1%	2%	11%	50%	48%	27%	18%	7%	88%	7%	3%	2%
In-built Wi-Fi 'hotspot' - so you and others can use the car's own data connection to go online (CC)	125	79	45	15	7	61	42	1	3	12	56	63	26	25	11	108	11	3	3
	5%	6%	3%	4%	2%	7%	4%	*%	1%	4%	8%	9%	4%	4%	2%	5%	5%	2%	4%
		b		d		df	d				g	ghi	lmn	n	n		q		
		64%	36%	12%	5%	48%	34%	1%	2%	9%	45%	50%	21%	20%	9%	87%	9%	3%	2%

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

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QB5 (QB9). SHOWCARD Does anyone in your household have a car? IF YES: Does any car used by someone in the household have any of these features? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Remote monitoring of the car using a smartphone - for example, enabling you to lock or unlock the car, check fuel levels, monitor the car's performance, identify faults or remind you where you parked (CC)	99	67	32	6	14	38	40	-	3	11	48	52	21	18	8	80	12	3	4
	4%	5%	2%	2%	3%	4%	4%	-%	1%	4%	7%	7%	3%	3%	1%	4%	5%	2%	6%
		b				c	c			g	gh	lmn	n	n			q		oq
		67%	33%	6%	14%	39%	40%	-%	3%	11%	48%	53%	21%	18%	8%	81%	12%	3%	4%
None of these	648	303	345	67	103	178	299	50	61	85	88	94	174	172	205	523	61	42	22
	24%	23%	25%	19%	25%	20%	30%	29%	29%	28%	12%	13%	24%	30%	31%	23%	26%	32%	30%
				c			cde	j	j	j			k	kl	kl			o	o
		47%	53%	10%	16%	27%	46%	8%	9%	13%	14%	15%	27%	27%	32%	81%	9%	6%	3%
Don't know	64	22	42	17	11	11	26	3	4	4	7	13	16	16	19	51	6	4	3
	2%	2%	3%	5%	3%	1%	3%	2%	2%	1%	1%	2%	2%	3%	3%	2%	3%	3%	4%
			a	ef			e												o
		34%	66%	27%	17%	17%	40%	4%	7%	7%	10%	21%	24%	24%	30%	80%	10%	6%	5%
ANY CONNECTED CAR FEATURES (CC)	934	476	458	123	139	407	265	11	29	104	421	409	252	177	95	822	58	32	22
	35%	37%	33%	34%	33%	45%	27%	6%	14%	35%	59%	57%	35%	30%	14%	37%	25%	24%	30%
				f	f	cdf			g	gh	ghi	lmn	n	n		pqr			q
		51%	49%	13%	15%	44%	28%	1%	3%	11%	45%	44%	27%	19%	10%	88%	6%	3%	2%

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

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QB5 (QB9). SHOWCARD Does anyone in your household have a car? IF YES: Does any car used by someone in the household have any of these features? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
No car used by someone in the household	477	78	47	29	25	38	23	50	31	71	448	29	167	309	140	338
	18%	23%	13%	13%	13%	16%	9%	22%	28%	24%	19%	8%	11%	28%	11%	24%
		bcdef				f		bcdf	bcdef	bcdef	k			l		n
		16%	10%	6%	5%	8%	5%	11%	6%	15%	94%	6%	35%	65%	29%	71%
FEATURES IN CAR																
A DAB digital radio	1112	164	178	86	84	83	102	77	49	120	926	186	764	348	621	492
	42%	48%	49%	39%	43%	35%	41%	34%	44%	40%	40%	52%	49%	31%	49%	35%
		eg	cegi		g				eg			j	m		o	
		15%	16%	8%	8%	7%	9%	7%	4%	11%	83%	17%	69%	31%	56%	44%
The ability to make and receive calls 'hands free' via a mobile phone	1063	141	144	87	88	108	120	67	49	119	889	173	765	298	592	470
	40%	42%	40%	40%	45%	45%	49%	30%	44%	40%	38%	48%	49%	27%	46%	34%
		g	g	g	g	g	bcgi		g	g		j	m		o	
		13%	14%	8%	8%	10%	11%	6%	5%	11%	84%	16%	72%	28%	56%	44%
The ability to stream music and other audio content from a phone through the car's audio system (CC)	636	98	94	42	44	64	87	43	26	66	537	100	466	171	355	281
	24%	29%	26%	19%	23%	27%	35%	19%	24%	22%	23%	28%	30%	15%	28%	20%
		cg				cg	bcdeghi					j	m		o	
		15%	15%	7%	7%	10%	14%	7%	4%	10%	84%	16%	73%	27%	56%	44%

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

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QB5 (QB9). SHOWCARD Does anyone in your household have a car? IF YES: Does any car used by someone in the household have any of these features? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBANITY URBAN	RURAL	WORKING STATUS WORKING	NOT WORKING	DEPRIVATION LEVEL LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Automated driving features such as adaptive cruise control, collision avoidance, assisted parking or lane centering (CC)	592	72	83	51	57	60	68	33	24	75	477	115	421	171	349	242
	22%	21%	23%	23%	29%	25%	28%	14%	22%	25%	21%	32%	27%	15%	27%	17%
			g	g	ag	g	g		g	g		j	m		o	
		12%	14%	9%	10%	10%	11%	6%	4%	13%	81%	19%	71%	29%	59%	41%
An in-built 'infotainment system' with a touchscreen to control this in the dashboard of the car (CC)	497	68	71	26	44	62	58	31	19	58	410	87	354	143	291	206
	19%	20%	20%	12%	23%	26%	24%	14%	17%	19%	18%	24%	23%	13%	23%	15%
		c	c		cg	cgh	cg			c		j	m		o	
		14%	14%	5%	9%	13%	12%	6%	4%	12%	83%	17%	71%	29%	59%	41%
A dash cam (dashboard camera) mounted on the car windcsreen to record the road ahead	292	44	63	24	23	19	25	18	16	36	245	47	212	80	166	126
	11%	13%	18%	11%	12%	8%	10%	8%	14%	12%	11%	13%	14%	7%	13%	9%
		e	cefg						eg				m		o	
		15%	22%	8%	8%	6%	8%	6%	5%	12%	84%	16%	72%	28%	57%	43%

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

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QB5 (QB9). SHOWCARD Does anyone in your household have a car? IF YES: Does any car used by someone in the household have any of these features? (MULTI CODE)

Base : All respondents

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
					ENGLAND REGIONS						URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
The ability to stream apps from a smartphone by connecting your phone to the car's dashboard - using software such as Apple CarPlay or Android Auto (CC)	288	29	42	15	33	35	33	19	13	36	229	59	214	75	176	113
	11%	9%	12%	7%	17%	15%	14%	8%	12%	12%	10%	16%	14%	7%	14%	8%
					acg	acg	c					j	m		o	
		10%	15%	5%	12%	12%	12%	7%	5%	12%	80%	20%	74%	26%	61%	39%
In-built Wi-Fi 'hotspot' - so you and others can use the car's own data connection to go online (CC)	125	8	10	14	11	15	14	11	6	21	93	32	83	42	79	46
	5%	2%	3%	6%	6%	6%	5%	5%	5%	7%	4%	9%	5%	4%	6%	3%
				a	a	a				ab		j			o	
		6%	8%	11%	9%	12%	11%	8%	5%	17%	75%	25%	66%	34%	63%	37%

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

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Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Remote monitoring of the car using a smartphone - for example, enabling you to lock or unlock the car, check fuel levels, monitor the car's performance, identify faults or remind you where you parked (CC)	99	2	11	11	12	14	8	9	5	9	69	30	70	29	65	33
	4%	1%	3%	5%	6%	6%	3%	4%	4%	3%	3%	8%	4%	3%	5%	2%
			a	a	a	a		a	a			j	m		o	
		2%	11%	11%	12%	14%	8%	9%	5%	9%	70%	30%	71%	29%	66%	34%
None of these	648	56	84	52	46	63	71	70	19	62	564	83	339	307	290	358
	24%	16%	23%	24%	23%	26%	29%	31%	17%	21%	24%	23%	22%	28%	23%	26%
				a	a	ah	ahi	ahi						l		
		9%	13%	8%	7%	10%	11%	11%	3%	10%	87%	13%	52%	47%	45%	55%
Don't know	64	9	3	4	3	9	4	7	*	12	52	12	30	33	26	38
	2%	3%	1%	2%	2%	4%	2%	3%	*%	4%	2%	3%	2%	3%	2%	3%
		h				bh		h		bh						
		14%	5%	7%	5%	14%	6%	10%	*%	18%	81%	19%	47%	52%	41%	59%
ANY CONNECTED CAR FEATURES (CC)	934	136	136	74	81	94	110	55	37	99	776	159	659	275	534	401
	35%	40%	38%	34%	41%	40%	45%	24%	33%	33%	33%	44%	42%	25%	42%	29%
		g	g	g	g	g	cghi		g	g		j		m		o
		15%	15%	8%	9%	10%	12%	6%	4%	11%	83%	17%	71%	29%	57%	43%

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

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QB5 (QB9). SHOWCARD Does anyone in your household have a car? IF YES: Does any car used by someone in the household have any of these features? (MULTI CODE)

Base : All respondents

		TV PLATFORM/S			
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
No car used by someone in the household	477	425	46	89	61
	18%	17%	12%	9%	13%
		bcd			c
		89%	10%	19%	13%
FEATURES IN CAR					
A DAB digital radio	1112	1088	211	501	229
	42%	43%	53%	53%	48%
			a	a	a
		98%	19%	45%	21%
The ability to make and receive calls 'hands free' via a mobile phone	1063	1029	191	475	224
	40%	41%	48%	50%	47%
			a	a	a
		97%	18%	45%	21%
The ability to stream music and other audio content from a phone through the car's audio system (CC)	636	624	128	319	133
	24%	25%	32%	33%	28%
			a	ad	
		98%	20%	50%	21%

Columns Tested: a,b,c,d

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QB5 (QB9). SHOWCARD Does anyone in your household have a car? IF YES: Does any car used by someone in the household have any of these features? (MULTI CODE)

Base : All respondents

	Total	TV PLATFORM/S			
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
Automated driving features such as adaptive cruise control, collision avoidance, assisted parking or lane centering (CC)	592 22%	579 23%	107 27%	273 29% a	134 28% a
		98%	18%	46%	23%
An in-built 'infotainment system' with a touchscreen to control this in the dashboard of the car (CC)	497 19%	486 19%	90 23%	245 26% a	121 25% a
		98%	18%	49%	24%
A dash cam (dashboard camera) mounted on the car windcsreen to record the road ahead	292 11%	284 11%	47 12%	126 13%	75 16% a
		97%	16%	43%	26%

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.
QB5 (QB9). SHOWCARD Does anyone in your household have a car? IF YES: Does any car used by someone in the household have any of these features? (MULTI CODE)

Base : All respondents

	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
		TV PLATFORM/S			
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
The ability to stream apps from a smartphone by connecting your phone to the car's dashboard - using software such as Apple CarPlay or Android Auto (CC)	288	284	55	140	62
	11%	11%	14%	15%	13%
				a	
		99%	19%	49%	21%
In-built Wi-Fi 'hotspot' - so you and others can use the car's own data connection to go online (CC)	125	123	22	62	26
	5%	5%	6%	6%	5%
		98%	18%	49%	20%

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.
QB5 (QB9). SHOWCARD Does anyone in your household have a car? IF YES: Does any car used by someone in the household have any of these features? (MULTI CODE)

Base : All respondents

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
Remote monitoring of the car using a smartphone - for example, enabling you to lock or unlock the car, check fuel levels, monitor the car's performance, identify faults or remind you where you parked (CC)	99 4%	95 4% 97%	16 4% 16%	47 5% 48%	20 4% 21%
None of these	648 24%	593 24% bd 92%	72 18% 11%	204 21% 32%	91 19% 14%
Don't know	64 2%	58 2% 91%	13 3% 20%	16 2% 24%	14 3% 21%
ANY CONNECTED CAR FEATURES (CC)	934 35%	914 36% 98%	170 43% a 18%	441 46% a 47%	210 44% a 22%

Columns Tested: a,b,c,d

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QB5 (QB9). SHOWCARD Does anyone in your household have a car? IF YES: Does any car used by someone in the household have any of these features? (MULTI CODE)

Base : Those in a household where someone uses a car

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3142	1533	1609	360	439	994	1348	130	207	341	738	765	990	705	676	1867	408	429	438
Effective Weighted Sample	2142	1029	1114	254	309	683	937	94	143	242	567	551	690	475	462	1635	263	302	383
Weighted total	2198	1080	1118	277	330	795	796	77	125	251	673	659	598	518	418	1845	179	110	64
		49%	51%	13%	15%	36%	36%	4%	6%	11%	31%	30%	27%	24%	19%	84%	8%	5%	3%

FEATURES IN CAR

	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
A DAB digital radio	1112	579	533	147	163	452	349	18	40	107	458	445	301	234	131	942	92	49	29
	51%	54%	48%	53%	49%	57%	44%	24%	32%	43%	68%	68%	50%	45%	31%	51%	51%	44%	46%
		b				df				gh	ghi	lmn	n	n		qr			
		52%	48%	13%	15%	41%	31%	2%	4%	10%	41%	40%	27%	21%	12%	85%	8%	4%	3%
The ability to make and receive calls 'hands free' via a mobile phone	1063	554	509	146	151	465	302	11	34	106	456	437	293	220	111	924	73	32	33
	48%	51%	45%	53%	46%	58%	38%	15%	27%	42%	68%	66%	49%	42%	27%	50%	41%	29%	52%
		b		f	f	df				g	gh	ghi	lmn	mn	n		pq	q		pq
		52%	48%	14%	14%	44%	28%	1%	3%	10%	43%	41%	28%	21%	10%	87%	7%	3%	3%
The ability to stream music and other audio content from a phone through the car's audio system (CC)	636	328	308	97	105	292	143	8	16	70	307	287	172	122	54	565	44	19	9
	29%	30%	28%	35%	32%	37%	18%	10%	13%	28%	46%	44%	29%	24%	13%	31%	25%	17%	14%
				f	f	f				gh	ghi	lmn	mn	n		pqr	qr		
		52%	48%	15%	16%	46%	22%	1%	3%	11%	48%	45%	27%	19%	8%	89%	7%	3%	1%
Automated driving features such as adaptive cruise control, collision avoidance, assisted parking or lane centering (CC)	592	318	274	63	79	262	189	6	13	66	276	266	152	123	48	522	38	17	15
	27%	29%	24%	23%	24%	33%	24%	8%	11%	26%	41%	40%	25%	24%	12%	28%	21%	16%	23%
		b				cdf				gh	ghi	lmn	n	n		pq			q
		54%	46%	11%	13%	44%	32%	1%	2%	11%	47%	45%	26%	21%	8%	88%	6%	3%	3%

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

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QB5 (QB9). SHOWCARD Does anyone in your household have a car? IF YES: Does any car used by someone in the household have any of these features? (MULTI CODE)

Base : Those in a household where someone uses a car

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3142	1533	1609	360	439	994	1348	130	207	341	738	765	990	705	676	1867	408	429	438
Effective Weighted Sample	2142	1029	1114	254	309	683	937	94	143	242	567	551	690	475	462	1635	263	302	383
Weighted total	2198	1080	1118	277	330	795	796	77	125	251	673	659	598	518	418	1845	179	110	64
		49%	51%	13%	15%	36%	36%	4%	6%	11%	31%	30%	27%	24%	19%	84%	8%	5%	3%
An in-built 'infotainment system' with a touchscreen to control this in the dashboard of the car (CC)	497	272	225	72	85	203	137	5	10	45	250	236	126	94	41	439	32	11	15
	23%	25%	20%	26%	26%	26%	17%	6%	8%	18%	37%	36%	21%	18%	10%	24%	18%	10%	24%
		b		f	f	f				gh	ghi	lmn	n	n		pq	q		q
		55%	45%	14%	17%	41%	28%	1%	2%	9%	50%	47%	25%	19%	8%	88%	6%	2%	3%
A dash cam (dashboard camera) mounted on the car windcsreen to record the road ahead	292	164	128	40	32	137	83	1	6	31	151	106	88	66	32	267	9	12	4
	13%	15%	11%	14%	10%	17%	10%	1%	5%	12%	22%	16%	15%	13%	8%	14%	5%	11%	7%
		b				df				gh	ghi	n	n	n		pr		p	
		56%	44%	14%	11%	47%	28%	*%	2%	11%	52%	36%	30%	23%	11%	91%	3%	4%	1%
The ability to stream apps from a smartphone by connecting your phone to the car's dashboard - using software such as Apple CarPlay or Android Auto (CC)	288	151	138	39	46	128	75	4	6	31	144	137	78	53	20	255	19	8	7
	13%	14%	12%	14%	14%	16%	9%	5%	5%	12%	21%	21%	13%	10%	5%	14%	11%	7%	11%
				f	f	f				h	ghi	lmn	n	n		q			
		52%	48%	13%	16%	44%	26%	1%	2%	11%	50%	48%	27%	18%	7%	88%	7%	3%	2%

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

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QB5 (QB9). SHOWCARD Does anyone in your household have a car? IF YES: Does any car used by someone in the household have any of these features? (MULTI CODE)

Base : Those in a household where someone uses a car

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3142	1533	1609	360	439	994	1348	130	207	341	738	765	990	705	676	1867	408	429	438
Effective Weighted Sample	2142	1029	1114	254	309	683	937	94	143	242	567	551	690	475	462	1635	263	302	383
Weighted total	2198	1080	1118	277	330	795	796	77	125	251	673	659	598	518	418	1845	179	110	64
		49%	51%	13%	15%	36%	36%	4%	6%	11%	31%	30%	27%	24%	19%	84%	8%	5%	3%
In-built Wi-Fi 'hotspot' - so you and others can use the car's own data connection to go online (CC)	125	79	45	15	7	61	42	1	3	12	56	63	26	25	11	108	11	3	3
	6%	7%	4%	6%	2%	8%	5%	1%	2%	5%	8%	10%	4%	5%	3%	6%	6%	3%	5%
		b		d		d	d				gh	lmn				q			
		64%	36%	12%	5%	48%	34%	1%	2%	9%	45%	50%	21%	20%	9%	87%	9%	3%	2%
Remote monitoring of the car using a smartphone - for example, enabling you to lock or unlock the car, check fuel levels, monitor the car's performance, identify faults or remind you where you parked (CC)	99	67	32	6	14	38	40	-	3	11	48	52	21	18	8	80	12	3	4
	4%	6%	3%	2%	4%	5%	5%	-%	2%	4%	7%	8%	3%	3%	2%	4%	7%	2%	6%
		b								g	gh	lmn					q		q
		67%	33%	6%	14%	39%	40%	-%	3%	11%	48%	53%	21%	18%	8%	81%	12%	3%	4%
None of these	648	303	345	67	103	178	299	50	61	85	88	94	174	172	205	523	61	42	22
	29%	28%	31%	24%	31%	22%	38%	65%	49%	34%	13%	14%	29%	33%	49%	28%	34%	38%	35%
					e		cde	hij	ij	j			k	k	klm			o	o
		47%	53%	10%	16%	27%	46%	8%	9%	13%	14%	15%	27%	27%	32%	81%	9%	6%	3%
Don't know	64	22	42	17	11	11	26	3	4	4	7	13	16	16	19	51	6	4	3
	3%	2%	4%	6%	3%	1%	3%	4%	3%	2%	1%	2%	3%	3%	5%	3%	3%	3%	5%
			a	ef	e		e	j	j						k				o
		34%	66%	27%	17%	17%	40%	4%	7%	7%	10%	21%	24%	24%	30%	80%	10%	6%	5%

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

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QB5 (QB9). SHOWCARD Does anyone in your household have a car? IF YES: Does any car used by someone in the household have any of these features? (MULTI CODE)

Base : Those in a household where someone uses a car

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3142	1533	1609	360	439	994	1348	130	207	341	738	765	990	705	676	1867	408	429	438
Effective Weighted Sample	2142	1029	1114	254	309	683	937	94	143	242	567	551	690	475	462	1635	263	302	383
Weighted total	2198	1080	1118	277	330	795	796	77	125	251	673	659	598	518	418	1845	179	110	64
		49%	51%	13%	15%	36%	36%	4%	6%	11%	31%	30%	27%	24%	19%	84%	8%	5%	3%
ANY CONNECTED CAR	934	476	458	123	139	407	265	11	29	104	421	409	252	177	95	822	58	32	22
FEATURES (CC)	43%	44%	41%	44%	42%	51%	33%	15%	23%	41%	62%	62%	42%	34%	23%	45%	32%	29%	35%
				f	f	df				gh	ghi	lmn	mn	n		pqr			
		51%	49%	13%	15%	44%	28%	1%	3%	11%	45%	44%	27%	19%	10%	88%	6%	3%	2%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 21

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

QB5 (QB9). SHOWCARD Does anyone in your household have a car? IF YES: Does any car used by someone in the household have any of these features? (MULTI CODE)

Base : Those in a household where someone uses a car

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3142	196	219	195	219	246	227	195	185	185	2214	928	1776	1363	1680	1462
Effective Weighted Sample	2142	189	205	186	210	230	216	185	174	177	1751	414	1233	944	1118	1025
Weighted total	2198	263	313	190	170	200	223	176	81	230	1867	331	1388	808	1138	1060
		12%	14%	9%	8%	9%	10%	8%	4%	10%	85%	15%	63%	37%	52%	48%
FEATURES IN CAR																
A DAB digital radio	1112	164	178	86	84	83	102	77	49	120	926	186	764	348	621	492
	51%	62%	57%	45%	50%	42%	46%	44%	60%	52%	50%	56%	55%	43%	55%	46%
		cdefgi	cefg						cdefg	e		j	m		o	
		15%	16%	8%	8%	7%	9%	7%	4%	11%	83%	17%	69%	31%	56%	44%
The ability to make and receive calls 'hands free' via a mobile phone	1063	141	144	87	88	108	120	67	49	119	889	173	765	298	592	470
	48%	54%	46%	46%	52%	54%	54%	38%	61%	52%	48%	52%	55%	37%	52%	44%
		g			g	g	g		bcg	g			m		o	
		13%	14%	8%	8%	10%	11%	6%	5%	11%	84%	16%	72%	28%	56%	44%
The ability to stream music and other audio content from a phone through the car's audio system (CC)	636	98	94	42	44	64	87	43	26	66	537	100	466	171	355	281
	29%	37%	30%	22%	26%	32%	39%	25%	33%	29%	29%	30%	34%	21%	31%	27%
		cdg				c	cdgi		c				m		o	
		15%	15%	7%	7%	10%	14%	7%	4%	10%	84%	16%	73%	27%	56%	44%

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

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QB5 (QB9). SHOWCARD Does anyone in your household have a car? IF YES: Does any car used by someone in the household have any of these features? (MULTI CODE)

Base : Those in a household where someone uses a car

					ENGLAND REGIONS						URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3142	196	219	195	219	246	227	195	185	185	2214	928	1776	1363	1680	1462
Effective Weighted Sample	2142	189	205	186	210	230	216	185	174	177	1751	414	1233	944	1118	1025
Weighted total	2198	263	313	190	170	200	223	176	81	230	1867	331	1388	808	1138	1060
		12%	14%	9%	8%	9%	10%	8%	4%	10%	85%	15%	63%	37%	52%	48%
Automated driving features such as adaptive cruise control, collision avoidance, assisted parking or lane centering (CC)	592	72	83	51	57	60	68	33	24	75	477	115	421	171	349	242
	27%	27%	26%	27%	33%	30%	30%	19%	30%	33%	26%	35%	30%	21%	31%	23%
		g			g	g	g		g	g		j	m		o	
		12%	14%	9%	10%	10%	11%	6%	4%	13%	81%	19%	71%	29%	59%	41%
An in-built 'infotainment system' with a touchscreen to control this in the dashboard of the car (CC)	497	68	71	26	44	62	58	31	19	58	410	87	354	143	291	206
	23%	26%	23%	14%	26%	31%	26%	18%	24%	25%	22%	26%	26%	18%	26%	19%
		c	c		c	bcg	cg		c	c			m		o	
		14%	14%	5%	9%	13%	12%	6%	4%	12%	83%	17%	71%	29%	59%	41%
A dash cam (dashboard camera) mounted on the car windcsreen to record the road ahead	292	44	63	24	23	19	25	18	16	36	245	47	212	80	166	126
	13%	17%	20%	13%	13%	9%	11%	10%	20%	16%	13%	14%	15%	10%	15%	12%
		e	cefg						efg				m			
		15%	22%	8%	8%	6%	8%	6%	5%	12%	84%	16%	72%	28%	57%	43%

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

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QB5 (QB9). SHOWCARD Does anyone in your household have a car? IF YES: Does any car used by someone in the household have any of these features? (MULTI CODE)

Base : Those in a household where someone uses a car

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3142	196	219	195	219	246	227	195	185	185	2214	928	1776	1363	1680	1462
Effective Weighted Sample	2142	189	205	186	210	230	216	185	174	177	1751	414	1233	944	1118	1025
Weighted total	2198	263	313	190	170	200	223	176	81	230	1867	331	1388	808	1138	1060
		12%	14%	9%	8%	9%	10%	8%	4%	10%	85%	15%	63%	37%	52%	48%
The ability to stream apps from a smartphone by connecting your phone to the car's dashboard - using software such as Apple CarPlay or Android Auto (CC)	288	29	42	15	33	35	33	19	13	36	229	59	214	75	176	113
	13%	11%	14%	8%	20%	17%	15%	11%	16%	15%	12%	18%	15%	9%	15%	11%
					acg	c	c		c	c		j	m		o	
		10%	15%	5%	12%	12%	12%	7%	5%	12%	80%	20%	74%	26%	61%	39%
In-built Wi-Fi 'hotspot' - so you and others can use the car's own data connection to go online (CC)	125	8	10	14	11	15	14	11	6	21	93	32	83	42	79	46
	6%	3%	3%	7%	7%	7%	6%	6%	7%	9%	5%	10%	6%	5%	7%	4%
						ab				ab		j			o	
		6%	8%	11%	9%	12%	11%	8%	5%	17%	75%	25%	66%	34%	63%	37%

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

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QB5 (QB9). SHOWCARD Does anyone in your household have a car? IF YES: Does any car used by someone in the household have any of these features? (MULTI CODE)

Base : Those in a household where someone uses a car

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3142	196	219	195	219	246	227	195	185	185	2214	928	1776	1363	1680	1462
Effective Weighted Sample	2142	189	205	186	210	230	216	185	174	177	1751	414	1233	944	1118	1025
Weighted total	2198	263	313	190	170	200	223	176	81	230	1867	331	1388	808	1138	1060
		12%	14%	9%	8%	9%	10%	8%	4%	10%	85%	15%	63%	37%	52%	48%
Remote monitoring of the car using a smartphone - for example, enabling you to lock or unlock the car, check fuel levels, monitor the car's performance, identify faults or remind you where you parked (CC)	99 4%	2 1%	11 4%	11 6% a	12 7% a	14 7% a	8 3%	9 5%	5 6% a	9 4% a	69 4%	30 9% j	70 5%	29 4%	65 6% o	33 3%
		2%	11%	11%	12%	14%	8%	9%	5%	9%	70%	30%	71%	29%	66%	34%
None of these	648 29%	56 21%	84 27%	52 28%	46 27%	63 31% a	71 32% a	70 40% abcdhi	19 24%	62 27%	564 30% k	83 25%	339 24%	307 38% l	290 25%	358 34% n
		9%	13%	8%	7%	10%	11%	11%	3%	10%	87%	13%	52%	47%	45%	55%
Don't know	64 3%	9 3% h	3 1%	4 2%	3 2%	9 4% bh	4 2%	7 4%	* *%	12 5% h	52 3%	12 4%	30 2%	33 4% l	26 2%	38 4%
		14%	5%	7%	5%	14%	6%	10%	*%	18% bh	81%	19%	47%	52%	41%	59%
ANY CONNECTED CAR FEATURES (CC)	934 43%	136 52% cg	136 43% g	74 39%	81 48% g	94 47% g	110 49% cg	55 31%	37 46% g	99 43% g	776 42%	159 48% j	659 47% m	275 34%	534 47% o	401 38%
		15%	15%	8%	9%	10%	12%	6%	4%	11%	83%	17%	71%	29%	57%	43%

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

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QB5 (QB9). SHOWCARD Does anyone in your household have a car? IF YES: Does any car used by someone in the household have any of these features? (MULTI CODE)

Base : Those in a household where someone uses a car

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3142	3005	400	1238	543
Effective Weighted Sample	2142	2046	311	836	374
Weighted total	2198	2094	350	864	414
		95%	16%	39%	19%
FEATURES IN CAR					
A DAB digital radio	1112	1088	211	501	229
	51%	52%	60%	58%	55%
			a	a	
		98%	19%	45%	21%
The ability to make and receive calls 'hands free' via a mobile phone	1063	1029	191	475	224
	48%	49%	55%	55%	54%
				a	
		97%	18%	45%	21%
The ability to stream music and other audio content from a phone through the car's audio system (CC)	636	624	128	319	133
	29%	30%	37%	37%	32%
			a	a	
		98%	20%	50%	21%
Automated driving features such as adaptive cruise control, collision avoidance, assisted parking or lane centering (CC)	592	579	107	273	134
	27%	28%	30%	32%	32%
				a	
		98%	18%	46%	23%

Columns Tested: a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 21

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

QB5 (QB9). SHOWCARD Does anyone in your household have a car? IF YES: Does any car used by someone in the household have any of these features? (MULTI CODE)

Base : Those in a household where someone uses a car

	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
				TV PLATFORM/S	
Significance Level: 95%		a	b	c	d
Unweighted total	3142	3005	400	1238	543
Effective Weighted Sample	2142	2046	311	836	374
Weighted total	2198	2094	350	864	414
		95%	16%	39%	19%
An in-built 'infotainment system' with a touchscreen to control this in the dashboard of the car (CC)	497 23%	486 23%	90 26%	245 28% a	121 29% a
		98%	18%	49%	24%
A dash cam (dashboard camera) mounted on the car windcsreen to record the road ahead	292 13%	284 14%	47 13%	126 15%	75 18% a
		97%	16%	43%	26%
The ability to stream apps from a smartphone by connecting your phone to the car's dashboard - using software such as Apple CarPlay or Android Auto (CC)	288 13%	284 14% 99%	55 16% 19%	140 16% 49%	62 15% 21%

Columns Tested: a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 21

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

QB5 (QB9). SHOWCARD Does anyone in your household have a car? IF YES: Does any car used by someone in the household have any of these features? (MULTI CODE)

Base : Those in a household where someone uses a car

| | | TV PLATFORM/S | | | |
| | Total | ALL TV | CABLE | SATE-LLITE | HYBRID IPTV |
Significance Level: 95%		a	b	c	d
Unweighted total	3142	3005	400	1238	543
Effective Weighted Sample	2142	2046	311	836	374
Weighted total	2198	2094	350	864	414
		95%	16%	39%	19%
In-built Wi-Fi 'hotspot' - so you and others can use the car's own data connection to go online (CC)	125 6%	123 6% 98%	22 6% 18%	62 7% 49%	26 6% 20%
Remote monitoring of the car using a smartphone - for example, enabling you to lock or unlock the car, check fuel levels, monitor the car's performance, identify faults or remind you where you parked (CC)	99 4%	95 5% 97%	16 5% 16%	47 5% 48%	20 5% 21%
None of these	648 29%	593 28% bcd 92%	72 20% 11%	204 24% 32%	91 22% 14%
Don't know	64 3%	58 3% 91%	13 4% 20%	16 2% 24%	14 3% 21%

Columns Tested: a,b,c,d

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

QB5 (QB9). SHOWCARD Does anyone in your household have a car? IF YES: Does any car used by someone in the household have any of these features? (MULTI CODE)

Base : Those in a household where someone uses a car

	Total	TV PLATFORM/S			
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3142	3005	400	1238	543
Effective Weighted Sample	2142	2046	311	836	374
Weighted total	2198	2094	350	864	414
		95%	16%	39%	19%
ANY CONNECTED CAR FEATURES (CC)	934	914	170	441	210
	43%	44%	49%	51%	51%
				a	a
		98%	18%	47%	22%

Columns Tested: a,b,c,d

Table 22

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Can use to make and receive calls	1952	920	1031	198	227	653	874	97	140	210	534	572	519	432	425	1623	169	105	55
	73%	71%	75%	55%	54%	72%	88%	56%	66%	70%	75%	80%	72%	74%	64%	73%	72%	80%	75%
			a			cd	cde		g	g	gh	lmn	n	n				op	
		47%	53%	10%	12%	33%	45%	5%	7%	11%	27%	29%	27%	22%	22%	83%	9%	5%	3%
Can receive but not make calls/ incoming only	125	71	54	18	24	54	29	6	10	16	54	34	40	28	23	112	6	4	2
	5%	5%	4%	5%	6%	6%	3%	4%	5%	5%	8%	5%	6%	5%	3%	5%	3%	3%	3%
					f	f					g		n						
		57%	43%	14%	20%	43%	23%	5%	8%	13%	43%	27%	32%	22%	18%	90%	5%	3%	2%
Line not working properly/ needs to be repaired	40	21	19	9	15	8	8	4	3	2	15	12	9	4	15	35	4	*	*
	1%	2%	1%	3%	4%	1%	1%	2%	1%	1%	2%	2%	1%	1%	2%	2%	2%	*%	*%
				ef	ef										m	r	qr		
		51%	49%	23%	38%	20%	19%	9%	7%	6%	37%	31%	22%	10%	38%	87%	11%	1%	1%
No, do not have landline phone	550	284	265	132	154	185	79	67	58	71	108	92	147	114	194	458	54	22	16
	21%	22%	19%	37%	37%	20%	8%	38%	27%	24%	15%	13%	20%	20%	29%	20%	23%	17%	22%
				ef	ef	f		hij	j	j			k	k	klm		q		
		52%	48%	24%	28%	34%	14%	12%	10%	13%	20%	17%	27%	21%	35%	83%	10%	4%	3%
Don't know	8	4	5	4	1	3	-	-	1	-	1	1	2	3	3	8	-	-	*
	*%	*%	*%	1%	*%	*%	-%	-%	1%	-%	*%	*%	*%	*%	*%	*%	-%	-%	*%
				f		f													
		42%	58%	53%	7%	40%	-%	-%	16%	-%	7%	11%	23%	33%	33%	98%	-%	-%	2%

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

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445

HOUSEHOLD PHONE OWNERSHIP

	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
FIXED ONLY	101	42	58	4	*	1	95	21	14	9	*	12	15	19	55	82	10	6	2
	4%	3%	4%	1%	*%	*%	10%	12%	7%	3%	*%	2%	2%	3%	8%	4%	4%	4%	3%
				de			cde	hij	j	j					klm				
		42%	58%	4%	*%	1%	94%	21%	14%	9%	*%	12%	14%	19%	55%	82%	10%	6%	2%
FIXED & MOBILE	2016	970	1046	221	266	713	816	87	139	219	602	606	553	445	409	1688	169	104	55
	75%	75%	76%	61%	63%	79%	82%	50%	66%	73%	85%	85%	77%	77%	62%	75%	72%	79%	75%
						cd	cd		g	g	ghi	lmn	n	n				p	
		48%	52%	11%	13%	35%	40%	4%	7%	11%	30%	30%	27%	22%	20%	84%	8%	5%	3%
MOBILE ONLY	555	287	268	135	154	188	78	66	59	71	108	92	148	117	196	463	54	22	16
	21%	22%	19%	37%	37%	21%	8%	38%	28%	24%	15%	13%	21%	20%	30%	21%	23%	17%	22%
				ef	ef	f		hij	j	j			k	k	klm		q		
		52%	48%	24%	28%	34%	14%	12%	11%	13%	20%	17%	27%	21%	35%	83%	10%	4%	3%
ALL FIXED	2117	1013	1104	225	266	715	911	107	153	228	603	618	567	464	464	1770	179	110	58
	79%	78%	80%	62%	63%	79%	92%	62%	72%	76%	85%	87%	79%	80%	70%	79%	77%	83%	78%
						cd	cde		g	g	ghi	lmn	n	n				p	
		48%	52%	11%	13%	34%	43%	5%	7%	11%	28%	29%	27%	22%	22%	84%	8%	5%	3%
ALL MOBILE	2571	1257	1313	355	420	902	894	153	198	290	711	698	701	561	605	2151	222	126	71
	96%	97%	96%	98%	100%	100%	90%	88%	93%	97%	100%	98%	98%	97%	92%	96%	95%	96%	96%
				f	cf	cf			g	g	ghi	n	n	n					
		49%	51%	14%	16%	35%	35%	6%	8%	11%	28%	27%	27%	22%	24%	84%	9%	5%	3%
NEITHER	3	1	3	2	-	-	1	1	-	-	-	2	1	-	1	3	*	*	*
	*%	*%	*%	1%	-%	-%	*%	*%	-%	-%	-%	*%	*%	-%	*%	*%	*%	*%	*%
				e															
		24%	76%	68%	-%	-%	32%	16%	-%	-%	-%	52%	19%	-%	28%	84%	3%	8%	4%
ALL FIXED PLUS BB RENTAL	2342	1114	1228	285	347	786	923	120	171	254	662	674	635	514	515	1959	202	115	66
	88%	86%	89%	79%	83%	87%	93%	69%	81%	85%	93%	95%	89%	88%	78%	88%	87%	87%	89%
			a			cd	cde		g	g	ghi	lmn	n	n					
		48%	52%	12%	15%	34%	39%	5%	7%	11%	28%	29%	27%	22%	22%	84%	9%	5%	3%

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

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

Base : All respondents

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Can use to make and receive calls	1952	225	251	178	132	174	203	162	75	223	1657	294	1083	867	1017	934
	73%	66%	70%	81%	68%	73%	83%	72%	67%	74%	72%	82%	70%	78%	80%	67%
				abdegh			abdeghi			a		j		l	o	
		12%	13%	9%	7%	9%	10%	8%	4%	11%	85%	15%	55%	44%	52%	48%
Can receive but not make calls/ incoming only	125	47	16	8	13	1	4	6	6	10	106	19	83	42	50	75
	5%	14%	4%	4%	7%	1%	2%	2%	5%	3%	5%	5%	5%	4%	4%	5%
		bcdefghi	e	e	efg				ef	e			m			
		38%	13%	6%	11%	1%	4%	4%	5%	8%	84%	16%	66%	33%	40%	60%
Line not working properly/ needs to be repaired	40	4	6	2	14	2	1	5	*	2	37	3	24	16	15	25
	1%	1%	2%	1%	7%	1%	*%	2%	*%	1%	2%	1%	2%	1%	1%	2%
					abcefghi											
		10%	15%	5%	34%	4%	3%	12%	1%	4%	92%	8%	60%	40%	38%	62%
No, do not have landline phone	550	61	87	31	36	59	37	53	30	65	508	42	361	188	191	359
	21%	18%	24%	14%	18%	25%	15%	23%	27%	22%	22%	12%	23%	17%	15%	26%
			cf			cf		cf	acdf	c	k		m			n
		11%	16%	6%	6%	11%	7%	10%	5%	12%	92%	8%	66%	34%	35%	65%
Don't know	8	4	-	-	-	2	1	1	1	-	8	1	4	4	4	5
	*%	1%	-%	-%	-%	1%	*%	1%	1%	-%	*%	*%	*%	*%	*%	*%
		44%	-%	-%	-%	22%	10%	14%	7%	-%	90%	10%	47%	53%	43%	57%

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

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

Base : All respondents

	Total	ENGLAND REGIONS LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBANITY URBAN	RURAL	WORKING STATUS WORKING	NOT WORKING	DEPRIVATION LEVEL LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404

HOUSEHOLD PHONE OWNERSHIP

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
FIXED ONLY	101	4	11	8	8	10	9	18	3	11	87	13	9	91	45	56
	4%	1%	3%	4%	4%	4%	4%	8%	3%	4%	4%	4%	1%	8%	4%	4%
					a	a		abfh						l		
		4%	11%	8%	8%	10%	9%	18%	3%	11%	87%	13%	9%	90%	44%	56%
FIXED & MOBILE	2016	272	262	179	151	167	199	155	78	224	1712	304	1180	833	1038	978
	75%	80%	73%	82%	78%	70%	81%	68%	70%	75%	74%	85%	76%	75%	81%	70%
		egh		begh	g		begh					j			o	
		13%	13%	9%	7%	8%	10%	8%	4%	11%	85%	15%	59%	41%	51%	49%
MOBILE ONLY	555	65	85	31	35	61	37	53	30	65	513	42	364	190	194	360
	21%	19%	24%	14%	18%	26%	15%	24%	27%	22%	22%	12%	23%	17%	15%	26%
			cf			cdf		cf	acdf	c	k		m			n
		12%	15%	6%	6%	11%	7%	10%	5%	12%	92%	8%	66%	34%	35%	65%
ALL FIXED	2117	276	273	187	159	177	208	172	81	235	1800	317	1189	925	1083	1034
	79%	81%	76%	86%	82%	74%	85%	76%	73%	78%	78%	88%	77%	83%	85%	74%
		h		beghi	eh		begh					j		l	o	
		13%	13%	9%	8%	8%	10%	8%	4%	11%	85%	15%	56%	44%	51%	49%
ALL MOBILE	2571	337	347	210	186	228	237	208	109	289	2225	346	1545	1024	1232	1338
	96%	99%	96%	96%	96%	96%	96%	92%	97%	96%	96%	96%	99%	92%	96%	96%
		deg	g				g		g	g			m			
		13%	14%	8%	7%	9%	9%	8%	4%	11%	87%	13%	60%	40%	48%	52%
NEITHER	3	-	2	-	1	-	-	1	-	-	3	*	1	3	*	3
	*%	-%	*%	-%	*%	-%	-%	*%	-%	-%	*%	*%	*%	*%	*%	*%
		-%	49%	-%	19%	-%	-%	16%	-%	-%	97%	3%	19%	81%	3%	97%
ALL FIXED PLUS BB RENTAL	2342	296	316	194	175	209	224	185	95	266	2006	336	1364	975	1159	1183
	88%	87%	88%	89%	90%	88%	91%	82%	85%	89%	87%	94%	88%	87%	91%	85%
				g	g		gh			g		j			o	
		13%	13%	8%	7%	9%	10%	8%	4%	11%	86%	14%	58%	42%	49%	51%

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

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

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

Base : All respondents

	Total	TV PLATFORM/S			
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
Can use to make and receive calls	1952	1889	310	764	379
	73%	75%	78%	80%	80%
				a	a
		97%	16%	39%	19%
Can receive but not make calls/ incoming only	125	119	17	42	30
	5%	5%	4%	4%	6%
		95%	13%	33%	24%
Line not working properly/ needs to be repaired	40	39	7	14	5
	1%	2%	2%	1%	1%
		97%	18%	36%	13%
No, do not have landline phone	550	464	60	131	59
	21%	18%	15%	14%	12%
		cd			
		84%	11%	24%	11%
Don't know	8	8	2	2	2
	*%	*%	1%	*%	*%
		100%	29%	26%	22%
HOUSEHOLD PHONE OWNERSHIP					
FIXED ONLY	101	90	3	11	4
	4%	4%	1%	1%	1%
		bcd			
		90%	3%	11%	4%

Columns Tested: a,b,c,d

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

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

Base : All respondents

		TV PLATFORM/S			
	Total	**ALL TV**	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Effective Weighted Sample	2683	2534	363	930	440
FIXED & MOBILE	2016	1956	331	809	410
	75%	78%	84%	85%	86%
			a	a	a
		97%	16%	40%	20%
MOBILE ONLY	555	470	62	133	59
	21%	19%	16%	14%	12%
		cd			
		85%	11%	24%	11%
ALL FIXED	2117	2046	334	819	414
	79%	81%	84%	86%	87%
				a	a
		97%	16%	39%	20%
ALL MOBILE	2571	2426	393	941	469
	96%	96%	99%	99%	99%
			a	a	a
		94%	15%	37%	18%
NEITHER	3	3	-	1	2
	*%	*%	-%	*%	*%
		84%	-%	16%	49%
ALL FIXED PLUS BB RENTAL	2342	2240	368	890	452
	88%	89%	93%	93%	95%
			a	a	a
		96%	16%	38%	19%

Columns Tested: a,b,c,d

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

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

Base : Those with a landline phone at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3084	1455	1629	280	355	886	1562	186	246	305	649	724	931	639	785	1837	406	447	394
Effective Weighted Sample	2096	977	1121	198	249	607	1097	134	174	221	504	519	648	430	536	1593	263	307	345
Weighted total	2117	1013	1104	225	266	715	911	107	153	228	603	618	567	464	464	1770	179	110	58
		48%	52%	11%	13%	34%	43%	5%	7%	11%	28%	29%	27%	22%	22%	84%	8%	5%	3%
Yes to make calls	1547	724	823	110	123	494	820	81	120	164	423	461	404	346	334	1285	132	88	41
	73%	72%	74%	49%	46%	69%	90%	76%	79%	72%	70%	75%	71%	74%	72%	73%	74%	80%	71%
						cd	cde		j									or	
		47%	53%	7%	8%	32%	53%	5%	8%	11%	27%	30%	26%	22%	22%	83%	9%	6%	3%
Yes to receive calls	1625	761	865	131	141	528	824	87	130	174	468	491	429	356	348	1362	131	92	41
	77%	75%	78%	58%	53%	74%	91%	81%	85%	76%	78%	79%	76%	77%	75%	77%	73%	84%	71%
						cd	cde		ij							r		opr	
		47%	53%	8%	9%	33%	51%	5%	8%	11%	29%	30%	26%	22%	21%	84%	8%	6%	2%
Yes for internet access	1530	742	788	167	217	589	556	62	88	168	493	481	439	333	276	1285	116	85	44
	72%	73%	71%	74%	82%	82%	61%	57%	58%	74%	82%	78%	77%	72%	60%	73%	65%	77%	77%
				f	f	cf				gh	ghi	mn	mn	n		p		p	p
		49%	51%	11%	14%	39%	36%	4%	6%	11%	32%	31%	29%	22%	18%	84%	8%	6%	3%
TOTAL PERSONALLY USE	2003	948	1056	190	238	683	892	103	146	218	578	589	534	443	434	1685	160	104	54
	95%	94%	96%	84%	89%	96%	98%	96%	96%	96%	96%	95%	94%	96%	94%	95%	90%	95%	94%
			a			cd	cde									p		p	
		47%	53%	9%	12%	34%	45%	5%	7%	11%	29%	29%	27%	22%	22%	84%	8%	5%	3%
No do not use landline at home	108	61	47	32	27	30	18	4	7	10	25	24	33	20	30	80	19	6	4
	5%	6%	4%	14%	10%	4%	2%	4%	4%	4%	4%	4%	6%	4%	6%	4%	10%	5%	6%
				ef	ef	f											oq		
		57%	43%	29%	26%	28%	17%	4%	6%	9%	23%	23%	31%	18%	28%	74%	17%	5%	3%
Don't know	6	4	2	4	1	1	-	-	-	-	-	5	-	1	-	6	-	-	-
	*%	*%	*%	2%	*%	*%	-%	-%	-%	-%	-%	1%	-%	*%	-%	*%	-%	-%	-%
				ef	f							ln							
		60%	40%	63%	18%	19%	-%	-%	-%	-%	-%	82%	-%	18%	-%	100%	-%	-%	-%

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

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

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

Base : Those with a landline phone at home

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3084	209	198	198	210	224	215	193	191	199	2173	911	1502	1577	1641	1443
Effective Weighted Sample	2096	199	184	187	199	205	203	182	178	187	1716	402	1041	1101	1082	1014
Weighted total	2117	276	273	187	159	177	208	172	81	235	1800	317	1189	925	1083	1034
		13%	13%	9%	8%	8%	10%	8%	4%	11%	85%	15%	56%	44%	51%	49%
Yes to make calls	1547	205	218	146	95	134	153	114	48	172	1303	244	813	732	838	709
	73%	74%	80%	78%	59%	76%	74%	66%	59%	73%	72%	77%	68%	79%	77%	69%
		dh	dgh	dgh		dgh	dh			dh				l	o	
		13%	14%	9%	6%	9%	10%	7%	3%	11%	84%	16%	53%	47%	54%	46%
Yes to receive calls	1625	235	228	151	109	135	164	102	54	184	1369	256	859	763	851	774
	77%	85%	84%	80%	69%	76%	79%	59%	67%	78%	76%	81%	72%	83%	79%	75%
		degh	dgh	dgh		gh	dgh			dgh		j		l	o	
		14%	14%	9%	7%	8%	10%	6%	3%	11%	84%	16%	53%	47%	52%	48%
Yes for internet access	1530	248	181	129	98	121	172	113	59	164	1294	236	940	589	781	749
	72%	90%	66%	69%	62%	68%	83%	66%	73%	70%	72%	74%	79%	64%	72%	72%
		bcdefghi					bcdeghi		d				m			
		16%	12%	8%	6%	8%	11%	7%	4%	11%	85%	15%	61%	39%	51%	49%
TOTAL PERSONALLY USE	2003	272	255	171	150	165	200	161	79	232	1699	305	1114	886	1035	968
	95%	99%	93%	91%	94%	93%	96%	94%	98%	99%	94%	96%	94%	96%	96%	94%
		bcdeg					c		bce	bcdeg				l	o	
		14%	13%	9%	7%	8%	10%	8%	4%	12%	85%	15%	56%	44%	52%	48%
No do not use landline at home	108	4	19	16	10	12	8	6	2	3	97	11	72	36	45	63
	5%	1%	7%	8%	6%	7%	4%	4%	2%	1%	5%	4%	6%	4%	4%	6%
			ahi	ahi	ai	ahi							m			n
		4%	17%	15%	9%	11%	8%	6%	2%	3%	90%	10%	66%	34%	42%	58%
Don't know	6	-	-	1	-	-	-	5	-	-	5	1	4	2	2	4
	*%	-%	-%	1%	-%	-%	-%	3%	-%	-%	*%	*%	*%	*%	*%	*%
								abdefhi								
		-%	-%	21%	-%	-%	-%	79%	-%	-%	79%	21%	60%	40%	40%	60%

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

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

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

Base : Those with a landline phone at home

| | | TV PLATFORM/S | | |
	Total	**ALL TV**	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3084	2983	384	1176	556
Effective Weighted Sample	2096	2027	300	794	379
Weighted total	2117	2046	334	819	414
		97%	16%	39%	20%
Yes to make calls	1547	1497	246	579	297
	73%	73%	74%	71%	72%
		97%	16%	37%	19%
Yes to receive calls	1625	1573	261	608	318
	77%	77%	78%	74%	77%
		97%	16%	37%	20%
Yes for internet access	1530	1487	231	664	332
	72%	73%	69%	81%	80%
				ab	ab
		97%	15%	43%	22%
TOTAL PERSONALLY USE	2003	1940	313	777	391
	95%	95%	94%	95%	94%
		97%	16%	39%	20%
No do not use landline at home	108	102	21	39	23
	5%	5%	6%	5%	6%
		95%	19%	36%	21%
Don't know	6	5	-	4	-
	*%	*%	-%	*%	-%
		79%	-%	61%	-%

Columns Tested: a,b,c,d

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

QC3 (QC31). Thinking of when you use your landline, which one of these uses is the most important to you? (SINGLE CODE)

Base : Those who use their landline for internet access and to make or receive calls

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1699	808	891	136	168	565	829	73	110	170	413	450	566	351	330	965	213	294	227
Effective Weighted Sample	1134	529	606	96	113	372	576	55	76	121	323	325	381	227	219	855	132	203	199
Weighted total	1201	578	623	110	126	451	513	48	74	126	395	396	346	259	200	1003	92	74	33
		48%	52%	9%	11%	38%	43%	**	6%	11%	33%	33%	29%	22%	17%	84%	8%	6%	3%
Make/ receive calls	124	51	73	7	6	17	94	**	14	10	15	31	31	30	32	96	15	10	3
	10%	9%	12%	6%	5%	4%	18%	**	20%	8%	4%	8%	9%	12%	16%	10%	16%	13%	10%
							cde		ij						kl		o		
		41%	59%	6%	5%	14%	76%	**	12%	8%	12%	25%	25%	24%	26%	78%	12%	8%	3%
Internet access	537	285	253	60	78	245	154	**	24	54	211	177	151	124	86	441	52	33	11
	45%	49%	41%	55%	62%	54%	30%	**	32%	43%	53%	45%	44%	48%	43%	44%	57%	44%	34%
		b		f	f	f					hi					r	oqr	r	
		53%	47%	11%	15%	46%	29%	**	4%	10%	39%	33%	28%	23%	16%	82%	10%	6%	2%
Both are equally important	539	243	296	43	43	189	264	**	35	61	169	188	164	105	81	465	25	31	18
	45%	42%	48%	39%	34%	42%	52%	**	48%	49%	43%	48%	47%	41%	41%	46%	27%	42%	56%
							cde									p		p	opq
		45%	55%	8%	8%	35%	49%	**	7%	11%	31%	35%	30%	19%	15%	86%	5%	6%	3%
Don't know	1	1	1	-	-	-	1	**	-	1	-	-	1	-	1	1	-	-	-
	*%	*%	*%	-%	-%	-%	*%	**	-%	1%	-%	-%	*%	-%	*%	*%	-%	-%	-%
		45%	55%	-%	-%	-%	100%	**	-%	55%	-%	-%	45%	-%	55%	100%	-%	-%	-%

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

Table 24

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

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

QC3 (QC31). Thinking of when you use your landline, which one of these uses is the most important to you? (SINGLE CODE)

Base : Those who use their landline for internet access and to make or receive calls

		ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	~d	e	f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	1699	153	115	116	80	110	139	75	80	97	1132	567	899	798	942	757
Effective Weighted Sample	1134	148	108	111	77	101	133	72	76	92	905	248	607	547	619	517
Weighted total	1201	211	162	112	61	93	140	70	34	119	1007	194	714	487	629	573
		18%	14%	9%	**	8%	12%	**	**	**	84%	16%	59%	41%	52%	48%
Make/ receive calls	124	3	20	11	**	10	18	**	**	**	97	27	39	85	76	47
	10%	2%	12%	10%	**	11%	13%	**	**	**	10%	14%	5%	17%	12%	8%
			a	a		a	a							l	o	
		3%	16%	9%	**	8%	15%	**	**	**	78%	22%	31%	69%	62%	38%
Internet access	537	63	55	54	**	48	78	**	**	**	457	80	366	170	280	257
	45%	30%	34%	48%	**	52%	55%	**	**	**	45%	41%	51%	35%	45%	45%
				ab		ab	ab						m			
		12%	10%	10%	**	9%	14%	**	**	**	85%	15%	68%	32%	52%	48%
Both are equally important	539	144	86	47	**	35	45	**	**	**	453	86	309	230	272	267
	45%	68%	53%	42%	**	37%	32%	**	**	**	45%	45%	43%	47%	43%	47%
		bcef	ef													
		27%	16%	9%	**	6%	8%	**	**	**	84%	16%	57%	43%	50%	50%
Don't know	1	-	1	-	**	-	-	**	**	**	1	1	-	1	-	1
	*%	-%	*%	-%	**	-%	-%	**	**	**	*%	*%	-%	*%	-%	*%
		-%	45%	-%	**	-%	-%	**	**	**	55%	45%	-%	100%	-%	100%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 24

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

QC3 (QC31). Thinking of when you use your landline, which one of these uses is the most important to you? (SINGLE CODE)

Base : Those who use their landline for internet access and to make or receive calls

| | | TV PLATFORM/S | | | |
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	1699	1655	195	750	348
Effective Weighted Sample	1134	1104	156	495	236
Weighted total	1201	1168	184	516	266
		97%	15%	43%	22%
Make/ receive calls	124	124	28	44	14
	10%	11%	15%	9%	5%
		d	cd		
		100%	22%	36%	12%
Internet access	537	521	87	245	124
	45%	45%	48%	47%	47%
		97%	16%	46%	23%
Both are equally important	539	523	68	226	127
	45%	45%	37%	44%	48%
					b
		97%	13%	42%	24%
Don't know	1	1	-	1	1
	*%	*%	-%	*%	*%
		100%	-%	45%	55%

Columns Tested: a,b,c,d

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

QC4 (QC28). SHOWCARD Which of these do you consider to be your MAIN method of making and receiving telephone calls? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Mobile phone	2055	1025	1030	358	409	812	476	122	130	223	625	548	572	453	476	1723	178	89	65
	77%	79%	75%	99%	97%	90%	48%	70%	62%	75%	88%	77%	80%	78%	72%	77%	76%	68%	88%
		b		ef	ef	f				h	ghi	n	n	n		q	q		opq
		50%	50%	17%	20%	40%	23%	6%	6%	11%	30%	27%	28%	22%	23%	84%	9%	4%	3%
Landline phone at home	561	239	322	2	5	78	475	50	75	68	76	142	130	119	169	467	48	37	8
	21%	18%	23%	1%	1%	9%	48%	29%	35%	23%	11%	20%	18%	21%	26%	21%	21%	28%	11%
			a			cd	cde	j	ij	j					klm	r	r	opr	
		43%	57%	*%	1%	14%	85%	9%	13%	12%	14%	25%	23%	21%	30%	83%	9%	7%	1%
Landline phone at work	36	22	15	1	4	8	23	*	4	6	5	12	10	5	8	28	5	3	*
	1%	2%	1%	*%	1%	1%	2%	*%	2%	2%	1%	2%	1%	1%	1%	1%	2%	2%	1%
							ce											r	
		59%	41%	4%	10%	22%	64%	1%	11%	16%	15%	33%	29%	14%	23%	77%	13%	9%	1%
Internet voice service (VoIP)	7	5	2	1	1	1	4	-	1	-	2	4	*	2	*	5	1	1	-
	*%	*%	*%	*%	*%	*%	*%	-%	*%	-%	*%	1%	*%	*%	*%	*%	*%	1%	-%
												n							
		73%	27%	8%	12%	22%	58%	-%	12%	-%	35%	60%	7%	32%	1%	69%	17%	14%	-%
Public payphone	3	2	1	-	-	-	3	1	-	-	-	1	-	-	2	3	-	*	-
	*%	*%	*%	-%	-%	-%	*%	1%	-%	-%	-%	*%	-%	-%	*%	*%	-%	*%	-%
								j											
		74%	26%	-%	-%	-%	100%	42%	-%	-%	-%	49%	-%	-%	51%	91%	-%	9%	-%
Other	4	4	*	-	1	1	2	-	*	1	*	1	1	-	2	4	*	-	*
	*%	*%	*%	-%	*%	*%	*%	-%	*%	*%	*%	*%	*%	-%	*%	*%	*%	-%	*%
		95%	5%	-%	20%	35%	45%	-%	5%	24%	5%	21%	24%	-%	55%	91%	5%	-%	5%

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

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

QC4 (QC28). SHOWCARD Which of these do you consider to be your MAIN method of making and receiving telephone calls? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Don't know	9	4	5	-	1	1	6	-	1	1	1	2	3	1	3	7	1	1	*
	*%	*%	*%	-%	*%	*%	1%	-%	1%	*%	*%	*%	*%	*%	*%	*%	*%	1%	*%
		40%	60%	-%	15%	17%	68%	-%	13%	13%	16%	27%	28%	9%	36%	78%	7%	14%	2%

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

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.
QC4 (QC28). SHOWCARD Which of these do you consider to be your MAIN method of making and receiving telephone calls? (SINGLE CODE)

Base : All respondents

		ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Mobile phone	2055	287	269	150	149	180	186	178	89	236	1817	238	1394	659	916	1139
	77%	84%	75%	69%	76%	76%	76%	79%	80%	78%	78%	66%	90%	59%	72%	81%
		bcdef						c	c	c	k		m			n
	14%	13%	7%	7%	9%	9%	9%	4%	11%	88%	12%	68%	32%	45%	55%	
Landline phone at home	561	51	80	62	43	52	56	43	21	57	449	112	132	427	322	239
	21%	15%	22%	29%	22%	22%	23%	19%	19%	19%	19%	31%	9%	38%	25%	17%
			a	aghi	a	a	a					j		l	o	
		9%	14%	11%	8%	9%	10%	8%	4%	10%	80%	20%	24%	76%	57%	43%
Landline phone at work	36	1	7	4	2	4	1	3	1	5	27	9	15	21	27	10
	1%	*%	2%	2%	1%	2%	*%	1%	*%	2%	1%	2%	1%	2%	2%	1%
												j		l	o	
		3%	19%	12%	5%	12%	3%	7%	2%	13%	75%	25%	42%	58%	73%	27%
Internet voice service (VoIP)	7	-	2	1	1	1	-	-	-	-	6	*	6	1	4	3
	*%	-%	1%	1%	*%	*%	-%	-%	-%	-%	*%	*%	*%	*%	*%	*%
		-%	27%	18%	12%	12%	-%	-%	-%	-%	97%	3%	82%	18%	58%	42%
Public payphone	3	1	-	-	-	-	1	1	-	-	3	-	1	2	1	2
	*%	*%	-%	-%	-%	-%	*%	*%	-%	-%	*%	-%	*%	*%	*%	*%
		49%	-%	-%	-%	-%	25%	17%	-%	-%	100%	-%	49%	51%	49%	51%
Other	4	-	1	-	-	1	-	1	-	1	4	*	1	3	3	1
	*%	-%	*%	-%	-%	*%	-%	*%	-%	*%	*%	*%	*%	*%	*%	*%
		-%	24%	-%	-%	21%	-%	20%	-%	25%	95%	5%	26%	74%	75%	25%
Don't know	9	-	1	1	-	-	2	1	1	1	9	*	5	4	5	4
	*%	-%	*%	*%	-%	-%	1%	*%	*%	*%	*%	*%	*%	*%	*%	*%
		-%	13%	9%	-%	-%	21%	13%	6%	17%	97%	3%	51%	49%	53%	47%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 25

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

QC4 (QC28). SHOWCARD Which of these do you consider to be your MAIN method of making and receiving telephone calls? (SINGLE CODE)

Base : All respondents

		TV PLATFORM/S			
	Total	**ALL TV**	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
Mobile phone	2055	1928	333	782	393
	77%	77%	84%	82%	83%
			a	a	a
		94%	16%	38%	19%
Landline phone at home	561	538	57	148	75
	21%	21%	14%	16%	16%
		bcd			
		96%	10%	26%	13%
Landline phone at work	36	33	3	14	4
	1%	1%	1%	2%	1%
		91%	9%	40%	11%
Internet voice service (VoIP)	7	5	-	4	2
	*%	*%	-%	*%	*%
		73%	-%	54%	25%
Public payphone	3	3	-	1	1
	*%	*%	-%	*%	*%
		91%	-%	17%	49%
Other	4	4	1	1	-
	*%	*%	*%	*%	-%
		100%	24%	21%	-%
Don't know	9	9	2	4	-
	*%	*%	1%	*%	-%
		98%	23%	42%	-%

Columns Tested: a,b,c,d

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

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

Base : Those with a landline phone at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3084	1455	1629	280	355	886	1562	186	246	305	649	724	931	639	785	1837	406	447	394
Effective Weighted Sample	2096	977	1121	198	249	607	1097	134	174	221	504	519	648	430	536	1593	263	307	345
Weighted total	2117	1013	1104	225	266	715	911	107	153	228	603	618	567	464	464	1770	179	110	58
		48%	52%	11%	13%	34%	43%	5%	7%	11%	28%	29%	27%	22%	22%	84%	8%	5%	3%
BT	854	415	440	72	71	238	472	48	72	92	217	245	226	183	201	704	72	51	27
	40%	41%	40%	32%	27%	33%	52%	44%	47%	40%	36%	40%	40%	39%	43%	40%	40%	46%	47%
							cde		j									o	o
		49%	51%	8%	8%	28%	55%	6%	8%	11%	25%	29%	26%	21%	23%	82%	8%	6%	3%
Sky	417	200	217	53	82	167	116	13	24	50	140	127	129	90	71	351	26	24	16
	20%	20%	20%	23%	31%	23%	13%	12%	15%	22%	23%	20%	23%	19%	15%	20%	15%	22%	28%
				f	ef	f				g	gh	n	n			p		p	op
		48%	52%	13%	20%	40%	28%	3%	6%	12%	34%	30%	31%	21%	17%	84%	6%	6%	4%
Virgin Media	320	149	171	34	38	123	124	15	18	34	97	84	85	85	66	273	35	6	4
	15%	15%	15%	15%	14%	17%	14%	14%	12%	15%	16%	14%	15%	18%	14%	15%	20%	6%	8%
						f										qr	qr		
		46%	54%	11%	12%	38%	39%	5%	6%	11%	30%	26%	26%	26%	21%	86%	11%	2%	1%
TalkTalk	203	98	105	21	35	72	76	14	15	26	49	59	47	43	54	166	19	13	5
	10%	10%	9%	9%	13%	10%	8%	13%	10%	11%	8%	9%	8%	9%	12%	9%	11%	12%	8%
					f														
		48%	52%	10%	17%	35%	37%	7%	7%	13%	24%	29%	23%	21%	26%	82%	10%	6%	2%
EE/ Everything Everywhere	109	48	61	12	15	56	26	8	7	11	48	42	30	22	15	95	7	6	1
	5%	5%	6%	5%	6%	8%	3%	7%	5%	5%	8%	7%	5%	5%	3%	5%	4%	5%	2%
					f	f						n				r		r	
		44%	56%	11%	13%	52%	24%	7%	7%	10%	44%	38%	27%	20%	14%	87%	6%	5%	1%
Plusnet	58	35	23	3	9	15	30	4	4	5	15	23	11	11	13	47	7	4	*
	3%	3%	2%	1%	3%	2%	3%	3%	2%	2%	2%	4%	2%	2%	3%	3%	4%	4%	1%
																r	r	r	
		60%	40%	5%	16%	26%	53%	6%	6%	9%	26%	40%	19%	18%	22%	80%	12%	7%	1%
Post Office	27	11	16	2	1	10	14	3	6	3	6	3	9	4	11	22	2	1	1
	1%	1%	1%	1%	*%	1%	2%	3%	4%	1%	1%	*%	2%	1%	2%	1%	1%	1%	2%
									j				k		k				
		41%	59%	6%	4%	38%	52%	11%	20%	12%	21%	10%	34%	15%	41%	82%	8%	5%	5%

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

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

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

Base : Those with a landline phone at home

	Total	GENDER MALE	FEMALE	AGE GROUP 16-24	25-34	35-54	55+	HOUSEHOLD INCOME UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	SOCIAL GROUP AB	C1	C2	DE	NATION ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3084	1455	1629	280	355	886	1562	186	246	305	649	724	931	639	785	1837	406	447	394
Effective Weighted Sample	2096	977	1121	198	249	607	1097	134	174	221	504	519	648	430	536	1593	263	307	345
Weighted total	2117	1013	1104	225	266	715	911	107	153	228	603	618	567	464	464	1770	179	110	58
		48%	52%	11%	13%	34%	43%	5%	7%	11%	28%	29%	27%	22%	22%	84%	8%	5%	3%
Vodafone	27	13	14	4	4	11	8	-	2	3	13	11	9	3	5	23	3	*	1
	1%	1%	1%	2%	2%	2%	1%	-%	1%	1%	2%	2%	2%	1%	1%	1%	1%	*%	1%
		49%	51%	15%	15%	41%	29%	-%	7%	11%	47%	39%	34%	10%	17%	86%	9%	1%	3%
KCOM	10	4	6	-	-	4	6	1	1	-	1	-	*	4	6	10	-	-	*
	*%	*%	1%	-%	-%	1%	1%	1%	*%	-%	*%	-%	*%	1% kl	1% kl	1%	-%	-%	*%
		38%	62%	-%	-%	37%	63%	5%	7%	-%	12%	-%	1%	41%	57%	99%	-%	-%	1%
Utility Warehouse	8	4	4	-	-	1	6	-	-	2	*	*	2	3	2	8	*	*	-
	*%	*%	*%	-%	-%	*%	1%	-%	-%	1%	*%	*%	*%	1%	*%	*%	*%	*%	-%
		49%	51%	-%	-%	19%	81%	-%	-%	30%	6%	5%	31%	38%	26%	97%	1%	2%	-%
NOW TV	7	4	3	2	-	1	4	-	1	-	2	3	1	3	-	7	-	*	-
	*%	*%	*%	1%	-%	*%	*%	-%	1%	-%	*%	*%	*%	1%	-%	*%	-%	*%	-%
		53%	47%	22%	-%	18%	60%	-%	13%	-%	33%	40%	17%	43%	-%	98%	-%	2%	-%
Tesco	4	3	1	*	*	1	2	-	-	1	2	2	*	2	*	1	2	-	1
	*%	*%	*%	*%	*%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%	*%	1% o	-%	2% oq
		77%	23%	5%	11%	35%	49%	-%	-%	15%	53%	44%	4%	42%	10%	29%	44%	-%	27%
SSE	3	*	3	-	-	2	2	*	1	-	2	*	2	1	1	2	*	1	-
	*%	*%	*%	-%	-%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	1%	-%
		11%	89%	-%	-%	51%	49%	10%	18%	-%	46%	8%	58%	18%	15%	71%	11%	18%	-%
Primus	1	1	*	-	-	*	1	-	-	-	1	-	1	*	-	1	*	-	-
	*%	*%	*%	-%	-%	*%	*%	-%	-%	-%	*%	-%	*%	*%	-%	*%	*%	-%	-%
		78%	22%	-%	-%	22%	78%	-%	-%	-%	100%	-%	78%	22%	-%	78%	22%	-%	-%
The Phone Co-op/ The Co-operative	1	*	1	-	-	-	1	*	-	-	-	1	-	-	-	1	-	*	-
	*%	*%	*%	-%	-%	-%	*%	*%	-%	-%	-%	*%	-%	-%	-%	*%	-%	*%	-%
		8%	92%	-%	-%	-%	100%	8%	-%	-%	-%	100%	-%	-%	-%	92%	-%	8%	-%

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

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

Base : Those with a landline phone at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3084	1455	1629	280	355	886	1562	186	246	305	649	724	931	639	785	1837	406	447	394
Effective Weighted Sample	2096	977	1121	198	249	607	1097	134	174	221	504	519	648	430	536	1593	263	307	345
Weighted total	2117	1013	1104	225	266	715	911	107	153	228	603	618	567	464	464	1770	179	110	58
		48%	52%	11%	13%	34%	43%	5%	7%	11%	28%	29%	27%	22%	22%	84%	8%	5%	3%
Other	20	8	12	1	-	7	12	1	3	*	5	7	2	4	7	18	1	1	-
	1%	1%	1%	*%	-%	1%	1%	1%	2%	*%	1%	1%	*%	1%	2%	1%	1%	1%	-%
										i					l				
		38%	62%	4%	-%	34%	63%	8%	17%	2%	24%	35%	9%	19%	37%	91%	5%	4%	-%
Don't know	47	20	27	22	11	5	9	1	-	*	4	12	13	7	12	40	4	2	*
	2%	2%	2%	10%	4%	1%	1%	1%	-%	*%	1%	2%	2%	2%	3%	2%	2%	2%	1%
				def	ef														
		43%	57%	47%	23%	11%	19%	2%	-%	1%	9%	26%	29%	15%	26%	86%	9%	4%	1%

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

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

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

Base : Those with a landline phone at home

	Total		ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3084	209	198	198	210	224	215	193	191	199	2173	911	1502	1577	1641	1443
Effective Weighted Sample	2096	199	184	187	199	205	203	182	178	187	1716	402	1041	1101	1082	1014
Weighted total	2117	276	273	187	159	177	208	172	81	235	1800	317	1189	925	1083	1034
		13%	13%	9%	8%	8%	10%	8%	4%	11%	85%	15%	56%	44%	51%	49%
BT	854	102	126	92	47	83	71	57	24	101	690	164	420	433	469	385
	40%	37%	46%	49%	30%	47%	34%	33%	30%	43%	38%	52%	35%	47%	43%	37%
			dfgh	adfgh		adfgh				dh		j		l	o	
		12%	15%	11%	6%	10%	8%	7%	3%	12%	81%	19%	49%	51%	55%	45%
Sky	417	73	30	28	43	29	43	46	24	36	375	43	280	137	197	220
	20%	26%	11%	15%	27%	17%	21%	27%	30%	15%	21%	14%	24%	15%	18%	21%
		bcei			bcei		b	bcei	bcefi		k			m		
		17%	7%	7%	10%	7%	10%	11%	6%	9%	90%	10%	67%	33%	47%	53%
Virgin Media	320	30	59	18	31	25	34	14	12	51	304	15	196	122	142	177
	15%	11%	22%	10%	19%	14%	16%	8%	15%	22%	17%	5%	17%	13%	13%	17%
			acg		acg		cg		g	acg	k		m			n
		9%	18%	6%	10%	8%	11%	4%	4%	16%	95%	5%	61%	38%	45%	55%
TalkTalk	203	27	30	17	9	16	25	11	9	22	177	26	98	105	106	98
	10%	10%	11%	9%	6%	9%	12%	6%	11%	9%	10%	8%	8%	11%	10%	9%
							d							l		
		13%	15%	8%	5%	8%	12%	5%	4%	11%	87%	13%	48%	52%	52%	48%
EE/ Everything Everywhere	109	24	8	10	14	11	9	8	4	8	89	20	78	31	55	55
	5%	9%	3%	5%	9%	6%	4%	5%	5%	3%	5%	6%	7%	3%	5%	5%
		bi			bi									m		
		22%	8%	9%	13%	10%	8%	7%	4%	7%	82%	18%	72%	28%	50%	50%
Plusnet	58	6	7	8	4	2	4	4	3	7	44	14	34	24	34	24
	3%	2%	3%	4%	3%	1%	2%	2%	4%	3%	2%	5%	3%	3%	3%	2%
												j				
		10%	12%	13%	7%	4%	8%	7%	6%	13%	75%	25%	58%	42%	58%	42%

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

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

Base : Those with a landline phone at home

	Total		ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3084	209	198	198	210	224	215	193	191	199	2173	911	1502	1577	1641	1443
Effective Weighted Sample	2096	199	184	187	199	205	203	182	178	187	1716	402	1041	1101	1082	1014
Weighted total	2117	276	273	187	159	177	208	172	81	235	1800	317	1189	925	1083	1034
		13%	13%	9%	8%	8%	10%	8%	4%	11%	85%	15%	56%	44%	51%	49%
Post Office	27	5	1	2	3	*	3	3	2	2	23	4	12	15	10	17
	1%	2%	*%	1%	2%	*%	2%	2%	2%	1%	1%	1%	1%	2%	1%	2%
		19%	5%	8%	10%	2%	12%	11%	7%	7%	84%	16%	44%	56%	38%	62%
Vodafone	27	6	2	1	1	1	6	3	2	1	19	8	17	9	12	14
	1%	2%	1%	1%	1%	*%	3%	2%	3%	*%	1%	3%	1%	1%	1%	1%
							ei					j				
		22%	6%	5%	5%	3%	24%	11%	8%	4%	69%	31%	65%	35%	46%	54%
KCOM	10	-	-	-	-	-	-	10	-	-	8	2	3	7	2	8
	*%	-%	-%	-%	-%	-%	-%	6%	-%	-%	*%	1%	*%	1%	*%	1%
								abcdefhi								
		-%	-%	-%	-%	-%	-%	99%	-%	-%	78%	22%	32%	68%	23%	77%
Utility Warehouse	8	-	1	1	1	1	2	-	*	1	6	2	3	5	6	1
	*%	-%	*%	*%	1%	*%	1%	-%	*%	*%	*%	1%	*%	1%	1%	*%
		-%	17%	9%	19%	11%	27%	-%	4%	10%	73%	27%	38%	62%	83%	17%
NOW TV	7	-	1	1	-	-	3	-	-	2	6	1	5	2	7	*
	*%	-%	*%	1%	-%	-%	2%	-%	-%	1%	*%	*%	*%	*%	1%	*%
															o	
		-%	17%	13%	-%	-%	46%	-%	-%	22%	82%	18%	70%	30%	98%	2%
Tesco	4	-	-	-	-	-	-	1	-	-	4	*	3	1	1	4
	*%	-%	-%	-%	-%	-%	-%	1%	-%	-%	*%	*%	*%	*%	*%	*%
		-%	-%	-%	-%	-%	-%	29%	-%	-%	95%	5%	76%	24%	16%	84%
SSE	3	-	-	1	-	1	-	-	-	1	3	1	2	2	*	3
	*%	-%	-%	*%	-%	*%	-%	-%	-%	1%	*%	*%	*%	*%	*%	*%
		-%	-%	18%	-%	18%	-%	-%	-%	35%	81%	19%	51%	49%	14%	86%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 26

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

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

Base : Those with a landline phone at home

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3084	209	198	198	210	224	215	193	191	199	2173	911	1502	1577	1641	1443
Effective Weighted Sample	2096	199	184	187	199	205	203	182	178	187	1716	402	1041	1101	1082	1014
Weighted total	2117	276	273	187	159	177	208	172	81	235	1800	317	1189	925	1083	1034
		13%	13%	9%	8%	8%	10%	8%	4%	11%	85%	15%	56%	44%	51%	49%
Primus	1	-	-	1	-	-	-	-	-	-	1	*	1	-	1	-
	*%	-%	-%	*%	-%	-%	-%	-%	-%	-%	*%	*%	*%	-%	*%	-%
		-%	-%	78%	-%	-%	-%	-%	-%	-%	78%	22%	100%	-%	100%	-%
The Phone Co-op/ The Co-operative	1	-	-	-	-	-	-	1	-	-	1	*	-	1	1	-
	*%	-%	-%	-%	-%	-%	-%	1%	-%	-%	*%	*%	-%	*%	*%	-%
		-%	-%	-%	-%	-%	-%	92%	-%	-%	92%	8%	-%	100%	100%	-%
Other	20	2	6	2	2	1	2	3	1	-	14	6	13	7	12	7
	1%	1%	2%	1%	1%	*%	1%	2%	1%	-%	1%	2%	1%	1%	1%	1%
			i													
		10%	32%	8%	8%	4%	10%	17%	3%	-%	70%	30%	66%	34%	63%	37%
Don't know	47	2	2	7	4	6	5	10	-	4	38	8	23	24	26	21
	2%	1%	1%	4%	3%	3%	2%	6%	-%	2%	2%	3%	2%	3%	2%	2%
				bh	h	h	h	abhi								
		5%	3%	15%	9%	13%	10%	22%	-%	9%	82%	18%	49%	51%	56%	44%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 26

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

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

Base : Those with a landline phone at home

		TV PLATFORM/S			
	Total	**ALL TV**	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3084	2983	384	1176	556
Effective Weighted Sample	2096	2027	300	794	379
Weighted total	2117	2046	334	819	414
		97%	16%	39%	20%
BT	854	814	27	251	209
	40%	40%	8%	31%	50%
		bc		b	abc
		95%	3%	29%	24%
Sky	417	415	*	387	22
	20%	20%	*%	47%	5%
		bd		abd	b
		99%	*%	93%	5%
Virgin Media	320	317	287	20	27
	15%	15%	86%	2%	7%
		cd	acd		c
		99%	90%	6%	8%
TalkTalk	203	192	6	52	79
	10%	9%	2%	6%	19%
		bc		b	abc
		94%	3%	26%	39%
EE/ Everything Everywhere	109	107	7	37	35
	5%	5%	2%	5%	8%
		b			abc
		98%	6%	34%	32%
Plusnet	58	57	-	16	15
	3%	3%	-%	2%	4%
		b		b	b
		98%	-%	28%	27%
Post Office	27	26	-	8	5
	1%	1%	-%	1%	1%
		95%	-%	30%	19%

Columns Tested: a,b,c,d

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

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

Base : Those with a landline phone at home

		TV PLATFORM/S			
	Total	**ALL TV**	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3084	2983	384	1176	556
Effective Weighted Sample	2096	2027	300	794	379
Weighted total	2117	2046	334	819	414
		97%	16%	39%	20%
Vodafone	27	26	*	15	2
	1%	1%	*%	2%	1%
				b	
		95%	1%	55%	8%
KCOM	10	10	*	3	1
	*%	*%	*%	*%	*%
		100%	1%	30%	9%
Utility Warehouse	8	6	-	3	-
	*%	*%	-%	*%	-%
		83%	-%	40%	-%
NOW TV	7	7	-	-	6
	*%	*%	-%	-%	2%
					abc
		100%	-%	-%	87%
Tesco	4	4	4	*	1
	*%	*%	1%	*%	*%
			ac		
		100%	86%	9%	30%
SSE	3	3	-	2	1
	*%	*%	-%	*%	*%
		95%	-%	45%	35%
Primus	1	1	-	1	1
	*%	*%	-%	*%	*%
		100%	-%	100%	100%

Columns Tested: a,b,c,d

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

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

Base : Those with a landline phone at home

		TV PLATFORM/S			
	Total	**ALL TV**	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3084	2983	384	1176	556
Effective Weighted Sample	2096	2027	300	794	379
Weighted total	2117	2046	334	819	414
		97%	16%	39%	20%
The Phone Co-op/ The Co-operative	1	1	-	1	-
	*%	*%	-%	*%	-%
		100%	-%	92%	-%
Other	20	18	1	6	1
	1%	1%	*%	1%	*%
		90%	5%	31%	5%
Don't know	47	42	2	17	8
	2%	2%	1%	2%	2%
		91%	5%	36%	16%

Columns Tested: a,b,c,d

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

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

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
One (1.0)	600	290	310	34	72	129	366	99	91	73	50	107	142	114	236	471	78	35	16
	22%	22%	23%	9%	17%	14%	37%	57%	43%	24%	7%	15%	20%	20%	36%	21%	33%	26%	22%
					c	c	cde	hij	ij	j			k	k	klm		oqr	o	
		48%	52%	6%	12%	21%	61%	17%	15%	12%	8%	18%	24%	19%	39%	79%	13%	6%	3%
Two (2.0)	1029	477	552	100	181	346	402	29	76	130	322	283	276	250	218	848	92	56	34
	38%	37%	40%	28%	43%	38%	41%	16%	36%	44%	45%	40%	38%	43%	33%	38%	39%	42%	46%
					c	c	c		g	g	gh	n	n	n					o
		46%	54%	10%	18%	34%	39%	3%	7%	13%	31%	28%	27%	24%	21%	82%	9%	5%	3%
Three (3.0)	448	236	212	78	98	207	65	13	17	49	147	131	122	111	84	391	29	17	10
	17%	18%	15%	22%	23%	23%	7%	8%	8%	17%	21%	18%	17%	19%	13%	17%	13%	13%	14%
				f	f	f				gh	gh	n	n	n		pq			
		53%	47%	17%	22%	46%	15%	3%	4%	11%	33%	29%	27%	25%	19%	87%	7%	4%	2%
Four or more (4.0)	493	254	240	144	69	220	60	12	14	37	192	177	162	86	68	441	23	18	11
	18%	20%	17%	40%	16%	24%	6%	7%	7%	12%	27%	25%	23%	15%	10%	20%	10%	14%	14%
				def	f	df				gh	ghi	mn	mn	n		pqr			
		51%	49%	29%	14%	45%	12%	2%	3%	7%	39%	36%	33%	17%	14%	89%	5%	4%	2%
None (0.0)	99	40	58	2	*	1	95	21	14	9	*	12	15	17	55	79	11	6	3
	4%	3%	4%	*%	*%	*%	10%	12%	7%	3%	*%	2%	2%	3%	8%	4%	5%	4%	4%
							cde	hij	j	j					klm				
		41%	59%	2%	*%	1%	97%	22%	14%	10%	*%	12%	15%	18%	56%	81%	11%	6%	3%
Don't know	6	3	3	5	-	-	1	-	-	-	-	2	1	2	1	6	-	-	-
	*%	*%	*%	1%	-%	-%	*%	-%	-%	-%	-%	*%	*%	*%	*%	*%	-%	-%	-%
				def															
		47%	53%	90%	-%	-%	10%	-%	-%	-%	-%	44%	11%	31%	14%	100%	-%	-%	-%
Mean mobiles in household	2.2	2.3	2.2	2.9	2.4	2.6	1.6	1.4	1.7	2.1	2.7	2.5	2.4	2.2	1.8	2.3	1.9	2.1	2.1
		b		def	f	df			g	gh	ghi	lmn	mn	n		pqr		p	p
Standard deviation	1.11	1.11	1.10	1.05	.96	1.01	.96	1.02	.96	1.01	.95	1.07	1.10	1.03	1.09	1.11	1.02	1.06	1.04
Standard error	.02	.03	.02	.05	.04	.03	.02	.06	.05	.05	.03	.04	.03	.04	.03	.02	.04	.05	.05

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

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

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

Base : All respondents

		Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total		3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample		2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total		2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
			13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
One	(1.0)	600	39	75	44	45	50	46	64	29	80	519	81	217	383	268	332
		22%	11%	21%	20%	23%	21%	19%	28%	26%	27%	22%	23%	14%	34%	21%	24%
				a	a	a	a	a	acef	a	af				l		
			6%	12%	7%	7%	8%	8%	11%	5%	13%	87%	13%	36%	64%	45%	55%
Two	(2.0)	1029	94	160	95	76	94	92	84	47	107	876	154	629	398	543	486
		38%	28%	44%	43%	39%	39%	38%	37%	42%	36%	38%	43%	40%	36%	43%	35%
				a	a	a	a	a	a	a	a		j	m		o	
			9%	16%	9%	7%	9%	9%	8%	5%	10%	85%	15%	61%	39%	53%	47%
Three	(3.0)	448	66	55	33	37	41	49	26	18	65	391	57	341	107	228	220
		17%	19%	15%	15%	19%	17%	20%	11%	16%	22%	17%	16%	22%	10%	18%	16%
			g			g		g			g			m			
			15%	12%	7%	8%	9%	11%	6%	4%	15%	87%	13%	76%	24%	51%	49%
Four or more	(4.0)	493	138	58	38	29	43	50	34	15	36	439	54	357	136	193	300
		18%	41%	16%	17%	15%	18%	20%	15%	14%	12%	19%	15%	23%	12%	15%	21%
			bcdefghi					i						m			n
			28%	12%	8%	6%	9%	10%	7%	3%	7%	89%	11%	72%	28%	39%	61%
None	(0.0)	99	4	13	8	7	10	9	15	3	11	85	13	6	92	44	54
		4%	1%	4%	4%	3%	4%	4%	6%	3%	4%	4%	4%	*%	8%	3%	4%
							a		ah						l		
			4%	13%	8%	7%	10%	9%	15%	3%	11%	86%	14%	6%	94%	45%	55%
Don't know		6	-	-	-	2	-	-	4	-	-	6	-	4	1	1	5
		*%	-%	-%	-%	1%	-%	-%	2%	-%	-%	*%	-%	*%	*%	*%	*%
									abefhi								
			-%	-%	-%	35%	-%	-%	65%	-%	-%	100%	-%	76%	24%	14%	86%
Mean mobiles in household		2.2	2.9	2.2	2.2	2.2	2.2	2.3	2.0	2.1	2.1	2.3	2.2	2.5	1.8	2.2	2.3
			bcdefghi	g	g		g	ghi						m			

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

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Standard deviation	1.11	1.11	1.05	1.07	1.07	1.11	1.11	1.13	1.03	1.05	1.11	1.06	1.01	1.11	1.04	1.16
Standard error	.02	.07	.07	.07	.07	.06	.07	.07	.06	.07	.02	.03	.02	.03	.02	.03

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

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

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

Base : All respondents

		Total	TV PLATFORM/S			
			ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%			a	b	c	d
Unweighted total		3909	3701	470	1371	635
Effective Weighted Sample		2683	2534	363	930	440
Weighted total		2675	2519	396	953	475
			94%	15%	36%	18%
One	(1.0)	600	556	71	139	81
		22%	22%	18%	15%	17%
			cd			
			93%	12%	23%	13%
Two	(2.0)	1029	987	144	393	200
		38%	39%	36%	41%	42%
			96%	14%	38%	19%
Three	(3.0)	448	427	87	190	95
		17%	17%	22%	20%	20%
				a	a	
			95%	19%	42%	21%
Four or more	(4.0)	493	456	91	220	93
		18%	18%	23%	23%	20%
				a	a	
			92%	19%	45%	19%
None	(0.0)	99	88	3	8	6
		4%	4%	1%	1%	1%
			bcd			
			90%	3%	8%	6%
Don't know		6	5	-	3	-
		*%	*%	-%	*%	-%
			86%	-%	53%	-%
Mean mobiles in household		2.2	2.2	2.5	2.5	2.4
				a	a	a
Standard deviation		1.11	1.09	1.06	1.03	1.02
Standard error		.02	.02	.05	.03	.04

Columns Tested: a,b,c,d

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

Base : All respondents

		Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
			MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total		3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample		2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total		2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
			49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
No	(0.0)	52	27	25	1	2	11	38	8	5	6	5	9	11	12	18	39	11	1	1
		2%	2%	2%	*%	*%	1%	4%	5%	2%	2%	1%	1%	1%	2%	3%	2%	5%	1%	1%
								cde	j									oqr		
			51%	49%	2%	3%	21%	73%	16%	9%	12%	9%	18%	21%	23%	35%	74%	22%	2%	2%
1	(1.0)	2300	1107	1193	332	374	782	813	139	183	264	594	599	621	518	558	1914	197	122	68
		86%	85%	87%	92%	89%	87%	82%	80%	86%	88%	84%	84%	87%	89%	84%	86%	84%	92%	92%
					ef	f	f				g				kn				op	op
			48%	52%	14%	16%	34%	35%	6%	8%	11%	26%	26%	27%	23%	24%	83%	9%	5%	3%
2	(2.0)	201	116	85	20	41	102	38	4	9	18	104	81	66	27	27	181	14	3	2
		8%	9%	6%	5%	10%	11%	4%	3%	4%	6%	15%	11%	9%	5%	4%	8%	6%	2%	3%
			b			cf	cf					ghi	mn	mn			qr	qr		
			58%	42%	10%	20%	51%	19%	2%	4%	9%	52%	40%	33%	13%	14%	90%	7%	1%	1%
3	(3.0)	11	7	4	1	4	2	4	1	-	1	4	5	2	3	*	10	*	-	*
		*%	1%	*%	*%	1%	*%	*%	1%	-%	*%	1%	1%	*%	1%	*%	*%	*%	-%	1%
																n				
			62%	38%	10%	34%	17%	38%	13%	-%	6%	41%	48%	18%	32%	2%	95%	2%	-%	4%
4 or more	(4.0)	7	1	6	1	-	5	1	-	2	-	4	3	1	1	1	7	-	-	-
		*%	*%	*%	*%	-%	1%	*%	-%	1%	-%	1%	*%	*%	*%	*%	*%	-%	-%	-%
			16%	84%	16%	-%	64%	20%	-%	26%	-%	51%	48%	18%	16%	18%	100%	-%	-%	-%
No mobiles in household	(0.0)	104	43	61	7	*	1	96	21	14	9	*	14	15	19	56	85	11	6	3
		4%	3%	4%	2%	*%	*%	10%	12%	7%	3%	*%	2%	2%	3%	8%	4%	5%	4%	4%
					de			cde	hij	j	j					klm				
			41%	59%	6%	*%	1%	92%	20%	13%	9%	*%	13%	15%	18%	54%	82%	10%	6%	3%
Mean mobiles used		1.0	1.0	1.0	1.0	1.1	1.1	.9	.9	1.0	1.0	1.2	1.1	1.1	1.0	.9	1.0	1.0	1.0	1.0
					f	cf	cf			g	g	ghi	mn	mn	n		pqr			
Standard deviation		.41	.41	.42	.34	.35	.41	.44	.46	.46	.35	.44	.45	.39	.38	.41	.43	.40	.27	.31
Standard error		.01	.01	.01	.02	.01	.01	.01	.03	.02	.02	.02	.02	.01	.01	.01	.01	.02	.01	.01

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

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
PERSONALLY USE MOBILE																			
Yes	2519	1231	1288	354	419	890	856	144	193	283	706	688	690	549	587	2112	211	125	70
	94%	95%	94%	98%	100%	99%	86%	83%	91%	95%	99%	97%	96%	95%	89%	94%	91%	95%	95%
				f	cf	f			g	g	ghi	n	n	n		p		p	p
		49%	51%	14%	17%	35%	34%	6%	8%	11%	28%	27%	27%	22%	23%	84%	8%	5%	3%
No	156	70	86	8	2	12	134	29	19	16	5	23	26	31	74	124	22	7	4
	6%	5%	6%	2%	*%	1%	14%	17%	9%	5%	1%	3%	4%	5%	11%	6%	9%	5%	5%
				d			cde	hij	j	j					klm		oqr		
		45%	55%	5%	1%	8%	86%	19%	12%	10%	3%	15%	17%	20%	47%	79%	14%	4%	2%

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

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

Base : All respondents

		Total	\<ENGLAND REGIONS\> LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	\<URBANITY\> URBAN	RURAL	\<WORKING STATUS\> WORKING	NOT WORKING	\<DEPRIVATION LEVEL\> LOW	MEDIUM/ HIGH
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total		3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample		2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total		2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
			13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
No	(0.0)	52	4	4	11	4	2	5	4	2	4	37	14	14	38	30	22
		2%	1%	1%	5%	2%	1%	2%	2%	2%	1%	2%	4%	1%	3%	2%	2%
					abeghi								j		l		
			7%	7%	21%	7%	4%	9%	7%	3%	8%	72%	28%	28%	72%	57%	43%
1	(1.0)	2300	270	307	189	153	214	218	191	101	272	2001	299	1343	955	1111	1189
		86%	79%	85%	86%	79%	90%	89%	84%	91%	90%	86%	83%	86%	85%	87%	85%
					ad		ad	ad		adg	adg						
			12%	13%	8%	7%	9%	9%	8%	4%	12%	87%	13%	58%	42%	48%	52%
2	(2.0)	201	62	34	9	22	9	15	12	5	14	177	24	171	29	81	120
		8%	18%	9%	4%	11%	4%	6%	5%	5%	5%	8%	7%	11%	3%	6%	9%
			bcdefghi	cehi		cefghi								m			n
			31%	17%	4%	11%	4%	7%	6%	3%	7%	88%	12%	85%	15%	40%	60%
3	(3.0)	11	-	2	1	4	2	-	1	*	-	7	4	10	*	6	5
		*%	-%	*%	1%	2%	1%	-%	*%	*%	-%	*%	1%	1%	*%	*%	*%
						afi							j	m			
			-%	16%	13%	39%	15%	-%	9%	3%	-%	65%	35%	99%	1%	54%	46%
4 or more	(4.0)	7	1	1	-	3	1	-	-	-	-	3	5	6	1	5	3
		*%	*%	*%	-%	2%	1%	-%	-%	-%	-%	*%	1%	*%	*%	*%	*%
						fghi							j				
			18%	19%	-%	44%	18%	-%	-%	-%	-%	36%	64%	82%	18%	64%	36%
No mobiles in household	(0.0)	104	4	13	8	9	10	9	18	3	11	91	13	10	94	45	59
		4%	1%	4%	4%	4%	4%	4%	8%	3%	4%	4%	4%	1%	8%	4%	4%
						a	a		abfhi						l		
			4%	12%	8%	8%	10%	8%	17%	3%	11%	87%	13%	9%	90%	43%	57%

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

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Mean mobiles used	1.0	1.2	1.1	1.0	1.1	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.1	.9	1.0	1.0
		bcefghi	cgi		cefghi									m		
Standard deviation	.41	.46	.44	.39	.63	.41	.34	.41	.32	.31	.39	.55	.41	.38	.41	.42
Standard error	.01	.03	.03	.03	.04	.02	.02	.03	.02	.02	.01	.02	.01	.01	.01	.01

PERSONALLY USE MOBILE

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Yes	2519	333	344	199	182	226	232	204	107	285	2188	332	1530	986	1203	1316
	94%	98%	95%	91%	94%	95%	94%	90%	96%	95%	94%	92%	98%	88%	94%	94%
		cdg	g			g			cg	g			m			
		13%	14%	8%	7%	9%	9%	8%	4%	11%	87%	13%	61%	39%	48%	52%
No	156	8	16	19	13	12	14	22	5	15	128	28	24	131	75	81
	6%	2%	5%	9%	6%	5%	6%	10%	4%	5%	6%	8%	2%	12%	6%	6%
				ah	a			abehi						l		
		5%	11%	12%	8%	8%	9%	14%	3%	10%	82%	18%	15%	84%	48%	52%

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

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

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

Base : All respondents

		Total	TV PLATFORM/S			
			ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%			a	b	c	d
Unweighted total		3909	3701	470	1371	635
Effective Weighted Sample		2683	2534	363	930	440
Weighted total		2675	2519	396	953	475
			94%	15%	36%	18%
No	(0.0)	52	50	5	9	13
		2%	2%	1%	1%	3%
			c			c
			96%	9%	18%	25%
1	(1.0)	2300	2179	362	850	396
		86%	87%	91%	89%	83%
				ad	ad	
			95%	16%	37%	17%
2	(2.0)	201	179	26	75	52
		8%	7%	7%	8%	11%
						ab
			89%	13%	37%	26%
3	(3.0)	11	11	*	6	4
		*%	*%	*%	1%	1%
			100%	3%	55%	34%
4 or more	(4.0)	7	7	-	1	4
		*%	*%	-%	*%	1%
						ac
			100%	-%	18%	63%
No mobiles in household	(0.0)	104	93	3	11	6
		4%	4%	1%	1%	1%
			bcd			
			89%	3%	11%	6%
Mean mobiles used		1.0	1.0	1.0	1.1	1.1
					a	ab
Standard deviation		.41	.41	.29	.36	.50
Standard error		.01	.01	.01	.01	.02
Columns Tested: a,b,c,d						

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

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

Base : All respondents

	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
		TV PLATFORM/S			
Significance Level: 95%		a	b	c	d
Effective Weighted Sample	2683	2534	363	930	440
PERSONALLY USE MOBILE					
Yes	2519	2376	388	932	456
	94%	94%	98%	98%	96%
			a	a	
		94%	15%	37%	18%
No	156	143	8	21	19
	6%	6%	2%	2%	4%
		bc			
		92%	5%	13%	12%

Columns Tested: a,b,c,d

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

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

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3598	1733	1865	481	560	1129	1427	239	294	381	775	793	1114	737	946	2170	466	486	476
Effective Weighted Sample	2482	1182	1302	338	398	777	1010	175	212	273	597	575	788	501	660	1895	310	347	420
Weighted total	2519	1231	1288	354	419	890	856	144	193	283	706	688	690	549	587	2112	211	125	70
		49%	51%	14%	17%	35%	34%	6%	8%	11%	28%	27%	27%	22%	23%	84%	8%	5%	3%
EE/ Orange/ T-Mobile	711	352	359	104	138	261	208	35	49	80	225	210	202	146	153	588	53	63	7
	28%	29%	28%	29%	33%	29%	24%	24%	25%	28%	32%	31%	29%	27%	26%	28%	25%	50%	10%
					f	f										r	r	opr	
		50%	50%	15%	19%	37%	29%	5%	7%	11%	32%	30%	28%	20%	22%	83%	7%	9%	1%
O2	555	252	303	66	101	206	182	38	33	62	179	159	159	108	127	459	47	15	34
	22%	20%	24%	19%	24%	23%	21%	26%	17%	22%	25%	23%	23%	20%	22%	22%	22%	12%	48%
								h			h					q	q		opq
		45%	55%	12%	18%	37%	33%	7%	6%	11%	32%	29%	29%	20%	23%	83%	9%	3%	6%
Vodafone	391	200	190	48	63	143	137	24	34	49	96	115	93	91	91	335	29	16	11
	16%	16%	15%	14%	15%	16%	16%	17%	18%	17%	14%	17%	14%	16%	16%	16%	14%	13%	16%
		51%	49%	12%	16%	37%	35%	6%	9%	13%	25%	29%	24%	23%	23%	86%	8%	4%	3%
'3'	258	115	143	49	46	103	60	12	20	25	79	64	84	56	54	227	21	6	5
	10%	9%	11%	14%	11%	12%	7%	8%	11%	9%	11%	9%	12%	10%	9%	11%	10%	5%	7%
				f	f	f										qr	q		
		45%	55%	19%	18%	40%	23%	4%	8%	10%	31%	25%	33%	22%	21%	88%	8%	2%	2%
Tesco	184	88	96	26	15	48	94	14	22	23	31	31	43	46	64	148	18	10	7
	7%	7%	7%	7%	4%	5%	11%	10%	11%	8%	4%	5%	6%	8%	11%	7%	9%	8%	10%
				d			de	j	j	j				k	kl				o
		48%	52%	14%	8%	26%	51%	8%	12%	13%	17%	17%	23%	25%	35%	81%	10%	5%	4%
Virgin Media/ Any Virgin	126	64	62	19	14	39	54	6	12	11	28	27	35	39	25	107	16	2	1
	5%	5%	5%	5%	3%	4%	6%	4%	6%	4%	4%	4%	5%	7%	4%	5%	7%	2%	2%
							d							kn		qr	qr		
		51%	49%	15%	11%	31%	43%	5%	10%	8%	22%	22%	28%	31%	19%	85%	12%	2%	1%
Giffgaff	77	39	38	17	16	29	15	5	7	10	19	25	14	15	22	67	4	4	1
	3%	3%	3%	5%	4%	3%	2%	4%	3%	4%	3%	4%	2%	3%	4%	3%	2%	3%	2%
				f	f	f													
		51%	49%	22%	20%	38%	20%	7%	9%	13%	25%	32%	18%	20%	28%	88%	5%	5%	2%

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

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

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3598	1733	1865	481	560	1129	1427	239	294	381	775	793	1114	737	946	2170	466	486	476
Effective Weighted Sample	2482	1182	1302	338	398	777	1010	175	212	273	597	575	788	501	660	1895	310	347	420
Weighted total	2519	1231	1288	354	419	890	856	144	193	283	706	688	690	549	587	2112	211	125	70
		49%	51%	14%	17%	35%	34%	6%	8%	11%	28%	27%	27%	22%	23%	84%	8%	5%	3%
BT	41	22	19	3	3	7	28	2	2	5	12	16	13	7	5	32	7	1	1
	2%	2%	1%	1%	1%	1%	3%	1%	1%	2%	2%	2%	2%	1%	1%	2%	3%	1%	1%
							cde										oqr		
		55%	45%	7%	8%	16%	69%	4%	6%	12%	30%	38%	33%	16%	13%	79%	17%	2%	2%
TalkTalk	33	14	19	4	3	12	13	1	1	5	4	11	7	7	8	29	2	1	1
	1%	1%	1%	1%	1%	1%	2%	1%	*%	2%	1%	2%	1%	1%	1%	1%	1%	1%	1%
		43%	57%	14%	10%	36%	41%	2%	3%	16%	13%	32%	21%	23%	24%	89%	5%	3%	2%
Sky Mobile	31	19	12	4	3	11	13	2	2	2	12	7	6	11	6	24	3	4	1
	1%	2%	1%	1%	1%	1%	2%	2%	1%	1%	2%	1%	1%	2%	1%	1%	1%	3%	1%
																		or	
		61%	39%	13%	9%	34%	43%	8%	6%	8%	37%	24%	18%	37%	21%	77%	9%	12%	2%
Lycatel	20	12	9	5	6	8	1	-	-	3	6	1	8	4	7	19	1	-	-
	1%	1%	1%	1%	1%	1%	*%	-%	-%	1%	1%	*%	1%	1%	1%	1%	*%	-%	-%
				f	f	f							k		k				
		58%	42%	25%	31%	40%	5%	-%	-%	13%	29%	7%	39%	20%	34%	95%	5%	-%	-%
iD Mobile (Carphone Warehouse)	13	10	3	3	3	3	5	1	2	1	3	1	7	3	2	10	1	1	-
	1%	1%	*%	1%	1%	*%	1%	*%	1%	*%	*%	*%	1%	1%	*%	*%	1%	1%	-%
		b																r	
		78%	22%	20%	21%	24%	35%	5%	14%	10%	22%	9%	50%	26%	15%	78%	11%	11%	-%
Asda Mobile	13	7	6	-	2	4	7	*	3	-	3	4	1	1	5	12	-	*	-
	1%	1%	*%	-%	*%	*%	1%	*%	2%	-%	*%	1%	*%	*%	1%	1%	-%	*%	-%
									ij										
		55%	45%	-%	13%	30%	58%	4%	27%	-%	22%	35%	11%	11%	43%	99%	-%	1%	-%
Plusnet	12	7	5	1	2	5	4	1	-	*	3	4	1	4	2	9	2	*	-
	*%	1%	*%	*%	1%	1%	1%	*%	-%	*%	*%	1%	*%	1%	*%	*%	1%	*%	-%
																	r		
		61%	39%	5%	19%	39%	37%	5%	-%	3%	28%	36%	8%	38%	18%	78%	20%	2%	-%

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

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

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3598	1733	1865	481	560	1129	1427	239	294	381	775	793	1114	737	946	2170	466	486	476
Effective Weighted Sample	2482	1182	1302	338	398	777	1010	175	212	273	597	575	788	501	660	1895	310	347	420
Weighted total	2519	1231	1288	354	419	890	856	144	193	283	706	688	690	549	587	2112	211	125	70
		49%	51%	14%	17%	35%	34%	6%	8%	11%	28%	27%	27%	22%	23%	84%	8%	5%	3%
Talk Mobile	10	5	6	*	*	3	7	-	1	1	1	2	2	5	2	9	*	*	*
	*%	*%	*%	*%	*%	*%	1%	-%	1%	*%	*%	*%	*%	1%	*%	*%	*%	*%	*%
		46%	54%	1%	1%	28%	70%	-%	10%	12%	12%	18%	16%	49%	18%	91%	5%	2%	3%
Lebara	8	6	1	2	3	3	-	-	2	2	-	1	4	-	3	7	1	-	-
	*%	1%	*%	1%	1%	*%	-%	-%	1%	1%	-%	*%	1%	-%	*%	*%	*%	-%	-%
				f	f				j										
		81%	19%	29%	37%	35%	-%	-%	24%	20%	-%	13%	51%	-%	36%	90%	10%	-%	-%
Utility Warehouse	4	1	3	-	-	1	3	-	-	-	1	-	2	1	1	4	-	*	-
	*%	*%	*%	-%	-%	*%	*%	-%	-%	-%	*%	-%	*%	*%	*%	*%	-%	*%	-%
		29%	71%	-%	-%	20%	80%	-%	-%	-%	29%	-%	46%	20%	34%	97%	-%	3%	-%
Other	5	3	2	2	1	1	1	-	-	*	1	1	3	*	1	3	1	*	*
	*%	*%	*%	*%	*%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%	*%	1%	*%	*%
		55%	45%	34%	15%	24%	28%	-%	-%	5%	15%	11%	57%	4%	28%	64%	28%	2%	7%
Don't know	27	14	13	1	-	5	21	4	2	3	3	7	6	4	8	21	4	2	1
	1%	1%	1%	*%	-%	1%	2%	3%	1%	1%	*%	1%	1%	1%	1%	1%	2%	1%	1%
							cde	j											
		51%	49%	3%	-%	20%	77%	14%	9%	13%	9%	27%	22%	15%	31%	77%	14%	6%	3%

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

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

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

Base : Those who personally use a mobile phone

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3598	254	242	206	236	288	235	223	249	237	2637	961	1955	1638	1782	1816
Effective Weighted Sample	2482	244	228	197	226	268	225	214	236	226	2085	420	1367	1155	1185	1297
Weighted total	2519	333	344	199	182	226	232	204	107	285	2188	332	1530	986	1203	1316
		13%	14%	8%	7%	9%	9%	8%	4%	11%	87%	13%	61%	39%	48%	52%
EE/ Orange/ T-Mobile	711	106	83	54	56	65	63	47	32	83	620	91	481	229	342	369
	28%	32%	24%	27%	31%	29%	27%	23%	30%	29%	28%	28%	31%	23%	28%	28%
		g											m			
		15%	12%	8%	8%	9%	9%	7%	4%	12%	87%	13%	68%	32%	48%	52%
O2	555	67	99	43	42	36	38	52	24	58	474	82	350	205	274	281
	22%	20%	29%	22%	23%	16%	16%	26%	22%	20%	22%	25%	23%	21%	23%	21%
			aefi		e			ef								
		12%	18%	8%	8%	6%	7%	9%	4%	11%	85%	15%	63%	37%	49%	51%
Vodafone	391	55	55	40	22	26	50	38	12	36	322	69	231	160	191	199
	16%	17%	16%	20%	12%	12%	21%	18%	12%	13%	15%	21%	15%	16%	16%	15%
				dehi			dehi	eh				j				
		14%	14%	10%	6%	7%	13%	10%	3%	9%	82%	18%	59%	41%	49%	51%
'3'	258	55	31	24	15	20	20	20	14	28	240	19	173	85	103	156
	10%	16%	9%	12%	8%	9%	9%	10%	13%	10%	11%	6%	11%	9%	9%	12%
		bdefgi									k		m			n
		21%	12%	9%	6%	8%	8%	8%	6%	11%	93%	7%	67%	33%	40%	60%
Tesco	184	11	30	14	12	21	13	14	4	30	161	23	87	96	93	91
	7%	3%	9%	7%	6%	9%	6%	7%	4%	11%	7%	7%	6%	10%	8%	7%
			ah			ah				ah				l		
		6%	16%	7%	6%	11%	7%	8%	2%	16%	88%	12%	48%	52%	51%	49%
Virgin Media/ Any Virgin	126	9	8	8	11	18	19	6	5	22	121	5	67	59	59	67
	5%	3%	2%	4%	6%	8%	8%	3%	5%	8%	6%	1%	4%	6%	5%	5%
					b	abg	abg			abg	k					
		7%	6%	6%	9%	15%	15%	5%	4%	17%	96%	4%	53%	47%	47%	53%

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

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

Base : Those who personally use a mobile phone

	Total		ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3598	254	242	206	236	288	235	223	249	237	2637	961	1955	1638	1782	1816
Effective Weighted Sample	2482	244	228	197	226	268	225	214	236	226	2085	420	1367	1155	1185	1297
Weighted total	2519	333	344	199	182	226	232	204	107	285	2188	332	1530	986	1203	1316
		13%	14%	8%	7%	9%	9%	8%	4%	11%	87%	13%	61%	39%	48%	52%
Giffgaff	77	11	13	2	5	12	7	7	7	3	67	10	42	35	31	46
	3%	3%	4%	1%	3%	5%	3%	3%	6%	1%	3%	3%	3%	4%	3%	4%
			i			ci			ci							
		14%	17%	3%	7%	16%	10%	9%	9%	4%	88%	12%	55%	45%	40%	60%
BT	41	-	7	4	1	5	6	4	1	4	28	13	17	25	25	16
	2%	-%	2%	2%	1%	2%	3%	2%	1%	1%	1%	4%	1%	2%	2%	1%
			a	a		a	a	a				j		l		
		-%	18%	10%	3%	12%	15%	9%	2%	9%	68%	32%	40%	60%	62%	38%
TalkTalk	33	1	4	4	1	9	3	3	1	2	29	3	15	18	19	14
	1%	*%	1%	2%	1%	4%	1%	2%	1%	1%	1%	1%	1%	2%	2%	1%
						adhi										
		3%	12%	12%	4%	28%	9%	10%	3%	7%	89%	11%	45%	55%	57%	43%
Sky Mobile	31	3	3	-	3	2	4	3	2	3	27	4	17	14	12	19
	1%	1%	1%	-%	2%	1%	2%	2%	2%	1%	1%	1%	1%	1%	1%	1%
									c							
		9%	9%	-%	10%	8%	12%	10%	8%	10%	88%	12%	54%	46%	38%	62%
Lycatel	20	9	2	1	3	1	2	-	-	1	20	-	15	5	2	18
	1%	3%	*%	*%	2%	1%	1%	-%	-%	*%	1%	-%	1%	1%	*%	1%
		gh			h						k					n
		44%	8%	4%	15%	7%	10%	-%	-%	6%	100%	-%	75%	25%	11%	89%
iD Mobile (Carphone Warehouse)	13	1	-	1	3	1	1	1	-	2	13	*	6	8	8	6
	1%	*%	-%	1%	2%	*%	*%	1%	-%	1%	1%	*%	*%	1%	1%	*%
					bh											
		8%	-%	8%	25%	5%	5%	9%	-%	18%	98%	2%	43%	57%	57%	43%

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

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

Base : Those who personally use a mobile phone

	Total		ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3598	254	242	206	236	288	235	223	249	237	2637	961	1955	1638	1782	1816
Effective Weighted Sample	2482	244	228	197	226	268	225	214	236	226	2085	420	1367	1155	1185	1297
Weighted total	2519	333	344	199	182	226	232	204	107	285	2188	332	1530	986	1203	1316
		13%	14%	8%	7%	9%	9%	8%	4%	11%	87%	13%	61%	39%	48%	52%
Asda Mobile	13	-	1	-	2	2	4	1	*	1	11	2	5	8	8	4
	1%	-%	*%	-%	1%	1%	2%	*%	*%	1%	*%	1%	*%	1%	1%	*%
							a									
		-%	10%	-%	17%	18%	32%	7%	3%	12%	85%	15%	38%	62%	66%	34%
Plusnet	12	-	2	-	2	2	1	1	*	1	8	4	6	6	6	6
	*%	-%	1%	-%	1%	1%	*%	1%	*%	1%	*%	1%	*%	1%	1%	*%
		-%	17%	-%	13%	16%	6%	11%	3%	12%	70%	30%	51%	49%	53%	47%
Talk Mobile	10	-	2	1	-	1	1	-	*	5	9	2	5	5	6	4
	*%	-%	*%	1%	-%	*%	*%	-%	*%	2%	*%	1%	*%	1%	1%	*%
										a						
		-%	15%	13%	-%	6%	8%	-%	2%	46%	83%	17%	47%	53%	61%	39%
Lebara	8	4	-	-	-	2	-	1	1	-	8	*	6	2	2	6
	*%	1%	-%	-%	-%	1%	-%	*%	1%	-%	*%	*%	*%	*%	*%	*%
		47%	-%	-%	-%	21%	-%	10%	10%	-%	98%	2%	77%	23%	28%	72%
Utility Warehouse	4	-	1	-	-	1	1	-	-	1	4	*	1	3	3	1
	*%	-%	*%	-%	-%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%	*%
		-%	34%	-%	-%	17%	20%	-%	-%	26%	97%	3%	20%	80%	66%	34%
Other	5	1	-	1	1	-	-	-	*	-	5	*	2	3	3	2
	*%	*%	-%	*%	*%	-%	-%	-%	*%	-%	*%	*%	*%	*%	*%	*%
		21%	-%	20%	15%	-%	-%	-%	8%	-%	93%	7%	39%	61%	53%	47%
Don't know	27	1	3	2	1	1	1	5	2	4	22	5	6	21	16	11
	1%	*%	1%	1%	1%	1%	*%	2%	2%	1%	1%	2%	*%	2%	1%	1%
								a						l		
		3%	12%	9%	5%	5%	3%	17%	8%	13%	80%	20%	22%	78%	60%	40%

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

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

Base : Those who personally use a mobile phone

	Total	TV PLATFORM/S			
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3598	3411	458	1329	603
Effective Weighted Sample	2482	2347	353	904	419
Weighted total	2519	2376	388	932	456
		94%	15%	37%	18%
EE/ Orange/ T-Mobile	711	675	111	271	132
	28%	28%	29%	29%	29%
		95%	16%	38%	19%
O2	555	533	75	228	104
	22%	22%	19%	24%	23%
		96%	14%	41%	19%
Vodafone	391	374	45	154	59
	16%	16%	12%	17%	13%
		b		b	
		96%	12%	39%	15%
'3'	258	237	33	95	46
	10%	10%	9%	10%	10%
		92%	13%	37%	18%
Tesco	184	174	24	60	35
	7%	7%	6%	6%	8%
		95%	13%	33%	19%
Virgin Media/ Any Virgin	126	121	77	19	19
	5%	5%	20%	2%	4%
		c	acd		c
		96%	61%	15%	15%
Giffgaff	77	68	10	23	20
	3%	3%	3%	2%	4%
		89%	14%	30%	26%
BT	41	37	2	6	16
	2%	2%	1%	1%	4%
		c			abc
		91%	5%	15%	40%

Columns Tested: a,b,c,d

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

Base : Those who personally use a mobile phone

		TV PLATFORM/S			
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3598	3411	458	1329	603
Effective Weighted Sample	2482	2347	353	904	419
Weighted total	2519	2376	388	932	456
		94%	15%	37%	18%
TalkTalk	33	30	2	9	9
	1%	1%	*%	1%	2%
		91%	5%	27%	29%
Sky Mobile	31	31	-	27	6
	1%	1%	-%	3%	1%
		b		ab	b
		100%	-%	88%	19%
Lycatel	20	13	2	8	1
	1%	1%	1%	1%	*%
		66%	10%	37%	6%
iD Mobile (Carphone Warehouse)	13	13	*	7	2
	1%	1%	*%	1%	*%
		94%	3%	52%	12%
Asda Mobile	13	13	2	5	2
	1%	1%	1%	1%	*%
		100%	18%	43%	15%
Plusnet	12	10	-	5	-
	*%	*%	-%	*%	-%
		83%	-%	38%	-%
Talk Mobile	10	9	*	4	1
	*%	*%	*%	*%	*%
		91%	5%	40%	12%
Lebara	8	7	-	3	1
	*%	*%	-%	*%	*%
		86%	-%	38%	13%

Columns Tested: a,b,c,d

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

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

Base : Those who personally use a mobile phone

		TV PLATFORM/S			
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3598	3411	458	1329	603
Effective Weighted Sample	2482	2347	353	904	419
Weighted total	2519	2376	388	932	456
		94%	15%	37%	18%
Utility Warehouse	4	4	-	1	-
	*%	*%	-%	*%	-%
		100%	-%	34%	-%
Other	5	2	-	1	*
	*%	*%	-%	*%	*%
		48%	-%	17%	8%
Don't know	27	24	3	7	2
	1%	1%	1%	1%	*%
		89%	12%	25%	8%

Columns Tested: a,b,c,d

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

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3598	1733	1865	481	560	1129	1427	239	294	381	775	793	1114	737	946	2170	466	486	476
Effective Weighted Sample	2482	1182	1302	338	398	777	1010	175	212	273	597	575	788	501	660	1895	310	347	420
Weighted total	2519	1231	1288	354	419	890	856	144	193	283	706	688	690	549	587	2112	211	125	70
		49%	51%	14%	17%	35%	34%	6%	8%	11%	28%	27%	27%	22%	23%	84%	8%	5%	3%
Yes	2123	1041	1083	346	405	824	548	103	130	243	674	622	604	461	433	1786	177	99	61
	84%	85%	84%	98%	97%	93%	64%	71%	67%	86%	96%	90%	88%	84%	74%	85%	84%	79%	86%
				ef	ef	f				gh	ghi	mn	n	n		q			q
		49%	51%	16%	19%	39%	26%	5%	6%	11%	32%	29%	28%	22%	20%	84%	8%	5%	3%
No	389	188	201	8	14	65	302	40	62	40	31	65	84	87	152	321	33	26	10
	15%	15%	16%	2%	3%	7%	35%	28%	32%	14%	4%	9%	12%	16%	26%	15%	16%	21%	14%
						cd	cde	ij	ij	j				k	klm			or	
		48%	52%	2%	4%	17%	78%	10%	16%	10%	8%	17%	22%	22%	39%	82%	9%	7%	2%
Don't know	7	2	5	-	*	1	5	1	1	-	*	1	2	1	2	6	1	*	-
	*%	*%	*%	-%	*%	*%	1%	1%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	-%
								j											
		31%	69%	-%	4%	20%	76%	18%	13%	-%	2%	22%	26%	20%	32%	86%	10%	5%	-%

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

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

Base : Those who personally use a mobile phone

	Total	|			ENGLAND REGIONS						|	URBANITY		|	WORKING STATUS		|	DEPRIVATION LEVEL	
			LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST		URBAN	RURAL		WORKING	NOT WORKING		LOW	MEDIUM/ HIGH
Significance Level: 95%			a	b	c	d	e	f	g	h	i		j	k		l	m		n	o
Unweighted total	3598		254	242	206	236	288	235	223	249	237		2637	961		1955	1638		1782	1816
Effective Weighted Sample	2482		244	228	197	226	268	225	214	236	226		2085	420		1367	1155		1185	1297
Weighted total	2519		333	344	199	182	226	232	204	107	285		2188	332		1530	986		1203	1316
			13%	14%	8%	7%	9%	9%	8%	4%	11%		87%	13%		61%	39%		48%	52%
Yes	2123		299	290	174	149	185	194	171	89	235		1846	278		1432	689		1011	1112
	84%		90%	84%	87%	82%	82%	84%	84%	83%	82%		84%	84%		94%	70%		84%	85%
			defhi													m				
			14%	14%	8%	7%	9%	9%	8%	4%	11%		87%	13%		67%	32%		48%	52%
No	389		34	53	23	32	41	38	32	18	50		337	53		97	292		189	200
	15%		10%	15%	12%	18%	18%	16%	16%	17%	17%		15%	16%		6%	30%		16%	15%
						a	a	a		a	a						l			
			9%	14%	6%	8%	10%	10%	8%	5%	13%		86%	14%		25%	75%		49%	51%
Don't know	7		-	1	2	1	-	-	1	*	1		5	1		2	5		3	3
	*%		-%	*%	1%	1%	-%	-%	*%	*%	*%		*%	*%		*%	1%		*%	*%
			-%	20%	25%	14%	-%	-%	10%	6%	11%		83%	17%		24%	76%		49%	51%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 30

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

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

Base : Those who personally use a mobile phone

	Total	TV PLATFORM/S			
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3598	3411	458	1329	603
Effective Weighted Sample	2482	2347	353	904	419
Weighted total	2519	2376	388	932	456
		94%	15%	37%	18%
Yes	2123	2003	341	834	424
	84%	84%	88%	90%	93%
				a	abc
		94%	16%	39%	20%
No	389	366	47	95	31
	15%	15%	12%	10%	7%
		cd	d	d	
		94%	12%	24%	8%
Don't know	7	7	-	3	1
	*%	*%	-%	*%	*%
		100%	-%	46%	14%

Columns Tested: a,b,c,d

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

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K- 15.59K	15.6K- 25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Yes	2123	1041	1083	346	405	824	548	103	130	243	674	622	604	461	433	1786	177	99	61
	79%	80%	79%	96%	96%	91%	55%	59%	62%	81%	95%	87%	84%	79%	66%	80%	76%	75%	82%
				ef	ef	f				gh	ghi	mn	mn	n		q			pq
		49%	51%	16%	19%	39%	26%	5%	6%	11%	32%	29%	28%	22%	20%	84%	8%	5%	3%
No	389	188	201	8	14	65	302	40	62	40	31	65	84	87	152	321	33	26	10
	15%	14%	15%	2%	3%	7%	31%	23%	29%	13%	4%	9%	12%	15%	23%	14%	14%	19%	13%
						cd	cde	ij	ij	j				k	klm			or	
		48%	52%	2%	4%	17%	78%	10%	16%	10%	8%	17%	22%	22%	39%	82%	9%	7%	2%
Don't know	7	2	5	-	*	1	5	1	1	-	*	1	2	1	2	6	1	*	-
	*%	*%	*%	-%	*%	*%	1%	1%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	-%
		31%	69%	-%	4%	20%	76%	18%	13%	-%	2%	22%	26%	20%	32%	86%	10%	5%	-%
DO NOT PERSONALLY USE A MOBILE PHONE	156	70	86	8	2	12	134	29	19	16	5	23	26	31	74	124	22	7	4
	6%	5%	6%	2%	*%	1%	14%	17%	9%	5%	1%	3%	4%	5%	11%	6%	9%	5%	5%
				d			cde	hij	j	j					klm		oqr		
		45%	55%	5%	1%	8%	86%	19%	12%	10%	3%	15%	17%	20%	47%	79%	14%	4%	2%

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

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Yes	2123	299	290	174	149	185	194	171	89	235	1846	278	1432	689	1011	1112
	79%	88%	80%	80%	77%	78%	79%	76%	79%	78%	80%	77%	92%	62%	79%	80%
		bcdefghi											m			
		14%	14%	8%	7%	9%	9%	8%	4%	11%	87%	13%	67%	32%	48%	52%
No	389	34	53	23	32	41	38	32	18	50	337	53	97	292	189	200
	15%	10%	15%	11%	17%	17%	15%	14%	16%	17%	15%	15%	6%	26%	15%	14%
					a	ac			a	a				l		
		9%	14%	6%	8%	10%	10%	8%	5%	13%	86%	14%	25%	75%	49%	51%
Don't know	7	-	1	2	1	-	-	1	*	1	5	1	2	5	3	3
	*%	-%	*%	1%	*%	-%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%
		-%	20%	25%	14%	-%	-%	10%	6%	11%	83%	17%	24%	76%	49%	51%
DO NOT PERSONALLY USE A MOBILE PHONE	156	8	16	19	13	12	14	22	5	15	128	28	24	131	75	81
	6%	2%	5%	9%	6%	5%	6%	10%	4%	5%	6%	8%	2%	12%	6%	6%
				ah	a			abehi						l		
		5%	11%	12%	8%	8%	9%	14%	3%	10%	82%	18%	15%	84%	48%	52%

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

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

Base : All respondents

| | | TV PLATFORM/S | | | |
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
Yes	2123	2003	341	834	424
	79%	80%	86%	88%	89%
			a	a	a
		94%	16%	39%	20%
No	389	366	47	95	31
	15%	15%	12%	10%	6%
		cd	d	d	
		94%	12%	24%	8%
Don't know	7	7	-	3	1
	*%	*%	-%	*%	*%
		100%	-%	46%	14%
DO NOT PERSONALLY USE A MOBILE PHONE	156	143	8	21	19
	6%	6%	2%	2%	4%
		bc			
		92%	5%	13%	12%

Columns Tested: a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 32

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

Base : Those with a smartphone

	Total	GENDER MALE a	GENDER FEMALE b	AGE 16-24 c	AGE 25-34 d	AGE 35-54 e	AGE 55+ f	INCOME UNDER 10.4K g	INCOME 10.4K-15.59K h	INCOME 15.6K-25.99K i	INCOME 26K+ j	SOCIAL AB k	SOCIAL C1 l	SOCIAL C2 m	SOCIAL DE n	ENGLAND o	SCOTLAND p	WALES q	NI r
Unweighted total	2879	1380	1499	468	538	1027	845	168	187	319	731	674	947	594	659	1745	368	360	406
Effective Weighted Sample	2014	958	1058	329	384	712	610	122	134	230	565	506	676	407	458	1545	250	263	356
Weighted total	2123	1041	1083	346	405	824	548	103	130	243	674	622	604	461	433	1786	177	99	61
		49%	51%	16%	19%	39%	26%	5%	6%	11%	32%	29%	28%	22%	20%	84%	8%	5%	3%
Apple iPhone	915	425	490	194	182	344	196	34	36	80	322	334	262	186	133	768	83	39	25
	43%	41%	45%	56%	45%	42%	36%	34%	27%	33%	48%	54%	43%	40%	31%	43%	47%	39%	42%
			a	def	f	f					ghi	lmn	n	n					
		46%	54%	21%	20%	38%	21%	4%	4%	9%	35%	36%	29%	20%	14%	84%	9%	4%	3%
Samsung	782	384	398	101	156	316	209	39	63	99	232	196	214	186	185	672	57	32	22
	37%	37%	37%	29%	39%	38%	38%	38%	48%	41%	34%	32%	35%	40%	43%	38%	32%	32%	36%
					c	c	c		j					k	kl				
		49%	51%	13%	20%	40%	27%	5%	8%	13%	30%	25%	27%	24%	24%	86%	7%	4%	3%
Huawei	127	63	64	18	32	54	23	6	7	23	41	30	41	30	25	103	12	8	4
	6%	6%	6%	5%	8%	7%	4%	6%	5%	9%	6%	5%	7%	7%	6%	6%	7%	8%	7%
					f														
		50%	50%	15%	25%	42%	18%	5%	5%	18%	32%	23%	32%	24%	20%	81%	9%	6%	3%
Sony	69	40	28	4	15	31	18	5	4	11	21	15	23	9	22	60	5	3	2
	3%	4%	3%	1%	4%	4%	3%	4%	3%	5%	3%	2%	4%	2%	5%	3%	3%	3%	3%
					c	c									km				
		59%	41%	6%	22%	46%	26%	7%	6%	16%	30%	21%	33%	14%	32%	87%	7%	4%	2%
Nokia	60	29	31	6	5	30	19	7	5	12	18	7	17	15	22	52	4	4	1
	3%	3%	3%	2%	1%	4%	3%	7%	4%	5%	3%	1%	3%	3%	5%	3%	2%	4%	1%
						d	d	j					k	k	k				r
		49%	51%	10%	8%	51%	32%	11%	8%	19%	30%	12%	28%	24%	36%	86%	6%	6%	1%
Motorola	44	25	19	5	2	11	26	2	4	5	8	16	13	5	10	38	3	1	1
	2%	2%	2%	1%	1%	1%	5%	2%	3%	2%	1%	3%	2%	1%	2%	2%	2%	1%	2%
							cde												
		56%	44%	11%	5%	25%	59%	6%	9%	12%	18%	36%	30%	11%	23%	86%	8%	3%	3%
LG	25	12	13	1	2	7	15	*	5	3	5	2	5	9	8	17	2	5	1
	1%	1%	1%	*%	*%	1%	3%	*%	4%	1%	1%	*%	1%	2%	2%	1%	1%	5%	2%
							cde		j					k	k				op	
		49%	51%	4%	7%	28%	61%	1%	20%	13%	20%	10%	20%	37%	33%	67%	10%	18%	5%

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

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

Base : Those with a smartphone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2879	1380	1499	468	538	1027	845	168	187	319	731	674	947	594	659	1745	368	360	406
Effective Weighted Sample	2014	958	1058	329	384	712	610	122	134	230	565	506	676	407	458	1545	250	263	356
Weighted total	2123	1041	1083	346	405	824	548	103	130	243	674	622	604	461	433	1786	177	99	61
		49%	51%	16%	19%	39%	26%	5%	6%	11%	32%	29%	28%	22%	20%	84%	8%	5%	3%
HTC	25	15	10	4	4	9	8	1	-	3	11	7	5	6	7	20	3	1	1
	1%	1%	1%	1%	1%	1%	1%	1%	-%	1%	2%	1%	1%	1%	2%	1%	1%	1%	2%
		61%	39%	16%	15%	38%	31%	3%	-%	11%	43%	28%	20%	24%	28%	80%	10%	6%	4%
Google	7	4	3	3	1	1	2	*	*	-	3	3	2	2	*	5	1	1	1
	*%	*%	*%	1%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	1%	1%
		61%	39%	42%	14%	19%	25%	5%	1%	-%	45%	44%	30%	23%	1%	74%	11%	7%	8%
OnePlus	5	4	1	1	1	*	2	*	-	-	3	2	3	*	-	3	1	*	*
	*%	*%	*%	*%	*%	*%	*%	*%	-%	-%	*%	*%	1%	*%	-%	*%	1%	*%	*%
		83%	17%	29%	30%	8%	33%	5%	-%	-%	61%	33%	64%	3%	-%	63%	24%	9%	5%
BlackBerry	4	4	*	1	*	2	2	-	-	*	-	-	1	2	1	4	-	*	*
	*%	*%	*%	*%	*%	*%	*%	-%	-%	*%	-%	-%	*%	*%	*%	*%	-%	*%	1%
		92%	8%	16%	7%	40%	37%	-%	-%	2%	-%	-%	32%	40%	28%	83%	-%	7%	10%
Nexus	4	4	*	1	-	3	*	-	*	-	2	3	-	-	1	3	1	*	*
	*%	*%	*%	*%	-%	*%	*%	-%	*%	-%	*%	*%	-%	-%	*%	*%	1%	*%	*%
		97%	3%	26%	-%	71%	3%	-%	3%	-%	44%	66%	-%	-%	34%	66%	28%	3%	3%
Lenovo	4	2	2	1	*	3	1	*	*	1	1	-	1	3	1	2	-	2	-
	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	-%	*%	1%	*%	*%	-%	2%	-%
																		opr	
		44%	56%	13%	2%	70%	14%	9%	2%	26%	15%	-%	27%	60%	13%	53%	-%	47%	-%
Xiomi	3	3	1	1	1	1	*	-	-	1	2	2	-	1	-	2	2	-	-
	*%	*%	*%	*%	*%	*%	*%	-%	-%	*%	*%	*%	-%	*%	-%	*%	1%	-%	-%
																	o		
		75%	25%	34%	18%	41%	6%	-%	-%	34%	66%	60%	-%	40%	-%	54%	46%	-%	-%

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

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Table 32

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

Base : Those with a smartphone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2879	1380	1499	468	538	1027	845	168	187	319	731	674	947	594	659	1745	368	360	406
Effective Weighted Sample	2014	958	1058	329	384	712	610	122	134	230	565	506	676	407	458	1545	250	263	356
Weighted total	2123	1041	1083	346	405	824	548	103	130	243	674	622	604	461	433	1786	177	99	61
		49%	51%	16%	19%	39%	26%	5%	6%	11%	32%	29%	28%	22%	20%	84%	8%	5%	3%
UNPROMPTED RESPONSES																			
Alcatel	9	4	5	1	*	4	4	2	1	1	1	*	5	-	4	8	*	1	-
	*%	*%	*%	*%	*%	*%	1%	2%	1%	1%	*%	*%	1%	-%	1%	*%	*%	1%	-%
								j							k				
		46%	54%	10%	5%	43%	42%	28%	15%	17%	10%	2%	56%	-%	42%	90%	2%	9%	-%
Vodafone	7	7	*	-	1	1	5	2	*	-	2	2	*	3	2	6	-	*	-
	*%	1%	*%	-%	*%	*%	1%	2%	*%	-%	*%	*%	*%	1%	*%	*%	-%	*%	-%
		b					e	ij											
		95%	5%	-%	13%	15%	72%	28%	4%	-%	32%	32%	5%	37%	26%	93%	-%	7%	-%
Doro	3	2	1	-	-	-	3	-	1	*	1	1	*	-	2	3	*	-	-
	*%	*%	*%	-%	-%	-%	1%	-%	*%	*%	*%	*%	*%	-%	1%	*%	*%	-%	-%
							e												
		80%	20%	-%	-%	-%	100%	-%	19%	3%	26%	26%	3%	-%	72%	97%	3%	-%	-%
Other	13	6	7	2	1	3	6	3	3	1	1	*	4	2	6	9	2	1	1
	1%	1%	1%	1%	*%	*%	1%	3%	2%	1%	*%	*%	1%	1%	1%	1%	1%	1%	1%
								j	j						k				
		46%	54%	20%	12%	20%	48%	21%	25%	12%	9%	1%	35%	19%	45%	74%	15%	7%	4%
Don't know	17	7	9	1	1	3	11	1	1	3	2	2	7	3	4	13	2	1	1
	1%	1%	1%	*%	*%	*%	2%	1%	1%	1%	*%	*%	1%	1%	1%	1%	1%	1%	2%
							cde												o
		44%	56%	5%	9%	20%	67%	4%	9%	17%	10%	12%	39%	18%	26%	77%	9%	6%	8%

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

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	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2879	220	196	173	184	223	190	178	195	186	2118	761	1803	1072	1418	1461
Effective Weighted Sample	2014	213	186	167	179	210	183	173	187	180	1694	340	1269	766	960	1054
Weighted total	2123	299	290	174	149	185	194	171	89	235	1846	278	1432	689	1011	1112
		14%	14%	8%	7%	9%	9%	8%	4%	11%	87%	13%	67%	32%	48%	52%
Apple iPhone	915	142	136	81	61	94	77	70	33	73	787	129	648	267	480	436
	43%	47%	47%	47%	41%	51%	40%	41%	37%	31%	43%	46%	45%	39%	47%	39%
		hi	i	i		fhi							m		o	
		15%	15%	9%	7%	10%	8%	8%	4%	8%	86%	14%	71%	29%	52%	48%
Samsung	782	118	106	49	56	60	72	68	32	110	689	94	525	257	345	437
	37%	40%	37%	28%	37%	32%	37%	40%	36%	47%	37%	34%	37%	37%	34%	39%
		c						c		ceh						n
		15%	14%	6%	7%	8%	9%	9%	4%	14%	88%	12%	67%	33%	44%	56%
Huawei	127	11	16	16	8	10	12	9	9	12	111	15	96	31	59	68
	6%	4%	5%	9%	5%	5%	6%	5%	10%	5%	6%	6%	7%	4%	6%	6%
				a					a				m			
		8%	12%	13%	6%	8%	9%	7%	7%	9%	88%	12%	76%	24%	46%	54%
Sony	69	10	4	7	7	5	6	7	7	7	61	8	43	26	28	40
	3%	3%	1%	4%	4%	3%	3%	4%	8%	3%	3%	3%	3%	4%	3%	4%
									abe							
		14%	6%	10%	10%	8%	9%	11%	10%	11%	89%	11%	63%	37%	41%	59%
Nokia	60	7	4	4	8	4	4	4	5	14	52	8	34	26	24	36
	3%	2%	1%	2%	5%	2%	2%	2%	5%	6%	3%	3%	2%	4%	2%	3%
					b					b	bf					
		11%	6%	6%	13%	7%	6%	6%	7%	23%	86%	14%	57%	43%	40%	60%
Motorola	44	3	9	6	2	2	8	-	1	6	35	9	23	21	29	16
	2%	1%	3%	4%	2%	1%	4%	-%	1%	3%	2%	3%	2%	3%	3%	1%
			g	g			aeg			g				l		o
		7%	21%	14%	5%	4%	18%	-%	2%	15%	79%	21%	52%	48%	65%	35%
LG	25	1	-	3	3	2	2	2	-	5	24	1	11	14	10	15
	1%	*%	-%	1%	2%	1%	1%	1%	-%	2%	1%	*%	1%	2%	1%	1%
														l		
		4%	-%	10%	12%	7%	8%	8%	-%	19%	95%	5%	45%	55%	40%	60%

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

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

Base : Those with a smartphone

	Total	| ENGLAND REGIONS									| URBANITY		| WORKING STATUS		| DEPRIVATION LEVEL	
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Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2879	220	196	173	184	223	190	178	195	186	2118	761	1803	1072	1418	1461
Effective Weighted Sample	2014	213	186	167	179	210	183	173	187	180	1694	340	1269	766	960	1054
Weighted total	2123	299	290	174	149	185	194	171	89	235	1846	278	1432	689	1011	1112
		14%	14%	8%	7%	9%	9%	8%	4%	11%	87%	13%	67%	32%	48%	52%
HTC	25	4	6	1	1	6	2	1	-	-	24	1	18	6	8	16
	1%	1%	2%	*%	*%	3%	1%	*%	-%	-%	1%	*%	1%	1%	1%	1%
						dhi										
		15%	23%	3%	3%	25%	8%	3%	-%	-%	98%	2%	74%	26%	34%	66%
Google	7	2	2	-	-	-	1	-	-	1	5	1	2	5	2	5
	*%	1%	1%	-%	-%	-%	*%	-%	-%	*%	*%	1%	*%	1%	*%	*%
														l		
		22%	23%	-%	-%	-%	13%	-%	-%	16%	79%	21%	26%	74%	24%	76%
OnePlus	5	-	2	-	-	-	-	1	-	-	2	3	2	3	*	4
	*%	-%	1%	-%	-%	-%	-%	*%	-%	-%	*%	1%	*%	*%	*%	*%
												j				
		-%	47%	-%	-%	-%	-%	16%	-%	-%	45%	55%	38%	62%	6%	94%
BlackBerry	4	-	1	-	1	1	-	1	-	-	4	*	2	2	1	3
	*%	-%	*%	-%	*%	*%	-%	*%	-%	-%	*%	*%	*%	*%	*%	*%
		-%	32%	-%	16%	16%	-%	19%	-%	-%	95%	5%	48%	52%	19%	81%
Nexus	4	2	-	-	-	-	1	-	-	-	4	*	4	*	3	1
	*%	1%	-%	-%	-%	-%	1%	-%	-%	-%	*%	*%	*%	*%	*%	*%
		40%	-%	-%	-%	-%	26%	-%	-%	-%	92%	8%	97%	3%	71%	29%
Lenovo	4	-	-	-	-	-	1	-	1	-	3	1	4	*	1	3
	*%	-%	-%	-%	-%	-%	1%	-%	1%	-%	*%	1%	*%	*%	*%	*%
		-%	-%	-%	-%	-%	27%	-%	26%	-%	65%	35%	93%	7%	35%	65%
Xiomi	3	-	-	-	-	-	1	-	1	-	3	*	3	-	*	3
	*%	-%	-%	-%	-%	-%	1%	-%	1%	-%	*%	*%	*%	-%	*%	*%
		-%	-%	-%	-%	-%	35%	-%	18%	-%	88%	12%	100%	-%	12%	88%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 32

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

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

Base : Those with a smartphone

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2879	220	196	173	184	223	190	178	195	186	2118	761	1803	1072	1418	1461
Effective Weighted Sample	2014	213	186	167	179	210	183	173	187	180	1694	340	1269	766	960	1054
Weighted total	2123	299	290	174	149	185	194	171	89	235	1846	278	1432	689	1011	1112
		14%	14%	8%	7%	9%	9%	8%	4%	11%	87%	13%	67%	32%	48%	52%

UNPROMPTED RESPONSES

	Total	LONDON a	SOUTH EAST b	SOUTH WEST c	EAST MIDS d	WEST MIDS e	EAST OF ENG f	YORKS& HUMBER g	NORTH EAST h	NORTH WEST i	URBAN j	RURAL k	WORKING l	NOT WORKING m	LOW n	MEDIUM/ HIGH o
Alcatel	9	1	2	-	1	-	1	2	-	1	8	1	3	6	5	3
	*%	*%	1%	-%	1%	-%	*%	1%	-%	*%	*%	*%	*%	1%	1%	*%
														l		
		15%	26%	-%	10%	-%	10%	19%	-%	10%	88%	12%	31%	69%	62%	38%
Vodafone	7	-	-	2	1	-	3	1	-	-	6	1	1	6	4	3
	*%	-%	-%	1%	*%	-%	1%	*%	-%	-%	*%	*%	*%	1%	*%	*%
														l		
		-%	-%	32%	11%	-%	39%	12%	-%	-%	85%	15%	17%	83%	56%	44%
Doro	3	-	-	-	1	1	1	-	-	1	2	1	-	3	1	2
	*%	-%	-%	-%	*%	*%	*%	-%	-%	*%	*%	*%	-%	*%	*%	*%
														l		
		-%	-%	-%	19%	18%	26%	-%	-%	35%	78%	22%	-%	100%	48%	52%
Other	13	-	1	-	-	1	2	4	*	1	12	1	6	6	2	11
	1%	-%	*%	-%	-%	*%	1%	2%	*%	1%	1%	*%	*%	1%	*%	1%
								a								n
		-%	10%	-%	-%	7%	16%	28%	3%	9%	93%	7%	50%	50%	16%	84%
Don't know	17	-	-	4	1	1	1	2	-	3	14	2	7	10	8	9
	1%	-%	-%	3%	1%	*%	1%	1%	-%	1%	1%	1%	*%	1%	1%	1%
				abh										l		
		-%	-%	27%	7%	5%	9%	11%	-%	18%	85%	15%	40%	59%	47%	53%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 32

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

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

Base : Those with a smartphone

	Total	TV PLATFORM/S			
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	2879	2732	392	1146	540
Effective Weighted Sample	2014	1905	303	792	384
Weighted total	2123	2003	341	834	424
		94%	16%	39%	20%
Apple iPhone	915	870	149	406	181
	43%	43%	44%	49%	43%
				a	
		95%	16%	44%	20%
Samsung	782	737	131	296	167
	37%	37%	38%	35%	39%
		94%	17%	38%	21%
Huawei	127	117	18	40	29
	6%	6%	5%	5%	7%
		92%	14%	31%	23%
Sony	69	62	12	22	13
	3%	3%	3%	3%	3%
		90%	17%	32%	18%
Nokia	60	59	7	20	9
	3%	3%	2%	2%	2%
		97%	12%	33%	14%
Motorola	44	41	6	15	4
	2%	2%	2%	2%	1%
		94%	14%	33%	10%
LG	25	22	1	10	1
	1%	1%	*%	1%	*%
		88%	2%	38%	5%
HTC	25	24	6	7	5
	1%	1%	2%	1%	1%
		97%	24%	28%	19%

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.
QD5 (QD39). SHOWCARD Which brand or type of smartphone do you have? IF MORE THAN ONE - Which one do you use most often? (SINGLE CODE)

Base : Those with a smartphone

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	2879	2732	392	1146	540
Effective Weighted Sample	2014	1905	303	792	384
Weighted total	2123	2003	341	834	424
		94%	16%	39%	20%
Google	7	6	2	1	-
	*%	*%	*%	*%	-%
		89%	22%	19%	-%
OnePlus	5	4	1	*	2
	*%	*%	*%	*%	1%
		79%	16%	5%	47%
BlackBerry	4	4	1	1	1
	*%	*%	*%	*%	*%
		98%	16%	28%	32%
Nexus	4	4	-	1	1
	*%	*%	-%	*%	*%
		100%	-%	29%	26%
Lenovo	4	4	1	1	1
	*%	*%	*%	*%	*%
		100%	14%	15%	31%
Xiomi	3	2	1	2	1
	*%	*%	*%	*%	*%
		65%	18%	46%	18%
UNPROMPTED RESPONSES					
Alcatel	9	7	1	2	3
	*%	*%	*%	*%	1%
		85%	11%	28%	36%
Vodafone	7	7	-	3	-
	*%	*%	-%	*%	-%
		100%	-%	41%	-%

Columns Tested: a,b,c,d

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

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

Base : Those with a smartphone

		TV PLATFORM/S			
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	2879	2732	392	1146	540
Effective Weighted Sample	2014	1905	303	792	384
Weighted total	2123	2003	341	834	424
		94%	16%	39%	20%
Doro	3	3	1	1	1
	*%	*%	*%	*%	*%
		100%	35%	26%	45%
Other	13	12	2	4	3
	1%	1%	1%	*%	1%
		95%	17%	28%	26%
Don't know	17	17	3	4	1
	1%	1%	1%	1%	*%
		100%	19%	26%	8%

Columns Tested: a,b,c,d

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

QD6 (QD41). Do you have a 4G service? This is a service that enables faster mobile internet access.

Base : Those with a smartphone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2879	1380	1499	468	538	1027	845	168	187	319	731	674	947	594	659	1745	368	360	406
Effective Weighted Sample	2014	958	1058	329	384	712	610	122	134	230	565	506	676	407	458	1545	250	263	356
Weighted total	2123	1041	1083	346	405	824	548	103	130	243	674	622	604	461	433	1786	177	99	61
		49%	51%	16%	19%	39%	26%	5%	6%	11%	32%	29%	28%	22%	20%	84%	8%	5%	3%
Yes	1879	937	942	329	384	754	411	79	113	214	633	562	551	400	365	1583	150	93	53
	88%	90%	87%	95%	95%	91%	75%	77%	87%	88%	94%	90%	91%	87%	84%	89%	84%	94%	88%
		b		ef	ef	f			g	g	ghi	n	mn					opr	
		50%	50%	18%	20%	40%	22%	4%	6%	11%	34%	30%	29%	21%	19%	84%	8%	5%	3%
No	145	70	75	15	13	48	70	15	11	17	25	34	31	37	41	121	17	4	3
	7%	7%	7%	4%	3%	6%	13%	15%	9%	7%	4%	6%	5%	8%	10%	7%	10%	4%	5%
							cde	ij		j					kl		qr		
		49%	51%	10%	9%	33%	48%	10%	8%	11%	17%	24%	21%	25%	28%	83%	12%	3%	2%
Don't know	99	33	66	2	8	23	67	9	6	13	16	25	23	24	27	82	10	2	5
	5%	3%	6%	1%	2%	3%	12%	9%	4%	5%	2%	4%	4%	5%	6%	5%	6%	2%	8%
			a				c	cde	j		j						q	q		oq
		34%	66%	2%	8%	23%	68%	9%	6%	13%	16%	25%	23%	24%	27%	83%	11%	2%	5%

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

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QD6 (QD41). Do you have a 4G service? This is a service that enables faster mobile internet access.

Base : Those with a smartphone

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2879	220	196	173	184	223	190	178	195	186	2118	761	1803	1072	1418	1461
Effective Weighted Sample	2014	213	186	167	179	210	183	173	187	180	1694	340	1269	766	960	1054
Weighted total	2123	299	290	174	149	185	194	171	89	235	1846	278	1432	689	1011	1112
		14%	14%	8%	7%	9%	9%	8%	4%	11%	87%	13%	67%	32%	48%	52%
Yes	1879	280	260	149	129	161	164	161	80	200	1647	232	1325	553	878	1001
	88%	93%	90%	86%	86%	87%	84%	94%	91%	85%	89%	84%	92%	80%	87%	90%
		cdefi						cdefi			k			m		n
		15%	14%	8%	7%	9%	9%	9%	4%	11%	88%	12%	71%	29%	47%	53%
No	145	9	16	17	11	19	19	5	5	19	118	28	66	79	82	63
	7%	3%	6%	10%	8%	10%	10%	3%	6%	8%	6%	10%	5%	11%	8%	6%
				ag	ag	ag	ag			ag		j		l	o	
		6%	11%	12%	8%	13%	13%	3%	4%	13%	81%	19%	46%	54%	56%	44%
Don't know	99	11	13	7	9	5	12	6	3	16	81	18	41	58	51	48
	5%	4%	5%	4%	6%	3%	6%	3%	3%	7%	4%	6%	3%	8%	5%	4%
														l		
		11%	13%	7%	9%	6%	12%	6%	3%	16%	82%	18%	41%	58%	52%	48%

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

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QD6 (QD41). Do you have a 4G service? This is a service that enables faster mobile internet access.

Base : Those with a smartphone

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	2879	2732	392	1146	540
Effective Weighted Sample	2014	1905	303	792	384
Weighted total	2123	2003	341	834	424
		94%	16%	39%	20%
Yes	1879	1767	297	753	388
	88%	88%	87%	90%	91%
		94%	16%	40%	21%
No	145	140	24	48	22
	7%	7%	7%	6%	5%
		96%	17%	33%	15%
Don't know	99	96	20	33	15
	5%	5%	6%	4%	3%
		97%	20%	33%	15%

Columns Tested: a,b,c,d

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

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

Base : Those without a smartphone

	Total	GENDER MALE	GENDER FEMALE	AGE GROUP 16-24	AGE GROUP 25-34	AGE GROUP 35-54	AGE GROUP 55+	HOUSEHOLD INCOME UNDER 10.4K	HOUSEHOLD INCOME 10.4K-15.59K	HOUSEHOLD INCOME 15.6K-25.99K	HOUSEHOLD INCOME 26K+	SOCIAL GROUP AB	SOCIAL GROUP C1	SOCIAL GROUP C2	SOCIAL GROUP DE	NATION ENGLAND	NATION SCOTLAND	NATION WALES	NATION NI
Significance Level: 95%		a	b	~c	~d	e	f	~g	h	~i	~j	k	l	m	n	o	~p	q	~r
Unweighted total	708	350	358	13	21	101	573	68	106	62	43	116	164	141	284	418	96	124	70
Effective Weighted Sample	484	236	248	10	14	66	401	52	80	43	33	72	113	95	209	360	61	86	65
Weighted total	389	188	201	8	14	65	302	40	62	40	31	65	84	87	152	321	33	26	10
		48%	52%	**	**	17%	78%	**	16%	**	**	17%	22%	22%	39%	82%	**	7%	**
Certain to	9	5	5	**	**	2	3	**	2	**	**	-	2	4	4	9	**	-	**
	2%	2%	2%	**	**	4%	1%	**	3%	**	**	-%	2%	5%	2%	3%	**	-%	**
		50%	50%	**	**	25%	28%	**	22%	**	**	-%	16%	44%	40%	96%	**	-%	**
Very likely	12	5	7	**	**	5	6	**	5	**	**	3	1	1	7	10	**	1	**
	3%	3%	3%	**	**	8%	2%	**	7%	**	**	4%	1%	2%	4%	3%	**	3%	**
						f													
		43%	57%	**	**	43%	49%	**	38%	**	**	23%	9%	12%	56%	85%	**	7%	**
Likely	28	12	15	**	**	7	16	**	3	**	**	4	8	7	10	22	**	3	**
	7%	7%	8%	**	**	10%	5%	**	5%	**	**	6%	9%	7%	7%	7%	**	12%	**
		44%	56%	**	**	24%	57%	**	12%	**	**	13%	28%	23%	36%	80%	**	11%	**
TOTAL LIKELY	49	22	27	**	**	14	24	**	10	**	**	6	10	12	20	41	**	4	**
	13%	12%	13%	**	**	22%	8%	**	16%	**	**	10%	12%	14%	13%	13%	**	15%	**
						f													
		45%	55%	**	**	29%	49%	**	20%	**	**	13%	21%	25%	41%	84%	**	8%	**
Unlikely	65	30	35	**	**	8	52	**	8	**	**	8	18	16	23	56	**	4	**
	17%	16%	18%	**	**	12%	17%	**	13%	**	**	12%	22%	19%	15%	17%	**	16%	**
		46%	54%	**	**	12%	80%	**	12%	**	**	12%	28%	25%	35%	85%	**	6%	**
Very unlikely	86	43	42	**	**	13	72	**	13	**	**	16	20	19	30	66	**	7	**
	22%	23%	21%	**	**	20%	24%	**	21%	**	**	25%	24%	22%	20%	21%	**	26%	**
		51%	49%	**	**	15%	84%	**	15%	**	**	19%	23%	23%	35%	78%	**	8%	**
Certain not to	154	72	82	**	**	23	129	**	28	**	**	30	32	28	64	128	**	9	**
	40%	38%	41%	**	**	36%	43%	**	46%	**	**	45%	38%	32%	42%	40%	**	35%	**
		47%	53%	**	**	15%	84%	**	18%	**	**	19%	21%	18%	42%	83%	**	6%	**
TOTAL UNLIKELY	305	145	160	**	**	44	254	**	49	**	**	54	70	64	117	250	**	20	**
	78%	77%	79%	**	**	67%	84%	**	80%	**	**	82%	83%	73%	77%	78%	**	76%	**
							e												
		48%	52%	**	**	14%	83%	**	16%	**	**	18%	23%	21%	38%	82%	**	6%	**

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

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

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

Base : Those without a smartphone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	f	~g	h	~i	~j	k	l	m	n	o	~p	q	~r
Unweighted total	708	350	358	13	21	101	573	68	106	62	43	116	164	141	284	418	96	124	70
Effective Weighted Sample	484	236	248	10	14	66	401	52	80	43	33	72	113	95	209	360	61	86	65
Weighted total	389	188	201	8	14	65	302	40	62	40	31	65	84	87	152	321	33	26	10
		48%	52%	**	**	17%	78%	**	16%	**	**	17%	22%	22%	39%	82%	**	7%	**
Don't know	35	21	14	**	**	7	25	**	3	**	**	5	4	12	14	30	**	2	**
	9%	11%	7%	**	**	11%	8%	**	5%	**	**	8%	5%	13%	9%	9%	**	9%	**
														l					
		59%	41%	**	**	20%	70%	**	8%	**	**	15%	11%	33%	40%	84%	**	6%	**

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

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

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

Base : Those without a smartphone

	Total		ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	708	34	45	31	51	65	45	44	53	50	511	197	150	557	358	350
Effective Weighted Sample	484	33	42	30	48	61	43	42	51	48	405	83	99	391	233	251
Weighted total	389	34	53	23	32	41	38	32	18	50	337	53	97	292	189	200
		**	**	**	**	**	**	**	**	**	86%	14%	25%	75%	49%	51%
Certain to	9	**	**	**	**	**	**	**	**	**	7	2	5	4	6	4
	2%	**	**	**	**	**	**	**	**	**	2%	4%	5%	2%	3%	2%
													m			
		**	**	**	**	**	**	**	**	**	80%	20%	53%	47%	62%	38%
Very likely	12	**	**	**	**	**	**	**	**	**	9	3	5	7	4	7
	3%	**	**	**	**	**	**	**	**	**	3%	5%	5%	2%	2%	4%
		**	**	**	**	**	**	**	**	**	77%	23%	43%	57%	38%	62%
Likely	28	**	**	**	**	**	**	**	**	**	25	3	8	19	8	20
	7%	**	**	**	**	**	**	**	**	**	7%	6%	9%	7%	4%	10%
																n
		**	**	**	**	**	**	**	**	**	89%	11%	30%	70%	29%	71%
TOTAL LIKELY	49	**	**	**	**	**	**	**	**	**	41	8	18	31	18	31
	13%	**	**	**	**	**	**	**	**	**	12%	15%	19%	10%	10%	15%
													m			
		**	**	**	**	**	**	**	**	**	84%	16%	38%	62%	38%	62%
Unlikely	65	**	**	**	**	**	**	**	**	**	57	8	18	47	37	28
	17%	**	**	**	**	**	**	**	**	**	17%	15%	18%	16%	20%	14%
		**	**	**	**	**	**	**	**	**	88%	12%	27%	73%	57%	43%
Very unlikely	86	**	**	**	**	**	**	**	**	**	74	12	19	66	46	39
	22%	**	**	**	**	**	**	**	**	**	22%	22%	20%	23%	25%	20%
		**	**	**	**	**	**	**	**	**	87%	13%	22%	78%	54%	46%
Certain not to	154	**	**	**	**	**	**	**	**	**	134	20	28	125	73	82
	40%	**	**	**	**	**	**	**	**	**	40%	38%	29%	43%	38%	41%
													l			
		**	**	**	**	**	**	**	**	**	87%	13%	18%	81%	47%	53%

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

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

Base : Those without a smartphone

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
							ENGLAND REGIONS				URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	708	34	45	31	51	65	45	44	53	50	511	197	150	557	358	350
Effective Weighted Sample	484	33	42	30	48	61	43	42	51	48	405	83	99	391	233	251
Weighted total	389	34	53	23	32	41	38	32	18	50	337	53	97	292	189	200
		**	**	**	**	**	**	**	**	**	86%	14%	25%	75%	49%	51%
TOTAL UNLIKELY	305	**	**	**	**	**	**	**	**	**	265	40	65	239	156	149
	78%	**	**	**	**	**	**	**	**	**	79%	76%	67%	82%	83%	74%
														l	o	
		**	**	**	**	**	**	**	**	**	87%	13%	21%	78%	51%	49%
Don't know	35	**	**	**	**	**	**	**	**	**	30	5	13	22	14	21
	9%	**	**	**	**	**	**	**	**	**	9%	10%	14%	8%	8%	10%
		**	**	**	**	**	**	**	**	**	86%	14%	38%	62%	41%	59%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 34

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

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

Base : Those without a smartphone

| | Total | TV PLATFORM/S | | | |
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	~b	c	~d
Unweighted total	708	668	66	178	62
Effective Weighted Sample	484	456	51	113	37
Weighted total	389	366	47	95	31
		94%	**	24%	**
Certain to	9	9	**	2	**
	2%	3%	**	2%	**
		100%	**	22%	**
Very likely	12	11	**	4	**
	3%	3%	**	4%	**
		89%	**	30%	**
Likely	28	26	**	5	**
	7%	7%	**	6%	**
		93%	**	20%	**
TOTAL LIKELY	49	46	**	11	**
	13%	12%	**	12%	**
		93%	**	23%	**
Unlikely	65	64	**	20	**
	17%	17%	**	21%	**
		97%	**	30%	**
Very unlikely	86	83	**	24	**
	22%	23%	**	26%	**
		97%	**	28%	**
Certain not to	154	142	**	29	**
	40%	39%	**	30%	**
		92%	**	19%	**
TOTAL UNLIKELY	305	288	**	73	**
	78%	79%	**	77%	**
		95%	**	24%	**

Columns Tested: a,b,c,d

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

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

Base : Those without a smartphone

		TV PLATFORM/S			
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	~b	c	~d
Unweighted total	708	668	66	178	62
Effective Weighted Sample	484	456	51	113	37
Weighted total	389	366	47	95	31
		94%	**	24%	**
Don't know	35	32	**	11	**
	9%	9%	**	12%	**
		92%	**	31%	**

Columns Tested: a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 35

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

QD8 (QD11). SHOWCARD Which of these best describes the mobile package you personally use most often? (SINGLE CODE)

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3598	1733	1865	481	560	1129	1427	239	294	381	775	793	1114	737	946	2170	466	486	476
Effective Weighted Sample	2482	1182	1302	338	398	777	1010	175	212	273	597	575	788	501	660	1895	310	347	420
Weighted total	2519	1231	1288	354	419	890	856	144	193	283	706	688	690	549	587	2112	211	125	70
		49%	51%	14%	17%	35%	34%	6%	8%	11%	28%	27%	27%	22%	23%	84%	8%	5%	3%
Prepay/ Pay as you go - using top-ups	554	275	279	49	65	133	307	58	82	67	65	82	119	118	234	459	52	30	14
	22%	22%	22%	14%	16%	15%	36%	40%	43%	24%	9%	12%	17%	21%	40%	22%	24%	24%	20%
							cde	ij	ij	j			k	k	klm				
		50%	50%	9%	12%	24%	55%	10%	15%	12%	12%	15%	22%	21%	42%	83%	9%	5%	2%
Monthly contract/ SIM-only - paying monthly	1955	951	1004	304	352	755	543	86	111	212	640	603	569	428	353	1646	158	95	56
	78%	77%	78%	86%	84%	85%	64%	60%	57%	75%	91%	88%	82%	78%	60%	78%	75%	76%	79%
				f	f	f				gh	ghi	lmn	mn	n					
		49%	51%	16%	18%	39%	28%	4%	6%	11%	33%	31%	29%	22%	18%	84%	8%	5%	3%
Other	5	3	2	*	-	2	2	-	-	2	2	3	1	1	-	4	-	*	*
	*%	*%	*%	*%	-%	*%	*%	-%	-%	1%	*%	*%	*%	*%	-%	*%	-%	*%	1%
		60%	40%	9%	-%	45%	46%	-%	-%	43%	32%	63%	13%	24%	-%	81%	-%	10%	9%
Don't know	5	2	4	*	1	-	4	*	-	2	-	*	1	3	*	3	1	*	*
	*%	*%	*%	*%	*%	-%	*%	*%	-%	1%	-%	*%	*%	1%	*%	*%	1%	*%	1%
										j									
		31%	69%	4%	27%	-%	69%	4%	-%	46%	-%	4%	29%	60%	4%	60%	26%	6%	7%
CONTRACT TYPE																			
Subsidised handset	1402	674	728	215	276	573	338	51	81	159	480	433	411	314	243	1188	108	58	46
	56%	55%	57%	61%	66%	64%	39%	35%	42%	56%	68%	63%	60%	57%	41%	56%	51%	47%	66%
				f	f	f				gh	ghi	n	n	n		q			opq
		48%	52%	15%	20%	41%	24%	4%	6%	11%	34%	31%	29%	22%	17%	85%	8%	4%	3%
SIM only	539	274	265	88	75	177	199	34	30	53	159	167	156	109	105	447	48	35	9
	21%	22%	21%	25%	18%	20%	23%	23%	16%	19%	23%	24%	23%	20%	18%	21%	23%	28%	12%
				d			d				h	n	n			r	r	or	
		51%	49%	16%	14%	33%	37%	6%	6%	10%	29%	31%	29%	20%	19%	83%	9%	6%	2%

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

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QD8 (QD11). SHOWCARD Which of these best describes the mobile package you personally use most often? (SINGLE CODE)

Base : Those who personally use a mobile phone

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3598	254	242	206	236	288	235	223	249	237	2637	961	1955	1638	1782	1816
Effective Weighted Sample	2482	244	228	197	226	268	225	214	236	226	2085	420	1367	1155	1185	1297
Weighted total	2519	333	344	199	182	226	232	204	107	285	2188	332	1530	986	1203	1316
		13%	14%	8%	7%	9%	9%	8%	4%	11%	87%	13%	61%	39%	48%	52%
Prepay/ Pay as you go - using top-ups	554	67	58	35	46	64	52	55	26	57	489	66	188	365	234	320
	22%	20%	17%	17%	25%	28%	22%	27%	24%	20%	22%	20%	12%	37%	19%	24%
					b	abci		bc	b					l		n
		12%	10%	6%	8%	12%	9%	10%	5%	10%	88%	12%	34%	66%	42%	58%
Monthly contract/ SIM-only - paying monthly	1955	266	283	164	136	161	180	146	81	228	1690	265	1337	616	963	992
	78%	80%	82%	83%	75%	71%	78%	72%	76%	80%	77%	80%	87%	63%	80%	75%
		eg	deg	deg						eg			m		o	
		14%	14%	8%	7%	8%	9%	7%	4%	12%	86%	14%	68%	32%	49%	51%
Other	5	-	1	-	1	-	-	2	-	-	4	1	2	3	4	1
	*%	-%	*%	-%	*%	-%	-%	1%	-%	-%	*%	*%	*%	*%	*%	*%
		-%	25%	-%	13%	-%	-%	44%	-%	-%	87%	13%	35%	65%	87%	13%
Don't know	5	-	1	-	-	1	-	1	-	-	5	*	3	2	1	4
	*%	-%	*%	-%	-%	*%	-%	*%	-%	-%	*%	*%	*%	*%	*%	*%
		-%	24%	-%	-%	16%	-%	20%	-%	-%	95%	5%	62%	38%	29%	71%
CONTRACT TYPE																
Subsidised handset	1402	223	207	104	104	117	120	112	45	156	1231	170	1009	393	669	733
	56%	67%	60%	53%	57%	52%	52%	55%	42%	55%	56%	51%	66%	40%	56%	56%
		cdefghi	h	h	h	h	h	h		h			m			
		16%	15%	7%	7%	8%	9%	8%	3%	11%	88%	12%	72%	28%	48%	52%
SIM only	539	43	76	59	32	43	58	32	36	67	445	93	319	219	288	251
	21%	13%	22%	30%	18%	19%	25%	16%	34%	23%	20%	28%	21%	22%	24%	19%
			a	adeg			ag		abdefgi	ag		j				o
		8%	14%	11%	6%	8%	11%	6%	7%	12%	83%	17%	59%	41%	53%	47%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 35

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QD8 (QD11). SHOWCARD Which of these best describes the mobile package you personally use most often? (SINGLE CODE)

Base : Those who personally use a mobile phone

	Total	TV PLATFORM/S			
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3598	3411	458	1329	603
Effective Weighted Sample	2482	2347	353	904	419
Weighted total	2519	2376	388	932	456
		94%	15%	37%	18%
Prepay/ Pay as you go - using top-ups	554	517	55	145	70
	22%	22%	14%	16%	15%
		bcd			
		93%	10%	26%	13%
Monthly contract/ SIM-only - paying monthly	1955	1849	332	781	384
	78%	78%	86%	84%	84%
			a	a	a
		95%	17%	40%	20%
Other	5	5	*	4	*
	*%	*%	*%	*%	*%
		100%	6%	78%	3%
Don't know	5	5	1	2	1
	*%	*%	*%	*%	*%
		100%	16%	34%	24%
CONTRACT TYPE					
Subsidised handset	1402	1338	238	599	282
	56%	56%	61%	64%	62%
				a	a
		95%	17%	43%	20%
SIM only	539	497	88	178	102
	21%	21%	23%	19%	22%
		92%	16%	33%	19%

Columns Tested: a,b,c,d

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

QD9 (QD11A). When you signed up for your current mobile contract did you get a handset with the contract or did you only get a SIM card? (SINGLE CODE)

Base : Those who use a postpay/ contract mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2660	1272	1388	400	462	935	863	135	163	276	697	664	898	557	538	1601	331	357	371
Effective Weighted Sample	1844	873	972	283	328	643	613	99	115	199	537	491	635	377	372	1414	225	252	325
Weighted total	1955	951	1004	304	352	755	543	86	111	212	640	603	569	428	353	1646	158	95	56
		49%	51%	16%	18%	39%	28%	4%	6%	11%	33%	31%	29%	22%	18%	84%	8%	5%	3%
Handset and contract	1402	674	728	215	276	573	338	51	81	159	480	433	411	314	243	1188	108	58	46
	72%	71%	73%	71%	78%	76%	62%	59%	73%	75%	75%	72%	72%	73%	69%	72%	68%	62%	84%
				f	cf	f			g	g	g					q			opq
		48%	52%	15%	20%	41%	24%	4%	6%	11%	34%	31%	29%	22%	17%	85%	8%	4%	3%
SIM card only	539	274	265	88	75	177	199	34	30	53	159	167	156	109	105	447	48	35	9
	28%	29%	26%	29%	21%	23%	37%	39%	27%	25%	25%	28%	27%	25%	30%	27%	30%	37%	16%
				d			cde	ij								r	r	or	
		51%	49%	16%	14%	33%	37%	6%	6%	10%	29%	31%	29%	20%	19%	83%	9%	6%	2%
Don't know	15	4	11	2	1	5	7	2	-	1	1	3	2	5	5	11	2	2	*
	1%	*%	1%	1%	*%	1%	1%	2%	-%	*%	*%	*%	*%	1%	1%	1%	1%	2%	1%
								j								l			
		25%	75%	12%	8%	32%	48%	11%	-%	4%	9%	20%	13%	32%	36%	73%	14%	11%	3%

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

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QD9 (QD11A). When you signed up for your current mobile contract did you get a handset with the contract or did you only get a SIM card? (SINGLE CODE)

Base : Those who use a postpay/ contract mobile phone

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2660	195	190	164	167	191	177	153	181	183	1931	729	1688	969	1373	1287
Effective Weighted Sample	1844	189	181	158	162	180	170	148	173	176	1539	323	1180	682	913	930
Weighted total	1955	266	283	164	136	161	180	146	81	228	1690	265	1337	616	963	992
		14%	14%	8%	7%	8%	9%	7%	4%	12%	86%	14%	68%	32%	49%	51%
Handset and contract	1402	223	207	104	104	117	120	112	45	156	1231	170	1009	393	669	733
	72%	84%	73%	64%	76%	73%	67%	76%	56%	68%	73%	64%	75%	64%	69%	74%
		bcefhi	h		ch	h	h	ch		h	k		m			n
		16%	15%	7%	7%	8%	9%	8%	3%	11%	88%	12%	72%	28%	48%	52%
SIM card only	539	43	76	59	32	43	58	32	36	67	445	93	319	219	288	251
	28%	16%	27%	36%	24%	27%	32%	22%	44%	29%	26%	35%	24%	36%	30%	25%
			a	adg		a	ag		abdefgi	a		j		l	o	
		8%	14%	11%	6%	8%	11%	6%	7%	12%	83%	17%	59%	41%	53%	47%
Don't know	15	-	-	1	-	1	2	2	-	5	13	1	10	4	7	8
	1%	-%	-%	*%	-%	1%	1%	2%	-%	2%	1%	*%	1%	1%	1%	1%
										abh						
		-%	-%	5%	-%	6%	11%	16%	-%	36%	91%	9%	70%	30%	46%	54%

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

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QD9 (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

		TV PLATFORM/S			
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	2660	2537	381	1091	495
Effective Weighted Sample	1844	1749	294	744	346
Weighted total	1955	1849	332	781	384
		95%	17%	40%	20%
Handset and contract	1402	1338	238	599	282
	72%	72%	72%	77%	73%
				a	
		95%	17%	43%	20%
SIM card only	539	497	88	178	102
	28%	27%	26%	23%	27%
		c			
		92%	16%	33%	19%
Don't know	15	14	6	3	-
	1%	1%	2%	*%	-%
			cd		
		99%	40%	24%	-%

Columns Tested: a,b,c,d

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

QD10 (QD45). SHOWCARD Do you ever buy add-on packs or bolt-ons from (MOBILE NETWORK PROVIDER) to get extra data, minutes or texts for your pay as you go phone? (MULTI CODE)

Base : Those who use a prepay/ pay as you go mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	f	g	h	i	~j	k	l	m	n	o	p	q	r
Unweighted total	920	453	467	78	96	190	555	103	131	101	75	122	213	174	407	562	133	124	101
Effective Weighted Sample	647	314	333	55	70	134	396	77	98	70	59	84	154	121	293	489	85	93	93
Weighted total	554	275	279	49	65	133	307	58	82	67	65	82	119	118	234	459	52	30	14
		50%	50%	**	**	24%	55%	10%	15%	12%	**	15%	22%	21%	42%	83%	9%	5%	2%
Yes, to pay upfront for a set amount of data	96	41	55	**	**	34	26	6	15	21	**	13	16	25	41	77	11	6	2
	17%	15%	20%	**	**	25%	9%	10%	19%	32%	**	16%	13%	21%	17%	17%	22%	19%	13%
						f				g									
		43%	57%	**	**	35%	27%	6%	16%	22%	**	13%	17%	26%	43%	81%	12%	6%	2%
Yes, to pay upfront for a set amount of minutes	108	49	59	**	**	37	46	10	21	30	**	13	16	25	53	89	15	3	1
	19%	18%	21%	**	**	28%	15%	17%	25%	45%	**	16%	13%	21%	22%	19%	29%	10%	6%
						f				gh					l	qr	oqr		
		45%	55%	**	**	34%	43%	9%	19%	28%	**	12%	15%	23%	49%	83%	14%	3%	1%
Yes, to pay upfront for a set amount of texts	92	42	50	**	**	32	38	8	20	24	**	10	13	23	46	80	9	3	1
	17%	15%	18%	**	**	24%	12%	15%	24%	36%	**	12%	11%	20%	20%	17%	18%	9%	5%
						f				g					l	qr	r		
		46%	54%	**	**	34%	41%	9%	22%	26%	**	10%	14%	25%	50%	86%	10%	3%	1%
Yes, for anything else	6	6	*	**	**	1	2	*	1	1	**	1	1	1	3	5	1	*	*
	1%	2%	*%	**	**	1%	1%	*%	1%	1%	**	1%	1%	1%	1%	1%	2%	*%	1%
		b																	
		96%	4%	**	**	17%	33%	2%	15%	15%	**	17%	21%	16%	47%	76%	21%	1%	2%
TOTAL 'YES'	152	71	81	**	**	47	60	11	27	35	**	21	26	34	70	124	18	7	2
	27%	26%	29%	**	**	35%	20%	18%	33%	53%	**	25%	21%	29%	30%	27%	36%	23%	17%
						f				g	gh						r	r	
		47%	53%	**	**	31%	40%	7%	18%	23%	**	14%	17%	23%	46%	82%	12%	4%	2%

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

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QD10 (QD45). SHOWCARD Do you ever buy add-on packs or bolt-ons from (MOBILE NETWORK PROVIDER) to get extra data, minutes or texts for your pay as you go phone? (MULTI CODE)

Base : Those who use a prepay/ pay as you go mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	f	g	h	i	~j	k	l	m	n	o	p	q	r
Unweighted total	920	453	467	78	96	190	555	103	131	101	75	122	213	174	407	562	133	124	101
Effective Weighted Sample	647	314	333	55	70	134	396	77	98	70	59	84	154	121	293	489	85	93	93
Weighted total	554	275	279	49	65	133	307	58	82	67	65	82	119	118	234	459	52	30	14
		50%	50%	**	**	24%	55%	10%	15%	12%	**	15%	22%	21%	42%	83%	9%	5%	2%
No, do not buy add-on packs or bolt-ons	395	200	195	**	**	86	240	47	54	31	**	60	92	81	161	330	32	22	11
	71%	73%	70%	**	**	65%	78%	81%	66%	47%	**	74%	77%	69%	69%	72%	62%	75%	80%
							e	hi	i										p
		51%	49%	**	**	22%	61%	12%	14%	8%	**	15%	23%	21%	41%	84%	8%	6%	3%
Don't know	7	4	3	**	**	*	7	*	1	-	**	1	2	2	2	5	1	1	*
	1%	2%	1%	**	**	*%	2%	1%	1%	-%	**	1%	1%	2%	1%	1%	2%	2%	3%
		60%	40%	**	**	2%	96%	6%	13%	-%	**	12%	22%	30%	33%	67%	18%	9%	6%

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

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

QD10 (QD45). SHOWCARD Do you ever buy add-on packs or bolt-ons from (MOBILE NETWORK PROVIDER) to get extra data, minutes or texts for your pay as you go phone? (MULTI CODE)

Base : Those who use a prepay/ pay as you go mobile phone

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	920	59	50	42	68	96	58	67	68	54	694	226	259	659	399	521
Effective Weighted Sample	647	55	47	40	64	89	55	64	64	51	555	98	184	474	275	373
Weighted total	554	67	58	35	46	64	52	55	26	57	489	66	188	365	234	320
		**	**	**	**	**	**	**	**	**	88%	12%	34%	66%	42%	58%
Yes, to pay upfront for a set amount of data	96	**	**	**	**	**	**	**	**	**	81	14	50	45	34	61
	17%	**	**	**	**	**	**	**	**	**	17%	21%	27%	12%	15%	19%
													m			
		**	**	**	**	**	**	**	**	**	85%	15%	52%	48%	36%	64%
Yes, to pay upfront for a set amount of minutes	108	**	**	**	**	**	**	**	**	**	98	10	53	55	31	77
	19%	**	**	**	**	**	**	**	**	**	20%	15%	28%	15%	13%	24%
													m			n
		**	**	**	**	**	**	**	**	**	91%	9%	49%	51%	29%	71%
Yes, to pay upfront for a set amount of texts	92	**	**	**	**	**	**	**	**	**	83	9	43	50	28	65
	17%	**	**	**	**	**	**	**	**	**	17%	13%	23%	14%	12%	20%
													m			n
		**	**	**	**	**	**	**	**	**	90%	10%	46%	54%	30%	70%
Yes, for anything else	6	**	**	**	**	**	**	**	**	**	5	1	4	2	3	3
	1%	**	**	**	**	**	**	**	**	**	1%	2%	2%	1%	1%	1%
		**	**	**	**	**	**	**	**	**	82%	18%	67%	33%	50%	50%
TOTAL 'YES'	152	**	**	**	**	**	**	**	**	**	136	15	74	78	48	104
	27%	**	**	**	**	**	**	**	**	**	28%	24%	39%	21%	21%	32%
													m			n
		**	**	**	**	**	**	**	**	**	90%	10%	48%	52%	32%	68%

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

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QD10 (QD45). SHOWCARD Do you ever buy add-on packs or bolt-ons from (MOBILE NETWORK PROVIDER) to get extra data, minutes or texts for your pay as you go phone? (MULTI CODE)

Base : Those who use a prepay/ pay as you go mobile phone

					ENGLAND REGIONS						URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	920	59	50	42	68	96	58	67	68	54	694	226	259	659	399	521
Effective Weighted Sample	647	55	47	40	64	89	55	64	64	51	555	98	184	474	275	373
Weighted total	554	67	58	35	46	64	52	55	26	57	489	66	188	365	234	320
		**	**	**	**	**	**	**	**	**	88%	12%	34%	66%	42%	58%
No, do not buy add-on packs or bolt-ons	395	**	**	**	**	**	**	**	**	**	345	50	115	279	181	214
	71%	**	**	**	**	**	**	**	**	**	71%	76%	61%	77%	77%	67%
													l		o	
		**	**	**	**	**	**	**	**	**	87%	13%	29%	71%	46%	54%
Don't know	7	**	**	**	**	**	**	**	**	**	7	*	-	7	5	2
	1%	**	**	**	**	**	**	**	**	**	1%	*%	-%	2%	2%	1%
		**	**	**	**	**	**	**	**	**	98%	2%	-%	100%	66%	34%

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

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QD10 (QD45). SHOWCARD Do you ever buy add-on packs or bolt-ons from (MOBILE NETWORK PROVIDER) to get extra data, minutes or texts for your pay as you go phone? (MULTI CODE)

Base : Those who use a prepay/ pay as you go mobile phone

	Total	TV PLATFORM/S			
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	~b	c	d
Unweighted total	920	856	75	228	106
Effective Weighted Sample	647	605	60	156	73
Weighted total	554	517	55	145	70
		93%	**	26%	13%
Yes, to pay upfront for a set amount of data	96	87	**	34	20
	17%	17%	**	24%	28%
					a
		91%	**	36%	21%
Yes, to pay upfront for a set amount of minutes	108	98	**	31	16
	19%	19%	**	21%	23%
		91%	**	29%	15%
Yes, to pay upfront for a set amount of texts	92	82	**	27	15
	17%	16%	**	18%	21%
		89%	**	29%	16%
Yes, for anything else	6	6	**	3	2
	1%	1%	**	2%	3%
		100%	**	50%	31%
TOTAL 'YES'	152	140	**	47	26
	27%	27%	**	32%	37%
		93%	**	31%	17%
No, do not buy add-on packs or bolt-ons	395	369	**	97	43
	71%	71%	**	67%	61%
		93%	**	24%	11%

Columns Tested: a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 37

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

QD10 (QD45). SHOWCARD Do you ever buy add-on packs or bolt-ons from (MOBILE NETWORK PROVIDER) to get extra data, minutes or texts for your pay as you go phone? (MULTI CODE)

Base : Those who use a prepay/ pay as you go mobile phone

		TV PLATFORM/S			
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	~b	c	d
Unweighted total	920	856	75	228	106
Effective Weighted Sample	647	605	60	156	73
Weighted total	554	517	55	145	70
		93%	**	26%	13%
Don't know	7	7	**	2	2
	1%	1%	**	1%	2%
		98%	**	26%	23%

Columns Tested: a,b,c,d

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

QD11A (QD4A). SHOWCARD How often, if at all, do you use your mobile phone to send or receive text messages? (SINGLE CODE)

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3598	1733	1865	481	560	1129	1427	239	294	381	775	793	1114	737	946	2170	466	486	476
Effective Weighted Sample	2482	1182	1302	338	398	777	1010	175	212	273	597	575	788	501	660	1895	310	347	420
Weighted total	2519	1231	1288	354	419	890	856	144	193	283	706	688	690	549	587	2112	211	125	70
		49%	51%	14%	17%	35%	34%	6%	8%	11%	28%	27%	27%	22%	23%	84%	8%	5%	3%
Several times a day	1378	649	729	282	294	552	250	60	81	133	466	412	401	289	273	1167	114	59	38
	55%	53%	57%	80%	70%	62%	29%	41%	42%	47%	66%	60%	58%	53%	46%	55%	54%	47%	54%
				def	ef	f					ghi	mn	n	n		q			
		47%	53%	20%	21%	40%	18%	4%	6%	10%	34%	30%	29%	21%	20%	85%	8%	4%	3%
Every day	488	224	263	36	73	200	180	24	32	73	131	136	130	118	104	412	38	26	11
	19%	18%	20%	10%	17%	22%	21%	17%	17%	26%	19%	20%	19%	21%	18%	20%	18%	21%	16%
					c	cd	c			ghj									
		46%	54%	7%	15%	41%	37%	5%	7%	15%	27%	28%	27%	24%	21%	85%	8%	5%	2%
Several times a week	337	182	156	24	39	87	188	30	41	42	72	63	88	74	113	279	27	20	12
	13%	15%	12%	7%	9%	10%	22%	21%	21%	15%	10%	9%	13%	13%	19%	13%	13%	16%	17%
							cde	j	j	j			k	k	klm				o
		54%	46%	7%	12%	26%	56%	9%	12%	12%	21%	19%	26%	22%	33%	83%	8%	6%	4%
At least once a week	111	64	47	5	3	25	79	8	12	14	16	25	22	31	32	92	10	6	3
	4%	5%	4%	1%	1%	3%	9%	5%	6%	5%	2%	4%	3%	6%	6%	4%	5%	5%	5%
						d	cde	j	j	j				l	l				
		58%	42%	4%	3%	23%	71%	7%	11%	12%	14%	23%	20%	28%	29%	83%	9%	6%	3%
At least once a month	52	33	19	3	5	6	38	5	9	5	8	13	14	9	15	44	4	2	1
	2%	3%	1%	1%	1%	1%	4%	3%	5%	2%	1%	2%	2%	2%	3%	2%	2%	2%	1%
		b					cde		j										
		63%	37%	5%	10%	11%	73%	9%	17%	11%	16%	26%	27%	18%	29%	86%	8%	5%	2%
Less than once a month	47	26	21	1	2	3	41	4	4	5	7	16	14	5	12	36	5	4	1
	2%	2%	2%	*%	*%	*%	5%	3%	2%	2%	1%	2%	2%	1%	2%	2%	3%	4%	1%
							cde											or	
		56%	44%	3%	4%	7%	87%	8%	8%	11%	15%	34%	29%	11%	26%	78%	11%	9%	2%

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

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QD11A (QD4A). SHOWCARD How often, if at all, do you use your mobile phone to send or receive text messages? (SINGLE CODE)

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3598	1733	1865	481	560	1129	1427	239	294	381	775	793	1114	737	946	2170	466	486	476
Effective Weighted Sample	2482	1182	1302	338	398	777	1010	175	212	273	597	575	788	501	660	1895	310	347	420
Weighted total	2519	1231	1288	354	419	890	856	144	193	283	706	688	690	549	587	2112	211	125	70
		49%	51%	14%	17%	35%	34%	6%	8%	11%	28%	27%	27%	22%	23%	84%	8%	5%	3%
Never	105	51	53	4	2	17	81	15	14	11	6	23	22	23	37	80	14	7	4
	4%	4%	4%	1%	1%	2%	9%	10%	7%	4%	1%	3%	3%	4%	6%	4%	7%	5%	5%
							cde	ij	j	j					kl		o		
		49%	51%	4%	2%	16%	77%	14%	13%	11%	6%	22%	21%	22%	35%	77%	13%	6%	4%
TOTAL AT LEAST ONCE A WEEK	2315	1119	1195	346	408	864	696	121	166	262	685	636	640	513	522	1950	188	111	65
	92%	91%	93%	98%	98%	97%	81%	84%	86%	92%	97%	92%	93%	93%	89%	92%	89%	89%	92%
				f	f	f				gh	ghi	n	n	n		q			
		48%	52%	15%	18%	37%	30%	5%	7%	11%	30%	27%	28%	22%	23%	84%	8%	5%	3%
TOTAL EVER	2413	1178	1235	350	415	873	775	130	179	272	700	665	668	527	549	2031	197	118	66
	96%	96%	96%	99%	99%	98%	91%	90%	93%	96%	99%	97%	97%	96%	94%	96%	93%	95%	95%
				f	f	f				g	ghi	n	n			p			
		49%	51%	15%	17%	36%	32%	5%	7%	11%	29%	28%	28%	22%	23%	84%	8%	5%	3%
Don't know	1	1	-	-	1	-	-	-	-	-	-	-	*	-	1	1	-	*	-
	*%	*%	-%	-%	*%	-%	-%	-%	-%	-%	-%	-%	*%	-%	*%	*%	-%	*%	-%
		100%	-%	-%	100%	-%	-%	-%	-%	-%	-%	-%	23%	-%	77%	77%	-%	23%	-%

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

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QD11A (QD4A). SHOWCARD How often, if at all, do you use your mobile phone to send or receive text messages? (SINGLE CODE)

Base : Those who personally use a mobile phone

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
					ENGLAND REGIONS						URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3598	254	242	206	236	288	235	223	249	237	2637	961	1955	1638	1782	1816
Effective Weighted Sample	2482	244	228	197	226	268	225	214	236	226	2085	420	1367	1155	1185	1297
Weighted total	2519	333	344	199	182	226	232	204	107	285	2188	332	1530	986	1203	1316
		13%	14%	8%	7%	9%	9%	8%	4%	11%	87%	13%	61%	39%	48%	52%
Several times a day	1378	189	179	111	74	132	106	121	68	188	1227	151	993	385	633	745
	55%	57%	52%	56%	40%	59%	46%	59%	64%	66%	56%	45%	65%	39%	53%	57%
		df	d	df		df		df	bdf	abcdf	k		m			n
	14%	13%	8%	5%	10%	8%	9%	5%	14%	89%	11%	72%	28%	46%	54%
Every day	488	82	75	30	52	50	56	36	9	21	414	73	303	184	242	246
	19%	25%	22%	15%	29%	22%	24%	18%	9%	7%	19%	22%	20%	19%	20%	19%
		chi	hi	hi	cghi	hi	chi	hi								
	17%	15%	6%	11%	10%	11%	7%	2%	4%	85%	15%	62%	38%	50%	50%
Several times a week	337	51	41	26	35	25	27	24	16	35	287	50	152	185	157	181
	13%	15%	12%	13%	19%	11%	12%	12%	15%	12%	13%	15%	10%	19%	13%	14%
					befgi									l		
	15%	12%	8%	10%	7%	8%	7%	5%	10%	85%	15%	45%	55%	46%	54%
At least once a week	111	5	19	15	8	6	14	8	4	14	90	22	39	72	57	55
	4%	1%	6%	8%	5%	3%	6%	4%	3%	5%	4%	7%	3%	7%	5%	4%
			a	aeh	a		a			a		j		l		
	4%	17%	13%	7%	5%	12%	7%	3%	13%	81%	19%	35%	65%	51%	49%
At least once a month	52	3	7	3	4	3	9	6	2	9	45	7	15	37	29	23
	2%	1%	2%	2%	2%	1%	4%	3%	1%	3%	2%	2%	1%	4%	2%	2%
							ae							l		
	6%	13%	6%	7%	5%	17%	11%	3%	17%	87%	13%	29%	71%	56%	44%
Less than once a month	47	3	8	5	4	3	5	*	3	4	37	10	9	38	28	19
	2%	1%	2%	3%	2%	1%	2%	*%	3%	1%	2%	3%	1%	4%	2%	1%
			g	g					g					l		
	6%	18%	12%	9%	6%	12%	1%	6%	9%	78%	22%	19%	81%	60%	40%

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

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QD11A (QD4A). SHOWCARD How often, if at all, do you use your mobile phone to send or receive text messages? (SINGLE CODE)

Base : Those who personally use a mobile phone

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
					ENGLAND REGIONS						URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3598	254	242	206	236	288	235	223	249	237	2637	961	1955	1638	1782	1816
Effective Weighted Sample	2482	244	228	197	226	268	225	214	236	226	2085	420	1367	1155	1185	1297
Weighted total	2519	333	344	199	182	226	232	204	107	285	2188	332	1530	986	1203	1316
		13%	14%	8%	7%	9%	9%	8%	4%	11%	87%	13%	61%	39%	48%	52%
Never	105	1	14	8	5	8	15	9	6	14	86	18	20	84	58	47
	4%	*%	4%	4%	3%	3%	7%	4%	6%	5%	4%	6%	1%	8%	5%	4%
			a	a	a	a	ad	a	a	a				l		
		1%	13%	8%	5%	7%	15%	8%	6%	14%	83%	17%	19%	80%	55%	45%
TOTAL AT LEAST ONCE A WEEK	2315	327	314	182	169	213	202	188	97	258	2018	296	1486	826	1088	1227
	92%	98%	91%	91%	93%	94%	87%	92%	90%	91%	92%	89%	97%	84%	90%	93%
		bcdefghi			f	f					k		m			n
		14%	14%	8%	7%	9%	9%	8%	4%	11%	87%	13%	64%	36%	47%	53%
TOTAL EVER	2413	332	330	191	178	218	217	194	101	271	2100	313	1510	901	1145	1269
	96%	100%	96%	96%	97%	97%	93%	95%	94%	95%	96%	94%	99%	91%	95%	96%
		bcdefghi			f								m			
		14%	14%	8%	7%	9%	9%	8%	4%	11%	87%	13%	63%	37%	47%	53%
Don't know	1	-	-	-	-	-	-	1	-	-	1	-	-	1	*	1
	*%	-%	-%	-%	-%	-%	-%	*%	-%	-%	*%	-%	-%	*%	*%	*%
		-%	-%	-%	-%	-%	-%	77%	-%	-%	100%	-%	-%	100%	23%	77%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 38

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

QD11A (QD4A). SHOWCARD How often, if at all, do you use your mobile phone to send or receive text messages? (SINGLE CODE)

Base : Those who personally use a mobile phone

| | Total | TV PLATFORM/S | | | |
| | | ALL TV | CABLE | SATE-LLITE | HYBRID IPTV |
Significance Level: 95%		a	b	c	d
Unweighted total	3598	3411	458	1329	603
Effective Weighted Sample	2482	2347	353	904	419
Weighted total	2519	2376	388	932	456
		94%	15%	37%	18%
Several times a day	1378	1303	223	549	282
	55%	55%	57%	59%	62%
				a	a
		95%	16%	40%	20%
Every day	488	462	82	180	99
	19%	19%	21%	19%	22%
		95%	17%	37%	20%
Several times a week	337	317	44	111	39
	13%	13%	11%	12%	9%
		d			
		94%	13%	33%	12%
At least once a week	111	103	12	34	10
	4%	4%	3%	4%	2%
		d			
		92%	11%	30%	9%
At least once a month	52	49	10	12	8
	2%	2%	3%	1%	2%
		95%	20%	24%	16%
Less than once a month	47	44	5	15	7
	2%	2%	1%	2%	2%
		93%	11%	33%	15%
Never	105	97	11	30	10
	4%	4%	3%	3%	2%
		93%	11%	29%	10%

Columns Tested: a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 38

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

QD11A (QD4A). SHOWCARD How often, if at all, do you use your mobile phone to send or receive text messages? (SINGLE CODE)

Base : Those who personally use a mobile phone

| | | TV PLATFORM/S | | | |
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3598	3411	458	1329	603
Effective Weighted Sample	2482	2347	353	904	419
Weighted total	2519	2376	388	932	456
		94%	15%	37%	18%
TOTAL AT LEAST ONCE A WEEK	2315	2185	362	874	430
	92%	92%	93%	94%	94%
		94%	16%	38%	19%
TOTAL EVER	2413	2278	377	902	446
	96%	96%	97%	97%	98%
		94%	16%	37%	18%
Don't know	1	1	-	*	-
	*%	*%	-%	*%	-%
		100%	-%	23%	-%

Columns Tested: a,b,c,d

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

QD11B (QD4B). SHOWCARD And how often, it at all, do you use your mobile phone to make calls? (SINGLE CODE)

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3598	1733	1865	481	560	1129	1427	239	294	381	775	793	1114	737	946	2170	466	486	476
Effective Weighted Sample	2482	1182	1302	338	398	777	1010	175	212	273	597	575	788	501	660	1895	310	347	420
Weighted total	2519	1231	1288	354	419	890	856	144	193	283	706	688	690	549	587	2112	211	125	70
		49%	51%	14%	17%	35%	34%	6%	8%	11%	28%	27%	27%	22%	23%	84%	8%	5%	3%
Several times a day	1202	608	594	228	258	484	231	52	69	121	415	341	361	264	234	1013	90	58	40
	48%	49%	46%	64%	62%	54%	27%	36%	36%	43%	59%	50%	52%	48%	40%	48%	43%	46%	58%
				ef	ef	f					ghi	n	n	n					opq
		51%	49%	19%	22%	40%	19%	4%	6%	10%	35%	28%	30%	22%	20%	84%	8%	5%	3%
Every day	567	258	308	62	94	220	190	30	48	70	167	155	139	131	141	484	40	24	19
	23%	21%	24%	18%	22%	25%	22%	20%	25%	25%	24%	23%	20%	24%	24%	23%	19%	19%	28%
						c													opq
		46%	54%	11%	17%	39%	34%	5%	8%	12%	29%	27%	25%	23%	25%	85%	7%	4%	3%
Several times a week	423	200	223	41	40	131	211	29	40	62	85	107	111	85	119	339	51	26	8
	17%	16%	17%	12%	10%	15%	25%	20%	21%	22%	12%	16%	16%	15%	20%	16%	24%	21%	11%
						d	cde	j	j	j					klm	r	or	or	
		47%	53%	10%	10%	31%	50%	7%	9%	15%	20%	25%	26%	20%	28%	80%	12%	6%	2%
At least once a week	160	78	83	14	18	36	92	14	15	12	23	39	38	37	46	134	15	10	2
	6%	6%	6%	4%	4%	4%	11%	10%	8%	4%	3%	6%	6%	7%	8%	6%	7%	8%	2%
							cde	ij	j							r	r	r	
		49%	51%	9%	11%	22%	58%	9%	9%	8%	14%	25%	24%	23%	28%	84%	9%	6%	1%
At least once a month	93	51	42	3	3	12	75	7	15	14	12	27	25	20	21	81	8	3	*
	4%	4%	3%	1%	1%	1%	9%	5%	8%	5%	2%	4%	4%	4%	4%	4%	4%	3%	1%
							cde	j	j	j						r	r	r	
		55%	45%	4%	3%	13%	81%	7%	16%	15%	13%	29%	27%	22%	22%	88%	8%	4%	*%
Less than once a month	52	25	27	1	4	3	45	6	5	3	4	14	13	10	15	45	5	3	*
	2%	2%	2%	*%	1%	*%	5%	4%	2%	1%	1%	2%	2%	2%	3%	2%	2%	2%	*%
							cde	ij	j							r	r	r	
		48%	52%	2%	7%	5%	85%	12%	9%	6%	7%	27%	25%	18%	29%	85%	9%	6%	*%

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

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QD11B (QD4B). SHOWCARD And how often, it at all, do you use your mobile phone to make calls? (SINGLE CODE)

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3598	1733	1865	481	560	1129	1427	239	294	381	775	793	1114	737	946	2170	466	486	476
Effective Weighted Sample	2482	1182	1302	338	398	777	1010	175	212	273	597	575	788	501	660	1895	310	347	420
Weighted total	2519	1231	1288	354	419	890	856	144	193	283	706	688	690	549	587	2112	211	125	70
		49%	51%	14%	17%	35%	34%	6%	8%	11%	28%	27%	27%	22%	23%	84%	8%	5%	3%
Never	19	8	11	4	-	5	11	6	1	*	1	3	3	3	10	16	3	1	*
	1%	1%	1%	1%	-%	1%	1%	4%	1%	*%	*%	1%	*%	1%	2%	1%	1%	*%	1%
				d			d	hij							kl				
		43%	57%	19%	-%	25%	56%	33%	6%	2%	3%	18%	14%	16%	52%	82%	13%	3%	2%
TOTAL AT LEAST ONCE A WEEK	2352	1145	1207	346	411	871	725	125	172	266	690	643	649	517	540	1970	196	118	69
	93%	93%	94%	98%	98%	98%	85%	87%	89%	94%	98%	93%	94%	94%	92%	93%	93%	94%	99%
				f	f	f				g	ghi								opq
		49%	51%	15%	17%	37%	31%	5%	7%	11%	29%	27%	28%	22%	23%	84%	8%	5%	3%
TOTAL EVER	2498	1221	1277	351	417	885	844	138	192	283	705	684	687	546	576	2096	208	124	70
	99%	99%	99%	99%	100%	99%	99%	96%	99%	100%	100%	99%	100%	99%	98%	99%	99%	99%	99%
									g	g	g	n	n	n					
		49%	51%	14%	17%	35%	34%	6%	8%	11%	28%	27%	28%	22%	23%	84%	8%	5%	3%
Don't know	2	1	1	-	1	-	1	-	-	-	-	1	*	-	1	1	1	*	-
	*%	*%	*%	-%	*%	-%	*%	-%	-%	-%	-%	*%	*%	-%	*%	*%	*%	*%	-%
		68%	32%	-%	68%	-%	32%	-%	-%	-%	-%	32%	16%	-%	53%	53%	32%	16%	-%

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

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

QD11B (QD4B). SHOWCARD And how often, it at all, do you use your mobile phone to make calls? (SINGLE CODE)

Base : Those who personally use a mobile phone

	Total				ENGLAND REGIONS						URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3598	254	242	206	236	288	235	223	249	237	2637	961	1955	1638	1782	1816
Effective Weighted Sample	2482	244	228	197	226	268	225	214	236	226	2085	420	1367	1155	1185	1297
Weighted total	2519	333	344	199	182	226	232	204	107	285	2188	332	1530	986	1203	1316
		13%	14%	8%	7%	9%	9%	8%	4%	11%	87%	13%	61%	39%	48%	52%
Several times a day	1202	210	152	99	62	85	93	96	51	166	1082	120	886	316	519	683
	48%	63%	44%	50%	34%	38%	40%	47%	47%	58%	49%	36%	58%	32%	43%	52%
		bcdefgh	d	de				de	de	bdefgh	k		m			n
		17%	13%	8%	5%	7%	8%	8%	4%	14%	90%	10%	74%	26%	43%	57%
Every day	567	88	86	39	58	62	56	37	15	42	482	85	344	222	293	274
	23%	26%	25%	20%	32%	28%	24%	18%	14%	15%	22%	26%	22%	23%	24%	21%
		ghi	hi		cghi	ghi	hi									o
		15%	15%	7%	10%	11%	10%	7%	3%	7%	85%	15%	61%	39%	52%	48%
Several times a week	423	32	57	26	38	45	32	46	24	39	355	68	214	208	214	209
	17%	10%	17%	13%	21%	20%	14%	23%	22%	14%	16%	21%	14%	21%	18%	16%
			a		acfi	a		acfi	acfi			j		l		
		7%	13%	6%	9%	11%	8%	11%	6%	9%	84%	16%	51%	49%	51%	49%
At least once a week	160	2	23	18	11	19	20	15	7	19	132	29	61	100	81	80
	6%	1%	7%	9%	6%	8%	9%	7%	7%	7%	6%	9%	4%	10%	7%	6%
			a	a	a	a	a	a	a	a				l		
		1%	14%	11%	7%	12%	12%	9%	5%	12%	82%	18%	38%	62%	50%	50%
At least once a month	93	2	19	11	5	6	18	3	6	11	73	20	16	77	55	38
	4%	1%	5%	6%	3%	3%	8%	2%	5%	4%	3%	6%	1%	8%	5%	3%
			ag	ag			adeg		ag	a		j		l		o
		2%	20%	12%	6%	6%	19%	4%	6%	12%	78%	22%	17%	82%	59%	41%
Less than once a month	52	-	6	5	7	9	9	3	3	3	45	8	6	46	33	19
	2%	-%	2%	2%	4%	4%	4%	1%	2%	1%	2%	2%	*%	5%	3%	1%
			a	a	a	a	a		a					l		o
		-%	11%	9%	13%	17%	17%	6%	5%	6%	85%	15%	12%	88%	63%	37%

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

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QD11B (QD4B). SHOWCARD And how often, it at all, do you use your mobile phone to make calls? (SINGLE CODE)

Base : Those who personally use a mobile phone

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3598	254	242	206	236	288	235	223	249	237	2637	961	1955	1638	1782	1816
Effective Weighted Sample	2482	244	228	197	226	268	225	214	236	226	2085	420	1367	1155	1185	1297
Weighted total	2519	333	344	199	182	226	232	204	107	285	2188	332	1530	986	1203	1316
		13%	14%	8%	7%	9%	9%	8%	4%	11%	87%	13%	61%	39%	48%	52%
Never	19	-	1	1	1	-	4	3	2	4	17	3	4	15	8	11
	1%	-%	*%	*%	1%	-%	2%	2%	2%	2%	1%	1%	*%	2%	1%	1%
							e	ae	e	e				l		
		-%	6%	3%	5%	-%	19%	17%	9%	23%	86%	14%	21%	79%	41%	59%
TOTAL AT LEAST ONCE A WEEK	2352	331	318	182	169	211	201	194	97	266	2052	301	1505	846	1106	1246
	93%	99%	93%	92%	93%	94%	87%	95%	90%	93%	94%	91%	98%	86%	92%	95%
		bcdefghi	f		f	f		f		f	k		m			n
		14%	14%	8%	7%	9%	9%	8%	4%	11%	87%	13%	64%	36%	47%	53%
TOTAL EVER	2498	333	343	198	181	226	228	200	105	281	2169	329	1526	969	1194	1304
	99%	100%	100%	100%	99%	100%	98%	98%	98%	98%	99%	99%	100%	98%	99%	99%
		g				fghi							m			
		13%	14%	8%	7%	9%	9%	8%	4%	11%	87%	13%	61%	39%	48%	52%
Don't know	2	-	-	-	-	-	-	1	-	-	2	-	-	2	1	1
	*%	-%	-%	-%	-%	-%	-%	*%	-%	-%	*%	-%	-%	*%	*%	*%
		-%	-%	-%	-%	-%	-%	53%	-%	-%	100%	-%	-%	100%	47%	53%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 39

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

QD11B (QD4B). SHOWCARD And how often, it at all, do you use your mobile phone to make calls? (SINGLE CODE)

Base : Those who personally use a mobile phone

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3598	3411	458	1329	603
Effective Weighted Sample	2482	2347	353	904	419
Weighted total	2519	2376	388	932	456
		94%	15%	37%	18%
Several times a day	1202	1131	191	495	249
	48%	48%	49%	53%	55%
				a	a
		94%	16%	41%	21%
Every day	567	538	91	203	106
	23%	23%	24%	22%	23%
		95%	16%	36%	19%
Several times a week	423	403	62	146	64
	17%	17%	16%	16%	14%
		95%	15%	35%	15%
At least once a week	160	149	22	47	16
	6%	6%	6%	5%	4%
		d			
		93%	14%	30%	10%
At least once a month	93	87	13	18	15
	4%	4%	3%	2%	3%
		c			
		94%	14%	20%	16%
Less than once a month	52	48	8	17	4
	2%	2%	2%	2%	1%
		91%	15%	32%	7%
Never	19	19	1	4	3
	1%	1%	*%	*%	1%
		100%	7%	22%	17%

Columns Tested: a,b,c,d

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QD11B (QD4B). SHOWCARD And how often, it at all, do you use your mobile phone to make calls? (SINGLE CODE)

Base : Those who personally use a mobile phone

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3598	3411	458	1329	603
Effective Weighted Sample	2482	2347	353	904	419
Weighted total	2519	2376	388	932	456
		94%	15%	37%	18%
TOTAL AT LEAST ONCE A WEEK	2352	2220	366	892	434
	93%	93%	94%	96%	95%
				a	
		94%	16%	38%	18%
TOTAL EVER	2498	2355	387	927	452
	99%	99%	100%	100%	99%
		94%	15%	37%	18%
Don't know	2	2	-	*	-
	*%	*%	-%	*%	-%
		100%	-%	16%	-%

Columns Tested: a,b,c,d

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

QD11C (QD4C). SHOWCARD How often, it at all, do you use your mobile phone to access email or internet services? (SINGLE CODE)

Base : Those with a smartphone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2879	1380	1499	468	538	1027	845	168	187	319	731	674	947	594	659	1745	368	360	406
Effective Weighted Sample	2014	958	1058	329	384	712	610	122	134	230	565	506	676	407	458	1545	250	263	356
Weighted total	2123	1041	1083	346	405	824	548	103	130	243	674	622	604	461	433	1786	177	99	61
		49%	51%	16%	19%	39%	26%	5%	6%	11%	32%	29%	28%	22%	20%	84%	8%	5%	3%
Several times a day	1126	570	556	247	269	446	163	49	62	102	394	371	346	216	192	944	104	45	33
	53%	55%	51%	71%	67%	54%	30%	48%	47%	42%	58%	60%	57%	47%	44%	53%	59%	46%	54%
				ef	ef	f					ghi	mn	mn			q	q		q
		51%	49%	22%	24%	40%	15%	4%	5%	9%	35%	33%	31%	19%	17%	84%	9%	4%	3%
Every day	465	218	247	57	91	194	123	23	29	67	145	130	126	106	102	399	31	24	11
	22%	21%	23%	16%	22%	24%	22%	22%	22%	28%	22%	21%	21%	23%	24%	22%	18%	24%	18%
					c	c	c												
		47%	53%	12%	20%	42%	27%	5%	6%	14%	31%	28%	27%	23%	22%	86%	7%	5%	2%
Several times a week	234	118	116	28	32	90	85	11	14	32	72	61	63	58	52	205	10	11	10
	11%	11%	11%	8%	8%	11%	15%	11%	11%	13%	11%	10%	10%	13%	12%	11%	5%	11%	16%
							cde									p		p	op
		51%	49%	12%	14%	38%	36%	5%	6%	14%	31%	26%	27%	25%	22%	87%	4%	5%	4%
At least once a week	67	29	39	4	4	32	27	3	6	8	20	13	17	13	23	53	8	5	1
	3%	3%	4%	1%	1%	4%	5%	3%	5%	3%	3%	2%	3%	3%	5%	3%	5%	5%	2%
						cd	cd								kl		r	r	
		43%	57%	6%	5%	48%	41%	5%	9%	12%	29%	20%	25%	19%	34%	78%	12%	8%	2%
At least once a month	26	11	15	1	2	6	18	1	1	1	7	8	6	6	7	19	6	1	1
	1%	1%	1%	*%	*%	1%	3%	1%	1%	1%	1%	1%	1%	1%	2%	1%	3%	1%	1%
							cde										o		
		42%	58%	5%	6%	21%	67%	4%	5%	6%	27%	30%	21%	22%	27%	71%	21%	5%	3%
Less than once a month	30	19	12	3	1	10	16	1	1	6	7	6	7	11	6	27	*	2	1
	1%	2%	1%	1%	*%	1%	3%	1%	1%	2%	1%	1%	1%	2%	1%	2%	*%	2%	2%
							cde												p
		62%	38%	9%	3%	34%	53%	2%	3%	19%	23%	21%	21%	37%	21%	90%	1%	5%	4%

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

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QD11C (QD4C). SHOWCARD How often, it at all, do you use your mobile phone to access email or internet services? (SINGLE CODE)

Base : Those with a smartphone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2879	1380	1499	468	538	1027	845	168	187	319	731	674	947	594	659	1745	368	360	406
Effective Weighted Sample	2014	958	1058	329	384	712	610	122	134	230	565	506	676	407	458	1545	250	263	356
Weighted total	2123	1041	1083	346	405	824	548	103	130	243	674	622	604	461	433	1786	177	99	61
		49%	51%	16%	19%	39%	26%	5%	6%	11%	32%	29%	28%	22%	20%	84%	8%	5%	3%
Never	173	76	97	6	6	46	114	14	17	27	29	32	41	50	50	140	19	11	4
	8%	7%	9%	2%	2%	6%	21%	14%	13%	11%	4%	5%	7%	11%	12%	8%	10%	11%	6%
						cd	cde	j	j	j				kl	kl				r
		44%	56%	4%	4%	27%	66%	8%	10%	16%	17%	19%	23%	29%	29%	81%	11%	6%	2%
TOTAL AT LEAST ONCE A WEEK	1892	935	958	336	395	762	399	87	110	209	631	575	552	393	368	1600	153	85	55
	89%	90%	88%	97%	98%	92%	73%	85%	85%	86%	94%	93%	91%	85%	85%	90%	86%	86%	90%
				ef	ef	f					ghi	mn	mn						
		49%	51%	18%	21%	40%	21%	5%	6%	11%	33%	30%	29%	21%	19%	85%	8%	4%	3%
TOTAL EVER	1949	965	984	340	398	778	433	89	113	216	646	590	564	411	381	1646	159	88	57
	92%	93%	91%	98%	98%	94%	79%	86%	87%	89%	96%	95%	93%	89%	88%	92%	90%	89%	94%
				ef	ef	f					ghi	mn	mn						q
		49%	51%	17%	20%	40%	22%	5%	6%	11%	33%	30%	29%	21%	20%	84%	8%	5%	3%
Don't know	1	*	1	-	*	-	1	-	-	-	-	-	-	-	1	1	-	*	-
	*%	*%	*%	-%	*%	-%	*%	-%	-%	-%	-%	-%	-%	-%	*%	*%	-%	*%	-%
		37%	63%	-%	37%	-%	63%	-%	-%	-%	-%	-%	-%	-%	100%	63%	-%	37%	-%

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

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

QD11C (QD4C). SHOWCARD How often, it at all, do you use your mobile phone to access email or internet services? (SINGLE CODE)

Base : Those with a smartphone

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2879	220	196	173	184	223	190	178	195	186	2118	761	1803	1072	1418	1461
Effective Weighted Sample	2014	213	186	167	179	210	183	173	187	180	1694	340	1269	766	960	1054
Weighted total	2123	299	290	174	149	185	194	171	89	235	1846	278	1432	689	1011	1112
		14%	14%	8%	7%	9%	9%	8%	4%	11%	87%	13%	67%	32%	48%	52%
Several times a day	1126	154	144	105	71	96	104	84	49	136	994	132	834	291	537	588
	53%	51%	50%	60%	48%	52%	54%	49%	55%	58%	54%	47%	58%	42%	53%	53%
				bdg							k		m			
		14%	13%	9%	6%	9%	9%	8%	4%	12%	88%	12%	74%	26%	48%	52%
Every day	465	74	92	20	32	50	49	39	15	28	394	71	319	145	222	243
	22%	25%	32%	11%	21%	27%	25%	23%	17%	12%	21%	26%	22%	21%	22%	22%
		ci	cdhi		ci	chi	ci	ci								
		16%	20%	4%	7%	11%	11%	8%	3%	6%	85%	15%	69%	31%	48%	52%
Several times a week	234	38	28	25	24	19	15	19	12	25	197	38	152	81	112	123
	11%	13%	10%	14%	16%	10%	8%	11%	14%	10%	11%	14%	11%	12%	11%	11%
				f	f											
		16%	12%	11%	10%	8%	6%	8%	5%	11%	84%	16%	65%	35%	48%	52%
At least once a week	67	6	2	8	11	2	3	11	3	6	60	8	34	33	27	41
	3%	2%	1%	5%	7%	1%	2%	6%	4%	3%	3%	3%	2%	5%	3%	4%
				be	abefi			abef						l		
		9%	3%	12%	17%	3%	5%	16%	5%	9%	89%	11%	50%	48%	40%	60%
At least once a month	26	2	3	2	1	1	2	3	3	2	21	5	14	13	17	10
	1%	1%	1%	1%	1%	*%	1%	2%	3%	1%	1%	2%	1%	2%	2%	1%
									de							
		9%	11%	7%	3%	3%	8%	11%	12%	7%	81%	19%	52%	48%	62%	38%
Less than once a month	30	6	3	2	2	5	2	2	2	5	26	5	14	17	16	15
	1%	2%	1%	1%	1%	2%	1%	1%	2%	2%	1%	2%	1%	2%	2%	1%
														l		
		20%	9%	7%	5%	15%	5%	7%	6%	16%	85%	15%	44%	56%	51%	49%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 40

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QD11C (QD4C). SHOWCARD How often, it at all, do you use your mobile phone to access email or internet services? (SINGLE CODE)

Base : Those with a smartphone

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2879	220	196	173	184	223	190	178	195	186	2118	761	1803	1072	1418	1461
Effective Weighted Sample	2014	213	186	167	179	210	183	173	187	180	1694	340	1269	766	960	1054
Weighted total	2123	299	290	174	149	185	194	171	89	235	1846	278	1432	689	1011	1112
		14%	14%	8%	7%	9%	9%	8%	4%	11%	87%	13%	67%	32%	48%	52%
Never	173	19	18	11	8	14	19	14	4	33	153	20	65	108	80	93
	8%	6%	6%	6%	5%	8%	10%	8%	5%	14%	8%	7%	5%	16%	8%	8%
										abcdeh				l		
		11%	11%	6%	5%	8%	11%	8%	2%	19%	89%	11%	37%	63%	46%	54%
TOTAL AT LEAST ONCE A WEEK	1892	272	266	158	139	166	172	152	80	195	1644	249	1340	551	898	994
	89%	91%	92%	91%	93%	90%	88%	89%	90%	83%	89%	90%	94%	80%	89%	89%
		i	i	i	i								m			
		14%	14%	8%	7%	9%	9%	8%	4%	10%	87%	13%	71%	29%	47%	53%
TOTAL EVER	1949	280	271	162	141	171	176	157	84	202	1691	258	1367	580	930	1019
	92%	94%	94%	93%	95%	92%	90%	92%	95%	86%	92%	93%	95%	84%	92%	92%
		i	i	i	i	i			i				m			
		14%	14%	8%	7%	9%	9%	8%	4%	10%	87%	13%	70%	30%	48%	52%
Don't know	1	-	-	1	-	-	-	-	-	-	1	-	*	1	1	*
	*%	-%	-%	*%	-%	-%	-%	-%	-%	-%	*%	-%	*%	*%	*%	*%
		-%	-%	63%	-%	-%	-%	-%	-%	-%	100%	-%	37%	63%	63%	37%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 40

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

QD11C (QD4C). SHOWCARD How often, it at all, do you use your mobile phone to access email or internet services? (SINGLE CODE)

Base : Those with a smartphone

	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
		TV PLATFORM/S			
Significance Level: 95%		a	b	c	d
Unweighted total	2879	2732	392	1146	540
Effective Weighted Sample	2014	1905	303	792	384
Weighted total	2123	2003	341	834	424
		94%	16%	39%	20%
Several times a day	1126	1049	183	455	241
	53%	52%	54%	55%	57%
		93%	16%	40%	21%
Every day	465	434	77	185	76
	22%	22%	23%	22%	18%
		93%	17%	40%	16%
Several times a week	234	229	34	90	55
	11%	11%	10%	11%	13%
		98%	14%	38%	23%
At least once a week	67	66	10	25	15
	3%	3%	3%	3%	3%
		98%	15%	37%	22%
At least once a month	26	24	6	6	4
	1%	1%	2%	1%	1%
		92%	21%	24%	13%
Less than once a month	30	30	3	12	6
	1%	2%	1%	1%	1%
		99%	10%	39%	19%
Never	173	169	28	60	29
	8%	8%	8%	7%	7%
		98%	16%	35%	17%
TOTAL AT LEAST ONCE A WEEK	1892	1779	304	756	386
	89%	89%	89%	91%	91%
		94%	16%	40%	20%

Columns Tested: a,b,c,d

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

QD11C (QD4C). SHOWCARD How often, it at all, do you use your mobile phone to access email or internet services? (SINGLE CODE)

Base : Those with a smartphone

		TV PLATFORM/S			
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	2879	2732	392	1146	540
Effective Weighted Sample	2014	1905	303	792	384
Weighted total	2123	2003	341	834	424
		94%	16%	39%	20%
TOTAL EVER	1949	1833	313	774	395
	92%	92%	92%	93%	93%
		94%	16%	40%	20%
Don't know	1	1	-	-	1
	*%	*%	-%	-%	*%
		100%	-%	-%	63%

Columns Tested: a,b,c,d

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

QD11D (QD4D). SHOWCARD How often, it at all, do you use your mobile phone to use social media sites or apps such as Facebook, Twitter, Instagram, Snapchat or LinkedIn? (SINGLE CODE)

Base : Those with a smartphone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2879	1380	1499	468	538	1027	845	168	187	319	731	674	947	594	659	1745	368	360	406
Effective Weighted Sample	2014	958	1058	329	384	712	610	122	134	230	565	506	676	407	458	1545	250	263	356
Weighted total	2123	1041	1083	346	405	824	548	103	130	243	674	622	604	461	433	1786	177	99	61
		49%	51%	16%	19%	39%	26%	5%	6%	11%	32%	29%	28%	22%	20%	84%	8%	5%	3%
Several times a day	924	387	537	250	254	331	89	49	56	89	292	273	268	179	203	765	89	38	32
	44%	37%	50%	72%	63%	40%	16%	48%	43%	37%	43%	44%	44%	39%	47%	43%	50%	39%	52%
			a	def	ef	f		i							m		oq		oq
		42%	58%	27%	28%	36%	10%	5%	6%	10%	32%	30%	29%	19%	22%	83%	10%	4%	3%
Every day	364	181	183	58	74	157	74	18	20	62	112	95	106	91	71	299	27	28	10
	17%	17%	17%	17%	18%	19%	14%	17%	15%	26%	17%	15%	18%	20%	16%	17%	15%	28%	16%
					f	f				hj								opr	
		50%	50%	16%	20%	43%	20%	5%	6%	17%	31%	26%	29%	25%	20%	82%	7%	8%	3%
Several times a week	208	109	99	19	40	98	52	7	12	26	62	68	54	45	40	186	7	9	7
	10%	10%	9%	5%	10%	12%	9%	7%	9%	11%	9%	11%	9%	10%	9%	10%	4%	9%	12%
					c	c	c									p		p	p
		52%	48%	9%	19%	47%	25%	4%	6%	13%	30%	33%	26%	22%	19%	89%	3%	4%	3%
At least once a week	78	56	22	3	4	45	24	1	5	6	38	30	20	20	8	69	5	2	1
	4%	5%	2%	1%	1%	6%	4%	1%	4%	2%	6%	5%	3%	4%	2%	4%	3%	2%	2%
		b				cd	cd				gi	n		n					
		72%	28%	4%	6%	59%	32%	2%	7%	7%	49%	38%	26%	25%	10%	89%	7%	2%	2%
At least once a month	18	9	9	*	3	10	5	*	2	2	9	7	7	*	3	15	2	*	1
	1%	1%	1%	*%	1%	1%	1%	*%	1%	1%	1%	1%	1%	*%	1%	1%	1%	*%	1%
												m	m						
		50%	50%	1%	16%	54%	29%	1%	9%	11%	50%	41%	41%	1%	16%	83%	11%	2%	4%
Less than once a month	26	13	13	-	3	9	14	1	-	1	13	12	2	5	7	22	2	1	2
	1%	1%	1%	-%	1%	1%	2%	1%	-%	*%	2%	2%	*%	1%	2%	1%	1%	1%	3%
							c					l			l				o
		49%	51%	-%	12%	36%	52%	5%	-%	3%	48%	44%	9%	19%	28%	82%	7%	4%	7%

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

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QD11D (QD4D). SHOWCARD How often, it at all, do you use your mobile phone to use social media sites or apps such as Facebook, Twitter, Instagram, Snapchat or LinkedIn? (SINGLE CODE)

Base : Those with a smartphone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2879	1380	1499	468	538	1027	845	168	187	319	731	674	947	594	659	1745	368	360	406
Effective Weighted Sample	2014	958	1058	329	384	712	610	122	134	230	565	506	676	407	458	1545	250	263	356
Weighted total	2123	1041	1083	346	405	824	548	103	130	243	674	622	604	461	433	1786	177	99	61
		49%	51%	16%	19%	39%	26%	5%	6%	11%	32%	29%	28%	22%	20%	84%	8%	5%	3%
Never	505	286	219	15	26	174	290	26	36	57	149	138	146	120	101	431	45	21	8
	24%	27%	20%	4%	6%	21%	53%	25%	27%	23%	22%	22%	24%	26%	23%	24%	25%	22%	13%
		b				cd	cde									r	r	r	
		57%	43%	3%	5%	34%	57%	5%	7%	11%	30%	27%	29%	24%	20%	85%	9%	4%	2%
TOTAL AT LEAST ONCE A WEEK	1574	733	842	331	373	631	240	75	93	184	504	465	449	335	322	1319	129	76	50
	74%	70%	78%	96%	92%	77%	44%	73%	71%	75%	75%	75%	74%	73%	74%	74%	73%	77%	83%
			a	ef	ef	f													op
		47%	53%	21%	24%	40%	15%	5%	6%	12%	32%	30%	29%	21%	20%	84%	8%	5%	3%
TOTAL EVER	1618	755	864	331	379	650	259	77	95	186	525	484	459	340	332	1355	132	78	53
	76%	73%	80%	96%	94%	79%	47%	75%	73%	77%	78%	78%	76%	74%	77%	76%	75%	78%	87%
			a	ef	ef	f													opq
		47%	53%	20%	23%	40%	16%	5%	6%	12%	32%	30%	28%	21%	21%	84%	8%	5%	3%

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

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QD11D (QD4D). SHOWCARD How often, it at all, do you use your mobile phone to use social media sites or apps such as Facebook, Twitter, Instagram, Snapchat or LinkedIn? (SINGLE CODE)

Base : Those with a smartphone

		ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2879	220	196	173	184	223	190	178	195	186	2118	761	1803	1072	1418	1461
Effective Weighted Sample	2014	213	186	167	179	210	183	173	187	180	1694	340	1269	766	960	1054
Weighted total	2123	299	290	174	149	185	194	171	89	235	1846	278	1432	689	1011	1112
		14%	14%	8%	7%	9%	9%	8%	4%	11%	87%	13%	67%	32%	48%	52%
Several times a day	924	133	98	72	50	75	84	82	48	121	825	99	639	285	413	511
	44%	44%	34%	42%	34%	40%	43%	48%	55%	52%	45%	36%	45%	41%	41%	46%
		bd						bd	abcdef	bde	k					n
		14%	11%	8%	5%	8%	9%	9%	5%	13%	89%	11%	69%	31%	45%	55%
Every day	364	44	69	26	32	29	39	25	11	23	318	46	271	93	185	179
	17%	15%	24%	15%	22%	16%	20%	15%	12%	10%	17%	16%	19%	14%	18%	16%
			aceghi		hi		hi						m			
		12%	19%	7%	9%	8%	11%	7%	3%	6%	87%	13%	74%	26%	51%	49%
Several times a week	208	36	28	17	24	22	18	12	7	20	179	29	161	47	95	113
	10%	12%	10%	10%	16%	12%	9%	7%	8%	9%	10%	11%	11%	7%	9%	10%
					fghi								m			
		17%	14%	8%	12%	11%	8%	6%	4%	10%	86%	14%	77%	23%	46%	54%
At least once a week	78	25	13	6	6	7	3	4	4	1	63	14	58	19	33	44
	4%	8%	4%	4%	4%	4%	1%	2%	5%	1%	3%	5%	4%	3%	3%	4%
		fgi	i	i	i	i			i							
		32%	16%	8%	8%	9%	3%	5%	5%	2%	82%	18%	75%	24%	43%	57%
At least once a month	18	6	4	1	1	1	1	1	*	-	15	3	13	5	4	14
	1%	2%	1%	1%	1%	1%	*%	*%	*%	-%	1%	1%	1%	1%	*%	1%
																n
		32%	20%	6%	8%	6%	5%	4%	2%	-%	83%	17%	73%	27%	22%	78%
Less than once a month	26	3	2	4	3	3	3	2	*	1	19	7	15	11	16	11
	1%	1%	1%	2%	2%	2%	2%	1%	*%	1%	1%	3%	1%	2%	2%	1%
												j				
		10%	7%	15%	10%	12%	12%	9%	1%	4%	72%	28%	57%	43%	59%	41%

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

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QD11D (QD4D). SHOWCARD How often, it at all, do you use your mobile phone to use social media sites or apps such as Facebook, Twitter, Instagram, Snapchat or LinkedIn? (SINGLE CODE)

Base : Those with a smartphone

	Total	ENGLAND REGIONS LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBANITY URBAN	RURAL	WORKING STATUS WORKING	NOT WORKING	DEPRIVATION LEVEL LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2879	220	196	173	184	223	190	178	195	186	2118	761	1803	1072	1418	1461
Effective Weighted Sample	2014	213	186	167	179	210	183	173	187	180	1694	340	1269	766	960	1054
Weighted total	2123	299	290	174	149	185	194	171	89	235	1846	278	1432	689	1011	1112
		14%	14%	8%	7%	9%	9%	8%	4%	11%	87%	13%	67%	32%	48%	52%
Never	505	53	76	47	32	47	47	44	17	68	426	79	275	229	265	240
	24%	18%	26%	27%	21%	25%	24%	26%	19%	29%	23%	29%	19%	33%	26%	22%
			a	a		a		a		ah		j		l	o	
		10%	15%	9%	6%	9%	9%	9%	3%	13%	84%	16%	55%	45%	52%	48%
TOTAL AT LEAST ONCE A WEEK	1574	238	209	121	113	134	143	123	71	166	1386	188	1129	444	727	847
	74%	80%	72%	70%	76%	72%	74%	72%	80%	71%	75%	68%	79%	64%	72%	76%
		ci							ci		k		m			n
		15%	13%	8%	7%	9%	9%	8%	5%	11%	88%	12%	72%	28%	46%	54%
TOTAL EVER	1618	247	214	126	118	138	147	127	72	167	1420	198	1157	461	746	872
	76%	82%	74%	73%	79%	75%	76%	74%	81%	71%	77%	71%	81%	67%	74%	78%
		bcegi							i		k		m			n
		15%	13%	8%	7%	9%	9%	8%	4%	10%	88%	12%	71%	28%	46%	54%

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

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QD11D (QD4D). SHOWCARD How often, it at all, do you use your mobile phone to use social media sites or apps such as Facebook, Twitter, Instagram, Snapchat or LinkedIn? (SINGLE CODE)

Base : Those with a smartphone

| | | TV PLATFORM/S | | | |
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	2879	2732	392	1146	540
Effective Weighted Sample	2014	1905	303	792	384
Weighted total	2123	2003	341	834	424
		94%	16%	39%	20%
Several times a day	924	861	151	383	201
	44%	43%	44%	46%	47%
		93%	16%	41%	22%
Every day	364	338	60	129	76
	17%	17%	17%	16%	18%
		93%	16%	36%	21%
Several times a week	208	203	37	82	43
	10%	10%	11%	10%	10%
		97%	18%	39%	21%
At least once a week	78	74	12	35	20
	4%	4%	4%	4%	5%
		95%	15%	45%	26%
At least once a month	18	18	-	11	6
	1%	1%	-%	1%	1%
				b	b
		100%	-%	61%	35%
Less than once a month	26	26	4	13	4
	1%	1%	1%	2%	1%
		97%	16%	50%	13%
Never	505	484	77	181	75
	24%	24%	23%	22%	18%
		d			
		96%	15%	36%	15%

Columns Tested: a,b,c,d

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

QD11D (QD4D). SHOWCARD How often, it at all, do you use your mobile phone to use social media sites or apps such as Facebook, Twitter, Instagram, Snapchat or LinkedIn? (SINGLE CODE)

Base : Those with a smartphone

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	2879	2732	392	1146	540
Effective Weighted Sample	2014	1905	303	792	384
Weighted total	2123	2003	341	834	424
		94%	16%	39%	20%
TOTAL AT LEAST ONCE A WEEK	1574	1476	260	629	340
	74%	74%	76%	75%	80%
					a
		94%	16%	40%	22%
TOTAL EVER	1618	1519	264	653	350
	76%	76%	77%	78%	82%
					a
		94%	16%	40%	22%

Columns Tested: a,b,c,d

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QD12 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

	Total	GENDER MALE	FEMALE	AGE GROUP 16-24	25-34	35-54	55+	HOUSEHOLD INCOME UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	SOCIAL GROUP AB	C1	C2	DE	NATION ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3598	1733	1865	481	560	1129	1427	239	294	381	775	793	1114	737	946	2170	466	486	476
Effective Weighted Sample	2482	1182	1302	338	398	777	1010	175	212	273	597	575	788	501	660	1895	310	347	420
Weighted total	2519	1231	1288	354	419	890	856	144	193	283	706	688	690	549	587	2112	211	125	70
		49%	51%	14%	17%	35%	34%	6%	8%	11%	28%	27%	27%	22%	23%	84%	8%	5%	3%
Send/ receive text messages	2131	1036	1095	316	377	801	637	107	153	243	644	606	595	458	468	1808	166	98	59
	85%	84%	85%	89%	90%	90%	74%	74%	79%	86%	91%	88%	86%	83%	80%	86%	78%	78%	85%
				f	f	f				g	ghi	mn	n			pq			pq
		49%	51%	15%	18%	38%	30%	5%	7%	11%	30%	28%	28%	22%	22%	85%	8%	5%	3%
Take photos	1864	898	966	320	375	736	433	89	111	213	618	560	533	400	367	1588	135	94	47
	74%	73%	75%	90%	89%	83%	51%	62%	57%	75%	88%	81%	77%	73%	63%	75%	64%	75%	66%
				ef	ef	f				gh	ghi	mn	n	n		pr		pr	
		48%	52%	17%	20%	40%	23%	5%	6%	11%	33%	30%	29%	21%	20%	85%	7%	5%	2%
General browsing/ surfing the internet	1633	807	826	294	333	668	339	72	94	173	558	497	488	342	304	1398	121	67	47
	65%	66%	64%	83%	80%	75%	40%	50%	49%	61%	79%	72%	71%	62%	52%	66%	57%	53%	67%
				ef	f	f				gh	ghi	mn	mn	n		pq			pq
		49%	51%	18%	20%	41%	21%	4%	6%	11%	34%	30%	30%	21%	19%	86%	7%	4%	3%
Send/ receive emails	1486	737	748	268	317	610	291	67	78	162	534	478	443	314	248	1260	118	68	40
	59%	60%	58%	76%	76%	68%	34%	46%	41%	57%	76%	69%	64%	57%	42%	60%	56%	54%	57%
				ef	ef	f				gh	ghi	lmn	mn	n					
		50%	50%	18%	21%	41%	20%	5%	5%	11%	36%	32%	30%	21%	17%	85%	8%	5%	3%
Use IM/ Instant Messaging (e.g. WhatsApp, Facebook Messenger, Snapchat, iMessage)	1400	655	745	281	328	553	238	61	72	157	482	435	414	292	257	1198	100	61	42
	56%	53%	58%	79%	78%	62%	28%	42%	37%	56%	68%	63%	60%	53%	44%	57%	47%	49%	59%
			a	ef	ef	f				gh	ghi	mn	mn	n		pq			pq
		47%	53%	20%	23%	40%	17%	4%	5%	11%	34%	31%	30%	21%	18%	86%	7%	4%	3%

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

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QD12 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3598	1733	1865	481	560	1129	1427	239	294	381	775	793	1114	737	946	2170	466	486	476
Effective Weighted Sample	2482	1182	1302	338	398	777	1010	175	212	273	597	575	788	501	660	1895	310	347	420
Weighted total	2519	1231	1288	354	419	890	856	144	193	283	706	688	690	549	587	2112	211	125	70
		49%	51%	14%	17%	35%	34%	6%	8%	11%	28%	27%	27%	22%	23%	84%	8%	5%	3%
Send/ receive messages with pictures/ images	1244	606	638	250	268	486	240	52	62	142	451	415	386	249	191	1074	89	48	33
	49%	49%	50%	71%	64%	55%	28%	36%	32%	50%	64%	60%	56%	45%	33%	51%	42%	38%	47%
				ef	ef	f				gh	ghi	mn	mn	n		pq			q
		49%	51%	20%	22%	39%	19%	4%	5%	11%	36%	33%	31%	20%	15%	86%	7%	4%	3%
Using social networking e.g. Facebook, Twitter, LinkedIn, Snapchat, Instagram	1166	532	634	273	291	444	159	59	71	140	371	358	345	241	220	990	88	53	36
	46%	43%	49%	77%	70%	50%	19%	41%	37%	49%	53%	52%	50%	44%	38%	47%	41%	42%	52%
			a	def	ef	f					h	gh	mn	mn	n				pq
		46%	54%	23%	25%	38%	14%	5%	6%	12%	32%	31%	30%	21%	19%	85%	8%	5%	3%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	965	474	491	224	248	385	109	44	50	103	365	312	300	182	171	843	57	39	26
	38%	39%	38%	63%	59%	43%	13%	31%	26%	36%	52%	45%	43%	33%	29%	40%	27%	31%	38%
				ef	ef	f				h	ghi	mn	mn			pq			p
		49%	51%	23%	26%	40%	11%	5%	5%	11%	38%	32%	31%	19%	18%	87%	6%	4%	3%
Send/ receive video clips	904	417	486	197	226	344	137	35	34	103	369	314	265	173	151	791	57	32	23
	36%	34%	38%	56%	54%	39%	16%	24%	17%	36%	52%	46%	38%	32%	26%	37%	27%	26%	33%
			a	ef	ef	f				gh	ghi	lmn	mn	n		pq			q
		46%	54%	22%	25%	38%	15%	4%	4%	11%	41%	35%	29%	19%	17%	87%	6%	4%	3%
Record video clips	895	429	466	218	205	365	107	42	44	97	350	306	263	179	145	788	53	32	21
	36%	35%	36%	61%	49%	41%	13%	29%	23%	34%	50%	44%	38%	33%	25%	37%	25%	26%	30%
				def	ef	f				h	ghi	lmn	mn	n		pqr			
		48%	52%	24%	23%	41%	12%	5%	5%	11%	39%	34%	29%	20%	16%	88%	6%	4%	2%

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QD12 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3598	1733	1865	481	560	1129	1427	239	294	381	775	793	1114	737	946	2170	466	486	476
Effective Weighted Sample	2482	1182	1302	338	398	777	1010	175	212	273	597	575	788	501	660	1895	310	347	420
Weighted total	2519	1231	1288	354	419	890	856	144	193	283	706	688	690	549	587	2112	211	125	70
		49%	51%	14%	17%	35%	34%	6%	8%	11%	28%	27%	27%	22%	23%	84%	8%	5%	3%
Listen to music (not radio)	878	447	431	259	222	317	80	33	46	94	309	296	263	168	149	763	66	29	20
	35%	36%	33%	73%	53%	36%	9%	23%	24%	33%	44%	43%	38%	31%	25%	36%	31%	23%	29%
				def	ef	f				gh	ghi	mn	mn			qr	q		
		51%	49%	30%	25%	36%	9%	4%	5%	11%	35%	34%	30%	19%	17%	87%	8%	3%	2%
Accessing/ receiving news	878	480	398	154	189	358	177	37	48	99	326	312	270	168	128	746	67	36	28
	35%	39%	31%	43%	45%	40%	21%	26%	25%	35%	46%	45%	39%	30%	22%	35%	32%	29%	40%
		b		f	f	f				gh	ghi	lmn	mn	n		q			pq
		55%	45%	18%	22%	41%	20%	4%	5%	11%	37%	36%	31%	19%	15%	85%	8%	4%	3%
Use your phone for Sat Nav or directions	864	441	423	166	197	365	136	33	38	107	362	304	273	170	116	750	68	27	19
	34%	36%	33%	47%	47%	41%	16%	23%	20%	38%	51%	44%	40%	31%	20%	35%	32%	21%	27%
				f	ef	f				gh	ghi	mn	mn	n		qr	q		
		51%	49%	19%	23%	42%	16%	4%	4%	12%	42%	35%	32%	20%	13%	87%	8%	3%	2%
Making video calls e.g. via Facetime, Skype or WhatsApp	768	356	412	186	191	288	103	31	37	85	294	261	235	149	122	666	52	28	21
	30%	29%	32%	53%	46%	32%	12%	21%	19%	30%	42%	38%	34%	27%	21%	32%	25%	23%	30%
				ef	ef	f				gh	ghi	mn	mn	n		pq			q
		46%	54%	24%	25%	38%	13%	4%	5%	11%	38%	34%	31%	19%	16%	87%	7%	4%	3%
Making voice calls using a VoIP service e.g. Viber, Skype or WhatsApp	741	363	378	161	182	281	117	31	33	73	312	261	236	132	112	656	43	23	20
	29%	29%	29%	45%	44%	32%	14%	21%	17%	26%	44%	38%	34%	24%	19%	31%	20%	18%	28%
				ef	ef	f				h	ghi	mn	mn	n		pq			pq
		49%	51%	22%	25%	38%	16%	4%	4%	10%	42%	35%	32%	18%	15%	88%	6%	3%	3%

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		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K- 15.59K	15.6K- 25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3598	1733	1865	481	560	1129	1427	239	294	381	775	793	1114	737	946	2170	466	486	476
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Weighted total	2519	1231	1288	354	419	890	856	144	193	283	706	688	690	549	587	2112	211	125	70
		49%	51%	14%	17%	35%	34%	6%	8%	11%	28%	27%	27%	22%	23%	84%	8%	5%	3%
Play games	722	376	346	204	178	255	84	43	54	75	213	168	229	142	181	624	53	29	15
	29%	31%	27%	58%	42%	29%	10%	29%	28%	27%	30%	24%	33%	26%	31%	30%	25%	23%	22%
		b		def	ef	f							km		k	qr			
		52%	48%	28%	25%	35%	12%	6%	7%	10%	29%	23%	32%	20%	25%	86%	7%	4%	2%
Accessing/ receiving sports/ team news/ scores	523	398	125	123	107	221	72	21	21	70	202	180	169	101	73	445	41	20	17
	21%	32%	10%	35%	26%	25%	8%	15%	11%	25%	29%	26%	25%	18%	12%	21%	19%	16%	24%
		b		def	f	f				gh	gh	mn	mn	n		q			q
		76%	24%	23%	20%	42%	14%	4%	4%	13%	39%	34%	32%	19%	14%	85%	8%	4%	3%
Watching TV programmes/ films content online	447	237	210	138	127	141	40	17	24	45	162	140	155	78	72	385	38	15	10
	18%	19%	16%	39%	30%	16%	5%	12%	12%	16%	23%	20%	23%	14%	12%	18%	18%	12%	14%
				def	ef	f					ghi	mn	mn			qr	q		
		53%	47%	31%	28%	32%	9%	4%	5%	10%	36%	31%	35%	17%	16%	86%	9%	3%	2%
Contactless mobile payment at point of sale/ checkouts	373	207	166	106	104	132	30	17	14	35	141	150	123	55	45	332	25	10	6
	15%	17%	13%	30%	25%	15%	3%	12%	7%	12%	20%	22%	18%	10%	8%	16%	12%	8%	9%
		b		ef	ef	f					ghi	mn	mn			qr			
		56%	44%	29%	28%	36%	8%	4%	4%	9%	38%	40%	33%	15%	12%	89%	7%	3%	2%
Listen to radio	329	173	156	56	65	144	63	15	14	34	126	124	88	54	63	281	31	11	5
	13%	14%	12%	16%	16%	16%	7%	10%	7%	12%	18%	18%	13%	10%	11%	13%	15%	9%	8%
				f	f	f					ghi	lmn				qr	qr		
		53%	47%	17%	20%	44%	19%	4%	4%	10%	38%	38%	27%	16%	19%	86%	10%	3%	2%
Listen to podcasts	283	145	139	77	66	109	32	14	6	26	126	127	90	35	31	246	24	9	4
	11%	12%	11%	22%	16%	12%	4%	9%	3%	9%	18%	18%	13%	6%	5%	12%	12%	7%	5%
				def	f	f		h		h	ghi	lmn	mn			qr	qr		
		51%	49%	27%	23%	38%	11%	5%	2%	9%	44%	45%	32%	12%	11%	87%	9%	3%	1%

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Weighted total	2519	1231	1288	354	419	890	856	144	193	283	706	688	690	549	587	2112	211	125	70
		49%	51%	14%	17%	35%	34%	6%	8%	11%	28%	27%	27%	22%	23%	84%	8%	5%	3%
Read an e-book	169	66	103	35	40	62	33	9	8	13	76	75	58	17	20	140	21	6	4
	7%	5%	8%	10%	10%	7%	4%	6%	4%	4%	11%	11%	8%	3%	3%	7%	10%	4%	5%
			a	f	f	f					hi	mn	mn				oqr		
		39%	61%	21%	23%	37%	19%	5%	5%	7%	45%	44%	34%	10%	12%	82%	12%	3%	2%
Other	24	12	12	1	2	11	10	*	3	1	12	6	9	7	1	22	1	*	-
	1%	1%	1%	*%	1%	1%	1%	*%	2%	*%	2%	1%	1%	1%	*%	1%	1%	*%	-%
														n	n	r			
		51%	49%	2%	9%	45%	43%	2%	14%	6%	49%	25%	40%	31%	5%	94%	6%	*%	-%
MESSAGING	2232	1088	1144	337	396	841	658	111	157	249	674	629	625	485	490	1887	178	105	62
	89%	88%	89%	95%	95%	94%	77%	77%	81%	88%	96%	91%	90%	88%	84%	89%	84%	84%	89%
				f	f	f				gh	ghi	n	n	n		pq			q
		49%	51%	15%	18%	38%	29%	5%	7%	11%	30%	28%	28%	22%	22%	85%	8%	5%	3%
ENTERTAINMENT	2007	975	1032	348	399	792	469	100	123	228	646	592	568	431	413	1700	155	101	51
	80%	79%	80%	98%	95%	89%	55%	69%	64%	81%	91%	86%	82%	78%	70%	80%	73%	81%	73%
				def	ef	f				gh	ghi	mn	n	n	n	pr		pr	
		49%	51%	17%	20%	39%	23%	5%	6%	11%	32%	29%	28%	21%	21%	85%	8%	5%	3%
WEB/ DATA ACCESS	1912	943	969	333	391	764	423	89	117	214	637	569	557	413	370	1621	152	87	53
	76%	77%	75%	94%	93%	86%	49%	61%	60%	75%	90%	83%	81%	75%	63%	77%	72%	69%	75%
				ef	ef	f				gh	ghi	mn	mn	n		q			
		49%	51%	17%	20%	40%	22%	5%	6%	11%	33%	30%	29%	22%	19%	85%	8%	5%	3%
WATCHING AV CONTENT	1048	520	527	248	266	411	122	49	60	113	384	325	327	203	192	910	66	43	29
	42%	42%	41%	70%	64%	46%	14%	34%	31%	40%	54%	47%	47%	37%	33%	43%	31%	34%	41%
				ef	ef	f					ghi	mn	mn			pq			p
		50%	50%	24%	25%	39%	12%	5%	6%	11%	37%	31%	31%	19%	18%	87%	6%	4%	3%
LISTEN TO AUDIO CONTENT	1029	517	511	275	253	380	120	42	51	113	362	343	301	192	191	890	81	35	23
	41%	42%	40%	78%	60%	43%	14%	29%	26%	40%	51%	50%	44%	35%	33%	42%	38%	28%	32%
				def	ef	f				gh	ghi	lmn	mn			qr	q		
		50%	50%	27%	25%	37%	12%	4%	5%	11%	35%	33%	29%	19%	19%	87%	8%	3%	2%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 42

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.
QD12 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K- 15.59K	15.6K- 25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3598	1733	1865	481	560	1129	1427	239	294	381	775	793	1114	737	946	2170	466	486	476
Effective Weighted Sample	2482	1182	1302	338	398	777	1010	175	212	273	597	575	788	501	660	1895	310	347	420
Weighted total	2519	1231	1288	354	419	890	856	144	193	283	706	688	690	549	587	2112	211	125	70
		49%	51%	14%	17%	35%	34%	6%	8%	11%	28%	27%	27%	22%	23%	84%	8%	5%	3%
VIDEO OR VOICE CALLS	958	453	504	216	227	360	154	41	51	97	369	320	296	182	160	829	64	35	29
USING VOIP	38%	37%	39%	61%	54%	40%	18%	29%	26%	34%	52%	46%	43%	33%	27%	39%	30%	28%	41%
				ef	ef	f					ghi	mn	mn	n		pq			pq
		47%	53%	23%	24%	38%	16%	4%	5%	10%	39%	33%	31%	19%	17%	87%	7%	4%	3%
None of these	166	87	79	1	4	13	148	19	28	15	11	32	40	39	55	130	20	10	6
	7%	7%	6%	*%	1%	2%	17%	13%	15%	5%	2%	5%	6%	7%	9%	6%	10%	8%	8%
							cde	ij	ij	j					kl		o		
		53%	47%	1%	2%	8%	89%	11%	17%	9%	7%	19%	24%	23%	33%	78%	12%	6%	3%
Don't know	1	1	-	-	-	-	1	-	-	-	-	-	-	1	-	1	-	-	-
	*%	*%	-%	-%	-%	-%	*%	-%	-%	-%	-%	-%	-%	*%	-%	*%	-%	-%	-%
		100%	-%	-%	-%	-%	100%	-%	-%	-%	-%	-%	-%	100%	-%	100%	-%	-%	-%

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

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QD12 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3598	254	242	206	236	288	235	223	249	237	2637	961	1955	1638	1782	1816
Effective Weighted Sample	2482	244	228	197	226	268	225	214	236	226	2085	420	1367	1155	1185	1297
Weighted total	2519	333	344	199	182	226	232	204	107	285	2188	332	1530	986	1203	1316
		13%	14%	8%	7%	9%	9%	8%	4%	11%	87%	13%	61%	39%	48%	52%
Send/ receive text messages	2131	307	284	169	142	203	184	172	98	249	1864	267	1363	767	1007	1124
	85%	92%	83%	85%	78%	90%	79%	84%	92%	87%	85%	80%	89%	78%	84%	85%
		bcdfg				bdf			bcdfg	df	k		m			
		14%	13%	8%	7%	10%	9%	8%	5%	12%	87%	13%	64%	36%	47%	53%
Take photos	1864	273	254	155	136	160	172	145	85	209	1626	238	1284	578	873	991
	74%	82%	74%	78%	75%	71%	74%	71%	79%	73%	74%	72%	84%	59%	73%	75%
		befgi							e				m			
		15%	14%	8%	7%	9%	9%	8%	5%	11%	87%	13%	69%	31%	47%	53%
General browsing/ surfing the internet	1633	265	222	141	101	152	137	126	72	183	1437	196	1161	472	765	868
	65%	80%	64%	71%	55%	67%	59%	62%	67%	64%	66%	59%	76%	48%	64%	66%
		bcdefghi	d	df		d			d		k		m			
		16%	14%	9%	6%	9%	8%	8%	4%	11%	88%	12%	71%	29%	47%	53%
Send/ receive emails	1486	242	225	137	99	121	144	112	48	133	1289	197	1092	392	737	748
	59%	73%	66%	69%	54%	53%	62%	55%	45%	47%	59%	59%	71%	40%	61%	57%
		defghi	deghi	deghi	h		hi	h					m		o	
		16%	15%	9%	7%	8%	10%	8%	3%	9%	87%	13%	73%	26%	50%	50%
Use IM/ Instant Messaging (e.g. WhatsApp, Facebook Messenger, Snapchat, iMessage)	1400	238	185	114	99	130	125	100	61	145	1235	164	1000	400	639	760
	56%	71%	54%	57%	54%	58%	54%	49%	57%	51%	56%	50%	65%	41%	53%	58%
		bcdefghi									k		m			n
		17%	13%	8%	7%	9%	9%	7%	4%	10%	88%	12%	71%	29%	46%	54%

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

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QD12 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
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		13%	14%	8%	7%	9%	9%	8%	4%	11%	87%	13%	61%	39%	48%	52%
Send/ receive messages with pictures/ images	1244	215	195	94	73	114	111	86	58	127	1085	159	878	366	607	637
	49%	65%	57%	47%	40%	51%	48%	42%	55%	45%	50%	48%	57%	37%	50%	48%
		cdefghi	dgi			d			dgi				m			
		17%	16%	8%	6%	9%	9%	7%	5%	10%	87%	13%	71%	29%	49%	51%
Using social networking e.g. Facebook, Twitter, LinkedIn, Snapchat, Instagram	1166	178	163	90	73	116	99	90	55	125	1029	138	842	324	542	624
	46%	53%	47%	45%	40%	51%	43%	44%	52%	44%	47%	41%	55%	33%	45%	47%
		dfi				d			d		k		m			
		15%	14%	8%	6%	10%	9%	8%	5%	11%	88%	12%	72%	28%	46%	54%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	965	195	135	72	61	78	86	67	43	106	858	107	715	250	445	521
	38%	59%	39%	36%	34%	34%	37%	33%	40%	37%	39%	32%	47%	25%	37%	40%
		bcdefghi									k		m			
		20%	14%	7%	6%	8%	9%	7%	4%	11%	89%	11%	74%	26%	46%	54%
Send/ receive video clips	904	193	124	81	56	72	87	60	35	83	775	128	646	257	447	457
	36%	58%	36%	41%	31%	32%	37%	29%	33%	29%	35%	39%	42%	26%	37%	35%
		bcdefghi		degi									m			
		21%	14%	9%	6%	8%	10%	7%	4%	9%	86%	14%	71%	28%	49%	51%

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		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3598	254	242	206	236	288	235	223	249	237	2637	961	1955	1638	1782	1816
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		13%	14%	8%	7%	9%	9%	8%	4%	11%	87%	13%	61%	39%	48%	52%
Record video clips	895	202	102	72	51	68	96	56	38	103	783	112	651	244	408	487
	36%	61%	30%	36%	28%	30%	41%	27%	36%	36%	36%	34%	43%	25%	34%	37%
		bcdefghi					bdeg						m			
		23%	11%	8%	6%	8%	11%	6%	4%	11%	88%	12%	73%	27%	46%	54%
Listen to music (not radio)	878	172	117	70	56	80	81	60	30	95	778	100	641	236	383	495
	35%	52%	34%	35%	31%	36%	35%	29%	28%	33%	36%	30%	42%	24%	32%	38%
		bcdefghi									k		m			n
		20%	13%	8%	6%	9%	9%	7%	3%	11%	89%	11%	73%	27%	44%	56%
Accessing/ receiving news	878	131	150	78	51	59	72	57	34	114	767	111	654	224	419	458
	35%	39%	44%	39%	28%	26%	31%	28%	31%	40%	35%	33%	43%	23%	35%	35%
		deg	defgh	deg						deg			m			
		15%	17%	9%	6%	7%	8%	7%	4%	13%	87%	13%	74%	26%	48%	52%
Use your phone for Sat Nav or directions	864	157	122	70	56	56	93	69	39	88	752	112	653	211	407	457
	34%	47%	35%	35%	31%	25%	40%	34%	37%	31%	34%	34%	43%	21%	34%	35%
		bcdeghi	e	e			dei	e	e				m			
		18%	14%	8%	7%	6%	11%	8%	5%	10%	87%	13%	76%	24%	47%	53%
Making video calls e.g. via Facetime, Skype or WhatsApp	768	160	116	63	54	59	74	58	24	59	670	99	547	221	360	408
	30%	48%	34%	32%	29%	26%	32%	28%	22%	21%	31%	30%	36%	22%	30%	31%
		bcdefghi	hi	hi	i		hi						m			
		21%	15%	8%	7%	8%	10%	8%	3%	8%	87%	13%	71%	29%	47%	53%

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

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Weighted total	2519	333	344	199	182	226	232	204	107	285	2188	332	1530	986	1203	1316
		13%	14%	8%	7%	9%	9%	8%	4%	11%	87%	13%	61%	39%	48%	52%
Making voice calls using a VoIP service e.g. Viber, Skype or WhatsApp	741	177	112	63	50	50	69	43	31	60	642	99	538	203	349	392
	29%	53%	33%	32%	27%	22%	30%	21%	29%	21%	29%	30%	35%	21%	29%	30%
		bcdefghi	egi	egi			gi						m			
		24%	15%	8%	7%	7%	9%	6%	4%	8%	87%	13%	73%	27%	47%	53%
Play games	722	101	88	50	73	75	75	65	27	71	633	89	491	230	318	404
	29%	30%	26%	25%	40%	33%	32%	32%	25%	25%	29%	27%	32%	23%	26%	31%
					abchi	i							m			n
		14%	12%	7%	10%	10%	10%	9%	4%	10%	88%	12%	68%	32%	44%	56%
Accessing/ receiving sports/ team news/ scores	523	95	79	38	31	48	44	35	17	57	456	68	400	123	258	265
	21%	28%	23%	19%	17%	21%	19%	17%	16%	20%	21%	20%	26%	12%	21%	20%
		cdfghi											m			
		18%	15%	7%	6%	9%	8%	7%	3%	11%	87%	13%	77%	23%	49%	51%
Watching TV programmes/ films content online	447	82	62	45	31	29	51	34	11	40	390	57	316	131	204	243
	18%	25%	18%	23%	17%	13%	22%	17%	10%	14%	18%	17%	21%	13%	17%	18%
		deghi	h	ehi	h		ehi						m			
		18%	14%	10%	7%	7%	11%	8%	3%	9%	87%	13%	71%	29%	46%	54%
Contactless mobile payment at point of sale/ checkouts	373	66	62	22	28	33	34	26	15	46	329	44	291	83	167	206
	15%	20%	18%	11%	15%	15%	15%	13%	14%	16%	15%	13%	19%	8%	14%	16%
		cg	c										m			
		18%	17%	6%	7%	9%	9%	7%	4%	12%	88%	12%	78%	22%	45%	55%

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Unweighted total	3598	254	242	206	236	288	235	223	249	237	2637	961	1955	1638	1782	1816
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		13%	14%	8%	7%	9%	9%	8%	4%	11%	87%	13%	61%	39%	48%	52%
Listen to radio	329	39	65	24	23	21	37	23	12	38	280	49	241	88	161	168
	13%	12%	19%	12%	13%	9%	16%	11%	11%	13%	13%	15%	16%	9%	13%	13%
			aegh				e						m			
		12%	20%	7%	7%	6%	11%	7%	4%	12%	85%	15%	73%	27%	49%	51%
Listen to podcasts	283	70	41	36	14	21	20	9	8	28	241	42	216	67	127	156
	11%	21%	12%	18%	8%	9%	9%	4%	7%	10%	11%	13%	14%	7%	11%	12%
		bdefghi	g	defghi		g				g			m			
		25%	15%	13%	5%	7%	7%	3%	3%	10%	85%	15%	76%	24%	45%	55%
Read an e-book	169	39	29	18	9	9	16	6	4	7	148	21	122	47	71	98
	7%	12%	8%	9%	5%	4%	7%	3%	4%	3%	7%	6%	8%	5%	6%	7%
		deghi	egi	eghi			i						m			
		23%	17%	11%	5%	5%	9%	4%	3%	4%	87%	13%	72%	28%	42%	58%
Other	24	-	6	1	-	-	2	1	11	2	23	1	14	10	12	12
	1%	-%	2%	*%	-%	-%	1%	*%	10%	1%	1%	*%	1%	1%	1%	1%
			ae						abcdefgi							
		-%	24%	3%	-%	-%	10%	3%	46%	7%	95%	5%	60%	40%	51%	49%
MESSAGING	2232	322	294	178	153	208	192	187	100	254	1950	282	1438	793	1048	1184
	89%	97%	86%	89%	84%	92%	83%	92%	93%	89%	89%	85%	94%	80%	87%	90%
		bcdefgi			f		bdf		bdf	bdf		k	m			n
		14%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	64%	36%	47%	53%
ENTERTAINMENT	2007	282	274	166	151	172	185	161	88	222	1748	259	1371	635	938	1069
	80%	85%	80%	83%	83%	76%	80%	79%	82%	78%	80%	78%	90%	64%	78%	81%
		e											m			n
		14%	14%	8%	8%	9%	9%	8%	4%	11%	87%	13%	68%	32%	47%	53%

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		13%	14%	8%	7%	9%	9%	8%	4%	11%	87%	13%	61%	39%	48%	52%
WEB/ DATA ACCESS	1912	290	274	157	126	171	168	150	82	202	1676	236	1341	570	900	1012
	76%	87%	80%	79%	69%	76%	73%	74%	77%	71%	77%	71%	88%	58%	75%	77%
		bcdefghi	di	d							k		m			
		15%	14%	8%	7%	9%	9%	8%	4%	11%	88%	12%	70%	30%	47%	53%
WATCHING AV CONTENT	1048	206	150	79	64	81	94	76	44	115	929	119	768	280	478	570
	42%	62%	44%	40%	35%	36%	41%	37%	42%	40%	42%	36%	50%	28%	40%	43%
		bcdefghi									k		m			
		20%	14%	8%	6%	8%	9%	7%	4%	11%	89%	11%	73%	27%	46%	54%
LISTEN TO AUDIO CONTENT	1029	190	142	79	69	90	100	71	35	114	899	130	742	286	468	561
	41%	57%	41%	40%	38%	40%	43%	35%	33%	40%	41%	39%	48%	29%	39%	43%
		bcdefghi						h					m			
		18%	14%	8%	7%	9%	10%	7%	3%	11%	87%	13%	72%	28%	45%	55%
VIDEO OR VOICE CALLS USING VOIP	958	194	140	84	60	73	95	68	37	78	827	130	680	278	449	508
	38%	58%	41%	42%	33%	32%	41%	33%	34%	27%	38%	39%	44%	28%	37%	39%
		bcdefghi	ei	dei			ei						m			
		20%	15%	9%	6%	8%	10%	7%	4%	8%	86%	14%	71%	29%	47%	53%
None of these	166	8	24	15	11	12	23	11	5	22	141	25	29	136	93	73
	7%	2%	7%	8%	6%	5%	10%	5%	4%	8%	6%	8%	2%	14%	8%	6%
			a	a	a		ah			a				l		o
		5%	14%	9%	6%	7%	14%	7%	3%	13%	85%	15%	18%	82%	56%	44%

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

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QD12 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3598	254	242	206	236	288	235	223	249	237	2637	961	1955	1638	1782	1816
Effective Weighted Sample	2482	244	228	197	226	268	225	214	236	226	2085	420	1367	1155	1185	1297
Weighted total	2519	333	344	199	182	226	232	204	107	285	2188	332	1530	986	1203	1316
		13%	14%	8%	7%	9%	9%	8%	4%	11%	87%	13%	61%	39%	48%	52%
Don't know	1	-	-	-	1	-	-	-	-	-	-	1	1	-	1	-
	*%	-%	-%	-%	1%	-%	-%	-%	-%	-%	-%	*%	*%	-%	*%	-%
		-%	-%	-%	100%	-%	-%	-%	-%	-%	-%	100%	100%	-%	100%	-%

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

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QD12 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

		TV PLATFORM/S			
Significance Level: 95%	Total	**ALL TV** a	**CABLE** b	**SATE- LLITE** c	**HYBRID IPTV** d
Unweighted total	3598	3411	458	1329	603
Effective Weighted Sample	2482	2347	353	904	419
Weighted total	2519	2376 94%	388 15%	932 37%	456 18%
Send/ receive text messages	2131 85%	2019 85% 95%	330 85% 15%	812 87% 38%	394 86% 18%
Take photos	1864 74%	1755 74% 94%	291 75% 16%	734 79% a 39%	374 82% ab 20%
General browsing/ surfing the internet	1633 65%	1539 65% 94%	262 68% 16%	640 69% a 39%	332 73% a 20%
Send/ receive emails	1486 59%	1396 59% 94%	241 62% 16%	596 64% a 40%	298 65% a 20%
Use IM/ Instant Messaging (e.g. WhatsApp, Facebook Messenger, Snapchat, iMessage)	1400 56%	1314 55% 94%	219 56% 16%	566 61% a 40%	301 66% ab 22%

Columns Tested: a,b,c,d

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QD12 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

		TV PLATFORM/S			
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3598	3411	458	1329	603
Effective Weighted Sample	2482	2347	353	904	419
Weighted total	2519	2376	388	932	456
		94%	15%	37%	18%
Send/ receive messages with pictures/ images	1244	1168	188	529	267
	49%	49%	48%	57%	59%
				ab	ab
		94%	15%	43%	21%
Using social networking e.g. Facebook, Twitter, LinkedIn, Snapchat, Instagram	1166	1089	191	459	261
	46%	46%	49%	49%	57%
					abc
		93%	16%	39%	22%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	965	891	128	397	217
	38%	37%	33%	43%	48%
				ab	ab
		92%	13%	41%	23%
Send/ receive video clips	904	846	130	380	190
	36%	36%	34%	41%	42%
				ab	ab
		94%	14%	42%	21%
Record video clips	895	838	136	372	178
	36%	35%	35%	40%	39%
				a	
		94%	15%	42%	20%

Columns Tested: a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 42

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QD12 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3598	3411	458	1329	603
Effective Weighted Sample	2482	2347	353	904	419
Weighted total	2519	2376	388	932	456
		94%	15%	37%	18%
Listen to music (not radio)	878	809	152	351	183
	35%	34%	39%	38%	40%
					a
		92%	17%	40%	21%
Accessing/ receiving news	878	828	148	348	200
	35%	35%	38%	37%	44%
					ac
		94%	17%	40%	23%
Use your phone for Sat Nav or directions	864	806	135	367	174
	34%	34%	35%	39%	38%
				a	
		93%	16%	42%	20%
Making video calls e.g. via Facetime, Skype or WhatsApp	768	705	111	297	176
	30%	30%	29%	32%	38%
					abc
		92%	14%	39%	23%
Making voice calls using a VoIP service e.g. Viber, Skype or WhatsApp	741	680	97	311	168
	29%	29%	25%	33%	37%
				ab	ab
		92%	13%	42%	23%

Columns Tested: a,b,c,d

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QD12 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

	Total	TV PLATFORM/S			
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3598	3411	458	1329	603
Effective Weighted Sample	2482	2347	353	904	419
Weighted total	2519	2376	388	932	456
		94%	15%	37%	18%
Play games	722	679	109	302	145
	29%	29%	28%	32%	32%
				a	
		94%	15%	42%	20%
Accessing/ receiving sports/ team news/ scores	523	499	87	230	118
	21%	21%	22%	25%	26%
				a	a
		95%	17%	44%	23%
Watching TV programmes/ films content online	447	417	77	184	97
	18%	18%	20%	20%	21%
		93%	17%	41%	22%
Contactless mobile payment at point of sale/ checkouts	373	345	62	160	78
	15%	15%	16%	17%	17%
		93%	17%	43%	21%
Listen to radio	329	314	57	129	70
	13%	13%	15%	14%	15%
		95%	17%	39%	21%
Listen to podcasts	283	253	37	121	53
	11%	11%	10%	13%	12%
		90%	13%	43%	19%

Columns Tested: a,b,c,d

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QD12 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

		TV PLATFORM/S			
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3598	3411	458	1329	603
Effective Weighted Sample	2482	2347	353	904	419
Weighted total	2519	2376	388	932	456
		94%	15%	37%	18%
Read an e-book	169	152	34	68	32
	7%	6%	9%	7%	7%
		90%	20%	40%	19%
Other	24	22	5	8	7
	1%	1%	1%	1%	2%
		93%	20%	32%	30%
MESSAGING	2232	2109	338	851	417
	89%	89%	87%	91%	91%
				ab	b
		94%	15%	38%	19%
ENTERTAINMENT	2007	1889	318	783	407
	80%	80%	82%	84%	89%
				a	abc
		94%	16%	39%	20%
WEB/ DATA ACCESS	1912	1799	305	757	385
	76%	76%	79%	81%	84%
				a	ab
		94%	16%	40%	20%
WATCHING AV CONTENT	1048	966	146	423	230
	42%	41%	38%	45%	51%
				ab	ab
		92%	14%	40%	22%
LISTEN TO AUDIO CONTENT	1029	950	175	409	218
	41%	40%	45%	44%	48%
				a	a
		92%	17%	40%	21%

Columns Tested: a,b,c,d

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QD12 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

	Total	TV PLATFORM/S			
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3598	3411	458	1329	603
Effective Weighted Sample	2482	2347	353	904	419
Weighted total	2519	2376	388	932	456
		94%	15%	37%	18%
VIDEO OR VOICE CALLS USING VOIP	958	884	131	397	207
	38%	37%	34%	43%	45%
				ab	ab
		92%	14%	41%	22%
None of these	166	154	25	46	10
	7%	6%	6%	5%	2%
		d	d	d	
		93%	15%	28%	6%
Don't know	1	1	-	-	1
	*%	*%	-%	-%	*%
		100%	-%	-%	100%

Columns Tested: a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 43

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

QD12 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Send/ receive text messages	2131	1036	1095	316	377	801	637	107	153	243	644	606	595	458	468	1808	166	98	59
	80%	80%	80%	87%	90%	89%	64%	61%	72%	81%	91%	85%	83%	79%	71%	81%	71%	74%	81%
				f	f	f			g	gh	ghi	mn	n	n		pq			pq
		49%	51%	15%	18%	38%	30%	5%	7%	11%	30%	28%	28%	22%	22%	85%	8%	5%	3%
Take photos	1864	898	966	320	375	736	433	89	111	213	618	560	533	400	367	1588	135	94	47
	70%	69%	70%	88%	89%	82%	44%	51%	52%	71%	87%	79%	74%	69%	56%	71%	58%	71%	63%
				ef	ef	f				gh	ghi	mn	mn	n		pr		pr	
		48%	52%	17%	20%	40%	23%	5%	6%	11%	33%	30%	29%	21%	20%	85%	7%	5%	2%
General browsing/ surfing the internet	1633	807	826	294	333	668	339	72	94	173	558	497	488	342	304	1398	121	67	47
	61%	62%	60%	81%	79%	74%	34%	42%	45%	58%	79%	70%	68%	59%	46%	63%	52%	50%	64%
				ef	f	f				gh	ghi	mn	mn	n		pq			pq
		49%	51%	18%	20%	41%	21%	4%	6%	11%	34%	30%	30%	21%	19%	86%	7%	4%	3%
Send/ receive emails	1486	737	748	268	317	610	291	67	78	162	534	478	443	314	248	1260	118	68	40
	56%	57%	54%	74%	75%	68%	29%	39%	37%	54%	75%	67%	62%	54%	37%	56%	51%	51%	54%
				ef	ef	f				gh	ghi	lmn	mn	n		p			
		50%	50%	18%	21%	41%	20%	5%	5%	11%	36%	32%	30%	21%	17%	85%	8%	5%	3%
Use IM/ Instant Messaging (e.g. WhatsApp, Facebook Messenger, Snapchat, iMessage)	1400	655	745	281	328	553	238	61	72	157	482	435	414	292	257	1198	100	61	42
	52%	50%	54%	78%	78%	61%	24%	35%	34%	53%	68%	61%	58%	50%	39%	54%	43%	46%	56%
				ef	ef	f				gh	ghi	mn	mn	n		pq			pq
		47%	53%	20%	23%	40%	17%	4%	5%	11%	34%	31%	30%	21%	18%	86%	7%	4%	3%

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

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QD12 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Send/ receive messages with pictures/ images	1244	606	638	250	268	486	240	52	62	142	451	415	386	249	191	1074	89	48	33
	47%	47%	46%	69%	64%	54%	24%	30%	29%	48%	63%	58%	54%	43%	29%	48%	38%	36%	45%
				ef	ef	f				gh	ghi	mn	mn	n		pq			q
		49%	51%	20%	22%	39%	19%	4%	5%	11%	36%	33%	31%	20%	15%	86%	7%	4%	3%
Using social networking e.g. Facebook, Twitter, LinkedIn, Snapchat, Instagram	1166	532	634	273	291	444	159	59	71	140	371	358	345	241	220	990	88	53	36
	44%	41%	46%	75%	69%	49%	16%	34%	34%	47%	52%	50%	48%	42%	33%	44%	38%	40%	49%
			a	ef	ef	f				gh	gh	mn	mn	n		p			pq
		46%	54%	23%	25%	38%	14%	5%	6%	12%	32%	31%	30%	21%	19%	85%	8%	5%	3%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	965	474	491	224	248	385	109	44	50	103	365	312	300	182	171	843	57	39	26
	36%	36%	36%	62%	59%	43%	11%	25%	24%	35%	51%	44%	42%	31%	26%	38%	25%	30%	36%
				ef	ef	f				gh	ghi	mn	mn	n		pq			p
		49%	51%	23%	26%	40%	11%	5%	5%	11%	38%	32%	31%	19%	18%	87%	6%	4%	3%
Send/ receive video clips	904	417	486	197	226	344	137	35	34	103	369	314	265	173	151	791	57	32	23
	34%	32%	35%	54%	54%	38%	14%	20%	16%	34%	52%	44%	37%	30%	23%	35%	25%	25%	32%
				ef	ef	f				gh	ghi	lmn	mn	n		pq			pq
		46%	54%	22%	25%	38%	15%	4%	4%	11%	41%	35%	29%	19%	17%	87%	6%	4%	3%
Record video clips	895	429	466	218	205	365	107	42	44	97	350	306	263	179	145	788	53	32	21
	33%	33%	34%	60%	49%	40%	11%	24%	21%	32%	49%	43%	37%	31%	22%	35%	23%	24%	29%
				def	ef	f				gh	ghi	lmn	mn	n		pqr			
		48%	52%	24%	23%	41%	12%	5%	5%	11%	39%	34%	29%	20%	16%	88%	6%	4%	2%

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

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QD12 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Listen to music (not radio)	878	447	431	259	222	317	80	33	46	94	309	296	263	168	149	763	66	29	20
	33%	34%	31%	72%	53%	35%	8%	19%	22%	31%	44%	42%	37%	29%	23%	34%	29%	22%	27%
				def	ef	f				gh	ghi	mn	mn	n		pqr			
		51%	49%	30%	25%	36%	9%	4%	5%	11%	35%	34%	30%	19%	17%	87%	8%	3%	2%
Accessing/ receiving news	878	480	398	154	189	358	177	37	48	99	326	312	270	168	128	746	67	36	28
	33%	37%	29%	42%	45%	40%	18%	21%	22%	33%	46%	44%	38%	29%	19%	33%	29%	28%	38%
		b		f	f	f				gh	ghi	lmn	mn	n		q			opq
		55%	45%	18%	22%	41%	20%	4%	5%	11%	37%	36%	31%	19%	15%	85%	8%	4%	3%
Use your phone for Sat Nav or directions	864	441	423	166	197	365	136	33	38	107	362	304	273	170	116	750	68	27	19
	32%	34%	31%	46%	47%	40%	14%	19%	18%	36%	51%	43%	38%	29%	18%	34%	29%	20%	25%
				f	ef	f				gh	ghi	mn	mn	n		qr	q		
		51%	49%	19%	23%	42%	16%	4%	4%	12%	42%	35%	32%	20%	13%	87%	8%	3%	2%
Making video calls e.g. via Facetime, Skype or WhatsApp	768	356	412	186	191	288	103	31	37	85	294	261	235	149	122	666	52	28	21
	29%	27%	30%	51%	45%	32%	10%	18%	17%	28%	41%	37%	33%	26%	19%	30%	23%	22%	29%
				ef	ef	f				gh	ghi	mn	mn	n		pq			q
		46%	54%	24%	25%	38%	13%	4%	5%	11%	38%	34%	31%	19%	16%	87%	7%	4%	3%
Making voice calls using a VoIP service e.g. Viber, Skype or WhatsApp	741	363	378	161	182	281	117	31	33	73	312	261	236	132	112	656	43	23	20
	28%	28%	28%	44%	43%	31%	12%	18%	15%	24%	44%	37%	33%	23%	17%	29%	18%	17%	27%
				ef	ef	f					h	ghi	mn	mn	n		pq			pq
		49%	51%	22%	25%	38%	16%	4%	4%	10%	42%	35%	32%	18%	15%	88%	6%	3%	3%

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

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QD12 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Play games	722	376	346	204	178	255	84	43	54	75	213	168	229	142	181	624	53	29	15
	27%	29%	25%	56%	42%	28%	9%	24%	25%	25%	30%	24%	32%	25%	27%	28%	23%	22%	21%
		b		def	ef	f							kmn			qr			
		52%	48%	28%	25%	35%	12%	6%	7%	10%	29%	23%	32%	20%	25%	86%	7%	4%	2%
Accessing/ receiving sports/ team news/ scores	523	398	125	123	107	221	72	21	21	70	202	180	169	101	73	445	41	20	17
	20%	31%	9%	34%	25%	25%	7%	12%	10%	23%	28%	25%	24%	17%	11%	20%	18%	15%	23%
		b		def	f	f				gh	gh	mn	mn	n		q			pq
		76%	24%	23%	20%	42%	14%	4%	4%	13%	39%	34%	32%	19%	14%	85%	8%	4%	3%
Watching TV programmes/ films content online	447	237	210	138	127	141	40	17	24	45	162	140	155	78	72	385	38	15	10
	17%	18%	15%	38%	30%	16%	4%	10%	11%	15%	23%	20%	22%	13%	11%	17%	16%	11%	13%
		b		def	ef	f					ghi	mn	mn			qr	q		
		53%	47%	31%	28%	32%	9%	4%	5%	10%	36%	31%	35%	17%	16%	86%	9%	3%	2%
Contactless mobile payment at point of sale/ checkouts	373	207	166	106	104	132	30	17	14	35	141	150	123	55	45	332	25	10	6
	14%	16%	12%	29%	25%	15%	3%	10%	7%	12%	20%	21%	17%	9%	7%	15%	11%	7%	8%
		b		ef	ef	f				h	ghi	mn	mn			pqr			
		56%	44%	29%	28%	36%	8%	4%	4%	9%	38%	40%	33%	15%	12%	89%	7%	3%	2%
Listen to radio	329	173	156	56	65	144	63	15	14	34	126	124	88	54	63	281	31	11	5
	12%	13%	11%	15%	16%	16%	6%	8%	7%	11%	18%	17%	12%	9%	10%	13%	14%	8%	7%
				f	f	f					ghi	lmn				qr	qr		
		53%	47%	17%	20%	44%	19%	4%	4%	10%	38%	38%	27%	16%	19%	86%	10%	3%	2%
Listen to podcasts	283	145	139	77	66	109	32	14	6	26	126	127	90	35	31	246	24	9	4
	11%	11%	10%	21%	16%	12%	3%	8%	3%	9%	18%	18%	13%	6%	5%	11%	10%	7%	5%
				ef	f	f		h		h	ghi	lmn	mn			qr	r		
		51%	49%	27%	23%	38%	11%	5%	2%	9%	44%	45%	32%	12%	11%	87%	9%	3%	1%

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

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QD12 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Read an e-book	169	66	103	35	40	62	33	9	8	13	76	75	58	17	20	140	21	6	4
	6%	5%	8%	10%	9%	7%	3%	5%	4%	4%	11%	11%	8%	3%	3%	6%	9%	4%	5%
			a	f	f	f					ghi	mn	mn				qr		
		39%	61%	21%	23%	37%	19%	5%	5%	7%	45%	44%	34%	10%	12%	82%	12%	3%	2%
Other	24	12	12	1	2	11	10	*	3	1	12	6	9	7	1	22	1	*	-
	1%	1%	1%	*%	1%	1%	1%	*%	2%	*%	2%	1%	1%	1%	*%	1%	1%	*%	-%
														n	n	r			
		51%	49%	2%	9%	45%	43%	2%	14%	6%	49%	25%	40%	31%	5%	94%	6%	*%	-%
MESSAGING	2232	1088	1144	337	396	841	658	111	157	249	674	629	625	485	490	1887	178	105	62
	83%	84%	83%	93%	94%	93%	66%	64%	74%	83%	95%	88%	87%	84%	74%	84%	76%	79%	84%
				f	f	f			g	gh	ghi	mn	n	n		pq			p
		49%	51%	15%	18%	38%	29%	5%	7%	11%	30%	28%	28%	22%	22%	85%	8%	5%	3%
ENTERTAINMENT	2007	975	1032	348	399	792	469	100	123	228	646	592	568	431	413	1700	155	101	51
	75%	75%	75%	96%	95%	88%	47%	58%	58%	76%	91%	83%	79%	74%	63%	76%	67%	76%	69%
				ef	ef	f				gh	ghi	mn	mn	n		pr		pr	
		49%	51%	17%	20%	39%	23%	5%	6%	11%	32%	29%	28%	21%	21%	85%	8%	5%	3%
WEB/ DATA ACCESS	1912	943	969	333	391	764	423	89	117	214	637	569	557	413	370	1621	152	87	53
	71%	73%	70%	92%	93%	85%	43%	51%	55%	72%	90%	80%	78%	71%	56%	72%	65%	66%	71%
				ef	ef	f				gh	ghi	mn	mn	n		pq			
		49%	51%	17%	20%	40%	22%	5%	6%	11%	33%	30%	29%	22%	19%	85%	8%	5%	3%
WATCHING AV CONTENT	1048	520	527	248	266	411	122	49	60	113	384	325	327	203	192	910	66	43	29
	39%	40%	38%	68%	63%	46%	12%	28%	28%	38%	54%	46%	46%	35%	29%	41%	28%	33%	39%
				ef	ef	f				gh	ghi	mn	mn	n		pq			p
		50%	50%	24%	25%	39%	12%	5%	6%	11%	37%	31%	31%	19%	18%	87%	6%	4%	3%
LISTEN TO AUDIO CONTENT	1029	517	511	275	253	380	120	42	51	113	362	343	301	192	191	890	81	35	23
	38%	40%	37%	76%	60%	42%	12%	24%	24%	38%	51%	48%	42%	33%	29%	40%	35%	26%	31%
				def	ef	f				gh	ghi	lmn	mn			qr	q		
		50%	50%	27%	25%	37%	12%	4%	5%	11%	35%	33%	29%	19%	19%	87%	8%	3%	2%

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

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QD12 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
VIDEO OR VOICE CALLS USING VOIP	958	453	504	216	227	360	154	41	51	97	369	320	296	182	160	829	64	35	29
	36%	35%	37%	60%	54%	40%	16%	24%	24%	33%	52%	45%	41%	31%	24%	37%	28%	27%	39%
				ef	ef	f				gh	ghi	mn	mn	n		pq			pq
		47%	53%	23%	24%	38%	16%	4%	5%	10%	39%	33%	31%	19%	17%	87%	7%	4%	3%
None of these	166	87	79	1	4	13	148	19	28	15	11	32	40	39	55	130	20	10	6
	6%	7%	6%	*%	1%	1%	15%	11%	13%	5%	2%	4%	6%	7%	8%	6%	9%	8%	8%
							cde	ij	ij	j					kl		o		
		53%	47%	1%	2%	8%	89%	11%	17%	9%	7%	19%	24%	23%	33%	78%	12%	6%	3%
Don't know	1	1	-	-	-	-	1	-	-	-	-	-	-	1	-	1	-	-	-
	*%	*%	-%	-%	-%	-%	*%	-%	-%	-%	-%	-%	-%	*%	-%	*%	-%	-%	-%
		100%	-%	-%	-%	-%	100%	-%	-%	-%	-%	-%	-%	100%	-%	100%	-%	-%	-%

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

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QD12 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Send/ receive text messages	2131	307	284	169	142	203	184	172	98	249	1864	267	1363	767	1007	1124
	80%	90%	79%	77%	73%	85%	75%	76%	88%	83%	81%	74%	88%	69%	79%	80%
		bcdfgi				cdfg			bcdfg	df	k		m			
		14%	13%	8%	7%	10%	9%	8%	5%	12%	87%	13%	64%	36%	47%	53%
Take photos	1864	273	254	155	136	160	172	145	85	209	1626	238	1284	578	873	991
	70%	80%	71%	71%	70%	67%	70%	64%	76%	69%	70%	66%	83%	52%	68%	71%
		bcdefgi							eg				m			
		15%	14%	8%	7%	9%	9%	8%	5%	11%	87%	13%	69%	31%	47%	53%
General browsing/ surfing the internet	1633	265	222	141	101	152	137	126	72	183	1437	196	1161	472	765	868
	61%	78%	62%	64%	52%	64%	56%	56%	65%	61%	62%	55%	75%	42%	60%	62%
		bcdefghi	d	d		d			dfg	d	k		m			
		16%	14%	9%	6%	9%	8%	8%	4%	11%	88%	12%	71%	29%	47%	53%
Send/ receive emails	1486	242	225	137	99	121	144	112	48	133	1289	197	1092	392	737	748
	56%	71%	63%	63%	51%	51%	59%	49%	43%	44%	56%	55%	70%	35%	58%	54%
		bcdefghi	deghi	deghi			ghi						m		o	
		16%	15%	9%	7%	8%	10%	8%	3%	9%	87%	13%	73%	26%	50%	50%
Use IM/ Instant Messaging (e.g. WhatsApp, Facebook Messenger, Snapchat, iMessage)	1400	238	185	114	99	130	125	100	61	145	1235	164	1000	400	639	760
	52%	70%	51%	52%	51%	55%	51%	44%	55%	48%	53%	46%	64%	36%	50%	54%
		bcdefghi						g		g	k		m			n
		17%	13%	8%	7%	9%	9%	7%	4%	10%	88%	12%	71%	29%	46%	54%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 43

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Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Send/ receive messages with pictures/ images	1244	215	195	94	73	114	111	86	58	127	1085	159	878	366	607	637
	47%	63%	54%	43%	37%	48%	45%	38%	52%	42%	47%	44%	56%	33%	48%	46%
		bcdefghi	cdfgi			dg			cdgi				m			
		17%	16%	8%	6%	9%	9%	7%	5%	10%	87%	13%	71%	29%	49%	51%
Using social networking e.g. Facebook, Twitter, LinkedIn, Snapchat, Instagram	1166	178	163	90	73	116	99	90	55	125	1029	138	842	324	542	624
	44%	52%	45%	41%	38%	49%	40%	40%	50%	41%	44%	38%	54%	29%	42%	45%
		cdfgi				dg			dfg		k		m			
		15%	14%	8%	6%	10%	9%	8%	5%	11%	88%	12%	72%	28%	46%	54%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	965	195	135	72	61	78	86	67	43	106	858	107	715	250	445	521
	36%	57%	37%	33%	31%	33%	35%	30%	39%	35%	37%	30%	46%	22%	35%	37%
		bcdefghi							g		k		m			
		20%	14%	7%	6%	8%	9%	7%	4%	11%	89%	11%	74%	26%	46%	54%
Send/ receive video clips	904	193	124	81	56	72	87	60	35	83	775	128	646	257	447	457
	34%	57%	35%	37%	29%	30%	35%	26%	31%	28%	33%	36%	42%	23%	35%	33%
		bcdefghi		gi			g						m			
		21%	14%	9%	6%	8%	10%	7%	4%	9%	86%	14%	71%	28%	49%	51%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 43

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

QD12 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Record video clips	895	202	102	72	51	68	96	56	38	103	783	112	651	244	408	487
	33%	59%	28%	33%	26%	29%	39%	25%	34%	34%	34%	31%	42%	22%	32%	35%
		bcdefghi					bdeg		g	g			m			
		23%	11%	8%	6%	8%	11%	6%	4%	11%	88%	12%	73%	27%	46%	54%
Listen to music (not radio)	878	172	117	70	56	80	81	60	30	95	778	100	641	236	383	495
	33%	51%	33%	32%	29%	34%	33%	26%	27%	32%	34%	28%	41%	21%	30%	35%
		bcdefghi									k		m			n
		20%	13%	8%	6%	9%	9%	7%	3%	11%	89%	11%	73%	27%	44%	56%
Accessing/ receiving news	878	131	150	78	51	59	72	57	34	114	767	111	654	224	419	458
	33%	38%	42%	35%	26%	25%	29%	25%	30%	38%	33%	31%	42%	20%	33%	33%
		defgh	defgh	deg						defg			m			
		15%	17%	9%	6%	7%	8%	7%	4%	13%	87%	13%	74%	26%	48%	52%
Use your phone for Sat Nav or directions	864	157	122	70	56	56	93	69	39	88	752	112	653	211	407	457
	32%	46%	34%	32%	29%	24%	38%	31%	35%	29%	32%	31%	42%	19%	32%	33%
		bcdeghi	e	e			dei		e				m			
		18%	14%	8%	7%	6%	11%	8%	5%	10%	87%	13%	76%	24%	47%	53%
Making video calls e.g. via Facetime, Skype or WhatsApp	768	160	116	63	54	59	74	58	24	59	670	99	547	221	360	408
	29%	47%	32%	29%	28%	25%	30%	26%	21%	20%	29%	27%	35%	20%	28%	29%
		bcdefghi	hi	i	i		hi						m			
		21%	15%	8%	7%	8%	10%	8%	3%	8%	87%	13%	71%	29%	47%	53%

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

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QD12 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS LONDON a	SOUTH EAST b	SOUTH WEST c	EAST MIDS d	WEST MIDS e	EAST OF ENG f	YORKS& HUMBER g	NORTH EAST h	NORTH WEST i	URBANITY URBAN j	RURAL k	WORKING STATUS WORKING l	NOT WORKING m	DEPRIVATION LEVEL LOW n	MEDIUM/ HIGH o
Significance Level: 95%																
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Making voice calls using a VoIP service e.g. Viber, Skype or WhatsApp	741	177	112	63	50	50	69	43	31	60	642	99	538	203	349	392
	28%	52%	31%	29%	26%	21%	28%	19%	28%	20%	28%	28%	35%	18%	27%	28%
		bcdefghi	egi	egi			gi		gi				m			
		24%	15%	8%	7%	7%	9%	6%	4%	8%	87%	13%	73%	27%	47%	53%
Play games	722	101	88	50	73	75	75	65	27	71	633	89	491	230	318	404
	27%	30%	24%	23%	38%	31%	30%	29%	24%	23%	27%	25%	32%	21%	25%	29%
					bcghi	ci							m			n
		14%	12%	7%	10%	10%	10%	9%	4%	10%	88%	12%	68%	32%	44%	56%
Accessing/ receiving sports/ team news/ scores	523	95	79	38	31	48	44	35	17	57	456	68	400	123	258	265
	20%	28%	22%	18%	16%	20%	18%	16%	16%	19%	20%	19%	26%	11%	20%	19%
		cdefghi											m			
		18%	15%	7%	6%	9%	8%	7%	3%	11%	87%	13%	77%	23%	49%	51%
Watching TV programmes/ films content online	447	82	62	45	31	29	51	34	11	40	390	57	316	131	204	243
	17%	24%	17%	21%	16%	12%	21%	15%	10%	13%	17%	16%	20%	12%	16%	17%
		deghi	h	ehi			ehi						m			
		18%	14%	10%	7%	7%	11%	8%	3%	9%	87%	13%	71%	29%	46%	54%
Contactless mobile payment at point of sale/ checkouts	373	66	62	22	28	33	34	26	15	46	329	44	291	83	167	206
	14%	19%	17%	10%	14%	14%	14%	12%	14%	15%	14%	12%	19%	7%	13%	15%
		cg	c										m			
		18%	17%	6%	7%	9%	9%	7%	4%	12%	88%	12%	78%	22%	45%	55%

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

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QD12 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBANITY URBAN	RURAL	WORKING STATUS WORKING	NOT WORKING	DEPRIVATION LEVEL LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Listen to radio	329	39	65	24	23	21	37	23	12	38	280	49	241	88	161	168
	12%	11%	18%	11%	12%	9%	15%	10%	11%	13%	12%	14%	16%	8%	13%	12%
			acdegh				e						m			
		12%	20%	7%	7%	6%	11%	7%	4%	12%	85%	15%	73%	27%	49%	51%
Listen to podcasts	283	70	41	36	14	21	20	9	8	28	241	42	216	67	127	156
	11%	20%	11%	17%	7%	9%	8%	4%	7%	9%	10%	12%	14%	6%	10%	11%
		bdefghi	g	defghi		g	g			g			m			
		25%	15%	13%	5%	7%	7%	3%	3%	10%	85%	15%	76%	24%	45%	55%
Read an e-book	169	39	29	18	9	9	16	6	4	7	148	21	122	47	71	98
	6%	12%	8%	8%	5%	4%	7%	3%	4%	2%	6%	6%	8%	4%	6%	7%
		deghi	egi	eghi			i						m			
		23%	17%	11%	5%	5%	9%	4%	3%	4%	87%	13%	72%	28%	42%	58%
Other	24	-	6	1	-	-	2	1	11	2	23	1	14	10	12	12
	1%	-%	2%	*%	-%	-%	1%	*%	10%	1%	1%	*%	1%	1%	1%	1%
			ade						abcdefgi							
		-%	24%	3%	-%	-%	10%	3%	46%	7%	95%	5%	60%	40%	51%	49%
MESSAGING	2232	322	294	178	153	208	192	187	100	254	1950	282	1438	793	1048	1184
	83%	95%	82%	81%	78%	87%	78%	83%	90%	84%	84%	79%	93%	71%	82%	85%
		bcdefghi				df			bcdfg		k		m			
		14%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	64%	36%	47%	53%
ENTERTAINMENT	2007	282	274	166	151	172	185	161	88	222	1748	259	1371	635	938	1069
	75%	83%	76%	76%	77%	72%	75%	71%	79%	74%	75%	72%	88%	57%	73%	76%
		efgi							g				m			
		14%	14%	8%	8%	9%	9%	8%	4%	11%	87%	13%	68%	32%	47%	53%

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

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QD12 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : All respondents

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
WEB/ DATA ACCESS	1912	290	274	157	126	171	168	150	82	202	1676	236	1341	570	900	1012
	71%	85%	76%	72%	65%	72%	69%	66%	73%	67%	72%	66%	86%	51%	70%	72%
		bcdefghi	dgi						d		k		m			
		15%	14%	8%	7%	9%	9%	8%	4%	11%	88%	12%	70%	30%	47%	53%
WATCHING AV CONTENT	1048	206	150	79	64	81	94	76	44	115	929	119	768	280	478	570
	39%	61%	42%	36%	33%	34%	38%	34%	40%	38%	40%	33%	49%	25%	37%	41%
		bcdefghi									k		m			
		20%	14%	8%	6%	8%	9%	7%	4%	11%	89%	11%	73%	27%	46%	54%
LISTEN TO AUDIO CONTENT	1029	190	142	79	69	90	100	71	35	114	899	130	742	286	468	561
	38%	56%	39%	36%	35%	38%	41%	31%	32%	38%	39%	36%	48%	26%	37%	40%
		bcdefghi					gh						m			
		18%	14%	8%	7%	9%	10%	7%	3%	11%	87%	13%	72%	28%	45%	55%
VIDEO OR VOICE CALLS USING VOIP	958	194	140	84	60	73	95	68	37	78	827	130	680	278	449	508
	36%	57%	39%	39%	31%	31%	39%	30%	33%	26%	36%	36%	44%	25%	35%	36%
		bcdefghi	egi	i			egi						m			
		20%	15%	9%	6%	8%	10%	7%	4%	8%	86%	14%	71%	29%	47%	53%
None of these	166	8	24	15	11	12	23	11	5	22	141	25	29	136	93	73
	6%	2%	7%	7%	5%	5%	9%	5%	4%	7%	6%	7%	2%	12%	7%	5%
			a	a			ah			a				l		o
		5%	14%	9%	6%	7%	14%	7%	3%	13%	85%	15%	18%	82%	56%	44%

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

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QD12 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : All respondents

	Total		ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST		URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i		j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256		2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243		2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300		2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%		87%	13%	58%	42%	48%	52%
Don't know	1	-	-	-	1	-	-	-	-	-		-	1	1	-	1	-
	*%	-%	-%	-%	*%	-%	-%	-%	-%	-%		-%	*%	*%	-%	*%	-%
		-%	-%	-%	100%	-%	-%	-%	-%	-%		-%	100%	100%	-%	100%	-%

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

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QD12 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : All respondents

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
Send/ receive text messages	2131	2019	330	812	394
	80%	80%	83%	85%	83%
				a	
		95%	15%	38%	18%
Take photos	1864	1755	291	734	374
	70%	70%	73%	77%	79%
				a	a
		94%	16%	39%	20%
General browsing/ surfing the internet	1633	1539	262	640	332
	61%	61%	66%	67%	70%
				a	a
		94%	16%	39%	20%
Send/ receive emails	1486	1396	241	596	298
	56%	55%	61%	63%	63%
			a	a	a
		94%	16%	40%	20%
Use IM/ Instant Messaging (e.g. WhatsApp, Facebook Messenger, Snapchat, iMessage)	1400	1314	219	566	301
	52%	52%	55%	59%	63%
				a	ab
		94%	16%	40%	22%

Columns Tested: a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 43

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

QD12 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : All respondents

	Total	TV PLATFORM/S ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
Send/ receive messages with pictures/ images	1244	1168	188	529	267
	47%	46%	47%	56%	56%
				ab	ab
		94%	15%	43%	21%
Using social networking e.g. Facebook, Twitter, LinkedIn, Snapchat, Instagram	1166	1089	191	459	261
	44%	43%	48%	48%	55%
				a	ac
		93%	16%	39%	22%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	965	891	128	397	217
	36%	35%	32%	42%	46%
				ab	ab
		92%	13%	41%	23%
Send/ receive video clips	904	846	130	380	190
	34%	34%	33%	40%	40%
				ab	ab
		94%	14%	42%	21%
Record video clips	895	838	136	372	178
	33%	33%	34%	39%	37%
				a	
		94%	15%	42%	20%

Columns Tested: a,b,c,d

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

QD12 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : All respondents

		TV PLATFORM/S			
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
Listen to music (not radio)	878	809	152	351	183
	33%	32%	38%	37%	39%
			a	a	a
		92%	17%	40%	21%
Accessing/ receiving news	878	828	148	348	200
	33%	33%	37%	37%	42%
				a	a
		94%	17%	40%	23%
Use your phone for Sat Nav or directions	864	806	135	367	174
	32%	32%	34%	39%	37%
				a	
		93%	16%	42%	20%
Making video calls e.g. via Facetime, Skype or WhatsApp	768	705	111	297	176
	29%	28%	28%	31%	37%
					abc
		92%	14%	39%	23%
Making voice calls using a VoIP service e.g. Viber, Skype or WhatsApp	741	680	97	311	168
	28%	27%	24%	33%	35%
				ab	ab
		92%	13%	42%	23%

Columns Tested: a,b,c,d

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

QD12 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : All respondents

		TV PLATFORM/S			
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
Play games	722	679	109	302	145
	27%	27%	27%	32%	31%
				a	
		94%	15%	42%	20%
Accessing/ receiving sports/ team news/ scores	523	499	87	230	118
	20%	20%	22%	24%	25%
				a	a
		95%	17%	44%	23%
Watching TV programmes/ films content online	447	417	77	184	97
	17%	17%	19%	19%	20%
		93%	17%	41%	22%
Contactless mobile payment at point of sale/ checkouts	373	345	62	160	78
	14%	14%	16%	17%	16%
				a	
		93%	17%	43%	21%
Listen to radio	329	314	57	129	70
	12%	12%	14%	14%	15%
		95%	17%	39%	21%
Listen to podcasts	283	253	37	121	53
	11%	10%	9%	13%	11%
				a	
		90%	13%	43%	19%

Columns Tested: a,b,c,d

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

QD12 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : All respondents

| | | TV PLATFORM/S | | | |
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
Read an e-book	169	152	34	68	32
	6%	6%	9%	7%	7%
		90%	20%	40%	19%
Other	24	22	5	8	7
	1%	1%	1%	1%	2%
		93%	20%	32%	30%
MESSAGING	2232	2109	338	851	417
	83%	84%	85%	89%	88%
				ab	a
		94%	15%	38%	19%
ENTERTAINMENT	2007	1889	318	783	407
	75%	75%	80%	82%	86%
			a	a	ab
		94%	16%	39%	20%
WEB/ DATA ACCESS	1912	1799	305	757	385
	71%	71%	77%	79%	81%
			a	a	a
		94%	16%	40%	20%
WATCHING AV CONTENT	1048	966	146	423	230
	39%	38%	37%	44%	48%
				ab	ab
		92%	14%	40%	22%
LISTEN TO AUDIO CONTENT	1029	950	175	409	218
	38%	38%	44%	43%	46%
			a	a	a
		92%	17%	40%	21%

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.
QD12 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : All respondents

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
VIDEO OR VOICE CALLS USING VOIP	958	884	131	397	207
	36%	35%	33%	42%	44%
				ab	ab
		92%	14%	41%	22%
None of these	166	154	25	46	10
	6%	6%	6%	5%	2%
		d	d	d	
		93%	15%	28%	6%
Don't know	1	1	-	-	1
	*%	*%	-%	-%	*%
		100%	-%	-%	100%

Columns Tested: a,b,c,d

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

QD13 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3598	1733	1865	481	560	1129	1427	239	294	381	775	793	1114	737	946	2170	466	486	476
Effective Weighted Sample	2482	1182	1302	338	398	777	1010	175	212	273	597	575	788	501	660	1895	310	347	420
Weighted total	2519	1231	1288	354	419	890	856	144	193	283	706	688	690	549	587	2112	211	125	70
		49%	51%	14%	17%	35%	34%	6%	8%	11%	28%	27%	27%	22%	23%	84%	8%	5%	3%
Send/ receive text messages	1984	951	1033	292	355	756	580	96	136	230	609	563	551	440	427	1691	153	85	54
	79%	77%	80%	83%	85%	85%	68%	67%	70%	81%	86%	82%	80%	80%	73%	80%	73%	68%	78%
				f	f	f				gh	gh	n	n	n		pq			q
		48%	52%	15%	18%	38%	29%	5%	7%	12%	31%	28%	28%	22%	22%	85%	8%	4%	3%
General browsing/ surfing the internet	1454	721	733	278	303	594	280	66	80	151	487	442	433	311	268	1243	108	61	43
	58%	59%	57%	78%	72%	67%	33%	46%	41%	53%	69%	64%	63%	57%	46%	59%	51%	48%	61%
				ef	ef	f				h	ghi	mn	mn	n		pq			pq
		50%	50%	19%	21%	41%	19%	5%	5%	10%	34%	30%	30%	21%	18%	85%	7%	4%	3%
Take photos	1358	620	738	261	310	536	251	57	81	151	483	424	391	287	253	1159	109	60	30
	54%	50%	57%	74%	74%	60%	29%	40%	42%	53%	68%	62%	57%	52%	43%	55%	52%	48%	43%
			a	ef	ef	f				gh	ghi	mn	n	n		qr	r		
		46%	54%	19%	23%	39%	18%	4%	6%	11%	36%	31%	29%	21%	19%	85%	8%	4%	2%
Send/ receive emails	1329	661	668	242	288	550	249	56	68	142	491	446	399	275	209	1131	106	59	34
	53%	54%	52%	68%	69%	62%	29%	38%	35%	50%	70%	65%	58%	50%	36%	54%	50%	47%	48%
				ef	ef	f				gh	ghi	lmn	mn	n		qr			
		50%	50%	18%	22%	41%	19%	4%	5%	11%	37%	34%	30%	21%	16%	85%	8%	4%	3%
Use IM/ Instant Messaging (e.g. WhatsApp, Facebook Messenger, Snapchat, iMessage)	1198	553	645	253	292	472	180	52	60	143	398	379	350	247	220	1020	88	54	35
	48%	45%	50%	71%	70%	53%	21%	36%	31%	50%	56%	55%	51%	45%	37%	48%	42%	43%	50%
			a	ef	ef	f				gh	gh	mn	mn	n		p			p
		46%	54%	21%	24%	39%	15%	4%	5%	12%	33%	32%	29%	21%	18%	85%	7%	5%	3%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 44

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

QD13 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : Those who personally use a mobile phone

	Total	GENDER MALE	GENDER FEMALE	AGE GROUP 16-24	AGE GROUP 25-34	AGE GROUP 35-54	AGE GROUP 55+	HOUSEHOLD INCOME UNDER 10.4K	HOUSEHOLD INCOME 10.4K-15.59K	HOUSEHOLD INCOME 15.6K-25.99K	HOUSEHOLD INCOME 26K+	SOCIAL GROUP AB	SOCIAL GROUP C1	SOCIAL GROUP C2	SOCIAL GROUP DE	NATION ENGLAND	NATION SCOTLAND	NATION WALES	NATION NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3598	1733	1865	481	560	1129	1427	239	294	381	775	793	1114	737	946	2170	466	486	476
Effective Weighted Sample	2482	1182	1302	338	398	777	1010	175	212	273	597	575	788	501	660	1895	310	347	420
Weighted total	2519	1231	1288	354	419	890	856	144	193	283	706	688	690	549	587	2112	211	125	70
		49%	51%	14%	17%	35%	34%	6%	8%	11%	28%	27%	27%	22%	23%	84%	8%	5%	3%
Using social networking e.g. Facebook, Twitter, LinkedIn, Snapchat, Instagram	1030	468	562	248	270	383	129	56	59	114	330	312	315	209	193	873	78	48	31
	41%	38%	44%	70%	64%	43%	15%	39%	30%	40%	47%	45%	46%	38%	33%	41%	37%	38%	45%
			a	ef	ef	f				h	h	mn	mn						p
		45%	55%	24%	26%	37%	13%	5%	6%	11%	32%	30%	31%	20%	19%	85%	8%	5%	3%
Send/ receive messages with pictures/ images	902	417	485	198	212	343	149	41	35	102	343	306	281	177	136	781	71	30	20
	36%	34%	38%	56%	51%	39%	17%	28%	18%	36%	49%	44%	41%	32%	23%	37%	34%	24%	28%
				ef	ef	f		h		h	ghi	mn	mn	n		qr	q		
		46%	54%	22%	23%	38%	16%	5%	4%	11%	38%	34%	31%	20%	15%	87%	8%	3%	2%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	749	371	378	183	207	290	69	32	34	73	298	255	233	139	122	659	48	24	17
	30%	30%	29%	52%	49%	33%	8%	22%	18%	26%	42%	37%	34%	25%	21%	31%	23%	19%	25%
				ef	ef	f				h	ghi	mn	mn			pqr			q
		50%	50%	24%	28%	39%	9%	4%	5%	10%	40%	34%	31%	19%	16%	88%	6%	3%	2%
Listen to music (not radio)	731	372	359	230	193	250	58	27	41	82	254	246	225	133	126	634	59	23	15
	29%	30%	28%	65%	46%	28%	7%	19%	21%	29%	36%	36%	33%	24%	21%	30%	28%	18%	22%
				def	ef	f				gh	ghi	mn	mn			qr	q		
		51%	49%	31%	26%	34%	8%	4%	6%	11%	35%	34%	31%	18%	17%	87%	8%	3%	2%

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

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QD13 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3598	1733	1865	481	560	1129	1427	239	294	381	775	793	1114	737	946	2170	466	486	476
Effective Weighted Sample	2482	1182	1302	338	398	777	1010	175	212	273	597	575	788	501	660	1895	310	347	420
Weighted total	2519	1231	1288	354	419	890	856	144	193	283	706	688	690	549	587	2112	211	125	70
		49%	51%	14%	17%	35%	34%	6%	8%	11%	28%	27%	27%	22%	23%	84%	8%	5%	3%
Accessing/ receiving news	692	392	300	125	148	286	133	30	38	74	271	249	219	132	92	589	58	24	21
	27%	32%	23%	35%	35%	32%	16%	21%	19%	26%	38%	36%	32%	24%	16%	28%	27%	19%	30%
		b		f	f	f					ghi	mn	mn	n		q	q		q
		57%	43%	18%	21%	41%	19%	4%	5%	11%	39%	36%	32%	19%	13%	85%	8%	4%	3%
Send/ receive video clips	642	304	338	148	174	239	81	27	23	74	279	231	196	113	102	569	44	16	12
	25%	25%	26%	42%	42%	27%	9%	19%	12%	26%	40%	34%	28%	21%	17%	27%	21%	13%	17%
				ef	ef	f				h	ghi	lmn	mn			pqr	q		
		47%	53%	23%	27%	37%	13%	4%	4%	12%	44%	36%	31%	18%	16%	89%	7%	3%	2%
Play games	592	307	284	176	149	202	66	34	47	58	180	145	178	114	154	514	42	25	11
	23%	25%	22%	50%	36%	23%	8%	24%	24%	21%	25%	21%	26%	21%	26%	24%	20%	20%	16%
				def	ef	f							km		km	r			
		52%	48%	30%	25%	34%	11%	6%	8%	10%	30%	25%	30%	19%	26%	87%	7%	4%	2%
Record video clips	587	273	313	149	148	237	53	22	23	65	254	198	188	109	92	517	41	16	13
	23%	22%	24%	42%	35%	27%	6%	16%	12%	23%	36%	29%	27%	20%	16%	24%	20%	13%	18%
				ef	ef	f				h	ghi	mn	mn			qr	q		q
		47%	53%	25%	25%	40%	9%	4%	4%	11%	43%	34%	32%	19%	16%	88%	7%	3%	2%
Use your phone for Sat Nav or directions	563	287	275	108	145	235	75	19	23	66	263	206	182	105	69	499	40	15	8
	22%	23%	21%	31%	35%	26%	9%	14%	12%	23%	37%	30%	26%	19%	12%	24%	19%	12%	11%
				f	ef	f				gh	ghi	mn	mn	n		qr	qr		
		51%	49%	19%	26%	42%	13%	3%	4%	12%	47%	37%	32%	19%	12%	89%	7%	3%	1%

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

Table 44

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

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QD13 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3598	1733	1865	481	560	1129	1427	239	294	381	775	793	1114	737	946	2170	466	486	476
Effective Weighted Sample	2482	1182	1302	338	398	777	1010	175	212	273	597	575	788	501	660	1895	310	347	420
Weighted total	2519	1231	1288	354	419	890	856	144	193	283	706	688	690	549	587	2112	211	125	70
		49%	51%	14%	17%	35%	34%	6%	8%	11%	28%	27%	27%	22%	23%	84%	8%	5%	3%
Making voice calls using a VoIP service e.g. Viber, Skype or WhatsApp	554	284	269	135	149	198	71	24	19	52	242	203	173	97	81	494	35	14	10
	22%	23%	21%	38%	36%	22%	8%	16%	10%	18%	34%	29%	25%	18%	14%	23%	17%	12%	14%
				ef	ef	f		h		h	ghi	mn	mn			pqr			
		51%	49%	24%	27%	36%	13%	4%	3%	9%	44%	37%	31%	18%	15%	89%	6%	3%	2%
Making video calls e.g. via Facetime, Skype or WhatsApp	542	251	291	141	139	203	59	20	26	52	219	189	166	103	84	468	42	21	11
	22%	20%	23%	40%	33%	23%	7%	14%	13%	18%	31%	27%	24%	19%	14%	22%	20%	16%	16%
				ef	ef	f					ghi	mn	mn	n		qr			
		46%	54%	26%	26%	37%	11%	4%	5%	10%	40%	35%	31%	19%	15%	86%	8%	4%	2%
Accessing/ receiving sports/ team news/ scores	400	315	85	96	89	162	54	17	17	47	155	137	130	77	56	341	34	13	13
	16%	26%	7%	27%	21%	18%	6%	12%	9%	16%	22%	20%	19%	14%	10%	16%	16%	10%	18%
		b		ef	f	f				h	gh	mn	mn	n		q	q		q
		79%	21%	24%	22%	40%	13%	4%	4%	12%	39%	34%	33%	19%	14%	85%	9%	3%	3%
Watching TV programmes/ films content online	339	188	151	115	98	98	28	11	18	30	121	107	119	59	53	294	27	11	7
	13%	15%	12%	33%	24%	11%	3%	8%	9%	11%	17%	15%	17%	11%	9%	14%	13%	9%	9%
		b		def	ef	f					ghi	mn	mn			qr			
		55%	45%	34%	29%	29%	8%	3%	5%	9%	36%	31%	35%	17%	16%	87%	8%	3%	2%
Contactless mobile payment at point of sale/ checkouts	296	167	128	89	82	103	21	14	12	30	115	117	99	44	36	264	19	7	5
	12%	14%	10%	25%	20%	12%	2%	10%	6%	10%	16%	17%	14%	8%	6%	12%	9%	6%	8%
		b		ef	ef	f					ghi	mn	mn			qr			
		57%	43%	30%	28%	35%	7%	5%	4%	10%	39%	40%	33%	15%	12%	89%	6%	3%	2%

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

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

QD13 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3598	1733	1865	481	560	1129	1427	239	294	381	775	793	1114	737	946	2170	466	486	476
Effective Weighted Sample	2482	1182	1302	338	398	777	1010	175	212	273	597	575	788	501	660	1895	310	347	420
Weighted total	2519	1231	1288	354	419	890	856	144	193	283	706	688	690	549	587	2112	211	125	70
		49%	51%	14%	17%	35%	34%	6%	8%	11%	28%	27%	27%	22%	23%	84%	8%	5%	3%
Listen to radio	246	134	112	38	55	109	44	12	10	27	95	93	71	39	43	205	28	9	4
	10%	11%	9%	11%	13%	12%	5%	8%	5%	9%	13%	14%	10%	7%	7%	10%	13%	7%	6%
				f	f	f					h	mn	mn			r	qr		
		54%	46%	15%	22%	44%	18%	5%	4%	11%	38%	38%	29%	16%	17%	84%	11%	4%	2%
Listen to podcasts	203	107	96	54	53	74	22	10	5	21	89	89	63	26	24	175	21	6	2
	8%	9%	7%	15%	13%	8%	3%	7%	2%	7%	13%	13%	9%	5%	4%	8%	10%	5%	3%
				ef	ef	f		h		h	ghi	lmn	mn			qr	qr		
		53%	47%	27%	26%	36%	11%	5%	2%	10%	44%	44%	31%	13%	12%	86%	10%	3%	1%
Read an e-book	107	38	69	24	30	35	18	5	4	9	49	43	39	11	14	86	15	4	2
	4%	3%	5%	7%	7%	4%	2%	4%	2%	3%	7%	6%	6%	2%	2%	4%	7%	3%	4%
			a	f	ef	f					hi	mn	mn				oqr		
		36%	64%	22%	28%	33%	17%	5%	4%	9%	46%	40%	37%	11%	13%	80%	14%	3%	2%
Other	15	7	8	1	2	6	7	*	2	1	7	3	8	3	1	15	1	-	-
	1%	1%	1%	*%	1%	1%	1%	*%	1%	*%	1%	*%	1%	1%	*%	1%	*%	-%	-%
													n						
		47%	53%	4%	14%	38%	44%	3%	10%	7%	46%	18%	55%	19%	8%	95%	5%	-%	-%
MESSAGING	2140	1029	1111	330	390	820	601	102	145	243	660	606	600	472	459	1816	169	95	60
	85%	84%	86%	93%	93%	92%	70%	71%	75%	86%	93%	88%	87%	86%	78%	86%	80%	76%	85%
				f	f	f				gh	ghi	n	n	n		pq			q
		48%	52%	15%	18%	38%	28%	5%	7%	11%	31%	28%	28%	22%	21%	85%	8%	4%	3%
WEB/ DATA ACCESS	1815	897	918	328	380	731	377	82	105	201	613	545	531	391	347	1546	139	80	49
	72%	73%	71%	93%	91%	82%	44%	57%	54%	71%	87%	79%	77%	71%	59%	73%	66%	64%	70%
				ef	ef	f				gh	ghi	mn	mn	n		pq			
		49%	51%	18%	21%	40%	21%	5%	6%	11%	34%	30%	29%	22%	19%	85%	8%	4%	3%
ENTERTAINMENT	1663	802	861	333	372	659	300	85	99	190	546	495	474	351	341	1411	136	78	38
	66%	65%	67%	94%	89%	74%	35%	59%	51%	67%	77%	72%	69%	64%	58%	67%	64%	62%	54%
				def	ef	f				h	ghi	mn	n	n		r	r	r	
		48%	52%	20%	22%	40%	18%	5%	6%	11%	33%	30%	29%	21%	20%	85%	8%	5%	2%

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

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QD13 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3598	1733	1865	481	560	1129	1427	239	294	381	775	793	1114	737	946	2170	466	486	476
Effective Weighted Sample	2482	1182	1302	338	398	777	1010	175	212	273	597	575	788	501	660	1895	310	347	420
Weighted total	2519	1231	1288	354	419	890	856	144	193	283	706	688	690	549	587	2112	211	125	70
		49%	51%	14%	17%	35%	34%	6%	8%	11%	28%	27%	27%	22%	23%	84%	8%	5%	3%
LISTEN TO AUDIO CONTENT	865	441	424	245	228	306	86	35	44	100	303	295	259	152	157	746	74	27	17
	34%	36%	33%	69%	54%	34%	10%	24%	23%	35%	43%	43%	38%	28%	27%	35%	35%	22%	25%
				def	ef	f				gh	ghi	lmn	mn			qr	qr		
		51%	49%	28%	26%	35%	10%	4%	5%	12%	35%	34%	30%	18%	18%	86%	9%	3%	2%
WATCHING AV CONTENT	830	416	414	208	227	316	79	35	44	85	319	270	262	154	143	727	55	28	19
	33%	34%	32%	59%	54%	35%	9%	24%	23%	30%	45%	39%	38%	28%	24%	34%	26%	22%	28%
				ef	ef	f					ghi	mn	mn			pqr			
		50%	50%	25%	27%	38%	10%	4%	5%	10%	38%	33%	32%	19%	17%	88%	7%	3%	2%
VIDEO OR VOICE CALLS USING VOIP	727	358	369	183	182	268	94	30	34	68	294	250	228	131	117	635	52	25	15
	29%	29%	29%	52%	44%	30%	11%	21%	18%	24%	42%	36%	33%	24%	20%	30%	25%	20%	21%
				def	ef	f					ghi	mn	mn			qr			
		49%	51%	25%	25%	37%	13%	4%	5%	9%	40%	34%	31%	18%	16%	87%	7%	3%	2%
None of these	258	141	117	4	10	30	214	27	42	27	20	54	63	58	80	205	25	20	7
	10%	11%	9%	1%	2%	3%	25%	19%	22%	10%	3%	8%	9%	11%	14%	10%	12%	16%	10%
						c	cde	ij	ij	j					kl			or	
		55%	45%	1%	4%	12%	83%	11%	16%	11%	8%	21%	25%	23%	31%	80%	10%	8%	3%
Don't know	3	3	-	*	*	-	2	-	-	-	1	-	*	2	*	2	-	*	*
	*%	*%	-%	*%	*%	-%	*%	-%	-%	-%	*%	-%	*%	*%	*%	*%	-%	*%	*%
		100%	-%	10%	16%	-%	74%	-%	-%	-%	39%	-%	15%	74%	11%	84%	-%	11%	5%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019. Table 44

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

QD13 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : Those who personally use a mobile phone

	Total	ENGLAND REGIONS LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBANITY URBAN	RURAL	WORKING STATUS WORKING	NOT WORKING	DEPRIVATION LEVEL LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3598	254	242	206	236	288	235	223	249	237	2637	961	1955	1638	1782	1816
Effective Weighted Sample	2482	244	228	197	226	268	225	214	236	226	2085	420	1367	1155	1185	1297
Weighted total	2519	333	344	199	182	226	232	204	107	285	2188	332	1530	986	1203	1316
		13%	14%	8%	7%	9%	9%	8%	4%	11%	87%	13%	61%	39%	48%	52%
Send/ receive text messages	1984	282	272	159	132	188	166	165	91	236	1734	250	1284	699	938	1045
	79%	85%	79%	80%	73%	83%	71%	81%	85%	83%	79%	75%	84%	71%	78%	79%
		df		f		df		df	df	df				m		
		14%	14%	8%	7%	9%	8%	8%	5%	12%	87%	13%	65%	35%	47%	53%
General browsing/ surfing the internet	1454	236	202	122	81	132	128	114	62	166	1274	181	1040	414	673	781
	58%	71%	59%	61%	44%	59%	55%	56%	58%	58%	58%	54%	68%	42%	56%	59%
		bcdefghi	d	d		d	d	d	d	d				m		
		16%	14%	8%	6%	9%	9%	8%	4%	11%	88%	12%	72%	28%	46%	54%
Take photos	1358	242	182	107	87	109	145	96	65	127	1177	181	962	394	640	718
	54%	73%	53%	54%	48%	48%	62%	47%	61%	44%	54%	55%	63%	40%	53%	55%
		bcdefghi					bdegi		degi					m		
		18%	13%	8%	6%	8%	11%	7%	5%	9%	87%	13%	71%	29%	47%	53%
Send/ receive emails	1329	225	214	127	88	96	124	102	45	111	1146	183	988	340	662	667
	53%	67%	62%	64%	48%	42%	53%	50%	42%	39%	52%	55%	65%	34%	55%	51%
		defghi	deghi	defghi			ehi	i					m		o	
		17%	16%	10%	7%	7%	9%	8%	3%	8%	86%	14%	74%	26%	50%	50%
Use IM/ Instant Messaging (e.g. WhatsApp, Facebook Messenger, Snapchat, iMessage)	1198	201	147	100	80	106	115	85	59	128	1049	149	863	335	554	643
	48%	60%	43%	50%	44%	47%	50%	42%	55%	45%	48%	45%	56%	34%	46%	49%
		bcdefgi							bdgi					m		
		17%	12%	8%	7%	9%	10%	7%	5%	11%	88%	12%	72%	28%	46%	54%

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

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QD13 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : Those who personally use a mobile phone

		ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3598	254	242	206	236	288	235	223	249	237	2637	961	1955	1638	1782	1816
Effective Weighted Sample	2482	244	228	197	226	268	225	214	236	226	2085	420	1367	1155	1185	1297
Weighted total	2519	333	344	199	182	226	232	204	107	285	2188	332	1530	986	1203	1316
		13%	14%	8%	7%	9%	9%	8%	4%	11%	87%	13%	61%	39%	48%	52%
Using social networking e.g. Facebook, Twitter, LinkedIn, Snapchat, Instagram	1030	149	140	80	66	100	91	82	53	112	908	123	742	288	479	551
	41%	45%	41%	40%	36%	44%	39%	40%	50%	39%	41%	37%	49%	29%	40%	42%
									cdfi				m			
		14%	14%	8%	6%	10%	9%	8%	5%	11%	88%	12%	72%	28%	47%	53%
Send/ receive messages with pictures/ images	902	162	139	70	49	74	91	63	42	90	782	120	637	264	465	437
	36%	49%	41%	35%	27%	33%	39%	31%	39%	32%	36%	36%	42%	27%	39%	33%
		cdefghi	dgi				d		d				m			o
		18%	15%	8%	5%	8%	10%	7%	5%	10%	87%	13%	71%	29%	52%	48%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	749	177	90	55	48	46	74	51	38	79	670	79	554	195	331	418
	30%	53%	26%	27%	26%	21%	32%	25%	36%	28%	31%	24%	36%	20%	28%	32%
		bcdefghi					e		bdeg		k		m			n
		24%	12%	7%	6%	6%	10%	7%	5%	11%	90%	10%	74%	26%	44%	56%
Listen to music (not radio)	731	145	99	63	45	60	70	46	27	79	647	84	533	197	310	421
	29%	44%	29%	32%	25%	26%	30%	23%	25%	28%	30%	25%	35%	20%	26%	32%
		bcdefghi		g									m			n
		20%	14%	9%	6%	8%	10%	6%	4%	11%	88%	12%	73%	27%	42%	58%

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

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QD13 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : Those who personally use a mobile phone

	Total	\ENGLAND REGIONS\ LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3598	254	242	206	236	288	235	223	249	237	2637	961	1955	1638	1782	1816
Effective Weighted Sample	2482	244	228	197	226	268	225	214	236	226	2085	420	1367	1155	1185	1297
Weighted total	2519	333	344	199	182	226	232	204	107	285	2188	332	1530	986	1203	1316
		13%	14%	8%	7%	9%	9%	8%	4%	11%	87%	13%	61%	39%	48%	52%
Accessing/ receiving news	692	97	122	63	41	41	61	47	30	88	601	91	521	171	340	352
	27%	29%	36%	32%	22%	18%	26%	23%	28%	31%	27%	27%	34%	17%	28%	27%
		e	defg	deg			e		e	de			m			
		14%	18%	9%	6%	6%	9%	7%	4%	13%	87%	13%	75%	25%	49%	51%
Send/ receive video clips	642	173	69	48	41	38	72	37	29	63	551	90	475	167	307	334
	25%	52%	20%	24%	22%	17%	31%	18%	27%	22%	25%	27%	31%	17%	26%	25%
		bcdefghi					bdegi		eg				m			
		27%	11%	8%	6%	6%	11%	6%	4%	10%	86%	14%	74%	26%	48%	52%
Play games	592	84	75	38	52	51	71	54	24	64	518	74	398	194	253	339
	23%	25%	22%	19%	29%	23%	30%	27%	23%	23%	24%	22%	26%	20%	21%	26%
					c		bc						m			n
		14%	13%	6%	9%	9%	12%	9%	4%	11%	88%	12%	67%	33%	43%	57%
Record video clips	587	173	56	45	31	29	68	29	21	65	517	70	443	144	261	326
	23%	52%	16%	22%	17%	13%	29%	14%	20%	23%	24%	21%	29%	15%	22%	25%
		bcdefghi		eg			bdegh		e	eg			m			
		29%	10%	8%	5%	5%	12%	5%	4%	11%	88%	12%	76%	24%	44%	56%
Use your phone for Sat Nav or directions	563	140	68	41	38	28	65	35	23	61	495	67	435	127	249	314
	22%	42%	20%	21%	21%	12%	28%	17%	21%	21%	23%	20%	28%	13%	21%	24%
		bcdefghi	e	e	e		beg		e	e			m			
		25%	12%	7%	7%	5%	12%	6%	4%	11%	88%	12%	77%	23%	44%	56%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 44

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QD13 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : Those who personally use a mobile phone

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3598	254	242	206	236	288	235	223	249	237	2637	961	1955	1638	1782	1816
Effective Weighted Sample	2482	244	228	197	226	268	225	214	236	226	2085	420	1367	1155	1185	1297
Weighted total	2519	333	344	199	182	226	232	204	107	285	2188	332	1530	986	1203	1316
		13%	14%	8%	7%	9%	9%	8%	4%	11%	87%	13%	61%	39%	48%	52%
Making voice calls using a VoIP service e.g. Viber, Skype or WhatsApp	554	143	72	50	42	37	58	25	28	39	475	79	402	151	255	299
	22%	43%	21%	25%	23%	17%	25%	12%	26%	14%	22%	24%	26%	15%	21%	23%
		bcdefghi	gi	egi	gi		egi		egi				m			
		26%	13%	9%	8%	7%	11%	4%	5%	7%	86%	14%	73%	27%	46%	54%
Making video calls e.g. via Facetime, Skype or WhatsApp	542	125	73	36	43	36	60	36	19	41	471	71	391	151	243	299
	22%	37%	21%	18%	24%	16%	26%	17%	18%	14%	22%	21%	26%	15%	20%	23%
		bcdefghi			ei		ceghi						m			
		23%	13%	7%	8%	7%	11%	7%	3%	8%	87%	13%	72%	28%	45%	55%
Accessing/ receiving sports/ team news/ scores	400	63	61	27	25	36	39	30	17	43	347	53	306	94	205	196
	16%	19%	18%	13%	14%	16%	17%	15%	16%	15%	16%	16%	20%	10%	17%	15%
													m			
		16%	15%	7%	6%	9%	10%	7%	4%	11%	87%	13%	77%	23%	51%	49%
Watching TV programmes/ films content online	339	60	42	33	24	24	44	25	11	31	293	47	237	102	158	182
	13%	18%	12%	16%	13%	10%	19%	12%	10%	11%	13%	14%	15%	10%	13%	14%
		ehi		h			behi						m			
		18%	12%	10%	7%	7%	13%	7%	3%	9%	86%	14%	70%	30%	46%	54%

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

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Base : Those who personally use a mobile phone

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3598	254	242	206	236	288	235	223	249	237	2637	961	1955	1638	1782	1816
Effective Weighted Sample	2482	244	228	197	226	268	225	214	236	226	2085	420	1367	1155	1185	1297
Weighted total	2519	333	344	199	182	226	232	204	107	285	2188	332	1530	986	1203	1316
		13%	14%	8%	7%	9%	9%	8%	4%	11%	87%	13%	61%	39%	48%	52%
Contactless mobile payment at point of sale/ checkouts	296	60	44	20	23	18	30	16	14	38	263	32	233	62	130	166
	12%	18%	13%	10%	13%	8%	13%	8%	13%	13%	12%	10%	15%	6%	11%	13%
		ceg											m			
		20%	15%	7%	8%	6%	10%	5%	5%	13%	89%	11%	79%	21%	44%	56%
Listen to radio	246	29	51	13	16	12	32	15	10	28	211	35	189	57	114	132
	10%	9%	15%	6%	9%	5%	14%	7%	10%	10%	10%	10%	12%	6%	10%	10%
			acdeg				ceg						m			
		12%	21%	5%	6%	5%	13%	6%	4%	11%	86%	14%	77%	23%	47%	53%
Listen to podcasts	203	48	29	28	9	13	16	3	7	22	170	33	160	44	92	112
	8%	14%	8%	14%	5%	6%	7%	2%	7%	8%	8%	10%	10%	4%	8%	8%
		bdefghi	g	defghi	g	g	g		g	g			m			
		24%	14%	14%	4%	6%	8%	2%	4%	11%	84%	16%	79%	21%	45%	55%
Read an e-book	107	24	19	5	7	5	12	3	3	6	92	15	80	27	44	63
	4%	7%	6%	3%	4%	2%	5%	2%	3%	2%	4%	4%	5%	3%	4%	5%
		ceghi	g				g						m			
		23%	18%	5%	7%	5%	11%	3%	3%	6%	86%	14%	75%	25%	41%	59%
Other	15	-	2	1	-	-	-	1	11	-	15	1	8	8	9	7
	1%	-%	1%	*%	-%	-%	-%	*%	10%	-%	1%	*%	*%	1%	1%	1%
									abcdefgi							
		-%	16%	5%	-%	-%	-%	5%	69%	-%	95%	5%	49%	51%	57%	43%
MESSAGING	2140	313	286	173	144	200	178	182	95	245	1869	271	1401	738	1006	1135
	85%	94%	83%	87%	79%	89%	77%	89%	89%	86%	85%	82%	92%	75%	84%	86%
		bcdefi		df		df		df	df	df			m			
		15%	13%	8%	7%	9%	8%	8%	4%	11%	87%	13%	65%	34%	47%	53%

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

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QD13 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : Those who personally use a mobile phone

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3598	254	242	206	236	288	235	223	249	237	2637	961	1955	1638	1782	1816
Effective Weighted Sample	2482	244	228	197	226	268	225	214	236	226	2085	420	1367	1155	1185	1297
Weighted total	2519	333	344	199	182	226	232	204	107	285	2188	332	1530	986	1203	1316
		13%	14%	8%	7%	9%	9%	8%	4%	11%	87%	13%	61%	39%	48%	52%
WEB/ DATA ACCESS	1815	288	265	146	117	161	160	142	75	191	1591	223	1286	527	846	968
	72%	86%	77%	73%	64%	71%	69%	70%	70%	67%	73%	67%	84%	53%	70%	74%
		bcdefghi	dfi	d							k		m			
		16%	15%	8%	6%	9%	9%	8%	4%	11%	88%	12%	71%	29%	47%	53%
ENTERTAINMENT	1663	260	228	124	111	144	162	135	74	174	1447	216	1173	489	754	909
	66%	78%	66%	62%	61%	64%	70%	66%	69%	61%	66%	65%	77%	50%	63%	69%
		bcdefghi					di		d				m			n
		16%	14%	7%	7%	9%	10%	8%	4%	10%	87%	13%	71%	29%	45%	55%
LISTEN TO AUDIO CONTENT	865	167	120	71	50	68	85	55	33	97	758	107	634	230	379	486
	34%	50%	35%	36%	28%	30%	36%	27%	31%	34%	35%	32%	41%	23%	31%	37%
		bcdefghi					dg						m			n
		19%	14%	8%	6%	8%	10%	6%	4%	11%	88%	12%	73%	27%	44%	56%
WATCHING AV CONTENT	830	191	99	63	51	54	83	61	40	86	739	91	609	221	364	466
	33%	57%	29%	32%	28%	24%	36%	30%	37%	30%	34%	27%	40%	22%	30%	35%
		bcdefghi					e		de		k		m			n
		23%	12%	8%	6%	6%	10%	7%	5%	10%	89%	11%	73%	27%	44%	56%
VIDEO OR VOICE CALLS USING VOIP	727	167	97	60	51	51	79	45	32	54	624	104	519	208	330	397
	29%	50%	28%	30%	28%	23%	34%	22%	30%	19%	29%	31%	34%	21%	27%	30%
		bcdefghi	i	i	i		egi		gi				m			
		23%	13%	8%	7%	7%	11%	6%	4%	7%	86%	14%	71%	29%	45%	55%

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

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QD13 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : Those who personally use a mobile phone

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
					ENGLAND REGIONS						**URBANITY**		**WORKING STATUS**		**DEPRIVATION LEVEL**	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3598	254	242	206	236	288	235	223	249	237	2637	961	1955	1638	1782	1816
Effective Weighted Sample	2482	244	228	197	226	268	225	214	236	226	2085	420	1367	1155	1185	1297
Weighted total	2519	333	344	199	182	226	232	204	107	285	2188	332	1530	986	1203	1316
		13%	14%	8%	7%	9%	9%	8%	4%	11%	87%	13%	61%	39%	48%	52%
None of these	258	11	34	25	20	18	34	19	10	34	216	41	57	200	142	116
	10%	3%	10%	13%	11%	8%	15%	9%	9%	12%	10%	12%	4%	20%	12%	9%
			a	a	a	a	ae	a	a	a				l	o	
		4%	13%	10%	8%	7%	13%	7%	4%	13%	84%	16%	22%	78%	55%	45%
Don't know	3	-	-	1	1	-	-	-	*	-	2	1	2	1	2	*
	*%	-%	-%	1%	1%	-%	-%	-%	*%	-%	*%	*%	*%	*%	*%	*%
		-%	-%	39%	34%	-%	-%	-%	10%	-%	56%	44%	79%	21%	84%	16%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

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QD13 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : Those who personally use a mobile phone

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3598	3411	458	1329	603
Effective Weighted Sample	2482	2347	353	904	419
Weighted total	2519	2376	388	932	456
		94%	15%	37%	18%
Send/ receive text messages	1984	1877	303	756	373
	79%	79%	78%	81%	82%
		95%	15%	38%	19%
General browsing/ surfing the internet	1454	1368	230	569	299
	58%	58%	59%	61%	66%
					a
		94%	16%	39%	21%
Take photos	1358	1261	197	526	283
	54%	53%	51%	56%	62%
					ab
		93%	14%	39%	21%
Send/ receive emails	1329	1247	209	542	272
	53%	52%	54%	58%	60%
				a	a
		94%	16%	41%	20%
Use IM/ Instant Messaging (e.g. WhatsApp, Facebook Messenger, Snapchat, iMessage)	1198	1117	182	477	256
	48%	47%	47%	51%	56%
				a	ab
		93%	15%	40%	21%

Columns Tested: a,b,c,d

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QD13 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : Those who personally use a mobile phone

		TV PLATFORM/S			
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3598	3411	458	1329	603
Effective Weighted Sample	2482	2347	353	904	419
Weighted total	2519	2376	388	932	456
		94%	15%	37%	18%
Using social networking e.g. Facebook, Twitter, LinkedIn, Snapchat, Instagram	1030	958	160	411	231
	41%	40%	41%	44%	51%
					abc
		93%	16%	40%	22%
Send/ receive messages with pictures/ images	902	840	125	378	196
	36%	35%	32%	41%	43%
				ab	ab
		93%	14%	42%	22%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	749	687	100	316	155
	30%	29%	26%	34%	34%
				ab	ab
		92%	13%	42%	21%
Listen to music (not radio)	731	669	123	294	153
	29%	28%	32%	32%	34%
					a
		92%	17%	40%	21%

Columns Tested: a,b,c,d

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QD13 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : Those who personally use a mobile phone

	Total	TV PLATFORM/S			
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3598	3411	458	1329	603
Effective Weighted Sample	2482	2347	353	904	419
Weighted total	2519	2376	388	932	456
		94%	15%	37%	18%
Accessing/ receiving news	692	650	105	280	158
	27%	27%	27%	30%	35%
					ab
		94%	15%	40%	23%
Send/ receive video clips	642	596	90	278	124
	25%	25%	23%	30%	27%
				ab	
		93%	14%	43%	19%
Play games	592	556	87	252	113
	23%	23%	22%	27%	25%
				a	
		94%	15%	43%	19%
Record video clips	587	542	80	250	118
	23%	23%	21%	27%	26%
				ab	
		92%	14%	43%	20%
Use your phone for Sat Nav or directions	563	516	85	233	117
	22%	22%	22%	25%	26%
				a	
		92%	15%	41%	21%

Columns Tested: a,b,c,d

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QD13 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : Those who personally use a mobile phone

	Total	TV PLATFORM/S			
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3598	3411	458	1329	603
Effective Weighted Sample	2482	2347	353	904	419
Weighted total	2519	2376	388	932	456
		94%	15%	37%	18%
Making voice calls using a VoIP service e.g. Viber, Skype or WhatsApp	554	501	67	228	129
	22%	21%	17%	24%	28%
				ab	ab
		90%	12%	41%	23%
Making video calls e.g. via Facetime, Skype or WhatsApp	542	495	75	212	126
	22%	21%	19%	23%	28%
					abc
		91%	14%	39%	23%
Accessing/ receiving sports/ team news/ scores	400	381	64	180	82
	16%	16%	16%	19%	18%
				a	
		95%	16%	45%	21%
Watching TV programmes/ films content online	339	315	61	138	67
	13%	13%	16%	15%	15%
		93%	18%	41%	20%
Contactless mobile payment at point of sale/ checkouts	296	271	46	131	60
	12%	11%	12%	14%	13%
				a	
		92%	16%	44%	20%

Columns Tested: a,b,c,d

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QD13 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : Those who personally use a mobile phone

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3598	3411	458	1329	603
Effective Weighted Sample	2482	2347	353	904	419
Weighted total	2519	2376	388	932	456
		94%	15%	37%	18%
Listen to radio	246	232	44	92	50
	10%	10%	11%	10%	11%
		94%	18%	37%	21%
Listen to podcasts	203	178	28	80	35
	8%	7%	7%	9%	8%
		87%	14%	39%	17%
Read an e-book	107	93	18	42	23
	4%	4%	5%	5%	5%
		87%	17%	39%	21%
Other	15	15	5	7	4
	1%	1%	1%	1%	1%
		100%	30%	44%	26%
MESSAGING	2140	2021	325	816	407
	85%	85%	84%	88%	89%
					ab
		94%	15%	38%	19%
WEB/ DATA ACCESS	1815	1704	290	719	367
	72%	72%	75%	77%	80%
				a	a
		94%	16%	40%	20%
ENTERTAINMENT	1663	1549	250	643	348
	66%	65%	64%	69%	76%
				a	abc
		93%	15%	39%	21%

Columns Tested: a,b,c,d

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QD13 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : Those who personally use a mobile phone

	Total	TV PLATFORM/S			
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3598	3411	458	1329	603
Effective Weighted Sample	2482	2347	353	904	419
Weighted total	2519	2376	388	932	456
		94%	15%	37%	18%
LISTEN TO AUDIO CONTENT	865	793	149	344	179
	34%	33%	38%	37%	39%
					a
		92%	17%	40%	21%
WATCHING AV CONTENT	830	761	116	339	168
	33%	32%	30%	36%	37%
				ab	b
		92%	14%	41%	20%
VIDEO OR VOICE CALLS USING VOIP	727	665	95	302	157
	29%	28%	24%	32%	34%
				ab	ab
		91%	13%	41%	22%
None of these	258	242	37	71	22
	10%	10%	9%	8%	5%
		cd	d		
		94%	14%	27%	8%
Don't know	3	3	*	*	1
	*%	*%	*%	*%	*%
		100%	5%	10%	51%

Columns Tested: a,b,c,d

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QD13 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Send/ receive text messages	1984	951	1033	292	355	756	580	96	136	230	609	563	551	440	427	1691	153	85	54
	74%	73%	75%	81%	85%	84%	59%	55%	64%	77%	86%	79%	77%	76%	65%	76%	66%	64%	74%
				f	f	f				gh	ghi	n	n	n		pq			pq
		48%	52%	15%	18%	38%	29%	5%	7%	12%	31%	28%	28%	22%	22%	85%	8%	4%	3%
General browsing/ surfing the internet	1454	721	733	278	303	594	280	66	80	151	487	442	433	311	268	1243	108	61	43
	54%	55%	53%	77%	72%	66%	28%	38%	38%	51%	69%	62%	60%	53%	41%	56%	47%	46%	58%
				ef	ef	f				gh	ghi	mn	mn	n		pq			pq
		50%	50%	19%	21%	41%	19%	5%	5%	10%	34%	30%	30%	21%	18%	85%	7%	4%	3%
Take photos	1358	620	738	261	310	536	251	57	81	151	483	424	391	287	253	1159	109	60	30
	51%	48%	54%	72%	74%	59%	25%	33%	38%	50%	68%	60%	55%	49%	38%	52%	47%	45%	41%
			a	ef	ef	f				gh	ghi	mn	n	n		qr			
		46%	54%	19%	23%	39%	18%	4%	6%	11%	36%	31%	29%	21%	19%	85%	8%	4%	2%
Send/ receive emails	1329	661	668	242	288	550	249	56	68	142	491	446	399	275	209	1131	106	59	34
	50%	51%	49%	67%	68%	61%	25%	32%	32%	48%	69%	63%	56%	47%	32%	51%	45%	44%	46%
				f	ef	f				gh	ghi	lmn	mn	n		q			
		50%	50%	18%	22%	41%	19%	4%	5%	11%	37%	34%	30%	21%	16%	85%	8%	4%	3%
Use IM/ Instant Messaging (e.g. WhatsApp, Facebook Messenger, Snapchat, iMessage)	1198	553	645	253	292	472	180	52	60	143	398	379	350	247	220	1020	88	54	35
	45%	42%	47%	70%	69%	52%	18%	30%	29%	48%	56%	53%	49%	43%	33%	46%	38%	41%	48%
			a	ef	ef	f				gh	ghi	mn	mn	n		p			p
		46%	54%	21%	24%	39%	15%	4%	5%	12%	33%	32%	29%	21%	18%	85%	7%	5%	3%

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

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

QD13 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Using social networking e.g. Facebook, Twitter, LinkedIn, Snapchat, Instagram	1030	468	562	248	270	383	129	56	59	114	330	312	315	209	193	873	78	48	31
	39%	36%	41%	69%	64%	42%	13%	32%	28%	38%	46%	44%	44%	36%	29%	39%	33%	36%	42%
			a	ef	ef	f				h	ghi	mn	mn	n		p			p
		45%	55%	24%	26%	37%	13%	5%	6%	11%	32%	30%	31%	20%	19%	85%	8%	5%	3%
Send/ receive messages with pictures/ images	902	417	485	198	212	343	149	41	35	102	343	306	281	177	136	781	71	30	20
	34%	32%	35%	55%	50%	38%	15%	23%	17%	34%	48%	43%	39%	31%	21%	35%	31%	23%	27%
				ef	ef	f				gh	ghi	mn	mn	n		qr	q		
		46%	54%	22%	23%	38%	16%	5%	4%	11%	38%	34%	31%	20%	15%	87%	8%	3%	2%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	749	371	378	183	207	290	69	32	34	73	298	255	233	139	122	659	48	24	17
	28%	29%	27%	51%	49%	32%	7%	18%	16%	25%	42%	36%	32%	24%	18%	29%	21%	18%	24%
				ef	ef	f				h	ghi	mn	mn	n		pqr			q
		50%	50%	24%	28%	39%	9%	4%	5%	10%	40%	34%	31%	19%	16%	88%	6%	3%	2%
Listen to music (not radio)	731	372	359	230	193	250	58	27	41	82	254	246	225	133	126	634	59	23	15
	27%	29%	26%	63%	46%	28%	6%	15%	19%	28%	36%	35%	31%	23%	19%	28%	25%	17%	21%
				def	ef	f				gh	ghi	mn	mn			qr	q		
		51%	49%	31%	26%	34%	8%	4%	6%	11%	35%	34%	31%	18%	17%	87%	8%	3%	2%

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

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

QD13 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : All respondents

	Total	GENDER MALE	GENDER FEMALE	AGE GROUP 16-24	AGE GROUP 25-34	AGE GROUP 35-54	AGE GROUP 55+	HOUSEHOLD INCOME UNDER 10.4K	HOUSEHOLD INCOME 10.4K-15.59K	HOUSEHOLD INCOME 15.6K-25.99K	HOUSEHOLD INCOME 26K+	SOCIAL GROUP AB	SOCIAL GROUP C1	SOCIAL GROUP C2	SOCIAL GROUP DE	NATION ENGLAND	NATION SCOTLAND	NATION WALES	NATION NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Accessing/ receiving news	692	392	300	125	148	286	133	30	38	74	271	249	219	132	92	589	58	24	21
	26%	30%	22%	35%	35%	32%	13%	17%	18%	25%	38%	35%	31%	23%	14%	26%	25%	18%	29%
		b		f	f	f				gh	ghi	mn	mn	n		q	q		q
		57%	43%	18%	21%	41%	19%	4%	5%	11%	39%	36%	32%	19%	13%	85%	8%	4%	3%
Send/ receive video clips	642	304	338	148	174	239	81	27	23	74	279	231	196	113	102	569	44	16	12
	24%	23%	25%	41%	41%	26%	8%	16%	11%	25%	39%	32%	27%	19%	15%	25%	19%	12%	17%
				ef	ef	f				gh	ghi	lmn	mn			pqr	q		
		47%	53%	23%	27%	37%	13%	4%	4%	12%	44%	36%	31%	18%	16%	89%	7%	3%	2%
Play games	592	307	284	176	149	202	66	34	47	58	180	145	178	114	154	514	42	25	11
	22%	24%	21%	49%	35%	22%	7%	20%	22%	19%	25%	20%	25%	20%	23%	23%	18%	19%	15%
				def	ef	f							m			pr			
		52%	48%	30%	25%	34%	11%	6%	8%	10%	30%	25%	30%	19%	26%	87%	7%	4%	2%
Record video clips	587	273	313	149	148	237	53	22	23	65	254	198	188	109	92	517	41	16	13
	22%	21%	23%	41%	35%	26%	5%	13%	11%	22%	36%	28%	26%	19%	14%	23%	18%	12%	17%
				ef	ef	f				gh	ghi	mn	mn	n		pqr	q		q
		47%	53%	25%	25%	40%	9%	4%	4%	11%	43%	34%	32%	19%	16%	88%	7%	3%	2%
Use your phone for Sat Nav or directions	563	287	275	108	145	235	75	19	23	66	263	206	182	105	69	499	40	15	8
	21%	22%	20%	30%	34%	26%	8%	11%	11%	22%	37%	29%	25%	18%	10%	22%	17%	12%	11%
				f	ef	f				gh	ghi	mn	mn	n		pqr	qr		
		51%	49%	19%	26%	42%	13%	3%	4%	12%	47%	37%	32%	19%	12%	89%	7%	3%	1%

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

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QD13 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Making voice calls using a VoIP service e.g. Viber, Skype or WhatsApp	554	284	269	135	149	198	71	24	19	52	242	203	173	97	81	494	35	14	10
	21%	22%	20%	37%	35%	22%	7%	14%	9%	17%	34%	28%	24%	17%	12%	22%	15%	11%	13%
				ef	ef	f				h	ghi	mn	mn	n		pqr			
		51%	49%	24%	27%	36%	13%	4%	3%	9%	44%	37%	31%	18%	15%	89%	6%	3%	2%
Making video calls e.g. via Facetime, Skype or WhatsApp	542	251	291	141	139	203	59	20	26	52	219	189	166	103	84	468	42	21	11
	20%	19%	21%	39%	33%	22%	6%	11%	12%	18%	31%	27%	23%	18%	13%	21%	18%	16%	15%
				ef	ef	f					ghi	mn	mn	n		qr			
		46%	54%	26%	26%	37%	11%	4%	5%	10%	40%	35%	31%	19%	15%	86%	8%	4%	2%
Accessing/ receiving sports/ team news/ scores	400	315	85	96	89	162	54	17	17	47	155	137	130	77	56	341	34	13	13
	15%	24%	6%	27%	21%	18%	5%	10%	8%	16%	22%	19%	18%	13%	9%	15%	15%	10%	17%
		b		ef	f	f				h	ghi	mn	mn	n		q	q		q
		79%	21%	24%	22%	40%	13%	4%	4%	12%	39%	34%	33%	19%	14%	85%	9%	3%	3%
Watching TV programmes/ films content online	339	188	151	115	98	98	28	11	18	30	121	107	119	59	53	294	27	11	7
	13%	14%	11%	32%	23%	11%	3%	7%	8%	10%	17%	15%	17%	10%	8%	13%	12%	9%	9%
		b		def	ef	f					ghi	mn	mn			qr			
		55%	45%	34%	29%	29%	8%	3%	5%	9%	36%	31%	35%	17%	16%	87%	8%	3%	2%
Contactless mobile payment at point of sale/ checkouts	296	167	128	89	82	103	21	14	12	30	115	117	99	44	36	264	19	7	5
	11%	13%	9%	25%	20%	11%	2%	8%	5%	10%	16%	16%	14%	8%	5%	12%	8%	6%	7%
		b		ef	ef	f					ghi	mn	mn			qr			
		57%	43%	30%	28%	35%	7%	5%	4%	10%	39%	40%	33%	15%	12%	89%	6%	3%	2%

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

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QD13 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Listen to radio	246	134	112	38	55	109	44	12	10	27	95	93	71	39	43	205	28	9	4
	9%	10%	8%	10%	13%	12%	4%	7%	5%	9%	13%	13%	10%	7%	6%	9%	12%	7%	6%
				f	f	f					gh	mn	mn			r	qr		
		54%	46%	15%	22%	44%	18%	5%	4%	11%	38%	38%	29%	16%	17%	84%	11%	4%	2%
Listen to podcasts	203	107	96	54	53	74	22	10	5	21	89	89	63	26	24	175	21	6	2
	8%	8%	7%	15%	13%	8%	2%	6%	2%	7%	13%	13%	9%	5%	4%	8%	9%	5%	3%
				ef	ef	f				h	ghi	lmn	mn			qr	qr		
		53%	47%	27%	26%	36%	11%	5%	2%	10%	44%	44%	31%	13%	12%	86%	10%	3%	1%
Read an e-book	107	38	69	24	30	35	18	5	4	9	49	43	39	11	14	86	15	4	2
	4%	3%	5%	7%	7%	4%	2%	3%	2%	3%	7%	6%	5%	2%	2%	4%	7%	3%	3%
			a	f	ef	f					ghi	mn	mn				oqr		
		36%	64%	22%	28%	33%	17%	5%	4%	9%	46%	40%	37%	11%	13%	80%	14%	3%	2%
Other	15	7	8	1	2	6	7	*	2	1	7	3	8	3	1	15	1	-	-
	1%	1%	1%	*%	1%	1%	1%	*%	1%	*%	1%	*%	1%	1%	*%	1%	*%	-%	-%
													n						
		47%	53%	4%	14%	38%	44%	3%	10%	7%	46%	18%	55%	19%	8%	95%	5%	-%	-%
MESSAGING	2140	1029	1111	330	390	820	601	102	145	243	660	606	600	472	459	1816	169	95	60
	80%	79%	81%	91%	93%	91%	61%	59%	69%	81%	93%	85%	84%	81%	69%	81%	73%	72%	81%
				f	f	f			g	gh	ghi	n	n	n		pq			pq
		48%	52%	15%	18%	38%	28%	5%	7%	11%	31%	28%	28%	22%	21%	85%	8%	4%	3%
WEB/ DATA ACCESS	1815	897	918	328	380	731	377	82	105	201	613	545	531	391	347	1546	139	80	49
	68%	69%	67%	90%	90%	81%	38%	47%	50%	67%	86%	77%	74%	67%	52%	69%	59%	61%	67%
				ef	ef	f				gh	ghi	mn	mn	n		pq			p
		49%	51%	18%	21%	40%	21%	5%	6%	11%	34%	30%	29%	22%	19%	85%	8%	4%	3%
ENTERTAINMENT	1663	802	861	333	372	659	300	85	99	190	546	495	474	351	341	1411	136	78	38
	62%	62%	63%	92%	88%	73%	30%	49%	47%	63%	77%	70%	66%	60%	52%	63%	58%	59%	52%
				ef	ef	f				gh	ghi	mn	mn	n		r		r	
		48%	52%	20%	22%	40%	18%	5%	6%	11%	33%	30%	29%	21%	20%	85%	8%	5%	2%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 45

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

QD13 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K- 15.59K	15.6K- 25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
LISTEN TO AUDIO CONTENT	865	441	424	245	228	306	86	35	44	100	303	295	259	152	157	746	74	27	17
	32%	34%	31%	68%	54%	34%	9%	20%	21%	33%	43%	41%	36%	26%	24%	33%	32%	21%	23%
				def	ef	f				gh	ghi	lmn	mn			qr	qr		
		51%	49%	28%	26%	35%	10%	4%	5%	12%	35%	34%	30%	18%	18%	86%	9%	3%	2%
WATCHING AV CONTENT	830	416	414	208	227	316	79	35	44	85	319	270	262	154	143	727	55	28	19
	31%	32%	30%	57%	54%	35%	8%	20%	21%	29%	45%	38%	37%	26%	22%	33%	24%	21%	26%
				ef	ef	f				gh	ghi	mn	mn	n		pqr			
		50%	50%	25%	27%	38%	10%	4%	5%	10%	38%	33%	32%	19%	17%	88%	7%	3%	2%
VIDEO OR VOICE CALLS USING VOIP	727	358	369	183	182	268	94	30	34	68	294	250	228	131	117	635	52	25	15
	27%	28%	27%	50%	43%	30%	10%	17%	16%	23%	41%	35%	32%	23%	18%	28%	22%	19%	20%
				ef	ef	f					ghi	mn	mn	n		pqr			
		49%	51%	25%	25%	37%	13%	4%	5%	9%	40%	34%	31%	18%	16%	87%	7%	3%	2%
None of these	258	141	117	4	10	30	214	27	42	27	20	54	63	58	80	205	25	20	7
	10%	11%	9%	1%	2%	3%	22%	16%	20%	9%	3%	8%	9%	10%	12%	9%	11%	15%	10%
		b				c	cde	ij	ij	j					kl			or	
		55%	45%	1%	4%	12%	83%	11%	16%	11%	8%	21%	25%	23%	31%	80%	10%	8%	3%
Don't know	3	3	-	*	*	-	2	-	-	-	1	-	*	2	*	2	-	*	*
	*%	*%	-%	*%	*%	-%	*%	-%	-%	-%	*%	-%	*%	*%	*%	*%	-%	*%	*%
		100%	-%	10%	16%	-%	74%	-%	-%	-%	39%	-%	15%	74%	11%	84%	-%	11%	5%

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

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QD13 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBANITY URBAN	RURAL	WORKING STATUS WORKING	NOT WORKING	DEPRIVATION LEVEL LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Send/ receive text messages	1984	282	272	159	132	188	166	165	91	236	1734	250	1284	699	938	1045
	74%	83%	75%	73%	68%	79%	68%	73%	82%	79%	75%	69%	83%	63%	73%	75%
		bcdfg				df			cdfg	df	k		m			
		14%	14%	8%	7%	9%	8%	8%	5%	12%	87%	13%	65%	35%	47%	53%
General browsing/ surfing the internet	1454	236	202	122	81	132	128	114	62	166	1274	181	1040	414	673	781
	54%	69%	56%	56%	42%	56%	52%	50%	55%	55%	55%	50%	67%	37%	53%	56%
		bcdefghi	d	d		d	d		d	d			m			
		16%	14%	8%	6%	9%	9%	8%	4%	11%	88%	12%	72%	28%	46%	54%
Take photos	1358	242	182	107	87	109	145	96	65	127	1177	181	962	394	640	718
	51%	71%	50%	49%	45%	46%	59%	43%	59%	42%	51%	50%	62%	35%	50%	51%
		bcdefghi					cdegi		cdegi				m			
		18%	13%	8%	6%	8%	11%	7%	5%	9%	87%	13%	71%	29%	47%	53%
Send/ receive emails	1329	225	214	127	88	96	124	102	45	111	1146	183	988	340	662	667
	50%	66%	59%	58%	45%	40%	50%	45%	40%	37%	50%	51%	64%	30%	52%	48%
		defghi	defghi	deghi			ehi						m		o	
		17%	16%	10%	7%	7%	9%	8%	3%	8%	86%	14%	74%	26%	50%	50%
Use IM/ Instant Messaging (e.g. WhatsApp, Facebook Messenger, Snapchat, iMessage)	1198	201	147	100	80	106	115	85	59	128	1049	149	863	335	554	643
	45%	59%	41%	46%	41%	45%	47%	38%	52%	43%	45%	41%	56%	30%	43%	46%
		bcdefgi					g		bdgi				m			
		17%	12%	8%	7%	9%	10%	7%	5%	11%	88%	12%	72%	28%	46%	54%

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

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QD13 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBANITY URBAN	RURAL	WORKING STATUS WORKING	NOT WORKING	DEPRIVATION LEVEL LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Using social networking e.g. Facebook, Twitter, LinkedIn, Snapchat, Instagram	1030	149	140	80	66	100	91	82	53	112	908	123	742	288	479	551
	39%	44%	39%	36%	34%	42%	37%	36%	48%	37%	39%	34%	48%	26%	38%	39%
		d							cdfgi		k		m			
		14%	14%	8%	6%	10%	9%	8%	5%	11%	88%	12%	72%	28%	47%	53%
Send/ receive messages with pictures/ images	902	162	139	70	49	74	91	63	42	90	782	120	637	264	465	437
	34%	48%	39%	32%	25%	31%	37%	28%	38%	30%	34%	33%	41%	24%	36%	31%
		bcdefghi	dgi				dg		dg				m		o	
		18%	15%	8%	5%	8%	10%	7%	5%	10%	87%	13%	71%	29%	52%	48%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	749	177	90	55	48	46	74	51	38	79	670	79	554	195	331	418
	28%	52%	25%	25%	24%	20%	30%	23%	34%	26%	29%	22%	36%	17%	26%	30%
		bcdefghi					e		bcdeg		k		m			n
		24%	12%	7%	6%	6%	10%	7%	5%	11%	90%	10%	74%	26%	44%	56%
Listen to music (not radio)	731	145	99	63	45	60	70	46	27	79	647	84	533	197	310	421
	27%	43%	27%	29%	23%	25%	29%	20%	24%	26%	28%	23%	34%	18%	24%	30%
		bcdefghi		g			g				k		m			n
		20%	14%	9%	6%	8%	10%	6%	4%	11%	88%	12%	73%	27%	42%	58%

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

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QD13 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Accessing/ receiving news	692	97	122	63	41	41	61	47	30	88	601	91	521	171	340	352
	26%	28%	34%	29%	21%	17%	25%	21%	26%	29%	26%	25%	34%	15%	27%	25%
		eg	defg	eg			e		e	deg			m			
		14%	18%	9%	6%	6%	9%	7%	4%	13%	87%	13%	75%	25%	49%	51%
Send/ receive video clips	642	173	69	48	41	38	72	37	29	63	551	90	475	167	307	334
	24%	51%	19%	22%	21%	16%	29%	16%	26%	21%	24%	25%	31%	15%	24%	24%
		bcdefghi					bdegi		eg				m			
		27%	11%	8%	6%	6%	11%	6%	4%	10%	86%	14%	74%	26%	48%	52%
Play games	592	84	75	38	52	51	71	54	24	64	518	74	398	194	253	339
	22%	25%	21%	17%	27%	22%	29%	24%	22%	21%	22%	21%	26%	17%	20%	24%
					c		bc						m			n
		14%	13%	6%	9%	9%	12%	9%	4%	11%	88%	12%	67%	33%	43%	57%
Record video clips	587	173	56	45	31	29	68	29	21	65	517	70	443	144	261	326
	22%	51%	16%	20%	16%	12%	28%	13%	19%	22%	22%	19%	29%	13%	20%	23%
		bcdefghi		eg			bdegh		e	eg			m			
		29%	10%	8%	5%	5%	12%	5%	4%	11%	88%	12%	76%	24%	44%	56%
Use your phone for Sat Nav or directions	563	140	68	41	38	28	65	35	23	61	495	67	435	127	249	314
	21%	41%	19%	19%	20%	12%	26%	15%	20%	20%	21%	19%	28%	11%	19%	22%
		bcdefghi	e	e	e		bceg		e	e			m			
		25%	12%	7%	7%	5%	12%	6%	4%	11%	88%	12%	77%	23%	44%	56%

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

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QD13 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : All respondents

	Total		ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Making voice calls using a VoIP service e.g. Viber, Skype or WhatsApp	554	143	72	50	42	37	58	25	28	39	475	79	402	151	255	299
	21%	42%	20%	23%	21%	16%	24%	11%	25%	13%	21%	22%	26%	14%	20%	21%
		bcdefghi	gi	egi	gi		egi		egi				m			
		26%	13%	9%	8%	7%	11%	4%	5%	7%	86%	14%	73%	27%	46%	54%
Making video calls e.g. via Facetime, Skype or WhatsApp	542	125	73	36	43	36	60	36	19	41	471	71	391	151	243	299
	20%	37%	20%	16%	22%	15%	24%	16%	17%	14%	20%	20%	25%	14%	19%	21%
		bcdefghi			ei		ceghi						m			
		23%	13%	7%	8%	7%	11%	7%	3%	8%	87%	13%	72%	28%	45%	55%
Accessing/ receiving sports/ team news/ scores	400	63	61	27	25	36	39	30	17	43	347	53	306	94	205	196
	15%	19%	17%	12%	13%	15%	16%	13%	15%	14%	15%	15%	20%	8%	16%	14%
													m			
		16%	15%	7%	6%	9%	10%	7%	4%	11%	87%	13%	77%	23%	51%	49%
Watching TV programmes/ films content online	339	60	42	33	24	24	44	25	11	31	293	47	237	102	158	182
	13%	18%	12%	15%	12%	10%	18%	11%	9%	10%	13%	13%	15%	9%	12%	13%
		eghi					eghi						m			
		18%	12%	10%	7%	7%	13%	7%	3%	9%	86%	14%	70%	30%	46%	54%

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

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

QD13 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Contactless mobile payment at point of sale/ checkouts	296	60	44	20	23	18	30	16	14	38	263	32	233	62	130	166
	11%	18%	12%	9%	12%	8%	12%	7%	13%	13%	11%	9%	15%	6%	10%	12%
		ceg							g	g			m			
		20%	15%	7%	8%	6%	10%	5%	5%	13%	89%	11%	79%	21%	44%	56%
Listen to radio	246	29	51	13	16	12	32	15	10	28	211	35	189	57	114	132
	9%	9%	14%	6%	8%	5%	13%	7%	9%	9%	9%	10%	12%	5%	9%	9%
			cdeg				ceg						m			
		12%	21%	5%	6%	5%	13%	6%	4%	11%	86%	14%	77%	23%	47%	53%
Listen to podcasts	203	48	29	28	9	13	16	3	7	22	170	33	160	44	92	112
	8%	14%	8%	13%	5%	5%	6%	1%	6%	7%	7%	9%	10%	4%	7%	8%
		bdefghi	g	defghi	g	g	g		g	g			m			
		24%	14%	14%	4%	6%	8%	2%	4%	11%	84%	16%	79%	21%	45%	55%
Read an e-book	107	24	19	5	7	5	12	3	3	6	92	15	80	27	44	63
	4%	7%	5%	2%	4%	2%	5%	1%	3%	2%	4%	4%	5%	2%	3%	5%
		ceghi	g				g						m			
		23%	18%	5%	7%	5%	11%	3%	3%	6%	86%	14%	75%	25%	41%	59%
Other	15	-	2	1	-	-	-	1	11	-	15	1	8	8	9	7
	1%	-%	1%	*%	-%	-%	-%	*%	10%	-%	1%	*%	*%	1%	1%	*%
									abcdefgi							
		-%	16%	5%	-%	-%	-%	5%	69%	-%	95%	5%	49%	51%	57%	43%
MESSAGING	2140	313	286	173	144	200	178	182	95	245	1869	271	1401	738	1006	1135
	80%	92%	79%	79%	74%	84%	72%	80%	86%	82%	81%	76%	90%	66%	79%	81%
		bcdefghi				df		f	df	df	k		m			
		15%	13%	8%	7%	9%	8%	8%	4%	11%	87%	13%	65%	34%	47%	53%

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

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QD13 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : All respondents

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
					ENGLAND REGIONS						URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
WEB/ DATA ACCESS	1815	288	265	146	117	161	160	142	75	191	1591	223	1286	527	846	968
	68%	84%	74%	67%	60%	68%	65%	63%	67%	64%	69%	62%	83%	47%	66%	69%
		bcdefghi	dfgi								k		m			
		16%	15%	8%	6%	9%	9%	8%	4%	11%	88%	12%	71%	29%	47%	53%
ENTERTAINMENT	1663	260	228	124	111	144	162	135	74	174	1447	216	1173	489	754	909
	62%	76%	63%	57%	57%	61%	66%	60%	67%	58%	62%	60%	75%	44%	59%	65%
		bcdefghi					cd		cdi				m			n
		16%	14%	7%	7%	9%	10%	8%	4%	10%	87%	13%	71%	29%	45%	55%
LISTEN TO AUDIO CONTENT	865	167	120	71	50	68	85	55	33	97	758	107	634	230	379	486
	32%	49%	33%	33%	26%	29%	34%	24%	30%	32%	33%	30%	41%	21%	30%	35%
		bcdefghi	g				dg						m			n
		19%	14%	8%	6%	8%	10%	6%	4%	11%	88%	12%	73%	27%	44%	56%
WATCHING AV CONTENT	830	191	99	63	51	54	83	61	40	86	739	91	609	221	364	466
	31%	56%	28%	29%	26%	23%	34%	27%	36%	29%	32%	25%	39%	20%	28%	33%
		bcdefghi					e		deg		k		m			n
		23%	12%	8%	6%	6%	10%	7%	5%	10%	89%	11%	73%	27%	44%	56%
VIDEO OR VOICE CALLS USING VOIP	727	167	97	60	51	51	79	45	32	54	624	104	519	208	330	397
	27%	49%	27%	27%	26%	21%	32%	20%	29%	18%	27%	29%	33%	19%	26%	28%
		bcdefghi	i	i	i		egi		egi				m			
		23%	13%	8%	7%	7%	11%	6%	4%	7%	86%	14%	71%	29%	45%	55%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 45

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

QD13 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : All respondents

| | Total | | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING STATUS | | DEPRIVATION LEVEL | |
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
None of these	258	11	34	25	20	18	34	19	10	34	216	41	57	200	142	116
	10%	3%	9%	11%	10%	8%	14%	8%	9%	11%	9%	11%	4%	18%	11%	8%
			a	a	a	a	aeg	a	a	a				l	o	
		4%	13%	10%	8%	7%	13%	7%	4%	13%	84%	16%	22%	78%	55%	45%
Don't know	3	-	-	1	1	-	-	-	*	-	2	1	2	1	2	*
	*%	-%	-%	1%	*%	-%	-%	-%	*%	-%	*%	*%	*%	*%	*%	*%
		-%	-%	39%	34%	-%	-%	-%	10%	-%	56%	44%	79%	21%	84%	16%

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

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

QD13 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : All respondents

| | | TV PLATFORM/S | | | |
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
Send/ receive text messages	1984	1877	303	756	373
	74%	75%	77%	79%	79%
				a	
		95%	15%	38%	19%
General browsing/ surfing the internet	1454	1368	230	569	299
	54%	54%	58%	60%	63%
				a	a
		94%	16%	39%	21%
Take photos	1358	1261	197	526	283
	51%	50%	50%	55%	60%
				a	ab
		93%	14%	39%	21%
Send/ receive emails	1329	1247	209	542	272
	50%	50%	53%	57%	57%
				a	a
		94%	16%	41%	20%
Use IM/ Instant Messaging (e.g. WhatsApp, Facebook Messenger, Snapchat, iMessage)	1198	1117	182	477	256
	45%	44%	46%	50%	54%
				a	ab
		93%	15%	40%	21%

Columns Tested: a,b,c,d

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

QD13 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : All respondents

		TV PLATFORM/S			
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
Using social networking e.g. Facebook, Twitter, LinkedIn, Snapchat, Instagram	1030	958	160	411	231
	39%	38%	40%	43%	49%
				a	ab
		93%	16%	40%	22%
Send/ receive messages with pictures/ images	902	840	125	378	196
	34%	33%	32%	40%	41%
				ab	ab
		93%	14%	42%	22%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	749	687	100	316	155
	28%	27%	25%	33%	33%
				ab	ab
		92%	13%	42%	21%
Listen to music (not radio)	731	669	123	294	153
	27%	27%	31%	31%	32%
				a	a
		92%	17%	40%	21%

Columns Tested: a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 45

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

QD13 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : All respondents

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
Accessing/ receiving news	692	650	105	280	158
	26%	26%	26%	29%	33%
				a	ab
		94%	15%	40%	23%
Send/ receive video clips	642	596	90	278	124
	24%	24%	23%	29%	26%
				ab	
		93%	14%	43%	19%
Play games	592	556	87	252	113
	22%	22%	22%	26%	24%
				a	
		94%	15%	43%	19%
Record video clips	587	542	80	250	118
	22%	22%	20%	26%	25%
				ab	
		92%	14%	43%	20%
Use your phone for Sat Nav or directions	563	516	85	233	117
	21%	20%	21%	24%	25%
				a	
		92%	15%	41%	21%

Columns Tested: a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 45

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

QD13 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : All respondents

		TV PLATFORM/S			
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
Making voice calls using a VoIP service e.g. Viber, Skype or WhatsApp	554	501	67	228	129
	21%	20%	17%	24%	27%
				ab	ab
		90%	12%	41%	23%
Making video calls e.g. via Facetime, Skype or WhatsApp	542	495	75	212	126
	20%	20%	19%	22%	27%
					ab
		91%	14%	39%	23%
Accessing/ receiving sports/ team news/ scores	400	381	64	180	82
	15%	15%	16%	19%	17%
				a	
		95%	16%	45%	21%
Watching TV programmes/ films content online	339	315	61	138	67
	13%	13%	16%	14%	14%
		93%	18%	41%	20%
Contactless mobile payment at point of sale/ checkouts	296	271	46	131	60
	11%	11%	12%	14%	13%
				a	
		92%	16%	44%	20%

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.
QD13 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : All respondents

		TV PLATFORM/S			
	Total	**ALL TV**	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
Listen to radio	246	232	44	92	50
	9%	9%	11%	10%	11%
		94%	18%	37%	21%
Listen to podcasts	203	178	28	80	35
	8%	7%	7%	8%	7%
		87%	14%	39%	17%
Read an e-book	107	93	18	42	23
	4%	4%	5%	4%	5%
		87%	17%	39%	21%
Other	15	15	5	7	4
	1%	1%	1%	1%	1%
		100%	30%	44%	26%
MESSAGING	2140	2021	325	816	407
	80%	80%	82%	86%	86%
				a	a
		94%	15%	38%	19%
WEB/ DATA ACCESS	1815	1704	290	719	367
	68%	68%	73%	75%	77%
			a	a	a
		94%	16%	40%	20%
ENTERTAINMENT	1663	1549	250	643	348
	62%	61%	63%	68%	73%
				a	abc
		93%	15%	39%	21%

Columns Tested: a,b,c,d

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QD13 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : All respondents

	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
		TV PLATFORM/S			
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
LISTEN TO AUDIO CONTENT	865	793	149	344	179
	32%	31%	38%	36%	38%
			a	a	a
		92%	17%	40%	21%
WATCHING AV CONTENT	830	761	116	339	168
	31%	30%	29%	36%	35%
				ab	a
		92%	14%	41%	20%
VIDEO OR VOICE CALLS USING VOIP	727	665	95	302	157
	27%	26%	24%	32%	33%
				ab	ab
		91%	13%	41%	22%
None of these	258	242	37	71	22
	10%	10%	9%	7%	5%
		cd	d	d	
		94%	14%	27%	8%
Don't know	3	3	*	*	1
	*%	*%	*%	*%	*%
		100%	5%	10%	51%

Columns Tested: a,b,c,d

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

QD14 (QD28E). SHOWCARD You said that you use your mobile phone to access the internet. Which of these ways do you use your mobile phone to access the internet? (MULTI CODE)

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2527	1210	1317	445	505	947	629	139	167	273	678	608	857	517	540	1561	309	303	354
Effective Weighted Sample	1781	850	933	315	365	657	460	102	119	197	527	457	616	356	382	1382	213	223	309
Weighted total	1912	943	969	333	391	764	423	89	117	214	637	569	557	413	370	1621	152	87	53
		49%	51%	17%	20%	40%	22%	5%	6%	11%	33%	30%	29%	22%	19%	85%	8%	5%	3%
Wi-Fi/ wireless broadband network at home	1619	791	828	274	333	665	348	57	83	175	579	523	480	340	274	1371	131	70	47
	85%	84%	86%	82%	85%	87%	82%	64%	71%	82%	91%	92%	86%	82%	74%	85%	86%	81%	89%
						cf				gh	ghi	lmn	n	n					q
		49%	51%	17%	21%	41%	21%	3%	5%	11%	36%	32%	30%	21%	17%	85%	8%	4%	3%
Via mobile network (2G, 3G or 4G)	1527	767	760	277	330	612	308	67	95	178	516	467	452	323	283	1293	117	74	43
	80%	81%	79%	83%	84%	80%	73%	75%	82%	83%	81%	82%	81%	78%	77%	80%	77%	85%	82%
				f	f	f												p	
		50%	50%	18%	22%	40%	20%	4%	6%	12%	34%	31%	30%	21%	19%	85%	8%	5%	3%
Wi-Fi/ wireless broadband elsewhere (i.e. 'hotspots')	691	353	338	135	140	276	140	26	33	81	234	233	192	149	116	589	47	38	17
	36%	37%	35%	40%	36%	36%	33%	30%	28%	38%	37%	41%	35%	36%	31%	36%	31%	44%	33%
				f								ln						opr	
		51%	49%	19%	20%	40%	20%	4%	5%	12%	34%	34%	28%	22%	17%	85%	7%	5%	3%
MOBILE NETWORK AND NOT WI-FI	239	127	111	46	46	87	60	21	27	33	51	43	62	59	73	206	16	12	5
	12%	14%	12%	14%	12%	11%	14%	24%	23%	15%	8%	8%	11%	14%	20%	13%	11%	13%	10%
								j	j	j			k	k	kl				
		53%	47%	19%	19%	36%	25%	9%	11%	14%	21%	18%	26%	25%	30%	86%	7%	5%	2%
WI-FI AND NOT MOBILE NETWORK	378	174	205	56	61	150	110	21	21	36	121	101	103	89	84	322	34	13	9
	20%	18%	21%	17%	16%	20%	26%	23%	18%	17%	19%	18%	18%	22%	23%	20%	22%	15%	18%
							cde										q		
		46%	54%	15%	16%	40%	29%	6%	6%	10%	32%	27%	27%	23%	22%	85%	9%	3%	2%

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

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QD14 (QD28E). SHOWCARD You said that you use your mobile phone to access the internet. Which of these ways do you use your mobile phone to access the internet? (MULTI CODE)

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2527	1210	1317	445	505	947	629	139	167	273	678	608	857	517	540	1561	309	303	354
Effective Weighted Sample	1781	850	933	315	365	657	460	102	119	197	527	457	616	356	382	1382	213	223	309
Weighted total	1912	943	969	333	391	764	423	89	117	214	637	569	557	413	370	1621	152	87	53
		49%	51%	17%	20%	40%	22%	5%	6%	11%	33%	30%	29%	22%	19%	85%	8%	5%	3%
ANY WI-FI USE	1666	813	853	287	346	675	358	66	89	181	586	525	493	352	295	1409	135	75	47
	87%	86%	88%	86%	88%	88%	85%	75%	77%	85%	92%	92%	88%	85%	80%	87%	89%	86%	90%
										g	ghi	lmn	n	n					
		49%	51%	17%	21%	41%	22%	4%	5%	11%	35%	31%	30%	21%	18%	85%	8%	4%	3%
Don't know	7	3	4	-	-	2	4	1	-	-	-	1	2	1	2	6	1	*	-
	*%	*%	*%	-%	-%	*%	1%	1%	-%	-%	-%	*%	*%	*%	1%	*%	*%	*%	-%
							d	j											
		45%	55%	-%	-%	34%	66%	19%	-%	-%	-%	22%	30%	14%	34%	86%	11%	4%	-%

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

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QD14 (QD28E). SHOWCARD You said that you use your mobile phone to access the internet. Which of these ways do you use your mobile phone to access the internet? (MULTI CODE)

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

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
						ENGLAND REGIONS					URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2527	212	183	156	153	203	161	155	180	158	1885	642	1668	856	1228	1299
Effective Weighted Sample	1781	206	174	151	149	192	156	150	172	153	1515	282	1177	620	837	945
Weighted total	1912	290	274	157	126	171	168	150	82	202	1676	236	1341	570	900	1012
		15%	14%	8%	7%	9%	9%	8%	4%	11%	88%	12%	70%	30%	47%	53%
Wi-Fi/ wireless broadband network at home	1619	262	224	136	112	155	156	104	64	159	1413	207	1144	474	788	831
	85%	90%	82%	86%	89%	91%	93%	69%	77%	79%	84%	88%	85%	83%	88%	82%
		bghi	g	gh	ghi	bghi	bghi								o	
		16%	14%	8%	7%	10%	10%	6%	4%	10%	87%	13%	71%	29%	49%	51%
Via mobile network (2G, 3G or 4G)	1527	242	217	122	100	152	93	126	74	166	1346	181	1091	436	707	820
	80%	84%	79%	78%	79%	89%	55%	84%	90%	82%	80%	77%	81%	76%	79%	81%
		f	f	f	f	bcdf		f	bcdfi	f				m		
		16%	14%	8%	7%	10%	6%	8%	5%	11%	88%	12%	71%	29%	46%	54%
Wi-Fi/ wireless broadband elsewhere (i.e. 'hotspots')	691	62	126	57	29	76	39	65	36	99	600	91	510	181	344	347
	36%	21%	46%	36%	23%	45%	23%	44%	44%	49%	36%	39%	38%	32%	38%	34%
			adf	adf		adf		adf	adf	acdf				m		
		9%	18%	8%	4%	11%	6%	9%	5%	14%	87%	13%	74%	26%	50%	50%
MOBILE NETWORK AND NOT WI-FI	239	28	45	19	10	15	8	32	15	34	216	23	163	76	92	146
	12%	10%	16%	12%	8%	9%	5%	21%	19%	17%	13%	10%	12%	13%	10%	14%
			def	f				acdef	adef	def						n
		12%	19%	8%	4%	6%	3%	13%	6%	14%	90%	10%	68%	32%	39%	61%
WI-FI AND NOT MOBILE NETWORK	378	48	56	34	26	19	75	22	8	35	323	55	246	130	189	190
	20%	16%	20%	22%	21%	11%	45%	15%	10%	17%	19%	23%	18%	23%	21%	19%
		eh	eh	eh			abcdeghi			h				l		
		13%	15%	9%	7%	5%	20%	6%	2%	9%	85%	15%	65%	34%	50%	50%

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

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QD14 (QD28E). SHOWCARD You said that you use your mobile phone to access the internet. Which of these ways do you use your mobile phone to access the internet? (MULTI CODE)

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

					ENGLAND REGIONS						URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2527	212	183	156	153	203	161	155	180	158	1885	642	1668	856	1228	1299
Effective Weighted Sample	1781	206	174	151	149	192	156	150	172	153	1515	282	1177	620	837	945
Weighted total	1912	290	274	157	126	171	168	150	82	202	1676	236	1341	570	900	1012
		15%	14%	8%	7%	9%	9%	8%	4%	11%	88%	12%	70%	30%	47%	53%
ANY WI-FI USE	1666	262	228	137	116	156	160	115	67	167	1453	213	1175	490	803	863
	87%	90%	83%	87%	92%	91%	95%	77%	81%	83%	87%	90%	88%	86%	89%	85%
		bghi		g	bghi	bghi	bcghi								o	
		16%	14%	8%	7%	9%	10%	7%	4%	10%	87%	13%	70%	29%	48%	52%
Don't know	7	-	1	1	-	-	-	3	-	1	7	*	3	3	4	2
	*%	-%	*%	*%	-%	-%	-%	2%	-%	1%	*%	*%	*%	1%	*%	*%
		-%	14%	12%	-%	-%	-%	40%	-%	19%	98%	2%	48%	52%	65%	35%

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

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

QD14 (QD28E). SHOWCARD You said that you use your mobile phone to access the internet. Which of these ways do you use your mobile phone to access the internet? (MULTI CODE)

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

	Total	TV PLATFORM/S			
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	2527	2392	349	1013	484
Effective Weighted Sample	1781	1680	270	705	344
Weighted total	1912	1799	305	757	385
		94%	16%	40%	20%
Wi-Fi/ wireless broadband network at home	1619	1543	275	683	344
	85%	86%	90%	90%	89%
				a	
		95%	17%	42%	21%
Via mobile network (2G, 3G or 4G)	1527	1429	237	611	293
	80%	79%	77%	81%	76%
		94%	16%	40%	19%
Wi-Fi/ wireless broadband elsewhere (i.e. 'hotspots')	691	657	129	277	142
	36%	37%	42%	37%	37%
		95%	19%	40%	21%
MOBILE NETWORK AND NOT WI-FI	239	205	24	64	40
	12%	11%	8%	9%	10%
		c			
		86%	10%	27%	17%
WI-FI AND NOT MOBILE NETWORK	378	363	68	145	91
	20%	20%	22%	19%	24%
		96%	18%	38%	24%
ANY WI-FI USE	1666	1587	280	691	344
	87%	88%	92%	91%	89%
				a	
		95%	17%	41%	21%

Columns Tested: a,b,c,d

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QD14 (QD28E). SHOWCARD You said that you use your mobile phone to access the internet. Which of these ways do you use your mobile phone to access the internet? (MULTI CODE)

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

		TV PLATFORM/S			
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	2527	2392	349	1013	484
Effective Weighted Sample	1781	1680	270	705	344
Weighted total	1912	1799	305	757	385
		94%	16%	40%	20%
Don't know	7	7	1	2	1
	*%	*%	*%	*%	*%
		100%	14%	26%	14%

Columns Tested: a,b,c,d

Table 47

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

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

QD15 (QD28C). SHOWCARD Which one of these best describes where you use your mobile phone to access the internet? (SINGLE CODE)

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2527	1210	1317	445	505	947	629	139	167	273	678	608	857	517	540	1561	309	303	354
Effective Weighted Sample	1781	850	933	315	365	657	460	102	119	197	527	457	616	356	382	1382	213	223	309
Weighted total	1912	943	969	333	391	764	423	89	117	214	637	569	557	413	370	1621	152	87	53
		49%	51%	17%	20%	40%	22%	5%	6%	11%	33%	30%	29%	22%	19%	85%	8%	5%	3%
I always use in the home	132	56	77	14	16	47	56	7	7	13	29	30	36	28	39	109	18	4	2
	7%	6%	8%	4%	4%	6%	13%	7%	6%	6%	4%	5%	6%	7%	10%	7%	12%	4%	3%
							cde								kl	r	oqr		
		42%	58%	10%	12%	36%	42%	5%	5%	10%	22%	22%	27%	21%	29%	83%	14%	3%	1%
I mainly use in the home	463	190	273	59	95	181	128	25	38	67	134	131	127	96	109	412	28	15	9
	24%	20%	28%	18%	24%	24%	30%	29%	32%	32%	21%	23%	23%	23%	29%	25%	18%	17%	16%
			a		c	c	ce		j	j					kl	pqr			
		41%	59%	13%	21%	39%	28%	5%	8%	15%	29%	28%	27%	21%	24%	89%	6%	3%	2%
I use equally in the home and outside the home	1154	598	557	234	260	475	185	52	63	118	423	349	350	252	202	958	99	58	39
	60%	63%	57%	70%	67%	62%	44%	59%	54%	55%	66%	61%	63%	61%	54%	59%	65%	67%	75%
		b		ef	f	f					hi	n	n					o	opq
		52%	48%	20%	23%	41%	16%	5%	5%	10%	37%	30%	30%	22%	17%	83%	9%	5%	3%
I mainly use outside the home	134	83	51	25	17	51	42	5	8	11	42	54	35	29	17	119	5	8	2
	7%	9%	5%	7%	4%	7%	10%	5%	7%	5%	7%	9%	6%	7%	4%	7%	3%	9%	5%
		b					d					n				p		pr	
		62%	38%	18%	13%	38%	31%	3%	6%	8%	32%	40%	26%	22%	12%	88%	4%	6%	2%
I always use outside the home	19	10	9	1	3	7	8	-	1	4	5	3	7	5	3	16	1	2	-
	1%	1%	1%	*%	1%	1%	2%	-%	1%	2%	1%	1%	1%	1%	1%	1%	*%	3%	-%
																		r	
		53%	47%	7%	14%	36%	43%	-%	4%	21%	27%	19%	37%	28%	16%	85%	4%	12%	-%

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

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QD15 (QD28C). SHOWCARD Which one of these best describes where you use your mobile phone to access the internet? (SINGLE CODE)

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K- 15.59K	15.6K- 25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2527	1210	1317	445	505	947	629	139	167	273	678	608	857	517	540	1561	309	303	354
Effective Weighted Sample	1781	850	933	315	365	657	460	102	119	197	527	457	616	356	382	1382	213	223	309
Weighted total	1912	943	969	333	391	764	423	89	117	214	637	569	557	413	370	1621	152	87	53
		49%	51%	17%	20%	40%	22%	5%	6%	11%	33%	30%	29%	22%	19%	85%	8%	5%	3%
ALWAYS/ MAINLY USE IN THE HOME	596	246	349	73	111	228	183	32	45	80	163	161	162	123	148	521	46	18	10
	31%	26%	36%	22%	28%	30%	43%	36%	39%	37%	26%	28%	29%	30%	40%	32%	30%	21%	19%
			a			c	cde	j	j	j					klm	qr	qr		
		41%	59%	12%	19%	38%	31%	5%	8%	13%	27%	27%	27%	21%	25%	88%	8%	3%	2%
ALWAYS/ MAINLY USE OUTSIDE THE HOME	153	93	60	26	20	58	50	5	8	15	47	57	42	34	20	135	6	10	2
	8%	10%	6%	8%	5%	8%	12%	5%	7%	7%	7%	10%	8%	8%	5%	8%	4%	12%	5%
		b					de					n				pr		pr	
		61%	39%	17%	13%	38%	33%	3%	6%	10%	31%	37%	27%	22%	13%	88%	4%	7%	2%
EVER USE OUTSIDE THE HOME	1770	881	889	319	376	713	363	82	109	200	605	537	519	382	330	1505	133	83	50
	93%	93%	92%	96%	96%	93%	86%	93%	94%	94%	95%	94%	93%	92%	89%	93%	87%	95%	96%
				f	f	f						n	n			p		p	op
		50%	50%	18%	21%	40%	20%	5%	6%	11%	34%	30%	29%	22%	19%	85%	7%	5%	3%
Don't know	9	6	3	1	-	4	5	*	-	1	4	2	2	3	1	7	1	*	1
	*%	1%	*%	*%	-%	*%	1%	*%	-%	*%	1%	*%	*%	1%	*%	*%	1%	*%	1%
							d												
		71%	29%	7%	-%	42%	51%	1%	-%	9%	39%	25%	24%	38%	13%	75%	15%	3%	6%

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

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QD15 (QD28C). SHOWCARD Which one of these best describes where you use your mobile phone to access the internet? (SINGLE CODE)

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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2527	212	183	156	153	203	161	155	180	158	1885	642	1668	856	1228	1299
Effective Weighted Sample	1781	206	174	151	149	192	156	150	172	153	1515	282	1177	620	837	945
Weighted total	1912	290	274	157	126	171	168	150	82	202	1676	236	1341	570	900	1012
		15%	14%	8%	7%	9%	9%	8%	4%	11%	88%	12%	70%	30%	47%	53%
I always use in the home	132	17	9	13	17	4	22	13	6	9	113	19	69	62	52	80
	7%	6%	3%	8%	13%	3%	13%	9%	7%	5%	7%	8%	5%	11%	6%	8%
				e	abei		abei	be						l		
		13%	7%	10%	13%	3%	16%	10%	4%	7%	86%	14%	52%	46%	39%	61%
I mainly use in the home	463	44	72	45	39	46	52	46	23	45	388	75	279	184	247	216
	24%	15%	26%	29%	31%	27%	31%	31%	28%	22%	23%	32%	21%	32%	27%	21%
			a	a	a	a	a	a	a			j		l	o	
		9%	16%	10%	8%	10%	11%	10%	5%	10%	84%	16%	60%	40%	53%	47%
I use equally in the home and outside the home	1154	215	167	87	53	104	84	71	46	128	1039	116	872	282	511	644
	60%	74%	61%	56%	42%	61%	50%	47%	57%	63%	62%	49%	65%	49%	57%	64%
		bcdefghi	dfg	d		dfg			d	dfg	k		m			n
		19%	14%	8%	5%	9%	7%	6%	4%	11%	90%	10%	76%	24%	44%	56%
I mainly use outside the home	134	15	21	12	14	14	8	14	6	15	115	19	99	35	75	60
	7%	5%	8%	8%	11%	8%	5%	9%	8%	7%	7%	8%	7%	6%	8%	6%
					a										o	
		11%	16%	9%	10%	10%	6%	10%	5%	11%	86%	14%	74%	26%	56%	44%
I always use outside the home	19	-	5	-	3	1	1	2	*	4	14	5	14	5	10	8
	1%	-%	2%	-%	2%	1%	*%	1%	*%	2%	1%	2%	1%	1%	1%	1%
					a					a		j				
		-%	25%	-%	13%	8%	4%	9%	2%	23%	72%	28%	76%	24%	56%	44%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 47

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QD15 (QD28C). SHOWCARD Which one of these best describes where you use your mobile phone to access the internet? (SINGLE CODE)

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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2527	212	183	156	153	203	161	155	180	158	1885	642	1668	856	1228	1299
Effective Weighted Sample	1781	206	174	151	149	192	156	150	172	153	1515	282	1177	620	837	945
Weighted total	1912	290	274	157	126	171	168	150	82	202	1676	236	1341	570	900	1012
		15%	14%	8%	7%	9%	9%	8%	4%	11%	88%	12%	70%	30%	47%	53%
ALWAYS/ MAINLY USE IN THE HOME	596	60	81	58	56	50	74	60	28	55	501	94	348	246	299	297
	31%	21%	30%	37%	44%	30%	44%	40%	34%	27%	30%	40%	26%	43%	33%	29%
			a	a	abei	a	abei	aei	a			j		l		
		10%	14%	10%	9%	8%	12%	10%	5%	9%	84%	16%	59%	41%	50%	50%
ALWAYS/ MAINLY USE OUTSIDE THE HOME	153	15	26	12	16	15	9	15	7	19	129	24	113	40	85	68
	8%	5%	10%	8%	13%	9%	5%	10%	8%	10%	8%	10%	8%	7%	9%	7%
					af										o	
		10%	17%	8%	10%	10%	6%	10%	4%	13%	84%	16%	74%	26%	56%	44%
EVER USE OUTSIDE THE HOME	1770	274	265	144	109	166	146	133	76	193	1555	215	1265	506	842	928
	93%	94%	97%	92%	86%	97%	86%	89%	92%	95%	93%	91%	94%	89%	94%	92%
		df	dfg			cdfg				dfg			m			
		15%	15%	8%	6%	9%	8%	8%	4%	11%	88%	12%	71%	29%	48%	52%
Don't know	9	-	-	-	1	1	1	4	1	-	8	1	7	2	5	4
	*%	-%	-%	-%	*%	*%	1%	3%	1%	-%	*%	1%	1%	*%	1%	*%
								abi								
		-%	-%	-%	6%	9%	12%	41%	6%	-%	84%	16%	74%	26%	59%	41%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 47

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QD15 (QD28C). SHOWCARD Which one of these best describes where you use your mobile phone to access the internet? (SINGLE CODE)

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

	Total	TV PLATFORM/S			
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	2527	2392	349	1013	484
Effective Weighted Sample	1781	1680	270	705	344
Weighted total	1912	1799	305	757	385
		94%	16%	40%	20%
I always use in the home	132	128	30	40	26
	7%	7%	10%	5%	7%
			c		
		97%	23%	30%	20%
I mainly use in the home	463	441	54	191	85
	24%	25%	18%	25%	22%
		b		b	
		95%	12%	41%	18%
I use equally in the home and outside the home	1154	1073	196	461	236
	60%	60%	64%	61%	61%
		93%	17%	40%	20%
I mainly use outside the home	134	129	16	53	30
	7%	7%	5%	7%	8%
		96%	12%	40%	23%
I always use outside the home	19	18	6	10	3
	1%	1%	2%	1%	1%
		96%	32%	54%	14%
ALWAYS/ MAINLY USE IN THE HOME	596	569	84	231	112
	31%	32%	27%	30%	29%
		96%	14%	39%	19%

Columns Tested: a,b,c,d

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QD15 (QD28C). SHOWCARD Which one of these best describes where you use your mobile phone to access the internet? (SINGLE CODE)

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

	Total	TV PLATFORM/S			
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	2527	2392	349	1013	484
Effective Weighted Sample	1781	1680	270	705	344
Weighted total	1912	1799	305	757	385
		94%	16%	40%	20%
ALWAYS/ MAINLY USE OUTSIDE THE HOME	153	147	22	63	33
	8%	8%	7%	8%	9%
		96%	14%	41%	22%
EVER USE OUTSIDE THE HOME	1770	1662	271	715	355
	93%	92%	89%	94%	92%
		b		b	
		94%	15%	40%	20%
Don't know	9	9	4	2	3
	*%	1%	1%	*%	1%
		100%	42%	23%	36%

Columns Tested: a,b,c,d

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

QD16 (QD28F). SHOWCARD In which of these places do you use your mobile phone to access the internet outside of the home? (MULTI CODE)

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

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2334	1127	1207	425	490	886	532	125	155	254	640	568	802	478	482	1437	267	290	340
Effective Weighted Sample	1635	788	849	299	350	609	388	93	111	184	497	428	570	327	338	1272	183	213	297
Weighted total	1770	881	889	319	376	713	363	82	109	200	605	537	519	382	330	1505	133	83	50
		50%	50%	18%	21%	40%	20%	5%	6%	11%	34%	30%	29%	22%	19%	85%	7%	5%	3%
When travelling (e.g. on a train or in a car)	1298	664	634	257	280	514	247	58	69	146	466	424	386	270	216	1108	99	52	38
	73%	75%	71%	81%	74%	72%	68%	70%	63%	73%	77%	79%	74%	71%	65%	74%	75%	63%	75%
				ef							h	mn	n			q	q		q
		51%	49%	20%	22%	40%	19%	4%	5%	11%	36%	33%	30%	21%	17%	85%	8%	4%	3%
In other people's homes (e.g. friends/ family)	1150	554	596	234	266	441	209	56	68	124	397	337	341	249	222	973	90	48	40
	65%	63%	67%	73%	71%	62%	58%	69%	63%	62%	66%	63%	66%	65%	67%	65%	68%	57%	79%
				ef	ef												q	q	opq
		48%	52%	20%	23%	38%	18%	5%	6%	11%	35%	29%	30%	22%	19%	85%	8%	4%	3%
Indoor public spaces (e.g. pub/ restaurant/ theatre/ shopping centre)	1144	604	540	237	245	462	200	52	65	128	406	371	352	238	183	971	88	52	33
	65%	69%	61%	74%	65%	65%	55%	63%	59%	64%	67%	69%	68%	62%	55%	65%	67%	63%	65%
		b		def	f	f						n	n						
		53%	47%	21%	21%	40%	17%	5%	6%	11%	35%	32%	31%	21%	16%	85%	8%	5%	3%
Outdoors	1125	595	530	233	238	460	194	51	60	118	412	372	342	215	195	953	80	54	37
	64%	68%	60%	73%	63%	64%	53%	62%	55%	59%	68%	69%	66%	56%	59%	63%	60%	65%	74%
		b		def	f	f					hi	mn	mn						opq
		53%	47%	21%	21%	41%	17%	5%	5%	10%	37%	33%	30%	19%	17%	85%	7%	5%	3%
At your workplace	971	538	433	155	221	464	130	21	51	109	375	320	317	203	131	813	75	49	34
	55%	61%	49%	49%	59%	65%	36%	25%	47%	54%	62%	59%	61%	53%	40%	54%	57%	59%	67%
		b		f	cf	cf			g	g	gh	n	mn	n					op
		55%	45%	16%	23%	48%	13%	2%	5%	11%	39%	33%	33%	21%	14%	84%	8%	5%	3%

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

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

QD16 (QD28F). SHOWCARD In which of these places do you use your mobile phone to access the internet outside of the home? (MULTI CODE)

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2334	1127	1207	425	490	886	532	125	155	254	640	568	802	478	482	1437	267	290	340
Effective Weighted Sample	1635	788	849	299	350	609	388	93	111	184	497	428	570	327	338	1272	183	213	297
Weighted total	1770	881	889	319	376	713	363	82	109	200	605	537	519	382	330	1505	133	83	50
		50%	50%	18%	21%	40%	20%	5%	6%	11%	34%	30%	29%	22%	19%	85%	7%	5%	3%
Other	12	5	8	4	2	1	6	*	1	4	3	4	4	3	1	11	-	1	*
	1%	1%	1%	1% e	*%	*%	2% e	*%	1%	2%	*%	1%	1%	1%	*%	1%	-%	1%	*%
		40%	60%	28%	15%	7%	50%	1%	10%	32%	23%	29%	34%	27%	11%	91%	-%	7%	1%
Don't know	15	6	9	2	*	6	6	-	1	1	5	5	5	2	3	13	2	*	1
	1%	1%	1%	1%	*%	1%	2% d	-%	*%	1%	1%	1%	1%	*%	1%	1%	2%	*%	1%
		41%	59%	16%	3%	41%	41%	-%	3%	8%	35%	32%	34%	11%	22%	81%	14%	2%	3%

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

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

QD16 (QD28F). SHOWCARD In which of these places do you use your mobile phone to access the internet outside of the home? (MULTI CODE)

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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2334	199	177	143	132	196	138	136	166	150	1738	596	1578	755	1151	1183
Effective Weighted Sample	1635	193	168	138	129	185	134	132	159	145	1392	258	1104	546	778	857
Weighted total	1770	274	265	144	109	166	146	133	76	193	1555	215	1265	506	842	928
		15%	15%	8%	6%	9%	8%	8%	4%	11%	88%	12%	71%	29%	48%	52%
When travelling (e.g. on a train or in a car)	1298	225	199	116	71	113	93	100	54	137	1147	150	941	356	605	693
	73%	82%	75%	80%	66%	68%	64%	75%	72%	71%	74%	70%	74%	70%	72%	75%
		defhi	f	def				f								
		17%	15%	9%	5%	9%	7%	8%	4%	11%	88%	12%	73%	27%	47%	53%
In other people's homes (e.g. friends/ family)	1150	157	167	101	60	114	96	99	52	128	1008	142	814	336	552	598
	65%	57%	63%	70%	55%	69%	66%	74%	68%	67%	65%	66%	64%	66%	66%	64%
				ad		ad		abd	ad	d						
		14%	14%	9%	5%	10%	8%	9%	5%	11%	88%	12%	71%	29%	48%	52%
Indoor public spaces (e.g. pub/ restaurant/ theatre/ shopping centre)	1144	157	184	95	61	114	85	85	62	127	999	146	826	318	529	615
	65%	57%	70%	66%	57%	69%	59%	64%	82%	66%	64%	68%	65%	63%	63%	66%
			ad			ad			abcdefgi							
		14%	16%	8%	5%	10%	7%	7%	5%	11%	87%	13%	72%	28%	46%	54%
Outdoors	1125	203	186	102	51	87	78	80	47	120	987	138	817	308	520	605
	64%	74%	70%	70%	47%	53%	54%	60%	62%	62%	63%	64%	65%	61%	62%	65%
		defghi	def	def				d	d	d						
		18%	17%	9%	5%	8%	7%	7%	4%	11%	88%	12%	73%	27%	46%	54%
At your workplace	971	162	139	76	65	92	60	73	33	112	855	116	883	88	435	536
	55%	59%	53%	53%	60%	55%	41%	55%	43%	58%	55%	54%	70%	17%	52%	58%
		fh			fh	fh		fh		fh			m			n
		17%	14%	8%	7%	9%	6%	8%	3%	12%	88%	12%	91%	9%	45%	55%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 48

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QD16 (QD28F). SHOWCARD In which of these places do you use your mobile phone to access the internet outside of the home? (MULTI CODE)

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

	Total	ENGLAND REGIONS LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBANITY URBAN	RURAL	WORKING STATUS WORKING	NOT WORKING	DEPRIVATION LEVEL LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2334	199	177	143	132	196	138	136	166	150	1738	596	1578	755	1151	1183
Effective Weighted Sample	1635	193	168	138	129	185	134	132	159	145	1392	258	1104	546	778	857
Weighted total	1770	274	265	144	109	166	146	133	76	193	1555	215	1265	506	842	928
		15%	15%	8%	6%	9%	8%	8%	4%	11%	88%	12%	71%	29%	48%	52%
Other	12	-	5	-	-	-	1	2	2	1	10	3	3	9	5	7
	1%	-%	2%	-%	-%	-%	1%	1%	2%	1%	1%	1%	*%	2%	1%	1%
			a						ae					l		
		-%	44%	-%	-%	-%	9%	15%	14%	9%	77%	23%	26%	74%	42%	58%
Don't know	15	2	2	3	-	-	5	2	-	-	12	4	9	7	9	6
	1%	1%	1%	2%	-%	-%	3%	1%	-%	-%	1%	2%	1%	1%	1%	1%
							dehi									
		11%	11%	17%	-%	-%	30%	12%	-%	-%	76%	24%	55%	45%	59%	41%

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

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QD16 (QD28F). SHOWCARD In which of these places do you use your mobile phone to access the internet outside of the home? (MULTI CODE)

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

		TV PLATFORM/S			
	Total	**ALL TV**	**CABLE**	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	2334	2205	306	952	448
Effective Weighted Sample	1635	1538	236	660	314
Weighted total	1770	1662	271	715	355
		94%	15%	40%	20%
When travelling (e.g. on a train or in a car)	1298	1212	201	522	260
	73%	73%	74%	73%	73%
		93%	15%	40%	20%
In other people's homes (e.g. friends/ family)	1150	1090	188	449	244
	65%	66%	69%	63%	69%
		95%	16%	39%	21%
Indoor public spaces (e.g. pub/ restaurant/ theatre/ shopping centre)	1144	1081	187	463	239
	65%	65%	69%	65%	67%
		94%	16%	40%	21%
Outdoors	1125	1060	168	474	243
	64%	64%	62%	66%	68%
		94%	15%	42%	22%
At your workplace	971	911	159	417	194
	55%	55%	59%	58%	55%
		94%	16%	43%	20%
Other	12	12	1	8	2
	1%	1%	*%	1%	*%
		100%	5%	62%	12%
Don't know	15	14	3	7	1
	1%	1%	1%	1%	*%
		88%	21%	43%	7%

Columns Tested: a,b,c,d

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QD17 (QD28G). SHOWCARD Do you use any of the following types of apps or applications on your smartphone? (MULTI CODE)

Base : Those with a smartphone

	Total	GENDER MALE	GENDER FEMALE	AGE GROUP 16-24	AGE GROUP 25-34	AGE GROUP 35-54	AGE GROUP 55+	HOUSEHOLD INCOME UNDER 10.4K	HOUSEHOLD INCOME 10.4K-15.59K	HOUSEHOLD INCOME 15.6K-25.99K	HOUSEHOLD INCOME 26K+	SOCIAL GROUP AB	SOCIAL GROUP C1	SOCIAL GROUP C2	SOCIAL GROUP DE	NATION ENGLAND	NATION SCOTLAND	NATION WALES	NATION NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2879	1380	1499	468	538	1027	845	168	187	319	731	674	947	594	659	1745	368	360	406
Effective Weighted Sample	2014	958	1058	329	384	712	610	122	134	230	565	506	676	407	458	1545	250	263	356
Weighted total	2123	1041	1083	346	405	824	548	103	130	243	674	622	604	461	433	1786	177	99	61
		49%	51%	16%	19%	39%	26%	5%	6%	11%	32%	29%	28%	22%	20%	84%	8%	5%	3%
Messaging apps (e.g. WhatsApp, Facebook Messenger)	1394	677	717	286	312	553	243	64	78	161	477	421	410	299	262	1180	107	65	42
	66%	65%	66%	83%	77%	67%	44%	62%	60%	66%	71%	68%	68%	65%	60%	66%	60%	65%	70%
				ef	ef	f					h	n	n						p
		49%	51%	21%	22%	40%	17%	5%	6%	12%	34%	30%	29%	21%	19%	85%	8%	5%	3%
Social media (e.g. Facebook, Twitter, Instagram, Snapchat, LinkedIn)	1338	612	726	291	332	533	182	69	76	141	435	401	387	275	273	1130	103	63	42
	63%	59%	67%	84%	82%	65%	33%	67%	58%	58%	64%	65%	64%	60%	63%	63%	58%	63%	70%
			a	ef	ef	f													op
		46%	54%	22%	25%	40%	14%	5%	6%	11%	32%	30%	29%	21%	20%	84%	8%	5%	3%
Navigation/ Maps	1223	646	577	218	261	517	226	41	55	144	477	428	366	241	187	1069	86	44	23
	58%	62%	53%	63%	65%	63%	41%	40%	43%	59%	71%	69%	61%	52%	43%	60%	49%	44%	39%
		b		f	f	f				gh	ghi	lmn	mn	n		pqr	r		
		53%	47%	18%	21%	42%	18%	3%	5%	12%	39%	35%	30%	20%	15%	87%	7%	4%	2%
Banking	1183	602	581	203	304	496	181	48	58	128	432	367	371	245	199	997	99	47	40
	56%	58%	54%	59%	75%	60%	33%	47%	44%	53%	64%	59%	61%	53%	46%	56%	56%	47%	66%
				f	cef	f					ghi	n	mn	n		q	q		opq
		51%	49%	17%	26%	42%	15%	4%	5%	11%	36%	31%	31%	21%	17%	84%	8%	4%	3%
Music	1068	555	514	279	265	396	128	46	51	110	376	339	325	206	196	911	91	41	25
	50%	53%	47%	81%	66%	48%	23%	44%	39%	45%	56%	55%	54%	45%	45%	51%	51%	41%	41%
		b		def	ef	f					ghi	mn	mn			qr	qr		
		52%	48%	26%	25%	37%	12%	4%	5%	10%	35%	32%	30%	19%	18%	85%	8%	4%	2%
Shopping (e.g. Amazon, Ocado, eBay)	979	469	510	183	252	408	135	40	49	107	355	295	295	209	179	828	77	49	26
	46%	45%	47%	53%	62%	50%	25%	39%	38%	44%	53%	47%	49%	45%	41%	46%	43%	49%	43%
				f	cef	f					ghi		n						
		48%	52%	19%	26%	42%	14%	4%	5%	11%	36%	30%	30%	21%	18%	85%	8%	5%	3%

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

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QD17 (QD28G). SHOWCARD Do you use any of the following types of apps or applications on your smartphone? (MULTI CODE)

Base : Those with a smartphone

	Total	GENDER MALE	FEMALE	AGE GROUP 16-24	25-34	35-54	55+	HOUSEHOLD INCOME UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	SOCIAL GROUP AB	C1	C2	DE	NATION ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2879	1380	1499	468	538	1027	845	168	187	319	731	674	947	594	659	1745	368	360	406
Effective Weighted Sample	2014	958	1058	329	384	712	610	122	134	230	565	506	676	407	458	1545	250	263	356
Weighted total	2123	1041	1083	346	405	824	548	103	130	243	674	622	604	461	433	1786	177	99	61
		49%	51%	16%	19%	39%	26%	5%	6%	11%	32%	29%	28%	22%	20%	84%	8%	5%	3%
Games	808	434	374	207	208	286	107	48	55	87	242	204	255	163	186	697	62	33	17
	38%	42%	35%	60%	51%	35%	19%	46%	42%	36%	36%	33%	42%	35%	43%	39%	35%	33%	28%
		b		def	ef	f		ij					km		km	r			
		54%	46%	26%	26%	35%	13%	6%	7%	11%	30%	25%	32%	20%	23%	86%	8%	4%	2%
News/ newspapers	775	434	341	124	167	324	160	29	28	88	306	297	229	144	104	663	60	28	25
	37%	42%	31%	36%	41%	39%	29%	29%	22%	36%	45%	48%	38%	31%	24%	37%	34%	28%	41%
		b		f	f	f				h	ghi	lmn	mn	n		q			q
		56%	44%	16%	22%	42%	21%	4%	4%	11%	40%	38%	30%	19%	13%	85%	8%	4%	3%
Payment services (e.g. Apple Pay, PayPal)	755	387	369	162	197	303	94	38	36	81	268	256	238	140	121	651	50	31	23
	36%	37%	34%	47%	49%	37%	17%	37%	28%	33%	40%	41%	39%	30%	28%	36%	28%	32%	38%
				ef	ef	f					h	mn	mn			p			p
		51%	49%	21%	26%	40%	12%	5%	5%	11%	36%	34%	32%	19%	16%	86%	7%	4%	3%
TV & video (e.g. Netflix, BBC iPlayer, Amazon Prime, YouTube)	600	323	276	136	187	214	62	32	29	72	208	186	197	108	108	506	54	27	13
	28%	31%	26%	39%	46%	26%	11%	31%	22%	30%	31%	30%	33%	23%	25%	28%	30%	27%	22%
		b		ef	ef	f					h	m	mn			r	r		
		54%	46%	23%	31%	36%	10%	5%	5%	12%	35%	31%	33%	18%	18%	84%	9%	4%	2%
Food delivery (e.g. Deliveroo, Uber Eats, Just Eat)	525	257	268	126	169	196	35	29	25	51	198	167	174	92	93	447	44	24	10
	25%	25%	25%	36%	42%	24%	6%	28%	19%	21%	29%	27%	29%	20%	21%	25%	25%	24%	17%
				ef	ef	f					hi	m	mn			r	r	r	
		49%	51%	24%	32%	37%	7%	5%	5%	10%	38%	32%	33%	17%	18%	85%	8%	5%	2%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 49

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QD17 (QD28G). SHOWCARD Do you use any of the following types of apps or applications on your smartphone? (MULTI CODE)

Base : Those with a smartphone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2879	1380	1499	468	538	1027	845	168	187	319	731	674	947	594	659	1745	368	360	406
Effective Weighted Sample	2014	958	1058	329	384	712	610	122	134	230	565	506	676	407	458	1545	250	263	356
Weighted total	2123	1041	1083	346	405	824	548	103	130	243	674	622	604	461	433	1786	177	99	61
		49%	51%	16%	19%	39%	26%	5%	6%	11%	32%	29%	28%	22%	20%	84%	8%	5%	3%
Taxi booking (e.g. Uber, Ola)	439	238	201	104	122	164	48	21	12	42	174	163	159	62	54	391	29	13	7
	21%	23%	19%	30%	30%	20%	9%	20%	9%	17%	26%	26%	26%	14%	12%	22%	16%	13%	11%
		b		ef	ef	f		h		h	hi	mn	mn			pqr			
		54%	46%	24%	28%	37%	11%	5%	3%	10%	40%	37%	36%	14%	12%	89%	7%	3%	2%
ANY OF THESE	1928	948	980	343	397	772	416	88	118	218	646	574	558	414	379	1635	152	88	54
	91%	91%	91%	99%	98%	94%	76%	86%	90%	90%	96%	92%	92%	90%	88%	92%	86%	88%	88%
				ef	ef	f					ghi	n	n			p			
		49%	51%	18%	21%	40%	22%	5%	6%	11%	34%	30%	29%	21%	20%	85%	8%	5%	3%
None of these	187	90	98	3	7	50	128	14	13	25	26	46	45	44	52	145	25	11	6
	9%	9%	9%	1%	2%	6%	23%	14%	10%	10%	4%	7%	7%	10%	12%	8%	14%	12%	11%
						cd	cde	j	j	j					kl		o		
		48%	52%	1%	4%	27%	68%	8%	7%	13%	14%	25%	24%	24%	28%	77%	13%	6%	3%
Don't know	8	3	5	-	1	3	4	-	-	-	2	1	2	3	2	7	*	-	1
	*%	*%	*%	-%	*%	*%	1%	-%	-%	-%	*%	*%	*%	1%	*%	*%	*%	-%	1%
		37%	63%	-%	18%	33%	49%	-%	-%	-%	33%	17%	20%	38%	25%	89%	4%	-%	7%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 49

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

QD17 (QD28G). SHOWCARD Do you use any of the following types of apps or applications on your smartphone? (MULTI CODE)

Base : Those with a smartphone

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2879	220	196	173	184	223	190	178	195	186	2118	761	1803	1072	1418	1461
Effective Weighted Sample	2014	213	186	167	179	210	183	173	187	180	1694	340	1269	766	960	1054
Weighted total	2123	299	290	174	149	185	194	171	89	235	1846	278	1432	689	1011	1112
		14%	14%	8%	7%	9%	9%	8%	4%	11%	87%	13%	67%	32%	48%	52%
Messaging apps (e.g. WhatsApp, Facebook Messenger)	1394	198	189	116	93	123	142	110	58	151	1227	167	986	408	660	734
	66%	66%	65%	67%	62%	67%	73%	64%	66%	64%	66%	60%	69%	59%	65%	66%
							d				k		m			
		14%	14%	8%	7%	9%	10%	8%	4%	11%	88%	12%	71%	29%	47%	53%
Social media (e.g. Facebook, Twitter, Instagram, Snapchat, LinkedIn)	1338	194	165	111	94	127	122	107	65	143	1181	157	964	374	615	723
	63%	65%	57%	64%	63%	69%	63%	63%	74%	61%	64%	57%	67%	54%	61%	65%
						b			bcdfgi		k		m			
		15%	12%	8%	7%	10%	9%	8%	5%	11%	88%	12%	72%	28%	46%	54%
Navigation/ Maps	1223	237	151	111	105	95	114	97	47	112	1058	165	924	298	571	651
	58%	79%	52%	64%	70%	51%	59%	56%	53%	48%	57%	59%	65%	43%	57%	59%
		bcdefghi		behi	befghi		i						m			
		19%	12%	9%	9%	8%	9%	8%	4%	9%	87%	13%	76%	24%	47%	53%
Banking	1183	160	177	92	82	88	105	108	54	132	1038	146	926	258	555	628
	56%	54%	61%	53%	55%	48%	54%	63%	61%	56%	56%	53%	65%	37%	55%	56%
			e					e	e				m			
		14%	15%	8%	7%	7%	9%	9%	5%	11%	88%	12%	78%	22%	47%	53%
Music	1068	190	132	81	79	101	98	89	40	101	945	123	775	293	470	598
	50%	63%	46%	47%	53%	55%	51%	52%	45%	43%	51%	44%	54%	43%	47%	54%
		bcdfghi					i				k		m			n
		18%	12%	8%	7%	9%	9%	8%	4%	9%	88%	12%	73%	27%	44%	56%

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

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QD17 (QD28G). SHOWCARD Do you use any of the following types of apps or applications on your smartphone? (MULTI CODE)

Base : Those with a smartphone

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2879	220	196	173	184	223	190	178	195	186	2118	761	1803	1072	1418	1461
Effective Weighted Sample	2014	213	186	167	179	210	183	173	187	180	1694	340	1269	766	960	1054
Weighted total	2123	299	290	174	149	185	194	171	89	235	1846	278	1432	689	1011	1112
		14%	14%	8%	7%	9%	9%	8%	4%	11%	87%	13%	67%	32%	48%	52%
Shopping (e.g. Amazon, Ocado, eBay)	979	87	155	83	79	81	97	89	43	114	839	140	747	232	478	501
	46%	29%	54%	48%	53%	44%	50%	52%	48%	48%	45%	50%	52%	34%	47%	45%
			a	a	a	a	a	a	a	a				m		
		9%	16%	9%	8%	8%	10%	9%	4%	12%	86%	14%	76%	24%	49%	51%
Games	808	91	107	67	79	87	82	85	30	69	713	95	566	242	369	439
	38%	30%	37%	38%	53%	47%	42%	50%	34%	29%	39%	34%	40%	35%	37%	39%
					abcfhi	abhi	ai	abchi						m		
		11%	13%	8%	10%	11%	10%	11%	4%	9%	88%	12%	70%	30%	46%	54%
News/ newspapers	775	121	144	71	56	64	58	46	29	73	665	111	582	192	397	378
	37%	40%	50%	41%	38%	35%	30%	27%	32%	31%	36%	40%	41%	28%	39%	34%
		fg	defghi	fg	g									m		o
		16%	19%	9%	7%	8%	8%	6%	4%	9%	86%	14%	75%	25%	51%	49%
Payment services (e.g. Apple Pay, PayPal)	755	99	122	59	61	70	61	74	37	69	652	104	585	170	364	391
	36%	33%	42%	34%	41%	38%	31%	44%	41%	29%	35%	37%	41%	25%	36%	35%
			fi		i			afi	fi					m		
		13%	16%	8%	8%	9%	8%	10%	5%	9%	86%	14%	77%	23%	48%	52%
TV & video (e.g. Netflix, BBC iPlayer, Amazon Prime, YouTube)	600	72	90	56	41	50	59	54	18	65	516	83	453	147	286	314
	28%	24%	31%	32%	28%	27%	30%	32%	20%	28%	28%	30%	32%	21%	28%	28%
			h	h				h	h					m		
		12%	15%	9%	7%	8%	10%	9%	3%	11%	86%	14%	75%	24%	48%	52%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

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QD17 (QD28G). SHOWCARD Do you use any of the following types of apps or applications on your smartphone? (MULTI CODE)

Base : Those with a smartphone

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2879	220	196	173	184	223	190	178	195	186	2118	761	1803	1072	1418	1461
Effective Weighted Sample	2014	213	186	167	179	210	183	173	187	180	1694	340	1269	766	960	1054
Weighted total	2123	299	290	174	149	185	194	171	89	235	1846	278	1432	689	1011	1112
		14%	14%	8%	7%	9%	9%	8%	4%	11%	87%	13%	67%	32%	48%	52%
Food delivery (e.g. Deliveroo, Uber Eats, Just Eat)	525	111	72	35	38	54	37	47	23	29	475	50	413	112	201	324
	25%	37%	25%	20%	26%	29%	19%	28%	26%	12%	26%	18%	29%	16%	20%	29%
		bcdfhi	i		i	cfi		fi	i		k		m			n
		21%	14%	7%	7%	10%	7%	9%	4%	6%	90%	10%	79%	21%	38%	62%
Taxi booking (e.g. Uber, Ola)	439	130	57	23	26	33	24	40	24	33	413	26	343	96	158	281
	21%	43%	20%	13%	18%	18%	12%	24%	27%	14%	22%	9%	24%	14%	16%	25%
		bcdefghi						cfi	cdefi		k		m			n
		30%	13%	5%	6%	7%	5%	9%	6%	7%	94%	6%	78%	22%	36%	64%
ANY OF THESE	1928	288	270	158	138	169	174	157	78	203	1681	248	1349	578	912	1016
	91%	96%	93%	91%	93%	91%	89%	92%	88%	86%	91%	89%	94%	84%	90%	91%
		cefhi	i										m			
		15%	14%	8%	7%	9%	9%	8%	4%	11%	87%	13%	70%	30%	47%	53%
None of these	187	12	17	16	10	14	21	14	11	31	160	27	81	105	93	94
	9%	4%	6%	9%	7%	8%	11%	8%	12%	13%	9%	10%	6%	15%	9%	8%
				a			a		ab	abd				l		
		6%	9%	8%	5%	7%	11%	8%	6%	16%	85%	15%	43%	56%	50%	50%
Don't know	8	-	3	-	1	2	-	-	-	1	5	3	2	6	5	3
	*%	-%	1%	-%	1%	1%	-%	-%	-%	*%	*%	1%	*%	1%	*%	*%
														l		
		-%	34%	-%	15%	26%	-%	-%	-%	14%	63%	37%	20%	80%	66%	34%

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

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QD17 (QD28G). SHOWCARD Do you use any of the following types of apps or applications on your smartphone? (MULTI CODE)

Base : Those with a smartphone

		TV PLATFORM/S			
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	2879	2732	392	1146	540
Effective Weighted Sample	2014	1905	303	792	384
Weighted total	2123	2003	341	834	424
		94%	16%	39%	20%
Messaging apps (e.g. WhatsApp, Facebook Messenger)	1394	1302	226	544	303
	66%	65%	66%	65%	71%
					ac
		93%	16%	39%	22%
Social media (e.g. Facebook, Twitter, Instagram, Snapchat, LinkedIn)	1338	1259	214	538	297
	63%	63%	63%	64%	70%
					ab
		94%	16%	40%	22%
Navigation/ Maps	1223	1145	200	506	256
	58%	57%	59%	61%	60%
		94%	16%	41%	21%
Banking	1183	1108	200	494	257
	56%	55%	59%	59%	61%
		94%	17%	42%	22%
Music	1068	999	177	445	222
	50%	50%	52%	53%	52%
		94%	17%	42%	21%
Shopping (e.g. Amazon, Ocado, eBay)	979	933	170	405	200
	46%	47%	50%	49%	47%
		95%	17%	41%	20%

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.
QD17 (QD28G). SHOWCARD Do you use any of the following types of apps or applications on your smartphone? (MULTI CODE)

Base : Those with a smartphone

| | | TV PLATFORM/S | | | |
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	2879	2732	392	1146	540
Effective Weighted Sample	2014	1905	303	792	384
Weighted total	2123	2003	341	834	424
		94%	16%	39%	20%
Games	808	763	129	331	162
	38%	38%	38%	40%	38%
		94%	16%	41%	20%
News/ newspapers	775	735	137	316	180
	37%	37%	40%	38%	42%
					a
		95%	18%	41%	23%
Payment services (e.g. Apple Pay, PayPal)	755	709	122	315	184
	36%	35%	36%	38%	43%
					ab
		94%	16%	42%	24%
TV & video (e.g. Netflix, BBC iPlayer, Amazon Prime, YouTube)	600	566	97	255	138
	28%	28%	29%	31%	33%
		94%	16%	43%	23%
Food delivery (e.g. Deliveroo, Uber Eats, Just Eat)	525	484	90	225	111
	25%	24%	26%	27%	26%
		92%	17%	43%	21%
Taxi booking (e.g. Uber, Ola)	439	403	79	183	84
	21%	20%	23%	22%	20%
		92%	18%	42%	19%

Columns Tested: a,b,c,d

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QD17 (QD28G). SHOWCARD Do you use any of the following types of apps or applications on your smartphone? (MULTI CODE)

Base : Those with a smartphone

	Total	TV PLATFORM/S			
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	2879	2732	392	1146	540
Effective Weighted Sample	2014	1905	303	792	384
Weighted total	2123	2003	341	834	424
		94%	16%	39%	20%
ANY OF THESE	1928	1815	312	772	395
	91%	91%	91%	93%	93%
		94%	16%	40%	20%
None of these	187	181	26	60	27
	9%	9%	8%	7%	6%
		97%	14%	32%	14%
Don't know	8	8	3	2	3
	*%	*%	1%	*%	1%
		100%	42%	20%	34%

Columns Tested: a,b,c,d

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QD18 (QD28H). SHOWCARD And which of these types of apps or applications have you PAID to download on your smartphone or paid for in-app content when using the app? (MULTI CODE)

Base : Those with a smartphone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2879	1380	1499	468	538	1027	845	168	187	319	731	674	947	594	659	1745	368	360	406
Effective Weighted Sample	2014	958	1058	329	384	712	610	122	134	230	565	506	676	407	458	1545	250	263	356
Weighted total	2123	1041	1083	346	405	824	548	103	130	243	674	622	604	461	433	1786	177	99	61
		49%	51%	16%	19%	39%	26%	5%	6%	11%	32%	29%	28%	22%	20%	84%	8%	5%	3%
Music	213	116	97	70	52	73	18	10	15	22	66	66	74	41	32	178	21	11	3
	10%	11%	9%	20%	13%	9%	3%	9%	12%	9%	10%	11%	12%	9%	7%	10%	12%	12%	5%
				def	ef	f								n			r	r	r
		54%	46%	33%	25%	34%	9%	5%	7%	11%	31%	31%	35%	19%	15%	84%	10%	5%	1%
Games	146	96	50	45	45	48	8	11	5	15	46	46	51	29	21	127	11	5	3
	7%	9%	5%	13%	11%	6%	1%	10%	4%	6%	7%	7%	8%	6%	5%	7%	6%	5%	4%
		b		ef	ef	f								n			r		
		66%	34%	31%	31%	33%	6%	7%	4%	10%	31%	31%	35%	20%	14%	87%	8%	3%	2%
Banking	146	86	60	21	30	62	32	5	10	16	55	48	49	34	14	123	12	6	4
	7%	8%	6%	6%	8%	8%	6%	5%	8%	7%	8%	8%	8%	7%	3%	7%	7%	7%	6%
		b										n	n	n					
		59%	41%	14%	21%	43%	22%	4%	7%	11%	38%	33%	34%	23%	10%	85%	8%	4%	2%
Social media (e.g. Facebook, Twitter, Instagram, Snapchat, LinkedIn)	137	58	79	28	28	61	20	8	12	16	40	43	46	25	24	110	16	7	5
	6%	6%	7%	8%	7%	7%	4%	7%	9%	7%	6%	7%	8%	5%	5%	6%	9%	7%	8%
				f	f	f													
		42%	58%	20%	21%	44%	14%	6%	9%	12%	29%	31%	34%	18%	17%	80%	11%	5%	3%
Messaging apps (e.g. WhatsApp, Facebook Messenger)	127	64	63	27	22	57	20	7	9	14	42	42	42	29	15	102	14	7	5
	6%	6%	6%	8%	6%	7%	4%	7%	7%	6%	6%	7%	7%	6%	3%	6%	8%	7%	8%
				f		f						n	n	n					
		50%	50%	21%	18%	45%	16%	5%	7%	11%	33%	33%	33%	23%	12%	80%	11%	5%	4%
Navigation/ Maps	123	73	51	20	16	62	25	4	2	13	49	40	39	30	13	112	5	5	1
	6%	7%	5%	6%	4%	8%	5%	4%	2%	5%	7%	7%	7%	7%	3%	6%	3%	6%	1%
		b				df					h	n	n	n		pr		r	
		59%	41%	16%	13%	50%	20%	3%	2%	10%	40%	33%	32%	25%	11%	91%	4%	4%	1%

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

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QD18 (QD28H). SHOWCARD And which of these types of apps or applications have you PAID to download on your smartphone or paid for in-app content when using the app? (MULTI CODE)

Base : Those with a smartphone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2879	1380	1499	468	538	1027	845	168	187	319	731	674	947	594	659	1745	368	360	406
Effective Weighted Sample	2014	958	1058	329	384	712	610	122	134	230	565	506	676	407	458	1545	250	263	356
Weighted total	2123	1041	1083	346	405	824	548	103	130	243	674	622	604	461	433	1786	177	99	61
		49%	51%	16%	19%	39%	26%	5%	6%	11%	32%	29%	28%	22%	20%	84%	8%	5%	3%
TV & video (e.g. Netflix, BBC iPlayer, Amazon Prime, YouTube)	117	70	47	37	24	45	11	7	7	15	41	37	54	14	13	96	15	3	3
	6%	7%	4%	11%	6%	5%	2%	6%	5%	6%	6%	6%	9%	3%	3%	5%	8%	3%	5%
		b		def		f	f						mn	mn				q	
		60%	40%	32%	21%	38%	9%	6%	6%	13%	35%	31%	46%	12%	11%	83%	13%	2%	2%
Shopping (e.g. Amazon, Ocado, eBay)	92	52	40	26	19	39	8	4	7	9	30	28	34	19	11	75	10	5	2
	4%	5%	4%	7%	5%	5%	1%	4%	5%	4%	4%	5%	6%	4%	3%	4%	6%	5%	4%
				f	f	f								n					
		56%	44%	28%	21%	42%	9%	5%	7%	10%	33%	31%	37%	21%	12%	81%	11%	5%	2%
Payment services (e.g. Apple Pay, PayPal)	83	51	32	22	17	35	9	6	1	10	24	27	29	14	13	68	6	5	5
	4%	5%	3%	6%	4%	4%	2%	6%	1%	4%	4%	4%	5%	3%	3%	4%	3%	5%	8%
		b		f	f	f		h											op
		62%	38%	26%	20%	43%	11%	8%	2%	12%	29%	32%	35%	17%	16%	82%	7%	6%	6%
News/ newspapers	80	47	33	11	13	31	24	5	1	5	32	34	25	11	9	68	7	2	2
	4%	4%	3%	3%	3%	4%	4%	5%	1%	2%	5%	5%	4%	2%	2%	4%	4%	2%	4%
								h			h	mn	n						
		59%	41%	14%	17%	39%	30%	6%	1%	7%	40%	42%	32%	14%	11%	85%	9%	3%	3%
Food delivery (e.g. Deliveroo, Uber Eats, Just Eat)	54	35	18	21	16	16	1	5	1	9	19	16	25	7	6	41	8	5	*
	3%	3%	2%	6%	4%	2%	*%	5%	1%	4%	3%	3%	4%	1%	1%	2%	4%	5%	1%
		b		ef	f	f							mn				r	or	
		66%	34%	39%	30%	30%	2%	10%	3%	17%	35%	31%	46%	13%	10%	76%	15%	8%	1%

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

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QD18 (QD28H). SHOWCARD And which of these types of apps or applications have you PAID to download on your smartphone or paid for in-app content when using the app? (MULTI CODE)

Base : Those with a smartphone

	Total	GENDER MALE	GENDER FEMALE	AGE GROUP 16-24	AGE GROUP 25-34	AGE GROUP 35-54	AGE GROUP 55+	HOUSEHOLD INCOME UNDER 10.4K	HOUSEHOLD INCOME 10.4K-15.59K	HOUSEHOLD INCOME 15.6K-25.99K	HOUSEHOLD INCOME 26K+	SOCIAL GROUP AB	SOCIAL GROUP C1	SOCIAL GROUP C2	SOCIAL GROUP DE	NATION ENGLAND	NATION SCOTLAND	NATION WALES	NATION NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2879	1380	1499	468	538	1027	845	168	187	319	731	674	947	594	659	1745	368	360	406
Effective Weighted Sample	2014	958	1058	329	384	712	610	122	134	230	565	506	676	407	458	1545	250	263	356
Weighted total	2123	1041	1083	346	405	824	548	103	130	243	674	622	604	461	433	1786	177	99	61
		49%	51%	16%	19%	39%	26%	5%	6%	11%	32%	29%	28%	22%	20%	84%	8%	5%	3%
Taxi booking (e.g. Uber, Ola)	48	29	19	18	10	17	3	6	1	4	14	15	22	7	4	40	4	3	1
	2%	3%	2%	5%	2%	2%	1%	6%	1%	2%	2%	2%	4%	2%	1%	2%	3%	3%	1%
				ef	f	f		hij					mn						
		61%	39%	37%	21%	36%	7%	14%	3%	9%	30%	31%	47%	15%	8%	84%	9%	6%	1%
ANY OF THESE	530	289	241	117	121	197	95	26	33	60	180	170	164	101	93	430	60	26	14
	25%	28%	22%	34%	30%	24%	17%	25%	25%	25%	27%	27%	27%	22%	21%	24%	34%	26%	24%
		b		ef	ef	f						n	n				or		
		55%	45%	22%	23%	37%	18%	5%	6%	11%	34%	32%	31%	19%	18%	81%	11%	5%	3%
None of these	1583	748	835	229	281	625	449	76	97	184	492	448	438	356	338	1348	117	73	45
	75%	72%	77%	66%	69%	76%	82%	74%	75%	75%	73%	72%	72%	77%	78%	75%	66%	74%	75%
			a			cd	cde								kl	p			p
		47%	53%	14%	18%	39%	28%	5%	6%	12%	31%	28%	28%	23%	21%	85%	7%	5%	3%
Don't know	10	4	6	*	2	3	5	1	-	-	3	3	2	3	2	9	*	*	1
	*%	*%	1%	*%	1%	*%	1%	1%	-%	-%	*%	*%	*%	1%	*%	*%	*%	*%	1%
																			o
		38%	62%	1%	23%	27%	50%	10%	-%	-%	25%	30%	22%	28%	20%	84%	4%	3%	9%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

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QD18 (QD28H). SHOWCARD And which of these types of apps or applications have you PAID to download on your smartphone or paid for in-app content when using the app? (MULTI CODE)

Base : Those with a smartphone

	Total	ENGLAND REGIONS LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBANITY URBAN	RURAL	WORKING STATUS WORKING	NOT WORKING	DEPRIVATION LEVEL LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2879	220	196	173	184	223	190	178	195	186	2118	761	1803	1072	1418	1461
Effective Weighted Sample	2014	213	186	167	179	210	183	173	187	180	1694	340	1269	766	960	1054
Weighted total	2123	299	290	174	149	185	194	171	89	235	1846	278	1432	689	1011	1112
		14%	14%	8%	7%	9%	9%	8%	4%	11%	87%	13%	67%	32%	48%	52%
Music	213	38	35	20	21	6	18	15	7	18	184	30	154	59	98	115
	10%	13%	12%	12%	14%	3%	9%	9%	8%	8%	10%	11%	11%	9%	10%	10%
		e	e	e	e		e	e		e						
		18%	17%	9%	10%	3%	8%	7%	3%	9%	86%	14%	72%	28%	46%	54%
Games	146	7	35	14	17	8	16	15	5	10	128	19	107	40	72	74
	7%	2%	12%	8%	11%	4%	8%	9%	6%	4%	7%	7%	7%	6%	7%	7%
			aehi	a	aehi		a	a								
		5%	24%	9%	12%	5%	11%	10%	3%	7%	87%	13%	73%	27%	49%	51%
Banking	146	36	23	13	14	5	6	11	4	12	136	10	115	31	69	76
	7%	12%	8%	7%	10%	3%	3%	6%	4%	5%	7%	4%	8%	4%	7%	7%
		efhi	ef	e	efh						k		m			
		25%	16%	9%	10%	3%	4%	8%	2%	8%	93%	7%	79%	21%	48%	52%
Social media (e.g. Facebook, Twitter, Instagram, Snapchat, LinkedIn)	137	27	14	19	15	6	6	8	6	8	125	12	98	39	69	68
	6%	9%	5%	11%	10%	3%	3%	5%	7%	3%	7%	4%	7%	6%	7%	6%
		efi		befgi	efi											
		20%	10%	14%	11%	4%	5%	6%	4%	6%	91%	9%	71%	29%	50%	50%
Messaging apps (e.g. WhatsApp, Facebook Messenger)	127	26	15	16	11	3	6	9	4	12	117	10	86	41	61	66
	6%	9%	5%	9%	7%	2%	3%	5%	5%	5%	6%	4%	6%	6%	6%	6%
		ef		ef	e											
		21%	12%	12%	9%	3%	4%	7%	4%	9%	92%	8%	67%	33%	48%	52%

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

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QD18 (QD28H). SHOWCARD And which of these types of apps or applications have you PAID to download on your smartphone or paid for in-app content when using the app? (MULTI CODE)

Base : Those with a smartphone

	Total		ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2879	220	196	173	184	223	190	178	195	186	2118	761	1803	1072	1418	1461
Effective Weighted Sample	2014	213	186	167	179	210	183	173	187	180	1694	340	1269	766	960	1054
Weighted total	2123	299	290	174	149	185	194	171	89	235	1846	278	1432	689	1011	1112
		14%	14%	8%	7%	9%	9%	8%	4%	11%	87%	13%	67%	32%	48%	52%
Navigation/ Maps	123	43	10	15	21	3	3	7	3	7	108	15	99	24	55	68
	6%	14%	3%	9%	14%	2%	2%	4%	4%	3%	6%	5%	7%	4%	5%	6%
		befghi		befhi	befghi								m			
		34%	8%	12%	17%	3%	3%	6%	3%	6%	88%	12%	80%	20%	45%	55%
TV & video (e.g. Netflix, BBC iPlayer, Amazon Prime, YouTube)	117	16	24	10	9	6	5	13	2	11	105	12	90	27	56	60
	6%	5%	8%	6%	6%	3%	2%	8%	3%	5%	6%	4%	6%	4%	6%	5%
			efh					fh					m			
		13%	21%	9%	8%	5%	4%	11%	2%	9%	89%	11%	77%	23%	48%	52%
Shopping (e.g. Amazon, Ocado, eBay)	92	8	20	6	13	1	5	7	3	13	83	9	74	17	50	42
	4%	3%	7%	3%	9%	1%	2%	4%	3%	5%	4%	3%	5%	3%	5%	4%
			ef	e	acefh			e	e	e			m			
		9%	21%	6%	14%	1%	5%	8%	3%	14%	90%	10%	81%	19%	54%	46%
Payment services (e.g. Apple Pay, PayPal)	83	16	16	6	13	2	2	9	1	2	72	11	65	18	37	46
	4%	5%	5%	4%	9%	1%	1%	5%	1%	1%	4%	4%	5%	3%	4%	4%
		efhi	efhi		cefhi			efhi					m			
		20%	19%	7%	16%	2%	3%	10%	1%	3%	87%	13%	78%	22%	45%	55%
News/ newspapers	80	12	12	12	15	4	2	5	2	4	64	16	62	17	40	39
	4%	4%	4%	7%	10%	2%	1%	3%	3%	2%	3%	6%	4%	2%	4%	4%
		f	f	efi	abefghi								m			
		15%	15%	15%	19%	5%	2%	6%	3%	5%	80%	20%	78%	21%	51%	49%

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

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QD18 (QD28H). SHOWCARD And which of these types of apps or applications have you PAID to download on your smartphone or paid for in-app content when using the app? (MULTI CODE)

Base : Those with a smartphone

		ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2879	220	196	173	184	223	190	178	195	186	2118	761	1803	1072	1418	1461
Effective Weighted Sample	2014	213	186	167	179	210	183	173	187	180	1694	340	1269	766	960	1054
Weighted total	2123	299	290	174	149	185	194	171	89	235	1846	278	1432	689	1011	1112
		14%	14%	8%	7%	9%	9%	8%	4%	11%	87%	13%	67%	32%	48%	52%
Food delivery (e.g. Deliveroo, Uber Eats, Just Eat)	54	17	9	2	3	1	2	1	2	3	51	2	41	12	16	38
	3%	6%	3%	1%	2%	1%	1%	1%	2%	1%	3%	1%	3%	2%	2%	3%
		cefgi	e								k					n
		32%	18%	4%	6%	2%	3%	2%	4%	6%	96%	4%	77%	23%	29%	71%
Taxi booking (e.g. Uber, Ola)	48	9	15	1	2	1	2	4	2	5	47	1	37	11	12	36
	2%	3%	5%	*%	1%	*%	1%	2%	3%	2%	3%	*%	3%	2%	1%	3%
			cdef								k					n
		18%	32%	2%	4%	2%	3%	8%	5%	10%	98%	2%	76%	24%	25%	75%
ANY OF THESE	530	92	89	48	49	26	31	36	19	41	457	72	385	144	250	280
	25%	31%	31%	28%	33%	14%	16%	21%	21%	18%	25%	26%	27%	21%	25%	25%
		efghi	efghi	efi	efghi								m			
		17%	17%	9%	9%	5%	6%	7%	4%	8%	86%	14%	73%	27%	47%	53%
None of these	1583	208	198	125	99	157	163	135	70	192	1381	202	1044	538	754	830
	75%	69%	68%	72%	66%	85%	84%	79%	79%	82%	75%	73%	73%	78%	75%	75%
						abcd	abcd	abd	abd	abcd				l		
		13%	13%	8%	6%	10%	10%	9%	4%	12%	87%	13%	66%	34%	48%	52%
Don't know	10	-	3	1	2	2	-	-	-	1	7	3	3	7	7	3
	*%	-%	1%	1%	1%	1%	-%	-%	-%	*%	*%	1%	*%	1%	1%	*%
														l		
		-%	25%	10%	20%	19%	-%	-%	-%	10%	70%	30%	28%	72%	72%	28%

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

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QD18 (QD28H). SHOWCARD And which of these types of apps or applications have you PAID to download on your smartphone or paid for in-app content when using the app? (MULTI CODE)

Base : Those with a smartphone

| | | TV PLATFORM/S | | | |
| | Total | ALL TV | CABLE | SATE-LLITE | HYBRID IPTV |
Significance Level: 95%		a	b	c	d
Unweighted total	2879	2732	392	1146	540
Effective Weighted Sample	2014	1905	303	792	384
Weighted total	2123	2003	341	834	424
		94%	16%	39%	20%
Music	213	196	36	93	48
	10%	10%	11%	11%	11%
		92%	17%	43%	23%
Games	146	135	24	55	39
	7%	7%	7%	7%	9%
		92%	16%	38%	27%
Banking	146	131	25	50	36
	7%	7%	7%	6%	8%
		90%	17%	35%	25%
Social media (e.g. Facebook, Twitter, Instagram, Snapchat, LinkedIn)	137	126	25	50	31
	6%	6%	7%	6%	7%
		92%	18%	36%	22%
Messaging apps (e.g. WhatsApp, Facebook Messenger)	127	114	22	49	28
	6%	6%	6%	6%	7%
		90%	17%	39%	22%
Navigation/ Maps	123	116	16	50	34
	6%	6%	5%	6%	8%
		94%	13%	40%	27%

Columns Tested: a,b,c,d

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

QD18 (QD28H). SHOWCARD And which of these types of apps or applications have you PAID to download on your smartphone or paid for in-app content when using the app? (MULTI CODE)

Base : Those with a smartphone

| | | TV PLATFORM/S | | | |
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	2879	2732	392	1146	540
Effective Weighted Sample	2014	1905	303	792	384
Weighted total	2123	2003	341	834	424
		94%	16%	39%	20%
TV & video (e.g. Netflix, BBC iPlayer, Amazon Prime, YouTube)	117	110	24	43	30
	6%	6%	7%	5%	7%
		94%	21%	37%	26%
Shopping (e.g. Amazon, Ocado, eBay)	92	85	17	33	21
	4%	4%	5%	4%	5%
		93%	18%	36%	23%
Payment services (e.g. Apple Pay, PayPal)	83	75	13	27	20
	4%	4%	4%	3%	5%
		90%	16%	33%	24%
News/ newspapers	80	75	14	32	17
	4%	4%	4%	4%	4%
		94%	18%	40%	21%
Food delivery (e.g. Deliveroo, Uber Eats, Just Eat)	54	50	13	17	9
	3%	2%	4%	2%	2%
		93%	24%	32%	17%
Taxi booking (e.g. Uber, Ola)	48	43	12	13	9
	2%	2%	3%	2%	2%
		89%	24%	27%	19%

Columns Tested: a,b,c,d

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QD18 (QD28H). SHOWCARD And which of these types of apps or applications have you PAID to download on your smartphone or paid for in-app content when using the app? (MULTI CODE)

Base : Those with a smartphone

	Total	TV PLATFORM/S			
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	2879	2732	392	1146	540
Effective Weighted Sample	2014	1905	303	792	384
Weighted total	2123	2003	341	834	424
		94%	16%	39%	20%
ANY OF THESE	530	492	86	202	129
	25%	25%	25%	24%	30%
					ac
		93%	16%	38%	24%
None of these	1583	1501	252	628	291
	75%	75%	74%	75%	69%
		d		d	
		95%	16%	40%	18%
Don't know	10	10	3	4	4
	*%	1%	1%	*%	1%
		100%	31%	35%	35%

Columns Tested: a,b,c,d

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QE1. Does your household have a desktop PC, laptop, netbook or tablet computer? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Yes - PC (including iMacs)	655	364	291	79	64	229	283	19	31	67	212	272	167	125	91	567	44	32	12
	24%	28%	21%	22%	15%	25%	29%	11%	15%	22%	30%	38%	23%	21%	14%	25%	19%	24%	16%
		b		d		d	cd			gh	ghi	lmn	n	n		pr		r	
		56%	44%	12%	10%	35%	43%	3%	5%	10%	32%	42%	26%	19%	14%	87%	7%	5%	2%
Yes - laptop (including MacBooks)	1616	809	807	261	266	633	455	51	79	176	559	561	473	325	253	1385	132	64	34
	60%	62%	59%	72%	63%	70%	46%	30%	37%	59%	79%	79%	66%	56%	38%	62%	57%	49%	46%
				df	f	df				gh	ghi	lmn	mn	n		qr	qr		
		50%	50%	16%	16%	39%	28%	3%	5%	11%	35%	35%	29%	20%	16%	86%	8%	4%	2%
Yes - netbook	136	72	64	22	22	58	33	5	8	18	47	55	41	21	19	109	15	7	4
	5%	6%	5%	6%	5%	6%	3%	3%	4%	6%	7%	8%	6%	4%	3%	5%	7%	5%	6%
				f		f					g	mn	n						
		53%	47%	16%	16%	43%	24%	4%	6%	13%	35%	40%	30%	16%	14%	80%	11%	5%	3%
Yes - tablet computer - e.g. iPad	1457	703	754	206	257	568	427	47	80	157	487	476	430	305	244	1210	115	85	47
	54%	54%	55%	57%	61%	63%	43%	27%	38%	53%	68%	67%	60%	53%	37%	54%	49%	65%	64%
				f	f	f			gh	ghi	ghi	lmn	mn	n				op	op
		48%	52%	14%	18%	39%	29%	3%	5%	11%	33%	33%	30%	21%	17%	83%	8%	6%	3%
TOTAL YES	2197	1073	1123	320	356	815	706	85	134	254	692	672	642	476	402	1849	179	111	58
	82%	83%	82%	88%	85%	90%	71%	49%	63%	85%	97%	94%	90%	82%	61%	83%	77%	84%	79%
				f	f	df			g	gh	ghi	lmn	mn	n		pr		p	
		49%	51%	15%	16%	37%	32%	4%	6%	12%	31%	31%	29%	22%	18%	84%	8%	5%	3%
PC ONLY	116	63	53	10	6	30	70	6	13	14	28	30	29	27	30	105	5	4	2
	4%	5%	4%	3%	1%	3%	7%	4%	6%	5%	4%	4%	4%	5%	5%	5%	2%	3%	2%
						d	cde									pr			
		54%	46%	9%	5%	26%	60%	5%	12%	12%	24%	26%	25%	23%	26%	91%	4%	4%	1%

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

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QE1. Does your household have a desktop PC, laptop, netbook or tablet computer? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
LAPTOP ONLY	506	244	262	92	79	179	156	26	38	65	144	125	152	116	112	433	49	16	8
	19%	19%	19%	26%	19%	20%	16%	15%	18%	22%	20%	17%	21%	20%	17%	19%	21%	12%	11%
				def		f							n			qr	qr		
		48%	52%	18%	16%	35%	31%	5%	8%	13%	28%	25%	30%	23%	22%	86%	10%	3%	2%
TABLET ONLY	360	147	213	42	70	118	130	23	36	50	76	43	106	107	105	272	35	34	19
	13%	11%	16%	12%	17%	13%	13%	14%	17%	17%	11%	6%	15%	18%	16%	12%	15%	26%	26%
			a		c				j	j			k	k	k			op	op
		41%	59%	12%	20%	33%	36%	7%	10%	14%	21%	12%	29%	30%	29%	75%	10%	9%	5%
No	477	226	251	42	64	88	283	89	78	45	19	38	74	105	258	386	54	21	16
	18%	17%	18%	12%	15%	10%	29%	51%	37%	15%	3%	5%	10%	18%	39%	17%	23%	16%	21%
					e		cde	hij	ij	j			k	kl	klm		oq		o
		47%	53%	9%	13%	18%	59%	19%	16%	10%	4%	8%	15%	22%	54%	81%	11%	4%	3%
Don't know	1	1	*	-	*	-	1	-	-	-	*	1	*	-	-	1	*	*	-
	*%	*%	*%	-%	*%	-%	*%	-%	-%	-%	*%	*%	*%	-%	-%	*%	*%	*%	-%
		91%	9%	-%	18%	-%	82%	-%	-%	-%	9%	82%	18%	-%	-%	72%	9%	18%	-%

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

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QE1. Does your household have a desktop PC, laptop, netbook or tablet computer? (MULTI CODE)

Base : All respondents

	Total	|ENGLAND REGIONS| LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	|URBANITY| URBAN	RURAL	|WORKING STATUS| WORKING	NOT WORKING	|DEPRIVATION LEVEL| LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Yes - PC (including iMacs)	655	60	117	77	57	48	74	28	27	78	529	125	390	264	395	259
	24%	18%	33%	35%	29%	20%	30%	12%	24%	26%	23%	35%	25%	24%	31%	19%
			aegh	aeghi	aeg	g	aeg		g	ag		j			o	
		9%	18%	12%	9%	7%	11%	4%	4%	12%	81%	19%	60%	40%	60%	40%
Yes - laptop (including MacBooks)	1616	264	221	132	121	134	156	103	75	180	1383	233	1082	532	769	846
	60%	78%	61%	60%	62%	56%	63%	46%	67%	60%	60%	65%	70%	48%	60%	61%
		bcdefghi	g	g	g	g	g		eg	g		j	m			
		16%	14%	8%	7%	8%	10%	6%	5%	11%	86%	14%	67%	33%	48%	52%
Yes - netbook	136	14	10	15	17	7	5	15	8	20	104	31	95	40	62	73
	5%	4%	3%	7%	9%	3%	2%	7%	7%	6%	5%	9%	6%	4%	5%	5%
				bef	abef			bef	bef	bef		j	m			
		10%	7%	11%	13%	5%	4%	11%	6%	14%	77%	23%	70%	30%	46%	54%
Yes - tablet computer - e.g. iPad	1457	145	205	120	102	149	130	110	76	173	1232	226	951	506	762	696
	54%	42%	57%	55%	52%	63%	53%	49%	68%	57%	53%	63%	61%	45%	60%	50%
			a	a	a	adfg	a		abcdfgi	a		j	m		o	
		10%	14%	8%	7%	10%	9%	8%	5%	12%	85%	15%	65%	35%	52%	48%
TOTAL YES	2197	297	319	190	165	186	203	150	97	241	1882	314	1406	788	1088	1108
	82%	87%	89%	87%	85%	78%	83%	66%	87%	80%	81%	87%	90%	71%	85%	79%
		egi	egi	egi	g	g	g		egi	g		j	m		o	
		14%	15%	9%	8%	8%	9%	7%	4%	11%	86%	14%	64%	36%	50%	50%
PC ONLY	116	16	28	21	11	5	10	3	4	7	98	18	59	57	68	48
	4%	5%	8%	9%	6%	2%	4%	1%	4%	2%	4%	5%	4%	5%	5%	3%
		g	egi	aefghi	eg										o	
		14%	24%	18%	9%	5%	9%	3%	4%	6%	84%	16%	51%	49%	58%	42%

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

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QE1. Does your household have a desktop PC, laptop, netbook or tablet computer? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
LAPTOP ONLY	506	118	64	35	42	29	47	33	14	51	457	49	323	183	192	314
	19%	35%	18%	16%	22%	12%	19%	15%	12%	17%	20%	14%	21%	16%	15%	22%
		bcdefghi			eh		eh				k		m			n
		23%	13%	7%	8%	6%	9%	7%	3%	10%	90%	10%	64%	36%	38%	62%
TABLET ONLY	360	12	58	16	23	39	26	41	14	43	314	46	220	140	181	179
	13%	3%	16%	8%	12%	16%	11%	18%	12%	14%	14%	13%	14%	12%	14%	13%
			ac		a	ac	a	acf	a	ac						
		3%	16%	5%	6%	11%	7%	11%	4%	12%	87%	13%	61%	39%	50%	50%
No	477	44	41	27	30	52	43	76	14	59	433	44	148	328	188	289
	18%	13%	11%	12%	15%	22%	17%	34%	13%	20%	19%	12%	10%	29%	15%	21%
						abch		abcdefhi		abch	k			l		n
		9%	9%	6%	6%	11%	9%	16%	3%	12%	91%	9%	31%	69%	39%	61%
Don't know	1	-	-	1	-	-	-	-	-	-	*	1	-	1	1	-
	*%	-%	-%	*%	-%	-%	-%	-%	-%	-%	*%	*%	-%	*%	*%	-%
		-%	-%	72%	-%	-%	-%	-%	-%	-%	18%	82%	-%	100%	100%	-%

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

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QE1. Does your household have a desktop PC, laptop, netbook or tablet computer? (MULTI CODE)

Base : All respondents

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
Yes - PC (including iMacs)	655	622	122	259	132
	24%	25%	31%	27%	28%
			a		
		95%	19%	40%	20%
Yes - laptop (including MacBooks)	1616	1525	280	670	315
	60%	61%	71%	70%	66%
			a	a	a
		94%	17%	41%	19%
Yes - netbook	136	128	24	59	30
	5%	5%	6%	6%	6%
		94%	18%	44%	22%
Yes - tablet computer - e.g. iPad	1457	1411	238	631	328
	54%	56%	60%	66%	69%
				ab	ab
		97%	16%	43%	22%
TOTAL YES	2197	2086	361	868	441
	82%	83%	91%	91%	93%
			a	a	a
		95%	16%	40%	20%
PC ONLY	116	107	20	33	16
	4%	4%	5%	3%	3%
		92%	18%	29%	14%
LAPTOP ONLY	506	461	81	175	80
	19%	18%	21%	18%	17%
		91%	16%	35%	16%

Columns Tested: a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 51

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

QE1. Does your household have a desktop PC, laptop, netbook or tablet computer? (MULTI CODE)

Base : All respondents

		TV PLATFORM/S			
	Total	**ALL TV**	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
TABLET ONLY	360	350	46	122	85
	13%	14%	12%	13%	18%
					abc
		97%	13%	34%	24%
No	477	432	35	84	33
	18%	17%	9%	9%	7%
		bcd			
		91%	7%	18%	7%
Don't know	1	1	-	*	1
	*%	*%	-%	*%	*%
		100%	-%	28%	72%

Columns Tested: a,b,c,d

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

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K- 15.59K	15.6K- 25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Yes - have access and use at home	2283	1115	1168	339	396	838	710	105	146	261	679	680	650	499	449	1921	191	109	62
	85%	86%	85%	94% f	94% f	93% f	72%	61%	69%	87% gh	96% ghi	96% lmn	91% mn	86% n	68%	86%	82%	82%	84%
		49%	51%	15%	17%	37%	31%	5%	6%	11%	30%	30%	28%	22%	20%	84%	8%	5%	3%
Yes - have access but don't use at home	52	24	29	5	6	12	30	3	5	7	10	8	13	16	16	40	6	4	2
	2%	2%	2%	1%	1%	1%	3% e	2%	2%	2%	1%	1%	2%	3%	2%	2%	2%	3%	3%
		46%	54%	9%	11%	22%	58%	6%	10%	14%	20%	16%	24%	30%	30%	77%	11%	8%	4%
No do not have access at home	337	161	176	18	18	53	248	65	60	31	21	23	53	65	195	274	35	19	9
	13%	12%	13%	5%	4%	6%	25% cde	37% hij	29% ij	10% j	3%	3%	7% k	11% kl	29% klm	12%	15%	14%	12%
		48%	52%	5%	5%	16%	74%	19%	18%	9%	6%	7%	16%	19%	58%	81%	10%	6%	3%
Don't know	2	1	2	-	1	-	1	1	-	-	1	*	1	*	1	1	1	*	1
	*%	*%	*%	-%	*%	-%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%	*% o	*%	1% o
		30%	70%	-%	50%	-%	50%	31%	-%	-%	27%	9%	43%	5%	44%	27%	39%	11%	23%
INTERNET ACCESS AT HOME																			
YES	2336	1139	1197	344	402	850	740	108	151	268	690	689	662	515	465	1961	197	113	65
	87%	88%	87%	95% f	96% f	94% f	75%	62%	71% g	90% gh	97% ghi	97% lmn	93% mn	89% n	70%	88%	84%	85%	87%
		49%	51%	15%	17%	36%	32%	5%	6%	11%	30%	29%	28%	22%	20%	84%	8%	5%	3%
NO	337	161	176	18	18	53	248	65	60	31	21	23	53	65	195	274	35	19	9
	13%	12%	13%	5%	4%	6%	25% cde	37% hij	29% ij	10% j	3%	3%	7% k	11% kl	29% klm	12%	15%	14%	12%
		48%	52%	5%	5%	16%	74%	19%	18%	9%	6%	7%	16%	19%	58%	81%	10%	6%	3%

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

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

Base : All respondents

	Total	_ENGLAND REGIONS_ LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBANITY URBAN	RURAL	WORKING STATUS WORKING	NOT WORKING	DEPRIVATION LEVEL LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Yes - have access and use at home	2283	297	325	199	161	196	213	177	98	255	1966	317	1457	825	1117	1167
	85%	87%	90%	91%	83%	82%	87%	78%	88%	85%	85%	88%	94%	74%	87%	83%
		g	deg	degi			g		g				m		o	
		13%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	64%	36%	49%	51%
Yes - have access but don't use at home	52	3	1	2	14	3	4	6	*	6	40	13	24	28	23	30
	2%	1%	*%	1%	7%	1%	2%	3%	*%	2%	2%	4%	2%	3%	2%	2%
					abcefghi			bh				j				
		5%	3%	4%	26%	6%	8%	12%	1%	12%	76%	24%	46%	54%	44%	56%
No do not have access at home	337	41	34	17	20	39	29	42	13	39	308	29	73	262	137	201
	13%	12%	9%	8%	10%	17%	12%	19%	12%	13%	13%	8%	5%	23%	11%	14%
						bcd		abcdfh			k			l		n
		12%	10%	5%	6%	12%	9%	13%	4%	12%	91%	9%	22%	78%	41%	59%
Don't know	2	-	-	1	-	-	-	-	-	-	2	*	-	2	1	1
	*%	-%	-%	*%	-%	-%	-%	-%	-%	-%	*%	*%	-%	*%	*%	*%
		-%	-%	27%	-%	-%	-%	-%	-%	-%	84%	16%	-%	100%	55%	45%
INTERNET ACCESS AT HOME																
YES	2336	300	327	201	175	199	217	184	99	261	2006	330	1481	853	1139	1196
	87%	88%	91%	92%	90%	83%	88%	81%	88%	87%	87%	92%	95%	76%	89%	86%
		g	eg	eg	eg		g		g			j	m		o	
		13%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	63%	37%	49%	51%

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

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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, laptop, mobile phone etc)? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
NO	337	41	34	17	20	39	29	42	13	39	308	29	73	262	137	201
	13%	12%	9%	8%	10%	17%	12%	19%	12%	13%	13%	8%	5%	23%	11%	14%
						bcd		abcdfh			k			l		n
		12%	10%	5%	6%	12%	9%	13%	4%	12%	91%	9%	22%	78%	41%	59%

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

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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, laptop, mobile phone etc)? (SINGLE CODE)

Base : All respondents

	Total	TV PLATFORM/S			
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
Yes - have access and use at home	2283	2172	373	898	461
	85%	86%	94%	94%	97%
			a	a	abc
		95%	16%	39%	20%
Yes - have access but don't use at home	52	50	9	19	6
	2%	2%	2%	2%	1%
		95%	17%	37%	12%
No do not have access at home	337	295	15	34	7
	13%	12%	4%	4%	2%
		bcd	d	d	
		88%	4%	10%	2%
Don't know	2	2	-	*	*
	*%	*%	-%	*%	*%
		95%	-%	19%	21%
INTERNET ACCESS AT HOME					
YES	2336	2222	381	918	467
	87%	88%	96%	96%	98%
			a	a	ac
		95%	16%	39%	20%
NO	337	295	15	34	7
	13%	12%	4%	4%	2%
		bcd	d	d	
		88%	4%	10%	2%

Columns Tested: a,b,c,d

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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? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K- 15.59K	15.6K- 25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
In someone else's home	1165	538	627	237	252	435	241	70	68	146	380	342	326	249	245	983	91	48	42
	44%	41%	46%	66%	60%	48%	24%	40%	32%	49%	53%	48%	46%	43%	37%	44%	39%	37%	57%
			a	ef	ef	f				h	gh	n	n	n		q			opq
		46%	54%	20%	22%	37%	21%	6%	6%	12%	33%	29%	28%	21%	21%	84%	8%	4%	4%
While travelling	1138	578	560	215	223	451	249	50	55	130	409	390	329	233	184	968	79	55	35
	43%	44%	41%	59%	53%	50%	25%	29%	26%	43%	57%	55%	46%	40%	28%	43%	34%	42%	48%
				ef	f	f				gh	ghi	lmn	mn	n		p		p	p
		51%	49%	19%	20%	40%	22%	4%	5%	11%	36%	34%	29%	20%	16%	85%	7%	5%	3%
Your workplace	1011	561	451	132	219	515	146	15	38	111	421	361	328	197	124	841	83	55	33
	38%	43%	33%	36%	52%	57%	15%	8%	18%	37%	59%	51%	46%	34%	19%	38%	36%	42%	44%
		b			f	cf	cf			g	gh	ghi	mn	mn	n				op
		55%	45%	13%	22%	51%	14%	1%	4%	11%	42%	36%	32%	20%	12%	83%	8%	5%	3%
Library	249	119	129	98	43	72	36	23	18	20	91	77	101	22	49	219	12	14	3
	9%	9%	9%	27%	10%	8%	4%	13%	8%	7%	13%	11%	14%	4%	7%	10%	5%	11%	5%
				def	f	f		i			i	mn	mn		m	pr		pr	
		48%	52%	39%	17%	29%	14%	9%	7%	8%	36%	31%	40%	9%	20%	88%	5%	6%	1%
Internet cafe	242	125	117	63	43	97	39	13	15	18	94	84	86	34	38	209	15	9	9
	9%	10%	9%	18%	10%	11%	4%	7%	7%	6%	13%	12%	12%	6%	6%	9%	6%	7%	12%
				def	f	f					ghi	mn	mn						pq
		52%	48%	26%	18%	40%	16%	5%	6%	7%	39%	35%	35%	14%	16%	86%	6%	4%	4%
School/ college	168	89	80	110	17	29	12	8	7	7	45	65	57	21	26	148	10	7	4
	6%	7%	6%	30%	4%	3%	1%	5%	3%	3%	6%	9%	8%	4%	4%	7%	4%	5%	5%
				def	f	f					i	mn	mn						
		53%	47%	66%	10%	17%	7%	5%	4%	4%	27%	38%	34%	12%	16%	88%	6%	4%	2%
University	130	60	70	82	26	17	5	17	6	11	33	48	64	11	6	110	12	7	2
	5%	5%	5%	23%	6%	2%	1%	10%	3%	4%	5%	7%	9%	2%	1%	5%	5%	5%	2%
				def	ef	f		hij				mn	mn						r
		46%	54%	63%	20%	13%	4%	13%	5%	9%	25%	37%	49%	9%	5%	84%	9%	5%	1%

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

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
UK culture centre/ Learn Direct/ other online learning centres	54	24	30	21	10	18	6	3	1	4	23	22	14	6	12	45	5	4	*
	2%	2%	2%	6%	2%	2%	1%	2%	1%	1%	3%	3%	2%	1%	2%	2%	2%	3%	1%
				def	f	f					h	m				r		r	
		45%	55%	38%	18%	34%	10%	6%	2%	8%	42%	40%	26%	11%	23%	83%	9%	8%	1%
Other	55	35	20	4	6	19	26	5	3	3	20	11	21	14	9	48	3	3	-
	2%	3%	1%	1%	2%	2%	3%	3%	1%	1%	3%	2%	3%	2%	1%	2%	1%	3%	-%
		b												n			r	r	r
		64%	36%	7%	12%	34%	48%	8%	5%	6%	36%	20%	38%	25%	16%	88%	6%	6%	-%
No, do not	753	349	404	21	52	134	546	82	88	72	81	120	152	192	288	618	79	35	20
	28%	27%	29%	6%	12%	15%	55%	47%	42%	24%	11%	17%	21%	33%	44%	28%	34%	27%	27%
					c	c	cde	ij	ij	j			k	kl	klm		oqr		
		46%	54%	3%	7%	18%	73%	11%	12%	10%	11%	16%	20%	25%	38%	82%	11%	5%	3%
EVER USE INTERNET AT HOME OR ELSEWHERE	2405	1176	1229	359	413	882	751	123	166	279	703	689	681	524	505	2018	205	118	64
	90%	90%	89%	99%	98%	98%	76%	71%	78%	93%	99%	97%	95%	90%	76%	90%	88%	89%	87%
				f	f	f				gh	ghi	mn	mn	n		r			
		49%	51%	15%	17%	37%	31%	5%	7%	12%	29%	29%	28%	22%	21%	84%	9%	5%	3%
EVER USE INTERNET ELSEWHERE BUT NOT AT HOME	122	61	61	20	17	44	41	18	19	18	24	9	32	24	56	97	14	10	2
	5%	5%	4%	5%	4%	5%	4%	10%	9%	6%	3%	1%	4%	4%	8%	4%	6%	7%	2%
								j	j				k	k	klm	r	r	or	
		50%	50%	16%	14%	36%	33%	15%	16%	15%	20%	7%	26%	20%	46%	79%	12%	8%	1%

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

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

Base : All respondents

	Total	\multicolumn{9}{c}{ENGLAND REGIONS}	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
In someone else's home	1165	139	189	101	58	117	89	93	55	144	1008	157	780	385	587	578
	44%	41%	52%	46%	30%	49%	36%	41%	49%	48%	44%	44%	50%	34%	46%	41%
		d	adfg	df		df		d	df	df				m	o	
		12%	16%	9%	5%	10%	8%	8%	5%	12%	87%	13%	67%	33%	50%	50%
While travelling	1138	177	180	98	50	106	89	89	50	131	989	149	813	324	572	565
	43%	52%	50%	45%	26%	45%	36%	39%	45%	44%	43%	41%	52%	29%	45%	40%
		dfg	dfg	d		df	d	d	d	d				m	o	
		16%	16%	9%	4%	9%	8%	8%	4%	11%	87%	13%	71%	29%	50%	50%
Your workplace	1011	147	142	70	72	97	81	84	32	116	883	128	987	24	478	533
	38%	43%	39%	32%	37%	41%	33%	37%	28%	39%	38%	36%	64%	2%	37%	38%
		cfh	h		h	h		h		h				m		
		15%	14%	7%	7%	10%	8%	8%	3%	11%	87%	13%	98%	2%	47%	53%
Library	249	90	26	22	12	9	21	10	11	17	228	21	139	110	81	168
	9%	26%	7%	10%	6%	4%	8%	4%	10%	6%	10%	6%	9%	10%	6%	12%
		bcdefghi		eg			e		eg		k					n
		36%	11%	9%	5%	4%	8%	4%	4%	7%	91%	9%	56%	44%	33%	67%
Internet cafe	242	44	48	20	18	12	16	8	10	34	205	37	172	70	124	118
	9%	13%	13%	9%	9%	5%	6%	4%	9%	11%	9%	10%	11%	6%	10%	8%
		efg	efg	g	g				g	eg				m		
		18%	20%	8%	7%	5%	7%	3%	4%	14%	85%	15%	71%	29%	51%	49%
School/ college	168	36	24	12	12	21	19	10	3	11	152	17	78	91	81	88
	6%	11%	7%	5%	6%	9%	8%	4%	2%	4%	7%	5%	5%	8%	6%	6%
		cghi	h		h	ghi	h							l		
		21%	14%	7%	7%	13%	11%	6%	2%	7%	90%	10%	46%	54%	48%	52%

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

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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? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBANITY URBAN	RURAL	WORKING STATUS WORKING	NOT WORKING	DEPRIVATION LEVEL LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
University	130	38	13	16	8	4	4	9	5	13	123	7	58	72	40	90
	5%	11%	4%	7%	4%	2%	2%	4%	5%	4%	5%	2%	4%	6%	3%	6%
		bdefghi		ef							k			l		n
		29%	10%	12%	6%	3%	3%	7%	4%	10%	94%	6%	45%	55%	31%	69%
UK culture centre/ Learn Direct/ other online learning centres	54	24	4	5	5	3	1	-	2	1	50	4	38	16	10	44
	2%	7%	1%	2%	3%	1%	*%	-%	2%	*%	2%	1%	2%	1%	1%	3%
		bcdefghi		g	fgi				g				m			n
		44%	7%	9%	10%	5%	2%	-%	5%	2%	93%	7%	71%	29%	19%	81%
Other	55	1	8	7	10	3	4	3	11	2	45	10	30	25	37	18
	2%	*%	2%	3%	5%	1%	2%	1%	10%	1%	2%	3%	2%	2%	3%	1%
				ai	aefgi				abcefgi						o	
		2%	14%	13%	18%	5%	7%	5%	20%	4%	83%	17%	55%	45%	67%	33%
No, do not	753	65	89	71	59	64	78	80	28	85	655	97	210	540	342	411
	28%	19%	25%	33%	30%	27%	32%	35%	25%	28%	28%	27%	14%	48%	27%	29%
				a	a	a	a	abeh		a				l		
		9%	12%	9%	8%	8%	10%	11%	4%	11%	87%	13%	28%	72%	45%	55%
EVER USE INTERNET AT HOME OR ELSEWHERE	2405	314	340	199	175	209	218	189	102	271	2073	332	1521	882	1168	1237
	90%	92%	94%	91%	90%	88%	89%	84%	92%	90%	90%	92%	98%	79%	91%	89%
		g	efg	g					g	g			m		o	
		13%	14%	8%	7%	9%	9%	8%	4%	11%	86%	14%	63%	37%	49%	51%

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

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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? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBANITY URBAN	RURAL	WORKING STATUS WORKING	NOT WORKING	DEPRIVATION LEVEL LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
EVER USE INTERNET ELSEWHERE BUT NOT AT HOME	122	17	14	1	13	14	5	12	4	16	107	15	64	58	51	71
	5%	5%	4%	*%	7%	6%	2%	5%	3%	5%	5%	4%	4%	5%	4%	5%
		c	c		cf	cf		c	c	c						
		14%	12%	1%	11%	11%	5%	10%	3%	13%	88%	12%	52%	48%	42%	58%

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

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

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

Base : All respondents

	Total	TV PLATFORM/S			
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
In someone else's home	1165	1107	175	441	264
	44%	44%	44%	46%	56%
					abc
		95%	15%	38%	23%
While travelling	1138	1079	174	455	248
	43%	43%	44%	48%	52%
				a	ab
		95%	15%	40%	22%
Your workplace	1011	956	159	434	214
	38%	38%	40%	46%	45%
				a	a
		95%	16%	43%	21%
Library	249	228	42	99	41
	9%	9%	11%	10%	9%
		92%	17%	40%	17%
Internet cafe	242	225	39	73	62
	9%	9%	10%	8%	13%
					ac
		93%	16%	30%	26%
School/ college	168	153	24	76	39
	6%	6%	6%	8%	8%
				a	
		91%	15%	45%	23%
University	130	111	27	41	21
	5%	4%	7%	4%	4%
			a		
		85%	21%	32%	16%

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.
QE3 (IN6). SHOWCARD Do you ever access the internet anywhere other than in your home at all? IF YES: Where is that? (MULTI CODE)

Base : All respondents

		TV PLATFORM/S			
	Total	**ALL TV**	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
UK culture centre/ Learn Direct/ other online learning centres	54	51	6	18	14
	2%	2%	1%	2%	3%
		94%	10%	34%	25%
Other	55	53	12	26	7
	2%	2%	3%	3%	1%
		96%	21%	47%	13%
No, do not	753	718	109	201	77
	28%	28%	28%	21%	16%
		cd	cd	d	
		95%	14%	27%	10%
EVER USE INTERNET AT HOME OR ELSEWHERE	2405	2270	377	913	467
	90%	90%	95%	96%	98%
			a	a	abc
		94%	16%	38%	19%
EVER USE INTERNET ELSEWHERE BUT NOT AT HOME	122	99	4	15	7
	5%	4%	1%	2%	1%
		bcd			
		81%	4%	12%	5%

Columns Tested: a,b,c,d

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

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

	Total	GENDER MALE	FEMALE	AGE GROUP 16-24	25-34	35-54	55+	HOUSEHOLD INCOME UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	SOCIAL GROUP AB	C1	C2	DE	NATION ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3346	1611	1735	485	554	1115	1191	201	243	369	770	773	1088	684	794	2022	438	456	430
Effective Weighted Sample	2326	1108	1219	342	393	768	851	148	175	266	593	569	775	469	551	1778	294	323	378
Weighted total	2405	1176	1229	359	413	882	751	123	166	279	703	689	681	524	505	2018	205	118	64
		49%	51%	15%	17%	37%	31%	5%	7%	12%	29%	29%	28%	22%	21%	84%	9%	5%	3%
Every day	1927	955	972	337	379	746	464	89	120	213	611	598	563	400	363	1626	163	88	49
	80%	81%	79%	94%	92%	85%	62%	72%	72%	76%	87%	87%	83%	76%	72%	81%	80%	75%	77%
				ef	ef	f					ghi	lmn	mn			q			
		50%	50%	17%	20%	39%	24%	5%	6%	11%	32%	31%	29%	21%	19%	84%	8%	5%	3%
Several times a week	294	138	157	15	26	100	152	18	26	44	74	60	77	77	78	245	20	20	9
	12%	12%	13%	4%	6%	11%	20%	15%	16%	16%	11%	9%	11%	15%	16%	12%	10%	17%	14%
						cd	cde			j				k	kl			op	
		47%	53%	5%	9%	34%	52%	6%	9%	15%	25%	20%	26%	26%	27%	83%	7%	7%	3%
At least once a week	79	39	40	1	4	19	55	4	9	10	10	16	18	21	24	62	9	6	3
	3%	3%	3%	*%	1%	2%	7%	3%	5%	4%	1%	2%	3%	4%	5%	3%	4%	5%	5%
						c	cde		j	j					k				
		49%	51%	2%	5%	24%	69%	5%	11%	13%	12%	21%	23%	26%	30%	78%	11%	8%	4%
At least once a month	47	19	28	3	3	7	34	4	7	7	5	7	12	10	18	41	4	1	1
	2%	2%	2%	1%	1%	1%	4%	3%	4%	2%	1%	1%	2%	2%	4%	2%	2%	1%	2%
							cde	j	j	j					kl				
		40%	60%	7%	6%	15%	72%	9%	14%	14%	10%	15%	26%	21%	38%	87%	8%	3%	2%
A few times a year	19	7	12	1	*	3	15	2	3	3	2	3	4	5	6	15	3	*	1
	1%	1%	1%	*%	*%	*%	2%	1%	2%	1%	*%	*%	1%	1%	1%	1%	1%	*%	1%
							cde		j										
		37%	63%	4%	1%	16%	79%	8%	16%	15%	9%	17%	24%	26%	34%	80%	15%	1%	3%
Less than once a year	6	2	3	-	-	-	6	2	-	-	1	2	-	-	3	5	1	*	-
	*%	*%	*%	-%	-%	-%	1%	2%	-%	-%	*%	*%	-%	-%	1%	*%	*%	*%	-%
							e	ij							l				
		40%	60%	-%	-%	-%	100%	33%	-%	-%	10%	42%	-%	-%	58%	89%	10%	1%	-%

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

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3346	1611	1735	485	554	1115	1191	201	243	369	770	773	1088	684	794	2022	438	456	430
Effective Weighted Sample	2326	1108	1219	342	393	768	851	148	175	266	593	569	775	469	551	1778	294	323	378
Weighted total	2405	1176	1229	359	413	882	751	123	166	279	703	689	681	524	505	2018	205	118	64
		49%	51%	15%	17%	37%	31%	5%	7%	12%	29%	29%	28%	22%	21%	84%	9%	5%	3%
Never	31	15	16	1	1	5	24	4	1	2	2	2	6	12	11	22	6	2	1
	1%	1%	1%	*%	*%	1%	3%	3%	1%	1%	*%	*%	1%	2%	2%	1%	3%	2%	2%
							cde	j						kl	k		o		
		47%	53%	3%	4%	15%	78%	13%	5%	8%	5%	7%	19%	38%	34%	71%	18%	6%	4%
Don't know	2	2	*	-	-	1	1	*	-	-	-	-	-	-	2	2	-	-	*
	*%	*%	*%	-%	-%	*%	*%	*%	-%	-%	-%	-%	-%	-%	*%	*%	-%	-%	*%
		89%	11%	-%	-%	47%	53%	11%	-%	-%	-%	-%	-%	-%	100%	89%	-%	-%	11%
TOTAL AT LEAST ONCE A WEEK	2301	1131	1169	354	409	866	672	112	155	267	695	675	659	497	465	1933	192	114	61
	96%	96%	95%	99%	99%	98%	89%	91%	93%	96%	99%	98%	97%	95%	92%	96%	94%	97%	95%
				f	f	f				g	ghi	mn	n						
		49%	51%	15%	18%	38%	29%	5%	7%	12%	30%	29%	29%	22%	20%	84%	8%	5%	3%
TOTAL EVER	2372	1159	1213	358	412	876	726	119	164	276	702	687	676	512	493	1994	199	116	62
	99%	99%	99%	100%	100%	99%	97%	97%	99%	99%	100%	100%	99%	98%	98%	99%	97%	98%	98%
				f	f	f					g	mn	mn			p			
		49%	51%	15%	17%	37%	31%	5%	7%	12%	30%	29%	28%	22%	21%	84%	8%	5%	3%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 54

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

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

	Total	ENGLAND REGIONS LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBANITY URBAN	RURAL	WORKING STATUS WORKING	NOT WORKING	DEPRIVATION LEVEL LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3346	233	236	204	221	257	217	199	233	222	2421	925	1932	1410	1686	1660
Effective Weighted Sample	2326	225	223	196	214	241	208	192	222	213	1935	415	1354	1001	1132	1193
Weighted total	2405	314	340	199	175	209	218	189	102	271	2073	332	1521	882	1168	1237
		13%	14%	8%	7%	9%	9%	8%	4%	11%	86%	14%	63%	37%	49%	51%
Every day	1927	252	268	170	114	185	186	148	85	218	1664	263	1312	614	936	991
	80%	80%	79%	85%	65%	88%	85%	78%	84%	80%	80%	79%	86%	70%	80%	80%
		d	d	d		abdgi	d	d	d	d				m		
		13%	14%	9%	6%	10%	10%	8%	4%	11%	86%	14%	68%	32%	49%	51%
Several times a week	294	47	51	13	38	14	16	30	8	28	257	37	158	137	135	160
	12%	15%	15%	7%	22%	7%	7%	16%	8%	10%	12%	11%	10%	15%	12%	13%
		cefh	cefh		cefhi			cefh						l		
		16%	17%	5%	13%	5%	5%	10%	3%	10%	87%	13%	54%	46%	46%	54%
At least once a week	79	8	9	7	9	4	6	5	2	12	68	12	22	58	41	38
	3%	3%	3%	3%	5%	2%	3%	3%	2%	4%	3%	4%	1%	7%	4%	3%
														l		
		11%	12%	8%	11%	5%	8%	6%	3%	15%	85%	15%	27%	73%	52%	48%
At least once a month	47	4	6	5	8	1	4	2	3	6	38	9	14	32	24	23
	2%	1%	2%	3%	5%	1%	2%	1%	3%	2%	2%	3%	1%	4%	2%	2%
					eg				e					l		
		9%	13%	11%	17%	3%	8%	5%	7%	14%	81%	19%	30%	69%	52%	48%
A few times a year	19	1	2	-	3	2	-	2	3	2	14	5	5	14	12	6
	1%	*%	1%	-%	2%	1%	-%	1%	2%	1%	1%	1%	*%	2%	1%	1%
					f				acf					l		
		5%	10%	-%	17%	13%	-%	8%	14%	13%	74%	26%	25%	75%	65%	35%
Less than once a year	6	-	3	-	1	-	-	-	-	2	5	1	2	3	4	2
	*%	-%	1%	-%	*%	-%	-%	-%	-%	1%	*%	*%	*%	*%	*%	*%
		-%	48%	-%	10%	-%	-%	-%	-%	32%	85%	15%	43%	57%	65%	35%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 54

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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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3346	233	236	204	221	257	217	199	233	222	2421	925	1932	1410	1686	1660
Effective Weighted Sample	2326	225	223	196	214	241	208	192	222	213	1935	415	1354	1001	1132	1193
Weighted total	2405	314	340	199	175	209	218	189	102	271	2073	332	1521	882	1168	1237
		13%	14%	8%	7%	9%	9%	8%	4%	11%	86%	14%	63%	37%	49%	51%
Never	31	1	-	4	2	3	6	2	1	3	26	5	8	23	14	17
	1%	*%	-%	2%	1%	1%	3%	1%	1%	1%	1%	2%	1%	3%	1%	1%
				b			ab							l		
		3%	-%	13%	7%	9%	19%	8%	4%	9%	84%	16%	25%	75%	46%	54%
Don't know	2	1	-	-	-	-	-	1	-	-	2	-	-	2	1	1
	*%	*%	-%	-%	-%	-%	-%	*%	-%	-%	*%	-%	-%	*%	*%	*%
		42%	-%	-%	-%	-%	-%	47%	-%	-%	100%	-%	-%	100%	42%	58%
TOTAL AT LEAST ONCE A WEEK	2301	307	329	190	161	203	208	182	95	258	1989	312	1492	808	1112	1188
	96%	98%	97%	95%	92%	97%	95%	96%	93%	95%	96%	94%	98%	92%	95%	96%
		dh	d			d							m			
		13%	14%	8%	7%	9%	9%	8%	4%	11%	86%	14%	65%	35%	48%	52%
TOTAL EVER	2372	312	340	196	173	206	212	186	101	269	2045	327	1513	857	1153	1219
	99%	99%	100%	98%	99%	99%	97%	98%	99%	99%	99%	98%	99%	97%	99%	99%
			cfg										m			
		13%	14%	8%	7%	9%	9%	8%	4%	11%	86%	14%	64%	36%	49%	51%

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

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

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

		TV PLATFORM/S			
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3346	3178	438	1285	607
Effective Weighted Sample	2326	2202	341	880	429
Weighted total	2405	2270	377	913	467
		94%	16%	38%	19%
Every day	1927	1811	311	749	398
	80%	80%	83%	82%	85%
					a
		94%	16%	39%	21%
Several times a week	294	286	50	102	49
	12%	13%	13%	11%	11%
		97%	17%	35%	17%
At least once a week	79	75	4	26	6
	3%	3%	1%	3%	1%
		bd			
		95%	5%	33%	7%
At least once a month	47	44	5	19	7
	2%	2%	1%	2%	2%
		95%	11%	39%	16%
A few times a year	19	16	-	4	2
	1%	1%	-%	*%	*%
		84%	-%	20%	9%
Less than once a year	6	6	2	3	-
	*%	*%	*%	*%	-%
		100%	32%	57%	-%
Never	31	30	5	9	5
	1%	1%	1%	1%	1%
		97%	15%	29%	16%

Columns Tested: a,b,c,d

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

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

		TV PLATFORM/S			
	Total	**ALL TV**	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3346	3178	438	1285	607
Effective Weighted Sample	2326	2202	341	880	429
Weighted total	2405	2270	377	913	467
		94%	16%	38%	19%
Don't know	2	2	-	1	-
	*%	*%	-%	*%	-%
		100%	-%	42%	-%
TOTAL AT LEAST ONCE A WEEK	2301	2172	365	878	453
	96%	96%	97%	96%	97%
		94%	16%	38%	20%
TOTAL EVER	2372	2238	372	903	462
	99%	99%	99%	99%	99%
		94%	16%	38%	19%

Columns Tested: a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 55

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

QE5 (QE36). Do you personally use the tablet computer? (SINGLE CODE)

Base : Those with a tablet computer in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2080	992	1088	279	347	755	699	79	124	219	552	550	698	423	406	1209	248	312	311
Effective Weighted Sample	1414	668	746	195	241	503	492	57	90	154	421	398	485	283	270	1061	162	224	272
Weighted total	1457	703	754	206	257	568	427	47	80	157	487	476	430	305	244	1210	115	85	47
		48%	52%	14%	18%	39%	29%	**	5%	11%	33%	33%	30%	21%	17%	83%	8%	6%	3%
Yes	1096	503	593	142	185	428	341	**	66	116	374	370	341	209	175	917	90	49	40
	75%	71%	79%	69%	72%	75%	80%	**	82%	74%	77%	78%	79%	69%	72%	76%	78%	58%	86%
			a				cd					m	mn			q	q		opq
		46%	54%	13%	17%	39%	31%	**	6%	11%	34%	34%	31%	19%	16%	84%	8%	4%	4%
No	361	200	161	64	72	140	85	**	14	41	112	106	89	96	70	293	25	36	7
	25%	29%	21%	31%	28%	25%	20%	**	18%	26%	23%	22%	21%	31%	28%	24%	22%	42%	14%
		b		f	f									kl	l	r	r	opr	
		55%	45%	18%	20%	39%	24%	**	4%	11%	31%	29%	25%	26%	19%	81%	7%	10%	2%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 55

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

QE5 (QE36). Do you personally use the tablet computer? (SINGLE CODE)

Base : Those with a tablet computer in the household

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2080	105	140	121	125	175	126	109	169	139	1458	622	1264	814	1110	970
Effective Weighted Sample	1414	102	133	116	121	166	121	106	161	134	1150	278	862	565	737	677
Weighted total	1457	145	205	120	102	149	130	110	76	173	1232	226	951	506	762	696
		10%	14%	8%	7%	10%	9%	8%	5%	12%	85%	15%	65%	35%	52%	48%
Yes	1096	113	176	98	80	123	86	75	53	113	924	172	712	384	582	514
	75%	78%	86%	81%	79%	83%	66%	68%	69%	66%	75%	76%	75%	76%	76%	74%
		fi	fghi	fghi	fi	fghi										
		10%	16%	9%	7%	11%	8%	7%	5%	10%	84%	16%	65%	35%	53%	47%
No	361	32	29	22	22	26	45	35	23	59	308	54	239	122	179	182
	25%	22%	14%	19%	21%	17%	34%	32%	31%	34%	25%	24%	25%	24%	24%	26%
							abcde	bce	bce	abcde						
		9%	8%	6%	6%	7%	12%	10%	6%	16%	85%	15%	66%	34%	50%	50%

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

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QE5 (QE36). Do you personally use the tablet computer? (SINGLE CODE)

Base : Those with a tablet computer in the household

		TV PLATFORM/S			
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	2080	2026	284	913	433
Effective Weighted Sample	1414	1375	219	620	297
Weighted total	1457	1411	238	631	328
		97%	16%	43%	22%
Yes	1096	1062	184	474	251
	75%	75%	77%	75%	77%
		97%	17%	43%	23%
No	361	349	55	157	77
	25%	25%	23%	25%	23%
		97%	15%	43%	21%

Columns Tested: a,b,c,d

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

QE6 (QE54). Do you personally use the PC or desktop computer? (SINGLE CODE)

Base : Those with a PC or desktop computer in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	f	~g	~h	~i	j	k	l	m	n	o	~p	q	~r
Unweighted total	845	480	365	97	80	267	401	27	42	76	225	304	259	160	122	558	89	118	80
Effective Weighted Sample	614	340	273	69	60	192	298	22	30	61	181	229	191	113	91	493	61	81	70
Weighted total	655	364	291	79	64	229	283	19	31	67	212	272	167	125	91	567	44	32	12
		56%	44%	**	**	35%	43%	**	**	**	32%	42%	26%	19%	14%	87%	**	5%	**
Yes	514	311	203	**	**	180	225	**	**	**	180	221	134	96	64	445	**	25	**
	79%	86%	70%	**	**	79%	79%	**	**	**	85%	81%	80%	77%	71%	78%	**	79%	**
		b										n							
		60%	40%	**	**	35%	44%	**	**	**	35%	43%	26%	19%	12%	87%	**	5%	**
No	140	53	88	**	**	49	58	**	**	**	32	52	33	29	27	122	**	7	**
	21%	14%	30%	**	**	21%	21%	**	**	**	15%	19%	20%	23%	29%	22%	**	21%	**
			a												k				
		38%	62%	**	**	35%	42%	**	**	**	22%	37%	23%	21%	19%	87%	**	5%	**

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 56

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

QE6 (QE54). Do you personally use the PC or desktop computer? (SINGLE CODE)

Base : Those with a PC or desktop computer in the household

| | Total | \multicolumn{9}{c}{ENGLAND REGIONS} | | URBANITY | | WORKING STATUS | | DEPRIVATION LEVEL | |
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	845	47	84	79	70	54	71	29	62	62	584	261	456	388	502	343
Effective Weighted Sample	614	45	79	75	68	50	68	28	59	59	479	138	334	287	367	247
Weighted total	655	60	117	77	57	48	74	28	27	78	529	125	390	264	395	259
		**	**	**	**	**	**	**	**	**	81%	19%	60%	40%	60%	40%
Yes	514	**	**	**	**	**	**	**	**	**	420	95	318	196	310	204
	79%	**	**	**	**	**	**	**	**	**	79%	76%	82%	74%	78%	79%
													m			
		**	**	**	**	**	**	**	**	**	82%	18%	62%	38%	60%	40%
No	140	**	**	**	**	**	**	**	**	**	110	31	72	67	85	55
	21%	**	**	**	**	**	**	**	**	**	21%	24%	18%	26%	22%	21%
														l		
		**	**	**	**	**	**	**	**	**	78%	22%	51%	48%	61%	39%

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

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QE6 (QE54). Do you personally use the PC or desktop computer? (SINGLE CODE)

Base : Those with a PC or desktop computer in the household

	Total	TV PLATFORM/S			
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	845	806	130	354	158
Effective Weighted Sample	614	585	107	248	116
Weighted total	655	622	122	259	132
		95%	19%	40%	20%
Yes	514	485	94	197	101
	79%	78%	78%	76%	76%
		94%	18%	38%	20%
No	140	137	27	62	31
	21%	22%	22%	24%	24%
		98%	19%	44%	22%

Columns Tested: a,b,c,d

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

QE7 (QE55). Do you personally use the laptop computer? (SINGLE CODE)

Base : Those with a laptop computer in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2111	1052	1059	328	327	750	705	78	109	221	600	599	721	422	365	1341	270	262	238
Effective Weighted Sample	1491	729	763	242	242	525	504	58	82	161	468	449	520	287	258	1180	182	178	209
Weighted total	1616	809	807	261	266	633	455	51	79	176	559	561	473	325	253	1385	132	64	34
		50%	50%	16%	16%	39%	28%	**	5%	11%	35%	35%	29%	20%	16%	86%	8%	4%	2%
Yes	1314	663	650	214	212	519	368	**	62	142	471	502	381	245	181	1130	108	49	27
	81%	82%	81%	82%	79%	82%	81%	**	79%	80%	84%	90% lmn	81% n	76%	71%	82%	82%	77%	78%
		51%	49%	16%	16%	40%	28%	**	5%	11%	36%	38%	29%	19%	14%	86%	8%	4%	2%
No	302	146	156	47	55	114	87	**	16	35	88	59	91	79	73	256	24	15	8
	19%	18%	19%	18%	21%	18%	19%	**	21%	20%	16%	10%	19%	24% k	29% kl	18%	18%	23%	22%
		48%	52%	15%	18%	38%	29%	**	5%	11%	29%	19%	30%	26%	24%	85%	8%	5%	2%

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

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

QE7 (QE55). Do you personally use the laptop computer? (SINGLE CODE)

Base : Those with a laptop computer in the household

		ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2111	191	151	134	150	155	149	104	166	141	1498	613	1299	809	1071	1040
Effective Weighted Sample	1491	185	143	129	145	145	144	101	158	136	1230	277	929	579	729	763
Weighted total	1616	264	221	132	121	134	156	103	75	180	1383	233	1082	532	769	846
		16%	14%	8%	7%	8%	10%	6%	5%	11%	86%	14%	67%	33%	48%	52%
Yes	1314	241	191	108	85	109	124	85	55	131	1127	187	901	412	620	693
	81%	91%	87%	82%	71%	82%	79%	82%	73%	73%	81%	80%	83%	77%	81%	82%
		cdefghi	dhi	d		d		d					m			
		18%	15%	8%	7%	8%	9%	6%	4%	10%	86%	14%	69%	31%	47%	53%
No	302	23	29	24	35	25	32	18	20	48	256	46	181	120	149	153
	19%	9%	13%	18%	29%	18%	21%	18%	27%	27%	19%	20%	17%	23%	19%	18%
				a	abceg	a	a	a	ab	ab				l		
		8%	10%	8%	12%	8%	11%	6%	7%	16%	85%	15%	60%	40%	49%	51%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 57

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

QE7 (QE55). Do you personally use the laptop computer? (SINGLE CODE)

Base : Those with a laptop computer in the household

		TV PLATFORM/S			
	Total	**ALL TV**	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	2111	2004	310	896	388
Effective Weighted Sample	1491	1411	248	623	282
Weighted total	1616	1525	280	670	315
		94%	17%	41%	19%
Yes	1314	1233	230	527	256
	81%	81%	82%	79%	81%
		94%	17%	40%	19%
No	302	291	50	143	59
	19%	19%	18%	21%	19%
		96%	17%	47%	19%

Columns Tested: a,b,c,d

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

QE8 (QE56). Do you personally use the netbook? (SINGLE CODE)

Base : Those with a netbook in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r
Unweighted total	194	104	90	32	29	77	56	7	13	24	55	64	67	33	30	112	26	24	32
Effective Weighted Sample	137	73	64	21	23	54	40	6	9	18	42	48	49	21	21	100	19	17	28
Weighted total	136	72	64	22	22	58	33	5	8	18	47	55	41	21	19	109	15	7	4
		53%	**	**	**	**	**	**	**	**	**	**	**	**	**	80%	**	**	**
Yes	64	32	**	**	**	**	**	**	**	**	**	**	**	**	**	53	**	**	**
	47%	45%	**	**	**	**	**	**	**	**	**	**	**	**	**	49%	**	**	**
		50%	**	**	**	**	**	**	**	**	**	**	**	**	**	83%	**	**	**
No	72	40	**	**	**	**	**	**	**	**	**	**	**	**	**	56	**	**	**
	53%	55%	**	**	**	**	**	**	**	**	**	**	**	**	**	51%	**	**	**
		55%	**	**	**	**	**	**	**	**	**	**	**	**	**	78%	**	**	**

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

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QE8 (QE56). Do you personally use the netbook? (SINGLE CODE)

Base : Those with a netbook in the household

					ENGLAND REGIONS						URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	~k	l	~m	~n	o
Unweighted total	194	10	8	14	22	7	4	15	17	15	127	67	124	69	92	102
Effective Weighted Sample	137	10	8	14	22	7	4	15	16	14	103	34	91	46	65	71
Weighted total	136	14	10	15	17	7	5	15	8	20	104	31	95	40	62	73
		**	**	**	**	**	**	**	**	**	77%	**	70%	**	**	54%
Yes	64	**	**	**	**	**	**	**	**	**	46	**	45	**	**	34
	47%	**	**	**	**	**	**	**	**	**	44%	**	47%	**	**	47%
		**	**	**	**	**	**	**	**	**	72%	**	70%	**	**	54%
No	72	**	**	**	**	**	**	**	**	**	58	**	50	**	**	39
	53%	**	**	**	**	**	**	**	**	**	56%	**	53%	**	**	53%
		**	**	**	**	**	**	**	**	**	81%	**	70%	**	**	54%

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

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

QE8 (QE56). Do you personally use the netbook? (SINGLE CODE)

Base : Those with a netbook in the household

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	~b	~c	~d
Unweighted total	194	185	29	81	46
Effective Weighted Sample	137	129	21	60	32
Weighted total	136	128	24	59	30
		94%	**	**	**
Yes	64	57	**	**	**
	47%	45%	**	**	**
		90%	**	**	**
No	72	70	**	**	**
	53%	55%	**	**	**
		98%	**	**	**

Columns Tested: a,b,c,d

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

QE9 (QE40). SHOWCARD Which is the most important device you use to connect to the internet, at home or elsewhere? (SINGLE CODE)

Base : Those who use the internet at home or elsewhere

	Total	GENDER MALE	FEMALE	AGE GROUP 16-24	25-34	35-54	55+	HOUSEHOLD INCOME UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	SOCIAL GROUP AB	C1	C2	DE	NATION ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3346	1611	1735	485	554	1115	1191	201	243	369	770	773	1088	684	794	2022	438	456	430
Effective Weighted Sample	2326	1108	1219	342	393	768	851	148	175	266	593	569	775	469	551	1778	294	323	378
Weighted total	2405	1176	1229	359	413	882	751	123	166	279	703	689	681	524	505	2018	205	118	64
		49%	51%	15%	17%	37%	31%	5%	7%	12%	29%	29%	28%	22%	21%	84%	9%	5%	3%
Smartphone	1243	574	669	258	294	501	189	68	71	140	359	300	363	283	292	1030	104	61	48
	52%	49%	54%	72%	71%	57%	25%	55%	43%	50%	51%	44%	53%	54%	58%	51%	51%	51%	75%
			a	ef	ef	f		h					k	k	k				opq
		46%	54%	21%	24%	40%	15%	5%	6%	11%	29%	24%	29%	23%	23%	83%	8%	5%	4%
Laptop	484	273	211	53	48	184	199	19	30	50	173	186	142	91	65	421	42	17	4
	20%	23%	17%	15%	12%	21%	27%	16%	18%	18%	25%	27%	21%	17%	13%	21%	20%	14%	7%
		b				cd	cde				gi	lmn	n	n		qr	qr	r	
		56%	44%	11%	10%	38%	41%	4%	6%	10%	36%	38%	29%	19%	13%	87%	9%	3%	1%
Tablet computer (e.g. iPad)	353	139	215	26	42	107	178	15	27	50	99	108	105	73	67	293	31	24	5
	15%	12%	17%	7%	10%	12%	24%	12%	17%	18%	14%	16%	15%	14%	13%	15%	15%	21%	8%
			a			c	cde									r	r	or	
		39%	61%	7%	12%	30%	50%	4%	8%	14%	28%	31%	30%	21%	19%	83%	9%	7%	1%
Desktop PC	223	141	82	14	17	56	137	9	26	31	59	81	52	43	47	196	14	12	2
	9%	12%	7%	4%	4%	6%	18%	7%	16%	11%	8%	12%	8%	8%	9%	10%	7%	10%	4%
		b					cde		gj			l				r		r	
		63%	37%	6%	8%	25%	61%	4%	12%	14%	27%	36%	23%	19%	21%	88%	6%	5%	1%
TV set	25	13	12	2	2	13	8	2	4	3	4	3	3	9	9	20	1	1	2
	1%	1%	1%	*%	1%	1%	1%	2%	2%	1%	1%	*%	*%	2%	2%	1%	1%	1%	4%
														l	kl				opq
		51%	49%	7%	9%	52%	32%	10%	15%	12%	17%	14%	13%	35%	38%	82%	5%	4%	10%
Games console	18	12	6	4	7	7	1	2	2	2	4	1	2	7	8	14	3	-	*
	1%	1%	1%	1%	2%	1%	*%	1%	1%	1%	1%	*%	*%	1%	2%	1%	2%	-%	1%
				f	f	f								kl	kl			q	
		66%	34%	20%	38%	38%	4%	9%	13%	11%	25%	7%	10%	41%	43%	80%	18%	-%	2%

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

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QE9 (QE40). SHOWCARD Which is the most important device you use to connect to the internet, at home or elsewhere? (SINGLE CODE)

Base : Those who use the internet at home or elsewhere

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3346	1611	1735	485	554	1115	1191	201	243	369	770	773	1088	684	794	2022	438	456	430
Effective Weighted Sample	2326	1108	1219	342	393	768	851	148	175	266	593	569	775	469	551	1778	294	323	378
Weighted total	2405	1176	1229	359	413	882	751	123	166	279	703	689	681	524	505	2018	205	118	64
		49%	51%	15%	17%	37%	31%	5%	7%	12%	29%	29%	28%	22%	21%	84%	9%	5%	3%
E-reader (e.g. Kindle)	6	1	5	-	-	-	6	1	2	1	-	2	1	2	1	6	-	*	*
	*%	*%	*%	-%	-%	-%	1%	1%	1%	*%	-%	*%	*%	*%	*%	*%	-%	*%	*%
							e	j	j										
		15%	85%	-%	-%	-%	100%	23%	29%	14%	-%	31%	21%	28%	19%	93%	-%	2%	5%
Netbook	6	1	5	-	1	4	1	1	-	-	1	2	2	-	2	5	-	*	-
	*%	*%	*%	-%	*%	*%	*%	1%	-%	-%	*%	*%	*%	-%	*%	*%	-%	*%	-%
		13%	87%	-%	13%	68%	19%	15%	-%	-%	13%	31%	40%	-%	29%	91%	-%	9%	-%
Smart speaker (e.g. Amazon Echo, Google Home)	3	1	2	1	1	*	1	1	-	-	-	1	*	-	2	2	-	1	1
	*%	*%	*%	*%	*%	*%	*%	1%	-%	-%	-%	*%	*%	-%	*%	*%	-%	1%	1%
																		o	o
		25%	75%	31%	32%	10%	27%	25%	-%	-%	-%	43%	10%	-%	47%	56%	-%	24%	20%
Other portable/ handheld device (e.g. portable games console/ iPod Touch)	1	1	*	*	-	1	-	-	-	-	-	-	1	-	*	-	1	*	-
	*%	*%	*%	*%	-%	*%	-%	-%	-%	-%	-%	-%	*%	-%	*%	-%	*%	*%	-%
																	o		
		89%	11%	11%	-%	89%	-%	-%	-%	-%	-%	-%	89%	-%	11%	-%	89%	11%	-%
Smart watch (e.g. Apple Watch, Pebble, Samsung, Sony)	*	*	-	-	-	*	-	-	-	-	-	-	*	-	-	-	-	-	*
	*%	*%	-%	-%	-%	*%	-%	-%	-%	-%	-%	-%	*%	-%	-%	-%	-%	-%	*%
		100%	-%	-%	-%	100%	-%	-%	-%	-%	-%	-%	100%	-%	-%	-%	-%	-%	100%
Other device	2	*	1	-	1	*	1	-	1	-	-	-	*	-	1	1	1	-	-
	*%	*%	*%	-%	*%	*%	*%	-%	*%	-%	-%	-%	*%	-%	*%	*%	*%	-%	-%
		9%	91%	-%	49%	9%	42%	-%	49%	-%	-%	-%	9%	-%	91%	49%	51%	-%	-%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 59

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QE9 (QE40). SHOWCARD Which is the most important device you use to connect to the internet, at home or elsewhere? (SINGLE CODE)

Base : Those who use the internet at home or elsewhere

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3346	1611	1735	485	554	1115	1191	201	243	369	770	773	1088	684	794	2022	438	456	430
Effective Weighted Sample	2326	1108	1219	342	393	768	851	148	175	266	593	569	775	469	551	1778	294	323	378
Weighted total	2405	1176	1229	359	413	882	751	123	166	279	703	689	681	524	505	2018	205	118	64
		49%	51%	15%	17%	37%	31%	5%	7%	12%	29%	29%	28%	22%	21%	84%	9%	5%	3%
None	30	14	16	2	*	4	24	5	1	2	3	3	6	11	9	18	8	3	1
	1%	1%	1%	1%	*%	*%	3%	4%	1%	1%	*%	*%	1%	2%	2%	1%	4%	2%	1%
							cde	hij						k	k		or	o	
		46%	54%	6%	1%	14%	79%	17%	3%	7%	8%	11%	19%	37%	32%	61%	28%	9%	3%
Don't know	12	7	5	-	1	4	7	-	2	1	1	1	3	5	2	11	*	*	*
	*%	1%	*%	-%	*%	*%	1%	-%	1%	*%	*%	*%	*%	1%	*%	1%	*%	*%	*%
		60%	40%	-%	8%	37%	55%	-%	15%	11%	12%	10%	24%	45%	21%	97%	1%	1%	1%

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

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QE9 (QE40). SHOWCARD Which is the most important device you use to connect to the internet, at home or elsewhere? (SINGLE CODE)

Base : Those who use the internet at home or elsewhere

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3346	233	236	204	221	257	217	199	233	222	2421	925	1932	1410	1686	1660
Effective Weighted Sample	2326	225	223	196	214	241	208	192	222	213	1935	415	1354	1001	1132	1193
Weighted total	2405	314	340	199	175	209	218	189	102	271	2073	332	1521	882	1168	1237
		13%	14%	8%	7%	9%	9%	8%	4%	11%	86%	14%	63%	37%	49%	51%
Smartphone	1243	163	150	79	92	120	116	121	49	140	1106	137	885	358	534	709
	52%	52%	44%	39%	53%	58%	53%	64%	48%	52%	53%	41%	58%	41%	46%	57%
		c			c	bch	c	abcdfhi		c	k		m			n
		13%	12%	6%	7%	10%	9%	10%	4%	11%	89%	11%	71%	29%	43%	57%
Laptop	484	97	80	42	27	29	37	33	24	53	408	76	300	183	242	242
	20%	31%	24%	21%	15%	14%	17%	18%	23%	20%	20%	23%	20%	21%	21%	20%
		cdefgi	de	e					de							
		20%	17%	9%	5%	6%	8%	7%	5%	11%	84%	16%	62%	38%	50%	50%
Tablet computer (e.g. iPad)	353	31	48	37	28	38	35	21	19	36	286	67	179	174	213	140
	15%	10%	14%	18%	16%	18%	16%	11%	18%	13%	14%	20%	12%	20%	18%	11%
				ag		ag			ag			j		l	o	
		9%	14%	10%	8%	11%	10%	6%	5%	10%	81%	19%	51%	49%	60%	40%
Desktop PC	223	19	51	33	17	16	21	5	7	27	181	42	112	111	132	91
	9%	6%	15%	17%	10%	7%	9%	3%	7%	10%	9%	13%	7%	13%	11%	7%
			aegh	adefghi	g	g	g			g		j		l	o	
		8%	23%	15%	7%	7%	9%	2%	3%	12%	81%	19%	50%	50%	59%	41%
TV set	25	4	2	1	5	1	1	1	-	6	24	*	13	12	11	13
	1%	1%	1%	1%	3%	*%	*%	1%	-%	2%	1%	*%	1%	1%	1%	1%
					fh					h	k					
		15%	7%	5%	18%	4%	2%	4%	-%	26%	98%	2%	51%	49%	47%	53%
Games console	18	-	4	-	1	3	2	3	1	1	17	1	10	8	6	12
	1%	-%	1%	-%	1%	1%	1%	1%	1%	*%	1%	*%	1%	1%	1%	1%
		-%	21%	-%	5%	17%	11%	15%	6%	5%	95%	5%	57%	43%	32%	68%

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

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QE9 (QE40). SHOWCARD Which is the most important device you use to connect to the internet, at home or elsewhere? (SINGLE CODE)

Base : Those who use the internet at home or elsewhere

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3346	233	236	204	221	257	217	199	233	222	2421	925	1932	1410	1686	1660
Effective Weighted Sample	2326	225	223	196	214	241	208	192	222	213	1935	415	1354	1001	1132	1193
Weighted total	2405	314	340	199	175	209	218	189	102	271	2073	332	1521	882	1168	1237
		13%	14%	8%	7%	9%	9%	8%	4%	11%	86%	14%	63%	37%	49%	51%
E-reader (e.g. Kindle)	6	-	-	2	1	-	1	1	-	1	4	2	3	3	3	3
	*%	-%	-%	1%	*%	-%	1%	*%	-%	*%	*%	1%	*%	*%	*%	*%
		-%	-%	27%	13%	-%	19%	15%	-%	19%	66%	34%	46%	54%	48%	52%
Netbook	6	-	2	1	1	1	-	-	*	-	5	1	4	1	2	3
	*%	-%	1%	*%	1%	*%	-%	-%	*%	-%	*%	*%	*%	*%	*%	*%
		-%	31%	15%	27%	13%	-%	-%	5%	-%	87%	13%	66%	21%	40%	60%
Smart speaker (e.g. Amazon Echo, Google Home)	3	-	-	1	-	-	-	1	-	-	3	*	*	3	2	1
	*%	-%	-%	1%	-%	-%	-%	*%	-%	-%	*%	*%	*%	*%	*%	*%
														l		
		-%	-%	32%	-%	-%	-%	25%	-%	-%	94%	6%	7%	93%	56%	44%
Other portable/ handheld device (e.g. portable games console/ iPod Touch)	1	-	-	-	-	-	-	-	-	-	1	*	1	*	-	1
	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	*%	*%	*%	*%	-%	*%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	89%	11%	89%	11%	-%	100%
Smart watch (e.g. Apple Watch, Pebble, Samsung, Sony)	*	-	-	-	-	-	-	-	-	-	-	*	*	-	*	-
	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	*%	*%	-%	*%	-%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	100%	100%	-%	100%	-%
Other device	2	-	-	-	1	-	-	-	-	-	1	*	1	1	*	1
	*%	-%	-%	-%	*%	-%	-%	-%	-%	-%	*%	*%	*%	*%	*%	*%
		-%	-%	-%	49%	-%	-%	-%	-%	-%	91%	9%	58%	42%	9%	91%

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

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QE9 (QE40). SHOWCARD Which is the most important device you use to connect to the internet, at home or elsewhere? (SINGLE CODE)

Base : Those who use the internet at home or elsewhere

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3346	233	236	204	221	257	217	199	233	222	2421	925	1932	1410	1686	1660
Effective Weighted Sample	2326	225	223	196	214	241	208	192	222	213	1935	415	1354	1001	1132	1193
Weighted total	2405	314	340	199	175	209	218	189	102	271	2073	332	1521	882	1168	1237
		13%	14%	8%	7%	9%	9%	8%	4%	11%	86%	14%	63%	37%	49%	51%
None	30	-	2	3	3	2	3	1	2	3	26	4	8	22	18	12
	1%	-%	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%	*%	3%	1%	1%
														l		
		-%	8%	10%	8%	5%	12%	3%	5%	9%	88%	12%	25%	75%	59%	41%
Don't know	12	1	-	1	-	-	2	3	1	5	11	1	5	7	5	7
	*%	*%	-%	*%	-%	-%	1%	1%	1%	2%	1%	*%	*%	1%	*%	1%
										be						
		6%	-%	7%	-%	-%	14%	21%	8%	40%	90%	10%	42%	58%	42%	58%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 59

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QE9 (QE40). SHOWCARD Which is the most important device you use to connect to the internet, at home or elsewhere? (SINGLE CODE)

Base : Those who use the internet at home or elsewhere

| | | TV PLATFORM/S | | | |
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3346	3178	438	1285	607
Effective Weighted Sample	2326	2202	341	880	429
Weighted total	2405	2270	377	913	467
		94%	16%	38%	19%
Smartphone	1243	1163	194	486	249
	52%	51%	51%	53%	53%
		94%	16%	39%	20%
Laptop	484	464	77	178	95
	20%	20%	20%	19%	20%
		96%	16%	37%	20%
Tablet computer (e.g. iPad)	353	341	50	149	72
	15%	15%	13%	16%	15%
		97%	14%	42%	20%
Desktop PC	223	207	40	71	30
	9%	9%	11%	8%	6%
			d		
		93%	18%	32%	13%
TV set	25	23	3	7	8
	1%	1%	1%	1%	2%
		95%	12%	30%	32%
Games console	18	17	6	4	4
	1%	1%	2%	*%	1%
		91%	32%	24%	21%
E-reader (e.g. Kindle)	6	6	1	1	-
	*%	*%	*%	*%	-%
		100%	24%	11%	-%
Netbook	6	5	-	2	2
	*%	*%	-%	*%	*%
		91%	-%	44%	27%

Columns Tested: a,b,c,d

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QE9 (QE40). SHOWCARD Which is the most important device you use to connect to the internet, at home or elsewhere? (SINGLE CODE)

Base : Those who use the internet at home or elsewhere

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3346	3178	438	1285	607
Effective Weighted Sample	2326	2202	341	880	429
Weighted total	2405	2270	377	913	467
		94%	16%	38%	19%
Smart speaker (e.g. Amazon Echo, Google Home)	3	3	*	1	1
	*%	*%	*%	*%	*%
		100%	4%	38%	20%
Other portable/ handheld device (e.g. portable games console/ iPod Touch)	1	*	-	-	-
	*%	*%	-%	-%	-%
		11%	-%	-%	-%
Smart watch (e.g. Apple Watch, Pebble, Samsung, Sony)	*	*	-	-	-
	*%	*%	-%	-%	-%
		100%	-%	-%	-%
Other device	2	2	1	1	-
	*%	*%	*%	*%	-%
		100%	51%	49%	-%
None	30	28	3	9	7
	1%	1%	1%	1%	2%
		93%	10%	29%	23%
Don't know	12	11	2	4	1
	*%	*%	1%	*%	*%
		93%	20%	36%	11%

Columns Tested: a,b,c,d

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

QE10 (QE9). SHOWCARD Which of these methods does your household use to connect to the internet at home? (MULTI CODE)

Base : Those with access to the internet at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3254	1568	1686	461	531	1075	1186	174	217	354	759	777	1059	679	733	1958	424	437	435
Effective Weighted Sample	2253	1071	1183	326	379	737	839	130	158	254	583	570	750	464	505	1724	283	306	382
Weighted total	2336	1139	1197	344	402	850	740	108	151	268	690	689	662	515	465	1961	197	113	65
		49%	51%	15%	17%	36%	32%	5%	6%	11%	30%	29%	28%	22%	20%	84%	8%	5%	3%
Ordinary phone line - dialup access	21	10	11	1	2	7	11	1	2	2	5	4	5	5	7	19	2	*	-
	1%	1%	1%	*%	*%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	-%
		47%	53%	4%	9%	33%	54%	3%	7%	11%	24%	20%	22%	26%	32%	90%	10%	*%	-%
Fixed Broadband ADSL through a phone line or cable service - perhaps using a Wi-Fi router. This would include using a Wi-Fi signal to go online using a smartphone, tablet or laptop and would include superfast broadband services.	2138	1042	1096	297	362	789	689	85	132	246	661	664	618	465	387	1795	178	104	60
	92%	92%	92%	87%	90%	93%	93%	79%	87%	92%	96%	96%	93%	90%	83%	92%	90%	92%	94%
						c	c		g	g	ghi	lmn	n	n					
		49%	51%	14%	17%	37%	32%	4%	6%	12%	31%	31%	29%	22%	18%	84%	8%	5%	3%
Mobile Broadband from a mobile network - connecting via a USB stick or dongle, or built in connectivity in a laptop or netbook or tablet computer with a SIM card	121	62	59	25	20	48	28	4	8	13	39	44	32	22	22	107	10	2	1
	5%	5%	5%	7%	5%	6%	4%	4%	5%	5%	6%	6%	5%	4%	5%	5%	5%	2%	2%
				f												qr	r		
		51%	49%	20%	17%	40%	23%	4%	6%	11%	32%	37%	26%	18%	18%	89%	8%	2%	1%

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

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QE10 (QE9). SHOWCARD Which of these methods does your household use to connect to the internet at home? (MULTI CODE)

Base : Those with access to the internet at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3254	1568	1686	461	531	1075	1186	174	217	354	759	777	1059	679	733	1958	424	437	435
Effective Weighted Sample	2253	1071	1183	326	379	737	839	130	158	254	583	570	750	464	505	1724	283	306	382
Weighted total	2336	1139	1197	344	402	850	740	108	151	268	690	689	662	515	465	1961	197	113	65
		49%	51%	15%	17%	36%	32%	5%	6%	11%	30%	29%	28%	22%	20%	84%	8%	5%	3%
Access to the internet using a mobile phone or smartphone - using your phone's 3G or 4G mobile network	787	393	393	152	162	314	159	36	46	81	321	246	239	150	151	677	65	20	25
	34%	35%	33%	44%	40%	37%	21%	33%	30%	30%	47%	36%	36%	29%	33%	34%	33%	18%	39%
				ef	f	f					ghi	m	m			q	q		q
		50%	50%	19%	21%	40%	20%	5%	6%	10%	41%	31%	30%	19%	19%	86%	8%	3%	3%
Accessing the internet on a device such as a laptop or tablet using your mobile phone's internet connection - known as tethering	96	54	42	18	21	38	20	3	4	9	48	31	40	15	11	89	5	2	1
	4%	5%	4%	5%	5%	4%	3%	3%	3%	4%	7%	4%	6%	3%	2%	5%	3%	1%	1%
				f	f						hi	n	mn			qr			
		56%	44%	18%	22%	39%	21%	3%	4%	10%	50%	32%	42%	16%	11%	92%	5%	2%	1%
TOTAL BROADBAND (INC. USING MOBILE PHONE)	2290	1121	1169	334	398	838	721	105	148	266	687	681	654	505	446	1922	193	111	63
	98%	98%	98%	97%	99%	99%	97%	97%	98%	100%	100%	99%	99%	98%	96%	98%	98%	99%	98%
					c					g	gh	n	n						
		49%	51%	15%	17%	37%	31%	5%	6%	12%	30%	30%	29%	22%	19%	84%	8%	5%	3%
TOTAL BROADBAND (EXC. USING MOBILE PHONE)	2188	1065	1123	311	370	806	701	89	136	252	675	674	631	478	402	1838	183	106	61
	94%	94%	94%	90%	92%	95%	95%	82%	90%	94%	98%	98%	95%	93%	86%	94%	93%	94%	94%
						c	c			g	ghi	lmn	n	n					
		49%	51%	14%	17%	37%	32%	4%	6%	12%	31%	31%	29%	22%	18%	84%	8%	5%	3%

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

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QE10 (QE9). SHOWCARD Which of these methods does your household use to connect to the internet at home? (MULTI CODE)

Base : Those with access to the internet at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3254	1568	1686	461	531	1075	1186	174	217	354	759	777	1059	679	733	1958	424	437	435
Effective Weighted Sample	2253	1071	1183	326	379	737	839	130	158	254	583	570	750	464	505	1724	283	306	382
Weighted total	2336	1139	1197	344	402	850	740	108	151	268	690	689	662	515	465	1961	197	113	65
		49%	51%	15%	17%	36%	32%	5%	6%	11%	30%	29%	28%	22%	20%	84%	8%	5%	3%
MOBILE BROADBAND ONLY, NOT FIXED OR NARROWBAND	48	22	26	13	8	16	10	3	3	6	13	10	11	13	15	41	5	2	*
	2%	2%	2%	4%	2%	2%	1%	3%	2%	2%	2%	1%	2%	2%	3%	2%	3%	2%	*%
				f												r	r		
		46%	54%	28%	17%	34%	21%	6%	7%	12%	28%	20%	24%	26%	30%	85%	11%	4%	1%
SMARTPHONE ACCESS ONLY, NOT FIXED OR NARROWBAND OR MOBILE BROADBAND	93	50	43	21	27	29	16	16	11	13	10	6	22	24	41	77	8	6	3
	4%	4%	4%	6%	7%	3%	2%	15%	8%	5%	1%	1%	3%	5%	9%	4%	4%	5%	4%
				ef	ef			ij	j	j			k	k	klm				
		54%	46%	23%	28%	31%	18%	17%	12%	14%	11%	7%	24%	25%	43%	82%	9%	6%	3%
ONLY MOBILE ACCESS, NOT FIXED OR NARROWBAND	143	72	71	35	35	46	27	20	15	19	24	16	34	37	56	119	14	7	3
	6%	6%	6%	10%	9%	5%	4%	18%	10%	7%	3%	2%	5%	7%	12%	6%	7%	7%	5%
				ef	ef			ij	j	j			k	k	klm				
		51%	49%	25%	24%	32%	19%	14%	11%	13%	16%	11%	24%	26%	39%	83%	10%	5%	2%
Other	11	4	7	2	-	7	2	2	-	3	2	3	3	2	3	9	2	*	*
	*%	*%	1%	1%	-%	1%	*%	2%	-%	1%	*%	*%	*%	*%	1%	*%	1%	*%	*%
		33%	67%	19%	-%	66%	14%	17%	-%	25%	21%	24%	24%	22%	29%	83%	14%	2%	1%
Don't know	33	14	19	9	4	7	14	2	2	*	1	6	6	7	13	29	2	1	1
	1%	1%	2%	3%	1%	1%	2%	2%	1%	*%	*%	1%	1%	1%	3%	1%	1%	1%	1%
				e				j	j						kl				
		42%	58%	28%	11%	20%	41%	5%	6%	1%	2%	19%	19%	22%	40%	87%	7%	3%	3%

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

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QE10 (QE9). SHOWCARD Which of these methods does your household use to connect to the internet at home? (MULTI CODE)

Base : Those with access to the internet at home

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3254	222	225	206	222	241	215	192	224	211	2334	920	1878	1372	1650	1604
Effective Weighted Sample	2253	215	213	198	214	226	206	185	213	203	1865	411	1315	966	1106	1147
Weighted total	2336	300	327	201	175	199	217	184	99	261	2006	330	1481	853	1139	1196
		13%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	63%	37%	49%	51%
Ordinary phone line - dialup access	21	-	1	1	6	2	1	6	-	1	17	4	14	7	10	11
	1%	-%	*%	1%	4%	1%	1%	3%	-%	*%	1%	1%	1%	1%	1%	1%
					abcfhi			abfhi								
		-%	4%	6%	29%	9%	6%	29%	-%	6%	81%	19%	69%	31%	46%	54%
Fixed Broadband ADSL through a phone line or cable service - perhaps using a Wi-Fi router. This would include using a Wi-Fi signal to go online using a smartphone, tablet or laptop and would include superfast broadband services.	2138	289	307	185	150	182	211	144	87	242	1832	305	1365	771	1065	1072
	92%	96%	94%	92%	86%	92%	97%	78%	88%	93%	91%	93%	92%	90%	94%	90%
		degh	dgh	dg		dg	cdeghi		g	dg						o
		14%	14%	9%	7%	9%	10%	7%	4%	11%	86%	14%	64%	36%	50%	50%
Mobile Broadband from a mobile network - connecting via a USB stick or dongle, or built in connectivity in a laptop or netbook or tablet computer with a SIM card	121	13	21	11	15	21	6	8	2	12	103	18	91	30	57	64
	5%	4%	6%	5%	8%	11%	3%	4%	2%	4%	5%	5%	6%	3%	5%	5%
			h		fh	acfghi							m			
		10%	17%	9%	12%	18%	5%	6%	2%	10%	85%	15%	75%	25%	47%	53%

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

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QE10 (QE9). SHOWCARD Which of these methods does your household use to connect to the internet at home? (MULTI CODE)

Base : Those with access to the internet at home

	Total		ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3254	222	225	206	222	241	215	192	224	211	2334	920	1878	1372	1650	1604
Effective Weighted Sample	2253	215	213	198	214	226	206	185	213	203	1865	411	1315	966	1106	1147
Weighted total	2336	300	327	201	175	199	217	184	99	261	2006	330	1481	853	1139	1196
		13%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	63%	37%	49%	51%
Access to the internet using a mobile phone or smartphone - using your phone's 3G or 4G mobile network	787	132	87	66	71	66	73	83	44	55	665	121	544	243	365	421
	34%	44%	27%	33%	40%	33%	34%	45%	45%	21%	33%	37%	37%	28%	32%	35%
		bcefi		i	bi	i	i	bcefi	bcefi					m		
		17%	11%	8%	9%	8%	9%	10%	6%	7%	85%	15%	69%	31%	46%	54%
Accessing the internet on a device such as a laptop or tablet using your mobile phone's internet connection - known as tethering	96	27	19	4	9	8	6	2	7	8	81	15	81	15	36	60
	4%	9%	6%	2%	5%	4%	3%	1%	7%	3%	4%	5%	5%	2%	3%	5%
		cefgi	cg		g				cg				m			n
		28%	19%	4%	9%	9%	7%	2%	7%	8%	85%	15%	84%	16%	38%	62%
TOTAL BROADBAND (INC. USING MOBILE PHONE)	2290	297	324	196	170	193	216	174	97	256	1967	323	1463	826	1121	1169
	98%	99%	99%	98%	97%	97%	99%	94%	98%	98%	98%	98%	99%	97%	98%	98%
		g	g				g						m			
		13%	14%	9%	7%	8%	9%	8%	4%	11%	86%	14%	64%	36%	49%	51%
TOTAL BROADBAND (EXC. USING MOBILE PHONE)	2188	290	317	194	159	184	213	147	89	245	1876	312	1401	786	1088	1100
	94%	97%	97%	97%	91%	93%	98%	80%	90%	94%	94%	95%	95%	92%	95%	92%
		dgh	degh	dgh	g	g	deghi		g	g			m			o
		13%	14%	9%	7%	8%	10%	7%	4%	11%	86%	14%	64%	36%	50%	50%

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

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QE10 (QE9). SHOWCARD Which of these methods does your household use to connect to the internet at home? (MULTI CODE)

Base : Those with access to the internet at home

	Total		ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3254	222	225	206	222	241	215	192	224	211	2334	920	1878	1372	1650	1604
Effective Weighted Sample	2253	215	213	198	214	226	206	185	213	203	1865	411	1315	966	1106	1147
Weighted total	2336	300	327	201	175	199	217	184	99	261	2006	330	1481	853	1139	1196
		13%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	63%	37%	49%	51%
MOBILE BROADBAND ONLY, NOT FIXED OR NARROWBAND	48	1	11	9	9	2	1	4	2	2	41	7	33	15	21	27
	2%	*%	3%	4%	5%	1%	*%	2%	2%	1%	2%	2%	2%	2%	2%	2%
			af	aefi	aefi											
		2%	22%	19%	18%	5%	2%	8%	4%	5%	86%	14%	69%	31%	44%	56%
SMARTPHONE ACCESS ONLY, NOT FIXED OR NARROWBAND OR MOBILE BROADBAND	93	7	6	2	9	9	2	23	8	11	84	10	58	35	30	63
	4%	2%	2%	1%	5%	4%	1%	13%	8%	4%	4%	3%	4%	4%	3%	5%
					cf	cf		abcdefi	abcf	cf						n
		8%	7%	2%	9%	9%	2%	25%	9%	11%	90%	10%	62%	38%	32%	68%
ONLY MOBILE ACCESS, NOT FIXED OR NARROWBAND	143	8	17	12	17	11	4	27	10	13	126	18	92	52	52	91
	6%	3%	5%	6%	10%	6%	2%	15%	10%	5%	6%	5%	6%	6%	5%	8%
			f	f	af	f		abcefi	abfi							n
		6%	12%	8%	12%	8%	3%	19%	7%	9%	88%	12%	64%	36%	37%	63%
Other	11	-	-	4	-	-	-	-	*	4	9	2	5	6	6	5
	*%	-%	-%	2%	-%	-%	-%	-%	*%	2%	*%	*%	*%	1%	1%	*%
				abdefg						e						
		-%	-%	40%	-%	-%	-%	-%	3%	40%	85%	15%	49%	51%	55%	45%
Don't know	33	3	3	2	3	6	1	7	2	3	29	4	11	22	14	19
	1%	1%	1%	1%	2%	3%	1%	4%	2%	1%	1%	1%	1%	3%	1%	2%
								af						l		
		8%	9%	7%	8%	17%	4%	21%	5%	9%	88%	12%	34%	65%	42%	58%

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

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QE10 (QE9). SHOWCARD Which of these methods does your household use to connect to the internet at home? (MULTI CODE)

Base : Those with access to the internet at home

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3254	3110	445	1293	610
Effective Weighted Sample	2253	2148	345	884	429
Weighted total	2336	2222	381	918	467
		95%	16%	39%	20%
Ordinary phone line - dialup access	21	18	5	4	2
	1%	1%	1%	*%	*%
		87%	23%	19%	9%
Fixed Broadband ADSL through a phone line or cable service - perhaps using a Wi-Fi router. This would include using a Wi-Fi signal to go online using a smartphone, tablet or laptop and would include superfast broadband services.	2138	2047	360	871	451
	92%	92%	94%	95%	97%
				a	a
		96%	17%	41%	21%
Mobile Broadband from a mobile network - connecting via a USB stick or dongle, or built in connectivity in a laptop or netbook or tablet computer with a SIM card	121	115	19	56	19
	5%	5%	5%	6%	4%
		95%	16%	46%	16%

Columns Tested: a,b,c,d

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

QE10 (QE9). SHOWCARD Which of these methods does your household use to connect to the internet at home? (MULTI CODE)

Base : Those with access to the internet at home

		TV PLATFORM/S			
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3254	3110	445	1293	610
Effective Weighted Sample	2253	2148	345	884	429
Weighted total	2336	2222	381	918	467
		95%	16%	39%	20%
Access to the internet using a mobile phone or smartphone - using your phone's 3G or 4G mobile network	787 34%	750 34% 95%	113 30% 14%	312 34% 40%	147 32% 19%
Accessing the internet on a device such as a laptop or tablet using your mobile phone's internet connection - known as tethering	96 4%	89 4% 92%	16 4% 16%	36 4% 38%	29 6% a 30%
TOTAL BROADBAND (INC. USING MOBILE PHONE)	2290 98%	2183 98% 95%	376 99% 16%	902 98% 39%	466 100% a 20%
TOTAL BROADBAND (EXC. USING MOBILE PHONE)	2188 94%	2093 94% 96%	367 96% 17%	889 97% a 41%	457 98% a 21%

Columns Tested: a,b,c,d

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QE10 (QE9). SHOWCARD Which of these methods does your household use to connect to the internet at home? (MULTI CODE)

Base : Those with access to the internet at home

		TV PLATFORM/S			
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3254	3110	445	1293	610
Effective Weighted Sample	2253	2148	345	884	429
Weighted total	2336	2222	381	918	467
		95%	16%	39%	20%
MOBILE BROADBAND ONLY, NOT FIXED OR NARROWBAND	48	45	6	18	6
	2%	2%	2%	2%	1%
		94%	12%	37%	12%
SMARTPHONE ACCESS ONLY, NOT FIXED OR NARROWBAND OR MOBILE BROADBAND	93	83	7	12	7
	4%	4%	2%	1%	1%
		cd			
		89%	7%	12%	7%
ONLY MOBILE ACCESS, NOT FIXED OR NARROWBAND	143	130	13	30	13
	6%	6%	3%	3%	3%
		cd			
		90%	9%	21%	9%
Other	11	10	-	2	3
	*%	*%	-%	*%	1%
		91%	-%	18%	25%
Don't know	33	28	5	10	2
	1%	1%	1%	1%	*%
		84%	16%	31%	6%

Columns Tested: a,b,c,d

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QE10 (QE9). SHOWCARD Which of these methods does your household use to connect to the internet at home? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Ordinary phone line - dialup access	21	10	11	1	2	7	11	1	2	2	5	4	5	5	7	19	2	*	-
	1%	1%	1%	*%	*%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	-%
		47%	53%	4%	9%	33%	54%	3%	7%	11%	24%	20%	22%	26%	32%	90%	10%	*%	-%
Fixed Broadband ADSL through a phone line or cable service - perhaps using a Wi-Fi router. This would include using a Wi-Fi signal to go online using a smartphone, tablet or laptop and would include superfast broadband services.	2138	1042	1096	297	362	789	689	85	132	246	661	664	618	465	387	1795	178	104	60
	80%	80%	80%	82%	86%	87%	70%	49%	62%	82%	93%	93%	86%	80%	59%	80%	76%	79%	82%
				f	f	cf			g	gh	ghi	lmn	mn	n					
		49%	51%	14%	17%	37%	32%	4%	6%	12%	31%	31%	29%	22%	18%	84%	8%	5%	3%
Mobile Broadband from a mobile network - connecting via a USB stick or dongle, or built in connectivity in a laptop or netbook or tablet computer with a SIM card	121	62	59	25	20	48	28	4	8	13	39	44	32	22	22	107	10	2	1
	5%	5%	4%	7%	5%	5%	3%	2%	4%	4%	5%	6%	4%	4%	3%	5%	4%	2%	2%
				f		f						n				qr			
		51%	49%	20%	17%	40%	23%	4%	6%	11%	32%	37%	26%	18%	18%	89%	8%	2%	1%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 61

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QE10 (QE9). SHOWCARD Which of these methods does your household use to connect to the internet at home? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Access to the internet using a mobile phone or smartphone - using your phone's 3G or 4G mobile network	787	393	393	152	162	314	159	36	46	81	321	246	239	150	151	677	65	20	25
	29%	30%	29%	42%	38%	35%	16%	20%	22%	27%	45%	35%	33%	26%	23%	30%	28%	15%	34%
				ef	f	f					ghi	mn	mn			q	q		q
		50%	50%	19%	21%	40%	20%	5%	6%	10%	41%	31%	30%	19%	19%	86%	8%	3%	3%
Accessing the internet on a device such as a laptop or tablet using your mobile phone's internet connection - known as tethering	96	54	42	18	21	38	20	3	4	9	48	31	40	15	11	89	5	2	1
	4%	4%	3%	5%	5%	4%	2%	2%	2%	3%	7%	4%	6%	3%	2%	4%	2%	1%	1%
				f	f	f					ghi	n	mn			qr			
		56%	44%	18%	22%	39%	21%	3%	4%	10%	50%	32%	42%	16%	11%	92%	5%	2%	1%
TOTAL BROADBAND (INC. USING MOBILE PHONE)	2290	1121	1169	334	398	838	721	105	148	266	687	681	654	505	446	1922	193	111	63
	86%	86%	85%	92%	95%	93%	73%	60%	70%	89%	97%	96%	91%	87%	67%	86%	83%	84%	86%
				f	f	f			g	gh	ghi	lmn	mn	n					
		49%	51%	15%	17%	37%	31%	5%	6%	12%	30%	30%	29%	22%	19%	84%	8%	5%	3%
TOTAL BROADBAND (EXC. USING MOBILE PHONE)	2188	1065	1123	311	370	806	701	89	136	252	675	674	631	478	402	1838	183	106	61
	82%	82%	82%	86%	88%	89%	71%	51%	64%	84%	95%	95%	88%	82%	61%	82%	79%	80%	82%
				f	f	f			g	gh	ghi	lmn	mn	n					
		49%	51%	14%	17%	37%	32%	4%	6%	12%	31%	31%	29%	22%	18%	84%	8%	5%	3%

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

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QE10 (QE9). SHOWCARD Which of these methods does your household use to connect to the internet at home? (MULTI CODE)

Base : All respondents

	Total	GENDER MALE a	FEMALE b	AGE GROUP 16-24 c	25-34 d	35-54 e	55+ f	HOUSEHOLD INCOME UNDER 10.4K g	10.4K-15.59K h	15.6K-25.99K i	26K+ j	SOCIAL GROUP AB k	C1 l	C2 m	DE n	NATION ENGLAND o	SCOTLAND p	WALES q	NI r
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
MOBILE BROADBAND ONLY, NOT FIXED OR NARROWBAND	48	22	26	13	8	16	10	3	3	6	13	10	11	13	15	41	5	2	*
	2%	2%	2%	4%	2%	2%	1%	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%	1%	*%
				f												r	r		
		46%	54%	28%	17%	34%	21%	6%	7%	12%	28%	20%	24%	26%	30%	85%	11%	4%	1%
SMARTPHONE ACCESS ONLY, NOT FIXED OR NARROWBAND OR MOBILE BROADBAND	93	50	43	21	27	29	16	16	11	13	10	6	22	24	41	77	8	6	3
	3%	4%	3%	6%	6%	3%	2%	9%	5%	4%	1%	1%	3%	4%	6%	3%	4%	4%	4%
				ef	ef	f		ij	j	j			k	k	kl				
		54%	46%	23%	28%	31%	18%	17%	12%	14%	11%	7%	24%	25%	43%	82%	9%	6%	3%
ONLY MOBILE ACCESS, NOT FIXED OR NARROWBAND	143	72	71	35	35	46	27	20	15	19	24	16	34	37	56	119	14	7	3
	5%	6%	5%	10%	8%	5%	3%	11%	7%	6%	3%	2%	5%	6%	8%	5%	6%	6%	4%
				ef	ef	f		ij	j	j			k	k	kl				
		51%	49%	25%	24%	32%	19%	14%	11%	13%	16%	11%	24%	26%	39%	83%	10%	5%	2%
Other	11	4	7	2	-	7	2	2	-	3	2	3	3	2	3	9	2	*	*
	*%	*%	1%	1%	-%	1%	*%	1%	-%	1%	*%	*%	*%	*%	*%	*%	1%	*%	*%
						f													
		33%	67%	19%	-%	66%	14%	17%	-%	25%	21%	24%	24%	22%	29%	83%	14%	2%	1%
Don't know	33	14	19	9	4	7	14	2	2	*	1	6	6	7	13	29	2	1	1
	1%	1%	1%	3%	1%	1%	1%	1%	1%	*%	*%	1%	1%	1%	2%	1%	1%	1%	1%
				e				j	j										
		42%	58%	28%	11%	20%	41%	5%	6%	1%	2%	19%	19%	22%	40%	87%	7%	3%	3%

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

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QE10 (QE9). SHOWCARD Which of these methods does your household use to connect to the internet at home? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
No internet access at home	337	161	176	18	18	53	248	65	60	31	21	23	53	65	195	274	35	19	9
	13%	12%	13%	5%	4%	6%	25%	37%	29%	10%	3%	3%	7%	11%	29%	12%	15%	14%	12%
							cde	hij	ij	j			k	kl	klm				
		48%	52%	5%	5%	16%	74%	19%	18%	9%	6%	7%	16%	19%	58%	81%	10%	6%	3%

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

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QE10 (QE9). SHOWCARD Which of these methods does your household use to connect to the internet at home? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Ordinary phone line - dialup access	21	-	1	1	6	2	1	6	-	1	17	4	14	7	10	11
	1%	-%	*%	1%	3%	1%	*%	3%	-%	*%	1%	1%	1%	1%	1%	1%
					abcefhi			abfhi								
		-%	4%	6%	29%	9%	6%	29%	-%	6%	81%	19%	69%	31%	46%	54%
Fixed Broadband ADSL through a phone line or cable service - perhaps using a Wi-Fi router. This would include using a Wi-Fi signal to go online using a smartphone, tablet or laptop and would include superfast broadband services.	2138	289	307	185	150	182	211	144	87	242	1832	305	1365	771	1065	1072
	80%	85%	85%	85%	77%	76%	86%	64%	78%	80%	79%	85%	88%	69%	83%	77%
		degh	degh	deg	g	g	degh		g	g		j	m		o	
		14%	14%	9%	7%	9%	10%	7%	4%	11%	86%	14%	64%	36%	50%	50%
Mobile Broadband from a mobile network - connecting via a USB stick or dongle, or built in connectivity in a laptop or netbook or tablet computer with a SIM card	121	13	21	11	15	21	6	8	2	12	103	18	91	30	57	64
	5%	4%	6%	5%	8%	9%	2%	3%	2%	4%	4%	5%	6%	3%	4%	5%
			h		fgh	afghi							m			
		10%	17%	9%	12%	18%	5%	6%	2%	10%	85%	15%	75%	25%	47%	53%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

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QE10 (QE9). SHOWCARD Which of these methods does your household use to connect to the internet at home? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Access to the internet using a mobile phone or smartphone - using your phone's 3G or 4G mobile network	787	132	87	66	71	66	73	83	44	55	665	121	544	243	365	421
	29%	39%	24%	30%	36%	28%	30%	37%	39%	18%	29%	34%	35%	22%	29%	30%
		befi		i	bei	i	i	bei	bcefi			j	m			
		17%	11%	8%	9%	8%	9%	10%	6%	7%	85%	15%	69%	31%	46%	54%
Accessing the internet on a device such as a laptop or tablet using your mobile phone's internet connection - known as tethering	96	27	19	4	9	8	6	2	7	8	81	15	81	15	36	60
	4%	8%	5%	2%	4%	4%	3%	1%	6%	3%	4%	4%	5%	1%	3%	4%
		cefgi	cg		g	g			cg				m			n
		28%	19%	4%	9%	9%	7%	2%	7%	8%	85%	15%	84%	16%	38%	62%
TOTAL BROADBAND (INC. USING MOBILE PHONE)	2290	297	324	196	170	193	216	174	97	256	1967	323	1463	826	1121	1169
	86%	87%	90%	90%	87%	81%	88%	77%	87%	85%	85%	90%	94%	74%	88%	84%
		eg	eg	eg	g		eg			g	g		j	m		o
		13%	14%	9%	7%	8%	9%	8%	4%	11%	86%	14%	64%	36%	49%	51%
TOTAL BROADBAND (EXC. USING MOBILE PHONE)	2188	290	317	194	159	184	213	147	89	245	1876	312	1401	786	1088	1100
	82%	85%	88%	89%	81%	77%	87%	65%	79%	82%	81%	87%	90%	70%	85%	79%
		eg	deghi	deghi	g	g	egh		g	g			j	m		o
		13%	14%	9%	7%	8%	10%	7%	4%	11%	86%	14%	64%	36%	50%	50%

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

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QE10 (QE9). SHOWCARD Which of these methods does your household use to connect to the internet at home? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBANITY URBAN	RURAL	WORKING STATUS WORKING	NOT WORKING	DEPRIVATION LEVEL LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
MOBILE BROADBAND ONLY, NOT FIXED OR NARROWBAND	48	1	11	9	9	2	1	4	2	2	41	7	33	15	21	27
	2%	*%	3%	4%	4%	1%	*%	2%	2%	1%	2%	2%	2%	1%	2%	2%
			af	aefi	aefi											
		2%	22%	19%	18%	5%	2%	8%	4%	5%	86%	14%	69%	31%	44%	56%
SMARTPHONE ACCESS ONLY, NOT FIXED OR NARROWBAND OR MOBILE BROADBAND	93	7	6	2	9	9	2	23	8	11	84	10	58	35	30	63
	3%	2%	2%	1%	4%	4%	1%	10%	7%	4%	4%	3%	4%	3%	2%	5%
					cf	cf		abcdefi	abcf	f						n
		8%	7%	2%	9%	9%	2%	25%	9%	11%	90%	10%	62%	38%	32%	68%
ONLY MOBILE ACCESS, NOT FIXED OR NARROWBAND	143	8	17	12	17	11	4	27	10	13	126	18	92	52	52	91
	5%	2%	5%	5%	9%	5%	1%	12%	9%	4%	5%	5%	6%	5%	4%	7%
			f	f	afi	f		abcefi	aefi							n
		6%	12%	8%	12%	8%	3%	19%	7%	9%	88%	12%	64%	36%	37%	63%
Other	11	-	-	4	-	-	-	-	*	4	9	2	5	6	6	5
	*%	-%	-%	2%	-%	-%	-%	-%	*%	1%	*%	*%	*%	*%	*%	*%
				abdefg						e						
		-%	-%	40%	-%	-%	-%	-%	3%	40%	85%	15%	49%	51%	55%	45%
Don't know	33	3	3	2	3	6	1	7	2	3	29	4	11	22	14	19
	1%	1%	1%	1%	1%	2%	1%	3%	1%	1%	1%	1%	1%	2%	1%	1%
								f						l		
		8%	9%	7%	8%	17%	4%	21%	5%	9%	88%	12%	34%	65%	42%	58%

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

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QE10 (QE9). SHOWCARD Which of these methods does your household use to connect to the internet at home? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
No internet access at home	337	41	34	17	20	39	29	42	13	39	308	29	73	262	137	201
	13%	12%	9%	8%	10%	17%	12%	19%	12%	13%	13%	8%	5%	23%	11%	14%
						bcd		abcdfh			k			l		n
		12%	10%	5%	6%	12%	9%	13%	4%	12%	91%	9%	22%	78%	41%	59%

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

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QE10 (QE9). SHOWCARD Which of these methods does your household use to connect to the internet at home? (MULTI CODE)

Base : All respondents

	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
Ordinary phone line - dialup access	21	18	5	4	2
	1%	1%	1%	*%	*%
		87%	23%	19%	9%
Fixed Broadband ADSL through a phone line or cable service - perhaps using a Wi-Fi router. This would include using a Wi-Fi signal to go online using a smartphone, tablet or laptop and would include superfast broadband services.	2138	2047	360	871	451
	80%	81%	91%	91%	95%
			a	a	abc
		96%	17%	41%	21%
Mobile Broadband from a mobile network - connecting via a USB stick or dongle, or built in connectivity in a laptop or netbook or tablet computer with a SIM card	121	115	19	56	19
	5%	5%	5%	6%	4%
		95%	16%	46%	16%

Columns Tested: a,b,c,d

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QE10 (QE9). SHOWCARD Which of these methods does your household use to connect to the internet at home? (MULTI CODE)

Base : All respondents

		TV PLATFORM/S			
Significance Level: 95%	Total	ALL TV a	CABLE b	SATE- LLITE c	HYBRID IPTV d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519 94%	396 15%	953 36%	475 18%
Access to the internet using a mobile phone or smartphone - using your phone's 3G or 4G mobile network	787 29%	750 30% 95%	113 29% 14%	312 33% 40%	147 31% 19%
Accessing the internet on a device such as a laptop or tablet using your mobile phone's internet connection - known as tethering	96 4%	89 4% 92%	16 4% 16%	36 4% 38%	29 6% a 30%
TOTAL BROADBAND (INC. USING MOBILE PHONE)	2290 86%	2183 87% 95%	376 95% a 16%	902 95% a 39%	466 98% abc 20%
TOTAL BROADBAND (EXC. USING MOBILE PHONE)	2188 82%	2093 83% 96%	367 93% a 17%	889 93% a 41%	457 96% abc 21%

Columns Tested: a,b,c,d

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QE10 (QE9). SHOWCARD Which of these methods does your household use to connect to the internet at home? (MULTI CODE)

Base : All respondents

	Total	TV PLATFORM/S			
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
MOBILE BROADBAND ONLY, NOT FIXED OR NARROWBAND	48	45	6	18	6
	2%	2%	2%	2%	1%
		94%	12%	37%	12%
SMARTPHONE ACCESS ONLY, NOT FIXED OR NARROWBAND OR MOBILE BROADBAND	93	83	7	12	7
	3%	3%	2%	1%	1%
		cd			
		89%	7%	12%	7%
ONLY MOBILE ACCESS, NOT FIXED OR NARROWBAND	143	130	13	30	13
	5%	5%	3%	3%	3%
		cd			
		90%	9%	21%	9%
Other	11	10	-	2	3
	*%	*%	-%	*%	1%
		91%	-%	18%	25%
Don't know	33	28	5	10	2
	1%	1%	1%	1%	*%
		84%	16%	31%	6%
No internet access at home	337	295	15	34	7
	13%	12%	4%	4%	2%
		bcd	d	d	
		88%	4%	10%	2%

Columns Tested: a,b,c,d

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QE11 (QE48). Does your household pay line rental in order to receive the fixed broadband service?

Base : Those with fixed broadband at home who do not have a landline

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	~f	~g	~h	~i	~j	~k	l	~m	n	o	~p	~q	~r
Unweighted total	420	206	214	125	135	131	29	33	35	53	96	82	151	82	103	266	55	24	75
Effective Weighted Sample	300	144	156	90	102	90	20	24	28	39	71	61	115	60	69	233	39	21	67
Weighted total	304	154	151	82	108	98	16	17	24	41	82	75	99	67	62	258	27	8	11
		51%	49%	27%	35%	32%	**	**	**	**	**	**	33%	**	20%	85%	**	**	**
Yes	225	101	124	60	81	72	**	**	**	**	**	**	67	**	51	189	**	**	**
	74%	66%	82%	73%	75%	73%	**	**	**	**	**	**	68%	**	83%	73%	**	**	**
			a												l				
		45%	55%	27%	36%	32%	**	**	**	**	**	**	30%	**	23%	84%	**	**	**
No	48	35	13	11	14	20	**	**	**	**	**	**	19	**	8	42	**	**	**
	16%	23%	8%	13%	13%	20%	**	**	**	**	**	**	20%	**	13%	16%	**	**	**
		b																	
		73%	27%	23%	30%	41%	**	**	**	**	**	**	41%	**	17%	87%	**	**	**
Don't know	32	18	14	11	13	7	**	**	**	**	**	**	12	**	2	28	**	**	**
	10%	11%	9%	14%	12%	7%	**	**	**	**	**	**	13%	**	3%	11%	**	**	**
															n				
		56%	44%	36%	41%	21%	**	**	**	**	**	**	39%	**	7%	87%	**	**	**

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

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QE11 (QE48). Does your household pay line rental in order to receive the fixed broadband service?

Base : Those with fixed broadband at home who do not have a landline

					ENGLAND REGIONS						URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	~k	l	m	n	o
Unweighted total	420	24	45	19	26	44	25	19	35	29	351	69	292	127	152	268
Effective Weighted Sample	300	23	44	18	26	43	24	19	34	28	272	30	216	88	108	192
Weighted total	304	29	67	17	20	34	24	18	15	35	282	23	232	72	114	190
		**	**	**	**	**	**	**	**	**	93%	**	76%	24%	38%	62%
Yes	225	**	**	**	**	**	**	**	**	**	206	**	174	51	76	149
	74%	**	**	**	**	**	**	**	**	**	73%	**	75%	71%	67%	78%
																n
		**	**	**	**	**	**	**	**	**	92%	**	77%	23%	34%	66%
No	48	**	**	**	**	**	**	**	**	**	46	**	36	11	24	24
	16%	**	**	**	**	**	**	**	**	**	16%	**	16%	16%	21%	13%
		**	**	**	**	**	**	**	**	**	96%	**	76%	24%	50%	50%
Don't know	32	**	**	**	**	**	**	**	**	**	30	**	22	10	14	17
	10%	**	**	**	**	**	**	**	**	**	11%	**	9%	14%	13%	9%
		**	**	**	**	**	**	**	**	**	95%	**	68%	32%	45%	55%

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

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QE11 (QE48). Does your household pay line rental in order to receive the fixed broadband service?

Base : Those with fixed broadband at home who do not have a landline

		TV PLATFORM/S			
	Total	**ALL TV**	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	~b	c	~d
Unweighted total	420	372	67	139	56
Effective Weighted Sample	300	261	48	97	45
Weighted total	304	262	49	98	47
		86%	**	32%	**
Yes	225	194	**	71	**
	74%	74%	**	73%	**
		86%	**	32%	**
No	48	42	**	15	**
	16%	16%	**	15%	**
		88%	**	31%	**
Don't know	32	26	**	12	**
	10%	10%	**	12%	**
		83%	**	38%	**

Columns Tested: a,b,c,d

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

QE12 (QE3B). How many people aged 16 or over in your household (including yourself) could access the fixed broadband connection in your home if they wanted to?

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

	Total	GENDER MALE	GENDER FEMALE	AGE GROUP 16-24	AGE GROUP 25-34	AGE GROUP 35-54	AGE GROUP 55+	HOUSEHOLD INCOME UNDER 10.4K	HOUSEHOLD INCOME 10.4K-15.59K	HOUSEHOLD INCOME 15.6K-25.99K	HOUSEHOLD INCOME 26K+	SOCIAL GROUP AB	SOCIAL GROUP C1	SOCIAL GROUP C2	SOCIAL GROUP DE	NATION ENGLAND	NATION SCOTLAND	NATION WALES	NATION NI
Significance Level: 95%		a	b	c	d	e	f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2490	1195	1295	377	440	888	784	66	133	259	673	632	834	541	479	1526	289	321	354
Effective Weighted Sample	1728	817	912	263	314	613	558	47	96	186	524	471	588	371	326	1351	187	226	311
Weighted total	1862	900	961	286	339	728	509	44	97	201	630	587	535	420	316	1588	135	85	53
		48%	52%	15%	18%	39%	27%	**	5%	11%	34%	32%	29%	23%	17%	85%	7%	5%	3%
1	113	32	81	6	32	37	38	**	14	19	13	18	27	16	52	91	13	4	5
	6%	4%	8%	2%	9%	5%	8%	**	15%	9%	2%	3%	5%	4%	17%	6%	10%	5%	9%
			a		ce		c		j	j					klm		o		o
		29%	71%	5%	28%	33%	34%	**	13%	16%	11%	16%	24%	14%	46%	81%	11%	4%	4%
2	1138	551	587	87	219	461	371	**	59	133	436	385	310	261	181	965	88	53	32
	61%	61%	61%	31%	65%	63%	73%	**	61%	66%	69%	66%	58%	62%	57%	61%	65%	62%	60%
					c	c	cde					ln							
		48%	52%	8%	19%	41%	33%	**	5%	12%	38%	34%	27%	23%	16%	85%	8%	5%	3%
3	341	173	169	101	47	131	63	**	12	29	107	98	108	90	46	299	19	13	10
	18%	19%	18%	35%	14%	18%	12%	**	13%	14%	17%	17%	20%	21%	14%	19%	14%	16%	18%
				def		f							n	n					
		51%	49%	29%	14%	38%	18%	**	4%	9%	31%	29%	32%	26%	13%	88%	6%	4%	3%
4	184	93	91	69	22	70	23	**	5	15	48	65	65	35	18	159	9	11	5
	10%	10%	9%	24%	6%	10%	5%	**	5%	8%	8%	11%	12%	8%	6%	10%	7%	12%	10%
				def		f						n	n						
		51%	49%	37%	12%	38%	13%	**	3%	8%	26%	35%	35%	19%	10%	86%	5%	6%	3%
5 or more	70	43	27	23	16	22	9	**	5	3	21	17	23	15	15	60	5	3	1
	4%	5%	3%	8%	5%	3%	2%	**	5%	2%	3%	3%	4%	4%	5%	4%	4%	4%	2%
		b		ef	f														
		61%	39%	33%	23%	32%	12%	**	7%	5%	30%	25%	32%	22%	21%	86%	7%	5%	2%
Don't know	15	9	7	*	4	6	5	**	1	2	5	4	3	3	4	14	1	*	*
	1%	1%	1%	*%	1%	1%	1%	**	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%
		56%	44%	1%	25%	41%	33%	**	8%	12%	32%	25%	19%	19%	29%	90%	5%	2%	3%
Mean number of people	2.4	2.5	2.3	3.0	2.3	2.4	2.2	**	2.2	2.2	2.4	2.4	2.5	2.4	2.2	2.4	2.3	2.4	2.3
		b		def	f	f					i	n	kn	n		p		p	
Standard deviation	.98	1.02	.94	1.22	1.00	.91	.76	**	1.27	.84	.84	.89	1.07	.91	1.02	.99	.90	.94	.93
Standard error	.02	.03	.03	.06	.05	.03	.03	**	.11	.05	.03	.04	.04	.04	.05	.03	.05	.05	.05

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

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QE12 (QE3B). How many people aged 16 or over in your household (including yourself) could access the fixed broadband connection in your home if they wanted to?

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

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
		ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2490	203	178	164	160	194	178	122	166	161	1778	712	1535	952	1296	1194
Effective Weighted Sample	1728	197	169	158	155	183	171	118	158	155	1424	324	1076	669	878	850
Weighted total	1862	278	265	164	129	165	184	122	75	206	1593	269	1243	617	937	925
		15%	14%	9%	7%	9%	10%	7%	4%	11%	86%	14%	67%	33%	50%	50%
1	113	9	17	7	11	5	10	11	10	11	98	15	52	61	42	71
	6%	3%	6%	5%	8%	3%	5%	9%	14%	5%	6%	6%	4%	10%	4%	8%
					ae			ae	abcefi					l		n
		8%	15%	7%	9%	5%	9%	10%	9%	9%	86%	14%	46%	54%	37%	63%
2	1138	146	174	105	76	98	109	76	48	132	965	173	772	365	605	533
	61%	53%	66%	64%	58%	60%	59%	62%	64%	64%	61%	64%	62%	59%	65%	58%
			a	a					a	a					o	
		13%	15%	9%	7%	9%	10%	7%	4%	12%	85%	15%	68%	32%	53%	47%
3	341	62	28	29	24	42	43	21	12	38	295	46	236	105	175	166
	18%	22%	11%	18%	18%	26%	24%	17%	15%	18%	19%	17%	19%	17%	19%	18%
		b				bh	b									
		18%	8%	9%	7%	12%	13%	6%	3%	11%	87%	13%	69%	31%	51%	49%
4	184	45	33	16	11	13	13	8	5	15	162	22	122	62	75	109
	10%	16%	12%	10%	9%	8%	7%	6%	7%	7%	10%	8%	10%	10%	8%	12%
		defghi														n
		25%	18%	9%	6%	7%	7%	4%	3%	8%	88%	12%	66%	34%	41%	59%
5 or more	70	15	9	7	4	3	9	5	-	8	62	8	48	22	30	40
	4%	5%	4%	4%	3%	2%	5%	4%	-%	4%	4%	3%	4%	4%	3%	4%
		h	h	h	h		h	h		h						
		21%	13%	10%	6%	5%	12%	8%	-%	11%	89%	11%	68%	32%	42%	58%
Don't know	15	1	3	-	4	2	-	1	-	2	11	5	13	1	10	5
	1%	*%	1%	-%	3%	1%	-%	1%	-%	1%	1%	2%	1%	*%	1%	1%
					acfh									m		
		7%	20%	-%	29%	12%	-%	6%	-%	15%	69%	31%	88%	7%	64%	36%
Mean number of people	2.4	2.7	2.4	2.5	2.2	2.4	2.4	2.3	2.2	2.4	2.4	2.3	2.4	2.4	2.4	2.4
		bdefghi	h	dh		h	dh			h	k					n
Standard deviation	.98	1.04	.99	1.23	.96	.85	.95	.97	.76	.89	1.00	.89	.94	1.05	.90	1.06

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

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

QE12 (QE3B). How many people aged 16 or over in your household (including yourself) could access the fixed broadband connection in your home if they wanted to?

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

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
					ENGLAND REGIONS						URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Standard error	.02	.07	.07	.10	.08	.06	.07	.09	.06	.07	.02	.03	.02	.03	.02	.03

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

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.
QE12 (QE3B). How many people aged 16 or over in your household (including yourself) could access the fixed broadband connection in your home if they wanted to?

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

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	2490	2398	376	1085	504
Effective Weighted Sample	1728	1660	289	744	355
Weighted total	1862	1787	325	795	400
		96%	17%	43%	21%
1	113	111	20	43	28
	6%	6%	6%	5%	7%
		98%	17%	38%	25%
2	1138	1106	184	496	252
	61%	62%	57%	62%	63%
		97%	16%	44%	22%
3	341	325	67	147	64
	18%	18%	21%	18%	16%
		95%	20%	43%	19%
4	184	169	37	78	41
	10%	9%	11%	10%	10%
		92%	20%	42%	23%
5 or more	70	62	16	28	9
	4%	3%	5%	4%	2%
		89%	22%	40%	12%
Don't know	15	14	2	3	6
	1%	1%	1%	*%	1%
		95%	15%	22%	38%
Mean number of people	2.4	2.4	2.5	2.4	2.3
			d	d	
Standard deviation	.98	.96	1.01	.94	.94
Standard error	.02	.02	.05	.03	.04

Columns Tested: a,b,c,d

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QE13 (QE7). SHOWCARD Which Internet Service Provider (ISP) does your household currently use as its MAIN supplier at home? (SINGLE CODE)

Base : Those with access to the internet at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3254	1568	1686	461	531	1075	1186	174	217	354	759	777	1059	679	733	1958	424	437	435
Effective Weighted Sample	2253	1071	1183	326	379	737	839	130	158	254	583	570	750	464	505	1724	283	306	382
Weighted total	2336	1139	1197	344	402	850	740	108	151	268	690	689	662	515	465	1961	197	113	65
		49%	51%	15%	17%	36%	32%	5%	6%	11%	30%	29%	28%	22%	20%	84%	8%	5%	3%
BT	597	301	296	77	79	185	256	21	38	72	178	199	183	118	95	490	50	37	20
	26%	26%	25%	22%	20%	22%	35% cde	19%	25%	27%	26%	29% mn	28% n	23%	20%	25%	25%	32% o	31% o
		50%	50%	13%	13%	31%	43%	3%	6%	12%	30%	33%	31%	20%	16%	82%	8%	6%	3%
Sky	558	272	286	84	115	230	129	19	27	71	196	170	173	121	94	472	38	27	21
	24%	24%	24%	24% f	29% f	27% f	17%	18%	18%	27% h	28% gh	25%	26%	23% n	20%	24%	19%	24%	33% opq
		49%	51%	15%	21%	41%	23%	3%	5%	13%	35%	30%	31%	22%	17%	85%	7%	5%	4%
Virgin Media	432	221	211	72	63	167	130	17	24	45	125	116	118	110	88	372	44	8	8
	18%	19%	18%	21%	16%	20%	18%	16%	16%	17%	18%	17%	18%	21%	19%	19% qr	23% qr	7%	12% q
		51%	49%	17%	15%	39%	30%	4%	6%	10%	29%	27%	27%	26%	20%	86%	10%	2%	2%
TalkTalk	271	127	144	39	55	92	84	15	22	34	64	70	69	66	65	226	21	17	7
	12%	11%	12%	11%	14%	11%	11%	14%	14%	13%	9%	10%	10%	13%	14% l	12%	11%	15% or	10%
		47%	53%	14%	20%	34%	31%	5%	8%	13%	23%	26%	25%	25%	24%	83%	8%	6%	2%
EE/ Orange/ T-Mobile	164	73	91	24	33	74	33	11	14	17	65	53	47	33	31	139	14	9	1
	7%	6%	8%	7%	8% f	9% f	4%	10%	10%	6%	9%	8%	7%	6%	7%	7% r	7% r	8% r	1%
		45%	55%	15%	20%	45%	20%	7%	9%	10%	40%	33%	29%	20%	19%	85%	9%	6%	1%
Plusnet	80	42	38	4	14	26	37	5	6	6	20	34	14	16	17	67	8	5	1
	3%	4%	3%	1%	3% c	3% c	5% c	5%	4%	2%	3%	5% l	2%	3%	4%	3% r	4% r	4% r	1%
		53%	47%	5%	17%	33%	46%	6%	8%	8%	25%	42%	18%	20%	21%	83%	10%	6%	1%
Vodafone	52	23	29	8	13	19	11	3	5	8	14	14	15	10	13	44	5	2	1
	2%	2%	2%	2%	3% f	2%	2%	3%	3%	3%	2%	2%	2%	2%	3%	2%	3%	1%	1%
		45%	55%	15%	26%	37%	22%	6%	9%	15%	28%	26%	29%	19%	26%	85%	10%	3%	2%

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

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QE13 (QE7). SHOWCARD Which Internet Service Provider (ISP) does your household currently use as its MAIN supplier at home? (SINGLE CODE)

Base : Those with access to the internet at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3254	1568	1686	461	531	1075	1186	174	217	354	759	777	1059	679	733	1958	424	437	435
Effective Weighted Sample	2253	1071	1183	326	379	737	839	130	158	254	583	570	750	464	505	1724	283	306	382
Weighted total	2336	1139	1197	344	402	850	740	108	151	268	690	689	662	515	465	1961	197	113	65
		49%	51%	15%	17%	36%	32%	5%	6%	11%	30%	29%	28%	22%	20%	84%	8%	5%	3%
O2	23	10	14	3	5	9	6	4	4	1	2	1	6	4	12	19	2	*	2
	1%	1%	1%	1%	1%	1%	1%	4%	3%	*%	*%	*%	1%	1%	3%	1%	1%	*%	3%
								ij	ij						klm				opq
		41%	59%	14%	24%	38%	24%	19%	18%	5%	8%	5%	27%	15%	52%	82%	8%	1%	9%
Post Office	23	10	13	3	1	11	8	2	4	2	5	3	8	3	9	17	2	2	2
	1%	1%	1%	1%	*%	1%	1%	2%	3%	1%	1%	*%	1%	1%	2%	1%	1%	1%	3%
									j						k				o
		42%	58%	13%	6%	46%	35%	8%	19%	11%	22%	13%	35%	13%	39%	75%	10%	7%	9%
NOW TV/ NOW Broadband	14	6	8	2	3	4	5	2	1	-	6	4	2	4	2	13	1	*	*
	1%	1%	1%	*%	1%	1%	1%	1%	1%	-%	1%	1%	*%	1%	*%	1%	*%	*%	*%
		41%	59%	12%	20%	31%	38%	11%	7%	-%	41%	28%	17%	29%	16%	92%	6%	1%	1%
'3'	12	6	6	3	4	2	3	2	2	1	1	*	5	3	4	10	1	1	1
	1%	1%	1%	1%	1%	*%	*%	2%	2%	*%	*%	*%	1%	1%	1%	*%	1%	1%	1%
								j	j										
		48%	52%	24%	35%	19%	22%	15%	19%	7%	6%	4%	38%	27%	30%	78%	9%	8%	5%
Tesco	9	6	3	2	2	3	2	2	-	1	1	1	2	2	4	6	2	-	*
	*%	1%	*%	1%	1%	*%	*%	2%	-%	*%	*%	*%	*%	*%	1%	*%	1%	-%	1%
								j									o		
		66%	34%	27%	23%	31%	19%	28%	-%	14%	8%	10%	19%	21%	51%	68%	27%	-%	5%
KCOM	6	3	4	-	-	4	3	-	-	-	1	-	-	4	2	6	-	-	-
	*%	*%	*%	-%	-%	*%	*%	-%	-%	-%	*%	-%	-%	1%	*%	*%	-%	-%	-%
														kl					
		42%	58%	-%	-%	58%	42%	-%	-%	-%	20%	-%	-%	67%	33%	100%	-%	-%	-%
Utility Warehouse	6	2	4	-	*	*	5	-	-	2	1	*	3	2	1	5	*	*	-
	*%	*%	*%	-%	*%	*%	1%	-%	-%	1%	*%	*%	*%	*%	*%	*%	*%	*%	-%
							e												
		32%	68%	-%	5%	5%	90%	-%	-%	30%	13%	5%	47%	26%	22%	90%	3%	7%	-%

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

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QE13 (QE7). SHOWCARD Which Internet Service Provider (ISP) does your household currently use as its MAIN supplier at home? (SINGLE CODE)

Base : Those with access to the internet at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3254	1568	1686	461	531	1075	1186	174	217	354	759	777	1059	679	733	1958	424	437	435
Effective Weighted Sample	2253	1071	1183	326	379	737	839	130	158	254	583	570	750	464	505	1724	283	306	382
Weighted total	2336	1139	1197	344	402	850	740	108	151	268	690	689	662	515	465	1961	197	113	65
		49%	51%	15%	17%	36%	32%	5%	6%	11%	30%	29%	28%	22%	20%	84%	8%	5%	3%
SSE	5	2	2	-	-	4	1	*	1	-	1	-	2	2	1	4	*	*	-
	*%	*%	*%	-%	-%	*%	*%	*%	*%	-%	*%	-%	*%	*%	*%	*%	*%	*%	-%
		49%	51%	-%	-%	79%	21%	7%	14%	-%	31%	-%	44%	45%	12%	85%	8%	7%	-%
Giffgaff	3	3	1	-	3	*	*	1	-	1	-	-	1	*	2	3	-	*	*
	*%	*%	*%	-%	1%	*%	*%	1%	-%	*%	-%	-%	*%	*%	1%	*%	-%	*%	*%
					ef			j											
		75%	25%	-%	79%	10%	12%	42%	-%	28%	-%	-%	19%	11%	70%	88%	-%	10%	2%
First Utility	3	2	1	1	*	1	1	-	1	*	1	*	*	1	1	2	-	1	*
	*%	*%	*%	*%	*%	*%	*%	-%	1%	*%	*%	*%	*%	*%	*%	*%	-%	1%	*%
																		o	
		60%	40%	24%	5%	46%	26%	-%	46%	11%	24%	14%	11%	46%	29%	69%	-%	26%	5%
Gigaclear	1	-	1	-	-	-	1	-	-	-	1	1	-	-	-	1	-	-	-
	*%	-%	*%	-%	-%	-%	*%	-%	-%	-%	*%	*%	-%	-%	-%	*%	-%	-%	-%
		-%	100%	-%	-%	-%	100%	-%	-%	-%	100%	100%	-%	-%	-%	100%	-%	-%	-%
Zen	1	-	1	-	-	1	-	-	-	-	-	-	-	-	1	1	-	-	-
	*%	-%	*%	-%	-%	*%	-%	-%	-%	-%	-%	-%	-%	-%	*%	*%	-%	-%	-%
		-%	100%	-%	-%	100%	-%	-%	-%	-%	-%	-%	-%	-%	100%	100%	-%	-%	-%
Lothian Broadband	1	1	*	*	*	*	*	-	-	-	1	*	*	-	*	-	1	-	-
	*%	*%	*%	*%	*%	*%	*%	-%	-%	-%	*%	*%	*%	-%	*%	-%	*%	-%	-%
																	o		
		81%	19%	23%	21%	19%	37%	-%	-%	-%	77%	37%	40%	-%	23%	-%	100%	-%	-%
Other	26	10	15	2	3	9	11	2	2	4	3	7	2	6	11	24	1	*	*
	1%	1%	1%	1%	1%	1%	2%	2%	1%	2%	*%	1%	*%	1%	2%	1%	*%	*%	*%
															l				
		41%	59%	8%	11%	36%	45%	9%	8%	16%	13%	26%	8%	25%	41%	95%	2%	2%	1%

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

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QE13 (QE7). SHOWCARD Which Internet Service Provider (ISP) does your household currently use as its MAIN supplier at home? (SINGLE CODE)

Base : Those with access to the internet at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3254	1568	1686	461	531	1075	1186	174	217	354	759	777	1059	679	733	1958	424	437	435
Effective Weighted Sample	2253	1071	1183	326	379	737	839	130	158	254	583	570	750	464	505	1724	283	306	382
Weighted total	2336	1139	1197	344	402	850	740	108	151	268	690	689	662	515	465	1961	197	113	65
		49%	51%	15%	17%	36%	32%	5%	6%	11%	30%	29%	28%	22%	20%	84%	8%	5%	3%
Don't know	48	20	29	20	7	7	14	1	*	1	3	15	12	9	12	39	6	3	1
	2%	2%	2%	6% def	2%	1%	2%	1%	*%	1%	*%	2%	2%	2%	3%	2%	3%	3%	1%
		41%	59%	42%	15%	14%	29%	3%	1%	3%	7%	30%	24%	19%	24%	80%	13%	6%	1%

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

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

QE13 (QE7). SHOWCARD Which Internet Service Provider (ISP) does your household currently use as its MAIN supplier at home? (SINGLE CODE)

Base : Those with access to the internet at home

	Total	\multicolumn{9}{c}{ENGLAND REGIONS}	URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3254	222	225	206	222	241	215	192	224	211	2334	920	1878	1372	1650	1604
Effective Weighted Sample	2253	215	213	198	214	226	206	185	213	203	1865	411	1315	966	1106	1147
Weighted total	2336	300	327	201	175	199	217	184	99	261	2006	330	1481	853	1139	1196
		13%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	63%	37%	49%	51%
BT	597	77	100	73	32	46	53	31	16	62	464	133	357	238	340	257
	26%	26%	31%	37%	18%	23%	24%	17%	16%	24%	23%	40%	24%	28%	30%	21%
		gh	dgh	adefghi			h					j		l	o	
		13%	17%	12%	5%	8%	9%	5%	3%	10%	78%	22%	60%	40%	57%	43%
Sky	558	88	67	38	51	44	52	55	29	49	504	54	393	165	267	291
	24%	29%	20%	19%	29%	22%	24%	30%	30%	19%	25%	16%	27%	19%	23%	24%
		bci			bci			bci	bci		k		m			
		16%	12%	7%	9%	8%	9%	10%	5%	9%	90%	10%	70%	29%	48%	52%
Virgin Media	432	43	79	25	38	45	44	16	16	65	415	17	284	147	179	253
	18%	14%	24%	13%	22%	23%	20%	9%	16%	25%	21%	5%	19%	17%	16%	21%
			acgh		cg	acg	cg		g	acgh	k					n
		10%	18%	6%	9%	10%	10%	4%	4%	15%	96%	4%	66%	34%	41%	59%
TalkTalk	271	37	33	20	14	30	29	14	12	37	238	33	145	126	130	141
	12%	12%	10%	10%	8%	15%	13%	8%	12%	14%	12%	10%	10%	15%	11%	12%
						dg				g				l		
		14%	12%	7%	5%	11%	11%	5%	4%	14%	88%	12%	54%	46%	48%	52%
EE/ Orange/ T-Mobile	164	27	14	15	15	14	12	16	10	17	138	26	123	41	75	89
	7%	9%	4%	7%	8%	7%	5%	9%	10%	6%	7%	8%	8%	5%	7%	7%
		b							b				m			
		17%	9%	9%	9%	8%	7%	10%	6%	10%	84%	16%	75%	25%	46%	54%
Plusnet	80	9	10	12	6	7	6	5	4	7	59	21	47	33	44	36
	3%	3%	3%	6%	3%	4%	3%	3%	4%	3%	3%	6%	3%	4%	4%	3%
												j				
		11%	12%	15%	7%	9%	8%	7%	5%	9%	74%	26%	59%	41%	55%	45%
Vodafone	52	6	9	4	1	1	7	9	3	4	39	12	34	18	27	25
	2%	2%	3%	2%	1%	1%	3%	5%	3%	1%	2%	4%	2%	2%	2%	2%
								dei				j				
		11%	17%	7%	3%	3%	14%	18%	6%	7%	76%	24%	66%	34%	51%	49%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 64

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

QE13 (QE7). SHOWCARD Which Internet Service Provider (ISP) does your household currently use as its MAIN supplier at home? (SINGLE CODE)

Base : Those with access to the internet at home

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3254	222	225	206	222	241	215	192	224	211	2334	920	1878	1372	1650	1604
Effective Weighted Sample	2253	215	213	198	214	226	206	185	213	203	1865	411	1315	966	1106	1147
Weighted total	2336	300	327	201	175	199	217	184	99	261	2006	330	1481	853	1139	1196
		13%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	63%	37%	49%	51%
O2	23	3	1	1	3	1	-	3	1	6	21	2	11	13	7	17
	1%	1%	*%	1%	2%	1%	-%	2%	1%	2%	1%	1%	1%	1%	1%	1%
										f						
		14%	5%	5%	12%	6%	-%	14%	3%	24%	90%	10%	45%	55%	29%	71%
Post Office	23	5	1	1	2	-	3	1	2	1	19	4	12	11	8	15
	1%	2%	*%	*%	1%	-%	1%	*%	2%	*%	1%	1%	1%	1%	1%	1%
		e							e							
		22%	6%	4%	10%	-%	12%	4%	11%	5%	83%	17%	51%	49%	35%	65%
NOW TV/ NOW Broadband	14	1	3	2	1	1	3	1	-	2	13	1	10	4	10	4
	1%	*%	1%	1%	*%	*%	2%	1%	-%	1%	1%	*%	1%	*%	1%	*%
		8%	18%	14%	5%	5%	24%	7%	-%	12%	91%	9%	74%	26%	69%	31%
'3'	12	-	-	1	1	-	-	5	1	1	11	2	8	4	3	10
	1%	-%	-%	*%	1%	-%	-%	3%	1%	1%	1%	*%	1%	1%	*%	1%
								abef								
		-%	-%	6%	10%	-%	-%	41%	11%	11%	87%	13%	65%	35%	23%	77%
Tesco	9	-	-	-	1	2	-	4	-	-	8	*	6	2	2	7
	*%	-%	-%	-%	*%	1%	-%	2%	-%	-%	*%	*%	*%	*%	*%	1%
								abcfhi								
		-%	-%	-%	8%	18%	-%	42%	-%	-%	96%	4%	72%	28%	22%	78%
KCOM	6	-	-	-	-	-	-	6	-	-	4	2	2	4	2	4
	*%	-%	-%	-%	-%	-%	-%	3%	-%	-%	*%	1%	*%	*%	*%	*%
								abcdefhi								
		-%	-%	-%	-%	-%	-%	100%	-%	-%	64%	36%	38%	62%	36%	64%

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

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QE13 (QE7). SHOWCARD Which Internet Service Provider (ISP) does your household currently use as its MAIN supplier at home? (SINGLE CODE)

Base : Those with access to the internet at home

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3254	222	225	206	222	241	215	192	224	211	2334	920	1878	1372	1650	1604
Effective Weighted Sample	2253	215	213	198	214	226	206	185	213	203	1865	411	1315	966	1106	1147
Weighted total	2336	300	327	201	175	199	217	184	99	261	2006	330	1481	853	1139	1196
		13%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	63%	37%	49%	51%
Utility Warehouse	6	-	1	-	1	1	1	-	*	1	5	1	2	4	4	2
	*%	-%	*%	-%	1%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%
	-%	22%	-%	23%	14%	13%	-%	5%	13%	76%	24%	34%	66%	73%	27%
SSE	5	-	2	1	-	-	-	-	-	1	4	*	4	1	*	4
	*%	-%	1%	*%	-%	-%	-%	-%	-%	*%	*%	*%	*%	*%	*%	*%
	-%	45%	14%	-%	-%	-%	-%	-%	26%	92%	8%	79%	21%	4%	96%
Giffgaff	3	-	-	-	-	1	-	-	1	1	3	*	2	1	1	3
	*%	-%	-%	-%	-%	*%	-%	-%	1%	*%	*%	*%	*%	*%	*%	*%
	-%	-%	-%	-%	19%	-%	-%	37%	33%	87%	13%	58%	42%	24%	76%
First Utility	3	1	-	-	1	-	-	-	-	-	3	-	2	1	1	2
	*%	*%	-%	-%	*%	-%	-%	-%	-%	-%	*%	-%	*%	*%	*%	*%
	46%	-%	-%	24%	-%	-%	-%	-%	-%	100%	-%	62%	38%	26%	74%
Gigaclear	1	-	1	-	-	-	-	-	-	-	-	1	1	-	1	-
	*%	-%	*%	-%	-%	-%	-%	-%	-%	-%	-%	*%	*%	-%	*%	-%
												j				
	-%	100%	-%	-%	-%	-%	-%	-%	-%	-%	100%	100%	-%	100%	-%
Zen	1	-	-	-	-	-	-	-	-	1	1	-	-	1	-	1
	*%	-%	-%	-%	-%	-%	-%	-%	-%	*%	*%	-%	-%	*%	-%	*%
	-%	-%	-%	-%	-%	-%	-%	-%	100%	100%	-%	-%	100%	-%	100%
Lothian Broadband	1	-	-	-	-	-	-	-	-	-	-	1	1	*	1	-
	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	*%	*%	*%	*%	-%
	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	100%	82%	18%	100%	-%
Other	26	1	4	3	4	2	1	5	1	4	15	10	16	10	17	9
	1%	*%	1%	2%	2%	1%	*%	3%	1%	1%	1%	3%	1%	1%	1%	1%
								a				j				
	3%	14%	13%	14%	8%	4%	21%	3%	14%	60%	40%	61%	39%	65%	35%

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

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QE13 (QE7). SHOWCARD Which Internet Service Provider (ISP) does your household currently use as its MAIN supplier at home? (SINGLE CODE)

Base : Those with access to the internet at home

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3254	222	225	206	222	241	215	192	224	211	2334	920	1878	1372	1650	1604
Effective Weighted Sample	2253	215	213	198	214	226	206	185	213	203	1865	411	1315	966	1106	1147
Weighted total	2336	300	327	201	175	199	217	184	99	261	2006	330	1481	853	1139	1196
		13%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	63%	37%	49%	51%
Don't know	48	1	1	5	5	5	6	12	1	2	40	8	21	27	21	27
	2%	*%	*%	3%	3%	3%	3%	6%	1%	1%	2%	2%	1%	3%	2%	2%
				ab	ab	b	abhi							l		
		2%	2%	11%	10%	11%	12%	24%	3%	4%	84%	16%	44%	56%	44%	56%

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

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

QE13 (QE7). SHOWCARD Which Internet Service Provider (ISP) does your household currently use as its MAIN supplier at home? (SINGLE CODE)

Base : Those with access to the internet at home

	Total	TV PLATFORM/S			
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3254	3110	445	1293	610
Effective Weighted Sample	2253	2148	345	884	429
Weighted total	2336	2222	381	918	467
		95%	16%	39%	20%
BT	597	570	6	194	202
	26%	26%	2%	21%	43%
		bc		b	abc
		95%	1%	33%	34%
Sky	558	551	2	513	37
	24%	25%	1%	56%	8%
		bd		abd	b
		99%	*%	92%	7%
Virgin Media	432	412	356	24	30
	18%	19%	93%	3%	7%
		cd	acd		c
		95%	82%	6%	7%
TalkTalk	271	248	5	59	104
	12%	11%	1%	6%	22%
		bc		b	abc
		91%	2%	22%	38%
EE/ Orange/ T-Mobile	164	155	3	40	47
	7%	7%	1%	4%	10%
		bc		b	abc
		95%	2%	24%	29%
Plusnet	80	76	1	20	17
	3%	3%	*%	2%	4%
		b		b	b
		95%	1%	25%	21%
Vodafone	52	48	1	16	4
	2%	2%	*%	2%	1%
		b			
		93%	2%	30%	9%

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.
QE13 (QE7). SHOWCARD Which Internet Service Provider (ISP) does your household currently use as its MAIN supplier at home? (SINGLE CODE)

Base : Those with access to the internet at home

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3254	3110	445	1293	610
Effective Weighted Sample	2253	2148	345	884	429
Weighted total	2336	2222	381	918	467
		95%	16%	39%	20%
O2	23	22	*	7	2
	1%	1%	*%	1%	*%
		95%	2%	31%	10%
Post Office	23	21	*	8	6
	1%	1%	*%	1%	1%
		92%	1%	36%	24%
NOW TV/ NOW Broadband	14	14	-	1	11
	1%	1%	-%	*%	2%
					abc
		100%	-%	7%	81%
'3'	12	12	2	3	1
	1%	1%	*%	*%	*%
		95%	15%	21%	6%
Tesco	9	8	1	1	*
	*%	*%	*%	*%	*%
		97%	11%	10%	2%
KCOM	6	6	-	2	1
	*%	*%	-%	*%	*%
		100%	-%	38%	15%
Utility Warehouse	6	6	-	3	-
	*%	*%	-%	*%	-%
		100%	-%	48%	-%
SSE	5	4	-	3	1
	*%	*%	-%	*%	*%
		96%	-%	59%	26%

Columns Tested: a,b,c,d

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QE13 (QE7). SHOWCARD 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

		TV PLATFORM/S			
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3254	3110	445	1293	610
Effective Weighted Sample	2253	2148	345	884	429
Weighted total	2336	2222	381	918	467
		95%	16%	39%	20%
Giffgaff	3	2	-	*	-
	*%	*%	-%	*%	-%
		70%	-%	14%	-%
First Utility	3	3	-	*	-
	*%	*%	-%	*%	-%
		100%	-%	5%	-%
Gigaclear	1	1	-	1	-
	*%	*%	-%	*%	-%
		100%	-%	100%	-%
Zen	1	1	-	-	-
	*%	*%	-%	-%	-%
		100%	-%	-%	-%
Lothian Broadband	1	1	-	1	-
	*%	*%	-%	*%	-%
		100%	-%	82%	-%
Other	26	21	2	8	-
	1%	1%	1%	1%	-%
		d			
		82%	8%	30%	-%
Don't know	48	38	1	14	5
	2%	2%	*%	1%	1%
		78%	3%	28%	9%

Columns Tested: a,b,c,d

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

QE14 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3346	1611	1735	485	554	1115	1191	201	243	369	770	773	1088	684	794	2022	438	456	430
Effective Weighted Sample	2326	1108	1219	342	393	768	851	148	175	266	593	569	775	469	551	1778	294	323	378
Weighted total	2405	1176	1229	359	413	882	751	123	166	279	703	689	681	524	505	2018	205	118	64
		49%	51%	15%	17%	37%	31%	5%	7%	12%	29%	29%	28%	22%	21%	84%	9%	5%	3%
Send/ receive e-mails	2020	982	1037	309	366	773	571	86	125	242	658	639	599	413	364	1713	162	96	48
	84%	84%	84%	86%	88%	88%	76%	69%	75%	87%	94%	93%	88%	79%	72%	85%	79%	81%	75%
				f	f	f				gh	ghi	lmn	mn	n		pr			
		49%	51%	15%	18%	38%	28%	4%	6%	12%	33%	32%	30%	20%	18%	85%	8%	5%	2%
General searching/ surfing/ browsing the internet	2005	982	1023	321	347	753	584	94	136	235	627	600	585	434	384	1704	150	98	53
	83%	83%	83%	90%	84%	85%	78%	76%	82%	84%	89%	87%	86%	83%	76%	84%	73%	83%	83%
				df	f	f				g	ghi	n	n	n		p		p	p
		49%	51%	16%	17%	38%	29%	5%	7%	12%	31%	30%	29%	22%	19%	85%	8%	5%	3%
Online shopping (purchasing goods/ services/ tickets etc.)	1680	800	880	255	320	680	426	73	101	196	567	550	502	341	286	1408	138	86	49
	70%	68%	72%	71%	77%	77%	57%	59%	61%	70%	81%	80%	74%	65%	57%	70%	67%	73%	76%
				f	cf	cf				gh	ghi	lmn	mn	n					op
		48%	52%	15%	19%	40%	25%	4%	6%	12%	34%	33%	30%	20%	17%	84%	8%	5%	3%
Banking/ paying bills	1547	768	780	210	312	644	382	63	86	170	552	524	463	314	244	1304	132	69	44
	64%	65%	63%	58%	75%	73%	51%	51%	52%	61%	78%	76%	68%	60%	48%	65%	64%	58%	68%
				f	cf	cf					ghi	lmn	mn	n		q			q
		50%	50%	14%	20%	42%	25%	4%	6%	11%	36%	34%	30%	20%	16%	84%	8%	4%	3%
Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat, WhatsApp	1460	677	783	282	310	571	297	72	95	165	471	447	417	308	284	1224	119	75	42
	61%	58%	64%	79%	75%	65%	39%	58%	57%	59%	67%	65%	61%	59%	56%	61%	58%	64%	66%
			a	ef	ef	f					ghi	n							p
		46%	54%	19%	21%	39%	20%	5%	7%	11%	32%	31%	29%	21%	19%	84%	8%	5%	3%

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

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QE14 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3346	1611	1735	485	554	1115	1191	201	243	369	770	773	1088	684	794	2022	438	456	430
Effective Weighted Sample	2326	1108	1219	342	393	768	851	148	175	266	593	569	775	469	551	1778	294	323	378
Weighted total	2405	1176	1229	359	413	882	751	123	166	279	703	689	681	524	505	2018	205	118	64
		49%	51%	15%	17%	37%	31%	5%	7%	12%	29%	29%	28%	22%	21%	84%	9%	5%	3%
Using social media sites or apps (such as Facebook, Twitter, LinkedIn, Instagram or Snapchat)	1301	596	704	269	295	494	242	60	89	149	417	421	368	277	233	1086	113	64	39
	54%	51%	57%	75%	71%	56%	32%	48%	54%	53%	59%	61%	54%	53%	46%	54%	55%	54%	60%
			a	ef	ef	f					g	lmn	n	n					o
		46%	54%	21%	23%	38%	19%	5%	7%	11%	32%	32%	28%	21%	18%	83%	9%	5%	3%
Finding/ downloading information for work/ business/ school/ college/ university/ homework	1181	597	584	240	224	487	230	38	59	113	438	451	371	205	150	1018	86	56	21
	49%	51%	48%	67%	54%	55%	31%	31%	36%	41%	62%	65%	54%	39%	30%	50%	42%	47%	32%
				def	f	f					g	ghi	lmn	mn	n		pr	r	r
		51%	49%	20%	19%	41%	20%	3%	5%	10%	37%	38%	31%	17%	13%	86%	7%	5%	2%
Accessing news	1181	629	552	178	213	457	333	51	70	135	390	419	355	219	186	989	104	54	34
	49%	53%	45%	50%	52%	52%	44%	42%	42%	48%	55%	61%	52%	42%	37%	49%	51%	46%	53%
		b			f	f					gh	lmn	mn						
		53%	47%	15%	18%	39%	28%	4%	6%	11%	33%	35%	30%	19%	16%	84%	9%	5%	3%
To find information on health related issues	1034	459	574	140	210	403	280	48	71	116	366	356	313	197	166	874	80	53	27
	43%	39%	47%	39%	51%	46%	37%	39%	43%	42%	52%	52%	46%	38%	33%	43%	39%	44%	43%
			a		cf	cf					ghi	lmn	mn						
		44%	56%	14%	20%	39%	27%	5%	7%	11%	35%	34%	30%	19%	16%	85%	8%	5%	3%

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

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QE14 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3346	1611	1735	485	554	1115	1191	201	243	369	770	773	1088	684	794	2022	438	456	430
Effective Weighted Sample	2326	1108	1219	342	393	768	851	148	175	266	593	569	775	469	551	1778	294	323	378
Weighted total	2405	1176	1229	359	413	882	751	123	166	279	703	689	681	524	505	2018	205	118	64
		49%	51%	15%	17%	37%	31%	5%	7%	12%	29%	29%	28%	22%	21%	84%	9%	5%	3%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	1018 42%	518 44%	500 41%	191 53% ef	230 56% ef	408 46% f	189 25%	45 37%	66 40%	123 44%	368 52% ghi	341 50% mn	315 46% mn	196 37%	165 33%	864 43% r	82 40%	49 42%	24 37%
		51%	49%	19%	23%	40%	19%	4%	6%	12%	36%	34%	31%	19%	16%	85%	8%	5%	2%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	957 40%	478 41%	479 39%	96 27%	181 44% c	396 45% cf	285 38% c	39 32%	63 38%	118 42% g	350 50% ghi	350 51% lmn	271 40% n	183 35%	153 30%	830 41% qr	76 37% r	38 32% r	14 22%
		50%	50%	10%	19%	41%	30%	4%	7%	12%	37%	37%	28%	19%	16%	87%	8%	4%	1%
Making video calls e.g. via FaceTime, Skype	892 37%	415 35%	476 39%	204 57% def	205 49% ef	334 38% f	148 20%	37 30%	50 30%	99 36%	305 43% ghi	310 45% lmn	268 39% mn	159 30%	154 30%	759 38%	71 35%	41 35%	21 33%
		47%	53%	23%	23%	37%	17%	4%	6%	11%	34%	35%	30%	18%	17%	85%	8%	5%	2%
Trading/ auctions e.g. eBay	845 35%	436 37% b	408 33%	120 33%	193 47% f	346 39% cef	186 25% f	27 22%	39 23%	95 34% gh	317 45% ghi	280 41% n	247 36% n	186 36% n	129 26%	719 36% r	65 32%	44 37% r	17 27%
		52%	48%	14%	23%	41%	22%	3%	5%	11%	38%	33%	29%	22%	15%	85%	8%	5%	2%

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

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QE14 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3346	1611	1735	485	554	1115	1191	201	243	369	770	773	1088	684	794	2022	438	456	430
Effective Weighted Sample	2326	1108	1219	342	393	768	851	148	175	266	593	569	775	469	551	1778	294	323	378
Weighted total	2405	1176	1229	359	413	882	751	123	166	279	703	689	681	524	505	2018	205	118	64
		49%	51%	15%	17%	37%	31%	5%	7%	12%	29%	29%	28%	22%	21%	84%	9%	5%	3%
Watching TV programmes/ films content online	844	448	396	180	190	321	153	33	46	112	294	298	268	149	126	718	81	30	15
	35%	38%	32%	50%	46%	36%	20%	27%	28%	40%	42%	43%	39%	28%	25%	36%	40%	25%	23%
		b		ef	ef	f				gh	gh	mn	mn			qr	qr		
		53%	47%	21%	23%	38%	18%	4%	5%	13%	35%	35%	32%	18%	15%	85%	10%	4%	2%
Uploading/ adding content to the internet e.g. photos, videos, blog posts	655	327	328	145	153	231	127	31	35	79	249	243	197	125	89	547	66	27	15
	27%	28%	27%	40%	37%	26%	17%	25%	21%	28%	35%	35%	29%	24%	18%	27%	32%	22%	23%
				ef	ef	f					ghi	lmn	n	n			qr		
		50%	50%	22%	23%	35%	19%	5%	5%	12%	38%	37%	30%	19%	14%	84%	10%	4%	2%
Making voice calls using a VoIP service e.g. Skype	621	301	319	124	154	233	110	21	36	64	250	229	190	112	89	535	48	26	12
	26%	26%	26%	34%	37%	26%	15%	17%	22%	23%	36%	33%	28%	21%	18%	27%	23%	22%	19%
				ef	ef	f					ghi	lmn	mn				r		
		49%	51%	20%	25%	38%	18%	3%	6%	10%	40%	37%	31%	18%	14%	86%	8%	4%	2%
Playing games online/ interactively	588	327	261	144	133	207	104	36	43	75	185	185	188	98	117	496	54	24	13
	24%	28%	21%	40%	32%	24%	14%	29%	26%	27%	26%	27%	28%	19%	23%	25%	26%	21%	20%
		b		def	ef	f						m	m			r	r		
		56%	44%	25%	23%	35%	18%	6%	7%	13%	31%	31%	32%	17%	20%	84%	9%	4%	2%

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

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QE14 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3346	1611	1735	485	554	1115	1191	201	243	369	770	773	1088	684	794	2022	438	456	430
Effective Weighted Sample	2326	1108	1219	342	393	768	851	148	175	266	593	569	775	469	551	1778	294	323	378
Weighted total	2405	1176	1229	359	413	882	751	123	166	279	703	689	681	524	505	2018	205	118	64
		49%	51%	15%	17%	37%	31%	5%	7%	12%	29%	29%	28%	22%	21%	84%	9%	5%	3%
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	585	318	267	129	127	215	115	20	25	63	234	246	187	92	60	501	49	23	12
	24%	27%	22%	36%	31%	24%	15%	16%	15%	23%	33%	36%	27%	18%	12%	25%	24%	20%	19%
		b		ef	ef	f					ghi	lmn	mn	n		qr			
		54%	46%	22%	22%	37%	20%	3%	4%	11%	40%	42%	32%	16%	10%	86%	8%	4%	2%
Streamed audio services (free) e.g. Spotify (free) or Deezer (free)	551	305	246	164	135	206	47	18	19	67	204	203	179	96	73	463	53	22	13
	23%	26%	20%	46%	33%	23%	6%	15%	11%	24%	29%	29%	26%	18%	14%	23%	26%	19%	20%
		b		def	ef	f				gh	gh	mn	mn				q		
		55%	45%	30%	24%	37%	8%	3%	3%	12%	37%	37%	32%	17%	13%	84%	10%	4%	2%
Listening to radio	474	256	218	78	96	197	102	20	24	58	186	180	137	85	72	404	45	18	7
	20%	22%	18%	22%	23%	22%	14%	16%	15%	21%	26%	26%	20%	16%	14%	20%	22%	15%	11%
		b		f	f	f					gh	lmn	n			qr	qr		
		54%	46%	16%	20%	42%	22%	4%	5%	12%	39%	38%	29%	18%	15%	85%	10%	4%	2%
Streamed audio services (subscription) e.g. Spotify Premium, Apple Music or Deezer Premium	379	210	169	117	112	118	32	15	15	40	138	161	125	51	41	317	34	22	6
	16%	18%	14%	33%	27%	13%	4%	12%	9%	14%	20%	23%	18%	10%	8%	16%	16%	18%	10%
		b		ef	ef	f					gh	lmn	mn			r	r	r	
		55%	45%	31%	29%	31%	8%	4%	4%	11%	36%	42%	33%	13%	11%	84%	9%	6%	2%

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

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QE14 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3346	1611	1735	485	554	1115	1191	201	243	369	770	773	1088	684	794	2022	438	456	430
Effective Weighted Sample	2326	1108	1219	342	393	768	851	148	175	266	593	569	775	469	551	1778	294	323	378
Weighted total	2405	1176	1229	359	413	882	751	123	166	279	703	689	681	524	505	2018	205	118	64
		49%	51%	15%	17%	37%	31%	5%	7%	12%	29%	29%	28%	22%	21%	84%	9%	5%	3%
Remotely control TV services at home such as Sky+, Sky Q or Tivo using an online device	256	153	104	40	66	111	40	6	9	33	100	95	78	47	37	213	23	17	4
	11%	13%	8%	11%	16%	13%	5%	5%	5%	12%	14%	14%	11%	9%	7%	11%	11%	14%	7%
		b			f	f	f			gh	gh	mn	n			r	r	r	
		60%	40%	15%	26%	43%	16%	2%	3%	13%	39%	37%	30%	18%	15%	83%	9%	6%	2%
Remotely control or monitor household appliances e.g. fridge, cooker, washing machine, tumble dryer and/ or home heating, lighting or security system or home energy contion	138	85	53	13	41	59	25	3	6	11	65	64	46	17	11	116	16	5	1
	6%	7%	4%	4%	10%	7%	3%	2%	4%	4%	9%	9%	7%	3%	2%	6%	8%	5%	2%
		b			cef	cf					ghi	mn	mn			r	r	r	
		62%	38%	9%	30%	43%	18%	2%	5%	8%	47%	46%	33%	12%	8%	84%	11%	4%	1%
Other	20	12	9	*	1	4	15	2	2	2	7	3	7	8	2	18	1	1	*
	1%	1%	1%	*%	*%	*%	2%	1%	1%	1%	1%	*%	1%	2%	*%	1%	1%	1%	*%
							cde							n					
		58%	42%	1%	3%	21%	74%	8%	10%	8%	33%	17%	36%	39%	9%	88%	5%	6%	1%
USE SOCIAL NETWORKING SITES	1371	644	727	279	307	514	272	63	92	157	445	442	393	291	243	1145	120	67	39
	57%	55%	59%	78%	74%	58%	36%	51%	55%	56%	63%	64%	58%	55%	48%	57%	59%	56%	61%
			a	ef	ef	f					gi	lmn	n	n					
		47%	53%	20%	22%	37%	20%	5%	7%	11%	32%	32%	29%	21%	18%	84%	9%	5%	3%

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

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QE14 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3346	1611	1735	485	554	1115	1191	201	243	369	770	773	1088	684	794	2022	438	456	430
Effective Weighted Sample	2326	1108	1219	342	393	768	851	148	175	266	593	569	775	469	551	1778	294	323	378
Weighted total	2405	1176	1229	359	413	882	751	123	166	279	703	689	681	524	505	2018	205	118	64
		49%	51%	15%	17%	37%	31%	5%	7%	12%	29%	29%	28%	22%	21%	84%	9%	5%	3%
TV/ VIDEO VIEWING	1251	633	619	239	264	499	249	58	80	161	430	415	381	240	213	1062	105	56	29
	52%	54%	50%	67%	64%	57%	33%	47%	48%	58%	61%	60%	56%	46%	42%	53%	51%	47%	46%
				ef	ef	f				g	gh	mn	mn			r			
		51%	49%	19%	21%	40%	20%	5%	6%	13%	34%	33%	30%	19%	17%	85%	8%	4%	2%
VOICE OR VIDEO CALLS USING A VOIP SERVICE E.G. SKYPE	1001	470	530	218	225	369	189	39	58	107	353	352	300	178	169	850	81	47	22
	42%	40%	43%	61%	55%	42%	25%	31%	35%	39%	50%	51%	44%	34%	34%	42%	40%	40%	35%
				ef	ef	f					ghi	lmn	mn			r			
		47%	53%	22%	23%	37%	19%	4%	6%	11%	35%	35%	30%	18%	17%	85%	8%	5%	2%
STREAMED AUDIO SERVICES	669	368	301	198	166	247	57	23	24	80	241	252	217	114	85	563	62	29	14
	28%	31%	24%	55%	40%	28%	8%	19%	15%	29%	34%	37%	32%	22%	17%	28%	30%	25%	22%
		b		def	ef	f				gh	gh	mn	mn			r	r		
		55%	45%	30%	25%	37%	9%	3%	4%	12%	36%	38%	32%	17%	13%	84%	9%	4%	2%
None of these	52	27	25	1	1	8	42	8	2	2	4	8	7	16	21	33	15	2	2
	2%	2%	2%	*%	*%	1%	6%	6%	1%	1%	1%	1%	1%	3%	4%	2%	7%	2%	3%
							cde	hij						kl	kl	oqr			o
		52%	48%	2%	2%	15%	81%	15%	4%	4%	7%	15%	14%	31%	40%	63%	28%	4%	4%
Don't know	3	1	2	-	3	-	1	-	-	-	1	-	*	1	2	3	*	-	*
	*%	*%	*%	-%	1%	-%	*%	-%	-%	-%	*%	-%	*%	*%	*%	*%	*%	-%	*%
					e														
		40%	60%	-%	79%	-%	21%	-%	-%	-%	43%	-%	4%	43%	53%	89%	7%	-%	4%
INFORMATION	2162	1052	1110	339	376	818	629	98	147	256	671	646	628	464	420	1840	161	105	56
	90%	89%	90%	95%	91%	93%	84%	80%	89%	92%	95%	94%	92%	89%	83%	91%	78%	89%	88%
				f	f	f			g	g	ghi	mn	mn	n		pr		p	p
		49%	51%	16%	17%	38%	29%	5%	7%	12%	31%	30%	29%	21%	19%	85%	7%	5%	3%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 65

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QE14 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3346	1611	1735	485	554	1115	1191	201	243	369	770	773	1088	684	794	2022	438	456	430
Effective Weighted Sample	2326	1108	1219	342	393	768	851	148	175	266	593	569	775	469	551	1778	294	323	378
Weighted total	2405	1176	1229	359	413	882	751	123	166	279	703	689	681	524	505	2018	205	118	64
		49%	51%	15%	17%	37%	31%	5%	7%	12%	29%	29%	28%	22%	21%	84%	9%	5%	3%
COMMUNICATION	2159	1046	1113	344	394	817	604	99	142	258	680	657	631	450	416	1825	174	106	54
	90%	89%	91%	96%	95%	93%	80%	80%	86%	93%	97%	95%	93%	86%	82%	90%	85%	90%	84%
				f	f	f				gh	ghi	lmn	mn			pr		r	
		48%	52%	16%	18%	38%	28%	5%	7%	12%	32%	30%	29%	21%	19%	85%	8%	5%	2%
PURCHASING/ FINANCES	1937	941	996	286	361	774	516	83	120	226	643	612	564	412	347	1629	159	95	53
	81%	80%	81%	80%	87%	88%	69%	67%	72%	81%	91%	89%	83%	79%	69%	81%	78%	81%	83%
				f	cf	cf				gh	ghi	lmn	n	n					
		49%	51%	15%	19%	40%	27%	4%	6%	12%	33%	32%	29%	21%	18%	84%	8%	5%	3%
ENTERTAINMENT	1472	734	738	278	300	576	317	70	94	184	495	488	435	289	257	1254	117	65	35
	61%	62%	60%	78%	73%	65%	42%	57%	57%	66%	70%	71%	64%	55%	51%	62%	57%	55%	55%
				ef	ef	f				h	gh	lmn	mn			qr			
		50%	50%	19%	20%	39%	22%	5%	6%	13%	34%	33%	30%	20%	17%	85%	8%	4%	2%
SOCIAL	1371	644	727	279	307	514	272	63	92	157	445	442	393	291	243	1145	120	67	39
	57%	55%	59%	78%	74%	58%	36%	51%	55%	56%	63%	64%	58%	55%	48%	57%	59%	56%	61%
			a	ef	ef	f					gi	lmn	n	n					
		47%	53%	20%	22%	37%	20%	5%	7%	11%	32%	32%	29%	21%	18%	84%	9%	5%	3%
REMOTE ACCESS	683	374	309	137	150	261	136	22	31	78	268	278	215	111	77	579	58	33	12
	28%	32%	25%	38%	36%	30%	18%	18%	19%	28%	38%	40%	32%	21%	15%	29%	28%	28%	20%
		b		ef	ef	f				gh	ghi	lmn	mn	n		r	r	r	
		55%	45%	20%	22%	38%	20%	3%	5%	11%	39%	41%	32%	16%	11%	85%	9%	5%	2%

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

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QE14 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3346	233	236	204	221	257	217	199	233	222	2421	925	1932	1410	1686	1660
Effective Weighted Sample	2326	225	223	196	214	241	208	192	222	213	1935	415	1354	1001	1132	1193
Weighted total	2405	314	340	199	175	209	218	189	102	271	2073	332	1521	882	1168	1237
		13%	14%	8%	7%	9%	9%	8%	4%	11%	86%	14%	63%	37%	49%	51%
Send/ receive e-mails	2020	281	303	179	150	164	185	145	90	216	1731	288	1365	653	1000	1020
	84%	90%	89%	90%	86%	78%	85%	76%	88%	80%	84%	87%	90%	74%	86%	82%
		egi	egi	egi	eg		g		egi					m		o
		14%	15%	9%	7%	8%	9%	7%	4%	11%	86%	14%	68%	32%	50%	50%
General searching/ surfing/ browsing the internet	2005	255	292	179	140	182	183	147	93	233	1726	278	1307	697	982	1023
	83%	81%	86%	90%	80%	87%	84%	78%	91%	86%	83%	84%	86%	79%	84%	83%
			g	adg		dg			adfg	g				m		
		13%	15%	9%	7%	9%	9%	7%	5%	12%	86%	14%	65%	35%	49%	51%
Online shopping (purchasing goods/ services/ tickets etc.)	1680	223	235	146	118	144	160	116	83	182	1433	248	1171	508	815	866
	70%	71%	69%	73%	68%	69%	73%	61%	81%	67%	69%	75%	77%	58%	70%	70%
		g		g			g		abdegi			j	m			
		13%	14%	9%	7%	9%	10%	7%	5%	11%	85%	15%	70%	30%	48%	52%
Banking/ paying bills	1547	184	229	139	112	133	156	111	68	170	1324	223	1113	433	766	782
	64%	59%	68%	70%	64%	64%	72%	59%	67%	62%	64%	67%	73%	49%	66%	63%
				ag			agi						m			
		12%	15%	9%	7%	9%	10%	7%	4%	11%	86%	14%	72%	28%	49%	51%

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

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QE14 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3346	233	236	204	221	257	217	199	233	222	2421	925	1932	1410	1686	1660
Effective Weighted Sample	2326	225	223	196	214	241	208	192	222	213	1935	415	1354	1001	1132	1193
Weighted total	2405	314	340	199	175	209	218	189	102	271	2073	332	1521	882	1168	1237
		13%	14%	8%	7%	9%	9%	8%	4%	11%	86%	14%	63%	37%	49%	51%
Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat, WhatsApp	1460	175	210	113	116	114	152	110	67	168	1255	205	1007	452	708	752
	61%	56%	62%	57%	66%	54%	70%	58%	66%	62%	61%	62%	66%	51%	61%	61%
					ace		aceg		ae				m			
		12%	14%	8%	8%	8%	10%	8%	5%	11%	86%	14%	69%	31%	48%	52%
Using social media sites or apps (such as Facebook, Twitter, LinkedIn, Instagram or Snapchat)	1301	161	174	101	86	117	131	99	63	153	1131	170	903	398	638	663
	54%	51%	51%	51%	49%	56%	60%	52%	62%	56%	55%	51%	59%	45%	55%	54%
							d		abcd				m			
		12%	13%	8%	7%	9%	10%	8%	5%	12%	87%	13%	69%	31%	49%	51%
Finding/ downloading information for work/ business/ school/ college/ university/ homework	1181	186	171	118	81	93	116	72	48	133	1010	172	879	302	585	596
	49%	59%	50%	59%	46%	44%	53%	38%	47%	49%	49%	52%	58%	34%	50%	48%
		deghi	g	deghi			g			g			m			
		16%	14%	10%	7%	8%	10%	6%	4%	11%	85%	15%	74%	26%	49%	51%
Accessing news	1181	132	188	109	76	92	108	73	54	157	999	182	801	380	599	582
	49%	42%	55%	55%	43%	44%	50%	39%	53%	58%	48%	55%	53%	43%	51%	47%
			adeg	adeg			g		ag	adeg		j	m		o	
		11%	16%	9%	6%	8%	9%	6%	5%	13%	85%	15%	68%	32%	51%	49%

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

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QE14 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

					ENGLAND REGIONS						URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3346	233	236	204	221	257	217	199	233	222	2421	925	1932	1410	1686	1660
Effective Weighted Sample	2326	225	223	196	214	241	208	192	222	213	1935	415	1354	1001	1132	1193
Weighted total	2405	314	340	199	175	209	218	189	102	271	2073	332	1521	882	1168	1237
		13%	14%	8%	7%	9%	9%	8%	4%	11%	86%	14%	63%	37%	49%	51%
To find information on health related issues	1034	120	173	96	64	86	101	70	54	111	872	162	717	316	514	520
	43%	38%	51%	48%	36%	41%	46%	37%	53%	41%	42%	49%	47%	36%	44%	42%
			adegi	adg			d		adegi			j	m			
		12%	17%	9%	6%	8%	10%	7%	5%	11%	84%	16%	69%	31%	50%	50%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	1018	148	163	79	63	83	105	62	54	109	864	154	727	291	506	512
	42%	47%	48%	40%	36%	40%	48%	33%	53%	40%	42%	46%	48%	33%	43%	41%
		dg	dg				dg		cdegi				m			
		15%	16%	8%	6%	8%	10%	6%	5%	11%	85%	15%	71%	29%	50%	50%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	957	136	154	91	78	61	89	63	55	101	805	152	678	280	471	487
	40%	43%	45%	46%	45%	29%	41%	33%	54%	37%	39%	46%	45%	32%	40%	39%
		eg	eg	eg	eg		e		adefgi			j	m			
		14%	16%	10%	8%	6%	9%	7%	6%	11%	84%	16%	71%	29%	49%	51%
Making video calls e.g. via FaceTime, Skype	892	144	121	81	66	68	98	73	33	75	769	122	617	274	431	460
	37%	46%	36%	41%	37%	33%	45%	39%	32%	28%	37%	37%	41%	31%	37%	37%
		behi		i	i		ehi	i					m			
		16%	14%	9%	7%	8%	11%	8%	4%	8%	86%	14%	69%	31%	48%	52%

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

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QE14 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3346	233	236	204	221	257	217	199	233	222	2421	925	1932	1410	1686	1660
Effective Weighted Sample	2326	225	223	196	214	241	208	192	222	213	1935	415	1354	1001	1132	1193
Weighted total	2405	314	340	199	175	209	218	189	102	271	2073	332	1521	882	1168	1237
		13%	14%	8%	7%	9%	9%	8%	4%	11%	86%	14%	63%	37%	49%	51%
Trading/ auctions e.g. eBay	845	98	117	87	66	67	85	66	48	86	705	139	632	211	420	424
	35%	31%	34%	43%	38%	32%	39%	35%	47%	32%	34%	42%	42%	24%	36%	34%
				aei					abegi			j	m			
		12%	14%	10%	8%	8%	10%	8%	6%	10%	83%	17%	75%	25%	50%	50%
Watching TV programmes/ films content online	844	116	132	76	55	69	82	61	32	96	714	130	599	244	419	425
	35%	37%	39%	38%	31%	33%	38%	32%	31%	35%	34%	39%	39%	28%	36%	34%
													m			
		14%	16%	9%	7%	8%	10%	7%	4%	11%	85%	15%	71%	29%	50%	50%
Uploading/ adding content to the internet e.g. photos, videos, blog posts	655	64	95	51	52	48	84	44	33	77	548	107	457	198	354	301
	27%	20%	28%	26%	30%	23%	38%	23%	33%	28%	26%	32%	30%	22%	30%	24%
					a		abcegi		aeg			j	m		o	
		10%	15%	8%	8%	7%	13%	7%	5%	12%	84%	16%	70%	30%	54%	46%
Making voice calls using a VoIP service e.g. Skype	621	107	94	66	42	44	55	44	29	52	527	93	447	173	293	328
	26%	34%	28%	33%	24%	21%	25%	23%	28%	19%	25%	28%	29%	20%	25%	27%
		defgi	i	degi					i				m			
		17%	15%	11%	7%	7%	9%	7%	5%	8%	85%	15%	72%	28%	47%	53%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 65

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Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3346	233	236	204	221	257	217	199	233	222	2421	925	1932	1410	1686	1660
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		13%	14%	8%	7%	9%	9%	8%	4%	11%	86%	14%	63%	37%	49%	51%
Playing games online/ interactively	588	62	95	45	43	53	67	50	26	56	498	89	387	201	268	320
	24%	20%	28%	23%	25%	25%	31%	26%	25%	21%	24%	27%	25%	23%	23%	26%
			a				ai									
		11%	16%	8%	7%	9%	11%	8%	4%	10%	85%	15%	66%	34%	46%	54%
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	585	75	89	57	40	50	62	36	32	60	488	97	428	157	320	265
	24%	24%	26%	28%	23%	24%	29%	19%	32%	22%	24%	29%	28%	18%	27%	21%
				g			g		dgi			j	m		o	
		13%	15%	10%	7%	8%	11%	6%	6%	10%	83%	17%	73%	27%	55%	45%
Streamed audio services (free) e.g. Spotify (free) or Deezer (free)	551	81	75	41	35	49	45	34	27	76	477	74	410	141	249	302
	23%	26%	22%	21%	20%	23%	20%	18%	27%	28%	23%	22%	27%	16%	21%	24%
		g							g	g			m			
		15%	14%	7%	6%	9%	8%	6%	5%	14%	86%	14%	74%	26%	45%	55%
Listening to radio	474	41	85	43	42	26	51	38	23	55	382	92	349	125	253	221
	20%	13%	25%	22%	24%	12%	24%	20%	22%	20%	18%	28%	23%	14%	22%	18%
			ae	ae	ae		ae	e	ae	e		j	m		o	
		9%	18%	9%	9%	5%	11%	8%	5%	12%	81%	19%	74%	26%	53%	47%

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

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		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3346	233	236	204	221	257	217	199	233	222	2421	925	1932	1410	1686	1660
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Weighted total	2405	314	340	199	175	209	218	189	102	271	2073	332	1521	882	1168	1237
		13%	14%	8%	7%	9%	9%	8%	4%	11%	86%	14%	63%	37%	49%	51%
Streamed audio services (subscription) e.g. Spotify Premium, Apple Music or Deezer Premium	379 16%	50 16%	54 16%	39 20% i	29 16%	28 13%	35 16%	30 16%	24 23% ei	28 10%	317 15%	62 19%	287 19% m	91 10%	186 16%	193 16%
		13%	14%	10%	8%	7%	9%	8%	6%	7%	84%	16%	76%	24%	49%	51%
Remotely control TV services at home such as Sky+, Sky Q or Tivo using an online device	256 11%	14 4%	47 14% ace	15 7%	22 13% ae	14 7%	30 14% ace	25 13% ae	15 15% ace	31 12% a	215 10%	42 13%	195 13% m	61 7%	138 12%	119 10%
		5%	18%	6%	9%	5%	12%	10%	6%	12%	84%	16%	76%	24%	54%	46%
Remotely control or monitor household appliances e.g. fridge, cooker, washing machine, tumble dryer and/ or home heating, lighting or security system or home energy contion	138 6%	7 2%	34 10% aei	12 6% a	11 7% a	7 3%	15 7% a	11 6%	9 8% ae	11 4%	116 6%	22 7%	109 7% m	29 3%	66 6%	72 6%
		5%	24%	9%	8%	5%	11%	8%	6%	8%	84%	16%	79%	21%	48%	52%

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QE14 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total				ENGLAND REGIONS						URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3346	233	236	204	221	257	217	199	233	222	2421	925	1932	1410	1686	1660
Effective Weighted Sample	2326	225	223	196	214	241	208	192	222	213	1935	415	1354	1001	1132	1193
Weighted total	2405	314	340	199	175	209	218	189	102	271	2073	332	1521	882	1168	1237
		13%	14%	8%	7%	9%	9%	8%	4%	11%	86%	14%	63%	37%	49%	51%
Other	20	-	8	4	1	1	1	1	1	1	16	4	8	13	12	9
	1%	-%	2%	2%	*%	*%	*%	1%	1%	*%	1%	1%	1%	1%	1%	1%
			a	a										l		
		-%	39%	21%	3%	3%	4%	7%	3%	7%	78%	22%	38%	62%	58%	42%
USE SOCIAL NETWORKING SITES	1371	168	188	109	91	119	140	104	65	161	1191	181	946	425	679	692
	57%	54%	55%	55%	52%	57%	64%	55%	64%	59%	57%	54%	62%	48%	58%	56%
							acd		ad				m			
		12%	14%	8%	7%	9%	10%	8%	5%	12%	87%	13%	69%	31%	50%	50%
TV/ VIDEO VIEWING	1251	184	195	102	74	101	119	86	61	140	1068	184	871	380	604	647
	52%	59%	57%	51%	42%	48%	55%	45%	60%	52%	52%	55%	57%	43%	52%	52%
		deg	deg				d		deg				m			
		15%	16%	8%	6%	8%	9%	7%	5%	11%	85%	15%	70%	30%	48%	52%
VOICE OR VIDEO CALLS USING A VOIP SERVICE E.G. SKYPE	1001	155	144	102	72	78	103	78	38	79	853	147	701	300	489	512
	42%	49%	43%	51%	41%	37%	47%	41%	37%	29%	41%	44%	46%	34%	42%	41%
		ehi	i	dehi	i		ehi	i					m			
		15%	14%	10%	7%	8%	10%	8%	4%	8%	85%	15%	70%	30%	49%	51%
STREAMED AUDIO SERVICES	669	93	93	56	44	63	55	46	34	79	573	96	499	170	310	359
	28%	30%	27%	28%	25%	30%	25%	24%	33%	29%	28%	29%	33%	19%	27%	29%
													m			
		14%	14%	8%	7%	9%	8%	7%	5%	12%	86%	14%	75%	25%	46%	54%
None of these	52	4	4	3	5	4	6	3	1	3	46	6	13	39	26	26
	2%	1%	1%	2%	3%	2%	3%	2%	1%	1%	2%	2%	1%	4%	2%	2%
														l		
		8%	7%	6%	10%	7%	11%	6%	2%	6%	89%	11%	26%	74%	50%	50%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 65

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QE14 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3346	233	236	204	221	257	217	199	233	222	2421	925	1932	1410	1686	1660
Effective Weighted Sample	2326	225	223	196	214	241	208	192	222	213	1935	415	1354	1001	1132	1193
Weighted total	2405	314	340	199	175	209	218	189	102	271	2073	332	1521	882	1168	1237
		13%	14%	8%	7%	9%	9%	8%	4%	11%	86%	14%	63%	37%	49%	51%
Don't know	3	-	-	-	1	-	1	1	-	-	2	1	2	2	2	1
	*%	-%	-%	-%	1%	-%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%
		-%	-%	-%	36%	-%	32%	21%	-%	-%	57%	43%	47%	53%	68%	32%
INFORMATION	2162	291	317	186	152	193	193	162	97	249	1868	294	1420	741	1049	1113
	90%	93%	93%	93%	87%	92%	89%	85%	95%	92%	90%	89%	93%	84%	90%	90%
		dg	dg	dg		g			dfg	g			m			
		13%	15%	9%	7%	9%	9%	7%	5%	12%	86%	14%	66%	34%	49%	51%
COMMUNICATION	2159	300	311	182	163	182	195	163	94	236	1859	300	1436	721	1046	1113
	90%	96%	92%	91%	93%	87%	89%	86%	92%	87%	90%	90%	94%	82%	90%	90%
		efgi			egi								m			
		14%	14%	8%	8%	8%	9%	8%	4%	11%	86%	14%	67%	33%	48%	52%
PURCHASING/ FINANCES	1937	253	280	169	142	164	183	140	89	209	1662	275	1335	600	940	997
	81%	80%	83%	84%	81%	78%	84%	74%	87%	77%	80%	83%	88%	68%	80%	81%
			g	g			g		egi				m			
		13%	14%	9%	7%	8%	9%	7%	5%	11%	86%	14%	69%	31%	49%	51%
ENTERTAINMENT	1472	209	222	125	94	124	142	106	67	164	1255	217	1006	465	708	764
	61%	67%	65%	63%	54%	59%	65%	56%	66%	61%	61%	65%	66%	53%	61%	62%
		dg	dg				d		dg				m			
		14%	15%	9%	6%	8%	10%	7%	5%	11%	85%	15%	68%	32%	48%	52%
SOCIAL	1371	168	188	109	91	119	140	104	65	161	1191	181	946	425	679	692
	57%	54%	55%	55%	52%	57%	64%	55%	64%	59%	57%	54%	62%	48%	58%	56%
							acd		ad				m			
		12%	14%	8%	7%	9%	10%	8%	5%	12%	87%	13%	69%	31%	50%	50%
REMOTE ACCESS	683	81	108	62	47	54	76	43	37	71	570	113	502	181	370	313
	28%	26%	32%	31%	27%	26%	35%	23%	37%	26%	27%	34%	33%	20%	32%	25%
			g				aeg		adegi				j	m		o
		12%	16%	9%	7%	8%	11%	6%	5%	10%	83%	17%	74%	26%	54%	46%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 65

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QE14 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

		TV PLATFORM/S			
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3346	3178	438	1285	607
Effective Weighted Sample	2326	2202	341	880	429
Weighted total	2405	2270	377	913	467
		94%	16%	38%	19%
Send/ receive e-mails	2020	1906	320	798	404
	84%	84%	85%	87%	86%
				a	
		94%	16%	40%	20%
General searching/ surfing/ browsing the internet	2005	1892	318	771	393
	83%	83%	84%	84%	84%
		94%	16%	38%	20%
Online shopping (purchasing goods/ services/ tickets etc.)	1680	1592	270	688	348
	70%	70%	72%	75%	74%
				a	
		95%	16%	41%	21%
Banking/ paying bills	1547	1456	256	637	315
	64%	64%	68%	70%	67%
				a	
		94%	17%	41%	20%
Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat, WhatsApp	1460	1367	223	602	307
	61%	60%	59%	66%	66%
				ab	a
		94%	15%	41%	21%

Columns Tested: a,b,c,d

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QE14 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

		TV PLATFORM/S			
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3346	3178	438	1285	607
Effective Weighted Sample	2326	2202	341	880	429
Weighted total	2405	2270	377	913	467
		94%	16%	38%	19%
Using social media sites or apps (such as Facebook, Twitter, LinkedIn, Instagram or Snapchat)	1301	1220	213	516	281
	54%	54%	56%	57%	60%
					a
		94%	16%	40%	22%
Finding/ downloading information for work/ business/ school/ college/ university/ homework	1181	1097	197	471	238
	49%	48%	52%	52%	51%
		93%	17%	40%	20%
Accessing news	1181	1112	197	476	253
	49%	49%	52%	52%	54%
		94%	17%	40%	21%
To find information on health related issues	1034	976	170	405	214
	43%	43%	45%	44%	46%
		94%	16%	39%	21%

Columns Tested: a,b,c,d

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QE14 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

		TV PLATFORM/S			
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3346	3178	438	1285	607
Effective Weighted Sample	2326	2202	341	880	429
Weighted total	2405	2270	377	913	467
		94%	16%	38%	19%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	1018	951	160	398	237
	42%	42%	42%	44%	51%
					abc
		93%	16%	39%	23%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	957	898	162	371	185
	40%	40%	43%	41%	40%
		94%	17%	39%	19%
Making video calls e.g. via FaceTime, Skype	892	824	125	366	194
	37%	36%	33%	40%	41%
				ab	ab
		92%	14%	41%	22%
Trading/ auctions e.g. eBay	845	798	141	336	172
	35%	35%	37%	37%	37%
		94%	17%	40%	20%

Columns Tested: a,b,c,d

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QE14 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

		TV PLATFORM/S			
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3346	3178	438	1285	607
Effective Weighted Sample	2326	2202	341	880	429
Weighted total	2405	2270	377	913	467
		94%	16%	38%	19%
Watching TV programmes/ films content online	844	790	136	333	191
	35%	35%	36%	36%	41%
					a
		94%	16%	39%	23%
Uploading/ adding content to the internet e.g. photos, videos, blog posts	655	607	120	260	163
	27%	27%	32%	28%	35%
			a		ac
		93%	18%	40%	25%
Making voice calls using a VoIP service e.g. Skype	621	571	95	256	120
	26%	25%	25%	28%	26%
		92%	15%	41%	19%
Playing games online/ interactively	588	554	105	251	127
	24%	24%	28%	28%	27%
		94%	18%	43%	22%

Columns Tested: a,b,c,d

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QE14 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

		TV PLATFORM/S			
	Total	**ALL TV**	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3346	3178	438	1285	607
Effective Weighted Sample	2326	2202	341	880	429
Weighted total	2405	2270	377	913	467
		94%	16%	38%	19%
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	585 24%	543 24%	106 28%	261 29% a	127 27%
		93%	18%	45%	22%
Streamed audio services (free) e.g. Spotify (free) or Deezer (free)	551 23%	510 22%	104 28% a	222 24%	124 27%
		92%	19%	40%	23%
Listening to radio	474 20%	432 19%	80 21%	184 20%	98 21%
		91%	17%	39%	21%
Streamed audio services (subscription) e.g. Spotify Premium, Apple Music or Deezer Premium	379 16%	339 15%	61 16%	161 18%	73 16%
		89%	16%	42%	19%

Columns Tested: a,b,c,d

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QE14 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

		TV PLATFORM/S			
Significance Level: 95%	Total	ALL TV a	CABLE b	SATE- LLITE c	HYBRID IPTV d
Unweighted total	3346	3178	438	1285	607
Effective Weighted Sample	2326	2202	341	880	429
Weighted total	2405	2270	377	913	467
		94%	16%	38%	19%
Remotely control TV services at home such as Sky+, Sky Q or Tivo using an online device	256 11%	243 11%	38 10%	164 18% abd	53 11%
		95%	15%	64%	21%
Remotely control or monitor household appliances e.g. fridge, cooker, washing machine, tumble dryer and/ or home heating, lighting or security system or home energy contion	138 6%	126 6% 92%	25 7% 18%	61 7% 44%	30 6% 22%
Other	20 1%	19 1%	7 2% c	4 *%	3 1%
		95%	32%	20%	14%
USE SOCIAL NETWORKING SITES	1371 57%	1282 56%	230 61%	539 59%	297 64% a
		94%	17%	39%	22%

Columns Tested: a,b,c,d

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QE14 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3346	3178	438	1285	607
Effective Weighted Sample	2326	2202	341	880	429
Weighted total	2405	2270	377	913	467
		94%	16%	38%	19%
TV/ VIDEO VIEWING	1251	1176	198	487	278
	52%	52%	53%	53%	59%
					ac
		94%	16%	39%	22%
VOICE OR VIDEO CALLS USING A VOIP SERVICE E.G. SKYPE	1001	928	142	412	214
	42%	41%	38%	45%	46%
				ab	b
		93%	14%	41%	21%
STREAMED AUDIO SERVICES	669	618	119	277	142
	28%	27%	32%	30%	30%
		92%	18%	41%	21%
None of these	52	50	7	17	7
	2%	2%	2%	2%	1%
		96%	13%	33%	13%
Don't know	3	2	1	*	1
	*%	*%	*%	*%	*%
		68%	21%	7%	40%
INFORMATION	2162	2039	338	834	422
	90%	90%	90%	91%	90%
		94%	16%	39%	20%
COMMUNICATION	2159	2038	334	845	437
	90%	90%	89%	92%	93%
				ab	ab
		94%	15%	39%	20%

Columns Tested: a,b,c,d

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QE14 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

			TV PLATFORM/S		
	Total	**ALL TV**	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3346	3178	438	1285	607
Effective Weighted Sample	2326	2202	341	880	429
Weighted total	2405	2270	377	913	467
		94%	16%	38%	19%
PURCHASING/ FINANCES	1937	1832	309	778	397
	81%	81%	82%	85%	85%
				a	a
		95%	16%	40%	21%
ENTERTAINMENT	1472	1382	239	572	322
	61%	61%	63%	63%	69%
					ac
		94%	16%	39%	22%
SOCIAL	1371	1282	230	539	297
	57%	56%	61%	59%	64%
					a
		94%	17%	39%	22%
REMOTE ACCESS	683	638	123	324	143
	28%	28%	33%	36%	31%
				a	
		93%	18%	47%	21%

Columns Tested: a,b,c,d

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QE14 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : All respondents

	Total	GENDER MALE	GENDER FEMALE	AGE GROUP 16-24	AGE GROUP 25-34	AGE GROUP 35-54	AGE GROUP 55+	HOUSEHOLD INCOME UNDER 10.4K	HOUSEHOLD INCOME 10.4K-15.59K	HOUSEHOLD INCOME 15.6K-25.99K	HOUSEHOLD INCOME 26K+	SOCIAL GROUP AB	SOCIAL GROUP C1	SOCIAL GROUP C2	SOCIAL GROUP DE	NATION ENGLAND	NATION SCOTLAND	NATION WALES	NATION NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Send/ receive e-mails	2020	982	1037	309	366	773	571	86	125	242	658	639	599	413	364	1713	162	96	48
	76%	76%	75%	85%	87%	86%	58%	49%	59%	81%	93%	90%	84%	71%	55%	77%	70%	73%	65%
				f	f	f			g	gh	ghi	lmn	mn	n		pr		r	
		49%	51%	15%	18%	38%	28%	4%	6%	12%	33%	32%	30%	20%	18%	85%	8%	5%	2%
General searching/ surfing/ browsing the internet	2005	982	1023	321	347	753	584	94	136	235	627	600	585	434	384	1704	150	98	53
	75%	75%	74%	89%	83%	83%	59%	54%	64%	78%	88%	84%	82%	75%	58%	76%	65%	74%	72%
				def	f	f			g	gh	ghi	mn	mn	n		pr		p	p
		49%	51%	16%	17%	38%	29%	5%	7%	12%	31%	30%	29%	22%	19%	85%	8%	5%	3%
Online shopping (purchasing goods/ services/ tickets etc.)	1680	800	880	255	320	680	426	73	101	196	567	550	502	341	286	1408	138	86	49
	63%	62%	64%	70%	76%	75%	43%	42%	48%	66%	80%	77%	70%	59%	43%	63%	59%	65%	66%
				f	f	f				gh	ghi	lmn	mn	n					p
		48%	52%	15%	19%	40%	25%	4%	6%	12%	34%	33%	30%	20%	17%	84%	8%	5%	3%
Banking/ paying bills	1547	768	780	210	312	644	382	63	86	170	552	524	463	314	244	1304	132	69	44
	58%	59%	57%	58%	74%	71%	39%	36%	41%	57%	78%	74%	65%	54%	37%	58%	56%	52%	59%
				f	cf	cf				gh	ghi	lmn	mn	n		q			q
		50%	50%	14%	20%	42%	25%	4%	6%	11%	36%	34%	30%	20%	16%	84%	8%	4%	3%
Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat, WhatsApp	1460	677	783	282	310	571	297	72	95	165	471	447	417	308	284	1224	119	75	42
	55%	52%	57%	78%	74%	63%	30%	41%	45%	55%	66%	63%	58%	53%	43%	55%	51%	57%	57%
			a	ef	ef	f				gh	ghi	mn	n	n					
		46%	54%	19%	21%	39%	20%	5%	7%	11%	32%	31%	29%	21%	19%	84%	8%	5%	3%

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

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QE14 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Using social media sites or apps (such as Facebook, Twitter, LinkedIn, Instagram or Snapchat)	1301	596	704	269	295	494	242	60	89	149	417	421	368	277	233	1086	113	64	39
	49%	46%	51%	74%	70%	55%	24%	34%	42%	50%	59%	59%	51%	48%	35%	49%	48%	48%	52%
			a	ef	ef	f				g	ghi	lmn	n	n					
		46%	54%	21%	23%	38%	19%	5%	7%	11%	32%	32%	28%	21%	18%	83%	9%	5%	3%
Finding/ downloading information for work/ business/ school/ college/ university/ homework	1181	597	584	240	224	487	230	38	59	113	438	451	371	205	150	1018	86	56	21
	44%	46%	43%	66%	53%	54%	23%	22%	28%	38%	62%	63%	52%	35%	23%	46%	37%	42%	28%
				def	f	f				gh	ghi	lmn	mn	n		pr	r	r	
		51%	49%	20%	19%	41%	20%	3%	5%	10%	37%	38%	31%	17%	13%	86%	7%	5%	2%
Accessing news	1181	629	552	178	213	457	333	51	70	135	390	419	355	219	186	989	104	54	34
	44%	48%	40%	49%	51%	51%	34%	30%	33%	45%	55%	59%	50%	38%	28%	44%	45%	41%	46%
		b		f	f	f				gh	ghi	lmn	mn	n					
		53%	47%	15%	18%	39%	28%	4%	6%	11%	33%	35%	30%	19%	16%	84%	9%	5%	3%
To find information on health related issues	1034	459	574	140	210	403	280	48	71	116	366	356	313	197	166	874	80	53	27
	39%	35%	42%	39%	50%	45%	28%	28%	33%	39%	52%	50%	44%	34%	25%	39%	34%	40%	37%
			a	f	cf	f				g	ghi	lmn	mn	n					
		44%	56%	14%	20%	39%	27%	5%	7%	11%	35%	34%	30%	19%	16%	85%	8%	5%	3%

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

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QE14 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	1018 38%	518 40%	500 36%	191 53% ef	230 55% ef	408 45% f	189 19%	45 26%	66 31%	123 41% gh	368 52% ghi	341 48% mn	315 44% mn	196 34% n	165 25%	864 39% r	82 35%	49 37%	24 32%
		51%	49%	19%	23%	40%	19%	4%	6%	12%	36%	34%	31%	19%	16%	85%	8%	5%	2%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	957 36%	478 37%	479 35%	96 27%	181 43% cf	396 44% cf	285 29%	39 23%	63 30%	118 39% gh	350 49% ghi	350 49% lmn	271 38% mn	183 31% n	153 23%	830 37% qr	76 33% r	38 29% r	14 19%
		50%	50%	10%	19%	41%	30%	4%	7%	12%	37%	37%	28%	19%	16%	87%	8%	4%	1%
Making video calls e.g. via FaceTime, Skype	892 33%	415 32%	476 35%	204 56% def	205 49% ef	334 37% f	148 15%	37 21%	50 23%	99 33% gh	305 43% ghi	310 43% lmn	268 37% mn	159 27%	154 23%	759 34% r	71 30%	41 31%	21 28%
		47%	53%	23%	23%	37%	17%	4%	6%	11%	34%	35%	30%	18%	17%	85%	8%	5%	2%
Trading/ auctions e.g. eBay	845 32%	436 34% b	408 30%	120 33% f	193 46% cef	346 38% f	186 19%	27 15%	39 18%	95 32% gh	317 45% ghi	280 39% mn	247 34% n	186 32% n	129 20%	719 32% r	65 28%	44 33% r	17 23%
		52%	48%	14%	23%	41%	22%	3%	5%	11%	38%	33%	29%	22%	15%	85%	8%	5%	2%

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

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QE14 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Watching TV programmes/ films content online	844	448	396	180	190	321	153	33	46	112	294	298	268	149	126	718	81	30	15
	32%	34%	29%	50%	45%	36%	15%	19%	22%	37%	41%	42%	37%	26%	19%	32%	35%	23%	20%
		b		ef	ef	f				gh	gh	mn	mn	n		qr	qr		
		53%	47%	21%	23%	38%	18%	4%	5%	13%	35%	35%	32%	18%	15%	85%	10%	4%	2%
Uploading/ adding content to the internet e.g. photos, videos, blog posts	655	327	328	145	153	231	127	31	35	79	249	243	197	125	89	547	66	27	15
	24%	25%	24%	40%	36%	26%	13%	18%	17%	27%	35%	34%	27%	22%	14%	24%	28%	20%	20%
				ef	ef	f				gh	ghi	lmn	mn	n		r	qr		
		50%	50%	22%	23%	35%	19%	5%	5%	12%	38%	37%	30%	19%	14%	84%	10%	4%	2%
Making voice calls using a VoIP service e.g. Skype	621	301	319	124	154	233	110	21	36	64	250	229	190	112	89	535	48	26	12
	23%	23%	23%	34%	37%	26%	11%	12%	17%	21%	35%	32%	27%	19%	14%	24%	21%	19%	16%
				ef	ef	f				g	ghi	lmn	mn	n		r			
		49%	51%	20%	25%	38%	18%	3%	6%	10%	40%	37%	31%	18%	14%	86%	8%	4%	2%
Playing games online/ interactively	588	327	261	144	133	207	104	36	43	75	185	185	188	98	117	496	54	24	13
	22%	25%	19%	40%	32%	23%	10%	20%	20%	25%	26%	26%	26%	17%	18%	22%	23%	19%	17%
		b		def	ef	f						mn	mn			r	r		
		56%	44%	25%	23%	35%	18%	6%	7%	13%	31%	31%	32%	17%	20%	84%	9%	4%	2%

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

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QE14 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	585	318	267	129	127	215	115	20	25	63	234	246	187	92	60	501	49	23	12
	22%	24%	19%	36%	30%	24%	12%	11%	12%	21%	33%	35%	26%	16%	9%	22%	21%	18%	17%
		b		ef	ef	f				gh	ghi	lmn	mn	n		qr			
		54%	46%	22%	22%	37%	20%	3%	4%	11%	40%	42%	32%	16%	10%	86%	8%	4%	2%
Streamed audio services (free) e.g. Spotify (free) or Deezer (free)	551	305	246	164	135	206	47	18	19	67	204	203	179	96	73	463	53	22	13
	21%	23%	18%	45%	32%	23%	5%	11%	9%	22%	29%	29%	25%	17%	11%	21%	23%	17%	17%
		b		def	ef	f				gh	ghi	mn	mn	n			q		
		55%	45%	30%	24%	37%	8%	3%	3%	12%	37%	37%	32%	17%	13%	84%	10%	4%	2%
Listening to radio	474	256	218	78	96	197	102	20	24	58	186	180	137	85	72	404	45	18	7
	18%	20%	16%	22%	23%	22%	10%	12%	11%	19%	26%	25%	19%	15%	11%	18%	19%	13%	10%
		b		f	f	f				gh	ghi	lmn	mn	n		qr	qr		
		54%	46%	16%	20%	42%	22%	4%	5%	12%	39%	38%	29%	18%	15%	85%	10%	4%	2%
Streamed audio services (subscription) e.g. Spotify Premium, Apple Music or Deezer Premium	379	210	169	117	112	118	32	15	15	40	138	161	125	51	41	317	34	22	6
	14%	16%	12%	32%	27%	13%	3%	8%	7%	13%	19%	23%	17%	9%	6%	14%	14%	16%	9%
		b		ef	ef	f				h	ghi	lmn	mn			r	r	r	
		55%	45%	31%	29%	31%	8%	4%	4%	11%	36%	42%	33%	13%	11%	84%	9%	6%	2%

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

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QE14 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Remotely control TV services at home such as Sky+, Sky Q or Tivo using an online device	256	153	104	40	66	111	40	6	9	33	100	95	78	47	37	213	23	17	4
	10%	12%	8%	11%	16%	12%	4%	4%	4%	11%	14%	13%	11%	8%	6%	10%	10%	13%	6%
		b			f	f	f			gh	gh	mn	n			r	r	r	
		60%	40%	15%	26%	43%	16%	2%	3%	13%	39%	37%	30%	18%	15%	83%	9%	6%	2%
Remotely control or monitor household appliances e.g. fridge, cooker, washing machine, tumble dryer and/ or home heating, lighting or security system or home energy contion	138	85	53	13	41	59	25	3	6	11	65	64	46	17	11	116	16	5	1
	5%	7%	4%	4%	10%	7%	3%	2%	3%	4%	9%	9%	6%	3%	2%	5%	7%	4%	2%
		b			cef	f					ghi	mn	mn			r	r	r	
		62%	38%	9%	30%	43%	18%	2%	5%	8%	47%	46%	33%	12%	8%	84%	11%	4%	1%
Other	20	12	9	*	1	4	15	2	2	2	7	3	7	8	2	18	1	1	*
	1%	1%	1%	*%	*%	*%	2%	1%	1%	1%	1%	*%	1%	1%	*%	1%	*%	1%	*%
							cde							n					
		58%	42%	1%	3%	21%	74%	8%	10%	8%	33%	17%	36%	39%	9%	88%	5%	6%	1%
USE SOCIAL NETWORKING SITES	1371	644	727	279	307	514	272	63	92	157	445	442	393	291	243	1145	120	67	39
	51%	50%	53%	77%	73%	57%	27%	36%	43%	52%	63%	62%	55%	50%	37%	51%	52%	50%	53%
				ef	ef	f				gh	ghi	lmn	n	n					
		47%	53%	20%	22%	37%	20%	5%	7%	11%	32%	32%	29%	21%	18%	84%	9%	5%	3%

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

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QE14 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K- 15.59K	15.6K- 25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
TV/ VIDEO VIEWING	1251	633	619	239	264	499	249	58	80	161	430	415	381	240	213	1062	105	56	29
	47%	49%	45%	66%	63%	55%	25%	33%	38%	54%	60%	58%	53%	41%	32%	47%	45%	42%	40%
				ef	ef	f				gh	gh	mn	mn	n		r			
		51%	49%	19%	21%	40%	20%	5%	6%	13%	34%	33%	30%	19%	17%	85%	8%	4%	2%
VOICE OR VIDEO CALLS USING A VOIP SERVICE E.G. SKYPE	1001	470	530	218	225	369	189	39	58	107	353	352	300	178	169	850	81	47	22
	37%	36%	39%	60%	54%	41%	19%	22%	27%	36%	50%	49%	42%	31%	26%	38%	35%	36%	30%
				ef	ef	f				gh	ghi	lmn	mn	n		r			
		47%	53%	22%	23%	37%	19%	4%	6%	11%	35%	35%	30%	18%	17%	85%	8%	5%	2%
STREAMED AUDIO SERVICES	669	368	301	198	166	247	57	23	24	80	241	252	217	114	85	563	62	29	14
	25%	28%	22%	55%	40%	27%	6%	13%	12%	27%	34%	35%	30%	20%	13%	25%	27%	22%	19%
		b		def	ef	f				gh	ghi	lmn	mn	n		r	r		
		55%	45%	30%	25%	37%	9%	3%	4%	12%	36%	38%	32%	17%	13%	84%	9%	4%	2%
None of these	52	27	25	1	1	8	42	8	2	2	4	8	7	16	21	33	15	2	2
	2%	2%	2%	*%	*%	1%	4%	4%	1%	1%	1%	1%	1%	3%	3%	1%	6%	2%	3%
							cde	hij						kl	kl	oqr			o
		52%	48%	2%	2%	15%	81%	15%	4%	4%	7%	15%	14%	31%	40%	63%	28%	4%	4%
Don't know	3	1	2	-	3	-	1	-	-	-	1	-	*	1	2	3	*	-	*
	*%	*%	*%	-%	1%	-%	*%	-%	-%	-%	*%	-%	*%	*%	*%	*%	*%	-%	*%
					ef														
		40%	60%	-%	79%	-%	21%	-%	-%	-%	43%	-%	4%	43%	53%	89%	7%	-%	4%
INFORMATION	2162	1052	1110	339	376	818	629	98	147	256	671	646	628	464	420	1840	161	105	56
	81%	81%	81%	94%	89%	91%	64%	56%	70%	86%	94%	91%	88%	80%	64%	82%	69%	80%	76%
				df	f	f			g	gh	ghi	mn	mn	n		pr		p	p
		49%	51%	16%	17%	38%	29%	5%	7%	12%	31%	30%	29%	21%	19%	85%	7%	5%	3%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 66

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QE14 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
COMMUNICATION	2159	1046	1113	344	394	817	604	99	142	258	680	657	631	450	416	1825	174	106	54
	81%	80%	81%	95%	94%	91%	61%	57%	67%	86%	96%	92%	88%	78%	63%	82%	75%	80%	73%
				ef	f	f			g	gh	ghi	lmn	mn	n		pr		r	
		48%	52%	16%	18%	38%	28%	5%	7%	12%	32%	30%	29%	21%	19%	85%	8%	5%	2%
PURCHASING/ FINANCES	1937	941	996	286	361	774	516	83	120	226	643	612	564	412	347	1629	159	95	53
	72%	72%	72%	79%	86%	86%	52%	48%	57%	76%	90%	86%	79%	71%	52%	73%	68%	72%	72%
				f	cf	cf				gh	ghi	lmn	mn	n					
		49%	51%	15%	19%	40%	27%	4%	6%	12%	33%	32%	29%	21%	18%	84%	8%	5%	3%
ENTERTAINMENT	1472	734	738	278	300	576	317	70	94	184	495	488	435	289	257	1254	117	65	35
	55%	56%	54%	77%	71%	64%	32%	40%	44%	62%	70%	69%	61%	50%	39%	56%	50%	49%	48%
				ef	ef	f				gh	ghi	lmn	mn	n		pqr			
		50%	50%	19%	20%	39%	22%	5%	6%	13%	34%	33%	30%	20%	17%	85%	8%	4%	2%
SOCIAL	1371	644	727	279	307	514	272	63	92	157	445	442	393	291	243	1145	120	67	39
	51%	50%	53%	77%	73%	57%	27%	36%	43%	52%	63%	62%	55%	50%	37%	51%	52%	50%	53%
				ef	ef	f				gh	ghi	lmn	n	n					
		47%	53%	20%	22%	37%	20%	5%	7%	11%	32%	32%	29%	21%	18%	84%	9%	5%	3%
REMOTE ACCESS	683	374	309	137	150	261	136	22	31	78	268	278	215	111	77	579	58	33	12
	26%	29%	23%	38%	36%	29%	14%	13%	15%	26%	38%	39%	30%	19%	12%	26%	25%	25%	17%
		b		ef	ef	f				gh	ghi	lmn	mn	n		r	r	r	
		55%	45%	20%	22%	38%	20%	3%	5%	11%	39%	41%	32%	16%	11%	85%	9%	5%	2%

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

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QE14 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : All respondents

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
					ENGLAND REGIONS						URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Send/ receive e-mails	2020	281	303	179	150	164	185	145	90	216	1731	288	1365	653	1000	1020
	76%	83%	84%	82%	77%	69%	75%	64%	80%	72%	75%	80%	88%	58%	78%	73%
		efgi	efgi	egi	eg		g		egi			j	m		o	
		14%	15%	9%	7%	8%	9%	7%	4%	11%	86%	14%	68%	32%	50%	50%
General searching/ surfing/ browsing the internet	2005	255	292	179	140	182	183	147	93	233	1726	278	1307	697	982	1023
	75%	75%	81%	82%	72%	76%	74%	65%	83%	78%	75%	77%	84%	62%	77%	73%
		g	dg	dg		g	g		adfg	g			m		o	
		13%	15%	9%	7%	9%	9%	7%	5%	12%	86%	14%	65%	35%	49%	51%
Online shopping (purchasing goods/ services/ tickets etc.)	1680	223	235	146	118	144	160	116	83	182	1433	248	1171	508	815	866
	63%	66%	65%	67%	61%	61%	65%	51%	74%	61%	62%	69%	75%	45%	64%	62%
		g	g	g	g	g	g		abdefgi	g		j	m			
		13%	14%	9%	7%	9%	10%	7%	5%	11%	85%	15%	70%	30%	48%	52%
Banking/ paying bills	1547	184	229	139	112	133	156	111	68	170	1324	223	1113	433	766	782
	58%	54%	64%	64%	58%	56%	64%	49%	61%	56%	57%	62%	72%	39%	60%	56%
			ag	ag			ag		g				m		o	
		12%	15%	9%	7%	9%	10%	7%	4%	11%	86%	14%	72%	28%	49%	51%

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

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QE14 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat, WhatsApp	1460 55%	175 51%	210 58% eg	113 52%	116 60% eg	114 48%	152 62% aceg	110 48%	67 60% aeg	168 56%	1255 54%	205 57%	1007 65% m	452 40%	708 55%	752 54%
		12%	14%	8%	8%	8%	10%	8%	5%	11%	86%	14%	69%	31%	48%	52%
Using social media sites or apps (such as Facebook, Twitter, LinkedIn, Instagram or Snapchat)	1301 49%	161 47%	174 48%	101 46%	86 44%	117 49%	131 53% dg	99 44%	63 56% acdg	153 51%	1131 49%	170 47%	903 58% m	398 36%	638 50%	663 47%
		12%	13%	8%	7%	9%	10%	8%	5%	12%	87%	13%	69%	31%	49%	51%
Finding/ downloading information for work/ business/ school/ college/ university/ homework	1181 44%	186 55% deghi	171 47% eg	118 54% deghi	81 42% g	93 39%	116 47% g	72 32%	48 43% g	133 44% g	1010 44%	172 48%	879 57% m	302 27%	585 46%	596 43%
		16%	14%	10%	7%	8%	10%	6%	4%	11%	85%	15%	74%	26%	49%	51%
Accessing news	1181 44%	132 39%	188 52% adeg	109 50% adeg	76 39%	92 38%	108 44% g	73 32%	54 48% adeg	157 52% adeg	999 43%	182 51% j	801 52% m	380 34%	599 47% o	582 42%
		11%	16%	9%	6%	8%	9%	6%	5%	13%	85%	15%	68%	32%	51%	49%

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

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QE14 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBANITY URBAN	RURAL	WORKING STATUS WORKING	NOT WORKING	DEPRIVATION LEVEL LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
To find information on health related issues	1034	120	173	96	64	86	101	70	54	111	872	162	717	316	514	520
	39%	35%	48%	44%	33%	36%	41%	31%	49%	37%	38%	45%	46%	28%	40%	37%
			adegi	dg			g		adegi			j	m			
		12%	17%	9%	6%	8%	10%	7%	5%	11%	84%	16%	69%	31%	50%	50%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	1018	148	163	79	63	83	105	62	54	109	864	154	727	291	506	512
	38%	43%	45%	36%	32%	35%	43%	27%	48%	36%	37%	43%	47%	26%	40%	37%
		deg	degi	g			dg		cdegi	g		j	m			
		15%	16%	8%	6%	8%	10%	6%	5%	11%	85%	15%	71%	29%	50%	50%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	957	136	154	91	78	61	89	63	55	101	805	152	678	280	471	487
	36%	40%	43%	42%	40%	26%	36%	28%	49%	34%	35%	42%	44%	25%	37%	35%
		eg	egi	eg	eg		e		adefgi	e		j	m			
		14%	16%	10%	8%	6%	9%	7%	6%	11%	84%	16%	71%	29%	49%	51%
Making video calls e.g. via FaceTime, Skype	892	144	121	81	66	68	98	73	33	75	769	122	617	274	431	460
	33%	42%	34%	37%	34%	29%	40%	32%	30%	25%	33%	34%	40%	25%	34%	33%
		deghi	i	ei	i		ehi						m			
		16%	14%	9%	7%	8%	11%	8%	4%	8%	86%	14%	69%	31%	48%	52%

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

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QE14 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
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Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Trading/ auctions e.g. eBay	845	98	117	87	66	67	85	66	48	86	705	139	632	211	420	424
	32%	29%	32%	40%	34%	28%	35%	29%	43%	29%	30%	39%	41%	19%	33%	30%
				aegi					abdegi			j	m			
		12%	14%	10%	8%	8%	10%	8%	6%	10%	83%	17%	75%	25%	50%	50%
Watching TV programmes/ films content online	844	116	132	76	55	69	82	61	32	96	714	130	599	244	419	425
	32%	34%	37%	35%	28%	29%	34%	27%	29%	32%	31%	36%	39%	22%	33%	30%
			g									j	m			
		14%	16%	9%	7%	8%	10%	7%	4%	11%	85%	15%	71%	29%	50%	50%
Uploading/ adding content to the internet e.g. photos, videos, blog posts	655	64	95	51	52	48	84	44	33	77	548	107	457	198	354	301
	24%	19%	26%	23%	27%	20%	34%	20%	30%	26%	24%	30%	29%	18%	28%	22%
			a		a		acegi		aeg			j	m		o	
		10%	15%	8%	8%	7%	13%	7%	5%	12%	84%	16%	70%	30%	54%	46%
Making voice calls using a VoIP service e.g. Skype	621	107	94	66	42	44	55	44	29	52	527	93	447	173	293	328
	23%	31%	26%	30%	22%	19%	23%	19%	26%	17%	23%	26%	29%	15%	23%	23%
		defgi	ei	degi					ei				m			
		17%	15%	11%	7%	7%	9%	7%	5%	8%	85%	15%	72%	28%	47%	53%

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

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QE14 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Playing games online/ interactively	588	62	95	45	43	53	67	50	26	56	498	89	387	201	268	320
	22%	18%	26%	21%	22%	22%	27%	22%	23%	19%	22%	25%	25%	18%	21%	23%
			ai				ai						m			
	11%	16%	8%	7%	9%	11%	8%	4%	10%	85%	15%	66%	34%	46%	54%
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	585	75	89	57	40	50	62	36	32	60	488	97	428	157	320	265
	22%	22%	25%	26%	20%	21%	25%	16%	29%	20%	21%	27%	28%	14%	25%	19%
			g	g			g		degi			j	m			o
	13%	15%	10%	7%	8%	11%	6%	6%	10%	83%	17%	73%	27%	55%	45%
Streamed audio services (free) e.g. Spotify (free) or Deezer (free)	551	81	75	41	35	49	45	34	27	76	477	74	410	141	249	302
	21%	24%	21%	19%	18%	20%	18%	15%	24%	25%	21%	21%	26%	13%	19%	22%
		g							g	g			m			
	15%	14%	7%	6%	9%	8%	6%	5%	14%	86%	14%	74%	26%	45%	55%
Listening to radio	474	41	85	43	42	26	51	38	23	55	382	92	349	125	253	221
	18%	12%	24%	20%	21%	11%	21%	17%	20%	18%	17%	25%	22%	11%	20%	16%
			ae	ae	ae		ae	e	ae	e		j	m			o
	9%	18%	9%	9%	5%	11%	8%	5%	12%	81%	19%	74%	26%	53%	47%

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

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Base : All respondents

	Total	\<br\>LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Streamed audio services (subscription) e.g. Spotify Premium, Apple Music or Deezer Premium	379	50	54	39	29	28	35	30	24	28	317	62	287	91	186	193
	14%	15%	15%	18%	15%	12%	14%	13%	21%	9%	14%	17%	18%	8%	15%	14%
				ei					efgi			j	m			
	13%	14%	10%	8%	7%	9%	8%	6%	7%	84%	16%	76%	24%	49%	51%	
Remotely control TV services at home such as Sky+, Sky Q or Tivo using an online device	256	14	47	15	22	14	30	25	15	31	215	42	195	61	138	119
	10%	4%	13%	7%	11%	6%	12%	11%	13%	10%	9%	12%	13%	5%	11%	9%
			ace		ae		ace	ae	ace	a				m		o
	5%	18%	6%	9%	5%	12%	10%	6%	12%	84%	16%	76%	24%	54%	46%	
Remotely control or monitor household appliances e.g. fridge, cooker, washing machine, tumble dryer and/ or home heating, lighting or security system or home energy contion	138	7	34	12	11	7	15	11	9	11	116	22	109	29	66	72
	5%	2%	9%	6%	6%	3%	6%	5%	8%	4%	5%	6%	7%	3%	5%	5%
			aegi	a	a		a		ae				m			
	5%	24%	9%	8%	5%	11%	8%	6%	8%	84%	16%	79%	21%	48%	52%	

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

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

QE14 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Other	20	-	8	4	1	1	1	1	1	1	16	4	8	13	12	9
	1%	-%	2%	2%	*%	*%	*%	1%	*%	*%	1%	1%	*%	1%	1%	1%
			ae	a												
		-%	39%	21%	3%	3%	4%	7%	3%	7%	78%	22%	38%	62%	58%	42%
USE SOCIAL NETWORKING SITES	1371	168	188	109	91	119	140	104	65	161	1191	181	946	425	679	692
	51%	49%	52%	50%	47%	50%	57%	46%	58%	54%	51%	50%	61%	38%	53%	49%
							dg		adg				m			
		12%	14%	8%	7%	9%	10%	8%	5%	12%	87%	13%	69%	31%	50%	50%
TV/ VIDEO VIEWING	1251	184	195	102	74	101	119	86	61	140	1068	184	871	380	604	647
	47%	54%	54%	47%	38%	42%	48%	38%	55%	47%	46%	51%	56%	34%	47%	46%
		deg	deg				dg		deg				m			
		15%	16%	8%	6%	8%	9%	7%	5%	11%	85%	15%	70%	30%	48%	52%
VOICE OR VIDEO CALLS USING A VOIP SERVICE E.G. SKYPE	1001	155	144	102	72	78	103	78	38	79	853	147	701	300	489	512
	37%	45%	40%	47%	37%	33%	42%	35%	34%	26%	37%	41%	45%	27%	38%	37%
		deghi	i	deghi	i		ei	i					m			
		15%	14%	10%	7%	8%	10%	8%	4%	8%	85%	15%	70%	30%	49%	51%
STREAMED AUDIO SERVICES	669	93	93	56	44	63	55	46	34	79	573	96	499	170	310	359
	25%	27%	26%	26%	22%	27%	22%	20%	30%	26%	25%	27%	32%	15%	24%	26%
									dg				m			
		14%	14%	8%	7%	9%	8%	7%	5%	12%	86%	14%	75%	25%	46%	54%
None of these	52	4	4	3	5	4	6	3	1	3	46	6	13	39	26	26
	2%	1%	1%	1%	3%	2%	2%	1%	1%	1%	2%	2%	1%	3%	2%	2%
														l		
		8%	7%	6%	10%	7%	11%	6%	2%	6%	89%	11%	26%	74%	50%	50%

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

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QE14 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Don't know	3	-	-	-	1	-	1	1	-	-	2	1	2	2	2	1
	*%	-%	-%	-%	1%	-%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%
		-%	-%	-%	36%	-%	32%	21%	-%	-%	57%	43%	47%	53%	68%	32%
INFORMATION	2162	291	317	186	152	193	193	162	97	249	1868	294	1420	741	1049	1113
	81%	86%	88%	85%	78%	81%	79%	72%	87%	83%	81%	82%	91%	66%	82%	80%
		dfg	defg	dg		g			defg	g			m			
		13%	15%	9%	7%	9%	9%	7%	5%	12%	86%	14%	66%	34%	49%	51%
COMMUNICATION	2159	300	311	182	163	182	195	163	94	236	1859	300	1436	721	1046	1113
	81%	88%	86%	83%	83%	76%	79%	72%	84%	79%	80%	83%	92%	65%	82%	80%
		efgi	efgi	eg	eg				eg				m			
		14%	14%	8%	8%	8%	9%	8%	4%	11%	86%	14%	67%	33%	48%	52%
PURCHASING/ FINANCES	1937	253	280	169	142	164	183	140	89	209	1662	275	1335	600	940	997
	72%	74%	78%	77%	73%	69%	75%	62%	80%	70%	72%	76%	86%	54%	74%	71%
		g	egi	eg	g		g		egi			j	m			
		13%	14%	9%	7%	8%	9%	7%	5%	11%	86%	14%	69%	31%	49%	51%
ENTERTAINMENT	1472	209	222	125	94	124	142	106	67	164	1255	217	1006	465	708	764
	55%	61%	62%	57%	48%	52%	58%	47%	60%	55%	54%	60%	65%	42%	55%	55%
		deg	deg	g			dg		dg			j	m			
		14%	15%	9%	6%	8%	10%	7%	5%	11%	85%	15%	68%	32%	48%	52%
SOCIAL	1371	168	188	109	91	119	140	104	65	161	1191	181	946	425	679	692
	51%	49%	52%	50%	47%	50%	57%	46%	58%	54%	51%	50%	61%	38%	53%	49%
							dg		adg				m			
		12%	14%	8%	7%	9%	10%	8%	5%	12%	87%	13%	69%	31%	50%	50%
REMOTE ACCESS	683	81	108	62	47	54	76	43	37	71	570	113	502	181	370	313
	26%	24%	30%	28%	24%	23%	31%	19%	33%	24%	25%	32%	32%	16%	29%	22%
			g	g			eg		adegi			j	m			o
		12%	16%	9%	7%	8%	11%	6%	5%	10%	83%	17%	74%	26%	54%	46%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 66

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

QE14 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : All respondents

			TV PLATFORM/S		
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
Send/ receive e-mails	2020	1906	320	798	404
	76%	76%	81%	84%	85%
			a	a	a
		94%	16%	40%	20%
General searching/ surfing/ browsing the internet	2005	1892	318	771	393
	75%	75%	80%	81%	83%
			a	a	a
		94%	16%	38%	20%
Online shopping (purchasing goods/ services/ tickets etc.)	1680	1592	270	688	348
	63%	63%	68%	72%	73%
				a	a
		95%	16%	41%	21%
Banking/ paying bills	1547	1456	256	637	315
	58%	58%	65%	67%	66%
			a	a	a
		94%	17%	41%	20%
Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat, WhatsApp	1460	1367	223	602	307
	55%	54%	56%	63%	65%
				ab	ab
		94%	15%	41%	21%

Columns Tested: a,b,c,d

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

QE14 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : All respondents

	Total	TV PLATFORM/S			
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
Using social media sites or apps (such as Facebook, Twitter, LinkedIn, Instagram or Snapchat)	1301	1220	213	516	281
	49%	48%	54%	54%	59%
				a	a
		94%	16%	40%	22%
Finding/ downloading information for work/ business/ school/ college/ university/ homework	1181	1097	197	471	238
	44%	44%	50%	49%	50%
			a	a	a
		93%	17%	40%	20%
Accessing news	1181	1112	197	476	253
	44%	44%	50%	50%	53%
			a	a	a
		94%	17%	40%	21%
To find information on health related issues	1034	976	170	405	214
	39%	39%	43%	42%	45%
				a	a
		94%	16%	39%	21%

Columns Tested: a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 66

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

QE14 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : All respondents

		TV PLATFORM/S			
Significance Level: 95%	Total	ALL TV a	CABLE b	SATE- LLITE c	HYBRID IPTV d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519 94%	396 15%	953 36%	475 18%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	1018 38%	951 38%	160 40%	398 42% a	237 50% abc
		93%	16%	39%	23%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	957 36%	898 36% 94%	162 41% 17%	371 39% 39%	185 39% 19%
Making video calls e.g. via FaceTime, Skype	892 33%	824 33%	125 32%	366 38% ab	194 41% ab
		92%	14%	41%	22%
Trading/ auctions e.g. eBay	845 32%	798 32%	141 36%	336 35% a	172 36%
		94%	17%	40%	20%

Columns Tested: a,b,c,d

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

QE14 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : All respondents

		TV PLATFORM/S			
	Total	**ALL TV**	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
Watching TV programmes/ films content online	844	790	136	333	191
	32%	31%	34%	35%	40%
				a	a
		94%	16%	39%	23%
Uploading/ adding content to the internet e.g. photos, videos, blog posts	655	607	120	260	163
	24%	24%	30%	27%	34%
			a		ac
		93%	18%	40%	25%
Making voice calls using a VoIP service e.g. Skype	621	571	95	256	120
	23%	23%	24%	27%	25%
				a	
		92%	15%	41%	19%
Playing games online/ interactively	588	554	105	251	127
	22%	22%	26%	26%	27%
				a	a
		94%	18%	43%	22%

Columns Tested: a,b,c,d

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

QE14 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : All respondents

| | | TV PLATFORM/S | | | |
| | Total | ALL TV | CABLE | SATE-LLITE | HYBRID IPTV |
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	585 22%	543 22%	106 27% a	261 27% a	127 27% a
		93%	18%	45%	22%
Streamed audio services (free) e.g. Spotify (free) or Deezer (free)	551 21%	510 20%	104 26% a	222 23%	124 26% a
		92%	19%	40%	23%
Listening to radio	474 18%	432 17%	80 20%	184 19%	98 21%
		91%	17%	39%	21%
Streamed audio services (subscription) e.g. Spotify Premium, Apple Music or Deezer Premium	379 14%	339 13%	61 15%	161 17% a	73 15%
		89%	16%	42%	19%

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.
QE14 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : All respondents

		TV PLATFORM/S			
	Total	**ALL TV**	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
Remotely control TV services at home such as Sky+, Sky Q or Tivo using an online device	256	243	38	164	53
	10%	10%	9%	17%	11%
				abd	
		95%	15%	64%	21%
Remotely control or monitor household appliances e.g. fridge, cooker, washing machine, tumble dryer and/ or home heating, lighting or security system or home energy contion	138	126	25	61	30
	5%	5%	6%	6%	6%
		92%	18%	44%	22%
Other	20	19	7	4	3
	1%	1%	2%	*%	1%
			c		
		95%	32%	20%	14%
USE SOCIAL NETWORKING SITES	1371	1282	230	539	297
	51%	51%	58%	57%	62%
			a	a	ac
		94%	17%	39%	22%

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.
QE14 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : All respondents

		TV PLATFORM/S			
	Total	**ALL TV**	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
TV/ VIDEO VIEWING	1251	1176	198	487	278
	47%	47%	50%	51%	59%
				a	abc
		94%	16%	39%	22%
VOICE OR VIDEO CALLS USING A VOIP SERVICE E.G. SKYPE	1001	928	142	412	214
	37%	37%	36%	43%	45%
				ab	ab
		93%	14%	41%	21%
STREAMED AUDIO SERVICES	669	618	119	277	142
	25%	25%	30%	29%	30%
			a	a	a
		92%	18%	41%	21%
None of these	52	50	7	17	7
	2%	2%	2%	2%	1%
		96%	13%	33%	13%
Don't know	3	2	1	*	1
	*%	*%	*%	*%	*%
		68%	21%	7%	40%
INFORMATION	2162	2039	338	834	422
	81%	81%	85%	88%	89%
			a	a	a
		94%	16%	39%	20%
COMMUNICATION	2159	2038	334	845	437
	81%	81%	84%	89%	92%
				ab	ab
		94%	15%	39%	20%

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.
QE14 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : All respondents

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
PURCHASING/ FINANCES	1937	1832	309	778	397
	72%	73%	78%	82%	84%
			a	a	ab
		95%	16%	40%	21%
ENTERTAINMENT	1472	1382	239	572	322
	55%	55%	60%	60%	68%
				a	abc
		94%	16%	39%	22%
SOCIAL	1371	1282	230	539	297
	51%	51%	58%	57%	62%
			a	a	ac
		94%	17%	39%	22%
REMOTE ACCESS	683	638	123	324	143
	26%	25%	31%	34%	30%
			a	a	a
		93%	18%	47%	21%

Columns Tested: a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 67

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QE15 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3346	1611	1735	485	554	1115	1191	201	243	369	770	773	1088	684	794	2022	438	456	430
Effective Weighted Sample	2326	1108	1219	342	393	768	851	148	175	266	593	569	775	469	551	1778	294	323	378
Weighted total	2405	1176	1229	359	413	882	751	123	166	279	703	689	681	524	505	2018	205	118	64
		49%	51%	15%	17%	37%	31%	5%	7%	12%	29%	29%	28%	22%	21%	84%	9%	5%	3%
Send/ receive e-mails	1769	870	899	277	328	676	488	74	98	216	604	587	534	350	295	1491	149	88	41
	74%	74%	73%	77%	79%	77%	65%	60%	59%	78%	86%	85%	78%	67%	58%	74%	73%	74%	65%
				f	f	f				gh	ghi	lmn	mn	n		r	r	r	
		49%	51%	16%	19%	38%	28%	4%	6%	12%	34%	33%	30%	20%	17%	84%	8%	5%	2%
General searching/ surfing/ browsing the internet	1744	858	886	297	309	659	480	82	112	196	563	538	503	375	327	1488	134	81	40
	73%	73%	72%	83%	75%	75%	64%	67%	67%	70%	80%	78%	74%	72%	65%	74%	65%	69%	63%
				def	f	f					ghi	mn	n	n		pr			
		49%	51%	17%	18%	38%	28%	5%	6%	11%	32%	31%	29%	21%	19%	85%	8%	5%	2%
Banking/ paying bills	1224	618	606	161	268	493	303	51	61	131	456	425	369	246	183	1027	115	51	31
	51%	53%	49%	45%	65%	56%	40%	41%	37%	47%	65%	62%	54%	47%	36%	51%	56%	44%	48%
					cef	cf				h	ghi	lmn	mn	n		q	qr		
		50%	50%	13%	22%	40%	25%	4%	5%	11%	37%	35%	30%	20%	15%	84%	9%	4%	3%
Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat, WhatsApp	1170	536	634	246	260	448	216	58	75	137	378	366	329	242	231	980	98	61	32
	49%	46%	52%	69%	63%	51%	29%	47%	45%	49%	54%	53%	48%	46%	46%	49%	48%	52%	50%
			a	ef	ef	f						mn							
		46%	54%	21%	22%	38%	18%	5%	6%	12%	32%	31%	28%	21%	20%	84%	8%	5%	3%
Online shopping (purchasing goods/ services/ tickets etc.)	1104	493	611	178	229	449	248	54	57	115	414	382	340	210	172	914	110	51	29
	46%	42%	50%	50%	55%	51%	33%	44%	35%	41%	59%	55%	50%	40%	34%	45%	53%	43%	46%
			a		f	f	f				ghi	lmn	mn	n			oqr		
		45%	55%	16%	21%	41%	22%	5%	5%	10%	37%	35%	31%	19%	16%	83%	10%	5%	3%

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QE15 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3346	1611	1735	485	554	1115	1191	201	243	369	770	773	1088	684	794	2022	438	456	430
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Weighted total	2405	1176	1229	359	413	882	751	123	166	279	703	689	681	524	505	2018	205	118	64
		49%	51%	15%	17%	37%	31%	5%	7%	12%	29%	29%	28%	22%	21%	84%	9%	5%	3%
Using social media sites or apps (such as Facebook, Twitter, LinkedIn, Instagram or Snapchat)	1072	488	584	232	252	408	180	53	71	125	347	356	289	227	200	890	98	53	31
	45%	42%	47%	65%	61%	46%	24%	43%	43%	45%	49%	52%	42%	43%	40%	44%	48%	45%	49%
			a	ef	ef	f						lmn							
		46%	54%	22%	24%	38%	17%	5%	7%	12%	32%	33%	27%	21%	19%	83%	9%	5%	3%
Accessing news	856	478	378	131	163	327	235	39	42	96	293	319	261	151	125	714	80	38	24
	36%	41%	31%	36%	39%	37%	31%	31%	25%	34%	42%	46%	38%	29%	25%	35%	39%	32%	38%
		b			f	f				h	ghi	lmn	mn						
		56%	44%	15%	19%	38%	27%	5%	5%	11%	34%	37%	30%	18%	15%	83%	9%	4%	3%
Finding/ downloading information for work/ business/ school/ college/ university/ homework	855	435	421	196	180	327	153	32	36	74	322	352	269	130	103	740	68	36	11
	36%	37%	34%	54%	44%	37%	20%	26%	22%	26%	46%	51%	39%	25%	20%	37%	33%	31%	17%
				def	ef	f					ghi	lmn	mn			qr	r	r	
		51%	49%	23%	21%	38%	18%	4%	4%	9%	38%	41%	31%	15%	12%	87%	8%	4%	1%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	729	385	343	150	189	280	110	32	46	78	288	249	218	134	126	622	62	31	15
	30%	33%	28%	42%	46%	32%	15%	26%	28%	28%	41%	36%	32%	26%	25%	31%	30%	26%	23%
		b		ef	ef	f					ghi	mn	mn			r	r		
		53%	47%	21%	26%	38%	15%	4%	6%	11%	40%	34%	30%	18%	17%	85%	8%	4%	2%

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QE15 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
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Weighted total	2405	1176	1229	359	413	882	751	123	166	279	703	689	681	524	505	2018	205	118	64
		49%	51%	15%	17%	37%	31%	5%	7%	12%	29%	29%	28%	22%	21%	84%	9%	5%	3%
Watching TV programmes/ films content online	584	317	267	133	141	211	98	19	33	66	215	206	183	102	91	498	59	20	8
	24%	27%	22%	37%	34%	24%	13%	16%	20%	24%	31%	30%	27%	20%	18%	25%	29%	17%	12%
		b		ef	ef	f					ghi	mn	mn			qr	qr		
		54%	46%	23%	24%	36%	17%	3%	6%	11%	37%	35%	31%	18%	16%	85%	10%	3%	1%
Making video calls e.g. via FaceTime, Skype	569	258	311	145	149	202	74	22	33	56	220	203	171	99	96	484	53	23	9
	24%	22%	25%	40%	36%	23%	10%	18%	20%	20%	31%	29%	25%	19%	19%	24%	26%	19%	15%
				ef	ef	f					ghi	mn	mn			r	qr		
		45%	55%	25%	26%	35%	13%	4%	6%	10%	39%	36%	30%	17%	17%	85%	9%	4%	2%
To find information on health related issues	558	229	329	81	134	210	132	27	36	52	215	192	170	103	93	478	43	24	12
	23%	20%	27%	23%	32%	24%	18%	22%	22%	19%	31%	28%	25%	20%	18%	24%	21%	21%	19%
			a	f	cef	f					ghi	mn	mn						
		41%	59%	15%	24%	38%	24%	5%	6%	9%	39%	34%	30%	18%	17%	86%	8%	4%	2%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	464	226	238	45	107	191	121	20	29	58	190	179	125	88	72	401	41	17	5
	19%	19%	19%	13%	26%	22%	16%	16%	18%	21%	27%	26%	18%	17%	14%	20%	20%	14%	8%
					cf	cf					ghi	lmn	n			qr	qr	r	
		49%	51%	10%	23%	41%	26%	4%	6%	12%	41%	39%	27%	19%	15%	87%	9%	4%	1%

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		49%	51%	15%	17%	37%	31%	5%	7%	12%	29%	29%	28%	22%	21%	84%	9%	5%	3%
Trading/ auctions e.g. eBay	460	239	221	66	115	184	94	17	23	46	180	150	142	97	71	395	40	19	5
	19%	20%	18%	18%	28%	21%	13%	14%	14%	17%	26%	22%	21%	18%	14%	20%	20%	16%	8%
				f	cef	f					ghi	n	n			r	r	r	
		52%	48%	14%	25%	40%	21%	4%	5%	10%	39%	33%	31%	21%	15%	86%	9%	4%	1%
Playing games online/ interactively	445	245	200	103	113	150	78	30	35	58	144	133	133	80	99	374	45	19	8
	19%	21%	16%	29%	27%	17%	10%	24%	21%	21%	20%	19%	19%	15%	20%	19%	22%	16%	12%
		b		ef	ef	f										r	r		
		55%	45%	23%	25%	34%	18%	7%	8%	13%	32%	30%	30%	18%	22%	84%	10%	4%	2%
Making voice calls using a VoIP service e.g. Skype	408	201	207	95	113	149	51	16	19	34	179	147	129	69	62	347	39	16	6
	17%	17%	17%	27%	27%	17%	7%	13%	12%	12%	26%	21%	19%	13%	12%	17%	19%	13%	10%
				ef	ef	f					ghi	mn	mn			r	r		
		49%	51%	23%	28%	37%	12%	4%	5%	8%	44%	36%	32%	17%	15%	85%	10%	4%	2%
Uploading/ adding content to the internet e.g. photos, videos, blog posts	389	200	190	84	109	135	62	22	23	46	153	143	109	74	62	325	42	13	8
	16%	17%	15%	23%	26%	15%	8%	18%	14%	17%	22%	21%	16%	14%	12%	16%	21%	11%	13%
				ef	ef	f					h	lmn				q	qr		
		51%	49%	22%	28%	35%	16%	6%	6%	12%	39%	37%	28%	19%	16%	84%	11%	3%	2%

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		49%	51%	15%	17%	37%	31%	5%	7%	12%	29%	29%	28%	22%	21%	84%	9%	5%	3%
Streamed audio services (free) e.g. Spotify (free) or Deezer (free)	378	213	166	128	102	122	26	15	13	44	147	131	128	64	55	319	40	11	9
	16%	18%	13%	36%	25%	14%	3%	12%	8%	16%	21%	19%	19%	12%	11%	16%	19%	9%	14%
		b		def	ef	f				h	gh	mn	mn				q	q	q
		56%	44%	34%	27%	32%	7%	4%	3%	12%	39%	35%	34%	17%	14%	84%	11%	3%	2%
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	337	192	145	79	83	113	62	17	12	33	154	148	105	43	40	284	34	14	6
	14%	16%	12%	22%	20%	13%	8%	13%	7%	12%	22%	22%	15%	8%	8%	14%	16%	12%	9%
		b		ef	ef	f					ghi	lmn	mn			r	r		
		57%	43%	23%	25%	34%	18%	5%	4%	10%	46%	44%	31%	13%	12%	84%	10%	4%	2%
Listening to radio	324	178	146	55	67	131	70	16	18	39	129	123	95	51	55	273	34	13	5
	13%	15%	12%	15%	16%	15%	9%	13%	11%	14%	18%	18%	14%	10%	11%	14%	17%	11%	7%
		b		f	f	f					h	lmn	m			r	qr		
		55%	45%	17%	21%	41%	22%	5%	6%	12%	40%	38%	29%	16%	17%	84%	10%	4%	1%
Streamed audio services (subscription) e.g. Spotify Premium, Apple Music or Deezer Premium	287	162	125	92	88	83	24	12	14	28	105	124	89	37	36	247	25	12	3
	12%	14%	10%	26%	21%	9%	3%	10%	9%	10%	15%	18%	13%	7%	7%	12%	12%	10%	5%
		b		ef	ef	f					hi	lmn	mn			r	r	r	
		56%	44%	32%	30%	29%	8%	4%	5%	10%	37%	43%	31%	13%	12%	86%	9%	4%	1%

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		49%	51%	15%	17%	37%	31%	5%	7%	12%	29%	29%	28%	22%	21%	84%	9%	5%	3%
Remotely control TV services at home such as Sky+, Sky Q or Tivo using an online device	169	104	65	26	40	80	24	3	7	19	66	64	52	32	21	137	14	15	3
	7%	9%	5%	7%	10%	9%	3%	3%	4%	7%	9%	9%	8%	6%	4%	7%	7%	13%	4%
		b		f	f	f					gh	n	n					opr	
		62%	38%	15%	23%	47%	14%	2%	4%	11%	39%	38%	31%	19%	13%	81%	8%	9%	2%
Remotely control or monitor household appliances e.g. fridge, cooker, washing machine, tumble dryer and/ or home heating, lighting or security system or home energy consumption	103	64	40	9	29	47	17	2	5	8	49	50	32	14	8	88	10	5	1
	4%	5%	3%	3%	7%	5%	2%	2%	3%	3%	7%	7%	5%	3%	2%	4%	5%	4%	1%
		b			cf	cf					ghi	mn	n			r	r	r	
		62%	38%	9%	28%	46%	17%	2%	5%	8%	47%	48%	31%	14%	7%	85%	10%	5%	1%
Other	18	11	7	*	1	4	13	2	2	1	6	3	6	7	2	16	*	1	*
	1%	1%	1%	*%	*%	*%	2%	1%	1%	*%	1%	*%	1%	1%	*%	1%	*%	1%	*%
							cde												
		59%	41%	1%	4%	20%	75%	9%	11%	5%	31%	19%	33%	38%	10%	90%	2%	7%	1%
USE SOCIAL NETWORKING SITES	1116	521	596	240	258	424	196	55	73	130	367	374	301	236	205	930	101	54	32
	46%	44%	48%	67%	62%	48%	26%	44%	44%	47%	52%	54%	44%	45%	41%	46%	49%	46%	49%
			a	ef	ef	f					h	lmn							
		47%	53%	21%	23%	38%	18%	5%	6%	12%	33%	34%	27%	21%	18%	83%	9%	5%	3%

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

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QE15 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3346	1611	1735	485	554	1115	1191	201	243	369	770	773	1088	684	794	2022	438	456	430
Effective Weighted Sample	2326	1108	1219	342	393	768	851	148	175	266	593	569	775	469	551	1778	294	323	378
Weighted total	2405	1176	1229	359	413	882	751	123	166	279	703	689	681	524	505	2018	205	118	64
		49%	51%	15%	17%	37%	31%	5%	7%	12%	29%	29%	28%	22%	21%	84%	9%	5%	3%
TV/ VIDEO VIEWING	941	491	450	196	217	366	162	41	63	108	350	314	285	170	169	807	79	36	18
	39%	42%	37%	55%	52%	41%	22%	33%	38%	39%	50%	46%	42%	32%	34%	40%	39%	31%	28%
		b		ef	ef	f					ghi	mn	mn			qr	qr		
		52%	48%	21%	23%	39%	17%	4%	7%	11%	37%	33%	30%	18%	18%	86%	8%	4%	2%
VOICE OR VIDEO CALLS USING A VOIP SERVICE E.G. SKYPE	654	304	349	163	162	235	95	26	36	64	260	231	201	113	108	553	63	27	11
	27%	26%	28%	45%	39%	27%	13%	21%	22%	23%	37%	33%	30%	22%	21%	27%	31%	23%	16%
				ef	ef	f					ghi	mn	mn			r	qr	r	
		47%	53%	25%	25%	36%	14%	4%	5%	10%	40%	35%	31%	17%	17%	85%	10%	4%	2%
STREAMED AUDIO SERVICES	494	273	220	165	131	161	37	19	18	58	186	185	162	80	66	421	49	15	9
	21%	23%	18%	46%	32%	18%	5%	15%	11%	21%	26%	27%	24%	15%	13%	21%	24%	13%	15%
		b		def	ef	f				h	gh	mn	mn			qr	qr		
		55%	45%	33%	26%	33%	7%	4%	4%	12%	38%	37%	33%	16%	13%	85%	10%	3%	2%
None of these	68	29	39	1	4	16	48	4	7	9	9	11	14	25	17	58	4	3	3
	3%	2%	3%	*%	1%	2%	6%	3%	4%	3%	1%	2%	2%	5%	3%	3%	2%	3%	5%
						c	cde		j					kl					op
		43%	57%	1%	5%	23%	70%	6%	10%	13%	13%	16%	20%	36%	26%	85%	6%	4%	5%
Don't know	*	-	*	*	-	-	-	-	-	-	-	-	*	-	-	-	-	-	*
	*%	-%	*%	*%	-%	-%	-%	-%	-%	-%	-%	-%	*%	-%	-%	-%	-%	-%	*%
		-%	100%	100%	-%	-%	-%	-%	-%	-%	-%	-%	100%	-%	-%	-%	-%	-%	100%
COMMUNICATION	1974	964	1010	330	367	747	530	89	122	240	644	619	582	403	365	1668	161	98	48
	82%	82%	82%	92%	89%	85%	71%	72%	73%	86%	92%	90%	85%	77%	72%	83%	78%	83%	75%
				ef	ef	f				gh	ghi	lmn	mn			r		r	
		49%	51%	17%	19%	38%	27%	5%	6%	12%	33%	31%	30%	20%	19%	84%	8%	5%	2%

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

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QE15 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3346	1611	1735	485	554	1115	1191	201	243	369	770	773	1088	684	794	2022	438	456	430
Effective Weighted Sample	2326	1108	1219	342	393	768	851	148	175	266	593	569	775	469	551	1778	294	323	378
Weighted total	2405	1176	1229	359	413	882	751	123	166	279	703	689	681	524	505	2018	205	118	64
		49%	51%	15%	17%	37%	31%	5%	7%	12%	29%	29%	28%	22%	21%	84%	9%	5%	3%
INFORMATION	1928	952	976	318	341	738	531	87	123	221	619	599	559	403	365	1645	145	91	47
	80%	81%	79%	88%	82%	84%	71%	71%	74%	79%	88%	87%	82%	77%	72%	81%	71%	77%	74%
				def	f	f					ghi	lmn	mn			pr			
		49%	51%	16%	18%	38%	28%	5%	6%	11%	32%	31%	29%	21%	19%	85%	8%	5%	2%
PURCHASING/ FINANCES	1562	758	804	227	315	634	385	67	81	170	558	530	468	314	248	1309	142	70	40
	65%	64%	65%	63%	76%	72%	51%	54%	49%	61%	79%	77%	69%	60%	49%	65%	69%	59%	62%
				f	cf	cf				h	ghi	lmn	mn	n			q		
		49%	51%	15%	20%	41%	25%	4%	5%	11%	36%	34%	30%	20%	16%	84%	9%	4%	3%
ENTERTAINMENT	1180	603	577	248	260	441	231	62	78	144	409	386	358	224	210	1015	97	45	24
	49%	51%	47%	69%	63%	50%	31%	51%	47%	51%	58%	56%	52%	43%	42%	50%	47%	38%	37%
		b		ef	ef	f					h	mn	mn			qr	qr		
		51%	49%	21%	22%	37%	20%	5%	7%	12%	35%	33%	30%	19%	18%	86%	8%	4%	2%
SOCIAL	1116	521	596	240	258	424	196	55	73	130	367	374	301	236	205	930	101	54	32
	46%	44%	48%	67%	62%	48%	26%	44%	44%	47%	52%	54%	44%	45%	41%	46%	49%	46%	49%
			a	ef	ef	f					h	lmn							
		47%	53%	21%	23%	38%	18%	5%	6%	12%	33%	34%	27%	21%	18%	83%	9%	5%	3%
REMOTE ACCESS	432	251	181	89	102	163	78	18	18	44	185	180	136	63	53	363	39	24	6
	18%	21%	15%	25%	25%	19%	10%	14%	11%	16%	26%	26%	20%	12%	11%	18%	19%	21%	10%
		b		ef	ef	f					ghi	lmn	mn			r	r	r	
		58%	42%	21%	24%	38%	18%	4%	4%	10%	43%	42%	31%	15%	12%	84%	9%	6%	1%

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

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QE15 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3346	233	236	204	221	257	217	199	233	222	2421	925	1932	1410	1686	1660
Effective Weighted Sample	2326	225	223	196	214	241	208	192	222	213	1935	415	1354	1001	1132	1193
Weighted total	2405	314	340	199	175	209	218	189	102	271	2073	332	1521	882	1168	1237
		13%	14%	8%	7%	9%	9%	8%	4%	11%	86%	14%	63%	37%	49%	51%
Send/ receive e-mails	1769	265	285	163	115	125	172	127	73	165	1510	259	1202	565	891	878
	74%	84%	84%	82%	66%	60%	79%	67%	72%	61%	73%	78%	79%	64%	76%	71%
		deghi	deghi	deghi			degi		ei			j	m		o	
		15%	16%	9%	7%	7%	10%	7%	4%	9%	85%	15%	68%	32%	50%	50%
General searching/ surfing/ browsing the internet	1744	228	265	160	105	155	157	130	84	203	1500	244	1143	600	852	892
	73%	73%	78%	80%	60%	74%	72%	69%	82%	75%	72%	73%	75%	68%	73%	72%
		d	dg	dfg		d	d		adefg	d			m			
		13%	15%	9%	6%	9%	9%	7%	5%	12%	86%	14%	66%	34%	49%	51%
Banking/ paying bills	1224	131	191	105	85	93	130	85	58	148	1045	179	894	329	616	609
	51%	42%	56%	53%	49%	45%	60%	45%	57%	55%	50%	54%	59%	37%	53%	49%
			aeg	a			adeg		aeg	ae			m			
		11%	16%	9%	7%	8%	11%	7%	5%	12%	85%	15%	73%	27%	50%	50%
Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat, WhatsApp	1170	127	163	93	86	92	130	85	61	142	999	172	803	367	563	607
	49%	40%	48%	47%	49%	44%	60%	45%	60%	52%	48%	52%	53%	42%	48%	49%
							abcdeg		abcdeg	a			m			
		11%	14%	8%	7%	8%	11%	7%	5%	12%	85%	15%	69%	31%	48%	52%

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

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QE15 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3346	233	236	204	221	257	217	199	233	222	2421	925	1932	1410	1686	1660
Effective Weighted Sample	2326	225	223	196	214	241	208	192	222	213	1935	415	1354	1001	1132	1193
Weighted total	2405	314	340	199	175	209	218	189	102	271	2073	332	1521	882	1168	1237
		13%	14%	8%	7%	9%	9%	8%	4%	11%	86%	14%	63%	37%	49%	51%
Online shopping (purchasing goods/ services/ tickets etc.)	1104	143	169	84	71	87	124	62	69	105	930	174	781	321	537	567
	46%	46%	50%	42%	41%	42%	57%	33%	68%	39%	45%	52%	51%	36%	46%	46%
		g	dgi				acdegi		abcdefgi			j	m			
		13%	15%	8%	6%	8%	11%	6%	6%	10%	84%	16%	71%	29%	49%	51%
Using social media sites or apps (such as Facebook, Twitter, LinkedIn, Instagram or Snapchat)	1072	130	136	75	71	90	111	83	60	134	939	133	744	328	521	551
	45%	41%	40%	38%	40%	43%	51%	44%	59%	49%	45%	40%	49%	37%	45%	45%
							abcd		abcdeg	bc			m			
		12%	13%	7%	7%	8%	10%	8%	6%	13%	88%	12%	69%	31%	49%	51%
Accessing news	856	85	143	73	53	59	86	53	44	119	727	129	590	266	442	414
	36%	27%	42%	36%	30%	28%	39%	28%	43%	44%	35%	39%	39%	30%	38%	34%
			adeg	a			adeg		adeg	adeg			m		o	
		10%	17%	8%	6%	7%	10%	6%	5%	14%	85%	15%	69%	31%	52%	48%
Finding/ downloading information for work/ business/ school/ college/ university/ homework	855	138	121	88	55	65	90	48	40	94	729	127	621	234	407	448
	36%	44%	36%	44%	32%	31%	41%	25%	39%	35%	35%	38%	41%	26%	35%	36%
		deg	g	deg			deg		g	g			m			
		16%	14%	10%	6%	8%	11%	6%	5%	11%	85%	15%	73%	27%	48%	52%

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

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QE15 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3346	233	236	204	221	257	217	199	233	222	2421	925	1932	1410	1686	1660
Effective Weighted Sample	2326	225	223	196	214	241	208	192	222	213	1935	415	1354	1001	1132	1193
Weighted total	2405	314	340	199	175	209	218	189	102	271	2073	332	1521	882	1168	1237
		13%	14%	8%	7%	9%	9%	8%	4%	11%	86%	14%	63%	37%	49%	51%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	729	128	102	50	49	48	76	47	45	77	622	107	531	197	348	381
	30%	41%	30%	25%	28%	23%	35%	25%	44%	28%	30%	32%	35%	22%	30%	31%
		bcdegi					ceg		bcdefgi					m		
		18%	14%	7%	7%	7%	10%	7%	6%	11%	85%	15%	73%	27%	48%	52%
Watching TV programmes/ films content online	584	85	91	58	40	41	60	41	23	60	489	95	417	166	287	297
	24%	27%	27%	29%	23%	20%	27%	21%	23%	22%	24%	29%	27%	19%	25%	24%
				e			e						j	m		
		15%	16%	10%	7%	7%	10%	7%	4%	10%	84%	16%	71%	28%	49%	51%
Making video calls e.g. via FaceTime, Skype	569	105	68	44	42	44	71	36	24	51	489	81	394	175	264	306
	24%	33%	20%	22%	24%	21%	32%	19%	24%	19%	24%	24%	26%	20%	23%	25%
		bcdeghi					bcegi							m		
		18%	12%	8%	7%	8%	12%	6%	4%	9%	86%	14%	69%	31%	46%	54%
To find information on health related issues	558	78	82	43	39	35	71	40	30	59	472	86	396	162	269	289
	23%	25%	24%	22%	22%	17%	32%	21%	29%	22%	23%	26%	26%	18%	23%	23%
		e					cdegi		e					m		
		14%	15%	8%	7%	6%	13%	7%	5%	11%	85%	15%	71%	29%	48%	52%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 67

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		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3346	233	236	204	221	257	217	199	233	222	2421	925	1932	1410	1686	1660
Effective Weighted Sample	2326	225	223	196	214	241	208	192	222	213	1935	415	1354	1001	1132	1193
Weighted total	2405	314	340	199	175	209	218	189	102	271	2073	332	1521	882	1168	1237
		13%	14%	8%	7%	9%	9%	8%	4%	11%	86%	14%	63%	37%	49%	51%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	464	83	67	39	39	21	54	33	30	35	381	83	342	122	210	254
	19%	26%	20%	20%	23%	10%	25%	17%	29%	13%	18%	25%	22%	14%	18%	21%
		egi	e	e	ei		ei	e	bcegi				j	m		
		18%	14%	9%	9%	5%	12%	7%	6%	8%	82%	18%	74%	26%	45%	55%
Trading/ auctions e.g. eBay	460	63	47	39	38	32	59	34	36	48	384	76	348	111	214	246
	19%	20%	14%	19%	22%	15%	27%	18%	35%	18%	19%	23%	23%	13%	18%	20%
					b		begi		abcdegi				j	m		
		14%	10%	8%	8%	7%	13%	7%	8%	10%	84%	16%	76%	24%	46%	54%
Playing games online/ interactively	445	43	64	31	37	34	59	41	21	43	373	72	285	160	202	243
	19%	14%	19%	16%	21%	16%	27%	22%	20%	16%	18%	22%	19%	18%	17%	20%
					a		abcei	a								
		10%	14%	7%	8%	8%	13%	9%	5%	10%	84%	16%	64%	36%	45%	55%
Making voice calls using a VoIP service e.g. Skype	408	83	49	32	34	26	42	24	23	36	353	55	297	111	181	227
	17%	26%	14%	16%	19%	12%	19%	13%	22%	13%	17%	17%	20%	13%	16%	18%
		bcegi			e		e		begi				m			
		20%	12%	8%	8%	6%	10%	6%	6%	9%	86%	14%	73%	27%	44%	56%

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

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Base : Those who use the internet at home or elsewhere

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3346	233	236	204	221	257	217	199	233	222	2421	925	1932	1410	1686	1660
Effective Weighted Sample	2326	225	223	196	214	241	208	192	222	213	1935	415	1354	1001	1132	1193
Weighted total	2405	314	340	199	175	209	218	189	102	271	2073	332	1521	882	1168	1237
		13%	14%	8%	7%	9%	9%	8%	4%	11%	86%	14%	63%	37%	49%	51%
Uploading/ adding content to the internet e.g. photos, videos, blog posts	389	40	53	23	33	23	55	27	26	44	329	60	271	118	203	186
	16%	13%	16%	11%	19%	11%	25%	14%	25%	16%	16%	18%	18%	13%	17%	15%
					ce		abcegi		abcegi				m			
		10%	14%	6%	9%	6%	14%	7%	7%	11%	85%	15%	70%	30%	52%	48%
Streamed audio services (free) e.g. Spotify (free) or Deezer (free)	378	63	50	26	28	26	31	21	23	50	335	43	278	101	163	215
	16%	20%	15%	13%	16%	12%	14%	11%	23%	18%	16%	13%	18%	11%	14%	17%
		eg							bcefg	g			m			n
		17%	13%	7%	7%	7%	8%	6%	6%	13%	89%	11%	73%	27%	43%	57%
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	337	52	47	31	25	18	42	21	20	29	283	54	242	95	177	160
	14%	16%	14%	16%	14%	9%	19%	11%	19%	11%	14%	16%	16%	11%	15%	13%
		e		e			egi		egi				m			
		15%	14%	9%	7%	5%	12%	6%	6%	8%	84%	16%	72%	28%	53%	47%
Listening to radio	324	27	54	27	34	16	39	21	18	36	256	67	238	86	176	148
	13%	9%	16%	14%	19%	8%	18%	11%	18%	13%	12%	20%	16%	10%	15%	12%
			ae		aeg		ae		ae			j	m		o	
		8%	17%	8%	10%	5%	12%	6%	6%	11%	79%	21%	73%	27%	54%	46%

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

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QE15 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3346	233	236	204	221	257	217	199	233	222	2421	925	1932	1410	1686	1660
Effective Weighted Sample	2326	225	223	196	214	241	208	192	222	213	1935	415	1354	1001	1132	1193
Weighted total	2405	314	340	199	175	209	218	189	102	271	2073	332	1521	882	1168	1237
		13%	14%	8%	7%	9%	9%	8%	4%	11%	86%	14%	63%	37%	49%	51%
Streamed audio services (subscription) e.g. Spotify Premium, Apple Music or Deezer Premium	287 12%	42 13%	46 13%	24 12%	23 13%	19 9%	30 14%	23 12%	18 18% ei	22 8%	245 12%	42 13%	218 14% m	69 8%	137 12%	150 12%
		15%	16%	8%	8%	7%	10%	8%	6%	8%	85%	15%	76%	24%	48%	52%
Remotely control TV services at home such as Sky+, Sky Q or Tivo using an online device	169 7%	11 3%	31 9% ace	7 4%	13 7%	9 4%	20 9% ace	10 5%	12 12% aceg	24 9% ac	141 7%	28 9%	129 8% m	40 5%	91 8%	78 6%
		6%	18%	4%	7%	5%	12%	6%	7%	14%	83%	17%	76%	24%	54%	46%
Remotely control or monitor household appliances e.g. fridge, cooker, washing machine, tumble dryer and/ or home heating, lighting or security system or home energy consumption	103 4%	6 2%	23 7% ae	9 5%	10 6% a	5 2%	9 4%	7 4%	8 7% ae	11 4%	89 4%	14 4%	80 5% m	24 3%	48 4%	56 5%
		6%	23%	9%	9%	5%	9%	7%	7%	11%	86%	14%	77%	23%	46%	54%

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

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QE15 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	ENGLAND REGIONS LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBANITY URBAN	RURAL	WORKING STATUS WORKING	NOT WORKING	DEPRIVATION LEVEL LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3346	233	236	204	221	257	217	199	233	222	2421	925	1932	1410	1686	1660
Effective Weighted Sample	2326	225	223	196	214	241	208	192	222	213	1935	415	1354	1001	1132	1193
Weighted total	2405	314	340	199	175	209	218	189	102	271	2073	332	1521	882	1168	1237
		13%	14%	8%	7%	9%	9%	8%	4%	11%	86%	14%	63%	37%	49%	51%
Other	18	-	8	3	1	1	1	1	1	1	15	3	6	12	10	8
	1%	-%	2%	1%	*%	*%	*%	1%	1%	*%	1%	1%	*%	1%	1%	1%
			a											l		
		-%	45%	14%	4%	4%	5%	8%	3%	8%	85%	15%	33%	67%	56%	44%
USE SOCIAL NETWORKING SITES	1116	136	146	79	76	90	118	87	61	137	976	140	773	343	547	570
	46%	43%	43%	40%	43%	43%	54%	46%	60%	50%	47%	42%	51%	39%	47%	46%
							abcde		abcdegi	c			m			
		12%	13%	7%	7%	8%	11%	8%	5%	12%	87%	13%	69%	31%	49%	51%
TV/ VIDEO VIEWING	941	161	132	79	57	62	92	67	51	106	801	140	664	276	441	499
	39%	51%	39%	40%	33%	30%	42%	35%	50%	39%	39%	42%	44%	31%	38%	40%
		bcdegi	e	e			de		bcdegi	e			m			
		17%	14%	8%	6%	7%	10%	7%	5%	11%	85%	15%	71%	29%	47%	53%
VOICE OR VIDEO CALLS USING A VOIP SERVICE E.G. SKYPE	654	123	78	59	51	48	75	37	29	54	560	94	459	194	311	343
	27%	39%	23%	30%	29%	23%	34%	19%	29%	20%	27%	28%	30%	22%	27%	28%
		bcdeghi		gi	gi		begi		gi				m			
		19%	12%	9%	8%	7%	11%	6%	5%	8%	86%	14%	70%	30%	48%	52%
STREAMED AUDIO SERVICES	494	77	69	39	33	40	44	34	29	55	428	66	364	129	222	271
	21%	25%	20%	19%	19%	19%	20%	18%	28%	20%	21%	20%	24%	15%	19%	22%
									cdeg				m			
		16%	14%	8%	7%	8%	9%	7%	6%	11%	87%	13%	74%	26%	45%	55%
None of these	68	3	3	10	9	4	6	7	6	10	54	15	29	40	35	34
	3%	1%	1%	5%	5%	2%	3%	4%	6%	4%	3%	4%	2%	4%	3%	3%
				ab	ab				abe					l		
		4%	5%	15%	13%	6%	9%	10%	9%	14%	79%	21%	42%	58%	51%	49%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

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QE15 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3346	233	236	204	221	257	217	199	233	222	2421	925	1932	1410	1686	1660
Effective Weighted Sample	2326	225	223	196	214	241	208	192	222	213	1935	415	1354	1001	1132	1193
Weighted total	2405	314	340	199	175	209	218	189	102	271	2073	332	1521	882	1168	1237
		13%	14%	8%	7%	9%	9%	8%	4%	11%	86%	14%	63%	37%	49%	51%
Don't know	*	-	-	-	-	-	-	-	-	-	-	*	-	*	*	-
	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	*%	-%	*%	*%	-%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	100%	-%	100%	100%	-%
COMMUNICATION	1974	287	293	169	140	148	188	147	83	214	1694	280	1321	651	961	1013
	82%	91%	86%	85%	80%	71%	86%	77%	82%	79%	82%	84%	87%	74%	82%	82%
		cdeghi	egi	e	e		eg		e	e			m			
		15%	15%	9%	7%	7%	9%	7%	4%	11%	86%	14%	67%	33%	49%	51%
INFORMATION	1928	268	287	168	120	167	173	144	89	229	1662	266	1276	651	931	997
	80%	85%	84%	84%	69%	80%	79%	76%	87%	85%	80%	80%	84%	74%	80%	81%
		dg	dg	dg		d	d		defg	dg			m			
		14%	15%	9%	6%	9%	9%	7%	5%	12%	86%	14%	66%	34%	48%	52%
PURCHASING/ FINANCES	1562	198	236	128	107	125	161	107	78	170	1334	227	1109	451	766	796
	65%	63%	69%	64%	61%	60%	74%	57%	76%	63%	64%	68%	73%	51%	66%	64%
			eg				acdegi		acdegi				m			
		13%	15%	8%	7%	8%	10%	7%	5%	11%	85%	15%	71%	29%	49%	51%
ENTERTAINMENT	1180	190	168	101	76	92	117	82	58	130	1005	175	806	373	558	622
	49%	61%	49%	51%	43%	44%	54%	44%	57%	48%	49%	53%	53%	42%	48%	50%
		bcdegi					deg		deg				m			
		16%	14%	9%	6%	8%	10%	7%	5%	11%	85%	15%	68%	32%	47%	53%
SOCIAL	1116	136	146	79	76	90	118	87	61	137	976	140	773	343	547	570
	46%	43%	43%	40%	43%	43%	54%	46%	60%	50%	47%	42%	51%	39%	47%	46%
							abcde		abcdegi	c			m			
		12%	13%	7%	7%	8%	11%	8%	5%	12%	87%	13%	69%	31%	49%	51%
REMOTE ACCESS	432	55	67	37	31	20	53	25	26	49	360	72	314	118	229	203
	18%	18%	20%	19%	18%	10%	24%	13%	25%	18%	17%	22%	21%	13%	20%	16%
		e	e	e	e		eg		eg	e		j	m		o	
		13%	16%	9%	7%	5%	12%	6%	6%	11%	83%	17%	73%	27%	53%	47%

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

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QE15 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3346	3178	438	1285	607
Effective Weighted Sample	2326	2202	341	880	429
Weighted total	2405	2270	377	913	467
		94%	16%	38%	19%
Send/ receive e-mails	1769	1660	277	698	357
	74%	73%	74%	76%	76%
		94%	16%	39%	20%
General searching/ surfing/ browsing the internet	1744	1642	280	656	348
	73%	72%	74%	72%	75%
		94%	16%	38%	20%
Banking/ paying bills	1224	1150	204	507	255
	51%	51%	54%	55%	55%
				a	
		94%	17%	41%	21%
Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat, WhatsApp	1170	1088	172	466	258
	49%	48%	46%	51%	55%
					ab
		93%	15%	40%	22%
Online shopping (purchasing goods/ services/ tickets etc.)	1104	1039	173	472	230
	46%	46%	46%	52%	49%
				a	
		94%	16%	43%	21%

Columns Tested: a,b,c,d

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QE15 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

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		TV PLATFORM/S			
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3346	3178	438	1285	607
Effective Weighted Sample	2326	2202	341	880	429
Weighted total	2405	2270	377	913	467
		94%	16%	38%	19%
Using social media sites or apps (such as Facebook, Twitter, LinkedIn, Instagram or Snapchat)	1072 45%	1004 44%	177 47%	420 46%	241 52% a
		94%	17%	39%	22%
Accessing news	856 36%	800 35%	134 35%	342 37%	189 40% a
		93%	16%	40%	22%
Finding/ downloading information for work/ business/ school/ college/ university/ homework	855 36%	785 35%	146 39%	328 36%	171 37%
		92%	17%	38%	20%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	729 30%	674 30%	112 30%	284 31%	168 36% a
		92%	15%	39%	23%

Columns Tested: a,b,c,d

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	Total	**ALL TV**	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
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Unweighted total	3346	3178	438	1285	607
Effective Weighted Sample	2326	2202	341	880	429
Weighted total	2405	2270	377	913	467
		94%	16%	38%	19%
Watching TV programmes/ films content online	584	540	95	219	135
	24%	24%	25%	24%	29%
					a
		92%	16%	38%	23%
Making video calls e.g. via FaceTime, Skype	569	523	85	231	126
	24%	23%	23%	25%	27%
		92%	15%	41%	22%
To find information on health related issues	558	516	99	213	113
	23%	23%	26%	23%	24%
		92%	18%	38%	20%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	464	428	75	181	82
	19%	19%	20%	20%	18%
		92%	16%	39%	18%
Trading/ auctions e.g. eBay	460	430	80	194	79
	19%	19%	21%	21%	17%
		93%	17%	42%	17%

Columns Tested: a,b,c,d

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		ALL TV	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
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Unweighted total	3346	3178	438	1285	607
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Weighted total	2405	2270	377	913	467
		94%	16%	38%	19%
Playing games online/ interactively	445	421	84	183	97
	19%	19%	22%	20%	21%
		95%	19%	41%	22%
Making voice calls using a VoIP service e.g. Skype	408	369	63	161	85
	17%	16%	17%	18%	18%
		90%	16%	39%	21%
Uploading/ adding content to the internet e.g. photos, videos, blog posts	389	357	71	160	92
	16%	16%	19%	17%	20%
					a
		92%	18%	41%	24%
Streamed audio services (free) e.g. Spotify (free) or Deezer (free)	378	343	72	144	89
	16%	15%	19%	16%	19%
					a
		91%	19%	38%	23%

Columns Tested: a,b,c,d

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		ALL TV	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
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Effective Weighted Sample	2326	2202	341	880	429
Weighted total	2405	2270	377	913	467
		94%	16%	38%	19%
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	337	308	58	146	79
	14%	14%	15%	16%	17%
		91%	17%	43%	23%
Listening to radio	324	292	50	124	64
	13%	13%	13%	14%	14%
		90%	16%	38%	20%
Streamed audio services (subscription) e.g. Spotify Premium, Apple Music or Deezer Premium	287	256	52	115	53
	12%	11%	14%	13%	11%
		89%	18%	40%	18%
Remotely control TV services at home such as Sky+, Sky Q or Tivo using an online device	169	161	24	111	37
	7%	7%	6%	12%	8%
				abd	
		95%	14%	66%	22%

Columns Tested: a,b,c,d

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Effective Weighted Sample	2326	2202	341	880	429
Weighted total	2405	2270	377	913	467
		94%	16%	38%	19%
Remotely control or monitor household appliances e.g. fridge, cooker, washing machine, tumble dryer and/ or home heating, lighting or security system or home energy consumption	103 4%	97 4% 93%	19 5% 19%	45 5% 43%	24 5% 24%
Other	18 1%	18 1% 98%	7 2% c 37%	2 *% 13%	3 1% 16%
USE SOCIAL NETWORKING SITES	1116 46%	1045 46% 94%	186 49% 17%	435 48% 39%	252 54% ac 23%
TV/ VIDEO VIEWING	941 39%	876 39% 93%	146 39% 15%	359 39% 38%	210 45% a 22%
VOICE OR VIDEO CALLS USING A VOIP SERVICE E.G. SKYPE	654 27%	602 27% 92%	92 24% 14%	270 30% 41%	145 31% b 22%

Columns Tested: a,b,c,d

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QE15 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3346	3178	438	1285	607
Effective Weighted Sample	2326	2202	341	880	429
Weighted total	2405	2270	377	913	467
		94%	16%	38%	19%
STREAMED AUDIO SERVICES	494	451	87	201	102
	21%	20%	23%	22%	22%
		91%	18%	41%	21%
None of these	68	64	2	22	9
	3%	3%	*%	2%	2%
		b		b	
		94%	3%	32%	13%
Don't know	*	*	-	*	-
	*%	*%	-%	*%	-%
		100%	-%	100%	-%
COMMUNICATION	1974	1859	305	769	408
	82%	82%	81%	84%	87%
					ab
		94%	15%	39%	21%
INFORMATION	1928	1814	311	736	376
	80%	80%	83%	81%	80%
		94%	16%	38%	19%
PURCHASING/ FINANCES	1562	1477	258	646	323
	65%	65%	69%	71%	69%
				a	
		95%	17%	41%	21%
ENTERTAINMENT	1180	1098	189	451	259
	49%	48%	50%	49%	55%
					ac
		93%	16%	38%	22%

Columns Tested: a,b,c,d

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QE15 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

| | | TV PLATFORM/S | | | |
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3346	3178	438	1285	607
Effective Weighted Sample	2326	2202	341	880	429
Weighted total	2405	2270	377	913	467
		94%	16%	38%	19%
SOCIAL	1116	1045	186	435	252
	46%	46%	49%	48%	54%
					ac
		94%	17%	39%	23%
REMOTE ACCESS	432	400	72	209	98
	18%	18%	19%	23%	21%
				a	
		93%	17%	48%	23%

Columns Tested: a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

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QE15 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Send/ receive e-mails	1769	870	899	277	328	676	488	74	98	216	604	587	534	350	295	1491	149	88	41
	66%	67%	65%	76%	78%	75%	49%	43%	46%	72%	85%	82%	75%	60%	45%	67%	64%	66%	56%
				f	f	f				gh	ghi	lmn	mn	n		r	r	r	
		49%	51%	16%	19%	38%	28%	4%	6%	12%	34%	33%	30%	20%	17%	84%	8%	5%	2%
General searching/ surfing/ browsing the internet	1744	858	886	297	309	659	480	82	112	196	563	538	503	375	327	1488	134	81	40
	65%	66%	64%	82%	73%	73%	49%	47%	53%	66%	79%	76%	70%	65%	49%	67%	57%	62%	55%
				def	f	f				gh	ghi	lmn	mn	n		pr		r	
		49%	51%	17%	18%	38%	28%	5%	6%	11%	32%	31%	29%	21%	19%	85%	8%	5%	2%
Banking/ paying bills	1224	618	606	161	268	493	303	51	61	131	456	425	369	246	183	1027	115	51	31
	46%	48%	44%	44%	64%	55%	31%	29%	29%	44%	64%	60%	51%	42%	28%	46%	49%	39%	42%
				f	cef	cf				gh	ghi	lmn	mn	n		q	qr		
		50%	50%	13%	22%	40%	25%	4%	5%	11%	37%	35%	30%	20%	15%	84%	9%	4%	3%
Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat, WhatsApp	1170	536	634	246	260	448	216	58	75	137	378	366	329	242	231	980	98	61	32
	44%	41%	46%	68%	62%	50%	22%	34%	36%	46%	53%	51%	46%	42%	35%	44%	42%	46%	43%
			a	ef	ef	f				gh	ghi	lmn	n	n					
		46%	54%	21%	22%	38%	18%	5%	6%	12%	32%	31%	28%	21%	20%	84%	8%	5%	3%
Online shopping (purchasing goods/ services/ tickets etc.)	1104	493	611	178	229	449	248	54	57	115	414	382	340	210	172	914	110	51	29
	41%	38%	44%	49%	55%	50%	25%	31%	27%	39%	58%	54%	47%	36%	26%	41%	47%	38%	40%
			a	f	f	f				h	ghi	lmn	mn	n			oqr		
		45%	55%	16%	21%	41%	22%	5%	5%	10%	37%	35%	31%	19%	16%	83%	10%	5%	3%

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

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QE15 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Using social media sites or apps (such as Facebook, Twitter, LinkedIn, Instagram or Snapchat)	1072	488	584	232	252	408	180	53	71	125	347	356	289	227	200	890	98	53	31
	40%	38%	42%	64%	60%	45%	18%	30%	34%	42%	49%	50%	40%	39%	30%	40%	42%	40%	42%
			a	ef	ef	f				g	gh	lmn	n	n					
		46%	54%	22%	24%	38%	17%	5%	7%	12%	32%	33%	27%	21%	19%	83%	9%	5%	3%
Accessing news	856	478	378	131	163	327	235	39	42	96	293	319	261	151	125	714	80	38	24
	32%	37%	28%	36%	39%	36%	24%	22%	20%	32%	41%	45%	36%	26%	19%	32%	34%	29%	33%
		b		f	f	f				gh	ghi	lmn	mn	n					
		56%	44%	15%	19%	38%	27%	5%	5%	11%	34%	37%	30%	18%	15%	83%	9%	4%	3%
Finding/ downloading information for work/ business/ school/ college/ university/ homework	855	435	421	196	180	327	153	32	36	74	322	352	269	130	103	740	68	36	11
	32%	33%	31%	54%	43%	36%	15%	19%	17%	25%	45%	49%	38%	22%	16%	33%	29%	27%	15%
				def	ef	f				h	ghi	lmn	mn	n		qr	r	r	
		51%	49%	23%	21%	38%	18%	4%	4%	9%	38%	41%	31%	15%	12%	87%	8%	4%	1%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	729	385	343	150	189	280	110	32	46	78	288	249	218	134	126	622	62	31	15
	27%	30%	25%	41%	45%	31%	11%	18%	22%	26%	40%	35%	30%	23%	19%	28%	26%	23%	20%
		b		ef	ef	f				g	ghi	mn	mn			r	r		
		53%	47%	21%	26%	38%	15%	4%	6%	11%	40%	34%	30%	18%	17%	85%	8%	4%	2%

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

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QE15 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : All respondents

	Total	GENDER MALE	FEMALE	AGE GROUP 16-24	25-34	35-54	55+	HOUSEHOLD INCOME UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	SOCIAL GROUP AB	C1	C2	DE	NATION ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Watching TV programmes/ films content online	584	317	267	133	141	211	98	19	33	66	215	206	183	102	91	498	59	20	8
	22%	24%	19%	37%	34%	23%	10%	11%	16%	22%	30%	29%	26%	18%	14%	22%	25%	15%	11%
		b		ef	ef	f				g	ghi	mn	mn			qr	qr		
		54%	46%	23%	24%	36%	17%	3%	6%	11%	37%	35%	31%	18%	16%	85%	10%	3%	1%
Making video calls e.g. via FaceTime, Skype	569	258	311	145	149	202	74	22	33	56	220	203	171	99	96	484	53	23	9
	21%	20%	23%	40%	35%	22%	8%	13%	16%	19%	31%	28%	24%	17%	14%	22%	23%	17%	13%
				ef	ef	f					ghi	mn	mn			r	r		
		45%	55%	25%	26%	35%	13%	4%	6%	10%	39%	36%	30%	17%	17%	85%	9%	4%	2%
To find information on health related issues	558	229	329	81	134	210	132	27	36	52	215	192	170	103	93	478	43	24	12
	21%	18%	24%	22%	32%	23%	13%	15%	17%	18%	30%	27%	24%	18%	14%	21%	19%	19%	17%
			a	f	cef	f					ghi	mn	mn			r			
		41%	59%	15%	24%	38%	24%	5%	6%	9%	39%	34%	30%	18%	17%	86%	8%	4%	2%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	464	226	238	45	107	191	121	20	29	58	190	179	125	88	72	401	41	17	5
	17%	17%	17%	12%	25%	21%	12%	11%	14%	19%	27%	25%	17%	15%	11%	18%	18%	13%	7%
					cf	cf				g	ghi	lmn	n	n		qr	r	r	
		49%	51%	10%	23%	41%	26%	4%	6%	12%	41%	39%	27%	19%	15%	87%	9%	4%	1%

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

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QE15 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K- 15.59K	15.6K- 25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
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Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Trading/ auctions e.g. eBay	460	239	221	66	115	184	94	17	23	46	180	150	142	97	71	395	40	19	5
	17%	18%	16%	18%	27%	20%	10%	10%	11%	15%	25%	21%	20%	17%	11%	18%	17%	15%	7%
				f	cef	f					ghi	n	n	n		r	r	r	
		52%	48%	14%	25%	40%	21%	4%	5%	10%	39%	33%	31%	21%	15%	86%	9%	4%	1%
Playing games online/ interactively	445	245	200	103	113	150	78	30	35	58	144	133	133	80	99	374	45	19	8
	17%	19%	15%	29%	27%	17%	8%	17%	17%	19%	20%	19%	19%	14%	15%	17%	19%	14%	10%
		b		ef	ef	f						m	m			r	r		
		55%	45%	23%	25%	34%	18%	7%	8%	13%	32%	30%	30%	18%	22%	84%	10%	4%	2%
Making voice calls using a VoIP service e.g. Skype	408	201	207	95	113	149	51	16	19	34	179	147	129	69	62	347	39	16	6
	15%	15%	15%	26%	27%	17%	5%	9%	9%	11%	25%	21%	18%	12%	9%	16%	17%	12%	8%
				ef	ef	f					ghi	mn	mn			r	r		
		49%	51%	23%	28%	37%	12%	4%	5%	8%	44%	36%	32%	17%	15%	85%	10%	4%	2%
Uploading/ adding content to the internet e.g. photos, videos, blog posts	389	200	190	84	109	135	62	22	23	46	153	143	109	74	62	325	42	13	8
	15%	15%	14%	23%	26%	15%	6%	13%	11%	15%	22%	20%	15%	13%	9%	15%	18%	10%	11%
				ef	ef	f					ghi	lmn	n			q	qr		
		51%	49%	22%	28%	35%	16%	6%	6%	12%	39%	37%	28%	19%	16%	84%	11%	3%	2%

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

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QE15 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
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Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Streamed audio services (free) e.g. Spotify (free) or Deezer (free)	378	213	166	128	102	122	26	15	13	44	147	131	128	64	55	319	40	11	9
	14%	16%	12%	35%	24%	14%	3%	9%	6%	15%	21%	18%	18%	11%	8%	14%	17%	8%	12%
		b		def	ef	f				gh	ghi	mn	mn				q		
																	qr		
		56%	44%	34%	27%	32%	7%	4%	3%	12%	39%	35%	34%	17%	14%	84%	11%	3%	2%
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	337	192	145	79	83	113	62	17	12	33	154	148	105	43	40	284	34	14	6
	13%	15%	11%	22%	20%	13%	6%	10%	6%	11%	22%	21%	15%	7%	6%	13%	14%	10%	8%
		b		ef	ef	f					h	lmn	mn				r	r	
											ghi								
		57%	43%	23%	25%	34%	18%	5%	4%	10%	46%	44%	31%	13%	12%	84%	10%	4%	2%
Listening to radio	324	178	146	55	67	131	70	16	18	39	129	123	95	51	55	273	34	13	5
	12%	14%	11%	15%	16%	15%	7%	9%	9%	13%	18%	17%	13%	9%	8%	12%	15%	10%	6%
		b		f	f	f					gh	lmn	mn				r	qr	
		55%	45%	17%	21%	41%	22%	5%	6%	12%	40%	38%	29%	16%	17%	84%	10%	4%	1%
Streamed audio services (subscription) e.g. Spotify Premium, Apple Music or Deezer Premium	287	162	125	92	88	83	24	12	14	28	105	124	89	37	36	247	25	12	3
	11%	12%	9%	25%	21%	9%	2%	7%	7%	9%	15%	17%	12%	6%	5%	11%	11%	9%	4%
		b		ef	ef	f					ghi	lmn	mn				r	r	r
		56%	44%	32%	30%	29%	8%	4%	5%	10%	37%	43%	31%	13%	12%	86%	9%	4%	1%

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

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QE15 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Remotely control TV services at home such as Sky+, Sky Q or Tivo using an online device	169	104	65	26	40	80	24	3	7	19	66	64	52	32	21	137	14	15	3
	6%	8%	5%	7%	9%	9%	2%	2%	3%	6%	9%	9%	7%	5%	3%	6%	6%	11%	4%
		b		f	f	f				g	gh	mn	n	n		r		opr	
		62%	38%	15%	23%	47%	14%	2%	4%	11%	39%	38%	31%	19%	13%	81%	8%	9%	2%
Remotely control or monitor household appliances e.g. fridge, cooker, washing machine, tumble dryer and/ or home heating, lighting or security system or home energy consumption	103	64	40	9	29	47	17	2	5	8	49	50	32	14	8	88	10	5	1
	4%	5%	3%	3%	7%	5%	2%	1%	2%	3%	7%	7%	5%	2%	1%	4%	4%	4%	1%
		b			cf	cf					ghi	lmn	mn			r	r	r	
		62%	38%	9%	28%	46%	17%	2%	5%	8%	47%	48%	31%	14%	7%	85%	10%	5%	1%
Other	18	11	7	*	1	4	13	2	2	1	6	3	6	7	2	16	*	1	*
	1%	1%	1%	*%	*%	*%	1%	1%	1%	*%	1%	*%	1%	1%	*%	1%	*%	1%	*%
							cde							n					
		59%	41%	1%	4%	20%	75%	9%	11%	5%	31%	19%	33%	38%	10%	90%	2%	7%	1%
USE SOCIAL NETWORKING SITES	1116	521	596	240	258	424	196	55	73	130	367	374	301	236	205	930	101	54	32
	42%	40%	43%	66%	61%	47%	20%	31%	34%	43%	52%	53%	42%	41%	31%	42%	44%	41%	43%
				ef	ef	f				gh	ghi	lmn	n	n					
		47%	53%	21%	23%	38%	18%	5%	6%	12%	33%	34%	27%	21%	18%	83%	9%	5%	3%

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

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QE15 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
TV/ VIDEO VIEWING	941	491	450	196	217	366	162	41	63	108	350	314	285	170	169	807	79	36	18
	35%	38%	33%	54%	52%	41%	16%	23%	30%	36%	49%	44%	40%	29%	26%	36%	34%	27%	25%
		b		ef	ef	f				g	ghi	mn	mn			qr	r		
		52%	48%	21%	23%	39%	17%	4%	7%	11%	37%	33%	30%	18%	18%	86%	8%	4%	2%
VOICE OR VIDEO CALLS USING A VOIP SERVICE E.G. SKYPE	654	304	349	163	162	235	95	26	36	64	260	231	201	113	108	553	63	27	11
	24%	23%	25%	45%	38%	26%	10%	15%	17%	21%	37%	32%	28%	19%	16%	25%	27%	21%	14%
				ef	ef	f					ghi	mn	mn			r	qr	r	
		47%	53%	25%	25%	36%	14%	4%	5%	10%	40%	35%	31%	17%	17%	85%	10%	4%	2%
STREAMED AUDIO SERVICES	494	273	220	165	131	161	37	19	18	58	186	185	162	80	66	421	49	15	9
	18%	21%	16%	45%	31%	18%	4%	11%	9%	19%	26%	26%	23%	14%	10%	19%	21%	11%	13%
		b		def	ef	f				gh	ghi	mn	mn	n		qr	qr		
		55%	45%	33%	26%	33%	7%	4%	4%	12%	38%	37%	33%	16%	13%	85%	10%	3%	2%
None of these	68	29	39	1	4	16	48	4	7	9	9	11	14	25	17	58	4	3	3
	3%	2%	3%	*%	1%	2%	5%	2%	3%	3%	1%	2%	2%	4%	3%	3%	2%	2%	5%
						c	cde							kl					op
		43%	57%	1%	5%	23%	70%	6%	10%	13%	13%	16%	20%	36%	26%	85%	6%	4%	5%
Don't know	*	-	*	*	-	-	-	-	-	-	-	-	*	-	-	-	-	-	*
	*%	-%	*%	*%	-%	-%	-%	-%	-%	-%	-%	-%	*%	-%	-%	-%	-%	-%	*%
		-%	100%	100%	-%	-%	-%	-%	-%	-%	-%	-%	100%	-%	-%	-%	-%	-%	100%
COMMUNICATION	1974	964	1010	330	367	747	530	89	122	240	644	619	582	403	365	1668	161	98	48
	74%	74%	73%	91%	87%	83%	54%	51%	57%	80%	91%	87%	81%	69%	55%	75%	69%	74%	65%
				ef	ef	f				gh	ghi	lmn	mn	n		pr		r	
		49%	51%	17%	19%	38%	27%	5%	6%	12%	33%	31%	30%	20%	19%	84%	8%	5%	2%

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

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QE15 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
INFORMATION	1928	952	976	318	341	738	531	87	123	221	619	599	559	403	365	1645	145	91	47
	72%	73%	71%	88%	81%	82%	54%	50%	58%	74%	87%	84%	78%	69%	55%	74%	62%	69%	64%
				def	f	f				gh	ghi	lmn	mn	n		pr			
		49%	51%	16%	18%	38%	28%	5%	6%	11%	32%	31%	29%	21%	19%	85%	8%	5%	2%
PURCHASING/ FINANCES	1562	758	804	227	315	634	385	67	81	170	558	530	468	314	248	1309	142	70	40
	58%	58%	58%	63%	75%	70%	39%	39%	38%	57%	79%	74%	65%	54%	38%	59%	61%	53%	54%
				f	cf	cf				gh	ghi	lmn	mn	n			qr		
		49%	51%	15%	20%	41%	25%	4%	5%	11%	36%	34%	30%	20%	16%	84%	9%	4%	3%
ENTERTAINMENT	1180	603	577	248	260	441	231	62	78	144	409	386	358	224	210	1015	97	45	24
	44%	46%	42%	68%	62%	49%	23%	36%	37%	48%	58%	54%	50%	39%	32%	45%	42%	34%	32%
		b		ef	ef	f				gh	ghi	mn	mn	n		qr	qr		
		51%	49%	21%	22%	37%	20%	5%	7%	12%	35%	33%	30%	19%	18%	86%	8%	4%	2%
SOCIAL	1116	521	596	240	258	424	196	55	73	130	367	374	301	236	205	930	101	54	32
	42%	40%	43%	66%	61%	47%	20%	31%	34%	43%	52%	53%	42%	41%	31%	42%	44%	41%	43%
				ef	ef	f				gh	ghi	lmn	n	n					
		47%	53%	21%	23%	38%	18%	5%	6%	12%	33%	34%	27%	21%	18%	83%	9%	5%	3%
REMOTE ACCESS	432	251	181	89	102	163	78	18	18	44	185	180	136	63	53	363	39	24	6
	16%	19%	13%	25%	24%	18%	8%	10%	9%	15%	26%	25%	19%	11%	8%	16%	17%	19%	8%
		b		ef	ef	f				h	ghi	lmn	mn			r	r	r	
		58%	42%	21%	24%	38%	18%	4%	4%	10%	43%	42%	31%	15%	12%	84%	9%	6%	1%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

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QE15 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Send/ receive e-mails	1769	265	285	163	115	125	172	127	73	165	1510	259	1202	565	891	878
	66%	78%	79%	75%	59%	53%	70%	56%	65%	55%	65%	72%	77%	51%	70%	63%
		deghi	defghi	deghi			degi		egi			j	m		o	
		15%	16%	9%	7%	7%	10%	7%	4%	9%	85%	15%	68%	32%	50%	50%
General searching/ surfing/ browsing the internet	1744	228	265	160	105	155	157	130	84	203	1500	244	1143	600	852	892
	65%	67%	74%	73%	54%	65%	64%	58%	75%	67%	65%	68%	74%	54%	67%	64%
		dg	defg	defg		d	d		adefg	dg			m			
		13%	15%	9%	6%	9%	9%	7%	5%	12%	86%	14%	66%	34%	49%	51%
Banking/ paying bills	1224	131	191	105	85	93	130	85	58	148	1045	179	894	329	616	609
	46%	38%	53%	48%	44%	39%	53%	38%	52%	49%	45%	50%	57%	29%	48%	44%
			adeg	aeg			adeg		aeg	aeg			m		o	
		11%	16%	9%	7%	8%	11%	7%	5%	12%	85%	15%	73%	27%	50%	50%
Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat, WhatsApp	1170	127	163	93	86	92	130	85	61	142	999	172	803	367	563	607
	44%	37%	45%	43%	44%	39%	53%	38%	55%	47%	43%	48%	52%	33%	44%	43%
							aceg		abcdeg	aeg			m			
		11%	14%	8%	7%	8%	11%	7%	5%	12%	85%	15%	69%	31%	48%	52%

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

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QE15 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
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Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Online shopping (purchasing goods/ services/ tickets etc.)	1104	143	169	84	71	87	124	62	69	105	930	174	781	321	537	567
	41%	42%	47%	38%	36%	36%	51%	27%	62%	35%	40%	48%	50%	29%	42%	41%
		g	degi	g	g	g	cdegi		abcdefgi				j	m		
		13%	15%	8%	6%	8%	11%	6%	6%	10%	84%	16%	71%	29%	49%	51%
Using social media sites or apps (such as Facebook, Twitter, LinkedIn, Instagram or Snapchat)	1072	130	136	75	71	90	111	83	60	134	939	133	744	328	521	551
	40%	38%	38%	35%	36%	38%	45%	37%	54%	45%	41%	37%	48%	29%	41%	39%
							cd		abcdegi	c			m			
		12%	13%	7%	7%	8%	10%	8%	6%	13%	88%	12%	69%	31%	49%	51%
Accessing news	856	85	143	73	53	59	86	53	44	119	727	129	590	266	442	414
	32%	25%	40%	33%	27%	25%	35%	23%	39%	40%	31%	36%	38%	24%	35%	30%
			adeg	aeg			aeg		adeg	adeg			m		o	
		10%	17%	8%	6%	7%	10%	6%	5%	14%	85%	15%	69%	31%	52%	48%
Finding/ downloading information for work/ business/ school/ college/ university/ homework	855	138	121	88	55	65	90	48	40	94	729	127	621	234	407	448
	32%	41%	34%	40%	28%	27%	37%	21%	35%	31%	31%	35%	40%	21%	32%	32%
		degi	g	degi			eg		eg	g			m			
		16%	14%	10%	6%	8%	11%	6%	5%	11%	85%	15%	73%	27%	48%	52%

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

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Base : All respondents

| | Total | \multicolumn{9}{c}{ENGLAND REGIONS} | | URBANITY | | WORKING STATUS | | DEPRIVATION LEVEL | |
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	729	128	102	50	49	48	76	47	45	77	622	107	531	197	348	381
	27%	37%	28%	23%	25%	20%	31%	21%	40%	26%	27%	30%	34%	18%	27%	27%
		bcdegi	e				eg		bcdefgi					m		
		18%	14%	7%	7%	7%	10%	7%	6%	11%	85%	15%	73%	27%	48%	52%
Watching TV programmes/ films content online	584	85	91	58	40	41	60	41	23	60	489	95	417	166	287	297
	22%	25%	25%	27%	20%	17%	24%	18%	21%	20%	21%	26%	27%	15%	22%	21%
		e	e	eg			e					j	m			
		15%	16%	10%	7%	7%	10%	7%	4%	10%	84%	16%	71%	28%	49%	51%
Making video calls e.g. via FaceTime, Skype	569	105	68	44	42	44	71	36	24	51	489	81	394	175	264	306
	21%	31%	19%	20%	22%	18%	29%	16%	22%	17%	21%	22%	25%	16%	21%	22%
		bcdeghi					bcegi						m			
		18%	12%	8%	7%	8%	12%	6%	4%	9%	86%	14%	69%	31%	46%	54%
To find information on health related issues	558	78	82	43	39	35	71	40	30	59	472	86	396	162	269	289
	21%	23%	23%	20%	20%	15%	29%	18%	27%	20%	20%	24%	25%	14%	21%	21%
		e	e				cdegi		eg				m			
		14%	15%	8%	7%	6%	13%	7%	5%	11%	85%	15%	71%	29%	48%	52%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 68

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

QE15 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	464	83	67	39	39	21	54	33	30	35	381	83	342	122	210	254
	17%	24%	19%	18%	20%	9%	22%	14%	27%	12%	16%	23%	22%	11%	16%	18%
		egi	ei	e	ei		egi	e	bcegi			j	m			
		18%	14%	9%	9%	5%	12%	7%	6%	8%	82%	18%	74%	26%	45%	55%
Trading/ auctions e.g. eBay	460	63	47	39	38	32	59	34	36	48	384	76	348	111	214	246
	17%	18%	13%	18%	20%	13%	24%	15%	32%	16%	17%	21%	22%	10%	17%	18%
							begi		abcdefgi			j	m			
		14%	10%	8%	8%	7%	13%	7%	8%	10%	84%	16%	76%	24%	46%	54%
Playing games online/ interactively	445	43	64	31	37	34	59	41	21	43	373	72	285	160	202	243
	17%	13%	18%	14%	19%	14%	24%	18%	19%	14%	16%	20%	18%	14%	16%	17%
							acei					j	m			
		10%	14%	7%	8%	8%	13%	9%	5%	10%	84%	16%	64%	36%	45%	55%
Making voice calls using a VoIP service e.g. Skype	408	83	49	32	34	26	42	24	23	36	353	55	297	111	181	227
	15%	24%	14%	14%	17%	11%	17%	11%	20%	12%	15%	15%	19%	10%	14%	16%
		bcefgi			eg		eg		begi				m			
		20%	12%	8%	8%	6%	10%	6%	6%	9%	86%	14%	73%	27%	44%	56%

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

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QE15 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBANITY URBAN	RURAL	WORKING STATUS WORKING	NOT WORKING	DEPRIVATION LEVEL LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
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Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Uploading/ adding content to the internet e.g. photos, videos, blog posts	389 15%	40 12%	53 15%	23 10%	33 17% ce	23 10%	55 23% abcegi	27 12%	26 23% abcegi	44 15%	329 14%	60 17%	271 17% m	118 11%	203 16%	186 13%
		10%	14%	6%	9%	6%	14%	7%	7%	11%	85%	15%	70%	30%	52%	48%
Streamed audio services (free) e.g. Spotify (free) or Deezer (free)	378 14%	63 19% ceg	50 14%	26 12%	28 14%	26 11%	31 13%	21 9%	23 21% bcdefg	50 17% g	335 14%	43 12%	278 18% m	101 9%	163 13%	215 15% n
		17%	13%	7%	7%	7%	8%	6%	6%	13%	89%	11%	73%	27%	43%	57%
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	337 13%	52 15% e	47 13% e	31 14% e	25 13% e	18 8%	42 17% egi	21 9%	20 18% egi	29 10%	283 12%	54 15%	242 16% m	95 8%	177 14%	160 11%
		15%	14%	9%	7%	5%	12%	6%	6%	8%	84%	16%	72%	28%	53%	47%
Listening to radio	324 12%	27 8%	54 15% ae	27 12% e	34 17% aeg	16 7%	39 16% aeg	21 9%	18 16% aeg	36 12% e	256 11%	67 19% j	238 15% m	86 8%	176 14% o	148 11%
		8%	17%	8%	10%	5%	12%	6%	6%	11%	79%	21%	73%	27%	54%	46%

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

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QE15 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
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Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Streamed audio services (subscription) e.g. Spotify Premium, Apple Music or Deezer Premium	287 11%	42 12%	46 13%	24 11%	23 12%	19 8%	30 12%	23 10%	18 16% egi	22 7%	245 11%	42 12%	218 14% m	69 6%	137 11%	150 11%
		15%	16%	8%	8%	7%	10%	8%	6%	8%	85%	15%	76%	24%	48%	52%
Remotely control TV services at home such as Sky+, Sky Q or Tivo using an online device	169 6%	11 3%	31 9% ace	7 3%	13 6%	9 4%	20 8% ace	10 5%	12 11% aceg	24 8% ace	141 6%	28 8%	129 8% m	40 4%	91 7%	78 6%
		6%	18%	4%	7%	5%	12%	6%	7%	14%	83%	17%	76%	24%	54%	46%
Remotely control or monitor household appliances e.g. fridge, cooker, washing machine, tumble dryer and/ or home heating, lighting or security system or home energy consumption	103 4%	6 2%	23 7% ae	9 4%	10 5% a	5 2%	9 4%	7 3%	8 7% ae	11 4%	89 4%	14 4%	80 5% m	24 2%	48 4%	56 4%
		6%	23%	9%	9%	5%	9%	7%	7%	11%	86%	14%	77%	23%	46%	54%

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

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QE15 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : All respondents

				ENGLAND REGIONS							URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
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		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Other	18	-	8	3	1	1	1	1	1	1	15	3	6	12	10	8
	1%	-%	2%	1%	*%	*%	*%	1%	*%	*%	1%	1%	*%	1%	1%	1%
			ae											l		
		-%	45%	14%	4%	4%	5%	8%	3%	8%	85%	15%	33%	67%	56%	44%
USE SOCIAL NETWORKING SITES	1116	136	146	79	76	90	118	87	61	137	976	140	773	343	547	570
	42%	40%	41%	36%	39%	38%	48%	38%	55%	46%	42%	39%	50%	31%	43%	41%
							cdeg		abcdegi	c				m		
		12%	13%	7%	7%	8%	11%	8%	5%	12%	87%	13%	69%	31%	49%	51%
TV/ VIDEO VIEWING	941	161	132	79	57	62	92	67	51	106	801	140	664	276	441	499
	35%	47%	37%	36%	29%	26%	38%	30%	45%	35%	35%	39%	43%	25%	35%	36%
		bcdefgi	e	e			e		bcdegi	e			m			
		17%	14%	8%	6%	7%	10%	7%	5%	11%	85%	15%	71%	29%	47%	53%
VOICE OR VIDEO CALLS USING A VOIP SERVICE E.G. SKYPE	654	123	78	59	51	48	75	37	29	54	560	94	459	194	311	343
	24%	36%	22%	27%	26%	20%	31%	16%	26%	18%	24%	26%	30%	17%	24%	25%
		bcdeghi		gi	gi		begi		gi				m			
		19%	12%	9%	8%	7%	11%	6%	5%	8%	86%	14%	70%	30%	48%	52%
STREAMED AUDIO SERVICES	494	77	69	39	33	40	44	34	29	55	428	66	364	129	222	271
	18%	23%	19%	18%	17%	17%	18%	15%	26%	18%	18%	18%	23%	12%	17%	19%
		g							cdefgi				m			
		16%	14%	8%	7%	8%	9%	7%	6%	11%	87%	13%	74%	26%	45%	55%
None of these	68	3	3	10	9	4	6	7	6	10	54	15	29	40	35	34
	3%	1%	1%	5%	4%	2%	2%	3%	5%	3%	2%	4%	2%	4%	3%	2%
				ab	ab				abe			j		l		
		4%	5%	15%	13%	6%	9%	10%	9%	14%	79%	21%	42%	58%	51%	49%

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Base : All respondents

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Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
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Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Don't know	*	-	-	-	-	-	-	-	-	-	-	*	-	*	*	-
	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	*%	-%	*%	*%	-%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	100%	-%	100%	100%	-%
COMMUNICATION	1974	287	293	169	140	148	188	147	83	214	1694	280	1321	651	961	1013
	74%	84%	81%	78%	72%	62%	76%	65%	75%	71%	73%	78%	85%	58%	75%	72%
		defghi	degi	eg	e		eg		eg	e		j	m			
		15%	15%	9%	7%	7%	9%	7%	4%	11%	86%	14%	67%	33%	49%	51%
INFORMATION	1928	268	287	168	120	167	173	144	89	229	1662	266	1276	651	931	997
	72%	79%	80%	77%	62%	70%	70%	64%	80%	76%	72%	74%	82%	58%	73%	71%
		defg	defg	dg		d	d		defg	dg			m			
		14%	15%	9%	6%	9%	9%	7%	5%	12%	86%	14%	66%	34%	48%	52%
PURCHASING/ FINANCES	1562	198	236	128	107	125	161	107	78	170	1334	227	1109	451	766	796
	58%	58%	65%	58%	55%	52%	66%	47%	70%	57%	58%	63%	71%	40%	60%	57%
		g	degi	g			degi		acdegi	g		j	m			
		13%	15%	8%	7%	8%	10%	7%	5%	11%	85%	15%	71%	29%	49%	51%
ENTERTAINMENT	1180	190	168	101	76	92	117	82	58	130	1005	175	806	373	558	622
	44%	56%	47%	46%	39%	39%	48%	36%	52%	43%	43%	49%	52%	33%	44%	44%
		bcdegi	g	g			deg		degi			j	m			
		16%	14%	9%	6%	8%	10%	7%	5%	11%	85%	15%	68%	32%	47%	53%
SOCIAL	1116	136	146	79	76	90	118	87	61	137	976	140	773	343	547	570
	42%	40%	41%	36%	39%	38%	48%	38%	55%	46%	42%	39%	50%	31%	43%	41%
							cdeg		abcdegi	c			m			
		12%	13%	7%	7%	8%	11%	8%	5%	12%	87%	13%	69%	31%	49%	51%
REMOTE ACCESS	432	55	67	37	31	20	53	25	26	49	360	72	314	118	229	203
	16%	16%	19%	17%	16%	9%	22%	11%	23%	16%	16%	20%	20%	11%	18%	15%
		e	eg	e	e		eg		deg	e		j	m		o	
		13%	16%	9%	7%	5%	12%	6%	6%	11%	83%	17%	73%	27%	53%	47%

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QE15 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : All respondents

| | | TV PLATFORM/S | | | |
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
Send/ receive e-mails	1769	1660	277	698	357
	66%	66%	70%	73%	75%
				a	a
		94%	16%	39%	20%
General searching/ surfing/ browsing the internet	1744	1642	280	656	348
	65%	65%	71%	69%	73%
			a	a	a
		94%	16%	38%	20%
Banking/ paying bills	1224	1150	204	507	255
	46%	46%	51%	53%	54%
			a	a	a
		94%	17%	41%	21%
Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat, WhatsApp	1170	1088	172	466	258
	44%	43%	43%	49%	54%
				a	ab
		93%	15%	40%	22%
Online shopping (purchasing goods/ services/ tickets etc.)	1104	1039	173	472	230
	41%	41%	44%	50%	48%
				a	a
		94%	16%	43%	21%

Columns Tested: a,b,c,d

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	Total	TV PLATFORM/S			
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
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Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
Using social media sites or apps (such as Facebook, Twitter, LinkedIn, Instagram or Snapchat)	1072 40%	1004 40%	177 45%	420 44% a	241 51% ac
		94%	17%	39%	22%
Accessing news	856 32%	800 32%	134 34%	342 36% a	189 40% a
		93%	16%	40%	22%
Finding/ downloading information for work/ business/ school/ college/ university/ homework	855 32%	785 31%	146 37% a	328 34%	171 36% a
		92%	17%	38%	20%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	729 27%	674 27%	112 28%	284 30%	168 35% abc
		92%	15%	39%	23%

Columns Tested: a,b,c,d

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Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
Watching TV programmes/ films content online	584	540	95	219	135
	22%	21%	24%	23%	28%
					ac
		92%	16%	38%	23%
Making video calls e.g. via FaceTime, Skype	569	523	85	231	126
	21%	21%	22%	24%	26%
				a	a
		92%	15%	41%	22%
To find information on health related issues	558	516	99	213	113
	21%	20%	25%	22%	24%
		92%	18%	38%	20%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	464	428	75	181	82
	17%	17%	19%	19%	17%
		92%	16%	39%	18%
Trading/ auctions e.g. eBay	460	430	80	194	79
	17%	17%	20%	20%	17%
				a	
		93%	17%	42%	17%

Columns Tested: a,b,c,d

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		94%	15%	36%	18%
Playing games online/ interactively	445	421	84	183	97
	17%	17%	21%	19%	20%
			a		
		95%	19%	41%	22%
Making voice calls using a VoIP service e.g. Skype	408	369	63	161	85
	15%	15%	16%	17%	18%
		90%	16%	39%	21%
Uploading/ adding content to the internet e.g. photos, videos, blog posts	389	357	71	160	92
	15%	14%	18%	17%	19%
					a
		92%	18%	41%	24%
Streamed audio services (free) e.g. Spotify (free) or Deezer (free)	378	343	72	144	89
	14%	14%	18%	15%	19%
			a		a
		91%	19%	38%	23%

Columns Tested: a,b,c,d

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

QE15 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : All respondents

	Total	TV PLATFORM/S			
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	337 13%	308 12%	58 15%	146 15% a	79 17% a
		91%	17%	43%	23%
Listening to radio	324 12%	292 12%	50 13%	124 13%	64 14%
		90%	16%	38%	20%
Streamed audio services (subscription) e.g. Spotify Premium, Apple Music or Deezer Premium	287 11%	256 10%	52 13%	115 12%	53 11%
		89%	18%	40%	18%
Remotely control TV services at home such as Sky+, Sky Q or Tivo using an online device	169 6%	161 6%	24 6%	111 12% abd	37 8%
		95%	14%	66%	22%

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.
QE15 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : All respondents

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
Remotely control or monitor household appliances e.g. fridge, cooker, washing machine, tumble dryer and/ or home heating, lighting or security system or home energy consumption	103	97	19	45	24
	4%	4%	5%	5%	5%
		93%	19%	43%	24%
Other	18	18	7	2	3
	1%	1%	2%	*%	1%
			c		
		98%	37%	13%	16%
USE SOCIAL NETWORKING SITES	1116	1045	186	435	252
	42%	41%	47%	46%	53%
			a	a	ac
		94%	17%	39%	23%
TV/ VIDEO VIEWING	941	876	146	359	210
	35%	35%	37%	38%	44%
					abc
		93%	15%	38%	22%
VOICE OR VIDEO CALLS USING A VOIP SERVICE E.G. SKYPE	654	602	92	270	145
	24%	24%	23%	28%	31%
				a	ab
		92%	14%	41%	22%

Columns Tested: a,b,c,d

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

QE15 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : All respondents

		TV PLATFORM/S			
	Total	**ALL TV**	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
STREAMED AUDIO SERVICES	494	451	87	201	102
	18%	18%	22%	21%	21%
				a	
		91%	18%	41%	21%
None of these	68	64	2	22	9
	3%	3%	*%	2%	2%
		b		b	
		94%	3%	32%	13%
Don't know	*	*	-	*	-
	*%	*%	-%	*%	-%
		100%	-%	100%	-%
COMMUNICATION	1974	1859	305	769	408
	74%	74%	77%	81%	86%
				a	abc
		94%	15%	39%	21%
INFORMATION	1928	1814	311	736	376
	72%	72%	79%	77%	79%
			a	a	a
		94%	16%	38%	19%
PURCHASING/ FINANCES	1562	1477	258	646	323
	58%	59%	65%	68%	68%
			a	a	a
		95%	17%	41%	21%
ENTERTAINMENT	1180	1098	189	451	259
	44%	44%	48%	47%	55%
				a	ac
		93%	16%	38%	22%

Columns Tested: a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 68

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

QE15 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : All respondents

			TV PLATFORM/S		
Significance Level: 95%	Total	**ALL TV** a	**CABLE** b	**SATE-LLITE** c	**HYBRID IPTV** d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
SOCIAL	1116	1045	186	435	252
	42%	41%	47%	46%	53%
			a	a	ac
		94%	17%	39%	23%
REMOTE ACCESS	432	400	72	209	98
	16%	16%	18%	22%	21%
				a	a
		93%	17%	48%	23%

Columns Tested: a,b,c,d

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

SUMMARY OF ONLINE ACTIVITIES EVER USE - MOBILE (QD28A) OR ONLINE (QE5A)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
GENERAL SEARCHING/ SURFING/ BROWSING THE INTERNET	2170	1058	1112	342	387	819	622	103	148	249	665	639	631	464	432	1843	166	103	57
	81%	81%	81%	94%	92%	91%	63%	59%	70%	83%	94%	90%	88%	80%	65%	82%	71%	78%	77%
				ef	f	f			g	gh	ghi	mn	mn	n		pr		p	p
		49%	51%	16%	18%	38%	29%	5%	7%	11%	31%	29%	29%	21%	20%	85%	8%	5%	3%
SEND/ RECEIVE EMAILS	2108	1028	1079	321	386	807	594	91	131	246	680	654	621	442	387	1784	172	100	51
	79%	79%	79%	89%	92%	89%	60%	52%	62%	82%	96%	92%	87%	76%	59%	80%	74%	76%	70%
				f	f	f			g	gh	ghi	lmn	mn	n		pr		r	
		49%	51%	15%	18%	38%	28%	4%	6%	12%	32%	31%	29%	21%	18%	85%	8%	5%	2%
INSTANT MESSAGING (E.G. WHATSAPP, FACEBOOK MESSENGER, SNAPCHAT, WHATSAPP)	1724	812	913	329	371	672	351	81	99	194	569	517	496	363	344	1461	134	82	47
	64%	62%	66%	91%	88%	74%	35%	47%	47%	65%	80%	73%	69%	63%	52%	65%	58%	62%	64%
			a	ef	ef	f				gh	ghi	mn	mn	n		p			
		47%	53%	19%	22%	39%	20%	5%	6%	11%	33%	30%	29%	21%	20%	85%	8%	5%	3%
USING SOCIAL NETWORKING (E.G. FACEBOOK, TWITTER, LINKEDIN, INSTAGRAM, SNAPCHAT)	1547	722	826	322	345	583	296	77	103	180	484	476	441	331	297	1298	131	75	43
	58%	55%	60%	89%	82%	65%	30%	44%	49%	60%	68%	67%	62%	57%	45%	58%	56%	57%	59%
			a	def	ef	f				gh	ghi	lmn	n	n					
		47%	53%	21%	22%	38%	19%	5%	7%	12%	31%	31%	29%	21%	19%	84%	8%	5%	3%
ACCESSING NEWS	1387	737	650	210	263	545	369	59	83	161	458	467	423	268	228	1173	114	62	38
	52%	57%	47%	58%	62%	60%	37%	34%	39%	54%	64%	66%	59%	46%	34%	52%	49%	47%	52%
		b		f	f	f				gh	ghi	lmn	mn	n		q			
		53%	47%	15%	19%	39%	27%	4%	6%	12%	33%	34%	30%	19%	16%	85%	8%	4%	3%

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

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SUMMARY OF ONLINE ACTIVITIES EVER USE - MOBILE (QD28A) OR ONLINE (QE5A)

Base : All respondents

	Total	GENDER MALE	GENDER FEMALE	AGE GROUP 16-24	AGE GROUP 25-34	AGE GROUP 35-54	AGE GROUP 55+	HOUSEHOLD INCOME UNDER 10.4K	HOUSEHOLD INCOME 10.4K-15.59K	HOUSEHOLD INCOME 15.6K-25.99K	HOUSEHOLD INCOME 26K+	SOCIAL GROUP AB	SOCIAL GROUP C1	SOCIAL GROUP C2	SOCIAL GROUP DE	NATION ENGLAND	NATION SCOTLAND	NATION WALES	NATION NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
WATCHING SHORT VIDEO CLIPS (E.G. ON YOUTUBE, DAILYMOTION, VIMEO OR FACEBOOK)	1319 49%	660 51%	659 48%	269 74% ef	296 70% ef	525 58% f	229 23%	64 37%	84 40%	151 51% gh	470 66% ghi	426 60% mn	406 57% mn	256 44% n	229 35%	1128 50% p	97 42%	60 45%	34 47%
	50%	50%	20%	22%	40%	17%	5%	6%	11%	36%	32%	31%	19%	17%	85%	7%	5%	3%
MAKING VIDEO CALLS (E.G. FACETIME, SKYPE)	1114 42%	516 40%	599 44% a	251 69% def	256 61% ef	422 47% f	186 19%	49 28%	61 29%	120 40% gh	396 56% ghi	368 52% lmn	331 46% mn	222 38% n	193 29%	953 43% pq	83 36%	49 37%	29 40%
	46%	54%	22%	23%	38%	17%	4%	5%	11%	36%	33%	30%	20%	17%	86%	7%	4%	3%
AUDIO STREAMING (E.G. RADIO, PODCASTS, SPOTIFY, DEEZER)	998 37%	519 40% b	478 35%	234 65% def	214 51% ef	381 42% f	169 17%	38 22%	42 20%	116 39% gh	358 50% ghi	365 51% lmn	291 41% mn	177 31% n	163 25%	850 38% qr	86 37% r	42 32%	20 26%
	52%	48%	23%	21%	38%	17%	4%	4%	12%	36%	37%	29%	18%	16%	85%	9%	4%	2%
MAKING VOICE CALLS USING A VOIP SERVICE (E.G. SKYPE)	959 36%	469 36%	490 36%	197 54% ef	227 54% ef	357 40% f	178 18%	38 22%	50 24%	92 31% g	381 54% ghi	341 48% lmn	292 41% mn	182 31% n	144 22%	834 37% pq	64 27%	37 28%	24 33%
	49%	51%	21%	24%	37%	19%	4%	5%	10%	40%	36%	31%	19%	15%	87%	7%	4%	3%

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

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SUMMARY OF ONLINE ACTIVITIES EVER USE - MOBILE (QD28A) OR ONLINE (QE5A)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K- 15.59K	15.6K- 25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
WATCHING TV PROGRAMMES/ FILM CONTENT ONLINE	931	484	447	209	214	345	163	40	50	117	323	320	294	170	143	794	87	33	17
	35%	37%	33%	58%	51%	38%	16%	23%	24%	39%	45%	45%	41%	29%	22%	36%	37%	25%	23%
		b		ef	ef	f				gh	gh	mn	mn	n		qr	qr		
		52%	48%	22%	23%	37%	17%	4%	5%	13%	35%	34%	32%	18%	15%	85%	9%	4%	2%
TOTAL ONLINE TV/ VIDEO VIEWING	1487	739	748	288	317	595	286	75	96	181	512	476	451	296	260	1267	116	66	38
	56%	57%	54%	80%	75%	66%	29%	43%	46%	61%	72%	67%	63%	51%	39%	57%	50%	50%	51%
				ef	ef	f				gh	ghi	mn	mn	n		pqr			
		50%	50%	19%	21%	40%	19%	5%	6%	12%	34%	32%	30%	20%	18%	85%	8%	4%	3%
TOTAL MAKING VOICE OR VIDEO CALLS (E.G. SKYPE, FACETIME)	1297	609	688	274	287	483	253	55	76	129	466	436	387	250	223	1110	96	57	34
	48%	47%	50%	76%	68%	54%	26%	32%	36%	43%	66%	61%	54%	43%	34%	50%	41%	43%	47%
				def	ef	f					g	lmn	mn	n		pq			
		47%	53%	21%	22%	37%	19%	4%	6%	10%	36%	34%	30%	19%	17%	86%	7%	4%	3%

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

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

SUMMARY OF ONLINE ACTIVITIES EVER USE - MOBILE (QD28A) OR ONLINE (QE5A)

Base : All respondents

	Total	LONDON a	SOUTH EAST b	SOUTH WEST c	EAST MIDS d	WEST MIDS e	EAST OF ENG f	YORKS& HUMBER g	NORTH EAST h	NORTH WEST i	URBAN j	RURAL k	WORKING l	NOT WORKING m	LOW n	MEDIUM/ HIGH o
Significance Level: 95%																
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
GENERAL SEARCHING/ SURFING/ BROWSING THE INTERNET	2170	297	306	187	146	196	194	168	96	253	1882	287	1414	755	1044	1125
	81%	87%	85%	86%	75%	82%	79%	74%	86%	84%	81%	80%	91%	68%	82%	81%
		dfg	dg	dg		dg			dfg	dg			m			
		14%	14%	9%	7%	9%	9%	8%	4%	12%	87%	13%	65%	35%	48%	52%
SEND/ RECEIVE EMAILS	2108	299	311	186	157	166	194	158	90	224	1812	296	1420	686	1038	1069
	79%	88%	86%	85%	80%	70%	79%	70%	81%	74%	78%	82%	91%	61%	81%	76%
		defghi	efgi	egi	eg		eg		eg			j	m		o	
		14%	15%	9%	7%	8%	9%	7%	4%	11%	86%	14%	67%	33%	49%	51%
INSTANT MESSAGING (E.G. WHATSAPP, FACEBOOK MESSENGER, SNAPCHAT, WHATSAPP)	1724	257	236	140	130	144	169	127	74	184	1503	221	1196	528	804	920
	64%	76%	66%	64%	66%	61%	69%	56%	66%	61%	65%	61%	77%	47%	63%	66%
		bcdeghi	g		g		eg		g				m			
		15%	14%	8%	8%	8%	10%	7%	4%	11%	87%	13%	69%	31%	47%	53%
USING SOCIAL NETWORKING (E.G. FACEBOOK, TWITTER, LINKEDIN, INSTAGRAM, SNAPCHAT)	1547	211	210	124	103	135	150	121	71	172	1349	198	1066	481	739	808
	58%	62%	58%	57%	53%	57%	61%	53%	63%	57%	58%	55%	69%	43%	58%	58%
		d							dg				m			
		14%	14%	8%	7%	9%	10%	8%	5%	11%	87%	13%	69%	31%	48%	52%
ACCESSING NEWS	1387	178	219	124	89	108	125	91	61	178	1189	199	953	434	686	701
	52%	52%	61%	57%	46%	45%	51%	40%	55%	59%	51%	55%	61%	39%	54%	50%
		g	defg	deg				g		deg	deg			m		
		13%	16%	9%	6%	8%	9%	7%	4%	13%	86%	14%	69%	31%	49%	51%

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

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SUMMARY OF ONLINE ACTIVITIES EVER USE - MOBILE (QD28A) OR ONLINE (QE5A)

Base : All respondents

		ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
WATCHING SHORT VIDEO CLIPS (E.G. ON YOUTUBE, DAILYMOTION, VIMEO OR FACEBOOK)	1319	225	198	100	81	108	125	92	62	137	1140	179	939	380	630	689
	49%	66%	55%	46%	42%	45%	51%	41%	55%	46%	49%	50%	60%	34%	49%	49%
		bcdefghi	cdegi				dg		cdegi				m			
		17%	15%	8%	6%	8%	9%	7%	5%	10%	86%	14%	71%	29%	48%	52%
MAKING VIDEO CALLS (E.G. FACETIME, SKYPE)	1114	199	163	93	81	76	119	91	40	90	969	146	769	345	529	586
	42%	58%	45%	43%	41%	32%	48%	40%	36%	30%	42%	41%	49%	31%	41%	42%
		bcdefghi	ehi	ei	ei		ehi	ei					m			
		18%	15%	8%	7%	7%	11%	8%	4%	8%	87%	13%	69%	31%	47%	53%
AUDIO STREAMING (E.G. RADIO, PODCASTS, SPOTIFY, DEEZER)	998	139	145	84	71	79	93	75	44	119	849	149	715	283	472	525
	37%	41%	40%	38%	37%	33%	38%	33%	39%	40%	37%	41%	46%	25%	37%	38%
													m			
		14%	15%	8%	7%	8%	9%	8%	4%	12%	85%	15%	72%	28%	47%	53%
MAKING VOICE CALLS USING A VOIP SERVICE (E.G. SKYPE)	959	197	146	91	66	67	88	59	39	81	821	138	684	274	454	504
	36%	58%	40%	42%	34%	28%	36%	26%	35%	27%	35%	38%	44%	25%	36%	36%
		bcdefghi	egi	egi			egi		gi				m			
		21%	15%	9%	7%	7%	9%	6%	4%	8%	86%	14%	71%	29%	47%	53%

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

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SUMMARY OF ONLINE ACTIVITIES EVER USE - MOBILE (QD28A) OR ONLINE (QE5A)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
WATCHING TV PROGRAMMES/ FILM CONTENT ONLINE	931	144	139	83	58	72	95	68	34	101	798	133	654	276	452	479
	35%	42%	39%	38%	30%	30%	39%	30%	31%	34%	34%	37%	42%	25%	35%	34%
		deghi	deg				dg						m			
		15%	15%	9%	6%	8%	10%	7%	4%	11%	86%	14%	70%	30%	49%	51%
TOTAL ONLINE TV/ VIDEO VIEWING	1487	243	225	115	88	118	139	109	67	162	1285	201	1041	445	714	772
	56%	71%	62%	53%	45%	50%	57%	48%	60%	54%	56%	56%	67%	40%	56%	55%
		bcdefghi	cdeg				d		deg				m			
		16%	15%	8%	6%	8%	9%	7%	5%	11%	86%	14%	70%	30%	48%	52%
TOTAL MAKING VOICE OR VIDEO CALLS (E.G. SKYPE, FACETIME)	1297	227	192	118	88	94	137	97	48	109	1116	182	899	398	624	673
	48%	67%	53%	54%	45%	39%	56%	43%	43%	36%	48%	51%	58%	36%	49%	48%
		bcdefghi	eghi	deghi			deghi						m			
		18%	15%	9%	7%	7%	11%	7%	4%	8%	86%	14%	69%	31%	48%	52%

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

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SUMMARY OF ONLINE ACTIVITIES EVER USE - MOBILE (QD28A) OR ONLINE (QE5A)

Base : All respondents

	Total	TV PLATFORM/S			
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
GENERAL SEARCHING/ SURFING/ BROWSING THE INTERNET	2170 81%	2046 81%	342 86% a	830 87% a	419 88% a
		94%	16%	38%	19%
SEND/ RECEIVE EMAILS	2108 79%	1988 79%	342 86% a	824 86% a	415 87% a
		94%	16%	39%	20%
INSTANT MESSAGING (E.G. WHATSAPP, FACEBOOK MESSENGER, SNAPCHAT, WHATSAPP)	1724 64%	1617 64%	269 68%	692 73% a	366 77% ab
		94%	16%	40%	21%
USING SOCIAL NETWORKING (E.G. FACEBOOK, TWITTER, LINKEDIN, INSTAGRAM, SNAPCHAT)	1547 58%	1443 57%	256 65% a	597 63% a	331 70% ac
		93%	17%	39%	21%
ACCESSING NEWS	1387 52%	1311 52%	233 59% a	553 58% a	293 62% a
		94%	17%	40%	21%

Columns Tested: a,b,c,d

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SUMMARY OF ONLINE ACTIVITIES EVER USE - MOBILE (QD28A) OR ONLINE (QE5A)

Base : All respondents

		TV PLATFORM/S			
Significance Level: 95%	Total	**ALL TV** a	**CABLE** b	**SATE-LLITE** c	**HYBRID IPTV** d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519 94%	396 15%	953 36%	475 18%
WATCHING SHORT VIDEO CLIPS (E.G. ON YOUTUBE, DAILYMOTION, VIMEO OR FACEBOOK)	1319 49%	1223 49% 93%	186 47% 14%	521 55% ab 40%	285 60% ab 22%
MAKING VIDEO CALLS (E.G. FACETIME, SKYPE)	1114 42%	1029 41% 92%	156 39% 14%	443 47% ab 40%	249 52% abc 22%
AUDIO STREAMING (E.G. RADIO, PODCASTS, SPOTIFY, DEEZER)	998 37%	929 37% 93%	174 44% a 17%	398 42% a 40%	205 43% a 21%
MAKING VOICE CALLS USING A VOIP SERVICE (E.G. SKYPE)	959 36%	884 35% 92%	129 32% 13%	404 42% ab 42%	206 43% ab 21%

Columns Tested: a,b,c,d

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SUMMARY OF ONLINE ACTIVITIES EVER USE - MOBILE (QD28A) OR ONLINE (QE5A)

Base : All respondents

		TV PLATFORM/S			
	Total	**ALL TV**	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
WATCHING TV PROGRAMMES/ FILM CONTENT ONLINE	931 35%	868 34%	150 38%	362 38%	208 44% ac
		93%	16%	39%	22%
TOTAL ONLINE TV/ VIDEO VIEWING	1487 56%	1386 55%	222 56%	580 61% a	318 67% abc
		93%	15%	39%	21%
TOTAL MAKING VOICE OR VIDEO CALLS (E.G. SKYPE, FACETIME)	1297 48%	1202 48%	182 46%	533 56% ab	282 59% ab
		93%	14%	41%	22%

Columns Tested: a,b,c,d

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SUMMARY OF ONLINE ACTIVITIES USED IN LAST WEEK - MOBILE (QD28A) OR ONLINE (QE5A)

Base : All respondents

	Total	GENDER MALE	GENDER FEMALE	AGE GROUP 16-24	AGE GROUP 25-34	AGE GROUP 35-54	AGE GROUP 55+	HOUSEHOLD INCOME UNDER 10.4K	HOUSEHOLD INCOME 10.4K-15.59K	HOUSEHOLD INCOME 15.6K-25.99K	HOUSEHOLD INCOME 26K+	SOCIAL GROUP AB	SOCIAL GROUP C1	SOCIAL GROUP C2	SOCIAL GROUP DE	NATION ENGLAND	NATION SCOTLAND	NATION WALES	NATION NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
GENERAL SEARCHING/ SURFING/ BROWSING THE INTERNET	1977	974	1003	328	363	759	527	94	126	219	619	596	568	426	385	1685	149	92	51
	74%	75%	73%	90%	86%	84%	53%	54%	60%	73%	87%	84%	79%	73%	58%	75%	64%	70%	69%
				ef	f	f				gh	ghi	lmn	mn	n		pqr			
		49%	51%	17%	18%	38%	27%	5%	6%	11%	31%	30%	29%	22%	19%	85%	8%	5%	3%
SEND/ RECEIVE EMAILS	1900	935	965	291	361	728	520	79	109	222	638	617	567	392	319	1603	159	92	46
	71%	72%	70%	80%	86%	81%	53%	45%	52%	74%	90%	87%	79%	68%	48%	72%	68%	70%	63%
				f	ef	f				gh	ghi	lmn	mn	n		r		r	
		49%	51%	15%	19%	38%	27%	4%	6%	12%	34%	32%	30%	21%	17%	84%	8%	5%	2%
INSTANT MESSAGING (E.G. WHATSAPP, FACEBOOK MESSENGER, SNAPCHAT, WHATSAPP)	1496	694	803	306	335	587	268	69	87	175	488	455	430	315	294	1265	119	71	41
	56%	53%	58%	85%	80%	65%	27%	40%	41%	59%	69%	64%	60%	54%	44%	57%	51%	54%	56%
			a	ef	ef	f				gh	ghi	mn	mn	n					
		46%	54%	20%	22%	39%	18%	5%	6%	12%	33%	30%	29%	21%	20%	85%	8%	5%	3%
USING SOCIAL NETWORKING (E.G. FACEBOOK, TWITTER, LINKEDIN, INSTAGRAM, SNAPCHAT)	1358	625	732	295	317	514	232	72	90	153	430	422	385	289	260	1138	114	68	37
	51%	48%	53%	81%	75%	57%	23%	41%	42%	51%	60%	59%	54%	50%	39%	51%	49%	51%	51%
			a	def	ef	f				gh	ghi	lmn	n	n					
		46%	54%	22%	23%	38%	17%	5%	7%	11%	32%	31%	28%	21%	19%	84%	8%	5%	3%
ACCESSING NEWS	1083	602	481	176	205	423	279	48	59	123	361	381	337	200	165	915	94	47	28
	40%	46%	35%	49%	49%	47%	28%	27%	28%	41%	51%	53%	47%	34%	25%	41%	40%	35%	38%
		b		f	f	f				gh	ghi	lmn	mn	n		q			
		56%	44%	16%	19%	39%	26%	4%	5%	11%	33%	35%	31%	18%	15%	84%	9%	4%	3%

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

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SUMMARY OF ONLINE ACTIVITIES USED IN LAST WEEK - MOBILE (QD28A) OR ONLINE (QE5A)

Base : All respondents

	Total	GENDER MALE	GENDER FEMALE	AGE GROUP 16-24	AGE GROUP 25-34	AGE GROUP 35-54	AGE GROUP 55+	HOUSEHOLD INCOME UNDER 10.4K	HOUSEHOLD INCOME 10.4K-15.59K	HOUSEHOLD INCOME 15.6K-25.99K	HOUSEHOLD INCOME 26K+	SOCIAL GROUP AB	SOCIAL GROUP C1	SOCIAL GROUP C2	SOCIAL GROUP DE	NATION ENGLAND	NATION SCOTLAND	NATION WALES	NATION NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
WATCHING SHORT VIDEO CLIPS (E.G. ON YOUTUBE, DAILYMOTION, VIMEO OR FACEBOOK)	1014	524	490	228	253	394	139	49	58	105	379	336	308	196	173	873	79	39	23
	38%	40%	36%	63%	60%	44%	14%	28%	27%	35%	53%	47%	43%	34%	26%	39%	34%	30%	31%
		b		ef	ef	f					ghi	mn	mn	n		qr			
		52%	48%	22%	25%	39%	14%	5%	6%	10%	37%	33%	30%	19%	17%	86%	8%	4%	2%
MAKING VIDEO CALLS (E.G. FACETIME, SKYPE)	786	353	432	199	196	288	103	31	44	78	297	265	235	149	136	674	66	31	15
	29%	27%	31%	55%	47%	32%	10%	18%	21%	26%	42%	37%	33%	26%	21%	30%	28%	23%	20%
			a	def	ef	f				g	ghi	mn	mn	n		qr	r		
		45%	55%	25%	25%	37%	13%	4%	6%	10%	38%	34%	30%	19%	17%	86%	8%	4%	2%
AUDIO STREAMING (E.G. RADIO, PODCASTS, SPOTIFY, DEEZER)	761	404	357	193	178	279	111	31	30	87	286	281	233	125	121	649	73	26	14
	28%	31%	26%	53%	42%	31%	11%	18%	14%	29%	40%	40%	32%	22%	18%	29%	31%	20%	19%
		b		def	ef	f				gh	ghi	lmn	mn			qr	qr		
		53%	47%	25%	23%	37%	15%	4%	4%	11%	38%	37%	31%	16%	16%	85%	10%	3%	2%
MAKING VOICE CALLS USING A VOIP SERVICE (E.G. SKYPE)	694	348	346	163	188	244	98	29	28	62	289	249	215	126	104	607	52	23	12
	26%	27%	25%	45%	45%	27%	10%	16%	13%	21%	41%	35%	30%	22%	16%	27%	23%	18%	16%
				ef	ef	f				h	ghi	lmn	mn	n		qr	r		
		50%	50%	24%	27%	35%	14%	4%	4%	9%	42%	36%	31%	18%	15%	87%	8%	3%	2%

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

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SUMMARY OF ONLINE ACTIVITIES USED IN LAST WEEK - MOBILE (QD28A) OR ONLINE (QE5A)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
WATCHING TV PROGRAMMES/ FILM CONTENT ONLINE	668	360	308	165	167	227	108	26	38	70	235	227	213	121	105	571	63	24	10
	25%	28%	22%	46%	40%	25%	11%	15%	18%	23%	33%	32%	30%	21%	16%	26%	27%	18%	13%
		b		ef	ef	f				g	ghi	mn	mn	n		qr	qr	r	
		54%	46%	25%	25%	34%	16%	4%	6%	10%	35%	34%	32%	18%	16%	85%	9%	4%	1%
TOTAL ONLINE TV/ VIDEO VIEWING	1173	605	568	253	275	454	191	59	74	129	419	377	362	225	207	1011	92	45	26
	44%	47%	41%	70%	65%	50%	19%	34%	35%	43%	59%	53%	51%	39%	31%	45%	39%	34%	35%
		b		ef	ef	f				g	ghi	mn	mn	n		pqr			
		52%	48%	22%	23%	39%	16%	5%	6%	11%	36%	32%	31%	19%	18%	86%	8%	4%	2%

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

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SUMMARY OF ONLINE ACTIVITIES USED IN LAST WEEK - MOBILE (QD28A) OR ONLINE (QE5A)

Base : All respondents

	Total	\<span\>ENGLAND REGIONS\</span\> LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBANITY URBAN	RURAL	WORKING STATUS WORKING	NOT WORKING	DEPRIVATION LEVEL LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
GENERAL SEARCHING/ SURFING/ BROWSING THE INTERNET	1977	282	284	168	118	180	179	157	89	228	1717	260	1310	666	948	1029
	74%	83%	79%	77%	61%	76%	73%	69%	80%	76%	74%	72%	84%	60%	74%	74%
		defg	dg	d		d	d	d	dg	d				m		
		14%	14%	8%	6%	9%	9%	8%	5%	12%	87%	13%	66%	34%	48%	52%
SEND/ RECEIVE EMAILS	1900	289	297	170	128	140	184	143	75	177	1630	270	1298	600	950	950
	71%	85%	82%	78%	66%	59%	75%	63%	67%	59%	70%	75%	84%	54%	74%	68%
		defghi	deghi	deghi			deghi					j	m			o
		15%	16%	9%	7%	7%	10%	8%	4%	9%	86%	14%	68%	32%	50%	50%
INSTANT MESSAGING (E.G. WHATSAPP, FACEBOOK MESSENGER, SNAPCHAT, WHATSAPP)	1496	219	193	124	104	121	155	112	70	166	1300	196	1047	450	693	804
	56%	64%	54%	57%	53%	51%	63%	50%	63%	55%	56%	55%	67%	40%	54%	58%
		bdegi					bdeg		bdeg				m			
		15%	13%	8%	7%	8%	10%	7%	5%	11%	87%	13%	70%	30%	46%	54%
USING SOCIAL NETWORKING (E.G. FACEBOOK, TWITTER, LINKEDIN, INSTAGRAM, SNAPCHAT)	1358	184	182	101	87	120	136	108	68	153	1192	166	941	416	637	721
	51%	54%	50%	46%	44%	50%	55%	48%	61%	51%	51%	46%	61%	37%	50%	52%
		d					cd		bcdegi		k		m			
		14%	13%	7%	6%	9%	10%	8%	5%	11%	88%	12%	69%	31%	47%	53%
ACCESSING NEWS	1083	127	178	99	65	75	103	73	51	144	929	154	755	328	541	542
	40%	37%	49%	45%	33%	32%	42%	32%	46%	48%	40%	43%	49%	29%	42%	39%
			adeg	deg			deg		deg	adeg			m			
		12%	16%	9%	6%	7%	10%	7%	5%	13%	86%	14%	70%	30%	50%	50%

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

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SUMMARY OF ONLINE ACTIVITIES USED IN LAST WEEK - MOBILE (QD28A) OR ONLINE (QE5A)

Base : All respondents

	Total	ENGLAND REGIONS LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBANITY URBAN	RURAL	WORKING STATUS WORKING	NOT WORKING	DEPRIVATION LEVEL LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
WATCHING SHORT VIDEO CLIPS (E.G. ON YOUTUBE, DAILYMOTION, VIMEO OR FACEBOOK)	1014 38%	206 60% bcdefghi	134 37% e	71 32%	62 32%	69 29%	103 42% cdeg	72 32%	54 49% bcdegi	102 34%	884 38%	130 36%	733 47%	281 25% m	466 37%	548 39%
		20%	13%	7%	6%	7%	10%	7%	5%	10%	87%	13%	72%	28%	46%	54%
MAKING VIDEO CALLS (E.G. FACETIME, SKYPE)	786 29%	161 47% bcdefghi	105 29% ei	58 26%	60 31% ei	51 22%	90 37% ceghi	56 25%	30 27%	63 21%	680 29%	105 29%	550 35% m	236 21%	356 28%	429 31%
		21%	13%	7%	8%	7%	11%	7%	4%	8%	87%	13%	70%	30%	45%	55%
AUDIO STREAMING (E.G. RADIO, PODCASTS, SPOTIFY, DEEZER)	761 28%	113 33% eg	114 32% eg	64 29%	52 26%	54 23%	75 31% eg	51 22%	37 33% eg	89 30%	644 28%	117 33% j	557 36% m	204 18%	357 28%	405 29%
		15%	15%	8%	7%	7%	10%	7%	5%	12%	85%	15%	73%	27%	47%	53%
MAKING VOICE CALLS USING A VOIP SERVICE (E.G. SKYPE)	694 26%	155 45% bcdefghi	88 24% g	66 30% egi	52 27% gi	48 20%	71 29% egi	38 17%	35 31% egi	55 18%	595 26%	100 28%	499 32% m	196 18%	322 25%	373 27%
		22%	13%	9%	7%	7%	10%	6%	5%	8%	86%	14%	72%	28%	46%	54%

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

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SUMMARY OF ONLINE ACTIVITIES USED IN LAST WEEK - MOBILE (QD28A) OR ONLINE (QE5A)

Base : All respondents

	Total	ENGLAND REGIONS LONDON a	SOUTH EAST b	SOUTH WEST c	EAST MIDS d	WEST MIDS e	EAST OF ENG f	YORKS& HUMBER g	NORTH EAST h	NORTH WEST i	URBANITY URBAN j	RURAL k	WORKING STATUS WORKING l	NOT WORKING m	DEPRIVATION LEVEL LOW n	MEDIUM/ HIGH o
Significance Level: 95%																
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
WATCHING TV PROGRAMMES/ FILM CONTENT ONLINE	668	101	95	67	43	50	76	47	26	67	568	100	466	201	323	345
	25%	30%	26%	31%	22%	21%	31%	21%	23%	22%	25%	28%	30%	18%	25%	25%
		eg		degi			deghi						m			
		15%	14%	10%	6%	7%	11%	7%	4%	10%	85%	15%	70%	30%	48%	52%
TOTAL ONLINE TV/ VIDEO VIEWING	1173	224	155	94	70	79	119	89	58	124	1016	157	829	344	544	630
	44%	66%	43%	43%	36%	33%	48%	39%	52%	41%	44%	44%	53%	31%	43%	45%
		bcdefghi	e	e			deg		bcdegi				m			
		19%	13%	8%	6%	7%	10%	8%	5%	11%	87%	13%	71%	29%	46%	54%

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

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.
SUMMARY OF ONLINE ACTIVITIES USED IN LAST WEEK - MOBILE (QD28A) OR ONLINE (QE5A)

Base : All respondents

		TV PLATFORM/S			
	Total	**ALL TV**	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
GENERAL SEARCHING/ SURFING/ BROWSING THE INTERNET	1977	1860	311	752	385
	74%	74%	79%	79%	81%
				a	a
		94%	16%	38%	19%
SEND/ RECEIVE EMAILS	1900	1784	309	744	380
	71%	71%	78%	78%	80%
			a	a	a
		94%	16%	39%	20%
INSTANT MESSAGING (E.G. WHATSAPP, FACEBOOK MESSENGER, SNAPCHAT, WHATSAPP)	1496	1399	230	590	326
	56%	56%	58%	62%	69%
				a	abc
		93%	15%	39%	22%
USING SOCIAL NETWORKING (E.G. FACEBOOK, TWITTER, LINKEDIN, INSTAGRAM, SNAPCHAT)	1358	1265	225	519	295
	51%	50%	57%	54%	62%
			a	a	ac
		93%	17%	38%	22%
ACCESSING NEWS	1083	1020	170	430	239
	40%	40%	43%	45%	50%
				a	ab
		94%	16%	40%	22%

Columns Tested: a,b,c,d

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

SUMMARY OF ONLINE ACTIVITIES USED IN LAST WEEK - MOBILE (QD28A) OR ONLINE (QE5A)

Base : All respondents

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
WATCHING SHORT VIDEO CLIPS (E.G. ON YOUTUBE, DAILYMOTION, VIMEO OR FACEBOOK)	1014 38%	935 37%	143 36%	406 43% ab	210 44% ab
		92%	14%	40%	21%
MAKING VIDEO CALLS (E.G. FACETIME, SKYPE)	786 29%	721 29%	109 27%	311 33% a	177 37% ab
		92%	14%	40%	23%
AUDIO STREAMING (E.G. RADIO, PODCASTS, SPOTIFY, DEEZER)	761 28%	704 28%	129 32%	299 31% a	160 34% a
		92%	17%	39%	21%
MAKING VOICE CALLS USING A VOIP SERVICE (E.G. SKYPE)	694 26%	631 25%	90 23%	286 30% ab	155 33% ab
		91%	13%	41%	22%

Columns Tested: a,b,c,d

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SUMMARY OF ONLINE ACTIVITIES USED IN LAST WEEK - MOBILE (QD28A) OR ONLINE (QE5A)

Base : All respondents

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
WATCHING TV PROGRAMMES/ FILM CONTENT ONLINE	668	615	110	249	149
	25%	24%	28%	26%	31%
					ac
		92%	16%	37%	22%
TOTAL ONLINE TV/ VIDEO VIEWING	1173	1084	168	456	245
	44%	43%	42%	48%	52%
				a	ab
		92%	14%	39%	21%

Columns Tested: a,b,c,d

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QE16 (QE51). SHOWCARD Which of these fixed broadband services does your household have? (SINGLE CODE)

Base : Those with fixed broadband at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K- 15.59K	15.6K- 25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2950	1419	1531	394	473	985	1097	136	190	322	721	742	983	606	614	1760	384	401	405
Effective Weighted Sample	2032	965	1068	276	338	673	773	100	138	232	555	545	693	413	414	1553	255	280	356
Weighted total	2138	1042	1096	297	362	789	689	85	132	246	661	664	618	465	387	1795	178	104	60
		49%	51%	14%	17%	37%	32%	4%	6%	12%	31%	31%	29%	22%	18%	84%	8%	5%	3%
Standard broadband - Broadband through a phone line or cable service - which is not superfast, so the download speed is less than 30MB/second	743	367	376	103	116	250	273	36	55	111	173	187	202	177	177	612	60	45	26
	35%	35%	34%	35%	32%	32%	40% de	42% j	41% j	45% j	26%	28%	33%	38% k	46% klm	34%	34%	43% op	44% op
		49%	51%	14%	16%	34%	37%	5%	7%	15%	23%	25%	27%	24%	24%	82%	8%	6%	4%
Superfast broadband - A premium service that delivers higher speeds through either fibre optic or cable service - so the download speed is 30MB/ second or higher	1048	528	520	139	183	426	300	36	56	108	399	375	321	205	145	891	88	45	25
	49%	51%	47%	47%	50%	54% cf	44%	42%	42%	44%	60% ghi	57% mn	52% mn	44%	37%	50% r	49% r	43%	41%
		50%	50%	13%	17%	41%	29%	3%	5%	10%	38%	36%	31%	20%	14%	85%	8%	4%	2%
Ultrafast broadband - the download speed is 100MB/second or higher	124	77	48	21	29	49	25	3	7	16	49	44	37	25	19	105	14	3	2
	6%	7% b	4%	7% f	8% f	6% f	4%	4%	5%	6%	7%	7%	6%	5%	5%	6% q	8% q	3%	4%
		62%	38%	17%	23%	39%	20%	2%	6%	13%	39%	36%	29%	20%	15%	85%	11%	2%	2%

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

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QE16 (QE51). SHOWCARD Which of these fixed broadband services does your household have? (SINGLE CODE)

Base : Those with fixed broadband at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2950	1419	1531	394	473	985	1097	136	190	322	721	742	983	606	614	1760	384	401	405
Effective Weighted Sample	2032	965	1068	276	338	673	773	100	138	232	555	545	693	413	414	1553	255	280	356
Weighted total	2138	1042	1096	297	362	789	689	85	132	246	661	664	618	465	387	1795	178	104	60
		49%	51%	14%	17%	37%	32%	4%	6%	12%	31%	31%	29%	22%	18%	84%	8%	5%	3%
Don't know	222	70	152	34	34	64	90	11	15	12	40	58	58	58	47	187	17	11	7
	10%	7%	14%	11%	9%	8%	13%	13%	11%	5%	6%	9%	9%	13%	12%	10%	9%	11%	11%
			a				e	ij	ij										
		32%	68%	15%	15%	29%	41%	5%	7%	5%	18%	26%	26%	26%	21%	84%	7%	5%	3%

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

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QE16 (QE51). SHOWCARD Which of these fixed broadband services does your household have? (SINGLE CODE)

Base : Those with fixed broadband at home

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
					ENGLAND REGIONS						URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2950	213	210	188	188	218	208	146	195	194	2101	849	1714	1233	1529	1421
Effective Weighted Sample	2032	206	199	180	182	204	200	141	185	186	1676	380	1197	860	1025	1008
Weighted total	2138	289	307	185	150	182	211	144	87	242	1832	305	1365	771	1065	1072
		14%	14%	9%	7%	9%	10%	7%	4%	11%	86%	14%	64%	36%	50%	50%
Standard broadband - Broadband through a phone line or cable service - which is not superfast, so the download speed is less than 30MB/second	743	122	111	64	59	57	56	62	32	49	642	101	445	297	391	352
	35%	42%	36%	34%	40%	31%	27%	43%	37%	20%	35%	33%	33%	39%	37%	33%
		efi	fi	i	fi	i		efi	fi						l	
		16%	15%	9%	8%	8%	8%	8%	4%	7%	86%	14%	60%	40%	53%	47%
Superfast broadband - A premium service that delivers higher speeds through either fibre optic or cable service - so the download speed is 30MB/ second or higher	1048	144	147	97	67	92	98	56	48	142	881	167	719	330	502	546
	49%	50%	48%	53%	44%	51%	46%	39%	55%	59%	48%	55%	53%	43%	47%	51%
		g		g		g			dg	bdfg		j	m			
		14%	14%	9%	6%	9%	9%	5%	5%	14%	84%	16%	69%	31%	48%	52%
Ultrafast broadband - the download speed is 100MB/second or higher	124	4	21	8	8	16	20	7	2	21	115	9	89	35	65	60
	6%	1%	7%	4%	5%	9%	9%	5%	2%	9%	6%	3%	7%	5%	6%	6%
			ah		a	ah	ah			ah	k		m			
		3%	17%	7%	6%	13%	16%	5%	1%	17%	92%	8%	72%	28%	52%	48%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 71

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QE16 (QE51). SHOWCARD Which of these fixed broadband services does your household have? (SINGLE CODE)

Base : Those with fixed broadband at home

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2950	213	210	188	188	218	208	146	195	194	2101	849	1714	1233	1529	1421
Effective Weighted Sample	2032	206	199	180	182	204	200	141	185	186	1676	380	1197	860	1025	1008
Weighted total	2138	289	307	185	150	182	211	144	87	242	1832	305	1365	771	1065	1072
		14%	14%	9%	7%	9%	10%	7%	4%	11%	86%	14%	64%	36%	50%	50%
Don't know	222	19	28	16	16	17	37	19	5	30	194	28	112	109	108	114
	10%	7%	9%	9%	11%	9%	18%	13%	6%	12%	11%	9%	8%	14%	10%	11%
							abceh	ah		h				l		
		9%	13%	7%	7%	8%	17%	9%	2%	13%	87%	13%	51%	49%	49%	51%

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

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QE16 (QE51). SHOWCARD Which of these fixed broadband services does your household have? (SINGLE CODE)

Base : Those with fixed broadband at home

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	2950	2837	418	1223	582
Effective Weighted Sample	2032	1950	322	832	410
Weighted total	2138	2047	360	871	451
		96%	17%	41%	21%
Standard broadband - Broadband through a phone line or cable service - which is not superfast, so the download speed is less than 30MB/second	743 35%	707 35% bd	76 21%	302 35% bd	126 28% b
		95%	10%	41%	17%
Superfast broadband - A premium service that delivers higher speeds through either fibre optic or cable service - so the download speed is 30MB/ second or higher	1048 49%	1009 49%	187 52%	447 51%	251 56% a
		96%	18%	43%	24%
Ultrafast broadband - the download speed is 100MB/second or higher	124 6%	120 6%	45 13% acd	42 5%	26 6%
		97%	37%	34%	21%

Columns Tested: a,b,c,d

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

QE16 (QE51). SHOWCARD Which of these fixed broadband services does your household have? (SINGLE CODE)

Base : Those with fixed broadband at home

		TV PLATFORM/S			
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	2950	2837	418	1223	582
Effective Weighted Sample	2032	1950	322	832	410
Weighted total	2138	2047	360	871	451
		96%	17%	41%	21%
Don't know	222	209	51	80	47
	10%	10%	14%	9%	10%
			ac		
		94%	23%	36%	21%

Columns Tested: a,b,c,d

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

Base : Those with fixed broadband at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2950	1419	1531	394	473	985	1097	136	190	322	721	742	983	606	614	1760	384	401	405
Effective Weighted Sample	2032	965	1068	276	338	673	773	100	138	232	555	545	693	413	414	1553	255	280	356
Weighted total	2138	1042	1096	297	362	789	689	85	132	246	661	664	618	465	387	1795	178	104	60
		49%	51%	14%	17%	37%	32%	4%	6%	12%	31%	31%	29%	22%	18%	84%	8%	5%	3%
Yes	1012	613	398	153	196	416	247	32	55	105	388	372	296	209	134	860	82	51	19
	47%	59%	36%	51%	54%	53%	36%	38%	41%	43%	59%	56%	48%	45%	35%	48%	46%	49%	32%
		b		f	f	f					ghi	lmn		n	n	r	r	r	
		61%	39%	15%	19%	41%	24%	3%	5%	10%	38%	37%	29%	21%	13%	85%	8%	5%	2%
No	1013	379	634	128	146	341	397	51	70	128	239	258	285	236	234	830	92	52	38
	47%	36%	58%	43%	40%	43%	58%	59%	53%	52%	36%	39%	46%	51%	60%	46%	51%	50%	64%
			a				cde	j	j	j			k	k	klm				opq
		37%	63%	13%	14%	34%	39%	5%	7%	13%	24%	25%	28%	23%	23%	82%	9%	5%	4%
Don't know	113	50	63	16	21	31	45	2	8	13	33	34	37	21	19	105	5	1	2
	5%	5%	6%	6%	6%	4%	7%	3%	6%	5%	5%	5%	6%	4%	5%	6%	3%	1%	4%
							e									pq			q
		44%	56%	14%	18%	28%	40%	2%	7%	11%	29%	30%	33%	18%	17%	93%	4%	1%	2%

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

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

Base : Those with fixed broadband at home

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2950	213	210	188	188	218	208	146	195	194	2101	849	1714	1233	1529	1421
Effective Weighted Sample	2032	206	199	180	182	204	200	141	185	186	1676	380	1197	860	1025	1008
Weighted total	2138	289	307	185	150	182	211	144	87	242	1832	305	1365	771	1065	1072
		14%	14%	9%	7%	9%	10%	7%	4%	11%	86%	14%	64%	36%	50%	50%
Yes	1012	149	143	96	75	82	99	70	45	102	842	169	728	283	512	499
	47%	51%	46%	52%	50%	45%	47%	49%	52%	42%	46%	55%	53%	37%	48%	47%
												j	m			
		15%	14%	10%	7%	8%	10%	7%	4%	10%	83%	17%	72%	28%	51%	49%
No	1013	105	150	77	68	100	105	64	39	123	891	122	580	432	496	517
	47%	36%	49%	42%	46%	55%	50%	44%	45%	51%	49%	40%	43%	56%	47%	48%
			a			acgh	a			a	k			l		
		10%	15%	8%	7%	10%	10%	6%	4%	12%	88%	12%	57%	43%	49%	51%
Don't know	113	36	14	12	7	-	7	10	3	17	99	15	57	56	57	56
	5%	12%	5%	6%	5%	-%	3%	7%	3%	7%	5%	5%	4%	7%	5%	5%
		bcdefh	e	e	e		e	e	e	e				l		
		32%	12%	10%	6%	-%	6%	9%	2%	15%	87%	13%	50%	49%	51%	49%

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

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

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

Base : Those with fixed broadband at home

	Total	TV PLATFORM/S			
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	2950	2837	418	1223	582
Effective Weighted Sample	2032	1950	322	832	410
Weighted total	2138	2047	360	871	451
		96%	17%	41%	21%
Yes	1012	961	172	449	207
	47%	47%	48%	52%	46%
				a	
		95%	17%	44%	20%
No	1013	978	167	381	221
	47%	48%	47%	44%	49%
		c			
		97%	17%	38%	22%
Don't know	113	107	21	41	23
	5%	5%	6%	5%	5%
		95%	18%	36%	21%

Columns Tested: a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 73

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

QE18 (QE12). SHOWCARD Thinking about the speed of your household's fixed broadband internet, is this faster, slower or about the same as you expected it to be when you first got it? (SINGLE CODE)

Base : Those with fixed broadband at home

	Total	GENDER MALE	FEMALE	AGE GROUP 16-24	25-34	35-54	55+	HOUSEHOLD INCOME UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	SOCIAL GROUP AB	C1	C2	DE	NATION ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2950	1419	1531	394	473	985	1097	136	190	322	721	742	983	606	614	1760	384	401	405
Effective Weighted Sample	2032	965	1068	276	338	673	773	100	138	232	555	545	693	413	414	1553	255	280	356
Weighted total	2138	1042	1096	297	362	789	689	85	132	246	661	664	618	465	387	1795	178	104	60
		49%	51%	14%	17%	37%	32%	4%	6%	12%	31%	31%	29%	22%	18%	84%	8%	5%	3%
A lot faster	107	59	48	15	17	44	30	5	11	13	22	32	25	24	25	85	10	9	4
	5%	6%	4%	5%	5%	6%	4%	5%	8%	5%	3%	5%	4%	5%	6%	5%	6%	8%	7%
									j									o	
		55%	45%	14%	16%	41%	28%	4%	10%	12%	21%	30%	24%	23%	23%	79%	9%	8%	4%
A little faster	280	146	134	37	54	115	74	15	15	37	99	81	88	68	43	234	16	19	10
	13%	14%	12%	12%	15%	15%	11%	18%	11%	15%	15%	12%	14%	15%	11%	13%	9%	18%	17%
					f	f												op	p
		52%	48%	13%	19%	41%	26%	6%	5%	13%	35%	29%	32%	24%	15%	84%	6%	7%	4%
TOTAL FASTER	387	205	182	52	72	159	104	20	25	50	121	112	114	92	68	319	26	28	14
	18%	20%	17%	17%	20%	20%	15%	24%	19%	20%	18%	17%	18%	20%	17%	18%	15%	27%	23%
						f												op	op
		53%	47%	13%	19%	41%	27%	5%	7%	13%	31%	29%	29%	24%	18%	82%	7%	7%	4%
About the same	1145	560	585	156	179	429	380	41	78	128	361	382	335	225	201	948	113	51	32
	54%	54%	53%	53%	50%	54%	55%	48%	59%	52%	55%	58%	54%	48%	52%	53%	64%	49%	53%
												m					oqr		
		49%	51%	14%	16%	37%	33%	4%	7%	11%	32%	33%	29%	20%	18%	83%	10%	4%	3%
A little slower	287	139	147	50	62	97	78	7	7	29	108	99	83	61	43	250	20	13	3
	13%	13%	13%	17%	17%	12%	11%	9%	5%	12%	16%	15%	13%	13%	11%	14%	11%	12%	6%
				f	ef					h	gh					r	r	r	
		49%	51%	18%	21%	34%	27%	3%	2%	10%	38%	35%	29%	21%	15%	87%	7%	4%	1%
A lot slower	116	59	57	12	25	47	32	6	8	13	28	33	32	28	22	96	10	6	4
	5%	6%	5%	4%	7%	6%	5%	7%	6%	5%	4%	5%	5%	6%	6%	5%	5%	5%	7%
		51%	49%	10%	21%	41%	28%	5%	7%	12%	24%	29%	28%	24%	19%	83%	8%	5%	4%
TOTAL SLOWER	402	198	204	62	86	144	110	14	14	42	137	132	115	89	66	346	30	18	8
	19%	19%	19%	21%	24%	18%	16%	16%	11%	17%	21%	20%	19%	19%	17%	19%	17%	18%	12%
					ef						h					r			
		49%	51%	15%	21%	36%	27%	3%	4%	10%	34%	33%	29%	22%	16%	86%	7%	5%	2%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 73

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QE18 (QE12). SHOWCARD Thinking about the speed of your household's fixed broadband internet, is this faster, slower or about the same as you expected it to be when you first got it? (SINGLE CODE)

Base : Those with fixed broadband at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2950	1419	1531	394	473	985	1097	136	190	322	721	742	983	606	614	1760	384	401	405
Effective Weighted Sample	2032	965	1068	276	338	673	773	100	138	232	555	545	693	413	414	1553	255	280	356
Weighted total	2138	1042	1096	297	362	789	689	85	132	246	661	664	618	465	387	1795	178	104	60
		49%	51%	14%	17%	37%	32%	4%	6%	12%	31%	31%	29%	22%	18%	84%	8%	5%	3%
Don't know	204	80	124	27	25	57	95	11	15	26	42	37	55	58	53	182	8	7	7
	10%	8%	11%	9%	7%	7%	14%	13%	11%	10%	6%	6%	9%	13%	14%	10%	5%	7%	11%
			a				de	j		j			k	kl	kl	p			pq
		39%	61%	13%	12%	28%	47%	5%	7%	13%	20%	18%	27%	29%	26%	89%	4%	3%	3%

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

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QE18 (QE12). SHOWCARD Thinking about the speed of your household's fixed broadband internet, is this faster, slower or about the same as you expected it to be when you first got it? (SINGLE CODE)

Base : Those with fixed broadband at home

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
						ENGLAND REGIONS					URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2950	213	210	188	188	218	208	146	195	194	2101	849	1714	1233	1529	1421
Effective Weighted Sample	2032	206	199	180	182	204	200	141	185	186	1676	380	1197	860	1025	1008
Weighted total	2138	289	307	185	150	182	211	144	87	242	1832	305	1365	771	1065	1072
		14%	14%	9%	7%	9%	10%	7%	4%	11%	86%	14%	64%	36%	50%	50%
A lot faster	107	6	15	7	11	8	15	4	4	14	82	25	70	37	60	47
	5%	2%	5%	4%	7%	4%	7%	3%	5%	6%	4%	8%	5%	5%	6%	4%
					a		a					j				
		6%	14%	6%	10%	7%	14%	4%	4%	13%	76%	24%	65%	35%	56%	44%
A little faster	280	40	50	18	27	17	40	9	7	26	230	50	183	97	154	125
	13%	14%	16%	10%	18%	9%	19%	6%	8%	11%	13%	16%	13%	13%	14%	12%
		gh	egh		ceghi		ceghi									
		14%	18%	6%	10%	6%	14%	3%	2%	9%	82%	18%	65%	35%	55%	45%
TOTAL FASTER	387	46	65	25	38	25	55	13	11	40	312	75	253	134	214	173
	18%	16%	21%	13%	26%	14%	26%	9%	12%	17%	17%	24%	19%	17%	20%	16%
			cgh		aceghi		aceghi					j			o	
		12%	17%	6%	10%	7%	14%	3%	3%	10%	81%	19%	65%	35%	55%	45%
About the same	1145	161	180	88	66	115	100	65	41	132	1003	142	735	409	577	568
	54%	56%	59%	48%	44%	63%	47%	45%	48%	55%	55%	47%	54%	53%	54%	53%
		dg	cdfgh			cdfgh				d	k					
		14%	16%	8%	6%	10%	9%	6%	4%	12%	88%	12%	64%	36%	50%	50%
A little slower	287	48	38	41	17	23	19	22	12	30	241	46	198	89	124	163
	13%	16%	12%	22%	11%	13%	9%	15%	14%	12%	13%	15%	15%	11%	12%	15%
		f		bdefi									m			n
		17%	13%	14%	6%	8%	7%	8%	4%	10%	84%	16%	69%	31%	43%	57%
A lot slower	116	4	9	12	11	2	10	19	11	18	101	15	76	40	56	60
	5%	2%	3%	7%	7%	1%	5%	13%	12%	7%	5%	5%	6%	5%	5%	6%
				ae	ae		e	abef	abef	ae						
		4%	8%	11%	9%	2%	9%	16%	9%	15%	87%	13%	66%	34%	49%	51%

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

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QE18 (QE12). SHOWCARD Thinking about the speed of your household's fixed broadband internet, is this faster, slower or about the same as you expected it to be when you first got it? (SINGLE CODE)

Base : Those with fixed broadband at home

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2950	213	210	188	188	218	208	146	195	194	2101	849	1714	1233	1529	1421
Effective Weighted Sample	2032	206	199	180	182	204	200	141	185	186	1676	380	1197	860	1025	1008
Weighted total	2138	289	307	185	150	182	211	144	87	242	1832	305	1365	771	1065	1072
		14%	14%	9%	7%	9%	10%	7%	4%	11%	86%	14%	64%	36%	50%	50%
TOTAL SLOWER	402	52	47	53	28	25	30	41	23	47	342	61	274	128	180	222
	19%	18%	15%	29%	18%	14%	14%	28%	27%	20%	19%	20%	20%	17%	17%	21%
				abdefi				abdef	abef				m			n
		13%	12%	13%	7%	6%	7%	10%	6%	12%	85%	15%	68%	32%	45%	55%
Don't know	204	30	14	19	18	16	27	25	11	22	176	28	103	100	95	109
	10%	10%	5%	10%	12%	9%	13%	17%	13%	9%	10%	9%	8%	13%	9%	10%
		b		b	b		b	bei	b					l		
		15%	7%	9%	9%	8%	13%	12%	6%	11%	86%	14%	51%	49%	47%	53%

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

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

QE18 (QE12). SHOWCARD Thinking about the speed of your household's fixed broadband internet, is this faster, slower or about the same as you expected it to be when you first got it? (SINGLE CODE)

Base : Those with fixed broadband at home

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	2950	2837	418	1223	582
Effective Weighted Sample	2032	1950	322	832	410
Weighted total	2138	2047	360	871	451
		96%	17%	41%	21%
A lot faster	107	105	16	47	32
	5%	5%	4%	5%	7%
		98%	15%	44%	30%
A little faster	280	266	56	107	75
	13%	13%	16%	12%	17%
					ac
		95%	20%	38%	27%
TOTAL FASTER	387	371	72	154	108
	18%	18%	20%	18%	24%
					ac
		96%	19%	40%	28%
About the same	1145	1107	185	490	234
	54%	54%	51%	56%	52%
		97%	16%	43%	20%
A little slower	287	264	49	106	52
	13%	13%	14%	12%	11%
		92%	17%	37%	18%
A lot slower	116	108	20	53	16
	5%	5%	6%	6%	4%
		93%	17%	46%	14%
TOTAL SLOWER	402	372	69	159	68
	19%	18%	19%	18%	15%
		93%	17%	39%	17%
Don't know	204	197	35	68	42
	10%	10%	10%	8%	9%
		97%	17%	34%	20%

Columns Tested: a,b,c,d

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

QE19 (QE35). READ OUT DESCRIPTION OF WIRELESS ROUTER. Do you or anyone in your household use a fixed wireless internet connection at home (Wi-Fi)? (SINGLE CODE)

Base : Those with fixed broadband at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2950	1419	1531	394	473	985	1097	136	190	322	721	742	983	606	614	1760	384	401	405
Effective Weighted Sample	2032	965	1068	276	338	673	773	100	138	232	555	545	693	413	414	1553	255	280	356
Weighted total	2138	1042	1096	297	362	789	689	85	132	246	661	664	618	465	387	1795	178	104	60
		49%	51%	14%	17%	37%	32%	4%	6%	12%	31%	31%	29%	22%	18%	84%	8%	5%	3%
Yes	1951	959	992	283	331	733	605	82	119	217	613	625	565	411	349	1655	150	98	49
	91%	92%	91%	95%	91%	93%	88%	96%	90%	88%	93%	94%	91%	88%	90%	92%	84%	94%	81%
				f		f		i			i	mn				pr		pr	
		49%	51%	14%	17%	38%	31%	4%	6%	11%	31%	32%	29%	21%	18%	85%	8%	5%	3%
No	128	57	72	10	23	35	60	4	11	22	35	30	35	35	28	90	26	5	8
	6%	5%	7%	4%	6%	4%	9%	4%	8%	9%	5%	5%	6%	8%	7%	5%	15%	5%	13%
							ce										oq		oq
		44%	56%	8%	18%	27%	47%	3%	8%	17%	27%	24%	27%	27%	22%	70%	20%	4%	6%
Don't know	58	26	32	4	8	21	24	*	3	7	13	9	18	19	10	51	2	1	4
	3%	2%	3%	2%	2%	3%	3%	*%	2%	3%	2%	1%	3%	4%	3%	3%	1%	1%	6%
														k					opq
		45%	55%	8%	14%	36%	42%	*%	4%	13%	22%	15%	31%	32%	18%	87%	4%	2%	6%

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

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.
QE19 (QE35). READ OUT DESCRIPTION OF WIRELESS ROUTER. Do you or anyone in your household use a fixed wireless internet connection at home (Wi-Fi)? (SINGLE CODE)

Base : Those with fixed broadband at home

	Total		ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2950	213	210	188	188	218	208	146	195	194	2101	849	1714	1233	1529	1421
Effective Weighted Sample	2032	206	199	180	182	204	200	141	185	186	1676	380	1197	860	1025	1008
Weighted total	2138	289	307	185	150	182	211	144	87	242	1832	305	1365	771	1065	1072
		14%	14%	9%	7%	9%	10%	7%	4%	11%	86%	14%	64%	36%	50%	50%
Yes	1951	282	257	163	129	175	205	125	85	235	1682	270	1261	689	955	996
	91%	97%	84%	88%	86%	96%	97%	87%	98%	97%	92%	88%	92%	89%	90%	93%
		bcdg				bcdg	bcdg		bcdg	bcdg	k		m			n
		14%	13%	8%	7%	9%	10%	6%	4%	12%	86%	14%	65%	35%	49%	51%
No	128	5	38	16	14	5	2	5	1	4	103	25	72	57	76	52
	6%	2%	12%	8%	9%	3%	1%	4%	2%	2%	6%	8%	5%	7%	7%	5%
			aefghi	aefhi	aefghi										o	
		4%	29%	12%	11%	4%	2%	4%	1%	3%	80%	20%	56%	44%	59%	41%
Don't know	58	3	12	6	7	1	4	14	-	3	47	11	32	25	35	23
	3%	1%	4%	3%	5%	1%	2%	10%	-%	1%	3%	3%	2%	3%	3%	2%
			aeh	eh	aehi			abcefhi								
		4%	21%	11%	13%	2%	6%	24%	-%	5%	82%	18%	56%	43%	60%	40%

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

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QE19 (QE35). READ OUT DESCRIPTION OF WIRELESS ROUTER. Do you or anyone in your household use a fixed wireless internet connection at home (Wi-Fi)? (SINGLE CODE)

Base : Those with fixed broadband at home

	Total	TV PLATFORM/S			
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	2950	2837	418	1223	582
Effective Weighted Sample	2032	1950	322	832	410
Weighted total	2138	2047	360	871	451
		96%	17%	41%	21%
Yes	1951	1868	329	800	410
	91%	91%	91%	92%	91%
		96%	17%	41%	21%
No	128	125	17	51	28
	6%	6%	5%	6%	6%
		98%	13%	40%	22%
Don't know	58	53	15	20	13
	3%	3%	4%	2%	3%
		92%	25%	35%	23%

Columns Tested: a,b,c,d

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

QE20 (QE11D). SHOWCARD How many of these devices use your household's Wi-Fi connection? (MULTI CODE)

Base : Those using a wireless internet connection at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2663	1296	1367	372	424	908	958	126	171	289	677	695	887	539	540	1621	331	375	336
Effective Weighted Sample	1845	888	958	261	307	624	677	95	123	207	522	511	629	368	368	1430	217	261	295
Weighted total	1951	959	992	283	331	733	605	82	119	217	613	625	565	411	349	1655	150	98	49
		49%	51%	14%	17%	38%	31%	4%	6%	11%	31%	32%	29%	21%	18%	85%	8%	5%	3%
Smartphone/ mobile phone	1605	793	812	263	306	645	391	56	81	171	550	527	476	325	275	1363	124	77	41
	82%	83%	82%	93%	93%	88%	65%	69%	68%	79%	90%	84%	84%	79%	79%	82%	83%	79%	83%
				ef	ef	f				h	ghi	mn	mn						
		49%	51%	16%	19%	40%	24%	4%	5%	11%	34%	33%	30%	20%	17%	85%	8%	5%	3%
Laptop	1406	706	699	226	228	563	388	44	70	147	498	521	413	264	207	1220	100	59	27
	72%	74%	71%	80%	69%	77%	64%	54%	58%	68%	81%	83%	73%	64%	59%	74%	67%	60%	55%
				df		df				g	ghi	lmn	mn			pqr	r		
		50%	50%	16%	16%	40%	28%	3%	5%	10%	35%	37%	29%	19%	15%	87%	7%	4%	2%
Tablet computer (e.g. iPad)	1239	599	640	171	217	495	356	40	61	128	431	428	364	256	191	1034	98	69	37
	64%	62%	65%	61%	66%	68%	59%	49%	51%	59%	70%	69%	64%	62%	55%	63%	66%	71%	76%
					f	cf					ghi	mn	n	n				o	op
		48%	52%	14%	17%	40%	29%	3%	5%	10%	35%	35%	29%	21%	15%	83%	8%	6%	3%
TV set	650	323	328	105	124	254	167	19	31	68	256	249	173	137	91	533	55	38	25
	33%	34%	33%	37%	38%	35%	28%	24%	26%	32%	42%	40%	31%	33%	26%	32%	37%	39%	51%
				f	f	f					ghi	lmn		n				o	opq
		50%	50%	16%	19%	39%	26%	3%	5%	11%	39%	38%	27%	21%	14%	82%	8%	6%	4%
Games console	569	320	249	142	119	253	54	17	29	67	202	185	157	128	99	492	40	26	11
	29%	33%	25%	50%	36%	35%	9%	21%	25%	31%	33%	30%	28%	31%	28%	30%	27%	27%	22%
		b		def	f	f					g					r			
		56%	44%	25%	21%	45%	9%	3%	5%	12%	35%	33%	28%	22%	17%	86%	7%	5%	2%
Desktop PC	507	279	228	59	52	177	218	12	30	53	161	219	128	93	66	442	29	28	8
	26%	29%	23%	21%	16%	24%	36%	15%	25%	24%	26%	35%	23%	23%	19%	27%	19%	29%	16%
		b				d	cde				g	lmn				pr		pr	
		55%	45%	12%	10%	35%	43%	2%	6%	10%	32%	43%	25%	18%	13%	87%	6%	6%	2%

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

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QE20 (QE11D). SHOWCARD How many of these devices use your household's Wi-Fi connection? (MULTI CODE)

Base : Those using a wireless internet connection at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2663	1296	1367	372	424	908	958	126	171	289	677	695	887	539	540	1621	331	375	336
Effective Weighted Sample	1845	888	958	261	307	624	677	95	123	207	522	511	629	368	368	1430	217	261	295
Weighted total	1951	959	992	283	331	733	605	82	119	217	613	625	565	411	349	1655	150	98	49
		49%	51%	14%	17%	38%	31%	4%	6%	11%	31%	32%	29%	21%	18%	85%	8%	5%	3%
Smart speaker (e.g. Amazon Echo, Google Home)	367	199	169	61	78	161	67	11	11	33	149	154	98	65	50	311	29	19	7
	19%	21%	17%	22%	24%	22%	11%	14%	9%	15%	24%	25%	17%	16%	14%	19%	20%	20%	15%
		b		f	f	f					ghi	lmn							
		54%	46%	17%	21%	44%	18%	3%	3%	9%	40%	42%	27%	18%	14%	85%	8%	5%	2%
E-reader (e.g. Kindle)	296	133	163	35	50	110	101	7	14	29	105	120	91	46	40	246	20	25	5
	15%	14%	16%	12%	15%	15%	17%	8%	12%	13%	17%	19%	16%	11%	11%	15%	13%	25%	11%
											g	mn	mn					opr	
		45%	55%	12%	17%	37%	34%	2%	5%	10%	35%	40%	31%	16%	13%	83%	7%	8%	2%
Smart watch (e.g. Apple Watch, Pebble, Samsung, Sony)	181	105	77	41	40	73	27	2	9	14	79	80	55	28	19	152	11	15	3
	9%	11%	8%	15%	12%	10%	4%	2%	8%	6%	13%	13%	10%	7%	5%	9%	8%	16%	6%
		b		ef	f	f					gi	mn	n			r		opr	
		58%	42%	23%	22%	40%	15%	1%	5%	8%	43%	44%	30%	15%	10%	84%	6%	8%	1%
Netbook	129	75	54	20	25	50	33	3	5	17	49	52	39	24	14	107	14	5	2
	7%	8%	5%	7%	8%	7%	6%	4%	4%	8%	8%	8%	7%	6%	4%	6%	9%	5%	4%
		b										n					r		
		58%	42%	15%	20%	39%	26%	3%	4%	13%	38%	40%	30%	18%	11%	83%	11%	4%	2%
Other portable/ handheld device (e.g. portable games console/ iPod Touch)	101	59	42	17	15	58	12	3	3	11	49	45	22	24	9	87	5	7	2
	5%	6%	4%	6%	5%	8%	2%	4%	2%	5%	8%	7%	4%	6%	3%	5%	3%	7%	4%
				f	f	f					h	ln		n					
		58%	42%	17%	15%	57%	11%	3%	3%	11%	48%	45%	22%	24%	9%	86%	5%	7%	2%

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

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QE20 (QE11D). SHOWCARD How many of these devices use your household's Wi-Fi connection? (MULTI CODE)

Base : Those using a wireless internet connection at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2663	1296	1367	372	424	908	958	126	171	289	677	695	887	539	540	1621	331	375	336
Effective Weighted Sample	1845	888	958	261	307	624	677	95	123	207	522	511	629	368	368	1430	217	261	295
Weighted total	1951	959	992	283	331	733	605	82	119	217	613	625	565	411	349	1655	150	98	49
		49%	51%	14%	17%	38%	31%	4%	6%	11%	31%	32%	29%	21%	18%	85%	8%	5%	3%
Smart home technology - such as for heating, lighting or video doorbell	100	63	37	10	19	48	23	2	4	4	53	50	29	12	9	86	9	4	1
	5%	7%	4%	4%	6%	7%	4%	3%	3%	2%	9%	8%	5%	3%	3%	5%	6%	4%	2%
		b				f					ghi	lmn				r	r		
		63%	37%	10%	19%	48%	23%	2%	4%	4%	54%	50%	29%	12%	9%	86%	9%	4%	1%
None of these	6	4	3	*	-	4	3	2	-	-	3	3	1	-	2	5	1	*	*
	*%	*%	*%	*%	-%	*%	*%	2%	-%	-%	1%	1%	*%	-%	1%	*%	1%	*%	1%
								i											
		57%	43%	1%	-%	54%	44%	25%	-%	-%	52%	54%	10%	-%	37%	77%	16%	3%	4%
Don't know	2	2	-	-	1	-	1	-	-	1	-	-	1	1	-	2	-	-	-
	*%	*%	-%	-%	*%	-%	*%	-%	-%	*%	-%	-%	*%	*%	-%	*%	-%	-%	-%
		100%	-%	-%	61%	-%	39%	-%	-%	61%	-%	-%	39%	61%	-%	100%	-%	-%	-%
Mean number of types of devices	3.7	3.8	3.5	4.1	3.9	3.9	3.0	2.7	2.9	3.4	4.2	4.2	3.6	3.4	3.1	3.7	3.6	3.8	3.4
		b		f	f	f				gh	ghi	lmn	mn	n					r
Standard deviation	2.05	2.17	1.91	2.01	2.00	2.12	1.86	1.86	1.99	1.96	2.04	2.17	1.95	1.97	1.82	2.03	2.17	2.27	1.86
Standard error	.04	.06	.05	.10	.10	.07	.06	.17	.15	.12	.08	.08	.07	.08	.08	.05	.12	.12	.10

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

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QE20 (QE11D). SHOWCARD How many of these devices use your household's Wi-Fi connection? (MULTI CODE)

Base : Those using a wireless internet connection at home

	Total		ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2663	207	174	164	162	209	201	125	191	188	1899	764	1580	1081	1371	1292
Effective Weighted Sample	1845	200	165	158	156	196	193	121	182	181	1532	335	1108	758	922	924
Weighted total	1951	282	257	163	129	175	205	125	85	235	1682	270	1261	689	955	996
		14%	13%	8%	7%	9%	10%	6%	4%	12%	86%	14%	65%	35%	49%	51%
Smartphone/ mobile phone	1605	267	173	121	114	154	173	103	71	187	1401	203	1115	489	745	860
	82%	95%	67%	75%	88%	88%	85%	83%	83%	79%	83%	75%	88%	71%	78%	86%
		bcdefghi			bci	bci	bc	b	b	b	k		m			n
		17%	11%	8%	7%	10%	11%	6%	4%	12%	87%	13%	69%	30%	46%	54%
Laptop	1406	252	179	111	97	122	147	78	66	168	1206	200	959	446	662	744
	72%	90%	70%	68%	75%	70%	72%	62%	78%	71%	72%	74%	76%	65%	69%	75%
		bcdefghi			g				cg				m			n
		18%	13%	8%	7%	9%	10%	6%	5%	12%	86%	14%	68%	32%	47%	53%
Tablet computer (e.g. iPad)	1239	133	159	103	84	136	128	79	65	147	1049	190	831	408	645	594
	64%	47%	62%	63%	65%	78%	63%	63%	76%	63%	62%	70%	66%	59%	68%	60%
			a	a	a	abcdfgi	a	a	abcdfgi	a		j	m		o	
		11%	13%	8%	7%	11%	10%	6%	5%	12%	85%	15%	67%	33%	52%	48%
TV set	650	37	93	59	50	47	77	42	41	88	527	124	452	199	360	291
	33%	13%	36%	36%	39%	27%	38%	34%	48%	37%	31%	46%	36%	29%	38%	29%
			ae	a	ae	a	ae	a	abcegi	ae		j	m		o	
		6%	14%	9%	8%	7%	12%	6%	6%	13%	81%	19%	69%	31%	55%	45%
Games console	569	66	64	40	46	68	69	41	24	74	490	79	416	153	290	279
	29%	24%	25%	25%	35%	39%	34%	33%	28%	31%	29%	29%	33%	22%	30%	28%
					abc	abch	a						m			
		12%	11%	7%	8%	12%	12%	7%	4%	13%	86%	14%	73%	27%	51%	49%
Desktop PC	507	43	84	64	30	45	61	23	22	70	408	99	301	206	302	205
	26%	15%	33%	39%	23%	26%	30%	18%	26%	30%	24%	37%	24%	30%	32%	21%
			ag	adegh		a	ag		a	ag		j		l	o	
		8%	17%	13%	6%	9%	12%	4%	4%	14%	80%	20%	59%	41%	60%	40%

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

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QE20 (QE11D). SHOWCARD How many of these devices use your household's Wi-Fi connection? (MULTI CODE)

Base : Those using a wireless internet connection at home

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
					ENGLAND REGIONS						URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2663	207	174	164	162	209	201	125	191	188	1899	764	1580	1081	1371	1292
Effective Weighted Sample	1845	200	165	158	156	196	193	121	182	181	1532	335	1108	758	922	924
Weighted total	1951	282	257	163	129	175	205	125	85	235	1682	270	1261	689	955	996
		14%	13%	8%	7%	9%	10%	6%	4%	12%	86%	14%	65%	35%	49%	51%
Smart speaker (e.g. Amazon Echo, Google Home)	367	20	43	23	31	42	47	25	24	56	304	63	276	91	204	163
	19%	7%	17%	14%	24%	24%	23%	20%	28%	24%	18%	23%	22%	13%	21%	16%
			a	a	ac	ac	ac	a	abc	ac		j	m		o	
		5%	12%	6%	8%	11%	13%	7%	7%	15%	83%	17%	75%	25%	55%	45%
E-reader (e.g. Kindle)	296	15	58	24	13	37	38	12	14	37	235	61	197	100	163	134
	15%	5%	22%	15%	10%	21%	19%	9%	16%	16%	14%	23%	16%	14%	17%	13%
			adg	a		adg	adg		a	a		j			o	
		5%	19%	8%	4%	13%	13%	4%	5%	13%	79%	21%	66%	34%	55%	45%
Smart watch (e.g. Apple Watch, Pebble, Samsung, Sony)	181	27	22	20	11	15	17	4	9	27	155	26	141	40	79	102
	9%	10%	9%	12%	9%	9%	8%	3%	10%	12%	9%	10%	11%	6%	8%	10%
		g		g					g	g			m			
		15%	12%	11%	6%	8%	9%	2%	5%	15%	86%	14%	78%	22%	44%	56%
Netbook	129	13	11	16	9	8	12	12	7	20	100	28	91	38	63	65
	7%	5%	4%	10%	7%	5%	6%	10%	8%	8%	6%	11%	7%	5%	7%	7%
												j				
		10%	9%	12%	7%	6%	10%	9%	5%	15%	78%	22%	71%	29%	49%	51%
Other portable/ handheld device (e.g. portable games console/ iPod Touch)	101	3	28	9	4	8	11	8	2	14	84	17	85	17	62	39
	5%	1%	11%	6%	3%	5%	5%	6%	3%	6%	5%	6%	7%	2%	6%	4%
			adefh	a		a	a	a		a			m		o	
		3%	28%	9%	4%	8%	11%	8%	2%	14%	83%	17%	84%	16%	61%	39%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 75

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QE20 (QE11D). SHOWCARD How many of these devices use your household's Wi-Fi connection? (MULTI CODE)

Base : Those using a wireless internet connection at home

	Total		ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2663	207	174	164	162	209	201	125	191	188	1899	764	1580	1081	1371	1292
Effective Weighted Sample	1845	200	165	158	156	196	193	121	182	181	1532	335	1108	758	922	924
Weighted total	1951	282	257	163	129	175	205	125	85	235	1682	270	1261	689	955	996
		14%	13%	8%	7%	9%	10%	6%	4%	12%	86%	14%	65%	35%	49%	51%
Smart home technology - such as for heating, lighting or video doorbell	100	3	18	9	12	6	12	7	6	13	80	20	75	25	55	44
	5%	1%	7%	6%	9%	3%	6%	5%	7%	5%	5%	7%	6%	4%	6%	4%
			a	a	ae		a	a	a	a				m		
		3%	18%	9%	12%	6%	12%	7%	6%	13%	80%	20%	75%	25%	55%	45%
None of these	6	-	2	1	1	-	1	-	-	-	6	*	5	2	5	1
	*%	-%	1%	1%	*%	-%	*%	-%	-%	-%	*%	*%	*%	*%	1%	*%
		-%	32%	21%	10%	-%	15%	-%	-%	-%	94%	6%	72%	28%	82%	18%
Don't know	2	-	-	-	-	-	-	2	-	-	2	-	2	-	1	1
	*%	-%	-%	-%	-%	-%	-%	1%	-%	-%	*%	-%	*%	-%	*%	*%
		-%	-%	-%	-%	-%	-%	100%	-%	-%	100%	-%	100%	-%	39%	61%
Mean number of types of devices	3.7	3.1	3.6	3.7	3.9	3.9	3.9	3.5	4.1	3.8	3.6	4.1	3.9	3.2	3.8	3.5
			a	a	a	a	a		abg	a		j	m			o
Standard deviation	2.05	1.37	2.26	2.18	1.78	2.04	1.98	2.22	2.15	2.19	2.00	2.29	2.08	1.91	2.14	1.94
Standard error	.04	.10	.17	.17	.14	.14	.14	.20	.16	.16	.05	.08	.05	.06	.06	.05

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

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QE20 (QE11D). SHOWCARD How many of these devices use your household's Wi-Fi connection? (MULTI CODE)

Base : Those using a wireless internet connection at home

| | | TV PLATFORM/S | | | |
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	2663	2562	376	1112	523
Effective Weighted Sample	1845	1771	296	761	369
Weighted total	1951	1868	329	800	410
		96%	17%	41%	21%
Smartphone/ mobile phone	1605	1535	260	696	356
	82%	82%	79%	87%	87%
				ab	ab
		96%	16%	43%	22%
Laptop	1406	1335	247	602	283
	72%	71%	75%	75%	69%
				d	
		95%	18%	43%	20%
Tablet computer (e.g. iPad)	1239	1205	211	553	282
	64%	65%	64%	69%	69%
				a	
		97%	17%	45%	23%
TV set	650	639	115	304	182
	33%	34%	35%	38%	44%
					abc
		98%	18%	47%	28%
Games console	569	557	106	276	136
	29%	30%	32%	34%	33%
				a	
		98%	19%	48%	24%
Desktop PC	507	483	97	203	101
	26%	26%	29%	25%	25%
		95%	19%	40%	20%

Columns Tested: a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 75

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QE20 (QE11D). SHOWCARD How many of these devices use your household's Wi-Fi connection? (MULTI CODE)

Base : Those using a wireless internet connection at home

		TV PLATFORM/S			
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	2663	2562	376	1112	523
Effective Weighted Sample	1845	1771	296	761	369
Weighted total	1951	1868	329	800	410
		96%	17%	41%	21%
Smart speaker (e.g. Amazon Echo, Google Home)	367	357	70	183	83
	19%	19%	21%	23%	20%
				a	
		97%	19%	50%	23%
E-reader (e.g. Kindle)	296	286	49	136	77
	15%	15%	15%	17%	19%
		97%	17%	46%	26%
Smart watch (e.g. Apple Watch, Pebble, Samsung, Sony)	181	174	35	92	43
	9%	9%	11%	11%	10%
		96%	19%	51%	24%
Netbook	129	122	26	59	32
	7%	7%	8%	7%	8%
		95%	20%	46%	25%
Other portable/ handheld device (e.g. portable games console/ iPod Touch)	101	99	17	52	32
	5%	5%	5%	6%	8%
		98%	17%	51%	31%

Columns Tested: a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 75

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QE20 (QE11D). SHOWCARD How many of these devices use your household's Wi-Fi connection? (MULTI CODE)

Base : Those using a wireless internet connection at home

	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
			TV PLATFORM/S		
Significance Level: 95%		a	b	c	d
Unweighted total	2663	2562	376	1112	523
Effective Weighted Sample	1845	1771	296	761	369
Weighted total	1951	1868	329	800	410
		96%	17%	41%	21%
Smart home technology - such as for heating, lighting or video doorbell	100	94	18	43	24
	5%	5%	6%	5%	6%
		94%	19%	43%	24%
None of these	6	6	*	3	2
	*%	*%	*%	*%	1%
		100%	2%	46%	35%
Don't know	2	2	-	2	-
	*%	*%	-%	*%	-%
		100%	-%	100%	-%
Mean number of types of devices	3.7	3.7	3.8	4.0	4.0
				a	a
Standard deviation	2.05	2.05	2.12	2.15	2.02
Standard error	.04	.04	.11	.06	.09

Columns Tested: a,b,c,d

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QE21 (QE57). SHOWCARD Do you ever use free public Wi-Fi services outside the home in any of these situations? Some of these may require you to register or to log in to gain access to the public Wi-Fi. (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3346	1611	1735	485	554	1115	1191	201	243	369	770	773	1088	684	794	2022	438	456	430
Effective Weighted Sample	2326	1108	1219	342	393	768	851	148	175	266	593	569	775	469	551	1778	294	323	378
Weighted total	2405	1176	1229	359	413	882	751	123	166	279	703	689	681	524	505	2018	205	118	64
		49%	51%	15%	17%	37%	31%	5%	7%	12%	29%	29%	28%	22%	21%	84%	9%	5%	3%
In cafes, restaurants, pubs or bars	1027	516	511	225	218	380	205	47	57	123	329	300	322	220	182	860	81	55	31
	43%	44%	42%	63%	53%	43%	27%	38%	34%	44%	47%	43%	47%	42%	36%	43%	39%	47%	48%
				def	ef	f				h	h	n	n						p
		50%	50%	22%	21%	37%	20%	5%	6%	12%	32%	29%	31%	21%	18%	84%	8%	5%	3%
In shops or shopping centres	748	370	379	171	166	267	144	41	43	90	212	207	232	159	148	631	51	41	25
	31%	31%	31%	48%	40%	30%	19%	33%	26%	32%	30%	30%	34%	30%	29%	31%	25%	35%	39%
				def	ef	f										p		p	op
		49%	51%	23%	22%	36%	19%	6%	6%	12%	28%	28%	31%	21%	20%	84%	7%	5%	3%
On trains/ buses/ trams	678	333	344	169	132	237	140	38	34	70	211	220	220	112	125	555	69	39	14
	28%	28%	28%	47%	32%	27%	19%	31%	20%	25%	30%	32%	32%	21%	25%	28%	34%	33%	23%
				def	f	f		h			h	mn	mn				or		r
		49%	51%	25%	20%	35%	21%	6%	5%	10%	31%	32%	32%	16%	18%	82%	10%	6%	2%
In hotels	675	352	322	106	115	274	179	19	24	61	257	264	205	138	66	542	64	41	27
	28%	30%	26%	30%	28%	31%	24%	16%	14%	22%	37%	38%	30%	26%	13%	27%	31%	35%	43%
		b		f		f					ghi	lmn	n	n				o	opq
		52%	48%	16%	17%	41%	26%	3%	4%	9%	38%	39%	30%	20%	10%	80%	9%	6%	4%
In airports	455	240	215	86	79	167	123	14	18	40	179	192	150	72	42	373	35	24	23
	19%	20%	18%	24%	19%	19%	16%	12%	11%	14%	25%	28%	22%	14%	8%	19%	17%	20%	36%
				f							ghi	lmn	mn	n					opq
		53%	47%	19%	17%	37%	27%	3%	4%	9%	39%	42%	33%	16%	9%	82%	8%	5%	5%

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

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QE21 (QE57). SHOWCARD Do you ever use free public Wi-Fi services outside the home in any of these situations? Some of these may require you to register or to log in to gain access to the public Wi-Fi. (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K- 15.59K	15.6K- 25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3346	1611	1735	485	554	1115	1191	201	243	369	770	773	1088	684	794	2022	438	456	430
Effective Weighted Sample	2326	1108	1219	342	393	768	851	148	175	266	593	569	775	469	551	1778	294	323	378
Weighted total	2405	1176	1229	359	413	882	751	123	166	279	703	689	681	524	505	2018	205	118	64
		49%	51%	15%	17%	37%	31%	5%	7%	12%	29%	29%	28%	22%	21%	84%	9%	5%	3%
In rail stations/ bus stations/ tram stops	357	195	162	98	71	109	80	25	20	32	123	124	128	51	54	302	28	23	4
	15%	17%	13%	27%	17%	12%	11%	20%	12%	11%	18%	18%	19%	10%	11%	15%	14%	20%	7%
		b		def	ef			i			i	mn	mn			r	r	opr	
		55%	45%	27%	20%	30%	22%	7%	6%	9%	34%	35%	36%	14%	15%	84%	8%	7%	1%
In leisure centres/ gyms/ sports grounds	305	171	134	105	62	99	39	21	14	32	89	78	119	54	54	243	25	25	12
	13%	15%	11%	29%	15%	11%	5%	17%	9%	11%	13%	11%	17%	10%	11%	12%	12%	21%	19%
		b		def	f	f		h					kmn					op	op
		56%	44%	34%	20%	32%	13%	7%	5%	10%	29%	26%	39%	18%	18%	80%	8%	8%	4%
In libraries	295	136	159	111	53	91	40	25	16	28	102	109	103	34	49	249	22	19	4
	12%	12%	13%	31%	13%	10%	5%	20%	10%	10%	14%	16%	15%	6%	10%	12%	11%	16%	6%
				def	f	f		hi				mn	mn			r	r	r	
		46%	54%	38%	18%	31%	13%	9%	5%	9%	35%	37%	35%	11%	17%	85%	8%	6%	1%
In hospitals/ doctors surgeries/ dentists	269	124	145	46	65	95	64	10	16	42	94	83	92	52	42	220	24	22	3
	11%	11%	12%	13%	16%	11%	9%	8%	9%	15%	13%	12%	13%	10%	8%	11%	12%	19%	4%
				f	ef					g		n	n			r	r	opr	
		46%	54%	17%	24%	35%	24%	4%	6%	16%	35%	31%	34%	19%	16%	82%	9%	8%	1%
On aeroplanes	146	84	62	32	24	55	34	4	4	12	69	67	45	23	10	118	16	9	2
	6%	7%	5%	9%	6%	6%	5%	4%	3%	4%	10%	10%	7%	4%	2%	6%	8%	8%	3%
		b		f							ghi	lmn	n	n		r	r	r	
		57%	43%	22%	16%	38%	24%	3%	3%	8%	47%	46%	31%	16%	7%	81%	11%	6%	1%

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

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QE21 (QE57). SHOWCARD Do you ever use free public Wi-Fi services outside the home in any of these situations? Some of these may require you to register or to log in to gain access to the public Wi-Fi. (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3346	1611	1735	485	554	1115	1191	201	243	369	770	773	1088	684	794	2022	438	456	430
Effective Weighted Sample	2326	1108	1219	342	393	768	851	148	175	266	593	569	775	469	551	1778	294	323	378
Weighted total	2405	1176	1229	359	413	882	751	123	166	279	703	689	681	524	505	2018	205	118	64
		49%	51%	15%	17%	37%	31%	5%	7%	12%	29%	29%	28%	22%	21%	84%	9%	5%	3%
Other public wi-Fi services	42	23	18	12	8	13	9	4	3	4	9	10	15	9	8	33	7	2	*
	2%	2%	1%	3%	2%	1%	1%	3%	2%	1%	1%	1%	2%	2%	2%	2%	3%	2%	1%
				ef													r		
		56%	44%	29%	18%	30%	22%	10%	7%	9%	21%	24%	35%	22%	19%	79%	16%	5%	1%
ANY USE OF FREE PUBLIC WI-FI SERVICES OUTSIDE THE HOME	1503	734	769	298	291	569	346	72	87	171	491	464	445	318	274	1262	120	78	44
	63%	62%	63%	83%	70%	65%	46%	58%	52%	61%	70%	67%	65%	61%	54%	63%	58%	66%	70%
				def	ef	f					ghi	mn	n	n					op
		49%	51%	20%	19%	38%	23%	5%	6%	11%	33%	31%	30%	21%	18%	84%	8%	5%	3%
No, never use public Wi-Fi services	877	425	452	58	120	304	395	50	78	103	207	218	233	199	225	735	84	40	18
	36%	36%	37%	16%	29%	35%	53%	41%	47%	37%	29%	32%	34%	38%	44%	36%	41%	34%	28%
					c	c	cde	j	ij	j				k	klm	r	r		
		48%	52%	7%	14%	35%	45%	6%	9%	12%	24%	25%	27%	23%	26%	84%	10%	5%	2%
Don't know	25	17	8	3	3	8	10	1	1	4	5	7	3	7	7	21	1	1	1
	1%	1%	1%	1%	1%	1%	1%	1%	*%	2%	1%	1%	*%	1%	1%	1%	1%	1%	2%
																			o
		67%	33%	13%	12%	33%	42%	5%	3%	17%	22%	30%	13%	27%	28%	85%	6%	3%	6%

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

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QE21 (QE57). SHOWCARD Do you ever use free public Wi-Fi services outside the home in any of these situations? Some of these may require you to register or to log in to gain access to the public Wi-Fi. (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total				ENGLAND REGIONS						URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3346	233	236	204	221	257	217	199	233	222	2421	925	1932	1410	1686	1660
Effective Weighted Sample	2326	225	223	196	214	241	208	192	222	213	1935	415	1354	1001	1132	1193
Weighted total	2405	314	340	199	175	209	218	189	102	271	2073	332	1521	882	1168	1237
		13%	14%	8%	7%	9%	9%	8%	4%	11%	86%	14%	63%	37%	49%	51%
In cafes, restaurants, pubs or bars	1027	94	179	85	49	109	75	81	47	142	884	143	720	307	501	525
	43%	30%	53%	42%	28%	52%	35%	43%	46%	52%	43%	43%	47%	35%	43%	42%
			acdfg	ad		acdfg		ad	adf	acdfg				m		
		9%	17%	8%	5%	11%	7%	8%	5%	14%	86%	14%	70%	30%	49%	51%
In shops or shopping centres	748	67	120	58	35	95	67	60	36	93	647	101	511	237	346	402
	31%	21%	35%	29%	20%	46%	31%	32%	36%	34%	31%	30%	34%	27%	30%	33%
			ad	d		abcdfghi	ad	ad	ad	ad				m		
		9%	16%	8%	5%	13%	9%	8%	5%	12%	86%	14%	68%	32%	46%	54%
On trains/ buses/ trams	678	59	124	68	29	68	42	61	38	67	580	98	458	220	341	337
	28%	19%	36%	34%	16%	33%	19%	32%	37%	25%	28%	30%	30%	25%	29%	27%
			adfi	adfi		adf		adf	adfi	d				m		
		9%	18%	10%	4%	10%	6%	9%	6%	10%	86%	14%	68%	32%	50%	50%
In hotels	675	36	106	68	33	62	70	47	33	86	547	127	486	189	391	283
	28%	12%	31%	34%	19%	30%	32%	25%	32%	32%	26%	38%	32%	21%	34%	23%
			ad	adg	a	ad	ad	a	ad	ad		j	m		o	
		5%	16%	10%	5%	9%	10%	7%	5%	13%	81%	19%	72%	28%	58%	42%
In airports	455	36	70	61	31	35	40	26	22	53	355	100	323	132	269	186
	19%	12%	21%	30%	18%	17%	18%	13%	21%	19%	17%	30%	21%	15%	23%	15%
			a	abdefghi			a		ag	a		j	m		o	
		8%	15%	13%	7%	8%	9%	6%	5%	12%	78%	22%	71%	29%	59%	41%

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

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QE21 (QE57). SHOWCARD Do you ever use free public Wi-Fi services outside the home in any of these situations? Some of these may require you to register or to log in to gain access to the public Wi-Fi. (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	ENGLAND REGIONS LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBANITY URBAN	RURAL	WORKING STATUS WORKING	NOT WORKING	DEPRIVATION LEVEL LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3346	233	236	204	221	257	217	199	233	222	2421	925	1932	1410	1686	1660
Effective Weighted Sample	2326	225	223	196	214	241	208	192	222	213	1935	415	1354	1001	1132	1193
Weighted total	2405	314	340	199	175	209	218	189	102	271	2073	332	1521	882	1168	1237
		13%	14%	8%	7%	9%	9%	8%	4%	11%	86%	14%	63%	37%	49%	51%
In rail stations/ bus stations/ tram stops	357	47	71	43	15	38	17	26	10	35	302	56	242	115	173	184
	15%	15%	21%	22%	9%	18%	8%	13%	9%	13%	15%	17%	16%	13%	15%	15%
		df	dfghi	dfghi		dfh										
		13%	20%	12%	4%	11%	5%	7%	3%	10%	84%	16%	68%	32%	48%	52%
In leisure centres/ gyms/ sports grounds	305	39	50	31	12	28	24	23	10	25	264	41	205	99	138	167
	13%	13%	15%	15%	7%	14%	11%	12%	10%	9%	13%	12%	13%	11%	12%	13%
			d	d		d										
		13%	16%	10%	4%	9%	8%	8%	3%	8%	87%	13%	67%	33%	45%	55%
In libraries	295	83	33	34	12	18	21	16	10	24	257	38	174	121	118	177
	12%	26%	10%	17%	7%	8%	10%	8%	10%	9%	12%	11%	11%	14%	10%	14%
		bcdefghi		bdefghi												n
		28%	11%	11%	4%	6%	7%	5%	3%	8%	87%	13%	59%	41%	40%	60%
In hospitals/ doctors surgeries/ dentists	269	19	61	27	11	26	25	16	11	24	225	44	183	86	158	111
	11%	6%	18%	13%	7%	12%	11%	9%	11%	9%	11%	13%	12%	10%	14%	9%
			adghi	ad		ad	a								o	
		7%	23%	10%	4%	10%	9%	6%	4%	9%	84%	16%	68%	32%	59%	41%
On aeroplanes	146	18	23	22	12	8	7	13	4	10	120	26	106	40	83	62
	6%	6%	7%	11%	7%	4%	3%	7%	4%	4%	6%	8%	7%	5%	7%	5%
				aefhi									m		o	
		12%	16%	15%	8%	6%	5%	9%	3%	7%	82%	18%	73%	27%	57%	43%

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

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QE21 (QE57). SHOWCARD Do you ever use free public Wi-Fi services outside the home in any of these situations? Some of these may require you to register or to log in to gain access to the public Wi-Fi. (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3346	233	236	204	221	257	217	199	233	222	2421	925	1932	1410	1686	1660
Effective Weighted Sample	2326	225	223	196	214	241	208	192	222	213	1935	415	1354	1001	1132	1193
Weighted total	2405	314	340	199	175	209	218	189	102	271	2073	332	1521	882	1168	1237
		13%	14%	8%	7%	9%	9%	8%	4%	11%	86%	14%	63%	37%	49%	51%
Other public wi-Fi services	42	2	10	4	2	-	7	4	3	1	36	6	26	16	15	27
	2%	*%	3%	2%	1%	-%	3%	2%	3%	*%	2%	2%	2%	2%	1%	2%
			e	e			aei	e	aei							
		4%	23%	9%	5%	-%	17%	10%	8%	3%	87%	13%	62%	38%	37%	63%
ANY USE OF FREE PUBLIC WI-FI SERVICES OUTSIDE THE HOME	1503	168	240	133	89	142	131	115	62	182	1279	224	1029	473	740	764
	63%	53%	71%	67%	51%	68%	60%	61%	61%	67%	62%	68%	68%	54%	63%	62%
			adfgh	ad		ad		d	d	ad		j	m			
		11%	16%	9%	6%	9%	9%	8%	4%	12%	85%	15%	68%	31%	49%	51%
No, never use public Wi-Fi services	877	143	99	64	83	67	83	69	40	88	772	105	478	398	418	458
	36%	45%	29%	32%	47%	32%	38%	37%	39%	32%	37%	32%	31%	45%	36%	37%
		bcei			bcefgi				b		k			l		
		16%	11%	7%	9%	8%	9%	8%	5%	10%	88%	12%	54%	45%	48%	52%
Don't know	25	4	-	3	3	*	4	5	-	1	22	3	13	11	10	15
	1%	1%	-%	1%	2%	*%	2%	3%	-%	1%	1%	1%	1%	1%	1%	1%
					bh		bh	beh								
		15%	-%	10%	13%	2%	18%	22%	-%	6%	89%	11%	54%	46%	40%	60%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 76

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

QE21 (QE57). SHOWCARD Do you ever use free public Wi-Fi services outside the home in any of these situations? Some of these may require you to register or to log in to gain access to the public Wi-Fi. (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3346	3178	438	1285	607
Effective Weighted Sample	2326	2202	341	880	429
Weighted total	2405	2270	377	913	467
		94%	16%	38%	19%
In cafes, restaurants, pubs or bars	1027	960	170	397	222
	43%	42%	45%	43%	47%
					a
		93%	17%	39%	22%
In shops or shopping centres	748	701	124	290	167
	31%	31%	33%	32%	36%
					a
		94%	17%	39%	22%
On trains/ buses/ trams	678	638	104	270	142
	28%	28%	28%	30%	30%
		94%	15%	40%	21%
In hotels	675	643	118	269	157
	28%	28%	31%	29%	33%
					a
		95%	17%	40%	23%
In airports	455	424	70	190	108
	19%	19%	18%	21%	23%
					a
		93%	15%	42%	24%
In rail stations/ bus stations/ tram stops	357	332	59	130	73
	15%	15%	16%	14%	16%
		93%	16%	36%	20%

Columns Tested: a,b,c,d

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

QE21 (QE57). SHOWCARD Do you ever use free public Wi-Fi services outside the home in any of these situations? Some of these may require you to register or to log in to gain access to the public Wi-Fi. (MULTI CODE)

Base : Those who use the internet at home or elsewhere

		TV PLATFORM/S			
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3346	3178	438	1285	607
Effective Weighted Sample	2326	2202	341	880	429
Weighted total	2405	2270	377	913	467
		94%	16%	38%	19%
In leisure centres/ gyms/ sports grounds	305	285	50	129	71
	13%	13%	13%	14%	15%
		93%	17%	42%	23%
In libraries	295	270	46	114	55
	12%	12%	12%	12%	12%
		92%	16%	39%	19%
In hospitals/ doctors surgeries/ dentists	269	252	42	110	87
	11%	11%	11%	12%	19%
					abc
		94%	16%	41%	32%
On aeroplanes	146	141	20	73	32
	6%	6%	5%	8%	7%
		97%	14%	50%	22%
Other public wi-Fi services	42	38	6	13	12
	2%	2%	1%	1%	3%
		91%	13%	31%	28%
ANY USE OF FREE PUBLIC WI-FI SERVICES OUTSIDE THE HOME	1503	1412	239	580	320
	63%	62%	63%	63%	69%
					a
		94%	16%	39%	21%

Columns Tested: a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 76

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

QE21 (QE57). SHOWCARD Do you ever use free public Wi-Fi services outside the home in any of these situations? Some of these may require you to register or to log in to gain access to the public Wi-Fi. (MULTI CODE)

Base : Those who use the internet at home or elsewhere

		TV PLATFORM/S			
Significance Level: 95%	Total	**ALL TV** a	**CABLE** b	**SATE-LLITE** c	**HYBRID IPTV** d
Unweighted total	3346	3178	438	1285	607
Effective Weighted Sample	2326	2202	341	880	429
Weighted total	2405	2270	377	913	467
		94%	16%	38%	19%
No, never use public Wi-Fi services	877	834	134	323	143
	36%	37%	35%	35%	31%
		d			
		95%	15%	37%	16%
Don't know	25	25	4	11	4
	1%	1%	1%	1%	1%
		99%	17%	44%	16%

Columns Tested: a,b,c,d

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

QE22 (QE24). SHOWCARD How likely are you to get internet access at home in the next 12 months? (SINGLE CODE)

Base : Those without internet access at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	~e	f	g	h	~i	~j	~k	l	m	n	o	~p	~q	~r
Unweighted total	647	299	348	28	31	68	520	129	121	50	22	55	106	111	371	394	94	92	67
Effective Weighted Sample	465	212	255	20	21	53	388	90	86	38	18	38	80	78	271	346	61	69	61
Weighted total	337	161	176	18	18	53	248	65	60	31	21	23	53	65	195	274	35	19	9
		48%	52%	**	**	**	74%	19%	18%	**	**	**	16%	19%	58%	81%	**	**	**
Certain to	11	6	5	**	**	**	3	2	1	**	**	**	4	2	5	10	**	**	**
	3%	4%	3%	**	**	**	1%	3%	2%	**	**	**	8%	3%	3%	4%	**	**	**
													n						
		54%	46%	**	**	**	24%	14%	13%	**	**	**	35%	19%	44%	85%	**	**	**
Very likely	12	5	7	**	**	**	2	2	1	**	**	**	6	1	5	10	**	**	**
	4%	3%	4%	**	**	**	1%	3%	2%	**	**	**	12%	2%	2%	4%	**	**	**
													mn						
		44%	56%	**	**	**	18%	18%	12%	**	**	**	52%	9%	39%	88%	**	**	**
Likely	19	9	10	**	**	**	3	5	2	**	**	**	4	5	11	16	**	**	**
	6%	6%	6%	**	**	**	1%	8%	4%	**	**	**	8%	7%	5%	6%	**	**	**
		47%	53%	**	**	**	16%	28%	12%	**	**	**	22%	23%	55%	81%	**	**	**
Unlikely	28	10	18	**	**	**	19	7	3	**	**	**	2	7	18	22	**	**	**
	8%	6%	10%	**	**	**	8%	10%	5%	**	**	**	4%	10%	9%	8%	**	**	**
		37%	63%	**	**	**	67%	24%	11%	**	**	**	8%	23%	64%	77%	**	**	**
Very unlikely	52	26	26	**	**	**	40	10	11	**	**	**	9	11	26	39	**	**	**
	15%	16%	15%	**	**	**	16%	16%	18%	**	**	**	17%	18%	13%	14%	**	**	**
		49%	51%	**	**	**	77%	20%	21%	**	**	**	18%	22%	50%	76%	**	**	**
Certain not to	195	93	102	**	**	**	177	36	36	**	**	**	24	37	116	160	**	**	**
	58%	58%	58%	**	**	**	71%	55%	60%	**	**	**	46%	57%	59%	59%	**	**	**
															l				
		48%	52%	**	**	**	90%	18%	19%	**	**	**	12%	19%	59%	82%	**	**	**
TOTAL LIKELY	43	20	22	**	**	**	8	9	5	**	**	**	14	8	20	36	**	**	**
	13%	13%	13%	**	**	**	3%	14%	8%	**	**	**	27%	12%	10%	13%	**	**	**
													mn						
		48%	52%	**	**	**	19%	22%	12%	**	**	**	34%	18%	48%	84%	**	**	**

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

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.
QE22 (QE24). SHOWCARD How likely are you to get internet access at home in the next 12 months? (SINGLE CODE)

Base : Those without internet access at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	~e	f	g	h	~i	~j	~k	l	m	n	o	~p	~q	~r
Unweighted total	647	299	348	28	31	68	520	129	121	50	22	55	106	111	371	394	94	92	67
Effective Weighted Sample	465	212	255	20	21	53	388	90	86	38	18	38	80	78	271	346	61	69	61
Weighted total	337	161	176	18	18	53	248	65	60	31	21	23	53	65	195	274	35	19	9
		48%	52%	**	**	**	74%	19%	18%	**	**	**	16%	19%	58%	81%	**	**	**
TOTAL UNLIKELY	275	129	146	**	**	**	235	53	51	**	**	**	36	56	160	221	**	**	**
	82%	80%	83%	**	**	**	95%	81%	84%	**	**	**	68%	85%	82%	81%	**	**	**
														l	l				
		47%	53%	**	**	**	85%	19%	18%	**	**	**	13%	20%	58%	80%	**	**	**
Don't know	19	12	8	**	**	**	5	3	4	**	**	**	3	2	15	17	**	**	**
	6%	7%	4%	**	**	**	2%	5%	7%	**	**	**	5%	3%	7%	6%	**	**	**
		61%	39%	**	**	**	25%	15%	23%	**	**	**	13%	11%	76%	88%	**	**	**

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

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

QE22 (QE24). SHOWCARD How likely are you to get internet access at home in the next 12 months? (SINGLE CODE)

Base : Those without internet access at home

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	647	41	33	26	37	69	40	63	40	45	511	136	105	540	276	371
Effective Weighted Sample	465	39	30	25	35	67	38	61	39	43	413	59	78	396	187	279
Weighted total	337	41	34	17	20	39	29	42	13	39	308	29	73	262	137	201
		**	**	**	**	**	**	**	**	**	91%	9%	22%	78%	41%	59%
Certain to	11	**	**	**	**	**	**	**	**	**	11	1	7	5	7	4
	3%	**	**	**	**	**	**	**	**	**	4%	2%	9%	2%	5%	2%
													m		o	
		**	**	**	**	**	**	**	**	**	95%	5%	59%	41%	65%	35%
Very likely	12	**	**	**	**	**	**	**	**	**	12	*	5	7	4	8
	4%	**	**	**	**	**	**	**	**	**	4%	1%	7%	3%	3%	4%
		**	**	**	**	**	**	**	**	**	98%	2%	42%	58%	32%	68%
Likely	19	**	**	**	**	**	**	**	**	**	19	1	12	7	4	15
	6%	**	**	**	**	**	**	**	**	**	6%	3%	16%	3%	3%	7%
													m			
		**	**	**	**	**	**	**	**	**	96%	4%	63%	37%	23%	77%
Unlikely	28	**	**	**	**	**	**	**	**	**	27	2	8	20	9	19
	8%	**	**	**	**	**	**	**	**	**	9%	6%	11%	8%	7%	10%
		**	**	**	**	**	**	**	**	**	94%	6%	30%	70%	32%	68%
Very unlikely	52	**	**	**	**	**	**	**	**	**	45	7	13	38	24	28
	15%	**	**	**	**	**	**	**	**	**	15%	24%	18%	15%	18%	14%
		**	**	**	**	**	**	**	**	**	86%	14%	26%	74%	47%	53%
Certain not to	195	**	**	**	**	**	**	**	**	**	178	17	17	177	80	115
	58%	**	**	**	**	**	**	**	**	**	58%	58%	23%	68%	59%	57%
														l		
		**	**	**	**	**	**	**	**	**	91%	9%	9%	91%	41%	59%
TOTAL LIKELY	43	**	**	**	**	**	**	**	**	**	41	2	24	19	16	27
	13%	**	**	**	**	**	**	**	**	**	13%	5%	32%	7%	11%	13%
													m			
		**	**	**	**	**	**	**	**	**	96%	4%	56%	44%	37%	63%

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

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QE22 (QE24). SHOWCARD How likely are you to get internet access at home in the next 12 months? (SINGLE CODE)

Base : Those without internet access at home

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	647	41	33	26	37	69	40	63	40	45	511	136	105	540	276	371
Effective Weighted Sample	465	39	30	25	35	67	38	61	39	43	413	59	78	396	187	279
Weighted total	337	41	34	17	20	39	29	42	13	39	308	29	73	262	137	201
		**	**	**	**	**	**	**	**	**	91%	9%	22%	78%	41%	59%
TOTAL UNLIKELY	275	**	**	**	**	**	**	**	**	**	250	26	38	236	113	162
	82%	**	**	**	**	**	**	**	**	**	81%	87%	52%	90%	83%	81%
													l			
		**	**	**	**	**	**	**	**	**	91%	9%	14%	86%	41%	59%
Don't know	19	**	**	**	**	**	**	**	**	**	17	2	11	8	8	12
	6%	**	**	**	**	**	**	**	**	**	6%	7%	15%	3%	6%	6%
													m			
		**	**	**	**	**	**	**	**	**	89%	11%	58%	42%	39%	61%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 77

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

QE22 (QE24). SHOWCARD How likely are you to get internet access at home in the next 12 months? (SINGLE CODE)

Base : Those without internet access at home

	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
			TV PLATFORM/S		
Significance Level: 95%		a	~b	~c	~d
Unweighted total	647	584	25	76	22
Effective Weighted Sample	465	423	20	52	13
Weighted total	337	295	15	34	7
		88%	**	**	**
Certain to	11	11	**	**	**
	3%	4%	**	**	**
		99%	**	**	**
Very likely	12	11	**	**	**
	4%	4%	**	**	**
		91%	**	**	**
Likely	19	15	**	**	**
	6%	5%	**	**	**
		78%	**	**	**
Unlikely	28	28	**	**	**
	8%	9%	**	**	**
		98%	**	**	**
Very unlikely	52	42	**	**	**
	15%	14%	**	**	**
		81%	**	**	**
Certain not to	195	175	**	**	**
	58%	59%	**	**	**
		89%	**	**	**
TOTAL LIKELY	43	37	**	**	**
	13%	13%	**	**	**
		87%	**	**	**
TOTAL UNLIKELY	275	244	**	**	**
	82%	83%	**	**	**
		89%	**	**	**

Columns Tested: a,b,c,d

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

QE22 (QE24). SHOWCARD How likely are you to get internet access at home in the next 12 months? (SINGLE CODE)

Base : Those without internet access at home

	Total	TV PLATFORM/S			
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	~b	~c	~d
Unweighted total	647	584	25	76	22
Effective Weighted Sample	465	423	20	52	13
Weighted total	337	295	15	34	7
		88%	**	**	**
Don't know	19	14	**	**	**
	6%	5%	**	**	**
		74%	**	**	**

Columns Tested: a,b,c,d

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

QE23 (QE25A). Why are you unlikely to get internet access at home in the next 12 months? (MULTI CODE) UNPROMPTED

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	~e	f	g	h	~i	~j	~k	~l	m	n	o	~p	~q	~r
Unweighted total	560	256	304	13	14	39	494	111	109	36	14	53	80	101	322	335	85	77	63
Effective Weighted Sample	408	187	222	7	8	28	371	79	77	27	11	37	60	73	237	299	55	59	57
Weighted total	275	129	146	6	7	26	235	53	51	20	11	23	36	56	160	221	31	15	8
		47%	53%	**	**	**	85%	19%	18%	**	**	**	**	20%	58%	80%	**	**	**
No need to go online/ not interested	192	85	107	**	**	**	180	38	34	**	**	**	**	37	109	153	**	**	**
	70%	66%	73%	**	**	**	77%	71%	67%	**	**	**	**	68%	68%	69%	**	**	**
		44%	56%	**	**	**	94%	20%	18%	**	**	**	**	20%	57%	80%	**	**	**
Don't know how to use a computer/ how to use the internet	67	34	33	**	**	**	65	13	15	**	**	**	**	14	43	60	**	**	**
	24%	27%	23%	**	**	**	28%	25%	30%	**	**	**	**	25%	27%	27%	**	**	**
		51%	49%	**	**	**	97%	20%	22%	**	**	**	**	21%	64%	90%	**	**	**
Equipment/ service is too expensive	49	22	27	**	**	**	25	14	6	**	**	**	**	9	34	37	**	**	**
	18%	17%	18%	**	**	**	10%	27% h	12%	**	**	**	**	16%	21%	17%	**	**	**
		45%	55%	**	**	**	50%	29%	13%	**	**	**	**	18%	70%	75%	**	**	**
Someone else can go online for me if necessary	19	7	12	**	**	**	18	1	6	**	**	**	**	3	8	16	**	**	**
	7%	5%	8%	**	**	**	8%	1%	12%	**	**	**	**	6%	5%	7%	**	**	**
		37%	63%	**	**	**	95%	4%	31% g	**	**	**	**	17%	40%	84%	**	**	**
Happy to use the internet at work/ elsewhere	13	8	5	**	**	**	8	2	2	**	**	**	**	4	5	10	**	**	**
	5%	6%	4%	**	**	**	4%	4%	5%	**	**	**	**	7%	3%	5%	**	**	**
		60%	40%	**	**	**	62%	15%	18%	**	**	**	**	28%	37%	75%	**	**	**

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

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QE23 (QE25A). Why are you unlikely to get internet access at home in the next 12 months? (MULTI CODE) UNPROMPTED

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	~e	f	g	h	~i	~j	~k	~l	m	n	o	~p	~q	~r
Unweighted total	560	256	304	13	14	39	494	111	109	36	14	53	80	101	322	335	85	77	63
Effective Weighted Sample	408	187	222	7	8	28	371	79	77	27	11	37	60	73	237	299	55	59	57
Weighted total	275	129	146	6	7	26	235	53	51	20	11	23	36	56	160	221	31	15	8
		47%	53%	**	**	**	85%	19%	18%	**	**	**	**	20%	58%	80%	**	**	**
Concerned about security/ fraud/ privacy	12	4	7	**	**	**	11	5	2	**	**	**	**	*	8	11	**	**	**
	4%	3%	5%	**	**	**	5%	10%	3%	**	**	**	**	*%	5%	5%	**	**	**
		38%	62%	**	**	**	92%	45%	14%	**	**	**	**	1%	65%	91%	**	**	**
Poor eyesight	10	5	5	**	**	**	9	*	2	**	**	**	**	1	7	9	**	**	**
	4%	4%	4%	**	**	**	4%	*%	4%	**	**	**	**	1%	4%	4%	**	**	**
		49%	51%	**	**	**	87%	2%	19%	**	**	**	**	6%	64%	85%	**	**	**
Live in rented property	5	1	3	**	**	**	-	-	1	**	**	**	**	4	1	5	**	**	**
	2%	1%	2%	**	**	**	-%	-%	3%	**	**	**	**	7%	*%	2%	**	**	**
														n					
		30%	70%	**	**	**	-%	-%	30%	**	**	**	**	84%	16%	100%	**	**	**
Concerned about harmful/ offensive content	3	1	3	**	**	**	3	1	-	**	**	**	**	-	2	3	**	**	**
	1%	*%	2%	**	**	**	1%	3%	-%	**	**	**	**	-%	1%	1%	**	**	**
		17%	83%	**	**	**	89%	40%	-%	**	**	**	**	-%	68%	89%	**	**	**
Happy to use the internet on my mobile phone	3	2	1	**	**	**	1	1	-	**	**	**	**	1	2	2	**	**	**
	1%	1%	1%	**	**	**	1%	2%	-%	**	**	**	**	3%	1%	1%	**	**	**
		57%	43%	**	**	**	43%	31%	-%	**	**	**	**	48%	52%	79%	**	**	**
Broadband is too slow where I live	1	*	*	**	**	**	1	-	*	**	**	**	**	*	*	*	**	**	**
	*%	*%	*%	**	**	**	*%	-%	1%	**	**	**	**	1%	*%	*%	**	**	**
		70%	30%	**	**	**	100%	-%	70%	**	**	**	**	70%	30%	70%	**	**	**

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

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QE23 (QE25A). Why are you unlikely to get internet access at home in the next 12 months? (MULTI CODE) UNPROMPTED

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	~e	f	g	h	~i	~j	~k	~l	m	n	o	~p	~q	~r
Unweighted total	560	256	304	13	14	39	494	111	109	36	14	53	80	101	322	335	85	77	63
Effective Weighted Sample	408	187	222	7	8	28	371	79	77	27	11	37	60	73	237	299	55	59	57
Weighted total	275	129	146	6	7	26	235	53	51	20	11	23	36	56	160	221	31	15	8
		47%	53%	**	**	**	85%	19%	18%	**	**	**	**	20%	58%	80%	**	**	**
Don't have broadband where I live	*	-	*	**	**	**	*	-	-	**	**	**	**	-	-	*	**	**	**
	*%	-%	*%	**	**	**	*%	-%	-%	**	**	**	**	-%	-%	*%	**	**	**
		-%	100%	**	**	**	100%	-%	-%	**	**	**	**	-%	-%	100%	**	**	**
Don't know	3	2	1	**	**	**	2	1	1	**	**	**	**	-	2	3	**	**	**
	1%	2%	*%	**	**	**	1%	1%	1%	**	**	**	**	-%	1%	1%	**	**	**
		78%	22%	**	**	**	69%	25%	23%	**	**	**	**	-%	78%	100%	**	**	**
ANY INVOLUNTARY REASONS	134	65	69	**	**	**	102	28	26	**	**	**	**	28	84	114	**	**	**
	49%	50%	47%	**	**	**	43%	54%	52%	**	**	**	**	50%	53%	51%	**	**	**
		49%	51%	**	**	**	76%	21%	20%	**	**	**	**	21%	63%	85%	**	**	**
ANY VOLUNTARY REASONS	207	93	114	**	**	**	191	39	37	**	**	**	**	42	114	164	**	**	**
	75%	72%	78%	**	**	**	81%	74%	73%	**	**	**	**	76%	71%	74%	**	**	**
		45%	55%	**	**	**	92%	19%	18%	**	**	**	**	20%	55%	79%	**	**	**
ONLY VOLUNTARY REASONS	141	63	78	**	**	**	133	23	24	**	**	**	**	29	75	108	**	**	**
	51%	49%	54%	**	**	**	57%	45%	47%	**	**	**	**	52%	47%	49%	**	**	**
		45%	55%	**	**	**	94%	17%	17%	**	**	**	**	21%	53%	76%	**	**	**

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

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.
QE23 (QE25A). Why are you unlikely to get internet access at home in the next 12 months? (MULTI CODE) UNPROMPTED

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

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
						ENGLAND REGIONS					URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	~l	m	n	o
Unweighted total	560	31	28	25	31	58	36	53	36	37	437	123	62	496	241	319
Effective Weighted Sample	408	29	27	24	30	56	34	52	35	36	359	55	44	367	167	242
Weighted total	275	29	26	16	16	32	25	34	11	31	250	26	38	236	113	162
		**	**	**	**	**	**	**	**	**	91%	9%	**	86%	41%	59%
No need to go online/ not interested	192	**	**	**	**	**	**	**	**	**	172	19	**	171	80	111
	70%	**	**	**	**	**	**	**	**	**	69%	76%	**	73%	71%	69%
		**	**	**	**	**	**	**	**	**	90%	10%	**	89%	42%	58%
Don't know how to use a computer/ how to use the internet	67	**	**	**	**	**	**	**	**	**	64	3	**	64	25	42
	24%	**	**	**	**	**	**	**	**	**	26%	13%	**	27%	22%	26%
											k					
		**	**	**	**	**	**	**	**	**	95%	5%	**	95%	37%	63%
Equipment/ service is too expensive	49	**	**	**	**	**	**	**	**	**	45	4	**	34	14	35
	18%	**	**	**	**	**	**	**	**	**	18%	14%	**	14%	12%	22%
																n
		**	**	**	**	**	**	**	**	**	93%	7%	**	70%	28%	72%
Someone else can go online for me if necessary	19	**	**	**	**	**	**	**	**	**	17	2	**	17	12	7
	7%	**	**	**	**	**	**	**	**	**	7%	7%	**	7%	10%	5%
															o	
		**	**	**	**	**	**	**	**	**	91%	9%	**	91%	62%	38%
Happy to use the internet at work/ elsewhere	13	**	**	**	**	**	**	**	**	**	12	2	**	8	5	8
	5%	**	**	**	**	**	**	**	**	**	5%	7%	**	3%	5%	5%
		**	**	**	**	**	**	**	**	**	87%	13%	**	58%	41%	59%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 78

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

QE23 (QE25A). Why are you unlikely to get internet access at home in the next 12 months? (MULTI CODE) UNPROMPTED

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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	~l	m	n	o
Unweighted total	560	31	28	25	31	58	36	53	36	37	437	123	62	496	241	319
Effective Weighted Sample	408	29	27	24	30	56	34	52	35	36	359	55	44	367	167	242
Weighted total	275	29	26	16	16	32	25	34	11	31	250	26	38	236	113	162
		**	**	**	**	**	**	**	**	**	91%	9%	**	86%	41%	59%
Concerned about security/ fraud/ privacy	12	**	**	**	**	**	**	**	**	**	10	2	**	9	7	4
	4%	**	**	**	**	**	**	**	**	**	4%	7%	**	4%	6%	3%
		**	**	**	**	**	**	**	**	**	85%	15%	**	79%	63%	37%
Poor eyesight	10	**	**	**	**	**	**	**	**	**	10	1	**	10	4	6
	4%	**	**	**	**	**	**	**	**	**	4%	3%	**	4%	3%	4%
		**	**	**	**	**	**	**	**	**	94%	6%	**	95%	38%	62%
Live in rented property	5	**	**	**	**	**	**	**	**	**	5	-	**	-	3	2
	2%	**	**	**	**	**	**	**	**	**	2%	-%	**	-%	2%	1%
		**	**	**	**	**	**	**	**	**	100%	-%	**	-%	54%	46%
Concerned about harmful/ offensive content	3	**	**	**	**	**	**	**	**	**	3	-	**	3	2	1
	1%	**	**	**	**	**	**	**	**	**	1%	-%	**	1%	2%	1%
		**	**	**	**	**	**	**	**	**	100%	-%	**	89%	62%	38%
Happy to use the internet on my mobile phone	3	**	**	**	**	**	**	**	**	**	3	-	**	1	1	2
	1%	**	**	**	**	**	**	**	**	**	1%	-%	**	*%	1%	1%
		**	**	**	**	**	**	**	**	**	100%	-%	**	40%	31%	69%
Broadband is too slow where I live	1	**	**	**	**	**	**	**	**	**	1	-	**	1	-	1
	*%	**	**	**	**	**	**	**	**	**	*%	-%	**	*%	-%	*%
		**	**	**	**	**	**	**	**	**	100%	-%	**	100%	-%	100%

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

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QE23 (QE25A). Why are you unlikely to get internet access at home in the next 12 months? (MULTI CODE) UNPROMPTED

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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	~l	m	n	o
Unweighted total	560	31	28	25	31	58	36	53	36	37	437	123	62	496	241	319
Effective Weighted Sample	408	29	27	24	30	56	34	52	35	36	359	55	44	367	167	242
Weighted total	275	29	26	16	16	32	25	34	11	31	250	26	38	236	113	162
		**	**	**	**	**	**	**	**	**	91%	9%	**	86%	41%	59%
Don't have broadband where I live	*	**	**	**	**	**	**	**	**	**	*	-	**	*	*	-
	*%	**	**	**	**	**	**	**	**	**	*%	-%	**	*%	*%	-%
		**	**	**	**	**	**	**	**	**	100%	-%	**	100%	100%	-%
Don't know	3	**	**	**	**	**	**	**	**	**	2	1	**	3	1	2
	1%	**	**	**	**	**	**	**	**	**	1%	3%	**	1%	1%	1%
		**	**	**	**	**	**	**	**	**	78%	22%	**	100%	22%	78%
ANY INVOLUNTARY REASONS	134	**	**	**	**	**	**	**	**	**	125	9	**	109	48	86
	49%	**	**	**	**	**	**	**	**	**	50%	34%	**	46%	42%	53%
											k					n
		**	**	**	**	**	**	**	**	**	93%	7%	**	81%	36%	64%
ANY VOLUNTARY REASONS	207	**	**	**	**	**	**	**	**	**	186	21	**	181	88	119
	75%	**	**	**	**	**	**	**	**	**	75%	81%	**	77%	77%	74%
		**	**	**	**	**	**	**	**	**	90%	10%	**	88%	42%	58%
ONLY VOLUNTARY REASONS	141	**	**	**	**	**	**	**	**	**	125	16	**	125	66	76
	51%	**	**	**	**	**	**	**	**	**	50%	63%	**	53%	58%	47%
																o
		**	**	**	**	**	**	**	**	**	89%	11%	**	89%	46%	54%

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

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QE23 (QE25A). Why are you unlikely to get internet access at home in the next 12 months? (MULTI CODE) UNPROMPTED

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

| | | TV PLATFORM/S | | | |
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	~b	~c	~d
Unweighted total	560	509	22	63	20
Effective Weighted Sample	408	375	17	43	12
Weighted total	275	244	12	28	6
		89%	**	**	**
No need to go online/ not interested	192	172	**	**	**
	70%	71%	**	**	**
		90%	**	**	**
Don't know how to use a computer/ how to use the internet	67	59	**	**	**
	24%	24%	**	**	**
		88%	**	**	**
Equipment/ service is too expensive	49	42	**	**	**
	18%	17%	**	**	**
		87%	**	**	**
Someone else can go online for me if necessary	19	12	**	**	**
	7%	5%	**	**	**
		64%	**	**	**
Happy to use the internet at work/ elsewhere	13	10	**	**	**
	5%	4%	**	**	**
		77%	**	**	**
Concerned about security/ fraud/ privacy	12	11	**	**	**
	4%	4%	**	**	**
		91%	**	**	**

Columns Tested: a,b,c,d

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QE23 (QE25A). Why are you unlikely to get internet access at home in the next 12 months? (MULTI CODE) UNPROMPTED

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

			TV PLATFORM/S		
	Total	**ALL TV**	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	~b	~c	~d
Unweighted total	560	509	22	63	20
Effective Weighted Sample	408	375	17	43	12
Weighted total	275	244	12	28	6
		89%	**	**	**
Poor eyesight	10	9	**	**	**
	4%	4%	**	**	**
		91%	**	**	**
Live in rented property	5	1	**	**	**
	2%	*%	**	**	**
		16%	**	**	**
Concerned about harmful/ offensive content	3	2	**	**	**
	1%	1%	**	**	**
		58%	**	**	**
Happy to use the internet on my mobile phone	3	2	**	**	**
	1%	1%	**	**	**
		52%	**	**	**
Broadband is too slow where I live	1	1	**	**	**
	*%	*%	**	**	**
		100%	**	**	**
Don't have broadband where I live	*	*	**	**	**
	*%	*%	**	**	**
		100%	**	**	**
Don't know	3	2	**	**	**
	1%	1%	**	**	**
		78%	**	**	**

Columns Tested: a,b,c,d

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QE23 (QE25A). Why are you unlikely to get internet access at home in the next 12 months? (MULTI CODE) UNPROMPTED

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

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	~b	~c	~d
Unweighted total	560	509	22	63	20
Effective Weighted Sample	408	375	17	43	12
Weighted total	275	244	12	28	6
		89%	**	**	**
ANY INVOLUNTARY REASONS	134	115	**	**	**
	49%	47%	**	**	**
		86%	**	**	**
ANY VOLUNTARY REASONS	207	184	**	**	**
	75%	76%	**	**	**
		89%	**	**	**
ONLY VOLUNTARY REASONS	141	127	**	**	**
	51%	52%	**	**	**
		90%	**	**	**

Columns Tested: a,b,c,d

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QE24 (QE25B). And, which one of these reasons is your MAIN reason for not getting internet access at home? (SINGLE CODE)

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K- 15.59K	15.6K- 25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	~e	f	g	h	~i	~j	~k	~l	m	n	o	~p	~q	~r
Unweighted total	560	256	304	13	14	39	494	111	109	36	14	53	80	101	322	335	85	77	63
Effective Weighted Sample	408	187	222	7	8	28	371	79	77	27	11	37	60	73	237	299	55	59	57
Weighted total	275	129	146	6	7	26	235	53	51	20	11	23	36	56	160	221	31	15	8
		47%	53%	**	**	**	85%	19%	18%	**	**	**	**	20%	58%	80%	**	**	**
No need to go online/ not interested	158	71	86	**	**	**	150	30	29	**	**	**	**	33	87	121	**	**	**
	57%	55%	59%	**	**	**	64%	57%	56%	**	**	**	**	59%	55%	55%	**	**	**
		45%	55%	**	**	**	95%	19%	18%	**	**	**	**	21%	55%	77%	**	**	**
Don't know how to use a computer/ how to use the internet	41	23	18	**	**	**	40	6	9	**	**	**	**	8	27	38	**	**	**
	15%	18%	12%	**	**	**	17%	12%	17%	**	**	**	**	15%	17%	17%	**	**	**
		56%	44%	**	**	**	97%	15%	21%	**	**	**	**	20%	65%	91%	**	**	**
Equipment/ service is too expensive	39	18	22	**	**	**	19	11	6	**	**	**	**	7	27	30	**	**	**
	14%	14%	15%	**	**	**	8%	20%	11%	**	**	**	**	13%	17%	14%	**	**	**
		45%	55%	**	**	**	48%	27%	15%	**	**	**	**	19%	68%	76%	**	**	**
Someone else can go online for me if necessary	11	4	7	**	**	**	11	*	3	**	**	**	**	2	4	10	**	**	**
	4%	3%	5%	**	**	**	5%	1%	5%	**	**	**	**	4%	2%	4%	**	**	**
		36%	64%	**	**	**	97%	4%	24%	**	**	**	**	18%	36%	88%	**	**	**
Happy to use the internet at work/ elsewhere	6	4	2	**	**	**	4	1	1	**	**	**	**	1	3	4	**	**	**
	2%	3%	1%	**	**	**	2%	2%	2%	**	**	**	**	2%	2%	2%	**	**	**
		70%	30%	**	**	**	69%	17%	17%	**	**	**	**	17%	47%	75%	**	**	**
Concerned about security/ fraud/ privacy	4	2	3	**	**	**	4	1	2	**	**	**	**	*	3	4	**	**	**
	2%	1%	2%	**	**	**	2%	3%	3%	**	**	**	**	*%	2%	2%	**	**	**
		42%	58%	**	**	**	80%	31%	34%	**	**	**	**	3%	65%	85%	**	**	**

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QE24 (QE25B). And, which one of these reasons is your MAIN reason for not getting internet access at home? (SINGLE CODE)

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	~e	f	g	h	~i	~j	~k	~l	m	n	o	~p	~q	~r
Unweighted total	560	256	304	13	14	39	494	111	109	36	14	53	80	101	322	335	85	77	63
Effective Weighted Sample	408	187	222	7	8	28	371	79	77	27	11	37	60	73	237	299	55	59	57
Weighted total	275	129	146	6	7	26	235	53	51	20	11	23	36	56	160	221	31	15	8
		47%	53%	**	**	**	85%	19%	18%	**	**	**	**	20%	58%	80%	**	**	**
Poor eyesight	4	2	2	**	**	**	3	*	1	**	**	**	**	-	3	4	**	**	**
	1%	2%	1%	**	**	**	1%	*%	1%	**	**	**	**	-%	2%	2%	**	**	**
		53%	47%	**	**	**	68%	3%	17%	**	**	**	**	-%	74%	97%	**	**	**
Live in rented property	3	-	3	**	**	**	-	-	1	**	**	**	**	3	1	3	**	**	**
	1%	-%	2%	**	**	**	-%	-%	3%	**	**	**	**	5%	*%	2%	**	**	**
			a											n					
		-%	100%	**	**	**	-%	-%	43%	**	**	**	**	77%	23%	100%	**	**	**
Happy to use the internet on my mobile phone	3	2	1	**	**	**	1	1	-	**	**	**	**	1	2	2	**	**	**
	1%	1%	1%	**	**	**	1%	2%	-%	**	**	**	**	3%	1%	1%	**	**	**
		57%	43%	**	**	**	43%	31%	-%	**	**	**	**	48%	52%	79%	**	**	**
Concerned about harmful/ offensive content	1	1	1	**	**	**	1	1	-	**	**	**	**	-	1	1	**	**	**
	*%	*%	*%	**	**	**	1%	1%	-%	**	**	**	**	-%	1%	1%	**	**	**
		46%	54%	**	**	**	100%	54%	-%	**	**	**	**	-%	100%	100%	**	**	**
Don't have broadband where I live	*	-	*	**	**	**	*	-	-	**	**	**	**	-	-	*	**	**	**
	*%	-%	*%	**	**	**	*%	-%	-%	**	**	**	**	-%	-%	*%	**	**	**
		-%	100%	**	**	**	100%	-%	-%	**	**	**	**	-%	-%	100%	**	**	**
Broadband is too slow where I live	*	-	*	**	**	**	*	-	-	**	**	**	**	-	*	-	**	**	**
	*%	-%	*%	**	**	**	*%	-%	-%	**	**	**	**	-%	*%	-%	**	**	**
		-%	100%	**	**	**	100%	-%	-%	**	**	**	**	-%	100%	-%	**	**	**

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QE24 (QE25B). And, which one of these reasons is your MAIN reason for not getting internet access at home? (SINGLE CODE)

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	~e	f	g	h	~i	~j	~k	~l	m	n	o	~p	~q	~r
Unweighted total	560	256	304	13	14	39	494	111	109	36	14	53	80	101	322	335	85	77	63
Effective Weighted Sample	408	187	222	7	8	28	371	79	77	27	11	37	60	73	237	299	55	59	57
Weighted total	275	129	146	6	7	26	235	53	51	20	11	23	36	56	160	221	31	15	8
		47%	53%	**	**	**	85%	19%	18%	**	**	**	**	20%	58%	80%	**	**	**
Don't know	3	2	1	**	**	**	2	1	1	**	**	**	**	-	2	3	**	**	**
	1%	2%	*%	**	**	**	1%	1%	1%	**	**	**	**	-%	1%	1%	**	**	**
		78%	22%	**	**	**	69%	25%	23%	**	**	**	**	-%	78%	100%	**	**	**
ANY INVOLUNTARY REASONS	95	45	49	**	**	**	67	19	18	**	**	**	**	18	62	80	**	**	**
	34%	35%	34%	**	**	**	29%	37%	36%	**	**	**	**	33%	39%	36%	**	**	**
		48%	52%	**	**	**	71%	20%	19%	**	**	**	**	19%	66%	85%	**	**	**
ANY VOLUNTARY REASONS	178	81	97	**	**	**	166	33	32	**	**	**	**	37	95	138	**	**	**
	65%	63%	66%	**	**	**	70%	62%	63%	**	**	**	**	67%	60%	62%	**	**	**
		46%	54%	**	**	**	93%	18%	18%	**	**	**	**	21%	54%	78%	**	**	**

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QE24 (QE25B). And, which one of these reasons is your MAIN reason for not getting internet access at home? (SINGLE CODE)

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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
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Unweighted total	560	31	28	25	31	58	36	53	36	37	437	123	62	496	241	319
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		**	**	**	**	**	**	**	**	**	91%	9%	**	86%	41%	59%
No need to go online/ not interested	158	**	**	**	**	**	**	**	**	**	140	18	**	140	64	94
	57%	**	**	**	**	**	**	**	**	**	56%	70%	**	59%	57%	58%
												j				
		**	**	**	**	**	**	**	**	**	89%	11%	**	89%	41%	59%
Don't know how to use a computer/ how to use the internet	41	**	**	**	**	**	**	**	**	**	40	1	**	40	17	24
	15%	**	**	**	**	**	**	**	**	**	16%	5%	**	17%	15%	15%
											k					
		**	**	**	**	**	**	**	**	**	97%	3%	**	95%	41%	59%
Equipment/ service is too expensive	39	**	**	**	**	**	**	**	**	**	36	3	**	28	11	29
	14%	**	**	**	**	**	**	**	**	**	15%	12%	**	12%	9%	18%
																n
		**	**	**	**	**	**	**	**	**	92%	8%	**	71%	27%	73%
Someone else can go online for me if necessary	11	**	**	**	**	**	**	**	**	**	10	1	**	11	8	3
	4%	**	**	**	**	**	**	**	**	**	4%	2%	**	4%	7%	2%
															o	
		**	**	**	**	**	**	**	**	**	95%	5%	**	97%	72%	28%
Happy to use the internet at work/ elsewhere	6	**	**	**	**	**	**	**	**	**	5	1	**	3	3	3
	2%	**	**	**	**	**	**	**	**	**	2%	2%	**	1%	3%	2%
		**	**	**	**	**	**	**	**	**	91%	9%	**	56%	58%	42%

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

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QE24 (QE25B). And, which one of these reasons is your MAIN reason for not getting internet access at home? (SINGLE CODE)

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

	Total	ENGLAND REGIONS LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBANITY URBAN	RURAL	WORKING STATUS WORKING	NOT WORKING	DEPRIVATION LEVEL LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	~l	m	n	o
Unweighted total	560	31	28	25	31	58	36	53	36	37	437	123	62	496	241	319
Effective Weighted Sample	408	29	27	24	30	56	34	52	35	36	359	55	44	367	167	242
Weighted total	275	29	26	16	16	32	25	34	11	31	250	26	38	236	113	162
		**	**	**	**	**	**	**	**	**	91%	9%	**	86%	41%	59%
Concerned about security/ fraud/ privacy	4	**	**	**	**	**	**	**	**	**	3	1	**	4	3	2
	2%	**	**	**	**	**	**	**	**	**	1%	4%	**	2%	2%	1%
		**	**	**	**	**	**	**	**	**	78%	22%	**	97%	60%	40%
Poor eyesight	4	**	**	**	**	**	**	**	**	**	4	1	**	4	3	1
	1%	**	**	**	**	**	**	**	**	**	1%	2%	**	2%	3%	1%
		**	**	**	**	**	**	**	**	**	86%	14%	**	89%	80%	20%
Live in rented property	3	**	**	**	**	**	**	**	**	**	3	-	**	-	3	1
	1%	**	**	**	**	**	**	**	**	**	1%	-%	**	-%	2%	*%
		**	**	**	**	**	**	**	**	**	100%	-%	**	-%	77%	23%
Happy to use the internet on my mobile phone	3	**	**	**	**	**	**	**	**	**	3	-	**	1	1	2
	1%	**	**	**	**	**	**	**	**	**	1%	-%	**	*%	1%	1%
		**	**	**	**	**	**	**	**	**	100%	-%	**	40%	31%	69%
Concerned about harmful/ offensive content	1	**	**	**	**	**	**	**	**	**	1	-	**	1	-	1
	*%	**	**	**	**	**	**	**	**	**	1%	-%	**	1%	-%	1%
		**	**	**	**	**	**	**	**	**	100%	-%	**	100%	-%	100%
Don't have broadband where I live	*	**	**	**	**	**	**	**	**	**	*	-	**	*	*	-
	*%	**	**	**	**	**	**	**	**	**	*%	-%	**	*%	*%	-%
		**	**	**	**	**	**	**	**	**	100%	-%	**	100%	100%	-%

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

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.
QE24 (QE25B). And, which one of these reasons is your MAIN reason for not getting internet access at home? (SINGLE CODE)

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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	~l	m	n	o
Unweighted total	560	31	28	25	31	58	36	53	36	37	437	123	62	496	241	319
Effective Weighted Sample	408	29	27	24	30	56	34	52	35	36	359	55	44	367	167	242
Weighted total	275	29	26	16	16	32	25	34	11	31	250	26	38	236	113	162
		**	**	**	**	**	**	**	**	**	91%	9%	**	86%	41%	59%
Broadband is too slow where I live	*	**	**	**	**	**	**	**	**	**	*	-	**	*	-	*
	*%	**	**	**	**	**	**	**	**	**	*%	-%	**	*%	-%	*%
		**	**	**	**	**	**	**	**	**	100%	-%	**	100%	-%	100%
Don't know	3	**	**	**	**	**	**	**	**	**	2	1	**	3	1	2
	1%	**	**	**	**	**	**	**	**	**	1%	3%	**	1%	1%	1%
		**	**	**	**	**	**	**	**	**	78%	22%	**	100%	22%	78%
ANY INVOLUNTARY REASONS	95	**	**	**	**	**	**	**	**	**	89	6	**	78	36	58
	34%	**	**	**	**	**	**	**	**	**	36%	23%	**	33%	32%	36%
		**	**	**	**	**	**	**	**	**	94%	6%	**	82%	38%	62%
ANY VOLUNTARY REASONS	178	**	**	**	**	**	**	**	**	**	159	19	**	155	76	101
	65%	**	**	**	**	**	**	**	**	**	64%	75%	**	66%	67%	63%
		**	**	**	**	**	**	**	**	**	89%	11%	**	87%	43%	57%

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

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QE24 (QE25B). And, which one of these reasons is your MAIN reason for not getting internet access at home? (SINGLE CODE)

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

	Total	TV PLATFORM/S			
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	~b	~c	~d
Unweighted total	560	509	22	63	20
Effective Weighted Sample	408	375	17	43	12
Weighted total	275	244	12	28	6
		89%	**	**	**
No need to go online/ not interested	158	143	**	**	**
	57%	59%	**	**	**
		91%	**	**	**
Don't know how to use a computer/ how to use the internet	41	38	**	**	**
	15%	16%	**	**	**
		92%	**	**	**
Equipment/ service is too expensive	39	35	**	**	**
	14%	14%	**	**	**
		88%	**	**	**
Someone else can go online for me if necessary	11	8	**	**	**
	4%	3%	**	**	**
		72%	**	**	**
Happy to use the internet at work/ elsewhere	6	5	**	**	**
	2%	2%	**	**	**
		89%	**	**	**
Concerned about security/ fraud/ privacy	4	4	**	**	**
	2%	2%	**	**	**
		100%	**	**	**

Columns Tested: a,b,c,d

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

QE24 (QE25B). And, which one of these reasons is your MAIN reason for not getting internet access at home? (SINGLE CODE)

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

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	~b	~c	~d
Unweighted total	560	509	22	63	20
Effective Weighted Sample	408	375	17	43	12
Weighted total	275	244	12	28	6
		89%	**	**	**
Poor eyesight	4	4	**	**	**
	1%	2%	**	**	**
		100%	**	**	**
Live in rented property	3	1	**	**	**
	1%	*%	**	**	**
		23%	**	**	**
Happy to use the internet on my mobile phone	3	2	**	**	**
	1%	1%	**	**	**
		52%	**	**	**
Concerned about harmful/ offensive content	1	1	**	**	**
	*%	1%	**	**	**
		100%	**	**	**
Don't have broadband where I live	*	*	**	**	**
	*%	*%	**	**	**
		100%	**	**	**
Broadband is too slow where I live	*	*	**	**	**
	*%	*%	**	**	**
		100%	**	**	**
Don't know	3	2	**	**	**
	1%	1%	**	**	**
		78%	**	**	**

Columns Tested: a,b,c,d

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

QE24 (QE25B). And, which one of these reasons is your MAIN reason for not getting internet access at home? (SINGLE CODE)

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

	Total	TV PLATFORM/S			
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	~b	~c	~d
Unweighted total	560	509	22	63	20
Effective Weighted Sample	408	375	17	43	12
Weighted total	275	244	12	28	6
		89%	**	**	**
ANY INVOLUNTARY REASONS	95	84	**	**	**
	34%	34%	**	**	**
		89%	**	**	**
ANY VOLUNTARY REASONS	178	158	**	**	**
	65%	65%	**	**	**
		89%	**	**	**

Columns Tested: a,b,c,d

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

QE25 (QENI1). EXPLAIN SATELLITE BROADBAND Were you aware that satellite broadband is available? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Yes	1014	588	426	162	170	394	287	44	68	111	296	321	282	220	187	817	117	47	32
	38%	45%	31%	45%	41%	44%	29%	25%	32%	37%	42%	45%	39%	38%	28%	37%	50%	35%	44%
		b		f	f	f				g	gh	lmn	n	n			oq		oq
		58%	42%	16%	17%	39%	28%	4%	7%	11%	29%	32%	28%	22%	18%	81%	12%	5%	3%
No	1500	637	863	177	224	465	633	123	129	178	375	351	382	328	436	1273	112	78	37
	56%	49%	63%	49%	53%	52%	64%	71%	61%	60%	53%	49%	53%	56%	66%	57%	48%	59%	50%
			a				cde	hij	j					k	klm	pr		pr	
		42%	58%	12%	15%	31%	42%	8%	9%	12%	25%	23%	25%	22%	29%	85%	7%	5%	2%
Don't know	162	75	86	23	26	43	70	6	14	10	40	40	52	33	37	145	4	8	4
	6%	6%	6%	6%	6%	5%	7%	4%	7%	3%	6%	6%	7%	6%	6%	7%	2%	6%	6%
							e									p		p	p
		47%	53%	14%	16%	27%	43%	4%	9%	6%	25%	25%	32%	20%	23%	90%	3%	5%	3%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 80

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

QE25 (QENI1). EXPLAIN SATELLITE BROADBAND Were you aware that satellite broadband is available? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Yes	1014	109	167	74	66	85	64	83	29	140	854	160	675	338	501	513
	38%	32%	46%	34%	34%	36%	26%	37%	26%	47%	37%	45%	43%	30%	39%	37%
			acdefgh				fh		fh	acdefgh		j		m		
		11%	17%	7%	7%	8%	6%	8%	3%	14%	84%	16%	67%	33%	49%	51%
No	1500	187	182	128	113	144	175	118	80	146	1317	183	787	711	689	810
	56%	55%	50%	59%	58%	60%	71%	52%	72%	49%	57%	51%	51%	64%	54%	58%
				i	i	bi	abcdegi		abcdegi		k			l		n
		12%	12%	9%	8%	10%	12%	8%	5%	10%	88%	12%	53%	47%	46%	54%
Don't know	162	44	11	17	16	10	6	25	2	14	145	17	92	69	87	74
	6%	13%	3%	8%	8%	4%	2%	11%	2%	5%	6%	5%	6%	6%	7%	5%
		befhi		bfh	befh			befhi								
		27%	7%	11%	10%	6%	4%	15%	1%	9%	90%	10%	57%	42%	54%	46%

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

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QE25 (QENI1). EXPLAIN SATELLITE BROADBAND Were you aware that satellite broadband is available? (SINGLE CODE)

Base : All respondents

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
Yes	1014	962	172	394	205
	38%	38%	44%	41%	43%
					a
		95%	17%	39%	20%
No	1500	1413	202	507	237
	56%	56%	51%	53%	50%
		d			
		94%	13%	34%	16%
Don't know	162	144	22	51	33
	6%	6%	5%	5%	7%
		89%	13%	32%	20%

Columns Tested: a,b,c,d

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

QE26 (QE29). EXPLAIN THAT PHONE CALLS CAN BE MADE USING THE INTERNET USING SERVICES SUCH AS SKYPE AND FACETIME. Before now, were you aware that you could make voice calls using the internet? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Yes	2273	1098	1175	350	399	837	687	116	158	262	674	658	648	484	479	1919	180	115	59
	85%	84%	85%	97%	95%	93%	69%	67%	75%	88%	95%	92%	90%	83%	73%	86%	77%	87%	80%
				ef	f	f				gh	ghi	mn	mn	n		pr		pr	
		48%	52%	15%	18%	37%	30%	5%	7%	12%	30%	29%	29%	21%	21%	84%	8%	5%	3%
No	382	193	189	12	21	65	285	56	52	35	35	51	65	90	174	302	50	16	14
	14%	15%	14%	3%	5%	7%	29%	32%	25%	12%	5%	7%	9%	16%	26%	14%	22%	12%	19%
						c	cde	ij	ij	j				kl	klm		oq		oq
		51%	49%	3%	5%	17%	74%	15%	14%	9%	9%	13%	17%	24%	45%	79%	13%	4%	4%
Don't know	19	9	10	-	1	*	18	2	1	2	2	3	3	6	8	15	2	1	1
	1%	1%	1%	-%	*%	*%	2%	1%	*%	1%	*%	*%	*%	1%	1%	1%	1%	1%	1%
							cde												
		46%	54%	-%	5%	2%	93%	9%	5%	12%	9%	14%	15%	30%	40%	78%	12%	3%	6%

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

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QE26 (QE29). EXPLAIN THAT PHONE CALLS CAN BE MADE USING THE INTERNET USING SERVICES SUCH AS SKYPE AND FACETIME. Before now, were you aware that you could make voice calls using the internet? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Yes	2273	306	316	192	162	207	199	180	95	262	1964	310	1449	824	1089	1184
	85%	90%	88%	88%	83%	87%	81%	79%	85%	87%	85%	86%	93%	74%	85%	85%
		dfg	fg	fg		g				g			m			
		13%	14%	8%	7%	9%	9%	8%	4%	12%	86%	14%	64%	36%	48%	52%
No	382	33	44	26	28	31	44	43	16	38	338	44	102	279	180	202
	14%	10%	12%	12%	14%	13%	18%	19%	14%	13%	15%	12%	7%	25%	14%	14%
							a	abc						l		
		8%	11%	7%	7%	8%	12%	11%	4%	10%	88%	12%	27%	73%	47%	53%
Don't know	19	2	-	1	5	1	2	4	*	1	14	5	4	14	8	11
	1%	1%	-%	*%	2%	*%	1%	2%	*%	*%	1%	1%	*%	1%	1%	1%
					bei			b						l		
		11%	-%	3%	24%	3%	11%	20%	2%	4%	73%	27%	22%	74%	44%	56%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 81

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

QE26 (QE29). EXPLAIN THAT PHONE CALLS CAN BE MADE USING THE INTERNET USING SERVICES SUCH AS SKYPE AND FACETIME. Before now, were you aware that you could make voice calls using the internet? (SINGLE CODE)

Base : All respondents

	Total	**ALL TV**	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
				TV PLATFORM/S	
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
Yes	2273	2138	349	865	443
	85%	85%	88%	91%	93%
				a	ab
		94%	15%	38%	19%
No	382	363	47	84	28
	14%	14%	12%	9%	6%
		cd	d		
		95%	12%	22%	7%
Don't know	19	18	*	3	4
	1%	1%	*%	*%	1%
		94%	*%	17%	21%

Columns Tested: a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 82

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.
QE27 (QE30). Have you or anyone in your household ever used one of these services to make voice calls using the internet at home? (SINGLE CODE)

Base : All respondents

	Total	GENDER MALE a	GENDER FEMALE b	AGE GROUP 16-24 c	AGE GROUP 25-34 d	AGE GROUP 35-54 e	AGE GROUP 55+ f	HOUSEHOLD INCOME UNDER 10.4K g	HOUSEHOLD INCOME 10.4K-15.59K h	HOUSEHOLD INCOME 15.6K-25.99K i	HOUSEHOLD INCOME 26K+ j	SOCIAL GROUP AB k	SOCIAL GROUP C1 l	SOCIAL GROUP C2 m	SOCIAL GROUP DE n	NATION ENGLAND o	NATION SCOTLAND p	NATION WALES q	NATION NI r
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Yes	1713	818	895	320	344	659	389	78	104	180	577	549	509	347	308	1459	129	78	47
	64%	63%	65%	88%	82%	73%	39%	45%	49%	60%	81%	77%	71%	60%	47%	65%	55%	59%	64%
				def	ef	f				gh	ghi	lmn	mn	n		pq			p
		48%	52%	19%	20%	38%	23%	5%	6%	10%	34%	32%	30%	20%	18%	85%	8%	5%	3%
No never used	931	463	468	40	69	239	583	94	108	117	127	156	201	223	346	753	102	52	24
	35%	36%	34%	11%	17%	26%	59%	54%	51%	39%	18%	22%	28%	38%	52%	34%	44%	40%	33%
					c	cd	cde	ij	ij	j			k	kl	klm		or	o	
		50%	50%	4%	7%	26%	63%	10%	12%	13%	14%	17%	22%	24%	37%	81%	11%	6%	3%
Don't know	31	19	12	2	7	5	17	1	*	2	7	7	6	10	7	24	2	2	2
	1%	1%	1%	1%	2%	1%	2%	1%	*%	1%	1%	1%	1%	2%	1%	1%	1%	1%	3%
							e												o
		62%	38%	7%	22%	15%	56%	4%	1%	6%	24%	22%	21%	34%	22%	79%	8%	6%	7%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 82

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QE27 (QE30). Have you or anyone in your household ever used one of these services to make voice calls using the internet at home? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Yes	1713	280	247	148	121	137	165	132	66	163	1475	238	1169	543	836	876
	64%	82%	69%	68%	62%	58%	67%	58%	59%	54%	64%	66%	75%	49%	65%	63%
		bcdefghi	eghi	eghi			egi						m			
		16%	14%	9%	7%	8%	10%	8%	4%	10%	86%	14%	68%	32%	49%	51%
No never used	931	60	107	66	71	100	78	91	45	133	813	118	373	556	426	506
	35%	18%	30%	30%	37%	42%	32%	40%	41%	44%	35%	33%	24%	50%	33%	36%
			a	a	a	abcf	a	abc	abcf	abcf				l		
		6%	12%	7%	8%	11%	8%	10%	5%	14%	87%	13%	40%	60%	46%	54%
Don't know	31	1	6	4	3	*	2	3	1	5	27	4	13	18	15	16
	1%	*%	2%	2%	2%	*%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%
		3%	18%	12%	10%	1%	7%	9%	2%	15%	88%	12%	41%	59%	49%	51%

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

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QE27 (QE30). Have you or anyone in your household ever used one of these services to make voice calls using the internet at home? (SINGLE CODE)

Base : All respondents

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
Yes	1713	1603	249	699	369
	64%	64%	63%	73%	78%
				ab	ab
		94%	15%	41%	22%
No never used	931	887	140	244	103
	35%	35%	35%	26%	22%
		cd	cd		
		95%	15%	26%	11%
Don't know	31	29	7	10	3
	1%	1%	2%	1%	1%
		95%	23%	32%	9%

Columns Tested: a,b,c,d

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

QE28 (QE31). SHOWCARD Which supplier or service does/ did your household use to make voice calls using the internet? (MULTI CODE)

Base : Those who have ever used a service to make voice or video calls using the internet at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2268	1068	1200	423	450	802	592	126	145	231	611	588	779	438	461	1396	272	285	315
Effective Weighted Sample	1589	739	851	300	323	558	422	92	108	168	478	440	560	299	319	1239	182	207	276
Weighted total	1713	818	895	320	344	659	389	78	104	180	577	549	509	347	308	1459	129	78	47
		48%	52%	19%	20%	38%	23%	5%	6%	10%	34%	32%	30%	20%	18%	85%	8%	5%	3%
WhatsApp	1044	504	540	208	240	423	173	41	58	110	415	338	325	207	174	913	60	34	37
	61%	62%	60%	65%	70%	64%	44%	53%	56%	61%	72%	62%	64%	60%	57%	63%	47%	44%	78%
				f	f	f					ghi		n			pq			opq
		48%	52%	20%	23%	41%	17%	4%	6%	11%	40%	32%	31%	20%	17%	87%	6%	3%	4%
FaceTime	627	274	352	146	153	226	102	31	28	52	199	217	187	126	96	523	48	37	19
	37%	34%	39%	46%	44%	34%	26%	40%	27%	29%	34%	40%	37%	36%	31%	36%	37%	47%	39%
			a	ef	ef	f		h				n						op	
		44%	56%	23%	24%	36%	16%	5%	4%	8%	32%	35%	30%	20%	15%	84%	8%	6%	3%
Skype	584	308	276	91	88	226	179	21	37	69	210	221	171	111	81	507	44	23	10
	34%	38%	31%	28%	25%	34%	46%	27%	35%	39%	36%	40%	34%	32%	26%	35%	34%	30%	20%
		b				d	cde					lmn	n			r	r	r	
		53%	47%	16%	15%	39%	31%	4%	6%	12%	36%	38%	29%	19%	14%	87%	8%	4%	2%
Facebook	501	231	270	140	119	185	56	25	39	64	153	146	133	105	116	421	44	18	18
	29%	28%	30%	44%	35%	28%	14%	32%	38%	36%	27%	27%	26%	30%	38%	29%	34%	23%	38%
				def	ef	f			j	j					klm		q		oq
		46%	54%	28%	24%	37%	11%	5%	8%	13%	31%	29%	27%	21%	23%	84%	9%	4%	4%
Viber	72	31	41	18	16	30	9	4	7	5	38	22	24	13	13	69	2	1	1
	4%	4%	5%	5%	5%	5%	2%	6%	6%	3%	7%	4%	5%	4%	4%	5%	1%	1%	1%
				f												pqr			
		43%	57%	24%	22%	42%	12%	6%	9%	7%	52%	31%	33%	18%	18%	95%	2%	2%	1%
BT	47	25	22	7	8	11	21	1	6	4	16	18	16	5	8	37	6	3	1
	3%	3%	2%	2%	2%	2%	5%	1%	6%	2%	3%	3%	3%	2%	3%	3%	4%	4%	2%
							cde												
		53%	47%	14%	16%	24%	45%	1%	12%	9%	34%	38%	34%	11%	17%	80%	12%	7%	2%
Plusnet	14	9	6	2	1	5	7	-	1	1	5	4	3	3	5	11	2	1	*
	1%	1%	1%	1%	*%	1%	2%	-%	1%	*%	1%	1%	1%	1%	2%	1%	1%	2%	1%
							d												
		61%	39%	12%	4%	33%	52%	-%	9%	5%	35%	25%	22%	18%	34%	78%	11%	9%	2%

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

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QE28 (QE31). SHOWCARD Which supplier or service does/ did your household use to make voice calls using the internet? (MULTI CODE)

Base : Those who have ever used a service to make voice or video calls using the internet at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2268	1068	1200	423	450	802	592	126	145	231	611	588	779	438	461	1396	272	285	315
Effective Weighted Sample	1589	739	851	300	323	558	422	92	108	168	478	440	560	299	319	1239	182	207	276
Weighted total	1713	818	895	320	344	659	389	78	104	180	577	549	509	347	308	1459	129	78	47
		48%	52%	19%	20%	38%	23%	5%	6%	10%	34%	32%	30%	20%	18%	85%	8%	5%	3%
Vonage	6	4	2	2	-	2	2	2	-	-	4	4	2	-	-	6	-	-	-
	*%	1%	*%	1%	-%	*%	1%	3% i	-%	-%	1%	1%	*%	-%	-%	*%	-%	-%	-%
		67%	33%	33%	-%	27%	39%	33%	-%	-%	67%	67%	33%	-%	-%	100%	-%	-%	-%
Voipfone	4	2	2	1	-	1	2	-	1	-	3	2	2	1	-	2	2	-	*
	*%	*%	*%	*%	-%	*%	1%	-%	1%	-%	1%	*%	*%	*%	-%	*%	1% o	-%	*%
		57%	43%	27%	-%	21%	52%	-%	15%	-%	83%	47%	39%	15%	-%	58%	40%	-%	2%
Other	26	14	12	5	7	10	5	2	2	1	8	11	8	2	5	18	5	2	1
	2%	2%	1%	2%	2%	1%	1%	2%	2%	1%	1%	2%	2%	1%	2%	1%	4% o	3%	2%
		54%	46%	19%	25%	38%	18%	6%	7%	5%	30%	41%	31%	9%	18%	71%	18%	8%	4%
Don't know	35	16	19	3	3	13	16	2	4	4	4	12	6	8	9	27	3	4	*
	2%	2%	2%	1%	1%	2%	4% cd	2%	4% j	2%	1%	2%	1%	2%	3%	2%	3%	5% or	1%
		46%	54%	9%	8%	38%	45%	6%	11%	12%	12%	33%	18%	22%	27%	77%	10%	11%	1%

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

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QE28 (QE31). SHOWCARD Which supplier or service does/ did your household use to make voice calls using the internet? (MULTI CODE)

Base : Those who have ever used a service to make voice or video calls using the internet at home

	Total	\<ENGLAND REGIONS\> LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	\<URBANITY\> URBAN	RURAL	\<WORKING STATUS\> WORKING	NOT WORKING	\<DEPRIVATION LEVEL\> LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2268	206	166	149	150	161	159	131	146	128	1649	619	1442	824	1152	1116
Effective Weighted Sample	1589	199	158	143	145	151	153	128	139	124	1322	282	1017	588	784	805
Weighted total	1713	280	247	148	121	137	165	132	66	163	1475	238	1169	543	836	876
		16%	14%	9%	7%	8%	10%	8%	4%	10%	86%	14%	68%	32%	49%	51%
WhatsApp	1044	248	152	73	62	78	106	67	37	91	913	131	749	295	481	563
	61%	89%	61%	49%	51%	57%	64%	51%	56%	56%	62%	55%	64%	54%	57%	64%
		bcdefghi	c				cdg				k		m			n
		24%	15%	7%	6%	7%	10%	6%	4%	9%	87%	13%	72%	28%	46%	54%
FaceTime	627	86	66	48	43	64	68	68	30	52	541	86	440	186	316	311
	37%	31%	27%	33%	36%	46%	41%	51%	46%	32%	37%	36%	38%	34%	38%	35%
						abci	ab	abcdi	abci							
		14%	10%	8%	7%	10%	11%	11%	5%	8%	86%	14%	70%	30%	50%	50%
Skype	584	113	87	66	28	45	57	31	18	61	490	94	379	205	283	301
	34%	41%	35%	45%	23%	33%	35%	24%	28%	37%	33%	39%	32%	38%	34%	34%
		dgh	dg	degh				d		dg				l		
		19%	15%	11%	5%	8%	10%	5%	3%	10%	84%	16%	65%	35%	48%	52%
Facebook	501	109	57	41	43	33	39	42	24	34	428	73	337	164	247	254
	29%	39%	23%	27%	36%	24%	24%	32%	36%	21%	29%	31%	29%	30%	30%	29%
		bcefi			befi				befi							
		22%	11%	8%	9%	7%	8%	8%	5%	7%	85%	15%	67%	33%	49%	51%
Viber	72	44	7	4	3	3	5	3	*	-	66	6	53	19	22	50
	4%	16%	3%	3%	2%	2%	3%	2%	1%	-%	5%	2%	5%	3%	3%	6%
		bcdefghi														n
		61%	10%	6%	4%	4%	7%	3%	1%	-%	92%	8%	74%	26%	30%	70%
BT	47	4	16	4	4	-	5	1	1	2	38	9	30	17	32	15
	3%	1%	6%	3%	4%	-%	3%	1%	2%	1%	3%	4%	3%	3%	4%	2%
			aeghi	e	e		e									o
		8%	34%	9%	9%	-%	10%	2%	2%	5%	81%	19%	63%	37%	68%	32%

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

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QE28 (QE31). SHOWCARD Which supplier or service does/ did your household use to make voice calls using the internet? (MULTI CODE)

Base : Those who have ever used a service to make voice or video calls using the internet at home

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2268	206	166	149	150	161	159	131	146	128	1649	619	1442	824	1152	1116
Effective Weighted Sample	1589	199	158	143	145	151	153	128	139	124	1322	282	1017	588	784	805
Weighted total	1713	280	247	148	121	137	165	132	66	163	1475	238	1169	543	836	876
		16%	14%	9%	7%	8%	10%	8%	4%	10%	86%	14%	68%	32%	49%	51%
Plusnet	14	1	-	2	3	-	-	1	*	4	10	4	7	7	7	7
	1%	*%	-%	1%	3%	-%	-%	1%	1%	2%	1%	2%	1%	1%	1%	1%
					bef											
		8%	-%	14%	23%	-%	-%	6%	3%	25%	71%	29%	49%	51%	50%	50%
Vonage	6	2	3	2	-	-	-	-	-	-	5	1	4	2	1	5
	*%	1%	1%	1%	-%	-%	-%	-%	-%	-%	*%	1%	*%	*%	*%	1%
		27%	42%	31%	-%	-%	-%	-%	-%	-%	80%	20%	67%	33%	20%	80%
Voipfone	4	-	-	-	2	-	-	-	-	-	3	1	3	1	1	2
	*%	-%	-%	-%	2%	-%	-%	-%	-%	-%	*%	*%	*%	*%	*%	*%
		-%	-%	-%	58%	-%	-%	-%	-%	-%	76%	24%	85%	15%	37%	63%
Other	26	1	9	3	1	-	-	1	1	1	21	5	21	5	16	10
	2%	*%	4%	2%	1%	-%	-%	1%	2%	1%	1%	2%	2%	1%	2%	1%
			aef													
		4%	35%	12%	5%	-%	-%	5%	5%	5%	80%	20%	79%	21%	63%	37%
Don't know	35	-	5	5	5	2	4	3	-	4	30	5	19	16	19	16
	2%	-%	2%	3%	4%	1%	2%	2%	-%	2%	2%	2%	2%	3%	2%	2%
				ah	ah		a	a		a						
		-%	13%	15%	13%	5%	10%	9%	-%	12%	86%	14%	54%	46%	54%	46%

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

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QE28 (QE31). SHOWCARD Which supplier or service does/ did your household use to make voice calls using the internet? (MULTI CODE)

Base : Those who have ever used a service to make voice or video calls using the internet at home

	Total	TV PLATFORM/S			
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	2268	2142	291	940	471
Effective Weighted Sample	1589	1492	221	650	330
Weighted total	1713	1603	249	699	369
		94%	15%	41%	22%
WhatsApp	1044	970	151	439	236
	61%	60%	60%	63%	64%
		93%	14%	42%	23%
FaceTime	627	596	103	270	139
	37%	37%	41%	39%	38%
		95%	16%	43%	22%
Skype	584	539	93	232	120
	34%	34%	37%	33%	32%
		92%	16%	40%	20%
Facebook	501	457	77	201	123
	29%	29%	31%	29%	33%
		91%	15%	40%	25%
Viber	72	57	11	24	10
	4%	4%	4%	3%	3%
		79%	15%	33%	14%
BT	47	46	3	15	23
	3%	3%	1%	2%	6%
					abc
		98%	6%	31%	49%
Plusnet	14	14	1	4	2
	1%	1%	*%	1%	1%
		100%	7%	31%	15%
Vonage	6	6	-	3	-
	*%	*%	-%	*%	-%
		100%	-%	47%	-%

Columns Tested: a,b,c,d

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Table 83

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

QE28 (QE31). SHOWCARD Which supplier or service does/ did your household use to make voice calls using the internet? (MULTI CODE)

Base : Those who have ever used a service to make voice or video calls using the internet at home

	Total	TV PLATFORM/S			
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	2268	2142	291	940	471
Effective Weighted Sample	1589	1492	221	650	330
Weighted total	1713	1603	249	699	369
		94%	15%	41%	22%
Voipfone	4	4	-	4	1
	*%	*%	-%	1%	*%
		100%	-%	100%	37%
Other	26	22	3	7	4
	2%	1%	1%	1%	1%
		83%	10%	28%	15%
Don't know	35	33	5	9	7
	2%	2%	2%	1%	2%
		94%	16%	26%	21%

Columns Tested: a,b,c,d

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

QE29 (QE50). SHOWCARD How often do you or does anyone in your household use these services? (SINGLE CODE)

Base : Those who have ever used a service to make voice or video calls using the internet at home

	Total	GENDER MALE	FEMALE	AGE GROUP 16-24	25-34	35-54	55+	HOUSEHOLD INCOME UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	SOCIAL GROUP AB	C1	C2	DE	NATION ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2268	1068	1200	423	450	802	592	126	145	231	611	588	779	438	461	1396	272	285	315
Effective Weighted Sample	1589	739	851	300	323	558	422	92	108	168	478	440	560	299	319	1239	182	207	276
Weighted total	1713	818	895	320	344	659	389	78	104	180	577	549	509	347	308	1459	129	78	47
		48%	52%	19%	20%	38%	23%	5%	6%	10%	34%	32%	30%	20%	18%	85%	8%	5%	3%
Every day	352	176	176	85	91	129	47	17	24	35	111	107	104	68	73	294	34	17	7
	21%	22%	20%	26%	27%	20%	12%	22%	23%	20%	19%	20%	20%	20%	24%	20%	26%	22%	15%
				ef	ef	f											r		
		50%	50%	24%	26%	37%	13%	5%	7%	10%	31%	30%	30%	19%	21%	83%	10%	5%	2%
At least once a week	718	331	388	155	163	255	144	28	40	82	281	243	217	134	123	622	50	27	21
	42%	40%	43%	49%	47%	39%	37%	36%	38%	46%	49%	44%	43%	39%	40%	43%	39%	34%	43%
				ef	ef						gh					q			q
		46%	54%	22%	23%	36%	20%	4%	6%	11%	39%	34%	30%	19%	17%	87%	7%	4%	3%
At least once a month	318	151	167	50	53	133	81	15	22	27	92	101	92	67	58	266	21	16	14
	19%	18%	19%	16%	16%	20%	21%	19%	21%	15%	16%	18%	18%	19%	19%	18%	17%	20%	30%
																			opq
		47%	53%	16%	17%	42%	26%	5%	7%	9%	29%	32%	29%	21%	18%	84%	7%	5%	5%
A few times a year	198	98	100	22	24	93	59	7	11	18	74	60	71	42	24	170	16	8	4
	12%	12%	11%	7%	7%	14%	15%	9%	11%	10%	13%	11%	14%	12%	8%	12%	12%	11%	8%
						cd	cd						n						
		49%	51%	11%	12%	47%	30%	3%	6%	9%	37%	30%	36%	21%	12%	86%	8%	4%	2%
Less than once a year	95	46	49	4	8	39	44	10	7	14	15	29	17	24	24	84	3	8	1
	6%	6%	6%	1%	2%	6%	11%	13%	6%	8%	3%	5%	3%	7%	8%	6%	2%	10%	2%
						cd	cde	j		j				l	l	r		opr	
		48%	52%	4%	8%	41%	46%	11%	7%	15%	16%	30%	18%	26%	26%	88%	3%	8%	1%
Don't know	32	17	14	4	4	9	14	1	1	4	4	8	8	11	5	24	5	2	1
	2%	2%	2%	1%	1%	1%	4%	1%	1%	2%	1%	1%	1%	3%	1%	2%	4%	3%	1%
							cde												
		54%	46%	12%	13%	29%	46%	2%	4%	12%	11%	26%	24%	36%	15%	75%	15%	8%	2%

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

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QE29 (QE50). SHOWCARD How often do you or does anyone in your household use these services? (SINGLE CODE)

Base : Those who have ever used a service to make voice or video calls using the internet at home

		ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2268	206	166	149	150	161	159	131	146	128	1649	619	1442	824	1152	1116
Effective Weighted Sample	1589	199	158	143	145	151	153	128	139	124	1322	282	1017	588	784	805
Weighted total	1713	280	247	148	121	137	165	132	66	163	1475	238	1169	543	836	876
		16%	14%	9%	7%	8%	10%	8%	4%	10%	86%	14%	68%	32%	49%	51%
Every day	352	86	36	24	28	14	33	28	13	31	309	43	247	106	155	197
	21%	31%	15%	16%	23%	10%	20%	22%	20%	19%	21%	18%	21%	19%	19%	23%
		bcefhi			e		e	e	e	e						n
		25%	10%	7%	8%	4%	9%	8%	4%	9%	88%	12%	70%	30%	44%	56%
At least once a week	718	138	116	70	47	43	76	49	32	51	614	104	489	229	363	355
	42%	49%	47%	47%	39%	31%	46%	37%	49%	31%	42%	44%	42%	42%	43%	41%
		egi	ei	ei			ei		ei							
		19%	16%	10%	7%	6%	11%	7%	4%	7%	85%	15%	68%	32%	51%	49%
At least once a month	318	43	56	19	16	44	25	23	8	32	278	40	219	98	143	175
	19%	15%	22%	13%	13%	32%	15%	17%	13%	20%	19%	17%	19%	18%	17%	20%
			cdh			acdfghi										
		14%	18%	6%	5%	14%	8%	7%	3%	10%	88%	12%	69%	31%	45%	55%
A few times a year	198	11	21	22	14	25	19	22	7	29	164	33	137	60	107	91
	12%	4%	9%	15%	12%	18%	12%	16%	10%	18%	11%	14%	12%	11%	13%	10%
				a	a	ab	a	ab	a	ab						
		6%	11%	11%	7%	13%	10%	11%	3%	15%	83%	17%	69%	31%	54%	46%
Less than once a year	95	-	11	10	12	12	6	10	5	18	82	13	57	38	53	43
	6%	-%	5%	7%	10%	8%	4%	7%	8%	11%	6%	6%	5%	7%	6%	5%
			a	a	af	a	a	a	a	abf						
		-%	12%	10%	13%	12%	7%	10%	5%	18%	86%	14%	60%	40%	55%	45%
Don't know	32	1	7	3	3	1	6	-	-	3	27	4	19	12	16	15
	2%	*%	3%	2%	3%	*%	4%	-%	-%	2%	2%	2%	2%	2%	2%	2%
			h		h		aegh									
		3%	22%	10%	11%	2%	20%	-%	-%	8%	86%	14%	61%	39%	51%	49%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 84

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QE29 (QE50). SHOWCARD How often do you or does anyone in your household use these services? (SINGLE CODE)

Base : Those who have ever used a service to make voice or video calls using the internet at home

| | | TV PLATFORM/S | | | |
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	2268	2142	291	940	471
Effective Weighted Sample	1589	1492	221	650	330
Weighted total	1713	1603	249	699	369
		94%	15%	41%	22%
Every day	352	305	48	146	73
	21%	19%	19%	21%	20%
		87%	14%	41%	21%
At least once a week	718	681	104	280	173
	42%	43%	42%	40%	47%
					c
		95%	14%	39%	24%
At least once a month	318	303	43	136	63
	19%	19%	17%	19%	17%
		95%	14%	43%	20%
A few times a year	198	190	32	86	39
	12%	12%	13%	12%	11%
		96%	16%	43%	20%
Less than once a year	95	94	16	39	15
	6%	6%	6%	6%	4%
		99%	17%	41%	16%
Don't know	32	29	6	12	6
	2%	2%	3%	2%	1%
		91%	20%	38%	18%

Columns Tested: a,b,c,d

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

QE30 (QE33). SHOWCARD Which device or devices does your household use to make voice calls using the internet? (MULTI CODE)

Base : Those who have ever used a service to make voice or video calls using the internet at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2268	1068	1200	423	450	802	592	126	145	231	611	588	779	438	461	1396	272	285	315
Effective Weighted Sample	1589	739	851	300	323	558	422	92	108	168	478	440	560	299	319	1239	182	207	276
Weighted total	1713	818	895	320	344	659	389	78	104	180	577	549	509	347	308	1459	129	78	47
		48%	52%	19%	20%	38%	23%	5%	6%	10%	34%	32%	30%	20%	18%	85%	8%	5%	3%
Smartphone	1320	620	700	277	302	536	204	60	80	126	466	417	401	261	240	1134	96	49	41
	77%	76%	78%	87%	88%	81%	53%	76%	77%	70%	81%	76%	79%	75%	78%	78%	75%	63%	88%
				f	ef	f					i					q	q		opq
		47%	53%	21%	23%	41%	15%	5%	6%	10%	35%	32%	30%	20%	18%	86%	7%	4%	3%
Tablet computer (e.g. iPad)	420	196	223	63	69	171	117	13	25	44	154	165	124	72	59	353	31	28	8
	25%	24%	25%	20%	20%	26%	30%	16%	24%	24%	27%	30%	24%	21%	19%	24%	24%	35%	17%
						cd	cd				g	lmn				r		opr	
		47%	53%	15%	16%	41%	28%	3%	6%	10%	37%	39%	30%	17%	14%	84%	7%	7%	2%
Laptop	387	209	178	69	64	147	106	12	18	34	156	167	109	62	47	338	34	10	5
	23%	26%	20%	21%	19%	22%	27%	16%	17%	19%	27%	30%	21%	18%	15%	23%	26%	13%	10%
		b					d				ghi	lmn	n			qr	qr		
		54%	46%	18%	17%	38%	27%	3%	5%	9%	40%	43%	28%	16%	12%	88%	9%	3%	1%
Desktop PC	109	74	35	12	15	33	48	5	8	11	31	47	23	16	23	97	5	6	1
	6%	9%	4%	4%	4%	5%	12%	6%	8%	6%	5%	9%	5%	5%	7%	7%	4%	8%	3%
		b					cde					lm				r		r	
		68%	32%	11%	14%	31%	44%	5%	7%	10%	28%	43%	21%	15%	21%	89%	5%	6%	1%
Standard landline phone	23	14	9	2	3	9	8	*	5	3	9	9	4	5	4	21	*	1	1
	1%	2%	1%	1%	1%	1%	2%	1%	4%	2%	1%	2%	1%	2%	1%	1%	*%	1%	1%
									j										
		61%	39%	9%	13%	42%	37%	2%	21%	13%	38%	38%	19%	24%	19%	91%	1%	4%	3%
Netbook	16	6	10	2	4	9	1	2	2	1	6	4	6	2	5	12	3	1	*
	1%	1%	1%	1%	1%	1%	*%	2%	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%
		38%	62%	11%	24%	58%	7%	10%	13%	6%	40%	24%	34%	14%	28%	74%	16%	7%	2%

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

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QE30 (QE33). SHOWCARD Which device or devices does your household use to make voice calls using the internet? (MULTI CODE)

Base : Those who have ever used a service to make voice or video calls using the internet at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2268	1068	1200	423	450	802	592	126	145	231	611	588	779	438	461	1396	272	285	315
Effective Weighted Sample	1589	739	851	300	323	558	422	92	108	168	478	440	560	299	319	1239	182	207	276
Weighted total	1713	818	895	320	344	659	389	78	104	180	577	549	509	347	308	1459	129	78	47
		48%	52%	19%	20%	38%	23%	5%	6%	10%	34%	32%	30%	20%	18%	85%	8%	5%	3%
Smart watch (e.g. Apple Watch, Pebble, Samsung, Sony)	13	7	6	3	3	6	2	-	1	1	8	5	5	1	2	12	*	1	*
	1%	1%	1%	1%	1%	1%	*%	-%	1%	1%	1%	1%	1%	*%	1%	1%	*%	1%	1%
		53%	47%	21%	20%	46%	13%	-%	6%	8%	62%	36%	41%	8%	15%	90%	1%	7%	2%
TV set	12	4	8	4	1	4	2	*	1	-	3	5	3	1	2	11	*	-	1
	1%	*%	1%	1%	*%	1%	1%	*%	1%	-%	1%	1%	1%	*%	1%	1%	*%	-%	2% q
		30%	70%	37%	9%	37%	17%	1%	9%	-%	26%	42%	27%	11%	20%	89%	3%	-%	8%
Smart speaker (e.g. Amazon Echo, Google Home, Apple HomePod)	6	3	4	1	1	3	2	1	1	1	2	2	*	1	3	5	1	-	*
	*%	*%	*%	*%	*%	*%	*%	1%	1%	1%	*%	*%	*%	*%	1% l	*%	1%	-%	*%
		43%	57%	22%	12%	40%	26%	12%	11%	20%	35%	36%	3%	17%	45%	84%	14%	-%	3%
Other	6	2	4	*	-	2	3	*	1	-	2	5	*	*	*	4	1	1	1
	*%	*%	*%	*%	-%	*%	1%	*%	1%	-%	*%	1% l	*%	*%	*%	*%	*%	1%	1% o
		35%	65%	2%	-%	38%	59%	4%	18%	-%	35%	84%	2%	6%	7%	70%	10%	10%	10%
Don't know	19	10	9	3	3	3	10	1	-	3	2	3	5	8	4	14	3	2	*
	1%	1%	1%	1%	1%	*%	3% e	2%	-%	1%	*%	*%	1%	2% k	1%	1%	2%	3% or	*%
		53%	47%	14%	17%	15%	54%	7%	-%	14%	13%	14%	25%	40%	21%	74%	14%	11%	1%

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

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QE30 (QE33). SHOWCARD Which device or devices does your household use to make voice calls using the internet? (MULTI CODE)

Base : Those who have ever used a service to make voice or video calls using the internet at home

	Total	_____ ENGLAND REGIONS _____									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2268	206	166	149	150	161	159	131	146	128	1649	619	1442	824	1152	1116
Effective Weighted Sample	1589	199	158	143	145	151	153	128	139	124	1322	282	1017	588	784	805
Weighted total	1713	280	247	148	121	137	165	132	66	163	1475	238	1169	543	836	876
		16%	14%	9%	7%	8%	10%	8%	4%	10%	86%	14%	68%	32%	49%	51%
Smartphone	1320	263	166	91	91	109	132	113	52	117	1160	160	945	375	603	717
	77%	94%	67%	61%	75%	79%	80%	85%	79%	72%	79%	67%	81%	69%	72%	82%
		bcdefghi			c	bc	bc	bcdi	bc		k		m			n
		20%	13%	7%	7%	8%	10%	9%	4%	9%	88%	12%	72%	28%	46%	54%
Tablet computer (e.g. iPad)	420	58	67	43	24	45	40	30	18	29	347	73	279	141	244	176
	25%	21%	27%	29%	20%	32%	24%	23%	27%	18%	24%	31%	24%	26%	29%	20%
				i		adi						j			o	
		14%	16%	10%	6%	11%	10%	7%	4%	7%	83%	17%	66%	33%	58%	42%
Laptop	387	90	78	31	15	24	29	20	11	41	324	63	277	110	193	194
	23%	32%	31%	21%	12%	17%	18%	15%	17%	25%	22%	26%	24%	20%	23%	22%
		cdefgh	cdefgh							dg						
		23%	20%	8%	4%	6%	8%	5%	3%	11%	84%	16%	72%	28%	50%	50%
Desktop PC	109	6	27	22	9	5	12	7	2	6	82	27	67	43	67	42
	6%	2%	11%	15%	8%	4%	7%	5%	3%	4%	6%	11%	6%	8%	8%	5%
			aehi	aefghi	a		a					j			o	
		6%	25%	20%	8%	5%	11%	6%	2%	6%	75%	25%	61%	39%	62%	38%
Standard landline phone	23	-	7	2	2	3	3	2	-	2	15	8	14	8	15	8
	1%	-%	3%	1%	2%	2%	2%	2%	-%	1%	1%	3%	1%	2%	2%	1%
			ah			a						j				
		-%	31%	9%	10%	14%	11%	9%	-%	7%	67%	33%	63%	37%	65%	35%
Netbook	16	-	2	1	6	2	-	-	-	2	14	2	11	5	5	11
	1%	-%	1%	1%	5%	1%	-%	-%	-%	1%	1%	1%	1%	1%	1%	1%
					abcefgh											
		-%	11%	5%	39%	9%	-%	-%	-%	10%	87%	13%	68%	32%	32%	68%

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

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QE30 (QE33). SHOWCARD Which device or devices does your household use to make voice calls using the internet? (MULTI CODE)

Base : Those who have ever used a service to make voice or video calls using the internet at home

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2268	206	166	149	150	161	159	131	146	128	1649	619	1442	824	1152	1116
Effective Weighted Sample	1589	199	158	143	145	151	153	128	139	124	1322	282	1017	588	784	805
Weighted total	1713	280	247	148	121	137	165	132	66	163	1475	238	1169	543	836	876
		16%	14%	9%	7%	8%	10%	8%	4%	10%	86%	14%	68%	32%	49%	51%
Smart watch (e.g. Apple Watch, Pebble, Samsung, Sony)	13	2	3	-	2	-	4	1	-	1	11	2	12	1	9	4
	1%	1%	1%	-%	1%	-%	2%	1%	-%	1%	1%	1%	1%	*%	1%	*%
		12%	21%	-%	12%	-%	28%	8%	-%	8%	83%	17%	92%	8%	70%	30%
TV set	12	1	-	3	1	-	3	3	-	-	9	3	8	4	8	4
	1%	*%	-%	2%	1%	-%	2%	2%	-%	-%	1%	1%	1%	1%	1%	*%
								b								
		9%	-%	25%	7%	-%	21%	27%	-%	-%	71%	29%	71%	29%	66%	34%
Smart speaker (e.g. Amazon Echo, Google Home, Apple HomePod)	6	-	1	1	1	-	1	1	-	-	5	2	4	2	4	2
	*%	-%	1%	1%	1%	-%	1%	1%	-%	-%	*%	1%	*%	*%	1%	*%
		-%	20%	15%	12%	-%	19%	17%	-%	-%	76%	24%	62%	38%	70%	30%
Other	6	-	2	2	-	-	-	-	-	-	6	-	4	2	3	3
	*%	-%	1%	1%	-%	-%	-%	-%	-%	-%	*%	-%	*%	*%	*%	*%
		-%	35%	35%	-%	-%	-%	-%	-%	-%	100%	-%	72%	28%	53%	47%
Don't know	19	-	1	3	3	1	4	1	-	1	16	3	8	12	9	11
	1%	-%	1%	2%	2%	1%	3%	1%	-%	1%	1%	1%	1%	2%	1%	1%
				a	a		a							l		
		-%	6%	16%	15%	4%	22%	5%	-%	6%	85%	15%	39%	61%	45%	55%

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

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QE30 (QE33). SHOWCARD Which device or devices does your household use to make voice calls using the internet? (MULTI CODE)

Base : Those who have ever used a service to make voice or video calls using the internet at home

	Total	TV PLATFORM/S			
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	2268	2142	291	940	471
Effective Weighted Sample	1589	1492	221	650	330
Weighted total	1713	1603	249	699	369
		94%	15%	41%	22%
Smartphone	1320	1229	189	552	291
	77%	77%	76%	79%	79%
		93%	14%	42%	22%
Tablet computer (e.g. iPad)	420	401	68	188	103
	25%	25%	27%	27%	28%
		95%	16%	45%	25%
Laptop	387	365	58	162	84
	23%	23%	23%	23%	23%
		94%	15%	42%	22%
Desktop PC	109	98	13	43	17
	6%	6%	5%	6%	5%
		90%	12%	40%	16%
Standard landline phone	23	23	2	10	9
	1%	1%	1%	1%	2%
		100%	7%	45%	39%
Netbook	16	16	3	8	2
	1%	1%	1%	1%	1%
		97%	17%	47%	15%
Smart watch (e.g. Apple Watch, Pebble, Samsung, Sony)	13	13	2	8	2
	1%	1%	1%	1%	1%
		100%	17%	57%	19%

Columns Tested: a,b,c,d

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Table 85

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

QE30 (QE33). SHOWCARD Which device or devices does your household use to make voice calls using the internet? (MULTI CODE)

Base : Those who have ever used a service to make voice or video calls using the internet at home

		TV PLATFORM/S			
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	2268	2142	291	940	471
Effective Weighted Sample	1589	1492	221	650	330
Weighted total	1713	1603	249	699	369
		94%	15%	41%	22%
TV set	12	12	3	8	2
	1%	1%	1%	1%	*%
		100%	23%	67%	15%
Smart speaker (e.g. Amazon Echo, Google Home, Apple HomePod)	6	6	1	3	2
	*%	*%	*%	*%	*%
		100%	19%	48%	27%
Other	6	6	1	3	2
	*%	*%	*%	*%	1%
		100%	17%	59%	35%
Don't know	19	16	3	5	3
	1%	1%	1%	1%	1%
		83%	15%	25%	18%

Columns Tested: a,b,c,d

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K- 15.59K	15.6K- 25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
ACCESS TO INTERNET - ANY CONNECTION/ ANY DEVICE/ ANY LOCATION	2449	1195	1254	361	418	891	779	129	170	285	707	693	687	540	523	2053	210	121	66
	92%	92%	91%	100%	99%	99%	79%	74%	81%	95%	99%	97%	96%	93%	79%	92%	90%	92%	89%
				f	f	f				gh	ghi	mn	mn	n					
		49%	51%	15%	17%	36%	32%	5%	7%	12%	29%	28%	28%	22%	21%	84%	9%	5%	3%
USE INTERNET - ANY CONNECTION/ ANY DEVICE/ ANY LOCATION	2426	1186	1240	361	418	888	758	128	168	283	704	691	683	529	517	2035	207	119	64
	91%	91%	90%	100%	99%	98%	77%	74%	79%	94%	99%	97%	95%	91%	78%	91%	89%	90%	87%
				f	f	f				gh	ghi	mn	mn	n	r				
		49%	51%	15%	17%	37%	31%	5%	7%	12%	29%	28%	28%	22%	21%	84%	9%	5%	3%

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

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
ACCESS TO INTERNET - ANY CONNECTION/ ANY DEVICE/ ANY LOCATION	2449	318	341	202	179	211	224	196	102	279	2111	338	1539	908	1186	1263
	92%	93%	95%	92%	92%	89%	91%	87%	92%	93%	91%	94%	99%	81%	93%	90%
		g	eg	g						g		j	m		o	
		13%	14%	8%	7%	9%	9%	8%	4%	11%	86%	14%	63%	37%	48%	52%
USE INTERNET - ANY CONNECTION/ ANY DEVICE/ ANY LOCATION	2426	318	341	199	175	210	223	191	102	276	2091	334	1530	894	1175	1251
	91%	93%	95%	91%	90%	88%	91%	84%	92%	92%	90%	93%	98%	80%	92%	90%
		eg	deg	g			g		g	g			m		o	
		13%	14%	8%	7%	9%	9%	8%	4%	11%	86%	14%	63%	37%	48%	52%

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

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

Base : All respondents

		TV PLATFORM/S			
Significance Level: 95%	Total	**ALL TV** a	**CABLE** b	**SATE- LLITE** c	**HYBRID IPTV** d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519 94%	396 15%	953 36%	475 18%
ACCESS TO INTERNET - ANY CONNECTION/ ANY DEVICE/ ANY LOCATION	2449 92%	2311 92% 94%	385 97% a 16%	927 97% a 38%	469 99% a 19%
USE INTERNET - ANY CONNECTION/ ANY DEVICE/ ANY LOCATION	2426 91%	2288 91% 94%	381 96% a 16%	916 96% a 38%	468 98% abc 19%

Columns Tested: a,b,c,d

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

SUMMARY - ACCESS TO INTERNET

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
ACCESS TO INTERNET AT HOME	2336	1139	1197	344	402	850	740	108	151	268	690	689	662	515	465	1961	197	113	65
	87%	88%	87%	95%	96%	94%	75%	62%	71%	90%	97%	97%	93%	89%	70%	88%	84%	85%	87%
				f	f	f			g	gh	ghi	lmn	mn	n					
		49%	51%	15%	17%	36%	32%	5%	6%	11%	30%	29%	28%	22%	20%	84%	8%	5%	3%
ACCESS TO INTERNET AT HOME OR USES A MOBILE PHONE/ DEVICE TO CONNECT TO INTERNET	2404	1174	1231	357	414	879	754	124	159	276	705	692	676	532	498	2018	203	118	65
	90%	90%	90%	99%	99%	97%	76%	71%	75%	92%	99%	97%	94%	92%	75%	90%	87%	89%	88%
				f	f	f				gh	ghi	lmn	mn	n					
		49%	51%	15%	17%	37%	31%	5%	7%	11%	29%	29%	28%	22%	21%	84%	8%	5%	3%
MOBILE INTERNET (MOBILE BROADBAND OR VIA MOBILE PHONE)	1987	978	1009	341	398	790	459	95	121	224	652	591	575	430	389	1681	161	91	54
	74%	75%	73%	94%	95%	87%	46%	55%	57%	75%	92%	83%	80%	74%	59%	75%	69%	69%	74%
				ef	ef	f				gh	ghi	mn	mn	n		pq			
		49%	51%	17%	20%	40%	23%	5%	6%	11%	33%	30%	29%	22%	20%	85%	8%	5%	3%
MOBILE PHONE ACCESS ONLY	172	86	86	39	40	60	33	31	19	23	25	14	35	42	80	142	15	11	3
	6%	7%	6%	11%	10%	7%	3%	18%	9%	8%	3%	2%	5%	7%	12%	6%	6%	9%	4%
				ef	f	f		hij	j	j			k	k	klm				r
		50%	50%	23%	24%	35%	19%	18%	11%	13%	14%	8%	21%	24%	46%	83%	9%	7%	2%

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

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SUMMARY - ACCESS TO INTERNET

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
ACCESS TO INTERNET AT HOME	2336	300	327	201	175	199	217	184	99	261	2006	330	1481	853	1139	1196
	87%	88%	91%	92%	90%	83%	88%	81%	88%	87%	87%	92%	95%	76%	89%	86%
		g	eg	eg	eg		g		g			j	m		o	
		13%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	63%	37%	49%	51%
ACCESS TO INTERNET AT HOME OR USES A MOBILE PHONE/ DEVICE TO CONNECT TO INTERNET	2404	317	334	202	176	206	223	190	101	269	2071	333	1524	878	1166	1239
	90%	93%	93%	92%	90%	86%	91%	84%	90%	89%	89%	93%	98%	79%	91%	89%
		eg	eg	eg	g		g		g			j	m		o	
		13%	14%	8%	7%	9%	9%	8%	4%	11%	86%	14%	63%	37%	48%	52%
MOBILE INTERNET (MOBILE BROADBAND OR VIA MOBILE PHONE)	1987	292	280	165	140	180	176	160	84	205	1733	254	1377	609	945	1042
	74%	86%	78%	75%	72%	75%	72%	71%	75%	68%	75%	71%	89%	54%	74%	75%
		bcdefghi	i										m			
		15%	14%	8%	7%	9%	9%	8%	4%	10%	87%	13%	69%	31%	48%	52%
MOBILE PHONE ACCESS ONLY	172	26	16	5	11	19	9	33	7	17	158	14	103	69	62	110
	6%	8%	4%	2%	6%	8%	4%	14%	6%	6%	7%	4%	7%	6%	5%	8%
		c				cf		abcdefhi	c	c	k					n
		15%	9%	3%	6%	11%	5%	19%	4%	10%	92%	8%	60%	40%	36%	64%

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

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SUMMARY - ACCESS TO INTERNET

Base : All respondents

		TV PLATFORM/S			
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
ACCESS TO INTERNET AT HOME	2336	2222	381	918	467
	87%	88%	96%	96%	98%
			a	a	ac
		95%	16%	39%	20%
ACCESS TO INTERNET AT HOME OR USES A MOBILE PHONE/ DEVICE TO CONNECT TO INTERNET	2404	2274	383	922	468
	90%	90%	97%	97%	99%
			a	a	ac
		95%	16%	38%	19%
MOBILE INTERNET (MOBILE BROADBAND OR VIA MOBILE PHONE)	1987	1869	314	780	401
	74%	74%	79%	82%	84%
			a	a	a
		94%	16%	39%	20%
MOBILE PHONE ACCESS ONLY	172	140	11	19	8
	6%	6%	3%	2%	2%
		bcd			
		82%	6%	11%	4%

Columns Tested: a,b,c,d

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QP1 (QP2). Before today, had you heard of digital radio? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Yes	2306	1166	1140	290	354	835	826	132	175	263	637	642	630	520	511	1930	194	119	62
	86%	90%	83%	80%	84%	93%	84%	76%	83%	88%	90%	90%	88%	90%	77%	86%	83%	90%	84%
		b				cdf				g	gh	n	n	n				opr	
		51%	49%	13%	15%	36%	36%	6%	8%	11%	28%	28%	27%	23%	22%	84%	8%	5%	3%
No	331	119	212	66	61	59	145	38	29	33	72	63	80	55	130	277	36	11	8
	12%	9%	15%	18%	14%	7%	15%	22%	14%	11%	10%	9%	11%	9%	20%	12%	15%	8%	10%
			a	e	e		e	hij							klm	q	qr		
		36%	64%	20%	18%	18%	44%	12%	9%	10%	22%	19%	24%	17%	39%	84%	11%	3%	2%
Unsure	38	16	22	6	5	8	18	4	8	3	2	6	7	5	19	29	3	2	4
	1%	1%	2%	2%	1%	1%	2%	2%	4%	1%	*%	1%	1%	1%	3%	1%	1%	2%	5%
								j	j						klm				opq
		41%	59%	17%	14%	21%	49%	10%	20%	8%	5%	17%	17%	14%	51%	77%	8%	5%	10%

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

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QP1 (QP2). Before today, had you heard of digital radio? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Yes	2306	265	333	201	159	203	194	195	101	279	1982	324	1411	894	1136	1170
	86%	78%	93%	92%	82%	85%	79%	86%	91%	93%	86%	90%	91%	80%	89%	84%
			adefg	adef		a		af	adef	adefg		j	m			o
		11%	14%	9%	7%	9%	8%	8%	4%	12%	86%	14%	61%	39%	49%	51%
No	331	69	25	15	32	31	47	28	9	21	302	30	131	199	122	209
	12%	20%	7%	7%	17%	13%	19%	12%	8%	7%	13%	8%	8%	18%	10%	15%
		bceghi			bchi	bci	bcghi	i			k			l		n
		21%	8%	5%	10%	9%	14%	8%	3%	6%	91%	9%	40%	60%	37%	63%
Unsure	38	6	2	3	4	4	5	4	1	1	32	6	12	25	19	19
	1%	2%	*%	1%	2%	2%	2%	2%	1%	*%	1%	2%	1%	2%	2%	1%
														l		
		17%	4%	7%	10%	10%	13%	9%	3%	3%	85%	15%	32%	66%	51%	49%

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

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QP1 (QP2). Before today, had you heard of digital radio? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE)

Base : All respondents

		TV PLATFORM/S			
	Total	**ALL TV**	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
Yes	2306	2196	359	856	426
	86%	87%	91%	90%	90%
				a	
		95%	16%	37%	18%
No	331	290	35	89	42
	12%	12%	9%	9%	9%
		88%	11%	27%	13%
Unsure	38	33	2	8	7
	1%	1%	1%	1%	1%
		87%	6%	20%	18%

Columns Tested: a,b,c,d

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

QP2 (QP4). SHOWCARD I'm now going to ask about any radios that you have at home (EXPLANATION PROVIDED, EXCLUDING CAR RADIOS, LISTENING THROUGH A COMPUTER, TV OR PHONE). In which of these rooms at home do you have any radios? (MULTI CODE)

Base : All respondents

	Total	GENDER MALE	GENDER FEMALE	AGE 16-24	AGE 25-34	AGE 35-54	AGE 55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Kitchen/ kitchen diner	897	427	470	89	86	294	428	40	68	107	252	299	217	195	186	763	67	44	22
	34%	33%	34%	25%	20%	33%	43%	23%	32%	36%	36%	42%	30%	34%	28%	34%	29%	34%	30%
						cd	cde		g	g	g	lmn		n		p			
		48%	52%	10%	10%	33%	48%	4%	8%	12%	28%	33%	24%	22%	21%	85%	7%	5%	2%
Living room/ lounge	599	312	287	41	46	168	343	43	57	66	159	165	140	139	155	503	63	25	8
	22%	24%	21%	11%	11%	19%	35%	25%	27%	22%	22%	23%	20%	24%	23%	22%	27%	19%	11%
						cd	cde									r	qr	r	
		52%	48%	7%	8%	28%	57%	7%	9%	11%	27%	28%	23%	23%	26%	84%	11%	4%	1%
Adult's bedroom	536	259	277	41	39	160	297	29	40	66	146	163	153	115	103	444	44	36	12
	20%	20%	20%	11%	9%	18%	30%	17%	19%	22%	21%	23%	21%	20%	16%	20%	19%	28%	17%
						cd	cde					n	n	n				opr	
		48%	52%	8%	7%	30%	55%	5%	7%	12%	27%	30%	29%	21%	19%	83%	8%	7%	2%
Dining room	122	71	51	13	2	39	68	7	8	18	39	44	32	19	27	116	2	3	1
	5%	5%	4%	3%	1%	4%	7%	4%	4%	6%	6%	6%	4%	3%	4%	5%	1%	2%	2%
		b		d		d	cde					m				pqr			
		58%	42%	10%	2%	32%	55%	6%	7%	15%	32%	36%	26%	16%	22%	95%	2%	2%	1%
Study/ home office	70	36	34	7	1	25	37	1	3	8	31	42	15	10	3	65	2	3	*
	3%	3%	2%	2%	*%	3%	4%	*%	2%	3%	4%	6%	2%	2%	*%	3%	1%	2%	*%
				d		d	d				g	lmn	n	n		pr		r	
		52%	48%	9%	2%	35%	54%	1%	5%	11%	44%	60%	22%	14%	4%	93%	2%	4%	*%
Bathroom/ shower room/ WC	55	30	26	10	5	14	27	1	8	9	16	22	10	15	9	48	6	1	1
	2%	2%	2%	3%	1%	2%	3%	*%	4%	3%	2%	3%	1%	3%	1%	2%	2%	1%	1%
									g	g		ln							
		53%	47%	17%	9%	25%	48%	1%	14%	17%	29%	40%	18%	27%	16%	86%	10%	2%	2%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.   Table 89

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

QP2 (QP4). SHOWCARD I'm now going to ask about any radios that you have at home (EXPLANATION PROVIDED, EXCLUDING CAR RADIOS, LISTENING THROUGH A COMPUTER, TV OR PHONE). In which of these rooms at home do you have any radios? (MULTI CODE)

Base : All respondents

	Total	GENDER MALE	FEMALE	AGE GROUP 16-24	25-34	35-54	55+	HOUSEHOLD INCOME UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	SOCIAL GROUP AB	C1	C2	DE	NATION ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Conservatory	54	23	31	7	3	14	30	1	3	3	28	23	12	15	4	51	1	1	1
	2%	2%	2%	2%	1%	2%	3%	1%	2%	1%	4%	3%	2%	3%	1%	2%	1%	1%	1%
							de				gi	ln		n		p			
		43%	57%	12%	6%	27%	55%	2%	6%	6%	52%	43%	22%	27%	8%	94%	3%	2%	1%
Spare bedroom	48	23	25	4	5	6	34	1	2	4	19	21	11	12	5	44	3	1	*
	2%	2%	2%	1%	1%	1%	3%	1%	1%	1%	3%	3%	2%	2%	1%	2%	1%	1%	1%
							cde					n				r			
		48%	52%	8%	10%	13%	70%	3%	3%	9%	39%	42%	23%	24%	11%	92%	6%	2%	1%
Child's bedroom	47	15	33	7	2	32	6	2	4	11	14	19	8	14	7	41	5	1	1
	2%	1%	2%	2%	*%	4%	1%	1%	2%	4%	2%	3%	1%	2%	1%	2%	2%	1%	1%
			a	df		df						ln							
		31%	69%	16%	4%	68%	13%	5%	8%	23%	30%	39%	18%	29%	14%	86%	10%	2%	1%
Garage	41	29	12	7	3	14	18	1	*	3	21	18	12	9	2	38	1	2	1
	2%	2%	1%	2%	1%	2%	2%	1%	*%	1%	3%	3%	2%	2%	*%	2%	*%	1%	1%
		b									gh	n	n	n					
		70%	30%	16%	6%	35%	43%	2%	1%	8%	50%	44%	29%	22%	5%	91%	2%	4%	2%
Hallway/ Landing	32	16	16	3	5	7	16	*	5	6	14	10	9	7	6	29	2	1	*
	1%	1%	1%	1%	1%	1%	2%	*%	2%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%
		51%	49%	9%	17%	23%	51%	1%	15%	17%	45%	30%	28%	22%	20%	89%	6%	3%	1%
Move around as needed/ portable	107	47	60	11	14	26	56	4	10	14	43	32	31	24	20	97	8	2	*
	4%	4%	4%	3%	3%	3%	6%	2%	5%	5%	6%	5%	4%	4%	3%	4%	3%	2%	1%
							e				g					qr	r		
		44%	56%	10%	13%	24%	52%	4%	9%	13%	40%	30%	29%	22%	19%	91%	7%	2%	*%
Other	18	11	7	2	1	9	5	2	2	-	8	5	5	4	3	14	1	2	*
	1%	1%	1%	1%	*%	1%	1%	1%	1%	-%	1%	1%	1%	1%	*%	1%	1%	2%	*%
																		or	
		61%	39%	12%	8%	50%	30%	8%	9%	-%	46%	29%	30%	24%	17%	77%	8%	14%	1%

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

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QP2 (QP4). SHOWCARD I'm now going to ask about any radios that you have at home (EXPLANATION PROVIDED, EXCLUDING CAR RADIOS, LISTENING THROUGH A COMPUTER, TV OR PHONE). In which of these rooms at home do you have any radios? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
None - do not have any radios at home	1076	521	555	212	264	388	211	76	83	117	272	239	307	230	296	891	93	52	40
	40%	40%	40%	59%	63%	43%	21%	44%	39%	39%	38%	34%	43%	40%	45%	40%	40%	40%	54%
				ef	ef	f							k	k	k				opq
		48%	52%	20%	25%	36%	20%	7%	8%	11%	25%	22%	29%	21%	27%	83%	9%	5%	4%

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

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QP2 (QP4). SHOWCARD I'm now going to ask about any radios that you have at home (EXPLANATION PROVIDED, EXCLUDING CAR RADIOS, LISTENING THROUGH A COMPUTER, TV OR PHONE). In which of these rooms at home do you have any radios? (MULTI CODE)

Base : All respondents

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
					ENGLAND REGIONS						URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Kitchen/ kitchen diner	897	77	175	83	72	95	77	68	27	89	738	159	501	395	498	398
	34%	23%	49%	38%	37%	40%	31%	30%	24%	30%	32%	44%	32%	35%	39%	29%
			acdefghi	ah	ah	afghi	a					j			o	
		9%	20%	9%	8%	11%	9%	8%	3%	10%	82%	18%	56%	44%	56%	44%
Living room/ lounge	599	74	101	51	41	64	44	34	16	77	516	83	284	313	315	284
	22%	22%	28%	24%	21%	27%	18%	15%	15%	26%	22%	23%	18%	28%	25%	20%
		gh	fgh	gh		fgh				fgh				l	o	
		12%	17%	9%	7%	11%	7%	6%	3%	13%	86%	14%	48%	52%	53%	47%
Adult's bedroom	536	33	97	54	34	45	60	26	19	76	448	89	266	269	306	230
	20%	10%	27%	25%	18%	19%	24%	11%	17%	25%	19%	25%	17%	24%	24%	16%
			adegh	ag	ag	ag	ag		a	adgh		j		l	o	
		6%	18%	10%	6%	8%	11%	5%	4%	14%	83%	17%	50%	50%	57%	43%
Dining room	122	21	30	18	13	8	5	6	2	12	99	23	60	61	71	51
	5%	6%	8%	8%	7%	3%	2%	3%	2%	4%	4%	6%	4%	5%	6%	4%
		fh	efgh	efgh	fgh										o	
		17%	25%	15%	11%	6%	4%	5%	2%	10%	81%	19%	49%	50%	58%	42%
Study/ home office	70	7	15	11	7	8	9	3	2	3	43	27	42	28	47	23
	3%	2%	4%	5%	4%	4%	4%	1%	2%	1%	2%	7%	3%	2%	4%	2%
			gi	gi	i	i	i					j			o	
		10%	22%	16%	10%	12%	13%	4%	3%	4%	62%	38%	60%	40%	68%	32%
Bathroom/ shower room/ WC	55	3	17	4	10	1	4	6	1	2	40	15	27	28	30	25
	2%	1%	5%	2%	5%	*%	1%	3%	1%	1%	2%	4%	2%	3%	2%	2%
			aefhi		aefhi			e				j				
		5%	31%	7%	18%	1%	7%	11%	1%	4%	73%	27%	49%	51%	55%	45%

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

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QP2 (QP4). SHOWCARD I'm now going to ask about any radios that you have at home (EXPLANATION PROVIDED, EXCLUDING CAR RADIOS, LISTENING THROUGH A COMPUTER, TV OR PHONE). In which of these rooms at home do you have any radios? (MULTI CODE)

Base : All respondents

	Total		ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Conservatory	54	9	7	5	4	4	10	1	4	5	42	12	27	27	31	23
	2%	3%	2%	2%	2%	2%	4%	*%	4%	2%	2%	3%	2%	2%	2%	2%
		g					g		g			j				
		17%	13%	10%	7%	8%	19%	2%	8%	10%	78%	22%	49%	51%	58%	42%
Spare bedroom	48	1	7	8	6	3	8	3	2	7	36	12	20	27	34	14
	2%	*%	2%	3%	3%	1%	3%	1%	2%	2%	2%	3%	1%	2%	3%	1%
				a	a		a					j		l	o	
		3%	15%	16%	13%	6%	16%	6%	4%	14%	75%	25%	42%	56%	70%	30%
Child's bedroom	47	-	5	3	4	2	10	4	2	10	39	8	33	15	28	19
	2%	-%	1%	1%	2%	1%	4%	2%	2%	3%	2%	2%	2%	1%	2%	1%
					a		ae	a	a	ae						
		-%	11%	6%	9%	4%	22%	9%	4%	21%	82%	18%	69%	31%	59%	41%
Garage	41	3	5	9	4	4	4	4	2	3	24	17	28	13	32	9
	2%	1%	1%	4%	2%	2%	2%	2%	2%	1%	1%	5%	2%	1%	2%	1%
				ai								j			o	
		6%	12%	22%	10%	9%	9%	9%	6%	7%	59%	41%	68%	32%	77%	23%
Hallway/ Landing	32	7	4	2	9	1	-	1	1	4	24	9	14	18	16	16
	1%	2%	1%	1%	5%	1%	-%	*%	1%	1%	1%	2%	1%	2%	1%	1%
		f			bcefghi							j				
		20%	12%	6%	29%	4%	-%	2%	3%	13%	73%	27%	45%	55%	50%	50%
Move around as needed/ portable	107	18	32	9	5	5	13	3	4	8	87	20	58	49	57	50
	4%	5%	9%	4%	3%	2%	5%	1%	3%	3%	4%	6%	4%	4%	4%	4%
		eg	cdeghi				eg									
		17%	30%	8%	5%	5%	12%	3%	4%	7%	81%	19%	54%	46%	53%	47%

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

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QP2 (QP4). SHOWCARD I'm now going to ask about any radios that you have at home (EXPLANATION PROVIDED, EXCLUDING CAR RADIOS, LISTENING THROUGH A COMPUTER, TV OR PHONE). In which of these rooms at home do you have any radios? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Other	18	2	4	4	-	-	3	-	-	1	13	5	10	7	10	8
	1%	1%	1%	2%	-%	-%	1%	-%	-%	*%	1%	1%	1%	1%	1%	1%
				degh												
		14%	20%	21%	-%	-%	17%	-%	-%	6%	73%	27%	58%	42%	58%	42%
None - do not have any radios at home	1076	176	86	71	76	89	98	113	57	125	978	99	693	382	428	649
	40%	52%	24%	33%	39%	37%	40%	50%	51%	41%	42%	27%	45%	34%	33%	46%
		bcdefi		b	b	b	b	bcdef	bcdefi	bc	k		m			n
		16%	8%	7%	7%	8%	9%	11%	5%	12%	91%	9%	64%	36%	40%	60%

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

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QP2 (QP4). SHOWCARD I'm now going to ask about any radios that you have at home (EXPLANATION PROVIDED, EXCLUDING CAR RADIOS, LISTENING THROUGH A COMPUTER, TV OR PHONE). In which of these rooms at home do you have any radios? (MULTI CODE)

Base : All respondents

| | | TV PLATFORM/S | | | |
| | Total | **ALL TV** | **CABLE** | **SATE-LLITE** | **HYBRID IPTV** |
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
Kitchen/ kitchen diner	897	859	132	326	184
	34%	34%	33%	34%	39%
		96%	15%	36%	21%
Living room/ lounge	599	574	91	199	117
	22%	23%	23%	21%	25%
		96%	15%	33%	20%
Adult's bedroom	536	515	93	166	113
	20%	20%	23%	17%	24%
		c	c		c
		96%	17%	31%	21%
Dining room	122	119	16	45	26
	5%	5%	4%	5%	5%
		98%	13%	37%	21%
Study/ home office	70	67	5	35	11
	3%	3%	1%	4%	2%
				b	
		96%	8%	50%	16%
Bathroom/ shower room/ WC	55	55	5	20	14
	2%	2%	1%	2%	3%
		100%	10%	37%	25%
Conservatory	54	53	7	24	15
	2%	2%	2%	3%	3%
		99%	13%	44%	27%

Columns Tested: a,b,c,d

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

QP2 (QP4). SHOWCARD I'm now going to ask about any radios that you have at home (EXPLANATION PROVIDED, EXCLUDING CAR RADIOS, LISTENING THROUGH A COMPUTER, TV OR PHONE). In which of these rooms at home do you have any radios? (MULTI CODE)

Base : All respondents

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
Spare bedroom	48	48	9	21	11
	2%	2%	2%	2%	2%
		100%	18%	43%	22%
Child's bedroom	47	45	9	25	12
	2%	2%	2%	3%	3%
		96%	18%	54%	26%
Garage	41	41	5	22	9
	2%	2%	1%	2%	2%
		99%	12%	53%	22%
Hallway/ Landing	32	32	8	11	6
	1%	1%	2%	1%	1%
		100%	24%	35%	20%
Move around as needed/ portable	107	101	17	35	17
	4%	4%	4%	4%	4%
		94%	16%	32%	16%
Other	18	18	2	10	4
	1%	1%	*%	1%	1%
		99%	9%	57%	20%
None - do not have any radios at home	1076	985	162	383	174
	40%	39%	41%	40%	37%
		91%	15%	36%	16%

Columns Tested: a,b,c,d

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

QP3 (QP5). How many radios do you have in your home that you, or someone in your household, listen to in most weeks? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
None	1173	570	602	221	277	412	262	82	94	125	306	275	333	245	315	977	98	57	41
	44%	44%	44%	61%	66%	46%	26%	47%	44%	42%	43%	39%	47%	42%	48%	44%	42%	43%	55%
				ef	ef	f							k		k				opq
		49%	51%	19%	24%	35%	22%	7%	8%	11%	26%	23%	28%	21%	27%	83%	8%	5%	3%
1	885	426	459	85	108	301	392	67	63	98	221	216	228	203	236	729	90	43	23
	33%	33%	33%	23%	26%	33%	40%	38%	30%	33%	31%	30%	32%	35%	36%	33%	39%	32%	31%
						cd	cde	j							k		or		
		48%	52%	10%	12%	34%	44%	8%	7%	11%	25%	24%	26%	23%	27%	82%	10%	5%	3%
2-3	551	274	276	50	36	168	297	25	52	66	158	193	138	119	102	471	40	31	10
	21%	21%	20%	14%	9%	19%	30%	14%	25%	22%	22%	27%	19%	20%	15%	21%	17%	23%	13%
				d		cd	cde		g	g	g	lmn	n	n		r		pr	
		50%	50%	9%	7%	30%	54%	5%	10%	12%	29%	35%	25%	22%	18%	85%	7%	6%	2%
4-5	56	21	34	5	-	22	30	-	2	11	22	22	16	10	8	51	3	2	*
	2%	2%	3%	1%	-%	2%	3%	-%	1%	4%	3%	3%	2%	2%	1%	2%	1%	1%	1%
				d		d	d			gh	g	n				r			
		38%	62%	8%	-%	39%	53%	-%	3%	19%	39%	40%	29%	17%	14%	91%	6%	3%	1%
26-10	10	7	2	2	-	-	8	-	*	*	4	5	*	4	*	8	2	*	-
	*%	1%	*%	1%	-%	-%	1%	-%	*%	*%	1%	1%	*%	1%	*%	*%	1%	*%	-%
				e			e					ln		ln					
		75%	25%	19%	-%	-%	81%	-%	2%	1%	38%	55%	2%	41%	2%	79%	16%	5%	-%
11 or more	1	1	-	-	-	-	1	-	-	-	1	1	-	-	-	1	-	-	-
	*%	*%	-%	-%	-%	-%	*%	-%	-%	-%	*%	*%	-%	-%	-%	*%	-%	-%	-%
		100%	-%	-%	-%	-%	100%	-%	-%	-%	100%	100%	-%	-%	-%	100%	-%	-%	-%
ANY 'ACTIVE' RADIO SETS IN THE HOME	1502	730	772	141	144	490	727	92	118	174	405	437	383	335	346	1259	135	75	33
	56%	56%	56%	39%	34%	54%	74%	53%	56%	58%	57%	61%	53%	58%	52%	56%	58%	57%	45%
						cd	cde					ln				r	r	r	
		49%	51%	9%	10%	33%	48%	6%	8%	12%	27%	29%	25%	22%	23%	84%	9%	5%	2%

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

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QP3 (QP5). How many radios do you have in your home that you, or someone in your household, listen to in most weeks? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Mean number of 'active' radio sets	.9	.9	.9	.6	.4	.9	1.3	.7	.9	1.0	1.0	1.1	.9	.9	.7	.9	.9	.9	.6
				d		cd	cde		g	g	g	lmn	n	n		r	r	r	
Standard deviation	1.08	1.11	1.06	.98	.71	1.01	1.19	.78	.99	1.14	1.18	1.26	1.02	1.10	.89	1.10	1.02	1.02	.87
Standard error	.02	.03	.02	.04	.03	.03	.03	.04	.05	.06	.04	.04	.03	.04	.03	.02	.04	.04	.04

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

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

QP3 (QP5). How many radios do you have in your home that you, or someone in your household, listen to in most weeks? (SINGLE CODE)

Base : All respondents

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
					ENGLAND REGIONS						URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
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Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
None	1173	181	101	82	88	94	113	122	61	134	1058	115	746	426	487	685
	44%	53%	28%	38%	45%	39%	46%	54%	55%	45%	46%	32%	48%	38%	38%	49%
		bce		b	b	b	b	bcdei	bcdei	b	k		m			n
	15%	9%	7%	7%	8%	10%	10%	5%	11%	90%	10%	64%	36%	42%	58%
1	885	88	125	77	62	96	81	69	35	96	742	143	492	392	441	444
	33%	26%	35%	35%	32%	40%	33%	30%	32%	32%	32%	40%	32%	35%	34%	32%
			a	a		adghi						j				
	10%	14%	9%	7%	11%	9%	8%	4%	11%	84%	16%	56%	44%	50%	50%
2-3	551	70	118	51	38	40	45	32	14	63	465	86	287	263	304	247
	21%	21%	33%	23%	20%	17%	18%	14%	13%	21%	20%	24%	18%	24%	24%	18%
		h	acdefghi	gh	h					h				l		o
	13%	21%	9%	7%	7%	8%	6%	3%	11%	84%	16%	52%	48%	55%	45%
4-5	56	2	12	8	6	8	4	2	1	8	44	11	27	28	37	19
	2%	1%	3%	4%	3%	3%	2%	1%	1%	3%	2%	3%	2%	2%	3%	1%
			ah	agh	ah	ah									o	
	3%	21%	15%	11%	15%	7%	4%	1%	13%	79%	21%	49%	50%	66%	34%
26-10	10	-	4	-	1	-	2	1	*	-	7	3	2	8	7	3
	*%	-%	1%	-%	*%	-%	1%	*%	*%	-%	*%	1%	*%	1%	1%	*%
														l		
	-%	43%	-%	9%	-%	17%	8%	3%	-%	67%	33%	17%	83%	75%	25%
11 or more	1	-	-	1	-	-	-	-	-	-	-	1	-	1	1	-
	*%	-%	-%	*%	-%	-%	-%	-%	-%	-%	-%	*%	-%	*%	*%	-%
		-%	-%	100%	-%	-%	-%	-%	-%	-%	-%	100%	-%	100%	100%	-%

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

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

QP3 (QP5). How many radios do you have in your home that you, or someone in your household, listen to in most weeks? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
ANY 'ACTIVE' RADIO SETS IN THE HOME	1502	160	259	136	107	144	132	104	50	166	1258	244	808	692	790	712
	56%	47%	72%	62%	55%	61%	54%	46%	45%	55%	54%	68%	52%	62%	62%	51%
			acdefghi	agh	gh	agh				gh		j		l	o	
		11%	17%	9%	7%	10%	9%	7%	3%	11%	84%	16%	54%	46%	53%	47%
Mean number of 'active' radio sets	.9	.7	1.3	1.1	.9	.9	.9	.7	.7	.9	.9	1.2	.8	1.1	1.1	.8
			acdefghi	agh	agh	agh	gh			agh		j		l	o	
Standard deviation	1.08	.92	1.19	1.25	1.17	1.06	1.10	.95	.93	1.07	1.04	1.29	1.00	1.18	1.18	.97
Standard error	.02	.06	.07	.08	.07	.06	.07	.06	.06	.07	.02	.04	.02	.03	.03	.02

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

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

QP3 (QP5). How many radios do you have in your home that you, or someone in your household, listen to in most weeks? (SINGLE CODE)

Base : All respondents

	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
		TV PLATFORM/S			
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
None	1173	1077	176	424	193
	44%	43%	44%	44%	41%
		92%	15%	36%	16%
1	885	841	122	308	149
	33%	33%	31%	32%	31%
		95%	14%	35%	17%
2-3	551	536	85	194	120
	21%	21%	21%	20%	25%
					c
		97%	15%	35%	22%
4-5	56	54	13	24	12
	2%	2%	3%	2%	3%
		96%	23%	42%	22%
26-10	10	10	1	3	-
	*%	*%	*%	*%	-%
		100%	7%	28%	-%
11 or more	1	1	-	1	1
	*%	*%	-%	*%	*%
		100%	-%	100%	100%
ANY 'ACTIVE' RADIO SETS IN THE HOME	1502	1442	220	529	282
	56%	57%	56%	56%	59%
		96%	15%	35%	19%
Mean number of 'active' radio sets	.9	.9	.9	.9	1.0
					ac
Standard deviation	1.08	1.09	1.11	1.11	1.18
Standard error	.02	.02	.05	.03	.05

Columns Tested: a,b,c,d

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QP3 (QP5). How many radios do you have in your home that you, or someone in your household, listen to in most weeks? (SINGLE CODE)

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2186	1056	1130	174	187	579	1246	160	182	226	430	530	612	461	579	1323	313	325	225
Effective Weighted Sample	1500	715	786	125	133	415	866	114	132	168	338	376	433	314	401	1146	200	222	200
Weighted total	1502	730	772	141	144	490	727	92	118	174	405	437	383	335	346	1259	135	75	33
		49%	51%	9%	10%	33%	48%	6%	8%	12%	27%	29%	25%	22%	23%	84%	9%	5%	2%
1	885	426	459	85	108	301	392	67	63	98	221	216	228	203	236	729	90	43	23
	59%	58%	59%	60%	75%	61%	54%	73%	54%	56%	55%	49%	60%	60%	68%	58%	67%	57%	69%
					cef	f		hij					k	k	klm		oq		oq
		48%	52%	10%	12%	34%	44%	8%	7%	11%	25%	24%	26%	23%	27%	82%	10%	5%	3%
2-3	551	274	276	50	36	168	297	25	52	66	158	193	138	119	102	471	40	31	10
	37%	38%	36%	35%	25%	34%	41%	27%	45%	38%	39%	44%	36%	35%	29%	37%	30%	41%	29%
						d	de		g		g	lmn	n			pr		pr	
		50%	50%	9%	7%	30%	54%	5%	10%	12%	29%	35%	25%	22%	18%	85%	7%	6%	2%
4-5	56	21	34	5	-	22	30	-	2	11	22	22	16	10	8	51	3	2	*
	4%	3%	4%	3%	-%	4%	4%	-%	1%	6%	5%	5%	4%	3%	2%	4%	2%	2%	1%
				d		d	d			gh	g	n							
		38%	62%	8%	-%	39%	53%	-%	3%	19%	39%	40%	29%	17%	14%	91%	6%	3%	1%
26-10	10	7	2	2	-	-	8	-	*	*	4	5	*	4	*	8	2	*	-
	1%	1%	*%	1%	-%	-%	1%	-%	*%	*%	1%	1%	*%	1%	*%	1%	1%	1%	-%
				e			e					ln		ln					
		75%	25%	19%	-%	-%	81%	-%	2%	1%	38%	55%	2%	41%	2%	79%	16%	5%	-%
11 or more	1	1	-	-	-	-	1	-	-	-	1	1	-	-	-	1	-	-	-
	*%	*%	-%	-%	-%	-%	*%	-%	-%	-%	*%	*%	-%	-%	-%	*%	-%	-%	-%
		100%	-%	-%	-%	-%	100%	-%	-%	-%	100%	100%	-%	-%	-%	100%	-%	-%	-%
ANY 'ACTIVE' RADIO SETS IN THE HOME	1502	730	772	141	144	490	727	92	118	174	405	437	383	335	346	1259	135	75	33
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		49%	51%	9%	10%	33%	48%	6%	8%	12%	27%	29%	25%	22%	23%	84%	9%	5%	2%
Mean number of 'active' radio sets	1.6	1.7	1.6	1.6	1.3	1.6	1.7	1.3	1.6	1.7	1.7	1.8	1.6	1.6	1.4	1.7	1.5	1.6	1.4
				d		d	de		g	g	g	lmn	n	n		pr			r
Standard deviation	.96	1.00	.92	.97	.58	.87	1.06	.57	.78	1.00	1.08	1.13	.86	1.00	.73	.98	.93	.86	.75
Standard error	.02	.03	.03	.07	.04	.04	.03	.04	.06	.07	.05	.05	.03	.05	.03	.03	.05	.05	.05

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

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

QP3 (QP5). How many radios do you have in your home that you, or someone in your household, listen to in most weeks? (SINGLE CODE)

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

					ENGLAND REGIONS						URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2186	128	190	149	141	183	140	124	124	144	1531	655	976	1206	1167	1019
Effective Weighted Sample	1500	121	176	141	134	167	132	117	116	136	1210	303	701	839	787	713
Weighted total	1502	160	259	136	107	144	132	104	50	166	1258	244	808	692	790	712
		11%	17%	9%	7%	10%	9%	7%	3%	11%	84%	16%	54%	46%	53%	47%
1	885	88	125	77	62	96	81	69	35	96	742	143	492	392	441	444
	59%	55%	48%	56%	58%	67%	62%	66%	70%	58%	59%	59%	61%	57%	56%	62%
						ab	b	b	abcdi							n
		10%	14%	9%	7%	11%	9%	8%	4%	11%	84%	16%	56%	44%	50%	50%
2-3	551	70	118	51	38	40	45	32	14	63	465	86	287	263	304	247
	37%	44%	45%	37%	36%	27%	34%	31%	28%	38%	37%	35%	36%	38%	38%	35%
		egh	efgh													
		13%	21%	9%	7%	7%	8%	6%	3%	11%	84%	16%	52%	48%	55%	45%
4-5	56	2	12	8	6	8	4	2	1	8	44	11	27	28	37	19
	4%	1%	4%	6%	6%	6%	3%	2%	1%	5%	4%	5%	3%	4%	5%	3%
				a	a	a									o	
		3%	21%	15%	11%	15%	7%	4%	1%	13%	79%	21%	49%	50%	66%	34%
26-10	10	-	4	-	1	-	2	1	*	-	7	3	2	8	7	3
	1%	-%	2%	-%	1%	-%	1%	1%	*%	-%	1%	1%	*%	1%	1%	*%
													l			
		-%	43%	-%	9%	-%	17%	8%	3%	-%	67%	33%	17%	83%	75%	25%
11 or more	1	-	-	1	-	-	-	-	-	-	-	1	-	1	1	-
	*%	-%	-%	1%	-%	-%	-%	-%	-%	-%	-%	*%	-%	*%	*%	-%
		-%	-%	100%	-%	-%	-%	-%	-%	-%	-%	100%	-%	100%	100%	-%
ANY 'ACTIVE' RADIO SETS IN THE HOME	1502	160	259	136	107	144	132	104	50	166	1258	244	808	692	790	712
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		11%	17%	9%	7%	10%	9%	7%	3%	11%	84%	16%	54%	46%	53%	47%
Mean number of 'active' radio sets	1.6	1.6	1.8	1.7	1.7	1.6	1.6	1.5	1.4	1.6	1.6	1.7	1.6	1.7	1.7	1.5
			aegh	h	h							j		l		o
Standard deviation	.96	.71	1.03	1.17	1.08	.94	1.02	.90	.89	.92	.91	1.21	.86	1.07	1.06	.83
Standard error	.02	.06	.07	.10	.09	.07	.09	.08	.08	.08	.02	.05	.03	.03	.03	.03

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

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QP3 (QP5). How many radios do you have in your home that you, or someone in your household, listen to in most weeks? (SINGLE CODE)

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

		TV PLATFORM/S			
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	2186	2094	241	737	361
Effective Weighted Sample	1500	1439	193	509	255
Weighted total	1502	1442	220	529	282
		96%	15%	35%	19%
1	885	841	122	308	149
	59%	58%	55%	58%	53%
		95%	14%	35%	17%
2-3	551	536	85	194	120
	37%	37%	38%	37%	43%
		97%	15%	35%	22%
4-5	56	54	13	24	12
	4%	4%	6%	4%	4%
		96%	23%	42%	22%
26-10	10	10	1	3	-
	1%	1%	*%	1%	-%
		100%	7%	28%	-%
11 or more	1	1	-	1	1
	*%	*%	-%	*%	*%
		100%	-%	100%	100%
ANY 'ACTIVE' RADIO SETS IN THE HOME	1502	1442	220	529	282
	100%	100%	100%	100%	100%
		96%	15%	35%	19%
Mean number of 'active' radio sets	1.6	1.6	1.7	1.6	1.7
					a
Standard deviation	.96	.97	.97	1.01	1.06
Standard error	.02	.02	.06	.04	.06

Columns Tested: a,b,c,d

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QP4 (QP7). You said that you have (NUMBER AT QP5) radios in your home that someone in the household listens to in most weeks. How many of these radios are digital radios? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
None	1609	774	835	256	309	516	527	118	139	178	369	358	422	361	463	1332	140	81	56
	60%	59%	61%	71%	73%	57%	53%	68%	66%	59%	52%	50%	59%	62%	70%	60%	60%	61%	76%
				ef	ef			ij	j	j			k	k	klm				opq
		48%	52%	16%	19%	32%	33%	7%	9%	11%	23%	22%	26%	22%	29%	83%	9%	5%	3%
1	703	331	372	70	89	251	293	45	44	75	211	199	207	153	143	581	74	34	14
	26%	25%	27%	19%	21%	28%	30%	26%	21%	25%	30%	28%	29%	26%	22%	26%	32%	26%	19%
						cd	cd				h	n	n			r	or	r	
		47%	53%	10%	13%	36%	42%	6%	6%	11%	30%	28%	29%	22%	20%	83%	11%	5%	2%
2	258	137	121	28	20	98	113	9	22	32	95	111	63	43	41	226	16	14	3
	10%	11%	9%	8%	5%	11%	11%	5%	11%	11%	13%	16%	9%	7%	6%	10%	7%	10%	4%
						d	cd		g	g	g	lmn	n			pr		r	
		53%	47%	11%	8%	38%	44%	4%	9%	13%	37%	43%	24%	17%	16%	88%	6%	5%	1%
3	82	49	33	4	3	32	43	2	5	13	28	34	17	21	9	75	3	3	2
	3%	4%	2%	1%	1%	4%	4%	1%	2%	4%	4%	5%	2%	4%	1%	3%	1%	2%	2%
		b				cd	cd			g	g	ln		n		p			
		60%	40%	5%	4%	40%	52%	2%	6%	16%	34%	42%	21%	26%	11%	91%	3%	3%	2%
4-5	23	10	13	4	-	5	13	-	1	1	9	10	6	2	5	22	*	*	-
	1%	1%	1%	1%	-%	1%	1%	-%	*%	*%	1%	1%	1%	*%	1%	1%	*%	*%	-%
				d			d									r			
		42%	58%	19%	-%	24%	57%	-%	4%	6%	40%	43%	29%	8%	20%	97%	1%	2%	-%
6-10	*	*	*	-	-	-	*	-	*	-	-	*	*	-	-	-	*	*	-
	*%	*%	*%	-%	-%	-%	*%	-%	*%	-%	-%	*%	*%	-%	-%	-%	*%	*%	-%
		42%	58%	-%	-%	-%	100%	-%	58%	-%	-%	58%	42%	-%	-%	-%	42%	58%	-%
ANY 'ACTIVE' DIGITAL RADIOS IN THE HOME	1066	527	540	106	112	387	462	56	73	121	342	354	294	219	198	904	93	51	18
	40%	41%	39%	29%	27%	43%	47%	32%	34%	41%	48%	50%	41%	38%	30%	40%	40%	39%	24%
						cd	cd			g	ghi	lmn	n	n		r	r	r	
		49%	51%	10%	10%	36%	43%	5%	7%	11%	32%	33%	28%	21%	19%	85%	9%	5%	2%

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

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QP4 (QP7). You said that you have (NUMBER AT QP5) radios in your home that someone in the household listens to in most weeks. How many of these radios are digital radios? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Mean score	.6	.6	.6	.4	.3	.6	.7	.4	.5	.6	.7	.8	.6	.5	.4	.6	.5	.5	.3
				d		cd	cde			g	g	ghi	lmn	n	n		pr	r	r
Standard deviation	.86	.89	.83	.81	.60	.86	.94	.64	.83	.88	.93	.99	.83	.81	.73	.88	.70	.82	.65
Standard error	.01	.02	.02	.04	.03	.03	.02	.04	.05	.04	.03	.03	.02	.03	.02	.02	.03	.04	.03

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

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QP4 (QP7). You said that you have (NUMBER AT QP5) radios in your home that someone in the household listens to in most weeks. How many of these radios are digital radios? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE)

Base : All respondents

					ENGLAND REGIONS						URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
None	1609	189	165	121	127	145	150	167	74	194	1429	179	919	687	709	900
	60%	55%	46%	55%	65%	61%	61%	74%	66%	65%	62%	50%	59%	62%	55%	64%
		b		b	abc	b	b	abcdefi	abc	abc	k					n
		12%	10%	8%	8%	9%	9%	10%	5%	12%	89%	11%	57%	43%	44%	56%
1	703	85	112	64	45	60	64	44	29	78	586	117	422	280	366	338
	26%	25%	31%	29%	23%	25%	26%	19%	26%	26%	25%	33%	27%	25%	29%	24%
			dg	g								j			o	
		12%	16%	9%	6%	9%	9%	6%	4%	11%	83%	17%	60%	40%	52%	48%
2	258	53	56	21	14	18	25	12	6	22	222	37	160	98	137	122
	10%	15%	16%	10%	7%	8%	10%	5%	5%	7%	10%	10%	10%	9%	11%	9%
		deghi	deghi				gh									
		20%	22%	8%	5%	7%	10%	5%	2%	9%	86%	14%	62%	38%	53%	47%
3	82	13	21	8	8	13	4	1	2	4	60	22	42	40	49	33
	3%	4%	6%	4%	4%	6%	2%	1%	2%	1%	3%	6%	3%	4%	4%	2%
		g	fghi	g	g	fghi						j			o	
		16%	26%	10%	10%	16%	5%	1%	2%	5%	73%	27%	51%	49%	60%	40%
4-5	23	1	6	4	1	1	2	3	1	2	18	4	11	12	17	6
	1%	*%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%
															o	
		5%	26%	19%	6%	6%	8%	13%	3%	11%	81%	19%	48%	52%	74%	26%
6-10	*	-	-	-	-	-	-	-	-	-	-	*	*	*	*	-
	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	*%	*%	*%	*%	-%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	100%	58%	42%	100%	-%

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

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QP4 (QP7). You said that you have (NUMBER AT QP5) radios in your home that someone in the household listens to in most weeks. How many of these radios are digital radios? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE)

Base : All respondents

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING STATUS | | DEPRIVATION LEVEL | |
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
ANY 'ACTIVE' DIGITAL RADIOS IN	1066	152	195	97	68	93	95	59	37	106	886	180	635	430	568	498
THE HOME	40%	45%	54%	45%	35%	39%	39%	26%	34%	35%	38%	50%	41%	38%	45%	36%
		dghi	acdefghi	dghi	g	g	g			g		j			o	
		14%	18%	9%	6%	9%	9%	6%	4%	10%	83%	17%	60%	40%	53%	47%
Mean score	.6	.7	.9	.7	.5	.6	.5	.4	.4	.5	.6	.8	.6	.6	.7	.5
		dghi	acdefghi	ghi	g	gh	g					j			o	
Standard deviation	.86	.90	1.01	.97	.85	.89	.80	.72	.75	.76	.84	.98	.84	.89	.93	.79
Standard error	.01	.06	.06	.06	.05	.05	.05	.05	.05	.05	.02	.03	.02	.02	.02	.02

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

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QP4 (QP7). You said that you have (NUMBER AT QP5) radios in your home that someone in the household listens to in most weeks. How many of these radios are digital radios? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE)

Base : All respondents

		TV PLATFORM/S			
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
None	1609	1485	221	539	251
	60%	59%	56%	57%	53%
		d			
		92%	14%	33%	16%
1	703	683	118	273	141
	26%	27%	30%	29%	30%
		97%	17%	39%	20%
2	258	255	41	105	54
	10%	10%	10%	11%	11%
		99%	16%	41%	21%
3	82	76	14	25	25
	3%	3%	3%	3%	5%
					ac
		93%	17%	31%	31%
4-5	23	20	3	9	4
	1%	1%	1%	1%	1%
		91%	12%	41%	18%
6-10	*	*	-	*	-
	*%	*%	-%	*%	-%
		100%	-%	100%	-%
ANY 'ACTIVE' DIGITAL RADIOS IN THE HOME	1066	1035	175	414	224
	40%	41%	44%	43%	47%
					a
		97%	16%	39%	21%
Mean score	.6	.6	.6	.6	.7
					ac

Columns Tested: a,b,c,d

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QP4 (QP7). You said that you have (NUMBER AT QP5) radios in your home that someone in the household listens to in most weeks. How many of these radios are digital radios? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE)

Base : All respondents

| | | TV PLATFORM/S | | | |
	Total	**ALL TV**	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Standard deviation	.86	.86	.86	.87	.95
Standard error	.01	.01	.04	.02	.04

Columns Tested: a,b,c,d

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QP4 (QP7). You said that you have (NUMBER AT QP5) radios in your home that someone in the household listens to in most weeks. How many of these radios are digital radios? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3166	1546	1620	325	421	962	1457	204	255	347	713	741	962	677	779	1880	427	434	425
Effective Weighted Sample	2156	1043	1115	227	299	659	1019	148	182	249	549	533	673	456	530	1633	282	300	372
Weighted total	2185	1083	1102	246	317	771	852	116	160	255	649	635	588	491	467	1821	195	107	62
		50%	50%	11%	14%	35%	39%	5%	7%	12%	30%	29%	27%	22%	21%	83%	9%	5%	3%
None	1142	570	572	145	209	389	400	63	89	133	309	287	304	276	273	936	103	59	44
	52%	53%	52%	59%	66%	50%	47%	54%	55%	52%	48%	45%	52%	56%	58%	51%	53%	55%	72%
				ef	ef								k	k	kl				opq
		50%	50%	13%	18%	34%	35%	6%	8%	12%	27%	25%	27%	24%	24%	82%	9%	5%	4%
1	683	318	365	67	85	247	285	42	43	75	208	193	199	150	140	565	73	32	13
	31%	29%	33%	27%	27%	32%	33%	36%	27%	29%	32%	30%	34%	31%	30%	31%	37%	30%	22%
							d									r	or	r	
		47%	53%	10%	12%	36%	42%	6%	6%	11%	30%	28%	29%	22%	20%	83%	11%	5%	2%
2	257	136	121	27	20	98	113	9	22	32	95	111	62	43	41	226	16	13	3
	12%	13%	11%	11%	6%	13%	13%	8%	14%	13%	15%	17%	11%	9%	9%	12%	8%	12%	4%
						d	d				g	lmn				pr		r	
		53%	47%	10%	8%	38%	44%	4%	9%	12%	37%	43%	24%	17%	16%	88%	6%	5%	1%
3	81	49	32	4	3	31	43	2	5	13	28	34	17	20	9	74	3	3	2
	4%	5%	3%	2%	1%	4%	5%	2%	3%	5%	4%	5%	3%	4%	2%	4%	1%	3%	3%
		b				d	cd					ln		n		p			
		61%	39%	5%	4%	39%	53%	2%	7%	16%	35%	42%	22%	25%	11%	91%	3%	4%	2%
4-5	21	10	12	4	-	5	12	-	1	1	9	10	5	2	5	21	*	*	-
	1%	1%	1%	2%	-%	1%	1%	-%	1%	1%	1%	2%	1%	*%	1%	1%	*%	*%	-%
				d			d									r			
		45%	55%	20%	-%	26%	54%	-%	4%	7%	43%	46%	24%	9%	22%	97%	1%	2%	-%
6-10	*	*	*	-	-	-	*	-	*	-	-	*	*	-	-	-	*	*	-
	*%	*%	*%	-%	-%	-%	*%	-%	*%	-%	-%	*%	*%	-%	-%	-%	*%	*%	-%
		42%	58%	-%	-%	-%	100%	-%	58%	-%	-%	58%	42%	-%	-%	-%	42%	58%	-%
ANY 'ACTIVE' DIGITAL RADIOS IN THE HOME	1043	513	530	102	107	382	452	53	72	121	340	348	284	216	194	885	91	48	18
	48%	47%	48%	41%	34%	50%	53%	46%	45%	48%	52%	55%	48%	44%	42%	49%	47%	45%	28%
						cd	cd					lmn	n			r	r	r	
		49%	51%	10%	10%	37%	43%	5%	7%	12%	33%	33%	27%	21%	19%	85%	9%	5%	2%

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

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QP4 (QP7). You said that you have (NUMBER AT QP5) radios in your home that someone in the household listens to in most weeks. How many of these radios are digital radios? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Mean score	.7	.7	.7	.6	.4	.7	.8	.6	.7	.7	.8	.9	.7	.6	.6	.7	.6	.6	.4
				d		d	cde			g	g	lmn	n			pr	r	r	
Standard deviation	.90	.93	.86	.92	.65	.89	.96	.71	.90	.91	.94	1.01	.86	.84	.81	.92	.73	.87	.70
Standard error	.02	.02	.02	.05	.03	.03	.03	.05	.06	.05	.04	.04	.03	.03	.03	.02	.04	.04	.03

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

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Base : Those who listen to radio

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
						ENGLAND REGIONS					URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3166	209	229	197	205	231	206	186	206	211	2255	911	1686	1475	1639	1527
Effective Weighted Sample	2156	199	214	188	195	213	195	176	194	200	1776	403	1174	1025	1088	1069
Weighted total	2185	270	320	187	157	180	201	168	88	249	1868	318	1324	859	1099	1086
		12%	15%	9%	7%	8%	9%	8%	4%	11%	85%	15%	61%	39%	50%	50%
None	1142	118	128	94	91	91	110	109	52	144	998	144	700	440	542	600
	52%	44%	40%	50%	58%	51%	55%	65%	59%	58%	53%	45%	53%	51%	49%	55%
				b	ab	b	ab	abcef	ab	ab	k					n
		10%	11%	8%	8%	8%	10%	10%	5%	13%	87%	13%	61%	39%	47%	53%
1	683	85	110	60	43	57	61	43	29	77	571	112	412	271	355	328
	31%	31%	34%	32%	28%	32%	30%	26%	32%	31%	31%	35%	31%	32%	32%	30%
		12%	16%	9%	6%	8%	9%	6%	4%	11%	84%	16%	60%	40%	52%	48%
2	257	53	56	21	14	17	25	12	6	22	221	36	160	97	136	121
	12%	19%	18%	11%	9%	10%	13%	7%	6%	9%	12%	11%	12%	11%	12%	11%
		cdeghi	deghi				h									
		20%	22%	8%	5%	7%	10%	5%	2%	9%	86%	14%	62%	38%	53%	47%
3	81	13	21	8	8	13	3	1	2	4	60	21	41	40	48	33
	4%	5%	7%	4%	5%	7%	1%	1%	2%	2%	3%	6%	3%	5%	4%	3%
		fg	fghi	g	fg	fghi						j				
		17%	26%	10%	10%	16%	3%	1%	2%	5%	75%	25%	50%	50%	59%	41%
4-5	21	1	5	4	1	1	2	3	1	2	17	4	11	10	17	5
	1%	*%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	*%
															o	
		6%	22%	20%	7%	6%	8%	14%	3%	11%	80%	20%	51%	49%	79%	21%
6-10	*	-	-	-	-	-	-	-	-	-	-	*	*	*	*	-
	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	*%	*%	*%	*%	-%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	100%	58%	42%	100%	-%
ANY 'ACTIVE' DIGITAL RADIOS IN THE HOME	1043	152	192	94	66	89	91	59	37	105	869	174	623	419	557	486
	48%	56%	60%	50%	42%	49%	45%	35%	41%	42%	47%	55%	47%	49%	51%	45%
		dfghi	cdefghi	g		g	g					j			o	
		15%	18%	9%	6%	9%	9%	6%	4%	10%	83%	17%	60%	40%	53%	47%

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

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QP4 (QP7). You said that you have (NUMBER AT QP5) radios in your home that someone in the household listens to in most weeks. How many of these radios are digital radios? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE)

Base : Those who listen to radio

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING STATUS | | DEPRIVATION LEVEL | |
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Mean score	.7	.9	1.0	.8	.6	.8	.6	.5	.5	.6	.7	.8	.7	.7	.8	.6
		dfghi	defghi	ghi		ghi						j			o	
Standard deviation	.90	.93	1.01	1.01	.91	.95	.82	.80	.81	.80	.88	1.00	.87	.95	.95	.83
Standard error	.02	.06	.07	.07	.06	.06	.06	.06	.06	.06	.02	.03	.02	.02	.02	.02

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

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Base : Those who listen to radio

	Total	TV PLATFORM/S			
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3166	3028	387	1160	547
Effective Weighted Sample	2156	2061	296	793	375
Weighted total	2185	2085	333	817	410
		95%	15%	37%	19%
None	1142	1074	162	413	193
	52%	51%	48%	51%	47%
		94%	14%	36%	17%
1	683	663	114	265	136
	31%	32%	34%	32%	33%
		97%	17%	39%	20%
2	257	254	41	104	54
	12%	12%	12%	13%	13%
		99%	16%	40%	21%
3	81	75	14	25	25
	4%	4%	4%	3%	6%
					ac
		93%	17%	32%	31%
4-5	21	19	3	9	3
	1%	1%	1%	1%	1%
		90%	13%	44%	14%
6-10	*	*	-	*	-
	*%	*%	-%	*%	-%
		100%	-%	100%	-%
ANY 'ACTIVE' DIGITAL RADIOS IN THE HOME	1043	1011	172	404	218
	48%	49%	52%	49%	53%
		97%	16%	39%	21%
Mean score	.7	.7	.7	.7	.8
					a
Standard deviation	.90	.89	.89	.90	.96
Standard error	.02	.02	.05	.03	.04

Columns Tested: a,b,c,d

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SUMMARY OF DIGITAL RADIO OWNERSHIP IN HOME OR IN VEHICLE

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
None	1609	774	835	256	309	516	527	118	139	178	369	358	422	361	463	1332	140	81	56
	60%	59%	61%	71%	73%	57%	53%	68%	66%	59%	52%	50%	59%	62%	70%	60%	60%	61%	76%
				ef	ef			ij	j	j			k	k	klm				opq
		48%	52%	16%	19%	32%	33%	7%	9%	11%	23%	22%	26%	22%	29%	83%	9%	5%	3%
1	703	331	372	70	89	251	293	45	44	75	211	199	207	153	143	581	74	34	14
	26%	25%	27%	19%	21%	28%	30%	26%	21%	25%	30%	28%	29%	26%	22%	26%	32%	26%	19%
						cd	cd				h	n	n			r	or	r	
		47%	53%	10%	13%	36%	42%	6%	6%	11%	30%	28%	29%	22%	20%	83%	11%	5%	2%
2	258	137	121	28	20	98	113	9	22	32	95	111	63	43	41	226	16	14	3
	10%	11%	9%	8%	5%	11%	11%	5%	11%	11%	13%	16%	9%	7%	6%	10%	7%	10%	4%
						d	cd		g	g	g	lmn	n			pr		r	
		53%	47%	11%	8%	38%	44%	4%	9%	13%	37%	43%	24%	17%	16%	88%	6%	5%	1%
3	82	49	33	4	3	32	43	2	5	13	28	34	17	21	9	75	3	3	2
	3%	4%	2%	1%	1%	4%	4%	1%	2%	4%	4%	5%	2%	4%	1%	3%	1%	2%	2%
		b				cd	cd			g	g	ln		n		p			
		60%	40%	5%	4%	40%	52%	2%	6%	16%	34%	42%	21%	26%	11%	91%	3%	3%	2%
4 or more	23	10	13	4	-	5	13	-	1	1	9	10	7	2	5	22	*	1	-
	1%	1%	1%	1%	-%	1%	1%	-%	*%	*%	1%	1%	1%	*%	1%	1%	*%	*%	-%
				d			d									r			
		42%	58%	19%	-%	24%	57%	-%	4%	6%	40%	43%	29%	8%	20%	96%	2%	2%	-%
ANY 'ACTIVE' DIGITAL RADIOS IN THE HOME	1066	527	540	106	112	387	462	56	73	121	342	354	294	219	198	904	93	51	18
	40%	41%	39%	29%	27%	43%	47%	32%	34%	41%	48%	50%	41%	38%	30%	40%	40%	39%	24%
						cd	cd			g	ghi	lmn	n	n		r	r	r	
		49%	51%	10%	10%	36%	43%	5%	7%	11%	32%	33%	28%	21%	19%	85%	9%	5%	2%

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

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SUMMARY OF DIGITAL RADIO OWNERSHIP IN HOME OR IN VEHICLE

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
LISTEN TO DIGITAL RADIO IN A CAR	882	464	418	100	128	390	264	18	25	82	381	360	244	183	94	753	66	41	22
	33%	36%	30%	28%	31%	43%	27%	10%	12%	27%	54%	51%	34%	32%	14%	34%	28%	31%	30%
		b				cdf				gh	ghi	lmn	n	n					
		53%	47%	11%	15%	44%	30%	2%	3%	9%	43%	41%	28%	21%	11%	85%	8%	5%	3%
ANY DIGITAL RADIOS	1424	724	700	149	186	560	529	64	79	149	500	489	399	297	237	1202	122	65	34
	53%	56%	51%	41%	44%	62%	53%	37%	38%	50%	70%	69%	56%	51%	36%	54%	52%	49%	46%
		b				cdf	cd			gh	ghi	lmn	n	n		r			
		51%	49%	10%	13%	39%	37%	4%	6%	10%	35%	34%	28%	21%	17%	84%	9%	5%	2%

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

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SUMMARY OF DIGITAL RADIO OWNERSHIP IN HOME OR IN VEHICLE

Base : All respondents

	Total	ENGLAND REGIONS LONDON a	SOUTH EAST b	SOUTH WEST c	EAST MIDS d	WEST MIDS e	EAST OF ENG f	YORKS& HUMBER g	NORTH EAST h	NORTH WEST i	URBANITY URBAN j	RURAL k	WORKING STATUS WORKING l	NOT WORKING m	DEPRIVATION LEVEL LOW n	MEDIUM/ HIGH o
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
None	1609	189	165	121	127	145	150	167	74	194	1429	179	919	687	709	900
	60%	55%	46%	55%	65%	61%	61%	74%	66%	65%	62%	50%	59%	62%	55%	64%
		b		b	abc	b	b	abcdefi	abc	abc	k					n
		12%	10%	8%	8%	9%	9%	10%	5%	12%	89%	11%	57%	43%	44%	56%
1	703	85	112	64	45	60	64	44	29	78	586	117	422	280	366	338
	26%	25%	31%	29%	23%	25%	26%	19%	26%	26%	25%	33%	27%	25%	29%	24%
			dg	g								j			o	
		12%	16%	9%	6%	9%	9%	6%	4%	11%	83%	17%	60%	40%	52%	48%
2	258	53	56	21	14	18	25	12	6	22	222	37	160	98	137	122
	10%	15%	16%	10%	7%	8%	10%	5%	5%	7%	10%	10%	10%	9%	11%	9%
		deghi	deghi				gh									
		20%	22%	8%	5%	7%	10%	5%	2%	9%	86%	14%	62%	38%	53%	47%
3	82	13	21	8	8	13	4	1	2	4	60	22	42	40	49	33
	3%	4%	6%	4%	4%	6%	2%	1%	2%	1%	3%	6%	3%	4%	4%	2%
		g	fghi	g	g	fghi						j			o	
		16%	26%	10%	10%	16%	5%	1%	2%	5%	73%	27%	51%	49%	60%	40%
4 or more	23	1	6	4	1	1	2	3	1	2	18	5	11	12	17	6
	1%	*%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%
															o	
		5%	26%	19%	6%	6%	8%	13%	3%	10%	80%	20%	48%	52%	75%	25%
ANY 'ACTIVE' DIGITAL RADIOS IN THE HOME	1066	152	195	97	68	93	95	59	37	106	886	180	635	430	568	498
	40%	45%	54%	45%	35%	39%	39%	26%	34%	35%	38%	50%	41%	38%	45%	36%
		dghi	acdefghi	dghi	g	g	g			g		j			o	
		14%	18%	9%	6%	9%	9%	6%	4%	10%	83%	17%	60%	40%	53%	47%

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

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SUMMARY OF DIGITAL RADIO OWNERSHIP IN HOME OR IN VEHICLE

Base : All respondents

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING STATUS | | DEPRIVATION LEVEL | |
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
LISTEN TO DIGITAL RADIO IN A CAR	882	144	136	71	60	72	75	56	32	107	732	150	637	245	500	382
	33%	42%	38%	32%	31%	30%	30%	25%	29%	36%	32%	42%	41%	22%	39%	27%
		cdefgh	gh							g		j	m		o	
	16%	15%	8%	7%	8%	8%	6%	4%	12%	83%	17%	72%	28%	57%	43%	
ANY DIGITAL RADIOS	1424	207	236	120	94	115	131	93	54	153	1192	231	912	511	755	668
	53%	61%	65%	55%	48%	48%	53%	41%	48%	51%	51%	64%	59%	46%	59%	48%
		deghi	cdefghi	g			g			g		j	m		o	
	15%	17%	8%	7%	8%	9%	7%	4%	11%	84%	16%	64%	36%	53%	47%	

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

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SUMMARY OF DIGITAL RADIO OWNERSHIP IN HOME OR IN VEHICLE

Base : All respondents

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
None	1609	1485	221	539	251
	60%	59%	56%	57%	53%
		d			
		92%	14%	33%	16%
1	703	683	118	273	141
	26%	27%	30%	29%	30%
		97%	17%	39%	20%
2	258	255	41	105	54
	10%	10%	10%	11%	11%
		99%	16%	41%	21%
3	82	76	14	25	25
	3%	3%	3%	3%	5%
					ac
		93%	17%	31%	31%
4 or more	23	21	3	10	4
	1%	1%	1%	1%	1%
		91%	12%	42%	18%
ANY 'ACTIVE' DIGITAL RADIOS IN THE HOME	1066	1035	175	414	224
	40%	41%	44%	43%	47%
					a
		97%	16%	39%	21%
LISTEN TO DIGITAL RADIO IN A CAR	882	860	161	401	185
	33%	34%	41%	42%	39%
			a	a	a
		98%	18%	45%	21%

Columns Tested: a,b,c,d

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SUMMARY OF DIGITAL RADIO OWNERSHIP IN HOME OR IN VEHICLE

Base : All respondents

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
ANY DIGITAL RADIOS	1424	1378	238	596	284
	53%	55%	60%	63%	60%
				a	a
		97%	17%	42%	20%

Columns Tested: a,b,c,d

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

SUMMARY OF DIGITAL RADIO OWNERSHIP IN HOME OR IN VEHICLE

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3166	1546	1620	325	421	962	1457	204	255	347	713	741	962	677	779	1880	427	434	425
Effective Weighted Sample	2156	1043	1115	227	299	659	1019	148	182	249	549	533	673	456	530	1633	282	300	372
Weighted total	2185	1083	1102	246	317	771	852	116	160	255	649	635	588	491	467	1821	195	107	62
		50%	50%	11%	14%	35%	39%	5%	7%	12%	30%	29%	27%	22%	21%	83%	9%	5%	3%
None	1142	570	572	145	209	389	400	63	89	133	309	287	304	276	273	936	103	59	44
	52%	53%	52%	59%	66%	50%	47%	54%	55%	52%	48%	45%	52%	56%	58%	51%	53%	55%	72%
				ef	ef								k	k	kl				opq
		50%	50%	13%	18%	34%	35%	6%	8%	12%	27%	25%	27%	24%	24%	82%	9%	5%	4%
1	683	318	365	67	85	247	285	42	43	75	208	193	199	150	140	565	73	32	13
	31%	29%	33%	27%	27%	32%	33%	36%	27%	29%	32%	30%	34%	31%	30%	31%	37%	30%	22%
							d									r	or	r	
		47%	53%	10%	12%	36%	42%	6%	6%	11%	30%	28%	29%	22%	20%	83%	11%	5%	2%
2	257	136	121	27	20	98	113	9	22	32	95	111	62	43	41	226	16	13	3
	12%	13%	11%	11%	6%	13%	13%	8%	14%	13%	15%	17%	11%	9%	9%	12%	8%	12%	4%
						d	d				g	lmn				pr		r	
		53%	47%	10%	8%	38%	44%	4%	9%	12%	37%	43%	24%	17%	16%	88%	6%	5%	1%
3	81	49	32	4	3	31	43	2	5	13	28	34	17	20	9	74	3	3	2
	4%	5%	3%	2%	1%	4%	5%	2%	3%	5%	4%	5%	3%	4%	2%	4%	1%	3%	3%
		b				d	cd					ln		n		p			
		61%	39%	5%	4%	39%	53%	2%	7%	16%	35%	42%	22%	25%	11%	91%	3%	4%	2%
4 or more	22	10	12	4	-	5	12	-	1	1	9	10	5	2	5	21	*	1	-
	1%	1%	1%	2%	-%	1%	1%	-%	1%	1%	1%	2%	1%	*%	1%	1%	*%	1%	-%
				d			d									r			
		45%	55%	20%	-%	25%	55%	-%	4%	7%	42%	46%	25%	8%	21%	96%	2%	3%	-%
ANY 'ACTIVE' DIGITAL RADIOS IN THE HOME	1043	513	530	102	107	382	452	53	72	121	340	348	284	216	194	885	91	48	18
	48%	47%	48%	41%	34%	50%	53%	46%	45%	48%	52%	55%	48%	44%	42%	49%	47%	45%	28%
						cd	cd					lmn	n			r	r	r	
		49%	51%	10%	10%	37%	43%	5%	7%	12%	33%	33%	27%	21%	19%	85%	9%	5%	2%

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

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SUMMARY OF DIGITAL RADIO OWNERSHIP IN HOME OR IN VEHICLE

Base : Those who listen to radio

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3166	1546	1620	325	421	962	1457	204	255	347	713	741	962	677	779	1880	427	434	425
Effective Weighted Sample	2156	1043	1115	227	299	659	1019	148	182	249	549	533	673	456	530	1633	282	300	372
Weighted total	2185	1083	1102	246	317	771	852	116	160	255	649	635	588	491	467	1821	195	107	62
		50%	50%	11%	14%	35%	39%	5%	7%	12%	30%	29%	27%	22%	21%	83%	9%	5%	3%
LISTEN TO DIGITAL RADIO IN A CAR	882	464	418	100	128	390	264	18	25	82	381	360	244	183	94	753	66	41	22
	40%	43%	38%	40%	41%	51%	31%	15%	15%	32%	59%	57%	41%	37%	20%	41%	34%	38%	36%
		b			f	f	cdf				gh	ghi	lmn	n	n		p		
		53%	47%	11%	15%	44%	30%	2%	3%	9%	43%	41%	28%	21%	11%	85%	8%	5%	3%
ANY DIGITAL RADIOS	1400	710	691	145	182	555	519	61	79	149	497	483	389	293	233	1184	120	62	34
	64%	66%	63%	59%	57%	72%	61%	53%	49%	58%	77%	76%	66%	60%	50%	65%	62%	58%	54%
						cdf					ghi	lmn	mn	n		qr			
		51%	49%	10%	13%	40%	37%	4%	6%	11%	36%	35%	28%	21%	17%	85%	9%	4%	2%

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

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SUMMARY OF DIGITAL RADIO OWNERSHIP IN HOME OR IN VEHICLE

Base : Those who listen to radio

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3166	209	229	197	205	231	206	186	206	211	2255	911	1686	1475	1639	1527
Effective Weighted Sample	2156	199	214	188	195	213	195	176	194	200	1776	403	1174	1025	1088	1069
Weighted total	2185	270	320	187	157	180	201	168	88	249	1868	318	1324	859	1099	1086
		12%	15%	9%	7%	8%	9%	8%	4%	11%	85%	15%	61%	39%	50%	50%
None	1142	118	128	94	91	91	110	109	52	144	998	144	700	440	542	600
	52%	44%	40%	50%	58%	51%	55%	65%	59%	58%	53%	45%	53%	51%	49%	55%
				b	ab	b	ab	abcef	ab	ab	k					n
		10%	11%	8%	8%	8%	10%	10%	5%	13%	87%	13%	61%	39%	47%	53%
1	683	85	110	60	43	57	61	43	29	77	571	112	412	271	355	328
	31%	31%	34%	32%	28%	32%	30%	26%	32%	31%	31%	35%	31%	32%	32%	30%
		12%	16%	9%	6%	8%	9%	6%	4%	11%	84%	16%	60%	40%	52%	48%
2	257	53	56	21	14	17	25	12	6	22	221	36	160	97	136	121
	12%	19%	18%	11%	9%	10%	13%	7%	6%	9%	12%	11%	12%	11%	12%	11%
		cdeghi	deghi				h									
		20%	22%	8%	5%	7%	10%	5%	2%	9%	86%	14%	62%	38%	53%	47%
3	81	13	21	8	8	13	3	1	2	4	60	21	41	40	48	33
	4%	5%	7%	4%	5%	7%	1%	1%	2%	2%	3%	6%	3%	5%	4%	3%
		fg	fghi	g	fg	fghi						j				
		17%	26%	10%	10%	16%	3%	1%	2%	5%	75%	25%	50%	50%	59%	41%
4 or more	22	1	5	4	1	1	2	3	1	2	17	5	11	11	17	5
	1%	*%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	*%
															o	
		6%	22%	20%	7%	6%	8%	14%	3%	11%	79%	21%	51%	49%	79%	21%
ANY 'ACTIVE' DIGITAL RADIOS IN THE HOME	1043	152	192	94	66	89	91	59	37	105	869	174	623	419	557	486
	48%	56%	60%	50%	42%	49%	45%	35%	41%	42%	47%	55%	47%	49%	51%	45%
		dfghi	cdefghi	g		g	g					j			o	
		15%	18%	9%	6%	9%	9%	6%	4%	10%	83%	17%	60%	40%	53%	47%

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

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SUMMARY OF DIGITAL RADIO OWNERSHIP IN HOME OR IN VEHICLE

Base : Those who listen to radio

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3166	209	229	197	205	231	206	186	206	211	2255	911	1686	1475	1639	1527
Effective Weighted Sample	2156	199	214	188	195	213	195	176	194	200	1776	403	1174	1025	1088	1069
Weighted total	2185	270	320	187	157	180	201	168	88	249	1868	318	1324	859	1099	1086
		12%	15%	9%	7%	8%	9%	8%	4%	11%	85%	15%	61%	39%	50%	50%
LISTEN TO DIGITAL RADIO IN A CAR	882	144	136	71	60	72	75	56	32	107	732	150	637	245	500	382
	40%	53%	42%	38%	38%	40%	37%	33%	36%	43%	39%	47%	48%	29%	46%	35%
		bcdefghi										j	m		o	
		16%	15%	8%	7%	8%	8%	6%	4%	12%	83%	17%	72%	28%	57%	43%
ANY DIGITAL RADIOS	1400	207	233	116	93	111	127	92	53	152	1175	225	900	500	743	657
	64%	77%	73%	62%	59%	62%	63%	55%	60%	61%	63%	71%	68%	58%	68%	60%
		cdefghi	cdefghi									j	m		o	
		15%	17%	8%	7%	8%	9%	7%	4%	11%	84%	16%	64%	36%	53%	47%

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

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SUMMARY OF DIGITAL RADIO OWNERSHIP IN HOME OR IN VEHICLE

Base : Those who listen to radio

		TV PLATFORM/S			
	Total	**ALL TV**	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3166	3028	387	1160	547
Effective Weighted Sample	2156	2061	296	793	375
Weighted total	2185	2085	333	817	410
		95%	15%	37%	19%
None	1142	1074	162	413	193
	52%	51%	48%	51%	47%
		94%	14%	36%	17%
1	683	663	114	265	136
	31%	32%	34%	32%	33%
		97%	17%	39%	20%
2	257	254	41	104	54
	12%	12%	12%	13%	13%
		99%	16%	40%	21%
3	81	75	14	25	25
	4%	4%	4%	3%	6%
					ac
		93%	17%	32%	31%
4 or more	22	20	3	10	3
	1%	1%	1%	1%	1%
		90%	13%	45%	13%
ANY 'ACTIVE' DIGITAL RADIOS IN THE HOME	1043	1011	172	404	218
	48%	49%	52%	49%	53%
		97%	16%	39%	21%
LISTEN TO DIGITAL RADIO IN A CAR	882	860	161	401	185
	40%	41%	48%	49%	45%
			a	a	
		98%	18%	45%	21%

Columns Tested: a,b,c,d

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SUMMARY OF DIGITAL RADIO OWNERSHIP IN HOME OR IN VEHICLE

Base : Those who listen to radio

		TV PLATFORM/S			
	Total	**ALL TV**	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3166	3028	387	1160	547
Effective Weighted Sample	2156	2061	296	793	375
Weighted total	2185	2085	333	817	410
		95%	15%	37%	19%
ANY DIGITAL RADIOS	1400	1355	234	587	278
	64%	65%	70%	72%	68%
				a	
		97%	17%	42%	20%

Columns Tested: a,b,c,d

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QP5 (QP1). SHOWCARD During an average week, on how many days do you listen to the radio (including listening at home, in the car, at work, via mobile phone, personal stereo)? (SINGLE CODE)

Base : All respondents

		Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
			MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total		3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample		2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total		2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
			49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
7 days a week	(7.0)	996	499	497	64	124	345	463	49	80	101	289	326	249	223	198	797	96	65	38
		37%	38%	36%	18%	30%	38%	47%	28%	38%	34%	41%	46%	35%	38%	30%	36%	41%	50%	51%
						c	cd	cde		g		gi	lmn	n	n				op	op
			50%	50%	6%	12%	35%	46%	5%	8%	10%	29%	33%	25%	22%	20%	80%	10%	7%	4%
6 days a week	(6.0)	131	68	63	11	17	49	55	9	7	23	42	32	31	46	23	107	15	6	3
		5%	5%	5%	3%	4%	5%	6%	5%	3%	8%	6%	4%	4%	8%	3%	5%	6%	5%	4%
											h				kln					
			52%	48%	8%	13%	37%	42%	7%	6%	18%	32%	24%	24%	35%	17%	82%	11%	5%	2%
5 days a week	(5.0)	293	142	151	34	47	116	95	10	17	36	83	68	78	66	79	245	26	12	10
		11%	11%	11%	9%	11%	13%	10%	6%	8%	12%	12%	10%	11%	11%	12%	11%	11%	9%	13%
							f				g	g								
			48%	52%	12%	16%	40%	33%	3%	6%	12%	29%	23%	26%	23%	27%	84%	9%	4%	3%
3 or 4 days a week	(3.5)	276	145	130	31	43	116	85	17	10	44	100	86	80	60	49	246	18	8	5
		10%	11%	9%	9%	10%	13%	9%	10%	5%	15%	14%	12%	11%	10%	7%	11%	8%	6%	6%
							cf		h		h	h	n	n			qr			
			53%	47%	11%	16%	42%	31%	6%	4%	16%	36%	31%	29%	22%	18%	89%	6%	3%	2%
1 or 2 days a week	(1.5)	290	136	154	58	43	90	99	14	31	28	67	74	89	58	69	254	24	8	3
		11%	10%	11%	16%	10%	10%	10%	8%	15%	10%	9%	10%	12%	10%	10%	11%	10%	6%	5%
					def					gj							qr	qr		
			47%	53%	20%	15%	31%	34%	5%	11%	10%	23%	26%	31%	20%	24%	88%	8%	3%	1%
Less often	(0.5)	200	93	107	48	43	55	55	18	15	22	68	49	62	39	48	172	16	8	3
		7%	7%	8%	13%	10%	6%	6%	10%	7%	7%	10%	7%	9%	7%	7%	8%	7%	6%	5%
					ef	ef											r			
			46%	54%	24%	21%	27%	27%	9%	8%	11%	34%	24%	31%	20%	24%	86%	8%	4%	2%

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

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QP5 (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

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Never/ do not listen to the radio (0.0)	477	210	267	115	100	128	133	57	50	44	58	74	123	86	192	402	38	25	11
	18%	16%	19%	32%	24%	14%	13%	33%	24%	15%	8%	10%	17%	15%	29%	18%	16%	19%	16%
			a	def	ef			hij	ij	j			k	k	klm				
		44%	56%	24%	21%	27%	28%	12%	11%	9%	12%	16%	26%	18%	40%	84%	8%	5%	2%
Don't know	13	8	5	1	4	4	4	-	1	-	3	3	5	3	2	13	-	*	*
	*%	1%	*%	*%	1%	*%	*%	-%	*%	-%	*%	*%	1%	1%	*%	1%	-%	*%	1%
		61%	39%	9%	30%	29%	33%	-%	5%	-%	23%	21%	37%	26%	16%	96%	-%	1%	3%
Mean number of days	4.0	4.2	3.9	2.5	3.5	4.3	4.6	3.1	3.7	4.1	4.5	4.6	3.9	4.3	3.4	3.9	4.3	4.5	4.8
		b			c	cd	cde		g	g	gh	ln	n	ln				o	op
Standard deviation	2.86	2.82	2.89	2.71	2.91	2.72	2.78	3.01	3.03	2.72	2.63	2.70	2.84	2.77	2.97	2.85	2.86	2.94	2.78
Standard error	.05	.07	.06	.12	.12	.08	.07	.17	.17	.14	.09	.09	.08	.10	.09	.06	.13	.13	.12

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

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QP5 (QP1). SHOWCARD During an average week, on how many days do you listen to the radio (including listening at home, in the car, at work, via mobile phone, personal stereo)? (SINGLE CODE)

Base : All respondents

		Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
							ENGLAND REGIONS					URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total		3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample		2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total		2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
			13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
7 days a week	(7.0)	996	41	171	88	61	84	113	75	45	118	808	188	575	419	577	419
		37%	12%	47%	40%	31%	35%	46%	33%	40%	39%	35%	52%	37%	38%	45%	30%
				adeg	ad	a	a	adeg	a	ad	a		j			o	
			4%	17%	9%	6%	8%	11%	8%	5%	12%	81%	19%	58%	42%	58%	42%
6 days a week	(6.0)	131	11	38	7	10	9	5	7	4	17	112	20	86	45	80	51
		5%	3%	11%	3%	5%	4%	2%	3%	3%	6%	5%	5%	6%	4%	6%	4%
				acdefghi		f					f					o	
			8%	29%	5%	8%	7%	4%	5%	3%	13%	85%	15%	66%	34%	61%	39%
5 days a week	(5.0)	293	37	34	18	22	34	15	19	17	49	259	34	199	94	126	166
		11%	11%	9%	8%	11%	14%	6%	8%	15%	16%	11%	9%	13%	8%	10%	12%
						f	cfg			cfg	bcfg			m			
			13%	12%	6%	8%	12%	5%	7%	6%	17%	88%	12%	68%	32%	43%	57%
3 or 4 days a week	(3.5)	276	61	32	25	27	31	25	21	8	16	239	36	195	81	127	149
		10%	18%	9%	11%	14%	13%	10%	9%	7%	5%	10%	10%	13%	7%	10%	11%
			bfghi		i	hi	hi							m			
			22%	12%	9%	10%	11%	9%	8%	3%	6%	87%	13%	71%	29%	46%	54%
1 or 2 days a week	(1.5)	290	57	33	26	25	12	25	28	11	36	264	26	165	125	118	172
		11%	17%	9%	12%	13%	5%	10%	12%	10%	12%	11%	7%	11%	11%	9%	12%
			befh		e	e		e	e	e	e	k					n
			20%	11%	9%	9%	4%	9%	10%	4%	13%	91%	9%	57%	43%	41%	59%
Less often	(0.5)	200	63	13	23	11	9	18	18	4	12	185	14	103	96	71	129
		7%	19%	4%	11%	6%	4%	7%	8%	3%	4%	8%	4%	7%	9%	6%	9%
			bcdefghi		behi			h	beh			k					n
			32%	6%	12%	6%	5%	9%	9%	2%	6%	93%	7%	52%	48%	35%	65%

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

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QP5 (QP1). SHOWCARD During an average week, on how many days do you listen to the radio (including listening at home, in the car, at work, via mobile phone, personal stereo)? (SINGLE CODE)

Base : All respondents

		Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
							ENGLAND REGIONS					URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total		3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample		2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total		2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
			13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Never/ do not listen to the radio	(0.0)	477	71	37	30	34	58	43	55	23	51	435	42	222	254	172	304
		18%	21%	10%	14%	17%	24%	18%	24%	21%	17%	19%	12%	14%	23%	13%	22%
			bc			b	bcdi	b	bci	bc	b	k			l		n
			15%	8%	6%	7%	12%	9%	12%	5%	11%	91%	9%	47%	53%	36%	64%
Don't know		13	-	3	1	4	-	1	3	-	-	13	*	9	4	6	7
		*%	-%	1%	1%	2%	-%	1%	1%	-%	-%	1%	*%	1%	*%	*%	1%
						aehi			e								
			-%	23%	9%	29%	-%	10%	25%	-%	-%	98%	2%	70%	30%	46%	54%
Mean number of days		4.0	2.5	4.9	4.1	3.9	4.0	4.2	3.5	4.2	4.3	3.9	4.9	4.2	3.8	4.6	3.5
				acdefghi	ag	a	a	ag	a	ag	ag		j	m			o
Standard deviation		2.86	2.43	2.58	2.86	2.77	2.87	2.95	2.97	2.89	2.80	2.87	2.64	2.73	3.00	2.75	2.86
Standard error		.05	.15	.16	.19	.17	.16	.19	.19	.18	.18	.05	.08	.06	.07	.06	.06

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 96

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

QP5 (QP1). SHOWCARD During an average week, on how many days do you listen to the radio (including listening at home, in the car, at work, via mobile phone, personal stereo)? (SINGLE CODE)

Base : All respondents

		Total	TV PLATFORM/S			
			ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%			a	b	c	d
Unweighted total		3909	3701	470	1371	635
Effective Weighted Sample		2683	2534	363	930	440
Weighted total		2675	2519	396	953	475
			94%	15%	36%	18%
7 days a week	(7.0)	996	939	155	345	195
		37%	37%	39%	36%	41%
			94%	16%	35%	20%
6 days a week	(6.0)	131	130	26	41	29
		5%	5%	6%	4%	6%
			99%	20%	31%	22%
5 days a week	(5.0)	293	280	50	108	50
		11%	11%	13%	11%	11%
			96%	17%	37%	17%
3 or 4 days a week	(3.5)	276	267	45	132	44
		10%	11%	11%	14%	9%
					ad	
			97%	16%	48%	16%
1 or 2 days a week	(1.5)	290	280	29	112	55
		11%	11%	7%	12%	12%
			b		b	b
			97%	10%	39%	19%
Less often	(0.5)	200	188	29	79	37
		7%	7%	7%	8%	8%
			94%	15%	39%	18%
Never/ do not listen to the radio	(0.0)	477	422	61	128	63
		18%	17%	15%	13%	13%
			c			
			89%	13%	27%	13%

Columns Tested: a,b,c,d

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QP5 (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

		TV PLATFORM/S			
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
Don't know	13	12	2	7	2
	*%	*%	*%	1%	*%
		91%	14%	56%	15%
Mean number of days	4.0	4.1	4.3	4.1	4.3
Standard deviation	2.86	2.83	2.78	2.75	2.79
Standard error	.05	.05	.13	.07	.11

Columns Tested: a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 97

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

QP6A (QP11A). SHOWCARD How often, if at all, do you listen to radio through a - Radio set to listen to an AM station - either at home or on portable radio. (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3166	1546	1620	325	421	962	1457	204	255	347	713	741	962	677	779	1880	427	434	425
Effective Weighted Sample	2156	1043	1115	227	299	659	1019	148	182	249	549	533	673	456	530	1633	282	300	372
Weighted total	2185	1083	1102	246	317	771	852	116	160	255	649	635	588	491	467	1821	195	107	62
		50%	50%	11%	14%	35%	39%	5%	7%	12%	30%	29%	27%	22%	21%	83%	9%	5%	3%
Every day	167	102	64	13	11	48	96	10	19	24	46	51	39	29	47	139	16	7	4
	8%	9%	6%	5%	3%	6%	11%	9%	12%	10%	7%	8%	7%	6%	10%	8%	8%	6%	7%
		b					cde		j						lm				
		61%	39%	8%	6%	29%	57%	6%	11%	15%	28%	30%	24%	18%	28%	84%	10%	4%	3%
At least weekly	281	151	130	32	33	103	114	16	22	44	90	79	66	66	69	248	23	6	5
	13%	14%	12%	13%	10%	13%	13%	14%	14%	17%	14%	12%	11%	13%	15%	14%	12%	6%	8%
																qr	q		
		54%	46%	11%	12%	37%	40%	6%	8%	15%	32%	28%	24%	23%	25%	88%	8%	2%	2%
At least monthly	69	41	28	7	10	26	26	3	9	4	23	14	22	15	18	57	9	1	2
	3%	4%	3%	3%	3%	3%	3%	3%	6%	1%	4%	2%	4%	3%	4%	3%	5%	1%	4%
										i							q		q
		60%	40%	11%	14%	38%	37%	5%	13%	5%	33%	21%	32%	21%	26%	82%	13%	2%	4%
Less than once a month	142	60	82	19	17	50	56	10	6	13	52	43	46	25	28	117	13	4	8
	7%	6%	7%	8%	5%	7%	7%	8%	4%	5%	8%	7%	8%	5%	6%	6%	7%	3%	14%
											h					q			opq
		42%	58%	14%	12%	35%	39%	7%	4%	9%	37%	30%	32%	18%	19%	82%	9%	3%	6%
EVER	660	355	305	72	70	227	291	39	56	84	211	187	174	135	162	561	61	18	20
	30%	33%	28%	29%	22%	29%	34%	33%	35%	33%	33%	29%	30%	27%	35%	31%	31%	17%	33%
		b				d	de								m		q	q	q
		54%	46%	11%	11%	34%	44%	6%	8%	13%	32%	28%	26%	20%	24%	85%	9%	3%	3%
Never	1290	607	683	134	193	455	508	68	93	142	348	380	343	308	257	1064	123	66	36
	59%	56%	62%	54%	61%	59%	60%	59%	58%	56%	54%	60%	58%	63%	55%	58%	63%	62%	59%
			a												n				
		47%	53%	10%	15%	35%	39%	5%	7%	11%	27%	29%	27%	24%	20%	83%	10%	5%	3%

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

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QP6A (QP11A). SHOWCARD How often, if at all, do you listen to radio through a - Radio set to listen to an AM station - either at home or on portable radio. (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K- 15.59K	15.6K- 25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3166	1546	1620	325	421	962	1457	204	255	347	713	741	962	677	779	1880	427	434	425
Effective Weighted Sample	2156	1043	1115	227	299	659	1019	148	182	249	549	533	673	456	530	1633	282	300	372
Weighted total	2185	1083	1102	246	317	771	852	116	160	255	649	635	588	491	467	1821	195	107	62
		50%	50%	11%	14%	35%	39%	5%	7%	12%	30%	29%	27%	22%	21%	83%	9%	5%	3%
Do not have access to device	236	121	115	41	53	89	53	9	12	28	90	67	71	48	48	196	11	23	5
	11%	11%	10%	16%	17%	12%	6%	8%	7%	11%	14%	11%	12%	10%	10%	11%	6%	22%	8%
				f	ef	f					gh					p		opr	
		51%	49%	17%	23%	38%	23%	4%	5%	12%	38%	29%	30%	21%	20%	83%	5%	10%	2%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 97

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

QP6A (QP11A). SHOWCARD How often, if at all, do you listen to radio through a - Radio set to listen to an AM station - either at home or on portable radio. (SINGLE CODE)

Base : Those who listen to radio

	Total		ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3166	209	229	197	205	231	206	186	206	211	2255	911	1686	1475	1639	1527
Effective Weighted Sample	2156	199	214	188	195	213	195	176	194	200	1776	403	1174	1025	1088	1069
Weighted total	2185	270	320	187	157	180	201	168	88	249	1868	318	1324	859	1099	1086
		12%	15%	9%	7%	8%	9%	8%	4%	11%	85%	15%	61%	39%	50%	50%
Every day	167	25	39	7	8	12	11	16	2	19	147	20	91	76	84	82
	8%	9%	12%	4%	5%	6%	6%	10%	2%	8%	8%	6%	7%	9%	8%	8%
		ch	cdefh			h		ch		h						
		15%	23%	4%	5%	7%	7%	10%	1%	12%	88%	12%	54%	45%	51%	49%
At least weekly	281	73	53	15	21	26	7	25	6	22	246	36	174	107	126	156
	13%	27%	17%	8%	13%	14%	4%	15%	6%	9%	13%	11%	13%	12%	11%	14%
		bcdefghi	cfhi		fh	fh		cfh		f						n
		26%	19%	5%	7%	9%	3%	9%	2%	8%	87%	13%	62%	38%	45%	55%
At least monthly	69	20	9	1	4	5	5	2	-	11	64	6	42	27	33	36
	3%	7%	3%	1%	3%	3%	3%	1%	-%	4%	3%	2%	3%	3%	3%	3%
		bcdefgh	h		h	h	h			ch						
		28%	13%	2%	6%	7%	7%	3%	-%	15%	92%	8%	61%	39%	48%	52%
Less than once a month	142	24	20	18	5	16	7	17	1	10	121	22	80	62	79	63
	7%	9%	6%	10%	3%	9%	3%	10%	2%	4%	6%	7%	6%	7%	7%	6%
		dfhi	h	dfhi		dfhi		dfhi								
		17%	14%	13%	4%	11%	5%	12%	1%	7%	85%	15%	56%	44%	56%	44%
EVER	660	141	121	41	39	58	30	60	9	62	577	83	387	272	323	337
	30%	52%	38%	22%	25%	32%	15%	36%	10%	25%	31%	26%	29%	32%	29%	31%
		bcdefghi	cdfhi	h	fh	cfh		cdfhi		fh						
		21%	18%	6%	6%	9%	5%	9%	1%	9%	87%	13%	59%	41%	49%	51%
Never	1290	74	198	127	98	110	149	100	62	147	1073	217	776	512	689	600
	59%	27%	62%	68%	63%	61%	74%	59%	71%	59%	57%	68%	59%	60%	63%	55%
			a	a	a	a	abdegi	a	aegi	a		j				o
		6%	15%	10%	8%	9%	12%	8%	5%	11%	83%	17%	60%	40%	53%	47%

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

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QP6A (QP11A). SHOWCARD How often, if at all, do you listen to radio through a - Radio set to listen to an AM station - either at home or on portable radio. (SINGLE CODE)

Base : Those who listen to radio

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING STATUS | | DEPRIVATION LEVEL | |
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3166	209	229	197	205	231	206	186	206	211	2255	911	1686	1475	1639	1527
Effective Weighted Sample	2156	199	214	188	195	213	195	176	194	200	1776	403	1174	1025	1088	1069
Weighted total	2185	270	320	187	157	180	201	168	88	249	1868	318	1324	859	1099	1086
		12%	15%	9%	7%	8%	9%	8%	4%	11%	85%	15%	61%	39%	50%	50%
Do not have access to device	236	54	2	19	20	12	23	8	17	41	218	18	160	75	87	149
	11%	20%	1%	10%	13%	7%	11%	5%	19%	16%	12%	6%	12%	9%	8%	14%
		bcefg		bg	beg	b	bg	b	bcefg	beg	k		m			n
		23%	1%	8%	9%	5%	10%	3%	7%	17%	92%	8%	68%	32%	37%	63%

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

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.
QP6A (QP11A). SHOWCARD How often, if at all, do you listen to radio through a - Radio set to listen to an AM station - either at home or on portable radio. (SINGLE CODE)

Base : Those who listen to radio

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3166	3028	387	1160	547
Effective Weighted Sample	2156	2061	296	793	375
Weighted total	2185	2085	333	817	410
		95%	15%	37%	19%
Every day	167	159	26	47	35
	8%	8%	8%	6%	8%
		95%	16%	28%	21%
At least weekly	281	273	38	113	51
	13%	13%	11%	14%	12%
		97%	14%	40%	18%
At least monthly	69	67	9	22	14
	3%	3%	3%	3%	4%
		97%	13%	32%	21%
Less than once a month	142	133	23	57	32
	7%	6%	7%	7%	8%
		94%	16%	40%	22%
EVER	660	633	96	239	131
	30%	30%	29%	29%	32%
		96%	15%	36%	20%
Never	1290	1227	208	484	230
	59%	59%	62%	59%	56%
		95%	16%	37%	18%
Do not have access to device	236	225	29	95	49
	11%	11%	9%	12%	12%
		96%	12%	40%	21%

Columns Tested: a,b,c,d

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

QP6B (QP11B). SHOWCARD How often, if at all, do you listen to radio through a - Radio set to listen to an FM station - either at home or on portable radio. (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3166	1546	1620	325	421	962	1457	204	255	347	713	741	962	677	779	1880	427	434	425
Effective Weighted Sample	2156	1043	1115	227	299	659	1019	148	182	249	549	533	673	456	530	1633	282	300	372
Weighted total	2185	1083	1102	246	317	771	852	116	160	255	649	635	588	491	467	1821	195	107	62
		50%	50%	11%	14%	35%	39%	5%	7%	12%	30%	29%	27%	22%	21%	83%	9%	5%	3%
Every day	617	313	304	36	60	201	320	35	57	73	174	189	149	137	143	498	57	41	21
	28%	29%	28%	15%	19%	26%	38%	30%	35%	29%	27%	30%	25%	28%	31%	27%	29%	39%	34%
						cd	cde		j						l			op	o
		51%	49%	6%	10%	33%	52%	6%	9%	12%	28%	31%	24%	22%	23%	81%	9%	7%	3%
At least weekly	550	267	283	53	78	205	215	30	35	73	161	150	148	127	126	477	45	18	11
	25%	25%	26%	21%	25%	27%	25%	26%	22%	29%	25%	24%	25%	26%	27%	26%	23%	17%	17%
																qr			
		49%	51%	10%	14%	37%	39%	5%	6%	13%	29%	27%	27%	23%	23%	87%	8%	3%	2%
At least monthly	103	62	41	16	14	33	39	6	8	15	32	26	32	18	27	87	12	1	3
	5%	6%	4%	6%	5%	4%	5%	5%	5%	6%	5%	4%	5%	4%	6%	5%	6%	1%	5%
		b														q	q		q
		61%	39%	16%	14%	32%	38%	6%	8%	14%	31%	25%	31%	18%	26%	85%	11%	1%	3%
Less than once a month	141	60	81	22	21	45	52	18	11	13	33	40	37	28	34	116	12	5	8
	6%	6%	7%	9%	7%	6%	6%	15%	7%	5%	5%	6%	6%	6%	7%	6%	6%	5%	13%
								hij											opq
		43%	57%	16%	15%	32%	37%	13%	8%	9%	23%	29%	26%	20%	24%	82%	8%	3%	6%
EVER	1411	702	709	127	173	484	626	89	111	174	400	404	365	310	329	1178	125	65	42
	65%	65%	64%	52%	55%	63%	74%	76%	69%	68%	62%	64%	62%	63%	71%	65%	64%	61%	68%
						cd	cde	j							klm				q
		50%	50%	9%	12%	34%	44%	6%	8%	12%	28%	29%	26%	22%	23%	83%	9%	5%	3%
Never	545	260	285	80	88	195	182	19	38	56	157	162	154	135	93	452	58	21	15
	25%	24%	26%	32%	28%	25%	21%	16%	24%	22%	24%	25%	26%	28%	20%	25%	30%	19%	24%
				ef	f						g	n	n	n		q	q		
		48%	52%	15%	16%	36%	33%	3%	7%	10%	29%	30%	28%	25%	17%	83%	11%	4%	3%

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

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QP6B (QP11B). SHOWCARD How often, if at all, do you listen to radio through a - Radio set to listen to an FM station - either at home or on portable radio. (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3166	1546	1620	325	421	962	1457	204	255	347	713	741	962	677	779	1880	427	434	425
Effective Weighted Sample	2156	1043	1115	227	299	659	1019	148	182	249	549	533	673	456	530	1633	282	300	372
Weighted total	2185	1083	1102	246	317	771	852	116	160	255	649	635	588	491	467	1821	195	107	62
		50%	50%	11%	14%	35%	39%	5%	7%	12%	30%	29%	27%	22%	21%	83%	9%	5%	3%
Do not have access to device	229	121	108	39	55	92	43	9	11	25	93	69	69	46	45	192	11	21	5
	11%	11%	10%	16%	18%	12%	5%	8%	7%	10%	14%	11%	12%	9%	10%	11%	6%	20%	8%
				f	ef	f					gh						p	opr	
		53%	47%	17%	24%	40%	19%	4%	5%	11%	41%	30%	30%	20%	19%	84%	5%	9%	2%

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

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

QP6B (QP11B). SHOWCARD How often, if at all, do you listen to radio through a - Radio set to listen to an FM station - either at home or on portable radio. (SINGLE CODE)

Base : Those who listen to radio

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3166	209	229	197	205	231	206	186	206	211	2255	911	1686	1475	1639	1527
Effective Weighted Sample	2156	199	214	188	195	213	195	176	194	200	1776	403	1174	1025	1088	1069
Weighted total	2185	270	320	187	157	180	201	168	88	249	1868	318	1324	859	1099	1086
		12%	15%	9%	7%	8%	9%	8%	4%	11%	85%	15%	61%	39%	50%	50%
Every day	617	41	140	59	36	41	56	36	12	77	503	114	321	295	338	279
	28%	15%	44%	32%	23%	23%	28%	22%	13%	31%	27%	36%	24%	34%	31%	26%
			acdefghi	aegh	ah	ah	ah	h		agh		j		l	o	
		7%	23%	10%	6%	7%	9%	6%	2%	12%	81%	19%	52%	48%	55%	45%
At least weekly	550	90	78	40	42	58	36	60	19	55	474	77	343	207	271	279
	25%	33%	24%	21%	27%	32%	18%	36%	21%	22%	25%	24%	26%	24%	25%	26%
		bcfhi			f	cfhi		bcfhi								
		16%	14%	7%	8%	11%	7%	11%	3%	10%	86%	14%	62%	38%	49%	51%
At least monthly	103	24	15	6	10	7	5	7	*	14	91	11	68	35	48	55
	5%	9%	5%	3%	7%	4%	2%	4%	*%	5%	5%	4%	5%	4%	4%	5%
		cefh	h	h	fh	h		h		h						
		23%	14%	6%	10%	7%	4%	7%	*%	13%	89%	11%	66%	34%	47%	53%
Less than once a month	141	21	19	7	5	19	11	14	4	15	124	17	70	70	67	73
	6%	8%	6%	4%	3%	10%	6%	9%	5%	6%	7%	5%	5%	8%	6%	7%
						cdh		d						l		
		15%	13%	5%	4%	13%	8%	10%	3%	10%	88%	12%	50%	50%	48%	52%
EVER	1411	175	252	113	94	125	108	117	35	159	1191	219	802	607	725	686
	65%	65%	79%	60%	60%	69%	54%	70%	40%	64%	64%	69%	61%	71%	66%	63%
		fh	acdefhi	h	h	dfh	h	dfh		fh		j		l		
		12%	18%	8%	7%	9%	8%	8%	2%	11%	84%	16%	57%	43%	51%	49%
Never	545	34	67	56	48	44	72	45	36	51	460	85	362	182	294	251
	25%	12%	21%	30%	31%	24%	36%	27%	41%	20%	25%	27%	27%	21%	27%	23%
			a	abi	abi	a	abei	a	abcdegi	a			m		o	
		6%	12%	10%	9%	8%	13%	8%	7%	9%	84%	16%	66%	33%	54%	46%

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

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QP6B (QP11B). SHOWCARD How often, if at all, do you listen to radio through a - Radio set to listen to an FM station - either at home or on portable radio. (SINGLE CODE)

Base : Those who listen to radio

					ENGLAND REGIONS						URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3166	209	229	197	205	231	206	186	206	211	2255	911	1686	1475	1639	1527
Effective Weighted Sample	2156	199	214	188	195	213	195	176	194	200	1776	403	1174	1025	1088	1069
Weighted total	2185	270	320	187	157	180	201	168	88	249	1868	318	1324	859	1099	1086
		12%	15%	9%	7%	8%	9%	8%	4%	11%	85%	15%	61%	39%	50%	50%
Do not have access to device	229	61	2	18	15	12	21	6	17	39	217	13	159	70	80	150
	11%	23%	1%	10%	10%	6%	10%	3%	19%	16%	12%	4%	12%	8%	7%	14%
		bcdefg		bg	bg	b	bg		bcdefg	beg	k		m			n
		27%	1%	8%	7%	5%	9%	2%	7%	17%	94%	6%	69%	31%	35%	65%

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

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QP6B (QP11B). SHOWCARD How often, if at all, do you listen to radio through a - Radio set to listen to an FM station - either at home or on portable radio. (SINGLE CODE)

Base : Those who listen to radio

| | | TV PLATFORM/S | | | |
| | Total | **ALL TV** | **CABLE** | **SATE-LLITE** | **HYBRID IPTV** |
Significance Level: 95%		a	b	c	d
Unweighted total	3166	3028	387	1160	547
Effective Weighted Sample	2156	2061	296	793	375
Weighted total	2185	2085	333	817	410
		95%	15%	37%	19%
Every day	617	580	100	173	123
	28%	28%	30%	21%	30%
		c	c		c
		94%	16%	28%	20%
At least weekly	550	534	72	235	90
	25%	26%	21%	29%	22%
				bd	
		97%	13%	43%	16%
At least monthly	103	99	12	38	19
	5%	5%	4%	5%	5%
		96%	12%	37%	19%
Less than once a month	141	136	27	56	34
	6%	7%	8%	7%	8%
		96%	19%	40%	25%
EVER	1411	1349	211	502	267
	65%	65%	63%	61%	65%
		96%	15%	36%	19%
Never	545	517	91	221	98
	25%	25%	27%	27%	24%
		95%	17%	41%	18%
Do not have access to device	229	219	32	93	46
	11%	11%	9%	11%	11%
		95%	14%	41%	20%

Columns Tested: a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 99

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

QP6C (QP11C). SHOWCARD How often, if at all, do you listen to radio through a - Mobile phone. (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3166	1546	1620	325	421	962	1457	204	255	347	713	741	962	677	779	1880	427	434	425
Effective Weighted Sample	2156	1043	1115	227	299	659	1019	148	182	249	549	533	673	456	530	1633	282	300	372
Weighted total	2185	1083	1102	246	317	771	852	116	160	255	649	635	588	491	467	1821	195	107	62
		50%	50%	11%	14%	35%	39%	5%	7%	12%	30%	29%	27%	22%	21%	83%	9%	5%	3%
Every day	74	43	31	13	16	26	19	6	6	7	28	24	19	15	16	62	8	2	1
	3%	4%	3%	5%	5%	3%	2%	5%	4%	3%	4%	4%	3%	3%	3%	3%	4%	2%	2%
				f	f														
		58%	42%	17%	22%	36%	25%	8%	9%	9%	39%	33%	26%	20%	22%	84%	11%	3%	2%
At least weekly	202	108	94	47	51	72	33	12	18	21	86	67	62	37	36	169	24	6	3
	9%	10%	9%	19%	16%	9%	4%	10%	11%	8%	13%	11%	11%	7%	8%	9%	12%	5%	6%
				ef	ef	f					i					qr	qr		
		53%	47%	23%	25%	35%	16%	6%	9%	11%	43%	33%	31%	18%	18%	84%	12%	3%	2%
At least monthly	74	42	32	17	17	29	12	4	3	7	26	24	21	14	15	58	10	3	2
	3%	4%	3%	7%	5%	4%	1%	3%	2%	3%	4%	4%	4%	3%	3%	3%	5%	3%	4%
				f	f	f													
		57%	43%	22%	23%	39%	16%	5%	5%	10%	35%	33%	28%	19%	20%	78%	14%	4%	3%
Less than once a month	125	66	59	24	21	53	28	7	8	13	42	42	29	33	21	108	12	2	3
	6%	6%	5%	10%	7%	7%	3%	6%	5%	5%	6%	7%	5%	7%	4%	6%	6%	2%	5%
				f	f	f										q	q		q
		53%	47%	19%	17%	43%	22%	6%	6%	10%	34%	34%	23%	26%	17%	86%	10%	2%	3%
EVER	475	259	216	100	105	180	90	29	35	48	183	158	131	98	88	397	54	14	10
	22%	24%	20%	41%	33%	23%	11%	25%	22%	19%	28%	25%	22%	20%	19%	22%	28%	13%	17%
		b		ef	ef	f					i	n				qr	oqr		
		54%	46%	21%	22%	38%	19%	6%	7%	10%	38%	33%	28%	21%	19%	84%	11%	3%	2%
Never	1623	782	841	141	205	576	701	76	116	193	456	459	440	375	345	1350	136	87	50
	74%	72%	76%	57%	65%	75%	82%	65%	72%	76%	70%	72%	75%	76%	74%	74%	70%	82%	81%
			a			cd	cde			g								op	op
		48%	52%	9%	13%	35%	43%	5%	7%	12%	28%	28%	27%	23%	21%	83%	8%	5%	3%

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

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QP6C (QP11C). SHOWCARD How often, if at all, do you listen to radio through a - Mobile phone. (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K- 15.59K	15.6K- 25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3166	1546	1620	325	421	962	1457	204	255	347	713	741	962	677	779	1880	427	434	425
Effective Weighted Sample	2156	1043	1115	227	299	659	1019	148	182	249	549	533	673	456	530	1633	282	300	372
Weighted total	2185	1083	1102	246	317	771	852	116	160	255	649	635	588	491	467	1821	195	107	62
		50%	50%	11%	14%	35%	39%	5%	7%	12%	30%	29%	27%	22%	21%	83%	9%	5%	3%
Do not have access to device	87	43	45	5	7	15	60	11	10	14	11	18	18	19	33	75	5	6	1
	4%	4%	4%	2%	2%	2%	7%	10%	6%	5%	2%	3%	3%	4%	7%	4%	3%	6%	2%
							cde	j	j	j					klm			r	
		49%	51%	6%	8%	17%	69%	13%	11%	16%	12%	20%	20%	21%	38%	86%	6%	7%	2%

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

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

QP6C (QP11C). SHOWCARD How often, if at all, do you listen to radio through a - Mobile phone. (SINGLE CODE)

Base : Those who listen to radio

					ENGLAND REGIONS						URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3166	209	229	197	205	231	206	186	206	211	2255	911	1686	1475	1639	1527
Effective Weighted Sample	2156	199	214	188	195	213	195	176	194	200	1776	403	1174	1025	1088	1069
Weighted total	2185	270	320	187	157	180	201	168	88	249	1868	318	1324	859	1099	1086
		12%	15%	9%	7%	8%	9%	8%	4%	11%	85%	15%	61%	39%	50%	50%
Every day	74	7	10	5	10	6	8	4	1	11	63	11	52	22	36	38
	3%	3%	3%	3%	6%	3%	4%	2%	1%	5%	3%	3%	4%	3%	3%	3%
					h		h			h						
		9%	14%	7%	13%	8%	11%	5%	1%	16%	86%	14%	70%	30%	49%	51%
At least weekly	202	23	40	12	18	12	20	15	13	17	169	33	139	63	98	104
	9%	8%	12%	7%	11%	7%	10%	9%	14%	7%	9%	10%	10%	7%	9%	10%
			ce						cei				m			
		11%	20%	6%	9%	6%	10%	7%	6%	9%	84%	16%	69%	31%	49%	51%
At least monthly	74	10	11	5	7	1	8	4	4	10	62	12	54	19	41	33
	3%	4%	3%	2%	4%	*%	4%	2%	5%	4%	3%	4%	4%	2%	4%	3%
		e	e		e		e		e	e			m			
		13%	15%	6%	9%	1%	10%	5%	5%	13%	83%	17%	73%	26%	55%	45%
Less than once a month	125	17	18	11	10	14	5	11	2	20	108	17	87	38	64	61
	6%	6%	6%	6%	6%	8%	3%	7%	2%	8%	6%	5%	7%	4%	6%	6%
					h	fh		h		fh			m			
		14%	14%	8%	8%	11%	4%	9%	2%	16%	87%	13%	69%	31%	52%	48%
EVER	475	56	79	33	45	32	41	33	19	59	402	73	331	143	240	235
	22%	21%	25%	17%	28%	18%	20%	20%	22%	24%	22%	23%	25%	17%	22%	22%
					ce								m			
		12%	17%	7%	9%	7%	9%	7%	4%	12%	85%	15%	70%	30%	51%	49%
Never	1623	197	236	143	107	144	152	126	65	179	1392	231	970	651	820	803
	74%	73%	74%	76%	68%	80%	76%	75%	73%	72%	75%	73%	73%	76%	75%	74%
						d										
		12%	15%	9%	7%	9%	9%	8%	4%	11%	86%	14%	60%	40%	51%	49%

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

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QP6C (QP11C). SHOWCARD How often, if at all, do you listen to radio through a - Mobile phone. (SINGLE CODE)

Base : Those who listen to radio

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
						ENGLAND REGIONS					URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3166	209	229	197	205	231	206	186	206	211	2255	911	1686	1475	1639	1527
Effective Weighted Sample	2156	199	214	188	195	213	195	176	194	200	1776	403	1174	1025	1088	1069
Weighted total	2185	270	320	187	157	180	201	168	88	249	1868	318	1324	859	1099	1086
		12%	15%	9%	7%	8%	9%	8%	4%	11%	85%	15%	61%	39%	50%	50%
Do not have access to device	87	16	6	12	5	4	8	9	4	11	74	14	23	65	39	48
	4%	6%	2%	6%	3%	2%	4%	5%	5%	5%	4%	4%	2%	8%	4%	4%
		be		be										l		
		19%	6%	14%	6%	4%	9%	10%	5%	13%	84%	16%	26%	74%	45%	55%

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

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.
QP6C (QP11C). SHOWCARD How often, if at all, do you listen to radio through a - Mobile phone. (SINGLE CODE)

Base : Those who listen to radio

		TV PLATFORM/S			
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3166	3028	387	1160	547
Effective Weighted Sample	2156	2061	296	793	375
Weighted total	2185	2085	333	817	410
		95%	15%	37%	19%
Every day	74	69	14	19	20
	3%	3%	4%	2%	5%
					c
		94%	19%	26%	27%
At least weekly	202	192	25	90	45
	9%	9%	7%	11%	11%
		95%	12%	45%	22%
At least monthly	74	68	8	27	17
	3%	3%	3%	3%	4%
		93%	11%	36%	23%
Less than once a month	125	118	26	53	22
	6%	6%	8%	6%	5%
		94%	21%	42%	17%
EVER	475	447	73	189	102
	22%	21%	22%	23%	25%
		94%	15%	40%	22%
Never	1623	1555	250	611	301
	74%	75%	75%	75%	73%
		96%	15%	38%	19%
Do not have access to device	87	83	11	18	7
	4%	4%	3%	2%	2%
		cd			
		95%	12%	20%	8%

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QP6D (QP11D). SHOWCARD How often, if at all, do you listen to radio through - TV. (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K- 15.59K	15.6K- 25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3166	1546	1620	325	421	962	1457	204	255	347	713	741	962	677	779	1880	427	434	425
Effective Weighted Sample	2156	1043	1115	227	299	659	1019	148	182	249	549	533	673	456	530	1633	282	300	372
Weighted total	2185	1083	1102	246	317	771	852	116	160	255	649	635	588	491	467	1821	195	107	62
		50%	50%	11%	14%	35%	39%	5%	7%	12%	30%	29%	27%	22%	21%	83%	9%	5%	3%
Every day	62	32	30	2	7	19	35	6	10	5	16	23	10	15	14	50	6	4	2
	3%	3%	3%	1%	2%	2%	4% c	5%	6% ij	2%	2%	4% l	2%	3%	3%	3%	3%	4%	3%
		51%	49%	3%	11%	30%	56%	10%	17%	8%	26%	37%	16%	25%	22%	81%	9%	6%	3%
At least weekly	200	100	100	19	25	77	78	7	13	33	55	49	59	43	49	164	21	7	8
	9%	9%	9%	8%	8%	10%	9%	6%	8%	13% gj	8%	8%	10%	9%	11%	9%	11%	7%	13% oq
		50%	50%	10%	13%	39%	39%	4%	6%	17%	28%	24%	30%	21%	25%	82%	10%	4%	4%
At least monthly	111	55	56	12	14	46	39	5	10	10	45	28	37	26	19	90	16	3	3
	5%	5%	5%	5%	5%	6%	5%	4%	6%	4%	7%	4%	6%	5%	4%	5%	8% oqr	3%	4%
		50%	50%	11%	13%	41%	35%	4%	9%	9%	40%	25%	33%	23%	17%	81%	14%	3%	2%
Less than once a month	219	117	103	27	27	84	81	14	16	27	64	74	59	53	33	191	18	5	5
	10%	11%	9%	11%	9%	11%	9%	12%	10%	11%	10%	12% n	10%	11% n	7%	10% q	9%	5%	8%
		53%	47%	12%	12%	38%	37%	6%	7%	12%	29%	34%	27%	24%	15%	87%	8%	2%	2%
EVER	592	304	288	60	74	225	233	32	49	75	179	173	165	137	114	495	60	20	17
	27%	28%	26%	25%	23%	29%	27%	28%	31%	29%	28%	27%	28%	28%	25%	27% q	31% q	18%	28% q
		51%	49%	10%	12%	38%	39%	5%	8%	13%	30%	29%	28%	23%	19%	84%	10%	3%	3%
Never	1544	755	790	179	236	533	597	81	110	174	457	447	411	345	339	1283	133	84	44
	71%	70%	72%	73%	74%	69%	70%	69%	69%	69%	70%	70%	70%	70%	73%	70%	69%	79% opr	70%
		49%	51%	12%	15%	35%	39%	5%	7%	11%	30%	29%	27%	22%	22%	83%	9%	5%	3%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QP6D (QP11D). SHOWCARD How often, if at all, do you listen to radio through - TV. (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3166	1546	1620	325	421	962	1457	204	255	347	713	741	962	677	779	1880	427	434	425
Effective Weighted Sample	2156	1043	1115	227	299	659	1019	148	182	249	549	533	673	456	530	1633	282	300	372
Weighted total	2185	1083	1102	246	317	771	852	116	160	255	649	635	588	491	467	1821	195	107	62
		50%	50%	11%	14%	35%	39%	5%	7%	12%	30%	29%	27%	22%	21%	83%	9%	5%	3%
Do not have access to device	49	24	25	7	7	12	22	3	1	6	13	14	12	9	13	44	1	3	1
	2%	2%	2%	3%	2%	2%	3%	3%	1%	2%	2%	2%	2%	2%	3%	2%	1%	3% p	1%
		50%	50%	14%	15%	25%	46%	7%	3%	11%	26%	29%	25%	19%	27%	89%	3%	6%	2%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QP6D (QP11D). SHOWCARD How often, if at all, do you listen to radio through - TV. (SINGLE CODE)

Base : Those who listen to radio

	Total	\<br\>LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3166	209	229	197	205	231	206	186	206	211	2255	911	1686	1475	1639	1527
Effective Weighted Sample	2156	199	214	188	195	213	195	176	194	200	1776	403	1174	1025	1088	1069
Weighted total	2185	270	320	187	157	180	201	168	88	249	1868	318	1324	859	1099	1086
		12%	15%	9%	7%	8%	9%	8%	4%	11%	85%	15%	61%	39%	50%	50%
Every day	62	4	8	5	5	5	4	2	4	13	48	14	31	31	35	27
	3%	1%	2%	3%	3%	3%	2%	1%	5%	5%	3%	4%	2%	4%	3%	2%
										a						
		6%	12%	8%	9%	9%	6%	4%	7%	20%	78%	22%	50%	50%	57%	43%
At least weekly	200	11	27	17	21	8	23	16	15	26	163	37	120	80	103	96
	9%	4%	8%	9%	13%	5%	11%	10%	17%	11%	9%	12%	9%	9%	9%	9%
				a	ae		ae	ae	abce	ae						
		6%	13%	9%	10%	4%	11%	8%	7%	13%	82%	18%	60%	40%	52%	48%
At least monthly	111	12	17	9	10	7	8	1	11	14	87	24	68	43	64	47
	5%	4%	5%	5%	6%	4%	4%	1%	13%	6%	5%	7%	5%	5%	6%	4%
		g	g	g	g				abcdefgi	g		j				
		11%	15%	8%	9%	6%	7%	1%	10%	13%	79%	21%	61%	39%	58%	42%
Less than once a month	219	15	31	21	16	35	20	17	9	29	183	37	144	76	127	93
	10%	6%	10%	11%	10%	19%	10%	10%	10%	12%	10%	12%	11%	9%	12%	9%
						abcdfghi				a					o	
		7%	14%	9%	7%	16%	9%	8%	4%	13%	83%	17%	66%	34%	58%	42%
EVER	592	42	83	52	52	55	55	37	39	82	481	111	363	229	330	262
	27%	16%	26%	28%	33%	31%	27%	22%	44%	33%	26%	35%	27%	27%	30%	24%
			a	a	ag	a	a		abcdefgi	ag		j			o	
		7%	14%	9%	9%	9%	9%	6%	7%	14%	81%	19%	61%	39%	56%	44%
Never	1544	214	231	131	105	123	139	127	48	164	1341	203	934	609	747	797
	71%	79%	72%	70%	67%	68%	69%	75%	55%	66%	72%	64%	71%	71%	68%	73%
		cdefhi	h	h	h	h	h	hi		h	k					n
		14%	15%	9%	7%	8%	9%	8%	3%	11%	87%	13%	60%	39%	48%	52%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QP6D (QP11D). SHOWCARD How often, if at all, do you listen to radio through - TV. (SINGLE CODE)

Base : Those who listen to radio

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3166	209	229	197	205	231	206	186	206	211	2255	911	1686	1475	1639	1527
Effective Weighted Sample	2156	199	214	188	195	213	195	176	194	200	1776	403	1174	1025	1088	1069
Weighted total	2185	270	320	187	157	180	201	168	88	249	1868	318	1324	859	1099	1086
		12%	15%	9%	7%	8%	9%	8%	4%	11%	85%	15%	61%	39%	50%	50%
Do not have access to device	49	14	6	4	*	2	7	4	1	3	45	4	27	22	22	27
	2%	5%	2%	2%	*%	1%	4%	3%	1%	1%	2%	1%	2%	3%	2%	2%
		dehi					d									
		29%	13%	9%	1%	5%	15%	9%	2%	7%	92%	8%	56%	44%	45%	55%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 100

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QP6D (QP11D). SHOWCARD How often, if at all, do you listen to radio through - TV. (SINGLE CODE)

Base : Those who listen to radio

	Total	TV PLATFORM/S			
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3166	3028	387	1160	547
Effective Weighted Sample	2156	2061	296	793	375
Weighted total	2185	2085	333	817	410
		95%	15%	37%	19%
Every day	62	60	10	17	9
	3%	3%	3%	2%	2%
		97%	17%	28%	15%
At least weekly	200	197	30	78	39
	9%	9%	9%	10%	10%
		99%	15%	39%	20%
At least monthly	111	108	15	51	28
	5%	5%	4%	6%	7%
		97%	13%	46%	25%
Less than once a month	219	218	33	95	36
	10%	10%	10%	12%	9%
		99%	15%	43%	16%
EVER	592	583	88	241	113
	27%	28%	26%	29%	27%
		99%	15%	41%	19%
Never	1544	1470	243	566	294
	71%	71%	73%	69%	72%
		95%	16%	37%	19%
Do not have access to device	49	32	2	10	4
	2%	2%	1%	1%	1%
		65%	4%	21%	8%

Columns Tested: a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 101

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QP6E (QP11E). SHOWCARD How often, if at all, do you listen to radio through - The internet. (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3166	1546	1620	325	421	962	1457	204	255	347	713	741	962	677	779	1880	427	434	425
Effective Weighted Sample	2156	1043	1115	227	299	659	1019	148	182	249	549	533	673	456	530	1633	282	300	372
Weighted total	2185	1083	1102	246	317	771	852	116	160	255	649	635	588	491	467	1821	195	107	62
		50%	50%	11%	14%	35%	39%	5%	7%	12%	30%	29%	27%	22%	21%	83%	9%	5%	3%
Every day	81	39	42	5	20	30	26	3	4	13	33	30	27	13	12	71	6	3	2
	4%	4%	4%	2%	6%	4%	3%	2%	2%	5%	5%	5%	5%	3%	2%	4%	3%	3%	3%
					cf							n							
		48%	52%	6%	24%	37%	32%	3%	5%	16%	40%	37%	33%	16%	14%	87%	7%	4%	2%
At least weekly	230	125	105	41	37	91	62	8	13	22	89	97	62	35	35	197	23	5	5
	11%	12%	9%	17%	12%	12%	7%	7%	8%	9%	14%	15%	11%	7%	8%	11%	12%	5%	8%
				f	f	f					ghi	lmn				q	q		
		55%	45%	18%	16%	39%	27%	4%	5%	9%	39%	42%	27%	15%	15%	86%	10%	2%	2%
At least monthly	256	136	120	46	55	106	50	10	23	31	86	89	70	55	42	211	30	9	5
	12%	13%	11%	18%	17%	14%	6%	9%	14%	12%	13%	14%	12%	11%	9%	12%	15%	9%	9%
				f	f	f						n					qr		
		53%	47%	18%	21%	41%	19%	4%	9%	12%	34%	35%	27%	21%	16%	82%	12%	4%	2%
Less than once a month	140	76	63	29	18	49	44	8	9	17	50	46	40	37	17	123	10	4	4
	6%	7%	6%	12%	6%	6%	5%	7%	6%	6%	8%	7%	7%	7%	4%	7%	5%	3%	6%
				def								n	n	n		q			
		55%	45%	21%	13%	35%	31%	6%	6%	12%	36%	33%	29%	26%	12%	88%	7%	3%	3%
EVER	706	376	330	121	129	275	181	29	48	82	258	263	198	139	106	601	68	22	16
	32%	35%	30%	49%	41%	36%	21%	25%	30%	32%	40%	41%	34%	28%	23%	33%	35%	20%	25%
		b		ef	f	f					ghi	lmn	n	n		qr	qr		
		53%	47%	17%	18%	39%	26%	4%	7%	12%	36%	37%	28%	20%	15%	85%	10%	3%	2%
Never	1366	649	717	120	181	480	585	64	94	156	382	360	373	331	298	1122	120	79	45
	63%	60%	65%	49%	57%	62%	69%	55%	59%	61%	59%	57%	63%	67%	64%	62%	62%	74%	73%
			a			c	cde						k	k	k			op	op
		48%	52%	9%	13%	35%	43%	5%	7%	11%	28%	26%	27%	24%	22%	82%	9%	6%	3%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QP6E (QP11E). SHOWCARD How often, if at all, do you listen to radio through - The internet. (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K- 15.59K	15.6K- 25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3166	1546	1620	325	421	962	1457	204	255	347	713	741	962	677	779	1880	427	434	425
Effective Weighted Sample	2156	1043	1115	227	299	659	1019	148	182	249	549	533	673	456	530	1633	282	300	372
Weighted total	2185	1083	1102	246	317	771	852	116	160	255	649	635	588	491	467	1821	195	107	62
		50%	50%	11%	14%	35%	39%	5%	7%	12%	30%	29%	27%	22%	21%	83%	9%	5%	3%
Do not have access to device	113	57	55	6	6	15	85	24	18	16	9	12	18	21	62	98	6	7	1
	5%	5%	5%	2%	2%	2%	10%	20%	11%	6%	1%	2%	3%	4%	13%	5%	3%	6%	2%
							cde	hij	j	j				k	klm	r		r	
		51%	49%	5%	5%	14%	76%	21%	16%	15%	8%	10%	16%	18%	55%	87%	6%	6%	1%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 101

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QP6E (QP11E). SHOWCARD How often, if at all, do you listen to radio through - The internet. (SINGLE CODE)

Base : Those who listen to radio

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3166	209	229	197	205	231	206	186	206	211	2255	911	1686	1475	1639	1527
Effective Weighted Sample	2156	199	214	188	195	213	195	176	194	200	1776	403	1174	1025	1088	1069
Weighted total	2185	270	320	187	157	180	201	168	88	249	1868	318	1324	859	1099	1086
		12%	15%	9%	7%	8%	9%	8%	4%	11%	85%	15%	61%	39%	50%	50%
Every day	81	3	17	7	7	2	12	3	3	15	63	18	62	19	46	35
	4%	1%	5%	4%	4%	1%	6%	2%	4%	6%	3%	6%	5%	2%	4%	3%
			ae		a		aeg			aeg		j	m			
		3%	21%	9%	8%	3%	15%	4%	4%	19%	78%	22%	77%	23%	56%	44%
At least weekly	230	30	35	20	21	19	20	15	8	30	189	41	162	68	121	109
	11%	11%	11%	10%	13%	10%	10%	9%	9%	12%	10%	13%	12%	8%	11%	10%
													m			
		13%	15%	9%	9%	8%	9%	6%	4%	13%	82%	18%	70%	30%	53%	47%
At least monthly	256	24	38	18	25	20	25	22	10	29	211	44	185	70	133	122
	12%	9%	12%	9%	16%	11%	13%	13%	11%	12%	11%	14%	14%	8%	12%	11%
					a								m			
		9%	15%	7%	10%	8%	10%	9%	4%	11%	83%	17%	72%	28%	52%	48%
Less than once a month	140	11	26	14	10	19	15	10	6	13	114	26	95	45	78	62
	6%	4%	8%	7%	7%	10%	7%	6%	7%	5%	6%	8%	7%	5%	7%	6%
						ai										
		8%	18%	10%	7%	13%	11%	7%	4%	9%	82%	18%	68%	32%	56%	44%
EVER	706	67	116	58	63	60	72	50	28	87	577	129	505	201	378	328
	32%	25%	36%	31%	40%	33%	36%	30%	32%	35%	31%	41%	38%	23%	34%	30%
			a		ag		a			a		j	m			o
		10%	16%	8%	9%	8%	10%	7%	4%	12%	82%	18%	71%	29%	53%	47%
Never	1366	176	203	117	88	112	121	109	54	141	1192	175	795	569	673	693
	63%	65%	63%	63%	56%	62%	60%	65%	61%	57%	64%	55%	60%	66%	61%	64%
		d									k			l		
		13%	15%	9%	6%	8%	9%	8%	4%	10%	87%	13%	58%	42%	49%	51%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QP6E (QP11E). SHOWCARD How often, if at all, do you listen to radio through - The internet. (SINGLE CODE)

Base : Those who listen to radio

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3166	209	229	197	205	231	206	186	206	211	2255	911	1686	1475	1639	1527
Effective Weighted Sample	2156	199	214	188	195	213	195	176	194	200	1776	403	1174	1025	1088	1069
Weighted total	2185	270	320	187	157	180	201	168	88	249	1868	318	1324	859	1099	1086
		12%	15%	9%	7%	8%	9%	8%	4%	11%	85%	15%	61%	39%	50%	50%
Do not have access to device	113	26	1	12	7	8	8	9	6	21	99	14	24	89	48	65
	5%	10%	*%	7%	4%	5%	4%	5%	7%	8%	5%	4%	2%	10%	4%	6%
		bdef		b	b	b	b	b	b	b				l		
		23%	1%	11%	6%	7%	7%	8%	6%	19%	88%	12%	21%	79%	42%	58%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.
QP6E (QP11E). SHOWCARD How often, if at all, do you listen to radio through - The internet. (SINGLE CODE)

Base : Those who listen to radio

		Total	TV PLATFORM/S			
			ALL TV	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%			a	b	c	d
Unweighted total		3166	3028	387	1160	547
Effective Weighted Sample		2156	2061	296	793	375
Weighted total		2185	2085	333	817	410
			95%	15%	37%	19%
Every day		81	68	13	27	18
		4%	3%	4%	3%	4%
			84%	16%	34%	22%
At least weekly		230	222	38	94	52
		11%	11%	12%	11%	13%
			97%	17%	41%	22%
At least monthly		256	241	42	112	54
		12%	12%	13%	14%	13%
			94%	16%	44%	21%
Less than once a month		140	127	21	59	25
		6%	6%	6%	7%	6%
			91%	15%	42%	18%
EVER		706	658	114	292	149
		32%	32%	34%	36%	36%
					a	
			93%	16%	41%	21%
Never		1366	1322	215	512	255
		63%	63%	65%	63%	62%
			97%	16%	37%	19%
Do not have access to device		113	104	4	13	6
		5%	5%	1%	2%	2%
			bcd			
			93%	3%	11%	6%

Columns Tested: a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 102

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QP6F (QP11F). SHOWCARD How often, if at all, do you listen to radio through a - DAB radio set. (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3166	1546	1620	325	421	962	1457	204	255	347	713	741	962	677	779	1880	427	434	425
Effective Weighted Sample	2156	1043	1115	227	299	659	1019	148	182	249	549	533	673	456	530	1633	282	300	372
Weighted total	2185	1083	1102	246	317	771	852	116	160	255	649	635	588	491	467	1821	195	107	62
		50%	50%	11%	14%	35%	39%	5%	7%	12%	30%	29%	27%	22%	21%	83%	9%	5%	3%
Every day	551	282	269	42	48	198	263	23	36	57	166	205	138	122	86	451	45	36	19
	25%	26%	24%	17%	15%	26%	31%	20%	23%	23%	26%	32%	23%	25%	18%	25%	23%	33%	31%
						cd	cde					lmn	n	n				op	op
		51%	49%	8%	9%	36%	48%	4%	7%	10%	30%	37%	25%	22%	16%	82%	8%	6%	3%
At least weekly	409	211	198	46	61	170	131	13	24	54	158	131	125	86	67	362	30	11	6
	19%	19%	18%	19%	19%	22%	15%	11%	15%	21%	24%	21%	21%	17%	14%	20%	16%	10%	9%
						f				g	gh	n	n			qr	qr		
		52%	48%	11%	15%	42%	32%	3%	6%	13%	39%	32%	31%	21%	16%	88%	7%	3%	1%
At least monthly	58	29	30	9	7	19	22	6	9	3	24	22	16	9	11	48	8	1	1
	3%	3%	3%	4%	2%	3%	3%	5%	6%	1%	4%	3%	3%	2%	2%	3%	4%	1%	2%
								i	i								q		
		49%	51%	16%	13%	33%	38%	11%	15%	6%	41%	38%	28%	15%	19%	82%	14%	2%	2%
Less than once a month	57	25	32	20	6	12	19	5	3	3	9	15	16	13	13	51	3	1	2
	3%	2%	3%	8%	2%	2%	2%	4%	2%	1%	1%	2%	3%	3%	3%	3%	1%	1%	4%
				def				j								q			pq
		44%	56%	35%	11%	21%	33%	8%	5%	6%	15%	27%	28%	23%	23%	89%	5%	2%	4%
EVER	1075	547	528	117	123	400	435	47	72	118	356	373	295	229	176	911	87	49	28
	49%	50%	48%	48%	39%	52%	51%	40%	45%	46%	55%	59%	50%	47%	38%	50%	45%	45%	46%
				d		d	d				ghi	lmn	n	n					
		51%	49%	11%	11%	37%	40%	4%	7%	11%	33%	35%	27%	21%	16%	85%	8%	5%	3%
Never	649	312	337	77	113	223	236	34	45	73	170	159	161	160	167	509	88	28	25
	30%	29%	31%	31%	36%	29%	28%	29%	28%	29%	26%	25%	27%	32%	36%	28%	45%	26%	40%
					ef									k	kl		oq		oq
		48%	52%	12%	17%	34%	36%	5%	7%	11%	26%	24%	25%	25%	26%	78%	14%	4%	4%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QP6F (QP11F). SHOWCARD How often, if at all, do you listen to radio through a - DAB radio set. (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K- 15.59K	15.6K- 25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3166	1546	1620	325	421	962	1457	204	255	347	713	741	962	677	779	1880	427	434	425
Effective Weighted Sample	2156	1043	1115	227	299	659	1019	148	182	249	549	533	673	456	530	1633	282	300	372
Weighted total	2185	1083	1102	246	317	771	852	116	160	255	649	635	588	491	467	1821	195	107	62
		50%	50%	11%	14%	35%	39%	5%	7%	12%	30%	29%	27%	22%	21%	83%	9%	5%	3%
Do not have access to device	461	224	237	52	81	147	181	36	44	64	123	103	132	102	123	401	20	31	9
	21%	21%	21%	21%	25%	19%	21%	31%	27%	25%	19%	16%	22%	21%	26%	22%	10%	29%	14%
					e			j	j				k		km	pr		opr	
		49%	51%	11%	17%	32%	39%	8%	9%	14%	27%	22%	29%	22%	27%	87%	4%	7%	2%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QP6F (QP11F). SHOWCARD How often, if at all, do you listen to radio through a - DAB radio set. (SINGLE CODE)

Base : Those who listen to radio

	Total				ENGLAND REGIONS						URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3166	209	229	197	205	231	206	186	206	211	2255	911	1686	1475	1639	1527
Effective Weighted Sample	2156	199	214	188	195	213	195	176	194	200	1776	403	1174	1025	1088	1069
Weighted total	2185	270	320	187	157	180	201	168	88	249	1868	318	1324	859	1099	1086
		12%	15%	9%	7%	8%	9%	8%	4%	11%	85%	15%	61%	39%	50%	50%
Every day	551	37	110	56	36	53	42	32	19	65	446	105	322	229	329	222
	25%	14%	34%	30%	23%	29%	21%	19%	22%	26%	24%	33%	24%	27%	30%	20%
			adfgh	afg	a	ag			a	a		j			o	
		7%	20%	10%	6%	10%	8%	6%	3%	12%	81%	19%	58%	42%	60%	40%
At least weekly	409	87	67	30	32	29	25	33	17	43	344	65	291	118	196	213
	19%	32%	21%	16%	21%	16%	12%	19%	19%	17%	18%	21%	22%	14%	18%	20%
		bcdefghi	f		f								m			
		21%	16%	7%	8%	7%	6%	8%	4%	11%	84%	16%	71%	29%	48%	52%
At least monthly	58	15	11	4	5	2	4	2	2	4	51	7	32	26	29	29
	3%	6%	3%	2%	3%	1%	2%	1%	2%	1%	3%	2%	2%	3%	3%	3%
		eghi														
		26%	19%	6%	9%	3%	7%	3%	3%	6%	88%	12%	56%	44%	50%	50%
Less than once a month	57	7	7	7	4	6	4	6	2	8	52	5	29	29	27	31
	3%	3%	2%	4%	2%	4%	2%	4%	2%	3%	3%	2%	2%	3%	2%	3%
		13%	12%	12%	6%	11%	7%	11%	3%	14%	91%	9%	50%	50%	47%	53%
EVER	1075	146	195	96	77	90	75	73	39	120	893	182	674	401	580	495
	49%	54%	61%	51%	49%	50%	37%	44%	44%	48%	48%	57%	51%	47%	53%	46%
		fg	defghi	f	f	f				f		j	m		o	
		14%	18%	9%	7%	8%	7%	7%	4%	11%	83%	17%	63%	37%	54%	46%
Never	649	76	101	52	32	59	79	66	8	37	571	78	396	252	319	330
	30%	28%	31%	28%	20%	33%	39%	39%	9%	15%	31%	25%	30%	29%	29%	30%
		hi	dhi	hi	h	dhi	acdhi	acdhi		h	k					
		12%	15%	8%	5%	9%	12%	10%	1%	6%	88%	12%	61%	39%	49%	51%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QP6F (QP11F). SHOWCARD How often, if at all, do you listen to radio through a - DAB radio set. (SINGLE CODE)

Base : Those who listen to radio

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3166	209	229	197	205	231	206	186	206	211	2255	911	1686	1475	1639	1527
Effective Weighted Sample	2156	199	214	188	195	213	195	176	194	200	1776	403	1174	1025	1088	1069
Weighted total	2185	270	320	187	157	180	201	168	88	249	1868	318	1324	859	1099	1086
		12%	15%	9%	7%	8%	9%	8%	4%	11%	85%	15%	61%	39%	50%	50%
Do not have access to device	461	48	25	40	48	32	47	29	42	92	404	57	254	206	199	262
	21%	18%	8%	21%	31%	18%	23%	17%	47%	37%	22%	18%	19%	24%	18%	24%
		b		b	abceg	b	b	b	abcdefgi	abcefg				l		n
		10%	5%	9%	11%	7%	10%	6%	9%	20%	88%	12%	55%	45%	43%	57%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.
QP6F (QP11F). SHOWCARD How often, if at all, do you listen to radio through a - DAB radio set. (SINGLE CODE)

Base : Those who listen to radio

		TV PLATFORM/S			
	Total	**ALL TV**	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3166	3028	387	1160	547
Effective Weighted Sample	2156	2061	296	793	375
Weighted total	2185	2085	333	817	410
		95%	15%	37%	19%
Every day	551	530	83	192	134
	25%	25%	25%	23%	33%
					abc
		96%	15%	35%	24%
At least weekly	409	401	68	189	71
	19%	19%	20%	23%	17%
				ad	
		98%	17%	46%	17%
At least monthly	58	55	16	26	10
	3%	3%	5%	3%	2%
			a		
		94%	28%	44%	18%
Less than once a month	57	51	11	22	7
	3%	2%	3%	3%	2%
		89%	19%	38%	12%
EVER	1075	1036	179	429	222
	49%	50%	54%	52%	54%
		96%	17%	40%	21%
Never	649	612	99	215	118
	30%	29%	30%	26%	29%
		94%	15%	33%	18%
Do not have access to device	461	437	56	173	70
	21%	21%	17%	21%	17%
		95%	12%	38%	15%

Columns Tested: a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 103

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QP6G (QP11G) SHOWCARD How often, if at all, do you listen to radio through a - Car radio to listen to an FM station. (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3166	1546	1620	325	421	962	1457	204	255	347	713	741	962	677	779	1880	427	434	425
Effective Weighted Sample	2156	1043	1115	227	299	659	1019	148	182	249	549	533	673	456	530	1633	282	300	372
Weighted total	2185	1083	1102	246	317	771	852	116	160	255	649	635	588	491	467	1821	195	107	62
		50%	50%	11%	14%	35%	39%	5%	7%	12%	30%	29%	27%	22%	21%	83%	9%	5%	3%
Every day	542	287	255	39	87	252	164	13	25	60	221	190	149	128	75	436	46	33	28
	25%	27%	23%	16%	28%	33%	19%	11%	16%	24%	34%	30%	25%	26%	16%	24%	24%	30%	45%
					cf	cf				gh	ghi	n	n	n				o	opq
		53%	47%	7%	16%	46%	30%	2%	5%	11%	41%	35%	27%	24%	14%	80%	8%	6%	5%
At least weekly	742	341	401	95	104	279	264	14	37	95	263	229	211	173	129	648	52	26	16
	34%	32%	36%	39%	33%	36%	31%	12%	23%	37%	41%	36%	36%	35%	28%	36%	27%	24%	26%
			a	f		f			g	gh	gh	n	n	n		pqr			
		46%	54%	13%	14%	38%	36%	2%	5%	13%	35%	31%	28%	23%	17%	87%	7%	3%	2%
At least monthly	93	47	46	19	12	36	27	6	7	9	31	30	30	17	15	82	5	4	2
	4%	4%	4%	8%	4%	5%	3%	5%	4%	4%	5%	5%	5%	3%	3%	4%	3%	3%	4%
				df															
		50%	50%	20%	12%	38%	29%	6%	7%	10%	33%	32%	33%	18%	16%	88%	5%	4%	2%
Less than once a month	112	58	54	23	15	27	47	12	9	15	18	31	29	24	27	94	10	4	5
	5%	5%	5%	9%	5%	4%	5%	10%	5%	6%	3%	5%	5%	5%	6%	5%	5%	4%	7%
				def				j		j									q
		51%	49%	20%	13%	25%	42%	10%	8%	13%	16%	28%	26%	22%	24%	84%	9%	4%	4%
EVER	1490	733	756	176	218	594	502	44	78	179	533	480	419	342	245	1260	113	66	51
	68%	68%	69%	71%	69%	77%	59%	38%	49%	70%	82%	76%	71%	70%	53%	69%	58%	62%	82%
				f	f	df			g	gh	ghi	mn	n	n		pq			opq
		49%	51%	12%	15%	40%	34%	3%	5%	12%	36%	32%	28%	23%	16%	85%	8%	4%	3%
Never	467	242	225	47	68	122	229	37	42	53	88	120	117	112	117	370	64	25	8
	21%	22%	20%	19%	22%	16%	27%	31%	26%	21%	14%	19%	20%	23%	25%	20%	33%	23%	14%
						e	ce	ij	j	j					kl		r	oqr	r
		52%	48%	10%	15%	26%	49%	8%	9%	11%	19%	26%	25%	24%	25%	79%	14%	5%	2%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QP6G (QP11G) SHOWCARD How often, if at all, do you listen to radio through a - Car radio to listen to an FM station. (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3166	1546	1620	325	421	962	1457	204	255	347	713	741	962	677	779	1880	427	434	425
Effective Weighted Sample	2156	1043	1115	227	299	659	1019	148	182	249	549	533	673	456	530	1633	282	300	372
Weighted total	2185	1083	1102	246	317	771	852	116	160	255	649	635	588	491	467	1821	195	107	62
		50%	50%	11%	14%	35%	39%	5%	7%	12%	30%	29%	27%	22%	21%	83%	9%	5%	3%
Do not have access to device	229	108	121	24	30	54	121	36	41	23	28	34	52	37	104	192	18	16	3
	10%	10%	11%	10%	10%	7%	14%	31%	26%	9%	4%	5%	9%	8%	22%	11%	9%	15%	4%
							de	ij	ij	j			k		klm	r	r	opr	
		47%	53%	10%	13%	24%	53%	16%	18%	10%	12%	15%	23%	16%	46%	84%	8%	7%	1%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.
QP6G (QP11G) SHOWCARD How often, if at all, do you listen to radio through a - Car radio to listen to an FM station. (SINGLE CODE)

Base : Those who listen to radio

		ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3166	209	229	197	205	231	206	186	206	211	2255	911	1686	1475	1639	1527
Effective Weighted Sample	2156	199	214	188	195	213	195	176	194	200	1776	403	1174	1025	1088	1069
Weighted total	2185	270	320	187	157	180	201	168	88	249	1868	318	1324	859	1099	1086
		12%	15%	9%	7%	8%	9%	8%	4%	11%	85%	15%	61%	39%	50%	50%
Every day	542	23	101	51	39	41	70	32	15	63	430	112	424	119	322	220
	25%	8%	31%	27%	25%	23%	35%	19%	18%	25%	23%	35%	32%	14%	29%	20%
			agh	ah	a	a	adeghi	a	a	a		j	m		o	
		4%	19%	9%	7%	8%	13%	6%	3%	12%	79%	21%	78%	22%	59%	41%
At least weekly	742	137	98	70	54	60	55	60	33	80	638	104	459	283	366	376
	34%	51%	31%	38%	35%	34%	27%	35%	38%	32%	34%	33%	35%	33%	33%	35%
		bcdefghi		f					f							
		18%	13%	9%	7%	8%	7%	8%	4%	11%	86%	14%	62%	38%	49%	51%
At least monthly	93	18	18	5	8	9	11	5	2	6	79	14	60	33	44	49
	4%	7%	6%	3%	5%	5%	5%	3%	2%	2%	4%	4%	5%	4%	4%	4%
		hi	h													
		20%	19%	5%	9%	10%	12%	6%	2%	6%	85%	15%	65%	35%	48%	52%
Less than once a month	112	24	18	13	4	19	5	5	1	6	99	13	59	53	51	61
	5%	9%	6%	7%	2%	10%	2%	3%	1%	2%	5%	4%	4%	6%	5%	6%
		dfghi	h	dfhi		dfghi										
		21%	16%	12%	3%	17%	4%	4%	1%	5%	89%	11%	53%	47%	46%	54%
EVER	1490	202	235	140	106	130	140	102	51	154	1246	243	1002	487	784	706
	68%	75%	73%	75%	67%	72%	70%	61%	58%	62%	67%	77%	76%	57%	71%	65%
		ghi	ghi	ghi		ghi	h					j	m		o	
		14%	16%	9%	7%	9%	9%	7%	3%	10%	84%	16%	67%	33%	53%	47%
Never	467	27	78	33	35	41	54	41	18	42	409	58	246	220	248	219
	21%	10%	24%	17%	23%	23%	27%	25%	21%	17%	22%	18%	19%	26%	23%	20%
			a	a	a	a	aci	a	a	a				l		
		6%	17%	7%	8%	9%	11%	9%	4%	9%	88%	12%	53%	47%	53%	47%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QP6G (QP11G) SHOWCARD How often, if at all, do you listen to radio through a - Car radio to listen to an FM station. (SINGLE CODE)

Base : Those who listen to radio

					ENGLAND REGIONS						URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3166	209	229	197	205	231	206	186	206	211	2255	911	1686	1475	1639	1527
Effective Weighted Sample	2156	199	214	188	195	213	195	176	194	200	1776	403	1174	1025	1088	1069
Weighted total	2185	270	320	187	157	180	201	168	88	249	1868	318	1324	859	1099	1086
		12%	15%	9%	7%	8%	9%	8%	4%	11%	85%	15%	61%	39%	50%	50%
Do not have access to device	229	41	8	15	16	9	7	24	19	53	213	16	76	153	67	162
	10%	15%	2%	8%	10%	5%	4%	14%	22%	21%	11%	5%	6%	18%	6%	15%
		bcef		b	bef			bcef	bcdef	bcdef	k			l		n
		18%	3%	6%	7%	4%	3%	11%	8%	23%	93%	7%	33%	67%	29%	71%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QP6G (QP11G) SHOWCARD How often, if at all, do you listen to radio through a - Car radio to listen to an FM station. (SINGLE CODE)

Base : Those who listen to radio

		TV PLATFORM/S			
	Total	**ALL TV**	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3166	3028	387	1160	547
Effective Weighted Sample	2156	2061	296	793	375
Weighted total	2185	2085	333	817	410
		95%	15%	37%	19%
Every day	542	522	92	207	134
	25%	25%	28%	25%	33%
					ac
		96%	17%	38%	25%
At least weekly	742	722	108	324	138
	34%	35%	32%	40%	34%
				abd	
		97%	14%	44%	19%
At least monthly	93	90	15	40	16
	4%	4%	4%	5%	4%
		97%	16%	43%	18%
Less than once a month	112	104	12	38	16
	5%	5%	4%	5%	4%
		93%	11%	34%	15%
EVER	1490	1439	226	609	305
	68%	69%	68%	75%	74%
				ab	a
		97%	15%	41%	20%
Never	467	435	79	158	79
	21%	21%	24%	19%	19%
		93%	17%	34%	17%
Do not have access to device	229	211	28	50	26
	10%	10%	8%	6%	6%
		cd			
		92%	12%	22%	11%

Columns Tested: a,b,c,d

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QP6H (QP11H) SHOWCARD How often, if at all, do you listen to radio through a - Car radio to listen to an AM station. (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER MALE	FEMALE	AGE GROUP 16-24	25-34	35-54	55+	HOUSEHOLD INCOME UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	SOCIAL GROUP AB	C1	C2	DE	NATION ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3166	1546	1620	325	421	962	1457	204	255	347	713	741	962	677	779	1880	427	434	425
Effective Weighted Sample	2156	1043	1115	227	299	659	1019	148	182	249	549	533	673	456	530	1633	282	300	372
Weighted total	2185	1083	1102	246	317	771	852	116	160	255	649	635	588	491	467	1821	195	107	62
		50%	50%	11%	14%	35%	39%	5%	7%	12%	30%	29%	27%	22%	21%	83%	9%	5%	3%
Every day	90	54	36	7	13	47	24	2	6	13	42	27	25	23	16	66	13	3	8
	4%	5%	3%	3%	4%	6%	3%	1%	4%	5%	6%	4%	4%	5%	3%	4%	7%	3%	12%
						f					g						oq		opq
		60%	40%	8%	14%	52%	27%	2%	7%	15%	46%	30%	27%	25%	18%	73%	15%	4%	9%
At least weekly	311	163	148	44	41	129	97	4	19	49	131	113	93	53	52	286	16	5	4
	14%	15%	13%	18%	13%	17%	11%	3%	12%	19%	20%	18%	16%	11%	11%	16%	8%	5%	7%
				f		f				g	gh	gh	mn	mn			pqr		
		52%	48%	14%	13%	41%	31%	1%	6%	16%	42%	36%	30%	17%	17%	92%	5%	2%	1%
At least monthly	73	40	32	9	5	32	27	4	8	4	26	23	22	15	13	60	8	3	2
	3%	4%	3%	4%	2%	4%	3%	3%	5%	2%	4%	4%	4%	3%	3%	3%	4%	3%	4%
						d				i									
		55%	45%	12%	7%	44%	36%	6%	11%	5%	35%	32%	30%	21%	17%	82%	11%	4%	3%
Less than once a month	132	68	64	24	15	39	53	9	8	11	42	38	38	20	33	109	12	3	7
	6%	6%	6%	10%	5%	5%	6%	8%	5%	4%	6%	6%	7%	4%	7%	6%	6%	3%	12%
				de											m	q	q		opq
		51%	49%	18%	12%	30%	40%	7%	6%	8%	32%	29%	29%	15%	25%	83%	9%	2%	6%
EVER	606	325	281	84	74	247	201	19	41	77	240	201	178	111	114	520	50	15	22
	28%	30%	26%	34%	23%	32%	24%	16%	26%	30%	37%	32%	30%	23%	24%	29%	26%	14%	35%
		b		df		df				g	gh	mn	mn				q	q	opq
		54%	46%	14%	12%	41%	33%	3%	7%	13%	40%	33%	29%	18%	19%	86%	8%	2%	4%
Never	1314	636	679	133	206	454	521	60	74	150	374	392	349	331	240	1081	125	72	37
	60%	59%	62%	54%	65%	59%	61%	51%	46%	59%	58%	62%	59%	67%	51%	59%	64%	67%	59%
					c		c			h	h	n	n	ln				or	
		48%	52%	10%	16%	35%	40%	5%	6%	11%	28%	30%	27%	25%	18%	82%	10%	5%	3%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QP6H (QP11H) SHOWCARD How often, if at all, do you listen to radio through a - Car radio to listen to an AM station. (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K- 15.59K	15.6K- 25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3166	1546	1620	325	421	962	1457	204	255	347	713	741	962	677	779	1880	427	434	425
Effective Weighted Sample	2156	1043	1115	227	299	659	1019	148	182	249	549	533	673	456	530	1633	282	300	372
Weighted total	2185	1083	1102	246	317	771	852	116	160	255	649	635	588	491	467	1821	195	107	62
		50%	50%	11%	14%	35%	39%	5%	7%	12%	30%	29%	27%	22%	21%	83%	9%	5%	3%
Do not have access to device	265	122	142	29	37	69	129	38	45	28	35	42	61	49	113	221	20	20	4
	12%	11%	13%	12%	12%	9%	15%	33%	28%	11%	5%	7%	10%	10%	24%	12%	10%	19%	6%
							e	ij	ij	j			k		klm	r	r	opr	
		46%	54%	11%	14%	26%	49%	14%	17%	11%	13%	16%	23%	18%	43%	83%	8%	8%	1%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QP6H (QP11H) SHOWCARD How often, if at all, do you listen to radio through a - Car radio to listen to an AM station. (SINGLE CODE)

Base : Those who listen to radio

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
						ENGLAND REGIONS					URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3166	209	229	197	205	231	206	186	206	211	2255	911	1686	1475	1639	1527
Effective Weighted Sample	2156	199	214	188	195	213	195	176	194	200	1776	403	1174	1025	1088	1069
Weighted total	2185	270	320	187	157	180	201	168	88	249	1868	318	1324	859	1099	1086
		12%	15%	9%	7%	8%	9%	8%	4%	11%	85%	15%	61%	39%	50%	50%
Every day	90	15	18	5	11	-	8	1	1	6	76	14	74	16	45	45
	4%	6%	6%	3%	7%	-%	4%	1%	1%	3%	4%	4%	6%	2%	4%	4%
		egh	egh	e	eghi		e			e			m			
	17%	20%	6%	12%	-%	9%	2%	1%	7%	84%	16%	82%	18%	50%	50%	
At least weekly	311	117	37	24	15	22	18	19	8	26	280	31	210	101	128	183
	14%	43%	12%	13%	10%	12%	9%	11%	9%	10%	15%	10%	16%	12%	12%	17%
		bcdefghi									k		m			n
	38%	12%	8%	5%	7%	6%	6%	3%	8%	90%	10%	67%	33%	41%	59%	
At least monthly	73	21	13	3	5	3	2	6	1	5	62	11	53	19	31	41
	3%	8%	4%	2%	3%	2%	1%	3%	1%	2%	3%	3%	4%	2%	3%	4%
		cefhi	h										m			
	28%	18%	4%	7%	4%	3%	8%	1%	7%	85%	15%	73%	27%	43%	57%	
Less than once a month	132	26	19	12	8	21	4	9	1	9	115	17	78	54	69	62
	6%	10%	6%	6%	5%	12%	2%	5%	2%	4%	6%	5%	6%	6%	6%	6%
		fhi	h	fh		bdfghi		h								
	20%	14%	9%	6%	16%	3%	7%	1%	7%	87%	13%	59%	41%	53%	47%	
EVER	606	179	87	44	39	46	32	35	11	46	533	73	415	191	274	332
	28%	66%	27%	23%	25%	25%	16%	21%	13%	19%	29%	23%	31%	22%	25%	31%
		bcdefghi	fhi	h	fh	fh		h			k		m			n
	30%	14%	7%	6%	8%	5%	6%	2%	8%	88%	12%	69%	31%	45%	55%	
Never	1314	41	224	125	97	125	158	106	58	146	1094	221	806	507	739	576
	60%	15%	70%	67%	62%	70%	79%	63%	66%	58%	59%	69%	61%	59%	67%	53%
			ai	a	a	ai	abcdeghi	a	a	a		j			o	
	3%	17%	10%	7%	10%	12%	8%	4%	11%	83%	17%	61%	39%	56%	44%	

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.
QP6H (QP11H) SHOWCARD How often, if at all, do you listen to radio through a - Car radio to listen to an AM station. (SINGLE CODE)

Base : Those who listen to radio

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3166	209	229	197	205	231	206	186	206	211	2255	911	1686	1475	1639	1527
Effective Weighted Sample	2156	199	214	188	195	213	195	176	194	200	1776	403	1174	1025	1088	1069
Weighted total	2185	270	320	187	157	180	201	168	88	249	1868	318	1324	859	1099	1086
		12%	15%	9%	7%	8%	9%	8%	4%	11%	85%	15%	61%	39%	50%	50%
Do not have access to device	265	50	8	18	21	9	11	27	19	57	241	24	103	162	86	179
	12%	18%	3%	10%	13%	5%	5%	16%	22%	23%	13%	8%	8%	19%	8%	16%
		bcef		b	bef			bef	bcdef	bcdef	k			l		n
		19%	3%	7%	8%	3%	4%	10%	7%	22%	91%	9%	39%	61%	32%	68%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QP6H (QP11H) SHOWCARD How often, if at all, do you listen to radio through a - Car radio to listen to an AM station. (SINGLE CODE)

Base : Those who listen to radio

	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
		TV PLATFORM/S			
Significance Level: 95%		a	b	c	d
Unweighted total	3166	3028	387	1160	547
Effective Weighted Sample	2156	2061	296	793	375
Weighted total	2185	2085	333	817	410
		95%	15%	37%	19%
Every day	90	85	19	28	31
	4%	4%	6%	3%	7%
					ac
		94%	21%	31%	34%
At least weekly	311	303	49	138	71
	14%	15%	15%	17%	17%
		97%	16%	44%	23%
At least monthly	73	71	9	31	14
	3%	3%	3%	4%	4%
		97%	12%	43%	20%
Less than once a month	132	123	19	46	26
	6%	6%	6%	6%	6%
		94%	15%	35%	20%
EVER	606	583	96	242	143
	28%	28%	29%	30%	35%
					a
		96%	16%	40%	24%
Never	1314	1261	208	511	234
	60%	61%	62%	63%	57%
		96%	16%	39%	18%
Do not have access to device	265	241	29	64	33
	12%	12%	9%	8%	8%
		c			
		91%	11%	24%	13%

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QP6I (QP11I) SHOWCARD How often, if at all, do you listen to radio through a - Car radio with DAB. (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3166	1546	1620	325	421	962	1457	204	255	347	713	741	962	677	779	1880	427	434	425
Effective Weighted Sample	2156	1043	1115	227	299	659	1019	148	182	249	549	533	673	456	530	1633	282	300	372
Weighted total	2185	1083	1102	246	317	771	852	116	160	255	649	635	588	491	467	1821	195	107	62
		50%	50%	11%	14%	35%	39%	5%	7%	12%	30%	29%	27%	22%	21%	83%	9%	5%	3%
Every day	402	220	181	33	52	196	120	5	12	34	180	173	92	98	39	321	37	26	18
	18%	20%	16%	14%	16%	25%	14%	5%	7%	13%	28%	27%	16%	20%	8%	18%	19%	24%	30%
		b				cdf				g	ghi	lmn	n	n				o	op
		55%	45%	8%	13%	49%	30%	1%	3%	8%	45%	43%	23%	24%	10%	80%	9%	6%	5%
At least weekly	511	253	259	72	83	214	143	8	17	54	212	205	157	93	56	454	37	14	6
	23%	23%	23%	29%	26%	28%	17%	7%	11%	21%	33%	32%	27%	19%	12%	25%	19%	13%	10%
				f	f	f				gh	ghi	lmn	mn	n		pqr	qr		
		49%	51%	14%	16%	42%	28%	2%	3%	11%	42%	40%	31%	18%	11%	89%	7%	3%	1%
At least monthly	66	30	36	19	8	26	12	8	5	6	24	15	24	14	13	54	8	3	1
	3%	3%	3%	8%	3%	3%	1%	7%	3%	2%	4%	2%	4%	3%	3%	3%	4%	3%	2%
				def		f		i											
		46%	54%	29%	13%	39%	19%	13%	7%	9%	36%	22%	37%	21%	20%	82%	12%	5%	2%
Less than once a month	63	35	27	20	6	16	20	5	6	10	17	18	19	10	15	53	5	1	3
	3%	3%	2%	8%	2%	2%	2%	4%	4%	4%	3%	3%	3%	2%	3%	3%	3%	1%	5%
				def												q			oq
		56%	44%	32%	10%	26%	32%	7%	9%	15%	28%	29%	31%	16%	24%	85%	9%	2%	5%
EVER	1041	538	503	144	149	452	296	27	40	103	434	411	293	215	123	882	86	44	29
	48%	50%	46%	58%	47%	59%	35%	23%	25%	40%	67%	65%	50%	44%	26%	48%	44%	41%	47%
				df	f	df				gh	ghi	lmn	mn	n		q			
		52%	48%	14%	14%	43%	28%	3%	4%	10%	42%	39%	28%	21%	12%	85%	8%	4%	3%
Never	591	286	304	57	87	161	286	37	54	73	100	124	148	145	170	474	71	23	23
	27%	26%	28%	23%	28%	21%	34%	32%	33%	29%	15%	20%	25%	30%	36%	26%	36%	22%	37%
						e	ce	j	j	j			k	k	klm		oq		oq
		48%	52%	10%	15%	27%	48%	6%	9%	12%	17%	21%	25%	25%	29%	80%	12%	4%	4%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QP6I (QP11I) SHOWCARD How often, if at all, do you listen to radio through a - Car radio with DAB. (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3166	1546	1620	325	421	962	1457	204	255	347	713	741	962	677	779	1880	427	434	425
Effective Weighted Sample	2156	1043	1115	227	299	659	1019	148	182	249	549	533	673	456	530	1633	282	300	372
Weighted total	2185	1083	1102	246	317	771	852	116	160	255	649	635	588	491	467	1821	195	107	62
		50%	50%	11%	14%	35%	39%	5%	7%	12%	30%	29%	27%	22%	21%	83%	9%	5%	3%
Do not have access to device	554	259	295	45	80	159	270	53	67	79	115	100	147	131	174	466	37	40	10
	25%	24%	27%	18%	25%	21%	32%	45%	42%	31%	18%	16%	25%	27%	37%	26%	19%	38%	16%
							cde	ij	ij	j			k	k	klm	pr		opr	
		47%	53%	8%	14%	29%	49%	10%	12%	14%	21%	18%	27%	24%	31%	84%	7%	7%	2%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QP6I (QP11I) SHOWCARD How often, if at all, do you listen to radio through a - Car radio with DAB. (SINGLE CODE)

Base : Those who listen to radio

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3166	209	229	197	205	231	206	186	206	211	2255	911	1686	1475	1639	1527
Effective Weighted Sample	2156	199	214	188	195	213	195	176	194	200	1776	403	1174	1025	1088	1069
Weighted total	2185	270	320	187	157	180	201	168	88	249	1868	318	1324	859	1099	1086
		12%	15%	9%	7%	8%	9%	8%	4%	11%	85%	15%	61%	39%	50%	50%
Every day	402	13	88	35	34	27	36	30	12	46	318	84	315	87	260	142
	18%	5%	28%	19%	21%	15%	18%	18%	14%	18%	17%	26%	24%	10%	24%	13%
			acefghi	a	a	a	a	a	a	a		j	m		o	
		3%	22%	9%	8%	7%	9%	8%	3%	11%	79%	21%	78%	22%	65%	35%
At least weekly	511	130	57	32	34	45	38	37	20	61	436	75	353	158	254	257
	23%	48%	18%	17%	21%	25%	19%	22%	23%	25%	23%	24%	27%	18%	23%	24%
		bcdefghi											m			
		26%	11%	6%	7%	9%	7%	7%	4%	12%	85%	15%	69%	31%	50%	50%
At least monthly	66	15	12	2	4	2	4	4	1	9	60	5	39	27	26	40
	3%	5%	4%	1%	3%	1%	2%	2%	1%	4%	3%	2%	3%	3%	2%	4%
		ceh		h						h						
		23%	19%	3%	7%	3%	7%	6%	1%	14%	92%	8%	59%	41%	39%	61%
Less than once a month	63	16	12	7	5	2	3	-	2	6	55	7	33	30	29	34
	3%	6%	4%	4%	3%	1%	2%	-%	2%	2%	3%	2%	2%	3%	3%	3%
		efg	g	g	g					g						
		25%	19%	11%	8%	4%	5%	-%	3%	10%	88%	12%	52%	47%	46%	54%
EVER	1041	174	169	75	77	75	81	72	35	123	869	172	739	302	568	473
	48%	64%	53%	40%	49%	42%	40%	43%	40%	49%	47%	54%	56%	35%	52%	44%
		bcdefghi	cefh									j	m		o	
		17%	16%	7%	7%	7%	8%	7%	3%	12%	83%	17%	71%	29%	55%	45%
Never	591	37	108	61	31	70	68	53	12	34	519	72	323	266	302	288
	27%	14%	34%	33%	20%	39%	34%	31%	13%	14%	28%	23%	24%	31%	28%	27%
			adhi	adhi		adhi	adhi	adhi			k			l		
		6%	18%	10%	5%	12%	11%	9%	2%	6%	88%	12%	55%	45%	51%	49%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QP6I (QP11I) SHOWCARD How often, if at all, do you listen to radio through a - Car radio with DAB. (SINGLE CODE)

Base : Those who listen to radio

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3166	209	229	197	205	231	206	186	206	211	2255	911	1686	1475	1639	1527
Effective Weighted Sample	2156	199	214	188	195	213	195	176	194	200	1776	403	1174	1025	1088	1069
Weighted total	2185	270	320	187	157	180	201	168	88	249	1868	318	1324	859	1099	1086
		12%	15%	9%	7%	8%	9%	8%	4%	11%	85%	15%	61%	39%	50%	50%
Do not have access to device	554	59	43	51	48	35	52	43	42	92	480	73	262	291	229	325
	25%	22%	13%	27%	31%	19%	26%	26%	47%	37%	26%	23%	20%	34%	21%	30%
		b		b	abe		b	b	abcdefgi	abcefg				l		n
		11%	8%	9%	9%	6%	9%	8%	8%	17%	87%	13%	47%	53%	41%	59%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QP6I (QP11I) SHOWCARD How often, if at all, do you listen to radio through a - Car radio with DAB. (SINGLE CODE)

Base : Those who listen to radio

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3166	3028	387	1160	547
Effective Weighted Sample	2156	2061	296	793	375
Weighted total	2185	2085	333	817	410
		95%	15%	37%	19%
Every day	402	393	83	163	100
	18%	19%	25%	20%	24%
			a		a
		98%	21%	41%	25%
At least weekly	511	498	91	239	99
	23%	24%	27%	29%	24%
				a	
		97%	18%	47%	19%
At least monthly	66	63	9	27	16
	3%	3%	3%	3%	4%
		96%	14%	41%	24%
Less than once a month	63	55	8	18	10
	3%	3%	2%	2%	2%
		87%	12%	29%	15%
EVER	1041	1008	192	447	225
	48%	48%	58%	55%	55%
			a	a	a
		97%	18%	43%	22%
Never	591	564	88	204	97
	27%	27%	26%	25%	24%
		96%	15%	35%	16%
Do not have access to device	554	513	54	165	89
	25%	25%	16%	20%	22%
		bc			
		93%	10%	30%	16%

Columns Tested: a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 106

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QP6J (QP11J) SHOWCARD How often, if at all, do you listen to radio through a - Smart speaker such as Amazon Echo, Google Home or Apple HomePod. (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K- 15.59K	15.6K- 25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3166	1546	1620	325	421	962	1457	204	255	347	713	741	962	677	779	1880	427	434	425
Effective Weighted Sample	2156	1043	1115	227	299	659	1019	148	182	249	549	533	673	456	530	1633	282	300	372
Weighted total	2185	1083	1102	246	317	771	852	116	160	255	649	635	588	491	467	1821	195	107	62
		50%	50%	11%	14%	35%	39%	5%	7%	12%	30%	29%	27%	22%	21%	83%	9%	5%	3%
Every day	132	68	64	9	28	60	35	5	5	15	50	53	34	24	21	106	15	8	3
	6%	6%	6%	4%	9%	8%	4%	4%	3%	6%	8%	8%	6%	5%	5%	6%	8%	7%	6%
					cf	cf					h	mn							
		52%	48%	7%	21%	45%	26%	4%	4%	12%	38%	40%	26%	19%	16%	80%	11%	6%	3%
At least weekly	175	98	77	30	39	69	37	5	7	18	73	67	46	36	26	139	14	16	6
	8%	9%	7%	12%	12%	9%	4%	4%	5%	7%	11%	11%	8%	7%	6%	8%	7%	15%	10%
				f	f	f					gh	n						opr	
		56%	44%	17%	23%	39%	21%	3%	4%	11%	42%	38%	26%	21%	15%	80%	8%	9%	3%
At least monthly	47	24	23	12	6	15	14	2	3	6	16	14	12	11	11	39	6	*	1
	2%	2%	2%	5%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	3%	*%	2%
				ef												q	q		q
		51%	49%	25%	13%	33%	30%	4%	7%	13%	34%	29%	25%	23%	23%	83%	13%	1%	3%
Less than once a month	56	34	22	12	7	32	5	2	4	6	23	20	14	11	10	47	4	1	3
	3%	3%	2%	5%	2%	4%	1%	2%	3%	2%	4%	3%	2%	2%	2%	3%	2%	1%	6%
				f	f	f													opq
		60%	40%	21%	12%	57%	9%	4%	8%	11%	42%	35%	26%	20%	18%	85%	6%	2%	6%
EVER	410	224	186	63	80	176	90	14	20	46	162	153	105	82	68	331	39	26	14
	19%	21%	17%	26%	25%	23%	11%	12%	12%	18%	25%	24%	18%	17%	15%	18%	20%	24%	23%
		b		f	f	f					ghi	lmn						o	o
		55%	45%	15%	20%	43%	22%	3%	5%	11%	40%	37%	26%	20%	17%	81%	9%	6%	3%
Never	1044	526	518	111	148	371	415	49	66	112	277	295	279	263	205	850	119	42	34
	48%	49%	47%	45%	47%	48%	49%	42%	41%	44%	43%	46%	47%	54%	44%	47%	61%	39%	54%
														kln		q	oq		oq
		50%	50%	11%	14%	35%	40%	5%	6%	11%	27%	28%	27%	25%	20%	81%	11%	4%	3%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QP6J (QP11J) SHOWCARD How often, if at all, do you listen to radio through a - Smart speaker such as Amazon Echo, Google Home or Apple HomePod. (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3166	1546	1620	325	421	962	1457	204	255	347	713	741	962	677	779	1880	427	434	425
Effective Weighted Sample	2156	1043	1115	227	299	659	1019	148	182	249	549	533	673	456	530	1633	282	300	372
Weighted total	2185	1083	1102	246	317	771	852	116	160	255	649	635	588	491	467	1821	195	107	62
		50%	50%	11%	14%	35%	39%	5%	7%	12%	30%	29%	27%	22%	21%	83%	9%	5%	3%
Do not have access to device	731	333	399	72	89	224	346	54	74	96	210	187	204	146	194	641	37	39	14
	33%	31%	36%	29%	28%	29%	41%	46%	46%	38%	32%	29%	35%	30%	42%	35%	19%	37%	23%
			a				cde	j	j						klm	pr		pr	
		45%	55%	10%	12%	31%	47%	7%	10%	13%	29%	26%	28%	20%	27%	88%	5%	5%	2%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 106

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QP6J (QP11J) SHOWCARD How often, if at all, do you listen to radio through a - Smart speaker such as Amazon Echo, Google Home or Apple HomePod. (SINGLE CODE)

Base : Those who listen to radio

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3166	209	229	197	205	231	206	186	206	211	2255	911	1686	1475	1639	1527
Effective Weighted Sample	2156	199	214	188	195	213	195	176	194	200	1776	403	1174	1025	1088	1069
Weighted total	2185	270	320	187	157	180	201	168	88	249	1868	318	1324	859	1099	1086
		12%	15%	9%	7%	8%	9%	8%	4%	11%	85%	15%	61%	39%	50%	50%
Every day	132	3	17	10	16	7	17	9	9	18	103	29	95	37	66	66
	6%	1%	5%	5%	10%	4%	8%	6%	10%	7%	6%	9%	7%	4%	6%	6%
			a	a	ae		a	a	ae	a		j	m			
		2%	13%	7%	12%	5%	13%	7%	7%	14%	78%	22%	72%	28%	50%	50%
At least weekly	175	11	19	12	14	17	18	16	12	20	144	31	128	47	101	74
	8%	4%	6%	6%	9%	9%	9%	10%	13%	8%	8%	10%	10%	5%	9%	7%
					a	a	a	a	abc				m		o	
		6%	11%	7%	8%	9%	11%	9%	7%	11%	82%	18%	73%	27%	58%	42%
At least monthly	47	4	9	1	4	5	7	2	3	5	39	8	35	12	33	14
	2%	1%	3%	*%	2%	3%	3%	1%	3%	2%	2%	3%	3%	1%	3%	1%
							c		c						o	
		8%	19%	2%	8%	11%	14%	4%	6%	12%	82%	18%	74%	26%	71%	29%
Less than once a month	56	13	7	5	1	3	4	3	2	9	50	5	45	11	23	32
	3%	5%	2%	3%	1%	2%	2%	2%	2%	3%	3%	2%	3%	1%	2%	3%
		d											m			
		24%	13%	9%	3%	6%	7%	5%	4%	15%	90%	10%	81%	19%	42%	58%
EVER	410	31	52	27	35	32	46	31	25	52	336	74	303	107	223	186
	19%	11%	16%	15%	23%	18%	23%	18%	29%	21%	18%	23%	23%	12%	20%	17%
					ac		ac		abceg	a		j	m			
		8%	13%	7%	9%	8%	11%	8%	6%	13%	82%	18%	74%	26%	55%	45%
Never	1044	101	211	93	58	108	92	89	14	84	902	142	639	403	580	464
	48%	37%	66%	49%	37%	60%	46%	53%	16%	34%	48%	45%	48%	47%	53%	43%
		h	acdfghi	adhi	h	acdfhi	hi	adhi		h					o	
		10%	20%	9%	6%	10%	9%	8%	1%	8%	86%	14%	61%	39%	56%	44%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QP6J (QP11J) SHOWCARD How often, if at all, do you listen to radio through a - Smart speaker such as Amazon Echo, Google Home or Apple HomePod. (SINGLE CODE)

Base : Those who listen to radio

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
						ENGLAND REGIONS					URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3166	209	229	197	205	231	206	186	206	211	2255	911	1686	1475	1639	1527
Effective Weighted Sample	2156	199	214	188	195	213	195	176	194	200	1776	403	1174	1025	1088	1069
Weighted total	2185	270	320	187	157	180	201	168	88	249	1868	318	1324	859	1099	1086
		12%	15%	9%	7%	8%	9%	8%	4%	11%	85%	15%	61%	39%	50%	50%
Do not have access to device	731	138	56	67	63	40	64	48	49	114	630	102	381	350	295	436
	33%	51%	18%	36%	40%	22%	32%	29%	56%	46%	34%	32%	29%	41%	27%	40%
		bcdefg		be	beg		be	b	bcdefgi	befg				l		n
		19%	8%	9%	9%	6%	9%	7%	7%	16%	86%	14%	52%	48%	40%	60%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 106

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QP6J (QP11J) SHOWCARD How often, if at all, do you listen to radio through a - Smart speaker such as Amazon Echo, Google Home or Apple HomePod. (SINGLE CODE)

Base : Those who listen to radio

| | | TV PLATFORM/S | | | |
| | Total | ALL TV | CABLE | SATE-LLITE | HYBRID IPTV |
Significance Level: 95%		a	b	c	d
Unweighted total	3166	3028	387	1160	547
Effective Weighted Sample	2156	2061	296	793	375
Weighted total	2185	2085	333	817	410
		95%	15%	37%	19%
Every day	132	124	18	57	39
	6%	6%	5%	7%	9%
					a
		94%	14%	43%	29%
At least weekly	175	168	33	81	32
	8%	8%	10%	10%	8%
		96%	19%	46%	18%
At least monthly	47	47	13	25	11
	2%	2%	4%	3%	3%
		100%	27%	53%	23%
Less than once a month	56	53	12	23	11
	3%	3%	4%	3%	3%
		96%	22%	41%	19%
EVER	410	392	77	186	93
	19%	19%	23%	23%	23%
				a	
		96%	19%	45%	23%
Never	1044	1002	179	370	195
	48%	48%	54%	45%	48%
			c		
		96%	17%	35%	19%
Do not have access to device	731	691	77	262	122
	33%	33%	23%	32%	30%
		b		b	
		94%	11%	36%	17%

Columns Tested: a,b,c,d

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SUMMARY - EVER USE DIGITAL RADIO

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3166	1546	1620	325	421	962	1457	204	255	347	713	741	962	677	779	1880	427	434	425
Effective Weighted Sample	2156	1043	1115	227	299	659	1019	148	182	249	549	533	673	456	530	1633	282	300	372
Weighted total	2185	1083	1102	246	317	771	852	116	160	255	649	635	588	491	467	1821	195	107	62
		50%	50%	11%	14%	35%	39%	5%	7%	12%	30%	29%	27%	22%	21%	83%	9%	5%	3%
YES, EVER USED	1756	882	874	217	260	675	603	80	115	196	603	565	495	390	304	1474	155	80	47
	80%	81%	79%	88%	82%	88%	71%	69%	72%	77%	93%	89%	84%	79%	65%	81%	79%	75%	75%
				f	f	df					ghi	lmn	mn	n		qr			
		50%	50%	12%	15%	38%	34%	5%	7%	11%	34%	32%	28%	22%	17%	84%	9%	5%	3%
YES, USE AT LEAST MONTHLY	1656	829	827	194	245	646	570	67	105	184	583	544	473	355	281	1391	147	75	43
	76%	77%	75%	79%	78%	84%	67%	57%	66%	72%	90%	86%	80%	72%	60%	76%	75%	70%	70%
				f	f	df				g	ghi	lmn	mn	n		qr			
		50%	50%	12%	15%	39%	34%	4%	6%	11%	35%	33%	29%	21%	17%	84%	9%	5%	3%
YES, USE AT LEAST WEEKLY	1529	775	754	169	217	604	539	56	87	179	548	523	422	330	253	1291	130	69	39
	70%	72%	68%	69%	68%	78%	63%	48%	54%	70%	84%	82%	72%	67%	54%	71%	67%	64%	64%
						cdf				gh	ghi	lmn	n	n		qr			
		51%	49%	11%	14%	40%	35%	4%	6%	12%	36%	34%	28%	22%	17%	84%	8%	5%	3%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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SUMMARY - EVER USE DIGITAL RADIO

Base : Those who listen to radio

	Total	ENGLAND REGIONS LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBANITY URBAN	RURAL	WORKING STATUS WORKING	NOT WORKING	DEPRIVATION LEVEL LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3166	209	229	197	205	231	206	186	206	211	2255	911	1686	1475	1639	1527
Effective Weighted Sample	2156	199	214	188	195	213	195	176	194	200	1776	403	1174	1025	1088	1069
Weighted total	2185	270	320	187	157	180	201	168	88	249	1868	318	1324	859	1099	1086
		12%	15%	9%	7%	8%	9%	8%	4%	11%	85%	15%	61%	39%	50%	50%
YES, EVER USED	1756	244	274	155	118	124	157	122	75	206	1485	271	1135	621	907	849
	80%	90%	86%	83%	75%	69%	78%	72%	85%	83%	80%	85%	86%	72%	83%	78%
		cdefgi	defg	eg			e		deg	eg		j	m		o	
		14%	16%	9%	7%	7%	9%	7%	4%	12%	85%	15%	65%	35%	52%	48%
YES, USE AT LEAST MONTHLY	1656	232	263	139	109	117	144	115	73	199	1401	255	1084	571	857	799
	76%	86%	82%	74%	69%	65%	71%	69%	82%	80%	75%	80%	82%	66%	78%	74%
		cdefg	defg	e					defg	deg		j	m		o	
		14%	16%	8%	7%	7%	9%	7%	4%	12%	85%	15%	65%	35%	52%	48%
YES, USE AT LEAST WEEKLY	1529	218	238	127	102	110	135	109	67	183	1287	242	1005	524	802	727
	70%	81%	74%	68%	65%	61%	67%	65%	76%	74%	69%	76%	76%	61%	73%	67%
		cdefg	deg						defg	e		j	m		o	
		14%	16%	8%	7%	7%	9%	7%	4%	12%	84%	16%	66%	34%	52%	48%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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SUMMARY - EVER USE DIGITAL RADIO

Base : Those who listen to radio

	Total	**ALL TV**	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
TV PLATFORM/S					
Significance Level: 95%		a	b	c	d
Unweighted total	3166	3028	387	1160	547
Effective Weighted Sample	2156	2061	296	793	375
Weighted total	2185	2085	333	817	410
		95%	15%	37%	19%
YES, EVER USED	1756	1676	285	705	349
	80%	80%	86%	86%	85%
			a	a	a
		95%	16%	40%	20%
YES, USE AT LEAST MONTHLY	1656	1584	272	670	335
	76%	76%	81%	82%	82%
			a	a	a
		96%	16%	40%	20%
YES, USE AT LEAST WEEKLY	1529	1468	251	615	317
	70%	70%	75%	75%	77%
				a	a
		96%	16%	40%	21%

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

SUMMARY - EVER USE DIGITAL RADIO

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
YES, EVER USED	1756	882	874	217	260	675	603	80	115	196	603	565	495	390	304	1474	155	80	47
	66%	68%	64%	60%	62%	75%	61%	46%	55%	66%	85%	79%	69%	67%	46%	66%	66%	61%	63%
		b				cdf				gh	ghi	lmn	n	n					
		50%	50%	12%	15%	38%	34%	5%	7%	11%	34%	32%	28%	22%	17%	84%	9%	5%	3%
YES, USE AT LEAST MONTHLY	1656	829	827	194	245	646	570	67	105	184	583	544	473	355	281	1391	147	75	43
	62%	64%	60%	54%	58%	72%	58%	39%	50%	61%	82%	76%	66%	61%	42%	62%	63%	57%	59%
						cdf			g	gh	ghi	lmn	n	n					
		50%	50%	12%	15%	39%	34%	4%	6%	11%	35%	33%	29%	21%	17%	84%	9%	5%	3%
YES, USE AT LEAST WEEKLY	1529	775	754	169	217	604	539	56	87	179	548	523	422	330	253	1291	130	69	39
	57%	60%	55%	47%	52%	67%	54%	32%	41%	60%	77%	73%	59%	57%	38%	58%	56%	52%	53%
		b				cdf	c		g	gh	ghi	lmn	n	n		q			
		51%	49%	11%	14%	40%	35%	4%	6%	12%	36%	34%	28%	22%	17%	84%	8%	5%	3%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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SUMMARY - EVER USE DIGITAL RADIO

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
YES, EVER USED	1756	244	274	155	118	124	157	122	75	206	1485	271	1135	621	907	849
	66%	72%	76%	71%	61%	52%	64%	54%	67%	69%	64%	75%	73%	56%	71%	61%
		deg	defgh	deg	e		eg		eg	eg		j	m		o	
		14%	16%	9%	7%	7%	9%	7%	4%	12%	85%	15%	65%	35%	52%	48%
YES, USE AT LEAST MONTHLY	1656	232	263	139	109	117	144	115	73	199	1401	255	1084	571	857	799
	62%	68%	73%	64%	56%	49%	59%	51%	65%	66%	60%	71%	70%	51%	67%	57%
		defg	cdefg	eg			e		deg	deg		j	m		o	
		14%	16%	8%	7%	7%	9%	7%	4%	12%	85%	15%	65%	35%	52%	48%
YES, USE AT LEAST WEEKLY	1529	218	238	127	102	110	135	109	67	183	1287	242	1005	524	802	727
	57%	64%	66%	58%	53%	46%	55%	48%	60%	61%	56%	67%	65%	47%	63%	52%
		defg	defg	eg			e		eg	eg		j	m		o	
		14%	16%	8%	7%	7%	9%	7%	4%	12%	84%	16%	66%	34%	52%	48%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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SUMMARY - EVER USE DIGITAL RADIO

Base : All respondents

| | | TV PLATFORM/S | | | |
	Total	**ALL TV**	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
YES, EVER USED	1756	1676	285	705	349
	66%	67%	72%	74%	73%
			a	a	a
		95%	16%	40%	20%
YES, USE AT LEAST MONTHLY	1656	1584	272	670	335
	62%	63%	69%	70%	71%
			a	a	a
		96%	16%	40%	20%
YES, USE AT LEAST WEEKLY	1529	1468	251	615	317
	57%	58%	63%	65%	67%
				a	a
		96%	16%	40%	21%

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

SUMMARY - EVER LISTEN TO RADIO

Base : All respondents

	Total	GENDER MALE a	GENDER FEMALE b	AGE GROUP 16-24 c	AGE GROUP 25-34 d	AGE GROUP 35-54 e	AGE GROUP 55+ f	HOUSEHOLD INCOME UNDER 10.4K g	HOUSEHOLD INCOME 10.4K-15.59K h	HOUSEHOLD INCOME 15.6K-25.99K i	HOUSEHOLD INCOME 26K+ j	SOCIAL GROUP AB k	SOCIAL GROUP C1 l	SOCIAL GROUP C2 m	SOCIAL GROUP DE n	NATION ENGLAND o	NATION SCOTLAND p	NATION WALES q	NATION NI r
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
YES, EVER USED	2175	1081	1094	245	316	766	848	115	158	253	649	634	587	490	460	1814	193	107	61
	81%	83%	80%	68%	75%	85%	86%	66%	74%	85%	91%	89%	82%	84%	70%	81%	83%	81%	83%
		b			c	cd	cd			gh	ghi	lmn	n	n					
		50%	50%	11%	15%	35%	39%	5%	7%	12%	30%	29%	27%	23%	21%	83%	9%	5%	3%
YES, USE AT LEAST MONTHLY	2100	1042	1058	226	302	752	820	103	151	245	640	620	569	469	439	1754	182	104	60
	78%	80%	77%	62%	72%	83%	83%	60%	72%	82%	90%	87%	79%	81%	66%	78%	78%	79%	81%
		b			c	cd	cd		g	gh	ghi	lmn	n	n					
		50%	50%	11%	14%	36%	39%	5%	7%	12%	31%	30%	27%	22%	21%	84%	9%	5%	3%
YES, USE AT LEAST WEEKLY	2039	1013	1027	212	290	737	801	97	145	241	626	606	549	456	426	1703	176	102	58
	76%	78%	75%	58%	69%	82%	81%	56%	68%	81%	88%	85%	77%	79%	64%	76%	75%	78%	79%
					c	cd	cd		g	gh	ghi	lmn	n	n					
		50%	50%	10%	14%	36%	39%	5%	7%	12%	31%	30%	27%	22%	21%	83%	9%	5%	3%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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SUMMARY - EVER LISTEN TO RADIO

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
YES, EVER USED	2175	269	319	186	156	180	199	167	88	249	1859	316	1316	856	1095	1080
	81%	79%	89%	85%	80%	76%	81%	74%	79%	83%	80%	88%	85%	77%	86%	77%
			adefgh	eg						eg		j	m		o	
		12%	15%	9%	7%	8%	9%	8%	4%	11%	85%	15%	61%	39%	50%	50%
YES, USE AT LEAST MONTHLY	2100	252	314	176	152	176	194	160	86	244	1789	310	1285	812	1068	1032
	78%	74%	87%	80%	78%	74%	79%	71%	77%	81%	77%	86%	83%	73%	84%	74%
			acdefgh	g			g			eg		j	m		o	
		12%	15%	8%	7%	8%	9%	8%	4%	12%	85%	15%	61%	39%	51%	49%
YES, USE AT LEAST WEEKLY	2039	242	309	167	148	172	189	155	84	237	1734	305	1251	786	1046	993
	76%	71%	86%	77%	76%	72%	77%	68%	75%	79%	75%	85%	80%	70%	82%	71%
			acdefghi	g			g			ag		j	m		o	
		12%	15%	8%	7%	8%	9%	8%	4%	12%	85%	15%	61%	39%	51%	49%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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SUMMARY - EVER LISTEN TO RADIO

Base : All respondents

			TV PLATFORM/S		
	Total	**ALL TV**	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
YES, EVER USED	2175	2075	331	815	410
	81%	82%	83%	86%	86%
				a	a
		95%	15%	37%	19%
YES, USE AT LEAST MONTHLY	2100	2008	324	789	400
	78%	80%	82%	83%	84%
				a	a
		96%	15%	38%	19%
YES, USE AT LEAST WEEKLY	2039	1954	314	766	391
	76%	78%	79%	80%	82%
					a
		96%	15%	38%	19%

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QP7 (QP16). SHOWCARD In which of these ways do you listen to radio on your mobile phone? (MULTI CODE)

Base : Those who listen to radio via a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	~g	~h	~i	j	k	l	m	n	o	~p	~q	~r
Unweighted total	596	319	277	125	143	196	131	40	47	59	194	169	185	116	126	377	95	58	66
Effective Weighted Sample	432	228	205	91	101	148	97	33	36	43	155	131	137	81	88	333	69	40	59
Weighted total	475	259	216	100	105	180	90	29	35	48	183	158	131	98	88	397	54	14	10
		54%	46%	21%	22%	38%	19%	**	**	**	38%	33%	28%	21%	19%	84%	**	**	**
Via a downloaded app such as RadioPlayer, BBC Radio iPlayer or Tunein	189	96	92	36	49	74	29	**	**	**	92	73	55	33	28	157	**	**	**
	40%	37%	43%	36%	47% f	41%	32%	**	**	**	51%	46% n	42%	34%	32%	40%	**	**	**
		51%	49%	19%	26%	39%	16%	**	**	**	49%	39%	29%	18%	15%	83%	**	**	**
Live via a station website	177	99	79	45	37	69	27	**	**	**	67	62	46	38	32	152	**	**	**
	37%	38%	36%	45% f	35%	38%	30%	**	**	**	37%	39%	35%	38%	36%	38%	**	**	**
		56%	44%	25%	21%	39%	15%	**	**	**	38%	35%	26%	21%	18%	86%	**	**	**
Live via a built in FM radio	120	67	53	27	19	45	29	**	**	**	39	40	33	21	27	103	**	**	**
	25%	26%	25%	27%	19%	25%	32% d	**	**	**	21%	25%	25%	21%	30%	26%	**	**	**
		56%	44%	23%	16%	37%	24%	**	**	**	32%	33%	27%	17%	22%	86%	**	**	**
Via radio podcasts	62	32	30	19	9	28	7	**	**	**	24	28	18	7	10	51	**	**	**
	13%	12%	14%	19% df	9%	15%	8%	**	**	**	13%	17% m	14%	7%	11%	13%	**	**	**
		51%	49%	30%	15%	44%	11%	**	**	**	39%	44%	29%	11%	16%	82%	**	**	**
Other ways	3	1	3	*	1	2	1	**	**	**	-	-	*	2	1	3	**	**	**
	1%	*%	1%	*%	1%	1%	1%	**	**	**	-%	-%	*%	2%	1%	1%	**	**	**
		24%	76%	6%	28%	49%	17%	**	**	**	-%	-%	4%	72%	24%	89%	**	**	**
Don't know	33	15	17	4	7	9	13	**	**	**	7	7	9	8	8	23	**	**	**
	7%	6%	8%	4%	7%	5%	14% ce	**	**	**	4%	5%	7%	8%	9%	6%	**	**	**
		46%	54%	12%	22%	27%	38%	**	**	**	20%	23%	27%	24%	26%	72%	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 110

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QP7 (QP16). SHOWCARD In which of these ways do you listen to radio on your mobile phone? (MULTI CODE)

Base : Those who listen to radio via a mobile phone

	Total	| ENGLAND REGIONS								|	URBANITY		|	WORKING STATUS		|	DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	596	43	52	32	55	37	38	33	42	45	436	160	383	212	317	279
Effective Weighted Sample	432	42	49	31	53	34	37	32	40	44	354	82	280	158	223	209
Weighted total	475	56	79	33	45	32	41	33	19	59	402	73	331	143	240	235
		**	**	**	**	**	**	**	**	**	85%	15%	70%	30%	51%	49%
Via a downloaded app such as RadioPlayer, BBC Radio iPlayer or Tunein	189	**	**	**	**	**	**	**	**	**	153	36	139	49	109	79
	40%	**	**	**	**	**	**	**	**	**	38%	49%	42%	35%	46% o	34%
		**	**	**	**	**	**	**	**	**	81%	19%	74%	26%	58%	42%
Live via a station website	177	**	**	**	**	**	**	**	**	**	156	22	135	43	81	96
	37%	**	**	**	**	**	**	**	**	**	39%	30%	41% m	30%	34%	41%
		**	**	**	**	**	**	**	**	**	88%	12%	76%	24%	46%	54%
Live via a built in FM radio	120	**	**	**	**	**	**	**	**	**	103	17	75	45	54	66
	25%	**	**	**	**	**	**	**	**	**	26%	24%	23%	32% l	23%	28%
		**	**	**	**	**	**	**	**	**	86%	14%	62%	38%	45%	55%
Via radio podcasts	62	**	**	**	**	**	**	**	**	**	51	12	45	18	32	30
	13%	**	**	**	**	**	**	**	**	**	13%	16%	13%	12%	13%	13%
		**	**	**	**	**	**	**	**	**	81%	19%	71%	29%	52%	48%
Other ways	3	**	**	**	**	**	**	**	**	**	3	1	2	1	1	3
	1%	**	**	**	**	**	**	**	**	**	1%	1%	1%	1%	*%	1%
		**	**	**	**	**	**	**	**	**	76%	24%	59%	41%	24%	76%
Don't know	33	**	**	**	**	**	**	**	**	**	27	6	18	14	21	12
	7%	**	**	**	**	**	**	**	**	**	7%	8%	5%	10%	9%	5%
		**	**	**	**	**	**	**	**	**	83%	17%	55%	43%	63%	37%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QP7 (QP16). SHOWCARD In which of these ways do you listen to radio on your mobile phone? (MULTI CODE)

Base : Those who listen to radio via a mobile phone

| | | TV PLATFORM/S | | | |
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	~b	c	d
Unweighted total	596	562	80	231	133
Effective Weighted Sample	432	407	63	172	95
Weighted total	475	447	73	189	102
		94%	**	40%	22%
Via a downloaded app such as RadioPlayer, BBC Radio iPlayer or Tunein	189	176	**	85	41
	40%	39%	**	45%	40%
		93%	**	45%	22%
Live via a station website	177	167	**	68	33
	37%	37%	**	36%	32%
		94%	**	39%	19%
Live via a built in FM radio	120	115	**	50	26
	25%	26%	**	26%	25%
		95%	**	41%	22%
Via radio podcasts	62	59	**	27	15
	13%	13%	**	14%	14%
		95%	**	43%	23%
Other ways	3	3	**	1	1
	1%	1%	**	*%	1%
		100%	**	17%	28%
Don't know	33	31	**	10	9
	7%	7%	**	5%	9%
		95%	**	31%	28%

Columns Tested: a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 111

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QP8 (QP22). SHOWCARD Do you personally use a car at all - as a driver or passenger? IF YES: Which of these ways of listening do you ever use in a car? (MULTI CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3166	1546	1620	325	421	962	1457	204	255	347	713	741	962	677	779	1880	427	434	425
Effective Weighted Sample	2156	1043	1115	227	299	659	1019	148	182	249	549	533	673	456	530	1633	282	300	372
Weighted total	2185	1083	1102	246	317	771	852	116	160	255	649	635	588	491	467	1821	195	107	62
		50%	50%	11%	14%	35%	39%	5%	7%	12%	30%	29%	27%	22%	21%	83%	9%	5%	3%

WAYS OF LISTENING IN A CAR

	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Listen to live radio on an in-car FM or AM radio	1312	634	677	131	199	514	469	38	67	167	466	399	379	317	215	1102	108	61	41
	60%	59%	61%	53%	63%	67%	55%	33%	42%	66%	72%	63%	64%	64%	46%	60%	56%	57%	67%
					cf	cf				gh	gh	n	n	n					opq
	48%	52%	10%	15%	39%	36%	3%	5%	13%	36%	30%	29%	24%	16%	84%	8%	5%	3%	
Listen to live radio on an in-car DAB radio	882	464	418	100	128	390	264	18	25	82	381	360	244	183	94	753	66	41	22
	40%	43%	38%	40%	41%	51%	31%	15%	15%	32%	59%	57%	41%	37%	20%	41%	34%	38%	36%
		b		f	f	cdf				gh	ghi	lmn	n	n		p			
	53%	47%	11%	15%	44%	30%	2%	3%	9%	43%	41%	28%	21%	11%	85%	8%	5%	3%	
Listen to music on an in-car CD, tape or minidisc player	453	219	234	47	61	194	150	17	19	49	197	176	118	97	62	406	17	20	10
	21%	20%	21%	19%	19%	25%	18%	15%	12%	19%	30%	28%	20%	20%	13%	22%	9%	19%	16%
						df				h	ghi	lmn	n	n		pr		p	p
	48%	52%	10%	13%	43%	33%	4%	4%	11%	44%	39%	26%	21%	14%	90%	4%	4%	2%	
Listen to music stored on a phone	264	152	112	59	57	109	40	4	11	28	141	114	72	46	32	245	10	6	4
	12%	14%	10%	24%	18%	14%	5%	4%	7%	11%	22%	18%	12%	9%	7%	13%	5%	6%	6%
		b		ef	f	f				g	ghi	lmn	n			pqr			
	58%	42%	22%	22%	41%	15%	2%	4%	10%	53%	43%	27%	17%	12%	93%	4%	2%	1%	

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 111

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QP8 (QP22). SHOWCARD Do you personally use a car at all - as a driver or passenger? IF YES: Which of these ways of listening do you ever use in a car? (MULTI CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3166	1546	1620	325	421	962	1457	204	255	347	713	741	962	677	779	1880	427	434	425
Effective Weighted Sample	2156	1043	1115	227	299	659	1019	148	182	249	549	533	673	456	530	1633	282	300	372
Weighted total	2185	1083	1102	246	317	771	852	116	160	255	649	635	588	491	467	1821	195	107	62
		50%	50%	11%	14%	35%	39%	5%	7%	12%	30%	29%	27%	22%	21%	83%	9%	5%	3%
Listen to music using a streaming service like Spotify, Apple Music or Deezer	156	79	78	45	38	54	19	5	3	19	71	74	39	26	17	141	7	6	2
	7%	7%	7%	18%	12%	7%	2%	4%	2%	7%	11%	12%	7%	5%	4%	8%	4%	6%	3%
				def	ef	f				h	gh	lmn	n			pr			
		50%	50%	29%	25%	35%	12%	3%	2%	12%	45%	48%	25%	17%	11%	90%	5%	4%	1%
Listen to a podcast via a mobile phone	73	39	34	19	22	24	7	3	2	8	40	31	19	14	9	66	3	3	*
	3%	4%	3%	8%	7%	3%	1%	2%	1%	3%	6%	5%	3%	3%	2%	4%	2%	3%	1%
				ef	ef	f					h	n				r			
		54%	46%	27%	30%	33%	10%	4%	2%	10%	56%	42%	26%	20%	12%	91%	5%	4%	1%
Listen to live FM radio on a mobile phone	61	34	27	12	12	23	14	4	5	7	25	20	17	9	15	56	4	1	*
	3%	3%	2%	5%	4%	3%	2%	4%	3%	3%	4%	3%	3%	2%	3%	3%	2%	1%	*%
				f	f											r			
		56%	44%	20%	20%	38%	23%	7%	9%	11%	42%	33%	28%	14%	24%	91%	6%	2%	*%
Listen to digital radio on a mobile phone via an app such as RadioPlayer or TuneIn	58	31	26	6	13	23	15	-	3	10	29	24	14	11	8	49	5	2	1
	3%	3%	2%	2%	4%	3%	2%	-%	2%	4%	4%	4%	2%	2%	2%	3%	2%	2%	2%
					f					g	g	n							
		54%	46%	10%	23%	41%	26%	-%	5%	17%	50%	42%	25%	20%	14%	86%	8%	4%	2%
None of these	165	75	90	13	15	29	108	20	21	17	14	41	33	32	59	130	24	8	3
	8%	7%	8%	5%	5%	4%	13%	17%	13%	7%	2%	6%	6%	6%	13%	7%	12%	7%	5%
							cde	ij	ij	j					klm		oqr		
		45%	55%	8%	9%	18%	65%	12%	13%	11%	9%	25%	20%	19%	36%	78%	15%	5%	2%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QP8 (QP22). SHOWCARD Do you personally use a car at all - as a driver or passenger? IF YES: Which of these ways of listening do you ever use in a car? (MULTI CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3166	1546	1620	325	421	962	1457	204	255	347	713	741	962	677	779	1880	427	434	425
Effective Weighted Sample	2156	1043	1115	227	299	659	1019	148	182	249	549	533	673	456	530	1633	282	300	372
Weighted total	2185	1083	1102	246	317	771	852	116	160	255	649	635	588	491	467	1821	195	107	62
		50%	50%	11%	14%	35%	39%	5%	7%	12%	30%	29%	27%	22%	21%	83%	9%	5%	3%
Don't use a car	269	135	134	45	38	51	135	46	49	27	22	24	62	43	138	225	28	10	7
	12%	12%	12%	18%	12%	7%	16%	39%	31%	11%	3%	4%	11%	9%	30%	12%	14%	9%	11%
				de	e		e	ij	ij	j			k	k	klm				
		50%	50%	17%	14%	19%	50%	17%	18%	10%	8%	9%	23%	16%	51%	84%	10%	4%	2%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QP8 (QP22). SHOWCARD Do you personally use a car at all - as a driver or passenger? IF YES: Which of these ways of listening do you ever use in a car? (MULTI CODE)

Base : Those who listen to radio

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
					ENGLAND REGIONS						URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3166	209	229	197	205	231	206	186	206	211	2255	911	1686	1475	1639	1527
Effective Weighted Sample	2156	199	214	188	195	213	195	176	194	200	1776	403	1174	1025	1088	1069
Weighted total	2185	270	320	187	157	180	201	168	88	249	1868	318	1324	859	1099	1086
		12%	15%	9%	7%	8%	9%	8%	4%	11%	85%	15%	61%	39%	50%	50%

WAYS OF LISTENING IN A CAR

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Listen to live radio on an in-car FM or AM radio	1312	193	192	106	85	109	126	87	56	149	1120	192	875	436	675	637
	60%	71%	60%	56%	54%	60%	63%	52%	63%	60%	60%	60%	66%	51%	61%	59%
		bcdegi						g	g				m			
		15%	15%	8%	6%	8%	10%	7%	4%	11%	85%	15%	67%	33%	51%	49%
Listen to live radio on an in-car DAB radio	882	144	136	71	60	72	75	56	32	107	732	150	637	245	500	382
	40%	53%	42%	38%	38%	40%	37%	33%	36%	43%	39%	47%	48%	29%	46%	35%
		bcdefghi										j	m		o	
		16%	15%	8%	7%	8%	8%	6%	4%	12%	83%	17%	72%	28%	57%	43%
Listen to music on an in-car CD, tape or minidisc player	453	58	76	28	36	42	64	8	34	60	372	81	299	153	265	188
	21%	21%	24%	15%	23%	23%	32%	5%	38%	24%	20%	25%	23%	18%	24%	17%
		g	cg	g	g	cg	acdeg		abcdegi	cg		j	m		o	
		13%	17%	6%	8%	9%	14%	2%	8%	13%	82%	18%	66%	34%	59%	41%
Listen to music stored on a phone	264	67	36	14	24	27	26	10	14	25	226	38	203	61	139	125
	12%	25%	11%	8%	15%	15%	13%	6%	16%	10%	12%	12%	15%	7%	13%	12%
		bcdefghi			cg	cg	g		cg				m			
		26%	14%	5%	9%	10%	10%	4%	5%	10%	86%	14%	77%	23%	53%	47%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 111

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QP8 (QP22). SHOWCARD Do you personally use a car at all - as a driver or passenger? IF YES: Which of these ways of listening do you ever use in a car? (MULTI CODE)

Base : Those who listen to radio

	Total	| ENGLAND REGIONS | LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBANITY URBAN	RURAL	WORKING STATUS WORKING	NOT WORKING	DEPRIVATION LEVEL LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3166	209	229	197	205	231	206	186	206	211	2255	911	1686	1475	1639	1527
Effective Weighted Sample	2156	199	214	188	195	213	195	176	194	200	1776	403	1174	1025	1088	1069
Weighted total	2185	270	320	187	157	180	201	168	88	249	1868	318	1324	859	1099	1086
		12%	15%	9%	7%	8%	9%	8%	4%	11%	85%	15%	61%	39%	50%	50%
Listen to music using a streaming service like Spotify, Apple Music or Deezer	156	13	29	6	20	20	16	6	11	19	131	26	115	41	101	56
	7%	5%	9%	3%	13%	11%	8%	4%	12%	8%	7%	8%	9%	5%	9%	5%
			cg		acg	acg			acg				m		o	
		8%	18%	4%	13%	13%	10%	4%	7%	12%	84%	16%	74%	26%	64%	36%
Listen to a podcast via a mobile phone	73	18	10	2	8	9	7	-	3	9	57	15	54	18	39	33
	3%	7%	3%	1%	5%	5%	3%	-%	4%	4%	3%	5%	4%	2%	4%	3%
		cg	g		cg	cg	g		g	g			m			
		25%	14%	3%	11%	12%	9%	-%	5%	13%	79%	21%	75%	25%	54%	46%
Listen to live FM radio on a mobile phone	61	15	10	2	7	3	4	6	1	8	48	13	44	17	28	33
	3%	5%	3%	1%	4%	2%	2%	3%	1%	3%	3%	4%	3%	2%	3%	3%
		ceh			c								m			
		24%	17%	3%	11%	5%	7%	9%	2%	13%	79%	21%	72%	28%	46%	54%
Listen to digital radio on a mobile phone via an app such as RadioPlayer or TuneIn	58	9	8	3	5	5	9	-	2	8	47	11	46	11	28	30
	3%	3%	2%	2%	3%	3%	5%	-%	2%	3%	3%	3%	3%	1%	3%	3%
		g	g		g	g	g			g			m			
		16%	14%	5%	9%	9%	16%	-%	3%	14%	82%	18%	80%	20%	48%	52%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QP8 (QP22). SHOWCARD Do you personally use a car at all - as a driver or passenger? IF YES: Which of these ways of listening do you ever use in a car? (MULTI CODE)

Base : Those who listen to radio

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3166	209	229	197	205	231	206	186	206	211	2255	911	1686	1475	1639	1527
Effective Weighted Sample	2156	199	214	188	195	213	195	176	194	200	1776	403	1174	1025	1088	1069
Weighted total	2185	270	320	187	157	180	201	168	88	249	1868	318	1324	859	1099	1086
		12%	15%	9%	7%	8%	9%	8%	4%	11%	85%	15%	61%	39%	50%	50%
None of these	165	18	27	16	8	12	20	13	2	14	146	19	57	107	74	91
	8%	6%	9%	9%	5%	7%	10%	8%	3%	6%	8%	6%	4%	12%	7%	8%
			h	h				h	h					l		
		11%	17%	10%	5%	7%	12%	8%	1%	8%	88%	12%	35%	65%	45%	55%
Don't use a car	269	40	35	19	18	15	12	36	12	38	254	15	80	189	84	185
	12%	15%	11%	10%	11%	8%	6%	22%	13%	15%	14%	5%	6%	22%	8%	17%
		ef			f			bcdefh	f	ef	k			l		n
		15%	13%	7%	7%	6%	4%	13%	4%	14%	94%	6%	30%	70%	31%	69%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QP8 (QP22). SHOWCARD Do you personally use a car at all - as a driver or passenger? IF YES: Which of these ways of listening do you ever use in a car? (MULTI CODE)

Base : Those who listen to radio

	Total	TV PLATFORM/S			
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3166	3028	387	1160	547
Effective Weighted Sample	2156	2061	296	793	375
Weighted total	2185	2085	333	817	410
		95%	15%	37%	19%
WAYS OF LISTENING IN A CAR					
Listen to live radio on an in-car FM or AM radio	1312	1256	203	518	260
	60%	60%	61%	63%	63%
		96%	15%	40%	20%
Listen to live radio on an in-car DAB radio	882	860	161	401	185
	40%	41%	48%	49%	45%
			a	a	
		98%	18%	45%	21%
Listen to music on an in-car CD, tape or minidisc player	453	431	57	214	112
	21%	21%	17%	26%	27%
				ab	ab
		95%	13%	47%	25%
Listen to music stored on a phone	264	250	43	129	59
	12%	12%	13%	16%	14%
				a	
		95%	16%	49%	22%

Columns Tested: a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

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QP8 (QP22). SHOWCARD Do you personally use a car at all - as a driver or passenger? IF YES: Which of these ways of listening do you ever use in a car? (MULTI CODE)

Base : Those who listen to radio

| | | TV PLATFORM/S | | | |
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3166	3028	387	1160	547
Effective Weighted Sample	2156	2061	296	793	375
Weighted total	2185	2085	333	817	410
		95%	15%	37%	19%
Listen to music using a streaming service like Spotify, Apple Music or Deezer	156	150	30	68	31
	7%	7%	9%	8%	8%
		96%	19%	43%	20%
Listen to a podcast via a mobile phone	73	70	12	33	14
	3%	3%	4%	4%	4%
		97%	16%	46%	20%
Listen to live FM radio on a mobile phone	61	59	7	31	12
	3%	3%	2%	4%	3%
		96%	12%	51%	19%
Listen to digital radio on a mobile phone via an app such as RadioPlayer or TuneIn	58	52	7	29	10
	3%	2%	2%	3%	2%
		90%	12%	50%	18%
None of these	165	155	22	44	20
	8%	7%	7%	5%	5%
		94%	13%	27%	12%
Don't use a car	269	245	26	56	36
	12%	12%	8%	7%	9%
		bc			
		91%	10%	21%	13%

Columns Tested: a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

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QP8 (QP22). SHOWCARD Do you personally use a car at all - as a driver or passenger? IF YES: Which of these ways of listening do you ever use in a car? (MULTI CODE)

Base : Those who listen to radio and who use a car

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2744	1339	1405	264	372	895	1212	127	179	312	688	697	868	618	558	1604	374	388	378
Effective Weighted Sample	1852	895	958	183	260	609	839	90	125	223	528	506	600	412	367	1399	241	269	329
Weighted total	1916	948	969	202	279	719	717	71	111	227	628	611	526	448	329	1597	167	97	55
		49%	51%	11%	15%	38%	37%	4%	6%	12%	33%	32%	27%	23%	17%	83%	9%	5%	3%

WAYS OF LISTENING IN A CAR

	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Listen to live radio on an in-car FM or AM radio	1312	634	677	131	199	514	469	38	67	167	466	399	379	317	215	1102	108	61	41
	68%	67%	70%	65%	71%	71%	65%	54%	60%	74%	74%	65%	72%	71%	66%	69%	65%	62%	74%
						f				gh	gh		kn			q			pq
		48%	52%	10%	15%	39%	36%	3%	5%	13%	36%	30%	29%	24%	16%	84%	8%	5%	3%
Listen to live radio on an in-car DAB radio	882	464	418	100	128	390	264	18	25	82	381	360	244	183	94	753	66	41	22
	46%	49%	43%	49%	46%	54%	37%	25%	22%	36%	61%	59%	46%	41%	29%	47%	40%	42%	40%
		b		f	f	df				h	ghi	lmn	n	n		pr			
		53%	47%	11%	15%	44%	30%	2%	3%	9%	43%	41%	28%	21%	11%	85%	8%	5%	3%
Listen to music on an in-car CD, tape or minidisc player	453	219	234	47	61	194	150	17	19	49	197	176	118	97	62	406	17	20	10
	24%	23%	24%	23%	22%	27%	21%	24%	17%	22%	31%	29%	22%	22%	19%	25%	10%	21%	18%
						f					hi	lmn				pr		p	p
		48%	52%	10%	13%	43%	33%	4%	4%	11%	44%	39%	26%	21%	14%	90%	4%	4%	2%
Listen to music stored on a phone	264	152	112	59	57	109	40	4	11	28	141	114	72	46	32	245	10	6	4
	14%	16%	12%	29%	20%	15%	6%	6%	10%	12%	23%	19%	14%	10%	10%	15%	6%	6%	7%
		b		def	f	f					ghi	lmn				pqr			
		58%	42%	22%	22%	41%	15%	2%	4%	10%	53%	43%	27%	17%	12%	93%	4%	2%	1%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QP8 (QP22). SHOWCARD Do you personally use a car at all - as a driver or passenger? IF YES: Which of these ways of listening do you ever use in a car? (MULTI CODE)

Base : Those who listen to radio and who use a car

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2744	1339	1405	264	372	895	1212	127	179	312	688	697	868	618	558	1604	374	388	378
Effective Weighted Sample	1852	895	958	183	260	609	839	90	125	223	528	506	600	412	367	1399	241	269	329
Weighted total	1916	948	969	202	279	719	717	71	111	227	628	611	526	448	329	1597	167	97	55
		49%	51%	11%	15%	38%	37%	4%	6%	12%	33%	32%	27%	23%	17%	83%	9%	5%	3%
Listen to music using a streaming service like Spotify, Apple Music or Deezer	156	79	78	45	38	54	19	5	3	19	71	74	39	26	17	141	7	6	2
	8%	8%	8%	22%	14%	8%	3%	6%	2%	8%	11%	12%	7%	6%	5%	9%	4%	6%	4%
				def	ef	f				h	h	lmn				pr			
		50%	50%	29%	25%	35%	12%	3%	2%	12%	45%	48%	25%	17%	11%	90%	5%	4%	1%
Listen to a podcast via a mobile phone	73	39	34	19	22	24	7	3	2	8	40	31	19	14	9	66	3	3	*
	4%	4%	3%	10%	8%	3%	1%	4%	2%	3%	6%	5%	4%	3%	3%	4%	2%	3%	1%
				ef	ef	f					h					r			
		54%	46%	27%	30%	33%	10%	4%	2%	10%	56%	42%	26%	20%	12%	91%	5%	4%	1%
Listen to live FM radio on a mobile phone	61	34	27	12	12	23	14	4	5	7	25	20	17	9	15	56	4	1	*
	3%	4%	3%	6%	4%	3%	2%	6%	5%	3%	4%	3%	3%	2%	5%	3%	2%	1%	*%
				f	f										m	r			
		56%	44%	20%	20%	38%	23%	7%	9%	11%	42%	33%	28%	14%	24%	91%	6%	2%	*%
Listen to digital radio on a mobile phone via an app such as RadioPlayer or TuneIn	58	31	26	6	13	23	15	-	3	10	29	24	14	11	8	49	5	2	1
	3%	3%	3%	3%	5%	3%	2%	-%	2%	4%	5%	4%	3%	3%	2%	3%	3%	2%	2%
					f					g	g								
		54%	46%	10%	23%	41%	26%	-%	5%	17%	50%	42%	25%	20%	14%	86%	8%	4%	2%
None of these	165	75	90	13	15	29	108	20	21	17	14	41	33	32	59	130	24	8	3
	9%	8%	9%	6%	6%	4%	15%	28%	19%	8%	2%	7%	6%	7%	18%	8%	15%	8%	6%
							cde	ij	ij	j					klm		oqr		
		45%	55%	8%	9%	18%	65%	12%	13%	11%	9%	25%	20%	19%	36%	78%	15%	5%	2%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QP8 (QP22). SHOWCARD Do you personally use a car at all - as a driver or passenger? IF YES: Which of these ways of listening do you ever use in a car? (MULTI CODE)

Base : Those who listen to radio and who use a car

		ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2744	171	200	173	177	206	192	139	176	170	1896	848	1588	1151	1487	1257
Effective Weighted Sample	1852	165	187	166	170	190	182	132	166	163	1496	379	1097	787	988	865
Weighted total	1916	230	286	168	139	165	190	132	76	211	1614	303	1243	671	1015	901
		12%	15%	9%	7%	9%	10%	7%	4%	11%	84%	16%	65%	35%	53%	47%

WAYS OF LISTENING IN A CAR

Listen to live radio on an in-car FM or AM radio	1312	193	192	106	85	109	126	87	56	149	1120	192	875	436	675	637
	68%	84%	67%	63%	61%	66%	66%	66%	73%	70%	69%	63%	70%	65%	66%	71%
		bcdefghi									d		k		m	
		15%	15%	8%	6%	8%	10%	7%	4%	11%	85%	15%	67%	33%	51%	49%
Listen to live radio on an in-car DAB radio	882	144	136	71	60	72	75	56	32	107	732	150	637	245	500	382
	46%	63%	48%	42%	43%	44%	39%	42%	42%	51%	45%	50%	51%	37%	49%	42%
		bcdefghi								f			m		o	
		16%	15%	8%	7%	8%	8%	6%	4%	12%	83%	17%	72%	28%	57%	43%
Listen to music on an in-car CD, tape or minidisc player	453	58	76	28	36	42	64	8	34	60	372	81	299	153	265	188
	24%	25%	27%	17%	26%	25%	34%	6%	44%	28%	23%	27%	24%	23%	26%	21%
		g	cg	g	cg	g	cg		abcdefgi	cg					o	
		13%	17%	6%	8%	9%	14%	2%	8%	13%	82%	18%	66%	34%	59%	41%
Listen to music stored on a phone	264	67	36	14	24	27	26	10	14	25	226	38	203	61	139	125
	14%	29%	13%	9%	17%	16%	14%	8%	18%	12%	14%	13%	16%	9%	14%	14%
		bcdefghi			cg	cg			cg				m			
		26%	14%	5%	9%	10%	10%	4%	5%	10%	86%	14%	77%	23%	53%	47%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QP8 (QP22). SHOWCARD Do you personally use a car at all - as a driver or passenger? IF YES: Which of these ways of listening do you ever use in a car? (MULTI CODE)

Base : Those who listen to radio and who use a car

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2744	171	200	173	177	206	192	139	176	170	1896	848	1588	1151	1487	1257
Effective Weighted Sample	1852	165	187	166	170	190	182	132	166	163	1496	379	1097	787	988	865
Weighted total	1916	230	286	168	139	165	190	132	76	211	1614	303	1243	671	1015	901
		12%	15%	9%	7%	9%	10%	7%	4%	11%	84%	16%	65%	35%	53%	47%
Listen to music using a streaming service like Spotify, Apple Music or Deezer	156	13	29	6	20	20	16	6	11	19	131	26	115	41	101	56
	8%	6%	10%	4%	14%	12%	9%	5%	14%	9%	8%	8%	9%	6%	10%	6%
			c		acg	acg			acg	c				m		o
		8%	18%	4%	13%	13%	10%	4%	7%	12%	84%	16%	74%	26%	64%	36%
Listen to a podcast via a mobile phone	73	18	10	2	8	9	7	-	3	9	57	15	54	18	39	33
	4%	8%	4%	1%	6%	5%	3%	-%	4%	4%	4%	5%	4%	3%	4%	4%
		cg	g		cg	cg	g		g	g						
		25%	14%	3%	11%	12%	9%	-%	5%	13%	79%	21%	75%	25%	54%	46%
Listen to live FM radio on a mobile phone	61	15	10	2	7	3	4	6	1	8	48	13	44	17	28	33
	3%	6%	4%	1%	5%	2%	2%	4%	2%	4%	3%	4%	4%	3%	3%	4%
		ceh			c											
		24%	17%	3%	11%	5%	7%	9%	2%	13%	79%	21%	72%	28%	46%	54%
Listen to digital radio on a mobile phone via an app such as RadioPlayer or TuneIn	58	9	8	3	5	5	9	-	2	8	47	11	46	11	28	30
	3%	4%	3%	2%	4%	3%	5%	-%	2%	4%	3%	3%	4%	2%	3%	3%
		g			g	g	g			g			m			
		16%	14%	5%	9%	9%	16%	-%	3%	14%	82%	18%	80%	20%	48%	52%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QP8 (QP22). SHOWCARD Do you personally use a car at all - as a driver or passenger? IF YES: Which of these ways of listening do you ever use in a car? (MULTI CODE)

Base : Those who listen to radio and who use a car

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2744	171	200	173	177	206	192	139	176	170	1896	848	1588	1151	1487	1257
Effective Weighted Sample	1852	165	187	166	170	190	182	132	166	163	1496	379	1097	787	988	865
Weighted total	1916	230	286	168	139	165	190	132	76	211	1614	303	1243	671	1015	901
		12%	15%	9%	7%	9%	10%	7%	4%	11%	84%	16%	65%	35%	53%	47%
None of these	165	18	27	16	8	12	20	13	2	14	146	19	57	107	74	91
	9%	8%	10%	9%	5%	7%	10%	10%	3%	7%	9%	6%	5%	16%	7%	10%
			h	h			h	h						l		n
		11%	17%	10%	5%	7%	12%	8%	1%	8%	88%	12%	35%	65%	45%	55%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 112

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QP8 (QP22). SHOWCARD Do you personally use a car at all - as a driver or passenger? IF YES: Which of these ways of listening do you ever use in a car? (MULTI CODE)

Base : Those who listen to radio and who use a car

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	2744	2641	352	1085	489
Effective Weighted Sample	1852	1782	268	735	336
Weighted total	1916	1840	307	761	374
		96%	16%	40%	20%
WAYS OF LISTENING IN A CAR					
Listen to live radio on an in-car FM or AM radio	1312	1256	203	518	260
	68%	68%	66%	68%	70%
		96%	15%	40%	20%
Listen to live radio on an in-car DAB radio	882	860	161	401	185
	46%	47%	52%	53%	50%
				a	
		98%	18%	45%	21%
Listen to music on an in-car CD, tape or minidisc player	453	431	57	214	112
	24%	23%	19%	28%	30%
				ab	ab
		95%	13%	47%	25%
Listen to music stored on a phone	264	250	43	129	59
	14%	14%	14%	17%	16%
				a	
		95%	16%	49%	22%

Columns Tested: a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 112

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QP8 (QP22). SHOWCARD Do you personally use a car at all - as a driver or passenger? IF YES: Which of these ways of listening do you ever use in a car? (MULTI CODE)

Base : Those who listen to radio and who use a car

	Total	TV PLATFORM/S			
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	2744	2641	352	1085	489
Effective Weighted Sample	1852	1782	268	735	336
Weighted total	1916	1840	307	761	374
		96%	16%	40%	20%
Listen to music using a streaming service like Spotify, Apple Music or Deezer	156 8%	150 8% 96%	30 10% 19%	68 9% 43%	31 8% 20%
Listen to a podcast via a mobile phone	73 4%	70 4% 97%	12 4% 16%	33 4% 46%	14 4% 20%
Listen to live FM radio on a mobile phone	61 3%	59 3% 96%	7 2% 12%	31 4% 51%	12 3% 19%
Listen to digital radio on a mobile phone via an app such as RadioPlayer or TuneIn	58 3%	52 3% 90%	7 2% 12%	29 4% 50%	10 3% 18%
None of these	165 9%	155 8% c 94%	22 7% 13%	44 6% 27%	20 5% 12%

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QP9 (QP14). SHOWCARD Which, if any, of these features did you associate with digital radio before today? (MULTI CODE)

Base : All aware of digital radio or with any type of digital radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3387	1682	1705	411	484	1078	1413	228	281	362	742	776	1051	711	844	2054	436	471	426
Effective Weighted Sample	2340	1146	1195	287	344	743	1008	167	201	260	566	556	744	485	597	1789	290	333	374
Weighted total	2377	1189	1188	305	363	854	856	136	180	269	670	667	648	529	531	1995	199	120	63
		50%	50%	13%	15%	36%	36%	6%	8%	11%	28%	28%	27%	22%	22%	84%	8%	5%	3%
Clear and high quality sound	1409	750	659	174	197	560	477	70	96	159	455	432	398	304	274	1187	109	73	40
	59%	63%	55%	57%	54%	66%	56%	51%	53%	59%	68%	65%	61%	57%	52%	60%	55%	61%	63%
		b				cdf					ghi	mn	n						p
		53%	47%	12%	14%	40%	34%	5%	7%	11%	32%	31%	28%	22%	19%	84%	8%	5%	3%
A wider choice of radio stations/ digital-only radio stations	1186	634	551	160	204	471	351	63	79	126	383	382	327	256	219	999	93	56	38
	50%	53%	46%	52%	56%	55%	41%	46%	44%	47%	57%	57%	51%	48%	41%	50%	47%	46%	60%
		b		f	f	f					ghi	lmn	n	n					opq
		54%	46%	13%	17%	40%	30%	5%	7%	11%	32%	32%	28%	22%	18%	84%	8%	5%	3%
Interference free/ no dropped signal	728	407	322	91	96	298	245	36	45	86	229	238	196	168	125	620	48	32	28
	31%	34%	27%	30%	26%	35%	29%	27%	25%	32%	34%	36%	30%	32%	24%	31%	24%	27%	44%
		b				df					h	ln	n	n		p			opq
		56%	44%	12%	13%	41%	34%	5%	6%	12%	31%	33%	27%	23%	17%	85%	7%	4%	4%
Ease of use (e.g. find your station by name, not frequency)	624	343	281	87	99	233	206	29	43	70	236	228	172	134	90	548	41	22	14
	26%	29%	24%	29%	27%	27%	24%	21%	24%	26%	35%	34%	27%	25%	17%	27%	21%	18%	22%
		b									ghi	lmn	n	n		pqr			
		55%	45%	14%	16%	37%	33%	5%	7%	11%	38%	36%	28%	21%	14%	88%	7%	3%	2%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QP9 (QP14). SHOWCARD Which, if any, of these features did you associate with digital radio before today? (MULTI CODE)

Base : All aware of digital radio or with any type of digital radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3387	1682	1705	411	484	1078	1413	228	281	362	742	776	1051	711	844	2054	436	471	426
Effective Weighted Sample	2340	1146	1195	287	344	743	1008	167	201	260	566	556	744	485	597	1789	290	333	374
Weighted total	2377	1189	1188	305	363	854	856	136	180	269	670	667	648	529	531	1995	199	120	63
		50%	50%	13%	15%	36%	36%	6%	8%	11%	28%	28%	27%	22%	22%	84%	8%	5%	3%
Scrolling text information about the programme (e.g. track and artist name, phone numbers, topics, guests)	484	261	223	65	63	209	147	24	22	53	182	179	128	119	57	420	32	20	12
	20%	22%	19%	21%	17%	25%	17%	18%	12%	20%	27%	27%	20%	23%	11%	21%	16%	17%	19%
						df				h	ghi	ln	n	n					
		54%	46%	13%	13%	43%	30%	5%	4%	11%	38%	37%	26%	25%	12%	87%	7%	4%	2%
Extra features (including ability to pause and rewind live radio, programme guides)	422	245	177	56	47	184	134	22	20	49	157	155	120	88	59	367	26	16	13
	18%	21%	15%	19%	13%	22%	16%	16%	11%	18%	23%	23%	18%	17%	11%	18%	13%	13%	21%
		b				df				h	gh	lmn	n	n		pq			pq
		58%	42%	13%	11%	44%	32%	5%	5%	12%	37%	37%	28%	21%	14%	87%	6%	4%	3%
Future-proof/ ready for switchover	191	114	77	18	24	78	72	16	14	23	67	56	50	47	37	157	16	14	4
	8%	10%	6%	6%	7%	9%	8%	12%	8%	8%	10%	8%	8%	9%	7%	8%	8%	11%	7%
		b																or	
		60%	40%	9%	13%	41%	38%	9%	7%	12%	35%	29%	26%	24%	20%	82%	8%	7%	2%
ANY FEATURES ASSOCIATED WITH DIGITAL RADIO	1867	984	883	239	289	723	615	95	127	215	607	580	512	413	361	1574	149	94	50
	79%	83%	74%	78%	80%	85%	72%	70%	70%	80%	91%	87%	79%	78%	68%	79%	75%	78%	79%
		b				cdf				gh	ghi	lmn	n	n					
		53%	47%	13%	16%	39%	33%	5%	7%	12%	33%	31%	27%	22%	19%	84%	8%	5%	3%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QP9 (QP14). SHOWCARD Which, if any, of these features did you associate with digital radio before today? (MULTI CODE)

Base : All aware of digital radio or with any type of digital radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3387	1682	1705	411	484	1078	1413	228	281	362	742	776	1051	711	844	2054	436	471	426
Effective Weighted Sample	2340	1146	1195	287	344	743	1008	167	201	260	566	556	744	485	597	1789	290	333	374
Weighted total	2377	1189	1188	305	363	854	856	136	180	269	670	667	648	529	531	1995	199	120	63
		50%	50%	13%	15%	36%	36%	6%	8%	11%	28%	28%	27%	22%	22%	84%	8%	5%	3%
None of these	510	206	305	66	74	130	240	41	53	54	64	87	136	116	170	421	49	27	13
	21%	17%	26%	22%	20%	15%	28%	30%	30%	20%	9%	13%	21%	22%	32%	21%	25%	22%	21%
			a	e	e		cde	ij	ij	j			k	k	klm				
		40%	60%	13%	14%	26%	47%	8%	10%	11%	12%	17%	27%	23%	33%	83%	10%	5%	3%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QP9 (QP14). SHOWCARD Which, if any, of these features did you associate with digital radio before today? (MULTI CODE)

Base : All aware of digital radio or with any type of digital radio

	Total	ENGLAND REGIONS LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBANITY URBAN	RURAL	WORKING STATUS WORKING	NOT WORKING	DEPRIVATION LEVEL LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3387	220	242	213	215	259	215	218	237	235	2451	936	1839	1545	1731	1656
Effective Weighted Sample	2340	210	227	203	206	240	204	208	224	223	1942	420	1290	1093	1156	1184
Weighted total	2377	288	341	204	167	204	210	200	102	280	2044	334	1452	924	1169	1209
		12%	14%	9%	7%	9%	9%	8%	4%	12%	86%	14%	61%	39%	49%	51%
Clear and high quality sound	1409	199	206	132	87	128	107	95	58	175	1194	215	924	485	720	689
	59%	69%	61%	65%	52%	63%	51%	47%	57%	62%	58%	64%	64%	52%	62%	57%
		dfgh	fg	dfg		dfg			g	dfg		j	m		o	
		14%	15%	9%	6%	9%	8%	7%	4%	12%	85%	15%	66%	34%	51%	49%
A wider choice of radio stations/ digital-only radio stations	1186	151	158	111	75	123	87	79	60	156	1005	181	797	388	574	611
	50%	52%	46%	54%	45%	60%	41%	40%	59%	56%	49%	54%	55%	42%	49%	51%
		fg		fg		bdfg			bdfg	bdfg			m			
		13%	13%	9%	6%	10%	7%	7%	5%	13%	85%	15%	67%	33%	48%	52%
Interference free/ no dropped signal	728	84	123	62	51	72	50	42	34	103	621	107	495	234	376	352
	31%	29%	36%	31%	31%	35%	24%	21%	33%	37%	30%	32%	34%	25%	32%	29%
			fg	g	g	fg			fg	fg			m			
		12%	17%	9%	7%	10%	7%	6%	5%	14%	85%	15%	68%	32%	52%	48%
Ease of use (e.g. find your station by name, not frequency)	624	90	114	58	32	52	67	20	36	79	536	89	417	207	316	309
	26%	31%	33%	28%	19%	25%	32%	10%	35%	28%	26%	27%	29%	22%	27%	26%
		dg	dg	dg	g	g	dg		deg	dg			m			
		14%	18%	9%	5%	8%	11%	3%	6%	13%	86%	14%	67%	33%	51%	49%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QP9 (QP14). SHOWCARD Which, if any, of these features did you associate with digital radio before today? (MULTI CODE)

Base : All aware of digital radio or with any type of digital radio

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3387	220	242	213	215	259	215	218	237	235	2451	936	1839	1545	1731	1656
Effective Weighted Sample	2340	210	227	203	206	240	204	208	224	223	1942	420	1290	1093	1156	1184
Weighted total	2377	288	341	204	167	204	210	200	102	280	2044	334	1452	924	1169	1209
		12%	14%	9%	7%	9%	9%	8%	4%	12%	86%	14%	61%	39%	49%	51%
Scrolling text information about the programme (e.g. track and artist name, phone numbers, topics, guests)	484	57	84	43	21	51	33	22	33	77	401	83	345	139	257	227
	20%	20%	25%	21%	12%	25%	16%	11%	32%	27%	20%	25%	24%	15%	22%	19%
		dg	dfg	dg		dfg			acdfg	dfg		j	m			
		12%	17%	9%	4%	11%	7%	5%	7%	16%	83%	17%	71%	29%	53%	47%
Extra features (including ability to pause and rewind live radio, programme guides)	422	70	75	42	16	48	18	21	16	59	363	59	297	125	202	220
	18%	24%	22%	21%	10%	24%	9%	11%	16%	21%	18%	18%	20%	14%	17%	18%
		dfgh	dfg	dfg		dfgh			f	dfg			m			
		17%	18%	10%	4%	11%	4%	5%	4%	14%	86%	14%	70%	30%	48%	52%
Future-proof/ ready for switchover	191	20	28	25	12	5	7	6	25	30	158	33	118	73	102	89
	8%	7%	8%	12%	7%	2%	3%	3%	24%	11%	8%	10%	8%	8%	9%	7%
		eg	efg	efg	eg				abcdefgi	efg						
		11%	15%	13%	6%	2%	4%	3%	13%	16%	83%	17%	62%	38%	53%	47%
ANY FEATURES ASSOCIATED WITH DIGITAL RADIO	1867	251	279	173	128	160	147	133	80	222	1588	279	1224	642	934	933
	79%	87%	82%	85%	77%	79%	70%	66%	78%	79%	78%	84%	84%	69%	80%	77%
		defghi	fg	dfg	g	fg			fg	fg		j	m			
		13%	15%	9%	7%	9%	8%	7%	4%	12%	85%	15%	66%	34%	50%	50%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QP9 (QP14). SHOWCARD Which, if any, of these features did you associate with digital radio before today? (MULTI CODE)

Base : All aware of digital radio or with any type of digital radio

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3387	220	242	213	215	259	215	218	237	235	2451	936	1839	1545	1731	1656
Effective Weighted Sample	2340	210	227	203	206	240	204	208	224	223	1942	420	1290	1093	1156	1184
Weighted total	2377	288	341	204	167	204	210	200	102	280	2044	334	1452	924	1169	1209
		12%	14%	9%	7%	9%	9%	8%	4%	12%	86%	14%	61%	39%	49%	51%
None of these	510	37	61	31	38	43	63	67	22	58	455	55	228	282	234	276
	21%	13%	18%	15%	23%	21%	30%	34%	22%	21%	22%	16%	16%	31%	20%	23%
					ac	a	abcehi	abcdehi	a	a	k			l		
		7%	12%	6%	8%	8%	12%	13%	4%	11%	89%	11%	45%	55%	46%	54%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QP9 (QP14). SHOWCARD Which, if any, of these features did you associate with digital radio before today? (MULTI CODE)

Base : All aware of digital radio or with any type of digital radio

		TV PLATFORM/S			
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3387	3238	429	1254	582
Effective Weighted Sample	2340	2233	331	857	401
Weighted total	2377	2263	367	887	437
		95%	15%	37%	18%
Clear and high quality sound	1409	1357	221	546	301
	59%	60%	60%	62%	69%
					abc
		96%	16%	39%	21%
A wider choice of radio stations/ digital-only radio stations	1186	1140	173	463	267
	50%	50%	47%	52%	61%
					abc
		96%	15%	39%	23%
Interference free/ no dropped signal	728	700	120	305	156
	31%	31%	33%	34%	36%
		96%	16%	42%	21%
Ease of use (e.g. find your station by name, not frequency)	624	602	95	250	153
	26%	27%	26%	28%	35%
					abc
		96%	15%	40%	25%
Scrolling text information about the programme (e.g. track and artist name, phone numbers, topics, guests)	484	467	80	187	113
	20%	21%	22%	21%	26%
					a
		96%	16%	39%	23%

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.
QP9 (QP14). SHOWCARD Which, if any, of these features did you associate with digital radio before today? (MULTI CODE)

Base : All aware of digital radio or with any type of digital radio

| | | TV PLATFORM/S | | | |
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3387	3238	429	1254	582
Effective Weighted Sample	2340	2233	331	857	401
Weighted total	2377	2263	367	887	437
		95%	15%	37%	18%
Extra features (including ability to pause and rewind live radio, programme guides)	422	404	74	167	95
	18%	18%	20%	19%	22%
		96%	18%	40%	23%
Future-proof/ ready for switchover	191	187	20	71	52
	8%	8%	5%	8%	12%
					abc
		98%	11%	37%	27%
ANY FEATURES ASSOCIATED WITH DIGITAL RADIO	1867	1794	294	724	382
	79%	79%	80%	82%	88%
					abc
		96%	16%	39%	20%
None of these	510	468	73	163	54
	21%	21%	20%	18%	12%
		d	d	d	
		92%	14%	32%	11%

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QP10 (QP15). SHOWCARD As a digital radio listener, which, if any, of these features of digital radio have you had experience of when listening to digital radio? (MULTI CODE)

Base : All with any type of digital radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1918	971	947	177	242	662	837	96	110	199	530	554	625	394	343	1173	259	266	220
Effective Weighted Sample	1338	670	668	129	170	465	601	74	82	145	415	404	440	266	247	1033	172	183	192
Weighted total	1424	724	700	149	186	560	529	64	79	149	500	489	399	297	237	1202	122	65	34
		51%	49%	10%	13%	39%	37%	**	6%	10%	35%	34%	28%	21%	17%	84%	9%	5%	2%
Clear and high quality sound	917	477	440	96	111	384	326	**	54	98	330	317	266	179	153	781	67	41	28
	64%	66%	63%	65%	59%	69%	62%	**	68%	66%	66%	65%	67%	60%	65%	65%	55%	63%	82%
						df										p			opq
		52%	48%	10%	12%	42%	36%	**	6%	11%	36%	35%	29%	19%	17%	85%	7%	4%	3%
A wider choice of radio stations/ digital-only radio stations	768	403	364	84	112	326	246	**	44	76	273	292	210	158	108	649	68	27	24
	54%	56%	52%	57%	60%	58%	46%	**	56%	51%	55%	60%	53%	53%	45%	54%	56%	41%	71%
				f	f	f						ln				q	q		opq
		53%	47%	11%	15%	42%	32%	**	6%	10%	36%	38%	27%	21%	14%	84%	9%	3%	3%
Interference free/ no dropped signal	451	245	205	55	54	174	169	**	26	43	158	165	122	99	64	378	38	20	15
	32%	34%	29%	37%	29%	31%	32%	**	32%	29%	32%	34%	30%	33%	27%	31%	31%	31%	45%
																			opq
		54%	46%	12%	12%	39%	37%	**	6%	10%	35%	37%	27%	22%	14%	84%	8%	4%	3%
Ease of use (e.g. find your station by name, not frequency)	438	237	201	47	58	183	150	**	25	44	193	190	116	71	60	384	31	12	11
	31%	33%	29%	32%	31%	33%	28%	**	31%	29%	39%	39%	29%	24%	25%	32%	25%	18%	32%
											i	lmn				q			q
		54%	46%	11%	13%	42%	34%	**	6%	10%	44%	44%	26%	16%	14%	88%	7%	3%	2%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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Table 114

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QP10 (QP15). SHOWCARD As a digital radio listener, which, if any, of these features of digital radio have you had experience of when listening to digital radio? (MULTI CODE)

Base : All with any type of digital radio

	Total	GENDER MALE	FEMALE	AGE GROUP 16-24	25-34	35-54	55+	HOUSEHOLD INCOME UNDER 10.4K	10.4K- 15.59K	15.6K- 25.99K	26K+	SOCIAL GROUP AB	C1	C2	DE	NATION ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1918	971	947	177	242	662	837	96	110	199	530	554	625	394	343	1173	259	266	220
Effective Weighted Sample	1338	670	668	129	170	465	601	74	82	145	415	404	440	266	247	1033	172	183	192
Weighted total	1424	724	700	149	186	560	529	64	79	149	500	489	399	297	237	1202	122	65	34
		51%	49%	10%	13%	39%	37%	**	6%	10%	35%	34%	28%	21%	17%	84%	9%	5%	2%
Scrolling text information about the programme (e.g. track and artist name, phone numbers, topics, guests)	365 26%	189 26%	176 25%	47 31% df	34 18%	169 30% df	115 22%	** **	16 20%	32 21%	152 30% i	157 32% ln	89 22%	76 26% n	42 18%	314 26%	29 24%	14 21%	8 23%
		52%	48%	13%	9%	46%	32%	**	4%	9%	42%	43%	24%	21%	11%	86%	8%	4%	2%
Extra features (including ability to pause and rewind live radio, programme guides)	270 19%	156 22% b	114 16%	31 21%	34 18%	124 22% f	81 15%	** **	16 20%	25 16%	116 23%	110 23% n	70 18%	56 19%	33 14%	236 20% q	18 15%	8 13%	7 21% q
		58%	42%	11%	13%	46%	30%	**	6%	9%	43%	41%	26%	21%	12%	88%	7%	3%	3%
EXPERIENCED ANY FEATURES WHEN LISTENING	1222 86%	629 87%	593 85%	131 88% f	166 89% f	503 90% f	422 80%	** **	70 88%	125 84%	460 92% i	445 91% lmn	330 83%	256 86%	190 80%	1036 86%	101 83%	53 81%	32 93% opq
		51%	49%	11%	14%	41%	35%	**	6%	10%	38%	36%	27%	21%	16%	85%	8%	4%	3%
None of these	202 14%	95 13%	107 15%	18 12%	20 11%	57 10%	107 20% cde	** **	10 12%	24 16% j	39 8%	44 9%	69 17% k	41 14% k	47 20% k	166 14% r	21 17% r	12 19% r	2 7%
		47%	53%	9%	10%	28%	53%	**	5%	12%	19%	22%	34%	21%	23%	82%	10%	6%	1%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QP10 (QP15). SHOWCARD As a digital radio listener, which, if any, of these features of digital radio have you had experience of when listening to digital radio? (MULTI CODE)

Base : All with any type of digital radio

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
							ENGLAND REGIONS				URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
Significance Level: 95%		a	b	c	d	e	f	~g	h	i	j	k	l	m	n	o
Unweighted total	1918	159	166	124	117	133	133	97	120	124	1351	567	1111	805	1053	865
Effective Weighted Sample	1338	152	155	118	113	124	127	93	114	119	1079	271	781	580	718	620
Weighted total	1424	207	236	120	94	115	131	93	54	153	1192	231	912	511	755	668
		15%	17%	8%	7%	8%	9%	**	4%	11%	84%	16%	64%	36%	53%	47%
Clear and high quality sound	917	168	131	84	60	86	64	**	36	106	767	150	607	310	479	438
	64%	81%	56%	70%	64%	75%	49%	**	67%	69%	64%	65%	67%	61%	63%	66%
		bcdfhi		bf	f	bf			f	bf			m			
		18%	14%	9%	7%	9%	7%	**	4%	12%	84%	16%	66%	34%	52%	48%
A wider choice of radio stations/ digital-only radio stations	768	120	110	60	48	85	54	**	36	89	643	125	530	238	383	385
	54%	58%	47%	50%	51%	74%	41%	**	66%	58%	54%	54%	58%	47%	51%	58%
		f				abcdfi			bcdf	f			m			n
		16%	14%	8%	6%	11%	7%	**	5%	12%	84%	16%	69%	31%	50%	50%
Interference free/ no dropped signal	451	76	63	35	33	50	28	**	17	55	377	73	300	150	225	226
	32%	37%	27%	29%	35%	44%	21%	**	31%	36%	32%	32%	33%	29%	30%	34%
		f			f	bcfh				f						
		17%	14%	8%	7%	11%	6%	**	4%	12%	84%	16%	67%	33%	50%	50%
Ease of use (e.g. find your station by name, not frequency)	438	87	78	34	21	36	38	**	26	55	361	76	287	151	221	217
	31%	42%	33%	28%	22%	32%	29%	**	48%	36%	30%	33%	31%	30%	29%	32%
		cdf	d						bcdef	d						
		20%	18%	8%	5%	8%	9%	**	6%	13%	83%	17%	66%	34%	50%	50%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QP10 (QP15). SHOWCARD As a digital radio listener, which, if any, of these features of digital radio have you had experience of when listening to digital radio? (MULTI CODE)

Base : All with any type of digital radio

	Total		ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	~g	h	i	j	k	l	m	n	o
Unweighted total	1918	159	166	124	117	133	133	97	120	124	1351	567	1111	805	1053	865
Effective Weighted Sample	1338	152	155	118	113	124	127	93	114	119	1079	271	781	580	718	620
Weighted total	1424	207	236	120	94	115	131	93	54	153	1192	231	912	511	755	668
		15%	17%	8%	7%	8%	9%	**	4%	11%	84%	16%	64%	36%	53%	47%
Scrolling text information about the programme (e.g. track and artist name, phone numbers, topics, guests)	365	54	62	25	18	40	22	**	26	53	294	70	254	111	203	162
	26%	26%	26%	21%	19%	35%	17%	**	48%	34%	25%	30%	28%	22%	27%	24%
						cdf			abcdefi	cdf			m			
		15%	17%	7%	5%	11%	6%	**	7%	14%	81%	19%	70%	30%	56%	44%
Extra features (including ability to pause and rewind live radio, programme guides)	270	60	45	21	16	33	13	**	10	32	223	47	190	80	130	140
	19%	29%	19%	17%	17%	29%	10%	**	18%	21%	19%	20%	21%	16%	17%	21%
		bcdfh	f			cdfh				f			m			
		22%	17%	8%	6%	12%	5%	**	4%	12%	83%	17%	70%	30%	48%	52%
EXPERIENCED ANY FEATURES WHEN LISTENING	1222	203	197	105	79	106	97	**	46	132	1019	203	813	409	641	581
	86%	98%	84%	88%	84%	93%	74%	**	86%	87%	85%	88%	89%	80%	85%	87%
		bcdefhi	f	f		bdf			f	f			m			
		17%	16%	9%	6%	9%	8%	**	4%	11%	83%	17%	67%	33%	52%	48%
None of these	202	4	39	15	15	8	34	**	8	21	173	28	99	102	114	88
	14%	2%	16%	12%	16%	7%	26%	**	14%	13%	15%	12%	11%	20%	15%	13%
			ae	a	ae	a	abcehi		a	a				l		
		2%	19%	7%	8%	4%	17%	**	4%	10%	86%	14%	49%	51%	57%	43%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QP10 (QP15). SHOWCARD As a digital radio listener, which, if any, of these features of digital radio have you had experience of when listening to digital radio? (MULTI CODE)

Base : All with any type of digital radio

		TV PLATFORM/S			
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	1918	1861	258	809	360
Effective Weighted Sample	1338	1297	203	562	249
Weighted total	1424	1378	238	596	284
		97%	17%	42%	20%
Clear and high quality sound	917	891	152	411	186
	64%	65%	64%	69%	65%
		97%	17%	45%	20%
A wider choice of radio stations/ digital-only radio stations	768	743	128	327	169
	54%	54%	54%	55%	59%
		97%	17%	43%	22%
Interference free/ no dropped signal	451	440	76	205	95
	32%	32%	32%	34%	34%
		98%	17%	45%	21%
Ease of use (e.g. find your station by name, not frequency)	438	429	70	186	110
	31%	31%	29%	31%	39%
					abc
		98%	16%	42%	25%
Scrolling text information about the programme (e.g. track and artist name, phone numbers, topics, guests)	365	356	62	156	86
	26%	26%	26%	26%	30%
		98%	17%	43%	24%

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QP10 (QP15). SHOWCARD As a digital radio listener, which, if any, of these features of digital radio have you had experience of when listening to digital radio? (MULTI CODE)

Base : All with any type of digital radio

		TV PLATFORM/S			
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	1918	1861	258	809	360
Effective Weighted Sample	1338	1297	203	562	249
Weighted total	1424	1378	238	596	284
		97%	17%	42%	20%
Extra features (including ability to pause and rewind live radio, programme guides)	270	263	55	111	57
	19%	19%	23%	19%	20%
		98%	20%	41%	21%
EXPERIENCED ANY FEATURES WHEN LISTENING	1222	1189	208	524	253
	86%	86%	87%	88%	89%
		97%	17%	43%	21%
None of these	202	190	30	72	32
	14%	14%	13%	12%	11%
		94%	15%	36%	16%

Columns Tested: a,b,c,d

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Table 115

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QP11 (QP12). SHOWCARD How likely is it that your household will get a DAB radio in the next 12 months? (SINGLE CODE)

Base : Those with any 'active' radio sets in the home who listen to radio but do not have any DAB sets at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	f	~g	~h	~i	~j	k	l	m	n	o	p	q	r
Unweighted total	706	336	370	40	43	130	493	74	80	71	69	119	157	160	268	392	106	101	107
Effective Weighted Sample	460	214	247	26	28	89	329	50	55	53	51	78	105	106	179	334	65	69	95
Weighted total	400	190	210	25	30	96	249	33	40	52	61	76	82	109	132	325	39	21	15
		47%	53%	**	**	24%	62%	**	**	**	**	19%	21%	27%	33%	81%	10%	5%	4%
Certain to	4	4	1	**	**	2	2	**	**	**	**	1	1	2	1	4	*	-	-
	1%	2%	*%	**	**	2%	1%	**	**	**	**	1%	1%	2%	1%	1%	1%	-%	-%
		85%	15%	**	**	52%	48%	**	**	**	**	21%	15%	48%	16%	95%	5%	-%	-%
Very likely	14	11	3	**	**	8	4	**	**	**	**	1	2	5	7	12	1	1	*
	4%	6%	2%	**	**	9%	1%	**	**	**	**	1%	2%	4%	6%	4%	4%	3%	1%
		b				f													
		78%	22%	**	**	59%	25%	**	**	**	**	5%	11%	32%	52%	85%	10%	5%	1%
Likely	34	19	15	**	**	13	16	**	**	**	**	7	8	11	8	29	2	2	1
	8%	10%	7%	**	**	14%	6%	**	**	**	**	10%	9%	10%	6%	9%	5%	8%	8%
						f													
		55%	45%	**	**	39%	46%	**	**	**	**	22%	23%	33%	23%	86%	6%	5%	4%
TOTAL LIKELY	52	33	19	**	**	24	21	**	**	**	**	9	10	18	16	45	4	2	1
	13%	18%	9%	**	**	25%	9%	**	**	**	**	12%	12%	16%	12%	14%	9%	11%	9%
		b				f													
		64%	36%	**	**	46%	41%	**	**	**	**	17%	19%	34%	30%	86%	7%	4%	3%
Unlikely	73	38	36	**	**	23	39	**	**	**	**	14	19	23	17	63	4	4	2
	18%	20%	17%	**	**	24%	16%	**	**	**	**	18%	24%	21%	13%	19%	11%	18%	16%
														n					
		51%	49%	**	**	31%	54%	**	**	**	**	18%	26%	32%	23%	86%	6%	5%	3%
Very unlikely	75	35	39	**	**	11	51	**	**	**	**	14	16	23	22	56	12	4	2
	19%	19%	19%	**	**	12%	21%	**	**	**	**	18%	19%	21%	17%	17%	32%	19%	16%
																	or		
		47%	53%	**	**	15%	69%	**	**	**	**	18%	21%	31%	29%	75%	17%	5%	3%
Certain not to	113	54	59	**	**	17	90	**	**	**	**	20	20	24	49	92	11	7	3
	28%	28%	28%	**	**	18%	36%	**	**	**	**	26%	24%	22%	37%	28%	29%	33%	19%
							e								lm			r	
		48%	52%	**	**	15%	80%	**	**	**	**	18%	17%	22%	43%	81%	10%	6%	2%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QP11 (QP12). SHOWCARD How likely is it that your household will get a DAB radio in the next 12 months? (SINGLE CODE)

Base : Those with any 'active' radio sets in the home who listen to radio but do not have any DAB sets at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	f	~g	~h	~i	~j	k	l	m	n	o	p	q	r
Unweighted total	706	336	370	40	43	130	493	74	80	71	69	119	157	160	268	392	106	101	107
Effective Weighted Sample	460	214	247	26	28	89	329	50	55	53	51	78	105	106	179	334	65	69	95
Weighted total	400	190	210	25	30	96	249	33	40	52	61	76	82	109	132	325	39	21	15
		47%	53%	**	**	24%	62%	**	**	**	**	19%	21%	27%	33%	81%	10%	5%	4%
TOTAL UNLIKELY	261	127	135	**	**	51	181	**	**	**	**	47	55	71	88	210	28	15	8
	65%	67%	64%	**	**	53%	73%	**	**	**	**	62%	67%	65%	66%	65%	72%	70%	51%
							e									r	r	r	
		48%	52%	**	**	20%	69%	**	**	**	**	18%	21%	27%	34%	81%	11%	6%	3%
Don't know	87	30	56	**	**	20	47	**	**	**	**	20	17	21	29	69	7	4	6
	22%	16%	27%	**	**	21%	19%	**	**	**	**	26%	21%	19%	22%	21%	19%	19%	40%
			a																opq
		35%	65%	**	**	24%	54%	**	**	**	**	23%	20%	24%	33%	80%	9%	5%	7%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QP11 (QP12). SHOWCARD How likely is it that your household will get a DAB radio in the next 12 months? (SINGLE CODE)

Base : Those with any 'active' radio sets in the home who listen to radio but do not have any DAB sets at home

	Total	ENGLAND REGIONS LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBANITY URBAN	RURAL	WORKING STATUS WORKING	NOT WORKING	DEPRIVATION LEVEL LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	706	8	47	40	51	69	35	53	36	53	488	218	223	481	357	349
Effective Weighted Sample	460	7	44	38	47	65	32	50	34	50	375	92	153	318	230	231
Weighted total	400	8	62	35	37	45	30	40	12	56	340	60	160	239	206	194
		**	**	**	**	**	**	**	**	**	85%	15%	40%	60%	52%	48%
Certain to	4	**	**	**	**	**	**	**	**	**	4	*	4	1	4	1
	1%	**	**	**	**	**	**	**	**	**	1%	*%	2%	*%	2%	*%
													m			
		**	**	**	**	**	**	**	**	**	95%	5%	88%	12%	88%	12%
Very likely	14	**	**	**	**	**	**	**	**	**	10	4	8	6	7	8
	4%	**	**	**	**	**	**	**	**	**	3%	7%	5%	3%	3%	4%
		**	**	**	**	**	**	**	**	**	72%	28%	57%	43%	47%	53%
Likely	34	**	**	**	**	**	**	**	**	**	28	6	24	10	18	16
	8%	**	**	**	**	**	**	**	**	**	8%	9%	15%	4%	9%	8%
													m			
		**	**	**	**	**	**	**	**	**	84%	16%	70%	30%	52%	48%
TOTAL LIKELY	52	**	**	**	**	**	**	**	**	**	43	10	35	17	28	24
	13%	**	**	**	**	**	**	**	**	**	13%	16%	22%	7%	14%	13%
													m			
		**	**	**	**	**	**	**	**	**	81%	19%	68%	32%	54%	46%
Unlikely	73	**	**	**	**	**	**	**	**	**	62	11	38	35	41	32
	18%	**	**	**	**	**	**	**	**	**	18%	18%	24%	15%	20%	17%
													m			
		**	**	**	**	**	**	**	**	**	85%	15%	52%	48%	56%	44%
Very unlikely	75	**	**	**	**	**	**	**	**	**	64	11	26	48	40	35
	19%	**	**	**	**	**	**	**	**	**	19%	18%	16%	20%	19%	18%
		**	**	**	**	**	**	**	**	**	86%	14%	34%	65%	54%	46%
Certain not to	113	**	**	**	**	**	**	**	**	**	96	17	28	85	52	61
	28%	**	**	**	**	**	**	**	**	**	28%	28%	17%	36%	25%	32%
													l			
		**	**	**	**	**	**	**	**	**	85%	15%	25%	75%	46%	54%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QP11 (QP12). SHOWCARD How likely is it that your household will get a DAB radio in the next 12 months? (SINGLE CODE)

Base : Those with any 'active' radio sets in the home who listen to radio but do not have any DAB sets at home

	Total		ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	706	8	47	40	51	69	35	53	36	53	488	218	223	481	357	349
Effective Weighted Sample	460	7	44	38	47	65	32	50	34	50	375	92	153	318	230	231
Weighted total	400	8	62	35	37	45	30	40	12	56	340	60	160	239	206	194
		**	**	**	**	**	**	**	**	**	85%	15%	40%	60%	52%	48%
TOTAL UNLIKELY	261	**	**	**	**	**	**	**	**	**	223	38	92	169	133	128
	65%	**	**	**	**	**	**	**	**	**	65%	64%	57%	71%	64%	66%
													l			
		**	**	**	**	**	**	**	**	**	85%	15%	35%	65%	51%	49%
Don't know	87	**	**	**	**	**	**	**	**	**	75	12	33	53	45	41
	22%	**	**	**	**	**	**	**	**	**	22%	20%	20%	22%	22%	21%
		**	**	**	**	**	**	**	**	**	86%	14%	38%	61%	52%	48%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QP11 (QP12). SHOWCARD How likely is it that your household will get a DAB radio in the next 12 months? (SINGLE CODE)

Base : Those with any 'active' radio sets in the home who listen to radio but do not have any DAB sets at home

	Total	TV PLATFORM/S			
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	~b	c	~d
Unweighted total	706	659	55	178	79
Effective Weighted Sample	460	430	39	115	55
Weighted total	400	374	42	107	52
		93%	**	27%	**
Certain to	4	4	**	-	**
	1%	1%	**	-%	**
		100%	**	-%	**
Very likely	14	13	**	5	**
	4%	3%	**	5%	**
		91%	**	36%	**
Likely	34	34	**	12	**
	8%	9%	**	11%	**
		100%	**	36%	**
TOTAL LIKELY	52	51	**	17	**
	13%	14%	**	16%	**
		98%	**	33%	**
Unlikely	73	71	**	22	**
	18%	19%	**	20%	**
		97%	**	29%	**
Very unlikely	75	70	**	20	**
	19%	19%	**	19%	**
		93%	**	27%	**
Certain not to	113	105	**	24	**
	28%	28%	**	23%	**
		93%	**	22%	**
TOTAL UNLIKELY	261	246	**	66	**
	65%	66%	**	62%	**
		94%	**	25%	**

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QP11 (QP12). SHOWCARD How likely is it that your household will get a DAB radio in the next 12 months? (SINGLE CODE)

Base : Those with any 'active' radio sets in the home who listen to radio but do not have any DAB sets at home

	Total	TV PLATFORM/S			
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	~b	c	~d
Unweighted total	706	659	55	178	79
Effective Weighted Sample	460	430	39	115	55
Weighted total	400	374	42	107	52
		93%	**	27%	**
Don't know	87	77	**	24	**
	22%	21%	**	22%	**
		89%	**	27%	**

Columns Tested: a,b,c,d

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QP12 (QP14A). Why are you unlikely to get a DAB radio in the next 12 months? (MULTI CODE) UNPROMPTED

Base : Those with any 'active' radio sets in the home who listen to radio who are unlikely to get DAB radio in the next 12 months

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K- 15.59K	15.6K- 25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	~e	f	~g	~h	~i	~j	~k	l	m	n	o	~p	~q	~r
Unweighted total	465	218	247	18	26	74	347	63	57	48	40	70	109	102	182	262	73	74	56
Effective Weighted Sample	306	146	161	10	19	50	233	43	39	35	27	48	74	70	120	221	47	51	51
Weighted total	261	127	135	10	20	51	181	29	28	33	29	47	55	71	88	210	28	15	8
		48%	52%	**	**	**	69%	**	**	**	**	**	21%	27%	34%	81%	**	**	**
No need	145	67	78	**	**	**	94	**	**	**	**	**	31	40	49	111	**	**	**
	56%	53%	58%	**	**	**	52%	**	**	**	**	**	57%	57%	56%	53%	**	**	**
		46%	54%	**	**	**	65%	**	**	**	**	**	22%	28%	34%	77%	**	**	**
Happy to use existing service	130	63	67	**	**	**	92	**	**	**	**	**	23	40	47	111	**	**	**
	50%	50%	49%	**	**	**	51%	**	**	**	**	**	42%	57%	54%	53%	**	**	**
		49%	51%	**	**	**	71%	**	**	**	**	**	18%	31%	36%	86%	**	**	**
Happy to use analogue radio service	22	12	10	**	**	**	17	**	**	**	**	**	4	5	7	18	**	**	**
	9%	9%	8%	**	**	**	9%	**	**	**	**	**	7%	7%	8%	8%	**	**	**
		53%	47%	**	**	**	75%	**	**	**	**	**	18%	23%	32%	79%	**	**	**
Would never listen	16	9	6	**	**	**	8	**	**	**	**	**	2	5	2	14	**	**	**
	6%	7%	5%	**	**	**	5%	**	**	**	**	**	3%	7%	2%	7%	**	**	**
		59%	41%	**	**	**	54%	**	**	**	**	**	12%	30%	14%	90%	**	**	**
Don't know why I should	10	8	2	**	**	**	6	**	**	**	**	**	2	2	2	9	**	**	**
	4%	6%	2%	**	**	**	3%	**	**	**	**	**	3%	2%	2%	4%	**	**	**
		75%	25%	**	**	**	59%	**	**	**	**	**	17%	17%	21%	91%	**	**	**
Too expensive generally	10	3	6	**	**	**	5	**	**	**	**	**	1	1	4	8	**	**	**
	4%	3%	5%	**	**	**	3%	**	**	**	**	**	2%	1%	5%	4%	**	**	**
		35%	65%	**	**	**	52%	**	**	**	**	**	14%	7%	42%	87%	**	**	**
Poor reception in our area	10	6	4	**	**	**	9	**	**	**	**	**	2	3	1	8	**	**	**
	4%	4%	3%	**	**	**	5%	**	**	**	**	**	4%	4%	1%	4%	**	**	**
		59%	41%	**	**	**	97%	**	**	**	**	**	20%	28%	8%	79%	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QP12 (QP14A). Why are you unlikely to get a DAB radio in the next 12 months? (MULTI CODE) UNPROMPTED

Base : Those with any 'active' radio sets in the home who listen to radio who are unlikely to get DAB radio in the next 12 months

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	~e	f	~g	~h	~i	~j	~k	l	m	n	o	~p	~q	~r
Unweighted total	465	218	247	18	26	74	347	63	57	48	40	70	109	102	182	262	73	74	56
Effective Weighted Sample	306	146	161	10	19	50	233	43	39	35	27	48	74	70	120	221	47	51	51
Weighted total	261	127	135	10	20	51	181	29	28	33	29	47	55	71	88	210	28	15	8
		48%	52%	**	**	**	69%	**	**	**	**	**	21%	27%	34%	81%	**	**	**
Can receive through digital TV service	7	4	3	**	**	**	7	**	**	**	**	**	1	3	3	7	**	**	**
	3%	3%	2%	**	**	**	4%	**	**	**	**	**	2%	5%	3%	3%	**	**	**
		59%	41%	**	**	**	99%	**	**	**	**	**	18%	44%	39%	90%	**	**	**
Can't afford it	5	3	2	**	**	**	2	**	**	**	**	**	2	*	1	3	**	**	**
	2%	2%	1%	**	**	**	1%	**	**	**	**	**	4%	*%	2%	1%	**	**	**
		66%	34%	**	**	**	36%	**	**	**	**	**	48%	5%	30%	67%	**	**	**
Will get it when I have to/ when switchover	4	2	2	**	**	**	4	**	**	**	**	**	*	2	-	3	**	**	**
	1%	2%	1%	**	**	**	2%	**	**	**	**	**	1%	3%	-%	1%	**	**	**
		50%	50%	**	**	**	91%	**	**	**	**	**	12%	54%	-%	77%	**	**	**
Listen in the car/ on phone/ online/ elsewhere	3	1	2	**	**	**	3	**	**	**	**	**	*	3	*	3	**	**	**
	1%	1%	1%	**	**	**	2%	**	**	**	**	**	*%	4%	*%	1%	**	**	**
														n					
		48%	52%	**	**	**	100%	**	**	**	**	**	4%	93%	3%	93%	**	**	**
Haven't heard of it/ don't understand it	1	*	1	**	**	**	1	**	**	**	**	**	-	-	*	1	**	**	**
	1%	*%	1%	**	**	**	1%	**	**	**	**	**	-%	-%	*%	1%	**	**	**
		20%	80%	**	**	**	100%	**	**	**	**	**	-%	-%	30%	90%	**	**	**
Not available in our area	*	-	*	**	**	**	*	**	**	**	**	**	-	*	*	-	**	**	**
	*%	-%	*%	**	**	**	*%	**	**	**	**	**	-%	*%	*%	-%	**	**	**
		-%	100%	**	**	**	21%	**	**	**	**	**	-%	21%	79%	-%	**	**	**

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QP12 (QP14A). Why are you unlikely to get a DAB radio in the next 12 months? (MULTI CODE) UNPROMPTED

Base : Those with any 'active' radio sets in the home who listen to radio who are unlikely to get DAB radio in the next 12 months

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	~e	f	~g	~h	~i	~j	~k	l	m	n	o	~p	~q	~r
Unweighted total	465	218	247	18	26	74	347	63	57	48	40	70	109	102	182	262	73	74	56
Effective Weighted Sample	306	146	161	10	19	50	233	43	39	35	27	48	74	70	120	221	47	51	51
Weighted total	261	127	135	10	20	51	181	29	28	33	29	47	55	71	88	210	28	15	8
		48%	52%	**	**	**	69%	**	**	**	**	**	21%	27%	34%	81%	**	**	**
Poor experience/ perceived experience	*	-	*	**	**	**	*	**	**	**	**	**	-	*	-	-	**	**	**
	*%	-%	*%	**	**	**	*%	**	**	**	**	**	-%	*%	-%	-%	**	**	**
	-%	100%	**	**	**	100%	**	**	**	**	**	-%	100%	-%	-%	**	**	**	
ANY INVOLUNTARY REASONS	23	11	12	**	**	**	16	**	**	**	**	**	5	4	6	19	**	**	**
	9%	8%	9%	**	**	**	9%	**	**	**	**	**	8%	5%	7%	9%	**	**	**
		46%	54%	**	**	**	69%	**	**	**	**	**	20%	15%	26%	80%	**	**	**
ANY VOLUNTARY REASONS	247	120	127	**	**	**	170	**	**	**	**	**	52	70	84	200	**	**	**
	95%	94%	95%	**	**	**	94%	**	**	**	**	**	94%	98%	96%	95%	**	**	**
		48%	52%	**	**	**	69%	**	**	**	**	**	21%	28%	34%	81%	**	**	**
ONLY VOLUNTARY REASONS	235	114	121	**	**	**	162	**	**	**	**	**	50	67	80	189	**	**	**
	90%	90%	90%	**	**	**	90%	**	**	**	**	**	90%	95%	91%	90%	**	**	**
		49%	51%	**	**	**	69%	**	**	**	**	**	21%	29%	34%	81%	**	**	**
Don't know	3	1	1	**	**	**	3	**	**	**	**	**	1	-	2	2	**	**	**
	1%	1%	1%	**	**	**	1%	**	**	**	**	**	1%	-%	2%	1%	**	**	**
		51%	49%	**	**	**	94%	**	**	**	**	**	24%	-%	70%	86%	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 116

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QP12 (QP14A). Why are you unlikely to get a DAB radio in the next 12 months? (MULTI CODE) UNPROMPTED

Base : Those with any 'active' radio sets in the home who listen to radio who are unlikely to get DAB radio in the next 12 months

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	465	3	32	27	28	31	31	41	29	40	328	137	126	338	234	231
Effective Weighted Sample	306	3	30	25	26	29	29	38	28	37	251	60	87	227	153	154
Weighted total	261	2	42	24	18	19	26	29	9	41	223	38	92	169	133	128
		**	**	**	**	**	**	**	**	**	85%	15%	35%	65%	51%	49%
No need	145	**	**	**	**	**	**	**	**	**	121	24	55	89	79	66
	56%	**	**	**	**	**	**	**	**	**	54%	63%	60%	53%	59%	52%
		**	**	**	**	**	**	**	**	**	83%	17%	38%	61%	54%	46%
Happy to use existing service	130	**	**	**	**	**	**	**	**	**	114	16	44	85	58	72
	50%	**	**	**	**	**	**	**	**	**	51%	41%	48%	51%	44%	56%
																n
		**	**	**	**	**	**	**	**	**	88%	12%	34%	66%	45%	55%
Happy to use analogue radio service	22	**	**	**	**	**	**	**	**	**	17	5	9	13	10	12
	9%	**	**	**	**	**	**	**	**	**	8%	13%	10%	8%	7%	10%
		**	**	**	**	**	**	**	**	**	77%	23%	40%	60%	45%	55%
Would never listen	16	**	**	**	**	**	**	**	**	**	12	4	9	6	9	7
	6%	**	**	**	**	**	**	**	**	**	5%	11%	10%	4%	7%	5%
													m			
		**	**	**	**	**	**	**	**	**	74%	26%	59%	41%	56%	44%
Don't know why I should	10	**	**	**	**	**	**	**	**	**	6	4	4	6	6	4
	4%	**	**	**	**	**	**	**	**	**	3%	10%	4%	4%	5%	3%
												j				
		**	**	**	**	**	**	**	**	**	62%	38%	39%	61%	65%	35%
Too expensive generally	10	**	**	**	**	**	**	**	**	**	7	3	5	5	6	4
	4%	**	**	**	**	**	**	**	**	**	3%	7%	5%	3%	5%	3%
		**	**	**	**	**	**	**	**	**	73%	27%	48%	52%	63%	37%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QP12 (QP14A). Why are you unlikely to get a DAB radio in the next 12 months? (MULTI CODE) UNPROMPTED

Base : Those with any 'active' radio sets in the home who listen to radio who are unlikely to get DAB radio in the next 12 months

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	465	3	32	27	28	31	31	41	29	40	328	137	126	338	234	231
Effective Weighted Sample	306	3	30	25	26	29	29	38	28	37	251	60	87	227	153	154
Weighted total	261	2	42	24	18	19	26	29	9	41	223	38	92	169	133	128
		**	**	**	**	**	**	**	**	**	85%	15%	35%	65%	51%	49%
Poor reception in our area	10	**	**	**	**	**	**	**	**	**	7	3	1	9	8	1
	4%	**	**	**	**	**	**	**	**	**	3%	8%	1%	5%	6%	1%
															o	
		**	**	**	**	**	**	**	**	**	68%	32%	11%	89%	86%	14%
Can receive through digital TV service	7	**	**	**	**	**	**	**	**	**	7	*	3	4	5	3
	3%	**	**	**	**	**	**	**	**	**	3%	*%	3%	3%	3%	2%
		**	**	**	**	**	**	**	**	**	99%	1%	43%	57%	61%	39%
Can't afford it	5	**	**	**	**	**	**	**	**	**	4	1	2	2	2	3
	2%	**	**	**	**	**	**	**	**	**	2%	3%	2%	1%	1%	2%
		**	**	**	**	**	**	**	**	**	78%	22%	48%	52%	36%	64%
Will get it when I have to/ when switchover	4	**	**	**	**	**	**	**	**	**	3	*	*	4	3	1
	1%	**	**	**	**	**	**	**	**	**	2%	1%	*%	2%	2%	1%
		**	**	**	**	**	**	**	**	**	89%	11%	6%	94%	77%	23%
Listen in the car/ on phone/ online/ elsewhere	3	**	**	**	**	**	**	**	**	**	3	*	1	2	-	3
	1%	**	**	**	**	**	**	**	**	**	1%	1%	2%	1%	-%	2%
		**	**	**	**	**	**	**	**	**	93%	7%	44%	56%	-%	100%
Haven't heard of it/ don't understand it	1	**	**	**	**	**	**	**	**	**	*	1	*	1	1	*
	1%	**	**	**	**	**	**	**	**	**	*%	3%	*%	1%	1%	*%
												j				
		**	**	**	**	**	**	**	**	**	20%	80%	10%	90%	70%	30%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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Base : Those with any 'active' radio sets in the home who listen to radio who are unlikely to get DAB radio in the next 12 months

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	465	3	32	27	28	31	31	41	29	40	328	137	126	338	234	231
Effective Weighted Sample	306	3	30	25	26	29	29	38	28	37	251	60	87	227	153	154
Weighted total	261	2	42	24	18	19	26	29	9	41	223	38	92	169	133	128
		**	**	**	**	**	**	**	**	**	85%	15%	35%	65%	51%	49%
Not available in our area	*	**	**	**	**	**	**	**	**	**	*	*	*	*	*	-
	*%	**	**	**	**	**	**	**	**	**	*%	*%	*%	*%	*%	-%
		**	**	**	**	**	**	**	**	**	79%	21%	79%	21%	100%	-%
Poor experience/ perceived experience	*	**	**	**	**	**	**	**	**	**	-	*	-	*	-	*
	*%	**	**	**	**	**	**	**	**	**	-%	*%	-%	*%	-%	*%
		**	**	**	**	**	**	**	**	**	-%	100%	-%	100%	-%	100%
ANY INVOLUNTARY REASONS	23	**	**	**	**	**	**	**	**	**	16	7	8	16	16	7
	9%	**	**	**	**	**	**	**	**	**	7%	19%	8%	9%	12%	6%
												j				
		**	**	**	**	**	**	**	**	**	69%	31%	33%	67%	68%	32%
ANY VOLUNTARY REASONS	247	**	**	**	**	**	**	**	**	**	213	34	87	159	122	125
	95%	**	**	**	**	**	**	**	**	**	95%	89%	95%	94%	92%	97%
																n
		**	**	**	**	**	**	**	**	**	86%	14%	35%	64%	49%	51%
ONLY VOLUNTARY REASONS	235	**	**	**	**	**	**	**	**	**	205	31	84	150	115	120
	90%	**	**	**	**	**	**	**	**	**	92%	80%	92%	89%	87%	94%
											k					n
		**	**	**	**	**	**	**	**	**	87%	13%	36%	64%	49%	51%
Don't know	3	**	**	**	**	**	**	**	**	**	2	1	-	3	2	1
	1%	**	**	**	**	**	**	**	**	**	1%	2%	-%	2%	1%	1%
		**	**	**	**	**	**	**	**	**	77%	23%	-%	100%	69%	31%

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Base : Those with any 'active' radio sets in the home who listen to radio who are unlikely to get DAB radio in the next 12 months

| | | TV PLATFORM/S | | | |
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	~b	c	~d
Unweighted total	465	434	32	112	46
Effective Weighted Sample	306	287	25	72	31
Weighted total	261	246	26	66	27
		94%	**	25%	**
No need	145	138	**	39	**
	56%	56%	**	59%	**
		95%	**	27%	**
Happy to use existing service	130	121	**	33	**
	50%	49%	**	49%	**
		94%	**	25%	**
Happy to use analogue radio service	22	22	**	3	**
	9%	9%	**	4%	**
		99%	**	12%	**
Would never listen	16	14	**	4	**
	6%	6%	**	6%	**
		87%	**	27%	**
Don't know why I should	10	9	**	2	**
	4%	3%	**	3%	**
		86%	**	18%	**
Too expensive generally	10	9	**	4	**
	4%	4%	**	5%	**
		91%	**	36%	**
Poor reception in our area	10	9	**	3	**
	4%	3%	**	5%	**
		89%	**	32%	**

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.
QP12 (QP14A). Why are you unlikely to get a DAB radio in the next 12 months? (MULTI CODE) UNPROMPTED

Base : Those with any 'active' radio sets in the home who listen to radio who are unlikely to get DAB radio in the next 12 months

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	~b	c	~d
Unweighted total	465	434	32	112	46
Effective Weighted Sample	306	287	25	72	31
Weighted total	261	246	26	66	27
		94%	**	25%	**
Can receive through digital TV service	7	7	**	2	**
	3%	3%	**	3%	**
		100%	**	23%	**
Can't afford it	5	3	**	*	**
	2%	1%	**	*%	**
		73%	**	2%	**
Will get it when I have to/ when switchover	4	4	**	1	**
	1%	2%	**	2%	**
		97%	**	37%	**
Listen in the car/ on phone/ online/elsewhere	3	3	**	2	**
	1%	1%	**	2%	**
		100%	**	48%	**
Haven't heard of it/ don't understand it	1	1	**	1	**
	1%	*%	**	2%	**
		80%	**	80%	**
Not available in our area	*	-	**	-	**
	*%	-%	**	-%	**
		-%	**	-%	**

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QP12 (QP14A). Why are you unlikely to get a DAB radio in the next 12 months? (MULTI CODE) UNPROMPTED

Base : Those with any 'active' radio sets in the home who listen to radio who are unlikely to get DAB radio in the next 12 months

		TV PLATFORM/S			
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	~b	c	~d
Unweighted total	465	434	32	112	46
Effective Weighted Sample	306	287	25	72	31
Weighted total	261	246	26	66	27
		94%	**	25%	**
Poor experience/ perceived experience	*	*	**	-	**
	*%	*%	**	-%	**
		100%	**	-%	**
ANY INVOLUNTARY REASONS	23	20	**	8	**
	9%	8%	**	12%	**
		87%	**	33%	**
ANY VOLUNTARY REASONS	247	234	**	61	**
	95%	95%	**	93%	**
		95%	**	25%	**
ONLY VOLUNTARY REASONS	235	223	**	58	**
	90%	91%	**	87%	**
		95%	**	24%	**
Don't know	3	3	**	1	**
	1%	1%	**	1%	**
		93%	**	26%	**

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QP13A (QP23A). SHOWCARD How often - if ever - do you use a 'listen again' service or listen to podcasts from... The BBC? (SINGLE CODE)

Base : All respondents

	Total	GENDER MALE	FEMALE	AGE GROUP 16-24	25-34	35-54	55+	HOUSEHOLD INCOME UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	SOCIAL GROUP AB	C1	C2	DE	NATION ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Every day	111	54	56	8	9	38	56	5	12	16	29	40	27	16	28	84	10	15	1
	4%	4%	4%	2%	2%	4%	6%	3%	6%	5%	4%	6%	4%	3%	4%	4%	4%	11%	2%
							cd					m				r	r	opr	
		49%	51%	7%	8%	34%	50%	4%	11%	15%	26%	36%	24%	15%	25%	76%	9%	13%	1%
At least weekly	286	158	127	33	42	119	91	14	20	34	117	116	69	47	52	257	19	6	4
	11%	12%	9%	9%	10%	13%	9%	8%	10%	11%	16%	16%	10%	8%	8%	12%	8%	5%	5%
		b				f					ghi	lmn				qr			
		55%	45%	12%	15%	42%	32%	5%	7%	12%	41%	41%	24%	16%	18%	90%	7%	2%	1%
At least monthly	138	69	69	25	20	60	33	7	5	13	51	51	42	27	19	125	6	5	2
	5%	5%	5%	7%	5%	7%	3%	4%	2%	4%	7%	7%	6%	5%	3%	6%	2%	4%	3%
				f		f					h	n	n			pr			
		50%	50%	18%	14%	44%	24%	5%	4%	10%	37%	37%	30%	19%	14%	91%	4%	4%	2%
Less than once a month	140	75	65	32	26	50	33	11	8	11	47	44	42	28	25	125	6	5	4
	5%	6%	5%	9%	6%	6%	3%	6%	4%	4%	7%	6%	6%	5%	4%	6%	3%	4%	6%
				ef	f	f						n	n			p			p
		53%	47%	23%	18%	36%	23%	8%	6%	8%	33%	31%	30%	20%	18%	89%	4%	4%	3%
EVER USE 'LISTEN AGAIN' OR PODCASTS	674	356	318	98	97	267	213	36	45	74	243	251	180	118	123	591	41	31	12
	25%	27%	23%	27%	23%	30%	21%	21%	21%	25%	34%	35%	25%	20%	19%	26%	17%	24%	16%
		b			f		df				ghi	lmn	mn			pr		pr	
		53%	47%	15%	14%	40%	32%	5%	7%	11%	36%	37%	27%	17%	18%	88%	6%	5%	2%
USE 'LISTEN AGAIN' OR PODCASTS MONTHLY OR MORE OFTEN	535	282	253	66	71	217	180	26	37	63	197	207	138	90	98	467	35	26	7
	20%	22%	18%	18%	17%	24%	18%	15%	18%	21%	28%	29%	19%	16%	15%	21%	15%	20%	10%
		b				cdf					ghi	lmn	n			pr	r	r	
		53%	47%	12%	13%	41%	34%	5%	7%	12%	37%	39%	26%	17%	18%	87%	6%	5%	1%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 117

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QP13A (QP23A). SHOWCARD How often - if ever - do you use a 'listen again' service or listen to podcasts from... The BBC? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Never	1965	932	1033	256	313	631	766	136	162	222	462	454	528	456	524	1616	190	100	59
	73%	72%	75%	71%	74%	70%	77%	78%	77%	74%	65%	64%	74%	79%	79%	72%	82%	76%	81%
			a				ce	j	j	j			k	kl	kl		o		o
		47%	53%	13%	16%	32%	39%	7%	8%	11%	23%	23%	27%	23%	27%	82%	10%	5%	3%
Don't know	35	12	23	8	11	5	11	2	5	3	6	7	8	6	14	29	2	1	3
	1%	1%	2%	2%	3%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	4%
				e	ef														opq
		34%	66%	23%	32%	14%	31%	6%	13%	8%	17%	20%	23%	18%	39%	83%	6%	2%	8%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 117

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QP13A (QP23A). SHOWCARD How often - if ever - do you use a 'listen again' service or listen to podcasts from... The BBC? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Every day	111	33	6	6	11	2	5	6	4	11	86	25	68	42	61	50
	4%	10%	2%	3%	6%	1%	2%	3%	3%	4%	4%	7%	4%	4%	5%	4%
		bcefghi			be					e		j				
		30%	5%	5%	10%	2%	5%	6%	3%	10%	77%	23%	62%	38%	55%	45%
At least weekly	286	73	63	27	25	15	13	9	15	17	243	43	188	98	141	145
	11%	22%	17%	12%	13%	6%	5%	4%	13%	6%	10%	12%	12%	9%	11%	10%
		cdefghi	efgi	efgi	efgi				efgi				m			
		26%	22%	10%	9%	5%	5%	3%	5%	6%	85%	15%	66%	34%	49%	51%
At least monthly	138	35	25	12	8	11	12	6	3	13	116	22	92	46	70	68
	5%	10%	7%	6%	4%	5%	5%	3%	3%	4%	5%	6%	6%	4%	5%	5%
		defghi	g										m			
		25%	18%	9%	6%	8%	8%	4%	3%	9%	84%	16%	67%	33%	51%	49%
Less than once a month	140	23	19	16	6	19	10	7	2	22	121	19	95	44	67	73
	5%	7%	5%	7%	3%	8%	4%	3%	2%	7%	5%	5%	6%	4%	5%	5%
		h		dgh		dgh				dgh			m			
		17%	13%	11%	4%	13%	7%	5%	2%	16%	86%	14%	68%	32%	48%	52%
EVER USE 'LISTEN AGAIN' OR PODCASTS	674	164	112	62	50	47	41	28	24	64	565	110	443	230	339	335
	25%	48%	31%	28%	26%	20%	17%	13%	22%	21%	24%	30%	29%	21%	27%	24%
		bcdefghi	efghi	efg	fg	g			g	g		j	m			
		24%	17%	9%	7%	7%	6%	4%	4%	9%	84%	16%	66%	34%	50%	50%
USE 'LISTEN AGAIN' OR PODCASTS MONTHLY OR MORE OFTEN	535	141	93	46	44	28	30	21	22	42	444	90	348	186	272	263
	20%	41%	26%	21%	23%	12%	12%	9%	19%	14%	19%	25%	22%	17%	21%	19%
		bcdefghi	efgi	efgi	efgi				efg			j	m			
		26%	17%	9%	8%	5%	6%	4%	4%	8%	83%	17%	65%	35%	51%	49%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QP13A (QP23A). SHOWCARD How often - if ever - do you use a 'listen again' service or listen to podcasts from... The BBC? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Never	1965	169	245	156	140	190	204	190	88	234	1717	249	1093	871	929	1036
	73%	50%	68%	71%	72%	80%	83%	84%	78%	78%	74%	69%	70%	78%	73%	74%
			a	a	a	abcd	abcd	abcd	ab	ab	k			l		
		9%	12%	8%	7%	10%	10%	10%	4%	12%	87%	13%	56%	44%	47%	53%
Don't know	35	8	4	1	5	1	1	8	-	3	34	1	19	16	9	26
	1%	2%	1%	*%	2%	*%	*%	4%	-%	1%	1%	*%	1%	1%	1%	2%
		h			efh			cefh			k					n
		21%	10%	2%	13%	3%	2%	23%	-%	8%	96%	4%	53%	47%	25%	75%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QP13A (QP23A). SHOWCARD How often - if ever - do you use a 'listen again' service or listen to podcasts from... The BBC? (SINGLE CODE)

Base : All respondents

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
Every day	111	107	16	25	27
	4%	4%	4%	3%	6%
		c			c
		97%	15%	23%	24%
At least weekly	286	270	30	105	68
	11%	11%	8%	11%	14%
					ab
		94%	10%	37%	24%
At least monthly	138	131	28	60	33
	5%	5%	7%	6%	7%
		95%	20%	43%	24%
Less than once a month	140	126	21	39	25
	5%	5%	5%	4%	5%
		90%	15%	28%	18%
EVER USE 'LISTEN AGAIN' OR PODCASTS	674	633	96	229	153
	25%	25%	24%	24%	32%
					abc
		94%	14%	34%	23%
USE 'LISTEN AGAIN' OR PODCASTS MONTHLY OR MORE OFTEN	535	507	74	190	127
	20%	20%	19%	20%	27%
					abc
		95%	14%	36%	24%

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QP13A (QP23A). SHOWCARD How often - if ever - do you use a 'listen again' service or listen to podcasts from... The BBC? (SINGLE CODE)

Base : All respondents

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
Never	1965	1854	295	711	315
	73%	74%	74%	75%	66%
		d	d	d	
		94%	15%	36%	16%
Don't know	35	31	6	13	7
	1%	1%	1%	1%	1%
		89%	16%	36%	20%

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QP13A (QP23A). SHOWCARD How often - if ever - do you use a 'listen again' service or listen to podcasts from... The BBC? (SINGLE CODE)

Base : Those who use a 'listen again' service or listen to podcasts from the BBC

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	~g	~h	~i	j	k	l	m	n	o	~p	q	~r
Unweighted total	846	446	400	115	119	294	318	55	61	91	247	261	258	142	183	561	74	131	80
Effective Weighted Sample	608	312	296	87	86	214	231	42	45	67	195	198	192	98	129	496	53	90	70
Weighted total	674	356	318	98	97	267	213	36	45	74	243	251	180	118	123	591	41	31	12
		53%	47%	15%	14%	40%	32%	**	**	**	36%	37%	27%	17%	18%	88%	**	5%	**
Every day	111	54	56	8	9	38	56	**	**	**	29	40	27	16	28	84	**	15	**
	16%	15%	18%	8%	9%	14%	26% cde	**	**	**	12%	16%	15%	14%	22%	14%	**	48% o	**
		49%	51%	7%	8%	34%	50%	**	**	**	26%	36%	24%	15%	25%	76%	**	13%	**
At least weekly	286	158	127	33	42	119	91	**	**	**	117	116	69	47	52	257	**	6	**
	42%	44%	40%	34%	44%	45%	43%	**	**	**	48%	46%	38%	40%	42%	44%	**	20%	**
		55%	45%	12%	15%	42%	32%	**	**	**	41%	41%	24%	16%	18%	90% q	**	2%	**
At least monthly	138	69	69	25	20	60	33	**	**	**	51	51	42	27	19	125	**	5	**
	20%	19%	22%	25% f	20%	23%	16%	**	**	**	21%	20%	23%	23%	15%	21%	**	16%	**
		50%	50%	18%	14%	44%	24%	**	**	**	37%	37%	30%	19%	14%	91%	**	4%	**
Less than once a month	140	75	65	32	26	50	33	**	**	**	47	44	42	28	25	125	**	5	**
	21%	21%	21%	32% ef	26% f	19%	15%	**	**	**	19%	18%	24%	24%	20%	21%	**	16%	**
		53%	47%	23%	18%	36%	23%	**	**	**	33%	31%	30%	20%	18%	89%	**	4%	**
EVER USE 'LISTEN AGAIN' OR PODCASTS	674	356	318	98	97	267	213	**	**	**	243	251	180	118	123	591	**	31	**
	100%	100%	100%	100%	100%	100%	100%	**	**	**	100%	100%	100%	100%	100%	100%	**	100%	**
		53%	47%	15%	14%	40%	32%	**	**	**	36%	37%	27%	17%	18%	88%	**	5%	**
USE 'LISTEN AGAIN' OR PODCASTS MONTHLY OR MORE OFTEN	535	282	253	66	71	217	180	**	**	**	197	207	138	90	98	467	**	26	**
	79%	79%	79%	68%	74%	81% c	85% cd	**	**	**	81%	82%	76%	76%	80%	79%	**	84%	**
		53%	47%	12%	13%	41%	34%	**	**	**	37%	39%	26%	17%	18%	87%	**	5%	**

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QP13A (QP23A). SHOWCARD How often - if ever - do you use a 'listen again' service or listen to podcasts from... The BBC? (SINGLE CODE)

Base : Those who use a 'listen again' service or listen to podcasts from the BBC

	Total		ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	846	129	80	63	61	55	37	30	56	50	602	244	493	351	440	406
Effective Weighted Sample	608	122	75	60	59	52	36	29	53	47	489	125	366	250	316	292
Weighted total	674	164	112	62	50	47	41	28	24	64	565	110	443	230	339	335
		24%	**	**	**	**	**	**	**	**	84%	16%	66%	34%	50%	50%
Every day	111	33	**	**	**	**	**	**	**	**	86	25	68	42	61	50
	16%	20%	**	**	**	**	**	**	**	**	15%	23%	15%	18%	18%	15%
												j				
		30%	**	**	**	**	**	**	**	**	77%	23%	62%	38%	55%	45%
At least weekly	286	73	**	**	**	**	**	**	**	**	243	43	188	98	141	145
	42%	45%	**	**	**	**	**	**	**	**	43%	39%	42%	43%	42%	43%
		26%	**	**	**	**	**	**	**	**	85%	15%	66%	34%	49%	51%
At least monthly	138	35	**	**	**	**	**	**	**	**	116	22	92	46	70	68
	20%	21%	**	**	**	**	**	**	**	**	21%	20%	21%	20%	21%	20%
		25%	**	**	**	**	**	**	**	**	84%	16%	67%	33%	51%	49%
Less than once a month	140	23	**	**	**	**	**	**	**	**	121	19	95	44	67	73
	21%	14%	**	**	**	**	**	**	**	**	21%	18%	21%	19%	20%	22%
		17%	**	**	**	**	**	**	**	**	86%	14%	68%	32%	48%	52%
EVER USE 'LISTEN AGAIN' OR PODCASTS	674	164	**	**	**	**	**	**	**	**	565	110	443	230	339	335
	100%	100%	**	**	**	**	**	**	**	**	100%	100%	100%	100%	100%	100%
		24%	**	**	**	**	**	**	**	**	84%	16%	66%	34%	50%	50%
USE 'LISTEN AGAIN' OR PODCASTS MONTHLY OR MORE OFTEN	535	141	**	**	**	**	**	**	**	**	444	90	348	186	272	263
	79%	86%	**	**	**	**	**	**	**	**	79%	82%	79%	81%	80%	78%
		26%	**	**	**	**	**	**	**	**	83%	17%	65%	35%	51%	49%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QP13A (QP23A). SHOWCARD How often - if ever - do you use a 'listen again' service or listen to podcasts from... The BBC? (SINGLE CODE)

Base : Those who use a 'listen again' service or listen to podcasts from the BBC

	Total	TV PLATFORM/S			
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	~b	c	d
Unweighted total	846	799	98	292	177
Effective Weighted Sample	608	573	81	210	131
Weighted total	674	633	96	229	153
		94%	**	34%	23%
Every day	111	107	**	25	27
	16%	17%	**	11%	17%
		c			
		97%	**	23%	24%
At least weekly	286	270	**	105	68
	42%	43%	**	46%	44%
		94%	**	37%	24%
At least monthly	138	131	**	60	33
	20%	21%	**	26%	22%
		95%	**	43%	24%
Less than once a month	140	126	**	39	25
	21%	20%	**	17%	17%
		90%	**	28%	18%
EVER USE 'LISTEN AGAIN' OR PODCASTS	674	633	**	229	153
	100%	100%	**	100%	100%
		94%	**	34%	23%
USE 'LISTEN AGAIN' OR PODCASTS MONTHLY OR MORE OFTEN	535	507	**	190	127
	79%	80%	**	83%	83%
		95%	**	36%	24%

Columns Tested: a,b,c,d

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QP13B (QP23B). SHOWCARD How often - if ever - do you use a 'listen again' service or listen to podcasts from... UK commercial radio? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Every day	83	46	37	5	11	35	32	3	13	9	23	18	20	16	28	71	5	5	2
	3%	4%	3%	1%	3%	4%	3%	2%	6%	3%	3%	3%	3%	3%	4%	3%	2%	4%	3%
						c			g										
		55%	45%	6%	13%	42%	39%	3%	16%	10%	28%	22%	25%	20%	33%	86%	5%	6%	2%
At least weekly	255	119	136	51	39	100	66	11	16	31	120	83	79	45	49	231	11	8	5
	10%	9%	10%	14%	9%	11%	7%	6%	8%	11%	17%	12%	11%	8%	7%	10%	5%	6%	7%
				df		f					ghi	mn	mn			pqr			
		47%	53%	20%	15%	39%	26%	4%	6%	12%	47%	32%	31%	17%	19%	90%	4%	3%	2%
At least monthly	91	44	48	20	8	42	21	6	8	9	37	29	30	16	16	84	4	1	2
	3%	3%	3%	6%	2%	5%	2%	3%	4%	3%	5%	4%	4%	3%	2%	4%	2%	1%	3%
				df		df										q			q
		48%	52%	22%	8%	46%	23%	7%	9%	10%	41%	31%	33%	18%	18%	91%	5%	1%	2%
Less than once a month	125	71	54	22	22	51	29	13	4	14	36	40	36	24	24	115	3	4	3
	5%	5%	4%	6%	5%	6%	3%	8%	2%	5%	5%	6%	5%	4%	4%	5%	1%	3%	4%
				f	f	f		h								p			
		57%	43%	18%	18%	41%	24%	11%	4%	11%	29%	32%	29%	19%	19%	92%	3%	3%	2%
EVER USE 'LISTEN AGAIN' OR PODCASTS	555	280	275	98	80	228	148	33	42	63	217	169	166	101	117	501	24	18	12
	21%	22%	20%	27%	19%	25%	15%	19%	20%	21%	30%	24%	23%	17%	18%	22%	10%	14%	16%
				df		df					ghi	mn	mn			pqr			p
		50%	50%	18%	14%	41%	27%	6%	8%	11%	39%	31%	30%	18%	21%	90%	4%	3%	2%
USE 'LISTEN AGAIN' OR PODCASTS MONTHLY OR MORE OFTEN	430	209	221	76	58	177	119	19	38	49	180	130	130	77	93	386	20	14	9
	16%	16%	16%	21%	14%	20%	12%	11%	18%	16%	25%	18%	18%	13%	14%	17%	9%	11%	13%
				df		df				g	ghi	mn	mn			pqr			
		49%	51%	18%	13%	41%	28%	5%	9%	11%	42%	30%	30%	18%	22%	90%	5%	3%	2%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QP13B (QP23B). SHOWCARD How often - if ever - do you use a 'listen again' service or listen to podcasts from... UK commercial radio? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Never	2084	1002	1082	256	329	669	830	140	163	232	492	538	539	472	530	1705	208	112	59
	78%	77%	79%	71%	78%	74%	84%	80%	77%	78%	69%	76%	75%	81%	80%	76%	89%	85%	80%
					c		cde	j	j	j				kl	kl		or	or	
		48%	52%	12%	16%	32%	40%	7%	8%	11%	24%	26%	26%	23%	25%	82%	10%	5%	3%
Don't know	36	18	18	8	12	5	11	2	6	4	3	5	11	7	13	30	2	1	3
	1%	1%	1%	2%	3%	1%	1%	1%	3%	1%	*%	1%	2%	1%	2%	1%	1%	1%	4%
				e	ef					j					k				opq
		51%	49%	22%	33%	14%	31%	4%	17%	12%	7%	13%	30%	20%	36%	84%	5%	3%	8%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 119

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QP13B (QP23B). SHOWCARD How often - if ever - do you use a 'listen again' service or listen to podcasts from... UK commercial radio? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Every day	83	26	2	1	12	1	4	7	3	14	67	16	49	34	38	45
	3%	8%	1%	1%	6%	1%	2%	3%	2%	5%	3%	4%	3%	3%	3%	3%
		bcefgh			bcefh				e	bce						
		32%	3%	2%	14%	2%	5%	8%	3%	17%	81%	19%	59%	41%	46%	54%
At least weekly	255	119	31	10	19	5	14	7	14	12	232	23	161	94	96	159
	10%	35%	8%	5%	10%	2%	6%	3%	12%	4%	10%	6%	10%	8%	8%	11%
		bcdefghi	egi		cegi		e		cefgi		k					n
		47%	12%	4%	7%	2%	6%	3%	5%	5%	91%	9%	63%	37%	38%	62%
At least monthly	91	32	17	8	5	4	2	3	2	11	79	12	64	27	33	58
	3%	9%	5%	4%	2%	2%	1%	1%	1%	4%	3%	3%	4%	2%	3%	4%
		bcdefghi	efgh	f						f			m			n
		35%	19%	9%	5%	4%	2%	3%	2%	12%	87%	13%	70%	30%	36%	64%
Less than once a month	125	27	16	7	10	23	3	8	2	18	113	12	91	34	66	60
	5%	8%	4%	3%	5%	10%	1%	4%	2%	6%	5%	3%	6%	3%	5%	4%
		cfgh	f		fh	bcdfgh				fh			m			
		22%	13%	6%	8%	19%	3%	7%	2%	15%	90%	10%	73%	27%	52%	48%
EVER USE 'LISTEN AGAIN' OR PODCASTS	555	205	66	26	45	34	24	25	20	56	491	64	365	189	233	322
	21%	60%	18%	12%	23%	14%	10%	11%	18%	19%	21%	18%	23%	17%	18%	23%
		bcdefghi	fg		cefg				fg	fg			m			n
		37%	12%	5%	8%	6%	4%	5%	4%	10%	88%	12%	66%	34%	42%	58%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QP13B (QP23B). SHOWCARD How often - if ever - do you use a 'listen again' service or listen to podcasts from... UK commercial radio? (SINGLE CODE)

Base : All respondents

	Total	| ENGLAND REGIONS									| URBANITY		| WORKING STATUS		| DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
USE 'LISTEN AGAIN' OR PODCASTS MONTHLY OR MORE OFTEN	430	177	50	19	35	11	21	17	18	38	378	52	274	155	167	262
	16%	52%	14%	9%	18%	4%	8%	7%	16%	12%	16%	14%	18%	14%	13%	19%
		bcdefghi	eg	e	cefg				cefg	e			m			n
		41%	12%	5%	8%	2%	5%	4%	4%	9%	88%	12%	64%	36%	39%	61%
Never	2084	132	290	187	144	204	220	194	92	242	1790	294	1169	913	1032	1052
	78%	39%	81%	86%	74%	86%	90%	86%	82%	80%	77%	82%	75%	82%	81%	75%
			a	ad	a	ad	abdhi	ad	ad	a		j		l	o	
		6%	14%	9%	7%	10%	11%	9%	4%	12%	86%	14%	56%	44%	50%	50%
Don't know	36	3	4	5	6	-	2	7	-	3	35	1	21	15	12	24
	1%	1%	1%	2%	3%	-%	1%	3%	-%	1%	2%	*%	1%	1%	1%	2%
				eh	efh			efh			k					
		10%	10%	14%	18%	-%	5%	20%	-%	8%	97%	3%	57%	43%	34%	66%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QP13B (QP23B). SHOWCARD How often - if ever - do you use a 'listen again' service or listen to podcasts from... UK commercial radio? (SINGLE CODE)

Base : All respondents

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
Every day	83	78	11	16	27
	3%	3%	3%	2%	6%
		c			ac
		94%	14%	20%	33%
At least weekly	255	243	32	101	61
	10%	10%	8%	11%	13%
					ab
		95%	13%	40%	24%
At least monthly	91	86	16	39	23
	3%	3%	4%	4%	5%
		94%	18%	42%	26%
Less than once a month	125	120	23	42	20
	5%	5%	6%	4%	4%
		96%	18%	33%	16%
EVER USE 'LISTEN AGAIN' OR PODCASTS	555	527	83	198	132
	21%	21%	21%	21%	28%
					abc
		95%	15%	36%	24%
USE 'LISTEN AGAIN' OR PODCASTS MONTHLY OR MORE OFTEN	430	407	60	156	111
	16%	16%	15%	16%	23%
					abc
		95%	14%	36%	26%

Columns Tested: a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 119

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QP13B (QP23B). SHOWCARD How often - if ever - do you use a 'listen again' service or listen to podcasts from... UK commercial radio? (SINGLE CODE)

Base : All respondents

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
Never	2084	1960	310	742	333
	78%	78%	78%	78%	70%
		d	d	d	
		94%	15%	36%	16%
Don't know	36	33	3	13	11
	1%	1%	1%	1%	2%
		90%	9%	35%	30%

Columns Tested: a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 120

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QP13B (QP23B). SHOWCARD How often - if ever - do you use a 'listen again' service or listen to podcasts from... UK commercial radio? (SINGLE CODE)

Base : Those who use a 'listen again' service or listen to podcasts from UK commercial radio

	Total	GENDER MALE	FEMALE	AGE GROUP 16-24	25-34	35-54	55+	HOUSEHOLD INCOME UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	SOCIAL GROUP AB	C1	C2	DE	NATION ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	~g	~h	~i	j	k	l	m	n	o	~p	~q	~r
Unweighted total	688	345	343	118	105	243	222	48	53	78	213	164	222	127	173	469	50	87	82
Effective Weighted Sample	492	242	250	86	74	180	160	37	40	58	168	125	167	88	120	417	33	58	72
Weighted total	555	280	275	98	80	228	148	33	42	63	217	169	166	101	117	501	24	18	12
		50%	50%	18%	14%	41%	27%	**	**	**	39%	31%	30%	18%	21%	90%	**	**	**
Every day	83	46	37	5	11	35	32	**	**	**	23	18	20	16	28	71	**	**	**
	15%	16%	14%	5%	14%	15%	22%	**	**	**	11%	11%	12%	16%	24%	14%	**	**	**
					c	c	c								kl				
		55%	45%	6%	13%	42%	39%	**	**	**	28%	22%	25%	20%	33%	86%	**	**	**
At least weekly	255	119	136	51	39	100	66	**	**	**	120	83	79	45	49	231	**	**	**
	46%	43%	49%	52%	49%	44%	44%	**	**	**	55%	49%	48%	44%	42%	46%	**	**	**
		47%	53%	20%	15%	39%	26%	**	**	**	47%	32%	31%	17%	19%	90%	**	**	**
At least monthly	91	44	48	20	8	42	21	**	**	**	37	29	30	16	16	84	**	**	**
	16%	16%	17%	21%	10%	19%	14%	**	**	**	17%	17%	18%	16%	14%	17%	**	**	**
		48%	52%	22%	8%	46%	23%	**	**	**	41%	31%	33%	18%	18%	91%	**	**	**
Less than once a month	125	71	54	22	22	51	29	**	**	**	36	40	36	24	24	115	**	**	**
	23%	25%	20%	23%	28%	22%	20%	**	**	**	17%	23%	22%	24%	21%	23%	**	**	**
		57%	43%	18%	18%	41%	24%	**	**	**	29%	32%	29%	19%	19%	92%	**	**	**
EVER USE 'LISTEN AGAIN' OR PODCASTS	555	280	275	98	80	228	148	**	**	**	217	169	166	101	117	501	**	**	**
	100%	100%	100%	100%	100%	100%	100%	**	**	**	100%	100%	100%	100%	100%	100%	**	**	**
		50%	50%	18%	14%	41%	27%	**	**	**	39%	31%	30%	18%	21%	90%	**	**	**
USE 'LISTEN AGAIN' OR PODCASTS MONTHLY OR MORE OFTEN	430	209	221	76	58	177	119	**	**	**	180	130	130	77	93	386	**	**	**
	77%	75%	80%	77%	72%	78%	80%	**	**	**	83%	77%	78%	76%	79%	77%	**	**	**
		49%	51%	18%	13%	41%	28%	**	**	**	42%	30%	30%	18%	22%	90%	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QP13B (QP23B). SHOWCARD How often - if ever - do you use a 'listen again' service or listen to podcasts from... UK commercial radio? (SINGLE CODE)

Base : Those who use a 'listen again' service or listen to podcasts from UK commercial radio

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	688	159	48	28	54	40	22	28	45	45	513	175	414	272	307	381
Effective Weighted Sample	492	151	45	27	52	38	21	27	43	43	419	80	301	196	215	277
Weighted total	555	205	66	26	45	34	24	25	20	56	491	64	365	189	233	322
		37%	**	**	**	**	**	**	**	**	88%	12%	66%	34%	42%	58%
Every day	83	26	**	**	**	**	**	**	**	**	67	16	49	34	38	45
	15%	13%	**	**	**	**	**	**	**	**	14%	25%	13%	18%	16%	14%
												j				
		32%	**	**	**	**	**	**	**	**	81%	19%	59%	41%	46%	54%
At least weekly	255	119	**	**	**	**	**	**	**	**	232	23	161	94	96	159
	46%	58%	**	**	**	**	**	**	**	**	47%	36%	44%	50%	41%	49%
		47%	**	**	**	**	**	**	**	**	91%	9%	63%	37%	38%	62%
At least monthly	91	32	**	**	**	**	**	**	**	**	79	12	64	27	33	58
	16%	16%	**	**	**	**	**	**	**	**	16%	19%	18%	14%	14%	18%
		35%	**	**	**	**	**	**	**	**	87%	13%	70%	30%	36%	64%
Less than once a month	125	27	**	**	**	**	**	**	**	**	113	12	91	34	66	60
	23%	13%	**	**	**	**	**	**	**	**	23%	19%	25%	18%	28%	19%
															o	
		22%	**	**	**	**	**	**	**	**	90%	10%	73%	27%	52%	48%
EVER USE 'LISTEN AGAIN' OR PODCASTS	555	205	**	**	**	**	**	**	**	**	491	64	365	189	233	322
	100%	100%	**	**	**	**	**	**	**	**	100%	100%	100%	100%	100%	100%
		37%	**	**	**	**	**	**	**	**	88%	12%	66%	34%	42%	58%
USE 'LISTEN AGAIN' OR PODCASTS MONTHLY OR MORE OFTEN	430	177	**	**	**	**	**	**	**	**	378	52	274	155	167	262
	77%	87%	**	**	**	**	**	**	**	**	77%	81%	75%	82%	72%	81%
																n
		41%	**	**	**	**	**	**	**	**	88%	12%	64%	36%	39%	61%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QP13B (QP23B). SHOWCARD How often - if ever - do you use a 'listen again' service or listen to podcasts from... UK commercial radio? (SINGLE CODE)

Base : Those who use a 'listen again' service or listen to podcasts from UK commercial radio

	Total	TV PLATFORM/S			
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	~b	c	d
Unweighted total	688	653	85	241	143
Effective Weighted Sample	492	466	68	173	110
Weighted total	555	527	83	198	132
		95%	**	36%	24%
Every day	83	78	**	16	27
	15%	15%	**	8%	21%
		c			c
		94%	**	20%	33%
At least weekly	255	243	**	101	61
	46%	46%	**	51%	46%
		95%	**	40%	24%
At least monthly	91	86	**	39	23
	16%	16%	**	20%	18%
		94%	**	42%	26%
Less than once a month	125	120	**	42	20
	23%	23%	**	21%	15%
		96%	**	33%	16%
EVER USE 'LISTEN AGAIN' OR PODCASTS	555	527	**	198	132
	100%	100%	**	100%	100%
		95%	**	36%	24%
USE 'LISTEN AGAIN' OR PODCASTS MONTHLY OR MORE OFTEN	430	407	**	156	111
	77%	77%	**	79%	85%
		95%	**	36%	26%

Columns Tested: a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 121

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QP13C (QP23C). SHOWCARD How often - if ever - do you use a 'listen again' service or listen to podcasts from... Other UK-based providers? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Every day	52	30	22	5	9	21	17	3	8	2	17	11	15	15	11	43	5	3	*
	2%	2%	2%	1%	2%	2%	2%	2%	4%	1%	2%	2%	2%	3%	2%	2%	2%	2%	*%
										i						r	r	r	
		57%	43%	9%	18%	41%	32%	6%	15%	4%	34%	21%	29%	28%	22%	83%	10%	6%	*%
At least weekly	185	96	89	37	26	80	42	6	14	32	78	58	54	38	36	167	10	5	4
	7%	7%	6%	10%	6%	9%	4%	4%	7%	11%	11%	8%	7%	7%	5%	7%	4%	4%	5%
				df		f				g	gh	n				pq			
		52%	48%	20%	14%	43%	23%	3%	8%	17%	42%	31%	29%	21%	19%	90%	5%	3%	2%
At least monthly	70	30	39	23	11	22	14	4	4	4	27	28	23	3	16	59	7	1	2
	3%	2%	3%	6%	3%	2%	1%	3%	2%	1%	4%	4%	3%	1%	2%	3%	3%	1%	3%
				def							i	m	m		m	q	q		q
		44%	56%	33%	15%	31%	20%	6%	6%	6%	39%	40%	33%	4%	23%	85%	10%	1%	3%
Less than once a month	112	63	48	22	15	53	22	7	7	8	43	38	32	22	19	98	5	5	3
	4%	5%	4%	6%	4%	6%	2%	4%	3%	3%	6%	5%	4%	4%	3%	4%	2%	4%	4%
				f		f					i	n							
		57%	43%	20%	13%	47%	20%	6%	6%	7%	39%	34%	29%	20%	17%	87%	5%	5%	3%
EVER USE 'LISTEN AGAIN' OR PODCASTS	418	219	199	87	61	175	95	20	33	46	166	135	123	78	82	367	28	15	9
	16%	17%	14%	24%	15%	19%	10%	12%	16%	16%	23%	19%	17%	13%	12%	16%	12%	11%	13%
				df	f	df					ghi	mn	n			pqr			
		52%	48%	21%	15%	42%	23%	5%	8%	11%	40%	32%	29%	19%	20%	88%	7%	3%	2%
USE 'LISTEN AGAIN' OR PODCASTS MONTHLY OR MORE OFTEN	307	156	151	65	47	122	73	14	26	38	123	97	91	56	63	269	22	9	6
	11%	12%	11%	18%	11%	14%	7%	8%	12%	13%	17%	14%	13%	10%	10%	12%	9%	7%	8%
				df	f	f					g	mn	n			qr			
		51%	49%	21%	15%	40%	24%	4%	9%	13%	40%	31%	30%	18%	21%	88%	7%	3%	2%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QP13C (QP23C). SHOWCARD How often - if ever - do you use a 'listen again' service or listen to podcasts from... Other UK-based providers? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Never	2202	1056	1146	269	348	710	875	150	175	248	532	564	580	495	559	1822	204	116	61
	82%	81%	83%	74%	83%	79%	88%	86%	83%	83%	75%	79%	81%	85%	85%	81%	87%	88%	83%
					c		cde	j	j	j				kl	k		o	or	
		48%	52%	12%	16%	32%	40%	7%	8%	11%	24%	26%	26%	22%	25%	83%	9%	5%	3%
Don't know	54	25	29	6	11	18	19	4	4	4	12	13	13	8	20	47	2	2	4
	2%	2%	2%	2%	3%	2%	2%	2%	2%	1%	2%	2%	2%	1%	3%	2%	1%	1%	5%
															m				opq
		46%	54%	12%	20%	33%	36%	7%	7%	8%	23%	25%	25%	14%	36%	87%	3%	3%	6%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QP13C (QP23C). SHOWCARD How often - if ever - do you use a 'listen again' service or listen to podcasts from... Other UK-based providers? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBANITY URBAN	RURAL	WORKING STATUS WORKING	NOT WORKING	DEPRIVATION LEVEL LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Every day	52	9	2	1	8	-	3	5	2	14	39	13	35	16	25	27
	2%	3%	1%	*%	4%	-%	1%	2%	2%	5%	2%	4%	2%	1%	2%	2%
		ce			bcef			e	e	bcefh		j				
		18%	4%	1%	16%	-%	5%	10%	3%	27%	75%	25%	68%	31%	48%	52%
At least weekly	185	68	24	10	18	4	11	10	9	12	161	24	129	57	69	116
	7%	20%	7%	4%	9%	2%	4%	5%	8%	4%	7%	7%	8%	5%	5%	8%
		bcdefghi	e		cefgi				e				m			n
		36%	13%	5%	10%	2%	6%	5%	5%	7%	87%	13%	69%	31%	37%	63%
At least monthly	70	20	14	2	7	3	3	1	4	5	57	12	45	25	30	39
	3%	6%	4%	1%	4%	1%	1%	*%	3%	2%	2%	3%	3%	2%	2%	3%
		cefgi	cg		g				g							
		29%	20%	3%	10%	5%	4%	2%	5%	7%	83%	17%	65%	35%	43%	57%
Less than once a month	112	26	14	8	3	21	5	7	1	12	97	15	87	24	58	53
	4%	8%	4%	4%	2%	9%	2%	3%	1%	4%	4%	4%	6%	2%	5%	4%
		dfgh	h	h		bcdfghi				h			m			
		23%	12%	7%	3%	19%	5%	6%	1%	11%	87%	13%	78%	22%	52%	48%
EVER USE 'LISTEN AGAIN' OR PODCASTS	418	123	54	20	37	29	22	23	15	44	355	64	296	122	183	236
	16%	36%	15%	9%	19%	12%	9%	10%	14%	15%	15%	18%	19%	11%	14%	17%
		bcdefghi	f		cefg								m			
		29%	13%	5%	9%	7%	5%	5%	4%	10%	85%	15%	71%	29%	44%	56%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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Table 121

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QP13C (QP23C). SHOWCARD How often - if ever - do you use a 'listen again' service or listen to podcasts from... Other UK-based providers? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
USE 'LISTEN AGAIN' OR PODCASTS MONTHLY OR MORE OFTEN	307	97	40	13	34	7	17	16	14	31	258	49	209	97	124	183
	11%	28%	11%	6%	17%	3%	7%	7%	13%	10%	11%	14%	13%	9%	10%	13%
		bcdefghi	ce		cefgi		e	e	cefg	e			m			n
		32%	13%	4%	11%	2%	5%	5%	5%	10%	84%	16%	68%	32%	40%	60%
Never	2202	212	295	193	151	209	219	197	93	252	1913	289	1228	972	1067	1135
	82%	62%	82%	89%	77%	88%	89%	87%	84%	84%	83%	81%	79%	87%	84%	81%
			a	ad	a	ad	abd	ad	a	a				l		
		10%	13%	9%	7%	9%	10%	9%	4%	11%	87%	13%	56%	44%	48%	52%
Don't know	54	6	11	5	7	1	5	6	3	4	48	6	30	24	28	26
	2%	2%	3%	2%	4%	*%	2%	3%	3%	1%	2%	2%	2%	2%	2%	2%
			e		e			e	e							
		11%	20%	8%	14%	2%	8%	11%	5%	8%	88%	12%	56%	44%	51%	49%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QP13C (QP23C). SHOWCARD How often - if ever - do you use a 'listen again' service or listen to podcasts from... Other UK-based providers? (SINGLE CODE)

Base : All respondents

		TV PLATFORM/S			
	Total	**ALL TV**	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
Every day	52	48	7	11	16
	2%	2%	2%	1%	3%
					c
		91%	14%	21%	30%
At least weekly	185	174	24	71	51
	7%	7%	6%	7%	11%
					abc
		94%	13%	38%	28%
At least monthly	70	65	12	25	23
	3%	3%	3%	3%	5%
					ac
		94%	18%	36%	33%
Less than once a month	112	106	19	36	23
	4%	4%	5%	4%	5%
		95%	17%	33%	20%
EVER USE 'LISTEN AGAIN' OR PODCASTS	418	393	62	143	112
	16%	16%	16%	15%	24%
					abc
		94%	15%	34%	27%
USE 'LISTEN AGAIN' OR PODCASTS MONTHLY OR MORE OFTEN	307	287	43	107	90
	11%	11%	11%	11%	19%
					abc
		94%	14%	35%	29%

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QP13C (QP23C). SHOWCARD How often - if ever - do you use a 'listen again' service or listen to podcasts from... Other UK-based providers? (SINGLE CODE)

Base : All respondents

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
Never	2202	2078	328	790	351
	82%	82%	83%	83%	74%
		d	d	d	
		94%	15%	36%	16%
Don't know	54	48	6	19	12
	2%	2%	1%	2%	3%
		89%	10%	35%	22%

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QP13C (QP23C). SHOWCARD How often - if ever - do you use a 'listen again' service or listen to podcasts from... Other UK-based providers? (SINGLE CODE)

Base : Those who use a 'listen again' service or listen to podcasts from other UK-based providers

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	~d	e	f	~g	~h	~i	j	k	l	~m	n	o	~p	~q	~r
Unweighted total	515	268	247	106	82	187	140	29	43	59	168	132	175	93	114	343	43	65	64
Effective Weighted Sample	373	190	184	77	56	141	104	22	32	44	134	102	131	67	79	305	35	43	57
Weighted total	418	219	199	87	61	175	95	20	33	46	166	135	123	78	82	367	28	15	9
		52%	48%	21%	**	42%	23%	**	**	**	40%	32%	29%	**	20%	88%	**	**	**
Every day	52	30	22	5	**	21	17	**	**	**	17	11	15	**	11	43	**	**	**
	12%	14%	11%	5%	**	12%	18%	**	**	**	10%	8%	12%	**	14%	12%	**	**	**
							c												
		57%	43%	9%	**	41%	32%	**	**	**	34%	21%	29%	**	22%	83%	**	**	**
At least weekly	185	96	89	37	**	80	42	**	**	**	78	58	54	**	36	167	**	**	**
	44%	44%	45%	43%	**	45%	44%	**	**	**	47%	43%	44%	**	44%	45%	**	**	**
		52%	48%	20%	**	43%	23%	**	**	**	42%	31%	29%	**	19%	90%	**	**	**
At least monthly	70	30	39	23	**	22	14	**	**	**	27	28	23	**	16	59	**	**	**
	17%	14%	20%	26%	**	12%	15%	**	**	**	16%	21%	18%	**	19%	16%	**	**	**
				e															
		44%	56%	33%	**	31%	20%	**	**	**	39%	40%	33%	**	23%	85%	**	**	**
Less than once a month	112	63	48	22	**	53	22	**	**	**	43	38	32	**	19	98	**	**	**
	27%	29%	24%	25%	**	30%	23%	**	**	**	26%	28%	26%	**	23%	27%	**	**	**
		57%	43%	20%	**	47%	20%	**	**	**	39%	34%	29%	**	17%	87%	**	**	**
EVER USE 'LISTEN AGAIN' OR PODCASTS	418	219	199	87	**	175	95	**	**	**	166	135	123	**	82	367	**	**	**
	100%	100%	100%	100%	**	100%	100%	**	**	**	100%	100%	100%	**	100%	100%	**	**	**
		52%	48%	21%	**	42%	23%	**	**	**	40%	32%	29%	**	20%	88%	**	**	**
USE 'LISTEN AGAIN' OR PODCASTS MONTHLY OR MORE OFTEN	307	156	151	65	**	122	73	**	**	**	123	97	91	**	63	269	**	**	**
	73%	71%	76%	75%	**	70%	77%	**	**	**	74%	72%	74%	**	77%	73%	**	**	**
		51%	49%	21%	**	40%	24%	**	**	**	40%	31%	30%	**	21%	88%	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QP13C (QP23C). SHOWCARD How often - if ever - do you use a 'listen again' service or listen to podcasts from... Other UK-based providers? (SINGLE CODE)

Base : Those who use a 'listen again' service or listen to podcasts from other UK-based providers

		ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	515	92	41	20	44	33	20	26	34	33	381	134	335	178	249	266
Effective Weighted Sample	373	88	38	19	42	31	20	25	33	32	305	71	247	130	171	203
Weighted total	418	123	54	20	37	29	22	23	15	44	355	64	296	122	183	236
		**	**	**	**	**	**	**	**	**	85%	15%	71%	29%	44%	56%
Every day	52	**	**	**	**	**	**	**	**	**	39	13	35	16	25	27
	12%	**	**	**	**	**	**	**	**	**	11%	20%	12%	13%	14%	11%
												j				
		**	**	**	**	**	**	**	**	**	75%	25%	68%	31%	48%	52%
At least weekly	185	**	**	**	**	**	**	**	**	**	161	24	129	57	69	116
	44%	**	**	**	**	**	**	**	**	**	45%	38%	43%	47%	38%	49%
																n
		**	**	**	**	**	**	**	**	**	87%	13%	69%	31%	37%	63%
At least monthly	70	**	**	**	**	**	**	**	**	**	57	12	45	25	30	39
	17%	**	**	**	**	**	**	**	**	**	16%	19%	15%	20%	17%	17%
		**	**	**	**	**	**	**	**	**	83%	17%	65%	35%	43%	57%
Less than once a month	112	**	**	**	**	**	**	**	**	**	97	15	87	24	58	53
	27%	**	**	**	**	**	**	**	**	**	27%	23%	29%	20%	32%	23%
															o	
		**	**	**	**	**	**	**	**	**	87%	13%	78%	22%	52%	48%
EVER USE 'LISTEN AGAIN' OR PODCASTS	418	**	**	**	**	**	**	**	**	**	355	64	296	122	183	236
	100%	**	**	**	**	**	**	**	**	**	100%	100%	100%	100%	100%	100%
		**	**	**	**	**	**	**	**	**	85%	15%	71%	29%	44%	56%
USE 'LISTEN AGAIN' OR PODCASTS MONTHLY OR MORE OFTEN	307	**	**	**	**	**	**	**	**	**	258	49	209	97	124	183
	73%	**	**	**	**	**	**	**	**	**	73%	77%	71%	80%	68%	77%
																n
		**	**	**	**	**	**	**	**	**	84%	16%	68%	32%	40%	60%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QP13C (QP23C). SHOWCARD How often - if ever - do you use a 'listen again' service or listen to podcasts from... Other UK-based providers? (SINGLE CODE)

Base : Those who use a 'listen again' service or listen to podcasts from other UK-based providers

| | | TV PLATFORM/S | | | |
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	~b	c	d
Unweighted total	515	482	68	177	124
Effective Weighted Sample	373	349	54	127	94
Weighted total	418	393	62	143	112
		94%	**	34%	27%
Every day	52	48	**	11	16
	12%	12%	**	8%	14%
		91%	**	21%	30%
At least weekly	185	174	**	71	51
	44%	44%	**	49%	46%
		94%	**	38%	28%
At least monthly	70	65	**	25	23
	17%	17%	**	17%	20%
		94%	**	36%	33%
Less than once a month	112	106	**	36	23
	27%	27%	**	25%	20%
		95%	**	33%	20%
EVER USE 'LISTEN AGAIN' OR PODCASTS	418	393	**	143	112
	100%	100%	**	100%	100%
		94%	**	34%	27%
USE 'LISTEN AGAIN' OR PODCASTS MONTHLY OR MORE OFTEN	307	287	**	107	90
	73%	73%	**	75%	80%
		94%	**	35%	29%

Columns Tested: a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 123

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QP13D (QP23D). SHOWCARD How often - if ever - do you use a 'listen again' service or listen to podcasts from... Non-UK based providers? (SINGLE CODE)

Base : All respondents

	Total	GENDER MALE	GENDER FEMALE	AGE GROUP 16-24	AGE GROUP 25-34	AGE GROUP 35-54	AGE GROUP 55+	HOUSEHOLD INCOME UNDER 10.4K	HOUSEHOLD INCOME 10.4K-15.59K	HOUSEHOLD INCOME 15.6K-25.99K	HOUSEHOLD INCOME 26K+	SOCIAL GROUP AB	SOCIAL GROUP C1	SOCIAL GROUP C2	SOCIAL GROUP DE	NATION ENGLAND	NATION SCOTLAND	NATION WALES	NATION NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Every day	28	17	10	2	11	10	5	2	5	2	6	3	9	9	6	20	7	*	1
	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	*%	1%	2%	1%	1%	3%	*%	1%
					cf									k			oq		
		62%	38%	8%	38%	35%	19%	7%	17%	9%	23%	11%	34%	33%	22%	71%	24%	2%	3%
At least weekly	98	64	35	21	14	43	20	3	8	18	36	35	28	16	20	88	6	3	2
	4%	5%	3%	6%	3%	5%	2%	2%	4%	6%	5%	5%	4%	3%	3%	4%	3%	2%	2%
		b		f		f				g									
		65%	35%	22%	14%	43%	21%	3%	8%	19%	36%	35%	28%	16%	20%	89%	7%	3%	2%
At least monthly	55	28	26	18	10	16	11	4	5	5	23	13	20	13	8	45	7	*	2
	2%	2%	2%	5%	2%	2%	1%	2%	2%	2%	3%	2%	3%	2%	1%	2%	3%	*%	3%
				ef										n		q	q		q
		51%	49%	33%	18%	30%	20%	7%	9%	9%	42%	25%	37%	23%	15%	83%	13%	*%	4%
Less than once a month	88	50	39	17	12	46	14	9	1	3	33	35	24	17	13	80	3	2	4
	3%	4%	3%	5%	3%	5%	1%	5%	*%	1%	5%	5%	3%	3%	2%	4%	1%	2%	5%
				f		f		hi			hi	n				p			pq
		56%	44%	19%	13%	52%	15%	10%	1%	3%	38%	39%	27%	19%	15%	91%	3%	3%	4%
EVER USE 'LISTEN AGAIN' OR PODCASTS	269	158	110	58	46	115	50	19	19	29	98	86	81	55	47	232	23	6	8
	10%	12%	8%	16%	11%	13%	5%	11%	9%	10%	14%	12%	11%	9%	7%	10%	10%	4%	11%
		b		df		f					h	n	n			q	q		q
		59%	41%	22%	17%	43%	19%	7%	7%	11%	36%	32%	30%	20%	18%	86%	8%	2%	3%
USE 'LISTEN AGAIN' OR PODCASTS MONTHLY OR MORE OFTEN	180	109	72	41	34	69	36	9	17	26	65	51	57	38	34	152	20	3	5
	7%	8%	5%	11%	8%	8%	4%	5%	8%	9%	9%	7%	8%	7%	5%	7%	9%	2%	6%
		b		ef	f	f								n		q	q		q
		60%	40%	23%	19%	38%	20%	5%	10%	14%	36%	28%	32%	21%	19%	84%	11%	2%	3%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QP13D (QP23D). SHOWCARD How often - if ever - do you use a 'listen again' service or listen to podcasts from... Non-UK based providers? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Never	2361	1123	1238	297	366	775	923	154	189	264	607	618	622	520	596	1966	209	125	62
	88%	86%	90%	82%	87%	86%	93%	88%	89%	88%	85%	87%	87%	90%	90%	88%	90%	94%	84%
			a				cde								kl	r	r	opr	
		48%	52%	13%	16%	33%	39%	7%	8%	11%	26%	26%	26%	22%	25%	83%	9%	5%	3%
Don't know	45	19	26	7	8	12	17	2	5	6	6	8	13	5	18	38	1	2	4
	2%	1%	2%	2%	2%	1%	2%	1%	2%	2%	1%	1%	2%	1%	3%	2%	1%	1%	5%
															km				opq
		42%	58%	16%	19%	28%	38%	3%	10%	13%	14%	18%	30%	12%	39%	85%	3%	4%	8%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 123

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QP13D (QP23D). SHOWCARD How often - if ever - do you use a 'listen again' service or listen to podcasts from... Non-UK based providers? (SINGLE CODE)

Base : All respondents

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
						ENGLAND REGIONS					URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Every day	28	4	1	1	5	1	3	2	1	3	25	3	19	9	8	20
	1%	1%	*%	*%	3%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
					bce											n
		13%	4%	3%	19%	2%	9%	7%	3%	10%	89%	11%	69%	31%	29%	71%
At least weekly	98	36	12	3	12	2	6	4	3	10	82	17	72	26	31	68
	4%	11%	3%	2%	6%	1%	3%	2%	2%	3%	4%	5%	5%	2%	2%	5%
		bcefghi	e		ceg					e			m			n
		37%	12%	3%	12%	2%	6%	4%	3%	10%	83%	17%	73%	27%	31%	69%
At least monthly	55	11	10	1	8	1	3	3	4	3	44	11	31	23	25	30
	2%	3%	3%	*%	4%	1%	1%	1%	4%	1%	2%	3%	2%	2%	2%	2%
		ce	ce		cei				ce							
		20%	18%	2%	15%	3%	6%	6%	8%	6%	80%	20%	58%	42%	45%	55%
Less than once a month	88	17	15	2	1	16	4	2	3	20	79	9	71	17	37	51
	3%	5%	4%	1%	*%	7%	2%	1%	3%	7%	3%	3%	5%	2%	3%	4%
		cdfg	cdg			cdfgh			d	cdfgh			m			
		19%	17%	3%	1%	18%	4%	2%	4%	23%	90%	10%	81%	19%	42%	58%
EVER USE 'LISTEN AGAIN' OR PODCASTS	269	67	38	7	26	20	16	10	11	36	229	40	194	75	100	168
	10%	20%	10%	3%	13%	9%	7%	5%	10%	12%	10%	11%	12%	7%	8%	12%
		bcefghi	cg		cfg	c			cg	cfg			m			n
		25%	14%	3%	10%	8%	6%	4%	4%	13%	85%	15%	72%	28%	37%	63%
USE 'LISTEN AGAIN' OR PODCASTS MONTHLY OR MORE OFTEN	180	51	23	5	25	4	12	9	8	16	150	30	122	58	63	117
	7%	15%	6%	2%	13%	2%	5%	4%	7%	5%	6%	8%	8%	5%	5%	8%
		bcefghi	ce		bcefghi		e		ce	e			m			n
		28%	13%	3%	14%	2%	7%	5%	4%	9%	83%	17%	68%	32%	35%	65%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QP13D (QP23D). SHOWCARD How often - if ever - do you use a 'listen again' service or listen to podcasts from... Non-UK based providers? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Never	2361	267	316	206	163	218	226	211	99	260	2047	314	1337	1022	1152	1209
	88%	79%	88%	94%	83%	91%	92%	93%	89%	86%	88%	87%	86%	91%	90%	86%
			a	abdhi		ad	adi	abdi	a	a				l	o	
		11%	13%	9%	7%	9%	10%	9%	4%	11%	87%	13%		57%	43%	49%	51%
Don't know	45	6	6	5	7	-	3	5	1	5	39	5	24	21	25	20
	2%	2%	2%	2%	3%	-%	1%	2%	1%	2%	2%	1%	2%	2%	2%	1%
		e	e	e	e		e	e		e						
		13%	14%	12%	15%	-%	7%	12%	2%	10%	88%	12%	54%	46%	55%	45%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QP13D (QP23D). SHOWCARD How often - if ever - do you use a 'listen again' service or listen to podcasts from... Non-UK based providers? (SINGLE CODE)

Base : All respondents

	Total	TV PLATFORM/S			
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
Every day	28	20	4	5	5
	1%	1%	1%	1%	1%
		74%	16%	19%	20%
At least weekly	98	86	12	35	22
	4%	3%	3%	4%	5%
		87%	12%	35%	22%
At least monthly	55	51	10	19	12
	2%	2%	2%	2%	2%
		93%	18%	34%	21%
Less than once a month	88	81	16	30	16
	3%	3%	4%	3%	3%
		92%	18%	34%	18%
EVER USE 'LISTEN AGAIN' OR PODCASTS	269	238	42	89	55
	10%	9%	11%	9%	12%
		89%	16%	33%	20%
USE 'LISTEN AGAIN' OR PODCASTS MONTHLY OR MORE OFTEN	180	157	26	59	39
	7%	6%	7%	6%	8%
		87%	14%	33%	22%
Never	2361	2241	350	851	406
	88%	89%	88%	89%	85%
		d		d	
		95%	15%	36%	17%

Columns Tested: a,b,c,d

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QP13D (QP23D). SHOWCARD How often - if ever - do you use a 'listen again' service or listen to podcasts from... Non-UK based providers? (SINGLE CODE)

Base : All respondents

	Total	TV PLATFORM/S			
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
Don't know	45	40	4	13	14
	2%	2%	1%	1%	3%
					abc
		90%	8%	29%	32%

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QP13D (QP23D). SHOWCARD How often - if ever - do you use a 'listen again' service or listen to podcasts from... Non-UK based providers? (SINGLE CODE)

Base : Those who use a 'listen again' service or listen to podcasts from non-UK based providers

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	~f	~g	~h	~i	j	~k	l	~m	~n	o	~p	~q	~r
Unweighted total	332	192	140	73	59	127	73	24	24	34	104	85	114	63	70	218	36	23	55
Effective Weighted Sample	240	137	104	54	41	94	52	19	19	27	79	66	87	46	47	193	30	16	48
Weighted total	269	158	110	58	46	115	50	19	19	29	98	86	81	55	47	232	23	6	8
		59%	41%	**	**	43%	**	**	**	**	36%	**	30%	**	**	86%	**	**	**
Every day	28	17	10	**	**	10	**	**	**	**	6	**	9	**	**	20	**	**	**
	10%	11%	9%	**	**	8%	**	**	**	**	6%	**	11%	**	**	8%	**	**	**
		62%	38%	**	**	35%	**	**	**	**	23%	**	34%	**	**	71%	**	**	**
At least weekly	98	64	35	**	**	43	**	**	**	**	36	**	28	**	**	88	**	**	**
	37%	40%	32%	**	**	37%	**	**	**	**	36%	**	35%	**	**	38%	**	**	**
		65%	35%	**	**	43%	**	**	**	**	36%	**	28%	**	**	89%	**	**	**
At least monthly	55	28	26	**	**	16	**	**	**	**	23	**	20	**	**	45	**	**	**
	20%	18%	24%	**	**	14%	**	**	**	**	23%	**	25%	**	**	19%	**	**	**
		51%	49%	**	**	30%	**	**	**	**	42%	**	37%	**	**	83%	**	**	**
Less than once a month	88	50	39	**	**	46	**	**	**	**	33	**	24	**	**	80	**	**	**
	33%	31%	35%	**	**	40%	**	**	**	**	34%	**	29%	**	**	34%	**	**	**
		56%	44%	**	**	52%	**	**	**	**	38%	**	27%	**	**	91%	**	**	**
EVER USE 'LISTEN AGAIN' OR PODCASTS	269	158	110	**	**	115	**	**	**	**	98	**	81	**	**	232	**	**	**
	100%	100%	100%	**	**	100%	**	**	**	**	100%	**	100%	**	**	100%	**	**	**
		59%	41%	**	**	43%	**	**	**	**	36%	**	30%	**	**	86%	**	**	**
USE 'LISTEN AGAIN' OR PODCASTS MONTHLY OR MORE OFTEN	180	109	72	**	**	69	**	**	**	**	65	**	57	**	**	152	**	**	**
	67%	69%	65%	**	**	60%	**	**	**	**	66%	**	71%	**	**	66%	**	**	**
		60%	40%	**	**	38%	**	**	**	**	36%	**	32%	**	**	84%	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QP13D (QP23D). SHOWCARD How often - if ever - do you use a 'listen again' service or listen to podcasts from... Non-UK based providers? (SINGLE CODE)

Base : Those who use a 'listen again' service or listen to podcasts from non-UK based providers

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	~k	l	m	n	o
Unweighted total	332	50	28	7	32	25	15	11	24	26	252	80	216	115	133	199
Effective Weighted Sample	240	48	26	7	31	24	15	11	23	25	198	44	162	81	96	145
Weighted total	269	67	38	7	26	20	16	10	11	36	229	40	194	75	100	168
		**	**	**	**	**	**	**	**	**	85%	**	72%	28%	37%	63%
Every day	28	**	**	**	**	**	**	**	**	**	25	**	19	9	8	20
	10%	**	**	**	**	**	**	**	**	**	11%	**	10%	11%	8%	12%
		**	**	**	**	**	**	**	**	**	89%	**	69%	31%	29%	71%
At least weekly	98	**	**	**	**	**	**	**	**	**	82	**	72	26	31	68
	37%	**	**	**	**	**	**	**	**	**	36%	**	37%	35%	31%	40%
		**	**	**	**	**	**	**	**	**	83%	**	73%	27%	31%	69%
At least monthly	55	**	**	**	**	**	**	**	**	**	44	**	31	23	25	30
	20%	**	**	**	**	**	**	**	**	**	19%	**	16%	31%	25%	18%
														l		
		**	**	**	**	**	**	**	**	**	80%	**	58%	42%	45%	55%
Less than once a month	88	**	**	**	**	**	**	**	**	**	79	**	71	17	37	51
	33%	**	**	**	**	**	**	**	**	**	35%	**	37%	22%	37%	31%
														m		
		**	**	**	**	**	**	**	**	**	90%	**	81%	19%	42%	58%
EVER USE 'LISTEN AGAIN' OR PODCASTS	269	**	**	**	**	**	**	**	**	**	229	**	194	75	100	168
	100%	**	**	**	**	**	**	**	**	**	100%	**	100%	100%	100%	100%
		**	**	**	**	**	**	**	**	**	85%	**	72%	28%	37%	63%
USE 'LISTEN AGAIN' OR PODCASTS MONTHLY OR MORE OFTEN	180	**	**	**	**	**	**	**	**	**	150	**	122	58	63	117
	67%	**	**	**	**	**	**	**	**	**	65%	**	63%	78%	63%	69%
														l		
		**	**	**	**	**	**	**	**	**	83%	**	68%	32%	35%	65%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QP13D (QP23D). SHOWCARD How often - if ever - do you use a 'listen again' service or listen to podcasts from... Non-UK based providers? (SINGLE CODE)

Base : Those who use a 'listen again' service or listen to podcasts from non-UK based providers

	Total	TV PLATFORM/S			
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	~b	c	~d
Unweighted total	332	297	47	104	66
Effective Weighted Sample	240	213	37	80	46
Weighted total	269	238	42	89	55
		89%	**	33%	**
Every day	28	20	**	5	**
	10%	9%	**	6%	**
		74%	**	19%	**
At least weekly	98	86	**	35	**
	37%	36%	**	39%	**
		87%	**	35%	**
At least monthly	55	51	**	19	**
	20%	21%	**	21%	**
		93%	**	34%	**
Less than once a month	88	81	**	30	**
	33%	34%	**	34%	**
		92%	**	34%	**
EVER USE 'LISTEN AGAIN' OR PODCASTS	269	238	**	89	**
	100%	100%	**	100%	**
		89%	**	33%	**
USE 'LISTEN AGAIN' OR PODCASTS MONTHLY OR MORE OFTEN	180	157	**	59	**
	67%	66%	**	66%	**
		87%	**	33%	**

Columns Tested: a,b,c,d

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SUMMARY TO SHOW ALL NON-LIVE LISTENING VIA PODCASTS OR LISTEN-AGAIN SERVICES

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
The BBC	674	356	318	98	97	267	213	36	45	74	243	251	180	118	123	591	41	31	12
	25%	27%	23%	27%	23%	30%	21%	21%	21%	25%	34%	35%	25%	20%	19%	26%	17%	24%	16%
		b		f		df					ghi	lmn	mn			pr		pr	
		53%	47%	15%	14%	40%	32%	5%	7%	11%	36%	37%	27%	17%	18%	88%	6%	5%	2%
UK commercial radio	555	280	275	98	80	228	148	33	42	63	217	169	166	101	117	501	24	18	12
	21%	22%	20%	27%	19%	25%	15%	19%	20%	21%	30%	24%	23%	17%	18%	22%	10%	14%	16%
				df		df					ghi	mn	mn			pqr			p
		50%	50%	18%	14%	41%	27%	6%	8%	11%	39%	31%	30%	18%	21%	90%	4%	3%	2%
Other UK-based providers	418	219	199	87	61	175	95	20	33	46	166	135	123	78	82	367	28	15	9
	16%	17%	14%	24%	15%	19%	10%	12%	16%	16%	23%	19%	17%	13%	12%	16%	12%	11%	13%
				df	f	df					ghi	mn	n			pqr			
		52%	48%	21%	15%	42%	23%	5%	8%	11%	40%	32%	29%	19%	20%	88%	7%	3%	2%
Non-UK based providers	269	158	110	58	46	115	50	19	19	29	98	86	81	55	47	232	23	6	8
	10%	12%	8%	16%	11%	13%	5%	11%	9%	10%	14%	12%	11%	9%	7%	10%	10%	4%	11%
		b		df	f	f					h	n	n			q	q		q
		59%	41%	22%	17%	43%	19%	7%	7%	11%	36%	32%	30%	20%	18%	86%	8%	2%	3%
ANY OF THESE	882	456	426	149	135	349	250	48	56	97	336	310	246	161	162	768	59	40	16
	33%	35%	31%	41%	32%	39%	25%	27%	26%	32%	47%	44%	34%	28%	25%	34%	25%	30%	22%
		b		df	f	df					ghi	lmn	mn			pr		r	
		52%	48%	17%	15%	40%	28%	5%	6%	11%	38%	35%	28%	18%	18%	87%	7%	4%	2%
NONE OF THESE	1793	844	948	213	285	554	740	126	156	202	375	401	470	419	499	1469	174	92	58
	67%	65%	69%	59%	68%	61%	75%	73%	74%	68%	53%	56%	66%	72%	75%	66%	75%	70%	78%
			a		ce		cde	j	j	j			k	kl	kl	o			oq
		47%	53%	12%	16%	31%	41%	7%	9%	11%	21%	22%	26%	23%	28%	82%	10%	5%	3%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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SUMMARY TO SHOW ALL NON-LIVE LISTENING VIA PODCASTS OR LISTEN-AGAIN SERVICES

Base : All respondents

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
					ENGLAND REGIONS						URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
The BBC	674	164	112	62	50	47	41	28	24	64	565	110	443	230	339	335
	25%	48%	31%	28%	26%	20%	17%	13%	22%	21%	24%	30%	29%	21%	27%	24%
		bcdefghi	efghi	efg	fg	g			g	g		j	m			
	24%	17%	9%	7%	7%	6%	4%	4%	9%	84%	16%	66%	34%	50%	50%	
UK commercial radio	555	205	66	26	45	34	24	25	20	56	491	64	365	189	233	322
	21%	60%	18%	12%	23%	14%	10%	11%	18%	19%	21%	18%	23%	17%	18%	23%
		bcdefghi	fg		cefg				fg	fg			m			n
	37%	12%	5%	8%	6%	4%	5%	4%	10%	88%	12%	66%	34%	42%	58%	
Other UK-based providers	418	123	54	20	37	29	22	23	15	44	355	64	296	122	183	236
	16%	36%	15%	9%	19%	12%	9%	10%	14%	15%	15%	18%	19%	11%	14%	17%
		bcdefghi	f		cefg								m			
	29%	13%	5%	9%	7%	5%	5%	4%	10%	85%	15%	71%	29%	44%	56%	
Non-UK based providers	269	67	38	7	26	20	16	10	11	36	229	40	194	75	100	168
	10%	20%	10%	3%	13%	9%	7%	5%	10%	12%	10%	11%	12%	7%	8%	12%
		bcefghi	cg		cfg	c			cg	cfg			m			n
	25%	14%	3%	10%	8%	6%	4%	4%	13%	85%	15%	72%	28%	37%	63%	
ANY OF THESE	882	231	125	70	59	52	56	45	35	95	754	129	594	288	403	479
	33%	68%	35%	32%	30%	22%	23%	20%	31%	32%	33%	36%	38%	26%	32%	34%
		bcdefghi	efg	efg	eg				efg	efg			m			
	26%	14%	8%	7%	6%	6%	5%	4%	11%	85%	15%	67%	33%	46%	54%	

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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SUMMARY TO SHOW ALL NON-LIVE LISTENING VIA PODCASTS OR LISTEN-AGAIN SERVICES

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
NONE OF THESE	1793	109	235	149	136	186	190	181	77	205	1562	231	961	830	874	918
	67%	32%	65%	68%	70%	78%	77%	80%	69%	68%	67%	64%	62%	74%	68%	66%
			a	a	a	abcdhi	abchi	abcdhi	a	a				l		
		6%	13%	8%	8%	10%	11%	10%	4%	11%	87%	13%	54%	46%	49%	51%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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SUMMARY TO SHOW ALL NON-LIVE LISTENING VIA PODCASTS OR LISTEN-AGAIN SERVICES

Base : All respondents

		TV PLATFORM/S			
	Total	**ALL TV**	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
The BBC	674	633	96	229	153
	25%	25%	24%	24%	32%
					abc
		94%	14%	34%	23%
UK commercial radio	555	527	83	198	132
	21%	21%	21%	21%	28%
					abc
		95%	15%	36%	24%
Other UK-based providers	418	393	62	143	112
	16%	16%	16%	15%	24%
					abc
		94%	15%	34%	27%
Non-UK based providers	269	238	42	89	55
	10%	9%	11%	9%	12%
		89%	16%	33%	20%
ANY OF THESE	882	824	127	308	201
	33%	33%	32%	32%	42%
					abc
		93%	14%	35%	23%
NONE OF THESE	1793	1695	269	645	274
	67%	67%	68%	68%	58%
		d	d	d	
		95%	15%	36%	15%

Columns Tested: a,b,c,d

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QH1A. SHOWCARD Which, if any, of these types of television does your household receive at the moment? Please think about all of the TV sets in your household. Please also think about any TV services which may be built-in to any televisions in your household, as well as any you receive through a set-top box connected to the TV set. (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Virgin Media (cable TV)	396	194	202	60	52	145	139	18	22	42	117	107	96	104	88	335	46	6	9
	15%	15%	15%	17%	12%	16%	14%	10%	10%	14%	16%	15%	13%	18%	13%	15%	20%	5%	12%
											gh			ln		q	oqr		q
		49%	51%	15%	13%	37%	35%	4%	6%	10%	29%	27%	24%	26%	22%	85%	12%	2%	2%
Sky satellite TV	848	413	435	114	150	334	249	27	41	91	290	273	254	172	148	710	61	50	28
	32%	32%	32%	32%	36%	37%	25%	16%	19%	30%	41%	38%	36%	30%	22%	32%	26%	38%	38%
				f	f	f				gh	ghi	mn	mn	n		p		op	op
		49%	51%	13%	18%	39%	29%	3%	5%	11%	34%	32%	30%	20%	17%	84%	7%	6%	3%
Freesat satellite TV	102	53	49	10	11	35	46	2	12	8	31	32	28	23	19	92	4	5	1
	4%	4%	4%	3%	2%	4%	5%	1%	6%	3%	4%	4%	4%	4%	3%	4%	2%	4%	1%
									g		g					pr			r
		52%	48%	10%	10%	34%	45%	2%	12%	8%	30%	31%	27%	23%	19%	90%	4%	5%	1%
Other satellite TV	13	7	6	1	2	7	2	1	-	2	1	2	4	1	6	10	1	1	-
	*%	1%	*%	*%	1%	1%	*%	*%	-%	1%	*%	*%	1%	*%	1%	*%	1%	1%	-%
						f													
		54%	46%	5%	19%	59%	17%	7%	-%	12%	8%	12%	32%	9%	46%	83%	11%	6%	-%
Freeview (through a set-top box or television set)	1031	505	527	117	134	296	483	114	114	129	214	217	258	218	336	837	110	58	27
	39%	39%	38%	32%	32%	33%	49%	66%	54%	43%	30%	30%	36%	38%	51%	37%	47%	44%	37%
							cde	hij	ij	j			k	k	klm		or	or	
		49%	51%	11%	13%	29%	47%	11%	11%	13%	21%	21%	25%	21%	33%	81%	11%	6%	3%
BT TV (formerly BT Vision)	177	90	88	16	30	62	71	4	9	22	71	64	52	33	28	146	15	7	10
	7%	7%	6%	4%	7%	7%	7%	2%	4%	7%	10%	9%	7%	6%	4%	7%	6%	5%	14%
										g	gh	mn	n						opq
		51%	49%	9%	17%	35%	40%	2%	5%	13%	40%	36%	29%	19%	16%	82%	8%	4%	6%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH1A. SHOWCARD Which, if any, of these types of television does your household receive at the moment? Please think about all of the TV sets in your household. Please also think about any TV services which may be built-in to any televisions in your household, as well as any you receive through a set-top box connected to the TV set. (MULTI CODE)

Base : All respondents

	Total	GENDER MALE	GENDER FEMALE	AGE GROUP 16-24	AGE GROUP 25-34	AGE GROUP 35-54	AGE GROUP 55+	HOUSEHOLD INCOME UNDER 10.4K	HOUSEHOLD INCOME 10.4K-15.59K	HOUSEHOLD INCOME 15.6K-25.99K	HOUSEHOLD INCOME 26K+	SOCIAL GROUP AB	SOCIAL GROUP C1	SOCIAL GROUP C2	SOCIAL GROUP DE	NATION ENGLAND	NATION SCOTLAND	NATION WALES	NATION NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
TalkTalk TV	104	39	65	21	22	37	25	6	6	12	21	29	26	23	26	92	7	3	2
	4%	3%	5%	6%	5%	4%	2%	3%	3%	4%	3%	4%	4%	4%	4%	4%	3%	3%	2%
			a	f	f	f													
		37%	63%	20%	21%	35%	24%	5%	6%	12%	20%	28%	25%	22%	25%	88%	7%	3%	2%
EE TV	35	16	19	4	5	22	4	2	4	6	12	10	9	7	8	32	2	1	-
	1%	1%	1%	1%	1%	2%	*%	1%	2%	2%	2%	1%	1%	1%	1%	1%	1%	*%	-%
						f										r			
		46%	54%	12%	14%	63%	10%	7%	11%	18%	35%	30%	27%	19%	24%	93%	6%	2%	-%
NOW TV	76	31	45	16	22	27	12	3	8	10	23	27	16	12	20	66	6	3	1
	3%	2%	3%	4%	5%	3%	1%	2%	4%	3%	3%	4%	2%	2%	3%	3%	3%	2%	1%
				f	f	f										r			
		41%	59%	21%	29%	35%	16%	5%	11%	13%	30%	36%	21%	16%	26%	87%	8%	4%	1%
YouView	18	10	8	2	4	8	4	2	2	2	7	3	4	3	7	15	3	-	-
	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	-%	-%
																	qr		
		55%	45%	13%	21%	45%	21%	11%	9%	11%	39%	19%	25%	16%	40%	82%	18%	-%	-%
Plusnet TV	11	7	4	2	1	3	6	-	1	-	2	2	4	2	3	8	2	-	*
	*%	1%	*%	*%	*%	*%	1%	-%	*%	-%	*%	*%	1%	*%	*%	*%	1%	-%	*%
		59%	41%	14%	7%	28%	51%	-%	7%	-%	22%	20%	37%	18%	25%	76%	22%	-%	2%
No TV in household	112	58	54	24	30	33	25	10	13	10	28	24	39	23	25	92	14	5	1
	4%	4%	4%	6%	7%	4%	3%	5%	6%	3%	4%	3%	5%	4%	4%	4%	6%	4%	1%
				ef	ef											r	r	r	
		52%	48%	21%	27%	30%	22%	9%	11%	9%	25%	21%	35%	21%	23%	82%	13%	4%	1%
Don't know	44	19	25	9	10	8	17	1	4	4	5	14	13	7	9	36	4	2	2
	2%	1%	2%	3%	2%	1%	2%	1%	2%	1%	1%	2%	2%	1%	1%	2%	2%	1%	3%
				e	e														
		43%	57%	21%	23%	18%	38%	3%	9%	9%	11%	33%	30%	16%	21%	82%	9%	4%	5%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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Base : All respondents

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
						ENGLAND REGIONS					URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Virgin Media (cable TV)	396	33	71	19	31	42	45	19	17	61	381	15	249	146	177	219
	15%	10%	20%	9%	16%	17%	18%	8%	15%	20%	16%	4%	16%	13%	14%	16%
			acg		acg	acg	acg		cg	acg	k		m			
		8%	18%	5%	8%	10%	11%	5%	4%	15%	96%	4%	63%	37%	45%	55%
Sky satellite TV	848	113	97	69	67	65	90	86	40	84	730	118	577	271	432	416
	32%	33%	27%	32%	34%	27%	37%	38%	36%	28%	32%	33%	37%	24%	34%	30%
							bei	bei	be					m	o	
		13%	11%	8%	8%	8%	11%	10%	5%	10%	86%	14%	68%	32%	51%	49%
Freesat satellite TV	102	9	20	7	8	7	17	9	5	10	77	25	51	51	60	42
	4%	3%	6%	3%	4%	3%	7%	4%	5%	3%	3%	7%	3%	5%	5%	3%
							ae					j			o	
		9%	20%	7%	7%	7%	16%	8%	5%	10%	75%	25%	50%	50%	59%	41%
Other satellite TV	13	6	-	1	1	-	-	-	1	1	13	-	10	3	2	11
	*%	2%	-%	*%	1%	-%	-%	-%	1%	*%	1%	-%	1%	*%	*%	1%
		befg														n
		49%	-%	8%	11%	-%	-%	-%	5%	9%	100%	-%	77%	23%	15%	85%
Freeview (through a set-top box or television set)	1031	92	111	84	65	97	100	102	50	134	853	179	485	546	484	547
	39%	27%	31%	39%	34%	41%	41%	45%	45%	45%	37%	50%	31%	49%	38%	39%
				a		ab	ab	abd	abd	abd		j		l		
		9%	11%	8%	6%	9%	10%	10%	5%	13%	83%	17%	47%	53%	47%	53%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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Base : All respondents

	Total	** ENGLAND REGIONS ** LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBANITY URBAN	RURAL	WORKING STATUS WORKING	NOT WORKING	DEPRIVATION LEVEL LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
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Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
BT TV (formerly BT Vision)	177	22	33	29	12	12	14	4	3	17	136	41	114	63	106	71
	7%	7%	9%	13%	6%	5%	6%	2%	2%	6%	6%	11%	7%	6%	8%	5%
		gh	gh	adefghi	gh	g	g			g		j			o	
		13%	19%	16%	7%	7%	8%	2%	1%	9%	77%	23%	64%	35%	60%	40%
TalkTalk TV	104	14	16	8	11	23	7	2	3	7	94	10	56	48	51	53
	4%	4%	4%	4%	6%	10%	3%	1%	3%	2%	4%	3%	4%	4%	4%	4%
		g	g	g	g	abcfghi										
		13%	15%	8%	10%	22%	6%	2%	3%	7%	90%	10%	54%	46%	49%	51%
EE TV	35	12	3	4	1	2	1	2	4	4	33	1	25	9	7	27
	1%	3%	1%	2%	*%	1%	*%	1%	3%	1%	1%	*%	2%	1%	1%	2%
		def							def		k					n
		34%	10%	12%	2%	5%	2%	6%	11%	12%	97%	3%	73%	27%	22%	78%
NOW TV	76	4	11	6	6	4	11	5	5	16	66	10	50	27	44	32
	3%	1%	3%	3%	3%	2%	4%	2%	4%	5%	3%	3%	3%	2%	3%	2%
							ae		a	ae						
		5%	14%	7%	8%	5%	14%	6%	6%	21%	87%	13%	65%	35%	58%	42%
YouView	18	-	1	1	1	1	3	1	*	7	14	4	8	10	10	8
	1%	-%	*%	*%	*%	1%	1%	*%	*%	2%	1%	1%	1%	1%	1%	1%
										ab						
		-%	5%	6%	4%	7%	16%	5%	2%	37%	76%	24%	46%	54%	55%	45%
Plusnet TV	11	2	2	-	-	-	*	-	1	4	9	2	9	2	6	5
	*%	*%	1%	-%	-%	-%	*%	-%	*%	1%	*%	*%	1%	*%	*%	*%
		15%	18%	-%	-%	-%	4%	-%	5%	34%	85%	15%	78%	17%	54%	46%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QH1A. SHOWCARD Which, if any, of these types of television does your household receive at the moment? Please think about all of the TV sets in your household. Please also think about any TV services which may be built-in to any televisions in your household, as well as any you receive through a set-top box connected to the TV set. (MULTI CODE)

Base : All respondents

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
					ENGLAND REGIONS						URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
No TV in household	112	36	17	6	7	4	8	6	2	7	102	9	77	34	38	74
	4%	11%	5%	3%	4%	2%	3%	3%	2%	2%	4%	3%	5%	3%	3%	5%
		bcdefghi	e											m		n
		33%	15%	6%	6%	3%	7%	5%	2%	6%	92%	8%	69%	31%	34%	66%
Don't know	44	1	15	4	1	4	5	-	1	5	38	6	16	28	25	19
	2%	*%	4%	2%	1%	2%	2%	-%	1%	2%	2%	2%	1%	3%	2%	1%
			adgh	g			g			g				l		
		2%	34%	9%	3%	8%	12%	-%	2%	11%	85%	15%	37%	63%	56%	44%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QH1A. SHOWCARD Which, if any, of these types of television does your household receive at the moment? Please think about all of the TV sets in your household. Please also think about any TV services which may be built-in to any televisions in your household, as well as any you receive through a set-top box connected to the TV set. (MULTI CODE)

Base : All respondents

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
Virgin Media (cable TV)	396	396	396	3	28
	15%	16%	100%	*%	6%
		cd	acd		c
		100%	100%	1%	7%
Sky satellite TV	848	848	3	848	58
	32%	34%	1%	89%	12%
		bd		abd	b
		100%	*%	100%	7%
Freesat satellite TV	102	102	1	102	17
	4%	4%	*%	11%	4%
		b		abd	b
		100%	1%	100%	16%
Other satellite TV	13	13	*	13	2
	*%	1%	*%	1%	*%
				ab	
		100%	2%	100%	17%
Freeview (through a set-top box or television set)	1031	1031	33	114	106
	39%	41%	8%	12%	22%
		bcd			bc
		100%	3%	11%	10%
BT TV (formerly BT Vision)	177	177	-	11	177
	7%	7%	-%	1%	37%
		bc		b	abc
		100%	-%	6%	100%

Columns Tested: a,b,c,d

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QH1A. SHOWCARD Which, if any, of these types of television does your household receive at the moment? Please think about all of the TV sets in your household. Please also think about any TV services which may be built-in to any televisions in your household, as well as any you receive through a set-top box connected to the TV set. (MULTI CODE)

Base : All respondents

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
TalkTalk TV	104	104	*	6	104
	4%	4%	*%	1%	22%
		bc			abc
		100%	*%	6%	100%
EE TV	35	35	-	-	35
	1%	1%	-%	-%	7%
		bc			abc
		100%	-%	-%	100%
NOW TV	76	76	3	21	76
	3%	3%	1%	2%	16%
		b			abc
		100%	4%	27%	100%
YouView	18	18	-	2	18
	1%	1%	-%	*%	4%
					abc
		100%	-%	10%	100%
Plusnet TV	11	11	-	3	11
	*%	*%	-%	*%	2%
					abc
		100%	-%	27%	100%
No TV in household	112	-	-	-	-
	4%	-%	-%	-%	-%
		-%	-%	-%	-%
Don't know	44	-	-	-	1
	2%	-%	-%	-%	*%
					a
		-%	-%	-%	3%

Columns Tested: a,b,c,d

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QH1B. SHOWCARD And which of these do you consider is your MAIN type of television? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Virgin Media (cable TV)	388	188	200	60	51	140	136	17	22	40	112	106	93	103	87	328	46	6	9
	15%	14%	15%	17%	12%	16%	14%	10%	10%	14%	16%	15%	13%	18%	13%	15%	20%	4%	12%
											gh			ln			oqr		q
		48%	52%	16%	13%	36%	35%	4%	6%	10%	29%	27%	24%	26%	22%	84%	12%	1%	2%
Sky satellite TV	837	408	429	114	147	329	248	27	39	87	286	270	250	172	144	701	59	49	28
	31%	31%	31%	31%	35%	36%	25%	16%	19%	29%	40%	38%	35%	30%	22%	31%	25%	37%	38%
				f	f	f				gh	ghi	mn	mn	n		p		op	op
		49%	51%	14%	18%	39%	30%	3%	5%	10%	34%	32%	30%	20%	17%	84%	7%	6%	3%
Freesat satellite TV	84	44	39	10	8	25	41	2	11	7	19	26	21	20	17	77	2	4	1
	3%	3%	3%	3%	2%	3%	4%	1%	5%	2%	3%	4%	3%	3%	3%	3%	1%	3%	1%
							d		g							pr			
		53%	47%	12%	10%	29%	49%	3%	13%	9%	23%	31%	25%	24%	20%	92%	2%	5%	1%
Other satellite TV	11	7	4	1	2	6	2	1	-	2	1	-	4	1	6	9	1	1	-
	*%	1%	*%	*%	*%	1%	*%	*%	-%	1%	*%	-%	1%	*%	1%	*%	1%	*%	-%
															k				
		61%	39%	6%	19%	55%	20%	8%	-%	14%	10%	-%	35%	11%	54%	82%	13%	5%	-%
Freeview (through a set-top box or television set)	865	428	437	98	109	232	426	104	100	107	154	170	205	186	300	708	80	55	21
	32%	33%	32%	27%	26%	26%	43%	60%	47%	36%	22%	24%	29%	32%	45%	32%	34%	41%	29%
							cde	hij	ij	j			k	k	klm			or	
		49%	51%	11%	13%	27%	49%	12%	12%	12%	18%	20%	24%	22%	35%	82%	9%	6%	2%
BT TV (formerly BT Vision)	157	77	80	12	28	56	61	4	8	19	61	60	42	29	25	126	14	6	10
	6%	6%	6%	3%	7%	6%	6%	2%	4%	6%	9%	8%	6%	5%	4%	6%	6%	5%	13%
					c	c	c			g	gh	mn	n						opq
		49%	51%	8%	18%	35%	39%	3%	5%	12%	39%	38%	27%	19%	16%	80%	9%	4%	6%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH1B. SHOWCARD And which of these do you consider is your MAIN type of television? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
TalkTalk TV	94	33	62	21	17	36	20	2	6	12	18	26	25	22	21	84	6	3	2
	4%	3%	4%	6%	4%	4%	2%	1%	3%	4%	3%	4%	3%	4%	3%	4%	2%	3%	2%
			a	f	f	f													
		34%	66%	22%	18%	38%	22%	2%	7%	12%	20%	27%	27%	23%	23%	89%	6%	4%	2%
EE TV	33	16	17	4	5	22	2	2	4	6	12	10	9	5	8	30	2	1	-
	1%	1%	1%	1%	1%	2%	*%	1%	2%	2%	2%	1%	1%	1%	1%	1%	1%	*%	-%
				f	f	f										r			
		47%	53%	11%	15%	66%	7%	7%	12%	19%	37%	32%	27%	16%	25%	92%	6%	2%	-%
NOW TV	35	13	23	8	11	10	6	3	3	3	13	4	9	9	12	31	3	1	*
	1%	1%	2%	2%	3%	1%	1%	2%	1%	1%	2%	1%	1%	2%	2%	1%	1%	1%	1%
				f	f										k				
		36%	64%	24%	30%	28%	18%	7%	7%	8%	36%	11%	26%	25%	34%	86%	9%	4%	1%
YouView	8	6	2	-	2	4	1	1	2	2	1	-	3	2	3	7	1	-	-
	*%	*%	*%	-%	1%	*%	*%	1%	1%	1%	*%	-%	*%	*%	*%	*%	*%	-%	-%
		78%	22%	-%	29%	54%	17%	14%	22%	22%	17%	-%	42%	22%	37%	91%	9%	-%	-%
Plusnet TV	8	5	3	2	-	3	3	-	-	-	*	2	2	1	3	7	-	-	*
	*%	*%	*%	*%	-%	*%	*%	-%	-%	-%	*%	*%	*%	*%	*%	*%	-%	-%	*%
		65%	35%	20%	-%	41%	39%	-%	-%	-%	2%	22%	29%	13%	36%	98%	-%	-%	2%
No TV in household	112	58	54	24	30	33	25	10	13	10	28	24	39	23	25	92	14	5	1
	4%	4%	4%	6%	7%	4%	3%	5%	6%	3%	4%	3%	5%	4%	4%	4%	6%	4%	1%
				ef	ef											r	r	r	
		52%	48%	21%	27%	30%	22%	9%	11%	9%	25%	21%	35%	21%	23%	82%	13%	4%	1%
Don't know	44	19	25	9	10	8	17	1	4	4	5	14	13	7	9	36	4	2	2
	2%	1%	2%	3%	2%	1%	2%	1%	2%	1%	1%	2%	2%	1%	1%	2%	2%	1%	3%
				e	e														
		43%	57%	21%	23%	18%	38%	3%	9%	9%	11%	33%	30%	16%	21%	82%	9%	4%	5%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH1B. SHOWCARD And which of these do you consider is your MAIN type of television? (SINGLE CODE)

Base : All respondents

	Total	**ENGLAND REGIONS** LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	**URBANITY** URBAN	RURAL	**WORKING STATUS** WORKING	NOT WORKING	**DEPRIVATION LEVEL** LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Virgin Media (cable TV)	388	33	68	19	31	40	44	19	16	59	374	14	244	143	173	216
	15%	10%	19%	9%	16%	17%	18%	8%	15%	20%	16%	4%	16%	13%	14%	15%
			acg		acg	acg	acg		cg	acg	k		m			
		8%	18%	5%	8%	10%	11%	5%	4%	15%	96%	4%	63%	37%	44%	56%
Sky satellite TV	837	113	97	68	64	63	88	86	40	82	722	115	570	267	426	412
	31%	33%	27%	31%	33%	27%	36%	38%	36%	27%	31%	32%	37%	24%	33%	29%
							bei	bei	bei				m		o	
		14%	12%	8%	8%	8%	11%	10%	5%	10%	86%	14%	68%	32%	51%	49%
Freesat satellite TV	84	9	17	6	6	4	15	8	4	9	63	20	42	42	49	35
	3%	3%	5%	3%	3%	2%	6%	3%	3%	3%	3%	6%	3%	4%	4%	2%
							e					j				
		11%	21%	8%	7%	5%	17%	9%	4%	10%	76%	24%	50%	50%	58%	42%
Other satellite TV	11	5	-	1	1	-	-	-	1	1	11	-	10	1	2	9
	*%	1%	-%	*%	1%	-%	-%	-%	1%	*%	*%	-%	1%	*%	*%	1%
		e											m			n
		43%	-%	10%	13%	-%	-%	-%	6%	10%	100%	-%	89%	11%	15%	85%
Freeview (through a set-top box or television set)	865	91	96	74	59	87	62	98	38	102	720	145	384	480	394	470
	32%	27%	27%	34%	30%	37%	25%	43%	34%	34%	31%	40%	25%	43%	31%	34%
				f		abf		abcdfhi	f	f		j		l		l
		11%	11%	9%	7%	10%	7%	11%	4%	12%	83%	17%	44%	56%	46%	54%
BT TV (formerly BT Vision)	157	22	26	27	12	10	13	4	2	10	121	36	103	53	94	63
	6%	7%	7%	12%	6%	4%	5%	2%	2%	3%	5%	10%	7%	5%	7%	4%
		gh	gh	adefghi	gh		gh					j		m		o
		14%	17%	17%	8%	6%	8%	2%	1%	7%	77%	23%	65%	34%	60%	40%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QH1B. SHOWCARD And which of these do you consider is your MAIN type of television? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBANITY URBAN	RURAL	WORKING STATUS WORKING	NOT WORKING	DEPRIVATION LEVEL LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
TalkTalk TV	94	14	13	7	10	23	5	2	2	7	87	8	52	42	47	47
	4%	4%	3%	3%	5%	10%	2%	1%	2%	2%	4%	2%	3%	4%	4%	3%
		g			g	abcfghi										
		15%	13%	8%	11%	24%	5%	2%	3%	8%	92%	8%	55%	45%	50%	50%
EE TV	33	12	3	4	1	2	1	2	3	3	32	1	25	8	6	27
	1%	3%	1%	2%	*%	1%	*%	1%	3%	1%	1%	*%	2%	1%	*%	2%
		def							def		k		m			n
		35%	10%	12%	2%	5%	2%	6%	10%	9%	97%	3%	76%	24%	19%	81%
NOW TV	35	3	5	2	2	2	6	1	2	8	33	2	23	13	16	19
	1%	1%	1%	1%	1%	1%	2%	*%	2%	3%	1%	1%	1%	1%	1%	1%
										eg						
		7%	15%	6%	5%	4%	16%	3%	7%	24%	94%	6%	65%	35%	46%	54%
YouView	8	-	1	-	1	-	-	1	*	4	7	1	3	4	3	4
	*%	-%	*%	-%	*%	-%	-%	*%	*%	1%	*%	*%	*%	*%	*%	*%
		-%	11%	-%	10%	-%	-%	13%	5%	52%	89%	11%	43%	57%	46%	54%
Plusnet TV	8	2	2	-	-	-	-	-	-	4	6	1	6	2	5	3
	*%	*%	1%	-%	-%	-%	-%	-%	-%	1%	*%	*%	*%	*%	*%	*%
		22%	26%	-%	-%	-%	-%	-%	-%	49%	84%	16%	75%	25%	64%	36%
No TV in household	112	36	17	6	7	4	8	6	2	7	102	9	77	34	38	74
	4%	11%	5%	3%	4%	2%	3%	3%	2%	2%	4%	3%	5%	3%	3%	5%
		bcdefghi	e										m			n
		33%	15%	6%	6%	3%	7%	5%	2%	6%	92%	8%	69%	31%	34%	66%
Don't know	44	1	15	4	1	4	5	-	1	5	38	6	16	28	25	19
	2%	*%	4%	2%	1%	2%	2%	-%	1%	2%	2%	2%	1%	3%	2%	1%
			adgh	g			g			g				l		
		2%	34%	9%	3%	8%	12%	-%	2%	11%	85%	15%	37%	63%	56%	44%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH1B. SHOWCARD And which of these do you consider is your MAIN type of television? (SINGLE CODE)

Base : All respondents

		TV PLATFORM/S			
	Total	**ALL TV**	**CABLE**	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
Virgin Media (cable TV)	388	388	388	1	27
	15%	15%	98%	*%	6%
		cd	acd		c
		100%	100%	*%	7%
Sky satellite TV	837	837	2	837	52
	31%	33%	*%	88%	11%
		bd		abd	b
		100%	*%	100%	6%
Freesat satellite TV	84	84	1	84	8
	3%	3%	*%	9%	2%
		b		abd	b
		100%	1%	100%	10%
Other satellite TV	11	11	-	11	1
	*%	*%	-%	1%	*%
				ab	
		100%	-%	100%	6%
Freeview (through a set-top box or television set)	865	865	5	11	51
	32%	34%	1%	1%	11%
		bcd			bc
		100%	1%	1%	6%
BT TV (formerly BT Vision)	157	157	-	6	157
	6%	6%	-%	1%	33%
		bc			abc
		100%	-%	4%	100%

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH1B. SHOWCARD And which of these do you consider is your MAIN type of television? (SINGLE CODE)

Base : All respondents

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
TalkTalk TV	94	94	-	2	94
	4%	4%	-%	*%	20%
		bc			abc
		100%	-%	2%	100%
EE TV	33	33	-	-	33
	1%	1%	-%	-%	7%
		bc			abc
		100%	-%	-%	100%
NOW TV	35	35	-	1	35
	1%	1%	-%	*%	7%
		bc			abc
		100%	-%	4%	100%
YouView	8	8	-	*	8
	*%	*%	-%	*%	2%
					abc
		100%	-%	5%	100%
Plusnet TV	8	8	-	-	8
	*%	*%	-%	-%	2%
					abc
		100%	-%	-%	100%
No TV in household	112	-	-	-	-
	4%	-%	-%	-%	-%
		-%	-%	-%	-%
Don't know	44	-	-	-	1
	2%	-%	-%	-%	*%
					a
		-%	-%	-%	3%

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

TV MULTI-PLATFORM OWNERSHIP

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
CABLE ONLY	357	177	180	54	48	129	126	16	19	37	99	100	82	98	78	305	38	6	7
	13%	14%	13%	15%	11%	14%	13%	9%	9%	12%	14%	14%	11%	17%	12%	14%	16%	4%	10%
											h			ln		qr	qr		q
		49%	51%	15%	13%	36%	35%	4%	5%	10%	28%	28%	23%	27%	22%	86%	11%	2%	2%
CABLE AND FREEVIEW	32	13	20	6	3	14	9	2	2	4	16	5	12	6	9	24	7	-	1
	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	3%	-%	2%
																q	oq		q
		40%	60%	19%	9%	43%	29%	6%	7%	11%	48%	16%	38%	18%	28%	75%	21%	-%	4%
FREEVIEW ONLY	817	402	415	94	104	209	410	101	97	99	132	154	190	178	293	668	76	53	21
	31%	31%	30%	26%	25%	23%	41%	58%	46%	33%	19%	22%	26%	31%	44%	30%	33%	40%	28%
							cde	hij	ij	j			k	k	klm			opr	
		49%	51%	12%	13%	26%	50%	12%	12%	12%	16%	19%	23%	22%	36%	82%	9%	6%	3%
SATELLITE AND FREEVIEW	114	55	58	8	17	48	40	7	11	17	40	35	35	21	23	88	17	3	4
	4%	4%	4%	2%	4%	5%	4%	4%	5%	6%	6%	5%	5%	4%	3%	4%	7%	2%	6%
						c											oq		q
		49%	51%	7%	15%	42%	36%	6%	9%	15%	35%	31%	31%	18%	20%	78%	15%	3%	4%
SATELLITE ONLY	813	401	413	112	138	315	248	22	42	77	271	256	242	172	142	692	47	50	25
	30%	31%	30%	31%	33%	35%	25%	13%	20%	26%	38%	36%	34%	30%	22%	31%	20%	38%	33%
				f	f	f			g	g	ghi	mn	n	n		p		op	p
		49%	51%	14%	17%	39%	31%	3%	5%	9%	33%	32%	30%	21%	17%	85%	6%	6%	3%
HYBRID IPTV	475	219	256	75	89	180	130	18	34	58	157	147	132	99	96	401	40	17	17
	18%	17%	19%	21%	21%	20%	13%	10%	16%	19%	22%	21%	18%	17%	14%	18%	17%	13%	23%
				f	f	f				g	g	n	n			q			opq
		46%	54%	16%	19%	38%	27%	4%	7%	12%	33%	31%	28%	21%	20%	84%	8%	4%	4%
NO TV	112	58	54	24	30	33	25	10	13	10	28	24	39	23	25	92	14	5	1
	4%	4%	4%	6%	7%	4%	3%	5%	6%	3%	4%	3%	5%	4%	4%	4%	6%	4%	1%
				ef	ef											r	r	r	
		52%	48%	21%	27%	30%	22%	9%	11%	9%	25%	21%	35%	21%	23%	82%	13%	4%	1%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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TV MULTI-PLATFORM OWNERSHIP

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
DON'T KNOW	44	19	25	9	10	8	17	1	4	4	5	14	13	7	9	36	4	2	2
	2%	1%	2%	3%	2%	1%	2%	1%	2%	1%	1%	2%	2%	1%	1%	2%	2%	1%	3%
				e	e														
		43%	57%	21%	23%	18%	38%	3%	9%	9%	11%	33%	30%	16%	21%	82%	9%	4%	5%
OTHER	3	2	2	-	*	1	2	-	-	-	2	1	2	-	-	2	1	*	-
	*%	*%	*%	-%	*%	*%	*%	-%	-%	-%	*%	*%	*%	-%	-%	*%	*%	*%	-%
		54%	46%	-%	7%	41%	52%	-%	-%	-%	47%	41%	59%	-%	-%	70%	23%	7%	-%
Mean TV platforms	1.1	1.0	1.1	1.0	1.0	1.1	1.1	1.0	1.0	1.1	1.1	1.1	1.0	1.0	1.0	1.0	1.1	1.0	1.1
						cdf	c				gh	m					oq		
Standard deviation	.45	.44	.46	.47	.53	.45	.39	.43	.50	.43	.51	.47	.48	.40	.43	.44	.57	.36	.37
Standard error	.01	.01	.01	.02	.02	.01	.01	.02	.03	.02	.02	.02	.01	.01	.01	.01	.02	.02	.02

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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TV MULTI-PLATFORM OWNERSHIP

Base : All respondents

		ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
CABLE ONLY	357	33	67	19	28	37	37	18	15	53	344	13	221	135	157	200
	13%	10%	19%	9%	14%	15%	15%	8%	14%	18%	15%	4%	14%	12%	12%	14%
			acg		g	acg	cg		g	acg	k					
		9%	19%	5%	8%	10%	10%	5%	4%	15%	96%	4%	62%	38%	44%	56%
CABLE AND FREEVIEW	32	-	3	-	2	5	7	-	*	7	31	1	23	9	17	16
	1%	-%	1%	-%	1%	2%	3%	-%	*%	2%	1%	*%	1%	1%	1%	1%
						acg	acgh			acgh						
		-%	9%	-%	5%	15%	23%	-%	1%	22%	95%	5%	71%	29%	52%	48%
FREEVIEW ONLY	817	91	88	69	56	82	55	96	37	94	682	136	358	459	367	450
	31%	27%	25%	32%	29%	34%	22%	42%	33%	31%	29%	38%	23%	41%	29%	32%
				f		bf		abcdfhi	bf	f		j		l		
		11%	11%	8%	7%	10%	7%	12%	4%	12%	83%	17%	44%	56%	45%	55%
SATELLITE AND FREEVIEW	114	1	10	10	5	7	27	4	11	15	87	27	68	46	59	55
	4%	*%	3%	5%	2%	3%	11%	2%	10%	5%	4%	7%	4%	4%	5%	4%
			a	a		a	abcdegi		abcdeg	ag		j				
		1%	9%	9%	4%	6%	23%	3%	9%	13%	76%	24%	60%	40%	52%	48%
SATELLITE ONLY	813	124	104	65	68	63	75	90	32	71	706	107	550	263	408	406
	30%	36%	29%	30%	35%	27%	31%	40%	29%	24%	30%	30%	35%	24%	32%	29%
		ei			ei			bcefhi					m			
		15%	13%	8%	8%	8%	9%	11%	4%	9%	87%	13%	68%	32%	50%	50%
HYBRID IPTV	475	58	78	52	39	44	39	17	19	55	407	68	301	173	254	221
	18%	17%	22%	24%	20%	18%	16%	7%	17%	18%	18%	19%	19%	15%	20%	16%
		g	g	fg	g	g	g		g	g				m		o
		12%	16%	11%	8%	9%	8%	3%	4%	12%	86%	14%	63%	36%	53%	47%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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TV MULTI-PLATFORM OWNERSHIP

Base : All respondents

	Total		ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
NO TV	112	36	17	6	7	4	8	6	2	7	102	9	77	34	38	74
	4%	11%	5%	3%	4%	2%	3%	3%	2%	2%	4%	3%	5%	3%	3%	5%
		bcdefghi	e										m			n
		33%	15%	6%	6%	3%	7%	5%	2%	6%	92%	8%	69%	31%	34%	66%
DON'T KNOW	44	1	15	4	1	4	5	-	1	5	38	6	16	28	25	19
	2%	*%	4%	2%	1%	2%	2%	-%	1%	2%	2%	2%	1%	3%	2%	1%
			adgh	g			g			g				l		
		2%	34%	9%	3%	8%	12%	-%	2%	11%	85%	15%	37%	63%	56%	44%
OTHER	3	-	1	-	-	-	-	-	1	1	3	1	1	2	2	2
	*%	-%	*%	-%	-%	-%	-%	-%	1%	*%	*%	*%	*%	*%	*%	*%
		-%	23%	-%	-%	-%	-%	-%	18%	29%	77%	23%	41%	59%	54%	46%
Mean TV platforms	1.1	.9	1.0	1.0	1.0	1.1	1.2	1.0	1.1	1.1	1.0	1.1	1.1	1.1	1.1	1.0
			a	a	a	a	abcdeg	a	abcdeg	abcdeg		j				o
Standard deviation	.45	.34	.49	.41	.36	.40	.53	.27	.49	.52	.43	.53	.45	.45	.46	.44
Standard error	.01	.02	.03	.03	.02	.02	.03	.02	.03	.03	.01	.02	.01	.01	.01	.01

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.
TV MULTI-PLATFORM OWNERSHIP

Base : All respondents

| | | TV PLATFORM/S | | | |
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
CABLE ONLY	357	357	357	-	21
	13%	14%	90%	-%	4%
		cd	acd		c
		100%	100%	-%	6%
CABLE AND FREEVIEW	32	32	32	-	4
	1%	1%	8%	-%	1%
		c	acd		c
		100%	100%	-%	11%
FREEVIEW ONLY	817	817	-	-	16
	31%	32%	-%	-%	3%
		bcd			bc
		100%	-%	-%	2%
SATELLITE AND FREEVIEW	114	114	-	114	19
	4%	5%	-%	12%	4%
		b		abd	b
		100%	-%	100%	17%
SATELLITE ONLY	813	813	-	813	32
	30%	32%	-%	85%	7%
		bd		abd	b
		100%	-%	100%	4%
HYBRID IPTV	475	474	28	74	475
	18%	19%	7%	8%	100%
		bc			abc
		100%	6%	16%	100%
NO TV	112	-	-	-	-
	4%	-%	-%	-%	-%
		-%	-%	-%	-%

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

TV MULTI-PLATFORM OWNERSHIP

Base : All respondents

	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
			TV PLATFORM/S		
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
DON'T KNOW	44	-	-	-	1
	2%	-%	-%	-%	*%
					a
		-%	-%	-%	3%
OTHER	3	3	3	3	1
	*%	*%	1%	*%	*%
			a		
		100%	100%	100%	23%
Mean TV platforms	1.1	1.1	1.1	1.2	1.3
				ab	abc
Standard deviation	.45	.38	.32	.46	.64
Standard error	.01	.01	.01	.01	.03

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

HOUSEHOLD TV SERVICES - OPTION 1 - NOW TV INCLUDED IN PAY TV, NOT OTT

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
NO TV																			
	112	58	54	24	30	33	25	10	13	10	28	24	39	23	25	92	14	5	1
	4%	4%	4%	6%	7%	4%	3%	5%	6%	3%	4%	3%	5%	4%	4%	4%	6%	4%	1%
				ef	ef												r	r	r
		52%	48%	21%	27%	30%	22%	9%	11%	9%	25%	21%	35%	21%	23%	82%	13%	4%	1%
ANY PAY TV																			
	1280	625	655	183	215	497	385	50	65	140	420	390	359	284	244	1075	111	57	37
	48%	48%	48%	51%	51%	55%	39%	29%	31%	47%	59%	55%	50%	49%	37%	48%	48%	43%	51%
				f	f	f				gh	ghi	n	n	n					q
		49%	51%	14%	17%	39%	30%	4%	5%	11%	33%	30%	28%	22%	19%	84%	9%	4%	3%
SKY	784	386	398	100	141	314	228	26	36	81	278	253	235	162	132	652	58	47	27
	29%	30%	29%	28%	34%	35%	23%	15%	17%	27%	39%	36%	33%	28%	20%	29%	25%	36%	36%
					f	cf				gh	ghi	mn	n	n				op	op
		49%	51%	13%	18%	40%	29%	3%	5%	10%	35%	32%	30%	21%	17%	83%	7%	6%	3%
VIRGIN MEDIA	396	194	202	60	52	145	139	18	22	42	117	107	96	104	88	335	46	6	9
	15%	15%	15%	17%	12%	16%	14%	10%	10%	14%	16%	15%	13%	18%	13%	15%	20%	5%	12%
											gh			ln		q	oqr		q
		49%	51%	15%	13%	37%	35%	4%	6%	10%	29%	27%	24%	26%	22%	85%	12%	2%	2%
NOW TV	172	76	95	40	38	64	30	7	15	20	54	54	46	37	34	144	15	6	6
	6%	6%	7%	11%	9%	7%	3%	4%	7%	7%	8%	8%	6%	6%	5%	6%	7%	5%	9%
				ef	f	f													q
		44%	56%	23%	22%	37%	18%	4%	9%	12%	32%	31%	27%	21%	20%	84%	9%	4%	4%
ANY HYBRID IPTV																			
	336	156	179	43	59	127	106	13	22	43	110	107	94	66	69	285	28	11	12
	13%	12%	13%	12%	14%	14%	11%	8%	10%	14%	15%	15%	13%	11%	10%	13%	12%	9%	16%
						f				g	g	n				q			q
		47%	53%	13%	18%	38%	32%	4%	7%	13%	33%	32%	28%	20%	21%	85%	8%	3%	4%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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HOUSEHOLD TV SERVICES - OPTION 1 - NOW TV INCLUDED IN PAY TV, NOT OTT

Base : All respondents

	Total	GENDER MALE (a)	FEMALE (b)	AGE GROUP 16-24 (c)	25-34 (d)	35-54 (e)	55+ (f)	HOUSEHOLD INCOME UNDER 10.4K (g)	10.4K-15.59K (h)	15.6K-25.99K (i)	26K+ (j)	SOCIAL GROUP AB (k)	C1 (l)	C2 (m)	DE (n)	NATION ENGLAND (o)	SCOTLAND (p)	WALES (q)	NI (r)
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
BT TV	177	90	88	16	30	62	71	4	9	22	71	64	52	33	28	146	15	7	10
	7%	7%	6%	4%	7%	7%	7%	2%	4%	7%	10%	9%	7%	6%	4%	7%	6%	5%	14%
										g	gh	mn	n						opq
		51%	49%	9%	17%	35%	40%	2%	5%	13%	40%	36%	29%	19%	16%	82%	8%	4%	6%
TALKTALK TV	104	39	65	21	22	37	25	6	6	12	21	29	26	23	26	92	7	3	2
	4%	3%	5%	6%	5%	4%	2%	3%	3%	4%	3%	4%	4%	4%	4%	4%	3%	3%	2%
			a	f	f	f													
		37%	63%	20%	21%	35%	24%	5%	6%	12%	20%	28%	25%	22%	25%	88%	7%	3%	2%
EE TV	35	16	19	4	5	22	4	2	4	6	12	10	9	7	8	32	2	1	-
	1%	1%	1%	1%	1%	2%	*%	1%	2%	2%	2%	1%	1%	1%	1%	1%	1%	*%	-%
						f										r			
		46%	54%	12%	14%	63%	10%	7%	11%	18%	35%	30%	27%	19%	24%	93%	6%	2%	-%
YOUVIEW	18	10	8	2	4	8	4	2	2	2	7	3	4	3	7	15	3	-	-
	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	-%	-%
																	qr		
		55%	45%	13%	21%	45%	21%	11%	9%	11%	39%	19%	25%	16%	40%	82%	18%	-%	-%
PLUSNET TV	11	7	4	2	1	3	6	-	1	-	2	2	4	2	3	8	2	-	*
	*%	1%	*%	*%	*%	*%	1%	-%	*%	-%	*%	*%	1%	*%	*%	*%	1%	-%	*%
		59%	41%	14%	7%	28%	51%	-%	7%	-%	22%	20%	37%	18%	25%	76%	22%	-%	2%
ANY OTT	1191	574	616	237	265	471	217	49	57	125	414	375	367	248	198	998	108	49	36
	45%	44%	45%	66%	63%	52%	22%	28%	27%	42%	58%	53%	51%	43%	30%	45%	46%	37%	49%
				ef	ef	f				gh	ghi	mn	mn	n		q	q		q
		48%	52%	20%	22%	40%	18%	4%	5%	11%	35%	32%	31%	21%	17%	84%	9%	4%	3%
NETFLIX	1043	501	541	223	247	394	180	45	51	107	355	323	331	209	178	868	95	45	34
	39%	39%	39%	61%	59%	44%	18%	26%	24%	36%	50%	45%	46%	36%	27%	39%	41%	34%	46%
				ef	ef	f				gh	ghi	mn	mn	n					oq
		48%	52%	21%	24%	38%	17%	4%	5%	10%	34%	31%	32%	20%	17%	83%	9%	4%	3%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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HOUSEHOLD TV SERVICES - OPTION 1 - NOW TV INCLUDED IN PAY TV, NOT OTT

Base : All respondents

	Total	GENDER MALE	FEMALE	AGE GROUP 16-24	25-34	35-54	55+	HOUSEHOLD INCOME UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	SOCIAL GROUP AB	C1	C2	DE	NATION ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
AMAZON PRIME VIDEO	545	281	265	97	103	243	102	16	16	62	218	224	155	107	58	464	56	19	6
	20%	22%	19%	27%	24%	27%	10%	9%	8%	21%	31%	32%	22%	18%	9%	21%	24%	14%	9%
				f	f	f				gh	ghi	lmn	n	n		qr	qr	r	
		51%	49%	18%	19%	45%	19%	3%	3%	11%	40%	41%	28%	20%	11%	85%	10%	3%	1%
YOUTUBE PREMIUM	31	15	16	10	8	10	4	2	5	4	13	5	9	6	11	27	3	1	1
	1%	1%	1%	3%	2%	1%	*%	1%	2%	1%	2%	1%	1%	1%	2%	1%	1%	*%	1%
				ef	f														
		48%	52%	32%	24%	31%	13%	7%	15%	14%	43%	17%	29%	20%	34%	87%	9%	2%	2%
DISNEY LIFE	21	7	14	2	7	10	3	-	2	1	8	4	9	4	4	17	4	*	*
	1%	1%	1%	*%	2%	1%	*%	-%	1%	*%	1%	1%	1%	1%	1%	1%	2%	*%	*%
					f	f											qr		
		35%	65%	8%	33%	47%	13%	-%	10%	5%	37%	20%	43%	17%	21%	80%	18%	1%	1%
ITV HUB+	21	9	13	6	3	7	5	-	-	4	7	9	9	1	2	19	*	2	*
	1%	1%	1%	2%	1%	1%	1%	-%	-%	1%	1%	1%	1%	*%	*%	1%	*%	1%	*%
				f								mn	n					p	
		40%	60%	31%	14%	31%	24%	-%	-%	18%	34%	45%	41%	7%	8%	89%	1%	9%	2%
HAYU	15	1	14	2	6	6	1	1	1	1	7	6	5	2	3	13	2	-	-
	1%	*%	1%	*%	1%	1%	*%	*%	*%	*%	1%	1%	1%	*%	*%	1%	1%	-%	-%
			a		f	f													
		9%	91%	12%	39%	41%	8%	5%	4%	5%	49%	38%	30%	11%	21%	85%	15%	-%	-%
ELEVEN SPORTS	3	2	1	-	-	3	1	-	1	-	3	2	-	1	1	3	-	-	-
	*%	*%	*%	-%	-%	*%	*%	-%	*%	-%	*%	*%	-%	*%	*%	*%	-%	-%	-%
		65%	35%	-%	-%	83%	17%	-%	17%	-%	83%	47%	-%	35%	17%	100%	-%	-%	-%
ANY OTHER OTT	16	8	8	2	1	5	8	-	1	4	7	4	7	5	-	15	-	1	-
	1%	1%	1%	1%	*%	1%	1%	-%	*%	1%	1%	1%	1%	1%	-%	1%	-%	1%	-%
												n	n	n					
		49%	51%	13%	9%	30%	49%	-%	3%	27%	45%	24%	44%	32%	-%	96%	-%	4%	-%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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HOUSEHOLD TV SERVICES - OPTION 1 - NOW TV INCLUDED IN PAY TV, NOT OTT

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
ANY FREE TV																			
	1169	574	595	140	150	343	537	118	127	143	242	256	294	245	370	960	116	64	29
	44%	44%	43%	39%	36%	38%	54%	68%	60%	48%	34%	36%	41%	42%	56%	43%	50%	49%	39%
							cde	ij	ij	j			k	k	klm		or	or	
		49%	51%	12%	13%	29%	46%	10%	11%	12%	21%	22%	25%	21%	32%	82%	10%	5%	2%
FREEVIEW	1031	505	527	117	134	296	483	114	114	129	214	217	258	218	336	837	110	58	27
	39%	39%	38%	32%	32%	33%	49%	66%	54%	43%	30%	30%	36%	38%	51%	37%	47%	44%	37%
							cde	hij	ij	j			k	k	klm		or	or	
		49%	51%	11%	13%	29%	47%	11%	11%	13%	21%	21%	25%	21%	33%	81%	11%	6%	3%
FREE SATELLITE	169	82	86	25	19	59	66	5	17	18	39	50	47	33	39	152	7	7	2
	6%	6%	6%	7%	5%	7%	7%	3%	8%	6%	6%	7%	7%	6%	6%	7%	3%	6%	3%
									g							pr			
		49%	51%	15%	11%	35%	39%	3%	10%	11%	23%	29%	28%	20%	23%	90%	4%	4%	1%
DON'T KNOW	44	19	25	9	10	8	17	1	4	4	5	14	13	7	9	36	4	2	2
	2%	1%	2%	3%	2%	1%	2%	1%	2%	1%	1%	2%	2%	1%	1%	2%	2%	1%	3%
				e	e														
		43%	57%	21%	23%	18%	38%	3%	9%	9%	11%	33%	30%	16%	21%	82%	9%	4%	5%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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HOUSEHOLD TV SERVICES - OPTION 1 - NOW TV INCLUDED IN PAY TV, NOT OTT

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
NO TV																
	112	36	17	6	7	4	8	6	2	7	102	9	77	34	38	74
	4%	11%	5%	3%	4%	2%	3%	3%	2%	2%	4%	3%	5%	3%	3%	5%
		bcdefghi	e										m			n
		33%	15%	6%	6%	3%	7%	5%	2%	6%	92%	8%	69%	31%	34%	66%
ANY PAY TV																
	1280	146	177	84	99	105	139	106	62	157	1146	134	848	430	625	655
	48%	43%	49%	39%	51%	44%	57%	47%	55%	52%	49%	37%	55%	38%	49%	47%
			c		c		aceg		ace	ac	k		m			
		11%	14%	7%	8%	8%	11%	8%	5%	12%	90%	10%	66%	34%	49%	51%
SKY	784	105	86	59	63	58	84	81	39	77	678	106	534	249	401	383
	29%	31%	24%	27%	32%	24%	34%	36%	35%	26%	29%	29%	34%	22%	31%	27%
					be		bei	bcei	bei				m			o
		13%	11%	8%	8%	7%	11%	10%	5%	10%	86%	14%	68%	32%	51%	49%
VIRGIN MEDIA	396	33	71	19	31	42	45	19	17	61	381	15	249	146	177	219
	15%	10%	20%	9%	16%	17%	18%	8%	15%	20%	16%	4%	16%	13%	14%	16%
			acg		acg	acg	acg		cg	acg	k		m			
		8%	18%	5%	8%	10%	11%	5%	4%	15%	96%	4%	63%	37%	45%	55%
NOW TV	172	11	33	12	15	9	18	8	11	27	154	18	113	59	90	81
	6%	3%	9%	6%	8%	4%	7%	4%	10%	9%	7%	5%	7%	5%	7%	6%
			aeg		aeg		a		aeg	aeg			m			
		6%	19%	7%	9%	5%	10%	5%	6%	16%	90%	10%	66%	34%	53%	47%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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HOUSEHOLD TV SERVICES - OPTION 1 - NOW TV INCLUDED IN PAY TV, NOT OTT

Base : All respondents

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
					ENGLAND REGIONS						**URBANITY**		**WORKING STATUS**		**DEPRIVATION LEVEL**	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
ANY HYBRID IPTV																
	336	50	55	42	25	37	23	8	11	36	281	55	208	126	174	162
	13%	15%	15%	19%	13%	15%	9%	4%	9%	12%	12%	15%	13%	11%	14%	12%
		g	fg	fghi	g	fgh	g		g	g						
		15%	16%	12%	7%	11%	7%	3%	3%	11%	84%	16%	62%	38%	52%	48%
BT TV	177	22	33	29	12	12	14	4	3	17	136	41	114	63	106	71
	7%	7%	9%	13%	6%	5%	6%	2%	2%	6%	6%	11%	7%	6%	8%	5%
		gh	gh	adefghi	gh	g	g			g		j			o	
		13%	19%	16%	7%	7%	8%	2%	1%	9%	77%	23%	64%	35%	60%	40%
TALKTALK TV	104	14	16	8	11	23	7	2	3	7	94	10	56	48	51	53
	4%	4%	4%	4%	6%	10%	3%	1%	3%	2%	4%	3%	4%	4%	4%	4%
		g	g	g	g	abcfghi										
		13%	15%	8%	10%	22%	6%	2%	3%	7%	90%	10%	54%	46%	49%	51%
EE TV	35	12	3	4	1	2	1	2	4	4	33	1	25	9	7	27
	1%	3%	1%	2%	*%	1%	*%	1%	3%	1%	1%	*%	2%	1%	1%	2%
		def							def		k					n
		34%	10%	12%	2%	5%	2%	6%	11%	12%	97%	3%	73%	27%	22%	78%
YOUVIEW	18	-	1	1	1	1	3	1	*	7	14	4	8	10	10	8
	1%	-%	*%	*%	*%	1%	1%	*%	*%	2%	1%	1%	1%	1%	1%	1%
										ab						
		-%	5%	6%	4%	7%	16%	5%	2%	37%	76%	24%	46%	54%	55%	45%
PLUSNET TV	11	2	2	-	-	-	*	-	1	4	9	2	9	2	6	5
	*%	*%	1%	-%	-%	-%	*%	-%	*%	1%	*%	*%	1%	*%	*%	*%
		15%	18%	-%	-%	-%	4%	-%	5%	34%	85%	15%	78%	17%	54%	46%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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HOUSEHOLD TV SERVICES - OPTION 1 - NOW TV INCLUDED IN PAY TV, NOT OTT

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
ANY OTT																
	1191	132	170	107	78	112	111	102	53	133	1022	169	865	325	584	606
	45%	39%	47%	49%	40%	47%	45%	45%	48%	44%	44%	47%	56%	29%	46%	43%
				ad					a				m			
		11%	14%	9%	7%	9%	9%	9%	4%	11%	86%	14%	73%	27%	49%	51%
NETFLIX	1043	121	145	96	68	91	97	88	49	113	902	141	755	287	502	541
	39%	35%	40%	44%	35%	38%	39%	39%	44%	38%	39%	39%	49%	26%	39%	39%
									d				m			
		12%	14%	9%	7%	9%	9%	8%	5%	11%	86%	14%	72%	28%	48%	52%
AMAZON PRIME VIDEO	545	58	90	45	29	64	51	37	21	70	461	84	414	131	275	270
	20%	17%	25%	21%	15%	27%	21%	16%	19%	23%	20%	23%	27%	12%	22%	19%
			adg			adgh				d			m			
		11%	16%	8%	5%	12%	9%	7%	4%	13%	85%	15%	76%	24%	50%	50%
YOUTUBE PREMIUM	31	1	10	2	3	2	2	3	1	3	26	5	13	18	12	19
	1%	*%	3%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%
			a													
		4%	33%	5%	9%	7%	6%	8%	4%	10%	84%	16%	42%	58%	40%	60%
DISNEY LIFE	21	-	6	-	5	4	1	2	*	-	18	4	15	7	7	14
	1%	-%	2%	-%	2%	1%	*%	1%	*%	-%	1%	1%	1%	1%	1%	1%
			a		aci											
		-%	27%	-%	22%	17%	5%	8%	2%	-%	83%	17%	68%	32%	33%	67%
ITV HUB+	21	1	7	3	-	1	3	1	-	3	20	1	12	9	10	11
	1%	*%	2%	1%	-%	*%	1%	1%	-%	1%	1%	*%	1%	1%	1%	1%
			dh													
		5%	33%	13%	-%	4%	14%	5%	-%	15%	95%	5%	56%	44%	48%	52%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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HOUSEHOLD TV SERVICES - OPTION 1 - NOW TV INCLUDED IN PAY TV, NOT OTT

Base : All respondents

	Total	ENGLAND REGIONS LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBANITY URBAN	RURAL	WORKING STATUS WORKING	NOT WORKING	DEPRIVATION LEVEL LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
HAYU	15	3	-	1	2	3	3	-	*	2	13	3	9	6	8	7
	1%	1%	-%	*%	1%	1%	1%	-%	*%	1%	1%	1%	1%	1%	1%	*%
		17%	-%	6%	14%	19%	17%	-%	3%	10%	83%	17%	60%	40%	56%	44%
ELEVEN SPORTS	3	-	-	-	1	-	1	-	-	2	3	1	2	2	1	3
	*%	-%	-%	-%	*%	-%	*%	-%	-%	1%	*%	*%	*%	*%	*%	*%
		-%	-%	-%	17%	-%	35%	-%	-%	47%	83%	17%	47%	53%	17%	83%
ANY OTHER OTT	16	-	9	2	-	-	-	-	1	4	14	2	9	7	15	1
	1%	-%	3%	1%	-%	-%	-%	-%	1%	1%	1%	*%	1%	1%	1%	*%
			adefg												o	
		-%	56%	10%	-%	-%	-%	-%	5%	24%	90%	10%	57%	43%	92%	8%
ANY FREE TV																
	1169	115	138	100	74	108	113	114	53	144	965	204	570	599	552	617
	44%	34%	38%	46%	38%	45%	46%	50%	48%	48%	42%	57%	37%	54%	43%	44%
				a		a	a	abd	abd	abd		j		l		
		10%	12%	9%	6%	9%	10%	10%	5%	12%	83%	17%	49%	51%	47%	53%
FREEVIEW	1031	92	111	84	65	97	100	102	50	134	853	179	485	546	484	547
	39%	27%	31%	39%	34%	41%	41%	45%	45%	45%	37%	50%	31%	49%	38%	39%
				a		ab	ab	abd	abd	abd		j		l		
		9%	11%	8%	6%	9%	10%	10%	5%	13%	83%	17%	47%	53%	47%	53%
FREE SATELLITE	169	23	30	18	12	13	21	13	6	17	134	35	98	71	87	82
	6%	7%	8%	8%	6%	6%	9%	6%	5%	6%	6%	10%	6%	6%	7%	6%
												j				
		14%	18%	11%	7%	8%	13%	7%	3%	10%	79%	21%	58%	42%	52%	48%
DON'T KNOW	44	1	15	4	1	4	5	-	1	5	38	6	16	28	25	19
	2%	*%	4%	2%	1%	2%	2%	-%	1%	2%	2%	2%	1%	3%	2%	1%
			adgh	g			g			g				l		
		2%	34%	9%	3%	8%	12%	-%	2%	11%	85%	15%	37%	63%	56%	44%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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HOUSEHOLD TV SERVICES - OPTION 1 - NOW TV INCLUDED IN PAY TV, NOT OTT

Base : All respondents

	Total	TV PLATFORM/S			
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
NO TV					
	112	-	-	-	-
	4%	-%	-%	-%	-%
		-%	-%	-%	-%
ANY PAY TV					
	1280	1279	396	797	182
	48%	51%	100%	84%	38%
		d	acd	ad	
		100%	31%	62%	14%
SKY	784	784	3	784	51
	29%	31%	1%	82%	11%
		bd		abd	b
		100%	*%	100%	7%
VIRGIN MEDIA	396	396	396	3	28
	15%	16%	100%	*%	6%
		cd	acd		c
		100%	100%	1%	7%
NOW TV	172	170	28	55	172
	6%	7%	7%	6%	36%
					abc
		99%	16%	32%	100%
ANY HYBRID IPTV					
	336	336	*	20	336
	13%	13%	*%	2%	71%
		bc		b	abc
		100%	*%	6%	100%

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.
HOUSEHOLD TV SERVICES - OPTION 1 - NOW TV INCLUDED IN PAY TV, NOT OTT

Base : All respondents

| | | TV PLATFORM/S | | | |
| | Total | **ALL TV** | **CABLE** | **SATE-LLITE** | **HYBRID IPTV** |
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
BT TV	177	177	-	11	177
	7%	7%	-%	1%	37%
		bc		b	abc
		100%	-%	6%	100%
TALKTALK TV	104	104	*	6	104
	4%	4%	*%	1%	22%
		bc			abc
		100%	*%	6%	100%
EE TV	35	35	-	-	35
	1%	1%	-%	-%	7%
		bc			abc
		100%	-%	-%	100%
YOUVIEW	18	18	-	2	18
	1%	1%	-%	*%	4%
					abc
		100%	-%	10%	100%
PLUSNET TV	11	11	-	3	11
	*%	*%	-%	*%	2%
					abc
		100%	-%	27%	100%
ANY OTT					
	1191	1123	227	483	267
	45%	45%	57%	51%	56%
			ac	a	a
		94%	19%	41%	22%

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

HOUSEHOLD TV SERVICES - OPTION 1 - NOW TV INCLUDED IN PAY TV, NOT OTT

Base : All respondents

	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
		TV PLATFORM/S			
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
NETFLIX	1043	979	210	420	226
	39%	39%	53%	44%	48%
			ac	a	a
		94%	20%	40%	22%
AMAZON PRIME VIDEO	545	513	105	228	126
	20%	20%	26%	24%	27%
			a	a	a
		94%	19%	42%	23%
YOUTUBE PREMIUM	31	31	4	13	12
	1%	1%	1%	1%	3%
					a
		100%	12%	41%	40%
DISNEY LIFE	21	20	4	6	7
	1%	1%	1%	1%	2%
		94%	18%	27%	35%
ITV HUB+	21	21	2	9	5
	1%	1%	1%	1%	1%
		98%	11%	42%	26%
HAYU	15	15	4	2	8
	1%	1%	1%	*%	2%
					ac
		100%	27%	16%	54%
ELEVEN SPORTS	3	3	-	-	3
	*%	*%	-%	-%	1%
					ac
		100%	-%	-%	100%

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.
HOUSEHOLD TV SERVICES - OPTION 1 - NOW TV INCLUDED IN PAY TV, NOT OTT

Base : All respondents

		TV PLATFORM/S			
	Total	**ALL TV**	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
ANY OTHER OTT	16	16	6	3	7
	1%	1%	1%	*%	2%
			c		ac
		97%	35%	21%	46%
ANY FREE TV					
	1169	1169	34	252	120
	44%	46%	9%	26%	25%
		bcd		b	b
		100%	3%	22%	10%
FREEVIEW	1031	1031	33	114	106
	39%	41%	8%	12%	22%
		bcd			bc
		100%	3%	11%	10%
FREE SATELLITE	169	169	1	169	23
	6%	7%	*%	18%	5%
		b		abd	b
		100%	*%	100%	14%
DON'T KNOW	44	-	-	-	1
	2%	-%	-%	-%	*%
					a
		-%	-%	-%	3%

Columns Tested: a,b,c,d

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HOUSEHOLD TV SERVICES - OPTION 2 - NOW TV INCLUDED IN OTT, NOT PAY TV

Base : All respondents

	Total	GENDER MALE	GENDER FEMALE	AGE GROUP 16-24	AGE GROUP 25-34	AGE GROUP 35-54	AGE GROUP 55+	HOUSEHOLD INCOME UNDER 10.4K	HOUSEHOLD INCOME 10.4K- 15.59K	HOUSEHOLD INCOME 15.6K- 25.99K	HOUSEHOLD INCOME 26K+	SOCIAL GROUP AB	SOCIAL GROUP C1	SOCIAL GROUP C2	SOCIAL GROUP DE	NATION ENG LAND	NATION SCOT LAND	NATION WALES	NATION NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
NO TV																			
	112	58	54	24	30	33	25	10	13	10	28	24	39	23	25	92	14	5	1
	4%	4%	4%	6%	7%	4%	3%	5%	6%	3%	4%	3%	5%	4%	4%	4%	6%	4%	1%
				ef	ef												r	r	r
		52%	48%	21%	27%	30%	22%	9%	11%	9%	25%	21%	35%	21%	23%	82%	13%	4%	1%
ANY PAY TV																			
	1177	578	600	161	193	458	366	43	58	123	393	359	330	266	221	986	103	53	35
	44%	44%	44%	44%	46%	51%	37%	25%	27%	41%	55%	50%	46%	46%	33%	44%	44%	40%	48%
				f	f	f				gh	ghi	n	n	n					q
		49%	51%	14%	16%	39%	31%	4%	5%	10%	33%	31%	28%	23%	19%	84%	9%	4%	3%
SKY	784	386	398	100	141	314	228	26	36	81	278	253	235	162	132	652	58	47	27
	29%	30%	29%	28%	34%	35%	23%	15%	17%	27%	39%	36%	33%	28%	20%	29%	25%	36%	36%
					f	cf				gh	ghi	mn	n	n				op	op
		49%	51%	13%	18%	40%	29%	3%	5%	10%	35%	32%	30%	21%	17%	83%	7%	6%	3%
VIRGIN MEDIA	396	194	202	60	52	145	139	18	22	42	117	107	96	104	88	335	46	6	9
	15%	15%	15%	17%	12%	16%	14%	10%	10%	14%	16%	15%	13%	18%	13%	15%	20%	5%	12%
											gh			ln		q	oqr		q
		49%	51%	15%	13%	37%	35%	4%	6%	10%	29%	27%	24%	26%	22%	85%	12%	2%	2%
ANY HYBRID IPTV																			
	336	156	179	43	59	127	106	13	22	43	110	107	94	66	69	285	28	11	12
	13%	12%	13%	12%	14%	14%	11%	8%	10%	14%	15%	15%	13%	11%	10%	13%	12%	9%	16%
						f				g	g	n				q			q
		47%	53%	13%	18%	38%	32%	4%	7%	13%	33%	32%	28%	20%	21%	85%	8%	3%	4%
BT TV	177	90	88	16	30	62	71	4	9	22	71	64	52	33	28	146	15	7	10
	7%	7%	6%	4%	7%	7%	7%	2%	4%	7%	10%	9%	7%	6%	4%	7%	6%	5%	14%
										g	gh	mn	n						opq
		51%	49%	9%	17%	35%	40%	2%	5%	13%	40%	36%	29%	19%	16%	82%	8%	4%	6%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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HOUSEHOLD TV SERVICES - OPTION 2 - NOW TV INCLUDED IN OTT, NOT PAY TV

Base : All respondents

	Total	GENDER MALE	FEMALE	AGE GROUP 16-24	25-34	35-54	55+	HOUSEHOLD INCOME UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	SOCIAL GROUP AB	C1	C2	DE	NATION ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
TALKTALK TV	104	39	65	21	22	37	25	6	6	12	21	29	26	23	26	92	7	3	2
	4%	3%	5%	6%	5%	4%	2%	3%	3%	4%	3%	4%	4%	4%	4%	4%	3%	3%	2%
			a	f	f	f													
		37%	63%	20%	21%	35%	24%	5%	6%	12%	20%	28%	25%	22%	25%	88%	7%	3%	2%
EE TV	35	16	19	4	5	22	4	2	4	6	12	10	9	7	8	32	2	1	-
	1%	1%	1%	1%	1%	2%	*%	1%	2%	2%	2%	1%	1%	1%	1%	1%	1%	*%	-%
						f										r			
		46%	54%	12%	14%	63%	10%	7%	11%	18%	35%	30%	27%	19%	24%	93%	6%	2%	-%
YOUVIEW	18	10	8	2	4	8	4	2	2	2	7	3	4	3	7	15	3	-	-
	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	-%	-%
																	qr		
		55%	45%	13%	21%	45%	21%	11%	9%	11%	39%	19%	25%	16%	40%	82%	18%	-%	-%
PLUSNET TV	11	7	4	2	1	3	6	-	1	-	2	2	4	2	3	8	2	-	*
	*%	1%	*%	*%	*%	*%	1%	-%	*%	-%	*%	*%	1%	*%	*%	*%	1%	-%	*%
		59%	41%	14%	7%	28%	51%	-%	7%	-%	22%	20%	37%	18%	25%	76%	22%	-%	2%
ANY OTT																			
	1245	598	647	248	273	494	230	51	63	136	429	394	381	258	210	1046	111	51	37
	47%	46%	47%	68%	65%	55%	23%	29%	30%	45%	60%	55%	53%	44%	32%	47%	48%	39%	50%
				ef	ef	f				gh	ghi	mn	mn	n		q	q		q
		48%	52%	20%	22%	40%	18%	4%	5%	11%	34%	32%	31%	21%	17%	84%	9%	4%	3%
NETFLIX	1043	501	541	223	247	394	180	45	51	107	355	323	331	209	178	868	95	45	34
	39%	39%	39%	61%	59%	44%	18%	26%	24%	36%	50%	45%	46%	36%	27%	39%	41%	34%	46%
				ef	ef	f				gh	ghi	mn	mn	n					oq
		48%	52%	21%	24%	38%	17%	4%	5%	10%	34%	31%	32%	20%	17%	83%	9%	4%	3%
AMAZON PRIME VIDEO	545	281	265	97	103	243	102	16	16	62	218	224	155	107	58	464	56	19	6
	20%	22%	19%	27%	24%	27%	10%	9%	8%	21%	31%	32%	22%	18%	9%	21%	24%	14%	9%
				f	f	f				gh	ghi	lmn	n	n		qr	qr	r	
		51%	49%	18%	19%	45%	19%	3%	3%	11%	40%	41%	28%	20%	11%	85%	10%	3%	1%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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HOUSEHOLD TV SERVICES - OPTION 2 - NOW TV INCLUDED IN OTT, NOT PAY TV

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
NOW TV	172	76	95	40	38	64	30	7	15	20	54	54	46	37	34	144	15	6	6
	6%	6%	7%	11%	9%	7%	3%	4%	7%	7%	8%	8%	6%	6%	5%	6%	7%	5%	9%
				ef	f	f													q
		44%	56%	23%	22%	37%	18%	4%	9%	12%	32%	31%	27%	21%	20%	84%	9%	4%	4%
YOUTUBE PREMIUM	31	15	16	10	8	10	4	2	5	4	13	5	9	6	11	27	3	1	1
	1%	1%	1%	3%	2%	1%	*%	1%	2%	1%	2%	1%	1%	1%	2%	1%	1%	*%	1%
				ef	f														
		48%	52%	32%	24%	31%	13%	7%	15%	14%	43%	17%	29%	20%	34%	87%	9%	2%	2%
DISNEY LIFE	21	7	14	2	7	10	3	-	2	1	8	4	9	4	4	17	4	*	*
	1%	1%	1%	*%	2%	1%	*%	-%	1%	*%	1%	1%	1%	1%	1%	1%	2%	*%	*%
					f	f											qr		
		35%	65%	8%	33%	47%	13%	-%	10%	5%	37%	20%	43%	17%	21%	80%	18%	1%	1%
ITV HUB+	21	9	13	6	3	7	5	-	-	4	7	9	9	1	2	19	*	2	*
	1%	1%	1%	2%	1%	1%	1%	-%	-%	1%	1%	1%	1%	*%	*%	1%	*%	1%	*%
				f								mn	n					p	
		40%	60%	31%	14%	31%	24%	-%	-%	18%	34%	45%	41%	7%	8%	89%	1%	9%	2%
HAYU	15	1	14	2	6	6	1	1	1	1	7	6	5	2	3	13	2	-	-
	1%	*%	1%	*%	1%	1%	*%	*%	*%	*%	1%	1%	1%	*%	*%	1%	1%	-%	-%
			a		f	f													
		9%	91%	12%	39%	41%	8%	5%	4%	5%	49%	38%	30%	11%	21%	85%	15%	-%	-%
ELEVEN SPORTS	3	2	1	-	-	3	1	-	1	-	3	2	-	1	1	3	-	-	-
	*%	*%	*%	-%	-%	*%	*%	-%	*%	-%	*%	*%	-%	*%	*%	*%	-%	-%	-%
		65%	35%	-%	-%	83%	17%	-%	17%	-%	83%	47%	-%	35%	17%	100%	-%	-%	-%
ANY OTHER OTT	16	8	8	2	1	5	8	-	1	4	7	4	7	5	-	15	-	1	-
	1%	1%	1%	1%	*%	1%	1%	-%	*%	1%	1%	1%	1%	1%	-%	1%	-%	1%	-%
												n	n	n					
		49%	51%	13%	9%	30%	49%	-%	3%	27%	45%	24%	44%	32%	-%	96%	-%	4%	-%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 131

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

HOUSEHOLD TV SERVICES - OPTION 2 - NOW TV INCLUDED IN OTT, NOT PAY TV

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
ANY FREE TV																			
	1169	574	595	140	150	343	537	118	127	143	242	256	294	245	370	960	116	64	29
	44%	44%	43%	39%	36%	38%	54%	68%	60%	48%	34%	36%	41%	42%	56%	43%	50%	49%	39%
							cde	ij	ij	j			k	k	klm		or	or	
		49%	51%	12%	13%	29%	46%	10%	11%	12%	21%	22%	25%	21%	32%	82%	10%	5%	2%
FREEVIEW	1031	505	527	117	134	296	483	114	114	129	214	217	258	218	336	837	110	58	27
	39%	39%	38%	32%	32%	33%	49%	66%	54%	43%	30%	30%	36%	38%	51%	37%	47%	44%	37%
							cde	hij	ij	j			k	k	klm		or	or	
		49%	51%	11%	13%	29%	47%	11%	11%	13%	21%	21%	25%	21%	33%	81%	11%	6%	3%
FREE SATELLITE	169	82	86	25	19	59	66	5	17	18	39	50	47	33	39	152	7	7	2
	6%	6%	6%	7%	5%	7%	7%	3%	8%	6%	6%	7%	7%	6%	6%	7%	3%	6%	3%
									g							pr			
		49%	51%	15%	11%	35%	39%	3%	10%	11%	23%	29%	28%	20%	23%	90%	4%	4%	1%
DON'T KNOW	44	19	25	9	10	8	17	1	4	4	5	14	13	7	9	36	4	2	2
	2%	1%	2%	3%	2%	1%	2%	1%	2%	1%	1%	2%	2%	1%	1%	2%	2%	1%	3%
				e	e														
		43%	57%	21%	23%	18%	38%	3%	9%	9%	11%	33%	30%	16%	21%	82%	9%	4%	5%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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HOUSEHOLD TV SERVICES - OPTION 2 - NOW TV INCLUDED IN OTT, NOT PAY TV

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
NO TV																
	112	36	17	6	7	4	8	6	2	7	102	9	77	34	38	74
	4%	11%	5%	3%	4%	2%	3%	3%	2%	2%	4%	3%	5%	3%	3%	5%
		bcdefghi	e										m			n
		33%	15%	6%	6%	3%	7%	5%	2%	6%	92%	8%	69%	31%	34%	66%
ANY PAY TV																
	1177	138	156	78	93	100	128	100	56	137	1056	121	782	394	576	601
	44%	41%	43%	36%	48%	42%	52%	44%	50%	46%	46%	34%	50%	35%	45%	43%
					c		ace		ac	c	k		m			
		12%	13%	7%	8%	8%	11%	8%	5%	12%	90%	10%	66%	33%	49%	51%
SKY	784	105	86	59	63	58	84	81	39	77	678	106	534	249	401	383
	29%	31%	24%	27%	32%	24%	34%	36%	35%	26%	29%	29%	34%	22%	31%	27%
					be		bei	bcei	bei				m		o	
		13%	11%	8%	8%	7%	11%	10%	5%	10%	86%	14%	68%	32%	51%	49%
VIRGIN MEDIA	396	33	71	19	31	42	45	19	17	61	381	15	249	146	177	219
	15%	10%	20%	9%	16%	17%	18%	8%	15%	20%	16%	4%	16%	13%	14%	16%
			acg		acg	acg	acg		cg	acg	k		m			
		8%	18%	5%	8%	10%	11%	5%	4%	15%	96%	4%	63%	37%	45%	55%
ANY HYBRID IPTV																
	336	50	55	42	25	37	23	8	11	36	281	55	208	126	174	162
	13%	15%	15%	19%	13%	15%	9%	4%	9%	12%	12%	15%	13%	11%	14%	12%
		g	fg	fghi	g	fgh	g		g	g						
		15%	16%	12%	7%	11%	7%	3%	3%	11%	84%	16%	62%	38%	52%	48%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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HOUSEHOLD TV SERVICES - OPTION 2 - NOW TV INCLUDED IN OTT, NOT PAY TV

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
BT TV	177	22	33	29	12	12	14	4	3	17	136	41	114	63	106	71
	7%	7%	9%	13%	6%	5%	6%	2%	2%	6%	6%	11%	7%	6%	8%	5%
		gh	gh	adefghi	gh	g	g			g		j			o	
		13%	19%	16%	7%	7%	8%	2%	1%	9%	77%	23%	64%	35%	60%	40%
TALKTALK TV	104	14	16	8	11	23	7	2	3	7	94	10	56	48	51	53
	4%	4%	4%	4%	6%	10%	3%	1%	3%	2%	4%	3%	4%	4%	4%	4%
		g	g	g	g	abcfghi										
		13%	15%	8%	10%	22%	6%	2%	3%	7%	90%	10%	54%	46%	49%	51%
EE TV	35	12	3	4	1	2	1	2	4	4	33	1	25	9	7	27
	1%	3%	1%	2%	*%	1%	*%	1%	3%	1%	1%	*%	2%	1%	1%	2%
		def							def		k					n
		34%	10%	12%	2%	5%	2%	6%	11%	12%	97%	3%	73%	27%	22%	78%
YOUVIEW	18	-	1	1	1	1	3	1	*	7	14	4	8	10	10	8
	1%	-%	*%	*%	*%	1%	1%	*%	*%	2%	1%	1%	1%	1%	1%	1%
										ab						
		-%	5%	6%	4%	7%	16%	5%	2%	37%	76%	24%	46%	54%	55%	45%
PLUSNET TV	11	2	2	-	-	-	*	-	1	4	9	2	9	2	6	5
	*%	*%	1%	-%	-%	-%	*%	-%	*%	1%	*%	*%	1%	*%	*%	*%
		15%	18%	-%	-%	-%	4%	-%	5%	34%	85%	15%	78%	17%	54%	46%
ANY OTT																
	1245	142	184	110	80	116	113	108	56	137	1071	174	900	344	617	628
	47%	42%	51%	50%	41%	49%	46%	48%	51%	45%	46%	48%	58%	31%	48%	45%
			ad	d					ad				m			
		11%	15%	9%	6%	9%	9%	9%	5%	11%	86%	14%	72%	28%	50%	50%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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HOUSEHOLD TV SERVICES - OPTION 2 - NOW TV INCLUDED IN OTT, NOT PAY TV

Base : All respondents

	Total		ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
NETFLIX	1043	121	145	96	68	91	97	88	49	113	902	141	755	287	502	541
	39%	35%	40%	44%	35%	38%	39%	39%	44%	38%	39%	39%	49%	26%	39%	39%
									d				m			
		12%	14%	9%	7%	9%	9%	8%	5%	11%	86%	14%	72%	28%	48%	52%
AMAZON PRIME VIDEO	545	58	90	45	29	64	51	37	21	70	461	84	414	131	275	270
	20%	17%	25%	21%	15%	27%	21%	16%	19%	23%	20%	23%	27%	12%	22%	19%
			adg			adgh				d			m			
		11%	16%	8%	5%	12%	9%	7%	4%	13%	85%	15%	76%	24%	50%	50%
NOW TV	172	11	33	12	15	9	18	8	11	27	154	18	113	59	90	81
	6%	3%	9%	6%	8%	4%	7%	4%	10%	9%	7%	5%	7%	5%	7%	6%
			aeg		aeg		a		aeg	aeg			m			
		6%	19%	7%	9%	5%	10%	5%	6%	16%	90%	10%	66%	34%	53%	47%
YOUTUBE PREMIUM	31	1	10	2	3	2	2	3	1	3	26	5	13	18	12	19
	1%	*%	3%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%
			a													
		4%	33%	5%	9%	7%	6%	8%	4%	10%	84%	16%	42%	58%	40%	60%
DISNEY LIFE	21	-	6	-	5	4	1	2	*	-	18	4	15	7	7	14
	1%	-%	2%	-%	2%	1%	*%	1%	*%	-%	1%	1%	1%	1%	1%	1%
			a		aci											
		-%	27%	-%	22%	17%	5%	8%	2%	-%	83%	17%	68%	32%	33%	67%
ITV HUB+	21	1	7	3	-	1	3	1	-	3	20	1	12	9	10	11
	1%	*%	2%	1%	-%	*%	1%	1%	-%	1%	1%	*%	1%	1%	1%	1%
			dh													
		5%	33%	13%	-%	4%	14%	5%	-%	15%	95%	5%	56%	44%	48%	52%
HAYU	15	3	-	1	2	3	3	-	*	2	13	3	9	6	8	7
	1%	1%	-%	*%	1%	1%	1%	-%	*%	1%	1%	1%	1%	1%	1%	*%
		17%	-%	6%	14%	19%	17%	-%	3%	10%	83%	17%	60%	40%	56%	44%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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HOUSEHOLD TV SERVICES - OPTION 2 - NOW TV INCLUDED IN OTT, NOT PAY TV

Base : All respondents

	Total	ENGLAND REGIONS LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBANITY URBAN	RURAL	WORKING STATUS WORKING	NOT WORKING	DEPRIVATION LEVEL LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
ELEVEN SPORTS	3	-	-	-	1	-	1	-	-	2	3	1	2	2	1	3
	*%	-%	-%	-%	*%	-%	*%	-%	-%	1%	*%	*%	*%	*%	*%	*%
		-%	-%	-%	17%	-%	35%	-%	-%	47%	83%	17%	47%	53%	17%	83%
ANY OTHER OTT	16	-	9	2	-	-	-	-	1	4	14	2	9	7	15	1
	1%	-%	3%	1%	-%	-%	-%	-%	1%	1%	1%	*%	1%	1%	1%	*%
			adefg													o
		-%	56%	10%	-%	-%	-%	-%	5%	24%	90%	10%	57%	43%	92%	8%
ANY FREE TV																
	1169	115	138	100	74	108	113	114	53	144	965	204	570	599	552	617
	44%	34%	38%	46%	38%	45%	46%	50%	48%	48%	42%	57%	37%	54%	43%	44%
				a		a	a	abd	abd	abd		j		l		
		10%	12%	9%	6%	9%	10%	10%	5%	12%	83%	17%	49%	51%	47%	53%
FREEVIEW	1031	92	111	84	65	97	100	102	50	134	853	179	485	546	484	547
	39%	27%	31%	39%	34%	41%	41%	45%	45%	45%	37%	50%	31%	49%	38%	39%
				a		ab	ab	abd	abd	abd		j		l		
		9%	11%	8%	6%	9%	10%	10%	5%	13%	83%	17%	47%	53%	47%	53%
FREE SATELLITE	169	23	30	18	12	13	21	13	6	17	134	35	98	71	87	82
	6%	7%	8%	8%	6%	6%	9%	6%	5%	6%	6%	10%	6%	6%	7%	6%
												j				
		14%	18%	11%	7%	8%	13%	7%	3%	10%	79%	21%	58%	42%	52%	48%
DON'T KNOW	44	1	15	4	1	4	5	-	1	5	38	6	16	28	25	19
	2%	*%	4%	2%	1%	2%	2%	-%	1%	2%	2%	2%	1%	3%	2%	1%
			adgh	g			g			g				l		
		2%	34%	9%	3%	8%	12%	-%	2%	11%	85%	15%	37%	63%	56%	44%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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HOUSEHOLD TV SERVICES - OPTION 2 - NOW TV INCLUDED IN OTT, NOT PAY TV

Base : All respondents

		TV PLATFORM/S			
	Total	**ALL TV**	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
NO TV					
	112	-	-	-	-
	4%	-%	-%	-%	-%
		-%	-%	-%	-%
ANY PAY TV					
	1177	1177	396	785	79
	44%	47%	100%	82%	17%
		d	acd	ad	
		100%	34%	67%	7%
SKY	784	784	3	784	51
	29%	31%	1%	82%	11%
		bd		abd	b
		100%	*%	100%	7%
VIRGIN MEDIA	396	396	396	3	28
	15%	16%	100%	*%	6%
		cd	acd		c
		100%	100%	1%	7%
ANY HYBRID IPTV					
	336	336	*	20	336
	13%	13%	*%	2%	71%
		bc		b	abc
		100%	*%	6%	100%
BT TV	177	177	-	11	177
	7%	7%	-%	1%	37%
		bc		b	abc
		100%	-%	6%	100%

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.
HOUSEHOLD TV SERVICES - OPTION 2 - NOW TV INCLUDED IN OTT, NOT PAY TV

Base : All respondents

		TV PLATFORM/S			
	Total	**ALL TV**	**CABLE**	**SATE- LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
TALKTALK TV	104	104	*	6	104
	4%	4%	*%	1%	22%
		bc			abc
		100%	*%	6%	100%
EE TV	35	35	-	-	35
	1%	1%	-%	-%	7%
		bc			abc
		100%	-%	-%	100%
YOUVIEW	18	18	-	2	18
	1%	1%	-%	*%	4%
					abc
		100%	-%	10%	100%
PLUSNET TV	11	11	-	3	11
	*%	*%	-%	*%	2%
					abc
		100%	-%	27%	100%
ANY OTT					
	1245	1176	236	499	322
	47%	47%	60%	52%	68%
			ac	a	abc
		94%	19%	40%	26%
NETFLIX	1043	979	210	420	226
	39%	39%	53%	44%	48%
			ac	a	a
		94%	20%	40%	22%

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

HOUSEHOLD TV SERVICES - OPTION 2 - NOW TV INCLUDED IN OTT, NOT PAY TV

Base : All respondents

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
AMAZON PRIME VIDEO	545	513	105	228	126
	20%	20%	26%	24%	27%
			a	a	a
		94%	19%	42%	23%
NOW TV	172	170	28	55	172
	6%	7%	7%	6%	36%
					abc
		99%	16%	32%	100%
YOUTUBE PREMIUM	31	31	4	13	12
	1%	1%	1%	1%	3%
					a
		100%	12%	41%	40%
DISNEY LIFE	21	20	4	6	7
	1%	1%	1%	1%	2%
		94%	18%	27%	35%
ITV HUB+	21	21	2	9	5
	1%	1%	1%	1%	1%
		98%	11%	42%	26%
HAYU	15	15	4	2	8
	1%	1%	1%	*%	2%
					ac
		100%	27%	16%	54%
ELEVEN SPORTS	3	3	-	-	3
	*%	*%	-%	-%	1%
					ac
		100%	-%	-%	100%

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

HOUSEHOLD TV SERVICES - OPTION 2 - NOW TV INCLUDED IN OTT, NOT PAY TV

Base : All respondents

		TV PLATFORM/S			
	Total	**ALL TV**	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
ANY OTHER OTT	16	16	6	3	7
	1%	1%	1%	*%	2%
			c		ac
		97%	35%	21%	46%
ANY FREE TV					
	1169	1169	34	252	120
	44%	46%	9%	26%	25%
		bcd		b	b
		100%	3%	22%	10%
FREEVIEW	1031	1031	33	114	106
	39%	41%	8%	12%	22%
		bcd			bc
		100%	3%	11%	10%
FREE SATELLITE	169	169	1	169	23
	6%	7%	*%	18%	5%
		b		abd	b
		100%	*%	100%	14%
DON'T KNOW	44	-	-	-	1
	2%	-%	-%	-%	*%
					a
		-%	-%	-%	3%

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

HOUSEHOLD TV SERVICES - OPTION 3 - NOW TV IN OWN CATEGORY OF A 'VIRTUAL PAY TV OPERATOR', NOT INCLUDED IN OTT, NOT INCLUDED IN PAY TV

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
NO TV																			
	112	58	54	24	30	33	25	10	13	10	28	24	39	23	25	92	14	5	1
	4%	4%	4%	6%	7%	4%	3%	5%	6%	3%	4%	3%	5%	4%	4%	4%	6%	4%	1%
				ef	ef											r	r	r	
		52%	48%	21%	27%	30%	22%	9%	11%	9%	25%	21%	35%	21%	23%	82%	13%	4%	1%
ANY PAY TV																			
	1177	578	600	161	193	458	366	43	58	123	393	359	330	266	221	986	103	53	35
	44%	44%	44%	44%	46%	51%	37%	25%	27%	41%	55%	50%	46%	46%	33%	44%	44%	40%	48%
				f	f	f				gh	ghi	n	n	n					q
		49%	51%	14%	16%	39%	31%	4%	5%	10%	33%	31%	28%	23%	19%	84%	9%	4%	3%
SKY	784	386	398	100	141	314	228	26	36	81	278	253	235	162	132	652	58	47	27
	29%	30%	29%	28%	34%	35%	23%	15%	17%	27%	39%	36%	33%	28%	20%	29%	25%	36%	36%
					f	cf				gh	ghi	mn	n	n				op	op
		49%	51%	13%	18%	40%	29%	3%	5%	10%	35%	32%	30%	21%	17%	83%	7%	6%	3%
VIRGIN MEDIA	396	194	202	60	52	145	139	18	22	42	117	107	96	104	88	335	46	6	9
	15%	15%	15%	17%	12%	16%	14%	10%	10%	14%	16%	15%	13%	18%	13%	15%	20%	5%	12%
											gh			ln		q	oqr		q
		49%	51%	15%	13%	37%	35%	4%	6%	10%	29%	27%	24%	26%	22%	85%	12%	2%	2%
ANY HYBRID IPTV																			
	336	156	179	43	59	127	106	13	22	43	110	107	94	66	69	285	28	11	12
	13%	12%	13%	12%	14%	14%	11%	8%	10%	14%	15%	15%	13%	11%	10%	13%	12%	9%	16%
						f				g	g	n				q			q
		47%	53%	13%	18%	38%	32%	4%	7%	13%	33%	32%	28%	20%	21%	85%	8%	3%	4%
BT TV	177	90	88	16	30	62	71	4	9	22	71	64	52	33	28	146	15	7	10
	7%	7%	6%	4%	7%	7%	7%	2%	4%	7%	10%	9%	7%	6%	4%	7%	6%	5%	14%
										g	gh	mn	n						opq
		51%	49%	9%	17%	35%	40%	2%	5%	13%	40%	36%	29%	19%	16%	82%	8%	4%	6%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 132

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

HOUSEHOLD TV SERVICES - OPTION 3 - NOW TV IN OWN CATEGORY OF A 'VIRTUAL PAY TV OPERATOR', NOT INCLUDED IN OTT, NOT INCLUDED IN PAY TV

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
TALKTALK TV	104	39	65	21	22	37	25	6	6	12	21	29	26	23	26	92	7	3	2
	4%	3%	5%	6%	5%	4%	2%	3%	3%	4%	3%	4%	4%	4%	4%	4%	3%	3%	2%
			a	f	f	f													
		37%	63%	20%	21%	35%	24%	5%	6%	12%	20%	28%	25%	22%	25%	88%	7%	3%	2%
EE TV	35	16	19	4	5	22	4	2	4	6	12	10	9	7	8	32	2	1	-
	1%	1%	1%	1%	1%	2%	*%	1%	2%	2%	2%	1%	1%	1%	1%	1%	1%	*%	-%
						f											r		
		46%	54%	12%	14%	63%	10%	7%	11%	18%	35%	30%	27%	19%	24%	93%	6%	2%	-%
YOUVIEW	18	10	8	2	4	8	4	2	2	2	7	3	4	3	7	15	3	-	-
	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	-%	-%
																	qr		
		55%	45%	13%	21%	45%	21%	11%	9%	11%	39%	19%	25%	16%	40%	82%	18%	-%	-%
PLUSNET TV	11	7	4	2	1	3	6	-	1	-	2	2	4	2	3	8	2	-	*
	*%	1%	*%	*%	*%	*%	1%	-%	*%	-%	*%	*%	1%	*%	*%	*%	1%	-%	*%
		59%	41%	14%	7%	28%	51%	-%	7%	-%	22%	20%	37%	18%	25%	76%	22%	-%	2%
ANY OTT																			
	1191	574	616	237	265	471	217	49	57	125	414	375	367	248	198	998	108	49	36
	45%	44%	45%	66%	63%	52%	22%	28%	27%	42%	58%	53%	51%	43%	30%	45%	46%	37%	49%
				ef	ef	f				gh	ghi	mn	mn	n		q	q		q
		48%	52%	20%	22%	40%	18%	4%	5%	11%	35%	32%	31%	21%	17%	84%	9%	4%	3%
NETFLIX	1043	501	541	223	247	394	180	45	51	107	355	323	331	209	178	868	95	45	34
	39%	39%	39%	61%	59%	44%	18%	26%	24%	36%	50%	45%	46%	36%	27%	39%	41%	34%	46%
				ef	ef	f				gh	ghi	mn	mn	n					oq
		48%	52%	21%	24%	38%	17%	4%	5%	10%	34%	31%	32%	20%	17%	83%	9%	4%	3%
AMAZON PRIME VIDEO	545	281	265	97	103	243	102	16	16	62	218	224	155	107	58	464	56	19	6
	20%	22%	19%	27%	24%	27%	10%	9%	8%	21%	31%	32%	22%	18%	9%	21%	24%	14%	9%
				f	f	f				gh	ghi	lmn	n	n		qr	qr	r	
		51%	49%	18%	19%	45%	19%	3%	3%	11%	40%	41%	28%	20%	11%	85%	10%	3%	1%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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HOUSEHOLD TV SERVICES - OPTION 3 - NOW TV IN OWN CATEGORY OF A 'VIRTUAL PAY TV OPERATOR', NOT INCLUDED IN OTT, NOT INCLUDED IN PAY TV

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
YOUTUBE PREMIUM	31	15	16	10	8	10	4	2	5	4	13	5	9	6	11	27	3	1	1
	1%	1%	1%	3%	2%	1%	*%	1%	2%	1%	2%	1%	1%	1%	2%	1%	1%	*%	1%
				ef	f														
		48%	52%	32%	24%	31%	13%	7%	15%	14%	43%	17%	29%	20%	34%	87%	9%	2%	2%
DISNEY LIFE	21	7	14	2	7	10	3	-	2	1	8	4	9	4	4	17	4	*	*
	1%	1%	1%	*%	2%	1%	*%	-%	1%	*%	1%	1%	1%	1%	1%	1%	2%	*%	*%
					f	f											qr		
		35%	65%	8%	33%	47%	13%	-%	10%	5%	37%	20%	43%	17%	21%	80%	18%	1%	1%
ITV HUB+	21	9	13	6	3	7	5	-	-	4	7	9	9	1	2	19	*	2	*
	1%	1%	1%	2%	1%	1%	1%	-%	-%	1%	1%	1%	1%	*%	*%	1%	*%	1%	*%
				f								mn	n					p	
		40%	60%	31%	14%	31%	24%	-%	-%	18%	34%	45%	41%	7%	8%	89%	1%	9%	2%
HAYU	15	1	14	2	6	6	1	1	1	1	7	6	5	2	3	13	2	-	-
	1%	*%	1%	*%	1%	1%	*%	*%	*%	*%	1%	1%	1%	*%	*%	1%	1%	-%	-%
			a		f	f													
		9%	91%	12%	39%	41%	8%	5%	4%	5%	49%	38%	30%	11%	21%	85%	15%	-%	-%
ELEVEN SPORTS	3	2	1	-	-	3	1	-	1	-	3	2	-	1	1	3	-	-	-
	*%	*%	*%	-%	-%	*%	*%	-%	*%	-%	*%	*%	-%	*%	*%	*%	-%	-%	-%
		65%	35%	-%	-%	83%	17%	-%	17%	-%	83%	47%	-%	35%	17%	100%	-%	-%	-%
ANY OTHER OTT	16	8	8	2	1	5	8	-	1	4	7	4	7	5	-	15	-	1	-
	1%	1%	1%	1%	*%	1%	1%	-%	*%	1%	1%	1%	1%	1%	-%	1%	-%	1%	-%
												n	n	n					
		49%	51%	13%	9%	30%	49%	-%	3%	27%	45%	24%	44%	32%	-%	96%	-%	4%	-%
VIRTUAL PAY TV OPERATOR																			
NOW TV	172	76	95	40	38	64	30	7	15	20	54	54	46	37	34	144	15	6	6
	6%	6%	7%	11%	9%	7%	3%	4%	7%	7%	8%	8%	6%	6%	5%	6%	7%	5%	9%
				ef	f	f													q
		44%	56%	23%	22%	37%	18%	4%	9%	12%	32%	31%	27%	21%	20%	84%	9%	4%	4%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 132

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

HOUSEHOLD TV SERVICES - OPTION 3 - NOW TV IN OWN CATEGORY OF A 'VIRTUAL PAY TV OPERATOR', NOT INCLUDED IN OTT, NOT INCLUDED IN PAY TV

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
ANY FREE TV																			
	1169	574	595	140	150	343	537	118	127	143	242	256	294	245	370	960	116	64	29
	44%	44%	43%	39%	36%	38%	54%	68%	60%	48%	34%	36%	41%	42%	56%	43%	50%	49%	39%
							cde	ij	ij	j			k	k	klm		or	or	
		49%	51%	12%	13%	29%	46%	10%	11%	12%	21%	22%	25%	21%	32%	82%	10%	5%	2%
FREEVIEW	1031	505	527	117	134	296	483	114	114	129	214	217	258	218	336	837	110	58	27
	39%	39%	38%	32%	32%	33%	49%	66%	54%	43%	30%	30%	36%	38%	51%	37%	47%	44%	37%
							cde	hij	ij	j			k	k	klm		or	or	
		49%	51%	11%	13%	29%	47%	11%	11%	13%	21%	21%	25%	21%	33%	81%	11%	6%	3%
FREE SATELLITE	169	82	86	25	19	59	66	5	17	18	39	50	47	33	39	152	7	7	2
	6%	6%	6%	7%	5%	7%	7%	3%	8%	6%	6%	7%	7%	6%	6%	7%	3%	6%	3%
									g							pr			
		49%	51%	15%	11%	35%	39%	3%	10%	11%	23%	29%	28%	20%	23%	90%	4%	4%	1%
DON'T KNOW	44	19	25	9	10	8	17	1	4	4	5	14	13	7	9	36	4	2	2
	2%	1%	2%	3%	2%	1%	2%	1%	2%	1%	1%	2%	2%	1%	1%	2%	2%	1%	3%
				e	e														
		43%	57%	21%	23%	18%	38%	3%	9%	9%	11%	33%	30%	16%	21%	82%	9%	4%	5%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

HOUSEHOLD TV SERVICES - OPTION 3 - NOW TV IN OWN CATEGORY OF A 'VIRTUAL PAY TV OPERATOR', NOT INCLUDED IN OTT, NOT INCLUDED IN PAY TV

Base : All respondents

	Total	ENGLAND REGIONS LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBANITY URBAN	RURAL	WORKING STATUS WORKING	NOT WORKING	DEPRIVATION LEVEL LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
NO TV																
	112	36	17	6	7	4	8	6	2	7	102	9	77	34	38	74
	4%	11%	5%	3%	4%	2%	3%	3%	2%	2%	4%	3%	5%	3%	3%	5%
		bcdefghi	e										m			n
		33%	15%	6%	6%	3%	7%	5%	2%	6%	92%	8%	69%	31%	34%	66%
ANY PAY TV																
	1177	138	156	78	93	100	128	100	56	137	1056	121	782	394	576	601
	44%	41%	43%	36%	48%	42%	52%	44%	50%	46%	46%	34%	50%	35%	45%	43%
				c			ace		ac	c	k		m			
		12%	13%	7%	8%	8%	11%	8%	5%	12%	90%	10%	66%	33%	49%	51%
SKY	784	105	86	59	63	58	84	81	39	77	678	106	534	249	401	383
	29%	31%	24%	27%	32%	24%	34%	36%	35%	26%	29%	29%	34%	22%	31%	27%
					be		bei	bcei	bei				m		o	
		13%	11%	8%	8%	7%	11%	10%	5%	10%	86%	14%	68%	32%	51%	49%
VIRGIN MEDIA	396	33	71	19	31	42	45	19	17	61	381	15	249	146	177	219
	15%	10%	20%	9%	16%	17%	18%	8%	15%	20%	16%	4%	16%	13%	14%	16%
			acg		acg	acg	acg		cg	acg	k		m			
		8%	18%	5%	8%	10%	11%	5%	4%	15%	96%	4%	63%	37%	45%	55%
ANY HYBRID IPTV																
	336	50	55	42	25	37	23	8	11	36	281	55	208	126	174	162
	13%	15%	15%	19%	13%	15%	9%	4%	9%	12%	12%	15%	13%	11%	14%	12%
		g	fg	fghi	g	fgh	g		g	g						
		15%	16%	12%	7%	11%	7%	3%	3%	11%	84%	16%	62%	38%	52%	48%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 132

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HOUSEHOLD TV SERVICES - OPTION 3 - NOW TV IN OWN CATEGORY OF A 'VIRTUAL PAY TV OPERATOR', NOT INCLUDED IN OTT, NOT INCLUDED IN PAY TV

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
BT TV	177	22	33	29	12	12	14	4	3	17	136	41	114	63	106	71
	7%	7%	9%	13%	6%	5%	6%	2%	2%	6%	6%	11%	7%	6%	8%	5%
		gh	gh	adefghi	gh	g	g			g		j			o	
		13%	19%	16%	7%	7%	8%	2%	1%	9%	77%	23%	64%	35%	60%	40%
TALKTALK TV	104	14	16	8	11	23	7	2	3	7	94	10	56	48	51	53
	4%	4%	4%	4%	6%	10%	3%	1%	3%	2%	4%	3%	4%	4%	4%	4%
		g	g	g	g	abcfghi										
		13%	15%	8%	10%	22%	6%	2%	3%	7%	90%	10%	54%	46%	49%	51%
EE TV	35	12	3	4	1	2	1	2	4	4	33	1	25	9	7	27
	1%	3%	1%	2%	*%	1%	*%	1%	3%	1%	1%	*%	2%	1%	1%	2%
		def							def		k					n
		34%	10%	12%	2%	5%	2%	6%	11%	12%	97%	3%	73%	27%	22%	78%
YOUVIEW	18	-	1	1	1	1	3	1	*	7	14	4	8	10	10	8
	1%	-%	*%	*%	*%	1%	1%	*%	*%	2%	1%	1%	1%	1%	1%	1%
										ab						
		-%	5%	6%	4%	7%	16%	5%	2%	37%	76%	24%	46%	54%	55%	45%
PLUSNET TV	11	2	2	-	-	-	*	-	1	4	9	2	9	2	6	5
	*%	*%	1%	-%	-%	-%	*%	-%	*%	1%	*%	*%	1%	*%	*%	*%
		15%	18%	-%	-%	-%	4%	-%	5%	34%	85%	15%	78%	17%	54%	46%
ANY OTT																
	1191	132	170	107	78	112	111	102	53	133	1022	169	865	325	584	606
	45%	39%	47%	49%	40%	47%	45%	45%	48%	44%	44%	47%	56%	29%	46%	43%
				ad					a				m			
		11%	14%	9%	7%	9%	9%	9%	4%	11%	86%	14%	73%	27%	49%	51%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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HOUSEHOLD TV SERVICES - OPTION 3 - NOW TV IN OWN CATEGORY OF A 'VIRTUAL PAY TV OPERATOR', NOT INCLUDED IN OTT, NOT INCLUDED IN PAY TV

Base : All respondents

	Total	ENGLAND REGIONS LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBANITY URBAN	RURAL	WORKING STATUS WORKING	NOT WORKING	DEPRIVATION LEVEL LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
NETFLIX	1043	121	145	96	68	91	97	88	49	113	902	141	755	287	502	541
	39%	35%	40%	44%	35%	38%	39%	39%	44%	38%	39%	39%	49%	26%	39%	39%
									d				m			
		12%	14%	9%	7%	9%	9%	8%	5%	11%	86%	14%	72%	28%	48%	52%
AMAZON PRIME VIDEO	545	58	90	45	29	64	51	37	21	70	461	84	414	131	275	270
	20%	17%	25%	21%	15%	27%	21%	16%	19%	23%	20%	23%	27%	12%	22%	19%
			adg			adgh				d			m			
		11%	16%	8%	5%	12%	9%	7%	4%	13%	85%	15%	76%	24%	50%	50%
YOUTUBE PREMIUM	31	1	10	2	3	2	2	3	1	3	26	5	13	18	12	19
	1%	*%	3%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%
			a													
		4%	33%	5%	9%	7%	6%	8%	4%	10%	84%	16%	42%	58%	40%	60%
DISNEY LIFE	21	-	6	-	5	4	1	2	*	-	18	4	15	7	7	14
	1%	-%	2%	-%	2%	1%	*%	1%	*%	-%	1%	1%	1%	1%	1%	1%
			a		aci											
		-%	27%	-%	22%	17%	5%	8%	2%	-%	83%	17%	68%	32%	33%	67%
ITV HUB+	21	1	7	3	-	1	3	1	-	3	20	1	12	9	10	11
	1%	*%	2%	1%	-%	*%	1%	1%	-%	1%	1%	*%	1%	1%	1%	1%
			dh													
		5%	33%	13%	-%	4%	14%	5%	-%	15%	95%	5%	56%	44%	48%	52%
HAYU	15	3	-	1	2	3	3	-	*	2	13	3	9	6	8	7
	1%	1%	-%	*%	1%	1%	1%	-%	*%	1%	1%	1%	1%	1%	1%	*%
		17%	-%	6%	14%	19%	17%	-%	3%	10%	83%	17%	60%	40%	56%	44%
ELEVEN SPORTS	3	-	-	-	1	-	1	-	-	2	3	1	2	2	1	3
	*%	-%	-%	-%	*%	-%	*%	-%	-%	1%	*%	*%	*%	*%	*%	*%
		-%	-%	-%	17%	-%	35%	-%	-%	47%	83%	17%	47%	53%	17%	83%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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HOUSEHOLD TV SERVICES - OPTION 3 - NOW TV IN OWN CATEGORY OF A 'VIRTUAL PAY TV OPERATOR', NOT INCLUDED IN OTT, NOT INCLUDED IN PAY TV

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
ANY OTHER OTT	16	-	9	2	-	-	-	-	1	4	14	2	9	7	15	1
	1%	-%	3%	1%	-%	-%	-%	-%	1%	1%	1%	*%	1%	1%	1%	*%
			adefg												o	
		-%	56%	10%	-%	-%	-%	-%	5%	24%	90%	10%	57%	43%	92%	8%
VIRTUAL PAY TV OPERATOR																
NOW TV	172	11	33	12	15	9	18	8	11	27	154	18	113	59	90	81
	6%	3%	9%	6%	8%	4%	7%	4%	10%	9%	7%	5%	7%	5%	7%	6%
			aeg		aeg		a		aeg	aeg			m			
		6%	19%	7%	9%	5%	10%	5%	6%	16%	90%	10%	66%	34%	53%	47%
ANY FREE TV																
	1169	115	138	100	74	108	113	114	53	144	965	204	570	599	552	617
	44%	34%	38%	46%	38%	45%	46%	50%	48%	48%	42%	57%	37%	54%	43%	44%
				a		a	a	abd	abd	abd		j		l		
		10%	12%	9%	6%	9%	10%	10%	5%	12%	83%	17%	49%	51%	47%	53%
FREEVIEW	1031	92	111	84	65	97	100	102	50	134	853	179	485	546	484	547
	39%	27%	31%	39%	34%	41%	41%	45%	45%	45%	37%	50%	31%	49%	38%	39%
				a		ab	ab	abd	abd	abd		j		l		
		9%	11%	8%	6%	9%	10%	10%	5%	13%	83%	17%	47%	53%	47%	53%
FREE SATELLITE	169	23	30	18	12	13	21	13	6	17	134	35	98	71	87	82
	6%	7%	8%	8%	6%	6%	9%	6%	5%	6%	6%	10%	6%	6%	7%	6%
												j				
		14%	18%	11%	7%	8%	13%	7%	3%	10%	79%	21%	58%	42%	52%	48%
DON'T KNOW	44	1	15	4	1	4	5	-	1	5	38	6	16	28	25	19
	2%	*%	4%	2%	1%	2%	2%	-%	1%	2%	2%	2%	1%	3%	2%	1%
			adgh	g			g			g				l		
		2%	34%	9%	3%	8%	12%	-%	2%	11%	85%	15%	37%	63%	56%	44%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

HOUSEHOLD TV SERVICES - OPTION 3 - NOW TV IN OWN CATEGORY OF A 'VIRTUAL PAY TV OPERATOR', NOT INCLUDED IN OTT, NOT INCLUDED IN PAY TV

Base : All respondents

		TV PLATFORM/S			
	Total	**ALL TV**	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
NO TV					
	112	-	-	-	-
	4%	-%	-%	-%	-%
		-%	-%	-%	-%
ANY PAY TV					
	1177	1177	396	785	79
	44%	47%	100%	82%	17%
		d	acd	ad	
		100%	34%	67%	7%
SKY	784	784	3	784	51
	29%	31%	1%	82%	11%
		bd		abd	b
		100%	*%	100%	7%
VIRGIN MEDIA	396	396	396	3	28
	15%	16%	100%	*%	6%
		cd	acd		c
		100%	100%	1%	7%
ANY HYBRID IPTV					
	336	336	*	20	336
	13%	13%	*%	2%	71%
		bc		b	abc
		100%	*%	6%	100%
BT TV	177	177	-	11	177
	7%	7%	-%	1%	37%
		bc		b	abc
		100%	-%	6%	100%

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.
HOUSEHOLD TV SERVICES - OPTION 3 - NOW TV IN OWN CATEGORY OF A 'VIRTUAL PAY TV OPERATOR', NOT INCLUDED IN OTT, NOT INCLUDED IN PAY TV

Base : All respondents

		TV PLATFORM/S			
	Total	**ALL TV**	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
TALKTALK TV	104	104	*	6	104
	4%	4%	*%	1%	22%
		bc			abc
		100%	*%	6%	100%
EE TV	35	35	-	-	35
	1%	1%	-%	-%	7%
		bc			abc
		100%	-%	-%	100%
YOUVIEW	18	18	-	2	18
	1%	1%	-%	*%	4%
					abc
		100%	-%	10%	100%
PLUSNET TV	11	11	-	3	11
	*%	*%	-%	*%	2%
					abc
		100%	-%	27%	100%
ANY OTT					
	1191	1123	227	483	267
	45%	45%	57%	51%	56%
			ac	a	a
		94%	19%	41%	22%
NETFLIX	1043	979	210	420	226
	39%	39%	53%	44%	48%
			ac	a	a
		94%	20%	40%	22%

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.
HOUSEHOLD TV SERVICES - OPTION 3 - NOW TV IN OWN CATEGORY OF A 'VIRTUAL PAY TV OPERATOR', NOT INCLUDED IN OTT, NOT INCLUDED IN PAY TV

Base : All respondents

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
AMAZON PRIME VIDEO	545	513	105	228	126
	20%	20%	26%	24%	27%
			a	a	a
		94%	19%	42%	23%
YOUTUBE PREMIUM	31	31	4	13	12
	1%	1%	1%	1%	3%
					a
		100%	12%	41%	40%
DISNEY LIFE	21	20	4	6	7
	1%	1%	1%	1%	2%
		94%	18%	27%	35%
ITV HUB+	21	21	2	9	5
	1%	1%	1%	1%	1%
		98%	11%	42%	26%
HAYU	15	15	4	2	8
	1%	1%	1%	*%	2%
					ac
		100%	27%	16%	54%
ELEVEN SPORTS	3	3	-	-	3
	*%	*%	-%	-%	1%
					ac
		100%	-%	-%	100%
ANY OTHER OTT	16	16	6	3	7
	1%	1%	1%	*%	2%
			c		ac
		97%	35%	21%	46%

Columns Tested: a,b,c,d

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HOUSEHOLD TV SERVICES - OPTION 3 - NOW TV IN OWN CATEGORY OF A 'VIRTUAL PAY TV OPERATOR', NOT INCLUDED IN OTT, NOT INCLUDED IN PAY TV

Base : All respondents

		TV PLATFORM/S			
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
VIRTUAL PAY TV OPERATOR					
NOW TV	172	170	28	55	172
	6%	7%	7%	6%	36%
					abc
		99%	16%	32%	100%
ANY FREE TV					
	1169	1169	34	252	120
	44%	46%	9%	26%	25%
		bcd		b	b
		100%	3%	22%	10%
FREEVIEW	1031	1031	33	114	106
	39%	41%	8%	12%	22%
		bcd			bc
		100%	3%	11%	10%
FREE SATELLITE	169	169	1	169	23
	6%	7%	*%	18%	5%
		b		abd	b
		100%	*%	100%	14%
DON'T KNOW	44	-	-	-	1
	2%	-%	-%	-%	*%
					a
		-%	-%	-%	3%

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

SUMMARY FOR PAY TV (NOW TV AND HYBRID IPTV INCLUDED IN PAY TV DEFINITION)

Base : All Pay TV users (including NOW TV and all Hybrid IPTV)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2144	1038	1106	287	336	742	778	98	121	219	552	523	705	453	460	1310	267	251	316
Effective Weighted Sample	1492	707	786	202	242	518	556	72	91	158	432	390	497	309	323	1146	186	181	279
Weighted total	1573	760	813	218	263	611	481	59	85	175	518	482	443	345	300	1323	134	68	48
		48%	52%	14%	17%	39%	31%	**	5%	11%	33%	31%	28%	22%	19%	84%	9%	4%	3%
PAY TV ONLY	626	307	319	54	76	215	280	**	39	67	165	177	155	148	145	526	46	36	18
	40%	40%	39%	25%	29%	35%	58%	**	46%	38%	32%	37%	35%	43%	48%	40%	34%	54%	37%
						c	cde		j					l	kl			opr	
		49%	51%	9%	12%	34%	45%	**	6%	11%	26%	28%	25%	24%	23%	84%	7%	6%	3%
PAY TV AND OTT ONLY	725	344	382	136	156	304	130	**	29	75	271	241	216	156	111	624	53	25	24
	46%	45%	47%	62%	59%	50%	27%	**	34%	43%	52%	50%	49%	45%	37%	47%	39%	37%	50%
				ef	ef	f					hi	n	n	n		pq			pq
		47%	53%	19%	21%	42%	18%	**	4%	10%	37%	33%	30%	22%	15%	86%	7%	3%	3%
PAY TV AND FREE TV ONLY	90	39	51	7	8	33	43	**	8	14	30	21	29	22	18	76	9	2	3
	6%	5%	6%	3%	3%	5%	9%	**	10%	8%	6%	4%	7%	6%	6%	6%	7%	3%	6%
							cde												
		43%	57%	7%	8%	37%	48%	**	9%	16%	34%	23%	32%	24%	20%	84%	10%	2%	3%
PAY TV AND OTT AND FREE TV	131	70	61	22	24	59	27	**	9	18	52	43	44	19	26	97	26	4	4
	8%	9%	7%	10%	9%	10%	6%	**	11%	11%	10%	9%	10%	5%	9%	7%	20%	6%	8%
				f		f								m			oqr		
		54%	46%	17%	18%	45%	20%	**	7%	14%	40%	33%	33%	14%	20%	74%	20%	3%	3%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.
SUMMARY FOR PAY TV (NOW TV AND HYBRID IPTV INCLUDED IN PAY TV DEFINITION)

Base : All Pay TV users (including NOW TV and all Hybrid IPTV)

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
					ENGLAND REGIONS						**URBANITY**		**WORKING STATUS**		**DEPRIVATION LEVEL**	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2144	140	145	122	154	170	158	120	154	147	1618	526	1279	859	1119	1025
Effective Weighted Sample	1492	136	137	117	149	162	151	115	147	141	1275	235	900	609	746	746
Weighted total	1573	193	219	122	123	139	160	115	69	185	1392	181	1029	541	782	791
		12%	14%	8%	8%	9%	10%	7%	4%	12%	89%	11%	65%	34%	50%	50%
PAY TV ONLY	626	98	81	47	61	48	54	45	22	70	559	67	351	273	299	327
	40%	51%	37%	38%	50%	35%	34%	39%	32%	38%	40%	37%	34%	50%	38%	41%
		befhi			befhi									l		
		16%	13%	7%	10%	8%	9%	7%	4%	11%	89%	11%	56%	44%	48%	52%
PAY TV AND OTT ONLY	725	90	110	62	52	75	65	62	33	76	653	72	541	184	363	362
	46%	47%	50%	50%	42%	54%	41%	54%	48%	41%	47%	40%	53%	34%	46%	46%
						dfi		fi			k		m			
		12%	15%	8%	7%	10%	9%	8%	5%	10%	90%	10%	75%	25%	50%	50%
PAY TV AND FREE TV ONLY	90	5	9	5	5	7	17	5	8	15	74	17	43	47	51	39
	6%	3%	4%	4%	4%	5%	11%	4%	12%	8%	5%	9%	4%	9%	7%	5%
							abcdeg		abcdeg	a		j		l		
		6%	10%	6%	5%	8%	19%	5%	9%	17%	82%	18%	48%	52%	57%	43%
PAY TV AND OTT AND FREE TV	131	-	18	9	5	9	22	4	6	24	106	25	94	38	68	63
	8%	-%	8%	7%	4%	6%	14%	3%	8%	13%	8%	14%	9%	7%	9%	8%
			a	a	a	a	adeg	a	a	adg		j				
		-%	14%	6%	4%	7%	17%	3%	4%	18%	81%	19%	71%	29%	52%	48%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.
SUMMARY FOR PAY TV (NOW TV AND HYBRID IPTV INCLUDED IN PAY TV DEFINITION)

Base : All Pay TV users (including NOW TV and all Hybrid IPTV)

		TV PLATFORM/S			
Significance Level: 95%	Total	ALL TV a	CABLE b	SATE- LLITE c	HYBRID IPTV d
Unweighted total	2144	2143	470	1178	635
Effective Weighted Sample	1492	1491	363	790	440
Weighted total	1573	1572	396	807	475
		100%	25%	51%	30%
PAY TV ONLY	626	625	156	332	156
	40%	40%	39%	41%	33%
		d		d	
		100%	25%	53%	25%
PAY TV AND OTT ONLY	725	725	206	369	199
	46%	46%	52%	46%	42%
			acd		
		100%	28%	51%	27%
PAY TV AND FREE TV ONLY	90	90	13	42	52
	6%	6%	3%	5%	11%
					abc
		100%	15%	47%	57%
PAY TV AND OTT AND FREE TV	131	131	21	64	68
	8%	8%	5%	8%	14%
					abc
		100%	16%	49%	52%

Columns Tested: a,b,c,d

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SUMMARY FOR OTT (NOW TV AND HYBRID IPTV INCLUDED IN PAY TV DEFINITION)

Base : All OTT users (excluding NOW TV)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K- 15.59K	15.6K- 25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	~g	~h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1578	749	829	316	347	587	327	67	85	158	450	406	575	307	288	963	206	164	245
Effective Weighted Sample	1114	521	594	226	248	411	236	54	59	115	350	304	407	217	204	854	143	121	211
Weighted total	1191	574	616	237	265	471	217	49	57	125	414	375	367	248	198	998	108	49	36
		48%	52%	20%	22%	40%	18%	**	**	11%	35%	32%	31%	21%	17%	84%	9%	4%	3%
OTT ONLY	67	32	35	19	25	15	9	**	**	5	12	20	25	14	8	52	11	4	1
	6%	6%	6%	8%	9%	3%	4%	**	**	4%	3%	5%	7%	6%	4%	5%	10%	8%	3%
				e	ef												or		
		48%	52%	28%	37%	22%	14%	**	**	8%	18%	29%	38%	21%	12%	77%	16%	5%	2%
OTT AND PAY TV ONLY	725	344	382	136	156	304	130	**	**	75	271	241	216	156	111	624	53	25	24
	61%	60%	62%	57%	59%	65%	60%	**	**	60%	66%	64%	59%	63%	56%	63%	49%	51%	66%
																pq			pq
		47%	53%	19%	21%	42%	18%	**	**	10%	37%	33%	30%	22%	15%	86%	7%	3%	3%
OTT AND FREE TV ONLY	267	128	139	61	61	94	51	**	**	27	79	72	82	59	54	225	18	16	8
	22%	22%	23%	26%	23%	20%	24%	**	**	21%	19%	19%	22%	24%	27%	23%	17%	33%	21%
															k			opr	
		48%	52%	23%	23%	35%	19%	**	**	10%	29%	27%	31%	22%	20%	84%	7%	6%	3%
OTT AND PAY TV AND FREE TV	131	70	61	22	24	59	27	**	**	18	52	43	44	19	26	97	26	4	4
	11%	12%	10%	9%	9%	12%	12%	**	**	15%	13%	11%	12%	8%	13%	10%	24%	8%	10%
																	oqr		
		54%	46%	17%	18%	45%	20%	**	**	14%	40%	33%	33%	14%	20%	74%	20%	3%	3%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.
SUMMARY FOR OTT (NOW TV AND HYBRID IPTV INCLUDED IN PAY TV DEFINITION)

Base : All OTT users (excluding NOW TV)

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
					ENGLAND REGIONS						URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
Significance Level: 95%		~a	b	c	~d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1578	96	115	105	94	129	104	101	117	102	1152	426	1091	485	811	767
Effective Weighted Sample	1114	93	109	101	91	122	101	98	112	99	928	194	769	352	553	562
Weighted total	1191	132	170	107	78	112	111	102	53	133	1022	169	865	325	584	606
		**	14%	9%	**	9%	9%	9%	4%	11%	86%	14%	73%	27%	49%	51%
OTT ONLY	67	**	18	5	**	4	1	3	1	4	61	7	46	21	22	46
	6%	**	11%	5%	**	3%	1%	3%	2%	3%	6%	4%	5%	6%	4%	8%
			efghi													n
		**	27%	8%	**	6%	2%	5%	2%	6%	90%	10%	69%	31%	32%	68%
OTT AND PAY TV ONLY	725	**	110	62	**	75	65	62	33	76	653	72	541	184	363	362
	61%	**	65%	57%	**	67%	59%	60%	62%	57%	64%	43%	63%	56%	62%	60%
											k					
		**	15%	8%	**	10%	9%	8%	5%	10%	90%	10%	75%	25%	50%	50%
OTT AND FREE TV ONLY	267	**	24	32	**	25	22	34	14	29	202	65	184	83	131	136
	22%	**	14%	30%	**	22%	20%	33%	25%	22%	20%	38%	21%	25%	22%	22%
				b				bf	b			j				
		**	9%	12%	**	9%	8%	13%	5%	11%	76%	24%	69%	31%	49%	51%
OTT AND PAY TV AND FREE TV	131	**	18	9	**	9	22	4	6	24	106	25	94	38	68	63
	11%	**	11%	8%	**	8%	20%	4%	11%	18%	10%	15%	11%	12%	12%	10%
							ceg		g	ceg						
		**	14%	6%	**	7%	17%	3%	4%	18%	81%	19%	71%	29%	52%	48%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.
SUMMARY FOR OTT (NOW TV AND HYBRID IPTV INCLUDED IN PAY TV DEFINITION)

Base : All OTT users (excluding NOW TV)

		TV PLATFORM/S			
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	1578	1497	248	689	339
Effective Weighted Sample	1114	1054	198	466	244
Weighted total	1191	1123	227	483	267
		94%	19%	41%	22%
OTT ONLY	67	-	-	-	-
	6%	-%	-%	-%	-%
		-%	-%	-%	-%
OTT AND PAY TV ONLY	725	725	206	369	199
	61%	65%	91%	76%	74%
			acd	a	a
		100%	28%	51%	27%
OTT AND FREE TV ONLY	267	267	-	51	-
	22%	24%	-%	11%	-%
		bcd		bd	
		100%	-%	19%	-%
OTT AND PAY TV AND FREE TV	131	131	21	64	68
	11%	12%	9%	13%	26%
					abc
		100%	16%	49%	52%

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

SUMMARY FOR FREE TV (NOW TV AND HYBRID IPTV INCLUDED IN PAY TV DEFINITION)

Base : All Free TV users

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1863	884	979	199	227	464	973	208	221	215	299	345	499	360	653	1100	267	285	211
Effective Weighted Sample	1277	600	680	138	153	321	691	148	154	154	219	239	359	241	452	952	175	195	185
Weighted total	1169	574	595	140	150	343	537	118	127	143	242	256	294	245	370	960	116	64	29
		49%	51%	12%	13%	29%	46%	10%	11%	12%	21%	22%	25%	21%	32%	82%	10%	5%	2%
FREE TV ONLY	681	337	344	50	58	157	416	86	96	83	81	120	139	146	273	562	62	42	15
	58%	59%	58%	36%	38%	46%	77%	73%	75%	58%	33%	47%	47%	59%	74%	59%	54%	65%	52%
						c	cde	ij	ij	j				kl	klm			pr	
		49%	51%	7%	8%	23%	61%	13%	14%	12%	12%	18%	20%	21%	40%	83%	9%	6%	2%
FREE TV AND PAY TV ONLY	90	39	51	7	8	33	43	4	8	14	30	21	29	22	18	76	9	2	3
	8%	7%	9%	5%	5%	10%	8%	4%	6%	10%	13%	8%	10%	9%	5%	8%	8%	3%	9%
										g	gh			n	n	q			q
		43%	57%	7%	8%	37%	48%	5%	9%	16%	34%	23%	32%	24%	20%	84%	10%	2%	3%
FREE TV AND OTT ONLY	267	128	139	61	61	94	51	18	15	27	79	72	82	59	54	225	18	16	8
	23%	22%	23%	44%	41%	27%	10%	15%	12%	19%	32%	28%	28%	24%	14%	23%	16%	25%	26%
				ef	ef	f					ghi	n	n	n		p		p	p
		48%	52%	23%	23%	35%	19%	7%	6%	10%	29%	27%	31%	22%	20%	84%	7%	6%	3%
FREE TV AND PAY TV AND OTT	131	70	61	22	24	59	27	9	9	18	52	43	44	19	26	97	26	4	4
	11%	12%	10%	16%	16%	17%	5%	8%	7%	13%	21%	17%	15%	8%	7%	10%	23%	6%	13%
				f	f	f					ghi	mn	mn				oqr		q
		54%	46%	17%	18%	45%	20%	7%	7%	14%	40%	33%	33%	14%	20%	74%	20%	3%	3%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.
SUMMARY FOR FREE TV (NOW TV AND HYBRID IPTV INCLUDED IN PAY TV DEFINITION)

Base : All Free TV users

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
						ENGLAND REGIONS					URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
Significance Level: 95%		~a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1863	97	110	113	107	148	123	137	135	130	1285	578	776	1086	888	975
Effective Weighted Sample	1277	91	103	106	101	133	116	130	127	123	1026	256	540	765	597	680
Weighted total	1169	115	138	100	74	108	113	114	53	144	965	204	570	599	552	617
		**	12%	9%	6%	9%	10%	10%	5%	12%	83%	17%	49%	51%	47%	53%
FREE TV ONLY	681	**	86	54	46	67	52	72	26	76	583	98	249	431	302	379
	58%	**	63%	55%	62%	63%	46%	63%	49%	53%	60%	48%	44%	72%	55%	61%
			fh		f	fh		fh			k			l		n
		**	13%	8%	7%	10%	8%	11%	4%	11%	86%	14%	37%	63%	44%	56%
FREE TV AND PAY TV ONLY	90	**	9	5	5	7	17	5	8	15	74	17	43	47	51	39
	8%	**	7%	5%	6%	6%	15%	4%	15%	10%	8%	8%	8%	8%	9%	6%
							bcdeg		cdeg							
		**	10%	6%	5%	8%	19%	5%	9%	17%	82%	18%	48%	52%	57%	43%
FREE TV AND OTT ONLY	267	**	24	32	18	25	22	34	14	29	202	65	184	83	131	136
	23%	**	17%	32%	25%	23%	19%	30%	25%	20%	21%	32%	32%	14%	24%	22%
				bfi				b				j	m			
		**	9%	12%	7%	9%	8%	13%	5%	11%	76%	24%	69%	31%	49%	51%
FREE TV AND PAY TV AND OTT	131	**	18	9	5	9	22	4	6	24	106	25	94	38	68	63
	11%	**	13%	9%	7%	8%	20%	3%	11%	17%	11%	12%	16%	6%	12%	10%
			g				cdeg		g	deg			m			
		**	14%	6%	4%	7%	17%	3%	4%	18%	81%	19%	71%	29%	52%	48%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 135

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

SUMMARY FOR FREE TV (NOW TV AND HYBRID IPTV INCLUDED IN PAY TV DEFINITION)

Base : All Free TV users

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	~b	c	d
Unweighted total	1863	1863	44	355	147
Effective Weighted Sample	1277	1277	35	250	113
Weighted total	1169	1169	34	252	120
		100%	**	22%	10%
FREE TV ONLY	681	681	**	95	-
	58%	58%	**	38%	-%
		cd		d	
		100%	**	14%	-%
FREE TV AND PAY TV ONLY	90	90	**	42	52
	8%	8%	**	17%	43%
				a	ac
		100%	**	47%	57%
FREE TV AND OTT ONLY	267	267	**	51	-
	23%	23%	**	20%	-%
		d		d	
		100%	**	19%	-%
FREE TV AND PAY TV AND OTT	131	131	**	64	68
	11%	11%	**	25%	57%
				a	ac
		100%	**	49%	52%

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH2 (QH66). What are the reasons why you don't have a television set in your household? What other reasons? (MULTI CODE) UNPROMPTED

Base : Those without a TV in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	138	71	67	29	35	37	37	14	17	12	26	25	51	24	38	88	27	16	7
Effective Weighted Sample	106	53	53	23	28	29	26	10	13	10	25	19	43	18	28	79	21	12	7
Weighted total	112	58	54	24	30	33	25	10	13	10	28	24	39	23	25	92	14	5	1
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Not interested in watching TV	48	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	43%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Busy with other interests	18	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't want to pay the TV Licence	17	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Have a paid subscription to an online TV or video streaming service (e.g. Netflix, Amazon Prime, NOW TV) which I watch on another device (not a TV set)	15 13%	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **
Recently moved home	13	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH2 (QH66). What are the reasons why you don't have a television set in your household? What other reasons? (MULTI CODE) UNPROMPTED

Base : Those without a TV in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	138	71	67	29	35	37	37	14	17	12	26	25	51	24	38	88	27	16	7
Effective Weighted Sample	106	53	53	23	28	29	26	10	13	10	25	19	43	18	28	79	21	12	7
Weighted total	112	58	54	24	30	33	25	10	13	10	28	24	39	23	25	92	14	5	1
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Watch other types of online TV/ video on another device (not a TV set)	13 12%	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **
Can't afford to pay the TV LIcence	7 6%	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **
Live in a rented property	4 3%	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **
Can't afford to replace broken TV set	4 3%	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **
Too expensive to buy and install	3 3%	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **
Don't want the children to watch TV	3 2%	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH2 (QH66). What are the reasons why you don't have a television set in your household? What other reasons? (MULTI CODE) UNPROMPTED

Base : Those without a TV in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	138	71	67	29	35	37	37	14	17	12	26	25	51	24	38	88	27	16	7
Effective Weighted Sample	106	53	53	23	28	29	26	10	13	10	25	19	43	18	28	79	21	12	7
Weighted total	112	58	54	24	30	33	25	10	13	10	28	24	39	23	25	92	14	5	1
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 136

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH2 (QH66). What are the reasons why you don't have a television set in your household? What other reasons? (MULTI CODE) UNPROMPTED

Base : Those without a TV in the household

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
						ENGLAND REGIONS					URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	~k	~l	~m	~n	~o
Unweighted total	138	29	12	7	9	5	8	7	5	6	112	26	81	57	51	87
Effective Weighted Sample	106	28	11	7	9	4	8	7	5	6	94	12	66	43	36	70
Weighted total	112	36	17	6	7	4	8	6	2	7	102	9	77	34	38	74
		**	**	**	**	**	**	**	**	**	92%	**	**	**	**	**
Not interested in watching TV	48	**	**	**	**	**	**	**	**	**	42	**	**	**	**	**
	43%	**	**	**	**	**	**	**	**	**	41%	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	87%	**	**	**	**	**
Busy with other interests	18	**	**	**	**	**	**	**	**	**	16	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**	16%	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	92%	**	**	**	**	**
Don't want to pay the TV Licence	17	**	**	**	**	**	**	**	**	**	13	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**	13%	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	76%	**	**	**	**	**
Have a paid subscription to an online TV or video streaming service (e.g. Netflix, Amazon Prime, NOW TV) which I watch on another device (not a TV set)	15	**	**	**	**	**	**	**	**	**	15	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**	14%	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	100%	**	**	**	**	**
Recently moved home	13	**	**	**	**	**	**	**	**	**	13	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	12%	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	97%	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QH2 (QH66). What are the reasons why you don't have a television set in your household? What other reasons? (MULTI CODE) UNPROMPTED

Base : Those without a TV in the household

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	~k	~l	~m	~n	~o
Unweighted total	138	29	12	7	9	5	8	7	5	6	112	26	81	57	51	87
Effective Weighted Sample	106	28	11	7	9	4	8	7	5	6	94	12	66	43	36	70
Weighted total	112	36	17	6	7	4	8	6	2	7	102	9	77	34	38	74
		**	**	**	**	**	**	**	**	**	92%	**	**	**	**	**
Watch other types of online TV/ video on another device (not a TV set)	13	**	**	**	**	**	**	**	**	**	12	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	12%	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	92%	**	**	**	**	**
Can't afford to pay the TV LIcence	7	**	**	**	**	**	**	**	**	**	7	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**	6%	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	100%	**	**	**	**	**
Live in a rented property	4	**	**	**	**	**	**	**	**	**	4	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	4%	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	100%	**	**	**	**	**
Can't afford to replace broken TV set	4	**	**	**	**	**	**	**	**	**	3	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	3%	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	90%	**	**	**	**	**
Too expensive to buy and install	3	**	**	**	**	**	**	**	**	**	3	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	3%	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	100%	**	**	**	**	**
Don't want the children to watch TV	3	**	**	**	**	**	**	**	**	**	3	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	3%	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	96%	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QH2 (QH66). What are the reasons why you don't have a television set in your household? What other reasons? (MULTI CODE) UNPROMPTED

Base : Those without a TV in the household

	Total	|←————————————————— ENGLAND REGIONS —————————————————→|									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	~k	~l	~m	~n	~o
Unweighted total	138	29	12	7	9	5	8	7	5	6	112	26	81	57	51	87
Effective Weighted Sample	106	28	11	7	9	4	8	7	5	6	94	12	66	43	36	70
Weighted total	112	36	17	6	7	4	8	6	2	7	102	9	77	34	38	74
		**	**	**	**	**	**	**	**	**	92%	**	**	**	**	**
Don't know	2	**	**	**	**	**	**	**	**	**	2	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	2%	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	100%	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QH2 (QH66). What are the reasons why you don't have a television set in your household? What other reasons? (MULTI CODE) UNPROMPTED

Base : Those without a TV in the household

	Total	TV PLATFORM/S			
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	138	-	-	-	-
Effective Weighted Sample	106	-	-	-	-
Weighted total	112	-	-	-	-
		**	**	**	**
Not interested in watching TV	48	**	**	**	**
	43%	**	**	**	**
		**	**	**	**
Busy with other interests	18	**	**	**	**
	16%	**	**	**	**
		**	**	**	**
Don't want to pay the TV Licence	17	**	**	**	**
	16%	**	**	**	**
		**	**	**	**
Have a paid subscription to an online TV or video streaming service (e.g. Netflix, Amazon Prime, NOW TV) which I watch on another device (not a TV set)	15	**	**	**	**
	13%	**	**	**	**
		**	**	**	**
Recently moved home	13	**	**	**	**
	12%	**	**	**	**
		**	**	**	**

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH2 (QH66). What are the reasons why you don't have a television set in your household? What other reasons? (MULTI CODE) UNPROMPTED

Base : Those without a TV in the household

		TV PLATFORM/S			
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	138	-	-	-	-
Effective Weighted Sample	106	-	-	-	-
Weighted total	112	-	-	-	-
		**	**	**	**
Watch other types of online TV/ video on another device (not a TV set)	13	**	**	**	**
	12%	**	**	**	**
		**	**	**	**
Can't afford to pay the TV LIcence	7	**	**	**	**
	6%	**	**	**	**
		**	**	**	**
Live in a rented property	4	**	**	**	**
	3%	**	**	**	**
		**	**	**	**
Can't afford to replace broken TV set	4	**	**	**	**
	3%	**	**	**	**
		**	**	**	**
Too expensive to buy and install	3	**	**	**	**
	3%	**	**	**	**
		**	**	**	**
Don't want the children to watch TV	3	**	**	**	**
	2%	**	**	**	**
		**	**	**	**

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH2 (QH66). What are the reasons why you don't have a television set in your household? What other reasons? (MULTI CODE) UNPROMPTED

Base : Those without a TV in the household

		TV PLATFORM/S			
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	138	-	-	-	-
Effective Weighted Sample	106	-	-	-	-
Weighted total	112	-	-	-	-
		**	**	**	**
Don't know	2	**	**	**	**
	1%	**	**	**	**
		**	**	**	**

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH3 (QH53). Is the MAIN TV in your household an HDTV set or HD ready? (SINGLE CODE)

Base : Those with a TV in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3701	1771	1930	445	516	1096	1643	286	315	388	751	792	1093	757	1050	2229	482	508	482
Effective Weighted Sample	2534	1197	1338	311	363	754	1162	207	223	277	573	567	770	513	729	1930	316	354	424
Weighted total	2519	1224	1295	329	380	862	948	163	195	285	678	674	664	550	626	2108	215	125	71
		49%	51%	13%	15%	34%	38%	6%	8%	11%	27%	27%	26%	22%	25%	84%	9%	5%	3%
Yes, the main TV in the household is an HDTV set or HD ready	2026 80%	1027 84% b	999 77%	272 82% f	323 85% f	749 87% f	682 72%	94 57%	142 73% g	238 83% gh	623 92% ghi	589 88% mn	561 85% n	456 83% n	417 67%	1711 81% qr	170 79% r	96 76%	50 70%
		51%	49%	13%	16%	37%	34%	5%	7%	12%	31%	29%	28%	22%	21%	84%	8%	5%	2%
No	325 13%	148 12%	177 14%	30 9%	40 10%	86 10%	169 18% cde	47 29% hij	36 19% j	35 12% j	41 6%	57 9%	71 11%	62 11%	133 21% klm	262 12%	33 15%	21 16% o	10 14%
		46%	54%	9%	12%	27%	52%	14%	11%	11%	13%	18%	22%	19%	41%	81%	10%	6%	3%
Don't know	168 7%	49 4%	119 9% a	28 8% de	17 5%	26 3%	97 10% de	23 14% ij	16 8% ij	12 4%	14 2%	27 4%	31 5%	33 6%	77 12% klm	136 6%	12 6%	9 7%	11 16% opq
		29%	71%	17%	10%	16%	57%	14%	10%	7%	8%	16%	19%	19%	46%	81%	7%	5%	7%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 137

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH3 (QH53). Is the MAIN TV in your household an HDTV set or HD ready? (SINGLE CODE)

Base : Those with a TV in the household

	Total		ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST		URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i		j	k	l	m	n	o
Unweighted total	3701	233	234	222	248	301	242	248	256	245		2689	1012	1880	1815	1845	1856
Effective Weighted Sample	2534	222	219	211	236	279	229	235	242	232		2115	443	1311	1272	1219	1314
Weighted total	2519	303	329	208	187	231	233	220	109	289		2176	343	1461	1055	1215	1304
		12%	13%	8%	7%	9%	9%	9%	4%	11%		86%	14%	58%	42%	48%	52%
Yes, the main TV in the household is an HDTV set or HD ready	2026	261	281	189	140	178	163	159	93	246		1746	280	1268	757	990	1036
	80%	86%	86%	91%	75%	77%	70%	72%	86%	85%		80%	82%	87%	72%	81%	79%
		defg	defg	defg					defg	defg					m		
		13%	14%	9%	7%	9%	8%	8%	5%	12%		86%	14%	63%	37%	49%	51%
No	325	39	34	9	37	37	46	27	8	25		285	40	128	196	154	171
	13%	13%	10%	4%	20%	16%	20%	12%	7%	9%		13%	12%	9%	19%	13%	13%
		c	c		abcghi	chi	abcghi	c							l		
		12%	10%	3%	11%	11%	14%	8%	3%	8%		88%	12%	39%	60%	47%	53%
Don't know	168	3	14	10	10	16	23	35	7	18		145	24	65	102	71	98
	7%	1%	4%	5%	5%	7%	10%	16%	7%	6%		7%	7%	4%	10%	6%	7%
				a	a	a	abc	abcdehi	a	a					l		
		2%	8%	6%	6%	10%	14%	21%	4%	10%		86%	14%	39%	61%	42%	58%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 137

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QH3 (QH53). Is the MAIN TV in your household an HDTV set or HD ready? (SINGLE CODE)

Base : Those with a TV in the household

	Total	TV PLATFORM/S			
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3701	3701	470	1371	634
Effective Weighted Sample	2534	2534	363	930	439
Weighted total	2519	2519	396	953	474
		100%	16%	38%	19%
Yes, the main TV in the household is an HDTV set or HD ready	2026	2026	338	852	423
	80%	80%	85%	89%	89%
			a	ab	a
		100%	17%	42%	21%
No	325	325	30	71	29
	13%	13%	8%	7%	6%
		bcd			
		100%	9%	22%	9%
Don't know	168	168	28	30	22
	7%	7%	7%	3%	5%
		c	c		
		100%	16%	18%	13%

Columns Tested: a,b,c,d

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QH4 (QH70). You mentioned that you have an HD ready TV or HD TV service. Is the MAIN TV in your household an Ultra High Definition (known as UHD) TV set or UHD ready - also known as 4K? (SINGLE CODE)

Base : Those whose main TV set is an HDTV or HD-ready

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2793	1399	1394	353	421	926	1092	151	210	316	686	671	891	591	636	1737	353	370	333
Effective Weighted Sample	1958	971	988	250	305	646	789	114	152	229	525	491	635	405	459	1515	239	261	291
Weighted total	2026	1027	999	272	323	749	682	94	142	238	623	589	561	456	417	1711	170	96	50
		51%	49%	13%	16%	37%	34%	5%	7%	12%	31%	29%	28%	22%	21%	84%	8%	5%	2%
Yes, the main TV in the household is an UHDTV set or UHD ready	927	484	443	137	154	353	283	24	52	94	315	295	264	207	160	763	94	36	33
	46%	47%	44%	51%	48%	47%	42%	26%	36%	40%	51%	50%	47%	45%	38%	45%	56%	38%	67%
				f		f				g	ghi	n	n	n		q	oq		opq
		52%	48%	15%	17%	38%	31%	3%	6%	10%	34%	32%	28%	22%	17%	82%	10%	4%	4%
No	903	484	419	101	141	342	319	57	72	121	270	246	252	211	193	781	59	51	12
	45%	47%	42%	37%	43%	46%	47%	61%	51%	51%	43%	42%	45%	46%	46%	46%	35%	53%	25%
		b				c	c	j		j						pr	r	opr	
		54%	46%	11%	16%	38%	35%	6%	8%	13%	30%	27%	28%	23%	21%	87%	6%	6%	1%
Don't know	196	59	137	33	29	54	80	13	19	22	38	49	45	38	64	167	17	8	4
	10%	6%	14%	12%	9%	7%	12%	14%	13%	9%	6%	8%	8%	8%	15%	10%	10%	9%	8%
			a	e			e	j	j						klm				
		30%	70%	17%	15%	27%	41%	6%	10%	11%	19%	25%	23%	19%	33%	85%	9%	4%	2%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH4 (QH70). You mentioned that you have an HD ready TV or HD TV service. Is the MAIN TV in your household an Ultra High Definition (known as UHD) TV set or UHD ready - also known as 4K? (SINGLE CODE)

Base : Those whose main TV set is an HDTV or HD-ready

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2793	196	197	199	179	220	164	168	213	201	2038	755	1592	1198	1443	1350
Effective Weighted Sample	1958	188	185	190	171	205	156	162	202	192	1632	344	1123	863	968	990
Weighted total	2026	261	281	189	140	178	163	159	93	246	1746	280	1268	757	990	1036
		13%	14%	9%	7%	9%	8%	8%	5%	12%	86%	14%	63%	37%	49%	51%
Yes, the main TV in the household is an UHDTV set or UHD ready	927	106	180	89	55	61	66	97	26	83	796	131	610	316	465	462
	46%	41%	64%	47%	39%	34%	40%	61%	28%	34%	46%	47%	48%	42%	47%	45%
		h	acdefhi	ehi	h		h	acdefhi						m		
		11%	19%	10%	6%	7%	7%	11%	3%	9%	86%	14%	66%	34%	50%	50%
No	903	145	90	79	65	97	75	45	59	127	781	122	563	340	433	470
	45%	55%	32%	42%	46%	55%	46%	28%	64%	51%	45%	43%	44%	45%	44%	45%
		bcg		g	bg	bcg	bg		bcdfgi	bg						
		16%	10%	9%	7%	11%	8%	5%	7%	14%	87%	13%	62%	38%	48%	52%
Don't know	196	10	11	21	20	20	23	17	8	37	169	27	95	101	93	103
	10%	4%	4%	11%	14%	11%	14%	11%	9%	15%	10%	10%	7%	13%	9%	10%
				ab	ab	ab	ab	ab		ab				l		
		5%	6%	11%	10%	10%	12%	9%	4%	19%	86%	14%	48%	52%	47%	53%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 138

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QH4 (QH70). You mentioned that you have an HD ready TV or HD TV service. Is the MAIN TV in your household an Ultra High Definition (known as UHD) TV set or UHD ready - also known as 4K? (SINGLE CODE)

Base : Those whose main TV set is an HDTV or HD-ready

| | Total | TV PLATFORM/S | | | |
| | | ALL TV | CABLE | SATE-LLITE | HYBRID IPTV |
Significance Level: 95%		a	b	c	d
Unweighted total	2793	2793	390	1203	549
Effective Weighted Sample	1958	1958	303	823	386
Weighted total	2026	2026	338	852	423
		100%	17%	42%	21%
Yes, the main TV in the household is an UHDTV set or UHD ready	927 46%	927 46%	176 52% a	426 50% a	220 52% a
		100%	19%	46%	24%
No	903 45%	903 45% bd	129 38%	351 41%	152 36%
		100%	14%	39%	17%
Don't know	196 10%	196 10%	33 10%	75 9%	52 12%
		100%	17%	38%	26%

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH5 (QH74). Although you have an Ultra HD (4K) ready TV set, to actually watch TV channels and programmes that are broadcast in ultra high definition, you need a TV service or an on-demand service that provides Ultra HD or 4K content. For the main TV set, does your household have an Ultra HD or 4K service? (SINGLE CODE)

Base : Those whose main TV set is a UHDTV set or UHD-ready

	Total	GENDER MALE	GENDER FEMALE	AGE GROUP 16-24	AGE GROUP 25-34	AGE GROUP 35-54	AGE GROUP 55+	HOUSEHOLD INCOME UNDER 10.4K	HOUSEHOLD INCOME 10.4K-15.59K	HOUSEHOLD INCOME 15.6K-25.99K	HOUSEHOLD INCOME 26K+	SOCIAL GROUP AB	SOCIAL GROUP C1	SOCIAL GROUP C2	SOCIAL GROUP DE	NATION ENGLAND	NATION SCOTLAND	NATION WALES	NATION NI
Significance Level: 95%		a	b	c	d	e	f	~g	~h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1264	661	603	178	199	449	438	36	72	116	339	338	426	263	235	714	197	140	213
Effective Weighted Sample	859	444	415	123	142	295	309	26	52	85	258	239	291	179	162	637	132	99	187
Weighted total	927	484	443	137	154	353	283	24	52	94	315	295	264	207	160	763	94	36	33
		52%	48%	15%	17%	38%	31%	**	**	10%	34%	32%	28%	22%	17%	82%	10%	4%	4%
Yes	633	339	294	102	102	253	177	**	**	54	234	207	180	149	96	512	65	26	30
	68%	70%	66%	74%	66%	72%	62%	**	**	58%	74%	70%	68%	72%	60%	67%	69%	72%	89%
				f		f				i		n		n					opq
		54%	46%	16%	16%	40%	28%	**	**	9%	37%	33%	28%	24%	15%	81%	10%	4%	5%
No	204	109	94	24	34	74	72	**	**	31	59	63	57	39	44	173	24	5	1
	22%	23%	21%	18%	22%	21%	25%	**	**	33%	19%	21%	21%	19%	28%	23%	25%	15%	4%
										j						r	r	r	
		54%	46%	12%	17%	36%	35%	**	**	15%	29%	31%	28%	19%	22%	85%	12%	3%	1%
Don't know	90	36	54	11	18	26	35	**	**	9	22	24	28	19	19	77	6	5	2
	10%	7%	12%	8%	12%	7%	12%	**	**	10%	7%	8%	11%	9%	12%	10%	6%	13%	7%
			a				e												
		40%	60%	12%	20%	29%	38%	**	**	10%	25%	27%	31%	21%	22%	86%	6%	5%	3%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH5 (QH74). Although you have an Ultra HD (4K) ready TV set, to actually watch TV channels and programmes that are broadcast in ultra high definition, you need a TV service or an on-demand service that provides Ultra HD or 4K content. For the main TV set, does your household have an Ultra HD or 4K service? (SINGLE CODE)

Base : Those whose main TV set is a UHDTV set or UHD-ready

					ENGLAND REGIONS						URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	b	~c	~d	~e	~f	g	~h	~i	j	k	l	m	n	o
Unweighted total	1264	77	123	91	67	71	64	101	56	64	899	365	783	479	694	570
Effective Weighted Sample	859	75	116	87	64	67	62	97	54	62	707	164	527	339	441	418
Weighted total	927	106	180	89	55	61	66	97	26	83	796	131	610	316	465	462
		**	19%	**	**	**	**	11%	**	**	86%	14%	66%	34%	50%	50%
Yes	633	**	131	**	**	**	**	68	**	**	534	100	435	198	323	311
	68%	**	73%	**	**	**	**	70%	**	**	67%	76%	71%	63%	69%	67%
													j	m		
		**	21%	**	**	**	**	11%	**	**	84%	16%	69%	31%	51%	49%
No	204	**	33	**	**	**	**	19	**	**	179	24	122	82	104	99
	22%	**	18%	**	**	**	**	20%	**	**	23%	19%	20%	26%	22%	21%
														l		
		**	16%	**	**	**	**	10%	**	**	88%	12%	60%	40%	51%	49%
Don't know	90	**	16	**	**	**	**	10	**	**	83	7	54	36	38	52
	10%	**	9%	**	**	**	**	10%	**	**	10%	5%	9%	11%	8%	11%
											k					
		**	18%	**	**	**	**	11%	**	**	92%	8%	60%	40%	42%	58%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QH5 (QH74). Although you have an Ultra HD (4K) ready TV set, to actually watch TV channels and programmes that are broadcast in ultra high definition, you need a TV service or an on-demand service that provides Ultra HD or 4K content. For the main TV set, does your household have an Ultra HD or 4K service? (SINGLE CODE)

Base : Those whose main TV set is a UHDTV set or UHD-ready

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	1264	1264	202	610	290
Effective Weighted Sample	859	859	151	405	190
Weighted total	927	927	176	426	220
		100%	19%	46%	24%
Yes	633	633	127	299	155
	68%	68%	72%	70%	71%
		100%	20%	47%	24%
No	204	204	35	83	42
	22%	22%	20%	19%	19%
		100%	17%	41%	21%
Don't know	90	90	14	44	23
	10%	10%	8%	10%	10%
		100%	15%	49%	25%

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH6 (QH3). SHOWCARD Which of the following best describes your satellite TV service/s? (MULTI CODE)

Base : Those with Satellite TV

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	~g	~h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1371	672	699	171	212	479	509	52	87	137	364	344	462	289	274	810	160	207	194
Effective Weighted Sample	930	441	490	118	149	330	348	36	59	97	278	250	319	187	190	714	95	145	167
Weighted total	953	468	485	125	160	373	294	30	53	99	317	303	282	195	171	804	65	54	29
		49%	51%	13%	17%	39%	31%	**	**	10%	33%	32%	30%	20%	18%	84%	7%	6%	3%
Sky satellite dish to receive subscription channels - you pay a monthly subscription fee	784	386	398	100	141	314	228	**	**	81	278	253	235	162	132	652	58	47	27
	82%	82%	82%	80%	88%	84%	78%	**	**	82%	88%	84%	83%	83%	77%	81%	89%	86%	92%
					f	f													o
		49%	51%	13%	18%	40%	29%	**	**	10%	35%	32%	30%	21%	17%	83%	7%	6%	3%
Sky satellite dish for free to air services only - you pay no monthly subscription fee	37	19	18	5	5	14	13	**	**	7	10	11	8	8	10	33	1	2	*
	4%	4%	4%	4%	3%	4%	4%	**	**	8%	3%	4%	3%	4%	6%	4%	2%	3%	1%
																	r		
		51%	49%	14%	13%	38%	36%	**	**	20%	27%	29%	22%	22%	27%	92%	3%	5%	1%
Freesat dish and set top box - you do not pay a subscription fee	101	53	48	12	9	32	48	**	**	8	23	30	30	23	18	91	5	5	1
	11%	11%	10%	10%	5%	9%	16%	**	**	8%	7%	10%	11%	12%	10%	11%	7%	8%	3%
							de										r		
		53%	47%	12%	9%	32%	48%	**	**	8%	23%	30%	30%	23%	17%	90%	4%	5%	1%
Other satellite dish	11	5	6	1	-	8	2	**	**	2	4	4	2	1	4	9	2	1	*
	1%	1%	1%	1%	-%	2%	1%	**	**	2%	1%	1%	1%	*%	2%	1%	2%	1%	1%
		48%	52%	7%	-%	73%	20%	**	**	14%	38%	39%	18%	5%	38%	79%	14%	5%	2%
Don't know	21	5	15	7	6	6	3	**	**	1	2	4	7	2	8	19	-	1	1
	2%	1%	3%	5%	3%	1%	1%	**	**	1%	1%	1%	2%	1%	5%	2%	-%	1%	3%
			a	ef	f										m				
		26%	74%	33%	27%	27%	13%	**	**	4%	12%	22%	32%	9%	38%	93%	-%	3%	4%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH6 (QH3). SHOWCARD Which of the following best describes your satellite TV service/s? (MULTI CODE)

Base : Those with Satellite TV

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
								ENGLAND REGIONS			URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
Significance Level: 95%		~a	~b	~c	~d	~e	f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	1371	97	79	80	94	82	104	97	99	78	952	419	831	538	753	618
Effective Weighted Sample	930	93	74	77	91	77	99	93	94	75	762	179	575	366	487	444
Weighted total	953	128	116	77	75	71	105	94	45	93	812	141	633	319	488	465
		**	**	**	**	**	11%	**	**	**	85%	15%	66%	34%	51%	49%
Sky satellite dish to receive subscription channels - you pay a monthly subscription fee	784	**	**	**	**	**	84	**	**	**	678	106	534	249	401	383
	82%	**	**	**	**	**	80%	**	**	**	84%	75%	84%	78%	82%	82%
											k		m			
		**	**	**	**	**	11%	**	**	**	86%	14%	68%	32%	51%	49%
Sky satellite dish for free to air services only - you pay no monthly subscription fee	37	**	**	**	**	**	4	**	**	**	26	10	26	11	21	16
	4%	**	**	**	**	**	3%	**	**	**	3%	7%	4%	3%	4%	3%
												j				
		**	**	**	**	**	10%	**	**	**	72%	28%	70%	30%	57%	43%
Freesat dish and set top box - you do not pay a subscription fee	101	**	**	**	**	**	14	**	**	**	79	22	51	50	57	43
	11%	**	**	**	**	**	13%	**	**	**	10%	15%	8%	16%	12%	9%
												j		l		
		**	**	**	**	**	14%	**	**	**	78%	22%	51%	49%	57%	43%
Other satellite dish	11	**	**	**	**	**	-	**	**	**	11	*	7	4	3	8
	1%	**	**	**	**	**	-%	**	**	**	1%	*%	1%	1%	1%	2%
		**	**	**	**	**	-%	**	**	**	98%	2%	67%	33%	23%	77%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QH6 (QH3). SHOWCARD Which of the following best describes your satellite TV service/s? (MULTI CODE)

Base : Those with Satellite TV

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING STATUS | | DEPRIVATION LEVEL | |
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	1371	97	79	80	94	82	104	97	99	78	952	419	831	538	753	618
Effective Weighted Sample	930	93	74	77	91	77	99	93	94	75	762	179	575	366	487	444
Weighted total	953	128	116	77	75	71	105	94	45	93	812	141	633	319	488	465
		**	**	**	**	**	11%	**	**	**	85%	15%	66%	34%	51%	49%
Don't know	21	**	**	**	**	**	4	**	**	**	18	3	14	6	6	14
	2%	**	**	**	**	**	4%	**	**	**	2%	2%	2%	2%	1%	3%
		**	**	**	**	**	19%	**	**	**	87%	13%	70%	30%	30%	70%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.
QH6 (QH3). SHOWCARD Which of the following best describes your satellite TV service/s? (MULTI CODE)

Base : Those with Satellite TV

		TV PLATFORM/S			
	Total	**ALL TV**	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	~b	c	d
Unweighted total	1371	1371	5	1371	102
Effective Weighted Sample	930	930	4	930	71
Weighted total	953	953	3	953	74
		100%	**	100%	8%
Sky satellite dish to receive subscription channels - you pay a monthly subscription fee	784	784	**	784	51
	82%	82%	**	82%	69%
		d		d	
		100%	**	100%	7%
Sky satellite dish for free to air services only - you pay no monthly subscription fee	37	37	**	37	5
	4%	4%	**	4%	6%
		100%	**	100%	12%
Freesat dish and set top box - you do not pay a subscription fee	101	101	**	101	15
	11%	11%	**	11%	20%
					ac
		100%	**	100%	15%
Other satellite dish	11	11	**	11	2
	1%	1%	**	1%	2%
		100%	**	100%	14%
Don't know	21	21	**	21	2
	2%	2%	**	2%	3%
		100%	**	100%	10%

Columns Tested: a,b,c,d

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Table 141

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH7 (QH4). SHOWCARD Which, if any, of these channels do you pay to subscribe to through your Sky satellite service? (MULTI CODE)

Base : Those with paid for Sky Satellite TV

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	~g	~h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1150	565	585	144	186	411	409	46	57	115	316	291	396	243	218	658	138	176	178
Effective Weighted Sample	769	364	406	96	131	279	276	31	39	79	242	209	268	156	149	577	83	124	154
Weighted total	784	386	398	100	141	314	228	26	36	81	278	253	235	162	132	652	58	47	27
		49%	51%	13%	18%	40%	29%	**	**	10%	35%	32%	30%	21%	17%	83%	7%	6%	3%
Sky Sports channels	307	172	135	39	51	123	94	**	**	21	130	123	97	42	45	258	23	18	8
	39%	45%	34%	39%	36%	39%	41%	**	**	26%	47%	49%	41%	26%	34%	40%	39%	38%	32%
		b									i	mn	m						
		56%	44%	13%	17%	40%	31%	**	**	7%	42%	40%	32%	14%	15%	84%	7%	6%	3%
BT Sport channels	94	53	40	12	17	32	32	**	**	5	39	38	29	15	12	78	8	5	2
	12%	14%	10%	12%	12%	10%	14%	**	**	6%	14%	15%	12%	9%	9%	12%	14%	12%	8%
		57%	43%	13%	18%	35%	34%	**	**	6%	41%	40%	31%	16%	12%	83%	9%	6%	2%
Sky Cinema channels	253	127	126	34	49	111	59	**	**	27	115	84	82	51	36	221	13	15	4
	32%	33%	32%	34%	35%	35%	26%	**	**	33%	41%	33%	35%	31%	27%	34%	23%	31%	16%
						f										pr		r	
		50%	50%	13%	20%	44%	23%	**	**	10%	46%	33%	33%	20%	14%	87%	5%	6%	2%
Sky Atlantic	200	108	92	21	38	82	59	**	**	24	101	73	60	38	28	171	16	10	3
	25%	28%	23%	21%	27%	26%	26%	**	**	29%	37%	29%	25%	23%	22%	26%	28%	20%	12%
																r	r	r	
		54%	46%	11%	19%	41%	29%	**	**	12%	51%	37%	30%	19%	14%	86%	8%	5%	2%
Sky+ HD (High Definition channels through Sky+ HD box)	334	179	155	53	65	132	84	**	**	41	139	117	102	70	45	291	18	18	7
	43%	47%	39%	53%	46%	42%	37%	**	**	50%	50%	46%	43%	43%	34%	45%	31%	38%	27%
		b		f											n		pr		
		54%	46%	16%	19%	39%	25%	**	**	12%	42%	35%	31%	21%	13%	87%	5%	5%	2%
Basic package only	235	99	136	25	41	99	70	**	**	25	62	70	66	51	48	190	17	14	15
	30%	26%	34%	25%	29%	32%	30%	**	**	30%	22%	28%	28%	32%	36%	29%	29%	29%	55%
			a																opq
		42%	58%	11%	18%	42%	30%	**	**	10%	27%	30%	28%	22%	20%	81%	7%	6%	6%
None of these	24	10	14	3	5	5	11	**	**	*	9	9	5	5	4	21	2	*	1
	3%	3%	3%	3%	4%	2%	5%	**	**	*%	3%	4%	2%	3%	3%	3%	4%	1%	2%
							e												
		43%	57%	11%	22%	22%	45%	**	**	*%	36%	38%	22%	22%	18%	86%	10%	2%	2%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH7 (QH4). SHOWCARD Which, if any, of these channels do you pay to subscribe to through your Sky satellite service? (MULTI CODE)

Base : Those with paid for Sky Satellite TV

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	~g	~h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1150	565	585	144	186	411	409	46	57	115	316	291	396	243	218	658	138	176	178
Effective Weighted Sample	769	364	406	96	131	279	276	31	39	79	242	209	268	156	149	577	83	124	154
Weighted total	784	386	398	100	141	314	228	26	36	81	278	253	235	162	132	652	58	47	27
		49%	51%	13%	18%	40%	29%	**	**	10%	35%	32%	30%	21%	17%	83%	7%	6%	3%
Don't know	7	2	5	2	2	1	2	**	**	2	2	2	2	3	1	6	1	-	*
	1%	*%	1%	2%	1%	*%	1%	**	**	3%	1%	1%	1%	2%	1%	1%	2%	-%	2%
		25%	75%	25%	28%	14%	33%	**	**	32%	21%	21%	25%	37%	16%	79%	16%	-%	6%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH7 (QH4). SHOWCARD Which, if any, of these channels do you pay to subscribe to through your Sky satellite service? (MULTI CODE)

Base : Those with paid for Sky Satellite TV

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	1150	78	56	61	79	69	82	83	86	64	804	346	713	435	629	521
Effective Weighted Sample	769	75	53	59	76	66	78	80	82	61	637	144	487	292	401	368
Weighted total	784	105	86	59	63	58	84	81	39	77	678	106	534	249	401	383
		**	**	**	**	**	**	**	**	**	86%	14%	68%	32%	51%	49%
Sky Sports channels	307	**	**	**	**	**	**	**	**	**	265	42	214	94	177	130
	39%	**	**	**	**	**	**	**	**	**	39%	39%	40%	38%	44%	34%
															o	
		**	**	**	**	**	**	**	**	**	86%	14%	70%	30%	58%	42%
BT Sport channels	94	**	**	**	**	**	**	**	**	**	77	16	65	29	56	38
	12%	**	**	**	**	**	**	**	**	**	11%	16%	12%	12%	14%	10%
		**	**	**	**	**	**	**	**	**	82%	18%	69%	31%	59%	41%
Sky Cinema channels	253	**	**	**	**	**	**	**	**	**	225	29	187	66	129	124
	32%	**	**	**	**	**	**	**	**	**	33%	27%	35%	27%	32%	32%
													m			
		**	**	**	**	**	**	**	**	**	89%	11%	74%	26%	51%	49%
Sky Atlantic	200	**	**	**	**	**	**	**	**	**	176	24	149	50	104	95
	25%	**	**	**	**	**	**	**	**	**	26%	22%	28%	20%	26%	25%
													m			
		**	**	**	**	**	**	**	**	**	88%	12%	75%	25%	52%	48%
Sky+ HD (High Definition channels through Sky+ HD box)	334	**	**	**	**	**	**	**	**	**	289	45	247	87	176	158
	43%	**	**	**	**	**	**	**	**	**	43%	43%	46%	35%	44%	41%
													m			
		**	**	**	**	**	**	**	**	**	86%	14%	74%	26%	53%	47%
Basic package only	235	**	**	**	**	**	**	**	**	**	207	28	142	93	99	136
	30%	**	**	**	**	**	**	**	**	**	31%	27%	27%	37%	25%	35%
													l			n
		**	**	**	**	**	**	**	**	**	88%	12%	60%	39%	42%	58%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.
QH7 (QH4). SHOWCARD Which, if any, of these channels do you pay to subscribe to through your Sky satellite service? (MULTI CODE)

Base : Those with paid for Sky Satellite TV

	Total	ENGLAND REGIONS LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBANITY URBAN	RURAL	WORKING STATUS WORKING	NOT WORKING	DEPRIVATION LEVEL LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	1150	78	56	61	79	69	82	83	86	64	804	346	713	435	629	521
Effective Weighted Sample	769	75	53	59	76	66	78	80	82	61	637	144	487	292	401	368
Weighted total	784	105	86	59	63	58	84	81	39	77	678	106	534	249	401	383
		**	**	**	**	**	**	**	**	**	86%	14%	68%	32%	51%	49%
None of these	24	**	**	**	**	**	**	**	**	**	21	3	18	5	18	5
	3%	**	**	**	**	**	**	**	**	**	3%	3%	3%	2%	5%	1%
															o	
		**	**	**	**	**	**	**	**	**	86%	14%	77%	23%	77%	23%
Don't know	7	**	**	**	**	**	**	**	**	**	6	1	5	2	2	6
	1%	**	**	**	**	**	**	**	**	**	1%	1%	1%	1%	*%	1%
		**	**	**	**	**	**	**	**	**	85%	15%	69%	31%	23%	77%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.
QH7 (QH4). SHOWCARD Which, if any, of these channels do you pay to subscribe to through your Sky satellite service? (MULTI CODE)

Base : Those with paid for Sky Satellite TV

		TV PLATFORM/S			
	Total	**ALL TV**	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	~b	c	~d
Unweighted total	1150	1150	4	1150	74
Effective Weighted Sample	769	769	3	769	49
Weighted total	784	784	3	784	51
		100%	**	100%	**
Sky Sports channels	307	307	**	307	**
	39%	39%	**	39%	**
		100%	**	100%	**
BT Sport channels	94	94	**	94	**
	12%	12%	**	12%	**
		100%	**	100%	**
Sky Cinema channels	253	253	**	253	**
	32%	32%	**	32%	**
		100%	**	100%	**
Sky Atlantic	200	200	**	200	**
	25%	25%	**	25%	**
		100%	**	100%	**
Sky+ HD (High Definition channels through Sky+ HD box)	334	334	**	334	**
	43%	43%	**	43%	**
		100%	**	100%	**
Basic package only	235	235	**	235	**
	30%	30%	**	30%	**
		100%	**	100%	**
None of these	24	24	**	24	**
	3%	3%	**	3%	**
		100%	**	100%	**
Don't know	7	7	**	7	**
	1%	1%	**	1%	**
		100%	**	100%	**

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH8 (QH5). SHOWCARD Which, if any, of these channels do you pay to subscribe to through your Cable TV service? (MULTI CODE)

Base : Those with Cable TV

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	f	~g	~h	~i	j	k	l	m	n	o	~p	~q	~r
Unweighted total	470	223	247	71	64	148	186	28	30	47	108	102	135	116	117	330	71	15	54
Effective Weighted Sample	363	176	187	53	48	115	154	21	25	36	91	85	105	88	91	286	60	13	50
Weighted total	396	194	202	60	52	145	139	18	22	42	117	107	96	104	88	335	46	6	9
		49%	51%	**	**	37%	35%	**	**	**	29%	27%	24%	26%	22%	85%	**	**	**
Sky Sports channels	80	43	36	**	**	37	28	**	**	**	37	26	16	25	13	65	**	**	**
	20%	22%	18%	**	**	25%	20%	**	**	**	32%	24%	17%	24%	14%	19%	**	**	**
		55%	45%	**	**	46%	36%	**	**	**	47%	32%	21%	31%	16%	81%	**	**	**
BT Sport channels	64	38	26	**	**	25	26	**	**	**	29	10	20	24	10	52	**	**	**
	16%	19%	13%	**	**	17%	18%	**	**	**	25%	9%	20%	23%	11%	15%	**	**	**
													k	kn					
		59%	41%	**	**	39%	40%	**	**	**	46%	16%	31%	38%	16%	81%	**	**	**
Sky Cinema channels	51	31	20	**	**	24	14	**	**	**	26	14	14	18	5	45	**	**	**
	13%	16%	10%	**	**	17%	10%	**	**	**	22%	13%	15%	17%	5%	13%	**	**	**
													n	n					
		60%	40%	**	**	48%	28%	**	**	**	51%	28%	28%	36%	9%	88%	**	**	**
Sky Atlantic	35	16	20	**	**	20	11	**	**	**	20	7	10	13	5	30	**	**	**
	9%	8%	10%	**	**	14%	8%	**	**	**	17%	7%	10%	13%	6%	9%	**	**	**
		44%	56%	**	**	56%	32%	**	**	**	56%	20%	28%	37%	15%	85%	**	**	**
High Definition channel through V+ HD box	76	37	39	**	**	31	27	**	**	**	31	25	23	14	14	62	**	**	**
	19%	19%	20%	**	**	21%	19%	**	**	**	27%	23%	24%	14%	16%	18%	**	**	**
		48%	52%	**	**	40%	35%	**	**	**	41%	32%	30%	19%	19%	81%	**	**	**
Basic package only	176	83	93	**	**	63	57	**	**	**	36	41	48	50	38	151	**	**	**
	44%	43%	46%	**	**	43%	41%	**	**	**	31%	38%	49%	48%	43%	45%	**	**	**
		47%	53%	**	**	36%	32%	**	**	**	20%	23%	27%	28%	22%	86%	**	**	**
None of these	58	23	34	**	**	17	25	**	**	**	16	19	8	8	22	50	**	**	**
	15%	12%	17%	**	**	12%	18%	**	**	**	13%	18%	9%	8%	24%	15%	**	**	**
												m			lm				
		40%	60%	**	**	29%	43%	**	**	**	27%	34%	15%	14%	37%	87%	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH8 (QH5). SHOWCARD Which, if any, of these channels do you pay to subscribe to through your Cable TV service? (MULTI CODE)

Base : Those with Cable TV

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	f	~g	~h	~i	j	k	l	m	n	o	~p	~q	~r
Unweighted total	470	223	247	71	64	148	186	28	30	47	108	102	135	116	117	330	71	15	54
Effective Weighted Sample	363	176	187	53	48	115	154	21	25	36	91	85	105	88	91	286	60	13	50
Weighted total	396	194	202	60	52	145	139	18	22	42	117	107	96	104	88	335	46	6	9
		49%	51%	**	**	37%	35%	**	**	**	29%	27%	24%	26%	22%	85%	**	**	**
Don't know	7	2	5	**	**	2	1	**	**	**	-	2	*	2	2	6	**	**	**
	2%	1%	2%	**	**	1%	1%	**	**	**	-%	2%	*%	2%	2%	2%	**	**	**
		32%	68%	**	**	26%	16%	**	**	**	-%	30%	3%	36%	31%	92%	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 142

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH8 (QH5). SHOWCARD Which, if any, of these channels do you pay to subscribe to through your Cable TV service? (MULTI CODE)

Base : Those with Cable TV

	Total	ENGLAND REGIONS LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBANITY URBAN	RURAL	WORKING STATUS WORKING	NOT WORKING	DEPRIVATION LEVEL LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	~k	l	m	n	o
Unweighted total	470	23	47	18	40	52	46	21	37	46	427	43	271	197	201	269
Effective Weighted Sample	363	22	45	18	39	49	44	20	35	44	343	22	208	159	155	208
Weighted total	396	33	71	19	31	42	45	19	17	61	381	15	249	146	177	219
		**	**	**	**	**	**	**	**	**	96%	**	63%	37%	45%	55%
Sky Sports channels	80	**	**	**	**	**	**	**	**	**	77	**	58	22	46	34
	20%	**	**	**	**	**	**	**	**	**	20%	**	23%	15%	26%	16%
													m		o	
		**	**	**	**	**	**	**	**	**	97%	**	73%	27%	57%	43%
BT Sport channels	64	**	**	**	**	**	**	**	**	**	62	**	41	23	39	25
	16%	**	**	**	**	**	**	**	**	**	16%	**	16%	16%	22%	11%
															o	
		**	**	**	**	**	**	**	**	**	96%	**	64%	36%	61%	39%
Sky Cinema channels	51	**	**	**	**	**	**	**	**	**	49	**	42	9	23	28
	13%	**	**	**	**	**	**	**	**	**	13%	**	17%	6%	13%	13%
													m			
		**	**	**	**	**	**	**	**	**	96%	**	83%	17%	46%	54%
Sky Atlantic	35	**	**	**	**	**	**	**	**	**	34	**	27	9	24	12
	9%	**	**	**	**	**	**	**	**	**	9%	**	11%	6%	13%	5%
															o	
		**	**	**	**	**	**	**	**	**	97%	**	76%	24%	67%	33%
High Definition channel through V+ HD box	76	**	**	**	**	**	**	**	**	**	72	**	53	23	39	37
	19%	**	**	**	**	**	**	**	**	**	19%	**	21%	16%	22%	17%
		**	**	**	**	**	**	**	**	**	94%	**	70%	30%	52%	48%
Basic package only	176	**	**	**	**	**	**	**	**	**	170	**	106	69	74	102
	44%	**	**	**	**	**	**	**	**	**	45%	**	43%	47%	42%	46%
		**	**	**	**	**	**	**	**	**	97%	**	60%	39%	42%	58%
None of these	58	**	**	**	**	**	**	**	**	**	55	**	29	28	22	35
	15%	**	**	**	**	**	**	**	**	**	14%	**	12%	19%	13%	16%
		**	**	**	**	**	**	**	**	**	96%	**	51%	48%	39%	61%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QH8 (QH5). SHOWCARD Which, if any, of these channels do you pay to subscribe to through your Cable TV service? (MULTI CODE)

Base : Those with Cable TV

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	~k	l	m	n	o
Unweighted total	470	23	47	18	40	52	46	21	37	46	427	43	271	197	201	269
Effective Weighted Sample	363	22	45	18	39	49	44	20	35	44	343	22	208	159	155	208
Weighted total	396	33	71	19	31	42	45	19	17	61	381	15	249	146	177	219
		**	**	**	**	**	**	**	**	**	96%	**	63%	37%	45%	55%
Don't know	7	**	**	**	**	**	**	**	**	**	6	**	6	1	2	5
	2%	**	**	**	**	**	**	**	**	**	2%	**	2%	1%	1%	2%
		**	**	**	**	**	**	**	**	**	95%	**	85%	15%	30%	70%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH8 (QH5). SHOWCARD Which, if any, of these channels do you pay to subscribe to through your Cable TV service? (MULTI CODE)

Base : Those with Cable TV

	Total	TV PLATFORM/S			
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	~c	~d
Unweighted total	470	470	470	5	33
Effective Weighted Sample	363	363	363	4	25
Weighted total	396	396	396	3	28
		100%	100%	**	**
Sky Sports channels	80	80	80	**	**
	20%	20%	20%	**	**
		100%	100%	**	**
BT Sport channels	64	64	64	**	**
	16%	16%	16%	**	**
		100%	100%	**	**
Sky Cinema channels	51	51	51	**	**
	13%	13%	13%	**	**
		100%	100%	**	**
Sky Atlantic	35	35	35	**	**
	9%	9%	9%	**	**
		100%	100%	**	**
High Definition channel through V+ HD box	76	76	76	**	**
	19%	19%	19%	**	**
		100%	100%	**	**
Basic package only	176	176	176	**	**
	44%	44%	44%	**	**
		100%	100%	**	**
None of these	58	58	58	**	**
	15%	15%	15%	**	**
		100%	100%	**	**
Don't know	7	7	7	**	**
	2%	2%	2%	**	**
		100%	100%	**	**

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH9 (QH68). SHOWCARD Which of the following channels do you pay to subscribe to through your pay TV service?

Base : Those with any (non-Sky and non-Virgin Media) paid-for TV services (from BT TV, TalkTalk TV, EE TV, NOW TV, YouView or Plusnet TV)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	f	~g	~h	~i	j	k	l	~m	n	o	~p	~q	~r
Unweighted total	527	250	277	67	90	183	187	24	36	56	131	136	166	94	130	326	60	56	85
Effective Weighted Sample	367	168	199	51	68	125	131	18	29	44	104	101	118	67	89	286	45	42	76
Weighted total	400	183	217	56	76	153	115	17	28	53	128	128	105	78	86	340	33	14	13
		46%	54%	**	**	38%	29%	**	**	**	32%	32%	26%	**	22%	85%	**	**	**
Sky Sports channels	28	13	15	**	**	10	7	**	**	**	10	13	4	**	5	25	**	**	**
	7%	7%	7%	**	**	6%	6%	**	**	**	8%	10%	4%	**	6%	7%	**	**	**
		46%	54%	**	**	35%	24%	**	**	**	35%	44%	13%	**	18%	88%	**	**	**
Sky Cinema channels	30	12	18	**	**	15	1	**	**	**	7	13	6	**	9	28	**	**	**
	8%	6%	9%	**	**	10%	1%	**	**	**	6%	10%	5%	**	10%	8%	**	**	**
						f													
		39%	61%	**	**	51%	4%	**	**	**	24%	42%	19%	**	29%	92%	**	**	**
Sky Atlantic	18	9	8	**	**	11	2	**	**	**	6	6	3	**	5	17	**	**	**
	4%	5%	4%	**	**	7%	1%	**	**	**	5%	5%	3%	**	6%	5%	**	**	**
						f													
		53%	47%	**	**	60%	9%	**	**	**	33%	35%	20%	**	27%	97%	**	**	**
BT Sport channels	96	56	39	**	**	33	38	**	**	**	38	41	25	**	13	78	**	**	**
	24%	31%	18%	**	**	21%	33%	**	**	**	30%	32%	24%	**	15%	23%	**	**	**
		b					e					n							
		59%	41%	**	**	34%	40%	**	**	**	40%	43%	26%	**	13%	82%	**	**	**
High Definition channel through HD receiver/ box	35	10	25	**	**	8	15	**	**	**	9	12	12	**	7	30	**	**	**
	9%	5%	12%	**	**	6%	13%	**	**	**	7%	10%	11%	**	8%	9%	**	**	**
			a				e												
		28%	72%	**	**	24%	42%	**	**	**	26%	35%	34%	**	20%	86%	**	**	**
Basic package only	137	52	85	**	**	55	34	**	**	**	45	37	40	**	31	119	**	**	**
	34%	28%	39%	**	**	36%	29%	**	**	**	35%	29%	38%	**	36%	35%	**	**	**
			a																
		38%	62%	**	**	40%	25%	**	**	**	33%	27%	30%	**	23%	87%	**	**	**
None of these	115	56	59	**	**	47	31	**	**	**	30	35	30	**	31	96	**	**	**
	29%	31%	27%	**	**	31%	27%	**	**	**	24%	27%	28%	**	36%	28%	**	**	**
		49%	51%	**	**	41%	27%	**	**	**	26%	31%	26%	**	27%	83%	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 143

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH9 (QH68). SHOWCARD Which of the following channels do you pay to subscribe to through your pay TV service?

Base : Those with any (non-Sky and non-Virgin Media) paid-for TV services (from BT TV, TalkTalk TV, EE TV, NOW TV, YouView or Plusnet TV)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	f	~g	~h	~i	j	k	l	~m	n	o	~p	~q	~r
Unweighted total	527	250	277	67	90	183	187	24	36	56	131	136	166	94	130	326	60	56	85
Effective Weighted Sample	367	168	199	51	68	125	131	18	29	44	104	101	118	67	89	286	45	42	76
Weighted total	400	183	217	56	76	153	115	17	28	53	128	128	105	78	86	340	33	14	13
		46%	54%	**	**	38%	29%	**	**	**	32%	32%	26%	**	22%	85%	**	**	**
Don't know	14	2	11	**	**	1	5	**	**	**	4	4	1	**	2	13	**	**	**
	3%	1%	5%	**	**	1%	5%	**	**	**	3%	3%	1%	**	2%	4%	**	**	**
			a																
		18%	82%	**	**	9%	39%	**	**	**	30%	27%	8%	**	12%	93%	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH9 (QH68). SHOWCARD Which of the following channels do you pay to subscribe to through your pay TV service?

Base : Those with any (non-Sky and non-Virgin Media) paid-for TV services (from BT TV, TalkTalk TV, EE TV, NOW TV, YouView or Plusnet TV)

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	527	38	41	46	36	49	32	14	33	37	393	134	295	230	297	230
Effective Weighted Sample	367	37	39	44	35	46	31	14	32	35	300	70	210	162	201	166
Weighted total	400	54	61	47	30	40	33	13	14	47	338	62	249	149	215	184
		**	**	**	**	**	**	**	**	**	85%	15%	62%	37%	54%	46%
Sky Sports channels	28	**	**	**	**	**	**	**	**	**	24	4	20	8	21	8
	7%	**	**	**	**	**	**	**	**	**	7%	7%	8%	5%	10%	4%
															o	
		**	**	**	**	**	**	**	**	**	84%	16%	73%	27%	73%	27%
Sky Cinema channels	30	**	**	**	**	**	**	**	**	**	26	4	23	7	18	12
	8%	**	**	**	**	**	**	**	**	**	8%	7%	9%	4%	9%	6%
		**	**	**	**	**	**	**	**	**	86%	14%	78%	22%	61%	39%
Sky Atlantic	18	**	**	**	**	**	**	**	**	**	15	2	16	2	10	7
	4%	**	**	**	**	**	**	**	**	**	5%	4%	6%	1%	5%	4%
													m			
		**	**	**	**	**	**	**	**	**	86%	14%	88%	12%	58%	42%
BT Sport channels	96	**	**	**	**	**	**	**	**	**	73	23	61	34	56	40
	24%	**	**	**	**	**	**	**	**	**	22%	37%	25%	23%	26%	21%
												j				
		**	**	**	**	**	**	**	**	**	76%	24%	64%	36%	59%	41%
High Definition channel through HD receiver/ box	35	**	**	**	**	**	**	**	**	**	29	6	17	18	20	15
	9%	**	**	**	**	**	**	**	**	**	9%	10%	7%	12%	9%	8%
		**	**	**	**	**	**	**	**	**	83%	17%	48%	52%	58%	42%
Basic package only	137	**	**	**	**	**	**	**	**	**	129	8	86	51	67	70
	34%	**	**	**	**	**	**	**	**	**	38%	13%	34%	34%	31%	38%
											k					
		**	**	**	**	**	**	**	**	**	94%	6%	63%	37%	49%	51%
None of these	115	**	**	**	**	**	**	**	**	**	95	20	69	45	59	55
	29%	**	**	**	**	**	**	**	**	**	28%	32%	28%	30%	28%	30%
		**	**	**	**	**	**	**	**	**	83%	17%	60%	40%	52%	48%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QH9 (QH68). SHOWCARD Which of the following channels do you pay to subscribe to through your pay TV service?

Base : Those with any (non-Sky and non-Virgin Media) paid-for TV services (from BT TV, TalkTalk TV, EE TV, NOW TV, YouView or Plusnet TV)

		ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	527	38	41	46	36	49	32	14	33	37	393	134	295	230	297	230
Effective Weighted Sample	367	37	39	44	35	46	31	14	32	35	300	70	210	162	201	166
Weighted total	400	54	61	47	30	40	33	13	14	47	338	62	249	149	215	184
		**	**	**	**	**	**	**	**	**	85%	15%	62%	37%	54%	46%
Don't know	14	**	**	**	**	**	**	**	**	**	10	4	6	7	10	4
	3%	**	**	**	**	**	**	**	**	**	3%	7%	3%	5%	5%	2%
		**	**	**	**	**	**	**	**	**	69%	31%	45%	50%	74%	26%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QH9 (QH68). SHOWCARD Which of the following channels do you pay to subscribe to through your pay TV service?

Base : Those with any (non-Sky and non-Virgin Media) paid-for TV services (from BT TV, TalkTalk TV, EE TV, NOW TV, YouView or Plusnet TV)

		TV PLATFORM/S			
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	~b	~c	d
Unweighted total	527	527	5	44	527
Effective Weighted Sample	367	367	4	35	367
Weighted total	400	400	3	40	400
		100%	**	**	100%
Sky Sports channels	28	28	**	**	28
	7%	7%	**	**	7%
		100%	**	**	100%
Sky Cinema channels	30	30	**	**	30
	8%	8%	**	**	8%
		100%	**	**	100%
Sky Atlantic	18	18	**	**	18
	4%	4%	**	**	4%
		100%	**	**	100%
BT Sport channels	96	96	**	**	96
	24%	24%	**	**	24%
		100%	**	**	100%
High Definition channel through HD receiver/ box	35	35	**	**	35
	9%	9%	**	**	9%
		100%	**	**	100%
Basic package only	137	137	**	**	137
	34%	34%	**	**	34%
		100%	**	**	100%
None of these	115	115	**	**	115
	29%	29%	**	**	29%
		100%	**	**	100%
Don't know	14	14	**	**	14
	3%	3%	**	**	3%
		100%	**	**	100%

Columns Tested: a,b,c,d

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QH11 (QH76). SHOWCARD You said your household pays for Sky Sports channels. As far as you know, does your household subscribe to all of the Sky Sports channels or a selection of the channels available? IF NECESSARY - There are 10 different Sky Sports channels available for customers to subscribe to. (SINGLE CODE)

Base : Those in households that pay to subscribe to Sky Sports channels

	Total	GENDER MALE	FEMALE	AGE GROUP 16-24	25-34	35-54	55+	HOUSEHOLD INCOME UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	SOCIAL GROUP AB	C1	C2	DE	NATION ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	f	~g	~h	~i	j	k	l	m	~n	o	~p	~q	~r
Unweighted total	524	300	224	61	73	184	206	16	19	44	181	175	171	100	78	330	66	67	61
Effective Weighted Sample	371	204	167	44	54	135	148	11	17	29	141	131	125	62	58	287	47	47	53
Weighted total	404	223	181	47	62	168	127	11	15	29	172	159	115	71	59	339	37	18	9
		55%	45%	**	**	42%	31%	**	**	**	43%	39%	29%	18%	**	84%	**	**	**
All of the Sky Sports channels	254	155	99	**	**	105	81	**	**	**	117	91	77	49	**	209	**	**	**
	63%	70%	55%	**	**	62%	64%	**	**	**	68%	57%	67%	70%	**	62%	**	**	**
		b																	
		61%	39%	**	**	41%	32%	**	**	**	46%	36%	30%	19%	**	83%	**	**	**
A selection of the Sky Sports channels	122	63	59	**	**	57	30	**	**	**	49	54	29	18	**	107	**	**	**
	30%	28%	32%	**	**	34%	24%	**	**	**	29%	34%	26%	26%	**	31%	**	**	**
		52%	48%	**	**	47%	25%	**	**	**	40%	44%	24%	15%	**	87%	**	**	**
Don't know	28	5	23	**	**	6	15	**	**	**	6	14	9	3	**	23	**	**	**
	7%	2%	13%	**	**	3%	12%	**	**	**	4%	9%	8%	4%	**	7%	**	**	**
			a				e												
		17%	83%	**	**	21%	54%	**	**	**	23%	50%	31%	11%	**	83%	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 144

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH11 (QH76). SHOWCARD You said your household pays for Sky Sports channels. As far as you know, does your household subscribe to all of the Sky Sports channels or a selection of the channels available? IF NECESSARY - There are 10 different Sky Sports channels available for customers to subscribe to. (SINGLE CODE)

Base : Those in households that pay to subscribe to Sky Sports channels

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	524	32	43	38	31	42	45	29	42	28	396	128	340	184	300	224
Effective Weighted Sample	371	31	41	36	30	41	43	28	40	27	318	59	244	132	211	160
Weighted total	404	46	68	38	24	35	46	27	19	36	358	46	285	119	236	168
		**	**	**	**	**	**	**	**	**	89%	11%	71%	29%	58%	42%
All of the Sky Sports channels	254	**	**	**	**	**	**	**	**	**	222	32	182	71	156	98
	63%	**	**	**	**	**	**	**	**	**	62%	69%	64%	60%	66%	58%
		**	**	**	**	**	**	**	**	**	88%	12%	72%	28%	62%	38%
A selection of the Sky Sports channels	122	**	**	**	**	**	**	**	**	**	113	9	88	34	63	59
	30%	**	**	**	**	**	**	**	**	**	32%	19%	31%	28%	27%	35%
		**	**	**	**	**	**	**	**	**	93%	7%	72%	28%	52%	48%
Don't know	28	**	**	**	**	**	**	**	**	**	23	5	14	14	17	11
	7%	**	**	**	**	**	**	**	**	**	6%	11%	5%	12%	7%	7%
													l			
		**	**	**	**	**	**	**	**	**	82%	18%	51%	49%	60%	40%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QH11 (QH76). SHOWCARD You said your household pays for Sky Sports channels. As far as you know, does your household subscribe to all of the Sky Sports channels or a selection of the channels available? IF NECESSARY - There are 10 different Sky Sports channels available for customers to subscribe to. (SINGLE CODE)

Base : Those in households that pay to subscribe to Sky Sports channels

| | | TV PLATFORM/S | | | |
	Total	**ALL TV**	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	~b	c	~d
Unweighted total	524	524	81	429	58
Effective Weighted Sample	371	371	65	299	45
Weighted total	404	404	81	308	54
		100%	**	76%	**
All of the Sky Sports channels	254	254	**	202	**
	63%	63%	**	66%	**
		100%	**	80%	**
A selection of the Sky Sports channels	122	122	**	82	**
	30%	30%	**	27%	**
		100%	**	68%	**
Don't know	28	28	**	23	**
	7%	7%	**	7%	**
		100%	**	82%	**

Columns Tested: a,b,c,d

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QH11A (QR1A). Does your household have Sky+? (SINGLE CODE)

Base : Those with Sky Satellite TV

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K- 15.59K	15.6K- 25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	~g	~h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1235	603	632	158	200	435	442	48	66	126	330	313	423	257	240	712	150	188	185
Effective Weighted Sample	830	389	442	108	140	297	299	33	44	88	253	225	288	166	164	628	89	132	160
Weighted total	848	413	435	114	150	334	249	27	41	91	290	273	254	172	148	710	61	50	28
		49%	51%	13%	18%	39%	29%	**	**	11%	34%	32%	30%	20%	17%	84%	7%	6%	3%
Yes	598	305	293	85	99	244	168	**	**	59	220	204	178	120	95	499	38	37	25
	70%	74%	67%	75%	66%	73%	68%	**	**	65%	76%	75%	70%	70%	64%	70%	62%	74%	88%
		b										n							opq
		51%	49%	14%	17%	41%	28%	**	**	10%	37%	34%	30%	20%	16%	83%	6%	6%	4%
No	214	99	115	22	46	80	66	**	**	26	59	61	62	46	44	179	20	12	2
	25%	24%	26%	20%	30%	24%	26%	**	**	29%	20%	22%	24%	27%	30%	25%	33%	24%	9%
																r	r	r	
		46%	54%	10%	21%	37%	31%	**	**	12%	27%	29%	29%	22%	20%	84%	9%	6%	1%
Don't know	37	9	27	6	5	10	15	**	**	5	12	7	14	6	9	32	3	1	1
	4%	2%	6%	6%	4%	3%	6%	**	**	6%	4%	3%	6%	3%	6%	4%	5%	2%	4%
			a																
		26%	74%	17%	14%	28%	40%	**	**	15%	32%	20%	39%	16%	25%	86%	8%	3%	3%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH11A (QR1A). Does your household have Sky+? (SINGLE CODE)

Base : Those with Sky Satellite TV

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
					ENGLAND REGIONS						URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	1235	84	65	71	84	76	87	88	87	70	862	373	763	470	674	561
Effective Weighted Sample	830	81	61	68	81	72	83	85	83	67	686	156	524	316	432	398
Weighted total	848	113	97	69	67	65	90	86	40	84	730	118	577	271	432	416
		**	**	**	**	**	**	**	**	**	86%	14%	68%	32%	51%	49%
Yes	598	**	**	**	**	**	**	**	**	**	522	75	418	179	302	296
	70%	**	**	**	**	**	**	**	**	**	72%	64%	72%	66%	70%	71%
		**	**	**	**	**	**	**	**	**	87%	13%	70%	30%	51%	49%
No	214	**	**	**	**	**	**	**	**	**	178	36	140	74	110	104
	25%	**	**	**	**	**	**	**	**	**	24%	30%	24%	27%	26%	25%
		**	**	**	**	**	**	**	**	**	83%	17%	65%	35%	51%	49%
Don't know	37	**	**	**	**	**	**	**	**	**	29	8	19	17	20	17
	4%	**	**	**	**	**	**	**	**	**	4%	6%	3%	6%	5%	4%
														l		
		**	**	**	**	**	**	**	**	**	80%	20%	53%	47%	53%	47%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QH11A (QR1A). Does your household have Sky+? (SINGLE CODE)

Base : Those with Sky Satellite TV

		TV PLATFORM/S			
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	~b	c	~d
Unweighted total	1235	1235	4	1235	83
Effective Weighted Sample	830	830	3	830	57
Weighted total	848	848	3	848	58
		100%	**	100%	**
Yes	598	598	**	598	**
	70%	70%	**	70%	**
		100%	**	100%	**
No	214	214	**	214	**
	25%	25%	**	25%	**
		100%	**	100%	**
Don't know	37	37	**	37	**
	4%	4%	**	4%	**
		100%	**	100%	**

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH11B (QR1H). Does your household have Sky Q? (SINGLE CODE)

Base : Those with Sky Satellite TV

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	~g	~h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1235	603	632	158	200	435	442	48	66	126	330	313	423	257	240	712	150	188	185
Effective Weighted Sample	830	389	442	108	140	297	299	33	44	88	253	225	288	166	164	628	89	132	160
Weighted total	848	413	435	114	150	334	249	27	41	91	290	273	254	172	148	710	61	50	28
		49%	51%	13%	18%	39%	29%	**	**	11%	34%	32%	30%	20%	17%	84%	7%	6%	3%
Yes	292	140	152	45	66	115	66	**	**	28	116	93	91	63	45	249	17	18	8
	34%	34%	35%	40%	44%	34%	26%	**	**	30%	40%	34%	36%	37%	30%	35%	28%	36%	28%
				f	f	f													
		48%	52%	16%	23%	39%	23%	**	**	9%	40%	32%	31%	22%	15%	85%	6%	6%	3%
No	502	251	251	57	76	207	162	**	**	58	156	164	147	101	90	413	41	30	18
	59%	61%	58%	50%	51%	62%	65%	**	**	64%	54%	60%	58%	59%	61%	58%	67%	60%	64%
						cd	cd												
		50%	50%	11%	15%	41%	32%	**	**	12%	31%	33%	29%	20%	18%	82%	8%	6%	4%
Don't know	54	22	32	12	8	12	21	**	**	5	18	17	16	8	13	47	3	2	2
	6%	5%	7%	11%	6%	4%	8%	**	**	5%	6%	6%	6%	5%	9%	7%	4%	3%	8%
				e			e												
		41%	59%	22%	16%	23%	39%	**	**	9%	33%	31%	29%	15%	24%	88%	5%	3%	4%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 146

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH11B (QR1H). Does your household have Sky Q? (SINGLE CODE)

Base : Those with Sky Satellite TV

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	1235	84	65	71	84	76	87	88	87	70	862	373	763	470	674	561
Effective Weighted Sample	830	81	61	68	81	72	83	85	83	67	686	156	524	316	432	398
Weighted total	848	113	97	69	67	65	90	86	40	84	730	118	577	271	432	416
		**	**	**	**	**	**	**	**	**	86%	14%	68%	32%	51%	49%
Yes	292	**	**	**	**	**	**	**	**	**	249	43	206	86	143	149
	34%	**	**	**	**	**	**	**	**	**	34%	37%	36%	32%	33%	36%
		**	**	**	**	**	**	**	**	**	85%	15%	70%	29%	49%	51%
No	502	**	**	**	**	**	**	**	**	**	433	69	345	158	261	241
	59%	**	**	**	**	**	**	**	**	**	59%	58%	60%	58%	60%	58%
		**	**	**	**	**	**	**	**	**	86%	14%	69%	31%	52%	48%
Don't know	54	**	**	**	**	**	**	**	**	**	48	6	27	27	28	26
	6%	**	**	**	**	**	**	**	**	**	7%	5%	5%	10%	6%	6%
														l		
		**	**	**	**	**	**	**	**	**	89%	11%	50%	50%	51%	49%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH11B (QR1H). Does your household have Sky Q? (SINGLE CODE)

Base : Those with Sky Satellite TV

	Total	TV PLATFORM/S			
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	~b	c	~d
Unweighted total	1235	1235	4	1235	83
Effective Weighted Sample	830	830	3	830	57
Weighted total	848	848	3	848	58
		100%	**	100%	**
Yes	292	292	**	292	**
	34%	34%	**	34%	**
		100%	**	100%	**
No	502	502	**	502	**
	59%	59%	**	59%	**
		100%	**	100%	**
Don't know	54	54	**	54	**
	6%	6%	**	6%	**
		100%	**	100%	**

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH11A/QH11B (QR1A/QR1H). Does your household have Sky+/ Sky Q? (SINGLE CODE)

Base : Those with Sky Satellite TV

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	~g	~h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1235	603	632	158	200	435	442	48	66	126	330	313	423	257	240	712	150	188	185
Effective Weighted Sample	830	389	442	108	140	297	299	33	44	88	253	225	288	166	164	628	89	132	160
Weighted total	848	413	435	114	150	334	249	27	41	91	290	273	254	172	148	710	61	50	28
		49%	51%	13%	18%	39%	29%	**	**	11%	34%	32%	30%	20%	17%	84%	7%	6%	3%
Yes - Sky+	598	305	293	85	99	244	168	**	**	59	220	204	178	120	95	499	38	37	25
	70%	74%	67%	75%	66%	73%	68%	**	**	65%	76%	75%	70%	70%	64%	70%	62%	74%	88%
		b										n							opq
		51%	49%	14%	17%	41%	28%	**	**	10%	37%	34%	30%	20%	16%	83%	6%	6%	4%
Yes - Sky Q	292	140	152	45	66	115	66	**	**	28	116	93	91	63	45	249	17	18	8
	34%	34%	35%	40%	44%	34%	26%	**	**	30%	40%	34%	36%	37%	30%	35%	28%	36%	28%
				f	f	f													
		48%	52%	16%	23%	39%	23%	**	**	9%	40%	32%	31%	22%	15%	85%	6%	6%	3%
HAVE EITHER	685	344	341	96	120	279	190	**	**	68	251	231	207	143	104	574	42	44	25
	81%	83%	78%	84%	80%	84%	76%	**	**	75%	86%	85%	81%	83%	70%	81%	69%	89%	89%
						f					i	n	n	n		p		op	op
		50%	50%	14%	17%	41%	28%	**	**	10%	37%	34%	30%	21%	15%	84%	6%	6%	4%
Neither	139	61	78	13	27	51	49	**	**	20	33	37	40	25	38	115	17	5	2
	16%	15%	18%	11%	18%	15%	20%	**	**	22%	11%	14%	16%	14%	26%	16%	28%	10%	8%
							c			j					klm	r	oqr		
		44%	56%	9%	19%	36%	35%	**	**	14%	24%	27%	28%	18%	27%	82%	12%	4%	2%
Don't know	24	7	16	5	4	4	10	**	**	3	6	5	8	4	7	21	2	*	1
	3%	2%	4%	5%	3%	1%	4%	**	**	4%	2%	2%	3%	2%	4%	3%	3%	1%	3%
				e			e												
		31%	69%	23%	16%	17%	44%	**	**	15%	25%	21%	33%	18%	27%	88%	8%	1%	4%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH11A/QH11B (QR1A/QR1H). Does your household have Sky+/ Sky Q? (SINGLE CODE)

Base : Those with Sky Satellite TV

	Total				ENGLAND REGIONS						URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	1235	84	65	71	84	76	87	88	87	70	862	373	763	470	674	561
Effective Weighted Sample	830	81	61	68	81	72	83	85	83	67	686	156	524	316	432	398
Weighted total	848	113	97	69	67	65	90	86	40	84	730	118	577	271	432	416
		**	**	**	**	**	**	**	**	**	86%	14%	68%	32%	51%	49%
Yes - Sky+	598	**	**	**	**	**	**	**	**	**	522	75	418	179	302	296
	70%	**	**	**	**	**	**	**	**	**	72%	64%	72%	66%	70%	71%
		**	**	**	**	**	**	**	**	**	87%	13%	70%	30%	51%	49%
Yes - Sky Q	292	**	**	**	**	**	**	**	**	**	249	43	206	86	143	149
	34%	**	**	**	**	**	**	**	**	**	34%	37%	36%	32%	33%	36%
		**	**	**	**	**	**	**	**	**	85%	15%	70%	29%	49%	51%
HAVE EITHER	685	**	**	**	**	**	**	**	**	**	593	93	477	208	352	333
	81%	**	**	**	**	**	**	**	**	**	81%	78%	83%	77%	81%	80%
													m			
		**	**	**	**	**	**	**	**	**	86%	14%	70%	30%	51%	49%
Neither	139	**	**	**	**	**	**	**	**	**	117	22	89	50	68	71
	16%	**	**	**	**	**	**	**	**	**	16%	19%	15%	19%	16%	17%
		**	**	**	**	**	**	**	**	**	84%	16%	64%	36%	49%	51%
Don't know	24	**	**	**	**	**	**	**	**	**	20	4	11	12	12	12
	3%	**	**	**	**	**	**	**	**	**	3%	3%	2%	5%	3%	3%
														l		
		**	**	**	**	**	**	**	**	**	84%	16%	48%	52%	49%	51%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QH11A/QH11B (QR1A/QR1H). Does your household have Sky+/ Sky Q? (SINGLE CODE)

Base : Those with Sky Satellite TV

		TV PLATFORM/S			
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	~b	c	~d
Unweighted total	1235	1235	4	1235	83
Effective Weighted Sample	830	830	3	830	57
Weighted total	848	848	3	848	58
		100%	**	100%	**
Yes - Sky+	598	598	**	598	**
	70%	70%	**	70%	**
		100%	**	100%	**
Yes - Sky Q	292	292	**	292	**
	34%	34%	**	34%	**
		100%	**	100%	**
HAVE EITHER	685	685	**	685	**
	81%	81%	**	81%	**
		100%	**	100%	**
Neither	139	139	**	139	**
	16%	16%	**	16%	**
		100%	**	100%	**
Don't know	24	24	**	24	**
	3%	3%	**	3%	**
		100%	**	100%	**

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.
QH11C (QR1B). Does your household have Virgin TiVo or V+ or the Virgin V6 box? (SINGLE CODE)

Base : Those with Virgin Media (Cable TV)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	f	~g	~h	~i	j	k	l	m	n	o	~p	~q	~r
Unweighted total	470	223	247	71	64	148	186	28	30	47	108	102	135	116	117	330	71	15	54
Effective Weighted Sample	363	176	187	53	48	115	154	21	25	36	91	85	105	88	91	286	60	13	50
Weighted total	396	194	202	60	52	145	139	18	22	42	117	107	96	104	88	335	46	6	9
		49%	51%	**	**	37%	35%	**	**	**	29%	27%	24%	26%	22%	85%	**	**	**
Yes	303	154	149	**	**	117	109	**	**	**	99	91	73	88	52	253	**	**	**
	76%	80%	73%	**	**	80%	78%	**	**	**	85%	85%	75%	84%	58%	75%	**	**	**
												n	n	n					
		51%	49%	**	**	39%	36%	**	**	**	33%	30%	24%	29%	17%	84%	**	**	**
No	72	30	42	**	**	26	18	**	**	**	16	14	16	12	30	64	**	**	**
	18%	16%	21%	**	**	18%	13%	**	**	**	14%	13%	17%	11%	34%	19%	**	**	**
															klm				
		42%	58%	**	**	36%	24%	**	**	**	22%	19%	23%	16%	42%	88%	**	**	**
Don't know	21	10	11	**	**	3	13	**	**	**	2	2	7	5	6	19	**	**	**
	5%	5%	6%	**	**	2%	9%	**	**	**	1%	2%	8%	5%	7%	6%	**	**	**
							e												
		46%	54%	**	**	12%	60%	**	**	**	8%	12%	35%	23%	30%	90%	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH11C (QR1B). Does your household have Virgin TiVo or V+ or the Virgin V6 box? (SINGLE CODE)

Base : Those with Virgin Media (Cable TV)

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
					ENGLAND REGIONS						URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	~k	l	m	n	o
Unweighted total	470	23	47	18	40	52	46	21	37	46	427	43	271	197	201	269
Effective Weighted Sample	363	22	45	18	39	49	44	20	35	44	343	22	208	159	155	208
Weighted total	396	33	71	19	31	42	45	19	17	61	381	15	249	146	177	219
		**	**	**	**	**	**	**	**	**	96%	**	63%	37%	45%	55%
Yes	303	**	**	**	**	**	**	**	**	**	290	**	201	102	135	167
	76%	**	**	**	**	**	**	**	**	**	76%	**	81%	70%	77%	76%
													m			
		**	**	**	**	**	**	**	**	**	96%	**	66%	34%	45%	55%
No	72	**	**	**	**	**	**	**	**	**	70	**	40	31	28	44
	18%	**	**	**	**	**	**	**	**	**	18%	**	16%	21%	16%	20%
		**	**	**	**	**	**	**	**	**	97%	**	55%	43%	39%	61%
Don't know	21	**	**	**	**	**	**	**	**	**	21	**	8	13	13	7
	5%	**	**	**	**	**	**	**	**	**	5%	**	3%	9%	8%	3%
														l		
		**	**	**	**	**	**	**	**	**	99%	**	39%	61%	64%	36%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH11C (QR1B). Does your household have Virgin TiVo or V+ or the Virgin V6 box? (SINGLE CODE)

Base : Those with Virgin Media (Cable TV)

		TV PLATFORM/S			
	Total	**ALL TV**	**CABLE**	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	~c	~d
Unweighted total	470	470	470	5	33
Effective Weighted Sample	363	363	363	4	25
Weighted total	396	396	396	3	28
		100%	100%	**	**
Yes	303	303	303	**	**
	76%	76%	76%	**	**
		100%	100%	**	**
No	72	72	72	**	**
	18%	18%	18%	**	**
		100%	100%	**	**
Don't know	21	21	21	**	**
	5%	5%	5%	**	**
		100%	100%	**	**

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH11D (QR1C). Does your Freesat set top box allow you to record and store TV programmes, and also pause and rewind live TV programmes? (SINGLE CODE)

Base : Those with Freesat

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	137	69	68	13	13	42	69	3	21	11	39	34	42	32	29	97	11	20	9
Effective Weighted Sample	100	51	49	9	10	31	51	3	15	9	30	27	32	21	22	85	7	14	9
Weighted total	102	53	49	10	11	35	46	2	12	8	31	32	28	23	19	92	4	5	1
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Yes	47	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	47%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	50	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	50%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH11D (QR1C). Does your Freesat set top box allow you to record and store TV programmes, and also pause and rewind live TV programmes? (SINGLE CODE)

Base : Those with Freesat

					ENGLAND REGIONS						URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o
Unweighted total	137	8	15	8	9	7	18	10	13	9	87	50	64	73	85	52
Effective Weighted Sample	100	8	14	8	9	6	17	9	13	8	73	27	46	54	58	41
Weighted total	102	9	20	7	8	7	17	9	5	10	77	25	51	51	60	42
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Yes	47	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	47%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	50	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	50%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QH11D (QR1C). Does your Freesat set top box allow you to record and store TV programmes, and also pause and rewind live TV programmes? (SINGLE CODE)

Base : Those with Freesat

		TV PLATFORM/S			
	Total	**ALL TV**	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	~b	c	~d
Unweighted total	137	137	2	137	20
Effective Weighted Sample	100	100	2	100	15
Weighted total	102	102	1	102	17
		100%	**	100%	**
Yes	47	47	**	47	**
	47%	47%	**	47%	**
		100%	**	100%	**
No	50	50	**	50	**
	50%	50%	**	50%	**
		100%	**	100%	**
Don't know	4	4	**	4	**
	4%	4%	**	4%	**
		100%	**	100%	**

Columns Tested: a,b,c,d

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QH11E (QR1D). Does your Freeview box or Freeview TV set allow to record and store TV programmes, and also pause and rewind live TV programmes (this includes Freeview Playback and Freeview Plus boxes)? (SINGLE CODE)

Base : Those with Freeview

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K- 15.59K	15.6K- 25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1680	795	885	174	206	409	891	203	195	198	265	303	447	321	603	980	248	256	196
Effective Weighted Sample	1150	538	614	118	138	282	636	144	137	141	194	208	320	217	417	845	165	175	172
Weighted total	1031	505	527	117	134	296	483	114	114	129	214	217	258	218	336	837	110	58	27
		49%	51%	11%	13%	29%	47%	11%	11%	13%	21%	21%	25%	21%	33%	81%	11%	6%	3%
Yes	336	148	188	41	43	102	149	19	27	50	89	89	91	75	80	278	36	15	6
	33%	29%	36%	35%	32%	35%	31%	17%	24%	38%	42%	41%	35%	34%	24%	33%	33%	27%	23%
			a							gh	gh	n	n	n		r	r		
		44%	56%	12%	13%	31%	44%	6%	8%	15%	27%	27%	27%	22%	24%	83%	11%	5%	2%
No	631	328	303	71	86	178	296	87	77	72	117	116	152	129	232	509	66	39	17
	61%	65%	57%	60%	64%	60%	61%	76%	68%	56%	54%	53%	59%	59%	69%	61%	60%	67%	63%
		b						ij	ij						klm				
		52%	48%	11%	14%	28%	47%	14%	12%	11%	18%	18%	24%	20%	37%	81%	11%	6%	3%
Don't know	65	29	36	6	5	16	39	8	10	7	9	12	15	14	24	50	7	4	4
	6%	6%	7%	5%	4%	5%	8%	7%	8%	5%	4%	5%	6%	7%	7%	6%	7%	6%	14%
																			opq
		45%	55%	8%	8%	24%	59%	13%	15%	11%	13%	18%	23%	22%	36%	77%	11%	5%	6%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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Table 150

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH11E (QR1D). Does your Freeview box or Freeview TV set allow to record and store TV programmes, and also pause and rewind live TV programmes (this includes Freeview Playback and Freeview Plus boxes)? (SINGLE CODE)

Base : Those with Freeview

	Total	\<ENGLAND REGIONS\>									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1680	78	89	97	96	138	109	124	127	122	1161	519	674	1005	787	893
Effective Weighted Sample	1150	73	83	91	90	126	102	117	119	116	924	231	466	709	531	619
Weighted total	1031	92	111	84	65	97	100	102	50	134	853	179	485	546	484	547
		**	**	**	**	9%	10%	10%	5%	13%	83%	17%	47%	53%	47%	53%
Yes	336	**	**	**	**	32	28	28	15	52	265	70	169	167	183	153
	33%	**	**	**	**	33%	28%	27%	30%	39%	31%	39%	35%	31%	38%	28%
												j			o	
		**	**	**	**	9%	8%	8%	4%	16%	79%	21%	50%	50%	55%	45%
No	631	**	**	**	**	64	61	68	32	72	534	97	288	342	270	360
	61%	**	**	**	**	65%	61%	67%	65%	54%	63%	54%	59%	63%	56%	66%
								i			k					n
		**	**	**	**	10%	10%	11%	5%	11%	85%	15%	46%	54%	43%	57%
Don't know	65	**	**	**	**	2	11	6	2	10	54	11	28	37	31	34
	6%	**	**	**	**	2%	11%	6%	5%	7%	6%	6%	6%	7%	6%	6%
							e									
		**	**	**	**	3%	17%	9%	4%	15%	83%	17%	43%	57%	48%	52%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QH11E (QR1D). Does your Freeview box or Freeview TV set allow to record and store TV programmes, and also pause and rewind live TV programmes (this includes Freeview Playback and Freeview Plus boxes)? (SINGLE CODE)

Base : Those with Freeview

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	~b	c	d
Unweighted total	1680	1680	43	172	128
Effective Weighted Sample	1150	1150	34	120	99
Weighted total	1031	1031	33	114	106
		100%	**	11%	10%
Yes	336	336	**	35	52
	33%	33%	**	31%	49%
					ac
		100%	**	11%	15%
No	631	631	**	64	49
	61%	61%	**	56%	46%
		d			
		100%	**	10%	8%
Don't know	65	65	**	15	5
	6%	6%	**	13%	5%
				a	
		100%	**	22%	8%

Columns Tested: a,b,c,d

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QH11F (QR1E). Does your TV service allow you to record and store TV programmes, and also pause and rewind live TV programmes? (SINGLE CODE)

Base : Those with BT TV, TalkTalk TV, EE TV, YouView or Plusnet TV

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	f	~g	~h	~i	j	k	l	~m	n	o	~p	~q	~r
Unweighted total	450	218	232	52	69	155	174	18	29	46	110	116	147	78	109	273	52	45	80
Effective Weighted Sample	308	143	165	39	52	103	120	14	23	35	87	84	105	55	72	239	38	34	72
Weighted total	336	156	179	43	59	127	106	13	22	43	110	107	94	66	69	285	28	11	12
		47%	53%	**	**	38%	32%	**	**	**	33%	32%	28%	**	21%	85%	**	**	**
Yes	261	127	134	**	**	101	84	**	**	**	89	83	77	**	48	223	**	**	**
	78%	81%	75%	**	**	80%	79%	**	**	**	81%	78%	82%	**	69%	78%	**	**	**
													n						
		49%	51%	**	**	39%	32%	**	**	**	34%	32%	30%	**	18%	85%	**	**	**
No	50	15	34	**	**	14	16	**	**	**	13	15	12	**	17	40	**	**	**
	15%	10%	19%	**	**	11%	15%	**	**	**	12%	14%	12%	**	24%	14%	**	**	**
			a												l				
		31%	69%	**	**	27%	33%	**	**	**	26%	31%	23%	**	34%	81%	**	**	**
Don't know	25	14	11	**	**	12	6	**	**	**	7	8	5	**	5	21	**	**	**
	7%	9%	6%	**	**	10%	6%	**	**	**	7%	7%	5%	**	7%	8%	**	**	**
		55%	45%	**	**	50%	24%	**	**	**	30%	31%	19%	**	19%	86%	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 151

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QH11F (QR1E). Does your TV service allow you to record and store TV programmes, and also pause and rewind live TV programmes? (SINGLE CODE)

Base : Those with BT TV, TalkTalk TV, EE TV, YouView or Plusnet TV

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
						ENGLAND REGIONS					**URBANITY**		**WORKING STATUS**		**DEPRIVATION LEVEL**	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	450	35	36	41	29	46	23	9	25	29	330	120	246	202	249	201
Effective Weighted Sample	308	34	34	39	28	44	22	9	24	28	248	63	173	140	165	143
Weighted total	336	50	55	42	25	37	23	8	11	36	281	55	208	126	174	162
		**	**	**	**	**	**	**	**	**	84%	16%	62%	38%	52%	48%
Yes	261	**	**	**	**	**	**	**	**	**	217	44	167	94	140	121
	78%	**	**	**	**	**	**	**	**	**	77%	80%	80%	74%	81%	75%
		**	**	**	**	**	**	**	**	**	83%	17%	64%	36%	54%	46%
No	50	**	**	**	**	**	**	**	**	**	43	7	27	23	24	26
	15%	**	**	**	**	**	**	**	**	**	15%	12%	13%	18%	14%	16%
		**	**	**	**	**	**	**	**	**	87%	13%	54%	45%	48%	52%
Don't know	25	**	**	**	**	**	**	**	**	**	21	4	14	10	10	15
	7%	**	**	**	**	**	**	**	**	**	7%	8%	7%	8%	6%	9%
		**	**	**	**	**	**	**	**	**	83%	17%	56%	41%	39%	61%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QH11F (QR1E). Does your TV service allow you to record and store TV programmes, and also pause and rewind live TV programmes? (SINGLE CODE)

Base : Those with BT TV, TalkTalk TV, EE TV, YouView or Plusnet TV

	Total	TV PLATFORM/S			
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	~b	~c	d
Unweighted total	450	450	1	23	450
Effective Weighted Sample	308	308	1	18	308
Weighted total	336	336	*	20	336
		100%	**	**	100%
Yes	261	261	**	**	261
	78%	78%	**	**	78%
		100%	**	**	100%
No	50	50	**	**	50
	15%	15%	**	**	15%
		100%	**	**	100%
Don't know	25	25	**	**	25
	7%	7%	**	**	7%
		100%	**	**	100%

Columns Tested: a,b,c,d

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DVR HOUSEHOLD OWNERSHIP

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
DVR IN HOUSEHOLD	1549	761	788	205	234	583	526	53	83	174	510	488	433	355	272	1304	123	76	46
	58%	59%	57%	57%	56%	65%	53%	31%	39%	58%	72%	69%	60%	61%	41%	58%	53%	57%	62%
						cdf				gh	ghi	lmn	n	n					p
		49%	51%	13%	15%	38%	34%	3%	5%	11%	33%	32%	28%	23%	18%	84%	8%	5%	3%
NO DVR IN HOUSEHOLD	1014	490	524	140	177	294	403	111	113	114	183	202	255	200	353	836	102	53	23
	38%	38%	38%	39%	42%	33%	41%	64%	54%	38%	26%	28%	36%	34%	53%	37%	44%	40%	31%
				e	e		e	hij	ij	j			k	k	klm	r	or	r	
		48%	52%	14%	17%	29%	40%	11%	11%	11%	18%	20%	25%	20%	35%	82%	10%	5%	2%
UNSURE	112	49	63	17	9	26	60	10	16	11	17	22	28	25	36	95	8	3	5
	4%	4%	5%	5%	2%	3%	6%	6%	7%	4%	2%	3%	4%	4%	5%	4%	3%	3%	7%
							de	j	j						k				opq
		44%	56%	15%	8%	23%	54%	9%	14%	10%	16%	19%	25%	23%	32%	85%	7%	3%	5%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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DVR HOUSEHOLD OWNERSHIP

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
DVR IN HOUSEHOLD	1549	162	216	133	128	144	135	113	72	202	1334	215	989	560	794	755
	58%	48%	60%	61%	65%	61%	55%	50%	64%	67%	58%	60%	64%	50%	62%	54%
			ag	ag	afg	ag			afg	afg			m		o	
		10%	14%	9%	8%	9%	9%	7%	5%	13%	86%	14%	64%	36%	51%	49%
NO DVR IN HOUSEHOLD	1014	162	133	72	60	87	99	100	37	86	885	130	519	493	430	584
	38%	48%	37%	33%	31%	37%	40%	44%	34%	29%	38%	36%	33%	44%	34%	42%
		bcdehi					i	di		cdhi				l		n
		16%	13%	7%	6%	9%	10%	10%	4%	8%	87%	13%	51%	49%	42%	58%
UNSURE	112	16	12	14	7	7	11	13	2	13	97	15	47	64	53	58
	4%	5%	3%	6%	4%	3%	5%	6%	2%	4%	4%	4%	3%	6%	4%	4%
				h				h						l		
		15%	10%	12%	7%	6%	10%	12%	2%	12%	87%	13%	42%	58%	48%	52%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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DVR HOUSEHOLD OWNERSHIP

Base : All respondents

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
DVR IN HOUSEHOLD	1549	1549	305	735	347
	58%	61%	77%	77%	73%
			a	a	a
		100%	20%	47%	22%
NO DVR IN HOUSEHOLD	1014	858	71	192	102
	38%	34%	18%	20%	21%
		bcd			
		85%	7%	19%	10%
UNSURE	112	112	20	26	26
	4%	4%	5%	3%	5%
		c	c		c
		100%	18%	24%	23%

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH12 (QR5). SHOWCARD How often, if ever, do you use your DVR to watch recorded programmes? (SINGLE CODE)

Base : Those who own a DVR

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2160	1058	1102	269	315	722	854	88	128	228	554	554	698	473	433	1324	251	278	307
Effective Weighted Sample	1499	720	781	186	223	502	615	65	92	165	431	409	492	320	305	1153	170	202	270
Weighted total	1549	761	788	205	234	583	526	53	83	174	510	488	433	355	272	1304	123	76	46
		49%	51%	13%	15%	38%	34%	**	5%	11%	33%	32%	28%	23%	18%	84%	8%	5%	3%
Every day	338	152	186	24	60	119	134	**	16	46	115	98	97	78	65	282	34	18	4
	22%	20%	24%	12%	26%	20%	25%	**	19%	26%	23%	20%	22%	22%	24%	22%	28%	23%	8%
					c	c	ce									r	r	r	
		45%	55%	7%	18%	35%	40%	**	5%	14%	34%	29%	29%	23%	19%	84%	10%	5%	1%
A few times a week	439	216	223	63	62	164	149	**	21	61	150	141	121	100	77	349	41	28	20
	28%	28%	28%	31%	27%	28%	28%	**	26%	35%	29%	29%	28%	28%	28%	27%	33%	37%	44%
																		o	op
		49%	51%	14%	14%	37%	34%	**	5%	14%	34%	32%	28%	23%	17%	80%	9%	6%	5%
Once a week	164	84	80	26	26	81	31	**	5	8	62	62	47	38	17	148	7	5	5
	11%	11%	10%	13%	11%	14%	6%	**	6%	5%	12%	13%	11%	11%	6%	11%	6%	7%	10%
				f	f	f					i	n	n	n		p			
		51%	49%	16%	16%	49%	19%	**	3%	5%	38%	38%	28%	23%	10%	90%	4%	3%	3%
A few times a month	185	96	90	29	23	73	60	**	9	17	60	62	50	46	27	159	10	10	6
	12%	13%	11%	14%	10%	13%	11%	**	11%	10%	12%	13%	12%	13%	10%	12%	8%	14%	12%
		52%	48%	16%	12%	40%	32%	**	5%	9%	33%	34%	27%	25%	15%	86%	5%	6%	3%
Once a month	41	15	26	3	5	14	18	**	1	4	8	11	11	9	10	35	5	*	1
	3%	2%	3%	2%	2%	2%	3%	**	2%	2%	2%	2%	3%	3%	4%	3%	4%	1%	2%
																	q		
		37%	63%	8%	13%	34%	45%	**	3%	9%	21%	26%	27%	22%	24%	85%	12%	1%	2%
Less often	143	72	71	24	21	53	46	**	10	9	57	52	40	30	20	126	9	3	6
	9%	9%	9%	12%	9%	9%	9%	**	12%	5%	11%	11%	9%	9%	7%	10%	7%	4%	12%
									i		i					q			q
		50%	50%	17%	14%	37%	32%	**	7%	6%	40%	36%	28%	21%	14%	88%	6%	2%	4%
Never	223	117	106	32	34	75	82	**	17	28	55	60	62	52	49	190	18	11	4
	14%	15%	13%	16%	15%	13%	16%	**	20%	16%	11%	12%	14%	15%	18%	15%	14%	14%	9%
											j				k	r			
		52%	48%	14%	15%	34%	37%	**	8%	12%	25%	27%	28%	23%	22%	85%	8%	5%	2%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 153

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH12 (QR5). SHOWCARD How often, if ever, do you use your DVR to watch recorded programmes? (SINGLE CODE)

Base : Those who own a DVR

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2160	1058	1102	269	315	722	854	88	128	228	554	554	698	473	433	1324	251	278	307
Effective Weighted Sample	1499	720	781	186	223	502	615	65	92	165	431	409	492	320	305	1153	170	202	270
Weighted total	1549	761	788	205	234	583	526	53	83	174	510	488	433	355	272	1304	123	76	46
		49%	51%	13%	15%	38%	34%	**	5%	11%	33%	32%	28%	23%	18%	84%	8%	5%	3%
Don't know	16	10	7	3	3	4	6	**	3	2	2	3	4	2	7	15	*	*	1
	1%	1%	1%	2%	1%	1%	1%	**	3%	1%	*%	1%	1%	1%	3%	1%	*%	1%	2%
										j					km				
		59%	41%	20%	19%	23%	39%	**	16%	14%	14%	19%	27%	11%	44%	90%	1%	2%	6%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH12 (QR5). SHOWCARD How often, if ever, do you use your DVR to watch recorded programmes? (SINGLE CODE)

Base : Those who own a DVR

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2160	118	149	134	164	177	135	118	165	164	1583	577	1256	903	1158	1002
Effective Weighted Sample	1499	114	140	128	157	168	129	113	156	157	1249	264	881	639	778	721
Weighted total	1549	162	216	133	128	144	135	113	72	202	1334	215	989	560	794	755
		10%	14%	9%	8%	9%	9%	7%	5%	13%	86%	14%	64%	36%	51%	49%
Every day	338	5	33	39	30	18	61	22	29	45	279	59	200	137	190	148
	22%	3%	15%	29%	24%	12%	45%	20%	40%	22%	21%	27%	20%	25%	24%	20%
			a	abe	ae	a	abcdegi	a	abdegi	ae		j		l	o	
		2%	10%	11%	9%	5%	18%	7%	9%	13%	83%	17%	59%	41%	56%	44%
A few times a week	439	32	73	35	51	27	24	31	19	57	368	71	283	156	237	202
	28%	19%	34%	26%	40%	19%	18%	28%	27%	28%	28%	33%	29%	28%	30%	27%
			aef		acefghi					ef						
		7%	17%	8%	12%	6%	5%	7%	4%	13%	84%	16%	64%	36%	54%	46%
Once a week	164	18	33	13	12	19	13	8	6	26	145	20	122	42	84	81
	11%	11%	15%	10%	9%	13%	10%	7%	9%	13%	11%	9%	12%	7%	11%	11%
			g										m			
		11%	20%	8%	7%	11%	8%	5%	4%	16%	88%	12%	75%	25%	51%	49%
A few times a month	185	35	20	11	8	36	7	5	6	31	174	11	124	61	77	108
	12%	22%	9%	8%	6%	25%	5%	4%	9%	15%	13%	5%	13%	11%	10%	14%
		bcdfgh				bcdfghi				dfg	k					n
		19%	11%	6%	4%	19%	4%	3%	3%	17%	94%	6%	67%	33%	42%	58%
Once a month	41	3	5	5	3	4	3	2	1	8	35	5	25	16	25	16
	3%	2%	2%	4%	3%	3%	2%	2%	2%	4%	3%	2%	3%	3%	3%	2%
		7%	11%	13%	8%	9%	7%	6%	3%	20%	87%	13%	61%	39%	61%	39%
Less often	143	46	17	8	4	15	10	11	1	13	131	12	88	55	63	80
	9%	28%	8%	6%	3%	10%	7%	10%	2%	7%	10%	6%	9%	10%	8%	11%
		bcdefghi	h			dh	h	dh		h	k					
		32%	12%	6%	3%	10%	7%	8%	1%	9%	92%	8%	61%	38%	44%	56%
Never	223	19	34	19	17	26	17	29	8	21	186	36	135	88	112	111
	14%	11%	16%	14%	13%	18%	13%	25%	11%	11%	14%	17%	14%	16%	14%	15%
								acdfhi								
		8%	15%	9%	8%	12%	8%	13%	4%	10%	84%	16%	61%	39%	50%	50%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QH12 (QR5). SHOWCARD How often, if ever, do you use your DVR to watch recorded programmes? (SINGLE CODE)

Base : Those who own a DVR

		ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2160	118	149	134	164	177	135	118	165	164	1583	577	1256	903	1158	1002
Effective Weighted Sample	1499	114	140	128	157	168	129	113	156	157	1249	264	881	639	778	721
Weighted total	1549	162	216	133	128	144	135	113	72	202	1334	215	989	560	794	755
		10%	14%	9%	8%	9%	9%	7%	5%	13%	86%	14%	64%	36%	51%	49%
Don't know	16	4	1	2	2	-	-	5	-	-	15	1	11	5	7	10
	1%	3%	*%	2%	2%	-%	-%	4%	-%	-%	1%	*%	1%	1%	1%	1%
		ehi						befhi								
		28%	5%	14%	12%	-%	-%	31%	-%	-%	93%	7%	70%	30%	40%	60%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QH12 (QR5). SHOWCARD How often, if ever, do you use your DVR to watch recorded programmes? (SINGLE CODE)

Base : Those who own a DVR

	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
TV PLATFORM/S					
Significance Level: 95%		a	b	c	d
Unweighted total	2160	2160	372	1072	463
Effective Weighted Sample	1499	1499	283	721	319
Weighted total	1549	1549	305	735	347
		100%	20%	47%	22%
Every day	338	338	77	194	54
	22%	22%	25%	26%	16%
		d	d	ad	
		100%	23%	58%	16%
A few times a week	439	439	91	210	109
	28%	28%	30%	29%	31%
		100%	21%	48%	25%
Once a week	164	164	27	75	48
	11%	11%	9%	10%	14%
					b
		100%	16%	46%	29%
A few times a month	185	185	42	73	48
	12%	12%	14%	10%	14%
		100%	23%	39%	26%
Once a month	41	41	6	15	13
	3%	3%	2%	2%	4%
		100%	14%	36%	32%
Less often	143	143	24	68	31
	9%	9%	8%	9%	9%
		100%	17%	48%	21%
Never	223	223	38	87	42
	14%	14%	12%	12%	12%
		100%	17%	39%	19%
Don't know	16	16	1	13	2
	1%	1%	*%	2%	1%
		100%	7%	78%	11%

Columns Tested: a,b,c,d

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QH13 (QH71). SHOWCARD Does your household subscribe to any of these paid-for online on-demand services to watch TV programmes or films? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Netflix	1043	501	541	223	247	394	180	45	51	107	355	323	331	209	178	868	95	45	34
	39%	39%	39%	61%	59%	44%	18%	26%	24%	36%	50%	45%	46%	36%	27%	39%	41%	34%	46%
				ef	ef	f				gh	ghi	mn	mn	n					oq
		48%	52%	21%	24%	38%	17%	4%	5%	10%	34%	31%	32%	20%	17%	83%	9%	4%	3%
Amazon Prime Video	545	281	265	97	103	243	102	16	16	62	218	224	155	107	58	464	56	19	6
	20%	22%	19%	27%	24%	27%	10%	9%	8%	21%	31%	32%	22%	18%	9%	21%	24%	14%	9%
				f	f	f				gh	ghi	lmn	n	n		qr	qr	r	
		51%	49%	18%	19%	45%	19%	3%	3%	11%	40%	41%	28%	20%	11%	85%	10%	3%	1%
NOW TV	154	71	84	38	33	56	27	6	11	16	51	50	41	33	29	130	14	5	6
	6%	5%	6%	10%	8%	6%	3%	4%	5%	5%	7%	7%	6%	6%	4%	6%	6%	4%	8%
				ef	f	f						n							q
		46%	54%	24%	22%	37%	17%	4%	7%	10%	33%	32%	27%	22%	19%	84%	9%	3%	4%
YouTube Premium (monthly paid subscription, ad free)	31	15	16	10	8	10	4	2	5	4	13	5	9	6	11	27	3	1	1
	1%	1%	1%	3%	2%	1%	*%	1%	2%	1%	2%	1%	1%	1%	2%	1%	1%	*%	1%
				ef	f														
		48%	52%	32%	24%	31%	13%	7%	15%	14%	43%	17%	29%	20%	34%	87%	9%	2%	2%
Disney Life	21	7	14	2	7	10	3	-	2	1	8	4	9	4	4	17	4	*	*
	1%	1%	1%	*%	2%	1%	*%	-%	1%	*%	1%	1%	1%	1%	1%	1%	2%	*%	*%
					f	f											qr		
		35%	65%	8%	33%	47%	13%	-%	10%	5%	37%	20%	43%	17%	21%	80%	18%	1%	1%
ITV Hub+ (premium paid monthly service with no adverts)	21	9	13	6	3	7	5	-	-	4	7	9	9	1	2	19	*	2	*
	1%	1%	1%	2%	1%	1%	1%	-%	-%	1%	1%	1%	1%	*%	*%	1%	*%	1%	*%
				f								mn	n					p	
		40%	60%	31%	14%	31%	24%	-%	-%	18%	34%	45%	41%	7%	8%	89%	1%	9%	2%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH13 (QH71). SHOWCARD Does your household subscribe to any of these paid-for online on-demand services to watch TV programmes or films? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Hayu	15	1	14	2	6	6	1	1	1	1	7	6	5	2	3	13	2	-	-
	1%	*%	1%	*%	1%	1%	*%	*%	*%	*%	1%	1%	1%	*%	*%	1%	1%	-%	-%
			a		f	f													
		9%	91%	12%	39%	41%	8%	5%	4%	5%	49%	38%	30%	11%	21%	85%	15%	-%	-%
Eleven Sports	3	2	1	-	-	3	1	-	1	-	3	2	-	1	1	3	-	-	-
	*%	*%	*%	-%	-%	*%	*%	-%	*%	-%	*%	*%	-%	*%	*%	*%	-%	-%	-%
		65%	35%	-%	-%	83%	17%	-%	17%	-%	83%	47%	-%	35%	17%	100%	-%	-%	-%
Any other paid-for on-demand television services	16	8	8	2	1	5	8	-	1	4	7	4	7	5	-	15	-	1	-
	1%	1%	1%	1%	*%	1%	1%	-%	*%	1%	1%	1%	1%	1%	-%	1%	-%	1%	-%
												n	n	n					
		49%	51%	13%	9%	30%	49%	-%	3%	27%	45%	24%	44%	32%	-%	96%	-%	4%	-%
No, none	1407	689	718	112	146	407	743	124	149	165	276	314	327	318	445	1168	123	81	36
	53%	53%	52%	31%	35%	45%	75%	71%	71%	55%	39%	44%	46%	55%	67%	52%	53%	61%	48%
						cd	cde	ij	ij	j				kl	klm			opr	
		49%	51%	8%	10%	29%	53%	9%	11%	12%	20%	22%	23%	23%	32%	83%	9%	6%	3%
Don't know	30	15	14	4	4	4	18	-	1	1	7	6	10	7	7	28	*	1	1
	1%	1%	1%	1%	1%	*%	2%	-%	*%	*%	1%	1%	1%	1%	1%	1%	*%	*%	2%
							e									p			pq
		52%	48%	14%	13%	14%	59%	-%	3%	4%	22%	19%	33%	23%	24%	93%	*%	2%	5%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH13 (QH71). SHOWCARD Does your household subscribe to any of these paid-for online on-demand services to watch TV programmes or films? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Netflix	1043	121	145	96	68	91	97	88	49	113	902	141	755	287	502	541
	39%	35%	40%	44%	35%	38%	39%	39%	44%	38%	39%	39%	49%	26%	39%	39%
									d				m			
		12%	14%	9%	7%	9%	9%	8%	5%	11%	86%	14%	72%	28%	48%	52%
Amazon Prime Video	545	58	90	45	29	64	51	37	21	70	461	84	414	131	275	270
	20%	17%	25%	21%	15%	27%	21%	16%	19%	23%	20%	23%	27%	12%	22%	19%
			adg			adgh				d			m			
		11%	16%	8%	5%	12%	9%	7%	4%	13%	85%	15%	76%	24%	50%	50%
NOW TV	154	9	32	10	15	8	15	5	10	26	137	17	104	50	83	72
	6%	3%	9%	4%	8%	3%	6%	2%	9%	9%	6%	5%	7%	5%	6%	5%
			aeg		aeg		g		aceg	aeg			m			
		6%	20%	6%	10%	5%	10%	3%	6%	17%	89%	11%	67%	33%	54%	46%
YouTube Premium (monthly paid subscription, ad free)	31	1	10	2	3	2	2	3	1	3	26	5	13	18	12	19
	1%	*%	3%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%
			a													
		4%	33%	5%	9%	7%	6%	8%	4%	10%	84%	16%	42%	58%	40%	60%
Disney Life	21	-	6	-	5	4	1	2	*	-	18	4	15	7	7	14
	1%	-%	2%	-%	2%	1%	*%	1%	*%	-%	1%	1%	1%	1%	1%	1%
			a		aci											
		-%	27%	-%	22%	17%	5%	8%	2%	-%	83%	17%	68%	32%	33%	67%
ITV Hub+ (premium paid monthly service with no adverts)	21	1	7	3	-	1	3	1	-	3	20	1	12	9	10	11
	1%	*%	2%	1%	-%	*%	1%	1%	-%	1%	1%	*%	1%	1%	1%	1%
			dh													
		5%	33%	13%	-%	4%	14%	5%	-%	15%	95%	5%	56%	44%	48%	52%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 154

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH13 (QH71). SHOWCARD Does your household subscribe to any of these paid-for online on-demand services to watch TV programmes or films? (MULTI CODE)

Base : All respondents

	Total	\<ENGLAND REGIONS\> LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBANITY URBAN	RURAL	WORKING STATUS WORKING	NOT WORKING	DEPRIVATION LEVEL LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Hayu	15	3	-	1	2	3	3	-	*	2	13	3	9	6	8	7
	1%	1%	-%	*%	1%	1%	1%	-%	*%	1%	1%	1%	1%	1%	1%	*%
		17%	-%	6%	14%	19%	17%	-%	3%	10%	83%	17%	60%	40%	56%	44%
Eleven Sports	3	-	-	-	1	-	1	-	-	2	3	1	2	2	1	3
	*%	-%	-%	-%	*%	-%	*%	-%	-%	1%	*%	*%	*%	*%	*%	*%
		-%	-%	-%	17%	-%	35%	-%	-%	47%	83%	17%	47%	53%	17%	83%
Any other paid-for on-demand television services	16	-	9	2	-	-	-	-	1	4	14	2	9	7	15	1
	1%	-%	3%	1%	-%	-%	-%	-%	1%	1%	1%	*%	1%	1%	1%	*%
			adefg												o	
		-%	56%	10%	-%	-%	-%	-%	5%	24%	90%	10%	57%	43%	92%	8%
No, none	1407	192	173	108	109	122	130	117	55	162	1229	178	642	763	642	764
	53%	56%	48%	49%	56%	51%	53%	52%	49%	54%	53%	49%	41%	68%	50%	55%
														l		n
		14%	12%	8%	8%	9%	9%	8%	4%	11%	87%	13%	46%	54%	46%	54%
Don't know	30	9	2	2	5	1	3	3	1	2	22	7	15	14	19	11
	1%	3%	1%	1%	3%	*%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%
		e			e							j				
		30%	8%	5%	18%	3%	9%	12%	2%	7%	75%	25%	49%	48%	64%	36%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QH13 (QH71). SHOWCARD Does your household subscribe to any of these paid-for online on-demand services to watch TV programmes or films? (MULTI CODE)

Base : All respondents

		Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
				TV PLATFORM/S		
Significance Level: 95%			a	b	c	d
Unweighted total		3909	3701	470	1371	635
Effective Weighted Sample		2683	2534	363	930	440
Weighted total		2675	2519	396	953	475
			94%	15%	36%	18%
Netflix		1043	979	210	420	226
		39%	39%	53%	44%	48%
				ac	a	a
			94%	20%	40%	22%
Amazon Prime Video		545	513	105	228	126
		20%	20%	26%	24%	27%
				a	a	a
			94%	19%	42%	23%
NOW TV		154	153	27	52	154
		6%	6%	7%	5%	32%
						abc
			99%	18%	34%	100%
YouTube Premium (monthly paid subscription, ad free)		31	31	4	13	12
		1%	1%	1%	1%	3%
						a
			100%	12%	41%	40%
Disney Life		21	20	4	6	7
		1%	1%	1%	1%	2%
			94%	18%	27%	35%
ITV Hub+ (premium paid monthly service with no adverts)		21	21	2	9	5
		1%	1%	1%	1%	1%
			98%	11%	42%	26%

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH13 (QH71). SHOWCARD Does your household subscribe to any of these paid-for online on-demand services to watch TV programmes or films? (MULTI CODE)

Base : All respondents

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
Hayu	15	15	4	2	8
	1%	1%	1%	*%	2%
					ac
		100%	27%	16%	54%
Eleven Sports	3	3	-	-	3
	*%	*%	-%	-%	1%
					ac
		100%	-%	-%	100%
Any other paid-for on-demand television services	16	16	6	3	7
	1%	1%	1%	*%	2%
			c		ac
		97%	35%	21%	46%
No, none	1407	1324	159	443	153
	53%	53%	40%	46%	32%
		bcd	d	bd	
		94%	11%	31%	11%
Don't know	30	26	1	12	7
	1%	1%	*%	1%	1%
		86%	4%	41%	24%

Columns Tested: a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 155

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SUBSCRIPTION VOD OVERLAP

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
NETFLIX ONLY	580	267	313	124	146	202	107	28	36	59	171	136	193	126	125	480	46	29	25
	22%	21%	23%	34%	35%	22%	11%	16%	17%	20%	24%	19%	27%	22%	19%	21%	20%	22%	34%
				ef	ef	f					gh		kmn						opq
		46%	54%	21%	25%	35%	19%	5%	6%	10%	29%	23%	33%	22%	21%	83%	8%	5%	4%
AMAZON PRIME ONLY	119	61	59	12	13	61	33	3	3	15	44	45	28	32	14	103	12	3	2
	4%	5%	4%	3%	3%	7%	3%	2%	1%	5%	6%	6%	4%	6%	2%	5%	5%	2%	2%
						cdf				gh	gh	ln	n	n		qr	q		
		51%	49%	10%	11%	51%	28%	2%	3%	13%	37%	38%	24%	27%	12%	86%	10%	2%	2%
NOW TV ONLY	50	22	29	10	7	21	12	1	4	8	17	16	15	8	11	45	2	2	1
	2%	2%	2%	3%	2%	2%	1%	1%	2%	3%	2%	2%	2%	1%	2%	2%	1%	2%	1%
				f		f													
		43%	57%	20%	13%	43%	24%	3%	8%	16%	33%	33%	29%	16%	22%	90%	4%	4%	1%
NETFLIX AND AMAZON PRIME AND NOW TV	46	20	26	14	9	12	11	2	3	6	13	17	12	13	5	37	6	3	1
	2%	2%	2%	4%	2%	1%	1%	1%	1%	2%	2%	2%	2%	2%	1%	2%	3%	2%	1%
				ef								n		n					
		44%	56%	31%	19%	26%	24%	4%	6%	14%	27%	37%	25%	28%	10%	80%	13%	6%	2%
NETFLIX AND NOW TV	47	22	26	13	14	16	4	3	3	1	16	12	13	10	11	37	5	*	4
	2%	2%	2%	4%	3%	2%	*%	2%	1%	*%	2%	2%	2%	2%	2%	2%	2%	*%	6%
				f	f	f											q		opq
		46%	54%	27%	30%	34%	8%	6%	7%	3%	33%	25%	27%	21%	24%	78%	11%	1%	9%
NETFLIX AND AMAZON PRIME	369	193	177	71	77	163	58	11	9	40	156	158	113	60	38	314	38	14	4
	14%	15%	13%	20%	18%	18%	6%	7%	4%	13%	22%	22%	16%	10%	6%	14%	16%	10%	5%
				f	f	f				gh	ghi	lmn	mn	n		r	qr	r	
		52%	48%	19%	21%	44%	16%	3%	2%	11%	42%	43%	31%	16%	10%	85%	10%	4%	1%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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SUBSCRIPTION VOD OVERLAP

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
AMAZON PRIME AND NOW TV	11	7	3	-	4	7	*	-	2	-	6	4	2	2	2	10	*	-	-
	*%	1%	*%	-%	1%	1%	*%	-%	1%	-%	1%	1%	*%	*%	*%	*%	*%	-%	-%
					f	f													
		68%	32%	-%	36%	63%	1%	-%	16%	-%	53%	41%	21%	22%	16%	99%	1%	-%	-%
OTHER OTT ONLY	6	2	3	-	1	4	1	-	1	1	3	2	3	-	1	6	-	-	-
	*%	*%	*%	-%	*%	*%	*%	-%	*%	*%	*%	*%	*%	-%	*%	*%	-%	-%	-%
		43%	57%	-%	17%	72%	10%	-%	10%	15%	57%	43%	46%	-%	10%	100%	-%	-%	-%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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SUBSCRIPTION VOD OVERLAP

Base : All respondents

	Total	ENGLAND REGIONS LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBANITY URBAN	RURAL	WORKING STATUS WORKING	NOT WORKING	DEPRIVATION LEVEL LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
NETFLIX ONLY	580	71	70	56	40	46	51	63	28	54	502	78	408	171	268	311
	22%	21%	20%	26%	20%	19%	21%	28%	25%	18%	22%	22%	26%	15%	21%	22%
				i				bdei					m			
		12%	12%	10%	7%	8%	9%	11%	5%	9%	87%	13%	70%	29%	46%	54%
AMAZON PRIME ONLY	119	10	22	9	4	20	10	13	4	12	98	21	90	29	65	54
	4%	3%	6%	4%	2%	8%	4%	6%	3%	4%	4%	6%	6%	3%	5%	4%
			d			adfhi		d					m			
		8%	18%	8%	4%	16%	8%	11%	3%	10%	83%	17%	75%	25%	55%	45%
NOW TV ONLY	50	8	15	2	3	3	3	3	3	4	45	6	34	16	33	17
	2%	2%	4%	1%	2%	1%	1%	2%	2%	1%	2%	2%	2%	1%	3%	1%
			cef												o	
		17%	31%	4%	7%	6%	6%	7%	5%	8%	89%	11%	69%	31%	67%	33%
NETFLIX AND AMAZON PRIME AND NOW TV	46	-	9	2	5	2	3	-	3	13	40	6	30	16	14	32
	2%	-%	3%	1%	3%	1%	1%	-%	3%	4%	2%	2%	2%	1%	1%	2%
			ag		ag				ag	aceg						n
		-%	20%	4%	12%	4%	7%	-%	6%	28%	88%	12%	65%	35%	31%	69%
NETFLIX AND NOW TV	47	1	7	5	5	2	7	2	4	5	44	3	31	17	29	18
	2%	*%	2%	2%	3%	1%	3%	1%	4%	2%	2%	1%	2%	2%	2%	1%
					a		a		aeg							
		2%	15%	10%	11%	3%	14%	4%	8%	11%	93%	7%	65%	35%	62%	38%
NETFLIX AND AMAZON PRIME	369	49	59	33	18	42	35	23	14	41	315	55	286	84	190	180
	14%	14%	16%	15%	9%	17%	14%	10%	12%	14%	14%	15%	18%	7%	15%	13%
			d			dg							m			
		13%	16%	9%	5%	11%	10%	6%	4%	11%	85%	15%	77%	23%	51%	49%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 155

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SUBSCRIPTION VOD OVERLAP

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
AMAZON PRIME AND NOW TV	11	-	-	1	1	1	2	-	*	4	8	3	9	2	6	5
	*%	-%	-%	1%	1%	1%	1%	-%	*%	1%	*%	1%	1%	*%	*%	*%
		-%	-%	12%	9%	14%	20%	-%	5%	38%	74%	26%	82%	18%	55%	45%
OTHER OTT ONLY	6	2	-	-	2	-	1	1	-	-	4	1	4	2	4	2
	*%	*%	-%	-%	1%	-%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%
		27%	-%	-%	43%	-%	17%	14%	-%	-%	74%	26%	63%	37%	66%	34%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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SUBSCRIPTION VOD OVERLAP

Base : All respondents

		TV PLATFORM/S			
	Total	**ALL TV**	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
NETFLIX ONLY	580	545	114	232	83
	22%	22%	29%	24%	18%
			ad	d	
		94%	20%	40%	14%
AMAZON PRIME ONLY	119	116	17	55	20
	4%	5%	4%	6%	4%
		97%	14%	46%	17%
NOW TV ONLY	50	49	9	16	50
	2%	2%	2%	2%	11%
					abc
		98%	18%	33%	100%
NETFLIX AND AMAZON PRIME AND NOW TV	46	46	10	14	46
	2%	2%	2%	2%	10%
					abc
		100%	21%	31%	100%
NETFLIX AND NOW TV	47	47	9	18	47
	2%	2%	2%	2%	10%
					abc
		100%	18%	38%	100%
NETFLIX AND AMAZON PRIME	369	340	78	156	50
	14%	14%	20%	16%	10%
			ad	ad	
		92%	21%	42%	13%

Columns Tested: a,b,c,d

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SUBSCRIPTION VOD OVERLAP

Base : All respondents

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
AMAZON PRIME AND NOW TV	11	11	-	3	11
	*%	*%	-%	*%	2%
					abc
		100%	-%	29%	100%
OTHER OTT ONLY	6	6	-	2	2
	*%	*%	-%	*%	*%
		100%	-%	31%	37%

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.
QH14 (QH81). You mentioned your household has Netflix and Sky TV. Do you pay Sky to receive Netflix? (SINGLE CODE)

Base : Those with paid for Sky Satellite TV who have a Netflix subscription

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	~g	~h	~i	j	k	l	m	~n	o	~p	~q	r
Unweighted total	543	265	278	106	117	219	101	13	22	55	168	149	203	104	86	304	58	65	116
Effective Weighted Sample	361	167	195	69	79	148	68	10	15	39	126	107	133	67	59	268	36	47	99
Weighted total	369	177	192	71	88	151	59	10	15	40	141	125	116	70	57	304	27	20	18
		48%	52%	19%	24%	41%	16%	**	**	**	38%	34%	31%	19%	**	82%	**	**	5%
Yes, pay Sky to receive Netflix as part of monthly Sky subscription	91	53	38	20	24	33	14	**	**	**	43	30	31	20	**	79	**	**	4
	25%	30%	20%	28%	27%	22%	23%	**	**	**	30%	24%	27%	29%	**	26%	**	**	21%
		b																	
		58%	42%	22%	27%	37%	15%	**	**	**	47%	33%	34%	22%	**	87%	**	**	4%
No, pay Netflix direct	243	108	135	39	63	105	36	**	**	**	91	81	77	44	**	192	**	**	14
	66%	61%	70%	55%	72%	69%	61%	**	**	**	64%	65%	66%	63%	**	63%	**	**	77%
					c	c													o
		44%	56%	16%	26%	43%	15%	**	**	**	38%	33%	32%	18%	**	79%	**	**	6%
Don't know	35	16	19	12	1	13	10	**	**	**	8	14	8	5	**	33	**	**	*
	10%	9%	10%	17%	1%	8%	16%	**	**	**	5%	11%	7%	8%	**	11%	**	**	2%
				d		d	d									r			
		46%	54%	34%	2%	36%	27%	**	**	**	22%	40%	24%	15%	**	93%	**	**	1%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH14 (QH81). You mentioned your household has Netflix and Sky TV. Do you pay Sky to receive Netflix? (SINGLE CODE)

Base : Those with paid for Sky Satellite TV who have a Netflix subscription

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	543	27	28	28	33	36	34	45	50	23	380	163	399	143	311	232
Effective Weighted Sample	361	26	26	27	32	34	33	44	48	22	298	67	266	96	196	165
Weighted total	369	37	42	29	27	32	36	47	24	30	316	53	283	86	197	172
		**	**	**	**	**	**	**	**	**	86%	14%	77%	23%	53%	47%
Yes, pay Sky to receive Netflix as part	91	**	**	**	**	**	**	**	**	**	75	16	68	23	56	35
of monthly Sky subscription	25%	**	**	**	**	**	**	**	**	**	24%	30%	24%	26%	28%	20%
		**	**	**	**	**	**	**	**	**	83%	17%	75%	25%	61%	39%
No, pay Netflix direct	243	**	**	**	**	**	**	**	**	**	209	34	189	54	120	122
	66%	**	**	**	**	**	**	**	**	**	66%	64%	67%	62%	61%	71%
																n
		**	**	**	**	**	**	**	**	**	86%	14%	78%	22%	50%	50%
Don't know	35	**	**	**	**	**	**	**	**	**	32	3	26	10	21	15
	10%	**	**	**	**	**	**	**	**	**	10%	6%	9%	11%	10%	9%
		**	**	**	**	**	**	**	**	**	91%	9%	72%	28%	58%	42%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QH14 (QH81). You mentioned your household has Netflix and Sky TV. Do you pay Sky to receive Netflix? (SINGLE CODE)

Base : Those with paid for Sky Satellite TV who have a Netflix subscription

	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
			TV PLATFORM/S		
Significance Level: 95%		a	~b	c	~d
Unweighted total	543	543	4	543	53
Effective Weighted Sample	361	361	3	361	33
Weighted total	369	369	3	369	32
		100%	**	100%	**
Yes, pay Sky to receive Netflix as part of monthly Sky subscription	91	91	**	91	**
	25%	25%	**	25%	**
		100%	**	100%	**
No, pay Netflix direct	243	243	**	243	**
	66%	66%	**	66%	**
		100%	**	100%	**
Don't know	35	35	**	35	**
	10%	10%	**	10%	**
		100%	**	100%	**

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH15 (QH82). SHOWCARD You mentioned your household has NOW TV. Which of these ways do you watch NOW TV services? (MULTI CODE)

Base : Those in a household with NOW TV

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r
Unweighted total	225	107	118	51	48	87	39	12	18	22	62	58	77	45	44	139	25	23	38
Effective Weighted Sample	159	73	86	38	36	56	30	10	16	16	50	42	53	32	34	121	20	17	33
Weighted total	172	76	95	40	38	64	30	7	15	20	54	54	46	37	34	144	15	6	6
		44%	56%	**	**	**	**	**	**	**	**	**	**	**	**	84%	**	**	**
A NOW TV Smart Box plugged into a TV set or computer	80	38	42	**	**	**	**	**	**	**	**	**	**	**	**	68	**	**	**
	47%	50%	44%	**	**	**	**	**	**	**	**	**	**	**	**	47%	**	**	**
		48%	52%	**	**	**	**	**	**	**	**	**	**	**	**	84%	**	**	**
A NOW TV Smart Stick plugged into a TV set or computer	30	15	15	**	**	**	**	**	**	**	**	**	**	**	**	24	**	**	**
	17%	19%	16%	**	**	**	**	**	**	**	**	**	**	**	**	17%	**	**	**
		49%	51%	**	**	**	**	**	**	**	**	**	**	**	**	82%	**	**	**
A NOW TV app built-in to your TV set	27	13	14	**	**	**	**	**	**	**	**	**	**	**	**	25	**	**	**
	16%	17%	14%	**	**	**	**	**	**	**	**	**	**	**	**	17%	**	**	**
		49%	51%	**	**	**	**	**	**	**	**	**	**	**	**	93%	**	**	**
A NOW TV app through your TV service provider	19	5	14	**	**	**	**	**	**	**	**	**	**	**	**	18	**	**	**
	11%	7%	14%	**	**	**	**	**	**	**	**	**	**	**	**	12%	**	**	**
		28%	72%	**	**	**	**	**	**	**	**	**	**	**	**	92%	**	**	**
A NOW TV app on a tablet or smartphone	19	7	12	**	**	**	**	**	**	**	**	**	**	**	**	16	**	**	**
	11%	10%	12%	**	**	**	**	**	**	**	**	**	**	**	**	11%	**	**	**
		39%	61%	**	**	**	**	**	**	**	**	**	**	**	**	85%	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH15 (QH82). SHOWCARD You mentioned your household has NOW TV. Which of these ways do you watch NOW TV services? (MULTI CODE)

Base : Those in a household with NOW TV

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r
Unweighted total	225	107	118	51	48	87	39	12	18	22	62	58	77	45	44	139	25	23	38
Effective Weighted Sample	159	73	86	38	36	56	30	10	16	16	50	42	53	32	34	121	20	17	33
Weighted total	172	76	95	40	38	64	30	7	15	20	54	54	46	37	34	144	15	6	6
		44%	56%	**	**	**	**	**	**	**	**	**	**	**	**	84%	**	**	**
Another streaming device	14	2	11	**	**	**	**	**	**	**	**	**	**	**	**	11	**	**	**
plugged into a TV set or computer	8%	3%	12%	**	**	**	**	**	**	**	**	**	**	**	**	8%	**	**	**
- such as Apple TV, Amazon Fire			a																
TV stick, Chromecast, Roku		16%	84%	**	**	**	**	**	**	**	**	**	**	**	**	82%	**	**	**
A NOW TV app on a games	8	3	5	**	**	**	**	**	**	**	**	**	**	**	**	6	**	**	**
player such as a PlayStation or	5%	3%	5%	**	**	**	**	**	**	**	**	**	**	**	**	5%	**	**	**
Xbox		32%	68%	**	**	**	**	**	**	**	**	**	**	**	**	84%	**	**	**
Some other way	1	1	-	**	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**
	*%	1%	-%	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**
		100%	-%	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**
Don't know	9	5	4	**	**	**	**	**	**	**	**	**	**	**	**	7	**	**	**
	5%	7%	4%	**	**	**	**	**	**	**	**	**	**	**	**	5%	**	**	**
		58%	42%	**	**	**	**	**	**	**	**	**	**	**	**	79%	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH15 (QH82). SHOWCARD You mentioned your household has NOW TV. Which of these ways do you watch NOW TV services? (MULTI CODE)

Base : Those in a household with NOW TV

	Total		ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	~k	l	~m	n	~o
Unweighted total	225	8	23	11	18	10	16	9	24	20	177	48	148	77	126	99
Effective Weighted Sample	159	8	22	11	18	9	16	9	23	19	138	21	100	59	82	77
Weighted total	172	11	33	12	15	9	18	8	11	27	154	18	113	59	90	81
		**	**	**	**	**	**	**	**	**	90%	**	66%	**	53%	**
A NOW TV Smart Box plugged into a TV set or computer	80	**	**	**	**	**	**	**	**	**	74	**	58	**	46	**
	47%	**	**	**	**	**	**	**	**	**	48%	**	51%	**	51%	**
		**	**	**	**	**	**	**	**	**	92%	**	72%	**	58%	**
A NOW TV Smart Stick plugged into a TV set or computer	30	**	**	**	**	**	**	**	**	**	27	**	18	**	10	**
	17%	**	**	**	**	**	**	**	**	**	17%	**	16%	**	11%	**
		**	**	**	**	**	**	**	**	**	90%	**	61%	**	35%	**
A NOW TV app built-in to your TV set	27	**	**	**	**	**	**	**	**	**	24	**	19	**	13	**
	16%	**	**	**	**	**	**	**	**	**	15%	**	17%	**	14%	**
		**	**	**	**	**	**	**	**	**	88%	**	70%	**	48%	**
A NOW TV app through your TV service provider	19	**	**	**	**	**	**	**	**	**	16	**	14	**	12	**
	11%	**	**	**	**	**	**	**	**	**	11%	**	12%	**	14%	**
		**	**	**	**	**	**	**	**	**	85%	**	73%	**	65%	**
A NOW TV app on a tablet or smartphone	19	**	**	**	**	**	**	**	**	**	15	**	11	**	10	**
	11%	**	**	**	**	**	**	**	**	**	10%	**	10%	**	11%	**
		**	**	**	**	**	**	**	**	**	80%	**	56%	**	54%	**

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QH15 (QH82). SHOWCARD You mentioned your household has NOW TV. Which of these ways do you watch NOW TV services? (MULTI CODE)

Base : Those in a household with NOW TV

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
						ENGLAND REGIONS					URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	~k	l	~m	n	~o
Unweighted total	225	8	23	11	18	10	16	9	24	20	177	48	148	77	126	99
Effective Weighted Sample	159	8	22	11	18	9	16	9	23	19	138	21	100	59	82	77
Weighted total	172	11	33	12	15	9	18	8	11	27	154	18	113	59	90	81
		**	**	**	**	**	**	**	**	**	90%	**	66%	**	53%	**
Another streaming device plugged into a TV set or computer - such as Apple TV, Amazon Fire TV stick, Chromecast, Roku	14	**	**	**	**	**	**	**	**	**	13	**	8	**	10	**
	8%	**	**	**	**	**	**	**	**	**	9%	**	7%	**	11%	**
		**	**	**	**	**	**	**	**	**	98%	**	58%	**	73%	**
A NOW TV app on a games player such as a PlayStation or Xbox	8	**	**	**	**	**	**	**	**	**	6	**	7	**	4	**
	5%	**	**	**	**	**	**	**	**	**	4%	**	6%	**	5%	**
		**	**	**	**	**	**	**	**	**	82%	**	88%	**	55%	**
Some other way	1	**	**	**	**	**	**	**	**	**	*	**	*	**	*	**
	*%	**	**	**	**	**	**	**	**	**	*%	**	*%	**	*%	**
		**	**	**	**	**	**	**	**	**	60%	**	40%	**	40%	**
Don't know	9	**	**	**	**	**	**	**	**	**	8	**	4	**	1	**
	5%	**	**	**	**	**	**	**	**	**	5%	**	4%	**	2%	**
		**	**	**	**	**	**	**	**	**	96%	**	50%	**	16%	**

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QH15 (QH82). SHOWCARD You mentioned your household has NOW TV. Which of these ways do you watch NOW TV services? (MULTI CODE)

Base : Those in a household with NOW TV

	Total	TV PLATFORM/S			
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	~b	~c	d
Unweighted total	225	224	32	80	225
Effective Weighted Sample	159	158	25	54	159
Weighted total	172	170	28	55	172
		99%	**	**	100%
A NOW TV Smart Box plugged into a TV set or computer	80	80	**	**	80
	47%	47%	**	**	47%
		100%	**	**	100%
A NOW TV Smart Stick plugged into a TV set or computer	30	30	**	**	30
	17%	17%	**	**	17%
		100%	**	**	100%
A NOW TV app built-in to your TV set	27	27	**	**	27
	16%	16%	**	**	16%
		100%	**	**	100%
A NOW TV app through your TV service provider	19	19	**	**	19
	11%	11%	**	**	11%
		100%	**	**	100%
A NOW TV app on a tablet or smartphone	19	19	**	**	19
	11%	11%	**	**	11%
		100%	**	**	100%

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH15 (QH82). SHOWCARD You mentioned your household has NOW TV. Which of these ways do you watch NOW TV services? (MULTI CODE)

Base : Those in a household with NOW TV

| | | TV PLATFORM/S | | | |
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	~b	~c	d
Unweighted total	225	224	32	80	225
Effective Weighted Sample	159	158	25	54	159
Weighted total	172	170	28	55	172
		99%	**	**	100%
Another streaming device plugged into a TV set or computer - such as Apple TV, Amazon Fire TV stick, Chromecast, Roku	14	13	**	**	14
	8%	7%	**	**	8%
		91%	**	**	100%
A NOW TV app on a games player such as a PlayStation or Xbox	8	8	**	**	8
	5%	5%	**	**	5%
		100%	**	**	100%
Some other way	1	1	**	**	1
	*%	*%	**	**	*%
		100%	**	**	100%
Don't know	9	9	**	**	9
	5%	5%	**	**	5%
		100%	**	**	100%

Columns Tested: a,b,c,d

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Table 158

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH16 (QH77). SHOWCARD Do you use any of these services to view online TV programmes or films via any type of device (including a mobile phone, tablet, or TV set)? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Netflix	901	433	468	194	223	330	154	39	48	102	305	286	286	175	151	759	74	37	30
	34%	33%	34%	53%	53%	37%	16%	23%	23%	34%	43%	40%	40%	30%	23%	34%	32%	28%	41%
				ef	ef	f				gh	ghi	mn	mn	n		q			opq
		48%	52%	22%	25%	37%	17%	4%	5%	11%	34%	32%	32%	19%	17%	84%	8%	4%	3%
BBC iPlayer	863	418	444	117	148	325	273	28	44	119	293	309	240	185	125	736	65	44	17
	32%	32%	32%	32%	35%	36%	28%	16%	21%	40%	41%	43%	34%	32%	19%	33%	28%	34%	23%
					f	f				gh	gh	lmn	n	n		r		r	
		49%	51%	14%	17%	38%	32%	3%	5%	14%	34%	36%	28%	21%	14%	85%	8%	5%	2%
ITV Hub	546	252	294	79	93	200	174	17	21	77	174	193	152	108	92	472	25	34	15
	20%	19%	21%	22%	22%	22%	18%	10%	10%	26%	24%	27%	21%	19%	14%	21%	11%	25%	20%
					f	f				gh	gh	lmn	n	n		p		p	p
		46%	54%	14%	17%	37%	32%	3%	4%	14%	32%	35%	28%	20%	17%	87%	5%	6%	3%
Amazon Prime Video	447	234	213	81	88	198	80	13	16	51	179	183	127	97	41	377	51	15	5
	17%	18%	16%	22%	21%	22%	8%	8%	7%	17%	25%	26%	18%	17%	6%	17%	22%	11%	7%
				f	f	f				gh	ghi	lmn	n	n		qr	oqr	r	
		52%	48%	18%	20%	44%	18%	3%	4%	11%	40%	41%	28%	22%	9%	84%	11%	3%	1%
YouTube (standard, no subscription charges)	355	187	168	74	76	133	72	19	22	45	124	110	98	82	64	308	24	18	5
	13%	14%	12%	20%	18%	15%	7%	11%	10%	15%	17%	15%	14%	14%	10%	14%	10%	13%	7%
				ef	f	f					gh	n	n	n		r		r	
		53%	47%	21%	21%	38%	20%	5%	6%	13%	35%	31%	28%	23%	18%	87%	7%	5%	1%
All 4	266	148	118	56	65	90	54	5	12	35	88	90	87	45	42	212	24	15	15
	10%	11%	9%	16%	16%	10%	5%	3%	6%	12%	12%	13%	12%	8%	6%	9%	10%	11%	21%
		b		ef	ef	f				gh	gh	mn	mn						opq
		56%	44%	21%	25%	34%	20%	2%	5%	13%	33%	34%	33%	17%	16%	80%	9%	6%	6%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH16 (QH77). SHOWCARD Do you use any of these services to view online TV programmes or films via any type of device (including a mobile phone, tablet, or TV set)? (MULTI CODE)

Base : All respondents

	Total	GENDER MALE	FEMALE	AGE GROUP 16-24	25-34	35-54	55+	HOUSEHOLD INCOME UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	SOCIAL GROUP AB	C1	C2	DE	NATION ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
My 5	203	85	118	19	38	72	74	7	8	31	64	58	66	43	36	163	13	13	13
	8%	7%	9%	5%	9%	8%	7%	4%	4%	10%	9%	8%	9%	7%	5%	7%	6%	10%	18%
			a		c					gh	gh	n	n					p	opq
		42%	58%	9%	19%	36%	36%	4%	4%	15%	32%	28%	33%	21%	18%	81%	6%	7%	7%
NOW TV	135	58	77	33	27	49	25	7	9	11	44	43	33	29	29	111	13	5	6
	5%	4%	6%	9%	7%	5%	3%	4%	4%	4%	6%	6%	5%	5%	4%	5%	5%	3%	8%
				ef	f	f													oq
		43%	57%	24%	20%	36%	19%	5%	7%	8%	33%	32%	24%	22%	21%	83%	9%	3%	5%
BT TV (including BT Sport)	125	69	56	16	19	44	46	*	3	14	60	58	28	23	15	99	18	5	2
	5%	5%	4%	4%	4%	5%	5%	*%	1%	5%	8%	8%	4%	4%	2%	4%	8%	4%	3%
										gh	ghi	lmn					oqr		
		55%	45%	13%	15%	35%	37%	*%	2%	11%	48%	46%	22%	19%	12%	80%	14%	4%	2%
Sky Go	108	57	50	16	23	48	22	4	2	10	50	42	34	18	14	91	9	6	2
	4%	4%	4%	4%	5%	5%	2%	2%	1%	3%	7%	6%	5%	3%	2%	4%	4%	4%	2%
				f	f	f					ghi	mn	n						
		53%	47%	15%	21%	44%	20%	4%	2%	9%	46%	39%	31%	17%	13%	85%	9%	5%	2%
Facebook/ Facebook Watch	73	37	37	16	23	23	12	4	2	12	29	20	21	23	10	63	6	3	1
	3%	3%	3%	5%	5%	3%	1%	2%	1%	4%	4%	3%	3%	4%	2%	3%	3%	2%	1%
				f	ef	f				h	h			n		r			
		50%	50%	22%	31%	31%	16%	5%	3%	17%	40%	27%	28%	31%	14%	86%	8%	4%	1%
UKTV Play	56	27	29	9	4	16	26	4	4	11	17	17	18	11	9	47	4	4	-
	2%	2%	2%	2%	1%	2%	3%	2%	2%	4%	2%	2%	3%	2%	1%	2%	2%	3%	-%
																r	r	r	
		48%	52%	16%	8%	29%	47%	7%	8%	20%	30%	31%	32%	21%	16%	85%	8%	7%	-%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH16 (QH77). SHOWCARD Do you use any of these services to view online TV programmes or films via any type of device (including a mobile phone, tablet, or TV set)? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Apple Music/ Apple TV streaming service	51	21	30	14	13	13	11	*	2	10	25	21	19	5	6	41	7	3	*
	2%	2%	2%	4%	3%	1%	1%	*%	1%	3%	4%	3%	3%	1%	1%	2%	3%	2%	1%
				ef	f					gh	gh	mn	mn			r	r	r	
		41%	59%	27%	25%	25%	22%	1%	3%	20%	50%	42%	37%	10%	11%	80%	13%	6%	1%
Twitter	32	21	10	15	4	10	2	1	-	6	9	13	9	8	2	26	4	1	-
	1%	2%	1%	4%	1%	1%	*%	1%	-%	2%	1%	2%	1%	1%	*%	1%	2%	1%	-%
		b		def	f	f				h		n	n	n		r	r	r	
		67%	33%	48%	13%	31%	7%	4%	-%	18%	30%	41%	28%	25%	6%	83%	13%	4%	-%
STV Player	29	14	15	4	5	13	7	*	2	6	9	10	8	5	5	2	27	1	-
	1%	1%	1%	1%	1%	1%	1%	*%	1%	2%	1%	1%	1%	1%	1%	*%	11%	1%	-%
										g							oqr	o	
		48%	52%	13%	18%	44%	25%	1%	7%	22%	31%	34%	29%	16%	18%	5%	92%	3%	-%
S4C Clic (online or via an app)	8	3	5	1	1	4	2	-	-	1	6	4	1	1	2	5	1	2	-
	*%	*%	*%	*%	*%	*%	*%	-%	-%	*%	1%	1%	*%	*%	*%	*%	*%	2%	-%
																		or	
		35%	65%	13%	17%	47%	22%	-%	-%	7%	68%	51%	10%	17%	22%	65%	10%	25%	-%
Eleven Sports	8	5	2	1	1	3	3	-	-	1	5	3	4	*	*	6	1	-	*
	*%	*%	*%	*%	*%	*%	*%	-%	-%	*%	1%	*%	*%	*%	*%	*%	*%	-%	*%
		73%	27%	14%	16%	37%	34%	-%	-%	12%	73%	46%	47%	6%	1%	81%	14%	-%	4%
YouTube Premium (monthly paid subscription, ad free)	7	3	4	3	1	*	2	-	3	1	3	2	1	1	3	5	1	-	*
	*%	*%	*%	1%	*%	*%	*%	-%	1%	*%	*%	*%	*%	*%	*%	*%	1%	-%	*%
				e															
		47%	53%	47%	13%	7%	33%	-%	38%	16%	45%	32%	10%	13%	45%	80%	19%	-%	1%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH16 (QH77). SHOWCARD Do you use any of these services to view online TV programmes or films via any type of device (including a mobile phone, tablet, or TV set)? (MULTI CODE)

Base : All respondents

	Total	GENDER MALE	GENDER FEMALE	AGE GROUP 16-24	AGE GROUP 25-34	AGE GROUP 35-54	AGE GROUP 55+	HOUSEHOLD INCOME UNDER 10.4K	HOUSEHOLD INCOME 10.4K-15.59K	HOUSEHOLD INCOME 15.6K-25.99K	HOUSEHOLD INCOME 26K+	SOCIAL GROUP AB	SOCIAL GROUP C1	SOCIAL GROUP C2	SOCIAL GROUP DE	NATION ENGLAND	NATION SCOTLAND	NATION WALES	NATION NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Any other services	7	6	2	-	1	2	4	1	1	1	1	1	3	1	2	5	1	1	1
	*%	*%	*%	-%	*%	*%	*%	1%	*%	*%	*%	*%	*%	*%	*%	*%	*%	1%	1%
	75%	75%	25%	-%	18%	25%	57%	18%	7%	12%	18%	19%	36%	19%	26%	68%	12%	12%	8%
ANY ON-DEMAND VIEWING	1553	767	787	263	306	582	403	61	87	191	500	487	445	346	272	1316	124	74	39
	58%	59%	57%	73%	73%	64%	41%	35%	41%	64%	70%	68%	62%	60%	41%	59%	53%	56%	53%
				ef	ef	f				gh	ghi	lmn	n	n		pr			
	49%	49%	51%	17%	20%	37%	26%	4%	6%	12%	32%	31%	29%	22%	17%	85%	8%	5%	3%
ANY FREE BROADCASTER SERVICE (BVOD)	955	462	493	137	174	356	288	28	49	132	320	329	265	205	152	814	73	49	19
	36%	36%	36%	38%	41%	39%	29%	16%	23%	44%	45%	46%	37%	35%	23%	36%	31%	37%	26%
				f	f	f				gh	gh	lmn	n	n		r		r	
	48%	48%	52%	14%	18%	37%	30%	3%	5%	14%	34%	35%	28%	22%	16%	85%	8%	5%	2%
ANY SUBSCRIPTION ON-DEMAND/ STREAMING SERVICE (SVOD)	1069	519	551	218	244	410	197	44	56	122	371	348	326	222	172	902	91	44	33
	40%	40%	40%	60%	58%	45%	20%	26%	27%	41%	52%	49%	45%	38%	26%	40%	39%	33%	45%
				ef	ef	f				gh	ghi	mn	mn	n		q			q
	49%	49%	51%	20%	23%	38%	18%	4%	5%	11%	35%	33%	30%	21%	16%	84%	8%	4%	3%
ANY PAY TV/ HYBRID DTV/ IPTV PROVIDER SERVICE	216	117	100	28	41	84	63	4	5	22	104	92	59	40	25	177	25	10	4
	8%	9%	7%	8%	10%	9%	6%	3%	2%	7%	15%	13%	8%	7%	4%	8%	11%	8%	5%
					f	f				gh	ghi	lmn	n	n		r	r		
	54%	54%	46%	13%	19%	39%	29%	2%	2%	10%	48%	42%	27%	19%	12%	82%	12%	5%	2%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH16 (QH77). SHOWCARD Do you use any of these services to view online TV programmes or films via any type of device (including a mobile phone, tablet, or TV set)? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
ANY SOCIAL MEDIA SERVICE	392	206	186	84	83	147	78	21	26	54	136	116	109	93	73	337	31	19	6
	15%	16%	14%	23%	20%	16%	8%	12%	12%	18%	19%	16%	15%	16%	11%	15%	13%	14%	8%
				ef	f	f					gh	n	n	n		r	r	r	
		53%	47%	21%	21%	37%	20%	5%	7%	14%	35%	30%	28%	24%	19%	86%	8%	5%	1%
None of these	1082	514	568	94	105	308	574	112	124	106	204	214	258	224	383	887	106	57	32
	40%	40%	41%	26%	25%	34%	58%	65%	59%	36%	29%	30%	36%	39%	58%	40%	46%	43%	44%
						cd	cde	ij	ij	j			k	k	klm		o		
		48%	52%	9%	10%	28%	53%	10%	11%	10%	19%	20%	24%	21%	35%	82%	10%	5%	3%
Don't know	40	20	20	5	9	13	13	1	1	2	7	11	13	10	5	33	3	1	3
	1%	2%	1%	1%	2%	1%	1%	*%	*%	1%	1%	2%	2%	2%	1%	1%	1%	1%	3%
																			opq
		50%	50%	12%	23%	33%	32%	2%	2%	5%	17%	28%	32%	26%	14%	84%	7%	3%	6%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 158

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH16 (QH77). SHOWCARD Do you use any of these services to view online TV programmes or films via any type of device (including a mobile phone, tablet, or TV set)? (MULTI CODE)

Base : All respondents

	Total	\<-- ENGLAND REGIONS --\> LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBANITY URBAN	RURAL	WORKING STATUS WORKING	NOT WORKING	DEPRIVATION LEVEL LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Netflix	901	95	125	82	60	83	76	81	51	105	784	116	654	246	449	451
	34%	28%	35%	37%	31%	35%	31%	36%	46%	35%	34%	32%	42%	22%	35%	32%
				a					abdefgi				m			
	11%	14%	9%	7%	9%	8%	9%	6%	12%	87%	13%	73%	27%	50%	50%
BBC iPlayer	863	34	150	95	60	77	95	44	42	139	708	155	564	298	485	377
	32%	10%	42%	43%	31%	32%	39%	20%	38%	46%	31%	43%	36%	27%	38%	27%
			adeg	adeg	ag	ag	ag	a	ag	adeg		j	m		o	
	4%	17%	11%	7%	9%	11%	5%	5%	16%	82%	18%	65%	35%	56%	44%
ITV Hub	546	14	94	55	30	73	52	36	31	88	460	86	345	200	312	233
	20%	4%	26%	25%	15%	31%	21%	16%	28%	29%	20%	24%	22%	18%	24%	17%
			adg	adg	a	adfg	a	a	adg	adfg		j	m		o	
	3%	17%	10%	5%	13%	9%	7%	6%	16%	84%	16%	63%	37%	57%	43%
Amazon Prime Video	447	41	75	34	24	59	42	30	17	57	374	73	344	103	232	215
	17%	12%	21%	15%	12%	25%	17%	13%	15%	19%	16%	20%	22%	9%	18%	15%
			adg			acdfgh				ad		j	m			
	9%	17%	8%	5%	13%	9%	7%	4%	13%	84%	16%	77%	23%	52%	48%
YouTube (standard, no subscription charges)	355	43	52	25	23	25	45	20	16	59	303	52	246	109	181	174
	13%	13%	14%	11%	12%	10%	18%	9%	15%	20%	13%	15%	16%	10%	14%	12%
							ceg			acdeg			m			
	12%	15%	7%	7%	7%	13%	6%	5%	17%	85%	15%	69%	31%	51%	49%
All 4	266	7	44	31	19	22	18	16	18	37	224	42	186	80	147	119
	10%	2%	12%	14%	9%	9%	7%	7%	16%	12%	10%	12%	12%	7%	12%	8%
			a	afg	a	a	a	a	adefg	a			m		o	
	3%	17%	12%	7%	8%	7%	6%	7%	14%	84%	16%	70%	30%	55%	45%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019. Table 158

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QH16 (QH77). SHOWCARD Do you use any of these services to view online TV programmes or films via any type of device (including a mobile phone, tablet, or TV set)? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
My 5	203	2	33	19	13	12	17	18	14	36	166	37	126	77	115	88
	8%	1%	9%	9%	7%	5%	7%	8%	12%	12%	7%	10%	8%	7%	9%	6%
			ae	a	a	a	a	a	adef	ae		j			o	
		1%	17%	9%	6%	6%	8%	9%	7%	18%	82%	18%	62%	38%	57%	43%
NOW TV	135	6	19	10	13	6	17	6	13	21	119	16	87	47	71	64
	5%	2%	5%	5%	7%	3%	7%	3%	11%	7%	5%	4%	6%	4%	6%	5%
			a		aeg		aeg		abceg	aeg						
		4%	14%	8%	10%	5%	13%	5%	9%	15%	88%	12%	65%	35%	53%	47%
BT TV (including BT Sport)	125	5	17	16	13	12	12	5	2	17	94	31	81	43	84	41
	5%	2%	5%	8%	7%	5%	5%	2%	2%	5%	4%	9%	5%	4%	7%	3%
			a	agh	agh	a	a			ag		j			o	
		4%	14%	13%	10%	10%	10%	4%	2%	13%	75%	25%	65%	35%	67%	33%
Sky Go	108	4	12	9	8	12	15	9	13	9	90	18	78	30	69	39
	4%	1%	3%	4%	4%	5%	6%	4%	12%	3%	4%	5%	5%	3%	5%	3%
				a	a	a	a		abcdefgi				m		o	
		4%	11%	8%	8%	11%	14%	8%	12%	8%	83%	17%	72%	28%	64%	36%
Facebook/ Facebook Watch	73	4	8	9	6	3	12	6	1	13	61	12	49	24	32	41
	3%	1%	2%	4%	3%	1%	5%	3%	1%	4%	3%	3%	3%	2%	3%	3%
				h			aeh			aeh						
		6%	11%	12%	8%	5%	17%	8%	1%	18%	84%	16%	67%	33%	44%	56%
UKTV Play	56	1	17	3	4	2	7	3	3	8	49	7	26	29	29	27
	2%	*%	5%	1%	2%	1%	3%	1%	2%	3%	2%	2%	2%	3%	2%	2%
			aceg				a		a	a						
		2%	30%	5%	8%	4%	12%	5%	5%	14%	88%	12%	47%	53%	52%	48%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QH16 (QH77). SHOWCARD Do you use any of these services to view online TV programmes or films via any type of device (including a mobile phone, tablet, or TV set)? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBANITY URBAN	RURAL	WORKING STATUS WORKING	NOT WORKING	DEPRIVATION LEVEL LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
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Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Apple Music/ Apple TV streaming service	51	4	5	1	8	2	9	4	2	4	42	8	35	15	29	21
	2%	1%	1%	*%	4%	1%	4%	2%	2%	1%	2%	2%	2%	1%	2%	2%
					acei		ce									
		8%	10%	2%	17%	4%	19%	9%	5%	7%	83%	17%	70%	30%	58%	42%
Twitter	32	-	7	2	1	1	4	2	1	8	30	2	26	5	13	18
	1%	-%	2%	1%	1%	*%	1%	1%	1%	3%	1%	1%	2%	*%	1%	1%
			a							ae			m			
		-%	22%	5%	5%	3%	11%	7%	2%	27%	94%	6%	84%	16%	43%	57%
STV Player	29	-	2	-	-	-	-	-	-	-	25	4	20	9	12	17
	1%	-%	*%	-%	-%	-%	-%	-%	-%	-%	1%	1%	1%	1%	1%	1%
		-%	5%	-%	-%	-%	-%	-%	-%	-%	86%	14%	69%	31%	41%	59%
S4C Clic (online or via an app)	8	-	-	2	-	-	2	-	1	-	8	*	5	3	3	5
	*%	-%	-%	1%	-%	-%	1%	-%	1%	-%	*%	*%	*%	*%	*%	*%
		-%	-%	27%	-%	-%	30%	-%	8%	-%	96%	4%	62%	38%	40%	60%
Eleven Sports	8	1	-	2	2	-	-	-	-	2	6	2	6	2	3	5
	*%	*%	-%	1%	1%	-%	-%	-%	-%	1%	*%	1%	*%	*%	*%	*%
		14%	-%	24%	21%	-%	-%	-%	-%	22%	75%	25%	73%	27%	35%	65%
YouTube Premium (monthly paid subscription, ad free)	7	-	2	1	-	1	1	-	*	-	6	1	5	2	3	4
	*%	-%	1%	*%	-%	*%	*%	-%	*%	-%	*%	*%	*%	*%	*%	*%
		-%	28%	15%	-%	13%	17%	-%	7%	-%	81%	19%	68%	32%	37%	63%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
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		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Any other services	7	-	-	1	1	1	1	-	2	-	5	2	6	1	3	4
	*%	-%	-%	*%	*%	*%	*%	-%	2%	-%	*%	1%	*%	*%	*%	*%
									abgi							
		-%	-%	13%	9%	8%	10%	-%	28%	-%	71%	29%	82%	18%	43%	57%
ANY ON-DEMAND VIEWING	1553	151	246	142	104	147	139	119	75	194	1335	218	1059	493	797	757
	58%	44%	68%	65%	53%	62%	57%	53%	68%	64%	58%	61%	68%	44%	62%	54%
			adfg	adg	a	ag	a		adfg	adg			m		o	
		10%	16%	9%	7%	9%	9%	8%	5%	12%	86%	14%	68%	32%	51%	49%
ANY FREE BROADCASTER SERVICE (BVOD)	955	37	169	103	64	98	102	55	45	141	793	162	628	327	532	423
	36%	11%	47%	47%	33%	41%	42%	24%	40%	47%	34%	45%	40%	29%	42%	30%
			adg	adg	ag	ag	adg	a	ag	adg		j	m		o	
		4%	18%	11%	7%	10%	11%	6%	5%	15%	83%	17%	66%	34%	56%	44%
ANY SUBSCRIPTION ON-DEMAND/ STREAMING SERVICE (SVOD)	1069	109	154	93	77	109	87	94	59	120	916	154	775	293	547	522
	40%	32%	43%	43%	39%	46%	36%	42%	53%	40%	40%	43%	50%	26%	43%	37%
			a	a		af		a	abcdfgi				m		o	
		10%	14%	9%	7%	10%	8%	9%	5%	11%	86%	14%	73%	27%	51%	49%
ANY PAY TV/ HYBRID DTV/ IPTV PROVIDER SERVICE	216	9	28	25	20	21	25	13	15	21	172	44	146	69	140	76
	8%	3%	8%	11%	10%	9%	10%	6%	13%	7%	7%	12%	9%	6%	11%	5%
			a	ag	a	a	a		agi	a		j	m		o	
		4%	13%	11%	9%	10%	12%	6%	7%	10%	80%	20%	68%	32%	65%	35%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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Base : All respondents

| | Total | \multicolumn{9}{c}{ENGLAND REGIONS} | | | URBANITY | | WORKING STATUS | | DEPRIVATION LEVEL | |
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
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Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
ANY SOCIAL MEDIA SERVICE	392	46	56	31	26	27	50	22	17	62	335	58	271	121	193	199
	15%	13%	16%	14%	13%	11%	20%	10%	15%	21%	14%	16%	17%	11%	15%	14%
							adeg			adeg			m			
		12%	14%	8%	7%	7%	13%	6%	4%	16%	85%	15%	69%	31%	49%	51%
None of these	1082	182	113	74	86	90	101	99	36	106	948	134	466	614	459	623
	40%	53%	31%	34%	44%	38%	41%	44%	32%	35%	41%	37%	30%	55%	36%	45%
		bcdefghi			bchi			bh		bch				l		n
		17%	10%	7%	8%	8%	9%	9%	3%	10%	88%	12%	43%	57%	42%	58%
Don't know	40	8	1	3	5	1	5	9	*	1	32	7	29	11	22	18
	1%	2%	*%	1%	2%	*%	2%	4%	*%	*%	1%	2%	2%	1%	2%	1%
		eh			eh			behi					m			
		21%	3%	7%	12%	2%	13%	22%	1%	3%	82%	18%	73%	27%	55%	45%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QH16 (QH77). SHOWCARD Do you use any of these services to view online TV programmes or films via any type of device (including a mobile phone, tablet, or TV set)? (MULTI CODE)

Base : All respondents

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
Netflix	901	847	177	368	200
	34%	34%	45%	39%	42%
			ac	a	a
		94%	20%	41%	22%
BBC iPlayer	863	836	172	340	212
	32%	33%	44%	36%	45%
			ac		ac
		97%	20%	39%	25%
ITV Hub	546	533	85	235	155
	20%	21%	22%	25%	33%
				a	abc
		98%	16%	43%	28%
Amazon Prime Video	447	421	81	176	107
	17%	17%	20%	18%	22%
					a
		94%	18%	39%	24%
YouTube (standard, no subscription charges)	355	331	63	139	83
	13%	13%	16%	15%	17%
					a
		93%	18%	39%	23%
All 4	266	252	39	113	73
	10%	10%	10%	12%	15%
					ab
		95%	15%	43%	28%

Columns Tested: a,b,c,d

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		TV PLATFORM/S			
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Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
My 5	203	198	29	85	68
	8%	8%	7%	9%	14%
					abc
		98%	14%	42%	33%
NOW TV	135	132	25	40	118
	5%	5%	6%	4%	25%
					abc
		98%	19%	30%	88%
BT TV (including BT Sport)	125	124	17	38	73
	5%	5%	4%	4%	15%
					abc
		99%	14%	30%	58%
Sky Go	108	106	7	98	11
	4%	4%	2%	10%	2%
		b		abd	
		98%	7%	91%	10%
Facebook/ Facebook Watch	73	70	14	25	26
	3%	3%	4%	3%	5%
					ac
		96%	19%	34%	36%
UKTV Play	56	56	11	21	20
	2%	2%	3%	2%	4%
					ac
		100%	20%	37%	36%

Columns Tested: a,b,c,d

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Base : All respondents

| | | TV PLATFORM/S | | | |
| | Total | ALL TV | CABLE | SATE-LLITE | HYBRID IPTV |
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
Apple Music/ Apple TV streaming service	51	47	7	28	11
	2%	2%	2%	3%	2%
		94%	14%	56%	21%
Twitter	32	31	12	13	9
	1%	1%	3%	1%	2%
			a		
		98%	37%	42%	27%
STV Player	29	28	8	9	11
	1%	1%	2%	1%	2%
					a
		97%	28%	32%	37%
S4C Clic (online or via an app)	8	8	3	4	4
	*%	*%	1%	*%	1%
		100%	32%	53%	51%
Eleven Sports	8	8	-	2	5
	*%	*%	-%	*%	1%
					ac
		100%	-%	23%	61%
YouTube Premium (monthly paid subscription, ad free)	7	7	1	3	3
	*%	*%	*%	*%	1%
		100%	13%	38%	42%

Columns Tested: a,b,c,d

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QH16 (QH77). SHOWCARD Do you use any of these services to view online TV programmes or films via any type of device (including a mobile phone, tablet, or TV set)? (MULTI CODE)

Base : All respondents

	Total	TV PLATFORM/S			
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
Any other services	7	6	1	2	1
	*%	*%	*%	*%	*%
		74%	7%	21%	11%
ANY ON-DEMAND VIEWING	1553	1475	280	622	369
	58%	59%	71%	65%	78%
			a	a	abc
		95%	18%	40%	24%
ANY FREE BROADCASTER SERVICE (BVOD)	955	924	186	370	245
	36%	37%	47%	39%	52%
			ac		ac
		97%	19%	39%	26%
ANY SUBSCRIPTION ON-DEMAND/ STREAMING SERVICE (SVOD)	1069	1011	197	432	269
	40%	40%	50%	45%	57%
			a	a	ac
		95%	18%	40%	25%
ANY PAY TV/ HYBRID DTV/ IPTV PROVIDER SERVICE	216	213	22	122	81
	8%	8%	6%	13%	17%
				ab	abc
		99%	10%	57%	37%

Columns Tested: a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 158

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH16 (QH77). SHOWCARD Do you use any of these services to view online TV programmes or films via any type of device (including a mobile phone, tablet, or TV set)? (MULTI CODE)

Base : All respondents

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
ANY SOCIAL MEDIA SERVICE	392	368	66	157	97
	15%	15%	17%	16%	21%
					a
		94%	17%	40%	25%
None of these	1082	1007	112	315	94
	40%	40%	28%	33%	20%
		bcd	d	d	
		93%	10%	29%	9%
Don't know	40	36	5	15	12
	1%	1%	1%	2%	2%
		92%	11%	39%	29%

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH17 (QH78). SHOWCARD And which of these services, if any, have you used in the past week? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Netflix	785	380	406	171	204	295	116	36	37	91	260	239	256	159	130	656	69	32	28
	29%	29%	30%	47%	48%	33%	12%	21%	17%	31%	37%	34%	36%	27%	20%	29%	30%	25%	37%
				ef	ef	f				gh	gh	mn	mn	n					opq
		48%	52%	22%	26%	38%	15%	5%	5%	12%	33%	30%	33%	20%	17%	84%	9%	4%	4%
BBC iPlayer	583	288	295	61	102	219	200	21	28	73	209	205	162	134	80	500	43	26	13
	22%	22%	21%	17%	24%	24%	20%	12%	13%	24%	29%	29%	23%	23%	12%	22%	19%	20%	18%
					c	cf				gh	gh	lmn	n	n		r			
		49%	51%	10%	18%	38%	34%	4%	5%	13%	36%	35%	28%	23%	14%	86%	7%	5%	2%
ITV Hub	311	136	176	35	52	119	105	10	11	41	100	107	90	59	55	270	9	20	13
	12%	10%	13%	10%	12%	13%	11%	6%	5%	14%	14%	15%	13%	10%	8%	12%	4%	15%	17%
										gh	gh	mn	n			p		p	op
		44%	56%	11%	17%	38%	34%	3%	4%	13%	32%	34%	29%	19%	18%	87%	3%	6%	4%
Amazon Prime Video	302	166	136	40	72	139	50	9	8	39	123	117	84	70	29	251	39	9	4
	11%	13%	10%	11%	17%	15%	5%	5%	4%	13%	17%	16%	12%	12%	4%	11%	17%	6%	5%
		b			cf	f				gh	gh	lmn	n	n		qr	oqr		
		55%	45%	13%	24%	46%	17%	3%	3%	13%	41%	39%	28%	23%	10%	83%	13%	3%	1%
YouTube (standard, no subscription charges)	241	136	105	60	60	85	36	11	15	32	84	73	66	59	44	211	15	12	3
	9%	10%	8%	16%	14%	9%	4%	7%	7%	11%	12%	10%	9%	10%	7%	9%	6%	9%	5%
		b		ef	ef	f					gh	n		n		r		r	
		56%	44%	25%	25%	35%	15%	5%	6%	13%	35%	30%	27%	24%	18%	87%	6%	5%	1%
All 4	117	68	48	19	31	46	21	3	3	11	42	37	34	25	21	89	10	5	13
	4%	5%	4%	5%	7%	5%	2%	2%	1%	4%	6%	5%	5%	4%	3%	4%	4%	4%	18%
		b		f	f	f					gh								opq
		59%	41%	16%	27%	39%	18%	2%	2%	10%	36%	32%	29%	21%	18%	76%	8%	5%	11%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH17 (QH78). SHOWCARD And which of these services, if any, have you used in the past week? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
NOW TV	96	45	51	20	22	39	15	5	6	7	35	32	21	23	19	81	7	3	6
	4%	3%	4%	5%	5%	4%	2%	3%	3%	2%	5%	4%	3%	4%	3%	4%	3%	2%	7%
				f	f	f													opq
		47%	53%	21%	23%	41%	15%	5%	6%	7%	36%	33%	22%	24%	19%	84%	7%	3%	6%
My 5	84	35	48	7	13	32	31	3	4	9	30	30	22	16	16	64	4	4	12
	3%	3%	4%	2%	3%	4%	3%	2%	2%	3%	4%	4%	3%	3%	2%	3%	2%	3%	16%
																			opq
		42%	58%	8%	16%	38%	37%	4%	5%	10%	36%	35%	26%	20%	19%	76%	5%	4%	14%
BT TV (including BT Sport)	73	47	26	12	11	18	32	-	*	9	32	33	18	15	8	59	9	3	2
	3%	4%	2%	3%	3%	2%	3%	-%	*%	3%	5%	5%	3%	3%	1%	3%	4%	2%	2%
		b								gh	gh	ln	n						
		65%	35%	16%	14%	25%	44%	-%	*%	12%	44%	45%	25%	20%	10%	80%	13%	4%	2%
Sky Go	56	37	19	7	14	24	10	2	1	5	30	20	17	14	5	43	7	4	1
	2%	3%	1%	2%	3%	3%	1%	1%	*%	2%	4%	3%	2%	2%	1%	2%	3%	3%	1%
		b			f	f					gh	n	n	n					
		66%	34%	13%	25%	43%	18%	3%	2%	10%	54%	36%	30%	25%	9%	78%	13%	8%	2%
Facebook/ Facebook Watch	36	14	22	8	17	8	4	2	*	5	19	11	9	9	6	31	3	2	*
	1%	1%	2%	2%	4%	1%	*%	1%	*%	2%	3%	2%	1%	2%	1%	1%	1%	1%	*%
				f	ef						h								
		38%	62%	21%	46%	21%	12%	4%	1%	15%	53%	31%	26%	25%	18%	85%	10%	4%	1%
Apple Music/ Apple TV streaming service	31	15	16	10	8	7	5	-	1	6	14	15	8	5	3	24	5	2	*
	1%	1%	1%	3%	2%	1%	*%	-%	*%	2%	2%	2%	1%	1%	*%	1%	2%	2%	*%
				ef	f					g	g	n					r	r	
		47%	53%	33%	28%	23%	16%	-%	3%	19%	46%	49%	25%	16%	10%	77%	15%	7%	*%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH17 (QH78). SHOWCARD And which of these services, if any, have you used in the past week? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
UKTV Play	23	13	9	2	2	7	11	1	1	5	9	5	6	7	4	20	1	1	-
	1%	1%	1%	1%	*%	1%	1%	1%	*%	2%	1%	1%	1%	1%	1%	1%	*%	1%	-%
																r		r	
		60%	40%	9%	8%	33%	50%	5%	3%	21%	38%	23%	28%	30%	19%	90%	4%	6%	-%
Twitter	21	13	8	12	2	7	*	-	-	4	6	10	3	6	2	18	3	1	-
	1%	1%	1%	3%	*%	1%	*%	-%	-%	1%	1%	1%	*%	1%	*%	1%	1%	1%	-%
				def	f	f						n		n			r		
		63%	37%	55%	10%	35%	1%	-%	-%	17%	30%	48%	15%	30%	7%	84%	12%	4%	-%
STV Player	12	4	8	2	3	5	1	*	2	1	1	2	4	2	3	-	11	1	-
	*%	*%	1%	1%	1%	1%	*%	*%	1%	*%	*%	*%	1%	*%	*%	-%	5%	*%	-%
					f												oqr	o	
		34%	66%	15%	27%	46%	12%	2%	13%	10%	12%	16%	36%	19%	22%	-%	95%	5%	-%
YouTube Premium (monthly paid subscription, ad free)	4	3	1	3	-	-	1	-	3	-	1	1	*	-	3	3	1	-	*
	*%	*%	*%	1%	-%	-%	*%	-%	1%	-%	*%	*%	*%	-%	*%	*%	*%	-%	*%
				ef					j										
		82%	18%	82%	-%	-%	18%	-%	67%	-%	30%	30%	2%	-%	67%	80%	18%	-%	2%
Eleven Sports	3	3	-	1	-	2	-	-	-	-	2	2	-	*	-	2	1	-	-
	*%	*%	-%	*%	-%	*%	-%	-%	-%	-%	*%	*%	-%	*%	-%	*%	*%	-%	-%
		100%	-%	31%	-%	69%	-%	-%	-%	-%	69%	91%	-%	9%	-%	60%	40%	-%	-%
S4C Clic (online or via an app)	*	*	-	-	-	-	*	-	-	-	*	*	-	-	*	-	-	*	-
	*%	*%	-%	-%	-%	-%	*%	-%	-%	-%	*%	*%	-%	-%	*%	-%	-%	*%	-%
		100%	-%	-%	-%	-%	100%	-%	-%	-%	59%	59%	-%	-%	41%	-%	-%	100%	-%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

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QH17 (QH78). SHOWCARD And which of these services, if any, have you used in the past week? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Any other services	5	3	2	-	1	1	3	1	1	1	1	*	2	1	1	3	1	1	*
	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	1%	*%
		64%	36%	-%	23%	27%	50%	15%	11%	15%	11%	3%	47%	24%	26%	63%	17%	14%	6%
ANY ON-DEMAND VIEWING	1351	670	681	231	277	518	325	53	72	159	446	428	396	298	226	1138	116	62	35
	50%	52%	50%	64%	66%	57%	33%	30%	34%	53%	63%	60%	55%	51%	34%	51%	50%	47%	48%
				ef	ef	f				gh	ghi	mn	n	n					
		50%	50%	17%	21%	38%	24%	4%	5%	12%	33%	32%	29%	22%	17%	84%	9%	5%	3%
ANY FREE BROADCASTER SERVICE (BVOD)	677	327	350	74	126	255	222	22	31	87	239	230	191	150	104	579	49	34	15
	25%	25%	25%	20%	30%	28%	22%	12%	15%	29%	34%	32%	27%	26%	16%	26%	21%	26%	20%
					cf	cf				gh	gh	lmn	n	n		r			
		48%	52%	11%	19%	38%	33%	3%	5%	13%	35%	34%	28%	22%	15%	86%	7%	5%	2%
ANY SUBSCRIPTION ON-DEMAND/ STREAMING SERVICE (SVOD)	937	458	479	188	226	370	153	41	46	109	324	300	290	197	148	784	85	38	30
	35%	35%	35%	52%	54%	41%	15%	24%	22%	37%	46%	42%	41%	34%	22%	35%	37%	28%	40%
				ef	ef	f				gh	ghi	mn	mn	n		q	q		oq
		49%	51%	20%	24%	39%	16%	4%	5%	12%	35%	32%	31%	21%	16%	84%	9%	4%	3%
ANY PAY TV/ HYBRID DTV/ IPTV PROVIDER SERVICE	120	78	42	16	24	40	40	2	1	14	59	48	34	27	11	95	15	7	3
	4%	6%	3%	4%	6%	4%	4%	1%	*%	5%	8%	7%	5%	5%	2%	4%	7%	5%	4%
		b								gh	ghi	n	n	n					
		65%	35%	13%	20%	33%	33%	1%	1%	11%	49%	40%	28%	23%	9%	79%	13%	6%	2%
ANY SOCIAL MEDIA SERVICE	271	150	121	66	69	97	39	13	17	37	97	78	73	68	51	235	19	13	4
	10%	12%	9%	18%	16%	11%	4%	7%	8%	12%	14%	11%	10%	12%	8%	11%	8%	10%	5%
		b		ef	ef	f					gh	n		n		r		r	
		55%	45%	25%	25%	36%	14%	5%	6%	14%	36%	29%	27%	25%	19%	87%	7%	5%	1%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
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Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
None of these	1279	608	672	126	133	368	652	121	138	135	257	272	305	272	427	1060	114	69	36
	48%	47%	49%	35%	32%	41%	66%	69%	65%	45%	36%	38%	43%	47%	65%	47%	49%	52%	49%
						d	cde	ij	ij	j				k	klm				
		48%	52%	10%	10%	29%	51%	9%	11%	11%	20%	21%	24%	21%	33%	83%	9%	5%	3%
Don't know	45	23	22	6	10	17	13	1	2	5	8	12	15	10	8	38	3	1	3
	2%	2%	2%	2%	2%	2%	1%	*%	1%	2%	1%	2%	2%	2%	1%	2%	1%	1%	3%
																			opq
		51%	49%	13%	22%	37%	28%	1%	4%	10%	18%	27%	32%	23%	18%	85%	7%	2%	6%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH17 (QH78). SHOWCARD And which of these services, if any, have you used in the past week? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Netflix	785	78	114	66	55	74	63	74	43	90	685	100	578	207	384	401
	29%	23%	32%	30%	28%	31%	26%	33%	38%	30%	30%	28%	37%	18%	30%	29%
			a			a		a	adf				m			
		10%	14%	8%	7%	9%	8%	9%	5%	11%	87%	13%	74%	26%	49%	51%
BBC iPlayer	583	17	111	71	42	55	60	27	26	91	466	117	381	202	327	256
	22%	5%	31%	32%	21%	23%	24%	12%	24%	30%	20%	33%	24%	18%	26%	18%
			adeg	adegh	ag	ag	ag	a	ag	adg		j	m		o	
		3%	19%	12%	7%	9%	10%	5%	5%	16%	80%	20%	65%	35%	56%	44%
ITV Hub	311	9	58	31	17	50	24	25	17	40	262	50	204	107	188	123
	12%	3%	16%	14%	9%	21%	10%	11%	15%	13%	11%	14%	13%	10%	15%	9%
			adf	a	a	adfgi	a	a	ad	a			m		o	
		3%	19%	10%	6%	16%	8%	8%	5%	13%	84%	16%	66%	34%	60%	40%
Amazon Prime Video	302	31	44	28	16	34	26	23	11	38	251	51	233	69	168	134
	11%	9%	12%	13%	8%	14%	11%	10%	10%	13%	11%	14%	15%	6%	13%	10%
					d							j	m		o	
		10%	15%	9%	5%	11%	9%	8%	4%	13%	83%	17%	77%	23%	56%	44%
YouTube (standard, no subscription charges)	241	37	31	18	11	11	31	16	13	43	212	29	174	67	115	126
	9%	11%	9%	8%	6%	5%	13%	7%	11%	14%	9%	8%	11%	6%	9%	9%
		de					deg		de	cdeg			m			
		15%	13%	8%	5%	5%	13%	7%	5%	18%	88%	12%	72%	28%	48%	52%
All 4	117	3	20	12	9	10	5	9	7	14	98	19	84	32	63	54
	4%	1%	5%	5%	4%	4%	2%	4%	7%	5%	4%	5%	5%	3%	5%	4%
			af	a	a	a		a	af	a			m			
		2%	17%	10%	7%	8%	4%	8%	6%	12%	84%	16%	72%	28%	54%	46%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QH17 (QH78). SHOWCARD And which of these services, if any, have you used in the past week? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
NOW TV	96	4	15	8	10	5	14	5	9	11	83	14	64	33	55	41
	4%	1%	4%	4%	5%	2%	6%	2%	8%	4%	4%	4%	4%	3%	4%	3%
			a		ae		aeg		acegi							
		4%	16%	8%	11%	5%	14%	5%	9%	12%	86%	14%	66%	34%	57%	43%
My 5	84	-	14	7	6	2	9	12	4	10	66	18	54	30	48	36
	3%	-%	4%	3%	3%	1%	4%	5%	3%	3%	3%	5%	3%	3%	4%	3%
			ae	a	a		ae	ae	a	a		j				
		-%	17%	9%	7%	3%	11%	14%	4%	12%	79%	21%	64%	36%	57%	43%
BT TV (including BT Sport)	73	3	14	13	7	2	6	2	1	11	52	21	44	28	55	18
	3%	1%	4%	6%	4%	1%	2%	1%	1%	4%	2%	6%	3%	3%	4%	1%
			aeg	aefgh	aeg					aeg		j			o	
		4%	19%	18%	10%	3%	8%	3%	2%	15%	71%	29%	60%	39%	75%	25%
Sky Go	56	1	3	2	5	8	5	9	7	4	44	12	42	14	34	21
	2%	*%	1%	1%	2%	3%	2%	4%	6%	1%	2%	3%	3%	1%	3%	2%
					a	ac		abc	abcdfi				m		o	
		2%	6%	3%	8%	14%	9%	16%	12%	8%	79%	21%	75%	25%	62%	38%
Facebook/ Facebook Watch	36	-	5	4	3	1	7	5	*	5	30	6	24	12	18	18
	1%	-%	1%	2%	2%	1%	3%	2%	*%	2%	1%	2%	2%	1%	1%	1%
				a	a		aeh	a		a						
		-%	13%	12%	9%	4%	19%	14%	1%	13%	84%	16%	67%	33%	50%	50%
Apple Music/ Apple TV streaming service	31	2	3	-	5	1	6	3	2	1	26	5	21	10	20	11
	1%	1%	1%	-%	3%	*%	2%	2%	2%	*%	1%	1%	1%	1%	2%	1%
					cei		cei		c							
		7%	10%	-%	17%	3%	20%	11%	6%	3%	83%	17%	67%	33%	65%	35%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QH17 (QH78). SHOWCARD And which of these services, if any, have you used in the past week? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
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Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
UKTV Play	23	-	10	1	2	1	1	2	2	1	20	3	12	10	6	16
	1%	-%	3%	1%	1%	1%	*%	1%	1%	*%	1%	1%	1%	1%	*%	1%
			aefi													
		-%	43%	5%	9%	6%	5%	8%	7%	6%	88%	12%	55%	45%	28%	72%
Twitter	21	-	7	1	1	1	2	1	*	5	20	1	17	4	9	12
	1%	-%	2%	*%	*%	*%	1%	1%	*%	2%	1%	*%	1%	*%	1%	1%
			a										m			
		-%	32%	3%	3%	5%	12%	6%	2%	22%	96%	4%	81%	19%	45%	55%
STV Player	12	-	-	-	-	-	-	-	-	-	10	2	9	3	4	7
	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	*%	*%	1%	*%	*%	1%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	87%	13%	75%	25%	37%	63%
YouTube Premium (monthly paid subscription, ad free)	4	-	2	-	-	-	1	-	-	-	3	1	4	*	2	2
	*%	-%	1%	-%	-%	-%	*%	-%	-%	-%	*%	*%	*%	*%	*%	*%
		-%	50%	-%	-%	-%	30%	-%	-%	-%	67%	33%	98%	2%	50%	50%
Eleven Sports	3	-	-	-	-	-	-	-	-	2	2	*	3	-	*	2
	*%	-%	-%	-%	-%	-%	-%	-%	-%	1%	*%	*%	*%	-%	*%	*%
		-%	-%	-%	-%	-%	-%	-%	-%	60%	91%	9%	100%	-%	9%	91%
S4C Clic (online or via an app)	*	-	-	-	-	-	-	-	-	-	-	*	-	*	*	-
	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	*%	-%	*%	*%	-%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	100%	-%	100%	100%	-%
Any other services	5	-	-	1	1	-	1	-	1	-	4	1	5	*	2	3
	*%	-%	-%	*%	*%	-%	*%	-%	1%	-%	*%	*%	*%	*%	*%	*%
		-%	-%	19%	13%	-%	15%	-%	16%	-%	76%	24%	92%	8%	39%	61%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 159

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QH17 (QH78). SHOWCARD And which of these services, if any, have you used in the past week? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBANITY URBAN	RURAL	WORKING STATUS WORKING	NOT WORKING	DEPRIVATION LEVEL LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
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Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
ANY ON-DEMAND VIEWING	1351	124	216	123	86	133	114	110	66	165	1160	191	933	417	699	652
	50%	36%	60%	56%	44%	56%	46%	49%	60%	55%	50%	53%	60%	37%	55%	47%
			adfg	adf		adf	a	a	adfg	ad			m		o	
		9%	16%	9%	6%	10%	8%	8%	5%	12%	86%	14%	69%	31%	52%	48%
ANY FREE BROADCASTER SERVICE (BVOD)	677	20	134	77	46	79	62	37	30	95	552	125	442	235	385	292
	25%	6%	37%	35%	24%	33%	25%	16%	27%	31%	24%	35%	28%	21%	30%	21%
			adfgh	adfgh	ag	adfg	ag	a	ag	ag		j	m		o	
		3%	20%	11%	7%	12%	9%	6%	4%	14%	82%	18%	65%	35%	57%	43%
ANY SUBSCRIPTION ON-DEMAND/ STREAMING SERVICE (SVOD)	937	92	134	77	67	93	77	87	51	107	807	130	688	249	479	458
	35%	27%	37%	35%	35%	39%	31%	39%	45%	35%	35%	36%	44%	22%	37%	33%
			a			a		a	acdfi	a			m		o	
		10%	14%	8%	7%	10%	8%	9%	5%	11%	86%	14%	73%	27%	51%	49%
ANY PAY TV/ HYBRID DTV/ IPTV PROVIDER SERVICE	120	4	16	14	12	8	11	11	8	12	90	30	80	39	83	37
	4%	1%	4%	7%	6%	3%	4%	5%	7%	4%	4%	8%	5%	4%	7%	3%
			a	a	a		a	a	a	a		j	m		o	
		3%	13%	12%	10%	7%	9%	9%	6%	10%	75%	25%	67%	33%	69%	31%
ANY SOCIAL MEDIA SERVICE	271	37	37	22	14	13	36	18	13	47	238	33	195	75	125	145
	10%	11%	10%	10%	7%	6%	14%	8%	11%	16%	10%	9%	13%	7%	10%	10%
		e	e				deg		e	deg			m			
		13%	14%	8%	5%	5%	13%	7%	5%	17%	88%	12%	72%	28%	46%	54%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QH17 (QH78). SHOWCARD And which of these services, if any, have you used in the past week? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
None of these	1279	207	143	92	104	103	124	108	45	134	1118	161	590	688	555	724
	48%	61%	40%	42%	53%	43%	51%	48%	40%	45%	48%	45%	38%	62%	43%	52%
		bcefghi			bceh		bh							l		n
		16%	11%	7%	8%	8%	10%	8%	3%	10%	87%	13%	46%	54%	43%	57%
Don't know	45	10	1	4	5	2	7	9	*	1	38	7	32	13	23	22
	2%	3%	*%	2%	2%	1%	3%	4%	*%	*%	2%	2%	2%	1%	2%	2%
		bhi			h		bhi	behi								
		21%	3%	8%	10%	4%	16%	19%	1%	3%	84%	16%	72%	28%	51%	49%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QH17 (QH78). SHOWCARD And which of these services, if any, have you used in the past week? (MULTI CODE)

Base : All respondents

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
Netflix	785	736	153	322	172
	29%	29%	39%	34%	36%
			a	a	a
		94%	20%	41%	22%
BBC iPlayer	583	561	120	210	153
	22%	22%	30%	22%	32%
			ac		ac
		96%	21%	36%	26%
ITV Hub	311	306	51	132	98
	12%	12%	13%	14%	21%
					abc
		98%	16%	42%	32%
Amazon Prime Video	302	281	52	120	71
	11%	11%	13%	13%	15%
					a
		93%	17%	40%	24%
YouTube (standard, no subscription charges)	241	222	47	92	50
	9%	9%	12%	10%	11%
		92%	20%	38%	21%
All 4	117	110	15	45	42
	4%	4%	4%	5%	9%
					abc
		94%	13%	39%	36%
NOW TV	96	95	14	28	91
	4%	4%	4%	3%	19%
					abc
		99%	15%	29%	94%

Columns Tested: a,b,c,d

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	Total	TV PLATFORM/S			
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Significance Level: 95%		a	b	c	d
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Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
My 5	84	82	9	39	32
	3%	3%	2%	4%	7%
					abc
		98%	10%	46%	38%
BT TV (including BT Sport)	73	72	9	20	49
	3%	3%	2%	2%	10%
					abc
		98%	12%	28%	66%
Sky Go	56	55	4	51	6
	2%	2%	1%	5%	1%
				abd	
		98%	7%	91%	11%
Facebook/ Facebook Watch	36	35	3	13	11
	1%	1%	1%	1%	2%
		96%	7%	37%	32%
Apple Music/ Apple TV streaming service	31	30	3	21	5
	1%	1%	1%	2%	1%
				a	
		96%	8%	67%	17%
UKTV Play	23	23	4	8	9
	1%	1%	1%	1%	2%
					a
		100%	17%	37%	41%

Columns Tested: a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 159

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH17 (QH78). SHOWCARD And which of these services, if any, have you used in the past week? (MULTI CODE)

Base : All respondents

| | | TV PLATFORM/S | | | |
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
Twitter	21	21	8	10	4
	1%	1%	2%	1%	1%
			a		
		100%	37%	48%	19%
STV Player	12	11	3	6	2
	*%	*%	1%	1%	*%
		94%	26%	53%	20%
YouTube Premium (monthly paid subscription, ad free)	4	4	-	3	1
	*%	*%	-%	*%	*%
		100%	-%	67%	33%
Eleven Sports	3	3	-	1	2
	*%	*%	-%	*%	*%
		100%	-%	31%	69%
S4C Clic (online or via an app)	*	*	-	-	*
	*%	*%	-%	-%	*%
		100%	-%	-%	59%
Any other services	5	4	1	1	1
	*%	*%	*%	*%	*%
		75%	10%	21%	11%
ANY ON-DEMAND VIEWING	1351	1279	243	537	335
	50%	51%	61%	56%	71%
			a	a	abc
		95%	18%	40%	25%

Columns Tested: a,b,c,d

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Base : All respondents

		TV PLATFORM/S			
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
ANY FREE BROADCASTER SERVICE (BVOD)	677	654	135	247	189
	25%	26%	34%	26%	40%
			ac		ac
		96%	20%	36%	28%
ANY SUBSCRIPTION ON-DEMAND/ STREAMING SERVICE (SVOD)	937	885	170	388	236
	35%	35%	43%	41%	50%
			a	a	ac
		94%	18%	41%	25%
ANY PAY TV/ HYBRID DTV/ IPTV PROVIDER SERVICE	120	118	11	64	54
	4%	5%	3%	7%	11%
				ab	abc
		98%	9%	53%	45%
ANY SOCIAL MEDIA SERVICE	271	250	50	103	61
	10%	10%	13%	11%	13%
		92%	18%	38%	22%
None of these	1279	1199	148	399	126
	48%	48%	37%	42%	27%
		bcd	d	d	
		94%	12%	31%	10%
Don't know	45	41	6	17	14
	2%	2%	1%	2%	3%
		91%	13%	37%	31%

Columns Tested: a,b,c,d

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QH18 (QH79). SHOWCARD Do you use any of these online TV services to watch channels or programmes live at the time they are broadcast? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
BBC iPlayer	245	113	132	27	44	106	69	6	15	30	80	95	71	46	31	196	28	9	12
	9%	9%	10%	7%	10%	12%	7%	4%	7%	10%	11%	13%	10%	8%	5%	9%	12%	7%	16%
					f	cf				g	g	lmn	n	n			q		oq
		46%	54%	11%	18%	43%	28%	3%	6%	12%	33%	39%	29%	19%	13%	80%	11%	4%	5%
ITV Hub	102	41	62	15	27	42	20	5	1	11	31	37	31	13	21	83	5	5	10
	4%	3%	4%	4%	6%	5%	2%	3%	*%	4%	4%	5%	4%	2%	3%	4%	2%	3%	14%
				f	f	f		h		h	h	m	m						opq
		40%	60%	14%	26%	41%	19%	5%	1%	11%	31%	36%	30%	13%	21%	81%	5%	4%	10%
Amazon Prime Video	77	38	39	11	13	35	19	7	1	6	28	28	24	16	10	60	12	3	2
	3%	3%	3%	3%	3%	4%	2%	4%	1%	2%	4%	4%	3%	3%	1%	3%	5%	3%	3%
						f		h			h	n	n			o			
		50%	50%	15%	16%	45%	24%	9%	1%	8%	36%	36%	31%	20%	13%	78%	15%	5%	2%
YouTube (standard, no subscription charges)	66	41	25	18	17	24	7	3	7	8	22	20	22	15	9	56	5	4	1
	2%	3%	2%	5%	4%	3%	1%	2%	3%	3%	3%	3%	3%	3%	1%	2%	2%	3%	1%
		b		f	f	f								n					
		62%	38%	27%	26%	37%	11%	4%	11%	11%	34%	30%	34%	23%	14%	84%	8%	6%	2%
BT TV (including BT Sport)	57	36	21	7	9	11	29	-	1	6	26	24	15	12	5	41	10	4	1
	2%	3%	2%	2%	2%	1%	3%	-%	1%	2%	4%	3%	2%	2%	1%	2%	4%	3%	2%
		b					e			g	gh	n	n	n		o			
		63%	37%	13%	16%	20%	51%	-%	2%	10%	46%	43%	27%	21%	9%	72%	18%	7%	3%
NOW TV	43	20	23	11	7	15	11	2	3	1	14	12	13	7	10	35	4	2	1
	2%	2%	2%	3%	2%	2%	1%	1%	1%	*%	2%	2%	2%	1%	2%	2%	2%	2%	2%
				f															
		46%	54%	25%	16%	34%	25%	4%	7%	3%	34%	27%	30%	17%	23%	82%	9%	6%	3%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH18 (QH79). SHOWCARD Do you use any of these online TV services to watch channels or programmes live at the time they are broadcast? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Sky Go	37	28	8	3	7	17	10	1	-	6	17	11	13	8	5	29	6	1	1
	1%	2%	1%	1%	2%	2%	1%	1%	-%	2%	2%	2%	2%	1%	1%	1%	2%	1%	1%
		b								h	h								
		77%	23%	7%	19%	46%	28%	3%	-%	17%	45%	31%	34%	20%	14%	80%	15%	3%	2%
All 4	31	15	17	3	13	11	4	2	*	2	12	8	13	2	7	18	8	1	4
	1%	1%	1%	1%	3%	1%	*%	1%	*%	1%	2%	1%	2%	*%	1%	1%	3%	1%	6%
					cef	f							m			oq		oq
		47%	53%	10%	40%	36%	14%	7%	1%	7%	38%	27%	43%	7%	23%	56%	26%	5%	13%
Apple Music/ Apple TV streaming service	8	4	4	2	1	2	2	-	-	2	5	4	1	1	1	5	2	1	-
	*%	*%	*%	1%	*%	*%	*%	-%	-%	1%	1%	1%	*%	*%	*%	*%	1%	1%	-%
																		or	
		46%	54%	31%	13%	24%	31%	-%	-%	21%	61%	56%	17%	13%	14%	59%	24%	17%	-%
Facebook/ Facebook Watch	8	4	4	4	3	1	*	-	*	-	4	*	2	3	3	5	1	2	*
	*%	*%	*%	1%	1%	*%	*%	-%	*%	-%	*%	*%	*%	*%	*%	*%	*%	1%	*%
				ef	ef													o	
		50%	50%	54%	36%	7%	3%	-%	1%	-%	45%	2%	26%	35%	38%	64%	15%	20%	1%
STV Player	5	3	2	2	2	*	1	-	-	1	1	1	2	1	1	-	5	-	-
	*%	*%	*%	*%	1%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%	-%	2%	-%	-%
																	oqr		
		63%	37%	33%	47%	8%	12%	-%	-%	22%	21%	25%	42%	21%	12%	-%	100%	-%	-%
YouTube Premium (monthly paid subscription, ad free)	3	3	-	3	-	-	-	-	2	-	1	1	*	-	2	3	-	-	*
	*%	*%	-%	1%	-%	-%	-%	-%	1%	-%	*%	*%	*%	-%	*%	*%	-%	-%	*%
				ef															
		100%	-%	100%	-%	-%	-%	-%	60%	-%	37%	37%	3%	-%	60%	97%	-%	-%	3%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
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Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Twitter	3	3	-	1	*	1	-	-	-	-	*	1	1	-	*	3	*	-	-
	*%	*%	-%	*%	*%	*%	-%	-%	-%	-%	*%	*%	*%	-%	*%	*%	*%	-%	-%
				f															
		100%	-%	45%	6%	49%	-%	-%	-%	-%	6%	45%	49%	-%	6%	94%	6%	-%	-%
Eleven Sports	*	*	-	-	-	*	-	-	-	-	*	-	-	*	-	-	*	-	-
	*%	*%	-%	-%	-%	*%	-%	-%	-%	-%	*%	-%	-%	*%	-%	-%	*%	-%	-%
		100%	-%	-%	-%	100%	-%	-%	-%	-%	100%	-%	-%	100%	-%	-%	100%	-%	-%
None of these	2145	1025	1120	279	319	699	847	152	182	240	539	533	556	479	572	1806	179	107	53
	80%	79%	81%	77%	76%	77%	86%	88%	86%	80%	76%	75%	78%	83%	87%	81%	77%	81%	71%
							cde	ij	j					kl	klm	r		r	
		48%	52%	13%	15%	33%	40%	7%	8%	11%	25%	25%	26%	22%	27%	84%	8%	5%	2%
Don't know	35	15	20	5	5	15	10	2	1	1	9	12	9	6	8	28	1	4	2
	1%	1%	1%	1%	1%	2%	1%	1%	*%	*%	1%	2%	1%	1%	1%	1%	*%	3%	3%
																		op	op
		44%	56%	13%	15%	42%	29%	5%	1%	3%	26%	34%	26%	18%	22%	80%	3%	11%	6%
ANY LIVE BROADCAST SERVICES	495	260	235	78	97	188	132	20	29	58	162	167	151	95	81	402	53	21	19
	19%	20%	17%	22%	23%	21%	13%	11%	14%	19%	23%	23%	21%	16%	12%	18%	23%	16%	26%
				f	f	f				g	gh	mn	mn	n			oq		oq
		53%	47%	16%	19%	38%	27%	4%	6%	12%	33%	34%	30%	19%	16%	81%	11%	4%	4%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH18 (QH79). SHOWCARD Do you use any of these online TV services to watch channels or programmes live at the time they are broadcast? (MULTI CODE)

Base : All respondents

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
						ENGLAND REGIONS					URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
BBC iPlayer	245	17	51	26	21	20	19	9	5	29	195	50	170	75	142	103
	9%	5%	14%	12%	11%	8%	8%	4%	5%	10%	8%	14%	11%	7%	11%	7%
			aefgh	agh	agh	g				agh		j	m		o	
		7%	21%	11%	9%	8%	8%	4%	2%	12%	80%	20%	69%	31%	58%	42%
ITV Hub	102	5	19	5	5	24	12	2	3	7	88	14	71	31	68	34
	4%	1%	5%	2%	2%	10%	5%	1%	3%	2%	4%	4%	5%	3%	5%	2%
			ag			abcdfghi	ag						m		o	
		5%	19%	5%	5%	24%	11%	2%	3%	7%	86%	14%	70%	30%	67%	33%
Amazon Prime Video	77	8	17	2	5	3	5	7	4	9	66	11	53	25	42	35
	3%	2%	5%	1%	3%	1%	2%	3%	4%	3%	3%	3%	3%	2%	3%	3%
			ce													
		11%	22%	3%	7%	4%	6%	9%	5%	11%	85%	15%	68%	32%	55%	45%
YouTube (standard, no subscription charges)	66	21	7	3	3	2	8	6	1	4	59	7	44	22	25	42
	2%	6%	2%	1%	2%	1%	3%	3%	1%	1%	3%	2%	3%	2%	2%	3%
		bcdehi					e									
		32%	10%	5%	5%	2%	12%	9%	2%	7%	90%	10%	67%	33%	37%	63%
BT TV (including BT Sport)	57	2	11	8	10	1	5	1	1	2	38	19	31	25	44	13
	2%	*%	3%	4%	5%	*%	2%	*%	1%	1%	2%	5%	2%	2%	3%	1%
			aeg	aeghi	aeghi							j			o	
		3%	19%	15%	17%	1%	9%	2%	2%	4%	67%	33%	55%	45%	77%	23%
NOW TV	43	3	10	3	2	1	2	2	5	8	38	4	25	18	24	18
	2%	1%	3%	2%	1%	*%	1%	1%	4%	3%	2%	1%	2%	2%	2%	1%
			e						adefg	e						
		6%	23%	8%	4%	2%	5%	4%	11%	19%	90%	10%	58%	42%	57%	43%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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						ENGLAND REGIONS						URBANITY		WORKING STATUS		DEPRIVATION LEVEL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Sky Go	37	2	1	3	2	5	4	4	6	2	26	11	30	6	22	15
	1%	1%	*%	2%	1%	2%	2%	2%	5%	1%	1%	3%	2%	1%	2%	1%
									abcdfi			j	m			
		5%	3%	9%	5%	15%	11%	12%	15%	4%	70%	30%	83%	17%	60%	40%
All 4	31	1	3	4	1	1	1	1	2	3	26	5	20	11	17	14
	1%	*%	1%	2%	1%	*%	*%	*%	2%	1%	1%	1%	1%	1%	1%	1%
									e							
		4%	9%	13%	3%	2%	3%	3%	7%	11%	85%	15%	65%	35%	54%	46%
Apple Music/ Apple TV streaming service	8	-	1	1	1	-	-	1	*	-	5	3	5	3	5	3
	*%	-%	*%	*%	1%	-%	-%	1%	*%	-%	*%	1%	*%	*%	*%	*%
		-%	13%	13%	14%	-%	-%	16%	4%	-%	66%	34%	59%	41%	60%	40%
Facebook/ Facebook Watch	8	-	1	1	1	-	-	1	-	1	5	2	4	4	4	4
	*%	-%	*%	*%	*%	-%	-%	*%	-%	*%	*%	1%	*%	*%	*%	*%
		-%	12%	13%	10%	-%	-%	14%	-%	15%	68%	32%	50%	50%	47%	53%
STV Player	5	-	-	-	-	-	-	-	-	-	4	*	3	1	*	4
	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	*%	*%	*%	*%	*%	*%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	92%	8%	71%	29%	4%	96%
YouTube Premium (monthly paid subscription, ad free)	3	-	2	-	-	-	1	-	-	-	2	1	3	*	1	2
	*%	-%	1%	-%	-%	-%	*%	-%	-%	-%	*%	*%	*%	*%	*%	*%
		-%	60%	-%	-%	-%	37%	-%	-%	-%	60%	40%	97%	3%	40%	60%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QH18 (QH79). SHOWCARD Do you use any of these online TV services to watch channels or programmes live at the time they are broadcast? (MULTI CODE)

Base : All respondents

	Total				ENGLAND REGIONS						URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Twitter	3	-	1	-	-	-	-	1	-	-	3	*	3	-	-	3
	*%	-%	*%	-%	-%	-%	-%	1%	-%	-%	*%	*%	*%	-%	-%	*%
		-%	49%	-%	-%	-%	-%	45%	-%	-%	94%	6%	100%	-%	-%	100%
Eleven Sports	*	-	-	-	-	-	-	-	-	-	-	*	*	-	*	-
	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	*%	*%	-%	*%	-%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	100%	100%	-%	100%	-%
None of these	2145	289	258	173	153	195	202	194	95	248	1874	270	1203	940	981	1164
	80%	85%	72%	79%	78%	82%	82%	86%	85%	82%	81%	75%	77%	84%	77%	83%
		b				b	b	bd	b	b	k			l		n
		13%	12%	8%	7%	9%	9%	9%	4%	12%	87%	13%	56%	44%	46%	54%
Don't know	35	1	6	3	1	2	3	6	1	4	29	6	20	14	17	18
	1%	*%	2%	1%	1%	1%	1%	3%	1%	1%	1%	2%	1%	1%	1%	1%
								ah								
		3%	17%	9%	4%	6%	9%	18%	2%	11%	82%	18%	57%	41%	50%	50%
ANY LIVE BROADCAST SERVICES	495	50	96	42	41	41	41	26	17	49	413	83	332	164	279	216
	19%	15%	27%	19%	21%	17%	17%	11%	15%	16%	18%	23%	21%	15%	22%	15%
			aefghi	g	g							j	m		o	
		10%	19%	9%	8%	8%	8%	5%	3%	10%	83%	17%	67%	33%	56%	44%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QH18 (QH79). SHOWCARD Do you use any of these online TV services to watch channels or programmes live at the time they are broadcast? (MULTI CODE)

Base : All respondents

		TV PLATFORM/S			
	Total	**ALL TV**	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
BBC iPlayer	245	230	38	93	67
	9%	9%	10%	10%	14%
					ac
		94%	16%	38%	27%
ITV Hub	102	99	15	41	45
	4%	4%	4%	4%	10%
					abc
		96%	15%	40%	44%
Amazon Prime Video	77	74	17	33	16
	3%	3%	4%	3%	3%
		95%	21%	42%	21%
YouTube (standard, no subscription charges)	66	56	12	17	17
	2%	2%	3%	2%	4%
					c
		84%	19%	26%	26%
BT TV (including BT Sport)	57	57	4	17	40
	2%	2%	1%	2%	8%
					abc
		100%	7%	29%	71%
NOW TV	43	41	7	9	39
	2%	2%	2%	1%	8%
					abc
		95%	17%	20%	91%

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.
QH18 (QH79). SHOWCARD Do you use any of these online TV services to watch channels or programmes live at the time they are broadcast? (MULTI CODE)

Base : All respondents

		TV PLATFORM/S			
	Total	**ALL TV**	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
Sky Go	37	36	3	32	3
	1%	1%	1%	3%	1%
				abd	
		97%	9%	89%	8%
All 4	31	25	3	12	7
	1%	1%	1%	1%	1%
		81%	10%	39%	23%
Apple Music/ Apple TV streaming service	8	8	*	5	2
	*%	*%	*%	*%	*%
		100%	3%	59%	28%
Facebook/ Facebook Watch	8	8	3	2	2
	*%	*%	1%	*%	*%
		100%	33%	30%	25%
STV Player	5	4	1	2	*
	*%	*%	*%	*%	*%
		88%	24%	42%	4%
YouTube Premium (monthly paid subscription, ad free)	3	3	-	2	1
	*%	*%	-%	*%	*%
		100%	-%	60%	40%
Twitter	3	3	-	1	1
	*%	*%	-%	*%	*%
		100%	-%	51%	49%

Columns Tested: a,b,c,d

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QH18 (QH79). SHOWCARD Do you use any of these online TV services to watch channels or programmes live at the time they are broadcast? (MULTI CODE)

Base : All respondents

		TV PLATFORM/S			
	Total	**ALL TV**	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
Eleven Sports	*	*	-	-	*
	*%	*%	-%	-%	*%
		100%	-%	-%	100%
None of these	2145	2019	317	754	297
	80%	80%	80%	79%	62%
		d	d	d	
		94%	15%	35%	14%
Don't know	35	34	6	16	12
	1%	1%	1%	2%	3%
					a
		98%	16%	45%	35%
ANY LIVE BROADCAST SERVICES	495	465	74	183	166
	19%	18%	19%	19%	35%
					abc
		94%	15%	37%	34%

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH19 (QH83). SHOWCARD Which one of these services does your household use the most? (SINGLE CODE)

Base : Those with a subscription to one of the online on-demand services

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	~g	~h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1631	778	853	326	356	609	339	69	89	168	463	416	594	316	303	998	210	173	250
Effective Weighted Sample	1149	540	610	233	253	425	246	55	63	120	359	313	421	221	214	884	147	127	216
Weighted total	1233	595	638	245	271	490	227	50	61	132	425	391	379	252	209	1036	110	50	37
		48%	52%	20%	22%	40%	18%	**	**	11%	34%	32%	31%	20%	17%	84%	9%	4%	3%
Netflix	864	414	451	197	210	311	147	**	**	91	285	251	281	175	155	717	78	40	29
	70%	70%	71%	80%	78%	63%	64%	**	**	69%	67%	64%	74%	69%	74%	69%	71%	80%	78%
				ef	ef								k		k			o	o
		48%	52%	23%	24%	36%	17%	**	**	10%	33%	29%	33%	20%	18%	83%	9%	5%	3%
Amazon Prime Video	163	81	81	17	24	77	44	**	**	22	60	60	46	39	17	140	16	4	2
	13%	14%	13%	7%	9%	16%	19%	**	**	17%	14%	15%	12%	16%	8%	14%	15%	9%	6%
						cd	cd					n		n		r	r		
		50%	50%	10%	15%	47%	27%	**	**	14%	37%	37%	28%	24%	10%	86%	10%	3%	1%
NOW TV	73	39	34	12	13	34	15	**	**	8	27	25	18	14	17	65	5	3	1
	6%	7%	5%	5%	5%	7%	6%	**	**	6%	6%	6%	5%	6%	8%	6%	4%	6%	3%
																			r
		53%	47%	16%	18%	46%	20%	**	**	11%	36%	33%	25%	19%	22%	88%	7%	4%	1%
Disney Life	8	2	6	-	3	5	-	**	**	1	5	2	3	2	1	7	1	*	*
	1%	*%	1%	-%	1%	1%	-%	**	**	1%	1%	1%	1%	1%	*%	1%	1%	*%	*%
		24%	76%	-%	41%	59%	-%	**	**	11%	65%	28%	42%	21%	9%	87%	10%	2%	1%
YouTube Premium (monthly paid subscription, ad free)	7	5	2	2	1	1	3	**	**	1	-	*	1	1	5	5	1	-	*
	1%	1%	*%	1%	*%	*%	1%	**	**	1%	-%	*%	*%	*%	2%	1%	1%	-%	1%
															kl				
		69%	31%	28%	13%	16%	43%	**	**	12%	-%	4%	9%	12%	75%	77%	19%	-%	4%
Hayu	5	-	5	2	1	3	-	**	**	-	2	3	1	-	1	4	1	-	-
	*%	-%	1%	1%	*%	1%	-%	**	**	-%	*%	1%	*%	-%	*%	*%	1%	-%	-%
			a																
		-%	100%	31%	17%	52%	-%	**	**	-%	31%	62%	17%	-%	20%	80%	20%	-%	-%

Columns Tested:　a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 161

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH19 (QH83). SHOWCARD Which one of these services does your household use the most? (SINGLE CODE)

Base : Those with a subscription to one of the online on-demand services

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	~g	~h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1631	778	853	326	356	609	339	69	89	168	463	416	594	316	303	998	210	173	250
Effective Weighted Sample	1149	540	610	233	253	425	246	55	63	120	359	313	421	221	214	884	147	127	216
Weighted total	1233	595	638	245	271	490	227	50	61	132	425	391	379	252	209	1036	110	50	37
		48%	52%	20%	22%	40%	18%	**	**	11%	34%	32%	31%	20%	17%	84%	9%	4%	3%
ITV Hub+ (premium paid monthly service with no adverts)	4	2	2	-	-	3	1	**	**	2	1	-	2	1	1	4	-	1	-
	*%	*%	*%	-%	-%	1%	1%	**	**	1%	*%	-%	1%	*%	1%	*%	-%	1%	-%
		44%	56%	-%	-%	70%	30%	**	**	44%	20%	-%	50%	14%	36%	86%	-%	14%	-%
Eleven Sports	1	1	-	-	-	-	1	**	**	-	-	-	-	-	1	1	-	-	-
	*%	*%	-%	-%	-%	-%	*%	**	**	-%	-%	-%	-%	-%	*%	*%	-%	-%	-%
		100%	-%	-%	-%	-%	100%	**	**	-%	-%	-%	-%	-%	100%	100%	-%	-%	-%
All used the same amount	93	41	53	13	18	51	12	**	**	8	39	42	26	16	10	81	6	2	5
	8%	7%	8%	5%	7%	10%	5%	**	**	6%	9%	11%	7%	6%	5%	8%	5%	4%	12%
						cf						n							opq
		44%	56%	14%	19%	54%	13%	**	**	8%	42%	45%	27%	17%	10%	87%	6%	2%	5%
Don't know	14	11	4	2	-	7	5	**	**	-	6	8	-	4	2	12	2	*	-
	1%	2%	1%	1%	-%	1%	2%	**	**	-%	1%	2%	-%	2%	1%	1%	2%	1%	-%
		b					d					l		l	l				
		75%	25%	17%	-%	46%	38%	**	**	-%	43%	55%	-%	30%	15%	86%	12%	2%	-%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH19 (QH83). SHOWCARD Which one of these services does your household use the most? (SINGLE CODE)

Base : Those with a subscription to one of the online on-demand services

	Total					ENGLAND REGIONS					URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1631	102	123	106	97	133	106	105	122	104	1192	439	1125	504	846	785
Effective Weighted Sample	1149	99	117	102	94	126	103	102	117	101	958	199	791	367	574	576
Weighted total	1233	140	182	108	80	115	113	106	56	136	1060	173	894	338	612	621
		11%	15%	9%	**	9%	9%	9%	5%	11%	86%	14%	72%	27%	50%	50%
Netflix	864	102	115	80	**	71	80	77	42	95	754	110	624	239	411	454
	70%	73%	63%	74%	**	61%	70%	72%	75%	70%	71%	64%	70%	71%	67%	73%
				e					e		k					n
		12%	13%	9%	**	8%	9%	9%	5%	11%	87%	13%	72%	28%	48%	52%
Amazon Prime Video	163	13	28	13	**	24	18	13	5	17	131	32	121	41	89	73
	13%	9%	15%	12%	**	21%	15%	13%	9%	12%	12%	18%	14%	12%	15%	12%
						ah						j				
		8%	17%	8%	**	15%	11%	8%	3%	10%	80%	20%	75%	25%	55%	45%
NOW TV	73	8	18	4	**	5	6	4	5	10	63	10	52	21	45	29
	6%	6%	10%	4%	**	4%	5%	4%	9%	7%	6%	6%	6%	6%	7%	5%
		11%	25%	6%	**	6%	8%	6%	7%	13%	86%	14%	71%	29%	61%	39%
Disney Life	8	-	2	-	**	-	1	1	-	-	6	2	6	2	4	4
	1%	-%	1%	-%	**	-%	1%	1%	-%	-%	1%	1%	1%	1%	1%	1%
		-%	20%	-%	**	-%	12%	10%	-%	-%	72%	28%	71%	29%	55%	45%
YouTube Premium (monthly paid subscription, ad free)	7	-	2	-	**	-	-	1	-	1	6	1	3	4	2	4
	1%	-%	1%	-%	**	-%	-%	1%	-%	1%	1%	*%	*%	1%	*%	1%
		-%	28%	-%	**	-%	-%	21%	-%	16%	88%	12%	42%	58%	35%	65%
Hayu	5	2	-	1	**	-	-	-	-	2	5	-	1	4	4	1
	*%	1%	-%	1%	**	-%	-%	-%	-%	1%	*%	-%	*%	1%	1%	*%
														l		
		31%	-%	17%	**	-%	-%	-%	-%	31%	100%	-%	20%	80%	80%	20%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QH19 (QH83). SHOWCARD Which one of these services does your household use the most? (SINGLE CODE)

Base : Those with a subscription to one of the online on-demand services

						ENGLAND REGIONS					URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1631	102	123	106	97	133	106	105	122	104	1192	439	1125	504	846	785
Effective Weighted Sample	1149	99	117	102	94	126	103	102	117	101	958	199	791	367	574	576
Weighted total	1233	140	182	108	80	115	113	106	56	136	1060	173	894	338	612	621
		11%	15%	9%	**	9%	9%	9%	5%	11%	86%	14%	72%	27%	50%	50%
ITV Hub+ (premium paid monthly service with no adverts)	4	-	1	-	**	-	1	-	-	1	4	-	3	1	2	2
	*%	-%	1%	-%	**	-%	1%	-%	-%	1%	*%	-%	*%	*%	*%	*%
		-%	30%	-%	**	-%	20%	-%	-%	36%	100%	-%	70%	30%	50%	50%
Eleven Sports	1	-	-	-	**	-	-	-	-	-	-	1	-	1	1	-
	*%	-%	-%	-%	**	-%	-%	-%	-%	-%	-%	*%	-%	*%	*%	-%
		-%	-%	-%	**	-%	-%	-%	-%	-%	-%	100%	-%	100%	100%	-%
All used the same amount	93	14	14	10	**	15	8	8	4	7	81	12	71	22	50	43
	8%	10%	7%	9%	**	13% i	7%	8%	7%	5%	8%	7%	8%	7%	8%	7%
		14%	14%	11%	**	16%	9%	9%	4%	7%	87%	13%	76%	24%	54%	46%
Don't know	14	2	2	-	**	1	-	1	-	4	10	5	12	2	4	11
	1%	1%	1%	-%	**	1%	-%	1%	-%	3%	1%	3% j	1%	1%	1%	2%
		12%	17%	-%	**	7%	-%	8%	-%	26%	67%	33%	86%	14%	25%	75%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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Table 161

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH19 (QH83). SHOWCARD Which one of these services does your household use the most? (SINGLE CODE)

Base : Those with a subscription to one of the online on-demand services

| | | TV PLATFORM/S | | | |
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	1631	1550	256	705	395
Effective Weighted Sample	1149	1089	204	478	281
Weighted total	1233	1165	236	498	310
		94%	19%	40%	25%
Netflix	864	809	168	351	173
	70%	69%	71%	71%	56%
		d	d	d	
		94%	19%	41%	20%
Amazon Prime Video	163	157	23	77	26
	13%	14%	10%	15%	8%
		d		d	
		97%	14%	47%	16%
NOW TV	73	72	13	20	73
	6%	6%	6%	4%	24%
					abc
		98%	18%	28%	100%
Disney Life	8	8	2	2	2
	1%	1%	1%	*%	1%
		100%	19%	24%	25%
YouTube Premium (monthly paid subscription, ad free)	7	7	1	3	2
	1%	1%	*%	1%	1%
		100%	9%	42%	25%
Hayu	5	5	3	1	2
	*%	*%	1%	*%	*%
		100%	51%	17%	31%

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH19 (QH83). SHOWCARD Which one of these services does your household use the most? (SINGLE CODE)

Base : Those with a subscription to one of the online on-demand services

	Total	TV PLATFORM/S			
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	1631	1550	256	705	395
Effective Weighted Sample	1149	1089	204	478	281
Weighted total	1233	1165	236	498	310
		94%	19%	40%	25%
ITV Hub+ (premium paid monthly service with no adverts)	4	4	1	1	1
	*%	*%	1%	*%	*%
		100%	30%	35%	20%
Eleven Sports	1	1	-	-	1
	*%	*%	-%	-%	*%
		100%	-%	-%	100%
All used the same amount	93	88	21	38	25
	8%	8%	9%	8%	8%
		95%	23%	40%	27%
Don't know	14	13	4	4	5
	1%	1%	2%	1%	2%
		92%	31%	29%	35%

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH20A (QH84A). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Netflix? (MULTI CODE)

Base : Those in a household where Netflix is the most used online on-demand service

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	~g	~h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1180	550	630	267	281	408	223	57	65	117	323	270	450	228	230	702	146	132	200
Effective Weighted Sample	823	379	445	193	198	278	158	45	47	84	247	204	317	156	160	622	104	98	173
Weighted total	864	414	451	197	210	311	147	41	43	91	285	251	281	175	155	717	78	40	29
		48%	52%	23%	24%	36%	17%	**	**	10%	33%	29%	33%	20%	18%	83%	9%	5%	3%
To watch a specific programme/ series	366	184	182	94	95	126	51	**	**	32	142	115	132	59	58	314	31	9	11
	42%	45%	40%	48%	45%	40%	35%	**	**	35%	50%	46%	47%	34%	38%	44%	40%	23%	38%
				f	f						i	m	m			q	q		q
		50%	50%	26%	26%	34%	14%	**	**	9%	39%	31%	36%	16%	16%	86%	9%	3%	3%
To watch exclusive TV content not available elsewhere/ to watch original series made by the provider	314	163	150	68	88	111	47	**	**	35	115	103	103	66	41	260	33	13	7
	36%	39%	33%	35%	42%	36%	32%	**	**	39%	40%	41%	37%	38%	27%	36%	42%	31%	26%
												n	n	n		r	r		
		52%	48%	22%	28%	35%	15%	**	**	11%	37%	33%	33%	21%	13%	83%	11%	4%	2%
To watch at a time that suits	290	143	147	63	84	102	41	**	**	27	114	107	95	47	41	246	27	9	8
	34%	35%	33%	32%	40%	33%	28%	**	**	30%	40%	43%	34%	27%	27%	34%	35%	23%	27%
					f							lmn				q			
		49%	51%	22%	29%	35%	14%	**	**	9%	39%	37%	33%	16%	14%	85%	9%	3%	3%
To access new movie releases	267	128	139	73	63	90	41	**	**	27	92	68	92	54	52	232	18	7	10
	31%	31%	31%	37%	30%	29%	28%	**	**	30%	32%	27%	33%	31%	34%	32%	23%	19%	34%
																pq			pq
		48%	52%	27%	23%	34%	15%	**	**	10%	35%	26%	34%	20%	20%	87%	7%	3%	4%
To access a back catalogue of films	262	130	132	58	63	103	38	**	**	27	87	85	86	44	48	219	23	11	8
	30%	31%	29%	30%	30%	33%	26%	**	**	30%	31%	34%	31%	25%	31%	31%	30%	29%	29%
		49%	51%	22%	24%	39%	15%	**	**	10%	33%	32%	33%	17%	18%	84%	9%	4%	3%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH20A (QH84A). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Netflix? (MULTI CODE)

Base : Those in a household where Netflix is the most used online on-demand service

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	~g	~h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1180	550	630	267	281	408	223	57	65	117	323	270	450	228	230	702	146	132	200
Effective Weighted Sample	823	379	445	193	198	278	158	45	47	84	247	204	317	156	160	622	104	98	173
Weighted total	864	414	451	197	210	311	147	41	43	91	285	251	281	175	155	717	78	40	29
		48%	52%	23%	24%	36%	17%	**	**	10%	33%	29%	33%	20%	18%	83%	9%	5%	3%
To watch multiple episodes in a row/ to watch box sets	236	121	114	45	68	94	29	**	**	28	96	70	84	45	37	192	24	12	7
	27%	29%	25%	23%	32%	30%	20%	**	**	30%	34%	28%	30%	26%	24%	27%	31%	30%	26%
					cf	f													
		51%	49%	19%	29%	40%	12%	**	**	12%	41%	30%	36%	19%	15%	82%	10%	5%	3%
To access a back catalogue of TV programmes	226	120	105	51	59	83	33	**	**	26	82	72	82	31	38	190	22	8	6
	26%	29%	23%	26%	28%	27%	23%	**	**	29%	29%	29%	29%	18%	25%	26%	28%	20%	21%
												m	m						
		53%	47%	22%	26%	37%	15%	**	**	12%	36%	32%	37%	14%	17%	84%	10%	4%	3%
To watch something different to the programmes on main TV/ broadcast TV	196	89	107	44	46	69	37	**	**	22	75	68	67	34	28	163	21	10	2
	23%	22%	24%	22%	22%	22%	25%	**	**	24%	26%	27%	24%	19%	18%	23%	27%	26%	6%
														n			r	r	r
		45%	55%	22%	23%	35%	19%	**	**	11%	38%	35%	34%	17%	14%	83%	11%	5%	1%
Cheaper than renting/ buying DVDs	102	55	47	26	30	36	9	**	**	14	38	34	39	15	14	87	8	5	2
	12%	13%	10%	13%	14%	12%	6%	**	**	15%	13%	14%	14%	8%	9%	12%	10%	13%	6%
				f	f												r		
		54%	46%	26%	29%	36%	9%	**	**	14%	38%	34%	39%	14%	14%	85%	8%	5%	2%
To take advantage of a free trial or promotional offer	98	49	49	13	25	45	15	**	**	14	39	19	39	22	18	75	14	4	4
	11%	12%	11%	7%	12%	14%	11%	**	**	15%	14%	8%	14%	12%	11%	11%	18%	11%	15%
						c							k				o		
		50%	50%	13%	25%	46%	16%	**	**	14%	40%	20%	39%	22%	18%	77%	15%	4%	4%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH20A (QH84A). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Netflix? (MULTI CODE)

Base : Those in a household where Netflix is the most used online on-demand service

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	~g	~h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1180	550	630	267	281	408	223	57	65	117	323	270	450	228	230	702	146	132	200
Effective Weighted Sample	823	379	445	193	198	278	158	45	47	84	247	204	317	156	160	622	104	98	173
Weighted total	864	414	451	197	210	311	147	41	43	91	285	251	281	175	155	717	78	40	29
		48%	52%	23%	24%	36%	17%	**	**	10%	33%	29%	33%	20%	18%	83%	9%	5%	3%
Cheaper than a subscription to pay TV (e.g. Sky TV, BT TV)	89	50	39	13	27	38	12	**	**	11	40	30	35	13	11	72	10	5	3
	10%	12%	9%	7%	13%	12%	8%	**	**	12%	14%	12%	13%	8%	7%	10%	12%	12%	10%
					c	c													
		56%	44%	14%	30%	42%	14%	**	**	12%	45%	33%	40%	15%	12%	81%	11%	5%	3%
I saw it advertised and it looked interesting	48	19	29	8	12	21	7	**	**	3	22	19	15	5	10	40	7	*	1
	6%	5%	6%	4%	6%	7%	4%	**	**	4%	8%	8%	5%	3%	6%	6%	9%	1%	4%
												m					q	q	
		40%	60%	17%	25%	44%	14%	**	**	7%	45%	39%	31%	9%	21%	83%	15%	1%	2%
To obtain free shipping	16	12	4	1	5	7	3	**	**	1	9	7	3	5	1	12	4	*	*
	2%	3%	1%	*%	2%	2%	2%	**	**	1%	3%	3%	1%	3%	1%	2%	5%	*%	2%
		b															o		
		76%	24%	4%	32%	43%	21%	**	**	6%	54%	43%	17%	33%	6%	73%	24%	1%	3%
UNPROMPTED REASONS																			
For children to watch/ children's programmes	13	5	7	-	4	6	3	**	**	1	2	2	3	4	3	10	*	2	*
	1%	1%	2%	-%	2%	2%	2%	**	**	1%	1%	1%	1%	3%	2%	1%	*%	6%	1%
							c											opr	
		43%	57%	-%	29%	46%	26%	**	**	9%	17%	12%	25%	35%	27%	79%	1%	18%	2%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH20A (QH84A). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Netflix? (MULTI CODE)

Base : Those in a household where Netflix is the most used online on-demand service

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	~g	~h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1180	550	630	267	281	408	223	57	65	117	323	270	450	228	230	702	146	132	200
Effective Weighted Sample	823	379	445	193	198	278	158	45	47	84	247	204	317	156	160	622	104	98	173
Weighted total	864	414	451	197	210	311	147	41	43	91	285	251	281	175	155	717	78	40	29
		48%	52%	23%	24%	36%	17%	**	**	10%	33%	29%	33%	20%	18%	83%	9%	5%	3%
Share subscription with others/ guest login	8	4	4	-	1	3	5	**	**	1	2	2	1	2	3	6	*	2	-
	1%	1%	1%	-%	*%	1%	3%	**	**	1%	1%	1%	*%	1%	2%	1%	*%	4%	-%
							cd											or	
		50%	50%	-%	12%	33%	55%	**	**	11%	27%	23%	16%	27%	34%	76%	3%	21%	-%
Initially a gift	5	1	4	-	1	-	4	**	**	2	-	1	2	1	*	4	1	*	-
	1%	*%	1%	-%	*%	-%	3%	**	**	2%	-%	*%	1%	1%	*%	1%	1%	*%	-%
							cde			j									
		25%	75%	-%	13%	-%	87%	**	**	37%	-%	23%	50%	25%	1%	85%	13%	1%	-%
Don't need an aerial/ dish	3	1	2	-	1	1	-	**	**	-	1	-	*	1	1	2	-	1	-
	*%	*%	*%	-%	1%	*%	-%	**	**	-%	*%	-%	*%	1%	1%	*%	-%	1%	-%
		38%	62%	-%	55%	45%	-%	**	**	-%	23%	-%	15%	45%	40%	78%	-%	22%	-%
Don't need a TV licence	2	1	1	-	1	1	-	**	**	-	1	-	-	-	2	2	-	-	-
	*%	*%	*%	-%	*%	*%	-%	**	**	-%	*%	-%	-%	-%	1%	*%	-%	-%	-%
															l				
		55%	45%	-%	45%	55%	-%	**	**	-%	55%	-%	-%	-%	100%	100%	-%	-%	-%
Can pause, stop, rewind	2	-	2	-	2	-	-	**	**	-	1	1	-	-	1	1	-	1	-
	*%	-%	*%	-%	1%	-%	-%	**	**	-%	*%	*%	-%	-%	1%	*%	-%	1%	-%
		-%	100%	-%	100%	-%	-%	**	**	-%	33%	33%	-%	-%	67%	67%	-%	33%	-%
No adverts	1	-	1	-	*	*	-	**	**	-	*	-	1	-	-	*	-	*	-
	*%	-%	*%	-%	*%	*%	-%	**	**	-%	*%	-%	*%	-%	-%	*%	-%	*%	-%
		-%	100%	-%	18%	82%	-%	**	**	-%	82%	-%	100%	-%	-%	82%	-%	18%	-%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH20A (QH84A). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Netflix? (MULTI CODE)

Base : Those in a household where Netflix is the most used online on-demand service

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	~g	~h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1180	550	630	267	281	408	223	57	65	117	323	270	450	228	230	702	146	132	200
Effective Weighted Sample	823	379	445	193	198	278	158	45	47	84	247	204	317	156	160	622	104	98	173
Weighted total	864	414	451	197	210	311	147	41	43	91	285	251	281	175	155	717	78	40	29
		48%	52%	23%	24%	36%	17%	**	**	10%	33%	29%	33%	20%	18%	83%	9%	5%	3%
Don't know	35	19	17	16	8	5	6	**	**	1	7	12	10	8	5	29	5	*	1
	4%	4%	4%	8% e	4%	2%	4%	**	**	1%	2%	5%	4%	4%	3%	4%	6%	1%	4%
		53%	47%	47%	22%	15%	16%	**	**	4%	19%	35%	29%	22%	13%	82%	13%	1%	3%
SUMMARY OF PROMPTED REASONS																			
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT	649	315	334	154	163	231	100	**	**	72	228	189	216	132	110	549	55	26	18
	75%	76%	74%	78% f	78% f	74%	68%	**	**	80%	80%	75%	77%	75%	71%	77% qr	70%	65%	63%
		49%	51%	24%	25%	36%	15%	**	**	11%	35%	29%	33%	20%	17%	85%	9%	4%	3%
BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND	540	259	281	120	143	201	77	**	**	56	200	173	177	99	90	453	47	20	20
	63%	63%	62%	61%	68% f	65% f	52%	**	**	61%	70%	69% mn	63%	56%	58%	63% q	60%	51%	70% q
		48%	52%	22%	26%	37%	14%	**	**	10%	37%	32%	33%	18%	17%	84%	9%	4%	4%
CHEAPER THAN ALTERNATIVE	154	82	72	32	45	61	16	**	**	21	61	50	57	26	20	128	14	8	3
	18%	20%	16%	16%	21% f	19% f	11%	**	**	23%	21%	20%	20%	15% n	13%	18%	18%	19%	12%
		53%	47%	21%	29%	39%	10%	**	**	13%	40%	33%	37%	17%	13%	83%	9%	5%	2%
PROMOTION/ MARKETING	138	65	73	21	34	62	21	**	**	16	56	38	50	25	25	109	19	4	5
	16%	16%	16%	11%	16%	20% c	14%	**	**	17%	20%	15%	18%	14%	16%	15%	24% oq	11%	18%
		47%	53%	15%	25%	45%	15%	**	**	11%	41%	28%	36%	18%	18%	79%	14%	3%	4%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH20A (QH84A). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Netflix? (MULTI CODE)

Base : Those in a household where Netflix is the most used online on-demand service

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	~g	~h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1180	550	630	267	281	408	223	57	65	117	323	270	450	228	230	702	146	132	200
Effective Weighted Sample	823	379	445	193	198	278	158	45	47	84	247	204	317	156	160	622	104	98	173
Weighted total	864	414	451	197	210	311	147	41	43	91	285	251	281	175	155	717	78	40	29
		48%	52%	23%	24%	36%	17%	**	**	10%	33%	29%	33%	20%	18%	83%	9%	5%	3%
FREE SHIPPING	16	12	4	1	5	7	3	**	**	1	9	7	3	5	1	12	4	*	*
	2%	3%	1%	*%	2%	2%	2%	**	**	1%	3%	3%	1%	3%	1%	2%	5%	*%	2%
		b															o		
		76%	24%	4%	32%	43%	21%	**	**	6%	54%	43%	17%	33%	6%	73%	24%	1%	3%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH20A (QH84A). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Netflix? (MULTI CODE)

Base : Those in a household where Netflix is the most used online on-demand service

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	1180	76	79	78	70	83	74	76	93	73	866	314	814	364	575	605
Effective Weighted Sample	823	74	75	75	68	79	72	74	89	71	696	135	566	261	386	437
Weighted total	864	102	115	80	57	71	80	77	42	95	754	110	624	239	411	454
		**	**	**	**	**	**	**	**	**	87%	13%	72%	28%	48%	52%
To watch a specific programme/ series	366	**	**	**	**	**	**	**	**	**	318	48	261	104	175	191
	42%	**	**	**	**	**	**	**	**	**	42%	43%	42%	44%	43%	42%
		**	**	**	**	**	**	**	**	**	87%	13%	71%	28%	48%	52%
To watch exclusive TV content not available elsewhere/ to watch original series made by the provider	314	**	**	**	**	**	**	**	**	**	265	48	238	75	174	140
	36%	**	**	**	**	**	**	**	**	**	35%	44%	38%	31%	42% o	31%
		**	**	**	**	**	**	**	**	**	85%	15%	76%	24%	55%	45%
To watch at a time that suits	290	**	**	**	**	**	**	**	**	**	249	41	223	68	150	140
	34%	**	**	**	**	**	**	**	**	**	33%	37%	36% m	28%	36%	31%
		**	**	**	**	**	**	**	**	**	86%	14%	77%	23%	52%	48%
To access new movie releases	267	**	**	**	**	**	**	**	**	**	238	29	198	69	109	158
	31%	**	**	**	**	**	**	**	**	**	32%	26%	32%	29%	27%	35% n
		**	**	**	**	**	**	**	**	**	89%	11%	74%	26%	41%	59%
To access a back catalogue of films	262	**	**	**	**	**	**	**	**	**	231	31	205	57	121	141
	30%	**	**	**	**	**	**	**	**	**	31%	28%	33% m	24%	30%	31%
		**	**	**	**	**	**	**	**	**	88%	12%	78%	22%	46%	54%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QH20A (QH84A). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Netflix? (MULTI CODE)

Base : Those in a household where Netflix is the most used online on-demand service

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	1180	76	79	78	70	83	74	76	93	73	866	314	814	364	575	605
Effective Weighted Sample	823	74	75	75	68	79	72	74	89	71	696	135	566	261	386	437
Weighted total	864	102	115	80	57	71	80	77	42	95	754	110	624	239	411	454
		**	**	**	**	**	**	**	**	**	87%	13%	72%	28%	48%	52%
To watch multiple episodes in a row/ to watch box sets	236	**	**	**	**	**	**	**	**	**	205	31	180	56	108	128
	27%	**	**	**	**	**	**	**	**	**	27%	28%	29%	23%	26%	28%
		**	**	**	**	**	**	**	**	**	87%	13%	76%	24%	46%	54%
To access a back catalogue of TV programmes	226	**	**	**	**	**	**	**	**	**	195	31	175	51	115	111
	26%	**	**	**	**	**	**	**	**	**	26%	28%	28%	21%	28%	24%
													m			
		**	**	**	**	**	**	**	**	**	86%	14%	77%	23%	51%	49%
To watch something different to the programmes on main TV/ broadcast TV	196	**	**	**	**	**	**	**	**	**	169	27	146	50	103	93
	23%	**	**	**	**	**	**	**	**	**	22%	25%	23%	21%	25%	21%
		**	**	**	**	**	**	**	**	**	86%	14%	75%	25%	52%	48%
Cheaper than renting/ buying DVDs	102	**	**	**	**	**	**	**	**	**	85	16	71	31	53	49
	12%	**	**	**	**	**	**	**	**	**	11%	15%	11%	13%	13%	11%
		**	**	**	**	**	**	**	**	**	84%	16%	70%	30%	52%	48%
To take advantage of a free trial or promotional offer	98	**	**	**	**	**	**	**	**	**	86	12	69	29	53	45
	11%	**	**	**	**	**	**	**	**	**	11%	11%	11%	12%	13%	10%
		**	**	**	**	**	**	**	**	**	88%	12%	70%	30%	54%	46%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QH20A (QH84A). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Netflix? (MULTI CODE)

Base : Those in a household where Netflix is the most used online on-demand service

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	1180	76	79	78	70	83	74	76	93	73	866	314	814	364	575	605
Effective Weighted Sample	823	74	75	75	68	79	72	74	89	71	696	135	566	261	386	437
Weighted total	864	102	115	80	57	71	80	77	42	95	754	110	624	239	411	454
		**	**	**	**	**	**	**	**	**	87%	13%	72%	28%	48%	52%
Cheaper than a subscription to pay TV	89	**	**	**	**	**	**	**	**	**	77	13	67	22	44	45
(e.g. Sky TV, BT TV)	10%	**	**	**	**	**	**	**	**	**	10%	12%	11%	9%	11%	10%
		**	**	**	**	**	**	**	**	**	86%	14%	75%	25%	49%	51%
I saw it advertised and it looked	48	**	**	**	**	**	**	**	**	**	42	6	32	16	19	29
interesting	6%	**	**	**	**	**	**	**	**	**	6%	5%	5%	7%	5%	6%
		**	**	**	**	**	**	**	**	**	87%	13%	67%	33%	40%	60%
To obtain free shipping	16	**	**	**	**	**	**	**	**	**	12	4	14	2	11	5
	2%	**	**	**	**	**	**	**	**	**	2%	3%	2%	1%	3%	1%
		**	**	**	**	**	**	**	**	**	77%	23%	86%	14%	71%	29%
UNPROMPTED REASONS																
For children to watch/ children's	13	**	**	**	**	**	**	**	**	**	10	2	9	4	7	6
programmes	1%	**	**	**	**	**	**	**	**	**	1%	2%	1%	2%	2%	1%
		**	**	**	**	**	**	**	**	**	82%	18%	71%	29%	54%	46%
Share subscription with others/ guest	8	**	**	**	**	**	**	**	**	**	8	1	4	4	5	3
login	1%	**	**	**	**	**	**	**	**	**	1%	1%	1%	2%	1%	1%
		**	**	**	**	**	**	**	**	**	91%	9%	52%	48%	63%	37%

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QH20A (QH84A). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Netflix? (MULTI CODE)

Base : Those in a household where Netflix is the most used online on-demand service

		ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	1180	76	79	78	70	83	74	76	93	73	866	314	814	364	575	605
Effective Weighted Sample	823	74	75	75	68	79	72	74	89	71	696	135	566	261	386	437
Weighted total	864	102	115	80	57	71	80	77	42	95	754	110	624	239	411	454
		**	**	**	**	**	**	**	**	**	87%	13%	72%	28%	48%	52%
Initially a gift	5	**	**	**	**	**	**	**	**	**	5	*	1	4	2	2
	1%	**	**	**	**	**	**	**	**	**	1%	*%	*%	2%	1%	1%
													l			
		**	**	**	**	**	**	**	**	**	99%	1%	23%	77%	50%	50%
Don't need an aerial/ dish	3	**	**	**	**	**	**	**	**	**	3	-	3	-	2	1
	*%	**	**	**	**	**	**	**	**	**	*%	-%	*%	-%	1%	*%
		**	**	**	**	**	**	**	**	**	100%	-%	100%	-%	78%	22%
Don't need a TV licence	2	**	**	**	**	**	**	**	**	**	2	-	1	1	2	-
	*%	**	**	**	**	**	**	**	**	**	*%	-%	*%	*%	1%	-%
		**	**	**	**	**	**	**	**	**	100%	-%	55%	45%	100%	-%
Can pause, stop, rewind	2	**	**	**	**	**	**	**	**	**	2	-	1	1	2	-
	*%	**	**	**	**	**	**	**	**	**	*%	-%	*%	*%	*%	-%
		**	**	**	**	**	**	**	**	**	100%	-%	33%	67%	100%	-%
No adverts	1	**	**	**	**	**	**	**	**	**	*	*	1	-	*	*
	*%	**	**	**	**	**	**	**	**	**	*%	*%	*%	-%	*%	*%
		**	**	**	**	**	**	**	**	**	82%	18%	100%	-%	82%	18%
Don't know	35	**	**	**	**	**	**	**	**	**	32	3	17	18	15	20
	4%	**	**	**	**	**	**	**	**	**	4%	3%	3%	8%	4%	4%
														l		
		**	**	**	**	**	**	**	**	**	92%	8%	48%	52%	42%	58%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QH20A (QH84A). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Netflix? (MULTI CODE)

Base : Those in a household where Netflix is the most used online on-demand service

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	1180	76	79	78	70	83	74	76	93	73	866	314	814	364	575	605
Effective Weighted Sample	823	74	75	75	68	79	72	74	89	71	696	135	566	261	386	437
Weighted total	864	102	115	80	57	71	80	77	42	95	754	110	624	239	411	454
		**	**	**	**	**	**	**	**	**	87%	13%	72%	28%	48%	52%
SUMMARY OF PROMPTED REASONS																
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT	649	**	**	**	**	**	**	**	**	**	563	86	480	168	315	333
	75%	**	**	**	**	**	**	**	**	**	75%	78%	77%	70%	77%	73%
													m			
		**	**	**	**	**	**	**	**	**	87%	13%	74%	26%	49%	51%
BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND	540	**	**	**	**	**	**	**	**	**	473	68	412	128	254	286
	63%	**	**	**	**	**	**	**	**	**	63%	61%	66%	54%	62%	63%
													m			
		**	**	**	**	**	**	**	**	**	87%	13%	76%	24%	47%	53%
CHEAPER THAN ALTERNATIVE	154	**	**	**	**	**	**	**	**	**	131	23	113	41	77	77
	18%	**	**	**	**	**	**	**	**	**	17%	21%	18%	17%	19%	17%
		**	**	**	**	**	**	**	**	**	85%	15%	73%	27%	50%	50%
PROMOTION/ MARKETING	138	**	**	**	**	**	**	**	**	**	122	16	96	42	70	68
	16%	**	**	**	**	**	**	**	**	**	16%	14%	15%	17%	17%	15%
		**	**	**	**	**	**	**	**	**	88%	12%	70%	30%	51%	49%
FREE SHIPPING	16	**	**	**	**	**	**	**	**	**	12	4	14	2	11	5
	2%	**	**	**	**	**	**	**	**	**	2%	3%	2%	1%	3%	1%
		**	**	**	**	**	**	**	**	**	77%	23%	86%	14%	71%	29%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QH20A (QH84A). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Netflix? (MULTI CODE)

Base : Those in a household where Netflix is the most used online on-demand service

	Total	TV PLATFORM/S			
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	1180	1113	186	515	215
Effective Weighted Sample	823	774	146	348	160
Weighted total	864	809	168	351	173
		94%	19%	41%	20%
To watch a specific programme/ series	366	344	68	152	78
	42%	43%	40%	43%	45%
		94%	19%	42%	21%
To watch exclusive TV content not available elsewhere/ to watch original series made by the provider	314	296	71	132	60
	36%	37%	42%	38%	34%
		94%	23%	42%	19%
To watch at a time that suits	290	276	47	118	66
	34%	34%	28%	34%	38%
		95%	16%	41%	23%
To access new movie releases	267	259	55	113	60
	31%	32%	32%	32%	35%
		97%	20%	42%	23%
To access a back catalogue of films	262	251	48	112	62
	30%	31%	29%	32%	36%
		96%	19%	43%	24%
To watch multiple episodes in a row/ to watch box sets	236	226	37	109	61
	27%	28%	22%	31%	35%
					b
		96%	16%	46%	26%

Columns Tested: a,b,c,d

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		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	1180	1113	186	515	215
Effective Weighted Sample	823	774	146	348	160
Weighted total	864	809	168	351	173
		94%	19%	41%	20%
To access a back catalogue of TV programmes	226	215	33	102	55
	26%	27%	20%	29%	31%
				b	b
		95%	15%	45%	24%
To watch something different to the programmes on main TV/ broadcast TV	196	187	31	83	50
	23%	23%	19%	24%	29%
					b
		95%	16%	42%	25%
Cheaper than renting/ buying DVDs	102	94	20	39	25
	12%	12%	12%	11%	15%
		93%	19%	39%	25%
To take advantage of a free trial or promotional offer	98	93	24	41	23
	11%	11%	14%	12%	13%
		95%	25%	42%	24%
Cheaper than a subscription to pay TV (e.g. Sky TV, BT TV)	89	79	9	28	25
	10%	10%	5%	8%	15%
					bc
		88%	10%	31%	28%

Columns Tested: a,b,c,d

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Base : Those in a household where Netflix is the most used online on-demand service

	Total	TV PLATFORM/S			
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	1180	1113	186	515	215
Effective Weighted Sample	823	774	146	348	160
Weighted total	864	809	168	351	173
		94%	19%	41%	20%
I saw it advertised and it looked interesting	48	48	9	24	8
	6%	6%	5%	7%	4%
		100%	18%	51%	16%
To obtain free shipping	16	15	4	8	3
	2%	2%	2%	2%	2%
		96%	24%	51%	19%
UNPROMPTED REASONS					
For children to watch/ children's programmes	13	12	2	7	1
	1%	1%	1%	2%	1%
		97%	17%	57%	12%
Share subscription with others/ guest login	8	8	3	4	-
	1%	1%	2%	1%	-%
		100%	35%	46%	-%
Initially a gift	5	4	-	2	2
	1%	1%	-%	*%	1%
		87%	-%	35%	50%
Don't need an aerial/ dish	3	3	-	2	-
	*%	*%	-%	1%	-%
		100%	-%	85%	-%

Columns Tested: a,b,c,d

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QH20A (QH84A). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Netflix? (MULTI CODE)

Base : Those in a household where Netflix is the most used online on-demand service

		TV PLATFORM/S			
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	1180	1113	186	515	215
Effective Weighted Sample	823	774	146	348	160
Weighted total	864	809	168	351	173
		94%	19%	41%	20%
Don't need a TV licence	2	2	1	-	-
	*%	*%	1%	-%	-%
		100%	55%	-%	-%
Can pause, stop, rewind	2	2	-	-	-
	*%	*%	-%	-%	-%
		100%	-%	-%	-%
No adverts	1	*	-	*	-
	*%	*%	-%	*%	-%
		82%	-%	82%	-%
Don't know	35	31	10	16	4
	4%	4%	6%	5%	2%
		89%	27%	45%	11%
SUMMARY OF PROMPTED REASONS					
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT	649	612	124	262	141
	75%	76%	73%	74%	82%
		94%	19%	40%	22%
BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND	540	514	85	224	124
	63%	63%	51%	64%	72%
		b		b	b
		95%	16%	41%	23%

Columns Tested: a,b,c,d

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QH20A (QH84A). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Netflix? (MULTI CODE)

Base : Those in a household where Netflix is the most used online on-demand service

	Total	TV PLATFORM/S			
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	1180	1113	186	515	215
Effective Weighted Sample	823	774	146	348	160
Weighted total	864	809	168	351	173
		94%	19%	41%	20%
CHEAPER THAN ALTERNATIVE	154	139	24	54	38
	18%	17%	14%	15%	22%
		91%	15%	35%	25%
PROMOTION/ MARKETING	138	133	33	59	29
	16%	16%	19%	17%	17%
		96%	24%	43%	21%
FREE SHIPPING	16	15	4	8	3
	2%	2%	2%	2%	2%
		96%	24%	51%	19%

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH20B (QH84B). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Amazon Prime Video? (MULTI CODE)

Base : Those in a household where Amazon Prime Video is the most used online on-demand service

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r
Unweighted total	206	102	104	25	32	83	66	5	6	26	61	67	69	44	26	133	39	19	15
Effective Weighted Sample	148	72	75	16	23	62	50	5	2	19	48	49	50	34	17	118	23	14	13
Weighted total	163	81	81	17	24	77	44	3	3	22	60	60	46	39	17	140	16	4	2
		50%	50%	**	**	**	**	**	**	**	**	**	**	**	**	86%	**	**	**
To obtain free shipping	97	49	48	**	**	**	**	**	**	**	**	**	**	**	**	83	**	**	**
	60%	60%	59%	**	**	**	**	**	**	**	**	**	**	**	**	59%	**	**	**
		50%	50%	**	**	**	**	**	**	**	**	**	**	**	**	85%	**	**	**
To watch a specific programme/ series	39	22	17	**	**	**	**	**	**	**	**	**	**	**	**	35	**	**	**
	24%	27%	21%	**	**	**	**	**	**	**	**	**	**	**	**	25%	**	**	**
		56%	44%	**	**	**	**	**	**	**	**	**	**	**	**	89%	**	**	**
To watch exclusive TV content not available elsewhere/ to watch original series made by the provider	38	21	17	**	**	**	**	**	**	**	**	**	**	**	**	35	**	**	**
	24%	26%	21%	**	**	**	**	**	**	**	**	**	**	**	**	25%	**	**	**
		55%	45%	**	**	**	**	**	**	**	**	**	**	**	**	90%	**	**	**
To take advantage of a free trial or promotional offer	34	16	18	**	**	**	**	**	**	**	**	**	**	**	**	30	**	**	**
	21%	20%	22%	**	**	**	**	**	**	**	**	**	**	**	**	22%	**	**	**
		47%	53%	**	**	**	**	**	**	**	**	**	**	**	**	88%	**	**	**
To watch at a time that suits	31	14	17	**	**	**	**	**	**	**	**	**	**	**	**	26	**	**	**
	19%	18%	21%	**	**	**	**	**	**	**	**	**	**	**	**	19%	**	**	**
		46%	54%	**	**	**	**	**	**	**	**	**	**	**	**	83%	**	**	**
To access a back catalogue of flms	28	15	14	**	**	**	**	**	**	**	**	**	**	**	**	24	**	**	**
	17%	18%	17%	**	**	**	**	**	**	**	**	**	**	**	**	17%	**	**	**
		51%	49%	**	**	**	**	**	**	**	**	**	**	**	**	84%	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH20B (QH84B). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Amazon Prime Video? (MULTI CODE)

Base : Those in a household where Amazon Prime Video is the most used online on-demand service

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K- 15.59K	15.6K- 25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r
Unweighted total	206	102	104	25	32	83	66	5	6	26	61	67	69	44	26	133	39	19	15
Effective Weighted Sample	148	72	75	16	23	62	50	5	2	19	48	49	50	34	17	118	23	14	13
Weighted total	163	81	81	17	24	77	44	3	3	22	60	60	46	39	17	140	16	4	2
		50%	50%	**	**	**	**	**	**	**	**	**	**	**	**	86%	**	**	**
To access new movie releases	26	15	11	**	**	**	**	**	**	**	**	**	**	**	**	23	**	**	**
	16%	19%	14%	**	**	**	**	**	**	**	**	**	**	**	**	17%	**	**	**
		57%	43%	**	**	**	**	**	**	**	**	**	**	**	**	88%	**	**	**
To access a back catalogue of TV programmes	26	14	12	**	**	**	**	**	**	**	**	**	**	**	**	23	**	**	**
	16%	17%	15%	**	**	**	**	**	**	**	**	**	**	**	**	16%	**	**	**
		53%	47%	**	**	**	**	**	**	**	**	**	**	**	**	89%	**	**	**
To watch multiple episodes in a row/ to watch box sets	23	11	12	**	**	**	**	**	**	**	**	**	**	**	**	20	**	**	**
	14%	14%	14%	**	**	**	**	**	**	**	**	**	**	**	**	15%	**	**	**
		49%	51%	**	**	**	**	**	**	**	**	**	**	**	**	89%	**	**	**
To watch something different to the programmes on main TV/ broadcast TV	18	8	10	**	**	**	**	**	**	**	**	**	**	**	**	17	**	**	**
	11%	10%	12%	**	**	**	**	**	**	**	**	**	**	**	**	12%	**	**	**
		46%	54%	**	**	**	**	**	**	**	**	**	**	**	**	93%	**	**	**
Cheaper than renting/ buying DVDs	16	7	9	**	**	**	**	**	**	**	**	**	**	**	**	15	**	**	**
	10%	8%	11%	**	**	**	**	**	**	**	**	**	**	**	**	11%	**	**	**
		43%	57%	**	**	**	**	**	**	**	**	**	**	**	**	92%	**	**	**

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QH20B (QH84B). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Amazon Prime Video? (MULTI CODE)

Base : Those in a household where Amazon Prime Video is the most used online on-demand service

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r
Unweighted total	206	102	104	25	32	83	66	5	6	26	61	67	69	44	26	133	39	19	15
Effective Weighted Sample	148	72	75	16	23	62	50	5	2	19	48	49	50	34	17	118	23	14	13
Weighted total	163	81	81	17	24	77	44	3	3	22	60	60	46	39	17	140	16	4	2
		50%	50%	**	**	**	**	**	**	**	**	**	**	**	**	86%	**	**	**
Cheaper than a subscription to pay TV (e.g. Sky TV, BT TV)	10	4	6	**	**	**	**	**	**	**	**	**	**	**	**	9	**	**	**
	6%	5%	8%	**	**	**	**	**	**	**	**	**	**	**	**	7%	**	**	**
		40%	60%	**	**	**	**	**	**	**	**	**	**	**	**	90%	**	**	**
I saw it advertised and it looked interesting	2	1	1	**	**	**	**	**	**	**	**	**	**	**	**	2	**	**	**
	1%	1%	2%	**	**	**	**	**	**	**	**	**	**	**	**	1%	**	**	**
		47%	53%	**	**	**	**	**	**	**	**	**	**	**	**	88%	**	**	**
UNPROMPTED REASONS																			
Initially a gift	2	2	*	**	**	**	**	**	**	**	**	**	**	**	**	2	**	**	**
	1%	2%	*%	**	**	**	**	**	**	**	**	**	**	**	**	1%	**	**	**
		86%	14%	**	**	**	**	**	**	**	**	**	**	**	**	86%	**	**	**
Don't know	3	2	1	**	**	**	**	**	**	**	**	**	**	**	**	2	**	**	**
	2%	2%	1%	**	**	**	**	**	**	**	**	**	**	**	**	1%	**	**	**
		56%	44%	**	**	**	**	**	**	**	**	**	**	**	**	59%	**	**	**
SUMMARY OF PROMPTED REASONS																			
FREE SHIPPING	97	49	48	**	**	**	**	**	**	**	**	**	**	**	**	83	**	**	**
	60%	60%	59%	**	**	**	**	**	**	**	**	**	**	**	**	59%	**	**	**
		50%	50%	**	**	**	**	**	**	**	**	**	**	**	**	85%	**	**	**
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT	81	43	38	**	**	**	**	**	**	**	**	**	**	**	**	73	**	**	**
	50%	53%	46%	**	**	**	**	**	**	**	**	**	**	**	**	52%	**	**	**
		53%	47%	**	**	**	**	**	**	**	**	**	**	**	**	90%	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH20B (QH84B). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Amazon Prime Video? (MULTI CODE)

Base : Those in a household where Amazon Prime Video is the most used online on-demand service

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r
Unweighted total	206	102	104	25	32	83	66	5	6	26	61	67	69	44	26	133	39	19	15
Effective Weighted Sample	148	72	75	16	23	62	50	5	2	19	48	49	50	34	17	118	23	14	13
Weighted total	163	81	81	17	24	77	44	3	3	22	60	60	46	39	17	140	16	4	2
		50%	50%	**	**	**	**	**	**	**	**	**	**	**	**	86%	**	**	**
BACK CATALOGUE/ BOX SETS/	69	33	36	**	**	**	**	**	**	**	**	**	**	**	**	60	**	**	**
WATCH ON DEMAND	42%	40%	44%	**	**	**	**	**	**	**	**	**	**	**	**	43%	**	**	**
		48%	52%	**	**	**	**	**	**	**	**	**	**	**	**	87%	**	**	**
PROMOTION/ MARKETING	37	17	19	**	**	**	**	**	**	**	**	**	**	**	**	32	**	**	**
	23%	21%	24%	**	**	**	**	**	**	**	**	**	**	**	**	23%	**	**	**
		47%	53%	**	**	**	**	**	**	**	**	**	**	**	**	88%	**	**	**
CHEAPER THAN ALTERNATIVE	23	9	14	**	**	**	**	**	**	**	**	**	**	**	**	20	**	**	**
	14%	11%	17%	**	**	**	**	**	**	**	**	**	**	**	**	15%	**	**	**
		39%	61%	**	**	**	**	**	**	**	**	**	**	**	**	90%	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH20B (QH84B). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Amazon Prime Video? (MULTI CODE)

Base : Those in a household where Amazon Prime Video is the most used online on-demand service

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
						ENGLAND REGIONS					URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	~k	l	~m	n	~o
Unweighted total	206	8	19	14	11	27	17	13	11	13	138	68	139	67	123	83
Effective Weighted Sample	148	8	18	13	11	25	16	13	11	13	114	35	101	51	85	63
Weighted total	163	13	28	13	9	24	18	13	5	17	131	32	121	41	89	73
		**	**	**	**	**	**	**	**	**	80%	**	75%	**	55%	**
To obtain free shipping	97	**	**	**	**	**	**	**	**	**	76	**	71	**	60	**
	60%	**	**	**	**	**	**	**	**	**	58%	**	59%	**	67%	**
		**	**	**	**	**	**	**	**	**	78%	**	73%	**	61%	**
To watch a specific programme/ series	39	**	**	**	**	**	**	**	**	**	31	**	30	**	22	**
	24%	**	**	**	**	**	**	**	**	**	24%	**	24%	**	25%	**
		**	**	**	**	**	**	**	**	**	80%	**	76%	**	56%	**
To watch exclusive TV content not available elsewhere/ to watch original series made by the provider	38	**	**	**	**	**	**	**	**	**	29	**	30	**	22	**
	24%	**	**	**	**	**	**	**	**	**	22%	**	25%	**	25%	**
		**	**	**	**	**	**	**	**	**	74%	**	79%	**	58%	**
To take advantage of a free trial or promotional offer	34	**	**	**	**	**	**	**	**	**	27	**	29	**	14	**
	21%	**	**	**	**	**	**	**	**	**	21%	**	24%	**	16%	**
		**	**	**	**	**	**	**	**	**	80%	**	85%	**	41%	**
To watch at a time that suits	31	**	**	**	**	**	**	**	**	**	24	**	20	**	16	**
	19%	**	**	**	**	**	**	**	**	**	18%	**	17%	**	18%	**
		**	**	**	**	**	**	**	**	**	77%	**	65%	**	52%	**

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QH20B (QH84B). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Amazon Prime Video? (MULTI CODE)

Base : Those in a household where Amazon Prime Video is the most used online on-demand service

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	~k	l	~m	n	~o
Unweighted total	206	8	19	14	11	27	17	13	11	13	138	68	139	67	123	83
Effective Weighted Sample	148	8	18	13	11	25	16	13	11	13	114	35	101	51	85	63
Weighted total	163	13	28	13	9	24	18	13	5	17	131	32	121	41	89	73
		**	**	**	**	**	**	**	**	**	80%	**	75%	**	55%	**
To access a back catalogue of flms	28	**	**	**	**	**	**	**	**	**	26	**	21	**	17	**
	17%	**	**	**	**	**	**	**	**	**	20%	**	17%	**	19%	**
		**	**	**	**	**	**	**	**	**	90%	**	74%	**	59%	**
To access new movie releases	26	**	**	**	**	**	**	**	**	**	24	**	23	**	10	**
	16%	**	**	**	**	**	**	**	**	**	18%	**	19%	**	11%	**
		**	**	**	**	**	**	**	**	**	90%	**	88%	**	39%	**
To access a back catalogue of TV programmes	26	**	**	**	**	**	**	**	**	**	20	**	18	**	17	**
	16%	**	**	**	**	**	**	**	**	**	15%	**	15%	**	19%	**
		**	**	**	**	**	**	**	**	**	79%	**	70%	**	66%	**
To watch multiple episodes in a row/ to watch box sets	23	**	**	**	**	**	**	**	**	**	18	**	17	**	15	**
	14%	**	**	**	**	**	**	**	**	**	14%	**	14%	**	17%	**
		**	**	**	**	**	**	**	**	**	81%	**	76%	**	65%	**
To watch something different to the programmes on main TV/ broadcast TV	18	**	**	**	**	**	**	**	**	**	14	**	12	**	13	**
	11%	**	**	**	**	**	**	**	**	**	11%	**	10%	**	15%	**
		**	**	**	**	**	**	**	**	**	77%	**	68%	**	72%	**
Cheaper than renting/ buying DVDs	16	**	**	**	**	**	**	**	**	**	12	**	13	**	8	**
	10%	**	**	**	**	**	**	**	**	**	9%	**	11%	**	9%	**
		**	**	**	**	**	**	**	**	**	77%	**	82%	**	52%	**

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QH20B (QH84B). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Amazon Prime Video? (MULTI CODE)

Base : Those in a household where Amazon Prime Video is the most used online on-demand service

	Total					ENGLAND REGIONS					URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	~k	l	~m	n	~o
Unweighted total	206	8	19	14	11	27	17	13	11	13	138	68	139	67	123	83
Effective Weighted Sample	148	8	18	13	11	25	16	13	11	13	114	35	101	51	85	63
Weighted total	163	13	28	13	9	24	18	13	5	17	131	32	121	41	89	73
		**	**	**	**	**	**	**	**	**	80%	**	75%	**	55%	**
Cheaper than a subscription to pay TV	10	**	**	**	**	**	**	**	**	**	10	**	8	**	7	**
(e.g. Sky TV, BT TV)	6%	**	**	**	**	**	**	**	**	**	8%	**	6%	**	8%	**
		**	**	**	**	**	**	**	**	**	97%	**	75%	**	66%	**
I saw it advertised and it looked	2	**	**	**	**	**	**	**	**	**	2	**	1	**	2	**
interesting	1%	**	**	**	**	**	**	**	**	**	2%	**	1%	**	3%	**
		**	**	**	**	**	**	**	**	**	88%	**	52%	**	100%	**
UNPROMPTED REASONS																
Initially a gift	2	**	**	**	**	**	**	**	**	**	2	**	2	**	2	**
	1%	**	**	**	**	**	**	**	**	**	1%	**	1%	**	2%	**
		**	**	**	**	**	**	**	**	**	86%	**	86%	**	100%	**
Don't know	3	**	**	**	**	**	**	**	**	**	2	**	*	**	1	**
	2%	**	**	**	**	**	**	**	**	**	2%	**	*%	**	1%	**
		**	**	**	**	**	**	**	**	**	83%	**	17%	**	46%	**
SUMMARY OF PROMPTED REASONS																
FREE SHIPPING	97	**	**	**	**	**	**	**	**	**	76	**	71	**	60	**
	60%	**	**	**	**	**	**	**	**	**	58%	**	59%	**	67%	**
		**	**	**	**	**	**	**	**	**	78%	**	73%	**	61%	**

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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Table 163

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.
QH20B (QH84B). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Amazon Prime Video? (MULTI CODE)

Base : Those in a household where Amazon Prime Video is the most used online on-demand service

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	~k	l	~m	n	~o
Unweighted total	206	8	19	14	11	27	17	13	11	13	138	68	139	67	123	83
Effective Weighted Sample	148	8	18	13	11	25	16	13	11	13	114	35	101	51	85	63
Weighted total	163	13	28	13	9	24	18	13	5	17	131	32	121	41	89	73
		**	**	**	**	**	**	**	**	**	80%	**	75%	**	55%	**
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT	81	**	**	**	**	**	**	**	**	**	67	**	63	**	43	**
	50%	**	**	**	**	**	**	**	**	**	51%	**	52%	**	49%	**
		**	**	**	**	**	**	**	**	**	83%	**	78%	**	54%	**
BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND	69	**	**	**	**	**	**	**	**	**	57	**	48	**	39	**
	42%	**	**	**	**	**	**	**	**	**	44%	**	40%	**	43%	**
		**	**	**	**	**	**	**	**	**	83%	**	70%	**	56%	**
PROMOTION/ MARKETING	37	**	**	**	**	**	**	**	**	**	30	**	30	**	17	**
	23%	**	**	**	**	**	**	**	**	**	23%	**	25%	**	19%	**
		**	**	**	**	**	**	**	**	**	80%	**	82%	**	45%	**
CHEAPER THAN ALTERNATIVE	23	**	**	**	**	**	**	**	**	**	19	**	18	**	14	**
	14%	**	**	**	**	**	**	**	**	**	14%	**	15%	**	15%	**
		**	**	**	**	**	**	**	**	**	83%	**	78%	**	60%	**

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QH20B (QH84B). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Amazon Prime Video? (MULTI CODE)

Base : Those in a household where Amazon Prime Video is the most used online on-demand service

	Total	TV PLATFORM/S			
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	~b	~c	~d
Unweighted total	206	198	26	99	35
Effective Weighted Sample	148	142	21	69	23
Weighted total	163	157	23	77	26
		97%	**	**	**
To obtain free shipping	97	94	**	**	**
	60%	60%	**	**	**
		97%	**	**	**
To watch a specific programme/ series	39	37	**	**	**
	24%	23%	**	**	**
		95%	**	**	**
To watch exclusive TV content not available elsewhere/ to watch original series made by the provider	38	38	**	**	**
	24%	24%	**	**	**
		99%	**	**	**
To take advantage of a free trial or promotional offer	34	34	**	**	**
	21%	22%	**	**	**
		99%	**	**	**
To watch at a time that suits	31	30	**	**	**
	19%	19%	**	**	**
		96%	**	**	**
To access a back catalogue of flms	28	27	**	**	**
	17%	17%	**	**	**
		96%	**	**	**

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH20B (QH84B). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Amazon Prime Video? (MULTI CODE)

Base : Those in a household where Amazon Prime Video is the most used online on-demand service

	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
		TV PLATFORM/S			
Significance Level: 95%		a	~b	~c	~d
Unweighted total	206	198	26	99	35
Effective Weighted Sample	148	142	21	69	23
Weighted total	163	157	23	77	26
		97%	**	**	**
To access new movie releases	26	26	**	**	**
	16%	17%	**	**	**
		98%	**	**	**
To access a back catalogue of TV programmes	26	25	**	**	**
	16%	16%	**	**	**
		97%	**	**	**
To watch multiple episodes in a row/ to watch box sets	23	22	**	**	**
	14%	14%	**	**	**
		96%	**	**	**
To watch something different to the programmes on main TV/ broadcast TV	18	18	**	**	**
	11%	11%	**	**	**
		99%	**	**	**
Cheaper than renting/ buying DVDs	16	16	**	**	**
	10%	10%	**	**	**
		100%	**	**	**

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.
QH20B (QH84B). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Amazon Prime Video? (MULTI CODE)

Base : Those in a household where Amazon Prime Video is the most used online on-demand service

	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
TV PLATFORM/S					
Significance Level: 95%		a	~b	~c	~d
Unweighted total	206	198	26	99	35
Effective Weighted Sample	148	142	21	69	23
Weighted total	163	157	23	77	26
		97%	**	**	**
Cheaper than a subscription to pay TV (e.g. Sky TV, BT TV)	10	10	**	**	**
	6%	6%	**	**	**
		98%	**	**	**
I saw it advertised and it looked interesting	2	2	**	**	**
	1%	1%	**	**	**
		100%	**	**	**
UNPROMPTED REASONS					
Initially a gift	2	2	**	**	**
	1%	1%	**	**	**
		100%	**	**	**
Don't know	3	3	**	**	**
	2%	2%	**	**	**
		100%	**	**	**
SUMMARY OF PROMPTED REASONS					
FREE SHIPPING	97	94	**	**	**
	60%	60%	**	**	**
		97%	**	**	**
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT	81	78	**	**	**
	50%	50%	**	**	**
		97%	**	**	**

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.
QH20B (QH84B). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Amazon Prime Video? (MULTI CODE)

Base : Those in a household where Amazon Prime Video is the most used online on-demand service

	Total	TV PLATFORM/S			
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	~b	~c	~d
Unweighted total	206	198	26	99	35
Effective Weighted Sample	148	142	21	69	23
Weighted total	163	157	23	77	26
		97%	**	**	**
BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND	69	67	**	**	**
	42%	43%	**	**	**
		97%	**	**	**
PROMOTION/ MARKETING	37	36	**	**	**
	23%	23%	**	**	**
		99%	**	**	**
CHEAPER THAN ALTERNATIVE	23	23	**	**	**
	14%	14%	**	**	**
		99%	**	**	**

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH20C (QH84C). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Disney Life? (MULTI CODE)

Base : Those in a household where Disney Life is the most used online on-demand service

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	10	3	7	-	3	7	-	-	1	1	5	3	4	2	1	7	1	1	1
Effective Weighted Sample	8	2	6	-	3	5	-	-	1	1	5	2	4	1	1	7	1	1	1
Weighted total	8	2	6	-	3	5	-	-	1	1	5	2	3	2	1	7	1	*	*
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch a specific programme/	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
series	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch at a time that suits	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To access a back catalogue of TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
programmes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To access a back catalogue of	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
flms	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch exclusive TV content	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
not available elsewhere/ to watch	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
original series made by the		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
provider																			

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH20C (QH84C). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Disney Life? (MULTI CODE)

Base : Those in a household where Disney Life is the most used online on-demand service

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	10	3	7	-	3	7	-	-	1	1	5	3	4	2	1	7	1	1	1
Effective Weighted Sample	8	2	6	-	3	5	-	-	1	1	5	2	4	1	1	7	1	1	1
Weighted total	8	2	6	-	3	5	-	-	1	1	5	2	3	2	1	7	1	*	*
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch multiple episodes in a row/ to watch box sets	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cheaper than renting/ buying DVDs	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To access new movie releases	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I saw it advertised and it looked interesting	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
UNPROMPTED REASONS																			
For children to watch/ children's programmes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH20C (QH84C). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Disney Life? (MULTI CODE)

Base : Those in a household where Disney Life is the most used online on-demand service

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K- 15.59K	15.6K- 25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	10	3	7	-	3	7	-	-	1	1	5	3	4	2	1	7	1	1	1
Effective Weighted Sample	8	2	6	-	3	5	-	-	1	1	5	2	4	1	1	7	1	1	1
Weighted total	8	2	6	-	3	5	-	-	1	1	5	2	3	2	1	7	1	*	*
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY OF PROMPTED REASONS																			
SPECIFIC/ EXCLUSIVE/ NEW/	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DIFFERENT CONTENT	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
BACK CATALOGUE/ BOX SETS/	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WATCH ON DEMAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
CHEAPER THAN ALTERNATIVE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
PROMOTION/ MARKETING	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH20C (QH84C). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Disney Life? (MULTI CODE)

Base : Those in a household where Disney Life is the most used online on-demand service

	Total		ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o
Unweighted total	10	-	1	-	4	-	1	1	-	-	6	4	8	2	6	4
Effective Weighted Sample	8	-	1	-	4	-	1	1	-	-	5	2	6	2	5	3
Weighted total	8	-	2	-	4	-	1	1	-	-	6	2	6	2	4	4
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch a specific programme/ series	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch at a time that suits	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To access a back catalogue of TV programmes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To access a back catalogue of flms	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch exclusive TV content not available elsewhere/ to watch original series made by the provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QH20C (QH84C). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Disney Life? (MULTI CODE)

Base : Those in a household where Disney Life is the most used online on-demand service

		ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o
Unweighted total	10	-	1	-	4	-	1	1	-	-	6	4	8	2	6	4
Effective Weighted Sample	8	-	1	-	4	-	1	1	-	-	5	2	6	2	5	3
Weighted total	8	-	2	-	4	-	1	1	-	-	6	2	6	2	4	4
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch multiple episodes in a row/ to watch box sets	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cheaper than renting/ buying DVDs	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To access new movie releases	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I saw it advertised and it looked interesting	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
UNPROMPTED REASONS																
For children to watch/ children's programmes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QH20C (QH84C). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Disney Life? (MULTI CODE)

Base : Those in a household where Disney Life is the most used online on-demand service

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o
Unweighted total	10	-	1	-	4	-	1	1	-	-	6	4	8	2	6	4
Effective Weighted Sample	8	-	1	-	4	-	1	1	-	-	5	2	6	2	5	3
Weighted total	8	-	2	-	4	-	1	1	-	-	6	2	6	2	4	4
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY OF PROMPTED REASONS																
SPECIFIC/ EXCLUSIVE/ NEW/	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DIFFERENT CONTENT	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
BACK CATALOGUE/ BOX SETS/	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WATCH ON DEMAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
CHEAPER THAN ALTERNATIVE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
PROMOTION/ MARKETING	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QH20C (QH84C). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Disney Life? (MULTI CODE)

Base : Those in a household where Disney Life is the most used online on-demand service

| | | TV PLATFORM/S | | | |
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	10	10	2	3	3
Effective Weighted Sample	8	8	2	2	2
Weighted total	8	8	2	2	2
		**	**	**	**
To watch a specific programme/ series	**	**	**	**	**
	**	**	**	**	**
		**	**	**	**
To watch at a time that suits	**	**	**	**	**
	**	**	**	**	**
		**	**	**	**
To access a back catalogue of TV programmes	**	**	**	**	**
	**	**	**	**	**
		**	**	**	**
To access a back catalogue of flms	**	**	**	**	**
	**	**	**	**	**
		**	**	**	**
To watch exclusive TV content not available elsewhere/ to watch original series made by the provider	**	**	**	**	**
	**	**	**	**	**
		**	**	**	**

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.
QH20C (QH84C). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Disney Life? (MULTI CODE)

Base : Those in a household where Disney Life is the most used online on-demand service

		TV PLATFORM/S			
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	10	10	2	3	3
Effective Weighted Sample	8	8	2	2	2
Weighted total	8	8	2	2	2
		**	**	**	**
To watch multiple episodes in a row/ to watch box sets	**	**	**	**	**
	**	**	**	**	**
		**	**	**	**
Cheaper than renting/ buying DVDs	**	**	**	**	**
	**	**	**	**	**
		**	**	**	**
To access new movie releases	**	**	**	**	**
	**	**	**	**	**
		**	**	**	**
I saw it advertised and it looked interesting	**	**	**	**	**
	**	**	**	**	**
		**	**	**	**
UNPROMPTED REASONS					
For children to watch/ children's programmes	**	**	**	**	**
	**	**	**	**	**
		**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**
		**	**	**	**

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH20C (QH84C). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Disney Life? (MULTI CODE)

Base : Those in a household where Disney Life is the most used online on-demand service

		TV PLATFORM/S			
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	10	10	2	3	3
Effective Weighted Sample	8	8	2	2	2
Weighted total	8	8	2	2	2
		**	**	**	**
SUMMARY OF PROMPTED REASONS					
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT	**	**	**	**	**
CONTENT	**	**	**	**	**
	**	**	**	**	**
BACK CATALOGUE/ BOX SETS/ WATCH	**	**	**	**	**
ON DEMAND	**	**	**	**	**
	**	**	**	**	**
CHEAPER THAN ALTERNATIVE	**	**	**	**	**
	**	**	**	**	**
	**	**	**	**	**
PROMOTION/ MARKETING	**	**	**	**	**
	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH20D (QH84D). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Hayu? (MULTI CODE)

Base : Those in a household where Hayu is the most used online on-demand service

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	4	-	4	1	1	2	-	-	-	-	1	2	1	-	1	3	1	-	-
Effective Weighted Sample	4	-	4	1	1	2	-	-	-	-	1	2	1	-	1	3	1	-	-
Weighted total	5	-	5	2	1	3	-	-	-	-	2	3	1	-	1	4	1	-	-
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch exclusive TV content not available elsewhere/ to watch original series made by the provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cheaper than a subscription to pay TV (e.g. Sky TV, BT TV)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch a specific programme/ series	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY OF PROMPTED REASONS																			
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
CHEAPER THAN ALTERNATIVE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH20D (QH84D). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Hayu? (MULTI CODE)

Base : Those in a household where Hayu is the most used online on-demand service

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o
Unweighted total	4	1	-	1	-	-	-	-	-	1	4	-	1	3	3	1
Effective Weighted Sample	4	1	-	1	-	-	-	-	-	1	4	-	1	3	3	1
Weighted total	5	2	-	1	-	-	-	-	-	2	5	-	1	4	4	1
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch exclusive TV content not available elsewhere/ to watch original series made by the provider	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cheaper than a subscription to pay TV (e.g. Sky TV, BT TV)	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch a specific programme/ series	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY OF PROMPTED REASONS																
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
CHEAPER THAN ALTERNATIVE	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QH20D (QH84D). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Hayu? (MULTI CODE)

Base : Those in a household where Hayu is the most used online on-demand service

		TV PLATFORM/S			
	Total	**ALL TV**	**CABLE**	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	4	4	2	1	1
Effective Weighted Sample	4	4	2	1	1
Weighted total	5	5	3	1	2
	**	**	**	**	**
To watch exclusive TV content not available	**	**	**	**	**
elsewhere/ to watch original series made by	**	**	**	**	**
the provider		**	**	**	**
Cheaper than a subscription to pay TV (e.g.	**	**	**	**	**
Sky TV, BT TV)	**	**	**	**	**
		**	**	**	**
To watch a specific programme/ series	**	**	**	**	**
	**	**	**	**	**
		**	**	**	**
SUMMARY OF PROMPTED REASONS					
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT	**	**	**	**	**
CONTENT	**	**	**	**	**
		**	**	**	**
CHEAPER THAN ALTERNATIVE	**	**	**	**	**
	**	**	**	**	**
		**	**	**	**

Columns Tested: a,b,c,d

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QH20E (QH84E). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to NOW TV? (MULTI CODE)

Base : Those in a household where NOW TV is the most used online on-demand service

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	88	48	40	13	19	38	18	3	9	12	28	19	27	19	23	60	8	13	7
Effective Weighted Sample	63	35	28	9	13	27	14	2	8	6	22	16	20	12	17	52	7	9	6
Weighted total	73	39	34	12	13	34	15	1	8	8	27	25	18	14	17	65	5	3	1
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch a specific programme/ series	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cheaper than a subscription to pay TV (e.g. Sky TV, BT TV)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch multiple episodes in a row/ to watch box sets	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To take advantage of a free trial or promotional offer	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch at a time that suits	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To access a back catalogue of flms	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 166

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QH20E (QH84E). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to NOW TV? (MULTI CODE)

Base : Those in a household where NOW TV is the most used online on-demand service

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	88	48	40	13	19	38	18	3	9	12	28	19	27	19	23	60	8	13	7
Effective Weighted Sample	63	35	28	9	13	27	14	2	8	6	22	16	20	12	17	52	7	9	6
Weighted total	73	39	34	12	13	34	15	1	8	8	27	25	18	14	17	65	5	3	1
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To access a back catalogue of TV programmes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch something different to the programmes on main TV/ broadcast TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To access new movie releases	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch exclusive TV content not available elsewhere/ to watch original series made by the provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cheaper than renting/ buying DVDs	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	88	48	40	13	19	38	18	3	9	12	28	19	27	19	23	60	8	13	7
Effective Weighted Sample	63	35	28	9	13	27	14	2	8	6	22	16	20	12	17	52	7	9	6
Weighted total	73	39	34	12	13	34	15	1	8	8	27	25	18	14	17	65	5	3	1
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I saw it advertised and it looked interesting	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To obtain free shipping	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
UNPROMPTED REASONS																			
Don't need an aerial/ dish	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Share subscription with others/ guest login	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
For children to watch/ children's programmes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH20E (QH84E). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to NOW TV? (MULTI CODE)

Base : Those in a household where NOW TV is the most used online on-demand service

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		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	88	48	40	13	19	38	18	3	9	12	28	19	27	19	23	60	8	13	7
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Weighted total	73	39	34	12	13	34	15	1	8	8	27	25	18	14	17	65	5	3	1
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

SUMMARY OF PROMPTED REASONS

	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
CHEAPER THAN ALTERNATIVE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
PROMOTION/ MARKETING	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FREE SHIPPING	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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QH20E (QH84E). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to NOW TV? (MULTI CODE)

Base : Those in a household where NOW TV is the most used online on-demand service

| | Total | \multicolumn{9}{ENGLAND REGIONS} | | URBANITY | | WORKING STATUS | | DEPRIVATION LEVEL | |
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o
Unweighted total	88	6	12	4	5	5	5	5	11	7	66	22	58	30	55	33
Effective Weighted Sample	63	6	11	4	5	5	5	5	10	7	53	10	41	23	36	27
Weighted total	73	8	18	4	4	5	6	4	5	10	63	10	52	21	45	29
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch a specific programme/ series	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cheaper than a subscription to pay TV (e.g. Sky TV, BT TV)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch multiple episodes in a row/ to watch box sets	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To take advantage of a free trial or promotional offer	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch at a time that suits	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To access a back catalogue of flms	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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Table 166

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		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
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Weighted total	73	8	18	4	4	5	6	4	5	10	63	10	52	21	45	29
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To access a back catalogue of TV programmes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch something different to the programmes on main TV/ broadcast TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To access new movie releases	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch exclusive TV content not available elsewhere/ to watch original series made by the provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cheaper than renting/ buying DVDs	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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Weighted total	73	8	18	4	4	5	6	4	5	10	63	10	52	21	45	29
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I saw it advertised and it looked interesting	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To obtain free shipping	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
UNPROMPTED REASONS																
Don't need an aerial/ dish	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Share subscription with others/ guest login	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
For children to watch/ children's programmes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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Weighted total	73	8	18	4	4	5	6	4	5	10	63	10	52	21	45	29
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY OF PROMPTED REASONS																
SPECIFIC/ EXCLUSIVE/ NEW/	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DIFFERENT CONTENT	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
BACK CATALOGUE/ BOX SETS/	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WATCH ON DEMAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
CHEAPER THAN ALTERNATIVE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
PROMOTION/ MARKETING	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FREE SHIPPING	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QH20E (QH84E). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to NOW TV? (MULTI CODE)

Base : Those in a household where NOW TV is the most used online on-demand service

		TV PLATFORM/S			
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	88	87	12	25	88
Effective Weighted Sample	63	62	10	18	63
Weighted total	73	72	13	20	73
		**	**	**	**
To watch a specific programme/ series	**	**	**	**	**
	**	**	**	**	**
		**	**	**	**
Cheaper than a subscription to pay TV (e.g. Sky TV, BT TV)	**	**	**	**	**
	**	**	**	**	**
		**	**	**	**
To watch multiple episodes in a row/ to watch box sets	**	**	**	**	**
	**	**	**	**	**
		**	**	**	**
To take advantage of a free trial or promotional offer	**	**	**	**	**
	**	**	**	**	**
		**	**	**	**
To watch at a time that suits	**	**	**	**	**
	**	**	**	**	**
		**	**	**	**
To access a back catalogue of flms	**	**	**	**	**
	**	**	**	**	**
		**	**	**	**

Columns Tested: a,b,c,d

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	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
TV PLATFORM/S					
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	88	87	12	25	88
Effective Weighted Sample	63	62	10	18	63
Weighted total	73	72	13	20	73
	**	**	**	**	**
To access a back catalogue of TV	**	**	**	**	**
programmes	**	**	**	**	**
	**	**	**	**	**
To watch something different to the	**	**	**	**	**
programmes on main TV/ broadcast TV	**	**	**	**	**
	**	**	**	**	**
To access new movie releases	**	**	**	**	**
	**	**	**	**	**
	**	**	**	**	**
To watch exclusive TV content not available	**	**	**	**	**
elsewhere/ to watch original series made by	**	**	**	**	**
the provider		**	**	**	**
Cheaper than renting/ buying DVDs	**	**	**	**	**
	**	**	**	**	**
		**	**	**	**

Columns Tested: a,b,c,d

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QH20E (QH84E). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to NOW TV? (MULTI CODE)

Base : Those in a household where NOW TV is the most used online on-demand service

		TV PLATFORM/S			
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	88	87	12	25	88
Effective Weighted Sample	63	62	10	18	63
Weighted total	73	72	13	20	73
	**	**	**	**	**
I saw it advertised and it looked interesting	**	**	**	**	**
	**	**	**	**	**
		**	**	**	**
To obtain free shipping	**	**	**	**	**
	**	**	**	**	**
		**	**	**	**
UNPROMPTED REASONS					
Don't need an aerial/ dish	**	**	**	**	**
	**	**	**	**	**
		**	**	**	**
Share subscription with others/ guest login	**	**	**	**	**
	**	**	**	**	**
		**	**	**	**
For children to watch/ children's programmes	**	**	**	**	**
	**	**	**	**	**
		**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**
		**	**	**	**

Columns Tested: a,b,c,d

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QH20E (QH84E). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to NOW TV? (MULTI CODE)

Base : Those in a household where NOW TV is the most used online on-demand service

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	88	87	12	25	88
Effective Weighted Sample	63	62	10	18	63
Weighted total	73	72	13	20	73
		**	**	**	**
SUMMARY OF PROMPTED REASONS					
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT	**	**	**	**	**
CONTENT	**	**	**	**	**
		**	**	**	**
BACK CATALOGUE/ BOX SETS/ WATCH	**	**	**	**	**
ON DEMAND	**	**	**	**	**
		**	**	**	**
CHEAPER THAN ALTERNATIVE	**	**	**	**	**
	**	**	**	**	**
		**	**	**	**
PROMOTION/ MARKETING	**	**	**	**	**
	**	**	**	**	**
		**	**	**	**
FREE SHIPPING	**	**	**	**	**
	**	**	**	**	**
		**	**	**	**

Columns Tested: a,b,c,d

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QH20F (QH84F). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Eleven Sports? (MULTI CODE)

Base : Those in a household where Eleven Sports is the most used online on-demand service

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	1	1	-	-	-	-	1	-	1	-	-	-	-	-	1	1	-	-	-
Effective Weighted Sample	1	1	-	-	-	-	1	-	1	-	-	-	-	-	1	1	-	-	-
Weighted total	1	1	-	-	-	-	1	-	1	-	-	-	-	-	1	1	-	-	-
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To access new movie releases	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY OF PROMPTED REASONS																			
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH20F (QH84F). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Eleven Sports? (MULTI CODE)

Base : Those in a household where Eleven Sports is the most used online on-demand service

					ENGLAND REGIONS						URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o
Unweighted total	1	-	-	-	1	-	-	-	-	-	-	1	-	1	1	-
Effective Weighted Sample	1	-	-	-	1	-	-	-	-	-	-	1	-	1	1	-
Weighted total	1	-	-	-	1	-	-	-	-	-	-	1	-	1	1	-
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To access new movie releases	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY OF PROMPTED REASONS																
SPECIFIC/ EXCLUSIVE/ NEW/	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DIFFERENT CONTENT	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QH20F (QH84F). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Eleven Sports? (MULTI CODE)

Base : Those in a household where Eleven Sports is the most used online on-demand service

		TV PLATFORM/S			
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	1	1	-	-	1
Effective Weighted Sample	1	1	-	-	1
Weighted total	1	1	-	-	1
		**	**	**	**
To access new movie releases	**	**	**	**	**
	**	**	**	**	**
		**	**	**	**
SUMMARY OF PROMPTED REASONS					
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT	**	**	**	**	**
CONTENT	**	**	**	**	**
		**	**	**	**

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QH20G (QH84G). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to YouTube Premium? (MULTI CODE)

Base : Those in a household where YouTube Premium is the most used online on-demand service

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	8	5	3	1	1	1	5	1	3	1	-	1	1	1	5	5	2	-	1
Effective Weighted Sample	6	4	3	1	1	1	5	1	2	1	-	1	1	1	4	4	2	-	1
Weighted total	7	5	2	2	1	1	3	1	3	1	-	*	1	1	5	5	1	-	*
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch exclusive TV content not available elsewhere/ to watch original series made by the provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch something different to the programmes on main TV/ broadcast TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch a specific programme/ series	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To access a back catalogue of flms	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch at a time that suits	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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QH20G (QH84G). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to YouTube Premium? (MULTI CODE)

Base : Those in a household where YouTube Premium is the most used online on-demand service

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	8	5	3	1	1	1	5	1	3	1	-	1	1	1	5	5	2	-	1
Effective Weighted Sample	6	4	3	1	1	1	5	1	2	1	-	1	1	1	4	4	2	-	1
Weighted total	7	5	2	2	1	1	3	1	3	1	-	*	1	1	5	5	1	-	*
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To access a back catalogue of TV programmes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch multiple episodes in a row/ to watch box sets	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To access new movie releases	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To obtain free shipping	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To take advantage of a free trial or promotional offer	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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Base : Those in a household where YouTube Premium is the most used online on-demand service

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K- 15.59K	15.6K- 25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	8	5	3	1	1	1	5	1	3	1	-	1	1	1	5	5	2	-	1
Effective Weighted Sample	6	4	3	1	1	1	5	1	2	1	-	1	1	1	4	4	2	-	1
Weighted total	7	5	2	2	1	1	3	1	3	1	-	*	1	1	5	5	1	-	*
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY OF PROMPTED REASONS																			
SPECIFIC/ EXCLUSIVE/ NEW/	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DIFFERENT CONTENT	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
BACK CATALOGUE/ BOX SETS/	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WATCH ON DEMAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FREE SHIPPING	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
PROMOTION/ MARKETING	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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QH20G (QH84G). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to YouTube Premium? (MULTI CODE)

Base : Those in a household where YouTube Premium is the most used online on-demand service

	Total		ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o
Unweighted total	8	-	1	-	1	-	-	2	-	1	7	1	3	5	4	4
Effective Weighted Sample	6	-	1	-	1	-	-	2	-	1	5	1	2	5	4	3
Weighted total	7	-	2	-	1	-	-	1	-	1	6	1	3	4	2	4
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch exclusive TV content not available elsewhere/ to watch original series made by the provider	** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **
To watch something different to the programmes on main TV/ broadcast TV	** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **
To watch a specific programme/ series	** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **
To access a back catalogue of flms	** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **
To watch at a time that suits	** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QH20G (QH84G). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to YouTube Premium? (MULTI CODE)

Base : Those in a household where YouTube Premium is the most used online on-demand service

	Total		ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST		URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i		~j	~k	~l	~m	~n	~o
Unweighted total	8	-	1	-	1	-	-	2	-	1		7	1	3	5	4	4
Effective Weighted Sample	6	-	1	-	1	-	-	2	-	1		5	1	2	5	4	3
Weighted total	7	-	2	-	1	-	-	1	-	1		6	1	3	4	2	4
		**	**	**	**	**	**	**	**	**		**	**	**	**	**	**
To access a back catalogue of TV programmes	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **		** ** **	** ** **	** ** **	** ** **	** ** **	** ** **
To watch multiple episodes in a row/ to watch box sets	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **		** ** **	** ** **	** ** **	** ** **	** ** **	** ** **
To access new movie releases	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **		** ** **	** ** **	** ** **	** ** **	** ** **	** ** **
To obtain free shipping	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **		** ** **	** ** **	** ** **	** ** **	** ** **	** ** **
To take advantage of a free trial or promotional offer	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **		** ** **	** ** **	** ** **	** ** **	** ** **	** ** **

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Base : Those in a household where YouTube Premium is the most used online on-demand service

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o
Unweighted total	8	-	1	-	1	-	-	2	-	1	7	1	3	5	4	4
Effective Weighted Sample	6	-	1	-	1	-	-	2	-	1	5	1	2	5	4	3
Weighted total	7	-	2	-	1	-	-	1	-	1	6	1	3	4	2	4
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY OF PROMPTED REASONS																
SPECIFIC/ EXCLUSIVE/ NEW/	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DIFFERENT CONTENT	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
BACK CATALOGUE/ BOX SETS/	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WATCH ON DEMAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FREE SHIPPING	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
PROMOTION/ MARKETING	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QH20G (QH84G). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to YouTube Premium? (MULTI CODE)

Base : Those in a household where YouTube Premium is the most used online on-demand service

	Total	TV PLATFORM/S			
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	8	8	1	3	2
Effective Weighted Sample	6	6	1	2	2
Weighted total	7	7	1	3	2
	**	**	**	**	**
To watch exclusive TV content not available elsewhere/ to watch original series made by the provider	**	**	**	**	**
	**	**	**	**	**
		**	**	**	**
To watch something different to the programmes on main TV/ broadcast TV	**	**	**	**	**
	**	**	**	**	**
		**	**	**	**
To watch a specific programme/ series	**	**	**	**	**
	**	**	**	**	**
		**	**	**	**
To access a back catalogue of flms	**	**	**	**	**
	**	**	**	**	**
		**	**	**	**
To watch at a time that suits	**	**	**	**	**
	**	**	**	**	**
		**	**	**	**

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.
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Base : Those in a household where YouTube Premium is the most used online on-demand service

		TV PLATFORM/S			
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	8	8	1	3	2
Effective Weighted Sample	6	6	1	2	2
Weighted total	7	7	1	3	2
		**	**	**	**
To access a back catalogue of TV programmes	**	**	**	**	**
	**	**	**	**	**
		**	**	**	**
To watch multiple episodes in a row/ to watch box sets	**	**	**	**	**
	**	**	**	**	**
		**	**	**	**
To access new movie releases	**	**	**	**	**
	**	**	**	**	**
		**	**	**	**
To obtain free shipping	**	**	**	**	**
	**	**	**	**	**
		**	**	**	**
To take advantage of a free trial or promotional offer	**	**	**	**	**
	**	**	**	**	**
		**	**	**	**

Columns Tested: a,b,c,d

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Base : Those in a household where YouTube Premium is the most used online on-demand service

| | | TV PLATFORM/S | | | |
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	8	8	1	3	2
Effective Weighted Sample	6	6	1	2	2
Weighted total	7	7	1	3	2
		**	**	**	**
SUMMARY OF PROMPTED REASONS					
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT	**	**	**	**	**
	**	**	**	**	**
		**	**	**	**
BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND	**	**	**	**	**
	**	**	**	**	**
		**	**	**	**
FREE SHIPPING	**	**	**	**	**
	**	**	**	**	**
		**	**	**	**
PROMOTION/ MARKETING	**	**	**	**	**
	**	**	**	**	**
		**	**	**	**

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH20H (QH84H). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to ITV Hub+? (MULTI CODE)

Base : Those in a household where ITV Hub+ is the most used online on-demand service

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K- 15.59K	15.6K- 25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	4	2	2	-	-	3	1	-	-	2	1	-	2	1	1	3	-	1	-
Effective Weighted Sample	4	2	2	-	-	3	1	-	-	2	1	-	2	1	1	3	-	1	-
Weighted total	4	2	2	-	-	3	1	-	-	2	1	-	2	1	1	4	-	1	-
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch a specific programme/ series	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch at a time that suits	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To access new movie releases	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch exclusive TV content not available elsewhere/ to watch original series made by the provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch something different to the programmes on main TV/ broadcast TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 169

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	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	4	2	2	-	-	3	1	-	-	2	1	-	2	1	1	3	-	1	-
Effective Weighted Sample	4	2	2	-	-	3	1	-	-	2	1	-	2	1	1	3	-	1	-
Weighted total	4	2	2	-	-	3	1	-	-	2	1	-	2	1	1	4	-	1	-
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cheaper than a subscription to	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
pay TV (e.g. Sky TV, BT TV)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY OF PROMPTED REASONS																			
SPECIFIC/ EXCLUSIVE/ NEW/	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DIFFERENT CONTENT	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
BACK CATALOGUE/ BOX SETS/	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WATCH ON DEMAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
CHEAPER THAN ALTERNATIVE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
		ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o
Unweighted total	4	-	1	-	-	-	1	-	-	1	4	-	3	1	2	2
Effective Weighted Sample	4	-	1	-	-	-	1	-	-	1	4	-	3	1	2	2
Weighted total	4	-	1	-	-	-	1	-	-	1	4	-	3	1	2	2
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch a specific programme/ series	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch at a time that suits	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To access new movie releases	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch exclusive TV content not available elsewhere/ to watch original series made by the provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch something different to the programmes on main TV/ broadcast TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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QH20H (QH84H). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to ITV Hub+? (MULTI CODE)

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		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o
Unweighted total	4	-	1	-	-	-	1	-	-	1	4	-	3	1	2	2
Effective Weighted Sample	4	-	1	-	-	-	1	-	-	1	4	-	3	1	2	2
Weighted total	4	-	1	-	-	-	1	-	-	1	4	-	3	1	2	2
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cheaper than a subscription to pay TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
(e.g. Sky TV, BT TV)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY OF PROMPTED REASONS																
SPECIFIC/ EXCLUSIVE/ NEW/	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DIFFERENT CONTENT	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
BACK CATALOGUE/ BOX SETS/	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WATCH ON DEMAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
CHEAPER THAN ALTERNATIVE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 169

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH20H (QH84H). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to ITV Hub+? (MULTI CODE)

Base : Those in a household where ITV Hub+ is the most used online on-demand service

		TV PLATFORM/S			
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	4	4	1	2	1
Effective Weighted Sample	4	4	1	2	1
Weighted total	4	4	1	1	1
	**	**	**	**	**
To watch a specific programme/ series	**	**	**	**	**
	**	**	**	**	**
	**	**	**	**	**
To watch at a time that suits	**	**	**	**	**
	**	**	**	**	**
	**	**	**	**	**
To access new movie releases	**	**	**	**	**
	**	**	**	**	**
	**	**	**	**	**
To watch exclusive TV content not available elsewhere/ to watch original series made by the provider	**	**	**	**	**
	**	**	**	**	**
		**	**	**	**
To watch something different to the programmes on main TV/ broadcast TV	**	**	**	**	**
	**	**	**	**	**
		**	**	**	**

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH20H (QH84H). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to ITV Hub+? (MULTI CODE)

Base : Those in a household where ITV Hub+ is the most used online on-demand service

		TV PLATFORM/S			
	Total	**ALL TV**	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	4	4	1	2	1
Effective Weighted Sample	4	4	1	2	1
Weighted total	4	4	1	1	1
		**	**	**	**
Cheaper than a subscription to pay TV (e.g. Sky TV, BT TV)	**	**	**	**	**
	**	**	**	**	**
		**	**	**	**
SUMMARY OF PROMPTED REASONS					
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT	**	**	**	**	**
	**	**	**	**	**
		**	**	**	**
BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND	**	**	**	**	**
	**	**	**	**	**
		**	**	**	**
CHEAPER THAN ALTERNATIVE	**	**	**	**	**
	**	**	**	**	**
		**	**	**	**

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH20C/D/E/F/G/H (QH84C/D/E/F/G/H). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Disney Life/ Hayu/ NOW TV/ Eleven Sports/ YouTube Premium/ ITV Hub+? (MULTI CODE)

Base : Those in a household where one of Disney Life/ Hayu/ NOW TV/ Eleven Sports/ YouTube Premium/ ITV Hub+ is the most used online on-demand service

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	115	59	56	15	24	51	25	4	14	16	35	25	35	23	32	79	12	15	9
Effective Weighted Sample	85	43	42	11	17	38	20	3	12	10	29	21	28	15	25	69	10	10	8
Weighted total	98	48	50	15	18	45	19	3	12	12	34	30	25	17	25	85	8	4	1
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch a specific programme/ series	41	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	42%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cheaper than a subscription to pay TV (e.g. Sky TV, BT TV)	24	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	24%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch exclusive TV content not available elsewhere/ to watch original series made by the provider	23	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch at a time that suits	22	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch multiple episodes in a row/ to watch box sets	21	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH20C/D/E/F/G/H (QH84C/D/E/F/G/H). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Disney Life/ Hayu/ NOW TV/ Eleven Sports/ YouTube Premium/ ITV Hub+? (MULTI CODE)

Base : Those in a household where one of Disney Life/ Hayu/ NOW TV/ Eleven Sports/ YouTube Premium/ ITV Hub+ is the most used online on-demand service

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	115	59	56	15	24	51	25	4	14	16	35	25	35	23	32	79	12	15	9
Effective Weighted Sample	85	43	42	11	17	38	20	3	12	10	29	21	28	15	25	69	10	10	8
Weighted total	98	48	50	15	18	45	19	3	12	12	34	30	25	17	25	85	8	4	1
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To access a back catalogue of flms	20	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To access a back catalogue of TV programmes	19	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	19%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To take advantage of a free trial or promotional offer	18	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	19%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To access new movie releases	18	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch something different to the programmes on main TV/ broadcast TV	18	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cheaper than renting/ buying DVDs	9	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH20C/D/E/F/G/H (QH84C/D/E/F/G/H). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Disney Life/ Hayu/ NOW TV/ Eleven Sports/ YouTube Premium/ ITV Hub+? (MULTI CODE)

Base : Those in a household where one of Disney Life/ Hayu/ NOW TV/ Eleven Sports/ YouTube Premium/ ITV Hub+ is the most used online on-demand service

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	115	59	56	15	24	51	25	4	14	16	35	25	35	23	32	79	12	15	9
Effective Weighted Sample	85	43	42	11	17	38	20	3	12	10	29	21	28	15	25	69	10	10	8
Weighted total	98	48	50	15	18	45	19	3	12	12	34	30	25	17	25	85	8	4	1
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I saw it advertised and it looked interesting	8	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To obtain free shipping	4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
UNPROMPTED REASONS																			
Don't need an aerial/ dish	4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Share subscription with others/ guest login	2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
For children to watch/ children's programmes	*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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QH20C/D/E/F/G/H (QH84C/D/E/F/G/H). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Disney Life/ Hayu/ NOW TV/ Eleven Sports/ YouTube Premium/ ITV Hub+? (MULTI CODE)

Base : Those in a household where one of Disney Life/ Hayu/ NOW TV/ Eleven Sports/ YouTube Premium/ ITV Hub+ is the most used online on-demand service

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	115	59	56	15	24	51	25	4	14	16	35	25	35	23	32	79	12	15	9
Effective Weighted Sample	85	43	42	11	17	38	20	3	12	10	29	21	28	15	25	69	10	10	8
Weighted total	98	48	50	15	18	45	19	3	12	12	34	30	25	17	25	85	8	4	1
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

SUMMARY OF PROMPTED REASONS

	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT	64	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	65%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND	46	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	47%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
CHEAPER THAN ALTERNATIVE	28	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	28%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
PROMOTION/ MARKETING	25	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	25%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FREE SHIPPING	4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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QH20C/D/E/F/G/H (QH84C/D/E/F/G/H). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Disney Life/ Hayu/ NOW TV/ Eleven Sports/ YouTube Premium/ ITV Hub+? (MULTI CODE)

Base : Those in a household where one of Disney Life/ Hayu/ NOW TV/ Eleven Sports/ YouTube Premium/ ITV Hub+ is the most used online on-demand service

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o
Unweighted total	115	7	15	5	11	5	7	8	11	10	87	28	73	42	71	44
Effective Weighted Sample	85	7	14	5	11	5	7	8	10	10	71	15	53	33	49	36
Weighted total	98	10	23	5	9	5	8	7	5	14	84	14	65	33	58	40
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch a specific programme/ series	41	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	42%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cheaper than a subscription to pay TV (e.g. Sky TV, BT TV)	24	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	24%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch exclusive TV content not available elsewhere/ to watch original series made by the provider	23	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch at a time that suits	22	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch multiple episodes in a row/ to watch box sets	21	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QH20C/D/E/F/G/H (QH84C/D/E/F/G/H). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Disney Life/ Hayu/ NOW TV/ Eleven Sports/ YouTube Premium/ ITV Hub+? (MULTI CODE)

Base : Those in a household where one of Disney Life/ Hayu/ NOW TV/ Eleven Sports/ YouTube Premium/ ITV Hub+ is the most used online on-demand service

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o
Unweighted total	115	7	15	5	11	5	7	8	11	10	87	28	73	42	71	44
Effective Weighted Sample	85	7	14	5	11	5	7	8	10	10	71	15	53	33	49	36
Weighted total	98	10	23	5	9	5	8	7	5	14	84	14	65	33	58	40
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To access a back catalogue of flms	20	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To access a back catalogue of TV programmes	19	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	19%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To take advantage of a free trial or promotional offer	18	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	19%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To access new movie releases	18	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch something different to the programmes on main TV/ broadcast TV	18	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QH20C/D/E/F/G/H (QH84C/D/E/F/G/H). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Disney Life/ Hayu/ NOW TV/ Eleven Sports/ YouTube Premium/ ITV Hub+? (MULTI CODE)

Base : Those in a household where one of Disney Life/ Hayu/ NOW TV/ Eleven Sports/ YouTube Premium/ ITV Hub+ is the most used online on-demand service

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o
Unweighted total	115	7	15	5	11	5	7	8	11	10	87	28	73	42	71	44
Effective Weighted Sample	85	7	14	5	11	5	7	8	10	10	71	15	53	33	49	36
Weighted total	98	10	23	5	9	5	8	7	5	14	84	14	65	33	58	40
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cheaper than renting/ buying DVDs	9	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I saw it advertised and it looked interesting	8	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To obtain free shipping	4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
UNPROMPTED REASONS																
Don't need an aerial/ dish	4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Share subscription with others/ guest login	2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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QH20C/D/E/F/G/H (QH84C/D/E/F/G/H). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Disney Life/ Hayu/ NOW TV/ Eleven Sports/ YouTube Premium/ ITV Hub+? (MULTI CODE)

Base : Those in a household where one of Disney Life/ Hayu/ NOW TV/ Eleven Sports/ YouTube Premium/ ITV Hub+ is the most used online on-demand service

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o
Unweighted total	115	7	15	5	11	5	7	8	11	10	87	28	73	42	71	44
Effective Weighted Sample	85	7	14	5	11	5	7	8	10	10	71	15	53	33	49	36
Weighted total	98	10	23	5	9	5	8	7	5	14	84	14	65	33	58	40
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
For children to watch/ children's	*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
programmes	*%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY OF PROMPTED REASONS																
SPECIFIC/ EXCLUSIVE/ NEW/	64	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DIFFERENT CONTENT	65%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
BACK CATALOGUE/ BOX SETS/	46	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WATCH ON DEMAND	47%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
CHEAPER THAN ALTERNATIVE	28	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	28%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
PROMOTION/ MARKETING	25	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	25%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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QH20C/D/E/F/G/H (QH84C/D/E/F/G/H). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Disney Life/ Hayu/ NOW TV/ Eleven Sports/ YouTube Premium/ ITV Hub+? (MULTI CODE)

Base : Those in a household where one of Disney Life/ Hayu/ NOW TV/ Eleven Sports/ YouTube Premium/ ITV Hub+ is the most used online on-demand service

| | Total | \multicolumn{9}{c}{ENGLAND REGIONS} | | | URBANITY | | WORKING STATUS | | DEPRIVATION LEVEL | |
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o
Unweighted total	115	7	15	5	11	5	7	8	11	10	87	28	73	42	71	44
Effective Weighted Sample	85	7	14	5	11	5	7	8	10	10	71	15	53	33	49	36
Weighted total	98	10	23	5	9	5	8	7	5	14	84	14	65	33	58	40
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FREE SHIPPING	4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QH20C/D/E/F/G/H (QH84C/D/E/F/G/H). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Disney Life/ Hayu/ NOW TV/ Eleven Sports/ YouTube Premium/ ITV Hub+? (MULTI CODE)

Base : Those in a household where one of Disney Life/ Hayu/ NOW TV/ Eleven Sports/ YouTube Premium/ ITV Hub+ is the most used online on-demand service

	Total	TV PLATFORM/S			
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	~b	~c	~d
Unweighted total	115	114	18	34	96
Effective Weighted Sample	85	84	16	24	69
Weighted total	98	97	19	28	80
		99%	**	**	**
To watch a specific programme/ series	41	40	**	**	**
	42%	42%	**	**	**
		97%	**	**	**
Cheaper than a subscription to pay TV (e.g. Sky TV, BT TV)	24	24	**	**	**
	24%	25%	**	**	**
		100%	**	**	**
To watch exclusive TV content not available elsewhere/ to watch original series made by the provider	23	23	**	**	**
	23%	24%	**	**	**
		100%	**	**	**
To watch at a time that suits	22	22	**	**	**
	23%	23%	**	**	**
		100%	**	**	**
To watch multiple episodes in a row/ to watch box sets	21	21	**	**	**
	22%	22%	**	**	**
		100%	**	**	**

Columns Tested: a,b,c,d

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QH20C/D/E/F/G/H (QH84C/D/E/F/G/H). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Disney Life/ Hayu/ NOW TV/ Eleven Sports/ YouTube Premium/ ITV Hub+? (MULTI CODE)

Base : Those in a household where one of Disney Life/ Hayu/ NOW TV/ Eleven Sports/ YouTube Premium/ ITV Hub+ is the most used online on-demand service

| | | TV PLATFORM/S | | | |
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	~b	~c	~d
Unweighted total	115	114	18	34	96
Effective Weighted Sample	85	84	16	24	69
Weighted total	98	97	19	28	80
		99%	**	**	**
To access a back catalogue of flms	20	20	**	**	**
	20%	21%	**	**	**
		100%	**	**	**
To access a back catalogue of TV programmes	19	19	**	**	**
	19%	19%	**	**	**
		100%	**	**	**
To take advantage of a free trial or promotional offer	18	17	**	**	**
	19%	18%	**	**	**
		93%	**	**	**
To access new movie releases	18	16	**	**	**
	18%	17%	**	**	**
		93%	**	**	**
To watch something different to the programmes on main TV/ broadcast TV	18	18	**	**	**
	18%	18%	**	**	**
		100%	**	**	**
Cheaper than renting/ buying DVDs	9	9	**	**	**
	9%	9%	**	**	**
		100%	**	**	**

Columns Tested: a,b,c,d

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QH20C/D/E/F/G/H (QH84C/D/E/F/G/H). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Disney Life/ Hayu/ NOW TV/ Eleven Sports/ YouTube Premium/ ITV Hub+? (MULTI CODE)

Base : Those in a household where one of Disney Life/ Hayu/ NOW TV/ Eleven Sports/ YouTube Premium/ ITV Hub+ is the most used online on-demand service

| | Total | TV PLATFORM/S | | | |
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	~b	~c	~d
Unweighted total	115	114	18	34	96
Effective Weighted Sample	85	84	16	24	69
Weighted total	98	97	19	28	80
		99%	**	**	**
I saw it advertised and it looked interesting	8	7	**	**	**
	9%	7%	**	**	**
		85%	**	**	**
To obtain free shipping	4	4	**	**	**
	4%	4%	**	**	**
		100%	**	**	**
UNPROMPTED REASONS					
Don't need an aerial/ dish	4	4	**	**	**
	4%	4%	**	**	**
		100%	**	**	**
Share subscription with others/ guest login	2	2	**	**	**
	2%	2%	**	**	**
		100%	**	**	**
For children to watch/ children's programmes	*	*	**	**	**
	*%	*%	**	**	**
		100%	**	**	**
Don't know	3	3	**	**	**
	3%	4%	**	**	**
		100%	**	**	**

Columns Tested: a,b,c,d

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QH20C/D/E/F/G/H (QH84C/D/E/F/G/H). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Disney Life/ Hayu/ NOW TV/ Eleven Sports/ YouTube Premium/ ITV Hub+? (MULTI CODE)

Base : Those in a household where one of Disney Life/ Hayu/ NOW TV/ Eleven Sports/ YouTube Premium/ ITV Hub+ is the most used online on-demand service

	Total	TV PLATFORM/S			
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	~b	~c	~d
Unweighted total	115	114	18	34	96
Effective Weighted Sample	85	84	16	24	69
Weighted total	98	97	19	28	80
		99%	**	**	**
SUMMARY OF PROMPTED REASONS					
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT	64	63	**	**	**
	65%	65%	**	**	**
		98%	**	**	**
BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND	46	46	**	**	**
	47%	47%	**	**	**
		100%	**	**	**
CHEAPER THAN ALTERNATIVE	28	28	**	**	**
	28%	29%	**	**	**
		100%	**	**	**
PROMOTION/ MARKETING	25	24	**	**	**
	25%	24%	**	**	**
		95%	**	**	**
FREE SHIPPING	4	4	**	**	**
	4%	4%	**	**	**
		100%	**	**	**

Columns Tested: a,b,c,d

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QH21 (QH75). SHOWCARD Which, if any, of these would encourage you to watch more online TV programmes or films than you currently do - using broadcaster services like BBC iPlayer or subscription services like Netflix or Amazon Prime Video, or pay per view services like iTunes or Google Play? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Cheaper subscriptions/ cost of pay per view	622	322	300	104	117	264	137	52	50	90	186	183	175	120	142	508	56	31	27
	23%	25%	22%	29%	28%	29%	14%	30%	24%	30%	26%	26%	25%	21%	21%	23%	24%	23%	37%
				f	f	f						m							opq
		52%	48%	17%	19%	42%	22%	8%	8%	14%	30%	29%	28%	19%	23%	82%	9%	5%	4%
More exclusive content	438	240	198	99	101	166	72	18	22	46	155	143	139	96	61	368	43	13	13
	16%	18%	14%	27%	24%	18%	7%	11%	10%	15%	22%	20%	19%	16%	9%	16%	19%	10%	18%
		b		ef	ef	f					ghi	n	n	n		q	q		q
		55%	45%	23%	23%	38%	16%	4%	5%	10%	35%	33%	32%	22%	14%	84%	10%	3%	3%
More back catalogues of TV series	335	161	174	60	82	138	56	10	23	45	114	113	99	70	53	289	27	15	4
	13%	12%	13%	16%	20%	15%	6%	6%	11%	15%	16%	16%	14%	12%	8%	13%	12%	11%	6%
				f	f	f				g	g	n	n	n		r	r	r	
		48%	52%	18%	25%	41%	17%	3%	7%	13%	34%	34%	30%	21%	16%	86%	8%	5%	1%
Faster broadband	333	177	156	74	59	141	59	11	21	44	147	113	94	73	52	300	26	3	5
	12%	14%	11%	21%	14%	16%	6%	6%	10%	15%	21%	16%	13%	13%	8%	13%	11%	2%	7%
				def	f	f				g	ghi	n	n	n		qr	qr		q
		53%	47%	22%	18%	42%	18%	3%	6%	13%	44%	34%	28%	22%	16%	90%	8%	1%	1%
Higher mobile allowance	140	78	63	27	30	68	15	2	9	21	60	53	41	19	26	125	9	3	4
	5%	6%	5%	8%	7%	7%	1%	1%	4%	7%	8%	7%	6%	3%	4%	6%	4%	3%	5%
				f	f	f			g	g	gh	mn	m			q			
		55%	45%	20%	22%	48%	10%	1%	6%	15%	42%	38%	29%	13%	19%	89%	6%	2%	3%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH21 (QH75). SHOWCARD Which, if any, of these would encourage you to watch more online TV programmes or films than you currently do - using broadcaster services like BBC iPlayer or subscription services like Netflix or Amazon Prime Video, or pay per view services like iTunes or Google Play? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%

UNPROMPTED RESPONSES

	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Better programmes	20	13	7	-	1	10	8	2	-	3	5	7	7	4	2	16	2	2	*
	1%	1%	*%	-%	*%	1%	1%	1%	-%	1%	1%	1%	1%	1%	*%	1%	1%	1%	*%
						c												r	
		66%	34%	-%	6%	51%	43%	11%	-%	14%	26%	36%	35%	18%	11%	81%	9%	10%	1%
If I had more free time	12	3	10	*	4	7	1	1	2	1	6	4	3	5	*	11	-	1	-
	*%	*%	1%	*%	1%	1%	*%	1%	1%	*%	1%	1%	*%	1%	*%	*%	-%	1%	-%
					f	f								n				r	
		22%	78%	1%	30%	58%	11%	11%	17%	5%	48%	32%	22%	42%	4%	89%	-%	11%	-%
If it was easier to use/ understand	8	4	5	-	-	2	6	-	2	3	-	1	3	*	4	5	3	*	-
	*%	*%	*%	-%	-%	*%	1%	-%	1%	1%	-%	*%	*%	*%	1%	*%	1%	*%	-%
										j	j						or		
		45%	55%	-%	-%	30%	70%	-%	25%	32%	-%	12%	41%	1%	46%	66%	33%	1%	-%
Better films	7	3	4	1	1	4	2	*	*	*	2	4	2	1	1	6	-	2	-
	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	1%	*%	*%	*%	*%	-%	1%	-%
																		opr	
		44%	56%	8%	17%	50%	25%	7%	1%	2%	24%	50%	30%	12%	8%	79%	-%	21%	-%
If it was free of charge	4	*	3	-	*	1	3	-	*	*	1	1	*	1	1	3	-	1	*
	*%	*%	*%	-%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	-%	1%	*%
		13%	87%	-%	3%	14%	83%	-%	3%	13%	14%	35%	3%	42%	21%	72%	-%	20%	8%
If there was no advertising	2	1	*	-	*	1	*	*	-	-	1	-	-	1	*	1	-	*	-
	*%	*%	*%	-%	*%	*%	*%	*%	-%	-%	*%	-%	-%	*%	*%	*%	-%	*%	-%
		96%	4%	-%	8%	64%	28%	24%	-%	-%	64%	-%	-%	96%	4%	88%	-%	12%	-%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH21 (QH75). SHOWCARD Which, if any, of these would encourage you to watch more online TV programmes or films than you currently do - using broadcaster services like BBC iPlayer or subscription services like Netflix or Amazon Prime Video, or pay per view services like iTunes or Google Play? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Cheaper mobile data	1	*	1	1	*	-	-	*	*	*	-	-	1	-	*	-	-	1	-
	*%	*%	*%	*%	*%	-%	-%	*%	*%	*%	-%	-%	*%	-%	*%	-%	-%	1%	-%
																		o	
		29%	71%	64%	36%	-%	-%	29%	36%	36%	-%	-%	71%	-%	29%	-%	-%	100%	-%
Nothing would encourage me	1312	620	692	121	150	371	670	86	120	134	296	340	312	286	371	1099	116	75	22
	49%	48%	50%	33%	36%	41%	68%	49%	57%	45%	42%	48%	44%	49%	56%	49%	50%	56%	30%
						c	cde		j	ij					l	klm	r	r	or	
		47%	53%	9%	11%	28%	51%	7%	9%	10%	23%	26%	24%	22%	28%	84%	9%	6%	2%
Don't know	209	91	119	35	36	63	76	14	11	23	33	40	53	50	66	181	10	6	12
	8%	7%	9%	10%	8%	7%	8%	8%	5%	8%	5%	6%	7%	9%	10%	8%	4%	5%	17%
														k	k	pq			opq
		43%	57%	17%	17%	30%	36%	7%	5%	11%	16%	19%	25%	24%	31%	87%	5%	3%	6%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 171

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Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Cheaper subscriptions/ cost of pay per view	622	76	80	65	28	74	27	36	42	80	534	88	438	184	315	307
	23%	22%	22%	30%	14%	31%	11%	16%	37%	27%	23%	24%	28%	16%	25%	22%
		df	df	dfg		abdfg			abdfgi	dfg			m			
		12%	13%	11%	5%	12%	4%	6%	7%	13%	86%	14%	70%	30%	51%	49%
More exclusive content	438	72	67	41	20	38	32	28	14	57	379	59	318	120	214	224
	16%	21%	18%	19%	10%	16%	13%	12%	13%	19%	16%	16%	20%	11%	17%	16%
		dfgh	d	d		d				dg			m			
		16%	15%	9%	5%	9%	7%	6%	3%	13%	86%	14%	73%	27%	49%	51%
More back catalogues of TV series	335	65	57	19	22	30	27	14	13	42	300	35	255	80	157	178
	13%	19%	16%	9%	11%	13%	11%	6%	12%	14%	13%	10%	16%	7%	12%	13%
		cdefgh	cg		g	g			g	g			m			
		19%	17%	6%	7%	9%	8%	4%	4%	13%	89%	11%	76%	24%	47%	53%
Faster broadband	333	113	46	29	21	21	26	14	6	25	302	31	243	90	148	185
	12%	33%	13%	13%	11%	9%	10%	6%	5%	8%	13%	9%	16%	8%	12%	13%
		bcdefghi	gh	gh	h		h				k		m			
		34%	14%	9%	6%	6%	8%	4%	2%	7%	91%	9%	73%	27%	44%	56%
Higher mobile allowance	140	41	15	12	12	16	13	6	3	7	129	11	114	26	58	82
	5%	12%	4%	5%	6%	7%	5%	3%	2%	2%	6%	3%	7%	2%	5%	6%
		bcdefghi			ghi	ghi					k		m			
		29%	11%	8%	9%	11%	10%	4%	2%	5%	92%	8%	81%	18%	42%	58%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QH21 (QH75). SHOWCARD Which, if any, of these would encourage you to watch more online TV programmes or films than you currently do - using broadcaster services like BBC iPlayer or subscription services like Netflix or Amazon Prime Video, or pay per view services like iTunes or Google Play? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
UNPROMPTED RESPONSES																
Better programmes	20	-	2	1	2	2	4	2	1	2	16	4	14	6	11	9
	1%	-%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		-%	12%	5%	11%	11%	18%	8%	7%	8%	79%	21%	68%	32%	55%	45%
If I had more free time	12	-	2	2	5	-	1	-	1	-	12	*	10	2	6	6
	*%	-%	1%	1%	2%	-%	*%	-%	1%	-%	1%	*%	1%	*%	*%	*%
					aegi								m			
		-%	17%	18%	39%	-%	7%	-%	9%	-%	97%	3%	85%	15%	47%	53%
If it was easier to use/ understand	8	-	1	2	1	-	-	1	*	-	8	*	2	7	5	3
	*%	-%	*%	1%	1%	-%	-%	*%	*%	-%	*%	*%	*%	1%	*%	*%
														l		
		-%	15%	21%	16%	-%	-%	10%	4%	-%	99%	1%	20%	80%	57%	43%
Better films	7	-	1	1	-	-	-	1	2	-	7	*	5	2	3	4
	*%	-%	*%	1%	-%	-%	-%	1%	2%	-%	*%	*%	*%	*%	*%	*%
									adefi							
		-%	18%	18%	-%	-%	-%	17%	26%	-%	94%	6%	73%	27%	38%	62%
If it was free of charge	4	-	-	1	1	-	-	-	1	-	2	1	1	3	2	1
	*%	-%	-%	*%	*%	-%	-%	-%	1%	-%	*%	*%	*%	*%	*%	*%
		-%	-%	27%	18%	-%	-%	-%	27%	-%	67%	33%	20%	80%	65%	35%
If there was no advertising	2	-	-	-	1	-	-	-	*	-	1	*	1	*	*	1
	*%	-%	-%	-%	*%	-%	-%	-%	*%	-%	*%	*%	*%	*%	*%	*%
		-%	-%	-%	64%	-%	-%	-%	24%	-%	88%	12%	72%	28%	12%	88%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

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QH21 (QH75). SHOWCARD Which, if any, of these would encourage you to watch more online TV programmes or films than you currently do - using broadcaster services like BBC iPlayer or subscription services like Netflix or Amazon Prime Video, or pay per view services like iTunes or Google Play? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
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Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Cheaper mobile data	1	-	-	-	-	-	-	-	-	-	1	-	1	*	-	1
	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	*%	-%	*%	*%	-%	*%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	100%	-%	71%	29%	-%	100%
Nothing would encourage me	1312	128	170	112	114	103	145	133	55	139	1118	194	632	679	644	669
	49%	37%	47%	51%	59%	43%	59%	59%	49%	46%	48%	54%	41%	61%	50%	48%
			a	a	abehi		abehi	abehi	a	a		j		l		
		10%	13%	9%	9%	8%	11%	10%	4%	11%	85%	15%	48%	52%	49%	51%
Don't know	209	29	11	11	19	26	29	24	1	30	191	18	115	94	69	140
	8%	9%	3%	5%	10%	11%	12%	11%	1%	10%	8%	5%	7%	8%	5%	10%
		bh		h	bch	bch	bch	bch		bch	k					n
		14%	5%	5%	9%	12%	14%	12%	1%	14%	91%	9%	55%	45%	33%	67%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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Base : All respondents

| | Total | TV PLATFORM/S | | | |
| | | **ALL TV** | **CABLE** | **SATE-LLITE** | **HYBRID IPTV** |
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
Cheaper subscriptions/ cost of pay per view	622	598	81	246	151
	23%	24%	20%	26%	32%
				b	abc
		96%	13%	39%	24%
More exclusive content	438	408	79	168	109
	16%	16%	20%	18%	23%
					ac
		93%	18%	38%	25%
More back catalogues of TV series	335	319	61	131	76
	13%	13%	15%	14%	16%
		95%	18%	39%	23%
Faster broadband	333	319	43	142	85
	12%	13%	11%	15%	18%
					ab
		96%	13%	43%	26%
Higher mobile allowance	140	135	25	50	33
	5%	5%	6%	5%	7%
		96%	18%	36%	24%
UNPROMPTED RESPONSES					
Better programmes	20	18	1	7	6
	1%	1%	*%	1%	1%
		93%	6%	37%	29%

Columns Tested: a,b,c,d

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Base : All respondents

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
If I had more free time	12	12	1	7	2
	*%	*%	*%	1%	*%
		100%	8%	56%	14%
If it was easier to use/ understand	8	8	2	2	3
	*%	*%	*%	*%	1%
		100%	23%	20%	35%
Better films	7	7	1	3	-
	*%	*%	*%	*%	-%
		100%	13%	44%	-%
If it was free of charge	4	4	*	1	1
	*%	*%	*%	*%	*%
		100%	8%	14%	40%
If there was no advertising	2	2	-	*	*
	*%	*%	-%	*%	*%
		100%	-%	8%	24%
Cheaper mobile data	1	1	-	-	-
	*%	*%	-%	-%	-%
		100%	-%	-%	-%
Nothing would encourage me	1312	1225	181	426	188
	49%	49%	46%	45%	40%
		cd			
		93%	14%	32%	14%

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

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Base : All respondents

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
Don't know	209	198	38	80	26
	8%	8%	10%	8%	5%
			d		
		95%	18%	38%	12%

Columns Tested: a,b,c,d

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QH22 (QH62). Are any of your TV sets "Smart TVs"? These are newer types of TV that are connected to the internet and can stream video directly onto your television screen, without the need for a computer, set-top box or games console. IF NECESSARY - It's a TV that allows you to surf the internet and stream movies, TV shows and videos using services such as BBC iPlayer, Netflix and YouTube. They are also sometimes referred to as a Connected TV or a Hybrid TV.

Base : Those with a TV in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3701	1771	1930	445	516	1096	1643	286	315	388	751	792	1093	757	1050	2229	482	508	482
Effective Weighted Sample	2534	1197	1338	311	363	754	1162	207	223	277	573	567	770	513	729	1930	316	354	424
Weighted total	2519	1224	1295	329	380	862	948	163	195	285	678	674	664	550	626	2108	215	125	71
		49%	51%	13%	15%	34%	38%	6%	8%	11%	27%	27%	26%	22%	25%	84%	9%	5%	3%
Yes	1266	621	644	192	222	492	361	37	70	157	470	420	340	285	219	1075	104	43	44
	50%	51%	50%	58%	58%	57%	38%	22%	36%	55%	69%	62%	51%	52%	35%	51%	48%	34%	62%
				f	f	f			g	gh	ghi	lmn	n	n		q	q		opq
		49%	51%	15%	18%	39%	28%	3%	6%	12%	37%	33%	27%	23%	17%	85%	8%	3%	3%
No	1163	568	594	128	156	346	533	119	111	124	198	233	302	251	373	957	102	79	25
	46%	46%	46%	39%	41%	40%	56%	73%	57%	43%	29%	35%	45%	46%	60%	45%	48%	63%	35%
							cde	hij	ij	j			k	k	klm	r	r	opr	
		49%	51%	11%	13%	30%	46%	10%	10%	11%	17%	20%	26%	22%	32%	82%	9%	7%	2%
Don't know	91	34	57	10	3	24	54	7	14	4	10	21	22	14	34	77	8	4	2
	4%	3%	4%	3%	1%	3%	6%	5%	7%	1%	2%	3%	3%	3%	5%	4%	4%	3%	2%
			a	d		d	de	ij	ij						klm				
		38%	62%	11%	3%	26%	59%	8%	15%	4%	11%	23%	25%	15%	38%	85%	9%	4%	2%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH22 (QH62). Are any of your TV sets "Smart TVs"? These are newer types of TV that are connected to the internet and can stream video directly onto your television screen, without the need for a computer, set-top box or games console. IF NECESSARY - It's a TV that allows you to surf the internet and stream movies, TV shows and videos using services such as BBC iPlayer, Netflix and YouTube. They are also sometimes referred to as a Connected TV or a Hybrid TV.

Base : Those with a TV in the household

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3701	233	234	222	248	301	242	248	256	245	2689	1012	1880	1815	1845	1856
Effective Weighted Sample	2534	222	219	211	236	279	229	235	242	232	2115	443	1311	1272	1219	1314
Weighted total	2519	303	329	208	187	231	233	220	109	289	2176	343	1461	1055	1215	1304
		12%	13%	8%	7%	9%	9%	9%	4%	11%	86%	14%	58%	42%	48%	52%
Yes	1266	201	176	112	89	96	109	94	57	141	1097	168	839	426	629	637
	50%	66%	53%	54%	48%	42%	47%	43%	52%	49%	50%	49%	57%	40%	52%	49%
		bcdefghi	eg	eg					eg				m			
		16%	14%	9%	7%	8%	9%	7%	4%	11%	87%	13%	66%	34%	50%	50%
No	1163	93	132	91	84	132	119	118	51	138	1004	159	592	570	543	620
	46%	31%	40%	43%	45%	57%	51%	53%	47%	48%	46%	46%	41%	54%	45%	48%
			a	a	a	abcdhi	ab	abc	a	a				l		
		8%	11%	8%	7%	11%	10%	10%	4%	12%	86%	14%	51%	49%	47%	53%
Don't know	91	9	21	6	13	3	5	8	1	10	74	16	30	59	44	47
	4%	3%	6%	3%	7%	1%	2%	4%	1%	4%	3%	5%	2%	6%	4%	4%
		h	efh		cefh			h		h				l		
		10%	23%	7%	15%	3%	6%	9%	1%	11%	82%	18%	33%	65%	48%	52%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QH22 (QH62). Are any of your TV sets "Smart TVs"? These are newer types of TV that are connected to the internet and can stream video directly onto your television screen, without the need for a computer, set-top box or games console. IF NECESSARY - It's a TV that allows you to surf the internet and stream movies, TV shows and videos using services such as BBC iPlayer, Netflix and YouTube. They are also sometimes referred to as a Connected TV or a Hybrid TV.

Base : Those with a TV in the household

		TV PLATFORM/S			
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3701	3701	470	1371	634
Effective Weighted Sample	2534	2534	363	930	439
Weighted total	2519	2519	396	953	474
		100%	16%	38%	19%
Yes	1266	1266	237	563	300
	50%	50%	60%	59%	63%
			a	a	a
		100%	19%	44%	24%
No	1163	1163	142	359	159
	46%	46%	36%	38%	34%
		bcd			
		100%	12%	31%	14%
Don't know	91	91	17	31	15
	4%	4%	4%	3%	3%
		100%	19%	34%	16%

Columns Tested: a,b,c,d

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QH23 (QH80). And are any of your Smart TV sets connected to your home broadband service? EXPLANATION PROVIDED IF NECESSARY (SINGLE CODE)

Base : Those with a 'Smart TV' in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1709	850	859	245	289	610	565	58	101	201	510	468	544	364	331	1036	228	152	293
Effective Weighted Sample	1178	573	605	172	205	414	402	42	75	146	391	348	371	247	227	914	150	109	255
Weighted total	1266	621	644	192	222	492	361	37	70	157	470	420	340	285	219	1075	104	43	44
		49%	51%	15%	18%	39%	28%	**	6%	12%	37%	33%	27%	23%	17%	85%	8%	3%	3%
Yes, connected	1060	529	532	168	190	428	275	**	54	122	408	366	294	234	164	890	89	39	42
	84%	85%	83%	88%	86%	87%	76%	**	76%	78%	87%	87%	87%	82%	75%	83%	85%	92%	95%
				f	f	f					hi	n	n					o	op
		50%	50%	16%	18%	40%	26%	**	5%	12%	38%	35%	28%	22%	16%	84%	8%	4%	4%
No, not connected	175	83	92	18	28	58	71	**	16	32	53	45	39	44	47	159	11	3	2
	14%	13%	14%	9%	13%	12%	20%	**	23%	20%	11%	11%	12%	15%	21%	15%	10%	8%	4%
							cde		j	j					kl	qr	r		
		48%	52%	10%	16%	33%	40%	**	9%	18%	30%	26%	22%	25%	27%	91%	6%	2%	1%
Don't know	30	10	21	6	4	5	15	**	1	3	10	9	6	7	8	25	4	-	1
	2%	2%	3%	3%	2%	1%	4%	**	1%	2%	2%	2%	2%	3%	3%	2%	4%	-%	1%
							e										q		
		32%	68%	20%	12%	18%	50%	**	2%	9%	32%	30%	21%	24%	25%	83%	14%	-%	2%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH23 (QH80). And are any of your Smart TV sets connected to your home broadband service? EXPLANATION PROVIDED IF NECESSARY (SINGLE CODE)

Base : Those with a 'Smart TV' in the household

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
					ENGLAND REGIONS						URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
Significance Level: 95%		a	b	c	d	e	f	~g	h	i	j	k	l	m	n	o
Unweighted total	1709	149	118	110	111	111	105	94	126	112	1245	464	1066	641	912	797
Effective Weighted Sample	1178	144	112	106	107	106	101	91	120	108	985	205	732	457	601	578
Weighted total	1266	201	176	112	89	96	109	94	57	141	1097	168	839	426	629	637
		16%	14%	9%	7%	8%	9%	**	4%	11%	87%	13%	66%	34%	50%	50%
Yes, connected	1060	139	136	90	80	89	97	**	51	130	917	144	727	333	534	527
	84%	69%	78%	81%	89%	92%	90%	**	89%	92%	84%	85%	87%	78%	85%	83%
				a	ab	abc	ab		ab	abc			m			
		13%	13%	8%	8%	8%	9%	**	5%	12%	86%	14%	69%	31%	50%	50%
No, not connected	175	57	34	19	9	7	9	**	6	10	153	23	96	79	77	98
	14%	28%	19%	17%	11%	7%	8%	**	10%	7%	14%	13%	11%	19%	12%	15%
		cdefhi	efi	ei										l		
		33%	19%	11%	5%	4%	5%	**	3%	6%	87%	13%	55%	45%	44%	56%
Don't know	30	5	5	3	-	1	3	**	*	1	28	2	15	15	18	12
	2%	3%	3%	3%	-%	1%	2%	**	1%	1%	3%	1%	2%	3%	3%	2%
		17%	18%	10%	-%	2%	8%	**	1%	4%	93%	7%	51%	49%	60%	40%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QH23 (QH80). And are any of your Smart TV sets connected to your home broadband service? EXPLANATION PROVIDED IF NECESSARY (SINGLE CODE)

Base : Those with a 'Smart TV' in the household

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	1709	1709	269	783	390
Effective Weighted Sample	1178	1178	208	536	266
Weighted total	1266	1266	237	563	300
		100%	19%	44%	24%
Yes, connected	1060	1060	203	489	270
	84%	84%	86%	87%	90%
					a
		100%	19%	46%	25%
No, not connected	175	175	25	61	27
	14%	14%	11%	11%	9%
		d			
		100%	14%	35%	16%
Don't know	30	30	9	13	3
	2%	2%	4%	2%	1%
			d		
		100%	29%	42%	8%

 Columns Tested: a,b,c,d

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QH24 (QH45). SHOWCARD Have you or has anyone in your household connected your TV to the internet to watch something on the TV screen - using any of these devices - in the last 12 months? Please note this does not include access to the internet via a 'Smart TV' set. (MULTI CODE)

Base : Those with a TV in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3701	1771	1930	445	516	1096	1643	286	315	388	751	792	1093	757	1050	2229	482	508	482
Effective Weighted Sample	2534	1197	1338	311	363	754	1162	207	223	277	573	567	770	513	729	1930	316	354	424
Weighted total	2519	1224	1295	329	380	862	948	163	195	285	678	674	664	550	626	2108	215	125	71
		49%	51%	13%	15%	34%	38%	6%	8%	11%	27%	27%	26%	22%	25%	84%	9%	5%	3%
Games console	534	297	236	129	106	255	44	26	30	64	204	155	158	113	106	457	39	26	12
	21%	24%	18%	39%	28%	30%	5%	16%	16%	23%	30%	23%	24%	21%	17%	22%	18%	21%	17%
		b		def	f	f				h	ghi	n	n			r			
		56%	44%	24%	20%	48%	8%	5%	6%	12%	38%	29%	30%	21%	20%	86%	7%	5%	2%
Set top box with access to digital or cable TV broadcasts (such as Sky+, Sky Q, Virgin TiVo, BT TV, YouView)	412	214	198	61	74	178	99	6	17	49	160	152	113	91	56	342	34	20	16
	16%	17%	15%	19%	19%	21%	10%	4%	9%	17%	24%	23%	17%	16%	9%	16%	16%	16%	22%
					f	f	f			g	gh	ghi	lmn	n	n				opq
		52%	48%	15%	18%	43%	24%	1%	4%	12%	39%	37%	27%	22%	14%	83%	8%	5%	4%
Laptop/ desktop PC	348	178	170	81	71	128	68	9	15	34	151	137	109	47	54	302	24	17	6
	14%	15%	13%	25%	19%	15%	7%	6%	8%	12%	22%	20%	16%	9%	9%	14%	11%	13%	8%
				ef	f	f				g	ghi	mn	mn			r		r	
		51%	49%	23%	20%	37%	20%	3%	4%	10%	43%	39%	31%	14%	16%	87%	7%	5%	2%
Streaming stick (such as Roku, Google Chrome, Amazon Fire TV Stick)	239	117	122	45	40	102	53	6	6	34	92	88	67	51	34	199	28	7	5
	10%	10%	9%	14%	11%	12%	6%	3%	3%	12%	14%	13%	10%	9%	5%	9%	13%	6%	7%
				f	f	f				gh	gh	mn	n	n		q	qr		
		49%	51%	19%	17%	43%	22%	2%	3%	14%	38%	37%	28%	21%	14%	83%	12%	3%	2%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH24 (QH45). SHOWCARD Have you or has anyone in your household connected your TV to the internet to watch something on the TV screen - using any of these devices - in the last 12 months? Please note this does not include access to the internet via a 'Smart TV' set. (MULTI CODE)

Base : Those with a TV in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3701	1771	1930	445	516	1096	1643	286	315	388	751	792	1093	757	1050	2229	482	508	482
Effective Weighted Sample	2534	1197	1338	311	363	754	1162	207	223	277	573	567	770	513	729	1930	316	354	424
Weighted total	2519	1224	1295	329	380	862	948	163	195	285	678	674	664	550	626	2108	215	125	71
		49%	51%	13%	15%	34%	38%	6%	8%	11%	27%	27%	26%	22%	25%	84%	9%	5%	3%
Internet-connected set-top box (such as NOW TV set-top box, Apple TV, Amazon Fire TV)	150	75	76	34	30	65	22	6	13	13	55	54	45	27	24	118	16	10	6
	6%	6%	6%	10%	8%	8%	2%	4%	6%	5%	8%	8%	7%	5%	4%	6%	7%	8%	9%
				f	f	f					g	mn	n					o	o
		50%	50%	23%	20%	43%	15%	4%	8%	9%	37%	36%	30%	18%	16%	78%	11%	7%	4%
None of these	1348	626	722	107	156	379	706	124	133	158	252	281	333	309	421	1118	118	77	35
	54%	51%	56%	32%	41%	44%	75%	76%	68%	55%	37%	42%	50%	56%	67%	53%	55%	61%	50%
			a		c	c	cde	ij	ij	j			k	kl	klm			or	
		46%	54%	8%	12%	28%	52%	9%	10%	12%	19%	21%	25%	23%	31%	83%	9%	6%	3%
Don't know	78	36	43	10	12	33	23	3	2	2	23	25	20	18	15	70	3	2	4
	3%	3%	3%	3%	3%	4%	2%	2%	1%	1%	3%	4%	3%	3%	2%	3%	1%	2%	5%
											i								pq
		46%	54%	13%	16%	42%	30%	4%	3%	3%	29%	31%	26%	23%	19%	89%	4%	2%	5%
ANY DEVICES CONNECTING TV TO THE INTERNET INCLUDING SMART TV AT QH80	1428	712	716	242	269	566	351	49	80	166	495	462	398	310	256	1200	120	60	48
	57%	58%	55%	73%	71%	66%	37%	30%	41%	58%	73%	69%	60%	56%	41%	57%	56%	48%	67%
				ef	f	f			g	gh	ghi	lmn	n	n		q	q		opq
		50%	50%	17%	19%	40%	25%	3%	6%	12%	35%	32%	28%	22%	18%	84%	8%	4%	3%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH24 (QH45). SHOWCARD Have you or has anyone in your household connected your TV to the internet to watch something on the TV screen - using any of these devices - in the last 12 months? Please note this does not include access to the internet via a 'Smart TV' set. (MULTI CODE)

Base : Those with a TV in the household

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3701	233	234	222	248	301	242	248	256	245	2689	1012	1880	1815	1845	1856
Effective Weighted Sample	2534	222	219	211	236	279	229	235	242	232	2115	443	1311	1272	1219	1314
Weighted total	2519	303	329	208	187	231	233	220	109	289	2176	343	1461	1055	1215	1304
		12%	13%	8%	7%	9%	9%	9%	4%	11%	86%	14%	58%	42%	48%	52%
Games console	534	65	73	46	49	63	42	47	22	50	462	72	386	147	250	284
	21%	22%	22%	22%	26%	27%	18%	21%	21%	17%	21%	21%	26%	14%	21%	22%
					fi	fi							m			
		12%	14%	9%	9%	12%	8%	9%	4%	9%	87%	13%	72%	28%	47%	53%
Set top box with access to digital or cable TV broadcasts (such as Sky+, Sky Q, Virgin TiVo, BT TV, YouView)	412	18	43	33	60	41	30	37	21	58	354	58	290	121	220	192
	16%	6%	13%	16%	32%	18%	13%	17%	20%	20%	16%	17%	20%	12%	18%	15%
			a	a	abcefghi	a	a	a	af	abf				m	o	
		4%	10%	8%	14%	10%	7%	9%	5%	14%	86%	14%	70%	30%	53%	47%
Laptop/ desktop PC	348	82	45	24	35	16	41	16	10	33	302	46	255	92	161	187
	14%	27%	14%	12%	19%	7%	18%	7%	9%	11%	14%	13%	17%	9%	13%	14%
		bcdefghi	eg		ceghi		egh						m			
		23%	13%	7%	10%	5%	12%	5%	3%	9%	87%	13%	73%	26%	46%	54%
Streaming stick (such as Roku, Google Chrome, Amazon Fire TV Stick)	239	11	30	18	18	33	23	12	16	37	201	39	171	69	137	103
	10%	4%	9%	9%	10%	14%	10%	6%	15%	13%	9%	11%	12%	7%	11%	8%
			a	a	a	ag	a		ag	ag			m		o	
		5%	13%	8%	8%	14%	10%	5%	7%	15%	84%	16%	71%	29%	57%	43%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 174

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH24 (QH45). SHOWCARD Have you or has anyone in your household connected your TV to the internet to watch something on the TV screen - using any of these devices - in the last 12 months? Please note this does not include access to the internet via a 'Smart TV' set. (MULTI CODE)

Base : Those with a TV in the household

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3701	233	234	222	248	301	242	248	256	245	2689	1012	1880	1815	1845	1856
Effective Weighted Sample	2534	222	219	211	236	279	229	235	242	232	2115	443	1311	1272	1219	1314
Weighted total	2519	303	329	208	187	231	233	220	109	289	2176	343	1461	1055	1215	1304
		12%	13%	8%	7%	9%	9%	9%	4%	11%	86%	14%	58%	42%	48%	52%
Internet-connected set-top box (such as NOW TV set-top box, Apple TV, Amazon Fire TV)	150	6	16	10	19	14	18	9	8	18	133	18	111	40	90	61
	6%	2%	5%	5%	10%	6%	8%	4%	7%	6%	6%	5%	8%	4%	7%	5%
					abcg	a	a		a	a			m		o	
		4%	11%	6%	13%	9%	12%	6%	5%	12%	88%	12%	74%	26%	60%	40%
None of these	1348	164	173	116	74	112	130	133	60	155	1157	192	642	704	639	709
	54%	54%	53%	56%	39%	49%	56%	61%	55%	54%	53%	56%	44%	67%	53%	54%
		d	d	d		d	d	de	d	d				l		
		12%	13%	9%	5%	8%	10%	10%	4%	12%	86%	14%	48%	52%	47%	53%
Don't know	78	17	9	3	5	11	5	12	1	6	73	6	50	28	29	50
	3%	5%	3%	2%	3%	5%	2%	6%	1%	2%	3%	2%	3%	3%	2%	4%
		ch			h	h		cfh								n
		21%	12%	4%	7%	14%	6%	16%	1%	8%	93%	7%	63%	36%	37%	63%
ANY DEVICES CONNECTING TV TO THE INTERNET INCLUDING SMART TV AT QH80	1428	164	189	116	118	125	132	107	64	184	1221	208	977	451	700	729
	57%	54%	58%	56%	63%	54%	57%	49%	59%	64%	56%	60%	67%	43%	58%	56%
					aeg				g	aeg			m			
		11%	13%	8%	8%	9%	9%	8%	4%	13%	85%	15%	68%	32%	49%	51%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH24 (QH45). SHOWCARD Have you or has anyone in your household connected your TV to the internet to watch something on the TV screen - using any of these devices - in the last 12 months? Please note this does not include access to the internet via a 'Smart TV' set. (MULTI CODE)

Base : Those with a TV in the household

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3701	3701	470	1371	634
Effective Weighted Sample	2534	2534	363	930	439
Weighted total	2519	2519	396	953	474
		100%	16%	38%	19%
Games console	534	534	98	247	134
	21%	21%	25%	26%	28%
				a	a
		100%	18%	46%	25%
Set top box with access to digital or cable TV broadcasts (such as Sky+, Sky Q, Virgin TiVo, BT TV, YouView)	412	412	96	236	96
	16%	16%	24%	25%	20%
			a	a	a
		100%	23%	57%	23%
Laptop/ desktop PC	348	348	72	148	82
	14%	14%	18%	16%	17%
			a		
		100%	21%	43%	24%
Streaming stick (such as Roku, Google Chrome, Amazon Fire TV Stick)	239	239	43	108	59
	10%	10%	11%	11%	12%
		100%	18%	45%	25%

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH24 (QH45). SHOWCARD Have you or has anyone in your household connected your TV to the internet to watch something on the TV screen - using any of these devices - in the last 12 months? Please note this does not include access to the internet via a 'Smart TV' set. (MULTI CODE)

Base : Those with a TV in the household

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3701	3701	470	1371	634
Effective Weighted Sample	2534	2534	363	930	439
Weighted total	2519	2519	396	953	474
		100%	16%	38%	19%
Internet-connected set-top box (such as NOW TV set-top box, Apple TV, Amazon Fire TV)	150	150	27	66	73
	6%	6%	7%	7%	15%
					abc
		100%	18%	44%	49%
None of these	1348	1348	171	418	159
	54%	54%	43%	44%	33%
		bcd	d	d	
		100%	13%	31%	12%
Don't know	78	78	9	36	21
	3%	3%	2%	4%	4%
		100%	12%	47%	27%
ANY DEVICES CONNECTING TV TO THE INTERNET INCLUDING SMART TV AT QH80	1428	1428	264	649	354
	57%	57%	67%	68%	75%
			a	a	abc
		100%	18%	45%	25%

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH25A (QH65A). How frequently, if at all, do you watch each of these channels - RTE One? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	f	~g	~h	~i	~j	~k	l	m	n	~o	~p	~q	r
Unweighted total	482	244	238	73	70	174	165	25	24	20	37	77	149	108	146	-	-	-	482
Effective Weighted Sample	424	212	212	65	61	152	146	23	21	17	32	71	135	98	133	-	-	-	424
Weighted total	71	34	37	11	11	25	25	4	3	3	5	16	17	18	20	-	-	-	71
		48%	52%	**	**	35%	35%	**	**	**	**	**	25%	25%	28%	**	**	**	100%
Every day	2	2	*	**	**	*	2	**	**	**	**	**	*	*	1	**	**	**	2
	3%	4%	1%	**	**	1%	7%	**	**	**	**	**	2%	2%	3%	**	**	**	3%
		b					e												
		78%	22%	**	**	7%	83%	**	**	**	**	**	17%	23%	31%	**	**	**	100%
At least weekly	12	6	5	**	**	5	5	**	**	**	**	**	3	3	4	**	**	**	12
	17%	19%	15%	**	**	18%	19%	**	**	**	**	**	15%	16%	19%	**	**	**	17%
		54%	46%	**	**	38%	39%	**	**	**	**	**	23%	24%	31%	**	**	**	100%
At least monthly	8	5	3	**	**	3	4	**	**	**	**	**	1	2	2	**	**	**	8
	11%	14%	9%	**	**	10%	16%	**	**	**	**	**	6%	12%	9%	**	**	**	11%
		58%	42%	**	**	33%	49%	**	**	**	**	**	14%	26%	24%	**	**	**	100%
Less often than monthly	12	6	6	**	**	5	3	**	**	**	**	**	3	4	2	**	**	**	12
	17%	16%	17%	**	**	21%	12%	**	**	**	**	**	17%	21%	10%	**	**	**	17%
						f								n					
		47%	53%	**	**	45%	25%	**	**	**	**	**	25%	30%	16%	**	**	**	100%
Never	36	16	21	**	**	12	11	**	**	**	**	**	10	8	12	**	**	**	36
	51%	46%	56%	**	**	49%	46%	**	**	**	**	**	58%	48%	58%	**	**	**	51%
			a																
		43%	57%	**	**	34%	31%	**	**	**	**	**	28%	23%	32%	**	**	**	100%
AT LEAST MONTHLY	22	13	9	**	**	7	10	**	**	**	**	**	4	5	6	**	**	**	22
	31%	37%	25%	**	**	29%	41%	**	**	**	**	**	24%	30%	31%	**	**	**	31%
		b					e												
		58%	42%	**	**	34%	46%	**	**	**	**	**	19%	25%	28%	**	**	**	100%
EVER WATCH	33	18	15	**	**	13	13	**	**	**	**	**	7	9	8	**	**	**	33
	47%	53%	42%	**	**	51%	52%	**	**	**	**	**	40%	51%	41%	**	**	**	47%
		b																	
		54%	46%	**	**	38%	39%	**	**	**	**	**	21%	27%	24%	**	**	**	100%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 175

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH25A (QH65A). How frequently, if at all, do you watch each of these channels - RTE One? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K- 15.59K	15.6K- 25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	f	~g	~h	~i	~j	~k	l	m	n	~o	~p	~q	r
Unweighted total	482	244	238	73	70	174	165	25	24	20	37	77	149	108	146	-	-	-	482
Effective Weighted Sample	424	212	212	65	61	152	146	23	21	17	32	71	135	98	133	-	-	-	424
Weighted total	71	34	37	11	11	25	25	4	3	3	5	16	17	18	20	-	-	-	71
		48%	52%	**	**	35%	35%	**	**	**	**	**	25%	25%	28%	**	**	**	100%
Don't know	1	*	1	**	**	*	*	**	**	**	**	**	*	*	*	**	**	**	1
	2%	1%	2%	**	**	*%	2%	**	**	**	**	**	2%	1%	1%	**	**	**	2%
		43%	57%	**	**	8%	35%	**	**	**	**	**	31%	19%	22%	**	**	**	100%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH25A (QH65A). How frequently, if at all, do you watch each of these channels - RTE One? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
						ENGLAND REGIONS					URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	482	-	-	-	-	-	-	-	-	-	244	238	279	201	220	262
Effective Weighted Sample	424	-	-	-	-	-	-	-	-	-	230	223	243	179	189	235
Weighted total	71	-	-	-	-	-	-	-	-	-	45	26	40	30	31	40
		**	**	**	**	**	**	**	**	**	64%	36%	56%	43%	43%	57%
Every day	2	**	**	**	**	**	**	**	**	**	2	*	*	2	1	1
	3%	**	**	**	**	**	**	**	**	**	4%	1%	1%	5%	2%	3%
													l			
		**	**	**	**	**	**	**	**	**	85%	15%	21%	79%	30%	70%
At least weekly	12	**	**	**	**	**	**	**	**	**	8	4	6	6	4	7
	17%	**	**	**	**	**	**	**	**	**	17%	16%	15%	19%	15%	18%
		**	**	**	**	**	**	**	**	**	64%	36%	50%	49%	38%	62%
At least monthly	8	**	**	**	**	**	**	**	**	**	5	3	5	3	5	3
	11%	**	**	**	**	**	**	**	**	**	10%	13%	13%	9%	16%	8%
															o	
		**	**	**	**	**	**	**	**	**	59%	41%	64%	36%	62%	38%
Less often than monthly	12	**	**	**	**	**	**	**	**	**	7	5	9	3	6	5
	17%	**	**	**	**	**	**	**	**	**	15%	20%	23%	9%	21%	14%
													m		o	
		**	**	**	**	**	**	**	**	**	57%	43%	76%	24%	54%	46%
Never	36	**	**	**	**	**	**	**	**	**	24	13	19	17	14	22
	51%	**	**	**	**	**	**	**	**	**	52%	49%	47%	56%	47%	55%
		**	**	**	**	**	**	**	**	**	65%	35%	52%	47%	39%	61%
AT LEAST MONTHLY	22	**	**	**	**	**	**	**	**	**	14	8	11	10	10	12
	31%	**	**	**	**	**	**	**	**	**	31%	30%	28%	33%	32%	29%
		**	**	**	**	**	**	**	**	**	64%	36%	53%	47%	46%	54%
EVER WATCH	33	**	**	**	**	**	**	**	**	**	21	13	20	13	16	17
	47%	**	**	**	**	**	**	**	**	**	46%	50%	51%	43%	53%	43%
															o	
		**	**	**	**	**	**	**	**	**	62%	38%	61%	39%	49%	51%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.
QH25A (QH65A). How frequently, if at all, do you watch each of these channels - RTE One? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING STATUS | | DEPRIVATION LEVEL | |
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	482	-	-	-	-	-	-	-	-	-	244	238	279	201	220	262
Effective Weighted Sample	424	-	-	-	-	-	-	-	-	-	230	223	243	179	189	235
Weighted total	71	-	-	-	-	-	-	-	-	-	45	26	40	30	31	40
		**	**	**	**	**	**	**	**	**	64%	36%	56%	43%	43%	57%
Don't know	1	**	**	**	**	**	**	**	**	**	1	*	1	*	-	1
	2%	**	**	**	**	**	**	**	**	**	2%	1%	2%	1%	-%	3%
																n
		**	**	**	**	**	**	**	**	**	73%	27%	76%	24%	-%	100%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH25A (QH65A). How frequently, if at all, do you watch each of these channels - RTE One? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household

	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
			TV PLATFORM/S		
Significance Level: 95%		a	~b	c	d
Unweighted total	482	482	54	194	110
Effective Weighted Sample	424	424	50	167	97
Weighted total	71	71	9	29	17
		100%	**	41%	24%
Every day	2	2	**	*	1
	3%	3%	**	2%	5%
		100%	**	24%	43%
At least weekly	12	12	**	3	3
	17%	17%	**	11%	17%
		100%	**	28%	24%
At least monthly	8	8	**	3	3
	11%	11%	**	10%	17%
		100%	**	36%	38%
Less often than monthly	12	12	**	7	4
	17%	17%	**	23%	24%
		100%	**	57%	35%
Never	36	36	**	15	6
	51%	51%	**	52%	36%
		d		d	
		100%	**	42%	17%
AT LEAST MONTHLY	22	22	**	7	7
	31%	31%	**	23%	39%
					c
		100%	**	31%	31%
EVER WATCH	33	33	**	13	11
	47%	47%	**	46%	63%
					ac
		100%	**	40%	32%

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.
QH25A (QH65A). How frequently, if at all, do you watch each of these channels - RTE One? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	~b	c	d
Unweighted total	482	482	54	194	110
Effective Weighted Sample	424	424	50	167	97
Weighted total	71	71	9	29	17
		100%	**	41%	24%
Don't know	1	1	**	1	*
	2%	2%	**	2%	2%
		100%	**	50%	26%

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH25B (QH65B). How frequently, if at all, do you watch each of these channels - RTE Two? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	f	~g	~h	~i	~j	~k	l	m	n	~o	~p	~q	r
Unweighted total	482	244	238	73	70	174	165	25	24	20	37	77	149	108	146	-	-	-	482
Effective Weighted Sample	424	212	212	65	61	152	146	23	21	17	32	71	135	98	133	-	-	-	424
Weighted total	71	34	37	11	11	25	25	4	3	3	5	16	17	18	20	-	-	-	71
		48%	52%	**	**	35%	35%	**	**	**	**	**	25%	25%	28%	**	**	**	100%
Every day	2	1	*	**	**	*	1	**	**	**	**	**	*	*	1	**	**	**	2
	2%	4%	1%	**	**	1%	6% e	**	**	**	**	**	2%	2%	3%	**	**	**	2%
		75%	25%	**	**	8%	81%					**	20%	25%	30%	**	**	**	100%
At least weekly	11	6	5	**	**	4	5	**	**	**	**	**	3	2	4	**	**	**	11
	16%	19%	14%	**	**	17%	18%	**	**	**	**	**	15%	13%	19%	**	**	**	16%
		56%	44%	**	**	37%	39%					**	23%	20%	32%	**	**	**	100%
At least monthly	7	4	3	**	**	2	3	**	**	**	**	**	1	2	2	**	**	**	7
	10%	11%	9%	**	**	9%	14%	**	**	**	**	**	5%	10%	9%	**	**	**	10%
		54%	46%	**	**	32%	50%					**	13%	26%	26%	**	**	**	100%
Less often than monthly	13	6	7	**	**	6	3	**	**	**	**	**	3	4	2	**	**	**	13
	18%	18%	18%	**	**	23% f	13%	**	**	**	**	**	18%	22%	10% n	**	**	**	18%
		48%	52%	**	**	46%	25%					**	24%	31%	15%	**	**	**	100%
Never	37	16	21	**	**	12	12	**	**	**	**	**	10	9	12	**	**	**	37
	52%	47%	57% a	**	**	50%	48%	**	**	**	**	**	58%	49%	60%	**	**	**	52%
		44%	56%	**	**	34%	32%					**	27%	23%	32%	**	**	**	100%
AT LEAST MONTHLY	20	11	9	**	**	7	9	**	**	**	**	**	4	5	6	**	**	**	20
	28%	34% b	24%	**	**	27%	38% e	**	**	**	**	**	22%	26%	30%	**	**	**	28%
		57%	43%	**	**	33%	47%					**	19%	23%	30%	**	**	**	100%
EVER WATCH	33	18	15	**	**	12	12	**	**	**	**	**	7	8	8	**	**	**	33
	46%	51% b	41%	**	**	50%	51%	**	**	**	**	**	40%	48%	40%	**	**	**	46%
		54%	46%	**	**	38%	38%					**	21%	26%	24%	**	**	**	100%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH25B (QH65B). How frequently, if at all, do you watch each of these channels - RTE Two? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	f	~g	~h	~i	~j	~k	l	m	n	~o	~p	~q	r
Unweighted total	482	244	238	73	70	174	165	25	24	20	37	77	149	108	146	-	-	-	482
Effective Weighted Sample	424	212	212	65	61	152	146	23	21	17	32	71	135	98	133	-	-	-	424
Weighted total	71	34	37	11	11	25	25	4	3	3	5	16	17	18	20	-	-	-	71
		48%	52%	**	**	35%	35%	**	**	**	**	**	25%	25%	28%	**	**	**	100%
Don't know	1	*	1	**	**	*	*	**	**	**	**	**	*	*	*	**	**	**	1
	2%	1%	2%	**	**	*%	2%	**	**	**	**	**	2%	3%	*%	**	**	**	2%
		39%	61%	**	**	7%	32%	**	**	**	**	**	29%	39%	7%	**	**	**	100%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.
QH25B (QH65B). How frequently, if at all, do you watch each of these channels - RTE Two? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household

		ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	482	-	-	-	-	-	-	-	-	-	244	238	279	201	220	262
Effective Weighted Sample	424	-	-	-	-	-	-	-	-	-	230	223	243	179	189	235
Weighted total	71	-	-	-	-	-	-	-	-	-	45	26	40	30	31	40
		**	**	**	**	**	**	**	**	**	64%	36%	56%	43%	43%	57%
Every day	2	**	**	**	**	**	**	**	**	**	2	*	*	1	*	1
	2%	**	**	**	**	**	**	**	**	**	4%	*%	1%	4%	1%	3%
											k			l		
		**	**	**	**	**	**	**	**	**	95%	5%	24%	76%	21%	79%
At least weekly	11	**	**	**	**	**	**	**	**	**	7	4	6	5	4	7
	16%	**	**	**	**	**	**	**	**	**	16%	16%	15%	18%	14%	18%
		**	**	**	**	**	**	**	**	**	65%	35%	52%	47%	36%	64%
At least monthly	7	**	**	**	**	**	**	**	**	**	4	3	4	3	4	3
	10%	**	**	**	**	**	**	**	**	**	9%	12%	10%	9%	14%	6%
															o	
		**	**	**	**	**	**	**	**	**	56%	44%	60%	40%	63%	37%
Less often than monthly	13	**	**	**	**	**	**	**	**	**	8	5	10	3	7	6
	18%	**	**	**	**	**	**	**	**	**	17%	19%	25%	9%	23%	14%
													m		o	
		**	**	**	**	**	**	**	**	**	61%	39%	79%	21%	56%	44%
Never	37	**	**	**	**	**	**	**	**	**	24	13	19	18	15	22
	52%	**	**	**	**	**	**	**	**	**	53%	51%	47%	59%	48%	55%
														l		
		**	**	**	**	**	**	**	**	**	64%	36%	50%	49%	40%	60%
AT LEAST MONTHLY	20	**	**	**	**	**	**	**	**	**	13	7	10	9	9	11
	28%	**	**	**	**	**	**	**	**	**	29%	28%	26%	31%	29%	28%
		**	**	**	**	**	**	**	**	**	64%	36%	52%	47%	44%	56%
EVER WATCH	33	**	**	**	**	**	**	**	**	**	21	12	20	12	16	17
	46%	**	**	**	**	**	**	**	**	**	45%	47%	51%	40%	52%	42%
													m		o	
		**	**	**	**	**	**	**	**	**	63%	37%	63%	37%	49%	51%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 176

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH25B (QH65B). How frequently, if at all, do you watch each of these channels - RTE Two? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	482	-	-	-	-	-	-	-	-	-	244	238	279	201	220	262
Effective Weighted Sample	424	-	-	-	-	-	-	-	-	-	230	223	243	179	189	235
Weighted total	71	-	-	-	-	-	-	-	-	-	45	26	40	30	31	40
		**	**	**	**	**	**	**	**	**	64%	36%	56%	43%	43%	57%
Don't know	1	**	**	**	**	**	**	**	**	**	1	*	1	*	-	1
	2%	**	**	**	**	**	**	**	**	**	2%	1%	2%	1%	-%	3%
																n
		**	**	**	**	**	**	**	**	**	75%	25%	78%	22%	-%	100%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QH25B (QH65B). How frequently, if at all, do you watch each of these channels - RTE Two? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household

	Total	**ALL TV**	CABLE	SATE-LLITE	HYBRID IPTV
				TV PLATFORM/S	
Significance Level: 95%		a	~b	c	d
Unweighted total	482	482	54	194	110
Effective Weighted Sample	424	424	50	167	97
Weighted total	71	71	9	29	17
		100%	**	41%	24%
Every day	2	2	**	*	1
	2%	2%	**	1%	5%
					c
		100%	**	15%	48%
At least weekly	11	11	**	3	3
	16%	16%	**	12%	17%
		100%	**	29%	26%
At least monthly	7	7	**	2	3
	10%	10%	**	8%	18%
					ac
		100%	**	34%	44%
Less often than monthly	13	13	**	7	4
	18%	18%	**	24%	25%
		100%	**	56%	34%
Never	37	37	**	16	6
	52%	52%	**	53%	33%
		d		d	
		100%	**	42%	15%
AT LEAST MONTHLY	20	20	**	6	7
	28%	28%	**	20%	40%
		c			ac
		100%	**	30%	34%
EVER WATCH	33	33	**	13	11
	46%	46%	**	45%	65%
					ac
		100%	**	40%	34%

Columns Tested: a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 176

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QH25B (QH65B). How frequently, if at all, do you watch each of these channels - RTE Two? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household

| | | TV PLATFORM/S | | | |
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	~b	c	d
Unweighted total	482	482	54	194	110
Effective Weighted Sample	424	424	50	167	97
Weighted total	71	71	9	29	17
		100%	**	41%	24%
Don't know	1	1	**	1	*
	2%	2%	**	2%	2%
		100%	**	46%	31%

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH25C (QH65C). How frequently, if at all, do you watch each of these channels - TV3? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	f	~g	~h	~i	~j	~k	l	m	n	~o	~p	~q	r
Unweighted total	482	244	238	73	70	174	165	25	24	20	37	77	149	108	146	-	-	-	482
Effective Weighted Sample	424	212	212	65	61	152	146	23	21	17	32	71	135	98	133	-	-	-	424
Weighted total	71	34	37	11	11	25	25	4	3	3	5	16	17	18	20	-	-	-	71
		48%	52%	**	**	35%	35%	**	**	**	**	**	25%	25%	28%	**	**	**	100%
Every day	1	*	*	**	**	*	*	**	**	**	**	**	*	*	*	**	**	**	1
	1%	1%	1%	**	**	1%	1%	**	**	**	**	**	1%	1%	1%	**	**	**	1%
		65%	35%	**	**	35%	35%	**	**	**	**	**	24%	31%	46%	**	**	**	100%
At least weekly	10	6	4	**	**	4	4	**	**	**	**	**	2	2	3	**	**	**	10
	15%	17%	12%	**	**	16%	17%	**	**	**	**	**	12%	13%	17%	**	**	**	15%
		56%	44%	**	**	39%	40%	**	**	**	**	**	20%	22%	32%	**	**	**	100%
At least monthly	8	4	4	**	**	2	3	**	**	**	**	**	1	2	2	**	**	**	8
	11%	12%	10%	**	**	9%	13%	**	**	**	**	**	4%	13%	10%	**	**	**	11%
														l					
		52%	48%	**	**	28%	42%	**	**	**	**	**	9%	30%	25%	**	**	**	100%
Less often than monthly	11	5	6	**	**	5	2	**	**	**	**	**	3	3	1	**	**	**	11
	15%	16%	15%	**	**	20%	8%	**	**	**	**	**	18%	17%	7%	**	**	**	15%
						f							n	n					
		49%	51%	**	**	45%	19%					**	28%	27%	13%	**	**	**	100%
Never	37	16	21	**	**	13	13	**	**	**	**	**	10	8	12	**	**	**	37
	52%	48%	56%	**	**	51%	51%	**	**	**	**	**	58%	48%	59%	**	**	**	52%
		44%	56%	**	**	34%	34%	**	**	**	**	**	27%	23%	32%	**	**	**	100%
AT LEAST MONTHLY	19	10	8	**	**	6	8	**	**	**	**	**	3	5	5	**	**	**	19
	26%	30%	23%	**	**	26%	31%	**	**	**	**	**	17%	27%	28%	**	**	**	26%
															l				
		55%	45%	**	**	34%	41%	**	**	**	**	**	16%	25%	30%	**	**	**	100%
EVER WATCH	29	15	14	**	**	11	10	**	**	**	**	**	6	8	7	**	**	**	29
	42%	45%	38%	**	**	46%	39%	**	**	**	**	**	35%	44%	35%	**	**	**	42%
		53%	47%	**	**	39%	33%	**	**	**	**	**	20%	26%	23%	**	**	**	100%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 177

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QH25C (QH65C). How frequently, if at all, do you watch each of these channels - TV3? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	f	~g	~h	~i	~j	~k	l	m	n	~o	~p	~q	r
Unweighted total	482	244	238	73	70	174	165	25	24	20	37	77	149	108	146	-	-	-	482
Effective Weighted Sample	424	212	212	65	61	152	146	23	21	17	32	71	135	98	133	-	-	-	424
Weighted total	71	34	37	11	11	25	25	4	3	3	5	16	17	18	20	-	-	-	71
		48%	52%	**	**	35%	35%	**	**	**	**	**	25%	25%	28%	**	**	**	100%
Don't know	4	2	2	**	**	1	2	**	**	**	**	**	1	1	1	**	**	**	4
	6%	7%	6%	**	**	4%	10% e	**	**	**	**	**	7%	8%	6%	**	**	**	6%
		53%	47%	**	**	21%	55%	**	**	**	**	**	28%	32%	27%	**	**	**	100%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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Table 177

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QH25C (QH65C). How frequently, if at all, do you watch each of these channels - TV3? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	482	-	-	-	-	-	-	-	-	-	244	238	279	201	220	262
Effective Weighted Sample	424	-	-	-	-	-	-	-	-	-	230	223	243	179	189	235
Weighted total	71	-	-	-	-	-	-	-	-	-	45	26	40	30	31	40
		**	**	**	**	**	**	**	**	**	64%	36%	56%	43%	43%	57%
Every day	1	**	**	**	**	**	**	**	**	**	1	*	*	*	-	1
	1%	**	**	**	**	**	**	**	**	**	1%	*%	*%	1%	-%	1%
		**	**	**	**	**	**	**	**	**	89%	11%	31%	69%	-%	100%
At least weekly	10	**	**	**	**	**	**	**	**	**	6	4	6	4	4	7
	15%	**	**	**	**	**	**	**	**	**	14%	16%	15%	14%	12%	16%
		**	**	**	**	**	**	**	**	**	60%	40%	57%	42%	36%	64%
At least monthly	8	**	**	**	**	**	**	**	**	**	4	3	4	3	4	4
	11%	**	**	**	**	**	**	**	**	**	10%	13%	11%	11%	13%	9%
		**	**	**	**	**	**	**	**	**	56%	44%	56%	44%	51%	49%
Less often than monthly	11	**	**	**	**	**	**	**	**	**	6	4	9	2	7	4
	15%	**	**	**	**	**	**	**	**	**	14%	17%	22%	8%	22%	10%
													m		o	
		**	**	**	**	**	**	**	**	**	59%	41%	79%	21%	63%	37%
Never	37	**	**	**	**	**	**	**	**	**	23	13	18	18	14	23
	52%	**	**	**	**	**	**	**	**	**	52%	52%	46%	60%	45%	57%
													l			n
		**	**	**	**	**	**	**	**	**	64%	36%	50%	49%	38%	62%
AT LEAST MONTHLY	19	**	**	**	**	**	**	**	**	**	11	7	10	8	8	11
	26%	**	**	**	**	**	**	**	**	**	24%	29%	26%	27%	25%	27%
		**	**	**	**	**	**	**	**	**	60%	40%	56%	44%	41%	59%
EVER WATCH	29	**	**	**	**	**	**	**	**	**	18	12	19	10	14	15
	42%	**	**	**	**	**	**	**	**	**	39%	47%	47%	34%	47%	37%
													m		o	
		**	**	**	**	**	**	**	**	**	59%	41%	64%	35%	49%	51%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH25C (QH65C). How frequently, if at all, do you watch each of these channels - TV3? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
					ENGLAND REGIONS						URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	482	-	-	-	-	-	-	-	-	-	244	238	279	201	220	262
Effective Weighted Sample	424	-	-	-	-	-	-	-	-	-	230	223	243	179	189	235
Weighted total	71	-	-	-	-	-	-	-	-	-	45	26	40	30	31	40
		**	**	**	**	**	**	**	**	**	64%	36%	56%	43%	43%	57%
Don't know	4	**	**	**	**	**	**	**	**	**	4	*	3	2	2	2
	6%	**	**	**	**	**	**	**	**	**	9% k	1%	6%	6%	8%	5%
		**	**	**	**	**	**	**	**	**	94%	6%	58%	42%	52%	48%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH25C (QH65C). How frequently, if at all, do you watch each of these channels - TV3? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household

	Total	TV PLATFORM/S			
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	~b	c	d
Unweighted total	482	482	54	194	110
Effective Weighted Sample	424	424	50	167	97
Weighted total	71	71	9	29	17
		100%	**	41%	24%
Every day	1	1	**	-	-
	1%	1%	**	-%	-%
		100%	**	-%	-%
At least weekly	10	10	**	3	3
	15%	15%	**	10%	17%
		100%	**	28%	29%
At least monthly	8	8	**	2	3
	11%	11%	**	8%	15%
		100%	**	31%	34%
Less often than monthly	11	11	**	6	4
	15%	15%	**	22%	26%
				a	a
		100%	**	59%	40%
Never	37	37	**	16	5
	52%	52%	**	54%	31%
		d		d	
		100%	**	43%	15%
AT LEAST MONTHLY	19	19	**	5	6
	26%	26%	**	18%	32%
		c			c
		100%	**	28%	30%
EVER WATCH	29	29	**	12	10
	42%	42%	**	40%	58%
					ac
		100%	**	40%	34%

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH25C (QH65C). How frequently, if at all, do you watch each of these channels - TV3? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household

		TV PLATFORM/S			
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	~b	c	d
Unweighted total	482	482	54	194	110
Effective Weighted Sample	424	424	50	167	97
Weighted total	71	71	9	29	17
		100%	**	41%	24%
Don't know	4	4	**	2	2
	6%	6%	**	5%	11%
		100%	**	36%	42%

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH25D (QH65D). How frequently, if at all, do you watch each of these channels - TG4? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	f	~g	~h	~i	~j	~k	l	m	n	~o	~p	~q	r
Unweighted total	482	244	238	73	70	174	165	25	24	20	37	77	149	108	146	-	-	-	482
Effective Weighted Sample	424	212	212	65	61	152	146	23	21	17	32	71	135	98	133	-	-	-	424
Weighted total	71	34	37	11	11	25	25	4	3	3	5	16	17	18	20	-	-	-	71
		48%	52%	**	**	35%	35%	**	**	**	**	**	25%	25%	28%	**	**	**	100%
Every day	1	*	*	**	**	*	*	**	**	**	**	**	*	*	*	**	**	**	1
	1%	1%	1%	**	**	1%	1%	**	**	**	**	**	1%	1%	1%	**	**	**	1%
		61%	39%	**	**	39%	27%	**	**	**	**	**	27%	34%	39%	**	**	**	100%
At least weekly	10	5	4	**	**	4	3	**	**	**	**	**	2	3	3	**	**	**	10
	14%	16%	12%	**	**	16%	11%	**	**	**	**	**	12%	14%	14%	**	**	**	14%
		55%	45%	**	**	42%	29%	**	**	**	**	**	21%	26%	28%	**	**	**	100%
At least monthly	7	4	3	**	**	2	4	**	**	**	**	**	1	2	2	**	**	**	7
	10%	12%	8%	**	**	8%	16%	**	**	**	**	**	4%	10%	9%	**	**	**	10%
							e												
		56%	44%	**	**	28%	57%	**	**	**	**	**	11%	25%	26%	**	**	**	100%
Less often than monthly	12	6	6	**	**	5	3	**	**	**	**	**	3	3	2	**	**	**	12
	17%	16%	17%	**	**	20%	10%	**	**	**	**	**	17%	18%	10%	**	**	**	17%
						f													
		47%	53%	**	**	42%	22%	**	**	**	**	**	25%	26%	16%	**	**	**	100%
Never	37	16	21	**	**	13	12	**	**	**	**	**	10	9	12	**	**	**	37
	52%	48%	57%	**	**	51%	50%	**	**	**	**	**	58%	49%	60%	**	**	**	52%
		44%	56%	**	**	34%	33%	**	**	**	**	**	27%	23%	32%	**	**	**	100%
AT LEAST MONTHLY	17	10	8	**	**	6	7	**	**	**	**	**	3	4	5	**	**	**	17
	24%	28%	21%	**	**	25%	28%	**	**	**	**	**	17%	26%	24%	**	**	**	24%
		56%	44%	**	**	36%	40%	**	**	**	**	**	17%	26%	28%	**	**	**	100%
EVER WATCH	29	15	14	**	**	11	10	**	**	**	**	**	6	8	7	**	**	**	29
	41%	45%	38%	**	**	45%	39%	**	**	**	**	**	34%	43%	34%	**	**	**	41%
		52%	48%	**	**	39%	33%	**	**	**	**	**	20%	26%	23%	**	**	**	100%
Don't know	5	3	2	**	**	1	3	**	**	**	**	**	1	1	1	**	**	**	5
	6%	8%	5%	**	**	4%	11%	**	**	**	**	**	7%	8%	6%	**	**	**	6%
							e												
		58%	42%	**	**	20%	62%	**	**	**	**	**	28%	31%	28%	**	**	**	100%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH25D (QH65D). How frequently, if at all, do you watch each of these channels - TG4? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	482	-	-	-	-	-	-	-	-	-	244	238	279	201	220	262
Effective Weighted Sample	424	-	-	-	-	-	-	-	-	-	230	223	243	179	189	235
Weighted total	71	-	-	-	-	-	-	-	-	-	45	26	40	30	31	40
		**	**	**	**	**	**	**	**	**	64%	36%	56%	43%	43%	57%
Every day	1	**	**	**	**	**	**	**	**	**	1	-	*	*	-	1
	1%	**	**	**	**	**	**	**	**	**	1%	-%	*%	1%	-%	1%
		**	**	**	**	**	**	**	**	**	100%	-%	34%	66%	-%	100%
At least weekly	10	**	**	**	**	**	**	**	**	**	7	2	6	3	3	7
	14%	**	**	**	**	**	**	**	**	**	16%	9%	15%	11%	9%	17%
											k					n
		**	**	**	**	**	**	**	**	**	76%	24%	63%	36%	29%	71%
At least monthly	7	**	**	**	**	**	**	**	**	**	3	4	3	4	4	3
	10%	**	**	**	**	**	**	**	**	**	7%	15%	8%	12%	13%	8%
												j				
		**	**	**	**	**	**	**	**	**	45%	55%	46%	54%	55%	45%
Less often than monthly	12	**	**	**	**	**	**	**	**	**	7	5	9	3	8	4
	17%	**	**	**	**	**	**	**	**	**	16%	19%	23%	9%	24%	11%
													m		o	
		**	**	**	**	**	**	**	**	**	60%	40%	78%	22%	63%	37%
Never	37	**	**	**	**	**	**	**	**	**	23	14	19	18	14	23
	52%	**	**	**	**	**	**	**	**	**	50%	56%	46%	60%	47%	57%
													l			n
		**	**	**	**	**	**	**	**	**	61%	39%	50%	49%	39%	61%
AT LEAST MONTHLY	17	**	**	**	**	**	**	**	**	**	11	6	10	8	7	11
	24%	**	**	**	**	**	**	**	**	**	24%	24%	24%	25%	22%	26%
		**	**	**	**	**	**	**	**	**	64%	36%	55%	44%	39%	61%
EVER WATCH	29	**	**	**	**	**	**	**	**	**	18	11	19	10	14	15
	41%	**	**	**	**	**	**	**	**	**	40%	43%	47%	34%	46%	37%
													m			
		**	**	**	**	**	**	**	**	**	62%	38%	64%	35%	49%	51%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QH25D (QH65D). How frequently, if at all, do you watch each of these channels - TG4? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	482	-	-	-	-	-	-	-	-	-	244	238	279	201	220	262
Effective Weighted Sample	424	-	-	-	-	-	-	-	-	-	230	223	243	179	189	235
Weighted total	71	-	-	-	-	-	-	-	-	-	45	26	40	30	31	40
		**	**	**	**	**	**	**	**	**	64%	36%	56%	43%	43%	57%
Don't know	5	**	**	**	**	**	**	**	**	**	4	*	3	2	2	2
	6%	**	**	**	**	**	**	**	**	**	9% k	1%	6%	6%	7%	6%
		**	**	**	**	**	**	**	**	**	93%	7%	58%	42%	47%	53%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.
QH25D (QH65D). How frequently, if at all, do you watch each of these channels - TG4? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household

		TV PLATFORM/S			
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	~b	c	d
Unweighted total	482	482	54	194	110
Effective Weighted Sample	424	424	50	167	97
Weighted total	71	71	9	29	17
		100%	**	41%	24%
Every day	1	1	**	-	-
	1%	1%	**	-%	-%
		100%	**	-%	-%
At least weekly	10	10	**	2	3
	14%	14%	**	8%	17%
					c
		100%	**	24%	30%
At least monthly	7	7	**	2	2
	10%	10%	**	8%	12%
		100%	**	34%	31%
Less often than monthly	12	12	**	7	4
	17%	17%	**	25%	24%
				a	
		100%	**	61%	35%
Never	37	37	**	15	6
	52%	52%	**	53%	34%
		d		d	
		100%	**	41%	16%
AT LEAST MONTHLY	17	17	**	5	5
	24%	24%	**	16%	29%
		c			c
		100%	**	27%	29%
EVER WATCH	29	29	**	12	9
	41%	41%	**	41%	54%
					a
		100%	**	41%	32%

Columns Tested: a,b,c,d

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Table 178

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH25D (QH65D). How frequently, if at all, do you watch each of these channels - TG4? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household

		TV PLATFORM/S			
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	~b	c	d
Unweighted total	482	482	54	194	110
Effective Weighted Sample	424	424	50	167	97
Weighted total	71	71	9	29	17
		100%	**	41%	24%
Don't know	5	5	**	2	2
	6%	6%	**	6%	13%
					a
		100%	**	41%	49%

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH26 (QH85). SHOWCARD Do you ever watch TV programmes or films via scheduled TV - so TV programmes that you watch at the time they are broadcast? IF YES How do you choose what TV programmes or films to watch via scheduled TV? (MULTI CODE)

Base : Those with a TV in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K- 15.59K	15.6K- 25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3701	1771	1930	445	516	1096	1643	286	315	388	751	792	1093	757	1050	2229	482	508	482
Effective Weighted Sample	2534	1197	1338	311	363	754	1162	207	223	277	573	567	770	513	729	1930	316	354	424
Weighted total	2519	1224	1295	329	380	862	948	163	195	285	678	674	664	550	626	2108	215	125	71
		49%	51%	13%	15%	34%	38%	6%	8%	11%	27%	27%	26%	22%	25%	84%	9%	5%	3%
I have specific programmes I watch regularly	1562	712	850	156	208	515	684	114	122	166	396	417	406	330	407	1285	146	80	50
	62%	58%	66%	47%	55%	60%	72%	70%	62%	58%	58%	62%	61%	60%	65%	61%	68%	64%	71%
			a			c	cde	ij									o		oq
		46%	54%	10%	13%	33%	44%	7%	8%	11%	25%	27%	26%	21%	26%	82%	9%	5%	3%
I browse through the channels or listings to see what's available	1148	558	590	130	155	410	453	75	95	127	321	332	304	241	270	944	91	79	34
	46%	46%	46%	39%	41%	48%	48%	46%	49%	45%	47%	49%	46%	44%	43%	45%	43%	63%	48%
						cd	cd					n						opr	
		49%	51%	11%	14%	36%	39%	7%	8%	11%	28%	29%	26%	21%	23%	82%	8%	7%	3%
Friends or family tell me about them/ recommend them	703	318	386	103	127	215	258	36	48	76	211	216	182	157	149	609	43	33	17
	28%	26%	30%	31%	33%	25%	27%	22%	25%	27%	31%	32%	27%	29%	24%	29%	20%	27%	25%
			a	e	ef						g	n				p		p	
		45%	55%	15%	18%	31%	37%	5%	7%	11%	30%	31%	26%	22%	21%	87%	6%	5%	2%
I like to watch a specific channel	701	341	360	77	79	249	296	52	55	69	203	189	184	141	185	585	63	31	23
	28%	28%	28%	23%	21%	29%	31%	32%	28%	24%	30%	28%	28%	26%	30%	28%	29%	24%	32%
						d	cd												q
		49%	51%	11%	11%	35%	42%	7%	8%	10%	29%	27%	26%	20%	26%	83%	9%	4%	3%
I see it promoted in trailers or adverts	537	248	289	63	90	191	193	24	42	68	172	152	163	114	108	466	25	32	14
	21%	20%	22%	19%	24%	22%	20%	15%	22%	24%	25%	23%	25%	21%	17%	22%	12%	25%	20%
										g	g	n	n			p		p	p
		46%	54%	12%	17%	36%	36%	5%	8%	13%	32%	28%	30%	21%	20%	87%	5%	6%	3%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH26 (QH85). SHOWCARD Do you ever watch TV programmes or films via scheduled TV - so TV programmes that you watch at the time they are broadcast? IF YES How do you choose what TV programmes or films to watch via scheduled TV? (MULTI CODE)

Base : Those with a TV in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3701	1771	1930	445	516	1096	1643	286	315	388	751	792	1093	757	1050	2229	482	508	482
Effective Weighted Sample	2534	1197	1338	311	363	754	1162	207	223	277	573	567	770	513	729	1930	316	354	424
Weighted total	2519	1224	1295	329	380	862	948	163	195	285	678	674	664	550	626	2108	215	125	71
		49%	51%	13%	15%	34%	38%	6%	8%	11%	27%	27%	26%	22%	25%	84%	9%	5%	3%
I look in newspapers or magazines to see what's available	462	228	234	28	30	117	286	32	48	51	98	128	118	96	119	388	26	39	8
	18%	19%	18%	8%	8%	14%	30%	19%	25%	18%	14%	19%	18%	17%	19%	18%	12%	31%	12%
						cd	cde		j							pr		opr	
		49%	51%	6%	7%	25%	62%	7%	10%	11%	21%	28%	26%	21%	26%	84%	6%	8%	2%
Somebody mentions it on social media	240	110	130	52	84	71	33	6	13	29	81	76	68	46	50	204	20	7	8
	10%	9%	10%	16%	22%	8%	3%	4%	7%	10%	12%	11%	10%	8%	8%	10%	9%	6%	12%
				ef	cef	f				g	gh	n				q			q
		46%	54%	22%	35%	30%	14%	3%	5%	12%	34%	32%	28%	19%	21%	85%	9%	3%	4%
It's discussed or reviewed on TV, radio or in newspapers or magazines	231	119	112	20	29	67	115	11	15	28	85	87	58	45	42	197	13	12	9
	9%	10%	9%	6%	8%	8%	12%	7%	8%	10%	13%	13%	9%	8%	7%	9%	6%	10%	12%
							cde				gh	lmn							p
		52%	48%	9%	12%	29%	50%	5%	6%	12%	37%	38%	25%	19%	18%	85%	6%	5%	4%
If it's listed at the top of the page of the on-screen TV guide	139	61	78	15	24	55	45	11	7	13	42	38	45	28	29	116	10	9	5
	6%	5%	6%	5%	6%	6%	5%	6%	4%	4%	6%	6%	7%	5%	5%	5%	4%	7%	6%
		44%	56%	11%	17%	40%	32%	8%	5%	9%	30%	27%	32%	20%	21%	83%	7%	7%	3%
Other	22	11	10	2	5	8	6	2	*	4	10	7	9	4	1	18	2	1	*
	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	2%	1%	1%	1%	*%	1%	1%	1%	1%
															n				
		51%	49%	11%	23%	39%	27%	9%	1%	17%	47%	33%	44%	17%	7%	83%	10%	5%	2%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QH26 (QH85). SHOWCARD Do you ever watch TV programmes or films via scheduled TV - so TV programmes that you watch at the time they are broadcast? IF YES How do you choose what TV programmes or films to watch via scheduled TV? (MULTI CODE)

Base : Those with a TV in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3701	1771	1930	445	516	1096	1643	286	315	388	751	792	1093	757	1050	2229	482	508	482
Effective Weighted Sample	2534	1197	1338	311	363	754	1162	207	223	277	573	567	770	513	729	1930	316	354	424
Weighted total	2519	1224	1295	329	380	862	948	163	195	285	678	674	664	550	626	2108	215	125	71
		49%	51%	13%	15%	34%	38%	6%	8%	11%	27%	27%	26%	22%	25%	84%	9%	5%	3%
Don't know	39	14	25	5	7	9	18	4	2	5	5	8	9	5	17	37	1	1	1
	2%	1%	2%	2%	2%	1%	2%	2%	1%	2%	1%	1%	1%	1%	3% km	2%	*%	1%	1%
		37%	63%	14%	17%	23%	46%	9%	6%	13%	12%	20%	24%	12%	44%	94%	2%	2%	2%
I don't watch scheduled TV	268	138	129	58	62	96	52	18	23	33	69	67	69	64	66	238	21	5	3
	11%	11%	10%	17% ef	16% ef	11% f	6%	11%	12%	12%	10%	10%	10%	12%	11%	11% qr	10% qr	4%	4%
		52%	48%	22%	23%	36%	20%	7%	9%	12%	26%	25%	26%	24%	25%	89%	8%	2%	1%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 179

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH26 (QH85). SHOWCARD Do you ever watch TV programmes or films via scheduled TV - so TV programmes that you watch at the time they are broadcast? IF YES How do you choose what TV programmes or films to watch via scheduled TV? (MULTI CODE)

Base : Those with a TV in the household

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3701	233	234	222	248	301	242	248	256	245	2689	1012	1880	1815	1845	1856
Effective Weighted Sample	2534	222	219	211	236	279	229	235	242	232	2115	443	1311	1272	1219	1314
Weighted total	2519	303	329	208	187	231	233	220	109	289	2176	343	1461	1055	1215	1304
		12%	13%	8%	7%	9%	9%	9%	4%	11%	86%	14%	58%	42%	48%	52%
I have specific programmes I watch regularly	1562	131	189	137	99	181	152	133	69	195	1335	227	847	713	766	796
	62%	43%	57%	66%	53%	78%	65%	60%	64%	67%	61%	66%	58%	68%	63%	61%
			a	ad	a	abcdfghi	ad	a	ad	abd				l		
		8%	12%	9%	6%	12%	10%	8%	4%	12%	85%	15%	54%	46%	49%	51%
I browse through the channels or listings to see what's available	1148	95	145	104	71	107	94	109	55	163	961	187	690	459	558	590
	46%	31%	44%	50%	38%	46%	40%	50%	50%	57%	44%	54%	47%	43%	46%	45%
			a	adf		a	a	adf	adf	abdef		j				
		8%	13%	9%	6%	9%	8%	10%	5%	14%	84%	16%	60%	40%	49%	51%
Friends or family tell me about them/ recommend them	703	83	88	47	47	83	59	72	27	103	602	101	427	276	371	332
	28%	27%	27%	22%	25%	36%	25%	32%	25%	36%	28%	29%	29%	26%	31%	25%
						abcdfh		c		bcdfh						o
		12%	13%	7%	7%	12%	8%	10%	4%	15%	86%	14%	61%	39%	53%	47%
I like to watch a specific channel	701	123	85	58	41	59	62	49	26	83	608	93	391	309	349	353
	28%	41%	26%	28%	22%	26%	26%	22%	24%	29%	28%	27%	27%	29%	29%	27%
		bcdefghi														
		18%	12%	8%	6%	8%	9%	7%	4%	12%	87%	13%	56%	44%	50%	50%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QH26 (QH85). SHOWCARD Do you ever watch TV programmes or films via scheduled TV - so TV programmes that you watch at the time they are broadcast? IF YES How do you choose what TV programmes or films to watch via scheduled TV? (MULTI CODE)

Base : Those with a TV in the household

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
						ENGLAND REGIONS						URBANITY		WORKING STATUS		DEPRIVATION LEVEL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3701	233	234	222	248	301	242	248	256	245	2689	1012	1880	1815	1845	1856
Effective Weighted Sample	2534	222	219	211	236	279	229	235	242	232	2115	443	1311	1272	1219	1314
Weighted total	2519	303	329	208	187	231	233	220	109	289	2176	343	1461	1055	1215	1304
		12%	13%	8%	7%	9%	9%	9%	4%	11%	86%	14%	58%	42%	48%	52%
I see it promoted in trailers or adverts	537	46	81	47	38	60	44	45	29	75	453	85	327	210	279	258
	21%	15%	25%	22%	20%	26%	19%	21%	27%	26%	21%	25%	22%	20%	23%	20%
			a			a			af	a						
		9%	15%	9%	7%	11%	8%	8%	5%	14%	84%	16%	61%	39%	52%	48%
I look in newspapers or magazines to see what's available	462	32	74	48	39	49	33	42	12	59	380	81	184	277	254	207
	18%	10%	23%	23%	21%	21%	14%	19%	11%	21%	17%	24%	13%	26%	21%	16%
			afh	afh	ah	afh		ah		ah		j		l	o	
		7%	16%	10%	8%	11%	7%	9%	3%	13%	82%	18%	40%	60%	55%	45%
Somebody mentions it on social media	240	25	15	18	20	33	22	32	6	32	211	28	174	65	121	119
	10%	8%	5%	9%	11%	14%	9%	14%	6%	11%	10%	8%	12%	6%	10%	9%
					b	abh		abh		bh			m			
		11%	6%	8%	8%	14%	9%	13%	3%	13%	88%	12%	73%	27%	51%	49%
It's discussed or reviewed on TV, radio or in newspapers or magazines	231	5	58	27	9	24	17	11	10	35	186	46	130	102	144	87
	9%	2%	18%	13%	5%	11%	7%	5%	9%	12%	9%	13%	9%	10%	12%	7%
			adefgh	adg	a	adg	a	a	a	adg		j			o	
		2%	25%	12%	4%	11%	7%	5%	4%	15%	80%	20%	56%	44%	62%	38%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QH26 (QH85). SHOWCARD Do you ever watch TV programmes or films via scheduled TV - so TV programmes that you watch at the time they are broadcast? IF YES How do you choose what TV programmes or films to watch via scheduled TV? (MULTI CODE)

Base : Those with a TV in the household

	Total	ENGLAND REGIONS LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBANITY URBAN	RURAL	WORKING STATUS WORKING	NOT WORKING	DEPRIVATION LEVEL LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3701	233	234	222	248	301	242	248	256	245	2689	1012	1880	1815	1845	1856
Effective Weighted Sample	2534	222	219	211	236	279	229	235	242	232	2115	443	1311	1272	1219	1314
Weighted total	2519	303	329	208	187	231	233	220	109	289	2176	343	1461	1055	1215	1304
		12%	13%	8%	7%	9%	9%	9%	4%	11%	86%	14%	58%	42%	48%	52%
If it's listed at the top of the page of the on-screen TV guide	139	18	13	9	12	17	13	15	5	13	119	20	89	50	60	79
	6%	6%	4%	4%	6%	7%	5%	7%	5%	5%	5%	6%	6%	5%	5%	6%
		13%	9%	7%	9%	12%	9%	11%	4%	9%	86%	14%	64%	36%	43%	57%
Other	22	1	8	-	4	-	2	-	1	2	20	1	16	5	11	11
	1%	*%	2%	-%	2%	-%	1%	-%	1%	1%	1%	*%	1%	1%	1%	1%
			ceg		ceg											
		5%	35%	-%	21%	-%	8%	-%	4%	11%	93%	7%	75%	25%	49%	51%
Don't know	39	11	5	2	4	-	9	6	1	-	34	5	19	21	17	23
	2%	4%	2%	1%	2%	-%	4%	3%	1%	-%	2%	2%	1%	2%	1%	2%
		ehi	e		ei		cehi	ei								
		28%	13%	5%	10%	-%	22%	15%	1%	-%	86%	14%	48%	52%	42%	58%
I don't watch scheduled TV	268	66	41	18	22	14	29	15	15	19	241	26	165	103	116	152
	11%	22%	12%	9%	12%	6%	12%	7%	14%	7%	11%	8%	11%	10%	10%	12%
		bcdefghi	egi		ei		egi		egi		k					
		25%	15%	7%	8%	5%	11%	5%	6%	7%	90%	10%	62%	38%	43%	57%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QH26 (QH85). SHOWCARD Do you ever watch TV programmes or films via scheduled TV - so TV programmes that you watch at the time they are broadcast? IF YES How do you choose what TV programmes or films to watch via scheduled TV? (MULTI CODE)

Base : Those with a TV in the household

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3701	3701	470	1371	634
Effective Weighted Sample	2534	2534	363	930	439
Weighted total	2519	2519	396	953	474
		100%	16%	38%	19%
I have specific programmes I watch regularly	1562	1562	243	584	283
	62%	62%	61%	61%	60%
		100%	16%	37%	18%
I browse through the channels or listings to see what's available	1148	1148	183	448	225
	46%	46%	46%	47%	47%
		100%	16%	39%	20%
Friends or family tell me about them/ recommend them	703	703	89	289	153
	28%	28%	22%	30%	32%
				b	b
			b		
		100%	13%	41%	22%
I like to watch a specific channel	701	701	117	268	125
	28%	28%	30%	28%	26%
		100%	17%	38%	18%
I see it promoted in trailers or adverts	537	537	75	229	122
	21%	21%	19%	24%	26%
					ab
		100%	14%	43%	23%

Columns Tested: a,b,c,d

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QH26 (QH85). SHOWCARD Do you ever watch TV programmes or films via scheduled TV - so TV programmes that you watch at the time they are broadcast? IF YES How do you choose what TV programmes or films to watch via scheduled TV? (MULTI CODE)

Base : Those with a TV in the household

| | Total | TV PLATFORM/S | | | |
| | | ALL TV | CABLE | SATE-LLITE | HYBRID IPTV |
Significance Level: 95%		a	b	c	d
Unweighted total	3701	3701	470	1371	634
Effective Weighted Sample	2534	2534	363	930	439
Weighted total	2519	2519	396	953	474
		100%	16%	38%	19%
I look in newspapers or magazines to see what's available	462	462	63	157	68
	18%	18%	16%	17%	14%
		d			
		100%	14%	34%	15%
Somebody mentions it on social media	240	240	31	108	61
	10%	10%	8%	11%	13%
					ab
		100%	13%	45%	25%
It's discussed or reviewed on TV, radio or in newspapers or magazines	231	231	27	88	60
	9%	9%	7%	9%	13%
					abc
		100%	12%	38%	26%
If it's listed at the top of the page of the on-screen TV guide	139	139	22	71	26
	6%	6%	6%	7%	6%
				a	
		100%	16%	51%	19%
Other	22	22	3	8	4
	1%	1%	1%	1%	1%
		100%	16%	36%	17%

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

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Base : Those with a TV in the household

		TV PLATFORM/S			
	Total	**ALL TV**	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3701	3701	470	1371	634
Effective Weighted Sample	2534	2534	363	930	439
Weighted total	2519	2519	396	953	474
		100%	16%	38%	19%
Don't know	39	39	3	13	7
	2%	2%	1%	1%	1%
		100%	7%	33%	17%
I don't watch scheduled TV	268	268	48	99	54
	11%	11%	12%	10%	11%
		100%	18%	37%	20%

Columns Tested: a,b,c,d

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QCHECK. Can I just check that you have the following services? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Landline phone	2117	1013	1104	225	266	715	911	107	153	228	603	618	567	464	464	1770	179	110	58
	79%	78%	80%	62%	63%	79%	92%	62%	72%	76%	85%	87%	79%	80%	70%	79%	77%	83%	78%
						cd	cde		g	g	ghi	lmn	n	n				p	
		48%	52%	11%	13%	34%	43%	5%	7%	11%	28%	29%	27%	22%	22%	84%	8%	5%	3%
Mobile phone	2519	1231	1288	354	419	890	856	144	193	283	706	688	690	549	587	2112	211	125	70
	94%	95%	94%	98%	100%	99%	86%	83%	91%	95%	99%	97%	96%	95%	89%	94%	91%	95%	95%
				f	cf	f			g	g	ghi	n	n	n		p		p	p
		49%	51%	14%	17%	35%	34%	6%	8%	11%	28%	27%	27%	22%	23%	84%	8%	5%	3%
Fixed broadband internet access	2138	1042	1096	297	362	789	689	85	132	246	661	664	618	465	387	1795	178	104	60
	80%	80%	80%	82%	86%	87%	70%	49%	62%	82%	93%	93%	86%	80%	59%	80%	76%	79%	82%
				f	f	cf			g	gh	ghi	lmn	mn	n					
		49%	51%	14%	17%	37%	32%	4%	6%	12%	31%	31%	29%	22%	18%	84%	8%	5%	3%
Mobile broadband internet access	121	62	59	25	20	48	28	4	8	13	39	44	32	22	22	107	10	2	1
	5%	5%	4%	7%	5%	5%	3%	2%	4%	4%	5%	6%	4%	4%	3%	5%	4%	2%	2%
				f		f						n				qr			
		51%	49%	20%	17%	40%	23%	4%	6%	11%	32%	37%	26%	18%	18%	89%	8%	2%	1%
Narrowband internet access	21	10	11	1	2	7	11	1	2	2	5	4	5	5	7	19	2	*	-
	1%	1%	1%	*%	*%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	-%
		47%	53%	4%	9%	33%	54%	3%	7%	11%	24%	20%	22%	26%	32%	90%	10%	*%	-%
TV service with additional channels you pay to receive	1551	747	804	211	260	604	475	57	82	170	515	478	432	341	297	1305	132	66	48
	58%	57%	58%	58%	62%	67%	48%	33%	39%	57%	72%	67%	60%	59%	45%	58%	57%	50%	65%
				f	f	cf				gh	ghi	lmn	n	n		q			opq
		48%	52%	14%	17%	39%	31%	4%	5%	11%	33%	31%	28%	22%	19%	84%	9%	4%	3%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QCHECK. Can I just check that you have the following services? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
No, none of these	6	4	1	1	-	2	2	1	1	-	-	*	1	1	4	3	2	*	*
	*%	*%	*%	*%	-%	*%	*%	1% j	*%	-%	-%	*%	*%	*%	1%	*%	1% o	*%	*%
		78%	22%	24%	-%	36%	40%	22%	15%	-%	-%	2%	11%	17%	70%	61%	31%	5%	3%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QCHECK. Can I just check that you have the following services? (MULTI CODE)

Base : All respondents

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
					ENGLAND REGIONS						URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Landline phone	2117	276	273	187	159	177	208	172	81	235	1800	317	1189	925	1083	1034
	79%	81%	76%	86%	82%	74%	85%	76%	73%	78%	78%	88%	77%	83%	85%	74%
		h		beghi	eh		begh					j		l	o	
		13%	13%	9%	8%	8%	10%	8%	4%	11%	85%	15%	56%	44%	51%	49%
Mobile phone	2519	333	344	199	182	226	232	204	107	285	2188	332	1530	986	1203	1316
	94%	98%	95%	91%	94%	95%	94%	90%	96%	95%	94%	92%	98%	88%	94%	94%
		cdg	g			g			cg	g			m			
		13%	14%	8%	7%	9%	9%	8%	4%	11%	87%	13%	61%	39%	48%	52%
Fixed broadband internet access	2138	289	307	185	150	182	211	144	87	242	1832	305	1365	771	1065	1072
	80%	85%	85%	85%	77%	76%	86%	64%	78%	80%	79%	85%	88%	69%	83%	77%
		degh	degh	deg	g	g	degh		g	g	g	j	m		o	
		14%	14%	9%	7%	9%	10%	7%	4%	11%	86%	14%	64%	36%	50%	50%
Mobile broadband internet access	121	13	21	11	15	21	6	8	2	12	103	18	91	30	57	64
	5%	4%	6%	5%	8%	9%	2%	3%	2%	4%	4%	5%	6%	3%	4%	5%
			h		fgh	afghi							m			
		10%	17%	9%	12%	18%	5%	6%	2%	10%	85%	15%	75%	25%	47%	53%
Narrowband internet access	21	-	1	1	6	2	1	6	-	1	17	4	14	7	10	11
	1%	-%	*%	1%	3%	1%	*%	3%	-%	*%	1%	1%	1%	1%	1%	1%
					abcefhi			abfhi								
		-%	4%	6%	29%	9%	6%	29%	-%	6%	81%	19%	69%	31%	46%	54%
TV service with additional channels you pay to receive	1551	191	214	121	121	138	160	112	68	180	1374	177	1014	534	773	777
	58%	56%	60%	56%	62%	58%	65%	50%	61%	60%	59%	49%	65%	48%	61%	56%
			g		g		acg		g	g	k		m		o	
		12%	14%	8%	8%	9%	10%	7%	4%	12%	89%	11%	65%	34%	50%	50%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.
QCHECK. Can I just check that you have the following services? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
No, none of these	6	-	1	-	1	-	-	1	*	1	5	1	2	3	2	4
	*%	-%	*%	-%	*%	-%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%
		-%	15%	-%	11%	-%	-%	9%	6%	19%	83%	17%	44%	56%	36%	64%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QCHECK. Can I just check that you have the following services? (MULTI CODE)

Base : All respondents

			TV PLATFORM/S		
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
Landline phone	2117	2046	334	819	414
	79%	81%	84%	86%	87%
				a	a
		97%	16%	39%	20%
Mobile phone	2519	2376	388	932	456
	94%	94%	98%	98%	96%
			a	a	
		94%	15%	37%	18%
Fixed broadband internet access	2138	2047	360	871	451
	80%	81%	91%	91%	95%
			a	a	abc
		96%	17%	41%	21%
Mobile broadband internet access	121	115	19	56	19
	5%	5%	5%	6%	4%
		95%	16%	46%	16%
Narrowband internet access	21	18	5	4	2
	1%	1%	1%	*%	*%
		87%	23%	19%	9%
TV service with additional channels you pay to receive	1551	1551	396	802	453
	58%	62%	100%	84%	95%
			acd	a	ac
		100%	26%	52%	29%

Columns Tested: a,b,c,d

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Table 180

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QCHECK. Can I just check that you have the following services? (MULTI CODE)

Base : All respondents

		TV PLATFORM/S			
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
No, none of these	6	5	-	1	-
	*%	*%	-%	*%	-%
		91%	-%	9%	-%

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QG1. Do you receive more than one of these services as part of an overall deal or package from the same supplier? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Yes	1693	814	879	179	270	641	604	73	102	197	568	518	491	374	309	1438	130	85	40
	63%	63%	64%	49%	64%	71%	61%	42%	48%	66%	80%	73%	69%	64%	47%	64%	56%	64%	55%
					c	cdf	c			gh	ghi	mn	n	n		pr		pr	
		48%	52%	11%	16%	38%	36%	4%	6%	12%	34%	31%	29%	22%	18%	85%	8%	5%	2%
No	885	440	445	144	133	243	365	101	104	97	129	158	211	182	330	720	93	44	28
	33%	34%	32%	40%	32%	27%	37%	58%	49%	33%	18%	22%	29%	31%	50%	32%	40%	33%	38%
				de			e	ij	ij	j			k	k	klm		o		o
		50%	50%	16%	15%	27%	41%	11%	12%	11%	15%	18%	24%	21%	37%	81%	11%	5%	3%
Don't know	97	46	50	39	18	19	20	-	6	5	13	36	14	25	21	79	9	3	5
	4%	4%	4%	11%	4%	2%	2%	-%	3%	2%	2%	5%	2%	4%	3%	4%	4%	2%	7%
				def	ef				g		g	l		l					oq
		48%	52%	41%	19%	20%	21%	-%	6%	5%	14%	37%	14%	26%	22%	82%	10%	3%	5%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QG1. Do you receive more than one of these services as part of an overall deal or package from the same supplier? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Yes	1693	240	240	138	121	137	163	120	82	197	1477	217	1073	619	841	853
	63%	71%	67%	63%	62%	58%	66%	53%	73%	66%	64%	60%	69%	55%	66%	61%
		deg	eg	g	g		eg		cdeg	g				m		o
		14%	14%	8%	7%	8%	10%	7%	5%	12%	87%	13%	63%	37%	50%	50%
No	885	95	109	72	63	88	73	93	29	98	765	120	429	455	382	503
	33%	28%	30%	33%	32%	37%	30%	41%	26%	33%	33%	33%	28%	41%	30%	36%
						ah		abdfh						l		n
		11%	12%	8%	7%	10%	8%	10%	3%	11%	86%	14%	49%	51%	43%	57%
Don't know	97	5	11	8	12	13	10	14	1	6	74	23	52	44	54	42
	4%	2%	3%	4%	6%	5%	4%	6%	1%	2%	3%	6%	3%	4%	4%	3%
			h	h	ahi	ahi	h	ahi				j				
		6%	12%	8%	12%	13%	10%	14%	1%	6%	77%	23%	54%	45%	56%	44%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QG1. Do you receive more than one of these services as part of an overall deal or package from the same supplier? (SINGLE CODE)

Base : All respondents

	Total	TV PLATFORM/S			
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
Yes	1693	1658	347	731	366
	63%	66%	87%	77%	77%
			acd	a	a
		98%	20%	43%	22%
No	885	770	41	183	92
	33%	31%	10%	19%	19%
		bcd		b	b
		87%	5%	21%	10%
Don't know	97	91	9	38	17
	4%	4%	2%	4%	4%
		95%	9%	40%	17%

Columns Tested: a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 182

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QG2 (QG3A). SHOWCARD Please could you tell me which services are part of this deal or package you have with the same supplier? (MULTI CODE)

Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2322	1101	1221	214	345	791	971	115	152	255	612	588	773	471	488	1429	283	341	269
Effective Weighted Sample	1605	751	856	155	251	544	683	85	110	184	473	429	552	322	331	1246	189	233	237
Weighted total	1693	814	879	179	270	641	604	73	102	197	568	518	491	374	309	1438	130	85	40
		48%	52%	11%	16%	38%	36%	4%	6%	12%	34%	31%	29%	22%	18%	85%	8%	5%	2%
Landline phone	1464	693	771	131	216	556	561	60	92	166	499	451	427	324	261	1234	115	82	34
	86%	85%	88%	73%	80%	87%	93%	83%	90%	84%	88%	87%	87%	87%	84%	86%	88%	96%	83%
						cd	cde											opr	
		47%	53%	9%	15%	38%	38%	4%	6%	11%	34%	31%	29%	22%	18%	84%	8%	6%	2%
One mobile phone	163	76	87	17	18	60	68	12	14	15	58	40	53	37	32	136	17	8	2
	10%	9%	10%	9%	7%	9%	11%	16%	14%	8%	10%	8%	11%	10%	10%	9%	13%	9%	4%
							d	i								r	r	r	
		47%	53%	10%	11%	37%	42%	7%	9%	9%	36%	25%	33%	23%	20%	84%	10%	5%	1%
More than one mobile phone	66	28	39	7	8	27	25	1	4	10	24	23	20	16	8	58	5	2	1
	4%	3%	4%	4%	3%	4%	4%	1%	4%	5%	4%	4%	4%	4%	3%	4%	4%	3%	3%
		42%	58%	10%	11%	41%	37%	1%	6%	15%	37%	34%	30%	24%	12%	87%	8%	4%	2%
Internet - Fixed Broadband access	1574	758	816	159	251	603	560	64	94	184	533	498	465	334	275	1335	120	82	37
	93%	93%	93%	89%	93%	94%	93%	88%	92%	94%	94%	96%	95%	89%	89%	93%	92%	96%	91%
						c						mn	mn						r
		48%	52%	10%	16%	38%	36%	4%	6%	12%	34%	32%	30%	21%	17%	85%	8%	5%	2%
Internet - Mobile Broadband access	17	7	11	4	3	5	6	1	-	1	10	6	5	5	1	17	-	-	-
	1%	1%	1%	2%	1%	1%	1%	1%	-%	*%	2%	1%	1%	1%	*%	1%	-%	-%	-%
		38%	62%	24%	15%	30%	32%	4%	-%	5%	59%	33%	30%	28%	8%	100%	-%	-%	-%
TV service	959	449	510	111	171	384	293	34	50	104	344	302	274	217	164	822	73	37	26
	57%	55%	58%	62%	63%	60%	49%	47%	49%	53%	60%	58%	56%	58%	53%	57%	56%	43%	65%
				f	f	f					gh					q	q		oq
		47%	53%	12%	18%	40%	31%	4%	5%	11%	36%	32%	29%	23%	17%	86%	8%	4%	3%
Don't know	6	3	3	2	-	3	1	-	-	1	1	2	3	1	*	4	2	-	*
	*%	*%	*%	1%	-%	*%	*%	-%	-%	*%	*%	*%	1%	*%	*%	*%	1%	-%	*%
																	o		
		47%	53%	29%	-%	49%	22%	-%	-%	16%	21%	32%	50%	15%	3%	67%	31%	-%	2%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QG2 (QG3A). SHOWCARD Please could you tell me which services are part of this deal or package you have with the same supplier? (MULTI CODE)

Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2322	176	162	139	154	168	163	125	184	158	1686	636	1321	998	1215	1107
Effective Weighted Sample	1605	170	154	133	149	158	156	120	175	151	1348	278	932	697	808	797
Weighted total	1693	240	240	138	121	137	163	120	82	197	1477	217	1073	619	841	853
		14%	14%	8%	7%	8%	10%	7%	5%	12%	87%	13%	63%	37%	50%	50%
Landline phone	1464	226	191	126	103	106	145	101	69	167	1264	200	908	554	739	725
	86%	94%	80%	91%	86%	77%	89%	84%	84%	85%	86%	92%	85%	90%	88%	85%
		bdeghi		be			be					j		l		
	15%	13%	9%	7%	7%	10%	7%	5%	11%	86%	14%	62%	38%	50%	50%	
One mobile phone	163	19	21	12	7	18	22	8	9	20	138	24	96	67	76	86
	10%	8%	9%	9%	6%	13%	14%	7%	11%	10%	9%	11%	9%	11%	9%	10%
					d		d									
	12%	13%	8%	4%	11%	14%	5%	6%	12%	85%	15%	59%	41%	47%	53%	
More than one mobile phone	66	3	10	6	9	9	5	4	3	8	52	15	46	20	36	31
	4%	1%	4%	4%	8%	7%	3%	4%	3%	4%	3%	7%	4%	3%	4%	4%
					a	a						j				
	5%	16%	9%	14%	14%	7%	7%	4%	12%	78%	22%	70%	30%	54%	46%	
Internet - Fixed Broadband access	1574	237	209	134	100	130	153	102	78	192	1373	200	995	578	779	794
	93%	99%	87%	97%	83%	95%	94%	86%	95%	97%	93%	92%	93%	93%	93%	93%
		bdefg		bdg		bdg	bdg		bdg	bdg						
	15%	13%	9%	6%	8%	10%	7%	5%	12%	87%	13%	63%	37%	50%	50%	
Internet - Mobile Broadband access	17	-	3	1	6	3	-	1	1	2	16	1	15	2	8	9
	1%	-%	1%	1%	5%	2%	-%	1%	1%	1%	1%	1%	1%	*%	1%	1%
					abcfhi								m			
	-%	16%	4%	37%	17%	-%	7%	5%	13%	93%	7%	87%	13%	48%	52%	
TV service	959	134	118	63	79	98	99	64	50	119	878	81	643	314	454	504
	57%	56%	49%	46%	65%	71%	61%	54%	61%	60%	59%	37%	60%	51%	54%	59%
				bc	abcgi	bc			bc	c	k		m			n
	14%	12%	7%	8%	10%	10%	7%	5%	12%	92%	8%	67%	33%	47%	53%	

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 182

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QG2 (QG3A). SHOWCARD Please could you tell me which services are part of this deal or package you have with the same supplier? (MULTI CODE)

Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2322	176	162	139	154	168	163	125	184	158	1686	636	1321	998	1215	1107
Effective Weighted Sample	1605	170	154	133	149	158	156	120	175	151	1348	278	932	697	808	797
Weighted total	1693	240	240	138	121	137	163	120	82	197	1477	217	1073	619	841	853
		14%	14%	8%	7%	8%	10%	7%	5%	12%	87%	13%	63%	37%	50%	50%
Don't know	6	-	1	-	1	1	-	1	-	-	6	*	5	1	3	3
	*%	-%	1%	-%	1%	1%	-%	1%	-%	-%	*%	*%	*%	*%	*%	*%
		-%	22%	-%	12%	15%	-%	18%	-%	-%	97%	3%	85%	15%	49%	51%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QG2 (QG3A). SHOWCARD Please could you tell me which services are part of this deal or package you have with the same supplier? (MULTI CODE)

Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package

| | | TV PLATFORM/S | | | |
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	2322	2278	401	1024	476
Effective Weighted Sample	1605	1573	312	705	328
Weighted total	1693	1658	347	731	366
		98%	20%	43%	22%
Landline phone	1464	1432	281	623	320
	86%	86%	81%	85%	87%
		b			b
		98%	19%	43%	22%
One mobile phone	163	158	47	40	51
	10%	10%	14%	5%	14%
		c	ac		ac
		97%	29%	25%	31%
More than one mobile phone	66	65	16	32	15
	4%	4%	5%	4%	4%
		98%	24%	48%	23%
Internet - Fixed Broadband access	1574	1543	314	685	344
	93%	93%	91%	94%	94%
		98%	20%	44%	22%
Internet - Mobile Broadband access	17	15	2	11	3
	1%	1%	*%	1%	1%
		89%	10%	63%	16%
TV service	959	959	308	451	257
	57%	58%	89%	62%	70%
			acd		ac
		100%	32%	47%	27%
Don't know	6	6	-	4	1
	*%	*%	-%	1%	*%
		100%	-%	65%	15%

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QG2 (QG3A). SHOWCARD Please could you tell me which services are part of this deal or package you have with the same supplier? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Landline phone	1464	693	771	131	216	556	561	60	92	166	499	451	427	324	261	1234	115	82	34
	55%	53%	56%	36%	51%	62%	57%	35%	43%	56%	70%	63%	60%	56%	39%	55%	49%	62%	46%
					c	cdf	c			gh	ghi	mn	n	n		pr		opr	
		47%	53%	9%	15%	38%	38%	4%	6%	11%	34%	31%	29%	22%	18%	84%	8%	6%	2%
One mobile phone	163	76	87	17	18	60	68	12	14	15	58	40	53	37	32	136	17	8	2
	6%	6%	6%	5%	4%	7%	7%	7%	7%	5%	8%	6%	7%	6%	5%	6%	7%	6%	2%
														n		r	r	r	
		47%	53%	10%	11%	37%	42%	7%	9%	9%	36%	25%	33%	23%	20%	84%	10%	5%	1%
More than one mobile phone	66	28	39	7	8	27	25	1	4	10	24	23	20	16	8	58	5	2	1
	2%	2%	3%	2%	2%	3%	2%	*%	2%	3%	3%	3%	3%	3%	1%	3%	2%	2%	2%
										g	g	n	n						
		42%	58%	10%	11%	41%	37%	1%	6%	15%	37%	34%	30%	24%	12%	87%	8%	4%	2%
Internet - Fixed Broadband access	1574	758	816	159	251	603	560	64	94	184	533	498	465	334	275	1335	120	82	37
	59%	58%	59%	44%	60%	67%	57%	37%	44%	62%	75%	70%	65%	58%	42%	60%	52%	62%	50%
					c	cdf	c			gh	ghi	lmn	mn	n		pr		pr	
		48%	52%	10%	16%	38%	36%	4%	6%	12%	34%	32%	30%	21%	17%	85%	8%	5%	2%
Internet - Mobile Broadband access	17	7	11	4	3	5	6	1	-	1	10	6	5	5	1	17	-	-	-
	1%	1%	1%	1%	1%	1%	1%	*%	-%	*%	1%	1%	1%	1%	*%	1%	-%	-%	-%
		38%	62%	24%	15%	30%	32%	4%	-%	5%	59%	33%	30%	28%	8%	100%	-%	-%	-%
TV service	959	449	510	111	171	384	293	34	50	104	344	302	274	217	164	822	73	37	26
	36%	35%	37%	31%	41%	43%	30%	19%	24%	35%	48%	42%	38%	37%	25%	37%	31%	28%	36%
					cf	cf				gh	ghi	n	n	n		pq			q
		47%	53%	12%	18%	40%	31%	4%	5%	11%	36%	32%	29%	23%	17%	86%	8%	4%	3%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QG2 (QG3A). SHOWCARD Please could you tell me which services are part of this deal or package you have with the same supplier? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Don't know	6	3	3	2	-	3	1	-	-	1	1	2	3	1	*	4	2	-	*
	*%	*%	*%	*%	-%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%	*%	1%	-%	*%
		47%	53%	29%	-%	49%	22%	-%	-%	16%	21%	32%	50%	15%	3%	67%	31%	-%	2%
DO NOT HAVE A PACKAGE/ BUNDLE OF SERVICES	982	486	495	184	151	262	386	101	109	102	143	194	225	207	351	799	103	47	33
	37%	37%	36%	51%	36%	29%	39%	58%	52%	34%	20%	27%	31%	36%	53%	36%	44%	36%	45%
				def	e		e	ij	ij	j				k	klm		oq		oq
		50%	50%	19%	15%	27%	39%	10%	11%	10%	15%	20%	23%	21%	36%	81%	10%	5%	3%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 183

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QG2 (QG3A). SHOWCARD Please could you tell me which services are part of this deal or package you have with the same supplier? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Landline phone	1464	226	191	126	103	106	145	101	69	167	1264	200	908	554	739	725
	55%	66%	53%	58%	53%	45%	59%	44%	62%	56%	55%	56%	58%	50%	58%	52%
		bdegi	e	eg			eg		eg	eg				m		o
		15%	13%	9%	7%	7%	10%	7%	5%	11%	86%	14%	62%	38%	50%	50%
One mobile phone	163	19	21	12	7	18	22	8	9	20	138	24	96	67	76	86
	6%	6%	6%	6%	4%	8%	9%	4%	8%	7%	6%	7%	6%	6%	6%	6%
							g	dg		dg						
		12%	13%	8%	4%	11%	14%	5%	6%	12%	85%	15%	59%	41%	47%	53%
More than one mobile phone	66	3	10	6	9	9	5	4	3	8	52	15	46	20	36	31
	2%	1%	3%	3%	5%	4%	2%	2%	2%	3%	2%	4%	3%	2%	3%	2%
					a	a						j	m			
		5%	16%	9%	14%	14%	7%	7%	4%	12%	78%	22%	70%	30%	54%	46%
Internet - Fixed Broadband access	1574	237	209	134	100	130	153	102	78	192	1373	200	995	578	779	794
	59%	70%	58%	62%	51%	55%	62%	45%	70%	64%	59%	56%	64%	52%	61%	57%
		bdeg	g	dg		g	dg		bdeg	deg			m		o	
		15%	13%	9%	6%	8%	10%	7%	5%	12%	87%	13%	63%	37%	50%	50%
Internet - Mobile Broadband access	17	-	3	1	6	3	-	1	1	2	16	1	15	2	8	9
	1%	-%	1%	*%	3%	1%	-%	1%	1%	1%	1%	*%	1%	*%	1%	1%
					abcfghi								m			
		-%	16%	4%	37%	17%	-%	7%	5%	13%	93%	7%	87%	13%	48%	52%
TV service	959	134	118	63	79	98	99	64	50	119	878	81	643	314	454	504
	36%	39%	33%	29%	40%	41%	40%	28%	45%	39%	38%	23%	41%	28%	36%	36%
		cg			cg	cg	cg		bcg	cg	k		m			
		14%	12%	7%	8%	10%	10%	7%	5%	12%	92%	8%	67%	33%	47%	53%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 183

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QG2 (QG3A). SHOWCARD Please could you tell me which services are part of this deal or package you have with the same supplier? (MULTI CODE)

Base : All respondents

	Total	_____ ENGLAND REGIONS _____									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Don't know	6	-	1	-	1	1	-	1	-	-	6	*	5	1	3	3
	*%	-%	*%	-%	*%	*%	-%	*%	-%	-%	*%	*%	*%	*%	*%	*%
		-%	22%	-%	12%	15%	-%	18%	-%	-%	97%	3%	85%	15%	49%	51%
DO NOT HAVE A PACKAGE/ BUNDLE OF SERVICES	982	100	120	80	74	101	83	107	30	104	839	142	481	499	436	545
	37%	29%	33%	37%	38%	42%	34%	47%	27%	34%	36%	40%	31%	45%	34%	39%
				h	ah	abfh		abcdfhi						l		n
		10%	12%	8%	8%	10%	8%	11%	3%	11%	85%	15%	49%	51%	44%	56%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.
QG2 (QG3A). SHOWCARD Please could you tell me which services are part of this deal or package you have with the same supplier? (MULTI CODE)

Base : All respondents

		TV PLATFORM/S			
	Total	**ALL TV**	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
Landline phone	1464	1432	281	623	320
	55%	57%	71%	65%	67%
			a	a	a
		98%	19%	43%	22%
One mobile phone	163	158	47	40	51
	6%	6%	12%	4%	11%
		c	ac		ac
		97%	29%	25%	31%
More than one mobile phone	66	65	16	32	15
	2%	3%	4%	3%	3%
		98%	24%	48%	23%
Internet - Fixed Broadband access	1574	1543	314	685	344
	59%	61%	79%	72%	72%
			acd	a	a
		98%	20%	44%	22%
Internet - Mobile Broadband access	17	15	2	11	3
	1%	1%	*%	1%	1%
		89%	10%	63%	16%
TV service	959	959	308	451	257
	36%	38%	78%	47%	54%
			acd	a	ac
		100%	32%	47%	27%
Don't know	6	6	-	4	1
	*%	*%	-%	*%	*%
		100%	-%	65%	15%

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QG2 (QG3A). SHOWCARD Please could you tell me which services are part of this deal or package you have with the same supplier? (MULTI CODE)

Base : All respondents

		TV PLATFORM/S			
	Total	**ALL TV**	**CABLE**	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
DO NOT HAVE A PACKAGE/ BUNDLE OF SERVICES	982	861	50	222	109
	37%	34%	13%	23%	23%
		bcd		b	b
		88%	5%	23%	11%

Columns Tested: a,b,c,d

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QG3 (QG3D). Which supplier do you use for this package of services? (SINGLE CODE)

Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package

	Total	GENDER MALE	GENDER FEMALE	AGE GROUP 16-24	AGE GROUP 25-34	AGE GROUP 35-54	AGE GROUP 55+	HH INCOME UNDER 10.4K	HH INCOME 10.4K-15.59K	HH INCOME 15.6K-25.99K	HH INCOME 26K+	SOCIAL AB	SOCIAL C1	SOCIAL C2	SOCIAL DE	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2322	1101	1221	214	345	791	971	115	152	255	612	588	773	471	488	1429	283	341	269
Effective Weighted Sample	1605	751	856	155	251	544	683	85	110	184	473	429	552	322	331	1246	189	233	237
Weighted total	1693	814	879	179	270	641	604	73	102	197	568	518	491	374	309	1438	130	85	40
		48%	52%	11%	16%	38%	36%	4%	6%	12%	34%	31%	29%	22%	18%	85%	8%	5%	2%
Sky	505	247	259	62	102	210	132	16	24	62	187	149	164	109	82	430	30	27	18
	30%	30%	29%	34%	38%	33%	22%	22%	23%	32%	33%	29%	33%	29%	27%	30%	23%	32%	43%
				f	f	f					h		n					p	opq
		49%	51%	12%	20%	42%	26%	3%	5%	12%	37%	29%	32%	22%	16%	85%	6%	5%	3%
BT	427	216	211	35	50	146	196	13	27	53	148	147	129	84	67	352	34	30	11
	25%	26%	24%	20%	18%	23%	32%	18%	26%	27%	26%	28%	26%	22%	22%	24%	26%	35%	27%
							cde					n						o	
		51%	49%	8%	12%	34%	46%	3%	6%	12%	35%	34%	30%	20%	16%	82%	8%	7%	3%
Virgin Media	356	173	183	41	46	140	128	13	19	35	108	98	91	96	71	306	38	7	6
	21%	21%	21%	23%	17%	22%	21%	18%	18%	18%	19%	19%	19%	26%	23%	21%	29%	8%	14%
														kl		qr	oqr		q
		49%	51%	11%	13%	39%	36%	4%	5%	10%	30%	28%	26%	27%	20%	86%	11%	2%	2%
Talk Talk	180	84	96	22	37	59	62	12	13	24	41	50	46	42	42	154	12	11	4
	11%	10%	11%	12%	14%	9%	10%	16%	13%	12%	7%	10%	9%	11%	13%	11%	9%	13%	10%
								j		j									
		47%	53%	12%	20%	33%	35%	7%	7%	13%	23%	28%	26%	23%	23%	85%	6%	6%	2%
EE	95	38	57	7	17	48	24	9	9	11	41	33	26	19	18	85	6	4	*
	6%	5%	6%	4%	6%	7%	4%	12%	9%	6%	7%	6%	5%	5%	6%	6%	4%	5%	1%
						f										r	r	r	
		40%	60%	7%	18%	50%	25%	9%	10%	12%	43%	35%	27%	20%	19%	89%	6%	4%	*%
Plusnet	46	22	24	2	7	12	25	4	4	3	14	18	9	9	10	37	5	3	*
	3%	3%	3%	1%	2%	2%	4%	5%	4%	1%	2%	3%	2%	3%	3%	3%	4%	4%	*%
							e									r	r	r	
		48%	52%	4%	15%	26%	55%	8%	8%	5%	31%	38%	19%	21%	22%	81%	11%	7%	*%
Vodafone	21	9	11	2	5	6	8	1	1	4	9	7	8	2	3	18	1	*	1
	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	2%	1%	2%	1%	1%	1%	1%	1%	1%
		45%	55%	10%	22%	28%	40%	4%	5%	17%	44%	34%	41%	11%	14%	89%	6%	2%	3%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QG3 (QG3D). Which supplier do you use for this package of services? (SINGLE CODE)

Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K- 15.59K	15.6K- 25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2322	1101	1221	214	345	791	971	115	152	255	612	588	773	471	488	1429	283	341	269
Effective Weighted Sample	1605	751	856	155	251	544	683	85	110	184	473	429	552	322	331	1246	189	233	237
Weighted total	1693	814	879	179	270	641	604	73	102	197	568	518	491	374	309	1438	130	85	40
		48%	52%	11%	16%	38%	36%	4%	6%	12%	34%	31%	29%	22%	18%	85%	8%	5%	2%
Post Office	15	6	9	2	1	7	6	2	4	1	3	3	5	3	5	12	2	1	1
	1%	1%	1%	1%	*%	1%	1%	3%	4%	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%
								j	ij										
		41%	59%	10%	5%	45%	40%	13%	27%	7%	19%	17%	35%	17%	32%	78%	11%	7%	5%
NOW TV	9	3	6	2	3	1	3	2	-	-	4	3	2	2	2	8	1	*	-
	1%	*%	1%	1%	1%	*%	1%	2%	-%	-%	1%	1%	*%	1%	1%	1%	1%	*%	-%
								i											
		33%	67%	18%	29%	15%	38%	17%	-%	-%	39%	33%	25%	25%	17%	89%	9%	2%	-%
Utility Warehouse	5	2	3	-	*	*	5	-	-	2	1	*	3	1	1	5	-	*	-
	*%	*%	*%	-%	*%	*%	1%	-%	-%	1%	*%	*%	1%	*%	*%	*%	-%	1%	-%
							e												
		35%	65%	-%	6%	2%	91%	-%	-%	32%	15%	6%	53%	15%	26%	91%	-%	9%	-%
KCOM	5	2	3	-	-	3	2	-	-	-	1	-	1	3	1	5	-	-	-
	*%	*%	*%	-%	-%	1%	*%	-%	-%	-%	*%	-%	*%	1%	*%	*%	-%	-%	-%
		32%	68%	-%	-%	68%	32%	-%	-%	-%	24%	-%	19%	63%	18%	100%	-%	-%	-%
T-Mobile	5	3	2	2	2	-	1	1	-	2	2	4	-	-	1	5	-	-	-
	*%	*%	*%	1%	1%	-%	*%	1%	-%	1%	*%	1%	-%	-%	*%	*%	-%	-%	-%
				e	e							l							
		64%	36%	36%	45%	-%	19%	19%	-%	36%	45%	81%	-%	-%	19%	100%	-%	-%	-%
AOL	2	-	2	-	-	-	2	1	-	-	-	-	1	1	-	2	-	-	-
	*%	-%	*%	-%	-%	-%	*%	1%	-%	-%	-%	-%	*%	*%	-%	*%	-%	-%	-%
								j											
		-%	100%	-%	-%	-%	100%	48%	-%	-%	-%	-%	48%	52%	-%	100%	-%	-%	-%
Primus	2	2	-	-	-	-	2	-	-	-	2	2	-	-	-	2	-	-	-
	*%	*%	-%	-%	-%	-%	*%	-%	-%	-%	*%	*%	-%	-%	-%	*%	-%	-%	-%
		100%	-%	-%	-%	-%	100%	-%	-%	-%	100%	100%	-%	-%	-%	100%	-%	-%	-%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QG3 (QG3D). Which supplier do you use for this package of services? (SINGLE CODE)

Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2322	1101	1221	214	345	791	971	115	152	255	612	588	773	471	488	1429	283	341	269
Effective Weighted Sample	1605	751	856	155	251	544	683	85	110	184	473	429	552	322	331	1246	189	233	237
Weighted total	1693	814	879	179	270	641	604	73	102	197	568	518	491	374	309	1438	130	85	40
		48%	52%	11%	16%	38%	36%	4%	6%	12%	34%	31%	29%	22%	18%	85%	8%	5%	2%
'3'	1	-	1	1	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-
	*%	-%	*%	1% ef	-%	-%	-%	-%	-%	-%	-%	-%	-%	*%	-%	*%	-%	-%	-%
		-%	100%	100%	-%	-%	-%	-%	-%	-%	-%	-%	-%	100%	-%	100%	-%	-%	-%
First Utility	1	*	1	1	-	-	*	-	-	-	1	*	-	-	1	1	-	*	-
	*%	*%	*%	*%	-%	-%	*%	-%	-%	-%	*%	*%	-%	-%	*%	*%	-%	1%	-%
		38%	62%	62%	-%	-%	38%	-%	-%	-%	62%	38%	-%	-%	62%	62%	-%	38%	-%
Orange	1	-	1	-	-	-	1	-	-	-	-	-	1	-	-	1	-	-	-
	*%	-%	*%	-%	-%	-%	*%	-%	-%	-%	-%	-%	*%	-%	-%	*%	-%	-%	-%
		-%	100%	-%	-%	-%	100%	-%	-%	-%	-%	-%	100%	-%	-%	100%	-%	-%	-%
Other	14	5	8	-	-	7	7	*	2	*	5	4	3	2	5	13	*	*	*
	1%	1%	1%	-%	-%	1%	1%	*%	2%	*%	1%	1%	1%	1%	2%	1%	*%	1%	*%
		40%	60%	-%	-%	50%	50%	2%	13%	1%	38%	27%	20%	15%	38%	94%	2%	3%	1%
Don't know	4	2	2	1	2	1	-	-	-	1	1	1	2	-	1	2	2	-	-
	*%	*%	*%	*%	1% f	*%	-%	-%	-%	*%	*%	*%	*%	-%	*%	*%	1% o	-%	-%
		57%	43%	21%	53%	25%	-%	-%	-%	21%	28%	21%	51%	-%	28%	53%	47%	-%	-%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QG3 (QG3D). Which supplier do you use for this package of services? (SINGLE CODE)

Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2322	176	162	139	154	168	163	125	184	158	1686	636	1321	998	1215	1107
Effective Weighted Sample	1605	170	154	133	149	158	156	120	175	151	1348	278	932	697	808	797
Weighted total	1693	240	240	138	121	137	163	120	82	197	1477	217	1073	619	841	853
		14%	14%	8%	7%	8%	10%	7%	5%	12%	87%	13%	63%	37%	50%	50%
Sky	505	86	54	34	50	37	45	51	29	44	461	44	355	150	242	264
	30%	36%	22%	25%	41%	27%	28%	43%	36%	22%	31%	20%	33%	24%	29%	31%
		bci			bcefi			bcefi	bci			k		m		
		17%	11%	7%	10%	7%	9%	10%	6%	9%	91%	9%	70%	30%	48%	52%
BT	427	60	65	57	14	31	39	22	15	50	331	96	256	171	239	188
	25%	25%	27%	41%	12%	22%	24%	18%	18%	25%	22%	44%	24%	28%	28%	22%
		d	dh	abdefghi		d	d			d		j			o	
		14%	15%	13%	3%	7%	9%	5%	3%	12%	78%	22%	60%	40%	56%	44%
Virgin Media	356	28	67	16	30	36	36	16	15	60	339	16	234	121	160	196
	21%	12%	28%	12%	25%	26%	22%	14%	18%	31%	23%	8%	22%	20%	19%	23%
			acgh		acg	acg	ac			acgh	k					n
		8%	19%	5%	8%	10%	10%	5%	4%	17%	95%	5%	66%	34%	45%	55%
Talk Talk	180	26	30	15	10	22	17	7	10	18	159	21	87	93	86	94
	11%	11%	12%	11%	8%	16%	10%	6%	12%	9%	11%	10%	8%	15%	10%	11%
						dg								l		
		14%	17%	8%	5%	12%	9%	4%	5%	10%	88%	12%	48%	52%	48%	52%
EE	95	23	6	10	8	6	8	9	6	10	82	13	68	27	44	52
	6%	10%	3%	7%	6%	4%	5%	7%	7%	5%	6%	6%	6%	4%	5%	6%
		be														
		24%	7%	10%	8%	6%	9%	9%	6%	10%	86%	14%	72%	28%	46%	54%
Plusnet	46	6	3	5	2	3	4	5	3	5	36	11	25	21	30	16
	3%	2%	1%	4%	2%	2%	3%	4%	4%	3%	2%	5%	2%	3%	4%	2%
												j			o	
		13%	7%	11%	5%	7%	9%	10%	7%	11%	77%	23%	54%	46%	65%	35%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 184

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QG3 (QG3D). Which supplier do you use for this package of services? (SINGLE CODE)

Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2322	176	162	139	154	168	163	125	184	158	1686	636	1321	998	1215	1107
Effective Weighted Sample	1605	170	154	133	149	158	156	120	175	151	1348	278	932	697	808	797
Weighted total	1693	240	240	138	121	137	163	120	82	197	1477	217	1073	619	841	853
		14%	14%	8%	7%	8%	10%	7%	5%	12%	87%	13%	63%	37%	50%	50%
Vodafone	21	3	3	1	1	1	4	2	2	2	16	5	12	9	10	11
	1%	1%	1%	1%	1%	1%	2%	2%	2%	1%	1%	2%	1%	1%	1%	1%
		14%	14%	4%	7%	4%	19%	10%	9%	9%	77%	23%	58%	42%	47%	53%
Post Office	15	5	-	1	2	-	1	1	2	1	14	1	7	9	4	11
	1%	2%	-%	1%	1%	-%	1%	1%	2%	*%	1%	*%	1%	1%	*%	1%
		33%	-%	6%	10%	-%	7%	6%	11%	5%	94%	6%	44%	56%	26%	74%
NOW TV	9	1	1	-	1	-	3	-	-	2	8	1	7	2	6	3
	1%	*%	1%	-%	1%	-%	2%	-%	-%	1%	1%	1%	1%	*%	1%	*%
		12%	14%	-%	8%	-%	37%	-%	-%	18%	85%	15%	77%	23%	69%	31%
Utility Warehouse	5	-	1	-	1	1	1	-	*	1	4	1	1	4	3	2
	*%	-%	1%	-%	1%	1%	*%	-%	*%	*%	*%	1%	*%	1%	*%	*%
		-%	26%	-%	12%	17%	15%	-%	6%	15%	74%	26%	21%	79%	68%	32%
KCOM	5	-	-	-	-	-	1	4	-	-	3	2	2	3	2	3
	*%	-%	-%	-%	-%	-%	1%	3%	-%	-%	*%	1%	*%	*%	*%	*%
								abcdehi								
		-%	-%	-%	-%	-%	19%	81%	-%	-%	57%	43%	43%	57%	43%	57%
T-Mobile	5	-	4	-	-	-	1	-	-	-	5	-	2	3	5	-
	*%	-%	2%	-%	-%	-%	1%	-%	-%	-%	*%	-%	*%	*%	1%	-%
															o	
		-%	81%	-%	-%	-%	19%	-%	-%	-%	100%	-%	45%	55%	100%	-%
AOL	2	-	-	-	-	1	-	-	-	1	2	-	1	1	1	1
	*%	-%	-%	-%	-%	1%	-%	-%	-%	*%	*%	-%	*%	*%	*%	*%
		-%	-%	-%	-%	52%	-%	-%	-%	48%	100%	-%	52%	48%	48%	52%
Primus	2	-	2	-	-	-	-	-	-	-	2	-	2	-	2	-
	*%	-%	1%	-%	-%	-%	-%	-%	-%	-%	*%	-%	*%	-%	*%	-%
		-%	100%	-%	-%	-%	-%	-%	-%	-%	100%	-%	100%	-%	100%	-%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QG3 (QG3D). Which supplier do you use for this package of services? (SINGLE CODE)

Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2322	176	162	139	154	168	163	125	184	158	1686	636	1321	998	1215	1107
Effective Weighted Sample	1605	170	154	133	149	158	156	120	175	151	1348	278	932	697	808	797
Weighted total	1693	240	240	138	121	137	163	120	82	197	1477	217	1073	619	841	853
		14%	14%	8%	7%	8%	10%	7%	5%	12%	87%	13%	63%	37%	50%	50%
'3'	1	-	-	-	-	-	-	-	-	1	1	-	1	-	-	1
	*%	-%	-%	-%	-%	-%	-%	-%	-%	1%	*%	-%	*%	-%	-%	*%
		-%	-%	-%	-%	-%	-%	-%	-%	100%	100%	-%	100%	-%	-%	100%
First Utility	1	-	-	-	1	-	-	-	-	-	1	-	-	1	*	1
	*%	-%	-%	-%	1%	-%	-%	-%	-%	-%	*%	-%	-%	*%	*%	*%
		-%	-%	-%	62%	-%	-%	-%	-%	-%	100%	-%	-%	100%	38%	62%
Orange	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	1
	*%	-%	-%	-%	-%	-%	*%	-%	-%	-%	*%	-%	-%	-%	-%	*%
		-%	-%	-%	-%	-%	100%	-%	-%	-%	100%	-%	-%	-%	-%	100%
Other	14	2	5	-	1	-	1	3	*	1	8	5	9	4	8	6
	1%	1%	2%	-%	1%	-%	1%	3%	*%	1%	1%	2%	1%	1%	1%	1%
								e				j				
		14%	33%	-%	6%	-%	7%	23%	2%	9%	62%	38%	67%	33%	58%	42%
Don't know	4	-	-	-	1	-	-	-	-	1	4	*	4	-	*	4
	*%	-%	-%	-%	1%	-%	-%	-%	-%	1%	*%	*%	*%	-%	*%	*%
		-%	-%	-%	23%	-%	-%	-%	-%	31%	95%	5%	100%	-%	5%	95%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QG3 (QG3D). Which supplier do you use for this package of services? (SINGLE CODE)

Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package

	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
				TV PLATFORM/S	
Significance Level: 95%		a	b	c	d
Unweighted total	2322	2278	401	1024	476
Effective Weighted Sample	1605	1573	312	705	328
Weighted total	1693	1658	347	731	366
		98%	20%	43%	22%
Sky	505	502	3	479	29
	30%	30%	1%	66%	8%
		bd		abd	b
		99%	1%	95%	6%
BT	427	416	4	132	155
	25%	25%	1%	18%	42%
		bc		b	abc
		97%	1%	31%	36%
Virgin Media	356	351	330	15	26
	21%	21%	95%	2%	7%
		cd	acd		c
		99%	93%	4%	7%
Talk Talk	180	172	3	41	90
	11%	10%	1%	6%	25%
		bc		b	abc
		96%	2%	23%	50%
EE	95	93	-	25	36
	6%	6%	-%	3%	10%
		bc		b	abc
		97%	-%	26%	38%
Plusnet	46	45	-	13	13
	3%	3%	-%	2%	4%
		b		b	b
		98%	-%	28%	29%
Vodafone	21	19	-	8	2
	1%	1%	-%	1%	1%
		94%	-%	40%	12%

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QG3 (QG3D). Which supplier do you use for this package of services? (SINGLE CODE)

Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	2322	2278	401	1024	476
Effective Weighted Sample	1605	1573	312	705	328
Weighted total	1693	1658	347	731	366
		98%	20%	43%	22%
Post Office	15	15	-	5	2
	1%	1%	-%	1%	1%
		100%	-%	33%	13%
NOW TV	9	9	-	-	9
	1%	1%	-%	-%	2%
		c			abc
		100%	-%	-%	100%
Utility Warehouse	5	5	-	2	-
	*%	*%	-%	*%	-%
		100%	-%	38%	-%
KCOM	5	5	-	1	1
	*%	*%	-%	*%	*%
		100%	-%	24%	18%
T-Mobile	5	5	5	-	-
	*%	*%	1%	-%	-%
			acd		
		100%	100%	-%	-%
AOL	2	2	1	-	-
	*%	*%	*%	-%	-%
		100%	48%	-%	-%
Primus	2	2	-	2	-
	*%	*%	-%	*%	-%
		100%	-%	100%	-%
'3'	1	1	-	1	-
	*%	*%	-%	*%	-%
		100%	-%	100%	-%

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QG3 (QG3D). Which supplier do you use for this package of services? (SINGLE CODE)

Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package

	Total	TV PLATFORM/S			
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	2322	2278	401	1024	476
Effective Weighted Sample	1605	1573	312	705	328
Weighted total	1693	1658	347	731	366
		98%	20%	43%	22%
First Utility	1	1	-	-	-
	*%	*%	-%	-%	-%
		100%	-%	-%	-%
Orange	1	1	1	-	-
	*%	*%	*%	-%	-%
		100%	100%	-%	-%
Other	14	12	1	5	1
	1%	1%	*%	1%	*%
		85%	7%	39%	9%
Don't know	4	3	-	1	1
	*%	*%	-%	*%	*%
		69%	-%	20%	31%

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Base for %	2620	1278	1342	340	411	896	973	172	210	299	708	697	699	572	648	2192	227	129	73
		49%	51%	13%	16%	34%	37%	7%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
LANDLINE, BROADBAND AND PAY TV	839	386	453	112	163	332	232	27	41	99	304	283	225	172	156	717	64	31	28
	32%	30%	34%	33%	40%	37%	24%	15%	19%	33%	43%	41%	32%	30%	24%	33%	28%	24%	38%
			a	f	f	f				gh	ghi	lmn	n	n		q			opq
		46%	54%	13%	19%	40%	28%	3%	5%	12%	36%	34%	27%	20%	19%	85%	8%	4%	3%
LANDLINE AND BROADBAND	755	382	373	98	115	246	295	38	62	93	195	225	218	164	148	624	64	49	18
	29%	30%	28%	29%	28%	27%	30%	22%	30%	31%	28%	32%	31%	29%	23%	28%	28%	38%	25%
										g			n	n	n			opr	
		51%	49%	13%	15%	33%	39%	5%	8%	12%	26%	30%	29%	22%	20%	83%	8%	6%	2%
BROADBAND AND PAY TV	146	74	72	32	27	61	26	4	4	19	46	38	50	40	18	129	10	3	4
	6%	6%	5%	9%	7%	7%	3%	2%	2%	6%	7%	5%	7%	7%	3%	6%	4%	2%	6%
				f	f	f				gh	gh	n	n	n		q			q
		51%	49%	22%	19%	42%	18%	3%	3%	13%	32%	26%	34%	27%	12%	88%	7%	2%	3%
LANDLINE, BROADBAND, MOBILE AND PAY TV	128	65	63	11	10	56	51	7	10	14	43	29	37	39	23	105	16	5	1
	5%	5%	5%	3%	2%	6%	5%	4%	5%	5%	6%	4%	5%	7%	4%	5%	7%	4%	2%
						cd	d							n		r	r		
		51%	49%	9%	8%	44%	40%	5%	8%	11%	34%	23%	29%	30%	18%	82%	13%	4%	1%
LANDLINE, MOBILE AND BROADBAND	106	50	56	7	14	41	44	2	5	10	41	41	32	19	13	90	8	6	2
	4%	4%	4%	2%	3%	5%	5%	1%	2%	3%	6%	6%	5%	3%	2%	4%	4%	4%	3%
						c	c				gh	mn	n						
		47%	53%	7%	13%	39%	42%	2%	5%	10%	39%	39%	31%	18%	12%	85%	8%	5%	2%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 185

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
MOBILE AND BROADBAND	43	21	22	6	11	12	14	3	3	4	11	12	11	10	10	35	5	2	1
	2%	2%	2%	2%	3%	1%	1%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%
		49%	51%	14%	25%	28%	33%	8%	8%	9%	26%	27%	25%	24%	24%	81%	11%	5%	3%
LANDLINE AND MOBILE	41	20	21	8	7	18	9	*	1	2	9	10	11	11	10	33	4	1	2
	2%	2%	2%	2%	2%	2%	1%	*%	1%	1%	1%	1%	2%	2%	1%	2%	2%	1%	3%
				f		f													oq
		48%	52%	20%	16%	43%	22%	*%	3%	4%	21%	23%	26%	27%	24%	81%	11%	3%	5%
LANDLINE AND PAY TV	39	18	21	2	5	9	23	4	5	2	5	3	10	14	11	29	5	1	4
	1%	1%	2%	1%	1%	1%	2%	2%	2%	1%	1%	*%	1%	2%	2%	1%	2%	*%	6%
							ce	j						k	k		q		opq
		46%	54%	5%	14%	22%	59%	10%	12%	5%	12%	9%	26%	35%	30%	74%	14%	1%	11%
MOBILE, BROADBAND AND PAY TV	11	6	4	3	2	1	5	1	1	-	2	2	6	2	1	8	2	-	-
	*%	1%	*%	1%	*%	*%	*%	*%	1%	-%	*%	*%	1%	*%	*%	*%	1%	-%	-%
				e										n					
		61%	39%	29%	18%	10%	43%	7%	13%	-%	18%	20%	53%	20%	7%	79%	21%	-%	-%
MOBILE AND PAY TV	8	5	3	3	1	1	3	1	1	*	2	2	1	1	4	7	1	*	*
	*%	*%	*%	1%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	1%	*%	*%	*%	*%
		59%	41%	34%	12%	11%	43%	9%	12%	3%	26%	26%	12%	11%	51%	84%	12%	3%	2%
LANDLINE, MOBILE AND PAY TV	5	4	1	2	-	-	3	1	1	1	-	1	-	2	3	4	1	*	-
	*%	*%	*%	*%	-%	-%	*%	*%	*%	*%	-%	*%	-%	*%	*%	*%	*%	*%	-%
				e															
		71%	29%	32%	-%	-%	68%	15%	17%	17%	-%	13%	-%	36%	51%	78%	19%	3%	-%
NO BUNDLE	528	263	265	61	61	131	275	84	76	56	57	61	105	107	254	434	50	31	13
	20%	21%	20%	18%	15%	15%	28%	49%	36%	19%	8%	9%	15%	19%	39%	20%	22%	24%	18%
							cde	hij	ij	j				k	k	klm			or
		50%	50%	12%	12%	25%	52%	16%	14%	11%	11%	12%	20%	20%	48%	82%	9%	6%	2%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
DON'T KNOW FOR ANY PROVIDER	55	22	33	22	10	6	16	1	2	*	3	15	17	9	13	44	7	3	1

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE

Base : All respondents

	Total		ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Base for %	2620	339	357	214	190	232	239	214	110	297	2268	352	1530	1087	1248	1372
		13%	14%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	41%	48%	52%
LANDLINE, BROADBAND AND PAY TV	839	120	121	63	74	73	79	50	40	97	761	78	573	264	417	422
	32%	35%	34%	29%	39%	32%	33%	23%	36%	33%	34%	22%	37%	24%	33%	31%
		g	g		cg	g	g		g	g	k		m			
		14%	14%	7%	9%	9%	9%	6%	5%	12%	91%	9%	68%	32%	50%	50%
LANDLINE AND BROADBAND	755	102	117	74	49	46	69	51	31	85	603	152	447	308	379	376
	29%	30%	33%	34%	26%	20%	29%	24%	28%	29%	27%	43%	29%	28%	30%	27%
		e	eg	deg			e		e	e		j				
		14%	16%	10%	6%	6%	9%	7%	4%	11%	80%	20%	59%	41%	50%	50%
BROADBAND AND PAY TV	146	21	29	12	7	18	9	12	3	17	138	8	101	45	68	78
	6%	6%	8%	6%	4%	8%	4%	6%	2%	6%	6%	2%	7%	4%	5%	6%
		h	dfh			dh					k		m			
		14%	20%	8%	5%	13%	6%	8%	2%	12%	94%	6%	69%	31%	46%	54%
LANDLINE, BROADBAND, MOBILE AND PAY TV	128	15	18	6	8	14	17	7	6	17	119	9	72	56	51	77
	5%	4%	5%	3%	4%	6%	7%	3%	5%	6%	5%	3%	5%	5%	4%	6%
							cg				k					
		11%	14%	5%	6%	11%	13%	5%	4%	13%	93%	7%	56%	44%	40%	60%
LANDLINE, MOBILE AND BROADBAND	106	13	7	10	6	12	19	9	3	11	77	29	69	37	67	39
	4%	4%	2%	5%	3%	5%	8%	4%	3%	4%	3%	8%	5%	3%	5%	3%
						b	bdhi					j			o	
		12%	6%	9%	6%	11%	18%	9%	3%	10%	73%	27%	65%	35%	63%	37%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
MOBILE AND BROADBAND	43	3	6	5	2	2	2	6	3	6	36	8	29	14	19	24
	2%	1%	2%	2%	1%	1%	1%	3%	2%	2%	2%	2%	2%	1%	2%	2%
		6%	13%	11%	5%	5%	5%	14%	6%	15%	83%	17%	68%	32%	45%	55%
LANDLINE AND MOBILE	41	5	5	2	6	7	1	3	1	2	34	7	25	16	16	25
	2%	1%	1%	1%	3%	3%	1%	1%	1%	1%	1%	2%	2%	1%	1%	2%
					f	f										
		12%	12%	5%	15%	17%	3%	7%	3%	6%	83%	17%	62%	38%	39%	61%
LANDLINE AND PAY TV	39	-	3	2	6	1	3	7	2	3	34	5	19	19	22	17
	1%	-%	1%	1%	3%	1%	1%	3%	2%	1%	1%	1%	1%	2%	2%	1%
					abe			ae	a							
		-%	7%	6%	17%	4%	8%	18%	6%	8%	87%	13%	49%	48%	57%	43%
MOBILE, BROADBAND AND PAY TV	11	1	-	1	1	2	2	-	1	-	10	1	8	2	4	6
	*%	*%	-%	*%	*%	1%	1%	-%	1%	-%	*%	*%	1%	*%	*%	*%
		10%	-%	8%	8%	23%	17%	-%	12%	-%	91%	9%	76%	24%	39%	61%
MOBILE AND PAY TV	8	-	-	-	1	1	1	2	1	1	8	*	5	3	2	6
	*%	-%	-%	-%	1%	1%	*%	1%	1%	*%	*%	*%	*%	*%	*%	*%
		-%	-%	-%	12%	18%	9%	21%	9%	14%	98%	2%	67%	33%	22%	78%
LANDLINE, MOBILE AND PAY TV	5	-	1	-	2	-	1	1	-	-	3	2	2	4	2	3
	*%	-%	*%	-%	1%	-%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%
		-%	17%	-%	30%	-%	15%	15%	-%	-%	67%	33%	30%	70%	48%	52%
NO BUNDLE	528	63	53	41	32	59	36	69	20	60	472	56	202	325	208	319
	20%	18%	15%	19%	17%	26%	15%	32%	19%	20%	21%	16%	13%	30%	17%	23%
						abdf		abcdfhi			k			l		n
		12%	10%	8%	6%	11%	7%	13%	4%	11%	89%	11%	38%	62%	39%	61%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE

Base : All respondents

					ENGLAND REGIONS						URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
DON'T KNOW FOR ANY PROVIDER	55	1	3	5	5	6	7	12	1	4	47	8	24	31	29	26

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE

Base : All respondents

| | | TV PLATFORM/S | | | |
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
Base for %	2620	2475	395	939	469
		94%	15%	36%	18%
LANDLINE, BROADBAND AND PAY TV	839	839	233	392	270
	32%	34%	59%	42%	58%
			ac	a	ac
		100%	28%	47%	32%
LANDLINE AND BROADBAND	755	695	13	290	69
	29%	28%	3%	31%	15%
		bd		bd	b
		92%	2%	38%	9%
BROADBAND AND PAY TV	146	146	43	77	37
	6%	6%	11%	8%	8%
			a	a	
		100%	30%	53%	26%
LANDLINE, BROADBAND, MOBILE AND PAY TV	128	128	65	21	50
	5%	5%	17%	2%	11%
		c	acd		ac
		100%	51%	16%	39%
LANDLINE, MOBILE AND BROADBAND	106	99	1	45	8
	4%	4%	*%	5%	2%
		bd		bd	
		93%	1%	43%	7%

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE

Base : All respondents

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
MOBILE AND BROADBAND	43	40	2	16	2
	2%	2%	1%	2%	*%
		d		d	
		92%	5%	37%	4%
LANDLINE AND MOBILE	41	38	8	14	10
	2%	2%	2%	2%	2%
		92%	20%	35%	25%
LANDLINE AND PAY TV	39	39	16	15	10
	1%	2%	4%	2%	2%
			ac		
		100%	42%	38%	25%
MOBILE, BROADBAND AND PAY TV	11	11	6	1	4
	*%	*%	2%	*%	1%
			ac		c
		100%	58%	8%	34%
MOBILE AND PAY TV	8	8	2	3	3
	*%	*%	*%	*%	1%
		100%	24%	43%	41%
LANDLINE, MOBILE AND PAY TV	5	5	3	1	1
	*%	*%	1%	*%	*%
			ac		
		100%	67%	18%	15%
NO BUNDLE	528	457	12	74	15
	20%	18%	3%	8%	3%
		bcd		bd	
		86%	2%	14%	3%

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE

Base : All respondents

		TV PLATFORM/S			
	Total	**ALL TV**	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
DON'T KNOW FOR ANY PROVIDER	55	44	1	13	6

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

SUMMARY OF BUNDLE OWNERSHIP - DEFINED BY SAME SUPPLIER USED FOR A NUMBER OF SERVICES

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Base for %	2620	1278	1342	340	411	896	973	172	210	299	708	697	699	572	648	2192	227	129	73
		49%	51%	13%	16%	34%	37%	7%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
DOUBLE PLAY	1003	505	499	144	161	334	364	51	76	119	260	280	294	231	198	834	85	55	29
	38%	39%	37%	42%	39%	37%	37%	29%	36%	40%	37%	40%	42%	40%	31%	38%	38%	43%	40%
										g		n	n	n					
		50%	50%	14%	16%	33%	36%	5%	8%	12%	26%	28%	29%	23%	20%	83%	9%	5%	3%
TRIPLE PLAY	961	446	514	124	178	375	284	31	48	110	347	327	263	195	173	819	75	37	30
	37%	35%	38%	36%	43%	42%	29%	18%	23%	37%	49%	47%	38%	34%	27%	37%	33%	29%	41%
				f	f	f				gh	ghi	lmn	n	n		q			pq
		46%	54%	13%	19%	39%	30%	3%	5%	11%	36%	34%	27%	20%	18%	85%	8%	4%	3%
QUAD PLAY	128	65	63	11	10	56	51	7	10	14	43	29	37	39	23	105	16	5	1
	5%	5%	5%	3%	2%	6%	5%	4%	5%	5%	6%	4%	5%	7%	4%	5%	7%	4%	2%
						cd	d							n		r	r		
		51%	49%	9%	8%	44%	40%	5%	8%	11%	34%	23%	29%	30%	18%	82%	13%	4%	1%
NO BUNDLE	528	263	265	61	61	131	275	84	76	56	57	61	105	107	254	434	50	31	13
	20%	21%	20%	18%	15%	15%	28%	49%	36%	19%	8%	9%	15%	19%	39%	20%	22%	24%	18%
							cde	hij	ij	j			k	k	klm			or	
		50%	50%	12%	12%	25%	52%	16%	14%	11%	11%	12%	20%	20%	48%	82%	9%	6%	2%
DON'T KNOW FOR ANY PROVIDER	55	22	33	22	10	6	16	1	2	*	3	15	17	9	13	44	7	3	1

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 186

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

SUMMARY OF BUNDLE OWNERSHIP - DEFINED BY SAME SUPPLIER USED FOR A NUMBER OF SERVICES

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Base for %	2620	339	357	214	190	232	239	214	110	297	2268	352	1530	1087	1248	1372
		13%	14%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	41%	48%	52%
DOUBLE PLAY	1003	128	158	93	68	71	85	79	39	112	826	177	604	398	498	505
	38%	38%	44%	44%	36%	31%	36%	37%	36%	38%	36%	50%	39%	37%	40%	37%
			e	e								j				
		13%	16%	9%	7%	7%	8%	8%	4%	11%	82%	18%	60%	40%	50%	50%
TRIPLE PLAY	961	134	129	73	82	88	101	60	45	108	851	110	652	307	490	470
	37%	39%	36%	34%	43%	38%	42%	28%	41%	36%	37%	31%	43%	28%	39%	34%
		g			cg	g	g		g	g	k		m		o	
		14%	13%	8%	9%	9%	10%	6%	5%	11%	89%	11%	68%	32%	51%	49%
QUAD PLAY	128	15	18	6	8	14	17	7	6	17	119	9	72	56	51	77
	5%	4%	5%	3%	4%	6%	7%	3%	5%	6%	5%	3%	5%	5%	4%	6%
							cg				k					
		11%	14%	5%	6%	11%	13%	5%	4%	13%	93%	7%	56%	44%	40%	60%
NO BUNDLE	528	63	53	41	32	59	36	69	20	60	472	56	202	325	208	319
	20%	18%	15%	19%	17%	26%	15%	32%	19%	20%	21%	16%	13%	30%	17%	23%
						abdf		abcdfhi			k			l		n
		12%	10%	8%	6%	11%	7%	13%	4%	11%	89%	11%	38%	62%	39%	61%
DON'T KNOW FOR ANY PROVIDER	55	1	3	5	5	6	7	12	1	4	47	8	24	31	29	26

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.
SUMMARY OF BUNDLE OWNERSHIP - DEFINED BY SAME SUPPLIER USED FOR A NUMBER OF SERVICES

Base : All respondents

	Total	TV PLATFORM/S			
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
Base for %	2620	2475	395	939	469
		94%	15%	36%	18%
DOUBLE PLAY	1003	937	75	405	122
	38%	38%	19%	43%	26%
		bd		abd	b
		93%	7%	40%	12%
TRIPLE PLAY	961	954	243	439	282
	37%	39%	62%	47%	60%
			ac	a	ac
		99%	25%	46%	29%
QUAD PLAY	128	128	65	21	50
	5%	5%	17%	2%	11%
		c	acd		ac
		100%	51%	16%	39%
NO BUNDLE	528	457	12	74	15
	20%	18%	3%	8%	3%
		bcd		bd	
		86%	2%	14%	3%
DON'T KNOW FOR ANY PROVIDER	55	44	1	13	6

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE

Base : Those using the same supplier for two or more services

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2898	1394	1504	362	453	954	1128	142	194	312	701	712	946	609	628	1742	374	385	397
Effective Weighted Sample	1997	948	1050	255	323	656	792	105	143	227	545	523	668	417	423	1529	252	265	351
Weighted total	2092	1016	1077	279	349	765	699	88	134	243	650	636	594	465	394	1758	177	97	60
		49%	51%	13%	17%	37%	33%	4%	6%	12%	31%	30%	28%	22%	19%	84%	8%	5%	3%
Base for %	2092	1016	1077	279	349	765	699	88	134	243	650	636	594	465	394	1758	177	97	60
		49%	51%	13%	17%	37%	33%	4%	6%	12%	31%	30%	28%	22%	19%	84%	8%	5%	3%
LANDLINE, BROADBAND AND PAY TV	839	386	453	112	163	332	232	27	41	99	304	283	225	172	156	717	64	31	28
	40%	38%	42%	40%	47%	43%	33%	30%	31%	41%	47%	45%	38%	37%	40%	41%	36%	32%	46%
				f	f	f					gh	lm				q			pq
		46%	54%	13%	19%	40%	28%	3%	5%	12%	36%	34%	27%	20%	19%	85%	8%	4%	3%
LANDLINE AND BROADBAND	755	382	373	98	115	246	295	38	62	93	195	225	218	164	148	624	64	49	18
	36%	38%	35%	35%	33%	32%	42%	43%	47%	38%	30%	35%	37%	35%	38%	36%	36%	50%	30%
							de	j	j	j								opr	
		51%	49%	13%	15%	33%	39%	5%	8%	12%	26%	30%	29%	22%	20%	83%	8%	6%	2%
BROADBAND AND PAY TV	146	74	72	32	27	61	26	4	4	19	46	38	50	40	18	129	10	3	4
	7%	7%	7%	11%	8%	8%	4%	5%	3%	8%	7%	6%	8%	9%	5%	7%	5%	3%	7%
				f	f	f				h			n	n		q			q
		51%	49%	22%	19%	42%	18%	3%	3%	13%	32%	26%	34%	27%	12%	88%	7%	2%	3%
LANDLINE, BROADBAND, MOBILE AND PAY TV	128	65	63	11	10	56	51	7	10	14	43	29	37	39	23	105	16	5	1
	6%	6%	6%	4%	3%	7%	7%	8%	7%	6%	7%	5%	6%	8%	6%	6%	9%	5%	2%
						d	d							k		r	r	r	
		51%	49%	9%	8%	44%	40%	5%	8%	11%	34%	23%	29%	30%	18%	82%	13%	4%	1%
LANDLINE, MOBILE AND BROADBAND	106	50	56	7	14	41	44	2	5	10	41	41	32	19	13	90	8	6	2
	5%	5%	5%	3%	4%	5%	6%	3%	4%	4%	6%	6%	5%	4%	3%	5%	5%	6%	3%
							c					n							
		47%	53%	7%	13%	39%	42%	2%	5%	10%	39%	39%	31%	18%	12%	85%	8%	5%	2%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE

Base : Those using the same supplier for two or more services

	Total	GENDER MALE	GENDER FEMALE	AGE GROUP 16-24	AGE GROUP 25-34	AGE GROUP 35-54	AGE GROUP 55+	HOUSEHOLD INCOME UNDER 10.4K	HOUSEHOLD INCOME 10.4K-15.59K	HOUSEHOLD INCOME 15.6K-25.99K	HOUSEHOLD INCOME 26K+	SOCIAL GROUP AB	SOCIAL GROUP C1	SOCIAL GROUP C2	SOCIAL GROUP DE	NATION ENGLAND	NATION SCOTLAND	NATION WALES	NATION NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2898	1394	1504	362	453	954	1128	142	194	312	701	712	946	609	628	1742	374	385	397
Effective Weighted Sample	1997	948	1050	255	323	656	792	105	143	227	545	523	668	417	423	1529	252	265	351
Weighted total	2092	1016	1077	279	349	765	699	88	134	243	650	636	594	465	394	1758	177	97	60
		49%	51%	13%	17%	37%	33%	4%	6%	12%	31%	30%	28%	22%	19%	84%	8%	5%	3%
MOBILE AND BROADBAND	43	21	22	6	11	12	14	3	3	4	11	12	11	10	10	35	5	2	1
	2%	2%	2%	2%	3%	2%	2%	4%	2%	2%	2%	2%	2%	2%	3%	2%	3%	2%	2%
		49%	51%	14%	25%	28%	33%	8%	8%	9%	26%	27%	25%	24%	24%	81%	11%	5%	3%
LANDLINE AND MOBILE	41	20	21	8	7	18	9	*	1	2	9	10	11	11	10	33	4	1	2
	2%	2%	2%	3%	2%	2%	1%	*%	1%	1%	1%	2%	2%	2%	2%	2%	3%	1%	4% o
		48%	52%	20%	16%	43%	22%	*%	3%	4%	21%	23%	26%	27%	24%	81%	11%	3%	5%
LANDLINE AND PAY TV	39	18	21	2	5	9	23	4	5	2	5	3	10	14	11	29	5	1	4
	2%	2%	2%	1%	2%	1%	3% ce	5% ij	3% j	1%	1%	1%	2%	3% k	3% k	2%	3% q	1%	7% opq
		46%	54%	5%	14%	22%	59%	10%	12%	5%	12%	9%	26%	35%	30%	74%	14%	1%	11%
MOBILE, BROADBAND AND PAY TV	11	6	4	3	2	1	5	1	1	-	2	2	6	2	1	8	2	-	-
	1%	1%	*%	1% e	1%	*%	1%	1%	1%	-%	*%	*%	1%	*%	*%	*%	1%	-%	-%
		61%	39%	29%	18%	10%	43%	7%	13%	-%	18%	20%	53%	20%	7%	79%	21%	-%	-%
MOBILE AND PAY TV	8	5	3	3	1	1	3	1	1	*	2	2	1	1	4	7	1	*	*
	*%	*%	*%	1% e	*%	*%	*%	1%	1%	*%	*%	*%	*%	*%	1% l	*%	1%	*%	*%
		59%	41%	34%	12%	11%	43%	9%	12%	3%	26%	26%	12%	11%	51%	84%	12%	3%	2%
LANDLINE, MOBILE AND PAY TV	5	4	1	2	-	-	3	1	1	1	-	1	-	2	3	4	1	*	-
	*%	*%	*%	1% e	-%	-%	*%	1%	1%	*% j	-%	*%	-%	*%	1% l	*%	1%	*%	-%
		71%	29%	32%	-%	-%	68%	15%	17%	17%	-%	13%	-%	36%	51%	78%	19%	3%	-%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE

Base : Those using the same supplier for two or more services

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2898	204	210	175	199	209	200	151	204	190	2082	816	1656	1237	1497	1401
Effective Weighted Sample	1997	197	198	168	192	196	192	146	194	182	1652	367	1166	857	1000	998
Weighted total	2092	277	304	173	158	173	202	146	90	237	1796	296	1328	762	1040	1052
		13%	15%	8%	8%	8%	10%	7%	4%	11%	86%	14%	63%	36%	50%	50%
Base for %	2092	277	304	173	158	173	202	146	90	237	1796	296	1328	762	1040	1052
		13%	15%	8%	8%	8%	10%	7%	4%	11%	86%	14%	63%	36%	50%	50%
LANDLINE, BROADBAND AND PAY TV	839	120	121	63	74	73	79	50	40	97	761	78	573	264	417	422
	40%	43%	40%	36%	47%	43%	39%	34%	45%	41%	42%	26%	43%	35%	40%	40%
					cg						k		m			
		14%	14%	7%	9%	9%	9%	6%	5%	12%	91%	9%	68%	32%	50%	50%
LANDLINE AND BROADBAND	755	102	117	74	49	46	69	51	31	85	603	152	447	308	379	376
	36%	37%	38%	43%	31%	27%	34%	35%	35%	36%	34%	51%	34%	40%	36%	36%
		e	e	de						e		j		l		
		14%	16%	10%	6%	6%	9%	7%	4%	11%	80%	20%	59%	41%	50%	50%
BROADBAND AND PAY TV	146	21	29	12	7	18	9	12	3	17	138	8	101	45	68	78
	7%	8%	10%	7%	4%	11%	5%	8%	3%	7%	8%	3%	8%	6%	7%	7%
		h	dh			dfh		h			k					
		14%	20%	8%	5%	13%	6%	8%	2%	12%	94%	6%	69%	31%	46%	54%
LANDLINE, BROADBAND, MOBILE AND PAY TV	128	15	18	6	8	14	17	7	6	17	119	9	72	56	51	77
	6%	5%	6%	4%	5%	8%	8%	4%	6%	7%	7%	3%	5%	7%	5%	7%
											k					n
		11%	14%	5%	6%	11%	13%	5%	4%	13%	93%	7%	56%	44%	40%	60%
LANDLINE, MOBILE AND BROADBAND	106	13	7	10	6	12	19	9	3	11	77	29	69	37	67	39
	5%	5%	2%	6%	4%	7%	9%	6%	4%	5%	4%	10%	5%	5%	6%	4%
						b	bdh					j			o	
		12%	6%	9%	6%	11%	18%	9%	3%	10%	73%	27%	65%	35%	63%	37%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE

Base : Those using the same supplier for two or more services

	Total	ENGLAND REGIONS LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBANITY URBAN	RURAL	WORKING STATUS WORKING	NOT WORKING	DEPRIVATION LEVEL LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2898	204	210	175	199	209	200	151	204	190	2082	816	1656	1237	1497	1401
Effective Weighted Sample	1997	197	198	168	192	196	192	146	194	182	1652	367	1166	857	1000	998
Weighted total	2092	277	304	173	158	173	202	146	90	237	1796	296	1328	762	1040	1052
		13%	15%	8%	8%	8%	10%	7%	4%	11%	86%	14%	63%	36%	50%	50%
MOBILE AND BROADBAND	43	3	6	5	2	2	2	6	3	6	36	8	29	14	19	24
	2%	1%	2%	3%	1%	1%	1%	4%	3%	3%	2%	3%	2%	2%	2%	2%
								a								
		6%	13%	11%	5%	5%	5%	14%	6%	15%	83%	17%	68%	32%	45%	55%
LANDLINE AND MOBILE	41	5	5	2	6	7	1	3	1	2	34	7	25	16	16	25
	2%	2%	2%	1%	4%	4%	1%	2%	2%	1%	2%	2%	2%	2%	2%	2%
					f	f										
		12%	12%	5%	15%	17%	3%	7%	3%	6%	83%	17%	62%	38%	39%	61%
LANDLINE AND PAY TV	39	-	3	2	6	1	3	7	2	3	34	5	19	19	22	17
	2%	-%	1%	1%	4%	1%	2%	5%	2%	1%	2%	2%	1%	2%	2%	2%
					abe			abe	a							
		-%	7%	6%	17%	4%	8%	18%	6%	8%	87%	13%	49%	48%	57%	43%
MOBILE, BROADBAND AND PAY TV	11	1	-	1	1	2	2	-	1	-	10	1	8	2	4	6
	1%	*%	-%	*%	1%	1%	1%	-%	1%	-%	1%	*%	1%	*%	*%	1%
		10%	-%	8%	8%	23%	17%	-%	12%	-%	91%	9%	76%	24%	39%	61%
MOBILE AND PAY TV	8	-	-	-	1	1	1	2	1	1	8	*	5	3	2	6
	*%	-%	-%	-%	1%	1%	*%	1%	1%	*%	*%	*%	*%	*%	*%	1%
		-%	-%	-%	12%	18%	9%	21%	9%	14%	98%	2%	67%	33%	22%	78%
LANDLINE, MOBILE AND PAY TV	5	-	1	-	2	-	1	1	-	-	3	2	2	4	2	3
	*%	-%	*%	-%	1%	-%	*%	1%	-%	-%	*%	1%	*%	*%	*%	*%
		-%	17%	-%	30%	-%	15%	15%	-%	-%	67%	33%	30%	70%	48%	52%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE

Base : Those using the same supplier for two or more services

		TV PLATFORM/S			
	Total	**ALL TV**	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	2898	2805	450	1214	602
Effective Weighted Sample	1997	1930	348	830	416
Weighted total	2092	2019	383	865	454
		96%	18%	41%	22%
Base for %	2092	2019	383	865	454
		96%	18%	41%	22%
LANDLINE, BROADBAND AND PAY TV	839	839	233	392	270
	40%	42%	61%	45%	59%
			ac		ac
		100%	28%	47%	32%
LANDLINE AND BROADBAND	755	695	13	290	69
	36%	34%	3%	34%	15%
		bd		bd	b
		92%	2%	38%	9%
BROADBAND AND PAY TV	146	146	43	77	37
	7%	7%	11%	9%	8%
			a		
		100%	30%	53%	26%
LANDLINE, BROADBAND, MOBILE AND PAY TV	128	128	65	21	50
	6%	6%	17%	2%	11%
		c	acd		ac
		100%	51%	16%	39%
LANDLINE, MOBILE AND BROADBAND	106	99	1	45	8
	5%	5%	*%	5%	2%
		bd		bd	
		93%	1%	43%	7%

Columns Tested: a,b,c,d

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BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE

Base : Those using the same supplier for two or more services

		TV PLATFORM/S			
	Total	**ALL TV**	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	2898	2805	450	1214	602
Effective Weighted Sample	1997	1930	348	830	416
Weighted total	2092	2019	383	865	454
		96%	18%	41%	22%
MOBILE AND BROADBAND	43	40	2	16	2
	2%	2%	1%	2%	*%
		d		d	
		92%	5%	37%	4%
LANDLINE AND MOBILE	41	38	8	14	10
	2%	2%	2%	2%	2%
		92%	20%	35%	25%
LANDLINE AND PAY TV	39	39	16	15	10
	2%	2%	4%	2%	2%
			ac		
		100%	42%	38%	25%
MOBILE, BROADBAND AND PAY TV	11	11	6	1	4
	1%	1%	2%	*%	1%
			ac		c
		100%	58%	8%	34%
MOBILE AND PAY TV	8	8	2	3	3
	*%	*%	1%	*%	1%
		100%	24%	43%	41%
LANDLINE, MOBILE AND PAY TV	5	5	3	1	1
	*%	*%	1%	*%	*%
			c		
		100%	67%	18%	15%

Columns Tested: a,b,c,d

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SUMMARY OF BUNDLE OWNERSHIP - DEFINED BY SAME SUPPLIER USED FOR A NUMBER OF SERVICES

Base : Those using the same supplier for two or more services

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2898	1394	1504	362	453	954	1128	142	194	312	701	712	946	609	628	1742	374	385	397
Effective Weighted Sample	1997	948	1050	255	323	656	792	105	143	227	545	523	668	417	423	1529	252	265	351
Weighted total	2092	1016	1077	279	349	765	699	88	134	243	650	636	594	465	394	1758	177	97	60
		49%	51%	13%	17%	37%	33%	4%	6%	12%	31%	30%	28%	22%	19%	84%	8%	5%	3%
Base for %	2092	1016	1077	279	349	765	699	88	134	243	650	636	594	465	394	1758	177	97	60
		49%	51%	13%	17%	37%	33%	4%	6%	12%	31%	30%	28%	22%	19%	84%	8%	5%	3%
DOUBLE PLAY	1003	505	499	144	161	334	364	51	76	119	260	280	294	231	198	834	85	55	29
	48%	50%	46%	52%	46%	44%	52%	58%	57%	49%	40%	44%	49%	50%	50%	47%	48%	56%	48%
				e			e	j	j	j								or	
		50%	50%	14%	16%	33%	36%	5%	8%	12%	26%	28%	29%	23%	20%	83%	9%	5%	3%
TRIPLE PLAY	961	446	514	124	178	375	284	31	48	110	347	327	263	195	173	819	75	37	30
	46%	44%	48%	44%	51%	49%	41%	35%	36%	45%	53%	51%	44%	42%	44%	47%	43%	38%	49%
					f		f				ghi	lmn				q			q
		46%	54%	13%	19%	39%	30%	3%	5%	11%	36%	34%	27%	20%	18%	85%	8%	4%	3%
QUAD PLAY	128	65	63	11	10	56	51	7	10	14	43	29	37	39	23	105	16	5	1
	6%	6%	6%	4%	3%	7%	7%	8%	7%	6%	7%	5%	6%	8%	6%	6%	9%	5%	2%
						d	d							k		r	r	r	
		51%	49%	9%	8%	44%	40%	5%	8%	11%	34%	23%	29%	30%	18%	82%	13%	4%	1%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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SUMMARY OF BUNDLE OWNERSHIP - DEFINED BY SAME SUPPLIER USED FOR A NUMBER OF SERVICES

Base : Those using the same supplier for two or more services

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2898	204	210	175	199	209	200	151	204	190	2082	816	1656	1237	1497	1401
Effective Weighted Sample	1997	197	198	168	192	196	192	146	194	182	1652	367	1166	857	1000	998
Weighted total	2092	277	304	173	158	173	202	146	90	237	1796	296	1328	762	1040	1052
		13%	15%	8%	8%	8%	10%	7%	4%	11%	86%	14%	63%	36%	50%	50%
Base for %	2092	277	304	173	158	173	202	146	90	237	1796	296	1328	762	1040	1052
		13%	15%	8%	8%	8%	10%	7%	4%	11%	86%	14%	63%	36%	50%	50%
DOUBLE PLAY	1003	128	158	93	68	71	85	79	39	112	826	177	604	398	498	505
	48%	46%	52%	54%	43%	41%	42%	54%	44%	47%	46%	60%	45%	52%	48%	48%
			e	def				defh				j		l		
		13%	16%	9%	7%	7%	8%	8%	4%	11%	82%	18%	60%	40%	50%	50%
TRIPLE PLAY	961	134	129	73	82	88	101	60	45	108	851	110	652	307	490	470
	46%	48%	42%	42%	52%	51%	50%	41%	50%	46%	47%	37%	49%	40%	47%	45%
					g						k		m			
		14%	13%	8%	9%	9%	10%	6%	5%	11%	89%	11%	68%	32%	51%	49%
QUAD PLAY	128	15	18	6	8	14	17	7	6	17	119	9	72	56	51	77
	6%	5%	6%	4%	5%	8%	8%	4%	6%	7%	7%	3%	5%	7%	5%	7%
											k					n
		11%	14%	5%	6%	11%	13%	5%	4%	13%	93%	7%	56%	44%	40%	60%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

SUMMARY OF BUNDLE OWNERSHIP - DEFINED BY SAME SUPPLIER USED FOR A NUMBER OF SERVICES

Base : Those using the same supplier for two or more services

		TV PLATFORM/S			
	Total	**ALL TV**	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	2898	2805	450	1214	602
Effective Weighted Sample	1997	1930	348	830	416
Weighted total	2092	2019	383	865	454
		96%	18%	41%	22%
Base for %	2092	2019	383	865	454
		96%	18%	41%	22%
DOUBLE PLAY	1003	937	75	405	122
	48%	46%	19%	47%	27%
		bd		bd	b
		93%	7%	40%	12%
TRIPLE PLAY	961	954	243	439	282
	46%	47%	63%	51%	62%
			ac		ac
		99%	25%	46%	29%
QUAD PLAY	128	128	65	21	50
	6%	6%	17%	2%	11%
		c	acd		ac
		100%	51%	16%	39%

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

FIXED BROADBAND STANDALONE - DEFINED BY SUPPLIER USED FOR FIXED BROADBAND AND OTHER SERVICES

Base : Those with fixed broadband at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2950	1419	1531	394	473	985	1097	136	190	322	721	742	983	606	614	1760	384	401	405
Effective Weighted Sample	2032	965	1068	276	338	673	773	100	138	232	555	545	693	413	414	1553	255	280	356
Weighted total	2138	1042	1096	297	362	789	689	85	132	246	661	664	618	465	387	1795	178	104	60
		49%	51%	14%	17%	37%	32%	4%	6%	12%	31%	31%	29%	22%	18%	84%	8%	5%	3%
Base for %	2077	1013	1064	273	352	779	673	83	132	243	654	645	597	457	377	1746	170	101	59
		49%	51%	13%	17%	37%	32%	4%	6%	12%	31%	31%	29%	22%	18%	84%	8%	5%	3%
FIXED BROADBAND STANDALONE - DON'T USE FIXED BROADBAND SUPPLIER FOR ANY OTHER SERVICE	110	59	51	20	20	48	23	5	8	11	27	31	35	24	20	90	7	8	6
	5%	6%	5%	7%	6%	6%	3%	5%	6%	5%	4%	5%	6%	5%	5%	5%	4%	7%	9%
				f		f													op
		54%	46%	18%	18%	43%	21%	4%	7%	10%	24%	28%	32%	22%	18%	81%	7%	7%	5%
SAME PROVIDER FOR ANY OTHER SERVICE	1966	954	1013	253	332	731	650	79	124	232	627	614	562	432	356	1656	163	94	54
	95%	94%	95%	93%	94%	94%	97%	95%	94%	95%	96%	95%	94%	95%	95%	95%	96%	93%	91%
							ce									r	r		
		48%	52%	13%	17%	37%	33%	4%	6%	12%	32%	31%	29%	22%	18%	84%	8%	5%	3%
DON'T KNOW AT ANY SERVICE	61	29	32	24	10	10	17	2	-	3	7	19	21	8	11	49	8	3	1

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.
FIXED BROADBAND STANDALONE - DEFINED BY SUPPLIER USED FOR FIXED BROADBAND AND OTHER SERVICES

Base : Those with fixed broadband at home

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
					ENGLAND REGIONS						URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2950	213	210	188	188	218	208	146	195	194	2101	849	1714	1233	1529	1421
Effective Weighted Sample	2032	206	199	180	182	204	200	141	185	186	1676	380	1197	860	1025	1008
Weighted total	2138	289	307	185	150	182	211	144	87	242	1832	305	1365	771	1065	1072
		14%	14%	9%	7%	9%	10%	7%	4%	11%	86%	14%	64%	36%	50%	50%
Base for %	2077	287	302	176	146	175	203	134	86	237	1783	294	1336	739	1028	1049
		14%	15%	8%	7%	8%	10%	6%	4%	11%	86%	14%	64%	36%	50%	50%
FIXED BROADBAND STANDALONE - DON'T USE FIXED BROADBAND SUPPLIER FOR ANY OTHER SERVICE	110 5%	14 5%	16 5%	15 8% h	8 6%	10 6% h	9 4%	6 5%	2 2%	10 4%	91 5%	19 6%	74 6%	36 5%	54 5%	56 5%
		13%	14%	13%	7%	9%	8%	6%	1%	9%	83%	17%	67%	33%	49%	51%
SAME PROVIDER FOR ANY OTHER SERVICE	1966 95%	272 95%	286 95%	162 92%	138 94%	164 94%	194 96%	128 95%	84 98% ce	228 96%	1691 95%	275 94%	1262 94%	703 95%	974 95%	993 95%
		14%	15%	8%	7%	8%	10%	7%	4%	12%	86%	14%	64%	36%	50%	50%
DON'T KNOW AT ANY SERVICE	61	2	5	8	4	7	8	9	1	5	49	11	29	32	37	24

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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FIXED BROADBAND STANDALONE - DEFINED BY SUPPLIER USED FOR FIXED BROADBAND AND OTHER SERVICES

Base : Those with fixed broadband at home

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	2950	2837	418	1223	582
Effective Weighted Sample	2032	1950	322	832	410
Weighted total	2138	2047	360	871	451
		96%	17%	41%	21%
Base for %	2077	1995	356	848	443
		96%	17%	41%	21%
FIXED BROADBAND STANDALONE - DON'T USE FIXED BROADBAND SUPPLIER FOR ANY OTHER SERVICE	110	95	4	30	13
	5%	5%	1%	4%	3%
		b		b	
		86%	3%	28%	11%
SAME PROVIDER FOR ANY OTHER SERVICE	1966	1900	352	817	431
	95%	95%	99%	96%	97%
			ac		
		97%	18%	42%	22%
DON'T KNOW AT ANY SERVICE	61	52	4	23	8

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

FIXED BROADBAND STANDALONE - DEFINED BY SUPPLIER USED FOR FIXED BROADBAND AND OTHER SERVICES

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Base for %	2614	1271	1343	338	410	893	973	172	212	296	704	693	695	572	650	2187	225	129	73
		49%	51%	13%	16%	34%	37%	7%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
FIXED BROADBAND STANDALONE - DON'T USE FIXED BROADBAND SUPPLIER FOR ANY OTHER SERVICE	110	59	51	20	20	48	23	5	8	11	27	31	35	24	20	90	7	8	6
	4%	5%	4%	6%	5%	5%	2%	3%	4%	4%	4%	4%	5%	4%	3%	4%	3%	6%	8%
				f	f	f													op
		54%	46%	18%	18%	43%	21%	4%	7%	10%	24%	28%	32%	22%	18%	81%	7%	7%	5%
SAME PROVIDER FOR ANY OTHER SERVICE	1966	954	1013	253	332	731	650	79	124	232	627	614	562	432	356	1656	163	94	54
	75%	75%	75%	75%	81%	82%	67%	46%	59%	78%	89%	89%	81%	76%	55%	76%	72%	73%	74%
					cf	cf			g	gh	ghi	lmn	mn	n					
		48%	52%	13%	17%	37%	33%	4%	6%	12%	32%	31%	29%	22%	18%	84%	8%	5%	3%
DON'T KNOW AT ANY SERVICE	61	29	32	24	10	10	17	2	-	3	7	19	21	8	11	49	8	3	1

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.
FIXED BROADBAND STANDALONE - DEFINED BY SUPPLIER USED FOR FIXED BROADBAND AND OTHER SERVICES

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Base for %	2614	338	356	210	191	231	238	217	111	296	2266	348	1526	1085	1240	1374
		13%	14%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	47%	53%
FIXED BROADBAND STANDALONE - DON'T USE FIXED BROADBAND SUPPLIER FOR ANY OTHER SERVICE	110 4%	14 4%	16 4%	15 7% gh	8 4%	10 4% h	9 4%	6 3%	2 1%	10 3%	91 4%	19 5%	74 5%	36 3% m	54 4%	56 4%
		13%	14%	13%	7%	9%	8%	6%	1%	9%	83%	17%	67%	33%	49%	51%
SAME PROVIDER FOR ANY OTHER SERVICE	1966 75%	272 80% deg	286 81% deg	162 77% g	138 72% g	164 71% g	194 82% deg	128 59%	84 76% g	228 77% g	1691 75%	275 79% j	1262 83% m	703 65%	974 79% o	993 72%
		14%	15%	8%	7%	8%	10%	7%	4%	12%	86%	14%	64%	36%	50%	50%
DON'T KNOW AT ANY SERVICE	61	2	5	8	4	7	8	9	1	5	49	11	29	32	37	24

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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FIXED BROADBAND STANDALONE - DEFINED BY SUPPLIER USED FOR FIXED BROADBAND AND OTHER SERVICES

Base : All respondents

		TV PLATFORM/S			
	Total	**ALL TV**	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
Base for %	2614	2467	392	929	467
		94%	15%	36%	18%
FIXED BROADBAND STANDALONE - DON'T USE FIXED BROADBAND SUPPLIER FOR ANY OTHER SERVICE	110	95	4	30	13
	4%	4%	1%	3%	3%
		b		b	
		86%	3%	28%	11%
SAME PROVIDER FOR ANY OTHER SERVICE	1966	1900	352	817	431
	75%	77%	90%	88%	92%
			a	a	ac
		97%	18%	42%	22%
DON'T KNOW AT ANY SERVICE	61	52	4	23	8

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.
LANDLINE STANDALONE - DEFINED BY SUPPLIER USED FOR LANDLINE AND OTHER SERVICES (INCLUDING THOSE WHO PAY LINE RENTAL AT QE48)

Base : Those with a landline phone at home - including those who pay line rental for fixed broadband

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3400	1596	1804	371	455	988	1585	211	271	342	724	789	1038	702	865	2038	449	463	450
Effective Weighted Sample	2323	1075	1250	263	325	676	1112	152	194	248	559	568	729	475	591	1768	296	320	395
Weighted total	2342	1114	1228	285	347	786	923	120	171	254	662	674	635	514	515	1959	202	115	66
		48%	52%	12%	15%	34%	39%	5%	7%	11%	28%	29%	27%	22%	22%	84%	9%	5%	3%
Base for %	2262	1079	1183	257	336	776	893	117	168	250	655	649	612	501	498	1894	193	110	64
		48%	52%	11%	15%	34%	39%	5%	7%	11%	29%	29%	27%	22%	22%	84%	9%	5%	3%
FIXED LINE STANDALONE - DON'T USE LANDLINE SUPPLIER FOR ANY OTHER SERVICE	363	162	201	17	23	78	245	38	44	33	60	62	83	82	136	303	32	18	10
	16%	15%	17%	7%	7%	10%	27%	33%	26%	13%	9%	10%	14%	16%	27%	16%	17%	16%	15%
							cde	ij	ij				k	k	klm				
		45%	55%	5%	6%	21%	68%	11%	12%	9%	17%	17%	23%	23%	37%	84%	9%	5%	3%
SAME PROVIDER FOR ANY OTHER SERVICE	1899	917	982	240	313	698	648	78	124	217	595	587	529	419	362	1591	161	92	55
	84%	85%	83%	93%	93%	90%	73%	67%	74%	87%	91%	90%	86%	84%	73%	84%	83%	84%	85%
				f	f	f				gh	gh	lmn	n	n					
		48%	52%	13%	16%	37%	34%	4%	7%	11%	31%	31%	28%	22%	19%	84%	8%	5%	3%
DON'T KNOW AT ANY SERVICE	80	35	45	28	11	11	30	3	3	4	7	25	23	13	17	65	9	5	1

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

LANDLINE STANDALONE - DEFINED BY SUPPLIER USED FOR LANDLINE AND OTHER SERVICES (INCLUDING THOSE WHO PAY LINE RENTAL AT QE48)

Base : Those with a landline phone at home - including those who pay line rental for fixed broadband

		ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3400	226	227	205	230	265	231	206	223	225	2435	965	1726	1668	1749	1651
Effective Weighted Sample	2323	216	212	194	219	245	219	195	209	213	1920	426	1206	1163	1159	1164
Weighted total	2342	296	316	194	175	209	224	185	95	266	2006	336	1364	975	1159	1183
		13%	13%	8%	7%	9%	10%	8%	4%	11%	86%	14%	58%	42%	49%	51%
Base for %	2262	294	310	185	169	201	216	168	92	260	1942	321	1330	929	1111	1151
		13%	14%	8%	7%	9%	10%	7%	4%	11%	86%	14%	59%	41%	49%	51%
FIXED LINE STANDALONE - DON'T USE LANDLINE SUPPLIER FOR ANY OTHER SERVICE	363 16%	39 13%	42 13%	29 16%	19 11%	48 24% abcdfh	28 13%	43 26% abcdfhi	9 9%	46 18% h	321 17%	42 13%	129 10%	233 25% l	167 15%	195 17%
		11%	11%	8%	5%	13%	8%	12%	2%	13%	88%	12%	36%	64%	46%	54%
SAME PROVIDER FOR ANY OTHER SERVICE	1899 84%	255 87% eg	268 87% eg	155 84% eg	149 89% eg	153 76%	188 87% eg	125 74%	84 91% egi	214 82% g	1621 83%	279 87%	1201 90% m	696 75%	944 85%	956 83%
		13%	14%	8%	8%	8%	10%	7%	4%	11%	85%	15%	63%	37%	50%	50%
DON'T KNOW AT ANY SERVICE	80	2	6	9	6	8	8	17	2	7	64	16	34	46	48	32

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 191

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

LANDLINE STANDALONE - DEFINED BY SUPPLIER USED FOR LANDLINE AND OTHER SERVICES (INCLUDING THOSE WHO PAY LINE RENTAL AT QE48)

Base : Those with a landline phone at home - including those who pay line rental for fixed broadband

	Total	TV PLATFORM/S			
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3400	3263	433	1279	603
Effective Weighted Sample	2323	2226	334	868	415
Weighted total	2342	2240	368	890	452
		96%	16%	38%	19%
Base for %	2262	2169	362	863	444
		96%	16%	38%	20%
FIXED LINE STANDALONE - DON'T USE LANDLINE SUPPLIER FOR ANY OTHER SERVICE	363 16%	340 16% bcd	25 7%	91 11% d	27 6%
		94%	7%	25%	8%
SAME PROVIDER FOR ANY OTHER SERVICE	1899 84%	1830 84%	337 93% a	772 89% a	416 94% ac
		96%	18%	41%	22%
DON'T KNOW AT ANY SERVICE	80	71	6	27	9

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

LANDLINE STANDALONE - DEFINED BY SUPPLIER USED FOR LANDLINE AND OTHER SERVICES (INCLUDING THOSE WHO PAY LINE RENTAL AT QE48)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Base for %	2595	1266	1329	334	410	892	959	170	209	295	704	687	693	568	643	2171	224	127	72
		49%	51%	13%	16%	34%	37%	7%	8%	11%	27%	26%	27%	22%	25%	84%	9%	5%	3%
FIXED LINE STANDALONE - DON'T USE LANDLINE SUPPLIER FOR ANY OTHER SERVICE	363	162	201	17	23	78	245	38	44	33	60	62	83	82	136	303	32	18	10
	14%	13%	15%	5%	6%	9%	26%	22%	21%	11%	9%	9%	12%	14%	21%	14%	14%	14%	13%
						c	cde	ij	ij					k	klm				
		45%	55%	5%	6%	21%	68%	11%	12%	9%	17%	17%	23%	23%	37%	84%	9%	5%	3%
SAME PROVIDER FOR ANY OTHER SERVICE	1899	917	982	240	313	698	648	78	124	217	595	587	529	419	362	1591	161	92	55
	73%	72%	74%	72%	76%	78%	68%	46%	60%	74%	84%	85%	76%	74%	56%	73%	72%	72%	76%
					f	cf			g	gh	ghi	lmn	n	n					
		48%	52%	13%	16%	37%	34%	4%	7%	11%	31%	31%	28%	22%	19%	84%	8%	5%	3%
DON'T KNOW AT ANY SERVICE	80	35	45	28	11	11	30	3	3	4	7	25	23	13	17	65	9	5	1

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

LANDLINE STANDALONE - DEFINED BY SUPPLIER USED FOR LANDLINE AND OTHER SERVICES (INCLUDING THOSE WHO PAY LINE RENTAL AT QE48)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Base for %	2595	338	354	209	189	230	238	209	109	294	2251	344	1521	1071	1229	1366
		13%	14%	8%	7%	9%	9%	8%	4%	11%	87%	13%	59%	41%	47%	53%
FIXED LINE STANDALONE - DON'T USE LANDLINE SUPPLIER FOR ANY OTHER SERVICE	363 14%	39 12%	42 12%	29 14%	19 10%	48 21%	28 12%	43 21%	9 8%	46 16%	321 14%	42 12%	129 9%	233 22%	167 14%	195 14%
				h		abcdfh		abdfh		h				l		
		11%	11%	8%	5%	13%	8%	12%	2%	13%	88%	12%	36%	64%	46%	54%
SAME PROVIDER FOR ANY OTHER SERVICE	1899 73%	255 75%	268 76%	155 74%	149 79%	153 66%	188 79%	125 59%	84 77%	214 73%	1621 72%	279 81%	1201 79%	696 65%	944 77%	956 70%
		eg	eg	g	eg		eg		eg	g		j	m		o	
		13%	14%	8%	8%	8%	10%	7%	4%	11%	85%	15%	63%	37%	50%	50%
DON'T KNOW AT ANY SERVICE	80	2	6	9	6	8	8	17	2	7	64	16	34	46	48	32

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.
LANDLINE STANDALONE - DEFINED BY SUPPLIER USED FOR LANDLINE AND OTHER SERVICES (INCLUDING THOSE WHO PAY LINE RENTAL AT QE48)

Base : All respondents

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
Base for %	2595	2448	390	925	466
		94%	15%	36%	18%
FIXED LINE STANDALONE - DON'T USE LANDLINE SUPPLIER FOR ANY OTHER SERVICE	363	340	25	91	27
	14%	14%	6%	10%	6%
		bcd		d	
		94%	7%	25%	8%
SAME PROVIDER FOR ANY OTHER SERVICE	1899	1830	337	772	416
	73%	75%	86%	83%	89%
			a	a	ac
		96%	18%	41%	22%
DON'T KNOW AT ANY SERVICE	80	71	6	27	9

Columns Tested: a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 193

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

MOBILE (PERSONAL) STANDALONE - DEFINED BY SUPPLIER USED FOR MOBILE AND OTHER SERVICES

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3598	1733	1865	481	560	1129	1427	239	294	381	775	793	1114	737	946	2170	466	486	476
Effective Weighted Sample	2482	1182	1302	338	398	777	1010	175	212	273	597	575	788	501	660	1895	310	347	420
Weighted total	2519	1231	1288	354	419	890	856	144	193	283	706	688	690	549	587	2112	211	125	70
		49%	51%	14%	17%	35%	34%	6%	8%	11%	28%	27%	27%	22%	23%	84%	8%	5%	3%
Base for %	2432	1191	1241	325	406	876	824	141	190	278	699	666	664	536	564	2044	200	120	69
		49%	51%	13%	17%	36%	34%	6%	8%	11%	29%	27%	27%	22%	23%	84%	8%	5%	3%
MOBILE (PERSONAL) STANDALONE - DON'T USE MOBILE NETWORK FOR ANY OTHER SERVICE	2092	1021	1071	287	362	747	696	125	167	248	591	571	566	452	500	1763	162	106	62
	86%	86%	86%	88%	89%	85%	84%	89%	88%	89%	85%	86%	85%	84%	89%	86%	81%	88%	90%
					f										m	p		p	op
		49%	51%	14%	17%	36%	33%	6%	8%	12%	28%	27%	27%	22%	24%	84%	8%	5%	3%
SAME PROVIDER FOR ANY OTHER SERVICE	340	170	170	38	44	129	129	15	23	31	108	94	97	84	64	281	38	14	7
	14%	14%	14%	12%	11%	15%	16%	11%	12%	11%	15%	14%	15%	16%	11%	14%	19%	12%	10%
							d							n		r	oqr		
		50%	50%	11%	13%	38%	38%	4%	7%	9%	32%	28%	29%	25%	19%	83%	11%	4%	2%
DON'T KNOW AT ANY SERVICE	87	40	47	29	13	14	31	4	3	5	7	23	26	13	23	69	12	5	2

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

MOBILE (PERSONAL) STANDALONE - DEFINED BY SUPPLIER USED FOR MOBILE AND OTHER SERVICES

Base : Those who personally use a mobile phone

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3598	254	242	206	236	288	235	223	249	237	2637	961	1955	1638	1782	1816
Effective Weighted Sample	2482	244	228	197	226	268	225	214	236	226	2085	420	1367	1155	1185	1297
Weighted total	2519	333	344	199	182	226	232	204	107	285	2188	332	1530	986	1203	1316
		13%	14%	8%	7%	9%	9%	8%	4%	11%	87%	13%	61%	39%	48%	52%
Base for %	2432	329	338	190	177	215	223	189	104	279	2115	317	1494	936	1157	1275
		14%	14%	8%	7%	9%	9%	8%	4%	11%	87%	13%	61%	38%	48%	52%
MOBILE (PERSONAL) STANDALONE - DON'T USE MOBILE NETWORK FOR ANY OTHER SERVICE	2092 86%	292 89% ef	302 89% ef	166 87%	152 86%	177 82%	182 81%	162 86%	89 85%	242 87%	1828 86%	264 83%	1284 86%	806 86%	997 86%	1095 86%
		14%	14%	8%	7%	8%	9%	8%	4%	12%	87%	13%	61%	39%	48%	52%
SAME PROVIDER FOR ANY OTHER SERVICE	340 14%	36 11%	36 11%	24 13%	25 14%	39 18% ab	41 19% ab	27 14%	15 15%	37 13%	287 14%	53 17%	210 14%	130 14%	160 14%	180 14%
		11%	11%	7%	7%	11%	12%	8%	5%	11%	84%	16%	62%	38%	47%	53%
DON'T KNOW AT ANY SERVICE	87	4	6	9	6	11	9	15	3	6	73	15	37	50	46	41

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.
MOBILE (PERSONAL) STANDALONE - DEFINED BY SUPPLIER USED FOR MOBILE AND OTHER SERVICES

Base : Those who personally use a mobile phone

		TV PLATFORM/S			
	Total	**ALL TV**	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3598	3411	458	1329	603
Effective Weighted Sample	2482	2347	353	904	419
Weighted total	2519	2376	388	932	456
		94%	15%	37%	18%
Base for %	2432	2302	381	905	447
		95%	16%	37%	18%
MOBILE (PERSONAL) STANDALONE - DON'T USE MOBILE NETWORK FOR ANY OTHER SERVICE	2092 86%	1976 86% b	294 77%	803 89% abd	370 83% b
		94%	14%	38%	18%
SAME PROVIDER FOR ANY OTHER SERVICE	340 14%	326 14% c	87 23% acd	102 11%	77 17% c
		96%	26%	30%	23%
DON'T KNOW AT ANY SERVICE	87	74	7	27	9

Columns Tested: a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 194

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

MOBILE (PERSONAL) STANDALONE - DEFINED BY SUPPLIER USED FOR MOBILE AND OTHER SERVICES

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Base for %	2588	1260	1327	333	408	889	958	170	209	294	704	689	690	567	638	2167	221	127	72
		49%	51%	13%	16%	34%	37%	7%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
MOBILE (PERSONAL) STANDALONE - DON'T USE MOBILE NETWORK FOR ANY OTHER SERVICE	2092 81%	1021 81%	1071 81%	287 86% f	362 89% ef	747 84% f	696 73%	125 74%	167 80%	248 84% g	591 84% g	571 83% n	566 82%	452 80%	500 78%	1763 81% p	162 73%	106 83% p	62 86% op
		49%	51%	14%	17%	36%	33%	6%	8%	12%	28%	27%	27%	22%	24%	84%	8%	5%	3%
SAME PROVIDER FOR ANY OTHER SERVICE	340 13%	170 13%	170 13%	38 12%	44 11%	129 15%	129 13%	15 9%	23 11%	31 10%	108 15% g	94 14% n	97 14% n	84 15% n	64 10%	281 13% r	38 17% oqr	14 11%	7 9%
		50%	50%	11%	13%	38%	38%	4%	7%	9%	32%	28%	29%	25%	19%	83%	11%	4%	2%
DON'T KNOW AT ANY SERVICE	87	40	47	29	13	14	31	4	3	5	7	23	26	13	23	69	12	5	2

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

MOBILE (PERSONAL) STANDALONE - DEFINED BY SUPPLIER USED FOR MOBILE AND OTHER SERVICES

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Base for %	2588	336	354	209	189	228	237	211	109	294	2243	345	1518	1067	1231	1356
		13%	14%	8%	7%	9%	9%	8%	4%	11%	87%	13%	59%	41%	48%	52%
MOBILE (PERSONAL) STANDALONE - DON'T USE MOBILE NETWORK FOR ANY OTHER SERVICE	2092 81%	292 87% cdefg	302 85% efg	166 79%	152 80%	177 78%	182 77%	162 77%	89 82%	242 82%	1828 82% k	264 77%	1284 85% m	806 76%	997 81%	1095 81%
		14%	14%	8%	7%	8%	9%	8%	4%	12%	87%	13%	61%	39%	48%	52%
SAME PROVIDER FOR ANY OTHER SERVICE	340 13%	36 11%	36 10%	24 11%	25 13%	39 17% ab	41 17% ab	27 13%	15 14%	37 13%	287 13%	53 15%	210 14%	130 12%	160 13%	180 13%
		11%	11%	7%	7%	11%	12%	8%	5%	11%	84%	16%	62%	38%	47%	53%
DON'T KNOW AT ANY SERVICE	87	4	6	9	6	11	9	15	3	6	73	15	37	50	46	41

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.
MOBILE (PERSONAL) STANDALONE - DEFINED BY SUPPLIER USED FOR MOBILE AND OTHER SERVICES

Base : All respondents

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
Base for %	2588	2445	389	925	466
		94%	15%	36%	18%
MOBILE (PERSONAL) STANDALONE - DON'T USE MOBILE NETWORK FOR ANY OTHER SERVICE	2092 81%	1976 81% b	294 76%	803 87% abd	370 79%
		94%	14%	38%	18%
SAME PROVIDER FOR ANY OTHER SERVICE	340 13%	326 13%	87 22% acd	102 11%	77 17% c
		96%	26%	30%	23%
DON'T KNOW AT ANY SERVICE	87	74	7	27	9

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

PAY TV STANDALONE - DEFINED BY SUPPLIER USED FOR PAY TV AND OTHER SERVICES

Base : Those with a Pay TV service

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K- 15.59K	15.6K- 25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2113	1020	1093	277	331	732	772	96	118	212	546	518	690	447	455	1291	262	245	315
Effective Weighted Sample	1470	694	776	195	239	511	551	71	88	154	429	386	484	306	320	1129	182	176	278
Weighted total	1551	747	804	211	260	604	475	57	82	170	515	478	432	341	297	1305	132	66	48
		48%	52%	14%	17%	39%	31%	**	5%	11%	33%	31%	28%	22%	19%	84%	9%	4%	3%
Base for %	1514	730	785	201	257	596	461	55	82	168	513	468	422	334	288	1274	128	64	47
		48%	52%	13%	17%	39%	30%	**	5%	11%	34%	31%	28%	22%	19%	84%	8%	4%	3%
PAY TV STANDALONE - DON'T USE PAY TV SUPPLIER FOR ANY OTHER SERVICE	356	182	175	41	52	140	124	**	20	35	112	115	99	68	75	292	31	24	10
	24%	25%	22%	21%	20%	23%	27% d	**	24%	21%	22%	25%	23%	20%	26%	23%	24%	37% opr	21%
		51%	49%	12%	14%	39%	35%	**	6%	10%	31%	32%	28%	19%	21%	82%	9%	7%	3%
SAME PROVIDER FOR ANY OTHER SERVICE	1158	548	610	159	205	456	337	**	62	133	401	352	324	266	213	982	97	40	37
	76%	75%	78%	79%	80% f	77%	73%	**	76%	79%	78%	75%	77%	80%	74%	77% q	76% q	63%	79% q
		47%	53%	14%	18%	39%	29%	**	5%	11%	35%	30%	28%	23%	18%	85%	8%	3%	3%
DON'T KNOW AT ANY SERVICE	36	17	19	10	4	8	14	**	1	2	3	10	10	7	9	30	4	2	1

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

PAY TV STANDALONE - DEFINED BY SUPPLIER USED FOR PAY TV AND OTHER SERVICES

Base : Those with a Pay TV service

		ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2113	138	142	121	152	169	158	117	151	143	1598	515	1258	849	1104	1009
Effective Weighted Sample	1470	134	134	116	147	161	151	112	144	137	1258	230	886	601	737	733
Weighted total	1551	191	214	121	121	138	160	112	68	180	1374	177	1014	534	773	777
		12%	14%	8%	8%	9%	10%	7%	4%	12%	89%	11%	65%	34%	50%	50%
Base for %	1514	189	214	116	118	133	157	104	67	177	1346	168	998	513	751	763
		13%	14%	8%	8%	9%	10%	7%	4%	12%	89%	11%	66%	34%	50%	50%
PAY TV STANDALONE - DON'T USE PAY TV SUPPLIER FOR ANY OTHER SERVICE	356 24%	34 18%	42 20%	34 30% ade	21 18%	24 18%	46 30% ade	31 30% ade	14 22%	45 25%	288 21%	69 41% j	227 23%	129 25%	197 26% o	160 21%
		10%	12%	10%	6%	7%	13%	9%	4%	13%	81%	19%	64%	36%	55%	45%
SAME PROVIDER FOR ANY OTHER SERVICE	1158 76%	155 82% cfg	172 80%	81 70%	97 82% cfg	109 82% cfg	111 70%	73 70%	52 78%	133 75%	1058 79% k	99 59%	771 77%	384 75%	555 74%	603 79% n
		13%	15%	7%	8%	9%	10%	6%	5%	11%	91%	9%	67%	33%	48%	52%
DON'T KNOW AT ANY SERVICE	36	1	1	6	4	5	2	8	1	2	28	9	15	21	22	14

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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PAY TV STANDALONE - DEFINED BY SUPPLIER USED FOR PAY TV AND OTHER SERVICES

Base : Those with a Pay TV service

		TV PLATFORM/S			
	Total	**ALL TV**	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	2113	2113	470	1170	604
Effective Weighted Sample	1470	1470	363	784	418
Weighted total	1551	1551	396	802	453
		100%	26%	52%	29%
Base for %	1514	1514	389	778	445
		100%	26%	51%	29%
PAY TV STANDALONE - DON'T USE PAY TV SUPPLIER FOR ANY OTHER SERVICE	356 24%	356 24% bd 100%	26 7% 7%	278 36% abd 78%	74 17% b 21%
SAME PROVIDER FOR ANY OTHER SERVICE	1158 76%	1158 76% c 100%	364 93% acd 31%	500 64% 43%	371 83% ac 32%
DON'T KNOW AT ANY SERVICE	36	36	7	23	7

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

PAY TV STANDALONE - DEFINED BY SUPPLIER USED FOR PAY TV AND OTHER SERVICES

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K- 15.59K	15.6K- 25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Base for %	2639	1283	1356	352	417	895	975	172	211	297	708	702	706	574	652	2206	229	130	73
		49%	51%	13%	16%	34%	37%	7%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
PAY TV STANDALONE - DON'T USE PAY TV SUPPLIER FOR ANY OTHER SERVICE	356	182	175	41	52	140	124	12	20	35	112	115	99	68	75	292	31	24	10
	14%	14%	13%	12%	12%	16%	13%	7%	9%	12%	16% gh	16% mn	14%	12%	12%	13%	13%	18% o	14%
		51%	49%	12%	14%	39%	35%	3%	6%	10%	31%	32%	28%	19%	21%	82%	9%	7%	3%
SAME PROVIDER FOR ANY OTHER SERVICE	1158	548	610	159	205	456	337	43	62	133	401	352	324	266	213	982	97	40	37
	44%	43%	45%	45% f	49% f	51% f	35%	25%	29%	45% gh	57% ghi	50% n	46% n	46% n	33%	45% q	42% q	31%	51% opq
		47%	53%	14%	18%	39%	29%	4%	5%	11%	35%	30%	28%	23%	18%	85%	8%	3%	3%
DON'T KNOW AT ANY SERVICE	36	17	19	10	4	8	14	2	1	2	3	10	10	7	9	30	4	2	1

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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PAY TV STANDALONE - DEFINED BY SUPPLIER USED FOR PAY TV AND OTHER SERVICES

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Base for %	2639	339	359	213	191	233	243	218	111	298	2288	351	1539	1096	1255	1383
		13%	14%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
PAY TV STANDALONE - DON'T USE PAY TV SUPPLIER FOR ANY OTHER SERVICE	356	34	42	34	21	24	46	31	14	45	288	69	227	129	197	160
	14%	10%	12%	16%	11%	10%	19%	14%	13%	15%	13%	20%	15%	12%	16%	12%
							abde					j	m		o	
		10%	12%	10%	6%	7%	13%	9%	4%	13%	81%	19%	64%	36%	55%	45%
SAME PROVIDER FOR ANY OTHER SERVICE	1158	155	172	81	97	109	111	73	52	133	1058	99	771	384	555	603
	44%	46%	48%	38%	51%	47%	46%	34%	47%	45%	46%	28%	50%	35%	44%	44%
		g	cg		cg	g	g		g	g	k		m			
		13%	15%	7%	8%	9%	10%	6%	5%	11%	91%	9%	67%	33%	48%	52%
DON'T KNOW AT ANY SERVICE	36	1	1	6	4	5	2	8	1	2	28	9	15	21	22	14

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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PAY TV STANDALONE - DEFINED BY SUPPLIER USED FOR PAY TV AND OTHER SERVICES

Base : All respondents

		TV PLATFORM/S			
Significance Level: 95%	Total	**ALL TV** a	**CABLE** b	**SATE- LLITE** c	**HYBRID IPTV** d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519 94%	396 15%	953 36%	475 18%
Base for %	2639	2483 94%	389 15%	929 35%	468 18%
PAY TV STANDALONE - DON'T USE PAY TV SUPPLIER FOR ANY OTHER SERVICE	356 14%	356 14% b 100%	26 7% 7%	278 30% abd 78%	74 16% b 21%
SAME PROVIDER FOR ANY OTHER SERVICE	1158 44%	1158 47% 100%	364 93% acd 31%	500 54% a 43%	371 79% ac 32%
DON'T KNOW AT ANY SERVICE	36	36	7	23	7

Columns Tested: a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 197

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QZ1 (QZ10). SHOWCARD How would you describe your national identity? (SINGLE CODE)

Base : All respondents (who gave their consent to answer this question)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3703	1769	1934	455	532	1085	1630	291	326	396	761	802	1111	748	1034	2273	508	517	405
Effective Weighted Sample	2568	1213	1357	325	382	761	1154	210	230	284	585	578	797	510	729	1969	334	362	355
Weighted total	2576	1253	1323	343	405	874	954	167	203	292	691	689	694	556	632	2162	227	129	58
		49%	51%	13%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	2%
English	1403	693	710	171	201	443	588	93	118	160	373	362	365	334	339	1378	5	18	1
	54%	55%	54%	50%	50%	51%	62% cde	56%	58%	55%	54%	53%	53%	60% kln	54%	64% pqr	2%	14% pr	2%
		49%	51%	12%	14%	32%	42%	7%	8%	11%	27%	26%	26%	24%	24%	98%	*%	1%	*%
Scottish	197	101	96	24	30	64	78	20	15	24	43	37	54	45	59	20	175	1	*
	8%	8%	7%	7%	7%	7%	8%	12% j	8%	8%	6%	5%	8%	8%	9% k	1%	77% oqr	1%	1%
		51%	49%	12%	15%	33%	40%	10%	8%	12%	22%	19%	27%	23%	30%	10%	89%	1%	*%
Welsh	95	47	48	9	15	34	37	6	8	16	14	22	19	26	28	12	1	82	*
	4%	4%	4%	3%	4%	4%	4%	3%	4%	5% j	2%	3%	3%	5%	4%	1%	*%	64% opr	*%
		49%	51%	9%	16%	36%	39%	6%	9%	17%	15%	23%	20%	27%	30%	13%	1%	87%	*%
Northern Irish	17	8	9	3	3	5	6	1	1	1	3	2	5	4	5	4	1	*	12
	1%	1%	1%	1%	1%	1%	1%	1%	*%	*%	*%	*%	1%	1%	1%	*%	*%	*%	21% opq
		47%	53%	18%	18%	31%	33%	7%	3%	5%	18%	14%	29%	23%	32%	23%	3%	1%	73%
British	650	308	342	95	103	243	209	34	43	73	185	212	183	104	151	567	28	24	31
	25%	25%	26%	28% f	25%	28% f	22%	20%	21%	25%	27%	31% mn	26% m	19%	24% m	26% pq	12%	19% p	53% opq
		47%	53%	15%	16%	37%	32%	5%	7%	11%	29%	33%	28%	16%	23%	87%	4%	4%	5%
Irish	36	17	19	3	5	12	16	3	1	5	10	9	11	8	8	21	2	*	13
	1%	1%	1%	1%	1%	1%	2%	2%	1%	2%	1%	1%	2%	1%	1%	1%	1%	*%	22% opq
		48%	52%	7%	13%	34%	45%	8%	3%	13%	27%	26%	30%	22%	23%	57%	7%	1%	35%
Other	179	80	99	38	48	71	21	10	16	14	63	44	58	35	42	160	15	3	1
	7%	6%	7%	11% f	12% ef	8% f	2%	6%	8%	5%	9% i	6%	8%	6%	7%	7% qr	6% qr	3%	1%
		45%	55%	21%	27%	40%	12%	5%	9%	8%	35%	25%	32%	20%	23%	90%	8%	2%	*%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QZ1 (QZ10). SHOWCARD How would you describe your national identity? (SINGLE CODE)

Base : All respondents (who gave their consent to answer this question)

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3703	254	256	224	243	293	241	246	264	252	2702	1001	1889	1809	1849	1854
Effective Weighted Sample	2568	243	240	213	231	271	229	233	249	239	2153	439	1343	1276	1232	1336
Weighted total	2576	328	358	210	182	225	233	219	112	296	2233	343	1507	1067	1236	1340
		13%	14%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	41%	48%	52%
English	1403	66	283	148	127	150	157	201	52	195	1212	191	786	616	794	609
	54%	20%	79%	71%	69%	67%	67%	92%	46%	66%	54%	56%	52%	58%	64%	45%
			acdefhi	ah	ah	ah	ah	abcdefhi	a	ah				l	o	
		5%	20%	11%	9%	11%	11%	14%	4%	14%	86%	14%	56%	44%	57%	43%
Scottish	197	6	3	1	1	3	1	4	1	-	166	30	110	86	68	128
	8%	2%	1%	*%	1%	1%	1%	2%	1%	-%	7%	9%	7%	8%	6%	10%
		i						i								n
		3%	2%	*%	1%	1%	1%	2%	*%	-%	85%	15%	56%	44%	35%	65%
Welsh	95	2	3	1	1	2	-	1	-	2	77	18	55	40	41	54
	4%	1%	1%	1%	1%	1%	-%	*%	-%	1%	3%	5%	4%	4%	3%	4%
		2%	4%	1%	1%	2%	-%	1%	-%	2%	82%	18%	58%	42%	43%	57%
Northern Irish	17	-	1	1	1	1	-	-	-	-	9	7	8	8	6	11
	1%	-%	*%	*%	1%	*%	-%	-%	-%	-%	*%	2%	1%	1%	*%	1%
												j				
		-%	5%	5%	9%	4%	-%	-%	-%	-%	56%	44%	50%	50%	36%	64%
British	650	187	49	40	39	58	52	7	48	87	579	71	403	247	255	395
	25%	57%	14%	19%	21%	26%	22%	3%	43%	30%	26%	21%	27%	23%	21%	29%
		bcdefghi	g	g	bg	bg	bg		bcdefgi	bcdg	k		m			n
		29%	8%	6%	6%	9%	8%	1%	7%	13%	89%	11%	62%	38%	39%	61%
Irish	36	5	1	2	2	4	3	-	1	1	25	11	17	18	18	18
	1%	2%	*%	1%	1%	2%	1%	-%	1%	*%	1%	3%	1%	2%	1%	1%
												j				
		14%	3%	7%	6%	10%	9%	-%	4%	4%	70%	30%	48%	51%	49%	51%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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Table 197

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QZ1 (QZ10). SHOWCARD How would you describe your national identity? (SINGLE CODE)

Base : All respondents (who gave their consent to answer this question)

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3703	254	256	224	243	293	241	246	264	252	2702	1001	1889	1809	1849	1854
Effective Weighted Sample	2568	243	240	213	231	271	229	233	249	239	2153	439	1343	1276	1232	1336
Weighted total	2576	328	358	210	182	225	233	219	112	296	2233	343	1507	1067	1236	1340
		13%	14%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	41%	48%	52%
Other	179	62	17	15	11	8	20	7	10	10	164	15	127	52	54	124
	7%	19%	5%	7%	6%	4%	8%	3%	9%	3%	7%	4%	8%	5%	4%	9%
		bcdefghi		g			egi		begi		k		m			n
		35%	9%	9%	6%	4%	11%	4%	6%	6%	92%	8%	71%	29%	30%	70%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QZ1 (QZ10). SHOWCARD How would you describe your national identity? (SINGLE CODE)

Base : All respondents (who gave their consent to answer this question)

		TV PLATFORM/S			
	Total	**ALL TV**	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	3703	3508	442	1317	604
Effective Weighted Sample	2568	2426	346	906	418
Weighted total	2576	2427	380	934	452
		94%	15%	36%	18%
English	1403	1355	220	502	251
	54%	56%	58%	54%	55%
		97%	16%	36%	18%
Scottish	197	186	41	57	36
	8%	8%	11%	6%	8%
			c		
		95%	21%	29%	18%
Welsh	95	93	6	41	12
	4%	4%	2%	4%	3%
		b		b	
		98%	6%	43%	13%
Northern Irish	17	16	1	7	1
	1%	1%	*%	1%	*%
		98%	5%	41%	8%
British	650	608	86	268	116
	25%	25%	23%	29%	26%
				ab	
		94%	13%	41%	18%
Irish	36	33	7	13	8
	1%	1%	2%	1%	2%
		91%	20%	37%	23%
Other	179	136	19	46	28
	7%	6%	5%	5%	6%
		76%	11%	26%	16%

Columns Tested: a,b,c,d

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QZ2. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents (who gave their consent to answer this question)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3702	1763	1939	457	533	1072	1639	290	328	398	759	800	1105	753	1036	2274	514	521	393
Effective Weighted Sample	2575	1212	1365	327	386	752	1162	209	231	286	582	577	796	516	731	1971	339	365	345
Weighted total	2575	1246	1329	345	408	861	961	164	203	294	683	685	691	560	634	2159	229	130	57
		48%	52%	13%	16%	33%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	2%
WHITE																			
British	1241	583	658	143	195	426	477	69	100	133	339	362	334	271	272	1112	39	50	40
	48%	47%	49%	41%	48%	49%	50%	42%	50%	45%	50%	53%	48%	48%	43%	52%	17%	38%	71%
						c	c					n	n			pq		p	opq
		47%	53%	11%	16%	34%	38%	6%	8%	11%	27%	29%	27%	22%	22%	90%	3%	4%	3%
English	686	350	336	86	83	205	312	52	50	89	155	164	174	160	187	670	5	10	1
	27%	28%	25%	25%	20%	24%	32%	32%	25%	30%	23%	24%	25%	28%	29%	31%	2%	8%	1%
							cde	j		j					k	pqr		pr	
		51%	49%	13%	12%	30%	45%	8%	7%	13%	23%	24%	25%	23%	27%	98%	1%	2%	*%
Scottish	181	86	95	21	30	59	71	19	17	20	42	36	49	40	54	13	167	1	*
	7%	7%	7%	6%	7%	7%	7%	12%	8%	7%	6%	5%	7%	7%	9%	1%	73%	1%	1%
								j							k		oqr		
		48%	52%	12%	17%	32%	39%	10%	9%	11%	23%	20%	27%	22%	30%	7%	92%	1%	*%
Welsh	78	38	40	7	14	23	33	5	7	10	12	19	13	22	24	12	*	65	*
	3%	3%	3%	2%	3%	3%	3%	3%	4%	4%	2%	3%	2%	4%	4%	1%	*%	50%	*%
														l	l			opr	
		49%	51%	9%	18%	30%	43%	7%	9%	13%	16%	24%	17%	28%	31%	15%	1%	84%	*%
Irish	43	23	20	5	6	15	17	4	1	5	13	11	14	7	10	25	3	*	14
	2%	2%	2%	1%	1%	2%	2%	3%	*%	2%	2%	2%	2%	1%	2%	1%	1%	*%	25%
																			opq
		53%	47%	11%	13%	36%	40%	10%	2%	12%	30%	26%	33%	17%	23%	59%	7%	1%	33%
Any other white background	128	55	73	26	34	54	15	5	11	13	54	36	32	33	28	116	9	2	1
	5%	4%	6%	7%	8%	6%	2%	3%	6%	4%	8%	5%	5%	6%	4%	5%	4%	2%	1%
				f	f	f					gi					qr	r		
		43%	57%	20%	27%	42%	11%	4%	9%	10%	42%	28%	25%	26%	22%	91%	7%	2%	1%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 198

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QZ2. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents (who gave their consent to answer this question)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3702	1763	1939	457	533	1072	1639	290	328	398	759	800	1105	753	1036	2274	514	521	393
Effective Weighted Sample	2575	1212	1365	327	386	752	1162	209	231	286	582	577	796	516	731	1971	339	365	345
Weighted total	2575	1246	1329	345	408	861	961	164	203	294	683	685	691	560	634	2159	229	130	57
		48%	52%	13%	16%	33%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	2%
MIXED																			
White and Black Caribbean	11	6	5	4	1	5	2	-	-	2	4	3	2	3	3	11	-	-	*
	*%	*%	*%	1%	*%	1%	*%	-%	-%	1%	1%	*%	*%	1%	*%	1%	-%	-%	*%
				f															
		50%	50%	34%	6%	43%	18%	-%	-%	16%	36%	30%	21%	25%	24%	99%	-%	-%	1%
White and Black African	5	2	3	3	2	-	-	-	1	1	1	1	4	-	1	3	2	-	-
	*%	*%	*%	1%	1%	-%	-%	-%	1%	*%	*%	*%	1%	-%	*%	*%	1%	-%	-%
				ef	ef												o		
		41%	59%	59%	41%	-%	-%	-%	27%	14%	20%	20%	67%	-%	13%	59%	41%	-%	-%
White and Asian	4	*	4	2	-	2	*	1	-	-	1	2	*	-	1	4	*	*	-
	*%	*%	*%	1%	-%	*%	*%	1%	-%	-%	*%	*%	*%	-%	*%	*%	*%	*%	-%
				f															
		1%	99%	44%	-%	54%	1%	20%	-%	-%	34%	44%	5%	-%	20%	95%	4%	1%	-%
Any other mixed/ multiple ethnic background	1	-	1	-	1	*	*	*	1	-	-	-	-	*	1	1	-	*	-
	*%	-%	*%	-%	*%	*%	*%	*%	*%	-%	-%	-%	-%	*%	*%	*%	-%	*%	-%
		-%	100%	-%	63%	11%	26%	11%	63%	-%	-%	-%	-%	11%	89%	89%	-%	11%	-%
ASIAN AND BRITISH ASIAN																			
Indian	50	31	19	10	11	22	7	1	-	3	12	10	18	5	17	49	-	*	-
	2%	2%	1%	3%	3%	3%	1%	1%	-%	1%	2%	1%	3%	1%	3%	2%	-%	*%	-%
				f	f	f					h		m		m	pqr			
		61%	39%	20%	23%	45%	13%	3%	-%	6%	24%	20%	37%	9%	34%	100%	-%	*%	-%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QZ2. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents (who gave their consent to answer this question)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3702	1763	1939	457	533	1072	1639	290	328	398	759	800	1105	753	1036	2274	514	521	393
Effective Weighted Sample	2575	1212	1365	327	386	752	1162	209	231	286	582	577	796	516	731	1971	339	365	345
Weighted total	2575	1246	1329	345	408	861	961	164	203	294	683	685	691	560	634	2159	229	130	57
		48%	52%	13%	16%	33%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	2%
Pakistani	21	9	12	3	5	10	2	1	1	3	7	4	4	-	13	21	-	-	-
	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	-%	2%	1%	-%	-%	-%
				f	f	f									klm				
		44%	56%	16%	26%	48%	10%	6%	5%	12%	32%	20%	20%	-%	60%	100%	-%	-%	-%
Bangladeshi	15	9	6	5	2	8	1	-	3	-	4	8	5	1	1	15	-	-	-
	1%	1%	*%	1%	*%	1%	*%	-%	2%	-%	1%	1%	1%	*%	*%	1%	-%	-%	-%
				f		f			i			n	n						
		61%	39%	32%	10%	54%	4%	-%	21%	-%	25%	51%	36%	10%	4%	100%	-%	-%	-%
Any other Asian background	14	4	10	6	4	1	3	2	-	2	1	2	3	3	6	13	1	-	-
	1%	*%	1%	2%	1%	*%	*%	1%	-%	1%	*%	*%	1%	1%	1%	1%	*%	-%	-%
				ef	e														
		32%	68%	42%	29%	9%	20%	11%	-%	18%	9%	11%	24%	22%	43%	95%	5%	-%	-%
BLACK AND BLACK BRITISH																			
Caribbean	8	6	2	-	-	4	4	-	-	2	5	4	1	3	-	8	-	-	-
	*%	*%	*%	-%	-%	1%	*%	-%	-%	1%	1%	1%	*%	1%	-%	*%	-%	-%	-%
												n		n					
		75%	25%	-%	-%	53%	47%	-%	-%	20%	61%	46%	13%	41%	-%	100%	-%	-%	-%
African	44	19	25	12	8	15	10	2	5	9	19	8	19	7	10	43	*	*	-
	2%	2%	2%	3%	2%	2%	1%	1%	3%	3%	3%	1%	3%	1%	2%	2%	*%	*%	-%
				f									k			pqr			
		43%	57%	26%	18%	34%	22%	3%	12%	20%	44%	18%	44%	15%	23%	99%	1%	*%	-%
Any other black background	1	*	1	*	1	-	-	*	-	-	1	-	1	-	-	1	-	-	-
	*%	*%	*%	*%	*%	-%	-%	*%	-%	-%	*%	-%	*%	-%	-%	*%	-%	-%	-%
		25%	75%	25%	75%	-%	-%	25%	-%	-%	75%	-%	100%	-%	-%	100%	-%	-%	-%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QZ2. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents (who gave their consent to answer this question)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3702	1763	1939	457	533	1072	1639	290	328	398	759	800	1105	753	1036	2274	514	521	393
Effective Weighted Sample	2575	1212	1365	327	386	752	1162	209	231	286	582	577	796	516	731	1971	339	365	345
Weighted total	2575	1246	1329	345	408	861	961	164	203	294	683	685	691	560	634	2159	229	130	57
		48%	52%	13%	16%	33%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	2%

MIDDLE EAST AND ARABIC ORIGIN

	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Middle Eastern, including Arabic origin	6	5	1	3	-	2	-	-	1	2	-	2	4	-	-	5	-	*	-
	*%	*%	*%	1%	-%	*%	-%	-%	1%	1%	-%	*%	1%	-%	-%	*%	-%	*%	-%
				df									n						
		86%	14%	59%	-%	41%	-%	-%	18%	29%	-%	37%	63%	-%	-%	92%	-%	8%	-%
Iranian	2	-	2	-	2	-	-	-	-	-	2	2	-	-	-	2	-	-	-
	*%	-%	*%	-%	*%	-%	-%	-%	-%	-%	*%	*%	-%	-%	-%	*%	-%	-%	-%
					f														
		-%	100%	-%	100%	-%	-%	-%	-%	-%	100%	100%	-%	-%	-%	100%	-%	-%	-%

CHINESE OR OTHER ETHNIC GROUP

	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Chinese	12	10	3	4	5	1	2	-	1	-	7	5	3	2	2	12	-	-	-
	*%	1%	*%	1%	1%	*%	*%	-%	*%	-%	1%	1%	*%	*%	*%	1%	-%	-%	-%
		b		ef	ef														
		79%	21%	31%	41%	9%	19%	-%	6%	-%	53%	42%	28%	16%	15%	100%	-%	-%	-%
Any other background	23	9	14	5	5	8	6	2	3	1	4	6	7	3	7	20	3	-	*
	1%	1%	1%	1%	1%	1%	1%	1%	2%	*%	1%	1%	1%	1%	1%	1%	1%	-%	1%
																	q		
		39%	61%	21%	20%	33%	26%	9%	13%	5%	16%	27%	30%	15%	29%	86%	12%	-%	2%
Refused	*	*	-	-	-	*	-	-	*	-	-	-	-	*	*	-	-	-	*
	*%	*%	-%	-%	-%	*%	-%	-%	*%	-%	-%	-%	-%	*%	*%	-%	-%	-%	*%
																			o
		100%	-%	-%	-%	100%	-%	-%	67%	-%	-%	-%	-%	67%	33%	-%	-%	-%	100%
TOTAL WHITE	2356	1135	1222	288	362	781	925	155	186	270	615	628	617	533	575	1948	223	129	56
	92%	91%	92%	83%	89%	91%	96%	94%	92%	92%	90%	92%	89%	95%	91%	90%	97%	99%	99%
					c	c	cde							kln			o	op	o
		48%	52%	12%	15%	33%	39%	7%	8%	11%	26%	27%	26%	23%	24%	83%	9%	5%	2%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 198

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QZ2. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents (who gave their consent to answer this question)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3702	1763	1939	457	533	1072	1639	290	328	398	759	800	1105	753	1036	2274	514	521	393
Effective Weighted Sample	2575	1212	1365	327	386	752	1162	209	231	286	582	577	796	516	731	1971	339	365	345
Weighted total	2575	1246	1329	345	408	861	961	164	203	294	683	685	691	560	634	2159	229	130	57
		48%	52%	13%	16%	33%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	2%
TOTAL MIXED/ MULTIPLE	22	8	14	9	4	7	2	1	2	3	6	6	6	3	5	19	2	*	*
	1%	1%	1%	3%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	*%
				ef															
		36%	64%	41%	16%	33%	10%	5%	10%	12%	30%	29%	28%	13%	24%	88%	11%	1%	1%
TOTAL ASIAN/ BRITISH ASIAN	100	53	47	24	22	42	12	4	4	8	24	24	32	9	36	99	1	*	-
	4%	4%	4%	7%	5%	5%	1%	2%	2%	3%	3%	3%	5%	2%	6%	5%	*%	*%	-%
				f	f	f								m		m	pqr			
		53%	47%	24%	22%	42%	12%	4%	4%	8%	24%	23%	32%	9%	36%	99%	1%	*%	-%
TOTAL BLACK/ BLACK BRITISH	53	25	28	12	9	19	13	2	5	10	25	12	22	10	10	53	*	*	-
	2%	2%	2%	3%	2%	2%	1%	1%	3%	3%	4%	2%	3%	2%	2%	2%	*%	*%	-%
				f										n			pqr			
		48%	52%	22%	16%	36%	25%	4%	10%	19%	48%	22%	41%	19%	19%	99%	1%	*%	-%
TOTAL MIDDLE EAST AND ARABIC ORIGIN	8	5	3	3	2	2	-	-	1	2	2	4	4	-	-	7	-	*	-
	*%	*%	*%	1%	*%	*%	-%	-%	1%	1%	*%	1%	1%	-%	-%	*%	-%	*%	-%
				f	f							n	n						
		67%	33%	46%	22%	32%	-%	-%	14%	22%	22%	51%	49%	-%	-%	93%	-%	7%	-%
TOTAL CHINESE OR OTHER ETHNIC GROUP	36	19	17	9	10	9	9	2	4	1	10	11	10	5	9	33	3	-	*
	1%	2%	1%	3%	2%	1%	1%	1%	2%	*%	2%	2%	2%	1%	1%	2%	1%	-%	1%
				f	f											q	q		
		53%	47%	25%	27%	24%	24%	6%	11%	3%	29%	32%	29%	15%	24%	91%	8%	-%	1%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QZ2. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents (who gave their consent to answer this question)

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3702	236	256	226	248	289	249	250	264	256	2709	993	1877	1820	1861	1841
Effective Weighted Sample	2575	226	240	215	236	267	236	237	249	243	2160	438	1340	1286	1245	1330
Weighted total	2575	305	358	213	187	222	241	221	112	300	2232	344	1499	1073	1250	1325
		12%	14%	8%	7%	9%	9%	9%	4%	12%	87%	13%	58%	42%	49%	51%

WHITE

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
British	1241	85	182	133	100	111	110	153	63	176	1040	201	756	484	643	598
	48%	28%	51%	62%	54%	50%	46%	69%	56%	59%	47%	58%	50%	45%	51%	45%
			a	abef	a	a	a	abdefhi	af	aef		j	m		o	
		7%	15%	11%	8%	9%	9%	12%	5%	14%	84%	16%	61%	39%	52%	48%
English	686	30	139	58	61	86	93	58	36	109	607	79	347	339	394	292
	27%	10%	39%	27%	33%	39%	39%	26%	33%	36%	27%	23%	23%	32%	32%	22%
			acg	a	a	acg	acg	a	a	acg				l	o	
		4%	20%	8%	9%	13%	14%	8%	5%	16%	88%	12%	51%	49%	57%	43%
Scottish	181	5	-	2	2	1	1	1	1	-	153	28	98	82	64	117
	7%	2%	-%	1%	1%	*%	1%	*%	1%	-%	7%	8%	7%	8%	5%	9%
																n
		3%	-%	1%	1%	*%	1%	1%	1%	-%	85%	15%	54%	45%	35%	65%
Welsh	78	1	3	1	1	2	-	1	-	2	64	14	43	35	34	43
	3%	*%	1%	1%	1%	1%	-%	*%	-%	1%	3%	4%	3%	3%	3%	3%
		2%	4%	2%	1%	2%	-%	1%	-%	3%	82%	18%	56%	44%	44%	56%
Irish	43	8	3	2	3	5	3	-	1	1	31	11	21	22	20	23
	2%	3%	1%	1%	1%	2%	1%	-%	1%	*%	1%	3%	1%	2%	2%	2%
		g				g						j				
		19%	6%	4%	6%	11%	6%	-%	3%	3%	74%	26%	49%	51%	46%	54%
Any other white background	128	54	19	9	10	2	9	6	2	4	124	5	101	28	41	88
	5%	18%	5%	4%	6%	1%	4%	3%	2%	1%	6%	1%	7%	3%	3%	7%
		bcdefghi	ei	e	ei		e				k		m			n
		42%	14%	7%	8%	2%	7%	5%	2%	3%	96%	4%	78%	22%	32%	68%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 198

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QZ2. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents (who gave their consent to answer this question)

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3702	236	256	226	248	289	249	250	264	256	2709	993	1877	1820	1861	1841
Effective Weighted Sample	2575	226	240	215	236	267	236	237	249	243	2160	438	1340	1286	1245	1330
Weighted total	2575	305	358	213	187	222	241	221	112	300	2232	344	1499	1073	1250	1325
		12%	14%	8%	7%	9%	9%	9%	4%	12%	87%	13%	58%	42%	49%	51%
MIXED																
White and Black Caribbean	11	6	2	2	-	2	-	-	-	-	11	-	8	3	4	7
	*%	2%	*%	1%	-%	1%	-%	-%	-%	-%	*%	-%	1%	*%	*%	1%
		dfghi														
		51%	16%	17%	-%	14%	-%	-%	-%	-%	100%	-%	75%	25%	32%	68%
White and Black African	5	-	-	-	-	1	2	-	-	-	5	-	2	3	1	4
	*%	-%	-%	-%	-%	1%	1%	-%	-%	-%	*%	-%	*%	*%	*%	*%
		-%	-%	-%	-%	25%	34%	-%	-%	-%	100%	-%	41%	59%	25%	75%
White and Asian	4	-	3	1	-	-	-	-	-	-	4	*	1	3	3	1
	*%	-%	1%	*%	-%	-%	-%	-%	-%	-%	*%	*%	*%	*%	*%	*%
		-%	74%	20%	-%	-%	-%	-%	-%	-%	95%	5%	34%	66%	78%	22%
Any other mixed/ multiple ethnic background	1	-	-	-	-	1	-	-	*	-	1	*	-	1	1	-
	*%	-%	-%	-%	-%	*%	-%	-%	*%	-%	*%	*%	-%	*%	*%	-%
		-%	-%	-%	-%	63%	-%	-%	26%	-%	63%	37%	-%	100%	100%	-%
ASIAN AND BRITISH ASIAN																
Indian	50	29	-	2	5	7	1	-	1	5	49	*	36	13	7	43
	2%	10%	-%	1%	3%	3%	*%	-%	1%	2%	2%	*%	2%	1%	1%	3%
		bcdefghi			bfg	bfgh				b	k		m			n
		59%	-%	3%	10%	15%	2%	-%	1%	10%	100%	*%	73%	27%	13%	87%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QZ2. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents (who gave their consent to answer this question)

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3702	236	256	226	248	289	249	250	264	256	2709	993	1877	1820	1861	1841
Effective Weighted Sample	2575	226	240	215	236	267	236	237	249	243	2160	438	1340	1286	1245	1330
Weighted total	2575	305	358	213	187	222	241	221	112	300	2232	344	1499	1073	1250	1325
		12%	14%	8%	7%	9%	9%	9%	4%	12%	87%	13%	58%	42%	49%	51%
Pakistani	21	9	-	-	1	3	6	2	1	-	21	-	11	9	4	17
	1%	3%	-%	-%	*%	1%	3%	1%	1%	-%	1%	-%	1%	1%	*%	1%
		bcdhi					bci				k					n
		43%	-%	-%	4%	14%	29%	8%	3%	-%	100%	-%	55%	45%	21%	79%
Bangladeshi	15	13	-	-	1	-	1	-	-	-	15	-	7	8	4	11
	1%	4%	-%	-%	*%	-%	1%	-%	-%	-%	1%	-%	*%	1%	*%	1%
		bcdefghi														
		88%	-%	-%	4%	-%	9%	-%	-%	-%	100%	-%	48%	52%	28%	72%
Any other Asian background	14	8	3	1	-	-	1	-	1	-	14	-	7	7	5	9
	1%	3%	1%	1%	-%	-%	*%	-%	1%	-%	1%	-%	*%	1%	*%	1%
		defgi														
		57%	21%	9%	-%	-%	4%	-%	5%	-%	100%	-%	51%	49%	37%	63%
BLACK AND BLACK BRITISH																
Caribbean	8	7	-	-	-	1	-	-	-	-	8	-	8	-	1	7
	*%	2%	-%	-%	-%	*%	-%	-%	-%	-%	*%	-%	1%	-%	*%	1%
		bcdfghi											m			
		88%	-%	-%	-%	12%	-%	-%	-%	-%	100%	-%	100%	-%	18%	82%
African	44	33	2	1	1	-	4	1	1	2	43	*	22	21	10	33
	2%	11%	1%	*%	*%	-%	2%	*%	1%	1%	2%	*%	1%	2%	1%	3%
		bcdefghi					e				k					n
		75%	4%	2%	1%	-%	9%	2%	2%	3%	99%	1%	51%	49%	24%	76%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 198

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QZ2. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents (who gave their consent to answer this question)

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3702	236	256	226	248	289	249	250	264	256	2709	993	1877	1820	1861	1841
Effective Weighted Sample	2575	226	240	215	236	267	236	237	249	243	2160	438	1340	1286	1245	1330
Weighted total	2575	305	358	213	187	222	241	221	112	300	2232	344	1499	1073	1250	1325
		12%	14%	8%	7%	9%	9%	9%	4%	12%	87%	13%	58%	42%	49%	51%
Any other black background	1	1	-	-	-	-	-	-	*	-	1	-	-	1	-	1
	*%	*%	-%	-%	-%	-%	-%	-%	*%	-%	*%	-%	-%	*%	-%	*%
		75%	-%	-%	-%	-%	-%	-%	25%	-%	100%	-%	-%	100%	-%	100%
MIDDLE EAST AND ARABIC ORIGIN																
Middle Eastern, including Arabic origin	6	3	1	1	-	-	-	-	1	-	6	-	2	4	2	4
	*%	1%	*%	*%	-%	-%	-%	-%	1%	-%	*%	-%	*%	*%	*%	*%
		47%	20%	12%	-%	-%	-%	-%	12%	-%	100%	-%	37%	63%	37%	63%
Iranian	2	2	-	-	-	-	-	-	-	-	2	-	2	-	-	2
	*%	1%	-%	-%	-%	-%	-%	-%	-%	-%	*%	-%	*%	-%	-%	*%
		100%	-%	-%	-%	-%	-%	-%	-%	-%	100%	-%	100%	-%	-%	100%
CHINESE OR OTHER ETHNIC GROUP																
Chinese	12	5	-	1	1	-	3	-	2	1	11	1	10	3	5	7
	*%	2%	-%	*%	1%	-%	1%	-%	1%	*%	1%	*%	1%	*%	*%	1%
		beg							e							
		44%	-%	6%	8%	-%	20%	-%	13%	9%	91%	9%	80%	20%	44%	56%
Any other background	23	6	1	-	2	1	8	-	2	-	19	4	15	8	5	18
	1%	2%	*%	-%	1%	1%	3%	-%	2%	-%	1%	1%	1%	1%	*%	1%
		cgi					bcegi									n
		26%	6%	-%	7%	5%	35%	-%	8%	-%	82%	18%	65%	35%	23%	77%
Refused	*	-	-	-	-	-	-	-	-	-	*	*	*	*	*	*
	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	*%	*%	*%	*%	*%	*%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	67%	33%	67%	33%	33%	67%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QZ2. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents (who gave their consent to answer this question)

	Total		ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3702	236	256	226	248	289	249	250	264	256	2709	993	1877	1820	1861	1841
Effective Weighted Sample	2575	226	240	215	236	267	236	237	249	243	2160	438	1340	1286	1245	1330
Weighted total	2575	305	358	213	187	222	241	221	112	300	2232	344	1499	1073	1250	1325
		12%	14%	8%	7%	9%	9%	9%	4%	12%	87%	13%	58%	42%	49%	51%
TOTAL WHITE	2356	182	346	205	177	206	215	219	104	293	2020	337	1366	988	1196	1161
	92%	60%	97%	96%	95%	93%	90%	99%	93%	98%	90%	98%	91%	92%	96%	88%
			af	af	af	a	a	adefh	a	aefh		j			o	
		8%	15%	9%	8%	9%	9%	9%	4%	12%	86%	14%	58%	42%	51%	49%
TOTAL MIXED/ MULTIPLE	22	6	5	3	-	4	2	-	*	-	21	1	12	10	9	12
	1%	2%	1%	1%	-%	2%	1%	-%	*%	-%	1%	*%	1%	1%	1%	1%
		dgi				i										
		26%	23%	13%	-%	17%	9%	-%	1%	-%	97%	3%	55%	45%	43%	57%
TOTAL ASIAN/ BRITISH ASIAN	100	60	3	3	6	10	9	2	2	5	100	*	62	38	20	80
	4%	20%	1%	1%	3%	5%	4%	1%	2%	2%	4%	*%	4%	4%	2%	6%
		bcdefghi			bg	bcg	bg				k					n
		60%	3%	3%	6%	10%	9%	2%	2%	5%	100%	*%	62%	38%	20%	80%
TOTAL BLACK/ BLACK BRITISH	53	41	2	1	1	1	4	1	1	2	53	*	30	23	12	41
	2%	14%	1%	*%	*%	*%	2%	*%	1%	1%	2%	*%	2%	2%	1%	3%
		bcdefghi									k					n
		77%	3%	2%	1%	2%	7%	1%	2%	3%	99%	1%	57%	43%	22%	78%
TOTAL MIDDLE EAST AND ARABIC ORIGIN	8	4	1	1	-	-	-	-	1	-	8	-	4	4	2	5
	*%	1%	*%	*%	-%	-%	-%	-%	1%	-%	*%	-%	*%	*%	*%	*%
		e														
		59%	15%	10%	-%	-%	-%	-%	9%	-%	100%	-%	51%	49%	29%	71%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

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QZ2. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents (who gave their consent to answer this question)

	Total	ENGLAND REGIONS LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBANITY URBAN	RURAL	WORKING STATUS WORKING	NOT WORKING	DEPRIVATION LEVEL LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3702	236	256	226	248	289	249	250	264	256	2709	993	1877	1820	1861	1841
Effective Weighted Sample	2575	226	240	215	236	267	236	237	249	243	2160	438	1340	1286	1245	1330
Weighted total	2575	305	358	213	187	222	241	221	112	300	2232	344	1499	1073	1250	1325
		12%	14%	8%	7%	9%	9%	9%	4%	12%	87%	13%	58%	42%	49%	51%
TOTAL CHINESE OR OTHER ETHNIC GROUP	36	12	1	1	3	1	11	-	3	1	31	5	25	11	11	25
	1%	4%	*%	*%	1%	1%	4%	-%	3%	*%	1%	2%	2%	1%	1%	2%
		bcegi					bcdegi		bcegi							n
		32%	4%	2%	7%	4%	30%	-%	9%	3%	85%	15%	70%	30%	30%	70%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QZ2. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents (who gave their consent to answer this question)

		TV PLATFORM/S			
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3702	3508	453	1306	603
Effective Weighted Sample	2575	2433	356	897	419
Weighted total	2575	2426	391	918	454
		94%	15%	36%	18%
WHITE					
British	1241	1189	196	441	246
	48%	49%	50%	48%	54%
					ac
		96%	16%	36%	20%
English	686	656	109	247	97
	27%	27%	28%	27%	21%
		d	d	d	
		96%	16%	36%	14%
Scottish	181	172	37	55	36
	7%	7%	9%	6%	8%
			c		
		95%	20%	31%	20%
Welsh	78	76	6	32	11
	3%	3%	1%	3%	2%
		98%	7%	41%	14%
Irish	43	39	7	17	8
	2%	2%	2%	2%	2%
		92%	16%	40%	19%
Any other white background	128	97	13	33	18
	5%	4%	3%	4%	4%
		75%	10%	26%	14%

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QZ2. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents (who gave their consent to answer this question)

		TV PLATFORM/S			
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3702	3508	453	1306	603
Effective Weighted Sample	2575	2433	356	897	419
Weighted total	2575	2426	391	918	454
		94%	15%	36%	18%
MIXED					
White and Black Caribbean	11	11	2	5	4
	*%	*%	*%	1%	1%
		100%	16%	46%	39%
White and Black African	5	5	2	3	3
	*%	*%	1%	*%	1%
		100%	39%	49%	46%
White and Asian	4	4	-	2	1
	*%	*%	-%	*%	*%
		100%	-%	44%	34%
Any other mixed/ multiple ethnic background	1	1	-	*	-
	*%	*%	-%	*%	-%
		89%	-%	26%	-%
ASIAN AND BRITISH ASIAN					
Indian	50	45	7	16	8
	2%	2%	2%	2%	2%
		91%	13%	32%	16%
Pakistani	21	20	3	11	2
	1%	1%	1%	1%	*%
		96%	13%	54%	10%

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

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Base : All respondents (who gave their consent to answer this question)

	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
		TV PLATFORM/S			
Significance Level: 95%		a	b	c	d
Unweighted total	3702	3508	453	1306	603
Effective Weighted Sample	2575	2433	356	897	419
Weighted total	2575	2426	391	918	454
		94%	15%	36%	18%
Bangladeshi	15	14	-	10	3
	1%	1%	-%	1%	1%
				b	
		93%	-%	69%	21%
Any other Asian background	14	12	3	4	3
	1%	1%	1%	*%	1%
		88%	21%	25%	22%
BLACK AND BLACK BRITISH					
Caribbean	8	8	-	3	1
	*%	*%	-%	*%	*%
		100%	-%	33%	18%
African	44	42	2	25	6
	2%	2%	1%	3%	1%
				b	
		97%	5%	58%	15%
Any other black background	1	1	-	1	*
	*%	*%	-%	*%	*%
		100%	-%	75%	25%
MIDDLE EAST AND ARABIC ORIGIN					
Middle Eastern, including Arabic origin	6	4	1	*	2
	*%	*%	*%	*%	*%
		66%	12%	6%	29%

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.
QZ2. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents (who gave their consent to answer this question)

		TV PLATFORM/S			
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3702	3508	453	1306	603
Effective Weighted Sample	2575	2433	356	897	419
Weighted total	2575	2426	391	918	454
		94%	15%	36%	18%
Iranian	2	2	-	2	-
	*%	*%	-%	*%	-%
		100%	-%	100%	-%
CHINESE OR OTHER ETHNIC GROUP					
Chinese	12	9	2	3	1
	*%	*%	*%	*%	*%
		70%	14%	20%	9%
Any other background	23	17	2	7	2
	1%	1%	1%	1%	*%
		73%	10%	31%	8%
Refused	*	*	-	-	*
	*%	*%	-%	-%	*%
		100%	-%	-%	33%
TOTAL WHITE	2356	2229	368	825	416
	92%	92%	94%	90%	92%
			c		
		95%	16%	35%	18%
TOTAL MIXED/ MULTIPLE	22	22	4	10	8
	1%	1%	1%	1%	2%
		99%	18%	45%	38%
TOTAL ASIAN/ BRITISH ASIAN	100	92	12	41	16
	4%	4%	3%	5%	4%
		92%	12%	41%	16%

Columns Tested: a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 198

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QZ2. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents (who gave their consent to answer this question)

		TV PLATFORM/S			
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3702	3508	453	1306	603
Effective Weighted Sample	2575	2433	356	897	419
Weighted total	2575	2426	391	918	454
		94%	15%	36%	18%
TOTAL BLACK/ BLACK BRITISH	53	52	2	29	8
	2%	2%	1%	3%	2%
				b	
		98%	4%	54%	15%
TOTAL MIDDLE EAST AND ARABIC ORIGIN	8	6	1	2	2
	*%	*%	*%	*%	*%
		73%	10%	27%	22%
TOTAL CHINESE OR OTHER ETHNIC GROUP	36	26	4	10	3
	1%	1%	1%	1%	1%
		72%	11%	27%	8%

Columns Tested: a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QZ3 (QZ16). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents (who gave their consent to answer this question)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3442	1644	1798	428	496	1015	1502	279	312	382	728	731	1045	700	958	2087	480	497	378
Effective Weighted Sample	2374	1122	1254	306	358	705	1053	199	219	274	557	526	750	471	669	1809	314	347	331
Weighted total	2381	1157	1224	324	380	806	872	157	191	278	654	628	654	511	583	1993	210	124	55
		49%	51%	14%	16%	34%	37%	7%	8%	12%	27%	26%	27%	21%	24%	84%	9%	5%	2%
Difficulty in speaking	14	9	5	*	3	5	6	2	1	2	1	3	5	*	5	12	*	*	1
	1%	1%	*%	*%	1%	1%	1%	2%	*%	1%	*%	*%	1%	*%	1%	1%	*%	*%	2%
								j											opq
		64%	36%	1%	19%	38%	42%	17%	6%	15%	8%	22%	38%	2%	38%	88%	4%	1%	7%
Poor hearing, partial hearing	97	55	42	2	4	12	78	13	9	16	10	29	14	20	34	76	13	6	1
	4%	5%	3%	1%	1%	1%	9%	9%	5%	6%	2%	5%	2%	4%	6%	4%	6%	5%	2%
							cde	j	j	j		l			l		or		
		57%	43%	2%	4%	12%	81%	14%	9%	17%	11%	30%	14%	21%	35%	79%	14%	6%	1%
Deaf	8	5	3	1	-	-	7	1	-	2	-	1	-	1	5	7	-	1	-
	*%	*%	*%	*%	-%	-%	1%	1%	-%	1%	-%	*%	-%	*%	1%	*%	-%	1%	-%
							e	j							l				
		58%	42%	8%	-%	-%	92%	15%	-%	21%	-%	15%	-%	17%	68%	86%	-%	14%	-%
Poor vision, partial sight	56	26	30	2	2	8	45	9	8	7	4	8	11	8	30	44	9	3	*
	2%	2%	2%	1%	*%	1%	5%	6%	4%	3%	1%	1%	2%	2%	5%	2%	4%	3%	1%
							cde	j	j	j					klm		r		
		47%	53%	4%	3%	14%	79%	16%	15%	13%	7%	13%	20%	14%	53%	78%	15%	6%	1%
Blind	1	1	*	-	*	-	1	*	-	-	-	*	-	1	*	-	*	*	*
	*%	*%	*%	-%	*%	-%	*%	*%	-%	-%	-%	*%	-%	*%	*%	-%	*%	*%	*%
																		o	o
		76%	24%	-%	18%	-%	82%	15%	-%	-%	-%	14%	-%	68%	18%	-%	15%	53%	32%
Cannot walk at all/ use a wheelchair or mobility scooter etc.	30	13	17	*	2	9	20	5	5	2	3	4	4	3	18	23	3	4	1
	1%	1%	1%	*%	*%	1%	2%	3%	2%	1%	*%	1%	1%	1%	3%	1%	1%	3%	1%
							cd	ij	j						klm			o	
		44%	56%	1%	6%	29%	65%	18%	15%	8%	9%	13%	14%	11%	61%	75%	10%	13%	2%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QZ3 (QZ16). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents (who gave their consent to answer this question)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3442	1644	1798	428	496	1015	1502	279	312	382	728	731	1045	700	958	2087	480	497	378
Effective Weighted Sample	2374	1122	1254	306	358	705	1053	199	219	274	557	526	750	471	669	1809	314	347	331
Weighted total	2381	1157	1224	324	380	806	872	157	191	278	654	628	654	511	583	1993	210	124	55
		49%	51%	14%	16%	34%	37%	7%	8%	12%	27%	26%	27%	21%	24%	84%	9%	5%	2%
Cannot walk very far or manage stairs or can only do so with difficulty	172	72	100	-	4	33	134	27	33	17	17	29	32	21	90	139	16	15	2
	7%	6%	8%	-%	1%	4%	15%	17%	17%	6%	3%	5%	5%	4%	15%	7%	8%	12%	4%
						cd	cde	ij	ij	j					klm	r	r	or	
		42%	58%	-%	2%	19%	78%	16%	19%	10%	10%	17%	19%	12%	52%	81%	9%	8%	1%
Limited ability to reach/ limited dexterity	50	22	28	1	1	10	38	9	9	6	3	9	8	3	29	40	4	6	1
	2%	2%	2%	*%	*%	1%	4%	6%	5%	2%	*%	1%	1%	1%	5%	2%	2%	4%	1%
							cde	ij	j	j					klm			or	
		43%	57%	2%	1%	21%	76%	18%	18%	11%	5%	18%	16%	6%	59%	80%	8%	11%	1%
A learning disability	37	22	16	10	11	10	6	13	5	2	3	2	5	5	24	31	2	4	*
	2%	2%	1%	3%	3%	1%	1%	8%	3%	1%	*%	*%	1%	1%	4%	2%	1%	3%	*%
				ef	f			hij	j						klm			r	
		58%	42%	28%	29%	27%	16%	34%	14%	6%	8%	6%	14%	14%	66%	85%	5%	10%	*%
Other illnesses/ conditions which limit your daily activities/ the work you can do	162	69	93	11	14	56	82	29	23	26	19	32	27	30	73	125	20	15	2
	7%	6%	8%	3%	4%	7%	9%	18%	12%	9%	3%	5%	4%	6%	13%	6%	9%	12%	4%
						cd	cd	ij	j	j					klm		or	or	
		43%	57%	7%	8%	34%	51%	18%	14%	16%	12%	20%	17%	18%	45%	77%	12%	9%	1%
None of these	1940	951	990	298	347	698	596	91	124	221	604	546	575	434	383	1643	164	87	47
	81%	82%	81%	92%	92%	87%	68%	58%	65%	79%	92%	87%	88%	85%	66%	82%	78%	70%	86%
				ef	ef	f				gh	ghi	n	n	n		q	q		pq
		49%	51%	15%	18%	36%	31%	5%	6%	11%	31%	28%	30%	22%	20%	85%	8%	4%	2%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 199

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QZ3 (QZ16). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents (who gave their consent to answer this question)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3442	1644	1798	428	496	1015	1502	279	312	382	728	731	1045	700	958	2087	480	497	378
Effective Weighted Sample	2374	1122	1254	306	358	705	1053	199	219	274	557	526	750	471	669	1809	314	347	331
Weighted total	2381	1157	1224	324	380	806	872	157	191	278	654	628	654	511	583	1993	210	124	55
		49%	51%	14%	16%	34%	37%	7%	8%	12%	27%	26%	27%	21%	24%	84%	9%	5%	2%
Prefer not to say	28	11	17	1	4	12	11	4	4	*	7	7	6	6	8	21	3	2	1
	1%	1%	1%	*%	1%	2%	1%	2%	2%	*%	1%	1%	1%	1%	1%	1%	2%	2%	2%
								i	i										
		40%	60%	5%	13%	44%	39%	13%	14%	1%	26%	24%	21%	20%	28%	76%	12%	7%	4%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QZ3 (QZ16). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents (who gave their consent to answer this question)

	Total				ENGLAND REGIONS						URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3442	217	248	216	217	276	222	222	236	233	2495	947	1755	1682	1723	1719
Effective Weighted Sample	2374	208	232	205	206	255	210	210	222	221	1984	413	1240	1182	1139	1236
Weighted total	2381	280	349	203	165	214	213	197	100	272	2058	323	1393	986	1148	1234
		12%	15%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	41%	48%	52%
Difficulty in speaking	14	1	-	1	1	-	3	3	*	2	11	3	7	7	9	4
	1%	*%	-%	*%	1%	-%	2%	2%	*%	1%	1%	1%	*%	1%	1%	*%
							e	be								
		9%	-%	5%	9%	-%	24%	25%	3%	12%	81%	19%	49%	51%	67%	33%
Poor hearing, partial hearing	97	1	13	9	8	7	8	10	5	17	80	16	23	74	53	43
	4%	*%	4%	4%	5%	3%	4%	5%	5%	6%	4%	5%	2%	8%	5%	4%
			a	a	a	a	a	a	a	a				l		
		1%	14%	9%	8%	7%	8%	10%	5%	17%	83%	17%	23%	77%	55%	45%
Deaf	8	-	1	1	1	-	1	-	1	3	7	1	1	6	3	5
	*%	-%	*%	*%	*%	-%	1%	-%	1%	1%	*%	*%	*%	1%	*%	*%
														l		
		-%	11%	9%	7%	-%	17%	-%	7%	34%	91%	9%	17%	83%	37%	63%
Poor vision, partial sight	56	7	6	2	4	4	5	4	2	10	47	10	7	49	29	27
	2%	2%	2%	1%	3%	2%	2%	2%	2%	4%	2%	3%	1%	5%	3%	2%
										c				l		
		12%	10%	3%	8%	7%	9%	8%	3%	19%	83%	17%	13%	87%	51%	49%
Blind	1	-	-	-	-	-	-	-	-	-	1	*	-	1	*	*
	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	*%	*%	-%	*%	*%	*%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	62%	38%	-%	100%	56%	44%
Cannot walk at all/ use a wheelchair or mobility scooter etc.	30	2	-	1	3	2	5	3	1	4	27	4	3	27	16	15
	1%	1%	-%	*%	2%	1%	2%	2%	1%	2%	1%	1%	*%	3%	1%	1%
					b		b							l		
		7%	-%	3%	11%	8%	17%	11%	4%	15%	88%	12%	11%	89%	52%	48%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 199

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QZ3 (QZ16). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents (who gave their consent to answer this question)

	Total		ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3442	217	248	216	217	276	222	222	236	233	2495	947	1755	1682	1723	1719
Effective Weighted Sample	2374	208	232	205	206	255	210	210	222	221	1984	413	1240	1182	1139	1236
Weighted total	2381	280	349	203	165	214	213	197	100	272	2058	323	1393	986	1148	1234
		12%	15%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	41%	48%	52%
Cannot walk very far or manage stairs or can only do so with difficulty	172	10	14	15	15	12	15	15	10	32	149	23	16	156	76	96
	7%	4%	4%	8%	9%	6%	7%	8%	11%	12%	7%	7%	1%	16%	7%	8%
					ab				abe	abe				l		
		6%	8%	9%	9%	7%	9%	9%	6%	19%	87%	13%	9%	91%	44%	56%
Limited ability to reach/ limited dexterity	50	4	5	6	6	5	6	-	2	6	41	9	5	45	29	21
	2%	1%	2%	3%	3%	2%	3%	-%	2%	2%	2%	3%	*%	5%	3%	2%
				g	g	g	g		g	g				l		
		7%	11%	11%	11%	10%	12%	-%	5%	12%	81%	19%	10%	90%	59%	41%
A learning disability	37	2	3	1	1	2	4	9	3	7	33	4	15	22	12	25
	2%	1%	1%	*%	*%	1%	2%	5%	3%	2%	2%	1%	1%	2%	1%	2%
								abcde	cd					l		n
		6%	9%	2%	2%	5%	10%	24%	8%	18%	88%	12%	40%	60%	32%	68%
Other illnesses/ conditions which limit your daily activities/ the work you can do	162	1	12	17	6	8	16	21	15	29	134	28	45	117	79	83
	7%	1%	3%	8%	3%	4%	8%	11%	15%	11%	6%	9%	3%	12%	7%	7%
			a	abde	a	a	a	abde	abcdef	abde				l		
		1%	7%	10%	4%	5%	10%	13%	9%	18%	82%	18%	28%	72%	49%	51%
None of these	1940	254	308	169	133	184	177	143	70	205	1682	258	1288	651	941	1000
	81%	91%	88%	83%	81%	86%	83%	73%	70%	75%	82%	80%	92%	66%	82%	81%
		cdfghi	dghi	ghi	h	ghi	ghi						m			
		13%	16%	9%	7%	9%	9%	7%	4%	11%	87%	13%	66%	34%	48%	52%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QZ3 (QZ16). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents (who gave their consent to answer this question)

					ENGLAND REGIONS						URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3442	217	248	216	217	276	222	222	236	233	2495	947	1755	1682	1723	1719
Effective Weighted Sample	2374	208	232	205	206	255	210	210	222	221	1984	413	1240	1182	1139	1236
Weighted total	2381	280	349	203	165	214	213	197	100	272	2058	323	1393	986	1148	1234
		12%	15%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	41%	48%	52%
Prefer not to say	28	3	-	3	4	2	1	7	1	1	24	4	13	14	9	19
	1%	1%	-%	2%	3%	1%	*%	3%	1%	*%	1%	1%	1%	1%	1%	2%
					b			befi								
		10%	-%	11%	15%	6%	3%	23%	3%	4%	86%	14%	48%	51%	32%	68%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 199

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QZ3 (QZ16). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents (who gave their consent to answer this question)

		TV PLATFORM/S			
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3442	3266	404	1231	573
Effective Weighted Sample	2374	2247	318	839	394
Weighted total	2381	2248	353	857	425
		94%	15%	36%	18%
Difficulty in speaking	14	13	-	8	3
	1%	1%	-%	1%	1%
		99%	-%	61%	20%
Poor hearing, partial hearing	97	92	12	28	13
	4%	4%	3%	3%	3%
		95%	12%	29%	14%
Deaf	8	8	1	1	1
	*%	*%	*%	*%	*%
		100%	14%	10%	9%
Poor vision, partial sight	56	51	3	16	6
	2%	2%	1%	2%	1%
		91%	6%	29%	11%
Blind	1	1	-	1	*
	*%	*%	-%	*%	*%
		82%	-%	68%	14%
Cannot walk at all/ use a wheelchair or mobility scooter etc.	30	30	7	9	5
	1%	1%	2%	1%	1%
		98%	24%	31%	16%

Columns Tested: a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 199

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QZ3 (QZ16). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents (who gave their consent to answer this question)

| | Total | TV PLATFORM/S | | | |
| | | ALL TV | CABLE | SATE-LLITE | HYBRID IPTV |
Significance Level: 95%		a	b	c	d
Unweighted total	3442	3266	404	1231	573
Effective Weighted Sample	2374	2247	318	839	394
Weighted total	2381	2248	353	857	425
		94%	15%	36%	18%
Cannot walk very far or manage stairs or can only do so with difficulty	172	167	15	51	24
	7%	7%	4%	6%	6%
		b			
		97%	9%	30%	14%
Limited ability to reach/ limited dexterity	50	48	8	14	8
	2%	2%	2%	2%	2%
		96%	16%	28%	15%
A learning disability	37	36	3	12	6
	2%	2%	1%	1%	1%
		97%	8%	33%	15%
Other illnesses/ conditions which limit your daily activities/ the work you can do	162	156	19	55	28
	7%	7%	5%	6%	7%
		96%	12%	34%	17%
None of these	1940	1825	307	721	362
	81%	81%	87%	84%	85%
			a		
		94%	16%	37%	19%

Columns Tested: a,b,c,d

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QZ3 (QZ16). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents (who gave their consent to answer this question)

| | | TV PLATFORM/S | | | |
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3442	3266	404	1231	573
Effective Weighted Sample	2374	2247	318	839	394
Weighted total	2381	2248	353	857	425
		94%	15%	36%	18%
Prefer not to say	28	27	2	9	7
	1%	1%	1%	1%	2%
		97%	9%	33%	24%

Columns Tested: a,b,c,d

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QZ5 (SGA). Do you ever work from home? (SINGLE CODE)

Base : Those working full or part time

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1983	1015	968	232	419	917	414	42	103	249	619	474	690	487	330	1197	249	250	287
Effective Weighted Sample	1391	715	678	162	300	634	303	30	73	176	484	364	491	326	235	1070	172	180	250
Weighted total	1555	823	732	182	327	752	294	28	75	193	589	473	454	383	242	1307	133	74	41
		53%	47%	12%	21%	48%	19%	**	5%	12%	38%	30%	29%	25%	16%	84%	9%	5%	3%
Yes	472	245	227	21	95	253	103	**	12	49	220	246	126	71	28	411	26	20	15
	30%	30%	31%	11%	29%	34%	35%	**	15%	26%	37%	52%	28%	19%	12%	31%	20%	27%	36%
					c	c	c				hi	lmn	mn	n		p			pq
		52%	48%	4%	20%	54%	22%	**	2%	10%	47%	52%	27%	15%	6%	87%	6%	4%	3%
No	1083	578	505	161	232	499	191	**	64	143	369	227	328	312	214	896	106	54	26
	70%	70%	69%	89%	71%	66%	65%	**	85%	74%	63%	48%	72%	81%	88%	69%	80%	73%	64%
				def					j	j			k	kl	klm		or	r	
		53%	47%	15%	21%	46%	18%	**	6%	13%	34%	21%	30%	29%	20%	83%	10%	5%	2%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QZ5 (SGA). Do you ever work from home? (SINGLE CODE)

Base : Those working full or part time

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	~m	n	o
Unweighted total	1983	166	136	105	147	166	116	127	114	120	1439	544	1983	-	1001	982
Effective Weighted Sample	1391	162	131	103	143	157	113	123	110	117	1170	237	1391	-	665	727
Weighted total	1555	234	217	114	123	144	129	127	55	164	1355	200	1555	-	734	820
		15%	14%	7%	8%	9%	8%	8%	4%	11%	87%	13%	100%	**	47%	53%
Yes	472	58	78	50	33	40	43	42	19	47	383	89	472	**	268	203
	30%	25%	36%	44%	26%	28%	34%	33%	34%	29%	28%	45%	30%	**	37%	25%
			a	adei								j				o
		12%	17%	11%	7%	9%	9%	9%	4%	10%	81%	19%	100%	**	57%	43%
No	1083	176	139	64	91	104	86	85	37	117	972	111	1083	**	466	617
	70%	75%	64%	56%	74%	72%	66%	67%	66%	71%	72%	55%	70%	**	63%	75%
		bc			c	c				c	k					n
		16%	13%	6%	8%	10%	8%	8%	3%	11%	90%	10%	100%	**	43%	57%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QZ5 (SGA). Do you ever work from home? (SINGLE CODE)

Base : Those working full or part time

	Total	TV PLATFORM/S			
		ALL TV	**CABLE**	**SATE-LLITE**	**HYBRID IPTV**
Significance Level: 95%		a	b	c	d
Unweighted total	1983	1880	271	831	371
Effective Weighted Sample	1391	1311	208	575	258
Weighted total	1555	1461	249	633	301
		94%	16%	41%	19%
Yes	472	443	66	214	80
	30%	30%	26%	34%	27%
				bd	
		94%	14%	45%	17%
No	1083	1018	183	419	221
	70%	70%	74%	66%	73%
			c		c
		94%	17%	39%	20%

Columns Tested: a,b,c,d

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QZ6 (QZ14). Are any other adults in the household working either full time or part time?

Base : Those who are not working who live in a household of two or more adults

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1247	561	686	242	127	167	711	85	132	108	146	254	341	219	427	763	148	176	160
Effective Weighted Sample	873	385	490	176	90	123	493	65	93	82	110	176	245	159	300	673	94	131	143
Weighted total	767	321	446	174	82	119	392	55	76	76	112	180	193	149	242	650	54	38	25
		42%	58%	23%	11%	15%	51%	**	10%	10%	15%	24%	25%	19%	32%	85%	7%	5%	3%
Yes, somebody in the household is working	333	115	218	130	37	70	96	**	15	30	72	100	91	80	60	294	15	12	11
	43%	36%	49%	74%	45%	59%	24%	**	20%	40%	64%	55%	47%	54%	25%	45%	28%	31%	45%
			a	def	f	df				h	hi	n	n	n		pq			pq
		35%	65%	39%	11%	21%	29%	**	4%	9%	22%	30%	27%	24%	18%	88%	5%	4%	3%
No members of the household are working	427	202	226	44	42	48	293	**	61	46	40	79	102	68	177	350	38	26	13
	56%	63%	51%	25%	51%	41%	75%	**	80%	60%	36%	44%	53%	46%	73%	54%	70%	68%	51%
		b			c	c	cde		ij	j					klm		or	or	
		47%	53%	10%	10%	11%	69%	**	14%	11%	9%	19%	24%	16%	42%	82%	9%	6%	3%
Don't know/ refused to say	7	4	3	1	3	-	4	**	-	-	-	1	*	1	5	5	1	*	1
	1%	1%	1%	*%	3%	-%	1%	**	-%	-%	-%	1%	*%	1%	2%	1%	2%	1%	4%
					e										l				o
		59%	41%	11%	37%	-%	52%	**	-%	-%	-%	14%	3%	17%	66%	72%	11%	3%	14%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QZ6 (QZ14). Are any other adults in the household working either full time or part time?

Base : Those who are not working who live in a household of two or more adults

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	h	~i	j	k	~l	m	n	o
Unweighted total	1247	75	76	96	78	99	88	66	103	82	905	342	-	1243	611	636
Effective Weighted Sample	873	72	73	93	75	94	85	63	99	80	719	158	-	871	419	455
Weighted total	767	86	95	82	52	69	79	57	41	89	649	118	-	765	378	389
		**	**	**	**	**	**	**	5%	**	85%	15%	**	100%	49%	51%
Yes, somebody in the household is working	333	**	**	**	**	**	**	**	18	**	287	46	**	331	172	161
	43%	**	**	**	**	**	**	**	43%	**	44%	39%	**	43%	46%	41%
		**	**	**	**	**	**	**	5%	**	86%	14%	**	100%	52%	48%
No members of the household are working	427	**	**	**	**	**	**	**	23	**	356	71	**	427	204	223
	56%	**	**	**	**	**	**	**	57%	**	55%	60%	**	56%	54%	57%
		**	**	**	**	**	**	**	5%	**	83%	17%	**	100%	48%	52%
Don't know/ refused to say	7	**	**	**	**	**	**	**	-	**	6	1	**	7	2	5
	1%	**	**	**	**	**	**	**	-%	**	1%	1%	**	1%	1%	1%
		**	**	**	**	**	**	**	-%	**	86%	14%	**	97%	30%	70%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QZ6 (QZ14). Are any other adults in the household working either full time or part time?

Base : Those who are not working who live in a household of two or more adults

	Total	TV PLATFORM/S			
		ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	1247	1190	151	413	212
Effective Weighted Sample	873	835	122	280	151
Weighted total	767	734	116	253	144
		96%	15%	33%	19%
Yes, somebody in the household is working	333	316	54	138	69
	43%	43%	47%	55%	48%
				a	
		95%	16%	41%	21%
No members of the household are working	427	413	62	113	72
	56%	56%	53%	45%	50%
		c			
		97%	14%	26%	17%
Don't know/ refused to say	7	5	-	2	2
	1%	1%	-%	1%	1%
		72%	-%	24%	27%

Columns Tested: a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 202

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QZ8 (QZ13). SHOWCARD Please could you say which letter from this card applies to your total household income from all sources, before tax and other deductions? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
Up to £199 per week/ £10,399 per year	174	75	99	30	29	33	82	174	-	-	-	9	28	15	120	137	23	10	4
	6%	6%	7%	8%	7%	4%	8%	100%	-%	-%	-%	1%	4%	3%	18%	6%	10%	8%	5%
				e	e		e	hij					k		klm	or			
		43%	57%	17%	17%	19%	47%	100%	-%	-%	-%	5%	16%	9%	69%	79%	13%	6%	2%
From £200 to £299 per week/ £10,400 to £15,599 per year	212	98	114	17	36	47	112	-	212	-	-	14	48	42	108	179	18	11	3
	8%	8%	8%	5%	9%	5%	11%	-%	100%	-%	-%	2%	7%	7%	16%	8%	8%	8%	4%
					ce		ce		gij				k	k	klm	r	r	r	
		46%	54%	8%	17%	22%	53%	-%	100%	-%	-%	6%	23%	20%	51%	85%	9%	5%	2%
From £300 to £499 per week/ £15,600 to £25,599 per year	299	155	144	30	47	109	114	-	-	299	-	49	95	79	76	250	28	18	3
	11%	12%	10%	8%	11%	12%	11%	-%	-%	100%	-%	7%	13%	14%	12%	11%	12%	14%	4%
										ghj			k	k	k	r	r	r	
		52%	48%	10%	16%	36%	38%	-%	-%	100%	-%	16%	32%	27%	25%	84%	9%	6%	1%
From £500 to £699 per week/ £26,000 to £36,399 per year	246	117	129	24	35	113	74	-	-	-	246	70	70	82	23	214	21	9	2
	9%	9%	9%	7%	8%	13%	7%	-%	-%	-%	35%	10%	10%	14%	4%	10%	9%	7%	3%
						cdf					ghi	n	n	kln		r	r	r	
		48%	52%	10%	14%	46%	30%	-%	-%	-%	100%	28%	28%	33%	9%	87%	9%	4%	1%
From £700 to £999 per week/ £36,400 to £51,999 per year	234	121	113	18	48	125	43	-	-	-	234	91	73	51	18	207	22	4	1
	9%	9%	8%	5%	12%	14%	4%	-%	-%	-%	33%	13%	10%	9%	3%	9%	9%	3%	2%
					cf	cf					ghi	mn	n	n		qr	qr		
		52%	48%	8%	21%	53%	18%	-%	-%	-%	100%	39%	31%	22%	8%	88%	9%	2%	1%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2019. 3rd January to 28th February 2019.

Table 202

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QZ8 (QZ13). SHOWCARD Please could you say which letter from this card applies to your total household income from all sources, before tax and other deductions? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3909	1871	2038	489	565	1143	1711	304	338	404	782	833	1168	791	1107	2353	520	530	506
Effective Weighted Sample	2683	1269	1416	345	401	789	1205	219	240	290	602	599	827	537	768	2041	344	372	445
Weighted total	2675	1301	1374	362	421	903	990	174	212	299	711	712	716	580	661	2236	233	132	74
		49%	51%	14%	16%	34%	37%	6%	8%	11%	27%	27%	27%	22%	25%	84%	9%	5%	3%
£1,000 per week and above/ £52,000 and above per year	231	126	105	21	48	120	41	-	-	-	231	150	52	21	8	215	13	1	1
	9%	10%	8%	6%	11%	13%	4%	-%	-%	-%	32%	21%	7%	4%	1%	10%	6%	1%	1%
					cf	cf					ghi	lmn	mn	n		pqr	qr		
		54%	46%	9%	21%	52%	18%	-%	-%	-%	100%	65%	23%	9%	3%	93%	6%	1%	*%
Don't know/ Refused	1280	609	671	223	178	355	524	-	-	-	-	329	350	290	308	1034	108	79	60
	48%	47%	49%	61%	42%	39%	53%	-%	-%	-%	-%	46%	49%	50%	47%	46%	46%	60%	81%
				def			de											op	opq
		48%	52%	17%	14%	28%	41%	-%	-%	-%	-%	26%	27%	23%	24%	81%	8%	6%	5%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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QZ8 (QZ13). SHOWCARD Please could you say which letter from this card applies to your total household income from all sources, before tax and other deductions? (SINGLE CODE)

Base : All respondents

	Total	\<ENGLAND REGIONS\> LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBANITY URBAN	RURAL	WORKING STATUS WORKING	NOT WORKING	DEPRIVATION LEVEL LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
Up to £199 per week/ £10,399 per year	174	20	13	10	10	3	27	18	14	21	156	18	28	146	53	121
	6%	6%	4%	5%	5%	1%	11%	8%	12%	7%	7%	5%	2%	13%	4%	9%
		e		e	e		abcde	be	abcdei	e				l		n
		11%	8%	6%	6%	2%	16%	11%	8%	12%	90%	10%	16%	84%	31%	69%
From £200 to £299 per week/ £10,400 to £15,599 per year	212	32	27	19	18	10	15	25	9	23	193	19	75	136	75	137
	8%	10%	7%	9%	9%	4%	6%	11%	8%	8%	8%	5%	5%	12%	6%	10%
		e		e	e			ef	e		k			l		n
		15%	13%	9%	9%	5%	7%	12%	4%	11%	91%	9%	36%	64%	35%	65%
From £300 to £499 per week/ £15,600 to £25,599 per year	299	37	58	28	24	9	16	17	19	42	258	41	193	106	146	153
	11%	11%	16%	13%	12%	4%	7%	7%	17%	14%	11%	11%	12%	10%	11%	11%
		e	efg	efg	ef				aefg	efg			m			
		12%	19%	10%	8%	3%	5%	6%	6%	14%	86%	14%	64%	36%	49%	51%
From £500 to £699 per week/ £26,000 to £36,399 per year	246	45	48	21	20	12	31	8	14	15	210	36	188	58	134	113
	9%	13%	13%	10%	10%	5%	13%	3%	13%	5%	9%	10%	12%	5%	10%	8%
		egi	egi	egi	egi		egi		egi				m		o	
		18%	20%	9%	8%	5%	13%	3%	6%	6%	85%	15%	76%	24%	54%	46%
From £700 to £999 per week/ £36,400 to £51,999 per year	234	46	39	22	21	13	22	11	12	20	201	33	201	33	130	104
	9%	14%	11%	10%	11%	6%	9%	5%	11%	7%	9%	9%	13%	3%	10%	7%
		egi	eg	g	eg				eg				m		o	
		20%	17%	9%	9%	6%	10%	5%	5%	9%	86%	14%	86%	14%	55%	45%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QZ8 (QZ13). SHOWCARD Please could you say which letter from this card applies to your total household income from all sources, before tax and other deductions? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3909	263	258	233	259	310	255	255	264	256	2850	1059	1983	1920	1931	1978
Effective Weighted Sample	2683	251	241	221	247	287	242	242	249	243	2246	463	1391	1346	1280	1404
Weighted total	2675	341	360	218	195	238	246	226	112	300	2316	359	1555	1117	1277	1398
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
£1,000 per week and above/ £52,000 and above per year	231	69	25	30	16	14	33	9	10	9	186	45	200	29	126	104
	9%	20%	7%	14%	8%	6%	13%	4%	9%	3%	8%	12%	13%	3%	10%	7%
		bdefghi		begi	i		begi		gi			j	m		o	
		30%	11%	13%	7%	6%	14%	4%	4%	4%	81%	19%	87%	13%	55%	45%
Don't know/ Refused	1280	91	149	88	85	178	101	137	33	171	1113	167	669	608	614	666
	48%	27%	41%	40%	44%	75%	41%	61%	29%	57%	48%	46%	43%	54%	48%	48%
			ah	ah	ah	abcdfghi	ah	abcdfh		abcdfh				l		
		7%	12%	7%	7%	14%	8%	11%	3%	13%	87%	13%	52%	48%	48%	52%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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QZ8 (QZ13). SHOWCARD Please could you say which letter from this card applies to your total household income from all sources, before tax and other deductions? (SINGLE CODE)

Base : All respondents

| | | TV PLATFORM/S | | | |
| | Total | ALL TV | CABLE | SATE-LLITE | HYBRID IPTV |
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
Up to £199 per week/ £10,399 per year	174	163	18	30	18
	6%	6%	4%	3%	4%
		cd			
		94%	10%	17%	10%
From £200 to £299 per week/ £10,400 to £15,599 per year	212	195	22	53	34
	8%	8%	6%	6%	7%
		c			
		92%	10%	25%	16%
From £300 to £499 per week/ £15,600 to £25,599 per year	299	285	42	99	58
	11%	11%	10%	10%	12%
		95%	14%	33%	19%
From £500 to £699 per week/ £26,000 to £36,399 per year	246	236	42	100	63
	9%	9%	10%	10%	13%
					a
		96%	17%	41%	25%
From £700 to £999 per week/ £36,400 to £51,999 per year	234	224	37	104	52
	9%	9%	9%	11%	11%
		96%	16%	44%	22%

Columns Tested: a,b,c,d

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QZ8 (QZ13). SHOWCARD Please could you say which letter from this card applies to your total household income from all sources, before tax and other deductions? (SINGLE CODE)

Base : All respondents

		TV PLATFORM/S			
	Total	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV
Significance Level: 95%		a	b	c	d
Unweighted total	3909	3701	470	1371	635
Effective Weighted Sample	2683	2534	363	930	440
Weighted total	2675	2519	396	953	475
		94%	15%	36%	18%
£1,000 per week and above/ £52,000 and above per year	231 9%	218 9%	38 10%	113 12%	42 9%
				a	
		94%	16%	49%	18%
Don't know/ Refused	1280 48%	1198 48%	198 50%	453 48%	208 44%
		94%	15%	35%	16%

Columns Tested: a,b,c,d

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FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	~r
Unweighted total	1491	702	789	157	292	596	445	304	153	293	741	337	434	292	425	1002	222	175	92
Effective Weighted Sample	1084	518	567	121	213	446	319	219	108	206	574	264	334	203	307	871	147	124	80
Weighted total	1188	584	604	135	236	534	283	174	105	224	685	340	320	248	278	1027	104	46	12
		49%	51%	11%	20%	45%	24%	15%	9%	19%	58%	29%	27%	21%	23%	86%	9%	4%	**
Most Financially Vulnerable	338	149	189	56	76	115	92	174	44	73	47	39	72	58	168	283	32	17	**
	28%	26%	31%	41%	32%	21%	32%	100%	42%	33%	7%	12%	22%	23%	61%	28%	31%	37%	**
			a	e	e		e	hij	j	j			k	k	klm			o	
		44%	56%	17%	22%	34%	27%	51%	13%	22%	14%	12%	21%	17%	50%	84%	10%	5%	**
Potentially Financially Vulnerable	504	245	259	53	95	249	106	-	61	151	291	107	162	141	92	430	45	25	**
	42%	42%	43%	39%	40%	47%	37%	-%	58%	67%	43%	31%	51%	57%	33%	42%	44%	54%	**
						f			gj	gj	g		kn	kn				o	
		49%	51%	11%	19%	50%	21%	-%	12%	30%	58%	21%	32%	28%	18%	85%	9%	5%	**
Least Financially Vulnerable	347	190	156	26	65	170	86	-	-	-	347	194	85	50	18	314	26	5	**
	29%	33%	26%	19%	27%	32%	30%	-%	-%	-%	51%	57%	27%	20%	6%	31%	25%	10%	**
		b				c	c				ghi	lmn	n	n		q	q		
		55%	45%	8%	19%	49%	25%	-%	-%	-%	100%	56%	25%	14%	5%	91%	7%	1%	**

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

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FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
					ENGLAND REGIONS						URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
Significance Level: 95%		a	b	c	d	~e	f	~g	h	~i	j	k	l	m	n	o
Unweighted total	1491	171	114	111	111	59	125	79	148	84	1095	396	1012	478	719	772
Effective Weighted Sample	1084	165	108	107	108	53	120	75	140	81	906	189	757	341	502	582
Weighted total	1188	232	170	113	91	51	129	72	65	104	1029	159	884	304	550	638
		20%	14%	9%	8%	**	11%	**	5%	**	87%	13%	74%	26%	46%	54%
Most Financially Vulnerable	338	64	41	26	25	**	44	**	18	**	306	32	146	192	120	218
	28%	28%	24%	23%	27%	**	34%	**	28%	**	30%	20%	17%	63%	22%	34%
											k		l			n
		19%	12%	8%	7%	**	13%	**	5%	**	90%	10%	43%	57%	36%	64%
Potentially Financially Vulnerable	504	89	77	44	43	**	41	**	31	**	442	62	444	60	232	272
	42%	38%	45%	39%	47%	**	32%	**	48%	**	43%	39%	50%	20%	42%	43%
			f		f				f				m			
		18%	15%	9%	8%	**	8%	**	6%	**	88%	12%	88%	12%	46%	54%
Least Financially Vulnerable	347	79	53	43	23	**	44	**	16	**	282	65	294	52	198	148
	29%	34%	31%	38%	26%	**	34%	**	25%	**	27%	41%	33%	17%	36%	23%
				h									j	m	o	
		23%	15%	12%	7%	**	13%	**	5%	**	81%	19%	85%	15%	57%	43%

Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o

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FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

		TV PLATFORM/S			
Significance Level: 95%	Total	**ALL TV** a	**CABLE** b	SATE- LLITE c	HYBRID IPTV d
Unweighted total	1491	1420	177	557	259
Effective Weighted Sample	1084	1027	141	411	202
Weighted total	1188	1127	170	455	239
		95%	14%	38%	20%
Most Financially Vulnerable	338	321	47	98	58
	28%	28%	28%	22%	24%
		c			
		95%	14%	29%	17%
Potentially Financially Vulnerable	504	478	70	197	113
	42%	42%	41%	43%	47%
		95%	14%	39%	22%
Least Financially Vulnerable	347	328	53	160	68
	29%	29%	31%	35%	28%
				a	
		95%	15%	46%	20%

Columns Tested: a,b,c,d