

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

QB1. SHOWCARD Which of the following do you, or does anyone in your household, have in your home at the moment? (MULTI CODE)	42
Base : All QB1 respondents	
QB2. SHOWCARD And do you personally use...? (MULTI CODE).....	48
Base : All QB1 respondents	
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Base : Those who have access to a games console at home	
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Base : Those who have access to a games console at home	
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Base : Those who personally use an e-reader/ digital book reader	

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Table 16

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Base : All QB1 respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3612	1766	1846	496	585	1149	1382	639	410	448	680	811	1079	742	980	2264	492	496	360
Effective Weighted Sample	2598	1261	1337	353	431	827	1004	462	306	318	518	585	802	540	713	2010	326	352	316
Total	2655	1291	1364	363	465	909	918	408	286	321	593	709	715	574	657	2236	233	132	54
		49%	51%	14%	18%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	2%
A standard DVD player	1616	775	841	215	253	609	539	208	171	203	381	465	423	356	372	1347	154	88	28
	61%	60%	62%	59%	55%	67%	59%	51%	60%	63%	64%	66%	59%	62%	57%	60%	66%	66%	52%
		48%	52%	13%	16%	38%	33%	13%	11%	13%	24%	29%	26%	22%	23%	83%	10%	5%	2%
Video games console connected to a TV (e.g. Sony PlayStation, Nintendo Wii or Microsoft Xbox)	1236	583	653	262	288	545	140	129	110	163	341	309	357	289	281	1048	100	62	27
	47%	45%	48%	72%	62%	60%	15%	32%	38%	51%	57%	44%	50%	50%	43%	47%	43%	47%	50%
		47%	53%	21%	23%	44%	11%	10%	9%	13%	28%	25%	29%	23%	23%	85%	8%	5%	2%
An MP3 player/iPod	924	468	456	166	198	404	156	60	55	115	338	316	285	190	134	787	85	39	13
	35%	36%	33%	46%	43%	44%	17%	15%	19%	36%	57%	45%	40%	33%	20%	35%	36%	29%	25%
		51%	49%	18%	21%	44%	17%	6%	6%	12%	37%	34%	31%	21%	14%	85%	9%	4%	1%
E-reader - digital book reader (e.g. Kindle, Sony Reader, Kobo eReader, Nook eReader)	737	356	382	100	138	310	190	44	54	82	270	271	231	145	90	642	48	34	13
	28%	28%	28%	27%	30%	34%	21%	11%	19%	26%	46%	38%	32%	25%	14%	29%	21%	26%	24%
		48%	52%	14%	19%	42%	26%	6%	7%	11%	37%	37%	31%	20%	12%	87%	7%	5%	2%
A Blu Ray DVD player	558	312	246	81	103	248	126	40	37	72	203	206	166	115	71	494	29	26	9
	21%	24%	18%	22%	22%	27%	14%	10%	13%	23%	34%	29%	23%	20%	11%	22%	13%	20%	16%
		b	f	f	f	df				gh	ghi	lmn	n	n		pr		p	
		56%	44%	15%	18%	44%	23%	7%	7%	13%	36%	37%	30%	21%	13%	89%	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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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 QB1 respondents

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		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3612	1766	1846	496	585	1149	1382	639	410	448	680	811	1079	742	980	2264	492	496	360
Effective Weighted Sample	2598	1261	1337	353	431	827	1004	462	306	318	518	585	802	540	713	2010	326	352	316
Total	2655	1291	1364	363	465	909	918	408	286	321	593	709	715	574	657	2236	233	132	54
		49%	51%	14%	18%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	2%
Handheld/ portable games player (e.g. Nintendo DS, Sony PSP)	542	244	298	101	121	261	59	50	47	73	148	132	180	123	106	462	37	33	10
	20%	19%	22%	28%	26%	29%	6%	12%	17%	23%	25%	19%	25%	21%	16%	21%	16%	25%	18%
		45%	55%	19%	22%	48%	11%	9%	9%	13%	27%	24%	33%	23%	20%	85%	7%	6%	2%
A smart watch - a wearable computer that may be compatible with a smartphone. Brands include Pebble, Samsung and Sony, with the Apple Watch due to be released in 2015	87	38	49	20	25	36	7	13	5	12	14	19	36	19	14	77	6	3	1
	3%	3%	4%	6%	5%	4%	1%	3%	2%	4%	2%	3%	5%	3%	2%	3%	3%	2%	2%
		44%	56%	23%	28%	41%	8%	15%	6%	14%	16%	21%	41%	22%	16%	88%	7%	3%	1%
ANY DVD PLAYER	1856	914	943	244	299	710	603	225	189	233	475	554	499	404	399	1561	164	100	32
	70%	71%	69%	67%	64%	78%	66%	55%	66%	72%	80%	78%	70%	70%	61%	70%	71%	76%	59%
		49%	51%	13%	16%	38%	32%	12%	10%	13%	26%	30%	27%	22%	21%	84%	9%	5%	2%
ANY GAMES CONSOLE	1302	610	692	272	297	577	156	139	119	168	356	333	376	297	296	1106	104	66	27
	49%	47%	51%	75%	64%	63%	17%	34%	42%	52%	60%	47%	53%	52%	45%	49%	44%	50%	51%
		47%	53%	21%	23%	44%	12%	11%	9%	13%	27%	26%	29%	23%	23%	85%	8%	5%	2%

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	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Unweighted total	3612	1766	1846	496	585	1149	1382	639	410	448	680	811	1079	742	980	2264	492	496	360
Effective Weighted Sample	2598	1261	1337	353	431	827	1004	462	306	318	518	585	802	540	713	2010	326	352	316
Total	2655	1291	1364	363	465	909	918	408	286	321	593	709	715	574	657	2236	233	132	54
		49%	51%	14%	18%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	2%
None of these	431	194	237	32	66	84	249	127	52	41	39	77	100	90	163	372	39	12	8
	16%	15%	17%	9%	14%	9%	27%	31%	18%	13%	7%	11%	14%	16%	25%	17%	17%	9%	15%
				ce		cde		hij	j	j			k	klm	q	q		q	
		45%	55%	7%	15%	19%	58%	30%	12%	10%	9%	18%	23%	21%	38%	86%	9%	3%	2%
Don't know	6	4	1	-	3	-	2	-	1	2	-	3	-	1	1	6	-	-	-
	*%	*%	*%	-%	1%	-%	*%	-%	*%	1%	-%	*%	-%	*%	*%	*%	-%	-%	-%
				e															
		74%	26%	-%	59%	-%	41%	-%	20%	33%	-%	53%	-%	26%	21%	100%	-%	-%	-%

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Base : All QB1 respondents

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3612	252	258	247	245	249	252	252	251	258	2667	945	1895	1710	1800	1812
Effective Weighted Sample	2598	243	243	238	235	238	243	243	240	247	2175	448	1367	1269	1242	1357
Total	2655	327	371	234	189	231	249	224	113	299	2299	357	1541	1109	1251	1404
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	47%	53%
A standard DVD player	1616	155	233	149	95	146	168	131	85	184	1391	225	950	663	822	794
	61%	48%	63%	64%	50%	63%	67%	59%	75%	62%	61%	63%	62%	60%	66%	57%
		10%	14%	9%	6%	9%	10%	8%	5%	11%	86%	14%	59%	41%	51%	49%
Video games console connected to a TV (e.g. Sony PlayStation, Nintendo Wii or Microsoft Xbox)	1236	143	164	125	78	122	117	102	58	140	1091	146	861	373	545	691
	47%	44%	44%	53%	41%	53%	47%	46%	51%	47%	47%	41%	56%	34%	44%	49%
		12%	13%	10%	6%	10%	9%	8%	5%	11%	88%	12%	70%	30%	44%	56%
An MP3 player/iPod	924	90	144	103	45	82	100	72	45	107	793	131	655	267	477	447
	35%	27%	39%	44%	24%	35%	40%	32%	39%	36%	35%	37%	42%	24%	38%	32%
		10%	16%	11%	5%	9%	11%	8%	5%	12%	86%	14%	71%	29%	52%	48%
E-reader - digital book reader (e.g. Kindle, Sony Reader, Kobo eReader, Nook eReader)	737	72	118	76	50	70	83	58	33	82	626	111	504	233	411	326
	28%	22%	32%	32%	27%	30%	33%	26%	29%	28%	27%	31%	33%	21%	33%	23%
		10%	16%	10%	7%	9%	11%	8%	4%	11%	85%	15%	68%	32%	56%	44%

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	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3612	252	258	247	245	249	252	252	251	258	2667	945	1895	1710	1800	1812
Effective Weighted Sample	2598	243	243	238	235	238	243	243	240	247	2175	448	1367	1269	1242	1357
Total	2655	327	371	234	189	231	249	224	113	299	2299	357	1541	1109	1251	1404
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	47%	53%
A Blu Ray DVD player	558	56	89	61	34	41	69	53	23	68	475	83	383	173	315	244
	21%	17%	24%	26%	18%	18%	28%	24%	20%	23%	21%	23%	25%	16%	25%	17%
		10%	16%	11%	6%	7%	12%	9%	4%	12%	85%	15%	69%	31%	56%	44%
Handheld/ portable games player (e.g. Nintendo DS, Sony PSP)	542	83	56	46	34	52	55	45	32	58	482	59	363	176	254	288
	20%	25%	15%	20%	18%	22%	22%	20%	28%	20%	21%	17%	24%	16%	20%	21%
		15%	10%	9%	6%	10%	10%	8%	6%	11%	89%	11%	67%	33%	47%	53%
A smart watch - a wearable computer that may be compatible with a smartphone. Brands include Pebble, Samsung and Sony, with the Apple Watch due to be released in 2015	87	18	11	8	4	3	9	11	6	7	81	6	55	32	32	55
	3%	5%	3%	4%	2%	1%	4%	5%	6%	2%	4%	2%	4%	3%	3%	4%
		20%	12%	10%	4%	3%	10%	13%	7%	8%	93%	7%	63%	37%	37%	63%
ANY DVD PLAYER	1856	176	274	176	116	157	191	157	90	223	1593	264	1123	730	959	897
	70%	54%	74%	75%	61%	68%	77%	70%	80%	75%	69%	74%	73%	66%	77%	64%
		9%	15%	9%	6%	8%	10%	8%	5%	12%	86%	14%	60%	39%	52%	48%

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Unweighted total	3612	252	258	247	245	249	252	252	251	258	2667	945	1895	1710	1800	1812
Effective Weighted Sample	2598	243	243	238	235	238	243	243	240	247	2175	448	1367	1269	1242	1357
Total	2655	327	371	234	189	231	249	224	113	299	2299	357	1541	1109	1251	1404
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	47%	53%
ANY GAMES CONSOLE	1302	155	171	128	83	130	124	105	60	149	1143	159	898	402	581	721
	49%	47%	46%	55%	44%	56%	50%	47%	53%	50%	50%	45%	58%	36%	46%	51%
				d		bdg			d				m		n	
		12%	13%	10%	6%	10%	10%	8%	5%	11%	88%	12%	69%	31%	45%	55%
None of these	431	88	54	28	42	37	33	37	10	43	371	60	188	241	167	264
	16%	27%	14%	12%	22%	16%	13%	16%	9%	14%	16%	17%	12%	22%	13%	19%
		bcefg	h		bcfhi	h		h		h			l		n	
		21%	12%	7%	10%	9%	8%	9%	2%	10%	86%	14%	44%	56%	39%	61%
Don't know	6	6	-	-	-	-	-	-	-	-	6	-	3	3	-	6
	*%	2%	-%	-%	-%	-%	-%	-%	-%	-%	*%	-%	*%	*%	-%	*%
		bcdefghi													n	
		100%	-%	-%	-%	-%	-%	-%	-%	-%	100%	-%	54%	46%	-%	100%

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

Base : All QB1 respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3612	1766	1846	496	585	1149	1382	639	410	448	680	811	1079	742	980	2264	492	496	360
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Total	2655	1291	1364	363	465	909	918	408	286	321	593	709	715	574	657	2236	233	132	54
		49%	51%	14%	18%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	2%
A standard DVD player	1350	657	692	167	205	504	473	183	153	158	307	385	345	307	314	1121	130	75	23
	51%	51%	51%	46%	44%	55%	52%	45%	54%	49%	52%	54%	48%	53%	48%	50%	56%	57%	43%
		49%	51%	12%	15%	37%	35%	14%	11%	12%	23%	29%	26%	23%	23%	83%	10%	6%	2%
Video games console connected to a TV (e.g. Sony PlayStation, Nintendo Wii or Microsoft Xbox)	678	392	286	209	188	229	52	82	59	93	180	164	203	153	158	574	52	34	17
	26%	30%	21%	58%	40%	25%	6%	20%	20%	29%	30%	23%	28%	27%	24%	26%	22%	26%	32%
		b		def	ef	f				gh	gh		k						op
		58%	42%	31%	28%	34%	8%	12%	9%	14%	27%	24%	30%	23%	23%	85%	8%	5%	3%
An MP3 player/iPod	614	346	268	130	158	223	102	39	37	75	225	238	178	118	80	526	52	27	8
	23%	27%	20%	36%	34%	25%	11%	9%	13%	23%	38%	33%	25%	21%	12%	24%	22%	20%	16%
		b		ef	ef	f				gh	ghi	lmn	n	n		r	r		
		56%	44%	21%	26%	36%	17%	6%	6%	12%	37%	39%	29%	19%	13%	86%	9%	4%	1%
E-reader - digital book reader (e.g. Kindle, Sony Reader, Kobo eReader, Nook eReader)	520	235	285	58	105	213	143	33	41	52	206	211	154	91	64	453	33	25	8
	20%	18%	21%	16%	23%	23%	16%	8%	14%	16%	35%	30%	22%	16%	10%	20%	14%	19%	16%
				cf	cf				g	g	ghi	lmn	mn	n		p			
		45%	55%	11%	20%	41%	28%	6%	8%	10%	40%	41%	30%	17%	12%	87%	6%	5%	2%
A Blu Ray DVD player	458	268	189	69	82	199	108	36	34	53	165	170	139	94	55	410	23	18	6
	17%	21%	14%	19%	18%	22%	12%	9%	12%	17%	28%	24%	19%	16%	8%	18%	10%	14%	11%
		b		f	f	f				g	ghi	lmn	n	n		pqr			
		59%	41%	15%	18%	43%	24%	8%	8%	12%	36%	37%	30%	20%	12%	90%	5%	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 TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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

Base : All QB1 respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3612	1766	1846	496	585	1149	1382	639	410	448	680	811	1079	742	980	2264	492	496	360
Effective Weighted Sample	2598	1261	1337	353	431	827	1004	462	306	318	518	585	802	540	713	2010	326	352	316
Total	2655	1291	1364	363	465	909	918	408	286	321	593	709	715	574	657	2236	233	132	54
		49%	51%	14%	18%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	2%
Handheld/ portable games player (e.g. Nintendo DS, Sony PSP)	241	132	110	70	70	75	27	26	16	30	69	65	80	50	47	208	17	14	3
	9%	10%	8%	19%	15%	8%	3%	6%	6%	9%	12%	9%	11%	9%	7%	9%	7%	10%	5%
				ef	ef	f					gh		n		r		r		
		55%	45%	29%	29%	31%	11%	11%	7%	12%	29%	27%	33%	21%	19%	86%	7%	6%	1%
A smart watch - a wearable computer that may be compatible with a smartphone. Brands include Pebble, Samsung and Sony, with the Apple Watch due to be released in 2015	51	23	28	12	17	18	5	11	5	4	6	11	20	10	10	45	3	2	*
	2%	2%	2%	3%	4%	2%	1%	3%	2%	1%	1%	2%	3%	2%	1%	2%	1%	2%	1%
				f	f	f													
		45%	55%	24%	33%	34%	9%	21%	10%	8%	12%	22%	39%	20%	19%	88%	7%	5%	1%
ANY DVD PLAYER	1600	804	796	198	248	615	539	199	170	187	410	485	424	356	335	1344	144	85	26
	60%	62%	58%	55%	53%	68%	59%	49%	60%	58%	69%	68%	59%	62%	51%	60%	62%	65%	49%
		b				cdf			g	g	ghi	lmn	n	n		r	r	r	
		50%	50%	12%	16%	38%	34%	12%	11%	12%	26%	30%	26%	22%	21%	84%	9%	5%	2%
ANY GAMES CONSOLE	724	413	311	219	198	244	63	91	62	96	192	177	218	161	168	614	55	37	17
	27%	32%	23%	60%	43%	27%	7%	22%	22%	30%	32%	25%	31%	28%	26%	27%	24%	28%	32%
		b		def	ef	f				gh	gh		kn						p
		57%	43%	30%	27%	34%	9%	13%	9%	13%	26%	24%	30%	22%	23%	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 TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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

Base : All QB1 respondents

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Unweighted total	3612	1766	1846	496	585	1149	1382	639	410	448	680	811	1079	742	980	2264	492	496	360
Effective Weighted Sample	2598	1261	1337	353	431	827	1004	462	306	318	518	585	802	540	713	2010	326	352	316
Total	2655	1291	1364	363	465	909	918	408	286	321	593	709	715	574	657	2236	233	132	54
		49%	51%	14%	18%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	2%
None of these	638	272	366	60	99	167	312	155	79	68	75	110	154	140	233	547	51	23	17
	24%	21%	27%	17%	21%	18%	34%	38%	28%	21%	13%	16%	22%	24%	35%	24%	22%	17%	31%
		a	a	cde	hij	j	j	k	k	klm	q	opq							
		43%	57%	9%	15%	26%	49%	24%	12%	11%	12%	17%	24%	22%	36%	86%	8%	4%	3%
Don't know	11	6	5	*	3	3	5	*	2	5	*	4	1	3	2	6	1	4	*
	*/%	*/%	*/%	*/%	1%	*/%	1%	*/%	1%	1%	*/%	1%	*/%	1%	*/%	*/%	*/%	3%	*/%
		53%	47%	3%	30%	23%	43%	3%	21%	42%	2%	36%	11%	31%	21%	56%	9%	34%	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 QB1 respondents

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	3612	252	258	247	245	249	252	252	251	258	2667	945	1895	1710	1800	1812
Effective Weighted Sample	2598	243	243	238	235	238	243	243	240	247	2175	448	1367	1269	1242	1357
Total	2655	327	371	234	189	231	249	224	113	299	2299	357	1541	1109	1251	1404
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	47%	53%
A standard DVD player	1350	122	190	122	85	114	140	118	70	160	1155	195	775	571	705	645
	51%	37%	51%	52%	45%	49%	57%	53%	62%	53%	50%	55%	50%	52%	56%	46%
		9%	14%	9%	6%	8%	10%	9%	5%	12%	86%	14%	57%	42%	52%	48%
Video games console connected to a TV (e.g. Sony PlayStation, Nintendo Wii or Microsoft Xbox)	678	74	91	64	52	53	66	70	35	70	602	76	465	210	277	401
	26%	22%	25%	27%	27%	23%	27%	31%	31%	24%	26%	21%	30%	19%	22%	29%
		11%	13%	9%	8%	8%	10%	10%	5%	10%	89%	11%	69%	31%	41%	59%
An MP3 player/iPod	614	55	103	68	33	56	71	48	33	59	526	88	436	176	314	300
	23%	17%	28%	29%	18%	24%	29%	21%	29%	20%	23%	25%	28%	16%	25%	21%
		9%	17%	11%	5%	9%	12%	8%	5%	10%	86%	14%	71%	29%	51%	49%
E-reader - digital book reader (e.g. Kindle, Sony Reader, Kobo eReader, Nook eReader)	520	47	85	55	40	41	67	40	22	58	440	80	356	164	297	223
	20%	14%	23%	23%	21%	18%	27%	18%	19%	19%	19%	22%	23%	15%	24%	16%
		9%	16%	11%	8%	8%	13%	8%	4%	11%	85%	15%	69%	31%	57%	43%
A Blu Ray DVD player	458	38	84	51	28	32	54	47	20	57	390	68	314	141	266	191
	17%	12%	23%	22%	15%	14%	22%	21%	17%	19%	17%	19%	20%	13%	21%	14%
		8%	18%	11%	6%	7%	12%	10%	4%	12%	85%	15%	69%	31%	58%	42%

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 QB1 respondents

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3612	252	258	247	245	249	252	252	251	258	2667	945	1895	1710	1800	1812
Effective Weighted Sample	2598	243	243	238	235	238	243	243	240	247	2175	448	1367	1269	1242	1357
Total	2655	327	371	234	189	231	249	224	113	299	2299	357	1541	1109	1251	1404
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	47%	53%
Handheld/ portable games player (e.g. Nintendo DS, Sony PSP)	241	36	32	21	16	22	31	16	14	21	217	25	153	86	107	134
	9%	11%	9%	9%	9%	10%	12%	7%	12%	7%	9%	7%	10%	8%	9%	10%
		15%	13%	9%	7%	9%	13%	6%	6%	9%	90%	10%	63%	36%	44%	56%
A smart watch - a wearable computer that may be compatible with a smartphone. Brands include Pebble, Samsung and Sony, with the Apple Watch due to be released in 2015	51	8	6	5	4	2	5	10	4	2	49	2	34	17	19	32
	2%	2%	2%	2%	2%	1%	2%	5%	4%	1%	2%	1%	2%	2%	2%	2%
		16%	11%	9%	8%	3%	10%	20%	8%	3%	95%	5%	66%	34%	37%	63%
ANY DVD PLAYER	1600	141	233	152	106	128	165	147	78	194	1364	235	956	640	853	747
	60%	43%	63%	65%	56%	55%	66%	66%	69%	65%	59%	66%	62%	58%	68%	53%
		9%	15%	9%	7%	8%	10%	9%	5%	12%	85%	15%	60%	40%	53%	47%
ANY GAMES CONSOLE	724	83	100	67	55	56	71	72	38	73	640	85	490	232	302	422
	27%	25%	27%	29%	29%	24%	28%	32%	34%	24%	28%	24%	32%	21%	24%	30%
		11%	14%	9%	8%	8%	10%	10%	5%	10%	88%	12%	68%	32%	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 QB1 respondents

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3612	252	258	247	245	249	252	252	251	258	2667	945	1895	1710	1800	1812
Effective Weighted Sample	2598	243	243	238	235	238	243	243	240	247	2175	448	1367	1269	1242	1357
Total	2655	327	371	234	189	231	249	224	113	299	2299	357	1541	1109	1251	1404
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	47%	53%
None of these	638	117	78	45	49	72	47	48	19	72	558	80	299	337	247	391
	24%	36%	21%	19%	26%	31%	19%	21%	17%	24%	24%	22%	19%	30%	20%	28%
		bcdgghi			h	bcfgh				h				l		n
		18%	12%	7%	8%	11%	7%	8%	3%	11%	87%	13%	47%	53%	39%	61%
Don't know	11	4	-	1	-	-	-	-	-	1	10	1	6	5	2	9
	*%	1%	-%	*%	-%	-%	-%	-%	-%	*%	*%	*%	*%	*%	*%	1%
		40%	-%	10%	-%	-%	-%	-%	-%	6%	91%	9%	54%	46%	15%	85%

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

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

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

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION					
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Unweighted total	1687	806	881	368	375	741	203	213	158	243	426	376	538	359	414	1081	213	224	169	
Effective Weighted Sample	1240	591	649	265	279	539	157	157	124	171	319	271	403	274	307	970	141	161	150	
Total	1302	610	692	272	297	577	156	139	119	168	356	333	376	297	296	1106	104	66	27	
		47%	53%	21%	23%	44%	12%	11%	9%	13%	27%	26%	29%	23%	23%	85%	8%	5%	2%	
Nintendo Wii/ Wii U	455	179	276	82	86	238	50	31	35	62	138	131	141	103	80	385	34	28	9	
	35%	29%	40%	30%	29%	41%	32%	22%	29%	37%	39%	39%	38%	35%	27%	35%	33%	42%	33%	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
		39%	61%	18%	19%	52%	11%	7%	8%	14%	30%	29%	31%	23%	18%	84%	8%	6%	2%	
XBox 360	393	200	192	91	88	187	27	50	27	48	114	101	111	91	90	323	35	27	7	
	30%	33%	28%	34%	29%	32%	17%	36%	23%	28%	32%	30%	29%	30%	30%	29%	34%	42%	27%	
		f	f	f	f	f	h	h	h	h	h	h	h	h	h	h	h	h	h	h
		51%	49%	23%	22%	48%	7%	13%	7%	12%	29%	26%	28%	23%	23%	82%	9%	7%	2%	
Nintendo DS/ DSi/ DS Lite/ 3DS	345	142	202	60	74	176	34	27	27	37	107	95	106	82	62	296	25	17	7	
	26%	23%	29%	22%	25%	31%	22%	19%	23%	22%	30%	29%	28%	28%	21%	27%	24%	25%	26%	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
		41%	59%	18%	22%	51%	10%	8%	8%	11%	31%	28%	31%	24%	18%	86%	7%	5%	2%	
PlayStation 3	332	155	177	69	93	141	29	40	32	44	80	78	97	70	88	285	26	14	7	
	25%	25%	26%	25%	31%	24%	18%	29%	27%	26%	23%	23%	26%	24%	30%	26%	25%	21%	27%	
		ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef	ef
		47%	53%	21%	28%	42%	9%	12%	10%	13%	24%	23%	29%	21%	26%	86%	8%	4%	2%	
PlayStation 4	158	82	77	35	27	82	13	11	11	29	47	34	53	37	34	126	19	8	6	
	12%	13%	11%	13%	9%	14%	9%	8%	9%	17%	13%	10%	14%	12%	11%	11%	18%	12%	20%	
		d	d	d	d	d	d	d	d	d	d	d	d	d	d	d	d	d	d	d
		52%	48%	22%	17%	52%	8%	7%	7%	18%	30%	22%	34%	23%	21%	80%	12%	5%	3%	
PlayStation 2	139	68	71	30	24	70	15	20	9	17	33	32	47	25	35	118	9	9	3	
	11%	11%	10%	11%	8%	12%	10%	14%	7%	10%	9%	10%	12%	9%	12%	11%	9%	13%	10%	
		49%	51%	21%	17%	50%	11%	14%	6%	12%	23%	23%	34%	18%	25%	85%	6%	6%	2%	
		g	g	g	g	g	g	g	g	g	g	g	g	g	g	g	g	g	g	g
		52%	48%	22%	17%	52%	8%	7%	7%	18%	30%	22%	34%	23%	21%	80%	12%	5%	3%	
XBox One	107	60	47	37	22	43	6	12	7	10	34	22	32	26	27	91	6	7	3	
	8%	10%	7%	14%	7%	7%	4%	9%	6%	6%	10%	7%	9%	9%	9%	8%	6%	11%	12%	
		b	b	b	b	b	b	b	b	b	b	b	b	b	b	b	b	b	b	b
		56%	44%	34%	20%	40%	5%	12%	6%	10%	32%	21%	30%	24%	25%	84%	6%	7%	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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QB3 (QB4). SHOWCARD Which games console/s do you or does anyone in your household have at the moment? (MULTI CODE)

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1687	806	881	368	375	741	203	213	158	243	426	376	538	359	414	1081	213	224	169
Effective Weighted Sample	1240	591	649	265	279	539	157	157	124	171	319	271	403	274	307	970	141	161	150
Total	1302	610	692	272	297	577	156	139	119	168	356	333	376	297	296	1106	104	66	27
		47%	53%	21%	23%	44%	12%	11%	9%	13%	27%	26%	29%	23%	23%	85%	8%	5%	2%
XBox	99	43	56	22	18	45	14	10	9	10	22	24	26	25	23	85	2	9	2
	8%	7%	8%	8%	6%	8%	9%	7%	7%	6%	6%	7%	7%	8%	8%	8%	2%	14%	8%
		44%	56%	22%	18%	46%	14%	10%	9%	10%	23%	24%	27%	25%	24%	86%	2%	9%	2%
PlayStation Portable (PSP)/ PlayStation Vita	47	21	27	11	11	22	4	5	3	3	11	11	19	6	11	41	4	2	1
	4%	3%	4%	4%	4%	4%	2%	4%	3%	2%	3%	3%	5%	2%	4%	4%	4%	3%	5%
		44%	56%	24%	23%	46%	7%	10%	7%	7%	22%	24%	40%	13%	23%	86%	8%	4%	3%
Other	19	9	10	4	5	9	2	1	1	2	7	5	9	1	3	17	1	1	*
	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%	2%	2%	3%	1%	1%	2%	1%	1%	*%
		48%	52%	20%	25%	47%	8%	7%	6%	11%	35%	28%	50%	8%	14%	91%	5%	3%	1%
PS3/ PS4/ Wii/ Xbox 360/ Xbox/ Xbox One	1152	551	601	253	262	516	121	123	102	159	319	285	339	261	267	973	96	59	24
	88%	90%	87%	93%	88%	89%	78%	88%	86%	95%	90%	86%	90%	88%	90%	88%	92%	90%	89%
		48%	52%	22%	23%	45%	10%	11%	9%	14%	28%	25%	29%	23%	23%	84%	8%	5%	2%
DS/ PSP/ PORTABLE CONSOLE	365	153	212	63	77	187	37	30	28	38	115	100	114	85	67	313	28	17	7
	28%	25%	31%	23%	26%	32%	24%	21%	24%	22%	32%	30%	30%	29%	23%	28%	27%	26%	26%
		42%	58%	17%	21%	51%	10%	8%	8%	10%	31%	27%	31%	23%	18%	86%	8%	5%	2%
Don't know	44	13	31	7	7	16	15	4	6	4	10	12	7	18	7	39	*	4	1
	3%	2%	4%	2%	2%	3%	10%	3%	5%	2%	3%	4%	2%	6%	2%	4%	*%	6%	2%
		30%	70%	15%	15%	36%	34%	10%	15%	8%	22%	27%	16%	41%	16%	89%	1%	8%	1%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 18

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

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

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1687	118	115	132	97	134	121	114	126	124	1283	404	1110	573	805	882
Effective Weighted Sample	1240	114	109	128	94	129	117	111	121	119	1055	196	809	441	564	676
Total	1302	155	171	128	83	130	124	105	60	149	1143	159	898	402	581	721
		12%	13%	10%	**	10%	10%	8%	5%	11%	88%	12%	69%	31%	45%	55%
Nintendo Wii/ Wii U	455	53	45	54	**	52	48	31	26	45	405	50	332	122	223	232
	35%	34%	26%	42%	**	40%	38%	29%	44%	30%	35%	32%	37%	30%	38%	32%
			bgi	b		bgi							m	o		
		12%	10%	12%	**	11%	10%	7%	6%	10%	89%	11%	73%	27%	49%	51%
XBox 360	393	29	49	47	**	31	37	36	28	46	342	51	277	115	196	197
	30%	18%	29%	37%	**	24%	30%	34%	46%	31%	30%	32%	31%	29%	34%	27%
			ae	a		a		a	abefi	a					o	
		7%	12%	12%	**	8%	9%	9%	7%	12%	87%	13%	71%	29%	50%	50%
Nintendo DS/ DSi/ DS Lite/ 3DS	345	38	52	40	**	27	23	26	16	53	301	43	233	109	170	175
	26%	24%	31%	31%	**	21%	19%	25%	27%	36%	26%	27%	26%	27%	29%	24%
			f	f						ef					o	
		11%	15%	12%	**	8%	7%	8%	5%	15%	87%	13%	68%	32%	49%	51%
PlayStation 3	332	38	38	37	**	34	29	28	14	47	304	28	231	99	141	191
	25%	24%	22%	29%	**	26%	24%	27%	22%	32%	27%	18%	26%	25%	24%	26%
											k					
		11%	12%	11%	**	10%	9%	8%	4%	14%	91%	9%	69%	30%	43%	57%
PlayStation 4	158	12	23	16	**	23	10	6	7	13	142	16	119	38	68	91
	12%	8%	13%	13%	**	18%	8%	6%	12%	9%	12%	10%	13%	9%	12%	13%
						afgi							m			
		8%	14%	10%	**	15%	6%	4%	5%	8%	90%	10%	75%	24%	43%	57%
PlayStation 2	139	21	19	12	**	14	9	11	7	17	127	12	82	57	56	83
	11%	14%	11%	9%	**	11%	7%	10%	11%	11%	11%	8%	9%	14%	10%	11%
														l		
		15%	14%	8%	**	10%	6%	8%	5%	12%	91%	9%	59%	41%	41%	59%

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

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

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

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1687	118	115	132	97	134	121	114	126	124	1283	404	1110	573	805	882
Effective Weighted Sample	1240	114	109	128	94	129	117	111	121	119	1055	196	809	441	564	676
Total	1302	155	171	128	83	130	124	105	60	149	1143	159	898	402	581	721
		12%	13%	10%	**	10%	10%	8%	5%	11%	88%	12%	69%	31%	45%	55%
XBox One	107	8	10	18	**	5	10	10	8	11	92	15	78	29	55	52
	8%	5%	6%	14%	**	4%	8%	9%	13%	7%	8%	10%	9%	7%	10%	7%
				abe					ae							
				7%	**	5%	9%	9%	7%	10%	86%	14%	73%	27%	52%	48%
XBox	99	17	4	9	**	18	5	10	2	14	89	10	60	39	43	55
	8%	11%	3%	7%	**	14%	4%	10%	3%	9%	8%	6%	7%	10%	7%	8%
		bh			**	bfn		b		b						
		17%	4%	9%	**	19%	5%	10%	2%	14%	90%	10%	60%	40%	44%	56%
PlayStation Portable (PSP)/ PlayStation Vita	47	8	4	4	**	2	2	4	6	10	42	5	25	23	23	24
	4%	5%	2%	3%	**	2%	2%	4%	9%	7%	4%	3%	3%	6%	4%	3%
					**				bcef					l		
					**	5%	5%	8%		22%	89%	11%	52%	48%	48%	52%
Other	19	3	2	1	**	5	2	3	-	1	11	8	13	4	12	7
	1%	2%	1%	1%	**	4%	2%	3%	-%	1%	1%	5%	1%	1%	2%	1%
					**	h						j				
					**	27%	10%	17%	-%	7%	57%	43%	67%	22%	65%	35%
PS3/ PS4/ Wii/ Xbox 360/ Xbox/ Xbox One	1152	131	137	118	**	117	113	91	57	135	1017	135	802	348	519	633
	88%	85%	80%	92%	**	91%	91%	86%	94%	91%	89%	85%	89%	87%	89%	88%
				b		b			ab	b						
				11%	**	10%	10%	8%	5%	12%	88%	12%	70%	30%	45%	55%
DS/ PSP/ PORTABLE CONSOLE	365	44	55	41	**	28	23	26	18	57	320	45	245	117	180	185
	28%	29%	32%	32%	**	22%	19%	25%	29%	38%	28%	28%	27%	29%	31%	26%
			f	f	**					efg				o		
					**	8%	6%	7%	5%	16%	88%	12%	67%	32%	49%	51%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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

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

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1687	118	115	132	97	134	121	114	126	124	1283	404	1110	573	805	882
Effective Weighted Sample	1240	114	109	128	94	129	117	111	121	119	1055	196	809	441	564	676
Total	1302	155	171	128	83	130	124	105	60	149	1143	159	898	402	581	721
		12%	13%	10%	**	10%	10%	8%	5%	11%	88%	12%	69%	31%	45%	55%
Don't know	44	5	13	-	**	4	4	8	1	1	38	6	30	15	14	30
	3%	3%	7%	-%	**	3%	3%	8%	2%	1%	3%	4%	3%	4%	2%	4%
		c	ci			c	c	ci								
		11%	29%	-%	**	10%	8%	19%	3%	2%	86%	14%	67%	33%	32%	68%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1687	806	881	368	375	741	203	213	158	243	426	376	538	359	414	1081	213	224	169
Effective Weighted Sample	1240	591	649	265	279	539	157	157	124	171	319	271	403	274	307	970	141	161	150
Total	1302	610	692	272	297	577	156	139	119	168	356	333	376	297	296	1106	104	66	27
		47%	53%	21%	23%	44%	12%	11%	9%	13%	27%	26%	29%	23%	23%	85%	8%	5%	2%
Online gaming	404	246	158	133	87	161	24	43	38	60	109	95	127	93	89	335	42	16	11
	31%	40%	23%	49%	29%	28%	15%	31%	32%	36%	31%	28%	34%	31%	30%	30%	40%	24%	40%
		b		def	f	f											oq		oq
		61%	39%	33%	21%	40%	6%	11%	9%	15%	27%	23%	31%	23%	22%	83%	10%	4%	3%
Watching DVDs/ Blu Ray DVDs	254	141	113	73	70	96	15	33	23	44	60	60	75	53	67	223	17	11	4
	20%	23%	16%	27%	24%	17%	10%	24%	19%	26%	17%	18%	20%	18%	23%	20%	16%	16%	15%
		b		ef	ef	f				j									
		55%	45%	29%	28%	38%	6%	13%	9%	17%	24%	24%	29%	21%	26%	88%	7%	4%	2%
Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, ITV Player, 4OD, Demand 5 or Sky Go	200	117	83	65	52	77	7	19	16	29	50	52	60	50	39	177	12	9	3
	15%	19%	12%	24%	17%	13%	4%	13%	13%	17%	14%	15%	16%	17%	13%	16%	12%	13%	10%
		b		ef	f	f										r			
		59%	41%	32%	26%	39%	3%	9%	8%	14%	25%	26%	30%	25%	19%	88%	6%	4%	1%
Browsing the web/ internet	191	107	84	69	52	63	8	25	18	23	42	43	58	39	50	162	15	10	4
	15%	18%	12%	25%	17%	11%	5%	18%	15%	14%	12%	13%	16%	13%	17%	15%	15%	15%	16%
		b		def	ef	f													
		56%	44%	36%	27%	33%	4%	13%	9%	12%	22%	23%	31%	21%	26%	85%	8%	5%	2%
Watching short video clips online (e.g. YouTube or Dailymotion)	137	80	57	45	32	56	4	13	10	20	29	31	42	30	34	116	15	3	2
	11%	13%	8%	17%	11%	10%	2%	9%	9%	12%	8%	9%	11%	10%	11%	11%	15%	5%	8%
		b		def	f	f										q	q		
		59%	41%	33%	23%	41%	3%	10%	7%	15%	21%	23%	30%	22%	25%	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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QB4 (QB5). SHOWCARD Which, if any, of these do you use your games console for? (MULTI CODE)

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER £11.5K g	£11.5K- £17.5K h	£17.5K- £29.9K i	£30K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	1687	806	881	368	375	741	203	213	158	243	426	376	538	359	414	1081	213	224	169
Effective Weighted Sample	1240	591	649	265	279	539	157	157	124	171	319	271	403	274	307	970	141	161	150
Total	1302	610 47%	692 53%	272 21%	297 23%	577 44%	156 12%	139 11%	119 9%	168 13%	356 27%	333 26%	376 29%	297 23%	296 23%	1106 85%	104 8%	66 5%	27 2%
Watching purchased TV programmes/ films online or downloads, either via pay per view services (e.g. Playstation Movies, Blinkbox) or via a 'standalone' subscription service (e.g. LoveFilm Instant, Netflix)	124 10%	67 11%	58 8%	42 16% ef	31 10% f	50 9% f	1 1%	12 9%	12 10%	16 9%	29 8%	31 9%	33 9%	28 9%	32 11%	106 10%	11 11%	5 7%	3 10%
Watching other free professional TV programmes/ films or video channels online (e.g. on YouTube channels such as Channel 4, Jamie Oliver's Foodtube or on other sites e.g. Vimeo, South Park Studios)	113 9%	63 10% b	49 7%	41 15% def	29 10% f	38 7%	5 3%	11 8%	7 6%	16 10%	25 7%	23 7%	34 9%	32 11%	24 8%	100 9%	6 5%	5 7%	2 7%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r		56%	44%	37%	25%	34%	4%	10%	6%	14%	22%	20%	30%	28%	21%	89%	5%	4%	2%

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

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1687	806	881	368	375	741	203	213	158	243	426	376	538	359	414	1081	213	224	169
Effective Weighted Sample	1240	591	649	265	279	539	157	157	124	171	319	271	403	274	307	970	141	161	150
Total	1302	610	692	272	297	577	156	139	119	168	356	333	376	297	296	1106	104	66	27
		47%	53%	21%	23%	44%	12%	11%	9%	13%	27%	26%	29%	23%	23%	85%	8%	5%	2%
Watching 'live' TV programmes/ content via your internet connection	73	43	30	25	21	25	2	5	5	12	17	17	20	20	16	66	5	1	1
	6%	7%	4%	9%	7%	4%	1%	4%	4%	7%	5%	5%	5%	7%	5%	6%	5%	1%	4%
		b		ef	f											q			
		59%	41%	34%	28%	35%	3%	7%	6%	17%	23%	23%	28%	27%	22%	90%	7%	1%	2%
Other	*	*	-	*	-	-	-	*	-	-	-	-	*	-	-	-	-	*	-
	*%	*%	-%	*%	-%	-%	-%	*%	-%	-%	-%	-%	*%	-%	-%	-%	-%	*%	-%
		100%	-%	100%	-%	-%	-%	100%	-%	-%	-%	-%	100%	-%	-%	-%	-%	100%	-%
WATCHING VIDEO CONTENT	415	221	194	125	110	160	20	51	35	61	98	101	130	88	96	356	32	20	6
	32%	36%	28%	46%	37%	28%	13%	36%	29%	36%	28%	30%	35%	30%	32%	32%	31%	30%	24%
		b		def	ef	f				j						r			
		53%	47%	30%	27%	38%	5%	12%	8%	15%	24%	24%	31%	21%	23%	86%	8%	5%	2%
IPTV	298	164	134	100	71	117	10	31	22	41	74	72	93	67	67	255	25	14	4
	23%	27%	19%	37%	24%	20%	6%	22%	19%	24%	21%	22%	25%	22%	23%	23%	24%	22%	15%
		b		def	f	f				j						r			
		55%	45%	34%	24%	39%	3%	10%	7%	14%	25%	24%	31%	22%	22%	86%	8%	5%	1%
None of these	629	255	374	81	133	308	107	65	58	72	180	165	165	156	144	538	45	34	12
	48%	42%	54%	30%	45%	53%	69%	47%	48%	43%	51%	50%	44%	52%	49%	49%	44%	52%	43%
			a		c	cd	cde							l					
		41%	59%	13%	21%	49%	17%	10%	9%	11%	29%	26%	26%	25%	23%	85%	7%	5%	2%
Don't know	41	14	28	6	3	21	11	2	6	3	11	11	13	6	11	34	4	2	1
	3%	2%	4%	2%	1%	4%	7%	2%	5%	2%	3%	3%	3%	2%	4%	3%	4%	3%	4%
					d	cd													
		33%	67%	15%	7%	50%	27%	6%	14%	8%	27%	27%	31%	15%	27%	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 TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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

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

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1687	118	115	132	97	134	121	114	126	124	1283	404	1110	573	805	882
Effective Weighted Sample	1240	114	109	128	94	129	117	111	121	119	1055	196	809	441	564	676
Total	1302	155	171	128	83	130	124	105	60	149	1143	159	898	402	581	721
		12%	13%	10%	**	10%	10%	8%	5%	11%	88%	12%	69%	31%	45%	55%
Online gaming	404	52	48	33	**	32	42	43	19	39	358	46	266	136	168	235
	31%	34%	28%	26%	**	24%	34%	41%	31%	26%	31%	29%	30%	34%	29%	33%
		13%	12%	8%	**	8%	10%	11%	5%	10%	89%	11%	66%	34%	42%	58%
Watching DVDs/ Blu Ray DVDs	254	32	23	34	**	14	30	27	13	29	234	21	185	67	103	152
	20%	20%	14%	26%	**	11%	24%	25%	22%	20%	20%	13%	21%	17%	18%	21%
		e	be	be	**	e	be	e	k	k	k	k	k	k	k	k
		12%	9%	13%	**	6%	12%	10%	5%	12%	92%	8%	73%	26%	40%	60%
Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, ITV Player, 4OD, Demand 5 or Sky Go)	200	23	22	19	**	17	12	26	17	27	182	19	137	61	80	120
	15%	15%	13%	15%	**	13%	10%	25%	28%	18%	16%	12%	15%	15%	14%	17%
		11%	11%	10%	**	8%	6%	bef	abcef	13%	8%	14%	69%	30%	40%	60%
Browsing the web/ internet	191	24	28	16	**	16	17	21	13	15	174	17	120	69	76	115
	15%	16%	16%	13%	**	13%	14%	20%	21%	10%	15%	11%	13%	17%	13%	16%
		13%	14%	8%	**	8%	9%	i	i	8%	91%	9%	63%	36%	40%	60%
Watching short video clips online (e.g. YouTube or Dailymotion)	137	20	13	20	**	6	11	13	9	15	125	12	96	39	48	89
	11%	13%	8%	16%	**	5%	9%	12%	15%	10%	11%	7%	11%	10%	8%	12%
		e	e	e	**	e	e	e	e	n	n	n	n	n	n	n
		15%	10%	15%	**	4%	8%	9%	7%	11%	91%	9%	70%	28%	35%	65%

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

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

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

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1687	118	115	132	97	134	121	114	126	124	1283	404	1110	573	805	882
Effective Weighted Sample	1240	114	109	128	94	129	117	111	121	119	1055	196	809	441	564	676
Total	1302	155	171	128	83	130	124	105	60	149	1143	159	898	402	581	721
		12%	13%	10%	**	10%	10%	8%	5%	11%	88%	12%	69%	31%	45%	55%
Watching purchased TV programmes/ films online or downloads, either via pay per view services (e.g. Playstation Movies, Blinkbox) or via a 'standalone' subscription service (e.g. LoveFilm Instant, Netflix)	124	9	11	14	**	10	9	16	9	21	114	10	86	35	50	74
	10%	6%	6%	11%	**	8%	7%	15%	15%	14%	10%	7%	10%	9%	9%	10%
		8%	9%	11%	**	8%	7%	13%	8%	17%	92%	8%	70%	29%	40%	60%
Watching other free professional TV programmes/ films or video channels online (e.g. on YouTube channels such as Channel 4, Jamie Oliver's Foodtube or on other sites e.g. Vimeo, South Park Studios)	113	20	14	6	**	12	9	13	9	13	104	9	76	34	37	76
	9%	13%	8%	5%	**	9%	7%	12%	14%	8%	9%	5%	9%	9%	6%	11%
		c	c	c	**	c	c	c	c	c	c	c	c	c	c	n
		18%	12%	6%	**	10%	8%	12%	8%	11%	92%	8%	68%	30%	33%	67%

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

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

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

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1687	118	115	132	97	134	121	114	126	124	1283	404	1110	573	805	882
Effective Weighted Sample	1240	114	109	128	94	129	117	111	121	119	1055	196	809	441	564	676
Total	1302	155	171	128	83	130	124	105	60	149	1143	159	898	402	581	721
		12%	13%	10%	**	10%	10%	8%	5%	11%	88%	12%	69%	31%	45%	55%
Watching 'live' TV programmes/ content via your internet connection	73	9	7	10	**	4	6	11	6	12	70	3	45	28	27	46
	6%	6%	4%	7%	**	3%	5%	10%	10%	8%	6%	2%	5%	7%	5%	6%
		13%	9%	13%	**	6%	8%	15%	8%	16%	95%	5%	62%	38%	37%	63%
Other	*	-	-	-	**	-	-	-	-	-	*	-	-	*	-	*
	*%	-%	-%	-%	**	-%	-%	-%	-%	-%	*%	-%	-%	*%	-%	*%
		-%	-%	-%	**	-%	-%	-%	-%	-%	100%	-%	-%	100%	-%	100%
WATCHING VIDEO CONTENT	415	59	39	46	**	24	45	40	24	49	379	36	290	123	160	255
	32%	38%	23%	35%	**	19%	36%	38%	39%	33%	33%	22%	32%	31%	28%	35%
		be	be	be	**	be	be	be	be	e	k				n	
		14%	10%	11%	**	6%	11%	10%	6%	12%	91%	9%	70%	30%	39%	61%
IPTV	298	40	28	31	**	19	29	32	20	38	270	28	197	99	116	182
	23%	26%	17%	24%	**	15%	23%	31%	33%	25%	24%	17%	22%	25%	20%	25%
		e	e	e	**	e	e	be	be	e					n	
		13%	9%	10%	**	6%	10%	11%	7%	13%	91%	9%	66%	33%	39%	61%
None of these	629	57	83	74	**	78	57	41	28	82	538	91	441	188	314	316
	48%	37%	48%	57%	**	60%	45%	39%	47%	55%	47%	57%	49%	47%	54%	44%
			ag	ag	**	afgh	afgh	afgh	afgh	ag	j				o	
		9%	13%	12%	**	12%	9%	7%	5%	13%	85%	15%	70%	30%	50%	50%
Don't know	41	3	9	2	**	6	4	4	2	3	36	5	28	13	13	28
	3%	2%	5%	2%	**	5%	3%	4%	3%	2%	3%	3%	3%	3%	2%	4%
		7%	21%	6%	**	15%	9%	9%	4%	7%	88%	12%	67%	33%	32%	68%

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QB5 (QB6) Does your household's e-reader (digital book reader) have built-in 3G or 4G access to a mobile network? This means that books can be purchased online and downloaded from anywhere with a signal, without the need for a Wi-Fi connection?

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	d	e	f	~g	~h	~i	j	k	l	m	~n	o	~p	~q	~r
Unweighted total	656	296	360	81	122	247	206	50	59	72	222	224	235	103	94	444	69	93	50
Effective Weighted Sample	485	222	263	57	92	187	152	37	44	54	173	170	175	82	69	395	44	64	44
Total	520	235	285	58	105	213	143	33	41	52	206	211	154	91	64	453	33	25	8
		45%	55%	**	20%	41%	28%	**	**	**	40%	41%	30%	17%	**	87%	**	**	**
Yes	225	110	115	**	45	100	57	**	**	**	86	91	70	36	**	200	**	**	**
	43%	47%	40%	**	43%	47%	40%	**	**	**	42%	43%	45%	39%	**	44%	**	**	**
		49%	51%	**	20%	45%	25%	**	**	**	38%	41%	31%	16%	**	89%	**	**	**
No	256	107	149	**	52	99	70	**	**	**	106	101	75	48	**	220	**	**	**
	49%	46%	52%	**	49%	47%	49%	**	**	**	51%	48%	48%	53%	**	48%	**	**	**
		42%	58%	**	20%	39%	28%	**	**	**	41%	39%	29%	19%	**	86%	**	**	**
Don't know	39	18	21	**	9	14	16	**	**	**	14	18	9	7	**	33	**	**	**
	8%	8%	7%	**	8%	6%	11%	**	**	**	7%	9%	6%	8%	**	7%	**	**	**
		47%	53%	**	23%	35%	40%	**	**	**	37%	47%	24%	19%	**	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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QB5 (QB6) Does your household's e-reader (digital book reader) have built-in 3G or 4G access to a mobile network? This means that books can be purchased online and downloaded from anywhere with a signal, without the need for a Wi-Fi connection?

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

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	656	35	56	58	49	40	64	45	47	50	490	166	411	244	366	290
Effective Weighted Sample	485	34	53	56	47	39	62	43	45	47	400	87	307	187	276	209
Total	520	47	85	55	40	41	67	40	22	58	440	80	356	164	297	223
		**	**	**	**	**	**	**	**	**	85%	15%	69%	31%	57%	43%
Yes	225	**	**	**	**	**	**	**	**	**	200	24	153	72	120	105
	43%	**	**	**	**	**	**	**	**	**	46%	30%	43%	44%	40%	47%
		**	**	**	**	**	**	**	**	**	k					
		**	**	**	**	**	**	**	**	**	89%	11%	68%	32%	53%	47%
No	256	**	**	**	**	**	**	**	**	**	210	46	181	75	149	107
	49%	**	**	**	**	**	**	**	**	**	48%	58%	51%	46%	50%	48%
		**	**	**	**	**	**	**	**	**	82%	18%	71%	29%	58%	42%
Don't know	39	**	**	**	**	**	**	**	**	**	30	10	22	17	29	11
	8%	**	**	**	**	**	**	**	**	**	7%	12%	6%	11%	10%	5%
		**	**	**	**	**	**	**	**	**	o					
		**	**	**	**	**	**	**	**	**	75%	25%	56%	44%	73%	27%

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