

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

NATION .....	1
Base : All respondents	
REGION .....	3
Base : All respondents	
URBANITY .....	7
Base : All respondents	
CABLE AREA .....	9
Base : All respondents	
DEPRIVATION LEVEL .....	11
Base : All respondents	
SE. GENDER .....	13
Base : All respondents	
SF. AGE OF RESPONDENT .....	15
Base : All respondents	
QSEG (QZ8). What is the occupation of the main wage earner in your household. CODE SOCIAL GRADE. (SINGLE CODE) .....	19
Base : All respondents	
QZ7 (SG). WORKING STATUS (SINGLE CODE) .....	23
Base : All respondents	
QZ10 (SH). HOUSEHOLD STATUS (SINGLE CODE) .....	27
Base : All respondents	
SH (SI). Total number in household (including respondent and any children) .....	31
Base : All respondents	
SI (SK). Household size .....	33
Base : All respondents	
SJ. Total number of children in household (under 18), including respondent (if respondent is under 18) .....	35
Base : All respondents	
SK (SM). Can you speak or write in Welsh at all? (SINGLE CODE) .....	38
Base : All respondents in Wales	
SL (SN). What is you preferred language? (SINGLE CODE) .....	40
Base : All respondents in Wales	
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 respondents	
QB2. SHOWCARD And do you personally use...? (MULTI CODE) .....	48
Base : All respondents	
QB3 (QB4). SHOWCARD Which games console/s do you or does anyone in your household have at the moment? (MULTI CODE) .....	54
Base : Those who have access to a games console at home	
QB4 (QB5). SHOWCARD Which, if any, of these do you use your games console for? (MULTI CODE) .....	59
Base : Those who have access to a games console at home	

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

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? .....	67
Base : Those who personally use an e-reader/ digital book reader	
QC1. Is there a landline phone in your home that can be used to make and receive calls? (SINGLE CODE) PROMPTED .....	69
Base : All respondents	
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) .....	73
Base : Those with a landline phone at home	
QC3 (QC10). Thinking of when you use your landline, which one of these uses is the most important to you? (SINGLE CODE) .....	75
Base : Those who use their landline for internet access and to make or receive calls	
QC4 (QC30). SHOWCARD How do you pay the line rental for your landline phone service? Please answer about your line rental only and not charges for calls and other costs. (SINGLE CODE) .....	77
Base : Those with a landline phone at home that can be used to make and receive calls	
QC5 (QC28). SHOWCARD Which of these do you consider to be your MAIN method of making and receiving telephone calls? (SINGLE CODE) .....	79
Base : All respondents	
QC6 (QC28A). SHOWCARD And thinking about when you are at home, which is your MAIN method of making and receiving telephone calls? (SINGLE CODE) .....	82
Base : All respondents	
QC7 (QC21B). SHOWCARD Which of these do you consider is your main supplier? (SINGLE CODE) .....	84
Base : Those with a landline phone at home	
QC8A (QC13A). SHOWCARD Thinking about your home phone service only, please use this card to say how satisfied you are with the overall service provided by (MAIN SUPPLIER). (SINGLE CODE) .....	89
Base : Those with a landline phone at home	
QD1. How many mobile phones IN TOTAL do you AND members of your household use? (SINGLE CODE) .....	93
Base : All respondents	
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) .....	96
Base : All respondents	
QD3 (QD10). Which mobile network do you use most often? (SINGLE CODE) .....	100
Base : Those who personally use a mobile phone	
QD4 (QD24B). Do you personally use a smartphone? IF UNSURE - A smartphone is a phone on which you can easily access emails, download files and applications, as well as view websites and generally surf the internet. Popular brands of smartphone include BlackBerry, iPhone and Android phones such as the Samsung Galaxy S4. ....	106
Base : Those who personally use a mobile phone	
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) .....	108
Base : Those with a smartphone	
QD6 (QD41). Do you have a 4G service? This is a service that enables faster mobile internet access. ....	112
Base : Those with a smartphone	
QD7 (QD27). SHOWCARD How likely is it that you will get a smartphone in the next 12 months? (SINGLE CODE) .....	114
Base : Those without a smartphone	
QD8 (QD11). SHOWCARD Which of these best describes the mobile package you personally use most often? (SINGLE CODE) .....	118
Base : Those who personally use a mobile phone	
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) .....	120
Base : Those who use a postpay/ contract mobile phone	
QD10 (QD31). SHOWCARD Are you still within your minimum contract period? IF NECESSARY Contract periods tend to run for 12, 18 or 24 months and this is agreed when you take out the contract for the mobile phone and handset. IF YES - Which of these best describes your contract? (SINGLE CODE) .....	122
Base : Those who got a handset and contract when they signed up for their current mobile contract	

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

QD11 (QD32). SHOWCARD Which of these best describes your current situation, now that your minimum contract period for your mobile phone service and handset has ended? (SINGLE CODE).....	126
Base : Those who got a handset and contract when they signed up for their current mobile contract and are now out of their minimum contract period	
QD12 (QD33). What type of SIM-only deal are you on? (SINGLE CODE).....	128
Base : Those now on a SIM-only tariff now that their minimum contract period has ended	
QD13 (QD34). SHOWCARD Which of these best describes where you got your mobile phone handset from? (SINGLE CODE) .....	130
Base : Those who use a prepaid/ Pay As You Go phone or took a SIM-only tariff	
QD14A (QD4A). SHOWCARD How often, if at all, do you use your mobile phone to send or receive text messages? (SINGLE CODE).....	134
Base : Those who personally use a mobile phone	
QD14B (QD4B). SHOWCARD And how often, it at all, do you use your mobile phone to make calls? (SINGLE CODE) .....	138
Base : Those who personally use a mobile phone	
QD14C (QD4C). SHOWCARD How often, it at all, do you use your mobile phone to access email or internet services? (SINGLE CODE) .....	142
Base : Those with a smartphone	
QD15 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE) .....	146
Base : Those who personally use a mobile phone	
QD16 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE) .....	162
Base : Those who personally use a mobile phone	
QD17 (QD28E) SHOWCARD Which of these ways do you use your mobile phone to access the internet? (MULTI CODE) .....	179
Base : Those who use their mobile phone to access the internet	
QD18 (QD28C). SHOWCARD Which one of these best describes where you use your mobile phone to access the internet? (SINGLE CODE) .....	183
Base : Those who use their mobile phone to access the internet	
QD19 (QD28F). SHOWCARD In which of these places do you use your mobile phone to access the internet outside of the home? (MULTI CODE).....	187
Base : Those who use their mobile phone to access the internet outside the home	
QD20 (QD28G). SHOWCARD Do you use any of the following types of apps or applications on your smartphone? (MULTI CODE) .....	191
Base : Those with a smartphone	
QD21 (QD28H). SHOWCARD And which of these types of apps or applications have you PAID FOR to download on your smartphone? (MULTI CODE).....	197
Base : Those with a smartphone	
QD22A (QD21A). SHOWCARD Thinking about your mobile phone service only, please use this card to say how satisfied you are with (MAIN SUPPLIER) for each of the following... The overall service provided by MAIN SUPPLIER. (SINGLE CODE) .....	203
Base : Those who personally use a mobile phone	
QD22J (QD21J). SHOWCARD Thinking about your mobile phone service only, please use this card to say how satisfied you are with (MAIN SUPPLIER) for each of the following... Reception/ accessing network. (SINGLE CODE).....	207
Base : Those who personally use a mobile phone	
QD23K (QD21K). SHOWCARD Thinking about your mobile phone service only, please use this card to say how satisfied you are with (MAIN SUPPLIER) for each of the following... Ability to connect to the internet using the mobile network (3G or 4G). (SINGLE CODE) .....	211
Base : Those with a smartphone	
QE1. Does your household have a desktop PC, laptop, netbook or tablet computer? (MULTI CODE).....	215
Base : All respondents	
QE2 (QE35). How many tablet computers do you have in your household? (SINGLE CODE) .....	219
Base : Those with any tablet computers in the household	
QE3 (QE36). Do you personally use this/ any of these tablet computer/s? (SINGLE CODE).....	221
Base : Those with any tablet computers in the household	

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

QE4 (QE37). Is your tablet computer 3G or 4G enabled? This means that the tablet could be used - with a SIM card - to go online from anywhere with a signal, without the need for a Wi-Fi connection? (SINGLE CODE).....	223
Base : Those who personally use a tablet computer	
QE5 (QE38). And do you have a separate mobile subscription for your tablet, which allows you to go online from anywhere with a 3G or 4G signal, without the need for a Wi-Fi connection? (SINGLE CODE).....	225
Base : Those who use a 3G or 4G enabled tablet computer	
QE6 (QE44). SHOWCARD And how often do you personally use the mobile signal on your tablet computer to go online - rather than using a Wi-Fi connection? (SINGLE CODE).....	227
Base : Those with a separate mobile subscription for their 3G or 4G enabled tablet computer	
QE7 (QE1A). SHOWCARD How likely is it that your household will get a tablet computer - such as an iPad - in the next 12 months? (SINGLE CODE).....	229
Base : Those without a tablet computer in the household	
QE8 (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) .....	233
Base : All respondents	
QE9 (IN6). SHOWCARD Do you ever go online anywhere other than in your home at all? IF YES: Where is that? (MULTI CODE).....	235
Base : All respondents	
QE10 (QE23). SHOWCARD And how often do you personally use the internet nowadays either at home or elsewhere? (SINGLE CODE).....	239
Base : Those who use the internet at home or elsewhere	
QE11 (QE40). SHOWCARD Which is the most important device you use to connect to the internet, at home or elsewhere? (SINGLE CODE) .....	243
Base : Those who use the internet at home or elsewhere	
QE12 (QE9). SHOWCARD Which of these methods does your household use to connect to the internet at home? (MULTI CODE).....	247
Base : Those with access to the internet at home	
QE13 (QE48). Do you pay line rental as part of, or in addition to, your fixed broadband charges? .....	255
Base : Those with fixed broadband at home	
QE14 (QE22B). You mentioned that your household has a mobile broadband connection (connecting via a USB stick or dongle, or built-in 3G connectivity in a laptop or another device). Do you personally access the internet in this way, using mobile broadband? .....	257
Base : Those in a household with mobile broadband	
QE15 (QE39). What were the reasons you took up a mobile broadband service? (MULTI CODE) UNPROMPTED.....	259
Base : Those who use mobile broadband to access the internet	
QE16 (QE22C). SHOWCARD Which one of these best describes where you use mobile broadband to access the internet? (SINGLE CODE).....	263
Base : Those who use mobile broadband to access the internet	
QE17 (QE32). SHOWCARD In which of these places do you use mobile broadband to access the internet outside of the home? (MULTI CODE) .....	267
Base : Those who use mobile broadband to access the internet outside the home	
QE18 (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? .....	270
Base : Those with fixed broadband at home where there is more than one person in household	
QE19 (QE3A). How many people aged 16 or over in your household (including yourself) could access the mobile broadband connection in your home if they wanted to? .....	272
Base : Those with mobile broadband at home where there is more than one person in household	
QE20 (QE7). Which Internet Service Provider (ISP) does your household currently use as its MAIN supplier at home? (SINGLE CODE) .....	274
Base : Those with access to the internet at home	
QE21 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE) .....	280
Base : Those who use the internet at home or elsewhere	
QE22 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE).....	299
Base : Those who use the internet at home or elsewhere	

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

QE23 (QENEW11). SHOWCARD What was the advertised speed of your fixed broadband home internet connection when you took up your service? (SINGLE CODE).....	319
Base : Those in a household with fixed broadband	
QE24 (QE11A). SHOWCARD What is the actual speed of your fixed broadband home internet connection? (SINGLE CODE).....	325
Base : Those in a household with fixed broadband	
QE25 (QE11C). Do you know how to find out what speeds you are getting on your computer at home? (SINGLE CODE).....	331
Base : Those who use broadband to connect to the internet at home	
QE26A (QE8AA). SHOWCARD Thinking about your mobile broadband internet service, please use this card to say how satisfied you are with your main supplier for... The overall service provided by MAIN PROVIDER? (SINGLE CODE).....	333
Base : Those in a household with mobile broadband	
QE26B (QE8AB). SHOWCARD Thinking about your mobile broadband internet service, please use this card to say how satisfied you are with your main supplier for... The speed of your service while online (not just the connection)? (SINGLE CODE) .....	337
Base : Those in a household with mobile broadband	
QE26C (QE8AC). SHOWCARD Thinking about your mobile broadband internet service, please use this card to say how satisfied you are with your main supplier for... The reliability of the service from MAIN PROVIDER? (SINGLE CODE) .....	341
Base : Those in a household with mobile broadband	
QE27 (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) .....	345
Base : Those in a household with fixed broadband	
QE28A (QE8A). SHOWCARD Thinking about your fixed broadband internet service, please use this card to say how satisfied you are with your main supplier for... The overall service provided by MAIN PROVIDER. (SINGLE CODE) .....	349
Base : Those in a household with fixed broadband	
QE28B (QE8B). SHOWCARD Thinking about your fixed broadband internet service, please use this card to say how satisfied you are with your main supplier for... The speed of your service while online (not just the connection)? (SINGLE CODE).....	353
Base : Those in a household with fixed broadband	
QE28C (QE8C). SHOWCARD Thinking about your fixed broadband internet service, please use this card to say how satisfied you are with your main supplier for... The reliability of the service from MAIN PROVIDER? (SINGLE CODE).....	357
Base : Those in a household with fixed broadband	
QE29 (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).....	361
Base : Those in a household with fixed broadband	
QE30 (QE11D). SHOWCARD How many of these devices does your household connect to the fixed wireless internet connection (Wi-Fi)? (MULTI CODE) .....	363
Base : Those using a wireless internet connection at home	
QE31 (QE24). SHOWCARD How likely are you to get internet access at home in the next 12 months? (SINGLE CODE) .....	369
Base : Those without internet access at home	
QE32 (QE25A). Why are you unlikely to get internet access at home in the next 12 months? (MULTI CODE) UNPROMPTED .....	373
Base : Those unlikely to get internet access at home in the next 12 months	
QE33 (QE25B). And, which one of these reasons is your MAIN reason for not getting internet access at home? (SINGLE CODE) UNPROMPTED .....	381
Base : Those unlikely to get internet access at home in the next 12 months	
QE34 (QENI1). EXPLAIN SATELLITE BROADBAND Were you aware that satellite broadband is available? (SINGLE CODE) .....	387
Base : All respondents in Scotland and Wales	
QE35 (QE29). EXPLAIN THAT PHONE CALLS CAN BE MADE USING THE INTERNET USING SERVICES SUCH AS SKYPE. Before now, were you aware that you could make voice calls using the internet? (SINGLE CODE).....	389
Base : All respondents	
QE36 (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) .....	391
Base : All respondents	
QE37 (QE31). SHOWCARD Which supplier does/ did your household use to make voice calls using the internet? (MULTI CODE).....	393
Base : Those who have ever used internet voice services at home	

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

QE38 (QE33). SHOWCARD Which device or devices does your household use to make voice calls using the internet? (MULTI CODE) .....	397
Base : Those who have ever used internet voice services at home	
QE39 (QE34). Do you pay for any elements of your service to make calls using the internet? Perhaps calls made to landline or mobile phones, or any equipment or software you needed to purchase solely to be able to make calls using the internet. (SINGLE CODE) .....	401
Base : Those who have ever used internet voice services at home	
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. (MULTI CODE) .....	403
Base : All respondents	
QH1B. SHOWCARD And which of these do you consider is your MAIN type of television? (SINGLE CODE) .....	411
Base : All respondents	
QH2 (QH66). What are the reasons why you don't have a television set in your household? What other reasons? (MULTI CODE) UNPROMPTED .....	417
Base : Those without a TV in the household	
QH3 (QH53). Is the MAIN TV in your household an HDTV set or HD ready? (SINGLE CODE) .....	421
Base : Those with a TV in the household	
QH4 (QH54). Although you have an HDTV ready set, to actually watch TV channels and programmes that are broadcast in high definition, you need an HD set top box or a TV with built-in HDTV receiver. For the main TV set, does your household have an HDTV service - from either Sky, Virgin Media, Freesat or Freeview? (SINGLE CODE) .....	423
Base : Those whose main TV set is an HDTV or HD-ready	
QH5 (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) .....	425
Base : Those whose main TV set is an HDTV or HD-ready	
QH6 (QH3). SHOWCARD Which of the following best describes your satellite TV service/s? (MULTI CODE) .....	427
Base : Those with Satellite TV	
QH4 (Q5). SHOWCARD Which, if any, of these channels do you subscribe to through your Sky satellite service? (MULTI CODE) .....	430
Base : Those with paid for Sky Satellite TV	
QH8 (QH5). SHOWCARD Which, if any, of these channels do you subscribe to through your Cable TV service? (MULTI CODE) .....	436
Base : Those with Cable TV	
QH9 (QH68). SHOWCARD Which of the following channels do you subscribe to through your pay TV service? .....	438
Base : Those with any (non-Sky and non-Virgin Media) paid-for TV services	
QH10A (QR1A). Does your household have Sky+? (SINGLE CODE) .....	442
Base : Those with Sky Satellite TV	
QH10B (QR1B). Does your household have Virgin TiVo or V+? (SINGLE CODE) .....	444
Base : Those with Virgin Media (Cable TV)	
QH10C (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) .....	446
Base : Those with Freesat	
QH10D (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) .....	448
Base : Those with Freeview	
QH10E (QR1E). Does your broadband TV service allow you to record and store TV programmes, and also pause and rewind live TV programmes? (SINGLE CODE) .....	450
Base : Those with BT TV or TalkTalk TV	
QH11 (QR5). SHOWCARD How often, if ever, do you use your DVR to watch recorded programmes? (SINGLE CODE) .....	452
Base : Those who own a DVR	
QH12 (QH42A). SHOWCARD Do you ever watch TV programmes 'on demand' through your TV service? (READ EXPLANATION IF NECESSARY) (MULTI CODE) .....	456
Base : Those with a TV in the household	

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

QH13 (QH45). SHOWCARD have you or anyone in your household used any of these devices to connect your TV to the internet in the last 12 months? (MULTI CODE) .....	460
Base : Those with a TV in the household	
QH14 (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. ....	464
Base : Those with a TV in the household	
QH15 (QH63). SHOWCARD Which, if any, of the uses shown on this card have you used your 'Smart TV' set for in the last month? Please don't include anything you've done using an additional device to play the content, such as a games console or computer. (MULTI CODE) .....	466
Base : Those with a 'Smart TV' in the household	
QH16 (QH46). SHOWCARD Thinking about your personal use of TV programmes and films online and on demand services that you may use on any device (e.g. smartphone, TV set, tablet or laptop) anywhere, which of the following, if any, have you personally ever used? (MULTI CODE) .....	472
Base : Those who use the internet at home or elsewhere	
QH17 (QH47). And which, if any, of these have you used in the last week? (MULTI CODE) .....	478
Base : Those who use the internet at home or elsewhere	
QH18A (QH65A). How frequently, if at all, do you watch each of these channels - RTÉ1? (SINGLE CODE) .....	484
Base : All respondents in Northern Ireland with a TV in the household	
QH18B (QH65B). How frequently, if at all, do you watch each of these channels - RTÉ2? (SINGLE CODE) .....	486
Base : All respondents in Northern Ireland with a TV in the household	
QH18C (QH65C). How frequently, if at all, do you watch each of these channels - TV3? (SINGLE CODE) .....	488
Base : All respondents in Northern Ireland with a TV in the household	
QH18D (QH65D). How frequently, if at all, do you watch each of these channels - TG4? (SINGLE CODE) .....	492
Base : All respondents in Northern Ireland with a TV in the household	
QCHECK. Can I just check that you have the following services? (MULTI CODE) .....	494
Base : All respondents	
QDM. And which, if any, of these services are you primarily or jointly responsible for - in terms of deciding which supplier or network to use? (MULTI CODE) .....	498
Base : All respondents	
QG1. Do you receive more than one of these services as part of an overall deal or package from the same supplier? (SINGLE CODE) .....	502
Base : All respondents	
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) .....	504
Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package	
QG3 (QG3D). Which supplier do you use for this package of services? (SINGLE CODE) .....	508
Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package	
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) .....	514
Base : All respondents	
QP2A (QP11A). SHOWCARD How often, if at all, do you listen to radio through - Radio set with AM receiver - either at home, in the car or on portable radio. (SINGLE CODE) .....	518
Base : Those who listen to radio	
QP2B (QP11B). SHOWCARD How often, if at all, do you listen to radio through - Radio set with FM stereo - either at home, in the car or on portable radio. (SINGLE CODE) .....	521
Base : Those who listen to radio	
QP2C (QP11C). SHOWCARD How often, if at all, do you listen to radio through - Mobile phone. (SINGLE CODE) .....	524
Base : Those who listen to radio	

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

QP2D (QP11D). SHOWCARD How often, if at all, do you listen to radio through - Digital radio through TV. (SINGLE CODE).....	527
Base : Those who listen to radio	
QP2E (QP11E). SHOWCARD How often, if at all, do you listen to radio through - Digital radio through the internet. (SINGLE CODE).....	529
Base : Those who listen to radio	
QP2F (QP11F). SHOWCARD How often, if at all, do you listen to radio through - DAB radio set. (SINGLE CODE) .....	532
Base : Those who listen to radio	
QP2G (QP11G) SHOWCARD How often, if at all, do you listen to radio through - A car radio (FM). (SINGLE CODE) .....	535
Base : Those who listen to radio	
QP2H (QP11H) SHOWCARD How often, if at all, do you listen to radio through - A car radio (AM). (SINGLE CODE).....	538
Base : Those who listen to radio	
QP2I (QP11I) SHOWCARD How often, if at all, do you listen to radio through - A car radio (DAB). (SINGLE CODE).....	541
Base : Those who listen to radio	
SUMMARY - EVER USE DIGITAL RADIO.....	543
Base : Those who listen to radio	
QP3 (QP16). SHOWCARD In which of these ways do you listen to radio on your mobile phone? (MULTI CODE).....	545
Base : Those who listen to radio via a mobile phone	
QP4 (QP2). Before today, had you heard of digital radios? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE).....	547
Base : All respondents	
QP5 (QP9). How many DAB sets do you have in your household?.....	549
Base : All respondents	
QP5 (QP9). How many DAB sets do you have in your household?.....	551
Base : Those who listen to radio	
QP6 (QP12). SHOWCARD How likely is it that your household will get a DAB radio in the next 12 months? (SINGLE CODE) .....	553
Base : Those do not have any DAB sets at home	
QP6 (QP12). SHOWCARD How likely is it that your household will get a DAB radio in the next 12 months? (SINGLE CODE) .....	557
Base : Those who listen to radio but do not have any DAB sets at home	
QP7 (QJ14). Why are you unlikely to get digital radio in the next 12 months? (MULTI CODE) UNPROMPTED .....	561
Base : Those unlikely to get DAB radio in the next 12 months	
QZ1. SHOWCARD Could you please take a look at the options shown on this card and let me know which applies to you? (SINGLE CODE).....	567
Base : All respondents	
QZ2 (QZ10). SHOWCARD How would you describe your national identity? (SINGLE CODE).....	569
Base : All respondents	
QZ3. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE).....	571
Base : All respondents	
QZ4 (C9). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE) .....	582
Base : All respondents	
QZ5 (C10). SHOWCARD Which of these best describes your sight? (SINGLE CODE).....	588
Base : Those with poor vision, partial sight or blindness	

**OFCON NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

QZ6 (C11). SHOWCARD Which of these best describes your hearing? (SINGLE CODE) .....	592
Base : Those with poor hearing, partial hearing or deafness	
QZ8 (SGA). Do you ever work from home? (SINGLE CODE) .....	596
Base : Those working full or part time	
QZ9 (SGB). Would you say that you work from home most of the time or just occasionally? (SINGLE CODE) .....	598
Base : Those who ever work from home	
QZ11 (QZ9A). Could you please tell me if your total household income from all sources before tax and other deductions is above or below £11,500 per year? .....	600
Base : All respondents	
QZ12 (QZ9). SHOWCARD Group in which you would place your total household income from all sources, before tax and other deductions? (SINGLE CODE) .....	602
Base : All respondents	
QZ13 (QZNI1). Do you regard yourself as belonging to any particular religion? IF YES: Which religion, religious denomination or body do you belong? .....	606
Base : All respondents in Northern Ireland	

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**NATION**

Base : All 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	3737	1790	1947	519	604	1172	1442	559	401	451	615	797	1122	791	1022	2239	502	489	507
Effective Weighted Sample	2504	1197	1308	343	401	807	971	377	268	325	461	578	755	534	660	1916	310	301	376
Total	2675	1301	1374	364	469	915	927	317	260	358	583	712	720	580	661	2236	233	132	74
		49%	51%	14%	18%	34%	35%	12%	10%	13%	22%	27%	27%	22%	25%	84%	9%	5%	3%
England	2236	1089	1147	309	391	765	771	250	213	311	509	613	604	479	539	2236	-	-	-
		84%	84%	83%	85%	83%	83%	79%	82%	87%	87%	86%	84%	82%	82%	100%	0%	0%	0%
										g	gh	n				pqr			
		49%	51%	14%	17%	34%	34%	11%	10%	14%	23%	27%	27%	21%	24%	100%	0%	0%	0%
Scotland	233	112	121	29	40	81	83	38	27	25	46	54	65	53	62	-	233	-	-
		9%	9%	8%	9%	9%	9%	12%	10%	7%	8%	8%	9%	9%	9%	0%	100%	0%	0%
								ij									oqr		
		48%	52%	12%	17%	35%	36%	16%	12%	11%	20%	23%	28%	23%	27%	0%	100%	0%	0%
Wales	132	64	68	15	25	44	49	20	15	13	23	30	33	31	38	-	-	132	-
		5%	5%	4%	5%	5%	5%	6%	6%	4%	4%	4%	5%	5%	6%	0%	0%	100%	0%
																		opr	
		49%	51%	11%	19%	33%	37%	15%	11%	10%	18%	22%	25%	24%	28%	0%	0%	100%	0%
Northern Ireland	74	36	38	11	13	26	24	9	6	9	5	16	18	18	22	-	-	-	74
		3%	3%	3%	3%	3%	3%	3%	2%	3%	1%	2%	2%	3%	3%	0%	0%	0%	100%
								j										opq	
		48%	52%	15%	18%	35%	32%	12%	8%	12%	7%	22%	24%	24%	30%	0%	0%	0%	100%

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 - H1 2016. 4th January to 29th February 2016.**

**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.

**NATION**

Base : All respondents

	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	3737	249	251	247	250	251	237	252	251	251	2711	1026	1861	1863	1792	1945
Effective Weighted Sample	2504	221	237	237	233	233	225	231	232	231	2082	456	1294	1256	1218	1321
Total	2675	338	359	227	189	237	245	226	114	302	2315	360	1552	1114	1443	1232
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	54%	46%
England	2236	338	359	227	189	237	245	226	114	302	1972	264	1304	922	1229	1007
	84%	100%	100%	100%	100%	100%	100%	100%	100%	100%	85%	73%	84%	83%	85%	82%
		15%	16%	10%	8%	11%	11%	10%	5%	13%	88%	12%	58%	41%	55%	45%
Scotland	233	-	-	-	-	-	-	-	-	-	194	39	133	100	104	129
	9%	-%	-%	-%	-%	-%	-%	-%	-%	-%	8%	11%	9%	9%	7%	11%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	83%	17%	57%	43%	44%	56%
Wales	132	-	-	-	-	-	-	-	-	-	103	29	74	58	77	55
	5%	-%	-%	-%	-%	-%	-%	-%	-%	-%	4%	8%	5%	5%	5%	4%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	78%	22%	56%	44%	58%	42%
Northern Ireland	74	-	-	-	-	-	-	-	-	-	46	27	41	32	34	40
	3%	-%	-%	-%	-%	-%	-%	-%	-%	-%	2%	8%	3%	3%	2%	3%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	63%	37%	55%	44%	45%	55%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**REGION**

Base : All 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	3737	1790	1947	519	604	1172	1442	559	401	451	615	797	1122	791	1022	2239	502	489	507
Effective Weighted Sample	2504	1197	1308	343	401	807	971	377	268	325	461	578	755	534	660	1916	310	301	376
Total	2675	1301	1374	364	469	915	927	317	260	358	583	712	720	580	661	2236	233	132	74
		49%	51%	14%	18%	34%	35%	12%	10%	13%	22%	27%	27%	22%	25%	84%	9%	5%	3%
North East	114	53	60	15	23	34	41	23	10	14	14	18	32	23	42	114	-	-	-
	4%	4%	4%	4%	5%	4%	4%	7%	4%	4%	2%	2%	4%	4%	6%	5%	-%	-%	-%
		47%	53%	13%	20%	30%	36%	j		12%	12%	16%	28%	20%	k	pqr	-%	-%	-%
North West	302	151	151	41	42	107	112	41	27	64	65	79	85	54	84	302	-	-	-
	11%	12%	11%	11%	9%	12%	12%	13%	11%	18%	11%	11%	12%	9%	13%	13%	-%	-%	-%
		50%	50%	14%	14%	35%	37%	13%	9%	21%	22%	26%	28%	18%	28%	pqr	-%	-%	-%
Yorkshire	226	105	121	38	30	66	92	43	29	44	46	59	47	56	65	226	-	-	-
	8%	8%	9%	11%	6%	7%	10%	13%	11%	12%	8%	8%	6%	10%	10%	10%	-%	-%	-%
		47%	53%	d	13%	29%	41%	j		j	20%	26%	21%	25%	l	pqr	-%	-%	-%
East Midlands	189	91	97	24	32	57	76	29	16	25	37	46	49	44	50	189	-	-	-
	7%	7%	7%	7%	7%	6%	8%	9%	6%	7%	6%	6%	7%	8%	8%	8%	-%	-%	-%
		48%	52%	13%	17%	30%	40%	15%	8%	13%	19%	24%	26%	23%	26%	pqr	-%	-%	-%
West Midlands	237	113	124	39	40	77	81	20	15	13	16	56	65	54	63	237	-	-	-
	9%	9%	9%	11%	9%	8%	9%	6%	6%	4%	3%	8%	9%	9%	9%	11%	-%	-%	-%
		48%	52%	16%	17%	33%	34%	j	j	6%	7%	24%	27%	23%	26%	pqr	-%	-%	-%
East of England	245	112	132	26	51	81	88	35	28	47	65	72	62	52	59	245	-	-	-
	9%	9%	10%	7%	11%	9%	9%	11%	11%	13%	11%	10%	9%	9%	9%	11%	-%	-%	-%
		46%	54%	10%	21%	33%	36%	14%	11%	19%	27%	29%	25%	21%	24%	pqr	-%	-%	-%
London	338	171	167	54	92	140	52	12	37	43	104	112	111	52	64	338	-	-	-
	13%	13%	12%	15%	20%	15%	6%	4%	14%	12%	18%	16%	15%	9%	10%	15%	-%	-%	-%
		51%	49%	f	f	f		g	g	g	gi	mn	mn			pqr	-%	-%	-%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r				16%	27%	41%	15%	3%	11%	13%	31%	33%	33%	15%	19%	100%	-%	-%	-%

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**REGION**

Base : All 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	3737	1790	1947	519	604	1172	1442	559	401	451	615	797	1122	791	1022	2239	502	489	507
Effective Weighted Sample	2504	1197	1308	343	401	807	971	377	268	325	461	578	755	534	660	1916	310	301	376
Total	2675	1301	1374	364	469	915	927	317	260	358	583	712	720	580	661	2236	233	132	74
		49%	51%	14%	18%	34%	35%	12%	10%	13%	22%	27%	27%	22%	25%	84%	9%	5%	3%
South East	359	182	177	46	49	127	137	27	34	37	97	114	94	85	65	359	-	-	-
	13%	14%	13%	13%	10%	14%	15%	8%	13%	10%	17%	16%	13%	15%	10%	16%	-%	-%	-%
							d				gi	n		n		pqr			
		51%	49%	13%	14%	35%	38%	7%	9%	10%	27%	32%	26%	24%	18%	100%	-%	-%	-%
South West	227	110	117	26	32	77	92	22	17	24	65	58	61	59	49	227	-	-	-
	8%	8%	8%	7%	7%	8%	10%	7%	7%	7%	11%	8%	8%	10%	7%	10%	-%	-%	-%
											ghi					pqr			
		49%	51%	11%	14%	34%	41%	10%	8%	11%	28%	25%	27%	26%	21%	100%	-%	-%	-%
Wales	132	64	68	15	25	44	49	20	15	13	23	30	33	31	38	-	-	132	-
	5%	5%	5%	4%	5%	5%	5%	6%	6%	4%	4%	4%	5%	5%	6%	-%	-%	100%	-%
																		opr	
		49%	51%	11%	19%	33%	37%	15%	11%	10%	18%	22%	25%	24%	28%	-%	-%	100%	-%
Scotland	233	112	121	29	40	81	83	38	27	25	46	54	65	53	62	-	233	-	-
	9%	9%	9%	8%	9%	9%	9%	12%	10%	7%	8%	8%	9%	9%	9%	-%	100%	-%	-%
								ij									oqr		
		48%	52%	12%	17%	35%	36%	16%	12%	11%	20%	23%	28%	23%	27%	-%	100%	-%	-%
Northern Ireland	74	36	38	11	13	26	24	9	6	9	5	16	18	18	22	-	-	-	74
	3%	3%	3%	3%	3%	3%	3%	3%	2%	3%	1%	2%	2%	3%	3%	-%	-%	-%	100%
								j										opq	
		48%	52%	15%	18%	35%	32%	12%	8%	12%	7%	22%	24%	24%	30%	-%	-%	-%	100%

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

**OFCON NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**REGION**

Base : All respondents

	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	3737	249	251	247	250	251	237	252	251	251	2711	1026	1861	1863	1792	1945
Effective Weighted Sample	2504	221	237	237	233	233	225	231	232	231	2082	456	1294	1256	1218	1321
Total	2675	338	359	227	189	237	245	226	114	302	2315	360	1552	1114	1443	1232
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	54%	46%
North East	114	-	-	-	-	-	-	-	114	-	106	8	58	55	57	57
	4%	-%	-%	-%	-%	-%	-%	-%	100%	-%	5%	2%	4%	5%	4%	5%
		-%	-%	-%	-%	-%	-%	-%	abcdefgi	-%	k	93%	51%	48%	50%	50%
North West	302	-	-	-	-	-	-	-	-	302	282	20	171	130	166	136
	11%	-%	-%	-%	-%	-%	-%	-%	-%	100%	12%	6%	11%	12%	11%	11%
		-%	-%	-%	-%	-%	-%	-%	-%	abcdefgh	k	93%	57%	43%	55%	45%
Yorkshire	226	-	-	-	-	-	-	226	-	-	200	26	119	106	115	111
	8%	-%	-%	-%	-%	-%	-%	100%	-%	-%	9%	7%	8%	10%	8%	9%
		-%	-%	-%	-%	-%	-%	abcdefhi	-%	-%	89%	11%	53%	47%	51%	49%
East Midlands	189	-	-	-	189	-	-	-	-	-	157	31	100	88	133	55
	7%	-%	-%	-%	100%	-%	-%	-%	-%	-%	7%	9%	6%	8%	9%	4%
		-%	-%	-%	abcdefghi	-%	-%	-%	-%	-%	83%	17%	53%	47%	71%	29%
West Midlands	237	-	-	-	-	237	-	-	-	-	210	27	136	100	124	113
	9%	-%	-%	-%	-%	100%	-%	-%	-%	-%	9%	7%	9%	9%	9%	9%
		-%	-%	-%	-%	abcdfghi	-%	-%	-%	-%	89%	11%	57%	42%	52%	48%
East of England	245	-	-	-	-	-	245	-	-	-	198	47	140	104	153	91
	9%	-%	-%	-%	-%	-%	100%	-%	-%	-%	9%	13%	9%	9%	11%	7%
		-%	-%	-%	-%	-%	abcdeghi	-%	-%	-%	j	81%	57%	42%	63%	37%
Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o																

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**REGION**

Base : All respondents

	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	3737	249	251	247	250	251	237	252	251	251	2711	1026	1861	1863	1792	1945
Effective Weighted Sample	2504	221	237	237	233	233	225	231	232	231	2082	456	1294	1256	1218	1321
Total	2675	338	359	227	189	237	245	226	114	302	2315	360	1552	1114	1443	1232
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	54%	46%
London	338	338	-	-	-	-	-	-	-	-	338	-	256	83	74	265
	13%	100%	-%	-%	-%	-%	-%	-%	-%	-%	15%	-%	16%	7%	5%	21%
		bcdefghi									k		m			n
		100%	-%	-%	-%	-%	-%	-%	-%	-%	100%	-%	76%	24%	22%	78%
South East	359	-	359	-	-	-	-	-	-	-	308	51	195	163	250	109
	13%	-%	100%	-%	-%	-%	-%	-%	-%	-%	13%	14%	13%	15%	17%	9%
			acdefghi												o	
		-%	100%	-%	-%	-%	-%	-%	-%	-%	86%	14%	54%	45%	70%	30%
South West	227	-	-	227	-	-	-	-	-	-	173	54	130	95	157	70
	8%	-%	-%	100%	-%	-%	-%	-%	-%	-%	7%	15%	8%	9%	11%	6%
				abdefghi								j			o	
		-%	-%	100%	-%	-%	-%	-%	-%	-%	76%	24%	57%	42%	69%	31%
Wales	132	-	-	-	-	-	-	-	-	-	103	29	74	58	77	55
	5%	-%	-%	-%	-%	-%	-%	-%	-%	-%	4%	8%	5%	5%	5%	4%
												j				
		-%	-%	-%	-%	-%	-%	-%	-%	-%	78%	22%	56%	44%	58%	42%
Scotland	233	-	-	-	-	-	-	-	-	-	194	39	133	100	104	129
	9%	-%	-%	-%	-%	-%	-%	-%	-%	-%	8%	11%	9%	9%	7%	11%
															n	
		-%	-%	-%	-%	-%	-%	-%	-%	-%	83%	17%	57%	43%	44%	56%
Northern Ireland	74	-	-	-	-	-	-	-	-	-	46	27	41	32	34	40
	3%	-%	-%	-%	-%	-%	-%	-%	-%	-%	2%	8%	3%	3%	2%	3%
												j				
		-%	-%	-%	-%	-%	-%	-%	-%	-%	63%	37%	55%	44%	45%	55%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 3**

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

**URBANITY**

Base : All respondents

		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	3737	1790	1947	519	604	1172	1442	559	401	451	615	797	1122	791	1022	2239	502	489	507
Effective Weighted Sample	2504	1197	1308	343	401	807	971	377	268	325	461	578	755	534	660	1916	310	301	376
Total	2675	1301	1374	364	469	915	927	317	260	358	583	712	720	580	661	2236	233	132	74
		49%	51%	14%	18%	34%	35%	12%	10%	13%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Urban	2315	1128	1188	334	419	792	771	281	227	310	504	590	645	483	597	1972	194	103	46
	87%	87%	86%	92%	89%	86%	83%	88%	87%	87%	86%	83%	90%	83%	90%	88%	83%	78%	63%
				ef	f								km		km	pqr	r	r	
		49%	51%	14%	18%	34%	33%	12%	10%	13%	22%	25%	28%	21%	26%	85%	8%	4%	2%
Rural	360	173	187	31	50	124	156	37	33	48	79	122	75	97	64	264	39	29	27
	13%	13%	14%	8%	11%	14%	17%	12%	13%	13%	14%	17%	10%	17%	10%	12%	17%	22%	37%
						c	cd					ln		ln		o	o	o	opq
		48%	52%	9%	14%	34%	43%	10%	9%	13%	22%	34%	21%	27%	18%	73%	11%	8%	8%

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 - H1 2016. 4th January to 29th February 2016.**

**Table 3**

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

**URBANITY**

Base : All respondents

	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	3737	249	251	247	250	251	237	252	251	251	2711	1026	1861	1863	1792	1945
Effective Weighted Sample	2504	221	237	237	233	233	225	231	232	231	2082	456	1294	1256	1218	1321
Total	2675	338	359	227	189	237	245	226	114	302	2315	360	1552	1114	1443	1232
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	54%	46%
Urban	2315	338	308	173	157	210	198	200	106	282	2315	-	1349	956	1128	1187
	87%	100%	86%	76%	83%	89%	81%	89%	93%	93%	100%	-	87%	86%	78%	96%
		bcdefghi	c		c	cf		cf	bcdf	bcdf	k					n
		15%	13%	7%	7%	9%	9%	9%	5%	12%	100%	-	58%	41%	49%	51%
Rural	360	-	51	54	31	27	47	26	8	20	-	360	202	157	315	45
	13%	-	14%	24%	17%	11%	19%	11%	7%	7%	-	100%	13%	14%	22%	4%
			ahi	abdegghi	ahi	a	aeghi	a	a	a		j			o	
		-	14%	15%	9%	7%	13%	7%	2%	6%	-	100%	56%	44%	88%	12%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**CABLE AREA**

Base : All 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	3737	1790	1947	519	604	1172	1442	559	401	451	615	797	1122	791	1022	2239	502	489	507
Effective Weighted Sample	2504	1197	1308	343	401	807	971	377	268	325	461	578	755	534	660	1916	310	301	376
Total	2675	1301	1374	364	469	915	927	317	260	358	583	712	720	580	661	2236	233	132	74
		49%	51%	14%	18%	34%	35%	12%	10%	13%	22%	27%	27%	22%	25%	84%	9%	5%	3%
TELEWEST	426	211	214	56	75	155	140	37	47	53	96	97	118	106	104	343	82	-	-
	16%	16%	16%	15%	16%	17%	15%	12%	18%	15%	16%	14%	16%	18%	16%	15%	35%	-%	-%
								g						k		qr	oqr		
		50%	50%	13%	18%	36%	33%	9%	11%	13%	22%	23%	28%	25%	24%	81%	19%	-%	-%
NTL	929	460	470	141	169	316	303	119	76	136	214	257	255	176	241	862	15	34	18
	35%	35%	34%	39%	36%	35%	33%	37%	29%	38%	37%	36%	35%	30%	36%	39%	7%	26%	25%
				f				h		h	h	m			m	pqr		p	p
		49%	51%	15%	18%	34%	33%	13%	8%	15%	23%	28%	27%	19%	26%	93%	2%	4%	2%
NEITHER	1320	629	690	167	225	444	484	161	137	169	273	357	347	298	316	1031	135	98	55
	49%	48%	50%	46%	48%	49%	52%	51%	53%	47%	47%	50%	48%	51%	48%	46%	58%	74%	75%
				c												o	op	op	
		48%	52%	13%	17%	34%	37%	12%	10%	13%	21%	27%	26%	23%	24%	78%	10%	7%	4%

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 - H1 2016. 4th January to 29th February 2016.**

**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.

## **CABLE AREA**

Base : All respondents

		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%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3737	249	251	247	250	251	237	252	251	251	2711	1026	1861	1863	1792	1945
Effective Weighted Sample	2504	221	237	237	233	233	225	231	232	231	2082	456	1294	1256	1218	1321
Total	2675	338	359	227	189	237	245	226	114	302	2315	360	1552	1114	1443	1232
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	54%	46%
TELEWEST	426	82	-	48	-	107	1	47	9	50	425	1	251	173	177	249
	16%	24%	-%	21%	-%	45%	-%	21%	8%	16%	18%	-%	16%	16%	12%	20%
		bdfthi		bdfh		abcdfghi		bdfh	bdf	bdfh	k					n
		19%	-%	11%	-%	25%	-%	11%	2%	12%	100%	-%	59%	41%	41%	59%
NTL	929	173	208	18	98	21	120	50	53	122	897	32	547	378	438	491
	35%	51%	58%	8%	52%	9%	49%	22%	47%	40%	39%	9%	35%	34%	30%	40%
		cegi	ceghi		cegi		ceg	ce	ceg	ceg	k					n
		19%	22%	2%	10%	2%	13%	5%	6%	13%	97%	3%	59%	41%	47%	53%
NEITHER	1320	84	151	160	91	110	124	129	52	131	993	326	753	563	829	491
	49%	25%	42%	71%	48%	46%	51%	57%	45%	43%	43%	91%	49%	51%	57%	40%
		a	a	abdefghi	a	a	a	abehi	a	a		j			o	
		6%	11%	12%	7%	8%	9%	10%	4%	10%	75%	25%	57%	43%	63%	37%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 5**

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

**DEPRIVATION LEVEL**

Base : All respondents

	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	3737	1790	1947	519	604	1172	1442	559	401	451	615	797	1122	791	1022	2239	502	489	507
Effective Weighted Sample	2504	1197	1308	343	401	807	971	377	268	325	461	578	755	534	660	1916	310	301	376
Total	2675	1301	1374	364	469	915	927	317	260	358	583	712	720	580	661	2236	233	132	74
		49%	51%	14%	18%	34%	35%	12%	10%	13%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Low	1443	697	747	155	221	514	554	125	108	187	370	488	391	314	250	1229	104	77	34
	54%	54%	54%	42%	47%	56%	60%	40%	42%	52%	63%	69%	54%	54%	38%	55%	44%	58%	45%
						cd	cd			gh	ghi	lmn	n	n		pr		pr	
		48%	52%	11%	15%	36%	38%	9%	8%	13%	26%	34%	27%	22%	17%	85%	7%	5%	2%
Medium	1093	536	557	187	219	350	338	162	120	153	195	205	293	243	351	889	117	51	37
	41%	41%	41%	51%	47%	38%	36%	51%	46%	43%	33%	29%	41%	42%	53%	40%	50%	38%	50%
				ef	ef			ij	j	j			k	k	klm		oq		oq
		49%	51%	17%	20%	32%	31%	15%	11%	14%	18%	19%	27%	22%	32%	81%	11%	5%	3%
High	139	68	71	23	29	52	35	30	32	18	19	19	36	24	60	118	13	4	4
	5%	5%	5%	6%	6%	6%	4%	9%	12%	5%	3%	3%	5%	4%	9%	5%	5%	3%	5%
				f	f			ij	ij				k		klm				
		49%	51%	17%	21%	37%	25%	21%	23%	13%	14%	14%	26%	17%	43%	85%	9%	3%	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 - H1 2016. 4th January to 29th February 2016.**

**Table 5**

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

**DEPRIVATION LEVEL**

Base : All respondents

	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	3737	249	251	247	250	251	237	252	251	251	2711	1026	1861	1863	1792	1945
Effective Weighted Sample	2504	221	237	237	233	233	225	231	232	231	2082	456	1294	1256	1218	1321
Total	2675	338	359	227	189	237	245	226	114	302	2315	360	1552	1114	1443	1232
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	54%	46%
Low	1443	74	250	157	133	124	153	115	57	166	1128	315	853	585	1443	-
	54%	22%	70%	69%	71%	52%	63%	51%	50%	55%	49%	88%	55%	53%	100%	-%
			aeghi	aeghi	aeghi	a	aegh	a	a	a	j				o	
		5%	17%	11%	9%	9%	11%	8%	4%	11%	78%	22%	59%	41%	100%	-%
Medium	1093	200	109	70	47	103	91	95	51	121	1048	45	615	474	-	1093
	41%	59%	30%	31%	25%	43%	37%	42%	45%	40%	45%	12%	40%	43%	-%	89%
		bcdefghi				bcd	d	bcd	bcd	bcd	k				n	
		18%	10%	6%	4%	9%	8%	9%	5%	11%	96%	4%	56%	43%	-%	100%
High	139	64	-	-	8	11	-	16	5	15	139	-	84	55	-	139
	5%	19%	-%	-%	4%	4%	-%	7%	5%	5%	6%	-%	5%	5%	-%	11%
		bcdefghi			bcf	bcf		bcf	bcf	bcf	k				n	
		46%	-%	-%	6%	8%	-%	11%	4%	11%	100%	-%	60%	39%	-%	100%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**SE. GENDER**

Base : All 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	3737	1790	1947	519	604	1172	1442	559	401	451	615	797	1122	791	1022	2239	502	489	507
Effective Weighted Sample	2504	1197	1308	343	401	807	971	377	268	325	461	578	755	534	660	1916	310	301	376
Total	2675	1301	1374	364	469	915	927	317	260	358	583	712	720	580	661	2236	233	132	74
		49%	51%	14%	18%	34%	35%	12%	10%	13%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Male	1301	1301	-	178	199	427	496	133	117	184	291	363	334	318	285	1089	112	64	36
	49%	100%	-%	49%	42%	47%	53%	42%	45%	51%	50%	51%	46%	55%	43%	49%	48%	49%	48%
		b					de			g	g	n		ln					
		100%	-%	14%	15%	33%	38%	10%	9%	14%	22%	28%	26%	24%	22%	84%	9%	5%	3%
Female	1374	-	1374	186	270	488	431	184	143	174	292	349	386	262	376	1147	121	68	38
	51%	-%	100%	51%	58%	53%	47%	58%	55%	49%	50%	49%	54%	45%	57%	51%	52%	51%	52%
			a		f	f		ij					m		km				
		-%	100%	14%	20%	35%	31%	13%	10%	13%	21%	25%	28%	19%	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 - H1 2016. 4th January to 29th February 2016.**

**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.

## **SE. GENDER**

Base : All respondents

	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	3737	249	251	247	250	251	237	252	251	251	2711	1026	1861	1863	1792	1945
Effective Weighted Sample	2504	221	237	237	233	233	225	231	232	231	2082	456	1294	1256	1218	1321
Total	2675	338	359	227	189	237	245	226	114	302	2315	360	1552	1114	1443	1232
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	54%	46%
Male	1301	171	182	110	91	113	112	105	53	151	1128	173	783	512	697	604
	49%	51%	51%	49%	48%	48%	46%	47%	47%	50%	49%	48%	50%	46%	48%	49%
		13%	14%	8%	7%	9%	9%	8%	4%	12%	87%	13%	60%	39%	54%	46%
Female	1374	167	177	117	97	124	132	121	60	151	1188	187	768	602	747	628
	51%	49%	49%	51%	52%	52%	54%	53%	53%	50%	51%	52%	50%	54%	52%	51%
		12%	13%	8%	7%	9%	10%	9%	4%	11%	86%	14%	56%	44%	54%	46%
Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o																

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 7**

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

**SF. AGE OF RESPONDENT**

Base : All respondents

		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	3737	1790	1947	519	604	1172	1442	559	401	451	615	797	1122	791	1022	2239	502	489	507
Effective Weighted Sample	2504	1197	1308	343	401	807	971	377	268	325	461	578	755	534	660	1916	310	301	376
Total	2675	1301	1374	364	469	915	927	317	260	358	583	712	720	580	661	2236	233	132	74
		49%	51%	14%	18%	34%	35%	12%	10%	13%	22%	27%	27%	22%	25%	84%	9%	5%	3%
16 - 17	46	28	18	46	-	-	-	2	1	2	5	14	13	8	11	39	3	2	3
	2%	2%	1%	13%	-%	-%	-%	1%	1%	1%	1%	2%	2%	1%	2%	2%	1%	1%	4%
				def															opq
		61%	39%	100%	-%	-%	-%	4%	2%	5%	11%	30%	28%	17%	25%	84%	6%	4%	6%
18 - 24	319	150	168	319	-	-	-	44	25	31	49	57	101	71	89	270	26	13	9
	12%	12%	12%	87%	-%	-%	-%	14%	10%	9%	8%	8%	14%	12%	13%	12%	11%	10%	12%
				def				ij					k	k	k				
		47%	53%	100%	-%	-%	-%	14%	8%	10%	16%	18%	32%	22%	28%	85%	8%	4%	3%
25 - 34	469	199	270	-	469	-	-	51	45	67	127	99	134	114	121	391	40	25	13
	18%	15%	20%	-%	100%	-%	-%	16%	17%	19%	22%	14%	19%	20%	18%	17%	17%	19%	18%
			a		cef						g		k	k	k				
		42%	58%	-%	100%	-%	-%	11%	10%	14%	27%	21%	29%	24%	26%	83%	9%	5%	3%
35 - 44	459	211	248	-	-	459	-	38	36	75	139	141	128	92	98	377	42	25	14
	17%	16%	18%	-%	-%	50%	-%	12%	14%	21%	24%	20%	18%	16%	15%	17%	18%	19%	20%
						cdf				gh	gh	n							
		46%	54%	-%	-%	100%	-%	8%	8%	16%	30%	31%	28%	20%	21%	82%	9%	5%	3%
45 - 54	456	216	239	-	-	456	-	42	36	71	144	140	108	97	111	388	38	18	11
	17%	17%	17%	-%	-%	50%	-%	13%	14%	20%	25%	20%	15%	17%	17%	17%	16%	14%	16%
						cdf				g	gh	l							
		47%	53%	-%	-%	100%	-%	9%	8%	16%	32%	31%	24%	21%	24%	85%	8%	4%	3%
55 - 64	388	205	183	-	-	-	388	49	46	57	79	104	95	94	96	320	35	22	11
	15%	16%	13%	-%	-%	-%	42%	15%	18%	16%	14%	15%	13%	16%	15%	14%	15%	17%	15%
							cde												
		53%	47%	-%	-%	-%	100%	13%	12%	15%	20%	27%	24%	24%	25%	83%	9%	6%	3%
65 - 74	287	157	130	-	-	-	287	38	34	33	28	78	84	56	68	239	27	15	7
	11%	12%	9%	-%	-%	-%	31%	12%	13%	9%	5%	11%	12%	10%	10%	11%	11%	11%	9%
		b					cde	j	j	j									
		55%	45%	-%	-%	-%	100%	13%	12%	11%	10%	27%	29%	19%	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 TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 7**

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

**SF. AGE OF RESPONDENT**

Base : All respondents

		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	3737	1790	1947	519	604	1172	1442	559	401	451	615	797	1122	791	1022	2239	502	489	507
Effective Weighted Sample	2504	1197	1308	343	401	807	971	377	268	325	461	578	755	534	660	1916	310	301	376
Total	2675	1301	1374	364	469	915	927	317	260	358	583	712	720	580	661	2236	233	132	74
		49%	51%	14%	18%	34%	35%	12%	10%	13%	22%	27%	27%	22%	25%	84%	9%	5%	3%
75+	252	134	118	-	-	-	252	54	37	23	13	79	57	50	67	212	22	12	6
	9%	10%	9%	-%	-%	-%	27%	17%	14%	6%	2%	11%	8%	9%	10%	9%	9%	9%	8%
							cde	ij	ij	j		l							
		53%	47%	-%	-%	-%	100%	21%	15%	9%	5%	31%	23%	20%	27%	84%	9%	5%	2%
<b>AGE SUMMARY</b>																			
16-24	364	178	186	364	-	-	-	46	26	33	54	71	114	79	100	309	29	15	11
	14%	14%	14%	100%	-%	-%	-%	15%	10%	9%	9%	10%	16%	14%	15%	14%	12%	11%	15%
				def				ij					k		k				
		49%	51%	100%	-%	-%	-%	13%	7%	9%	15%	20%	31%	22%	27%	85%	8%	4%	3%
25-34	469	199	270	-	469	-	-	51	45	67	127	99	134	114	121	391	40	25	13
	18%	15%	20%	-%	100%	-%	-%	16%	17%	19%	22%	14%	19%	20%	18%	17%	17%	19%	18%
			a		cef						g		k	k	k				
		42%	58%	-%	100%	-%	-%	11%	10%	14%	27%	21%	29%	24%	26%	83%	9%	5%	3%
35-54	915	427	488	-	-	915	-	80	72	146	282	281	237	188	209	765	81	44	26
	34%	33%	35%	-%	-%	100%	-%	25%	28%	41%	48%	40%	33%	32%	32%	34%	35%	33%	35%
						cdf				gh	ghi	lmn							
		47%	53%	-%	-%	100%	-%	9%	8%	16%	31%	31%	26%	21%	23%	84%	9%	5%	3%
55-64	388	205	183	-	-	-	388	49	46	57	79	104	95	94	96	320	35	22	11
	15%	16%	13%	-%	-%	-%	42%	15%	18%	16%	14%	15%	13%	16%	15%	14%	15%	17%	15%
							cde												
		53%	47%	-%	-%	-%	100%	13%	12%	15%	20%	27%	24%	24%	25%	83%	9%	6%	3%
65+	539	291	248	-	-	-	539	92	71	55	40	156	141	106	135	451	48	27	12
	20%	22%	18%	-%	-%	-%	58%	29%	27%	15%	7%	22%	20%	18%	20%	20%	21%	20%	17%
		b					cde	ij	ij	j									
		54%	46%	-%	-%	-%	100%	17%	13%	10%	7%	29%	26%	20%	25%	84%	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 TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 7**

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

**SF. AGE OF RESPONDENT**

Base : All respondents

	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	3737	249	251	247	250	251	237	252	251	251	2711	1026	1861	1863	1792	1945
Effective Weighted Sample	2504	221	237	237	233	233	225	231	232	231	2082	456	1294	1256	1218	1321
Total	2675	338	359	227	189	237	245	226	114	302	2315	360	1552	1114	1443	1232
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	54%	46%
16 - 17	46	4	5	2	8	7	2	5	1	5	42	3	5	41	24	22
	2%	1%	1%	1%	4%	3%	1%	2%	1%	2%	2%	1%	*%	4%	2%	2%
					acfh									l		
		8%	11%	5%	17%	14%	5%	12%	2%	10%	92%	8%	11%	89%	52%	48%
18 - 24	319	51	40	24	16	32	23	33	14	37	291	27	185	134	131	188
	12%	15%	11%	10%	9%	13%	10%	15%	13%	12%	13%	8%	12%	12%	9%	15%
		d						d			k					n
		16%	13%	7%	5%	10%	7%	10%	4%	12%	91%	9%	58%	42%	41%	59%
25 - 34	469	92	49	32	32	40	51	30	23	42	419	50	369	96	221	248
	18%	27%	14%	14%	17%	17%	21%	13%	20%	14%	18%	14%	24%	9%	15%	20%
		bcdegi					bg				k		m			n
		20%	10%	7%	7%	9%	11%	6%	5%	9%	89%	11%	79%	21%	47%	53%
35 - 44	459	76	60	33	30	34	38	40	15	53	409	50	371	88	246	214
	17%	22%	17%	14%	16%	14%	15%	18%	13%	17%	18%	14%	24%	8%	17%	17%
		ceh											m			
		16%	13%	7%	7%	7%	8%	9%	3%	11%	89%	11%	81%	19%	53%	47%
45 - 54	456	64	67	44	27	44	43	26	19	54	382	73	363	88	268	188
	17%	19%	19%	19%	14%	18%	17%	11%	17%	18%	17%	20%	23%	8%	19%	15%
		g	g	g		g						j	m		o	
		14%	15%	10%	6%	10%	9%	6%	4%	12%	84%	16%	80%	19%	59%	41%
55 - 64	388	20	59	35	32	41	31	40	20	41	320	68	219	168	228	160
	15%	6%	16%	15%	17%	17%	13%	18%	18%	14%	14%	19%	14%	15%	16%	13%
			a	a	a	a	a	a	a	a		j			o	
		5%	15%	9%	8%	11%	8%	10%	5%	11%	82%	18%	57%	43%	59%	41%
65 - 74	287	19	44	28	23	17	29	29	11	39	240	48	34	253	178	109
	11%	6%	12%	12%	12%	7%	12%	13%	10%	13%	10%	13%	2%	23%	12%	9%
			a	ae	a		a	ae		ae				l	o	
		7%	15%	10%	8%	6%	10%	10%	4%	14%	83%	17%	12%	88%	62%	38%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 7**

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

**SF. AGE OF RESPONDENT**

Base : All respondents

		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
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3737	249	251	247	250	251	237	252	251	251	2711	1026	1861	1863	1792	1945
Effective Weighted Sample	2504	221	237	237	233	233	225	231	232	231	2082	456	1294	1256	1218	1321
Total	2675	338	359	227	189	237	245	226	114	302	2315	360	1552	1114	1443	1232
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	54%	46%
75+	252	13	34	29	21	24	27	23	10	31	212	40	5	246	148	104
	9%	4%	10%	13%	11%	10%	11%	10%	9%	10%	9%	11%	1%	22%	10%	8%
			a	a	a	a	a	a	a	a				l		
		5%	14%	12%	8%	9%	11%	9%	4%	12%	84%	16%	2%	98%	59%	41%
AGE SUMMARY																
16-24	364	54	46	26	24	39	26	38	15	41	334	31	190	174	155	210
	14%	16%	13%	11%	13%	16%	10%	17%	13%	14%	14%	9%	12%	16%	11%	17%
								f			k			l		n
			15%	13%	7%	7%	11%	11%	4%	11%	92%	8%	52%	48%	42%	58%
25-34	469	92	49	32	32	40	51	30	23	42	419	50	369	96	221	248
	18%	27%	14%	14%	17%	17%	21%	13%	20%	14%	18%	14%	24%	9%	15%	20%
		bcdegi					bg				k		m			n
		20%	10%	7%	7%	9%	11%	6%	5%	9%	89%	11%	79%	21%	47%	53%
35-54	915	140	127	77	57	77	81	66	34	107	792	124	734	176	514	402
	34%	41%	35%	34%	30%	33%	33%	29%	30%	35%	34%	34%	47%	16%	36%	33%
		dgh											m			
		15%	14%	8%	6%	8%	9%	7%	4%	12%	86%	14%	80%	19%	56%	44%
55-64	388	20	59	35	32	41	31	40	20	41	320	68	219	168	228	160
	15%	6%	16%	15%	17%	17%	13%	18%	18%	14%	14%	19%	14%	15%	16%	13%
			a	a	a	a	a	a	a	a		j			o	
		5%	15%	9%	8%	11%	8%	10%	5%	11%	82%	18%	57%	43%	59%	41%
65+	539	32	78	58	44	40	57	51	21	70	451	88	39	499	326	213
	20%	9%	22%	25%	23%	17%	23%	23%	19%	23%	19%	24%	3%	45%	23%	17%
			a	ae	a	a	a	a	a	a		j		l	o	
		6%	15%	11%	8%	7%	11%	10%	4%	13%	84%	16%	7%	93%	61%	39%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 8**

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

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

Base : All respondents

	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	3737	1790	1947	519	604	1172	1442	559	401	451	615	797	1122	791	1022	2239	502	489	507
Effective Weighted Sample	2504	1197	1308	343	401	807	971	377	268	325	461	578	755	534	660	1916	310	301	376
Total	2675	1301	1374	364	469	915	927	317	260	358	583	712	720	580	661	2236	233	132	74
		49%	51%	14%	18%	34%	35%	12%	10%	13%	22%	27%	27%	22%	25%	84%	9%	5%	3%
A	67	41	27	2	9	24	33	-	3	2	34	67	-	-	-	61	3	3	1
	3%	3%	2%	0%	2%	3%	4%	0%	1%	1%	6%	9%	0%	0%	0%	3%	1%	2%	1%
						c	c		g		ghi	lmn							
		60%	40%	3%	13%	35%	49%	0%	4%	3%	51%	100%	0%	0%	0%	90%	4%	5%	1%
B	644	322	322	69	90	257	227	14	29	74	232	644	-	-	-	552	51	26	15
	24%	25%	23%	19%	19%	28%	25%	4%	11%	21%	40%	91%	0%	0%	0%	25%	22%	20%	20%
						cd	cd		g	gh	ghi	lmn							
		50%	50%	11%	14%	40%	35%	2%	5%	12%	36%	100%	0%	0%	0%	86%	8%	4%	2%
C1	720	334	386	114	134	237	236	56	62	115	153	-	720	-	-	604	65	33	18
	27%	26%	28%	31%	29%	26%	25%	18%	24%	32%	26%	0%	100%	0%	0%	27%	28%	25%	24%
				f					g	gh	g		kmn						
		46%	54%	16%	19%	33%	33%	8%	9%	16%	21%	0%	100%	0%	0%	84%	9%	5%	2%
C2	580	318	262	79	114	188	199	38	66	100	119	-	-	580	-	479	53	31	18
	22%	24%	19%	22%	24%	21%	22%	12%	25%	28%	20%	0%	0%	100%	0%	21%	23%	24%	24%
		b							g	gj	g			klm					
		55%	45%	14%	20%	32%	34%	7%	11%	17%	21%	0%	0%	100%	0%	82%	9%	5%	3%
D	376	177	199	57	71	136	112	66	71	52	37	-	-	-	376	313	33	20	11
	14%	14%	15%	16%	15%	15%	12%	21%	27%	15%	6%	0%	0%	0%	57%	14%	14%	15%	14%
								ij	ij	j					klm				
		47%	53%	15%	19%	36%	30%	18%	19%	14%	10%	0%	0%	0%	100%	83%	9%	5%	3%
E	284	107	177	43	50	73	119	143	29	16	8	-	-	-	284	227	29	17	11
	11%	8%	13%	12%	11%	8%	13%	45%	11%	4%	1%	0%	0%	0%	43%	10%	13%	13%	15%
			a	e		e	e	hij	ij	j					klm				o
		38%	62%	15%	18%	26%	42%	50%	10%	6%	3%	0%	0%	0%	100%	80%	10%	6%	4%
Refused	2	1	1	-	1	*	1	-	*	-	-	-	-	-	-	2	-	*	*
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
		54%	46%	0%	40%	8%	52%	0%	8%	0%	0%	0%	0%	0%	0%	86%	0%	6%	8%

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 - H1 2016. 4th January to 29th February 2016.**

**Table 8**

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

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

Base : All respondents

	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	3737	1790	1947	519	604	1172	1442	559	401	451	615	797	1122	791	1022	2239	502	489	507
Effective Weighted Sample	2504	1197	1308	343	401	807	971	377	268	325	461	578	755	534	660	1916	310	301	376
Total	2675	1301	1374	364	469	915	927	317	260	358	583	712	720	580	661	2236	233	132	74
		49%	51%	14%	18%	34%	35%	12%	10%	13%	22%	27%	27%	22%	25%	84%	9%	5%	3%
<b>SOCIAL GROUP</b>																			
AB	712	363	349	71	99	281	260	14	32	76	266	712	-	-	-	613	54	30	16
	27%	28%	25%	20%	21%	31%	28%	4%	12%	21%	46%	100%	-%	-%	-%	27%	23%	22%	22%
		51%	49%	10%	14%	cd	cd	2%	5%	11%	37%	100%	-%	-%	-%	86%	8%	4%	2%
C1C2	1300	652	648	193	247	425	435	94	128	214	272	-	720	580	-	1082	117	65	36
	49%	50%	47%	53%	53%	46%	47%	30%	49%	60%	47%	-%	100%	100%	-%	48%	50%	49%	49%
		50%	50%	e	ef			7%	10%	16%	21%	-%	55%	45%	-%	83%	9%	5%	3%
DE	661	285	376	100	121	209	231	209	100	68	45	-	-	-	661	539	62	38	22
	25%	22%	27%	27%	26%	23%	25%	66%	38%	19%	8%	-%	-%	-%	100%	24%	27%	28%	30%
		43%	a					hij	ij	j		-%	-%	-%	klm				o
			57%	15%	18%	32%	35%	32%	15%	10%	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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 8**

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

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

Base : All respondents

	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	3737	249	251	247	250	251	237	252	251	251	2711	1026	1861	1863	1792	1945
Effective Weighted Sample	2504	221	237	237	233	233	225	231	232	231	2082	456	1294	1256	1218	1321
Total	2675	338	359	227	189	237	245	226	114	302	2315	360	1552	1114	1443	1232
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	54%	46%
A	67	17	15	2	2	3	7	7	-	7	59	8	43	25	46	21
	3%	5%	4%	1%	1%	1%	3%	3%	-%	2%	3%	2%	3%	2%	3%	2%
		cdeh	cdh				h	h		h					o	
		25%	23%	4%	3%	5%	11%	10%	-%	11%	88%	12%	64%	36%	69%	31%
B	644	96	99	55	44	53	65	52	18	71	531	114	395	247	441	203
	24%	28%	28%	24%	23%	22%	26%	23%	16%	24%	23%	32%	25%	22%	31%	16%
		h	h	h	h		h	h		h		j	m		o	
		15%	15%	9%	7%	8%	10%	8%	3%	11%	82%	18%	61%	38%	69%	31%
C1	720	111	94	61	49	65	62	47	32	85	645	75	449	269	391	329
	27%	33%	26%	27%	26%	27%	25%	21%	28%	28%	28%	21%	29%	24%	27%	27%
		g									k		m			
		15%	13%	8%	7%	9%	9%	6%	4%	12%	90%	10%	62%	37%	54%	46%
C2	580	52	85	59	44	54	52	56	23	54	483	97	393	186	314	267
	22%	15%	24%	26%	23%	23%	21%	25%	20%	18%	21%	27%	25%	17%	22%	22%
			a	ai	a	a		a				j	m			
		9%	15%	10%	8%	9%	9%	10%	4%	9%	83%	17%	68%	32%	54%	46%
D	376	52	39	31	24	28	32	39	19	49	343	33	261	114	147	229
	14%	15%	11%	14%	13%	12%	13%	17%	16%	16%	15%	9%	17%	10%	10%	19%
											k		m		n	
		14%	10%	8%	6%	7%	9%	10%	5%	13%	91%	9%	69%	30%	39%	61%
E	284	11	25	17	25	35	27	26	23	36	254	31	11	271	103	182
	11%	3%	7%	8%	14%	15%	11%	12%	20%	12%	11%	9%	1%	24%	7%	15%
			a	abc	abc	a		a	abcfgi	a			l		n	
		4%	9%	6%	9%	12%	9%	9%	8%	13%	89%	11%	4%	95%	36%	64%
Refused	2	-	1	1	-	-	-	-	-	-	1	1	*	2	1	1
	*%	-%	*%	*%	-%	-%	-%	-%	-%	-%	*%	*%	*%	*%	*%	*%
		-%	46%	40%	-%	-%	-%	-%	-%	-%	46%	54%	6%	94%	54%	46%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 8**

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

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

Base : All respondents

	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	3737	249	251	247	250	251	237	252	251	251	2711	1026	1861	1863	1792	1945
Effective Weighted Sample	2504	221	237	237	233	233	225	231	232	231	2082	456	1294	1256	1218	1321
Total	2675	338	359	227	189	237	245	226	114	302	2315	360	1552	1114	1443	1232
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	54%	46%
<b>SOCIAL GROUP</b>																
AB	712	112	114	58	46	56	72	59	18	79	590	122	438	271	488	224
	27%	33%	32%	25%	24%	24%	29%	26%	16%	26%	25%	34%	28%	24%	34%	18%
		deh	eh	h	h	h	h	h		h		j	m		o	
		16%	16%	8%	6%	8%	10%	8%	2%	11%	83%	17%	62%	38%	69%	31%
C1C2	1300	162	179	120	93	118	114	102	54	139	1128	173	842	455	704	596
	49%	48%	50%	53%	49%	50%	46%	45%	48%	46%	49%	48%	54%	41%	49%	48%
													m			
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	65%	35%	54%	46%
DE	661	64	65	49	50	63	59	65	42	84	597	64	272	386	250	411
	25%	19%	18%	21%	26%	26%	24%	29%	37%	28%	26%	18%	18%	35%	17%	33%
					b	b		ab	abcdefi	ab	k			l		n
		10%	10%	7%	8%	9%	9%	10%	6%	13%	90%	10%	41%	58%	38%	62%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QZ7 (SG). WORKING STATUS (SINGLE CODE)**

Base : All 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	3737	1790	1947	519	604	1172	1442	559	401	451	615	797	1122	791	1022	2239	502	489	507
Effective Weighted Sample	2504	1197	1308	343	401	807	971	377	268	325	461	578	755	534	660	1916	310	301	376
Total	2675	1301	1374	364	469	915	927	317	260	358	583	712	720	580	661	2236	233	132	74
		49%	51%	14%	18%	34%	35%	12%	10%	13%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Base for %	2675	1301	1374	364	469	915	927	317	260	358	583	712	720	580	661	2236	233	132	74
		49%	51%	14%	18%	34%	35%	12%	10%	13%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Working full time (30hrs/wk+)	1120	691	430	130	286	545	159	18	86	184	379	334	331	278	177	930	108	50	32
	42%	53%	31%	36%	61%	60%	17%	6%	33%	51%	65%	47%	46%	48%	27%	42%	46%	38%	43%
		b		f	cf	cf			g	gh	ghi	n	n	n			q		
		62%	38%	12%	26%	49%	14%	2%	8%	16%	34%	30%	30%	25%	16%	83%	10%	4%	3%
Working part time (8-29 hrs/wk)	431	93	339	60	83	189	99	49	31	74	114	104	118	115	95	374	25	23	9
	16%	7%	25%	17%	18%	21%	11%	15%	12%	21%	19%	15%	16%	20%	14%	17%	11%	18%	13%
			a	f	f	f				h	h			kn		pr		p	
		21%	79%	14%	19%	44%	23%	11%	7%	17%	26%	24%	27%	27%	22%	87%	6%	5%	2%
Not working (i.e. under 8hrs/wk) - retired	603	318	285	-	-	8	595	102	91	59	48	180	159	116	147	507	53	30	13
	23%	24%	21%	-%	-%	1%	64%	32%	35%	16%	8%	25%	22%	20%	22%	23%	23%	23%	18%
		b					cde	ij	ij	j		m				r			
		53%	47%	-%	-%	1%	99%	17%	15%	10%	8%	30%	26%	19%	24%	84%	9%	5%	2%
Not working (i.e. under 8hrs/wk) - unemployed (registered/ not registered but looking for work)	132	73	59	33	36	42	20	56	17	7	3	11	8	10	102	102	14	10	6
	5%	6%	4%	9%	8%	5%	2%	18%	7%	2%	1%	2%	1%	2%	15%	5%	6%	7%	9%
				ef	ef	f		hij	ij						klm			o	o
		55%	45%	25%	27%	32%	15%	42%	13%	5%	3%	8%	6%	7%	78%	77%	10%	7%	5%

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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QZ7 (SG). WORKING STATUS (SINGLE CODE)**

Base : All 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	3737	1790	1947	519	604	1172	1442	559	401	451	615	797	1122	791	1022	2239	502	489	507
Effective Weighted Sample	2504	1197	1308	343	401	807	971	377	268	325	461	578	755	534	660	1916	310	301	376
Total	2675	1301	1374	364	469	915	927	317	260	358	583	712	720	580	661	2236	233	132	74
		49%	51%	14%	18%	34%	35%	12%	10%	13%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Not working (i.e. under 8hrs/wk) - student	137	71	65	122	5	9	-	19	8	5	15	40	64	16	17	115	13	5	5
	5%	5%	5%	34%	1%	1%	-%	6%	3%	1%	3%	6%	9%	3%	3%	5%	5%	3%	6%
		52%	48%	def	f	f	-%	ij				mn	kmn						
				90%	4%	7%	-%	14%	6%	4%	11%	29%	47%	11%	13%	84%	9%	3%	3%
Not working (i.e. under 8hrs/wk) - housewife/ disabled/ other	242	50	193	19	55	117	51	71	25	29	23	41	38	45	119	199	22	14	8
	9%	4%	14%	5%	12%	13%	6%	22%	10%	8%	4%	6%	5%	8%	18%	9%	9%	10%	11%
		20%	a		cf	cf		hij	j	j					klm				
			80%	8%	23%	48%	21%	29%	10%	12%	9%	17%	16%	18%	49%	82%	9%	6%	3%
Don't know	10	5	5	-	3	5	2	2	2	1	1	3	2	2	3	9	-	-	*
	*%	*%	*%	-%	1%	1%	*%	*%	1%	*%	*%	*%	*%	*%	*%	*%	-%	-%	1%
		54%	46%	-%	31%	50%	19%	16%	21%	10%	13%	29%	23%	17%	31%	95%	-%	-%	5%
<b>WORKING STATUS SUMMARY</b>																			
WORKING	1552	783	768	190	369	734	258	67	117	258	492	438	449	393	272	1304	133	74	41
	58%	60%	56%	52%	79%	80%	28%	21%	45%	72%	84%	62%	62%	68%	41%	58%	57%	56%	55%
		b		f	cf	cf			g	gh	ghi	n	n	klm					
		50%	50%	12%	24%	47%	17%	4%	8%	17%	32%	28%	29%	25%	18%	84%	9%	5%	3%
NOT WORKING	1114	512	602	174	96	176	667	248	141	99	89	271	269	186	386	922	100	58	32
	42%	39%	44%	48%	21%	19%	72%	78%	54%	28%	15%	38%	37%	32%	58%	41%	43%	44%	44%
		a		de		cde		hij	ij	j		m	m		klm				
		46%	54%	16%	9%	16%	60%	22%	13%	9%	8%	24%	24%	17%	35%	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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QZ7 (SG). WORKING STATUS (SINGLE CODE)**

Base : All respondents

	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	3737	249	251	247	250	251	237	252	251	251	2711	1026	1861	1863	1792	1945
Effective Weighted Sample	2504	221	237	237	233	233	225	231	232	231	2082	456	1294	1256	1218	1321
Total	2675	338	359	227	189	237	245	226	114	302	2315	360	1552	1114	1443	1232
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	54%	46%
Base for %	2675	338	359	227	189	237	245	226	114	302	2315	360	1552	1114	1443	1232
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	54%	46%
Working full time (30hrs/wk+)	1120	200	130	86	60	104	102	76	45	128	984	136	1120	-	599	521
	42%	59%	36%	38%	32%	44%	42%	34%	39%	42%	42%	38%	72%	-%	41%	42%
		bcdefghi				dg	d			dg			m			
		18%	12%	8%	5%	9%	9%	7%	4%	11%	88%	12%	100%	-%	53%	47%
Working part time (8-29 hrs/wk)	431	55	65	45	39	32	38	43	14	43	366	66	431	-	254	178
	16%	16%	18%	20%	21%	13%	15%	19%	12%	14%	16%	18%	28%	-%	18%	14%
				h	eh			h					m		o	
		13%	15%	10%	9%	7%	9%	10%	3%	10%	85%	15%	100%	-%	59%	41%
Not working (i.e. under 8hrs/wk) - retired	603	30	88	65	49	49	57	61	26	82	503	100	-	603	366	237
	23%	9%	24%	29%	26%	21%	23%	27%	23%	27%	22%	28%	-%	54%	25%	19%
			a	ae	a	a	a	a	a	a		j		l	o	
		5%	15%	11%	8%	8%	9%	10%	4%	14%	83%	17%	-%	100%	61%	39%
Not working (i.e. under 8hrs/wk) - unemployed (registered/ not registered but looking for work)	132	10	12	11	11	18	7	10	8	15	122	10	-	132	50	82
	5%	3%	3%	5%	6%	8%	3%	5%	7%	5%	5%	3%	-%	12%	3%	7%
						abf			f		k			l		n
		7%	9%	9%	8%	14%	5%	8%	6%	12%	92%	8%	-%	100%	38%	62%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QZ7 (SG). WORKING STATUS (SINGLE CODE)**

Base : All respondents

	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	3737	249	251	247	250	251	237	252	251	251	2711	1026	1861	1863	1792	1945
Effective Weighted Sample	2504	221	237	237	233	233	225	231	232	231	2082	456	1294	1256	1218	1321
Total	2675	338	359	227	189	237	245	226	114	302	2315	360	1552	1114	1443	1232
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	54%	46%
Not working (i.e. under 8hrs/wk) - student	137	33	18	4	9	11	11	12	3	15	129	8	-	137	50	86
	5%	10%	5%	2%	5%	5%	4%	5%	3%	5%	6%	2%	-%	12%	3%	7%
		cdefh						c			k			l		n
		24%	13%	3%	6%	8%	8%	9%	2%	11%	94%	6%	-%	100%	37%	63%
Not working (i.e. under 8hrs/wk) - housewife/ disabled/ other	242	11	45	14	19	22	29	23	18	17	203	40	-	242	119	124
	9%	3%	13%	6%	10%	9%	12%	10%	16%	6%	9%	11%	-%	22%	8%	10%
			aci		a	a	aci	a	acei					l		
		4%	19%	6%	8%	9%	12%	9%	7%	7%	84%	16%	-%	100%	49%	51%
Don't know	10	-	2	2	1	1	1	1	*	1	10	*	-	-	5	5
	*%	-%	*%	1%	1%	1%	1%	*%	*%	*%	*%	*%	-%	-%	*%	*%
		-%	15%	19%	11%	13%	14%	9%	4%	10%	99%	1%	-%	-%	54%	46%

**WORKING STATUS SUMMARY**

WORKING	1552	256	195	130	100	136	140	119	58	171	1349	202	1552	-	853	699
	58%	76%	54%	57%	53%	57%	57%	53%	51%	57%	58%	56%	100%	-%	59%	57%
		bcdefghi											m			
		16%	13%	8%	6%	9%	9%	8%	4%	11%	87%	13%	100%	-%	55%	45%
NOT WORKING	1114	83	163	95	88	100	104	106	55	130	956	157	-	1114	585	528
	42%	24%	45%	42%	47%	42%	42%	47%	48%	43%	41%	44%	-%	100%	41%	43%
		a	a	a	a	a	a	a	a	a				l		
		7%	15%	9%	8%	9%	9%	10%	5%	12%	86%	14%	-%	100%	53%	47%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 10**

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

**QZ10 (SH). HOUSEHOLD STATUS (SINGLE CODE)**

Base : All 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	3737	1790	1947	519	604	1172	1442	559	401	451	615	797	1122	791	1022	2239	502	489	507
Effective Weighted Sample	2504	1197	1308	343	401	807	971	377	268	325	461	578	755	534	660	1916	310	301	376
Total	2675	1301	1374	364	469	915	927	317	260	358	583	712	720	580	661	2236	233	132	74
		49%	51%	14%	18%	34%	35%	12%	10%	13%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Base for %	2675	1301	1374	364	469	915	927	317	260	358	583	712	720	580	661	2236	233	132	74
		49%	51%	14%	18%	34%	35%	12%	10%	13%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Being bought on mortgage	811	366	445	95	155	430	131	16	34	110	329	302	231	196	83	667	85	35	24
	30%	28%	32%	26%	33%	47%	14%	5%	13%	31%	56%	42%	32%	34%	13%	30%	36%	26%	33%
		a	f	a	f	cd	cd	g	g	gh	ghi	lmn	n	n			oq		
		45%	55%	12%	19%	53%	16%	2%	4%	14%	41%	37%	28%	24%	10%	82%	10%	4%	3%
Owned outright by household	737	406	331	35	19	112	570	70	79	91	114	252	204	156	125	632	47	40	18
	28%	31%	24%	10%	4%	12%	61%	22%	30%	25%	20%	35%	28%	27%	19%	28%	20%	30%	24%
		b		d		d	cde		gj			lmn	n	n		p		p	
		55%	45%	5%	3%	15%	77%	10%	11%	12%	16%	34%	28%	21%	17%	86%	6%	5%	2%
Rented from Local Authority/ Housing Association/ Trust	517	237	280	74	116	184	142	143	87	75	22	34	91	109	283	413	64	30	10
	19%	18%	20%	20%	25%	20%	15%	45%	34%	21%	4%	5%	13%	19%	43%	18%	28%	23%	13%
				f	f	f		hij	ij	j			k	kl	klm	r	or	r	
		46%	54%	14%	23%	36%	27%	28%	17%	14%	4%	7%	18%	21%	55%	80%	12%	6%	2%
Rented from Private Landlord	474	224	250	120	157	148	48	68	53	73	103	94	156	88	136	415	31	18	11
	18%	17%	18%	33%	34%	16%	5%	22%	20%	20%	18%	13%	22%	15%	21%	19%	13%	13%	15%
				ef	ef	f							km		km	pq			
		47%	53%	25%	33%	31%	10%	14%	11%	15%	22%	20%	33%	18%	29%	88%	6%	4%	2%
Other	56	31	25	10	7	19	20	11	1	4	7	12	14	12	19	44	2	4	6
	2%	2%	2%	3%	1%	2%	2%	3%	1%	1%	1%	2%	2%	2%	3%	2%	1%	3%	9%
								hj										p	opq
		55%	45%	18%	12%	35%	35%	19%	1%	7%	12%	21%	24%	21%	34%	78%	3%	8%	11%

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 - H1 2016. 4th January to 29th February 2016.**

**Table 10**

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

**QZ10 (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 £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	3737	1790	1947	519	604	1172	1442	559	401	451	615	797	1122	791	1022	2239	502	489	507
Effective Weighted Sample	2504	1197	1308	343	401	807	971	377	268	325	461	578	755	534	660	1916	310	301	376
Total	2675	1301	1374	364	469	915	927	317	260	358	583	712	720	580	661	2236	233	132	74
		49%	51%	14%	18%	34%	35%	12%	10%	13%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Don't know	81	37	43	30	14	20	17	9	7	5	8	18	25	21	15	66	5	6	4
	3%	3%	3%	8%	3%	2%	2%	3%	3%	2%	1%	3%	3%	4%	2%	3%	2%	4%	6%
		46%	54%	def	37%	17%	25%	21%	11%	8%	7%	10%	23%	31%	26%	19%	82%	6%	7%
				3%	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	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 - H1 2016. 4th January to 29th February 2016.**

**Table 10**

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

**QZ10 (SH). HOUSEHOLD STATUS (SINGLE CODE)**

Base : All respondents

	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	3737	249	251	247	250	251	237	252	251	251	2711	1026	1861	1863	1792	1945
Effective Weighted Sample	2504	221	237	237	233	233	225	231	232	231	2082	456	1294	1256	1218	1321
Total	2675	338	359	227	189	237	245	226	114	302	2315	360	1552	1114	1443	1232
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	54%	46%
Base for %	2675	338	359	227	189	237	245	226	114	302	2315	360	1552	1114	1443	1232
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	54%	46%
Being bought on mortgage	811	93	130	71	46	56	71	66	31	103	707	104	657	154	503	308
	30%	28%	36%	31%	25%	24%	29%	29%	27%	34%	31%	29%	42%	14%	35%	25%
			adeh							de			m		o	
			11%	16%	9%	6%	7%	8%	4%	13%	87%	13%	81%	19%	62%	38%
Owned outright by household	737	46	111	80	75	63	71	74	32	80	608	128	247	487	463	273
	28%	14%	31%	35%	40%	27%	29%	33%	28%	27%	26%	36%	16%	44%	32%	22%
			a	aei	abefhi	a	a	a	a	a		j	l		o	
			6%	15%	11%	10%	9%	10%	4%	11%	83%	17%	34%	66%	63%	37%
Rented from Local Authority/ Housing Association/ Trust	517	66	52	40	35	64	54	32	22	48	452	65	252	262	196	321
	19%	19%	14%	17%	19%	27%	22%	14%	19%	16%	20%	18%	16%	24%	14%	26%
						bcdgi	bg							l		n
			13%	10%	8%	7%	12%	6%	4%	9%	87%	13%	49%	51%	38%	62%
Rented from Private Landlord	474	122	55	17	27	32	37	34	25	66	428	46	332	142	212	262
	18%	36%	15%	8%	14%	14%	15%	15%	22%	22%	18%	13%	21%	13%	15%	21%
		bcdefghi	c		c	c	c	c	cde	cde	k		m			n
			26%	12%	4%	6%	7%	7%	5%	14%	90%	10%	70%	30%	45%	55%
Other	56	-	6	13	-	10	1	9	3	1	48	8	26	27	28	29
	2%	-%	2%	6%	-%	4%	1%	4%	3%	1%	2%	2%	2%	2%	2%	2%
			ad	abdfi		adfi		adfi	adfi							
			-%	11%	23%	-%	19%	16%	5%	2%	85%	15%	46%	48%	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 - H1 2016. 4th January to 29th February 2016.**

**Table 10**

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

**QZ10 (SH). HOUSEHOLD STATUS (SINGLE CODE)**

Base : All respondents

	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	3737	249	251	247	250	251	237	252	251	251	2711	1026	1861	1863	1792	1945
Effective Weighted Sample	2504	221	237	237	233	233	225	231	232	231	2082	456	1294	1256	1218	1321
Total	2675	338	359	227	189	237	245	226	114	302	2315	360	1552	1114	1443	1232
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	54%	46%
Don't know	81	11	6	6	6	11	11	11	1	3	71	9	38	42	42	39
	3%	3%	2%	3%	3%	5%	4%	5%	1%	1%	3%	3%	2%	4%	3%	3%
		h				hi	hi	hi								
		14%	8%	8%	7%	14%	13%	14%	1%	3%	89%	11%	47%	52%	52%	48%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

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

Base : All 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	3737	1790	1947	519	604	1172	1442	559	401	451	615	797	1122	791	1022	2239	502	489	507
Effective Weighted Sample	2504	1197	1308	343	401	807	971	377	268	325	461	578	755	534	660	1916	310	301	376
Total	2675	1301	1374	364	469	915	927	317	260	358	583	712	720	580	661	2236	233	132	74
		49%	51%	14%	18%	34%	35%	12%	10%	13%	22%	27%	27%	22%	25%	84%	9%	5%	3%
1	457	230	227	15	40	95	307	143	52	47	26	100	116	72	170	361	61	22	13
	17%	18%	17%	4%	9%	10%	33%	45%	20%	13%	4%	14%	16%	12%	26%	16%	26%	16%	18%
					c	c	cde	hij	ij	j					klm		oqr		
		50%	50%	3%	9%	21%	67%	31%	11%	10%	6%	22%	25%	16%	37%	79%	13%	5%	3%
2	921	491	430	96	111	223	491	89	111	127	187	259	249	194	218	756	89	52	24
	34%	38%	31%	26%	24%	24%	53%	28%	43%	35%	32%	36%	35%	33%	33%	34%	38%	39%	33%
		b					cde		gj	g									
		53%	47%	10%	12%	24%	53%	10%	12%	14%	20%	28%	27%	21%	24%	82%	10%	6%	3%
3	519	210	309	99	140	204	77	41	53	76	143	142	159	113	105	432	44	29	14
	19%	16%	23%	27%	30%	22%	8%	13%	20%	21%	24%	20%	22%	20%	16%	19%	19%	22%	19%
			a	f	ef	f			g	g	g		n						
		40%	60%	19%	27%	39%	15%	8%	10%	15%	28%	27%	31%	22%	20%	83%	8%	6%	3%
4	529	260	269	100	123	269	38	30	23	86	167	143	139	154	93	467	28	20	14
	20%	20%	20%	27%	26%	29%	4%	9%	9%	24%	29%	20%	19%	27%	14%	21%	12%	15%	20%
				f	f	f				gh	gh	n	n	klm		pq			p
		49%	51%	19%	23%	51%	7%	6%	4%	16%	32%	27%	26%	29%	18%	88%	5%	4%	3%
5+	248	110	139	55	54	124	15	15	21	22	60	69	57	47	75	220	11	9	8
	9%	8%	10%	15%	12%	14%	2%	5%	8%	6%	10%	10%	8%	8%	11%	10%	5%	7%	10%
				f	f	f					gi				l	p			p
		44%	56%	22%	22%	50%	6%	6%	8%	9%	24%	28%	23%	19%	30%	89%	5%	4%	3%
Mean number of people	2.7	2.7	2.8	3.3	3.1	3.2	1.9	2.0	2.5	2.8	3.1	2.8	2.7	2.9	2.6	2.8	2.4	2.6	2.8
			a	df	f	f			g	gh	ghi	n	n	ln		pq		p	p
Standard deviation	1.35	1.33	1.36	1.31	1.24	1.39	.85	1.25	1.28	1.18	1.21	1.33	1.26	1.28	1.50	1.35	1.25	1.28	1.36
Standard error	.02	.03	.03	.06	.05	.04	.02	.05	.06	.06	.05	.05	.04	.05	.05	.03	.06	.06	.06
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 - H1 2016. 4th January to 29th February 2016.**

**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.

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

Base : All respondents

	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	3737	249	251	247	250	251	237	252	251	251	2711	1026	1861	1863	1792	1945
Effective Weighted Sample	2504	221	237	237	233	233	225	231	232	231	2082	456	1294	1256	1218	1321
Total	2675	338	359	227	189	237	245	226	114	302	2315	360	1552	1114	1443	1232
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	54%	46%
1	457	24	61	27	31	38	46	43	24	66	397	60	150	306	227	230
	17%	7%	17%	12%	16%	16%	19%	19%	21%	22%	17%	17%	10%	27%	16%	19%
			a		a	a	ac	ac	ac	ac				l		
		5%	13%	6%	7%	8%	10%	10%	5%	14%	87%	13%	33%	67%	50%	50%
2	921	101	116	98	65	80	76	79	44	96	779	142	464	453	551	370
	34%	30%	32%	43%	34%	34%	31%	35%	39%	32%	34%	40%	30%	41%	38%	30%
				abdefi					a			j		l	o	
		11%	13%	11%	7%	9%	8%	9%	5%	10%	85%	15%	50%	49%	60%	40%
3	519	67	66	39	36	47	54	43	18	62	453	66	375	143	276	243
	19%	20%	19%	17%	19%	20%	22%	19%	16%	21%	20%	18%	24%	13%	19%	20%
													m			
		13%	13%	8%	7%	9%	10%	8%	3%	12%	87%	13%	72%	28%	53%	47%
4	529	87	90	45	37	49	44	41	18	56	460	70	402	126	290	240
	20%	26%	25%	20%	20%	21%	18%	18%	16%	18%	20%	19%	26%	11%	20%	19%
		h	h										m			
		16%	17%	8%	7%	9%	8%	8%	3%	11%	87%	13%	76%	24%	55%	45%
5+	248	60	26	17	20	22	24	19	10	22	227	21	161	86	99	149
	9%	18%	7%	8%	11%	9%	10%	9%	8%	7%	10%	6%	10%	8%	7%	12%
		bcdefghi									k		m			n
		24%	10%	7%	8%	9%	10%	8%	4%	9%	91%	9%	65%	35%	40%	60%
Mean number of people	2.7	3.2	2.8	2.7	2.8	2.8	2.8	2.6	2.6	2.6	2.8	2.6	3.0	2.4	2.7	2.8
		bcdefghi			h	h					k		m			n
Standard deviation	1.35	1.33	1.31	1.28	1.50	1.36	1.40	1.30	1.31	1.31	1.36	1.27	1.28	1.34	1.25	1.45
Standard error	.02	.08	.08	.08	.09	.09	.09	.08	.08	.08	.03	.04	.03	.03	.03	.03
Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o																

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**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 £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	3737	1790	1947	519	604	1172	1442	559	401	451	615	797	1122	791	1022	2239	502	489	507
Effective Weighted Sample	2504	1197	1308	343	401	807	971	377	268	325	461	578	755	534	660	1916	310	301	376
Total	2675	1301	1374	364	469	915	927	317	260	358	583	712	720	580	661	2236	233	132	74
		49%	51%	14%	18%	34%	35%	12%	10%	13%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Small (1-2 people)	1378	721	658	111	151	318	798	232	163	174	213	358	365	266	388	1117	150	73	38
	52%	55%	48%	31%	32%	35%	86%	73%	63%	48%	37%	50%	51%	46%	59%	50%	64%	55%	51%
		b					cde	hij	ij	j					klm		oqr		
		52%	48%	8%	11%	23%	58%	17%	12%	13%	15%	26%	26%	19%	28%	81%	11%	5%	3%
Medium (3-4 people)	1049	470	578	198	263	473	115	71	76	163	310	284	298	268	198	899	72	49	28
	39%	36%	42%	54%	56%	52%	12%	22%	29%	45%	53%	40%	41%	46%	30%	40%	31%	37%	38%
			a	f	f	f			g	gh	ghi	n	n	kn		p			p
		45%	55%	19%	25%	45%	11%	7%	7%	15%	30%	27%	28%	26%	19%	86%	7%	5%	3%
Large (5+ people)	248	110	139	55	54	124	15	15	21	22	60	69	57	47	75	220	11	9	8
	9%	8%	10%	15%	12%	14%	2%	5%	8%	6%	10%	10%	8%	8%	11%	10%	5%	7%	10%
			f	f	f						gi				l	p			p
		44%	56%	22%	22%	50%	6%	6%	8%	9%	24%	28%	23%	19%	30%	89%	5%	4%	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 - H1 2016. 4th January to 29th February 2016.**

**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.

**SI (SK). Household size**

Base : All respondents

	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	3737	249	251	247	250	251	237	252	251	251	2711	1026	1861	1863	1792	1945
Effective Weighted Sample	2504	221	237	237	233	233	225	231	232	231	2082	456	1294	1256	1218	1321
Total	2675	338	359	227	189	237	245	226	114	302	2315	360	1552	1114	1443	1232
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	54%	46%
Small (1-2 people)	1378	126	177	126	95	119	122	122	68	162	1176	202	613	759	779	600
	52%	37%	49%	55%	51%	50%	50%	54%	60%	54%	51%	56%	40%	68%	54%	49%
		a	a	a	a	a	a	a	abdef	a	j	j	l	l	o	o
		9%	13%	9%	7%	9%	9%	9%	5%	12%	85%	15%	45%	55%	56%	44%
Medium (3-4 people)	1049	153	156	84	73	96	98	84	36	118	913	136	777	269	566	483
	39%	45%	43%	37%	39%	41%	40%	37%	32%	39%	39%	38%	50%	24%	39%	39%
		h	h			h					m		m			
		15%	15%	8%	7%	9%	9%	8%	3%	11%	87%	13%	74%	26%	54%	46%
Large (5+ people)	248	60	26	17	20	22	24	19	10	22	227	21	161	86	99	149
	9%	18%	7%	8%	11%	9%	10%	9%	8%	7%	10%	6%	10%	8%	7%	12%
		bcdefghi									k		m			n
		24%	10%	7%	8%	9%	10%	8%	4%	9%	91%	9%	65%	35%	40%	60%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

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

Base : All 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	3737	1790	1947	519	604	1172	1442	559	401	451	615	797	1122	791	1022	2239	502	489	507
Effective Weighted Sample	2504	1197	1308	343	401	807	971	377	268	325	461	578	755	534	660	1916	310	301	376
Total	2675	1301	1374	364	469	915	927	317	260	358	583	712	720	580	661	2236	233	132	74
		49%	51%	14%	18%	34%	35%	12%	10%	13%	22%	27%	27%	22%	25%	84%	9%	5%	3%
None	1673	900	773	199	188	395	891	228	177	205	313	439	472	355	406	1376	166	85	46
	63%	69%	56%	55%	40%	43%	96%	72%	68%	57%	54%	62%	66%	61%	61%	62%	71%	65%	62%
		b	de	cde				ij	ij							or			
		54%	46%	12%	11%	24%	53%	14%	11%	12%	19%	26%	28%	21%	24%	82%	10%	5%	3%
1	456	176	279	105	128	197	26	45	32	67	114	129	121	98	108	383	37	23	12
	17%	14%	20%	29%	27%	21%	3%	14%	12%	19%	20%	18%	17%	17%	16%	17%	16%	18%	17%
			a	ef	ef	f				h	gh								
		39%	61%	23%	28%	43%	6%	10%	7%	15%	25%	28%	27%	21%	24%	84%	8%	5%	3%
2	385	165	220	42	110	226	7	28	25	71	127	103	102	96	85	340	20	15	10
	14%	13%	16%	11%	23%	25%	1%	9%	10%	20%	22%	14%	14%	16%	13%	15%	9%	11%	14%
			a	f	cf	cf				gh	gh					p			p
		43%	57%	11%	29%	59%	2%	7%	7%	18%	33%	27%	26%	25%	22%	88%	5%	4%	3%
3	113	43	69	11	31	68	2	11	18	12	23	32	16	21	43	100	4	5	3
	4%	3%	5%	3%	7%	7%	*%	3%	7%	3%	4%	4%	2%	4%	7%	4%	2%	4%	5%
			a	f	cf	cf						l			lm	p			p
		39%	61%	10%	28%	60%	2%	10%	16%	11%	20%	28%	15%	19%	39%	89%	3%	5%	3%
4	36	10	26	5	11	20	-	4	8	3	5	6	6	9	15	28	3	3	2
	1%	1%	2%	1%	2%	2%	-%	1%	3%	1%	1%	1%	1%	2%	2%	1%	1%	2%	2%
			a	f	f	f			ij						l				
		27%	73%	15%	30%	55%	-%	12%	23%	8%	13%	16%	18%	25%	41%	78%	10%	8%	4%
5+	13	6	7	2	1	10	-	1	-	1	2	4	2	3	4	10	2	1	1
	*%	*%	1%	1%	*%	1%	-%	*%	-%	*%	*%	1%	*%	*%	1%	*%	1%	1%	1%
			f	f		f													
		46%	54%	15%	11%	75%	-%	6%	-%	8%	16%	29%	17%	20%	33%	72%	18%	6%	4%
Mean number of children	.7	.5	.8	.7	1.0	1.1	.1	.5	.6	.7	.8	.7	.6	.7	.7	.7	.5	.6	.7
			a	f	cf	cf			g	g	gh	l		l	l	p		p	p
Standard deviation	1.02	.95	1.08	.97	1.08	1.18	.28	.92	1.10	.98	1.01	1.00	.92	1.02	1.14	1.02	.95	1.09	1.10
Standard error	.02	.02	.02	.04	.04	.03	.01	.04	.06	.05	.04	.04	.03	.04	.04	.02	.04	.05	.05
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 - H1 2016. 4th January to 29th February 2016.**

**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.

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

Base : All respondents

	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	3737	249	251	247	250	251	237	252	251	251	2711	1026	1861	1863	1792	1945
Effective Weighted Sample	2504	221	237	237	233	233	225	231	232	231	2082	456	1294	1256	1218	1321
Total	2675	338	359	227	189	237	245	226	114	302	2315	360	1552	1114	1443	1232
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	54%	46%
None	1673	181	224	144	112	153	145	147	71	199	1427	246	827	840	932	741
	63%	54%	62%	63%	59%	65%	59%	65%	63%	66%	62%	68%	53%	75%	65%	60%
				a		a		a		a		j		l	o	
			11%	13%	9%	7%	9%	9%	4%	12%	85%	15%	49%	50%	56%	44%
1	456	72	46	38	32	39	46	37	19	53	405	51	324	131	243	213
	17%	21%	13%	17%	17%	16%	19%	17%	17%	17%	17%	14%	21%	12%	17%	17%
		b											m			
		16%	10%	8%	7%	8%	10%	8%	4%	12%	89%	11%	71%	29%	53%	47%
2	385	56	73	33	28	31	39	32	12	36	339	47	299	84	195	190
	14%	17%	20%	15%	15%	13%	16%	14%	10%	12%	15%	13%	19%	8%	14%	15%
			ehi										m			
			15%	19%	9%	7%	8%	10%	3%	9%	88%	12%	78%	22%	51%	49%
3	113	26	11	8	11	7	9	8	8	11	103	10	75	36	53	60
	4%	8%	3%	4%	6%	3%	4%	3%	7%	4%	4%	3%	5%	3%	4%	5%
		beg							be				m			
		23%	10%	7%	10%	6%	8%	7%	7%	10%	91%	9%	67%	32%	47%	53%
4	36	-	5	3	1	7	5	1	3	2	30	5	19	16	16	19
	1%	-%	1%	1%	1%	3%	2%	1%	3%	1%	1%	2%	1%	1%	1%	2%
						ag	a		ag							
		-%	13%	10%	4%	19%	14%	3%	9%	6%	85%	15%	55%	45%	45%	55%
5+	13	3	-	1	3	-	1	1	-	1	12	1	7	6	5	9
	1%	1%	-%	1%	2%	-%	1%	1%	-%	1%	1%	1%	7%	1%	1%	1%
				beh												
		22%	-%	6%	24%	-%	10%	4%	-%	7%	91%	9%	52%	48%	36%	64%
Mean number of children	.7	.8	.7	.6	.8	.6	.7	.6	.7	.6	.7	.6	.8	.5	.6	.7
		egi			gi						k		m		n	
Standard deviation	1.02	1.06	.99	.99	1.19	1.01	1.07	.92	1.10	.94	1.03	1.00	1.04	.96	.98	1.07
Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o																

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

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

Base : All 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
Standard error	.02	.07	.06	.06	.08	.06	.07	.06	.07	.06	.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 TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

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

Base : All respondents in Wales

	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	489	231	258	58	76	138	217	76	58	43	66	100	161	104	123	-	-	489	-
Effective Weighted Sample	301	146	155	36	47	87	142	50	32	27	45	62	105	65	79	-	-	301	-
Total	132	64	68	15	25	44	49	20	15	13	23	30	33	31	38	-	-	132	-
		49%	51%	**	**	33%	37%	**	**	**	**	22%	25%	24%	28%	-%	-%	100%	-%
Yes, and fluent	12	7	5	**	**	3	7	**	**	**	**	3	3	4	2	-	-	12	-
	9%	11%	8%	**	**	8%	15%	**	**	**	**	11%	10%	12%	5%	-%	-%	9%	-%
		57%	43%	**	**	27%	59%	**	**	**	**	26%	27%	30%	17%	-%	-%	100%	-%
Yes, but not fluent	19	9	10	**	**	5	6	**	**	**	**	5	4	4	6	-	-	19	-
	14%	14%	14%	**	**	13%	12%	**	**	**	**	17%	12%	14%	15%	-%	-%	14%	-%
		49%	51%	**	**	29%	30%	**	**	**	**	26%	21%	23%	30%	-%	-%	100%	-%
No	101	48	53	**	**	35	36	**	**	**	**	21	26	23	30	-	-	101	-
	76%	75%	78%	**	**	80%	74%	**	**	**	**	72%	78%	75%	80%	-%	-%	76%	-%
		47%	53%	**	**	34%	36%	**	**	**	**	21%	26%	23%	30%	-%	-%	100%	-%

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 - H1 2016. 4th January to 29th February 2016.**

**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.

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

Base : All respondents in Wales

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		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	YES l	NO m	LOW n	MEDIUM/ HIGH o
Significance Level: 95%																
Unweighted total	489	-	-	-	-	-	-	-	-	-	240	249	210	279	287	202
Effective Weighted Sample	301	-	-	-	-	-	-	-	-	-	198	211	135	192	161	145
Total	132	-	-	-	-	-	-	-	-	-	103	29	74	58	77	55
		-%	-%	-%	-%	-%	-%	-%	-%	-%	78%	22%	56%	44%	58%	42%
Yes, and fluent	12	-	-	-	-	-	-	-	-	-	6	7	6	6	8	4
	9%	-%	-%	-%	-%	-%	-%	-%	-%	-%	5%	23%	9%	10%	10%	8%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	45%	55%	52%	48%	64%	36%
Yes, but not fluent	19	-	-	-	-	-	-	-	-	-	16	3	9	10	11	8
	14%	-%	-%	-%	-%	-%	-%	-%	-%	-%	16%	10%	12%	18%	14%	15%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	86%	14%	45%	55%	56%	44%
No	101	-	-	-	-	-	-	-	-	-	81	19	59	42	58	42
	76%	-%	-%	-%	-%	-%	-%	-%	-%	-%	79%	67%	80%	72%	76%	77%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	81%	19%	58%	42%	58%	42%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

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

Base : All respondents in Wales

	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	489	231	258	58	76	138	217	76	58	43	66	100	161	104	123	-	-	489	-
Effective Weighted Sample	301	146	155	36	47	87	142	50	32	27	45	62	105	65	79	-	-	301	-
Total	132	64	68	15	25	44	49	20	15	13	23	30	33	31	38	-	-	132	-
		49%	51%	**	**	33%	37%	**	**	**	**	22%	25%	24%	28%	-%	-%	100%	-%
<b>PREFERRED LANGUAGE FOR THOSE WHO CAN SPEAK OR WRITE IN WELSH</b>																			
English	26	13	13	**	**	8	10	**	**	**	**	7	6	6	7	-	-	26	-
	20%	20%	20%	**	**	18%	20%	**	**	**	**	23%	19%	20%	18%	-%	-%	20%	-%
		49%	51%	**	**	30%	37%	**	**	**	**	26%	24%	24%	25%	-%	-%	100%	-%
Welsh	4	3	1	**	**	1	2	**	**	**	**	1	1	1	1	-	-	4	-
	3%	4%	1%	**	**	1%	5%	**	**	**	**	3%	2%	3%	2%	-%	-%	3%	-%
		74%	26%	**	**	15%	64%	**	**	**	**	29%	23%	27%	21%	-%	-%	100%	-%
Don't know	1	1	1	**	**	*	1	**	**	**	**	*	*	1	*	-	-	1	-
	1%	1%	1%	**	**	1%	2%	**	**	**	**	1%	*%	2%	*%	-%	-%	1%	-%
		53%	47%	**	**	25%	68%	**	**	**	**	21%	10%	54%	15%	-%	-%	100%	-%
CANNOT SPEAK OR WRITE IN WELSH	101	48	53	**	**	35	36	**	**	**	**	21	26	23	30	-	-	101	-
	76%	75%	78%	**	**	80%	74%	**	**	**	**	72%	78%	75%	80%	-%	-%	76%	-%
		47%	53%	**	**	34%	36%	**	**	**	**	21%	26%	23%	30%	-%	-%	100%	-%
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 - H1 2016. 4th January to 29th February 2016.**

**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.

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

Base : All respondents in Wales

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		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	YES l	NO m	LOW n	MEDIUM/ HIGH o
Significance Level: 95%																
Unweighted total	489	-	-	-	-	-	-	-	-	-	240	249	210	279	287	202
Effective Weighted Sample	301	-	-	-	-	-	-	-	-	-	198	211	135	192	161	145
Total	132	-	-	-	-	-	-	-	-	-	103	29	74	58	77	55
		-%	-%	-%	-%	-%	-%	-%	-%	-%	78%	22%	56%	44%	58%	42%
<b>PREFERRED LANGUAGE FOR THOSE WHO CAN SPEAK OR WRITE IN WELSH</b>																
English	26	-	-	-	-	-	-	-	-	-	21	6	13	14	15	12
	20%	-%	-%	-%	-%	-%	-%	-%	-%	-%	20%	20%	17%	24%	19%	22%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	78%	22%	48%	52%	55%	45%
Welsh	4	-	-	-	-	-	-	-	-	-	1	3	2	2	3	*
	3%	-%	-%	-%	-%	-%	-%	-%	-%	-%	1%	9%	2%	3%	4%	*%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	26%	74%	52%	48%	95%	5%
Don't know	1	-	-	-	-	-	-	-	-	-	*	1	*	1	1	1
	1%	-%	-%	-%	-%	-%	-%	-%	-%	-%	*%	4%	1%	1%	1%	1%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	15%	85%	37%	63%	44%	56%
CANNOT SPEAK OR WRITE IN WELSH	101	-	-	-	-	-	-	-	-	-	81	19	59	42	58	42
	76%	-%	-%	-%	-%	-%	-%	-%	-%	-%	79%	67%	80%	72%	76%	77%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	81%	19%	58%	42%	58%	42%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**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

		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	3737	1790	1947	519	604	1172	1442	559	401	451	615	797	1122	791	1022	2239	502	489	507
Effective Weighted Sample	2504	1197	1308	343	401	807	971	377	268	325	461	578	755	534	660	1916	310	301	376
Total	2675	1301	1374	364	469	915	927	317	260	358	583	712	720	580	661	2236	233	132	74
		49%	51%	14%	18%	34%	35%	12%	10%	13%	22%	27%	27%	22%	25%	84%	9%	5%	3%
A standard DVD player	1502	718	784	193	218	545	545	166	147	202	366	426	383	346	346	1262	114	84	41
	56%	55%	57%	53%	47%	60%	59%	52%	56%	56%	63%	60%	53%	60%	52%	56%	49%	64%	56%
		48%	52%	13%	15%	36%	36%	11%	10%	13%	24%	28%	26%	23%	23%	84%	8%	6%	3%
Video games console connected to a TV (e.g. Sony PlayStation, Nintendo Wii or Microsoft Xbox)	1130	542	588	235	279	503	114	106	99	162	321	284	311	278	256	939	101	58	32
	42%	42%	43%	64%	59%	55%	12%	34%	38%	45%	55%	40%	43%	48%	39%	42%	43%	44%	43%
		48%	52%	ef	f	f		9%	9%	14%	28%	25%	28%	25%	23%	83%	9%	5%	3%
An MP3 player/iPod	844	421	423	150	180	379	135	57	62	121	284	289	241	168	146	719	68	47	9
	32%	32%	31%	41%	38%	41%	15%	18%	24%	34%	49%	41%	33%	29%	22%	32%	29%	36%	13%
		50%	50%	f	f	f		7%	7%	14%	34%	34%	29%	20%	17%	85%	8%	6%	1%
E-reader - digital book reader (e.g. Kindle, Sony Reader, Kobo eReader, Nook eReader)	744	348	397	97	119	287	242	41	53	96	232	274	211	165	95	622	58	47	16
	28%	27%	29%	27%	25%	31%	26%	13%	20%	27%	40%	38%	29%	28%	14%	28%	25%	36%	22%
		47%	53%	13%	16%	df	33%	6%	7%	13%	31%	37%	28%	22%	13%	84%	8%	opr	2%
A Blu Ray DVD player	661	346	315	104	129	276	153	39	55	99	216	204	185	151	122	573	49	30	9
	25%	27%	23%	28%	27%	30%	16%	12%	21%	28%	37%	29%	26%	26%	18%	26%	21%	23%	12%
		b		f	f	f		g	g	g	ghi	n	n	n		r	r	r	
		52%	48%	16%	19%	42%	23%	6%	8%	15%	33%	31%	28%	23%	18%	87%	7%	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 TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**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

		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	3737	1790	1947	519	604	1172	1442	559	401	451	615	797	1122	791	1022	2239	502	489	507
Effective Weighted Sample	2504	1197	1308	343	401	807	971	377	268	325	461	578	755	534	660	1916	310	301	376
Total	2675	1301	1374	364	469	915	927	317	260	358	583	712	720	580	661	2236	233	132	74
		49%	51%	14%	18%	34%	35%	12%	10%	13%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Handheld/ portable games player (e.g. Nintendo DS, Sony PSP)	521	230	291	106	120	246	49	50	54	71	147	134	144	129	114	436	43	35	6
	19%	18%	21%	29%	26%	27%	5%	16%	21%	20%	25%	19%	20%	22%	17%	20%	19%	26%	9%
		a	a	f	f	f					g			n		r	r	opr	
		44%	56%	20%	23%	47%	9%	10%	10%	14%	28%	26%	28%	25%	22%	84%	8%	7%	1%
A smart watch - a wearable computer that may be compatible with a smartphone. Brands include Apple Watch, Pebble, Samsung and Sony	145	78	67	27	33	65	20	11	12	16	54	52	42	24	27	125	9	10	1
	5%	6%	5%	7%	7%	7%	2%	3%	5%	5%	9%	7%	6%	4%	4%	6%	4%	8%	2%
				f	f	f					ghi	mn				r		pr	
		54%	46%	19%	23%	45%	14%	7%	8%	11%	38%	36%	29%	16%	19%	86%	6%	7%	1%
ANY DVD PLAYER	1791	867	924	236	288	654	613	178	175	249	462	513	465	411	401	1501	143	99	48
	67%	67%	67%	65%	61%	71%	66%	56%	67%	70%	79%	72%	65%	71%	61%	67%	61%	75%	65%
				cdf					g	g	ghi	ln		ln				opr	
		48%	52%	13%	16%	37%	34%	10%	10%	14%	26%	29%	26%	23%	22%	84%	8%	6%	3%
ANY GAMES CONSOLE	1176	554	622	246	290	520	119	111	105	169	329	293	324	289	268	979	104	60	33
	44%	43%	45%	68%	62%	57%	13%	35%	40%	47%	56%	41%	45%	50%	41%	44%	45%	45%	44%
				ef	f	f				g	ghi			kn					
		47%	53%	21%	25%	44%	10%	9%	9%	14%	28%	25%	28%	25%	23%	83%	9%	5%	3%
None of these	531	269	262	49	87	139	256	92	45	63	53	117	147	94	172	447	48	19	17
	20%	21%	19%	13%	19%	15%	28%	29%	17%	18%	9%	16%	20%	16%	26%	20%	21%	14%	23%
				cde				hij	j	j					klm	q	q	q	
		51%	49%	9%	16%	26%	48%	17%	8%	12%	10%	22%	28%	18%	32%	84%	9%	4%	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 - H1 2016. 4th January to 29th February 2016.**

**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.

**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

	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	3737	1790	1947	519	604	1172	1442	559	401	451	615	797	1122	791	1022	2239	502	489	507
Effective Weighted Sample	2504	1197	1308	343	401	807	971	377	268	325	461	578	755	534	660	1916	310	301	376
Total	2675	1301	1374	364	469	915	927	317	260	358	583	712	720	580	661	2236	233	132	74
		49%	51%	14%	18%	34%	35%	12%	10%	13%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Don't know	6	4	2	-	*	2	4	2	2	-	-	-	3	1	3	5	1	-	*
	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
		63%	37%	0%	3%	31%	66%	25%	38%	0%	0%	0%	42%	15%	42%	85%	12%	0%	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 - H1 2016. 4th January to 29th February 2016.**

**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.

**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		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	3737	249	251	247	250	251	237	252	251	251	2711	1026	1861	1863	1792	1945
Effective Weighted Sample	2504	221	237	237	233	233	225	231	232	231	2082	456	1294	1256	1218	1321
Total	2675	338	359	227	189	237	245	226	114	302	2315	360	1552	1114	1443	1232
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	54%	46%
A standard DVD player	1502	125	203	133	118	133	171	137	72	170	1284	218	884	611	871	631
	56%	37%	56%	59%	63%	56%	70%	61%	63%	56%	55%	61%	57%	55%	60%	51%
		a	a	a	a	a	abcei	a	a	a	j	j			o	
		8%	13%	9%	8%	9%	11%	9%	5%	11%	85%	15%	59%	41%	58%	42%
Video games console connected to a TV (e.g. Sony PlayStation, Nintendo Wii or Microsoft Xbox)	1130	95	146	105	87	112	113	95	50	135	984	147	810	314	611	519
	42%	28%	41%	46%	46%	47%	46%	42%	44%	45%	42%	41%	52%	28%	42%	42%
		a	a	a	a	a	a	a	a	a			m			
		8%	13%	9%	8%	10%	10%	8%	4%	12%	87%	13%	72%	28%	54%	46%
An MP3 player/iPod	844	81	113	76	64	73	100	74	44	95	719	125	613	226	503	341
	32%	24%	31%	33%	34%	31%	41%	33%	39%	32%	31%	35%	40%	20%	35%	28%
			a	a	a		abe	a	a				m		o	
		10%	13%	9%	8%	9%	12%	9%	5%	11%	85%	15%	73%	27%	60%	40%
E-reader - digital book reader (e.g. Kindle, Sony Reader, Kobo eReader, Nook eReader)	744	40	102	65	60	92	81	80	32	72	618	127	482	262	476	268
	28%	12%	28%	29%	32%	39%	33%	35%	28%	24%	27%	35%	31%	23%	33%	22%
		a	a	a	a	abchi	ai	ai	a	a		j	m		o	
		5%	14%	9%	8%	12%	11%	11%	4%	10%	83%	17%	65%	35%	64%	36%
A Blu Ray DVD player	661	40	78	80	53	67	74	63	33	84	554	107	463	195	407	255
	25%	12%	22%	35%	28%	28%	30%	28%	29%	28%	24%	30%	30%	17%	28%	21%
		a	ab	a	a	a	ab	a	a	a		j	m		o	
		6%	12%	12%	8%	10%	11%	10%	5%	13%	84%	16%	70%	29%	61%	39%
Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o																

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**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		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	3737	249	251	247	250	251	237	252	251	251	2711	1026	1861	1863	1792	1945
Effective Weighted Sample	2504	221	237	237	233	233	225	231	232	231	2082	456	1294	1256	1218	1321
Total	2675	338	359	227	189	237	245	226	114	302	2315	360	1552	1114	1443	1232
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	54%	46%
Handheld/ portable games player (e.g. Nintendo DS, Sony PSP)	521	52	54	50	40	47	54	44	34	60	456	65	378	142	281	240
	19%	15%	15%	22%	21%	20%	22%	20%	30%	20%	20%	18%	24%	13%	19%	19%
		10%	10%	10%	8%	9%	10%	8%	7%	12%	87%	13%	73%	27%	54%	46%
A smart watch - a wearable computer that may be compatible with a smartphone. Brands include Apple Watch, Pebble, Samsung and Sony	145	24	17	12	10	10	21	11	6	15	122	23	113	32	81	64
	5%	7%	5%	5%	5%	4%	9%	5%	5%	5%	5%	6%	7%	3%	6%	5%
		16%	12%	9%	7%	7%	15%	7%	4%	10%	84%	16%	78%	22%	56%	44%
ANY DVD PLAYER	1791	153	236	163	135	161	195	170	87	203	1536	255	1084	698	1032	759
	67%	45%	66%	72%	71%	68%	80%	75%	76%	67%	66%	71%	70%	63%	71%	62%
		a	a	a	a	a	abcdei	ab	abei	a	86%	14%	61%	39%	58%	42%
		9%	13%	9%	8%	9%	11%	9%	5%	11%	86%	14%	61%	39%	58%	42%
ANY GAMES CONSOLE	1176	110	149	108	89	115	117	97	54	140	1024	152	843	327	631	545
	44%	33%	41%	47%	47%	49%	48%	43%	47%	46%	44%	42%	54%	29%	44%	44%
		a	a	a	a	a	a	a	a	a	87%	13%	72%	28%	54%	46%
		9%	13%	9%	8%	10%	10%	8%	5%	12%	87%	13%	72%	28%	54%	46%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**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

	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	3737	249	251	247	250	251	237	252	251	251	2711	1026	1861	1863	1792	1945
Effective Weighted Sample	2504	221	237	237	233	233	225	231	232	231	2082	456	1294	1256	1218	1321
Total	2675	338	359	227	189	237	245	226	114	302	2315	360	1552	1114	1443	1232
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	54%	46%
None of these	531	143	60	32	29	48	17	34	19	65	478	53	252	278	233	298
	20%	42%	17%	14%	16%	20%	7%	15%	17%	22%	21%	15%	16%	25%	16%	24%
		bcdefghi	f	f	f	f	f	f	f	cf	k			l		n
		27%	11%	6%	6%	9%	3%	6%	4%	12%	90%	10%	48%	52%	44%	56%
Don't know	6	3	-	1	1	-	1	*	-	-	5	1	1	5	3	4
	0.2%	1%	0%	0.4%	0.4%	0%	0.4%	0.4%	0%	0%	0.2%	0.3%	0.2%	0.4%	0.2%	0.3%
		43%	0%	12%	9%	0%	13%	7%	0%	0%	85%	15%	17%	83%	40%	60%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

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

Base : All 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	3737	1790	1947	519	604	1172	1442	559	401	451	615	797	1122	791	1022	2239	502	489	507
Effective Weighted Sample	2504	1197	1308	343	401	807	971	377	268	325	461	578	755	534	660	1916	310	301	376
Total	2675	1301	1374	364	469	915	927	317	260	358	583	712	720	580	661	2236	233	132	74
		49%	51%	14%	18%	34%	35%	12%	10%	13%	22%	27%	27%	22%	25%	84%	9%	5%	3%
A standard DVD player	1239	600	639	141	177	444	478	147	130	163	304	355	314	283	286	1043	100	60	36
	46%	46%	46%	39%	38%	48%	52%	46%	50%	45%	52%	50%	44%	49%	43%	47%	43%	46%	49%
		48%	52%	11%	14%	36%	39%	12%	10%	13%	25%	29%	25%	23%	23%	84%	8%	5%	3%
Video games console connected to a TV (e.g. Sony PlayStation, Nintendo Wii or Microsoft Xbox)	578	348	230	184	190	173	30	61	45	77	154	132	169	135	141	474	60	27	17
	22%	27%	17%	51%	41%	19%	3%	19%	17%	22%	26%	19%	23%	23%	21%	21%	26%	20%	23%
		b		def	ef	f					gh		k						
		60%	40%	32%	33%	30%	5%	11%	8%	13%	27%	23%	29%	23%	24%	82%	10%	5%	3%
An MP3 player/iPod	543	284	260	112	133	216	82	39	40	74	197	190	161	100	93	472	41	27	3
	20%	22%	19%	31%	28%	24%	9%	12%	15%	21%	34%	27%	22%	17%	14%	21%	18%	20%	4%
				ef	f	f				g	ghi	mn	mn			r	r	r	
		52%	48%	21%	25%	40%	15%	7%	7%	14%	36%	35%	30%	18%	17%	87%	8%	5%	1%
A Blu Ray DVD player	516	286	230	74	104	213	124	28	41	71	173	164	150	117	85	447	38	24	8
	19%	22%	17%	20%	22%	23%	13%	9%	16%	20%	30%	23%	21%	20%	13%	20%	16%	18%	10%
		b		f	f	f				g	ghi	n	n	n		r	r	r	
		55%	45%	14%	20%	41%	24%	5%	8%	14%	34%	32%	29%	23%	17%	87%	7%	5%	1%
E-reader - digital book reader (e.g. Kindle, Sony Reader, Kobo eReader, Nook eReader)	495	189	306	51	84	197	163	30	32	71	168	180	155	100	59	420	34	29	11
	18%	15%	22%	14%	18%	21%	18%	10%	12%	20%	29%	25%	22%	17%	9%	19%	15%	22%	15%
			a			cf				gh	ghi	mn	n	n				pr	
		38%	62%	10%	17%	40%	33%	6%	6%	14%	34%	36%	31%	20%	12%	85%	7%	6%	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 - H1 2016. 4th January to 29th February 2016.**

**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.

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

Base : All 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	3737	1790	1947	519	604	1172	1442	559	401	451	615	797	1122	791	1022	2239	502	489	507
Effective Weighted Sample	2504	1197	1308	343	401	807	971	377	268	325	461	578	755	534	660	1916	310	301	376
Total	2675	1301	1374	364	469	915	927	317	260	358	583	712	720	580	661	2236	233	132	74
		49%	51%	14%	18%	34%	35%	12%	10%	13%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Handheld/ portable games player (e.g. Nintendo DS, Sony PSP)	185	103	82	64	59	55	7	17	19	23	51	46	51	43	45	152	18	12	3
	7%	8%	6%	18%	13%	6%	1%	5%	7%	6%	9%	6%	7%	7%	7%	7%	8%	9%	4%
		56%	44%	35%	32%	30%	4%	9%	10%	12%	27%	25%	28%	23%	25%	82%	10%	7%	1%
A smart watch - a wearable computer that may be compatible with a smartphone. Brands include Apple Watch, Pebble, Samsung and Sony	83	53	29	17	18	37	11	9	4	9	30	28	30	9	16	69	6	6	1
	3%	4%	2%	5%	4%	4%	1%	3%	2%	3%	5%	4%	4%	2%	2%	3%	3%	4%	2%
		b		f	f	f					h	m	m				r		
		65%	35%	21%	21%	45%	13%	11%	5%	11%	36%	34%	36%	11%	19%	84%	8%	7%	1%
ANY DVD PLAYER	1517	750	767	179	244	552	542	158	151	204	396	444	394	346	332	1277	124	74	42
	57%	58%	56%	49%	52%	60%	58%	50%	58%	57%	68%	62%	55%	60%	50%	57%	53%	56%	57%
		49%	51%	12%	16%	cd	cd	10%	10%	13%	ghi	ln	26%	23%	22%	84%	8%	5%	3%
ANY GAMES CONSOLE	607	356	251	191	193	189	34	64	48	83	165	143	173	141	149	499	62	28	17
	23%	27%	18%	52%	41%	21%	4%	20%	18%	23%	28%	20%	24%	24%	23%	22%	27%	21%	23%
		b		def	ef	f					gh								
		59%	41%	31%	32%	31%	6%	10%	8%	14%	27%	24%	29%	23%	25%	82%	10%	5%	3%
None of these	762	345	417	70	135	236	321	116	72	103	102	175	196	149	240	632	70	38	21
	28%	27%	30%	19%	29%	26%	35%	37%	28%	29%	17%	25%	27%	26%	36%	28%	30%	29%	29%
		a		c	c	c	cde	hij	j	j					klm				
		45%	55%	9%	18%	31%	42%	15%	9%	13%	13%	23%	26%	20%	32%	83%	9%	5%	3%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

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 - H1 2016. 4th January to 29th February 2016.**

**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.

**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 £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	3737	1790	1947	519	604	1172	1442	559	401	451	615	797	1122	791	1022	2239	502	489	507
Effective Weighted Sample	2504	1197	1308	343	401	807	971	377	268	325	461	578	755	534	660	1916	310	301	376
Total	2675	1301	1374	364	469	915	927	317	260	358	583	712	720	580	661	2236	233	132	74
		49%	51%	14%	18%	34%	35%	12%	10%	13%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Don't know	12	7	5	1	*	2	8	2	2	-	-	*	4	1	5	10	1	*	1
	*%	1%	*%	*%	*%	*%	1%	1%	1%	-%	-%	*%	1%	*%	1%	*%	*%	*%	1%
		59%	41%	9%	2%	21%	68%	20%	21%	-%	-%	4%	38%	12%	46%	84%	7%	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 TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

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

Base : All respondents

	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	3737	249	251	247	250	251	237	252	251	251	2711	1026	1861	1863	1792	1945
Effective Weighted Sample	2504	221	237	237	233	233	225	231	232	231	2082	456	1294	1256	1218	1321
Total	2675	338	359	227	189	237	245	226	114	302	2315	360	1552	1114	1443	1232
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	54%	46%
A standard DVD player	1239	104	173	110	93	110	143	123	62	125	1058	182	713	521	723	516
	46%	31%	48%	48%	49%	47%	58%	54%	55%	41%	46%	51%	46%	47%	50%	42%
		a	a	a	a	a	abcdei	ai	ai	a					o	
		8%	14%	9%	7%	9%	12%	10%	5%	10%	85%	15%	58%	42%	58%	42%
Video games console connected to a TV (e.g. Sony PlayStation, Nintendo Wii or Microsoft Xbox)	578	53	81	49	43	61	60	47	24	55	509	68	402	175	293	285
	22%	16%	23%	22%	23%	26%	25%	21%	21%	18%	22%	19%	26%	16%	20%	23%
						a	a						m			
		9%	14%	8%	7%	11%	10%	8%	4%	10%	88%	12%	70%	30%	51%	49%
An MP3 player/iPod	543	54	81	48	42	37	73	56	28	53	465	79	395	146	328	216
	20%	16%	22%	21%	22%	16%	30%	25%	24%	18%	20%	22%	25%	13%	23%	18%
							acei	ae	ae				m		o	
		10%	15%	9%	8%	7%	13%	10%	5%	10%	86%	14%	73%	27%	60%	40%
A Blu Ray DVD player	516	36	67	68	41	52	51	47	29	54	434	82	359	154	320	197
	19%	11%	19%	30%	22%	22%	21%	21%	26%	18%	19%	23%	23%	14%	22%	16%
		a	a	abdefgi	a	a	a	a	a	a		j	m		o	
		7%	13%	13%	8%	10%	10%	9%	6%	11%	84%	16%	69%	30%	62%	38%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

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

Base : All respondents

	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	3737	249	251	247	250	251	237	252	251	251	2711	1026	1861	1863	1792	1945
Effective Weighted Sample	2504	221	237	237	233	233	225	231	232	231	2082	456	1294	1256	1218	1321
Total	2675	338	359	227	189	237	245	226	114	302	2315	360	1552	1114	1443	1232
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	54%	46%
E-reader - digital book reader (e.g. Kindle, Sony Reader, Kobo eReader, Nook eReader)	495	28	69	48	43	50	54	55	23	51	407	88	325	169	319	176
	18%	8%	19%	21%	23%	21%	22%	24%	20%	17%	18%	25%	21%	15%	22%	14%
			a	a	a	a	a	ai	a	a		j	m		o	
		6%	14%	10%	9%	10%	11%	11%	5%	10%	82%	18%	66%	34%	65%	35%
Handheld/ portable games player (e.g. Nintendo DS, Sony PSP)	185	17	20	22	16	14	17	17	11	19	167	18	130	55	91	93
	7%	5%	6%	9%	9%	6%	7%	7%	10%	6%	7%	5%	8%	5%	6%	8%
									a				m			
		9%	11%	12%	9%	8%	9%	9%	6%	10%	90%	10%	70%	30%	49%	51%
A smart watch - a wearable computer that may be compatible with a smartphone. Brands include Apple Watch, Pebble, Samsung and Sony	83	17	9	9	8	5	6	4	3	9	68	14	64	18	41	41
	3%	5%	2%	4%	4%	2%	2%	2%	3%	3%	3%	4%	4%	2%	3%	3%
		g											m			
		21%	10%	11%	9%	6%	7%	4%	4%	11%	83%	17%	78%	22%	50%	50%
ANY DVD PLAYER	1517	131	206	141	110	140	162	152	79	156	1300	218	907	602	879	638
	57%	39%	57%	62%	59%	59%	66%	67%	69%	52%	56%	60%	58%	54%	61%	52%
			a	ai	a	a	ai	abdi	abdei	a			m		o	
		9%	14%	9%	7%	9%	11%	10%	5%	10%	86%	14%	60%	40%	58%	42%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

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

Base : All respondents

	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	3737	249	251	247	250	251	237	252	251	251	2711	1026	1861	1863	1792	1945
Effective Weighted Sample	2504	221	237	237	233	233	225	231	232	231	2082	456	1294	1256	1218	1321
Total	2675	338	359	227	189	237	245	226	114	302	2315	360	1552	1114	1443	1232
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	54%	46%
ANY GAMES CONSOLE	607	57	85	52	43	63	64	51	25	59	534	73	422	184	310	297
	23%	17%	24%	23%	23%	26%	26%	22%	22%	20%	23%	20%	27%	17%	21%	24%
		9%	14%	9%	7%	10%	11%	8%	4%	10%	88%	12%	70%	30%	51%	49%
None of these	762	162	87	52	48	64	37	50	25	108	678	84	391	369	371	391
	28%	48%	24%	23%	25%	27%	15%	22%	22%	36%	29%	23%	25%	33%	26%	32%
		bcdefghi	f	f	f	f				bcdefgh	k		l		n	
		21%	11%	7%	6%	8%	5%	7%	3%	14%	89%	11%	51%	48%	49%	51%
Don't know	12	3	-	1	1	4	1	*	-	-	10	2	3	9	4	8
	*%	1%	-%	1%	*%	2%	*%	*%	-%	-%	*%	1%	*%	1%	*%	1%
		24%	-%	13%	5%	31%	7%	4%	-%	-%	82%	18%	22%	78%	35%	65%
Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o																

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**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	1581	755	826	355	374	680	172	190	153	209	345	326	479	368	407	966	207	203	205
Effective Weighted Sample	1090	517	574	235	262	472	124	131	106	151	264	240	332	254	274	835	130	124	158
Total	1176	554	622	246	290	520	119	111	105	169	329	293	324	289	268	979	104	60	33
		47%	53%	21%	25%	44%	10%	9%	9%	14%	28%	25%	28%	25%	23%	83%	9%	5%	3%
Nintendo Wii/ Wii U	362	147	214	68	79	167	47	29	31	57	121	108	111	76	66	310	19	25	8
	31%	27%	34%	28%	27%	32%	40%	26%	30%	34%	37%	37%	34%	26%	25%	32%	19%	41%	24%
			a				cd				g	mn	mn			p		opr	
		41%	59%	19%	22%	46%	13%	8%	9%	16%	33%	30%	31%	21%	18%	86%	5%	7%	2%
XBox 360	339	160	180	72	82	157	28	36	36	49	86	85	82	93	78	270	38	22	9
	29%	29%	29%	29%	28%	30%	24%	32%	34%	29%	26%	29%	25%	32%	29%	28%	37%	36%	28%
		47%	53%	21%	24%	46%	8%	11%	11%	15%	25%	25%	24%	27%	23%	80%	11%	6%	3%
PlayStation 3	276	133	143	64	77	114	20	28	27	32	86	69	73	73	61	239	14	17	5
	23%	24%	23%	26%	27%	22%	17%	26%	25%	19%	26%	23%	22%	25%	23%	24%	14%	29%	15%
		48%	52%	23%	28%	41%	7%	10%	10%	12%	31%	25%	26%	26%	22%	pr	5%	pr	
PlayStation 4	265	131	134	68	63	120	14	14	19	32	85	63	76	73	52	210	30	13	12
	23%	24%	21%	28%	22%	23%	12%	13%	18%	19%	26%	22%	23%	25%	19%	21%	29%	21%	37%
		50%	50%	f	f	f					g							oq	
				26%	24%	45%	5%	5%	7%	12%	32%	24%	29%	28%	20%	79%	11%	5%	4%
Nintendo DS/ DSi/ DS Lite/ 3DS	264	103	161	56	63	121	24	25	27	39	71	58	82	69	55	221	19	20	4
	22%	19%	26%	23%	22%	23%	20%	23%	25%	23%	22%	20%	25%	24%	21%	23%	18%	33%	13%
		39%	61%	a												r		opr	
				21%	24%	46%	9%	10%	10%	15%	27%	22%	31%	26%	21%	84%	7%	8%	2%
XBox One	171	92	79	44	45	70	12	13	12	29	47	28	53	43	47	149	11	7	3
	15%	17%	13%	18%	16%	13%	10%	12%	12%	17%	14%	10%	16%	15%	18%	15%	10%	12%	10%
		54%	46%	f									k		k				
PlayStation 2	123	55	68	39	29	36	19	11	16	21	29	24	26	33	41	96	12	13	3
	10%	10%	11%	16%	10%	7%	16%	10%	15%	12%	9%	8%	8%	11%	15%	10%	12%	21%	8%
		45%	55%	de			e								kl			opr	
				32%	24%	29%	15%	9%	13%	17%	24%	19%	21%	27%	33%	78%	10%	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 TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**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	1581	755	826	355	374	680	172	190	153	209	345	326	479	368	407	966	207	203	205
Effective Weighted Sample	1090	517	574	235	262	472	124	131	106	151	264	240	332	254	274	835	130	124	158
Total	1176	554	622	246	290	520	119	111	105	169	329	293	324	289	268	979	104	60	33
		47%	53%	21%	25%	44%	10%	9%	9%	14%	28%	25%	28%	25%	23%	83%	9%	5%	3%
XBox	78	36	42	14	13	43	9	6	13	9	18	19	19	25	16	69	3	3	4
	7%	7%	7%	6%	4%	8%	8%	6%	12%	5%	6%	6%	6%	9%	6%	7%	3%	5%	13%
		46%	54%	17%	16%	55%	12%	8%	16%	11%	23%	24%	24%	32%	20%	88%	3%	3%	6%
PlayStation Portable (PSP)/ PlayStation Vita	62	38	24	13	14	31	4	9	7	11	9	12	11	18	21	51	6	4	1
	5%	7%	4%	5%	5%	6%	3%	8%	7%	6%	3%	4%	3%	6%	8%	5%	5%	7%	2%
		b						j							l			r	
		61%	39%	21%	22%	50%	7%	14%	12%	17%	15%	20%	17%	29%	34%	83%	9%	7%	1%
Other	13	9	4	2	2	9	-	1	1	4	2	2	2	4	4	10	1	1	*
	1%	2%	1%	1%	1%	2%	-	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	2%
		69%	31%	15%	15%	70%	-	4%	5%	28%	19%	15%	19%	32%	34%	81%	10%	4%	4%
PS3/ PS4/ Wii/ Xbox 360/ Xbox/ XBox One	1077	512	565	232	270	474	101	102	95	152	310	273	291	268	244	900	91	55	30
	92%	92%	91%	94%	93%	91%	85%	92%	91%	90%	94%	93%	90%	93%	91%	92%	88%	92%	93%
		48%	52%	f	f	f	9%	10%	9%	14%	29%	25%	27%	25%	23%	84%	8%	5%	3%
DS/ PSP/ PORTABLE CONSOLE	297	127	170	64	69	139	26	31	28	46	77	66	87	78	66	249	23	21	4
	25%	23%	27%	26%	24%	27%	22%	28%	27%	27%	23%	23%	27%	27%	25%	25%	22%	35%	14%
		43%	57%	21%	23%	47%	9%	11%	10%	16%	26%	22%	29%	26%	22%	84%	8%	opr	1%
Don't know	46	16	30	8	6	19	14	2	5	5	10	16	14	8	9	35	7	3	1
	4%	3%	5%	3%	2%	4%	12%	2%	4%	3%	3%	5%	4%	3%	3%	4%	7%	5%	4%
		35%	65%	18%	12%	40%	cde	5%	10%	12%	21%	34%	30%	16%	20%	74%	16%	7%	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 - H1 2016. 4th January to 29th February 2016.**

**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.

**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	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	1581	85	99	112	115	117	110	101	113	114	1171	410	1020	554	741	840
Effective Weighted Sample	1090	75	94	108	107	109	105	94	105	105	918	183	726	376	518	593
Total	1176	110	149	108	89	115	117	97	54	140	1024	152	843	327	631	545
		**	**	9%	8%	10%	10%	8%	5%	12%	87%	13%	72%	28%	54%	46%
Nintendo Wii/ Wii U	362	**	**	45	34	23	42	33	17	35	312	49	255	103	209	152
	31%	**	**	41%	38%	20%	36%	34%	31%	25%	31%	32%	30%	31%	33%	28%
		**	**	ei	ei	e	e	e								
		**	**	12%	9%	6%	12%	9%	5%	10%	86%	14%	71%	28%	58%	42%
XBox 360	339	**	**	40	32	27	32	29	16	43	293	47	247	90	182	158
	29%	**	**	37%	36%	24%	27%	30%	30%	31%	29%	31%	29%	28%	29%	29%
		**	**	e												
		**	**	12%	9%	8%	9%	9%	5%	13%	86%	14%	73%	26%	54%	46%
PlayStation 3	276	**	**	34	18	28	27	17	13	26	238	38	195	78	146	129
	23%	**	**	31%	20%	24%	23%	17%	25%	19%	23%	25%	23%	24%	23%	24%
		**	**	gi												
		**	**	12%	7%	10%	10%	6%	5%	9%	86%	14%	71%	28%	53%	47%
PlayStation 4	265	**	**	23	26	30	17	20	11	31	233	32	193	71	136	129
	23%	**	**	22%	29%	26%	14%	21%	21%	22%	23%	21%	23%	22%	21%	24%
		**	**	f	f											
		**	**	9%	10%	11%	6%	8%	4%	12%	88%	12%	73%	27%	51%	49%
Nintendo DS/ DSi/ DS Lite/ 3DS	264	**	**	23	22	18	25	19	15	44	231	33	185	77	152	112
	22%	**	**	22%	25%	15%	21%	20%	27%	32%	23%	22%	22%	24%	24%	21%
		**	**	gi												
		**	**	9%	8%	7%	9%	7%	6%	17%	88%	12%	70%	29%	58%	42%
XBox One	171	**	**	12	17	26	12	19	20	15	148	22	123	47	85	86
	15%	**	**	11%	20%	23%	10%	20%	38%	11%	14%	15%	15%	15%	13%	16%
		**	**	cfi				f	cdefgi							
		**	**	7%	10%	15%	7%	11%	12%	9%	87%	13%	72%	28%	50%	50%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**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	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	1581	85	99	112	115	117	110	101	113	114	1171	410	1020	554	741	840
Effective Weighted Sample	1090	75	94	108	107	109	105	94	105	105	918	183	726	376	518	593
Total	1176	110	149	108	89	115	117	97	54	140	1024	152	843	327	631	545
		**	**	9%	8%	10%	10%	8%	5%	12%	87%	13%	72%	28%	54%	46%
PlayStation 2	123	**	**	14	12	14	14	11	7	6	108	15	84	38	71	52
	10%	**	**	13%	13%	12%	12%	11%	13%	4%	11%	10%	10%	12%	11%	10%
		**	**	i	i	i			i							
		**	**	11%	9%	11%	11%	9%	6%	5%	88%	12%	68%	31%	57%	43%
XBox	78	**	**	8	4	13	16	5	3	8	62	17	54	23	41	38
	7%	**	**	8%	4%	12%	13%	6%	5%	6%	6%	11%	6%	7%	6%	7%
		**	**	d	d	dh						j				
		**	**	11%	5%	17%	20%	7%	3%	11%	79%	21%	69%	30%	52%	48%
PlayStation Portable (PSP)/ PlayStation Vita	62	**	**	5	6	2	3	9	2	15	54	7	47	14	31	31
	5%	**	**	4%	6%	2%	3%	9%	3%	11%	5%	5%	6%	4%	5%	6%
		**	**	8%	9%	3%	5%	ef	3%	efh	88%	12%	77%	23%	50%	50%
Other	13	**	**	1	1	1	2	2	1	2	10	2	7	5	9	3
	1%	**	**	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	2%	2%	1%
		**	**	6%	5%	6%	19%	18%	6%	14%	82%	18%	58%	42%	75%	25%
PS3/ PS4/ Wii/ Xbox 360/ Xbox/ Xbox One	1077	**	**	98	86	111	112	87	52	121	939	138	770	302	567	509
	92%	**	**	91%	96%	96%	95%	89%	96%	87%	92%	90%	91%	92%	90%	93%
		**	**	i	i	i			i							n
		**	**	9%	8%	10%	10%	8%	5%	11%	87%	13%	71%	28%	53%	47%
DS/ PSP/ PORTABLE CONSOLE	297	**	**	24	27	19	26	22	16	53	260	37	212	85	173	125
	25%	**	**	22%	31%	17%	22%	23%	29%	38%	25%	25%	25%	26%	27%	23%
		**	**	e	e			e	cefg							
		**	**	8%	9%	6%	9%	7%	5%	18%	87%	13%	71%	28%	58%	42%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**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	1581	85	99	112	115	117	110	101	113	114	1171	410	1020	554	741	840
Effective Weighted Sample	1090	75	94	108	107	109	105	94	105	105	918	183	726	376	518	593
Total	1176	110	149	108	89	115	117	97	54	140	1024	152	843	327	631	545
		**	**	9%	8%	10%	10%	8%	5%	12%	87%	13%	72%	28%	54%	46%
Don't know	46	**	**	8	1	2	3	5	1	3	38	8	33	13	32	14
	4%	**	**	7%	1%	2%	2%	5%	2%	2%	4%	5%	4%	4%	5%	3%
				d											o	
		**	**	16%	3%	5%	6%	11%	3%	6%	82%	18%	71%	27%	70%	30%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 19**

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

**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	1581	755	826	355	374	680	172	190	153	209	345	326	479	368	407	966	207	203	205
Effective Weighted Sample	1090	517	574	235	262	472	124	131	106	151	264	240	332	254	274	835	130	124	158
Total	1176	554	622	246	290	520	119	111	105	169	329	293	324	289	268	979	104	60	33
		47%	53%	21%	25%	44%	10%	9%	9%	14%	28%	25%	28%	25%	23%	83%	9%	5%	3%
Online gaming	421	252	169	137	103	163	18	41	28	55	115	89	117	109	106	340	43	23	15
	36%	46%	27%	56%	36%	31%	15%	37%	27%	33%	35%	30%	36%	38%	40%	35%	42%	38%	45%
		b		def	f	f								k				o	
		60%	40%	33%	24%	39%	4%	10%	7%	13%	27%	21%	28%	26%	25%	81%	10%	5%	3%
Watching DVDs/ Blu Ray DVDs	260	145	115	77	80	94	10	26	17	43	80	65	72	69	55	220	20	16	4
	22%	26%	19%	31%	27%	18%	8%	24%	16%	25%	24%	22%	22%	24%	20%	22%	19%	27%	14%
		b		ef	ef	f									r		r		
		56%	44%	29%	31%	36%	4%	10%	6%	16%	31%	25%	28%	26%	21%	84%	8%	6%	2%
Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, ITV Hub, All4, Demand 5 or Sky Go	249	136	113	85	69	84	10	23	20	31	83	64	73	54	58	218	16	12	3
	21%	25%	18%	35%	24%	16%	9%	21%	19%	19%	25%	22%	22%	19%	22%	22%	15%	21%	8%
		b		def	ef	f									r		r		
		55%	45%	34%	28%	34%	4%	9%	8%	13%	33%	26%	29%	22%	23%	88%	6%	5%	1%
Browsing the web/ internet	192	103	89	63	54	67	8	17	15	27	66	41	55	48	48	159	18	11	4
	16%	19%	14%	26%	19%	13%	7%	15%	15%	16%	20%	14%	17%	17%	18%	16%	17%	18%	13%
			ef	ef	f														
		54%	46%	33%	28%	35%	4%	9%	8%	14%	34%	21%	29%	25%	25%	83%	9%	6%	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 - H1 2016. 4th January to 29th February 2016.**

**Table 19**

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

**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

		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	1581	755	826	355	374	680	172	190	153	209	345	326	479	368	407	966	207	203	205
Effective Weighted Sample	1090	517	574	235	262	472	124	131	106	151	264	240	332	254	274	835	130	124	158
Total	1176	554	622	246	290	520	119	111	105	169	329	293	324	289	268	979	104	60	33
		47%	53%	21%	25%	44%	10%	9%	9%	14%	28%	25%	28%	25%	23%	83%	9%	5%	3%
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)	163	90	73	56	41	61	4	18	10	24	54	47	39	40	36	135	11	9	7
	14%	16%	12%	23%	14%	12%	4%	16%	9%	14%	16%	16%	12%	14%	13%	14%	11%	16%	22%
		b		def	f	f													op
		55%	45%	34%	25%	38%	3%	11%	6%	15%	33%	29%	24%	24%	22%	83%	7%	6%	4%
Watching short video clips online (e.g. YouTube or Dailymotion)	153	92	61	64	27	58	4	14	13	21	52	35	45	39	34	134	11	8	1
	13%	17%	10%	26%	9%	11%	4%	13%	12%	12%	16%	12%	14%	14%	13%	14%	10%	13%	4%
		b		def		f										r		r	
		60%	40%	42%	17%	38%	3%	9%	9%	13%	34%	23%	29%	26%	22%	87%	7%	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 TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 19**

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

**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

		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
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	1581	755	826	355	374	680	172	190	153	209	345	326	479	368	407	966	207	203	205
Effective Weighted Sample	1090	517	574	235	262	472	124	131	106	151	264	240	332	254	274	835	130	124	158
Total	1176	554	622	246	290	520	119	111	105	169	329	293	324	289	268	979	104	60	33
		47%	53%	21%	25%	44%	10%	9%	9%	14%	28%	25%	28%	25%	23%	83%	9%	5%	3%
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)	116	59	57	44	30	39	3	11	7	19	29	30	32	33	21	105	5	5	1
	10%	11%	9%	18%	10%	8%	3%	10%	6%	11%	9%	10%	10%	12%	8%	11%	4%	9%	3%
		50%	50%	38%	26%	34%	3%	9%	6%	16%	25%	26%	27%	29%	18%	91%	4%	4%	1%
Watching 'live' TV programmes/ content via your internet connection	66	39	27	25	14	22	4	4	4	10	21	18	16	19	13	58	4	3	*
	6%	7%	4%	10%	5%	4%	3%	4%	4%	6%	6%	6%	5%	7%	5%	6%	4%	6%	6%
		b		def	f											r	r	r	
		60%	40%	38%	21%	34%	6%	7%	6%	15%	32%	27%	24%	29%	20%	88%	7%	5%	5%
Other	25	11	14	3	5	11	5	2	3	3	9	7	7	5	6	18	5	2	*
	2%	2%	2%	1%	2%	2%	5%	2%	3%	2%	3%	2%	2%	2%	2%	2%	5%	3%	1%
				c													or		
		44%	56%	11%	21%	46%	22%	9%	12%	11%	35%	29%	27%	21%	23%	73%	20%	6%	1%
WATCHING VIDEO CONTENT	431	226	204	128	123	164	16	45	34	71	130	108	122	101	100	367	30	23	11
	37%	41%	33%	52%	43%	31%	14%	40%	33%	42%	39%	37%	38%	35%	37%	37%	29%	38%	34%
		b		def	ef	f													
		53%	47%	30%	29%	38%	4%	10%	8%	16%	30%	25%	28%	23%	23%	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 TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 19**

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

**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	1581	755	826	355	374	680	172	190	153	209	345	326	479	368	407	966	207	203	205
Effective Weighted Sample	1090	517	574	235	262	472	124	131	106	151	264	240	332	254	274	835	130	124	158
Total	1176	554	622	246	290	520	119	111	105	169	329	293	324	289	268	979	104	60	33
		47%	53%	21%	25%	44%	10%	9%	9%	14%	28%	25%	28%	25%	23%	83%	9%	5%	3%
IPTV	351	183	168	113	99	125	13	33	28	56	105	86	101	83	80	300	24	18	9
	30%	33%	27%	46%	34%	24%	11%	30%	27%	33%	32%	29%	31%	29%	30%	31%	23%	29%	28%
		b		def	ef	f													
		52%	48%	32%	28%	36%	4%	10%	8%	16%	30%	25%	29%	24%	23%	86%	7%	5%	3%
None of these	501	200	301	64	112	250	76	48	53	72	127	125	139	124	113	422	42	26	12
	43%	36%	48%	26%	39%	48%	63%	43%	51%	42%	39%	42%	43%	43%	42%	43%	40%	43%	36%
			a		c	cd	cde		j										
		40%	60%	13%	22%	50%	15%	9%	11%	14%	25%	25%	28%	25%	22%	84%	8%	5%	2%
Don't know	39	12	27	5	4	22	8	1	*	5	18	17	10	8	4	33	1	2	3
	3%	2%	4%	2%	1%	4%	7%	*%	*%	3%	5%	6%	3%	3%	1%	3%	1%	3%	9%
			a		d	cd					gh	n							op
		31%	69%	12%	9%	58%	21%	1%	1%	12%	46%	45%	27%	19%	9%	84%	3%	5%	8%

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 - H1 2016. 4th January to 29th February 2016.**

**Table 19**

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

**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	1581	85	99	112	115	117	110	101	113	114	1171	410	1020	554	741	840
Effective Weighted Sample	1090	75	94	108	107	109	105	94	105	105	918	183	726	376	518	593
Total	1176	110	149	108	89	115	117	97	54	140	1024	152	843	327	631	545
		**	**	9%	8%	10%	10%	8%	5%	12%	87%	13%	72%	28%	54%	46%
Online gaming	421	**	**	38	34	47	39	40	22	38	373	48	301	118	205	216
	36%	**	**	35%	39%	41%	33%	41%	40%	27%	36%	31%	36%	36%	33%	40%
		**	**	9%	8%	11%	9%	9%	5%	9%	89%	11%	71%	28%	49%	51%
Watching DVDs/ Blu Ray DVDs	260	**	**	25	19	32	33	26	10	23	218	42	188	72	147	114
	22%	**	**	23%	22%	28%	28%	27%	19%	16%	21%	28%	22%	22%	23%	21%
		**	**	10%	7%	12%	13%	10%	4%	9%	84%	16%	72%	28%	56%	44%
Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, ITV Hub, All4, Demand 5 or Sky Go)	249	**	**	23	24	26	36	24	10	28	211	38	181	66	132	116
	21%	**	**	22%	27%	23%	31%	25%	18%	20%	21%	25%	22%	20%	21%	21%
		**	**	9%	10%	11%	15%	10%	4%	11%	85%	15%	73%	27%	53%	47%
Browsing the web/ internet	192	**	**	16	11	20	21	22	8	18	164	28	146	45	89	103
	16%	**	**	14%	12%	17%	18%	23%	15%	13%	16%	18%	17%	14%	14%	19%
		**	**	8%	6%	10%	11%	12%	4%	10%	85%	15%	76%	23%	46%	54%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 19**

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

**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	1581	85	99	112	115	117	110	101	113	114	1171	410	1020	554	741	840
Effective Weighted Sample	1090	75	94	108	107	109	105	94	105	105	918	183	726	376	518	593
Total	1176	110	149	108	89	115	117	97	54	140	1024	152	843	327	631	545
		**	**	9%	8%	10%	10%	8%	5%	12%	87%	13%	72%	28%	54%	46%
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)	163	**	**	16	11	27	23	10	4	25	135	28	120	41	85	78
	14%	**	**	15%	13%	24%	19%	10%	8%	18%	13%	18%	14%	13%	13%	14%
		**	**	10%	7%	dgh 17%	h 14%	6%	3%	15%	83%	17%	74%	25%	52%	48%
Watching short video clips online (e.g. YouTube or Dailymotion)	153	**	**	13	8	16	22	16	5	18	131	22	107	46	78	75
	13%	**	**	12%	9%	14%	18%	16%	8%	12%	13%	14%	13%	14%	12%	14%
		**	**	9%	5%	10%	dh 14%	10%	3%	11%	86%	14%	70%	30%	51%	49%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 19**

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

**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	1581	85	99	112	115	117	110	101	113	114	1171	410	1020	554	741	840
Effective Weighted Sample	1090	75	94	108	107	109	105	94	105	105	918	183	726	376	518	593
Total	1176	110	149	108	89	115	117	97	54	140	1024	152	843	327	631	545
		**	**	9%	8%	10%	10%	8%	5%	12%	87%	13%	72%	28%	54%	46%
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)	116	**	**	10	8	15	17	8	4	13	102	14	80	36	56	60
	10%	**	**	9%	9%	13%	15%	9%	8%	10%	10%	9%	9%	11%	9%	11%
		**	**	9%	7%	13%	15%	7%	4%	12%	88%	12%	69%	31%	48%	52%
Watching 'live' TV programmes/ content via your internet connection	66	**	**	7	6	14	10	7	2	4	54	12	49	17	35	31
	6%	**	**	7%	7%	12%	9%	7%	4%	3%	5%	8%	6%	5%	6%	6%
		**	**	11%	9%	22%	16%	11%	4%	6%	82%	18%	74%	26%	53%	47%
Other	25	**	**	4	3	3	2	3	1	-	23	2	15	10	8	17
	2%	**	**	3%	4%	3%	2%	3%	1%	-%	2%	1%	2%	3%	1%	3%
		**	**	15%	13%	14%	8%	12%	3%	-%	92%	8%	59%	41%	31%	69%
WATCHING VIDEO CONTENT	431	**	**	30	35	50	56	35	16	50	370	61	311	118	219	212
	37%	**	**	27%	39%	43%	48%	36%	29%	35%	36%	40%	37%	36%	35%	39%
		**	**	7%	8%	12%	13%	8%	4%	12%	86%	14%	72%	27%	51%	49%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 19**

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

**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	1581	85	99	112	115	117	110	101	113	114	1171	410	1020	554	741	840
Effective Weighted Sample	1090	75	94	108	107	109	105	94	105	105	918	183	726	376	518	593
Total	1176	110	149	108	89	115	117	97	54	140	1024	152	843	327	631	545
		**	**	9%	8%	10%	10%	8%	5%	12%	87%	13%	72%	28%	54%	46%
IPTV	351	**	**	26	29	40	49	28	12	42	302	49	254	95	173	178
	30%	**	**	24%	33%	35%	42%	29%	23%	30%	29%	32%	30%	29%	27%	33%
		**	**	7%	8%	11%	14%	8%	4%	12%	86%	14%	72%	27%	49%	51%
None of these	501	**	**	53	36	45	43	37	25	76	438	63	357	140	282	219
	43%	**	**	49%	40%	39%	37%	38%	46%	54%	43%	42%	42%	43%	45%	40%
		**	**	11%	7%	9%	9%	7%	5%	15%	87%	13%	71%	28%	56%	44%
Don't know	39	**	**	4	2	2	4	5	3	1	33	6	30	9	27	12
	3%	**	**	4%	3%	2%	3%	5%	6%	1%	3%	4%	4%	3%	4%	2%
		**	**	11%	6%	5%	10%	14%	8%	3%	84%	16%	76%	24%	70%	30%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 20**

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

**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

		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
		a	b	~c	d	e	f	~g	~h	~i	j	k	l	m	~n	o	~p	q	~r
Significance Level: 95%																			
Unweighted total	668	249	419	69	104	259	236	49	49	88	188	211	239	125	92	416	81	100	71
Effective Weighted Sample	466	179	288	45	71	183	169	33	34	63	144	155	162	91	62	364	48	64	52
Total	495	189	306	51	84	197	163	30	32	71	168	180	155	100	59	420	34	29	11
		38%	62%	**	17%	40%	33%	**	**	**	34%	36%	31%	20%	**	85%	**	6%	**
Yes	181	68	113	**	33	70	57	**	**	**	68	73	56	32	**	152	**	14	**
	36%	36%	37%	**	39%	36%	35%	**	**	**	41%	40%	36%	32%	**	36%	**	47%	**
		38%	62%	**	18%	39%	32%	**	**	**	38%	40%	31%	18%	**	84%	**	7%	**
No	279	110	169	**	45	113	93	**	**	**	87	94	89	60	**	240	**	13	**
	56%	58%	55%	**	54%	58%	57%	**	**	**	52%	52%	57%	60%	**	57%	**	44%	**
		39%	61%	**	16%	41%	33%	**	**	**	31%	34%	32%	22%	**	q	**	5%	**
Don't know	36	11	24	**	6	13	14	**	**	**	13	13	10	8	**	28	**	3	**
	7%	6%	8%	**	7%	7%	8%	**	**	**	8%	7%	7%	8%	**	7%	**	9%	**
		32%	68%	**	16%	37%	39%	**	**	**	36%	37%	29%	22%	**	79%	**	8%	**

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 - H1 2016. 4th January to 29th February 2016.**

**Table 20**

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

**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	668	20	46	52	55	48	51	55	48	41	467	201	387	280	378	290
Effective Weighted Sample	466	18	43	50	53	46	49	52	44	38	368	103	279	195	275	200
Total	495	28	69	48	43	50	54	55	23	51	407	88	325	169	319	176
		**	**	**	**	**	**	**	**	**	82%	18%	66%	34%	65%	35%
Yes	181	**	**	**	**	**	**	**	**	**	139	41	115	66	116	64
	36%	**	**	**	**	**	**	**	**	**	34%	47%	35%	39%	36%	37%
		**	**	**	**	**	**	**	**	**	77%	j 23%	64%	36%	64%	36%
No	279	**	**	**	**	**	**	**	**	**	238	41	187	90	178	101
	56%	**	**	**	**	**	**	**	**	**	58%	k 46%	58%	53%	56%	57%
		**	**	**	**	**	**	**	**	**	85%	15%	67%	32%	64%	36%
Don't know	36	**	**	**	**	**	**	**	**	**	30	6	23	13	25	11
	7%	**	**	**	**	**	**	**	**	**	7%	7%	7%	8%	8%	6%
		**	**	**	**	**	**	**	**	**	84%	16%	64%	36%	70%	30%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

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

Base : All 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	3737	1790	1947	519	604	1172	1442	559	401	451	615	797	1122	791	1022	2239	502	489	507
Effective Weighted Sample	2504	1197	1308	343	401	807	971	377	268	325	461	578	755	534	660	1916	310	301	376
Total	2675	1301	1374	364	469	915	927	317	260	358	583	712	720	580	661	2236	233	132	74
		49%	51%	14%	18%	34%	35%	12%	10%	13%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Can use to make and receive calls	2220	1075	1146	247	317	791	866	212	210	295	532	653	588	496	483	1853	197	109	62
	83%	83%	83%	68%	68%	86%	93%	67%	81%	82%	91%	92%	82%	86%	73%	83%	84%	83%	84%
		48%	52%	11%	14%	36%	39%	10%	9%	13%	24%	29%	26%	22%	22%	83%	9%	5%	3%
Can receive but not make calls/ incoming only	42	19	23	13	18	10	1	3	3	6	10	10	20	6	7	38	3	1	1
	2%	1%	2%	3%	4%	1%	*%	1%	1%	2%	2%	1%	3%	1%	1%	2%	1%	1%	1%
		46%	54%	30%	43%	24%	3%	6%	7%	15%	23%	23%	46%	13%	16%	89%	7%	2%	2%
Line not working properly/ needs to be repaired	28	14	14	8	6	12	2	8	2	6	5	5	9	7	7	24	1	2	1
	1%	1%	1%	2%	1%	1%	*%	2%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%
		50%	50%	28%	21%	43%	8%	27%	7%	21%	18%	19%	33%	23%	25%	84%	5%	9%	3%
No, do not have landline phone	382	191	191	95	127	102	58	95	45	51	37	44	103	72	163	320	32	20	10
	14%	15%	14%	26%	27%	11%	6%	30%	17%	14%	6%	6%	14%	12%	25%	14%	14%	15%	14%
		50%	50%	25%	33%	27%	15%	25%	12%	13%	10%	11%	27%	19%	43%	84%	8%	5%	3%
Don't know	2	1	1	2	*	-	-	-	1	-	-	*	-	*	2	2	-	*	*
	*%	*%	*%	1%	*%	-%	-%	-%	*%	-%	-%	*%	-%	*%	*%	*%	-%	*%	*%
		59%	41%	96%	4%	-%	-%	-%	37%	-%	-%	4%	-%	4%	93%	93%	-%	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 TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

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

Base : All 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
Effective Weighted Sample	2504	1197	1308	343	401	807	971	377	268	325	461	578	755	534	660	1916	310	301	376
HOUSEHOLD PHONE OWNERSHIP																			
FIXED ONLY	115	56	59	2	7	8	98	31	7	7	4	26	17	22	50	93	12	6	5
	4%	4%	4%	1%	1%	1%	11%	10%	3%	2%	1%	4%	2%	4%	8%	4%	5%	5%	7%
							cde	hij	j						klm				o
		48%	52%	2%	6%	7%	85%	27%	6%	6%	3%	22%	15%	19%	44%	80%	10%	5%	4%
FIXED & MOBILE	2176	1052	1123	265	335	805	771	191	208	300	543	642	599	487	446	1821	189	106	59
	81%	81%	82%	73%	71%	88%	83%	60%	80%	84%	93%	90%	83%	84%	67%	81%	81%	81%	80%
						cdf	cd		g	g	ghi	lmn	n	n					
		48%	52%	12%	15%	37%	35%	9%	10%	14%	25%	30%	28%	22%	20%	84%	9%	5%	3%
MOBILE ONLY	379	188	191	97	126	100	56	92	45	51	37	44	103	72	159	318	31	19	10
	14%	14%	14%	27%	27%	11%	6%	29%	17%	14%	6%	6%	14%	12%	24%	14%	13%	15%	13%
				ef	ef	f		hij	j	j			k	k	klm				
		50%	50%	26%	33%	26%	15%	24%	12%	13%	10%	12%	27%	19%	42%	84%	8%	5%	3%
ALL FIXED	2291	1108	1183	268	341	813	869	222	215	308	546	668	617	508	496	1914	201	112	64
	86%	85%	86%	73%	73%	89%	94%	70%	83%	86%	94%	94%	86%	88%	75%	86%	86%	85%	86%
						cd	cde		g	g	ghi	lmn	n	n					
		48%	52%	12%	15%	35%	38%	10%	9%	13%	24%	29%	27%	22%	22%	84%	9%	5%	3%
ALL MOBILE	2554	1240	1314	362	460	905	827	284	253	351	579	686	703	558	605	2139	221	126	69
	95%	95%	96%	99%	98%	99%	89%	89%	97%	98%	99%	96%	98%	96%	92%	96%	95%	95%	93%
				f	f	f			g	g	gh	n	n	n		r			
		49%	51%	14%	18%	35%	32%	11%	10%	14%	23%	27%	28%	22%	24%	84%	9%	5%	3%
NEITHER	5	4	1	*	1	2	2	3	-	-	-	*	-	*	5	4	1	*	*
	1%	1%	1%	1%	1%	1%	1%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%
								j							klm				
		76%	24%	1%	22%	41%	35%	57%	0%	0%	0%	1%	0%	2%	97%	74%	12%	8%	5%
MOBILE ONLY NO FIXED BROADBAND	255	124	131	56	82	69	48	77	34	33	18	22	64	47	122	214	21	14	7
	10%	10%	10%	15%	18%	7%	5%	24%	13%	9%	3%	3%	9%	8%	18%	10%	9%	10%	9%
				ef	ef	f		hij	j	j			k	k	klm				
		48%	52%	22%	32%	27%	19%	30%	13%	13%	7%	9%	25%	18%	48%	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 TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**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									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	3737	249	251	247	250	251	237	252	251	251	2711	1026	1861	1863	1792	1945
Effective Weighted Sample	2504	221	237	237	233	233	225	231	232	231	2082	456	1294	1256	1218	1321
Total	2675	338	359	227	189	237	245	226	114	302	2315	360	1552	1114	1443	1232
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	54%	46%
Can use to make and receive calls	2220	253	328	202	164	190	204	184	88	239	1894	326	1282	931	1270	951
	83%	75%	91%	89%	87%	80%	83%	82%	78%	79%	82%	91%	83%	84%	88%	77%
			aefghi	aeghi	ahi		a					j			o	
		11%	15%	9%	7%	9%	9%	8%	4%	11%	85%	15%	58%	42%	57%	43%
Can receive but not make calls/ incoming only	42	24	1	1	1	2	3	-	3	3	39	3	32	11	13	29
	2%	7%	*%	*%	1%	1%	1%	-%	2%	1%	2%	1%	2%	1%	1%	2%
		bcdefghi							g				m			n
		57%	3%	2%	3%	4%	8%	-%	7%	6%	92%	8%	75%	25%	31%	69%
Line not working properly/ needs to be repaired	28	2	5	1	2	3	3	1	1	5	28	1	20	8	15	13
	1%	1%	1%	*%	1%	1%	1%	*%	*%	2%	1%	*%	1%	1%	1%	1%
		8%	18%	3%	8%	12%	11%	3%	2%	18%	k	2%	72%	28%	54%	46%
No, do not have landline phone	382	59	25	22	22	41	34	40	22	54	353	29	218	162	145	237
	14%	18%	7%	10%	12%	17%	14%	18%	20%	18%	15%	8%	14%	15%	10%	19%
		bc				bc	b	bc	bcd	bc	k					n
		16%	7%	6%	6%	11%	9%	11%	6%	14%	92%	8%	57%	42%	38%	62%
Don't know	2	-	-	1	-	-	-	-	-	1	2	*	*	2	*	2
	*%	-%	-%	*%	-%	-%	-%	-%	-%	*%	*%	*%	*%	*%	*%	*%
		-%	-%	37%	-%	-%	-%	-%	-%	55%	93%	7%	4%	96%	4%	96%
Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o																

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**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									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
Effective Weighted Sample	2504	221	237	237	233	233	225	231	232	231	2082	456	1294	1256	1218	1321
<b>HOUSEHOLD PHONE OWNERSHIP</b>																
FIXED ONLY	115 4%	15 4%	16 5%	9 4%	12 6% f	11 5%	5 2%	6 3%	8 7% fg	10 3%	103 4%	13 3%	20 1%	95 9% l	59 4%	56 5%
		13%	14%	8%	10%	10%	4%	5%	6%	9%	89%	11%	17%	83%	51%	49%
FIXED & MOBILE	2176 81%	264 78%	318 88% aeghi	195 86% aehi	155 82% h	184 78% h	206 84% h	179 79%	84 74%	237 78%	1858 80%	318 88% j	1314 85% m	854 77% o	1239 86% o	937 76%
		12%	15%	9%	7%	8%	9%	8%	4%	11%	85%	15%	60%	39%	57%	43%
MOBILE ONLY	379 14%	59 18% bc	25 7%	22 10%	22 12%	41 17% bc	34 14% b	37 17% bc	22 20% bcd	55 18% bcd	349 15% k	29 8%	216 14%	161 14%	145 10%	234 19% n
		16%	7%	6%	6%	11%	9%	10%	6%	14%	92%	8%	57%	43%	38%	62%
ALL FIXED	2291 86%	279 82%	334 93% aefghi	204 90% aeghi	167 88% hi	196 83% h	211 86% h	185 82%	91 80%	247 82%	1961 85%	330 92% j	1334 86% m	949 85% o	1298 90% o	993 81%
		12%	15%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	41%	57%	43%
ALL MOBILE	2554 95%	323 96%	342 95%	217 96%	177 94%	226 95%	240 98% dh	216 96%	106 93%	291 97%	2207 95%	347 96%	1530 99% m	1015 91%	1384 96%	1170 95%
		13%	13%	9%	7%	9%	9%	8%	4%	11%	86%	14%	60%	40%	54%	46%
NEITHER	5 *%	- -%	- -%	1 *%	- -%	- -%	- -%	3 1%	- -%	- -%	5 *%	* *%	2 *%	3 *%	* *%	5 *% n
		-%	-%	14%	-%	-%	-%	60%	-%	-%	97%	3%	30%	62%	6%	94%
MOBILE ONLY NO FIXED BROADBAND	255 10%	51 15% bcdf	6 2%	15 7% b	15 8% b	31 13% bcf	15 6% b	29 13% bcf	17 15% bcd	37 12% bcf	236 10% k	19 5%	138 9%	116 10%	99 7%	156 13% n
		20%	2%	6%	6%	12%	6%	11%	7%	14%	93%	7%	54%	46%	39%	61%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 22**

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

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

Base : Those with a landline phone at home

	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	3151	1493	1658	365	442	1021	1323	362	330	396	581	751	970	680	745	1885	415	411	440
Effective Weighted Sample	2127	1009	1119	246	290	705	902	251	218	282	434	545	654	466	482	1627	261	257	321
Total	2291	1108	1183	268	341	813	869	222	215	308	546	668	617	508	496	1914	201	112	64
		48%	52%	12%	15%	35%	38%	10%	9%	13%	24%	29%	27%	22%	22%	84%	9%	5%	3%
Yes to make calls	2001	963	1038	201	253	709	838	182	188	262	481	617	521	440	423	1687	166	98	51
	87%	87%	88%	75%	74%	87%	96%	82%	87%	85%	88%	92%	84%	86%	85%	88%	82%	87%	79%
						cd	cde				g	lmn				pr	r		
		48%	52%	10%	13%	35%	42%	9%	9%	13%	24%	31%	26%	22%	21%	84%	8%	5%	3%
Yes to receive calls	2038	991	1048	215	270	722	832	182	194	271	491	626	545	443	421	1731	158	98	52
	89%	89%	89%	80%	79%	89%	96%	82%	90%	88%	90%	94%	88%	87%	85%	90%	79%	87%	81%
						cd	cde		g	g	g	lmn				pr	p		
		49%	51%	11%	13%	35%	41%	9%	10%	13%	24%	31%	27%	22%	21%	85%	8%	5%	3%
Yes for internet access	1669	803	865	220	281	654	513	129	145	234	466	516	462	381	310	1412	121	84	50
	73%	72%	73%	82%	82%	81%	59%	58%	68%	76%	85%	77%	75%	75%	62%	74%	60%	75%	79%
				f	f	f			g	gh	ghi	n	n	n		p	p	op	
		48%	52%	13%	17%	39%	31%	8%	9%	14%	28%	31%	28%	23%	19%	85%	7%	5%	3%
TOTAL PERSONALLY USE	2222	1074	1148	248	326	789	859	211	207	300	530	653	600	489	478	1857	193	111	62
	97%	97%	97%	93%	95%	97%	99%	95%	96%	97%	97%	98%	97%	96%	96%	97%	96%	98%	97%
						c	cde												
		48%	52%	11%	15%	36%	39%	10%	9%	13%	24%	29%	27%	22%	21%	84%	9%	5%	3%
No do not use landline at home	64	29	34	19	16	21	7	9	8	7	16	11	17	19	17	52	8	2	2
	3%	3%	3%	7%	5%	3%	1%	4%	4%	2%	3%	2%	3%	4%	3%	3%	4%	2%	3%
				ef	f	f													
		46%	54%	30%	24%	34%	12%	13%	13%	11%	25%	18%	26%	29%	26%	81%	13%	3%	3%
Don't know	6	5	1	-	*	2	3	2	-	1	1	3	*	1	2	5	-	-	*
	%	%	%	-%	%	%	%	1%	-%	%	%	%	%	%	%	%	-%	-%	%
		87%	13%	-%	%	43%	56%	32%	-%	13%	14%	55%	%	13%	32%	97%	-%	-%	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 - H1 2016. 4th January to 29th February 2016.**

**Table 22**

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

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

Base : Those with a landline phone at home

	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	3151	208	232	221	218	205	203	194	200	204	2262	889	1603	1540	1601	1550
Effective Weighted Sample	2127	184	219	212	205	191	194	182	185	188	1747	409	1113	1048	1099	1055
Total	2291	279	334	204	167	196	211	185	91	247	1961	330	1334	949	1298	993
		12%	15%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	41%	57%	43%
Yes to make calls	2001	243	295	187	143	174	190	170	74	211	1697	304	1125	870	1157	844
	87%	87%	88%	92%	85%	89%	90%	92%	81%	85%	87%	92%	84%	92%	89%	85%
			h	dhi		h	h	dh				j		l	o	
		12%	15%	9%	7%	9%	9%	9%	4%	11%	85%	15%	56%	43%	58%	42%
Yes to receive calls	2038	271	300	191	145	172	191	173	79	209	1738	300	1163	870	1172	866
	89%	97%	90%	94%	87%	88%	90%	93%	86%	85%	89%	91%	87%	92%	90%	87%
		bdefhi		dghi				dhi						l	o	
		13%	15%	9%	7%	8%	9%	8%	4%	10%	85%	15%	57%	43%	58%	42%
Yes for internet access	1669	235	244	174	115	125	165	145	52	156	1424	245	1074	590	949	720
	73%	84%	73%	86%	69%	64%	78%	78%	57%	63%	73%	74%	81%	62%	73%	72%
		bdehi	ehi	bdehi	h		dghi	dghi					m			
		14%	15%	10%	7%	7%	10%	9%	3%	9%	85%	15%	64%	35%	57%	43%
TOTAL PERSONALLY USE	2222	276	322	200	160	183	209	184	90	231	1898	324	1290	925	1257	964
	97%	99%	96%	98%	96%	94%	99%	100%	99%	94%	97%	98%	97%	97%	97%	97%
		ei		ei			bdei	bdei	ei							
		12%	15%	9%	7%	8%	9%	8%	4%	10%	85%	15%	58%	42%	57%	43%
No do not use landline at home	64	1	10	3	7	13	1	1	1	16	57	6	42	21	36	28
	3%	1%	3%	1%	4%	6%	1%	1%	1%	6%	3%	2%	3%	2%	3%	3%
		a			afg	acfgh				acfgh						
		1%	16%	4%	10%	20%	2%	1%	2%	25%	90%	10%	65%	33%	56%	44%
Don't know	6	2	2	1	1	-	-	-	-	-	6	-	2	3	5	1
	1%	1%	1%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
		41%	32%	11%	13%	0%	0%	0%	0%	0%	100%	0%	44%	56%	85%	15%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 23**

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

**QC3 (QC10). 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 £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	1958	917	1041	243	295	727	693	162	201	265	453	546	632	417	362	1234	220	261	243
Effective Weighted Sample	1366	650	716	162	193	516	502	120	134	191	338	405	429	301	243	1085	134	165	184
Total	1518	731	787	188	231	599	501	104	134	209	432	498	414	342	264	1308	96	73	41
		48%	52%	12%	15%	39%	33%	7%	9%	14%	28%	33%	27%	23%	17%	86%	6%	5%	3%
Make/ receive calls	221	103	118	17	15	65	123	20	35	27	40	71	58	45	46	188	15	12	6
	15%	14%	15%	9%	7%	11%	25%	20%	26%	13%	9%	14%	14%	13%	17%	14%	16%	16%	14%
		47%	53%	8%	7%	30%	cde 56%	j 9%	ij 16%	12%	18%	32%	26%	21%	21%	85%	7%	5%	2%
Internet access	685	331	354	113	136	293	144	43	39	118	220	225	193	159	108	589	43	33	20
	45%	45%	45%	60%	59%	49%	29%	41%	29%	57%	51%	45%	46%	47%	41%	45%	45%	45%	49%
		48%	52%	ef 16%	ef 20%	f 43%	21%	h 6%	gh 6%	h 17%	32%	33%	28%	23%	16%	86%	6%	5%	3%
Both are equally important	612	297	315	58	80	240	233	40	59	64	171	201	163	137	110	531	37	28	15
	40%	41%	40%	31%	35%	40%	47%	38%	44%	31%	40%	40%	39%	40%	42%	41%	39%	39%	38%
		48%	52%	c 10%	c 13%	cde 39%	38%	i 7%	i 10%	i 10%	28%	33%	27%	22%	18%	87%	6%	5%	2%
Don't know	*	-	*	-	-	-	*	*	-	-	-	-	-	-	*	*	-	-	-
	*%	-%	*%	-%	-%	-%	*%	*%	-%	-%	-%	-%	-%	-%	*%	*%	-%	-%	-%
		-%	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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 23**

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

**QC3 (QC10). 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		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	1958	171	153	176	131	121	145	133	88	116	1404	554	1126	827	1058	900
Effective Weighted Sample	1366	153	145	169	124	113	138	127	82	108	1113	271	796	585	742	633
Total	1518	230	224	167	101	121	151	134	41	140	1290	228	962	552	881	637
		15%	15%	11%	7%	8%	10%	9%	**	9%	85%	15%	63%	36%	58%	42%
Make/ receive calls	221	20	47	21	17	15	26	21	**	17	184	37	86	134	144	77
	15%	9%	21%	13%	17%	13%	17%	16%	**	12%	14%	16%	9%	24%	16%	12%
			ac		a		a							l	o	
		9%	21%	9%	8%	7%	12%	10%	**	8%	83%	17%	39%	61%	65%	35%
Internet access	685	75	108	80	29	51	80	83	**	62	584	101	492	190	399	286
	45%	33%	48%	48%	28%	42%	53%	62%	**	44%	45%	44%	51%	34%	45%	45%
			ad	ad	d		ad	abcdei		d			m			
		11%	16%	12%	4%	7%	12%	12%	**	9%	85%	15%	72%	28%	58%	42%
Both are equally important	612	135	69	66	55	55	46	29	**	61	521	91	384	228	339	274
	40%	59%	31%	40%	55%	45%	30%	21%	**	44%	40%	40%	40%	41%	38%	43%
		bcefgi		g	bcfg	bfg				bfg						
		22%	11%	11%	9%	9%	7%	5%	**	10%	85%	15%	63%	37%	55%	45%
Don't know	*	-	-	-	-	-	-	*	**	-	*	-	-	*	-	*
	*%	-%	-%	-%	-%	-%	-%	*%	**	-%	*%	-%	-%	*%	-%	*%
		-%	-%	-%	-%	-%	-%	100%	**	-%	100%	-%	-%	100%	-%	100%
Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o																

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QC4 (QC30). SHOWCARD How do you pay the line rental for your landline phone service? Please answer about your line rental only and not charges for calls and other costs. (SINGLE CODE)**

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

	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	3060	1448	1612	337	414	997	1312	342	324	382	566	736	936	667	717	1827	410	394	429
Effective Weighted Sample	2069	982	1088	226	270	690	897	238	213	273	423	537	627	458	465	1580	257	247	312
Total	2220	1075	1146	247	317	791	866	212	210	295	532	653	588	496	483	1853	197	109	62
		48%	52%	11%	14%	36%	39%	10%	9%	13%	24%	29%	26%	22%	22%	83%	9%	5%	3%
On a monthly or quarterly basis, alongside call charges and other costs	2004	978	1025	184	283	740	797	196	192	266	488	585	524	447	448	1656	189	102	56
	90%	91%	89%	74%	89%	94%	92%	93%	91%	90%	92%	90%	89%	90%	93%	89%	96%	93%	91%
		49%	51%	9%	14%	37%	40%	10%	10%	13%	24%	29%	26%	22%	22%	83%	9%	5%	3%
12 months in advance (a lump sum of around £120-£160 for the year) and then pay monthly or quarterly for call charges and other costs	122	54	68	15	15	41	51	7	10	23	35	37	39	29	18	113	3	3	3
	6%	5%	6%	6%	5%	5%	6%	3%	5%	8%	7%	6%	7%	6%	4%	6%	2%	3%	4%
		44%	56%	13%	12%	34%	41%	5%	9%	19%	29%	30%	32%	23%	15%	92%	3%	3%	2%
Don't know	94	42	52	48	19	10	18	9	8	6	8	31	25	21	17	83	5	4	3
	4%	4%	5%	19%	6%	1%	2%	4%	4%	2%	2%	5%	4%	4%	4%	4%	2%	3%	5%
		44%	56%	51%	20%	10%	19%	9%	8%	6%	9%	33%	27%	22%	18%	88%	5%	4%	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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QC4 (QC30). SHOWCARD How do you pay the line rental for your landline phone service? Please answer about your line rental only and not charges for calls and other costs. (SINGLE CODE)**

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

	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	3060	188	228	219	214	199	196	193	193	197	2186	874	1548	1504	1572	1488
Effective Weighted Sample	2069	167	216	210	202	185	187	181	179	182	1693	404	1074	1025	1083	1010
Total	2220	253	328	202	164	190	204	184	88	239	1894	326	1282	931	1270	951
		11%	15%	9%	7%	9%	9%	8%	4%	11%	85%	15%	58%	42%	57%	43%
On a monthly or quarterly basis, alongside call charges and other costs	2004	216	299	186	146	163	188	169	84	205	1710	294	1166	830	1146	858
	90%	85%	91%	92%	89%	86%	92%	92%	95%	86%	90%	90%	91%	89%	90%	90%
				aei					adei							
		11%	15%	9%	7%	8%	9%	8%	4%	10%	85%	15%	58%	41%	57%	43%
12 months in advance (a lump sum of around £120-£160 for the year) and then pay monthly or quarterly for call charges and other costs	122	32	12	7	8	14	9	8	2	22	103	19	75	48	68	54
	6%	13%	4%	4%	5%	8%	4%	4%	2%	9%	5%	6%	6%	5%	5%	6%
		bcd fgh				h				bch						
		26%	10%	6%	6%	12%	7%	6%	2%	18%	84%	16%	61%	39%	56%	44%
Don't know	94	5	17	9	10	13	8	8	2	12	81	14	41	53	56	39
	4%	2%	5%	4%	6%	7%	4%	4%	3%	5%	4%	4%	3%	6%	4%	4%
						a								l		
		6%	17%	9%	10%	13%	8%	8%	2%	13%	85%	15%	44%	56%	59%	41%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QC5 (QC28). SHOWCARD Which of these do you consider to be your MAIN method of making and receiving telephone calls? (SINGLE CODE)**

Base : All 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	3737	1790	1947	519	604	1172	1442	559	401	451	615	797	1122	791	1022	2239	502	489	507
Effective Weighted Sample	2504	1197	1308	343	401	807	971	377	268	325	461	578	755	534	660	1916	310	301	376
Total	2675	1301	1374	364	469	915	927	317	260	358	583	712	720	580	661	2236	233	132	74
		49%	51%	14%	18%	34%	35%	12%	10%	13%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Mobile phone	1822	879	944	344	434	717	327	192	168	260	447	462	505	399	455	1536	148	81	58
	68%	68%	69%	95%	93%	78%	35%	60%	64%	73%	77%	65%	70%	69%	69%	69%	63%	61%	78%
				ef	ef	f				gh	gh		k			q			opr
		48%	52%	19%	24%	39%	18%	11%	9%	14%	25%	25%	28%	22%	25%	84%	8%	4%	3%
Landline phone at home	745	361	384	12	28	160	545	104	80	87	121	232	186	155	171	618	75	39	14
	28%	28%	28%	3%	6%	17%	59%	33%	31%	24%	21%	33%	26%	27%	26%	28%	32%	29%	19%
						cd	cde	ij	j			lmn				r	r	r	
		48%	52%	2%	4%	21%	73%	14%	11%	12%	16%	31%	25%	21%	23%	83%	10%	5%	2%
Landline phone at work	54	33	21	4	3	17	29	9	4	7	10	11	14	17	11	39	4	9	1
	2%	3%	2%	1%	1%	2%	3%	3%	1%	2%	2%	2%	2%	3%	2%	2%	2%	7%	2%
						cd												opr	
		61%	39%	8%	6%	32%	55%	16%	7%	12%	19%	20%	27%	31%	21%	73%	8%	17%	2%
Public payphone	28	11	17	3	3	9	12	5	6	4	-	3	7	6	12	22	3	1	1
	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	-%	*%	1%	1%	2%	1%	1%	1%	1%
								j	j	j					k				
		40%	60%	11%	11%	32%	45%	19%	23%	13%	-%	11%	24%	20%	45%	81%	12%	3%	4%
Internet voice service (VoIP)	3	2	1	-	1	2	1	2	1	-	-	*	2	*	1	2	1	*	-
	*%	*%	*%	-%	*%	*%	*%	1%	*%	-%	-%	*%	*%	*%	*%	*%	*%	*%	-%
		78%	22%	-%	22%	55%	23%	56%	35%	-%	-%	3%	58%	6%	33%	71%	19%	9%	-%
Other	9	6	3	1	-	3	5	2	2	1	1	*	2	2	4	6	1	1	-
	*%	*%	*%	*%	-%	*%	1%	1%	1%	*%	*%	*%	*%	*%	1%	*%	1%	1%	-%
		70%	30%	10%	-%	34%	57%	28%	20%	10%	14%	4%	23%	26%	48%	71%	16%	13%	-%
Don't know	15	9	6	*	-	7	7	4	-	1	4	3	4	1	6	13	1	1	*
	1%	1%	*%	*%	-%	1%	1%	1%	-%	*%	1%	*%	1%	*%	1%	1%	*%	1%	*%
		62%	38%	1%	-%	49%	50%	25%	-%	5%	27%	23%	28%	9%	40%	88%	7%	5%	*%

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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QC5 (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	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	3737	249	251	247	250	251	237	252	251	251	2711	1026	1861	1863	1792	1945
Effective Weighted Sample	2504	221	237	237	233	233	225	231	232	231	2082	456	1294	1256	1218	1321
Total	2675	338	359	227	189	237	245	226	114	302	2315	360	1552	1114	1443	1232
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	54%	46%
Mobile phone	1822	289	227	132	129	154	164	164	88	190	1619	203	1258	555	910	913
	68%	86%	63%	58%	68%	65%	67%	72%	77%	63%	70%	56%	81%	50%	63%	74%
		bcdefghi			c			bci	bcdefi		k		m		n	
		16%	12%	7%	7%	8%	9%	9%	5%	10%	89%	11%	69%	30%	50%	50%
Landline phone at home	745	31	128	93	52	71	73	54	22	94	599	147	243	501	474	271
	28%	9%	36%	41%	28%	30%	30%	24%	19%	31%	26%	41%	16%	45%	33%	22%
			agh	adefghi	ah	ah	ah	a	a	ah		j		l	o	
		4%	17%	12%	7%	9%	10%	7%	3%	13%	80%	20%	33%	67%	64%	36%
Landline phone at work	54	13	1	1	4	7	3	2	1	8	47	7	26	27	31	22
	2%	4%	*%	*%	2%	3%	1%	1%	1%	3%	2%	2%	2%	2%	2%	2%
		bch				bc				b						
		23%	2%	2%	7%	13%	5%	4%	1%	14%	88%	12%	49%	51%	58%	42%
Public payphone	28	5	-	-	2	4	1	3	1	8	26	2	12	15	14	13
	1%	1%	-%	-%	1%	2%	*%	1%	*%	3%	1%	1%	1%	1%	1%	1%
						bc				bcf						
		17%	-%	-%	7%	15%	3%	9%	2%	29%	93%	7%	45%	54%	51%	49%
Internet voice service (VoIP)	3	-	-	-	-	1	1	-	*	-	3	*	1	2	1	2
	*%	-%	-%	-%	-%	*%	*%	-%	*%	-%	*%	*%	*%	*%	*%	*%
		-%	-%	-%	-%	22%	35%	-%	14%	-%	91%	9%	41%	59%	44%	56%
Other	9	-	-	1	2	1	2	1	-	-	8	*	2	6	5	4
	*%	-%	-%	*%	1%	*%	1%	*%	-%	-%	*%	*%	*%	1%	*%	*%
		-%	-%	10%	18%	10%	24%	10%	-%	-%	95%	5%	27%	73%	56%	44%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QC5 (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	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	3737	249	251	247	250	251	237	252	251	251	2711	1026	1861	1863	1792	1945
Effective Weighted Sample	2504	221	237	237	233	233	225	231	232	231	2082	456	1294	1256	1218	1321
Total	2675	338	359	227	189	237	245	226	114	302	2315	360	1552	1114	1443	1232
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	54%	46%
Don't know	15	1	3	-	-	-	2	2	3	2	14	1	8	7	8	6
	1%	*%	1%	-%	-%	-%	1%	1%	2%	1%	1%	*%	*%	1%	1%	1%
		8%	23%	-%	-%	-%	10%	16%	cde 17%	13%	94%	6%	53%	47%	56%	44%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QC6 (QC28A). SHOWCARD And thinking about when you are at home, which is your MAIN method of making and receiving telephone calls? (SINGLE CODE)**

Base : All 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	3737	1790	1947	519	604	1172	1442	559	401	451	615	797	1122	791	1022	2239	502	489	507
Effective Weighted Sample	2504	1197	1308	343	401	807	971	377	268	325	461	578	755	534	660	1916	310	301	376
Total	2675	1301	1374	364	469	915	927	317	260	358	583	712	720	580	661	2236	233	132	74
		49%	51%	14%	18%	34%	35%	12%	10%	13%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Mobile phone	1694	832	862	344	417	641	291	189	159	244	394	401	470	378	444	1434	130	75	55
	63%	64%	63%	94%	89%	70%	31%	60%	61%	68%	68%	56%	65%	65%	67%	64%	56%	57%	74%
				def	ef	f				g	g		k	k	k	pq			opq
		49%	51%	20%	25%	38%	17%	11%	9%	14%	23%	24%	28%	22%	26%	85%	8%	4%	3%
Landline phone at home	924	439	485	18	47	253	606	115	99	108	179	295	238	189	201	755	98	52	18
	35%	34%	35%	5%	10%	28%	65%	36%	38%	30%	31%	41%	33%	32%	30%	34%	42%	40%	24%
					c	cd	cde			ij		lmn				r	or	or	
		47%	53%	2%	5%	27%	66%	12%	11%	12%	19%	32%	26%	20%	22%	82%	11%	6%	2%
Internet voice service (VoIP)	17	8	9	-	2	4	11	4	2	-	*	3	4	5	5	14	1	1	*
	1%	1%	1%	-%	*%	*%	1%	1%	1%	-%	*%	*%	1%	1%	1%	1%	*%	1%	1%
						c		j											
		46%	54%	-%	10%	22%	68%	22%	12%	-%	1%	18%	23%	27%	32%	85%	5%	7%	3%
Public payphone	15	6	9	2	2	5	5	3	*	1	5	5	3	5	2	13	1	1	*
	1%	*%	1%	1%	1%	1%	*%	1%	*%	*%	1%	1%	*%	1%	*%	1%	1%	1%	*%
		37%	63%	16%	16%	37%	31%	18%	1%	6%	32%	33%	20%	35%	12%	85%	8%	5%	1%
Other	5	4	1	1	-	2	3	2	*	1	-	*	1	*	3	3	1	1	-
	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	-%	*%	*%	*%	1%	*%	1%	1%	-%
																		o	
		72%	28%	17%	-%	32%	51%	31%	3%	21%	-%	6%	23%	3%	67%	53%	28%	19%	-%
Don't know	21	13	7	*	-	10	11	5	-	4	5	8	4	4	5	18	1	1	*
	1%	1%	1%	*%	-%	1%	1%	2%	-%	1%	1%	1%	1%	1%	1%	1%	*%	1%	*%
						d	cd	h											
		65%	35%	*%	-%	46%	53%	24%	-%	20%	24%	37%	19%	19%	24%	87%	5%	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 TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QC6 (QC28A). SHOWCARD And thinking about when you are at home, which is your MAIN method of making and receiving telephone calls? (SINGLE CODE)**

Base : All respondents

	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	3737	249	251	247	250	251	237	252	251	251	2711	1026	1861	1863	1792	1945
Effective Weighted Sample	2504	221	237	237	233	233	225	231	232	231	2082	456	1294	1256	1218	1321
Total	2675	338	359	227	189	237	245	226	114	302	2315	360	1552	1114	1443	1232
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	54%	46%
Mobile phone	1694	274	202	110	121	150	156	154	82	184	1514	180	1147	541	819	875
	63%	81%	56%	48%	64%	63%	64%	68%	72%	61%	65%	50%	74%	49%	57%	71%
		bcdefghi			c	c	c	bc	bcefi	c	k		m			n
		16%	12%	6%	7%	9%	9%	9%	5%	11%	89%	11%	68%	32%	48%	52%
Landline phone at home	924	60	147	115	63	83	82	66	28	112	751	173	372	547	594	330
	35%	18%	41%	51%	33%	35%	34%	29%	25%	37%	32%	48%	24%	49%	41%	27%
			agh	abdefghi	ah	ah	ah	a		ah		j		l	o	
		6%	16%	12%	7%	9%	9%	7%	3%	12%	81%	19%	40%	59%	64%	36%
Internet voice service (VoIP)	17	1	-	-	3	2	1	1	1	6	15	2	6	11	9	8
	1%	*%	-%	-%	1%	1%	*%	*%	1%	2%	1%	*%	*%	1%	1%	1%
										bc						
		8%	-%	-%	15%	9%	4%	7%	6%	36%	89%	11%	38%	62%	53%	47%
Public payphone	15	2	3	1	2	2	1	2	-	-	13	1	11	4	9	6
	1%	1%	1%	1%	1%	1%	*%	1%	-%	-%	1%	*%	1%	*%	1%	*%
		12%	21%	9%	11%	14%	7%	11%	-%	-%	90%	10%	73%	24%	63%	37%
Other	5	-	1	-	-	1	-	1	-	-	5	*	1	4	*	5
	*%	-%	*%	-%	-%	*%	-%	*%	-%	-%	*%	*%	*%	*%	*%	*%
		-%	19%	-%	-%	17%	-%	17%	-%	-%	96%	4%	18%	82%	3%	97%
Don't know	21	2	6	1	-	-	5	2	2	-	17	3	14	7	12	8
	1%	*%	2%	*%	-%	-%	2%	1%	2%	-%	1%	1%	1%	1%	1%	1%
			dei				dei		dei							
		8%	30%	5%	-%	-%	24%	10%	10%	-%	84%	16%	67%	33%	60%	40%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 27**

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

**QC7 (QC21B). SHOWCARD Which of these do you consider is your main supplier? (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 £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	3151	1493	1658	365	442	1021	1323	362	330	396	581	751	970	680	745	1885	415	411	440
Effective Weighted Sample	2127	1009	1119	246	290	705	902	251	218	282	434	545	654	466	482	1627	261	257	321
Total	2291	1108	1183	268	341	813	869	222	215	308	546	668	617	508	496	1914	201	112	64
		48%	52%	12%	15%	35%	38%	10%	9%	13%	24%	29%	27%	22%	22%	84%	9%	5%	3%
BT	889	430	459	73	89	308	420	84	81	102	216	295	216	190	187	735	68	52	34
	39%	39%	39%	27%	26%	38%	48%	38%	38%	33%	40%	44%	35%	37%	38%	38%	34%	47%	53%
		48%	52%	8%	10%	35%	47%	9%	9%	11%	24%	33%	24%	21%	21%	83%	8%	6%	4%
Sky	461	221	239	69	98	192	101	37	54	75	110	118	127	107	108	377	42	25	17
	20%	20%	20%	26%	29%	24%	12%	16%	25%	24%	20%	18%	21%	21%	22%	20%	21%	22%	27%
		48%	52%	f	f	f		8%	g	g	24%	26%	28%	23%	24%	82%	9%	5%	4%
Virgin Media	408	214	194	56	63	150	138	34	30	50	117	110	122	93	83	339	58	7	3
	18%	19%	16%	21%	18%	19%	16%	15%	14%	16%	21%	16%	20%	18%	17%	18%	29%	6%	5%
		52%	48%	14%	15%	37%	34%	8%	7%	12%	gh	27%	30%	23%	20%	qr	oqr	2%	1%
TalkTalk	241	111	130	26	38	83	94	37	27	34	41	64	68	48	61	203	18	15	6
	11%	10%	11%	10%	11%	10%	11%	17%	13%	11%	8%	10%	11%	9%	12%	11%	9%	13%	9%
		46%	54%	11%	16%	34%	39%	15%	11%	14%	17%	27%	28%	20%	25%	84%	7%	6%	2%
EE/ Everything Everywhere	74	31	43	11	21	25	17	5	3	13	20	20	23	21	10	64	4	5	*
	3%	3%	4%	4%	6%	3%	2%	2%	1%	4%	4%	3%	4%	4%	2%	3%	2%	4%	1%
		42%	58%	f	ef			7%	h		28%	27%	31%	28%	14%	r	r	6%	1%
Plusnet	72	37	36	4	11	22	36	6	3	12	19	26	18	16	13	69	1	2	*
	3%	3%	3%	1%	3%	3%	4%	3%	2%	4%	3%	4%	3%	3%	3%	4%	1%	2%	*%
		51%	49%	5%	15%	30%	49%	8%	5%	17%	26%	36%	25%	21%	18%	pr	r	3%	*%
Post Office	20	8	12	2	*	4	14	4	2	5	1	4	6	1	9	17	1	2	1
	1%	1%	1%	1%	*%	*%	2%	2%	1%	2%	*%	1%	1%	*%	2%	1%	*%	1%	1%
		39%	61%	8%	2%	20%	70%	18%	11%	27%	5%	19%	31%	7%	44%	85%	3%	8%	5%

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 - H1 2016. 4th January to 29th February 2016.**

**Table 27**

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

**QC7 (QC21B). SHOWCARD Which of these do you consider is your main supplier? (SINGLE CODE)**

Base : Those with a landline phone 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	3151	1493	1658	365	442	1021	1323	362	330	396	581	751	970	680	745	1885	415	411	440
Effective Weighted Sample	2127	1009	1119	246	290	705	902	251	218	282	434	545	654	466	482	1627	261	257	321
Total	2291	1108	1183	268	341	813	869	222	215	308	546	668	617	508	496	1914	201	112	64
		48%	52%	12%	15%	35%	38%	10%	9%	13%	24%	29%	27%	22%	22%	84%	9%	5%	3%
KComm	17	7	10	2	1	3	11	2	4	2	3	4	5	5	4	15	1	1	*
	1%	1%	1%	1%	*%	*%	1%	1%	2%	1%	*%	1%	1%	1%	1%	1%	*%	1%	1%
		42%	58%	9%	8%	18%	65%	14%	23%	9%	16%	22%	27%	28%	23%	88%	5%	5%	2%
Tesco Telecom	6	2	4	-	1	3	2	1	-	1	1	2	2	1	2	4	2	-	-
	*%	*%	*%	-%	*%	*%	*%	1%	-%	*%	*%	*%	*%	*%	*%	*%	1%	-%	-%
		32%	68%	-%	22%	42%	37%	23%	-%	23%	14%	34%	26%	8%	32%	67%	33%	-%	-%
SSE	4	1	2	-	1	-	3	1	1	-	1	1	1	2	-	3	-	*	-
	*%	*%	*%	-%	*%	-%	*%	*%	*%	-%	*%	*%	*%	*%	-%	*%	-%	*%	-%
		37%	63%	-%	28%	-%	72%	26%	21%	-%	28%	28%	15%	56%	-%	92%	-%	8%	-%
Primus	3	2	1	-	1	1	1	1	-	-	-	-	1	1	1	3	-	*	-
	*%	*%	*%	-%	*%	*%	*%	*%	-%	-%	-%	-%	*%	*%	*%	*%	-%	*%	-%
		64%	36%	-%	38%	37%	25%	36%	-%	-%	-%	-%	26%	38%	36%	89%	-%	11%	-%
The Phone Co-op/ The Co-operative	1	-	1	-	-	-	1	-	-	1	-	1	-	-	-	1	-	-	-
	*%	-%	*%	-%	-%	-%	*%	-%	-%	*%	-%	*%	-%	-%	-%	*%	-%	-%	-%
		-%	100%	-%	-%	-%	100%	-%	-%	100%	-%	100%	-%	-%	-%	100%	-%	-%	-%
Other	45	20	25	8	4	14	20	5	5	9	8	13	13	12	7	40	2	2	1
	2%	2%	2%	3%	1%	2%	2%	2%	2%	3%	1%	2%	2%	2%	1%	2%	1%	2%	1%
		44%	56%	17%	9%	31%	43%	11%	10%	21%	17%	29%	29%	26%	16%	89%	5%	5%	1%
Don't know	50	24	26	17	12	8	13	5	5	2	9	11	15	13	11	44	3	2	1
	2%	2%	2%	6%	4%	1%	1%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	1%
		48%	52%	35%	24%	16%	26%	9%	10%	5%	18%	21%	30%	25%	23%	88%	6%	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 TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 27**

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

**QC7 (QC21B). SHOWCARD Which of these do you consider is your main supplier? (SINGLE CODE)**

Base : Those with a landline phone 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	3151	208	232	221	218	205	203	194	200	204	2262	889	1603	1540	1601	1550
Effective Weighted Sample	2127	184	219	212	205	191	194	182	185	188	1747	409	1113	1048	1099	1055
Total	2291	279	334	204	167	196	211	185	91	247	1961	330	1334	949	1298	993
		12%	15%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	41%	57%	43%
BT	889	112	137	84	55	79	87	62	27	94	697	192	457	429	561	328
	39%	40%	41%	41%	33%	40%	41%	33%	29%	38%	36%	58%	34%	45%	43%	33%
		h	h	h	h	h	h	h	h	h	j	j	l	l	o	o
		13%	15%	9%	6%	9%	10%	7%	3%	11%	78%	22%	51%	48%	63%	37%
Sky	461	65	64	36	35	35	37	38	24	43	416	45	319	141	226	235
	20%	23%	19%	18%	21%	18%	18%	20%	26%	18%	21%	14%	24%	15%	17%	24%
											k	k	m	m	n	n
		14%	14%	8%	8%	8%	8%	8%	5%	9%	90%	10%	69%	31%	49%	51%
Virgin Media	408	46	57	22	40	34	44	29	24	43	394	14	263	144	195	213
	18%	17%	17%	11%	24%	17%	21%	16%	27%	17%	20%	4%	20%	15%	15%	21%
					cg		c		abcegi		k		m		n	n
		11%	14%	5%	10%	8%	11%	7%	6%	11%	97%	3%	65%	35%	48%	52%
TalkTalk	241	29	39	28	15	10	21	22	10	30	211	30	134	106	145	96
	11%	10%	12%	14%	9%	5%	10%	12%	11%	12%	11%	9%	10%	11%	11%	10%
			e	e				e	e	e						
		12%	16%	11%	6%	4%	9%	9%	4%	12%	87%	13%	55%	44%	60%	40%
EE/ Everything Everywhere	74	11	7	9	6	7	3	6	2	13	63	10	53	21	39	34
	3%	4%	2%	4%	4%	4%	1%	3%	2%	5%	3%	3%	4%	2%	3%	3%
									f	f			m			
		15%	10%	12%	8%	10%	4%	9%	2%	18%	86%	14%	72%	28%	53%	47%
Plusnet	72	3	17	13	5	10	6	8	1	4	53	19	39	33	54	18
	3%	1%	5%	7%	3%	5%	3%	4%	1%	2%	3%	6%	3%	4%	4%	2%
			ah	ahi		ah					j	j			o	
		5%	24%	18%	7%	13%	9%	11%	2%	6%	74%	26%	54%	46%	75%	25%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 27**

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

**QC7 (QC21B). SHOWCARD Which of these do you consider is your main supplier? (SINGLE CODE)**

Base : Those with a landline phone 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	3151	208	232	221	218	205	203	194	200	204	2262	889	1603	1540	1601	1550
Effective Weighted Sample	2127	184	219	212	205	191	194	182	185	188	1747	409	1113	1048	1099	1055
Total	2291	279	334	204	167	196	211	185	91	247	1961	330	1334	949	1298	993
		12%	15%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	41%	57%	43%
Post Office	20	1	-	1	1	3	2	4	1	5	18	2	6	14	13	7
	1%	1%	0%	1%	1%	2%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%
								b		b				l		
		6%	0%	5%	4%	15%	9%	20%	3%	23%	88%	12%	30%	70%	64%	36%
KComm	17	2	-	-	1	1	-	9	-	3	17	*	4	13	13	4
	1%	1%	0%	0%	1%	1%	0%	5%	0%	1%	1%	1%	1%	1%	1%	1%
								abcdeh						l		
		11%	0%	0%	4%	5%	0%	50%	0%	18%	99%	1%	26%	74%	76%	24%
Tesco Telecom	6	1	-	-	-	1	-	1	-	2	6	-	3	3	1	5
	1%	1%	0%	0%	0%	1%	0%	1%	0%	1%	1%	0%	1%	1%	1%	1%
		12%	0%	0%	0%	8%	0%	13%	0%	34%	100%	0%	54%	46%	23%	77%
SSE	4	1	-	1	-	-	1	1	-	-	4	-	1	3	1	3
	1%	1%	0%	1%	0%	0%	1%	1%	0%	0%	1%	0%	1%	1%	1%	1%
		15%	0%	26%	0%	0%	28%	21%	0%	0%	100%	0%	28%	72%	26%	74%
Primus	3	-	-	1	-	1	-	1	-	-	2	1	2	1	1	2
	1%	0%	0%	1%	0%	1%	0%	1%	0%	0%	1%	1%	1%	1%	1%	1%
		0%	0%	38%	0%	26%	0%	25%	0%	0%	62%	38%	64%	36%	38%	62%
The Phone Co-op/ The Co-operative	1	-	-	-	-	-	1	-	-	-	1	-	-	1	-	1
	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	1%	0%	1%
		0%	0%	0%	0%	0%	100%	0%	0%	0%	100%	0%	0%	100%	0%	100%
Other	45	6	9	5	2	6	8	3	1	-	37	8	23	22	23	22
	2%	2%	3%	3%	1%	3%	4%	1%	1%	0%	2%	2%	2%	2%	2%	2%
		i	i	i		i	i									
		13%	21%	12%	4%	14%	17%	6%	3%	0%	82%	18%	51%	49%	52%	48%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 27**

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

**QC7 (QC21B). SHOWCARD Which of these do you consider is your main supplier? (SINGLE CODE)**

Base : Those with a landline phone 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	3151	208	232	221	218	205	203	194	200	204	2262	889	1603	1540	1601	1550
Effective Weighted Sample	2127	184	219	212	205	191	194	182	185	188	1747	409	1113	1048	1099	1055
Total	2291	279	334	204	167	196	211	185	91	247	1961	330	1334	949	1298	993
		12%	15%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	41%	57%	43%
Don't know	50	2	4	4	8	10	2	3	2	10	42	8	30	19	26	25
	2%	1%	1%	2%	5%	5%	1%	2%	2%	4%	2%	3%	2%	2%	2%	2%
					abf	abf				a						
		4%	8%	8%	15%	19%	4%	6%	4%	19%	84%	16%	59%	39%	51%	49%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 28**

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

**QC8A (QC13A). SHOWCARD Thinking about your home phone service only, please use this card to say how satisfied you are with the overall service provided by (MAIN SUPPLIER). (SINGLE CODE)**

Base : Those with a landline phone 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	3151	1493	1658	365	442	1021	1323	362	330	396	581	751	970	680	745	1885	415	411	440
Effective Weighted Sample	2127	1009	1119	246	290	705	902	251	218	282	434	545	654	466	482	1627	261	257	321
Total	2291	1108	1183	268	341	813	869	222	215	308	546	668	617	508	496	1914	201	112	64
		48%	52%	12%	15%	35%	38%	10%	9%	13%	24%	29%	27%	22%	22%	84%	9%	5%	3%
Base for %	2245	1084	1161	254	330	800	861	217	210	304	535	660	605	493	485	1874	198	110	63
		48%	52%	11%	15%	36%	38%	10%	9%	14%	24%	29%	27%	22%	22%	83%	9%	5%	3%
Very satisfied	1171	577	594	123	162	395	492	132	115	158	251	319	322	258	272	987	94	55	36
	52%	53%	51%	48%	49%	49%	57%	61%	55%	52%	47%	48%	53%	52%	56%	53%	47%	50%	57%
		49%	51%	10%	14%	34%	cde 42%	ij 11%	10%	13%	21%	27%	28%	22%	k 23%	84%	8%	5%	p 3%
Fairly satisfied	799	383	416	99	120	301	279	62	69	105	220	244	212	183	159	653	83	42	21
	36%	35%	36%	39%	36%	38%	32%	28%	33%	35%	41%	37%	35%	37%	33%	35%	42%	38%	34%
		48%	52%	12%	15%	38%	f 35%	8%	9%	13%	gh 28%	31%	27%	23%	20%	82%	or 10%	5%	3%
TOTAL SATISFIED	1970	960	1010	221	281	696	771	193	184	263	470	563	534	441	430	1639	176	97	57
	88%	89%	87%	87%	85%	87%	90%	89%	88%	86%	88%	85%	88%	89%	89%	87%	89%	88%	91%
		49%	51%	11%	14%	35%	39%	10%	9%	13%	24%	29%	27%	22%	22%	83%	9%	5%	3%
Neither	144	68	76	22	27	56	39	8	15	21	34	52	37	28	27	126	8	6	4
	6%	6%	7%	9%	8%	7%	4%	4%	7%	7%	6%	8%	6%	6%	6%	7%	4%	5%	7%
		47%	53%	f 15%	f 19%	f 39%	27%	6%	10%	15%	23%	36%	26%	20%	19%	87%	6%	4%	3%
Fairly dissatisfied	85	34	51	9	15	26	34	8	9	16	23	29	21	14	21	73	7	4	1
	4%	3%	4%	4%	5%	3%	4%	4%	4%	5%	4%	4%	3%	3%	4%	4%	4%	4%	2%
		40%	60%	11%	18%	30%	41%	9%	10%	19%	28%	35%	24%	16%	25%	86%	8%	5%	1%
Very dissatisfied	46	22	24	2	6	22	16	7	3	5	8	16	13	10	6	36	6	3	*
	2%	2%	2%	1%	2%	3%	2%	3%	1%	1%	1%	2%	2%	2%	1%	2%	r 3%	3%	1%
		49%	51%	4%	12%	49%	35%	16%	6%	10%	17%	35%	28%	23%	14%	79%	13%	7%	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 - H1 2016. 4th January to 29th February 2016.**

**Table 28**

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

**QC8A (QC13A). SHOWCARD Thinking about your home phone service only, please use this card to say how satisfied you are with the overall service provided by (MAIN SUPPLIER). (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 £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	3151	1493	1658	365	442	1021	1323	362	330	396	581	751	970	680	745	1885	415	411	440
Effective Weighted Sample	2127	1009	1119	246	290	705	902	251	218	282	434	545	654	466	482	1627	261	257	321
Total	2291	1108	1183	268	341	813	869	222	215	308	546	668	617	508	496	1914	201	112	64
		48%	52%	12%	15%	35%	38%	10%	9%	13%	24%	29%	27%	22%	22%	84%	9%	5%	3%
TOTAL DISSATISFIED	131	56	74	11	21	48	51	15	11	20	31	45	34	24	28	109	13	7	2
	6%	5%	6%	4%	6%	6%	6%	7%	5%	7%	6%	7%	6%	5%	6%	6%	7%	7%	2%
		43%	57%	9%	16%	37%	39%	12%	9%	16%	24%	35%	26%	18%	21%	83%	10%	6%	1%
Don't know	46	24	22	13	12	13	9	5	5	3	11	8	12	15	11	40	3	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 TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 28**

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

**QC8A (QC13A). SHOWCARD Thinking about your home phone service only, please use this card to say how satisfied you are with the overall service provided by (MAIN SUPPLIER). (SINGLE CODE)**

Base : Those with a landline phone 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	3151	208	232	221	218	205	203	194	200	204	2262	889	1603	1540	1601	1550
Effective Weighted Sample	2127	184	219	212	205	191	194	182	185	188	1747	409	1113	1048	1099	1055
Total	2291	279	334	204	167	196	211	185	91	247	1961	330	1334	949	1298	993
		12%	15%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	41%	57%	43%
Base for %	2245	279	330	200	160	189	206	182	88	241	1923	322	1304	934	1274	971
		12%	15%	9%	7%	8%	9%	8%	4%	11%	86%	14%	58%	42%	57%	43%
Very satisfied	1171	123	174	99	97	98	85	105	53	153	1031	141	644	525	634	538
	52%	44%	53%	50%	61%	52%	41%	58%	60%	64%	54%	44%	49%	56%	50%	55%
			f		acf	f		af	acf	abcef	k			l		n
		10%	15%	8%	8%	8%	7%	9%	4%	13%	88%	12%	55%	45%	54%	46%
Fairly satisfied	799	132	109	67	47	68	84	59	26	62	667	132	484	310	461	338
	36%	47%	33%	33%	29%	36%	41%	33%	29%	26%	35%	41%	37%	33%	36%	35%
		bcdgghi			i	dhi					j					
		16%	14%	8%	6%	9%	11%	7%	3%	8%	83%	17%	61%	39%	58%	42%
TOTAL SATISFIED	1970	254	283	166	144	167	169	164	78	215	1697	273	1128	836	1094	876
	88%	91%	86%	83%	90%	88%	82%	90%	89%	89%	88%	85%	86%	89%	86%	90%
		cf			cf			cf	f	k				l		n
		13%	14%	8%	7%	8%	9%	8%	4%	11%	86%	14%	57%	42%	56%	44%
Neither	144	15	33	15	8	17	14	7	3	13	124	20	93	52	99	45
	6%	5%	10%	7%	5%	9%	7%	4%	4%	6%	6%	6%	7%	6%	8%	5%
			gh												o	
		10%	23%	10%	6%	11%	10%	5%	2%	9%	86%	14%	64%	36%	68%	32%
Fairly dissatisfied	85	4	10	14	5	1	17	8	4	9	66	18	52	32	52	33
	4%	1%	3%	7%	3%	1%	8%	4%	5%	4%	3%	6%	4%	3%	4%	3%
			e	ae	e		abde	e	e	e		j				
		5%	12%	17%	6%	1%	20%	9%	5%	11%	78%	22%	62%	38%	62%	38%
Very dissatisfied	46	6	5	5	3	4	6	2	2	3	35	11	31	15	28	18
	2%	2%	1%	3%	2%	2%	3%	1%	2%	1%	2%	3%	2%	2%	2%	2%
		12%	10%	11%	7%	10%	12%	5%	4%	7%	76%	24%	68%	32%	62%	38%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 28**

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

**QC8A (QC13A). SHOWCARD Thinking about your home phone service only, please use this card to say how satisfied you are with the overall service provided by (MAIN SUPPLIER). (SINGLE CODE)**

Base : Those with a landline phone 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	3151	208	232	221	218	205	203	194	200	204	2262	889	1603	1540	1601	1550
Effective Weighted Sample	2127	184	219	212	205	191	194	182	185	188	1747	409	1113	1048	1099	1055
Total	2291	279	334	204	167	196	211	185	91	247	1961	330	1334	949	1298	993
		12%	15%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	41%	57%	43%
TOTAL DISSATISFIED	131	10	15	19	8	5	23	10	6	13	102	29	84	47	81	50
	6%	3%	4%	10%	5%	3%	11%	6%	7%	5%	5%	9%	6%	5%	6%	5%
				abe			abdei					j				
		7%	11%	15%	6%	4%	18%	8%	5%	10%	78%	22%	64%	36%	62%	38%
Don't know	46	-	4	4	7	7	5	3	4	6	38	8	30	15	24	22

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 29**

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

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

Base : All respondents

		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	3737	1790	1947	519	604	1172	1442	559	401	451	615	797	1122	791	1022	2239	502	489	507
Effective Weighted Sample	2504	1197	1308	343	401	807	971	377	268	325	461	578	755	534	660	1916	310	301	376
Total	2675	1301	1374	364	469	915	927	317	260	358	583	712	720	580	661	2236	233	132	74
		49%	51%	14%	18%	34%	35%	12%	10%	13%	22%	27%	27%	22%	25%	84%	9%	5%	3%
One	(1.0)	589	288	301	44	91	126	328	157	87	73	32	122	154	98	215	474	65	34
		22%	22%	22%	12%	19%	14%	35%	49%	33%	21%	5%	17%	21%	17%	33%	21%	28%	26%
					ce		cde	hij		ij	j		m		klm		o		
		49%	51%	7%	15%	21%	56%	27%	15%	12%	5%	21%	26%	17%	36%	80%	11%	6%	3%
Two	(2.0)	1077	515	562	117	241	349	370	85	105	160	284	318	297	238	224	896	99	55
		40%	40%	41%	32%	52%	38%	40%	27%	40%	45%	49%	45%	41%	41%	34%	40%	42%	42%
					cef		c			g	g	gh	n	n	n				
		48%	52%	11%	22%	32%	34%	8%	10%	15%	26%	29%	28%	22%	21%	83%	9%	5%	3%
Three	(3.0)	456	218	238	78	73	220	85	26	45	71	128	119	137	105	95	387	35	22
		17%	17%	17%	21%	16%	24%	9%	8%	17%	20%	22%	17%	19%	18%	14%	17%	15%	17%
					df	f	df			g	g		n						
		48%	52%	17%	16%	48%	19%	6%	10%	15%	28%	26%	30%	23%	21%	85%	8%	5%	3%
Four or more	(4.0)	432	219	213	123	55	210	44	16	15	48	136	127	114	118	72	382	23	14
		16%	17%	15%	34%	12%	23%	5%	5%	6%	13%	23%	18%	16%	20%	11%	17%	10%	11%
					def	f	df				gh	ghi	n	n	ln		pq		pq
		51%	49%	29%	13%	49%	10%	4%	4%	11%	31%	29%	26%	27%	17%	89%	5%	3%	3%
None	(0.0)	109	53	56	-	3	7	98	34	7	7	2	19	14	22	54	86	12	6
		4%	4%	4%	-%	1%	1%	11%	11%	3%	2%	0%	3%	2%	4%	8%	4%	5%	5%
								cde	hij	j	j					klm			o
		49%	51%	-%	3%	6%	90%	31%	7%	6%	2%	17%	13%	20%	49%	79%	11%	6%	4%
Don't know	12	7	5	3	5	3	1	-	-	-	2	7	3	-	2	11	-	*	1
	0%	1%	0%	1%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	1%
					f							m							
		58%	42%	21%	39%	28%	12%	0%	0%	0%	15%	60%	24%	0%	16%	93%	0%	2%	6%
Mean mobiles in household	2.2	2.2	2.2	2.8	2.2	2.5	1.6	1.5	1.9	2.2	2.6	2.3	2.3	2.3	1.9	2.2	2.0	2.0	2.2
				def	f	df			g	gh	ghi	n	n	n		pq			p
Standard deviation	1.08	1.09	1.07	1.05	.91	1.02	.96	.96	.92	.98	.91	1.04	1.03	1.09	1.10	1.08	1.02	1.03	1.14
Standard error	.02	.03	.02	.05	.04	.03	.03	.04	.05	.05	.04	.04	.03	.04	.03	.02	.05	.05	.05

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 - H1 2016. 4th January to 29th February 2016.**

**Table 29**

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

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

Base : All respondents

		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		3737	249	251	247	250	251	237	252	251	251	2711	1026	1861	1863	1792	1945
Effective Weighted Sample		2504	221	237	237	233	233	225	231	232	231	2082	456	1294	1256	1218	1321
Total		2675	338	359	227	189	237	245	226	114	302	2315	360	1552	1114	1443	1232
			13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	54%	46%
One	(1.0)	589	42	81	35	37	50	56	59	30	84	511	78	219	368	302	287
		22%	12%	23%	16%	19%	21%	23%	26%	26%	28%	22%	22%	14%	33%	21%	23%
				a		a	a	a	ac	ac	acd				l		
			7%	14%	6%	6%	9%	9%	10%	5%	14%	87%	13%	37%	62%	51%	49%
Two	(2.0)	1077	141	145	102	76	84	100	86	46	115	921	157	664	409	618	459
		40%	42%	40%	45%	40%	36%	41%	38%	41%	38%	40%	44%	43%	37%	43%	37%
					e									m		o	
			13%	13%	9%	7%	8%	9%	8%	4%	11%	85%	15%	62%	38%	57%	43%
Three	(3.0)	456	64	56	41	32	43	48	35	17	50	394	62	332	122	234	222
		17%	19%	16%	18%	17%	18%	20%	15%	15%	17%	17%	17%	21%	11%	16%	18%
														m			
			14%	12%	9%	7%	10%	11%	8%	4%	11%	86%	14%	73%	27%	51%	49%
Four or more	(4.0)	432	77	61	38	32	48	36	36	12	42	382	50	315	116	230	202
		16%	23%	17%	17%	17%	20%	15%	16%	11%	14%	16%	14%	20%	10%	16%	16%
			fhi				h							m			
			18%	14%	9%	7%	11%	8%	8%	3%	10%	88%	12%	73%	27%	53%	47%
None	(0.0)	109	4	16	10	12	11	5	9	8	10	96	13	12	97	59	50
		4%	1%	5%	4%	6%	5%	2%	4%	7%	3%	4%	4%	1%	9%	4%	4%
				a	a	af	a		a	af					l		
			3%	15%	9%	11%	10%	5%	9%	7%	10%	88%	12%	11%	89%	54%	46%
Don't know		12	11	-	-	-	-	-	-	-	-	12	*	10	2	1	12
		*%	3%	-%	-%	-%	-%	-%	-%	-%	-%	1%	*%	1%	*%	*%	1%
			bcdefghi														n
			93%	-%	-%	-%	-%	-%	-%	-%	-%	99%	1%	83%	17%	5%	95%
Mean mobiles in household		2.2	2.5	2.2	2.3	2.2	2.3	2.2	2.1	2.0	2.1	2.2	2.2	2.5	1.8	2.2	2.2
			bcdefahi	h	h	h	h	h						m			

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 29**

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

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

Base : All respondents

	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	3737	249	251	247	250	251	237	252	251	251	2711	1026	1861	1863	1792	1945
Effective Weighted Sample	2504	221	237	237	233	233	225	231	232	231	2082	456	1294	1256	1218	1321
Total	2675	338	359	227	189	237	245	226	114	302	2315	360	1552	1114	1443	1232
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	54%	46%
Standard deviation	1.08	1.02	1.10	1.06	1.13	1.15	1.02	1.10	1.06	1.06	1.09	1.03	.99	1.08	1.07	1.10
Standard error	.02	.07	.07	.07	.07	.07	.07	.07	.07	.07	.02	.03	.02	.03	.03	.02
Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o																

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**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

		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		3737	1790	1947	519	604	1172	1442	559	401	451	615	797	1122	791	1022	2239	502	489	507
Effective Weighted Sample		2504	1197	1308	343	401	807	971	377	268	325	461	578	755	534	660	1916	310	301	376
Total		2675	1301	1374	364	469	915	927	317	260	358	583	712	720	580	661	2236	233	132	74
			49%	51%	14%	18%	34%	35%	12%	10%	13%	22%	27%	27%	22%	25%	84%	9%	5%	3%
No	(0.0)	60	36	24	1	4	10	45	6	13	10	2	16	16	10	17	44	9	6	1
		2%	3%	2%	1%	1%	5%	2%	5%	3%	1%	2%	2%	2%	3%	2%	4%	4%	1%	
							cde	j	gj	j	3%	27%	27%	16%	29%	73%	or	or		
1	(1.0)	2303	1081	1222	323	422	817	741	267	231	326	510	592	643	509	557	1923	203	112	64
		86%	83%	89%	89%	90%	89%	80%	84%	89%	91%	87%	83%	89%	88%	84%	86%	87%	85%	87%
			47%	53%	14%	18%	35%	32%	12%	10%	14%	22%	26%	28%	22%	24%	84%	9%	5%	3%
2	(2.0)	171	113	57	31	33	71	35	9	7	14	62	69	35	38	29	154	7	7	2
		6%	9%	4%	8%	7%	8%	4%	3%	3%	4%	11%	10%	5%	6%	4%	7%	3%	6%	3%
			b	f	f	f	f	f	5%	4%	8%	36%	40%	21%	22%	17%	90%	4%	4%	1%
3	(3.0)	11	5	6	4	1	3	4	1	2	1	3	4	6	*	1	10	1	*	1
		1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		47%	53%	34%	10%	23%	32%	9%	20%	5%	27%	32%	54%	4%	10%	85%	8%	2%	5%	
4 or more	(4.0)	10	5	5	3	-	4	2	-	1	-	3	5	2	2	1	9	*	-	*
		1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		47%	53%	35%	43%	23%	-%	-%	9%	9%	32%	50%	22%	19%	9%	96%	1%	-%	3%	
No mobiles in household	(0.0)	121	60	61	3	8	10	100	34	7	7	4	26	17	22	55	97	12	6	5
		5%	5%	4%	1%	2%	1%	11%	11%	3%	2%	1%	4%	2%	4%	8%	4%	5%	5%	7%
								cde	hij	j						klm				o
			50%	50%	2%	7%	9%	83%	28%	6%	6%	3%	21%	14%	18%	46%	80%	10%	5%	4%
Mean mobiles used		1.0	1.0	1.0	1.1	1.1	1.1	.9	.9	1.0	1.0	1.1	1.1	1.0	1.0	.9	1.0	.9	1.0	1.0
					df	f	f			g	g	ghi	n	n	n		pqr			
Standard deviation		.42	.46	.39	.45	.32	.38	.47	.40	.41	.31	.41	.48	.39	.39	.41	.43	.37	.39	.43
Standard error		.01	.01	.01	.02	.01	.01	.01	.02	.02	.01	.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																				

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**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

		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
Effective Weighted Sample	2504	1197	1308	343	401	807	971	377	268	325	461	578	755	534	660	1916	310	301	376
<b>PERSONALLY USE MOBILE</b>																			
Yes	2494	1204	1290	361	456	895	782	278	240	341	578	669	686	549	588	2096	211	120	68
	93%	93%	94%	99%	97%	98%	84%	88%	92%	95%	99%	94%	95%	95%	89%	94%	91%	91%	92%
		48%	52%	f	f	f			g	g	ghi	n	n	n		pq			
No	168	89	79	1	7	17	143	40	20	17	3	35	31	32	71	129	22	12	5
	6%	7%	6%	*%	2%	2%	15%	12%	8%	5%	1%	5%	4%	5%	11%	6%	9%	9%	7%
						c	cde	hij	j	j					klm		o	o	
		53%	47%	1%	4%	10%	85%	23%	12%	10%	2%	21%	18%	19%	42%	77%	13%	7%	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 - H1 2016. 4th January to 29th February 2016.**

**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.

**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

		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		3737	249	251	247	250	251	237	252	251	251	2711	1026	1861	1863	1792	1945
Effective Weighted Sample		2504	221	237	237	233	233	225	231	232	231	2082	456	1294	1256	1218	1321
Total		2675	338	359	227	189	237	245	226	114	302	2315	360	1552	1114	1443	1232
			13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	54%	46%
No	(0.0)	60 2%	5 2%	5 1%	6 3%	6 3%	3 1%	5 2%	5 2%	2 2%	6 2%	52 2%	7 2%	13 1%	46 4%	42 3%	18 1%
			9%	8%	10%	10%	5%	8%	8%	4%	10%	88%	12%	21%	78%	70%	30%
1	(1.0)	2303 86%	275 81%	314 88%	196 86%	157 83%	205 87%	214 88%	203 90% ad	95 84%	264 87%	1988 86%	315 88%	1372 88%	923 83%	1241 86%	1062 86%
			12%	14%	8%	7%	9%	9%	9%	4%	11%	86%	14%	60%	40%	54%	46%
2	(2.0)	171 6%	41 12%	18 5%	15 6%	12 6%	14 6%	20 8%	7 3%	8 7%	20 6%	150 6%	21 6%	136 9%	35 3%	90 6%	80 7%
			bcdegi 24%					g 12%						m 80%			
3	(3.0)	11 *%	1 *%	1 *%	- -%	- -%	3 1%	1 *%	1 1%	1 1%	2 1%	9 *%	3 1%	6 *%	5 *%	5 *%	7 1%
			10%	10%	-%	-%	23%	6%	12%	6%	18%	76%	24%	52%	48%	42%	58%
4 or more	(4.0)	10 *%	1 *%	5 1%	1 *%	1 1%	2 1%	- -%	- -%	- -%	- -%	8 *%	1 *%	4 *%	5 *%	6 *%	4 *%
			12%	48%	9%	11%	16%	-%	-%	-%	-%	89%	11%	45%	55%	61%	39%
No mobiles in household	(0.0)	121 5%	15 4%	16 5%	10 4%	12 6%	11 5%	5 2%	9 4%	8 7%	10 3%	108 5%	13 4%	22 1%	99 9%	60 4%	61 5%
			12%	14%	8%	10%	9%	4%	8%	6%	9%	89%	11%	18%	82%	49%	51%
Mean mobiles used		1.0	1.1 dgh	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.1 m	.9	1.0	1.0
Standard deviation		.42	.47	.48	.41	.46	.47	.36	.35	.43	.38	.43	.41	.38	.47	.43	.42
Standard error		.01	.03	.03	.03	.03	.03	.02	.02	.03	.02	.01	.01	.01	.01	.01	.01
Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o																	

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**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		DEPRIVATION LEVEL	
		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	YES l	NO m	LOW n	MEDIUM/ HIGH o
Significance Level: 95%																
Effective Weighted Sample	2504	221	237	237	233	233	225	231	232	231	2082	456	1294	1256	1218	1321
<b>PERSONALLY USE MOBILE</b>																
Yes	2494 93%	318 94%	337 94%	211 93%	171 90%	223 94%	235 96% dh	212 94%	104 91%	285 95%	2155 93%	340 94%	1517 98% m	969 87%	1342 93%	1153 94%
		13%	14%	8%	7%	9%	9%	8%	4%	11%	86%	14%	61%	39%	54%	46%
No	168 6%	9 3%	22 6%	16 7% a	18 10% af	14 6%	10 4%	14 6%	10 9% af	17 5%	148 6%	20 6%	24 2%	143 13% l	101 7%	68 5%
		5%	13%	9%	11%	8%	6%	8%	6%	10%	88%	12%	14%	85%	60%	40%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 31**

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

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

Base : Those who personally use a mobile phone

	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	3425	1629	1796	513	591	1142	1179	483	365	429	610	745	1059	728	889	2083	451	445	446
Effective Weighted Sample	2318	1101	1218	340	391	788	812	329	247	309	457	543	719	498	579	1787	279	273	341
Total	2494	1204	1290	361	456	895	782	278	240	341	578	669	686	549	588	2096	211	120	68
		48%	52%	14%	18%	36%	31%	11%	10%	14%	23%	27%	28%	22%	24%	84%	8%	5%	3%
EE/ Everything Everywhere	578	271	307	101	124	216	137	50	46	85	156	164	169	122	123	501	38	35	5
	23%	23%	24%	28%	27%	24%	18%	18%	19%	25%	27%	24%	25%	22%	21%	24%	18%	29%	7%
				f	f	f				g	gh					pr	r	pr	
		47%	53%	18%	21%	37%	24%	9%	8%	15%	27%	28%	29%	21%	21%	87%	6%	6%	1%
O2	548	263	285	92	88	203	166	67	56	64	135	150	141	128	129	435	57	15	40
	22%	22%	22%	25%	19%	23%	21%	24%	23%	19%	23%	22%	21%	23%	22%	21%	27%	13%	60%
		48%	52%	d												q	oq		opq
				17%	16%	37%	30%	12%	10%	12%	25%	27%	26%	23%	23%	79%	10%	3%	7%
Vodafone	448	228	219	67	75	168	138	41	30	54	115	133	133	99	81	383	36	19	9
	18%	19%	17%	19%	16%	19%	18%	15%	13%	16%	20%	20%	19%	18%	14%	18%	17%	16%	14%
											h	n	n			r			
		51%	49%	15%	17%	37%	31%	9%	7%	12%	26%	30%	30%	22%	18%	86%	8%	4%	2%
'3'	207	103	104	31	59	84	34	24	28	28	54	52	58	40	55	171	19	11	5
	8%	9%	8%	8%	13%	9%	4%	9%	12%	8%	9%	8%	8%	7%	9%	8%	9%	9%	8%
				f	f	f													
		50%	50%	15%	29%	40%	16%	12%	14%	14%	26%	25%	28%	20%	27%	83%	9%	5%	2%
Tesco	153	74	79	17	15	43	78	25	18	22	29	28	40	42	42	124	20	6	3
	6%	6%	6%	5%	3%	5%	10%	9%	8%	6%	5%	4%	6%	8%	7%	6%	10%	5%	5%
				cde				j						k	k		oqr		
		48%	52%	11%	10%	28%	51%	16%	12%	14%	19%	18%	26%	28%	28%	81%	13%	4%	2%
Virgin Media/ Any Virgin	137	66	72	6	19	50	63	20	14	22	21	30	36	33	38	122	12	3	1
	6%	5%	6%	2%	4%	6%	8%	7%	6%	7%	4%	5%	5%	6%	6%	6%	5%	3%	1%
				c	c	cde		j								qr	r		
		48%	52%	4%	14%	36%	46%	14%	10%	16%	15%	22%	26%	24%	28%	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 TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 31**

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

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

Base : Those who personally use a mobile phone

	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	3425	1629	1796	513	591	1142	1179	483	365	429	610	745	1059	728	889	2083	451	445	446
Effective Weighted Sample	2318	1101	1218	340	391	788	812	329	247	309	457	543	719	498	579	1787	279	273	341
Total	2494	1204	1290	361	456	895	782	278	240	341	578	669	686	549	588	2096	211	120	68
		48%	52%	14%	18%	36%	31%	11%	10%	14%	23%	27%	28%	22%	24%	84%	8%	5%	3%
Orange	129	59	71	10	20	42	58	18	13	11	23	38	29	28	33	104	10	15	1
	5%	5%	5%	3%	4%	5%	7%	6%	5%	3%	4%	6%	4%	5%	6%	5%	5%	12%	2%
							cde									r		opr	
		45%	55%	8%	15%	33%	45%	14%	10%	8%	18%	30%	23%	22%	26%	80%	8%	11%	1%
T-Mobile	87	47	40	11	20	30	26	7	9	23	18	23	23	16	25	75	5	7	1
	3%	4%	3%	3%	4%	3%	3%	2%	4%	7%	3%	3%	3%	3%	4%	4%	2%	6%	1%
										gj						r		pr	
		54%	46%	12%	23%	35%	30%	8%	10%	26%	20%	27%	26%	18%	28%	86%	5%	8%	1%
Giffgaff	59	29	30	14	14	21	9	7	4	14	14	17	12	10	19	55	3	1	*
	2%	2%	2%	4%	3%	2%	1%	2%	2%	4%	2%	3%	2%	2%	3%	3%	2%	1%	*%
				f	f											r			
		49%	51%	24%	24%	36%	16%	11%	7%	23%	23%	29%	21%	17%	33%	92%	5%	2%	*%
TalkTalk	34	19	14	2	6	7	18	6	2	4	3	8	11	4	10	27	3	2	2
	1%	2%	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%	2%	1%	2%	1%	1%	2%	2%
							e	j											
		57%	43%	7%	18%	21%	54%	19%	5%	13%	10%	25%	32%	13%	30%	82%	8%	6%	5%
Lycatel	16	8	8	2	11	1	2	3	2	-	1	2	5	4	5	16	-	-	-
	1%	1%	1%	1%	2%	*%	*%	1%	1%	-%	*%	*%	1%	1%	1%	1%	-%	-%	-%
					ef														
		48%	52%	15%	68%	6%	10%	18%	10%	-%	9%	10%	34%	24%	32%	100%	-%	-%	-%
Talk Mobile	10	4	6	1	*	4	5	1	1	*	1	2	4	4	*	8	1	1	-
	*%	*%	*%	*%	*%	*%	1%	*%	*%	*%	*%	*%	1%	1%	*%	*%	*%	1%	-%
														n					
		40%	60%	8%	3%	38%	51%	12%	9%	3%	13%	21%	37%	41%	1%	84%	7%	9%	-%
Lebara	6	3	4	-	2	4	-	-	1	1	1	3	-	-	4	6	-	-	-
	*%	*%	*%	-%	*%	*%	-%	-%	*%	*%	*%	*%	-%	-%	1%	*%	-%	-%	-%
						f									l				
		42%	58%	-%	30%	70%	-%	-%	15%	13%	14%	42%	-%	-%	58%	100%	-%	-%	-%

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 - H1 2016. 4th January to 29th February 2016.**

**Table 31**

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

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

Base : Those who personally use a mobile phone

	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	3425	1629	1796	513	591	1142	1179	483	365	429	610	745	1059	728	889	2083	451	445	446
Effective Weighted Sample	2318	1101	1218	340	391	788	812	329	247	309	457	543	719	498	579	1787	279	273	341
Total	2494	1204	1290	361	456	895	782	278	240	341	578	669	686	549	588	2096	211	120	68
		48%	52%	14%	18%	36%	31%	11%	10%	14%	23%	27%	28%	22%	24%	84%	8%	5%	3%
Other	48	20	27	6	5	17	20	3	12	8	4	10	12	11	14	41	4	2	*
	2%	2%	2%	2%	1%	2%	2%	1%	5%	2%	1%	2%	2%	2%	2%	2%	2%	2%	***
		43%	57%	13%	11%	35%	41%	7%	25%	17%	9%	21%	25%	24%	29%	86%	9%	5%	***
Don't know	36	12	24	1	-	6	28	6	5	4	2	7	13	6	9	29	4	3	*
	1%	1%	2%	***	-%	1%	4%	2%	2%	1%	***	1%	2%	1%	2%	1%	2%	2%	***
		34%	66%	4%	-%	16%	80%	16%	14%	12%	5%	21%	35%	17%	27%	80%	11%	8%	***

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 - H1 2016. 4th January to 29th February 2016.**

**Table 31**

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

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

Base : Those who personally use a mobile phone

	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	3425	236	235	228	224	234	228	234	227	237	2485	940	1825	1589	1637	1788
Effective Weighted Sample	2318	209	222	218	209	217	217	215	210	217	1923	428	1269	1089	1122	1231
Total	2494	318	337	211	171	223	235	212	104	285	2155	340	1517	969	1342	1153
		13%	14%	8%	7%	9%	9%	8%	4%	11%	86%	14%	61%	39%	54%	46%
EE/ Everything Everywhere	578	88	66	44	33	67	41	46	26	90	497	81	387	189	307	271
	23%	28%	19%	21%	19%	30%	18%	22%	25%	31%	23%	24%	26%	20%	23%	23%
		bdf				bcd				bcd			m			
		15%	11%	8%	6%	12%	7%	8%	5%	16%	86%	14%	67%	33%	53%	47%
O2	548	54	68	54	33	37	59	50	23	57	458	89	327	220	283	265
	22%	17%	20%	26%	19%	17%	25%	24%	22%	20%	21%	26%	22%	23%	21%	23%
				ae			ae					j				
		10%	13%	10%	6%	7%	11%	9%	4%	10%	84%	16%	60%	40%	52%	48%
Vodafone	448	58	100	37	23	38	45	29	15	40	375	72	298	147	261	186
	18%	18%	30%	17%	14%	17%	19%	14%	14%	14%	17%	21%	20%	15%	19%	16%
			acdefghi										m		o	
		13%	22%	8%	5%	8%	10%	6%	3%	9%	84%	16%	67%	33%	58%	42%
'3'	207	39	24	10	13	18	23	22	6	16	180	26	133	72	95	112
	8%	12%	7%	5%	8%	8%	10%	10%	6%	6%	8%	8%	9%	7%	7%	10%
		chi					c	c							n	
		19%	12%	5%	6%	9%	11%	11%	3%	8%	87%	13%	64%	35%	46%	54%
Tesco	153	6	23	14	14	15	17	17	8	11	131	22	65	88	78	75
	6%	2%	7%	7%	8%	7%	7%	8%	8%	4%	6%	7%	4%	9%	6%	6%
			a	a	a	a	a	a	a					l		
		4%	15%	9%	9%	10%	11%	11%	5%	7%	85%	15%	43%	57%	51%	49%
Virgin Media/ Any Virgin	137	11	14	15	17	12	15	18	7	13	132	5	69	66	75	62
	6%	3%	4%	7%	10%	5%	7%	9%	7%	5%	6%	2%	5%	7%	6%	5%
					abi			a			k		l			
		8%	10%	11%	12%	9%	11%	13%	5%	9%	96%	4%	51%	48%	55%	45%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 31**

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

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

Base : Those who personally use a mobile phone

	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	3425	236	235	228	224	234	228	234	227	237	2485	940	1825	1589	1637	1788
Effective Weighted Sample	2318	209	222	218	209	217	217	215	210	217	1923	428	1269	1089	1122	1231
Total	2494	318	337	211	171	223	235	212	104	285	2155	340	1517	969	1342	1153
		13%	14%	8%	7%	9%	9%	8%	4%	11%	86%	14%	61%	39%	54%	46%
Orange	129	7	9	18	12	14	6	11	9	18	113	16	68	62	76	54
	5%	2%	3%	9%	7%	6%	3%	5%	9%	6%	5%	5%	4%	6%	6%	5%
				abf	abf	a			abf	a				l		
		5%	7%	14%	9%	11%	5%	8%	7%	14%	88%	12%	52%	48%	58%	42%
T-Mobile	87	18	8	2	5	5	11	6	3	17	79	8	60	26	51	36
	3%	6%	2%	1%	3%	2%	5%	3%	3%	6%	4%	2%	4%	3%	4%	3%
		c					c			ce						
		21%	9%	3%	5%	6%	12%	7%	3%	20%	91%	9%	69%	30%	59%	41%
Giffgaff	59	9	11	3	6	9	4	2	2	9	54	5	40	19	30	29
	2%	3%	3%	1%	3%	4%	2%	1%	2%	3%	3%	1%	3%	2%	2%	2%
		15%	19%	5%	9%	15%	7%	4%	4%	15%	92%	8%	67%	33%	51%	49%
TalkTalk	34	2	3	4	7	3	1	-	1	5	31	2	17	16	22	12
	1%	1%	1%	2%	4%	2%	*%	-%	1%	2%	1%	1%	1%	2%	2%	1%
				g	abfg											
		7%	10%	12%	22%	10%	2%	-%	4%	15%	93%	7%	51%	49%	65%	35%
Lycatel	16	12	1	-	1	1	-	-	-	-	16	-	14	2	7	8
	1%	4%	*%	-%	1%	1%	-%	-%	-%	-%	1%	-%	1%	*%	1%	1%
		bcdefghi											m			
		77%	8%	-%	6%	9%	-%	-%	-%	-%	100%	-%	90%	10%	47%	53%
Talk Mobile	10	-	1	2	2	-	1	2	1	-	7	3	2	8	8	2
	*%	-%	*%	1%	1%	-%	*%	1%	1%	-%	*%	1%	*%	1%	1%	*%
														l		
		-%	8%	23%	19%	-%	9%	16%	9%	-%	67%	33%	23%	77%	80%	20%
Lebara	6	5	-	-	-	-	-	1	-	-	6	-	5	1	-	6
	*%	2%	-%	-%	-%	-%	-%	*%	-%	-%	*%	-%	*%	*%	-%	1%
															n	
		87%	-%	-%	-%	-%	-%	13%	-%	-%	100%	-%	87%	13%	-%	100%
Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o																

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 31**

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

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

Base : Those who personally use a mobile phone

	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	3425	236	235	228	224	234	228	234	227	237	2485	940	1825	1589	1637	1788
Effective Weighted Sample	2318	209	222	218	209	217	217	215	210	217	1923	428	1269	1089	1122	1231
Total	2494	318	337	211	171	223	235	212	104	285	2155	340	1517	969	1342	1153
		13%	14%	8%	7%	9%	9%	8%	4%	11%	86%	14%	61%	39%	54%	46%
Other	48	8	3	7	2	2	6	7	1	6	41	6	21	26	25	22
	2%	2%	1%	3%	1%	1%	2%	3%	1%	2%	2%	2%	1%	3%	2%	2%
		16%	6%	14%	5%	5%	12%	14%	2%	12%	87%	13%	44%	56%	54%	46%
Don't know	36	2	6	2	3	1	7	2	1	4	33	3	9	26	22	13
	1%	1%	2%	1%	2%	1%	3%	1%	1%	2%	2%	1%	1%	3%	2%	1%
		5%	18%	5%	9%	2%	20%	6%	4%	13%	92%	8%	26%	74%	63%	37%
Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o																

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QD4 (QD24B). Do you personally use a smartphone? IF UNSURE - A smartphone is a phone on which you can easily access emails, download files and applications, as well as view websites and generally surf the internet. Popular brands of smartphone include BlackBerry, iPhone and Android phones such as the Samsung Galaxy S4.**

Base : Those who personally use a mobile phone

		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	3425	1629	1796	513	591	1142	1179	483	365	429	610	745	1059	728	889	2083	451	445	446
Effective Weighted Sample	2318	1101	1218	340	391	788	812	329	247	309	457	543	719	498	579	1787	279	273	341
Total	2494	1204	1290	361	456	895	782	278	240	341	578	669	686	549	588	2096	211	120	68
		48%	52%	14%	18%	36%	31%	11%	10%	14%	23%	27%	28%	22%	24%	84%	8%	5%	3%
Yes	1896	903	993	329	426	755	385	167	157	281	516	540	533	413	408	1593	164	86	53
	76%	75%	77%	91%	93%	84%	49%	60%	65%	82%	89%	81%	78%	75%	69%	76%	78%	72%	78%
				ef	ef	f				gh	ghi	mn	n	n					
		48%	52%	17%	22%	40%	20%	9%	8%	15%	27%	28%	28%	22%	22%	84%	9%	5%	3%
No	596	301	295	32	29	139	396	110	84	60	61	130	152	136	179	501	47	33	15
	24%	25%	23%	9%	6%	16%	51%	40%	35%	18%	10%	19%	22%	25%	30%	24%	22%	28%	22%
						cd	cde	ij	ij	j				k	klm				
		51%	49%	5%	5%	23%	66%	18%	14%	10%	10%	22%	25%	23%	30%	84%	8%	6%	2%
Don't know	3	1	2	-	1	*	1	1	*	*	1	-	1	-	1	2	*	1	*
	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	-%	*%	-%	*%	*%	*%	*%	*%
		20%	80%	-%	46%	16%	38%	28%	4%	3%	46%	-%	52%	-%	44%	74%	3%	19%	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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QD4 (QD24B). Do you personally use a smartphone? IF UNSURE - A smartphone is a phone on which you can easily access emails, download files and applications, as well as view websites and generally surf the internet. Popular brands of smartphone include BlackBerry, iPhone and Android phones such as the Samsung Galaxy S4.**

Base : Those who personally use a mobile phone

	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	3425	236	235	228	224	234	228	234	227	237	2485	940	1825	1589	1637	1788
Effective Weighted Sample	2318	209	222	218	209	217	217	215	210	217	1923	428	1269	1089	1122	1231
Total	2494	318	337	211	171	223	235	212	104	285	2155	340	1517	969	1342	1153
		13%	14%	8%	7%	9%	9%	8%	4%	11%	86%	14%	61%	39%	54%	46%
Yes	1896	275	243	156	126	168	177	164	74	209	1651	245	1314	574	1004	892
	76%	87%	72%	74%	74%	75%	76%	78%	71%	73%	77%	72%	87%	59%	75%	77%
		bcdefghi											m			
		15%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	69%	30%	53%	47%
No	596	43	93	55	45	55	58	47	30	76	502	94	201	393	338	259
	24%	13%	28%	26%	26%	25%	24%	22%	29%	27%	23%	28%	13%	41%	25%	22%
			a	a	a	a	a	a	a	a		j		l		
		7%	16%	9%	8%	9%	10%	8%	5%	13%	84%	16%	34%	66%	57%	43%
Don't know	3	-	1	-	-	-	-	1	-	-	2	*	2	1	*	3
	*%	-%	*%	-%	-%	-%	-%	*%	-%	-%	*%	*%	*%	*%	*%	*%
		-%	46%	-%	-%	-%	-%	28%	-%	-%	87%	13%	54%	46%	10%	90%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 33**

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

**QD5 (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 £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	2487	1157	1330	475	540	937	535	286	223	340	535	589	803	520	573	1532	319	291	345
Effective Weighted Sample	1708	800	909	313	362	657	383	198	155	249	404	427	549	368	379	1321	204	184	265
Total	1896	903	993	329	426	755	385	167	157	281	516	540	533	413	408	1593	164	86	53
		48%	52%	17%	22%	40%	20%	9%	8%	15%	27%	28%	28%	22%	22%	84%	9%	5%	3%
Apple iPhone	865	397	469	180	201	362	122	53	63	123	279	285	258	178	143	724	86	33	23
	46%	44%	47%	55%	47%	48%	32%	32%	40%	44%	54%	53%	48%	43%	35%	45%	52%	39%	43%
		46%	54%	21%	23%	42%	14%	6%	7%	14%	32%	33%	30%	21%	17%	84%	10%	4%	3%
Samsung	606	287	319	86	145	226	148	65	56	97	135	135	168	138	165	505	49	34	19
	32%	32%	32%	26%	34%	30%	39%	39%	36%	34%	26%	25%	31%	34%	41%	32%	30%	40%	36%
		47%	53%	14%	24%	37%	24%	11%	9%	16%	22%	22%	28%	23%	27%	83%	8%	6%	3%
Nokia	101	46	55	11	17	36	37	11	10	21	22	25	18	33	25	85	10	4	2
	5%	5%	6%	3%	4%	5%	10%	6%	6%	7%	4%	5%	3%	8%	6%	5%	6%	5%	4%
		46%	54%	11%	17%	36%	36%	11%	10%	20%	22%	25%	18%	32%	25%	84%	10%	4%	2%
Sony Xperia	91	41	50	10	20	44	17	12	8	13	20	21	28	18	24	79	7	3	3
	5%	5%	5%	3%	5%	6%	4%	7%	5%	5%	4%	4%	5%	4%	6%	5%	4%	3%	5%
		45%	55%	11%	22%	48%	19%	14%	9%	15%	22%	23%	31%	20%	26%	87%	7%	3%	3%
HTC	80	52	28	18	14	32	15	8	6	8	25	29	21	14	15	68	5	4	3
	4%	6%	3%	6%	3%	4%	4%	5%	4%	3%	5%	5%	4%	3%	4%	4%	3%	5%	6%
		65%	35%	23%	18%	40%	19%	10%	7%	10%	31%	37%	26%	18%	19%	85%	6%	5%	4%
BlackBerry	37	21	16	7	5	17	9	3	3	4	13	13	11	6	8	34	2	1	1
	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%	3%	2%	2%	1%	2%	2%	1%	1%	2%
		57%	43%	19%	12%	45%	24%	9%	8%	12%	35%	33%	29%	16%	22%	90%	6%	1%	2%
Motorola	27	15	12	2	6	7	12	1	3	3	2	6	8	6	7	25	1	1	1
	1%	2%	1%	1%	1%	1%	3%	1%	2%	1%	*%	1%	2%	1%	2%	2%	1%	1%	1%
		54%	46%	9%	22%	24%	45%	5%	10%	10%	8%	21%	30%	23%	27%	92%	4%	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 TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 33**

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

**QD5 (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

		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	2487	1157	1330	475	540	937	535	286	223	340	535	589	803	520	573	1532	319	291	345
Effective Weighted Sample	1708	800	909	313	362	657	383	198	155	249	404	427	549	368	379	1321	204	184	265
Total	1896	903	993	329	426	755	385	167	157	281	516	540	533	413	408	1593	164	86	53
		48%	52%	17%	22%	40%	20%	9%	8%	15%	27%	28%	28%	22%	22%	84%	9%	5%	3%
LG	19	8	12	3	5	7	4	1	3	4	1	6	5	4	4	16	1	1	1
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%
		40%	60%	15%	25%	38%	22%	5%	17%	19%	6%	29%	26%	23%	22%	84%	6%	5%	6%
Nexus	6	3	3	1	1	3	-	-	-	-	4	5	1	-	-	5	-	1	-
	1%	1%	1%	1%	1%	1%	0%	0%	0%	0%	1%	1%	1%	0%	0%	1%	0%	1%	0%
		46%	54%	24%	24%	53%	0%	0%	0%	0%	66%	87%	13%	0%	0%	89%	0%	11%	0%
Other	56	29	27	10	11	19	15	10	4	8	13	13	14	14	14	49	3	4	1
	3%	3%	3%	3%	3%	2%	4%	6%	3%	3%	3%	2%	3%	3%	3%	3%	2%	4%	1%
		52%	48%	19%	20%	34%	27%	18%	7%	14%	24%	24%	25%	25%	24%	88%	5%	7%	1%
Don't know	6	4	3	-	*	1	5	2	*	-	2	2	2	*	2	4	1	1	*
	1%	1%	1%	0%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		59%	41%	0%	5%	19%	76%	36%	2%	0%	24%	39%	26%	5%	30%	64%	21%	13%	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 - H1 2016. 4th January to 29th February 2016.**

**Table 33**

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

**QD5 (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		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	2487	201	164	166	162	172	168	175	156	168	1841	646	1559	921	1175	1312	
Effective Weighted Sample	1708	180	155	159	151	160	160	163	145	154	1432	300	1094	638	818	912	
Total	1896	275	243	156	126	168	177	164	74	209	1651	245	1314	574	1004	892	
		15%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	69%	30%	53%	47%	
Apple iPhone	865	113	123	71	58	82	82	64	35	95	749	116	650	211	494	372	
	46%	41%	51%	45%	46%	49%	46%	39%	48%	45%	45%	47%	49%	37%	49%	42%	
			g										m		o		
			13%	14%	8%	7%	10%	10%	7%	4%	11%	87%	13%	75%	24%	57%	43%
Samsung	606	120	66	48	32	39	46	61	26	67	541	65	399	206	274	332	
	32%	44%	27%	31%	25%	23%	26%	37%	36%	32%	33%	27%	30%	36%	27%	37%	
		bcdefi						def	e		k		l		n		
			20%	11%	8%	5%	6%	8%	4%	11%	89%	11%	66%	34%	45%	55%	
Nokia	101	8	14	8	10	10	8	11	3	12	82	19	59	41	60	42	
	5%	3%	6%	5%	8%	6%	5%	7%	4%	6%	5%	8%	5%	7%	6%	5%	
			8%	14%	8%	9%	10%	8%	11%	3%	12%	81%	19%	59%	41%	59%	41%
Sony Xperia	91	4	9	9	12	11	11	8	3	12	78	13	62	28	52	39	
	5%	2%	4%	6%	9%	7%	6%	5%	4%	6%	5%	5%	5%	5%	5%	4%	
				a	abh	a	a			a							
			5%	10%	10%	13%	12%	9%	3%	14%	85%	15%	68%	30%	58%	42%	
HTC	80	13	8	5	6	10	5	7	3	10	76	4	56	24	40	40	
	4%	5%	3%	3%	5%	6%	3%	5%	4%	5%	5%	2%	4%	4%	4%	4%	
			16%	11%	7%	7%	12%	9%	4%	12%	95%	5%	70%	30%	50%	50%	
BlackBerry	37	10	3	1	4	7	5	1	1	2	31	6	27	11	16	22	
	2%	4%	1%	1%	3%	4%	3%	1%	2%	1%	2%	3%	2%	2%	2%	2%	
						cgi											
			28%	8%	3%	10%	19%	12%	3%	3%	4%	83%	17%	72%	28%	42%	58%
Motorola	27	1	8	3	3	2	3	1	1	2	23	4	12	15	19	8	
	1%	1%	3%	2%	2%	1%	2%	1%	1%	1%	1%	2%	1%	3%	2%	1%	
													l				
Columns Tested: a.b.c.d.e.f.g.h.i - j.k - l.m - n.o			5%	29%	12%	11%	7%	12%	4%	3%	8%	14%	43%	57%	70%	30%	

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 33**

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

**QD5 (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		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	2487	201	164	166	162	172	168	175	156	168	1841	646	1559	921	1175	1312
Effective Weighted Sample	1708	180	155	159	151	160	160	163	145	154	1432	300	1094	638	818	912
Total	1896	275	243	156	126	168	177	164	74	209	1651	245	1314	574	1004	892
		15%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	69%	30%	53%	47%
LG	19	2	2	3	1	2	4	3	-	-	17	3	11	8	12	7
	1%	1%	1%	2%	1%	1%	2%	2%	-%	-%	1%	1%	1%	1%	1%	1%
		12%	8%	15%	3%	10%	19%	16%	-%	-%	86%	14%	57%	43%	64%	36%
Nexus	6	1	-	1	-	-	1	-	-	2	6	-	4	1	3	3
	*%	1%	-%	*%	-%	-%	1%	-%	-%	1%	*%	-%	*%	*%	*%	*%
		24%	-%	13%	-%	-%	22%	-%	-%	30%	100%	-%	76%	24%	53%	47%
Other	56	1	10	7	2	3	11	6	1	7	43	13	33	23	29	26
	3%	*%	4%	5%	1%	2%	6%	4%	1%	4%	3%	5%	3%	4%	3%	3%
			a	a			adeh	a		a		j				
		2%	18%	13%	3%	5%	20%	11%	2%	13%	77%	23%	59%	41%	53%	47%
Don't know	6	-	-	-	-	2	-	2	*	-	5	1	1	6	4	2
	*%	-%	-%	-%	-%	1%	-%	1%	*%	-%	*%	1%	*%	1%	*%	*%
														l		
		-%	-%	-%	-%	33%	-%	26%	5%	-%	80%	20%	11%	89%	68%	32%
Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o																

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**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 £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	2487	1157	1330	475	540	937	535	286	223	340	535	589	803	520	573	1532	319	291	345
Effective Weighted Sample	1708	800	909	313	362	657	383	198	155	249	404	427	549	368	379	1321	204	184	265
Total	1896	903	993	329	426	755	385	167	157	281	516	540	533	413	408	1593	164	86	53
		48%	52%	17%	22%	40%	20%	9%	8%	15%	27%	28%	28%	22%	22%	84%	9%	5%	3%
Yes	1275	618	657	260	307	528	180	91	108	204	379	358	391	279	247	1083	94	58	40
	67%	68%	66%	79%	72%	70%	47%	54%	69%	73%	73%	66%	73%	67%	60%	68%	57%	68%	77%
				def	f	f			g	g	g		kn	n		p		p	opq
		48%	52%	20%	24%	41%	14%	7%	8%	16%	30%	28%	31%	22%	19%	85%	7%	5%	3%
No	530	256	274	61	105	192	171	55	38	66	126	157	122	119	131	438	63	23	7
	28%	28%	28%	19%	25%	25%	44%	33%	24%	23%	24%	29%	23%	29%	32%	27%	38%	26%	13%
						c	cde	ij				l		l	l	r	oqr	r	
		48%	52%	12%	20%	36%	32%	10%	7%	12%	24%	30%	23%	22%	25%	83%	12%	4%	1%
Don't know	90	28	62	7	14	35	34	20	11	11	12	25	20	15	30	72	7	5	5
	5%	3%	6%	2%	3%	5%	9%	12%	7%	4%	2%	5%	4%	4%	7%	5%	4%	6%	10%
			a				cde	ij	j						lm				op
		31%	69%	8%	15%	39%	37%	23%	12%	12%	13%	28%	22%	17%	33%	80%	8%	6%	6%

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 - H1 2016. 4th January to 29th February 2016.**

**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.

**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		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	2487	201	164	166	162	172	168	175	156	168	1841	646	1559	921	1175	1312
Effective Weighted Sample	1708	180	155	159	151	160	160	163	145	154	1432	300	1094	638	818	912
Total	1896	275	243	156	126	168	177	164	74	209	1651	245	1314	574	1004	892
		15%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	69%	30%	53%	47%
Yes	1275	183	155	94	75	117	125	106	55	172	1141	134	939	332	662	613
	67%	66%	64%	60%	60%	70%	70%	65%	75%	82%	69%	55%	71%	58%	66%	69%
									bcd	abcdefg	k		m			
		14%	12%	7%	6%	9%	10%	8%	4%	14%	89%	11%	74%	26%	52%	48%
No	530	89	82	54	45	34	44	43	17	29	436	95	329	198	301	229
	28%	32%	34%	35%	36%	20%	25%	26%	23%	14%	26%	39%	25%	35%	30%	26%
		ei	ehi	ehi	efhi		i	i	i		j		l			
		17%	15%	10%	9%	6%	8%	8%	3%	5%	82%	18%	62%	37%	57%	43%
Don't know	90	4	6	8	5	17	8	14	2	8	74	16	46	44	41	49
	5%	1%	2%	5%	4%	10%	5%	9%	3%	4%	4%	7%	4%	8%	4%	6%
			a	a		abdhi		abh					l			
		4%	6%	9%	6%	19%	9%	16%	2%	9%	82%	18%	51%	49%	45%	55%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**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

	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	931	469	462	38	50	203	640	196	141	88	74	156	253	208	313	549	131	151	100
Effective Weighted Sample	615	303	312	28	29	131	430	129	93	61	52	117	170	131	202	469	80	92	75
Total	596	301	295	32	29	139	396	110	84	60	61	130	152	136	179	501	47	33	15
		51%	49%	**	**	23%	66%	18%	14%	**	**	22%	25%	23%	30%	84%	8%	6%	2%
Certain to	7	3	4	**	**	*	3	2	2	**	**	2	2	2	2	7	-	-	-
	1%	1%	1%	**	**	*%	1%	1%	2%	**	**	1%	1%	1%	1%	1%	-%	-%	-%
		39%	61%	**	**	3%	47%	22%	27%	**	**	25%	31%	22%	22%	100%	-%	-%	-%
Very likely	26	9	17	**	**	11	8	2	1	**	**	5	9	4	7	23	2	1	-
	4%	3%	6%	**	**	8%	2%	2%	2%	**	**	4%	6%	3%	4%	5%	5%	2%	-%
		33%	67%	**	**	41%	29%	10%	6%	**	**	21%	35%	16%	28%	88%	10%	3%	-%
Likely	63	31	32	**	**	24	23	14	7	**	**	15	17	15	17	53	6	3	1
	11%	10%	11%	**	**	17%	6%	13%	8%	**	**	11%	11%	11%	10%	11%	14%	10%	5%
		49%	51%	**	**	38%	36%	22%	10%	**	**	23%	27%	23%	27%	83%	10%	5%	1%
TOTAL LIKELY	96	42	54	**	**	35	34	18	10	**	**	22	28	20	26	83	9	4	1
	16%	14%	18%	**	**	25%	8%	16%	12%	**	**	17%	19%	15%	15%	17%	19%	12%	5%
		44%	56%	**	**	36%	35%	19%	10%	**	**	23%	29%	21%	27%	86%	9%	4%	1%
Unlikely	89	46	44	**	**	17	65	16	10	**	**	24	29	17	18	75	8	4	2
	15%	15%	15%	**	**	12%	16%	14%	12%	**	**	19%	19%	13%	10%	15%	16%	13%	16%
		51%	49%	**	**	19%	73%	18%	11%	**	**	27%	33%	19%	20%	84%	9%	5%	3%
Very unlikely	127	70	56	**	**	22	100	22	24	**	**	26	28	30	43	106	11	7	3
	21%	23%	19%	**	**	16%	25%	20%	28%	**	**	20%	19%	22%	24%	21%	24%	22%	18%
		56%	44%	**	**	17%	79%	17%	19%	**	**	21%	22%	23%	34%	83%	9%	6%	2%
Certain not to	200	99	101	**	**	39	150	43	34	**	**	41	48	41	69	171	15	10	4
	34%	33%	34%	**	**	28%	38%	39%	40%	**	**	32%	32%	31%	39%	34%	32%	30%	25%
		49%	51%	**	**	19%	75%	21%	17%	**	**	21%	24%	21%	35%	86%	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 - H1 2016. 4th January to 29th February 2016.**

**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.

**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

	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	931	469	462	38	50	203	640	196	141	88	74	156	253	208	313	549	131	151	100
Effective Weighted Sample	615	303	312	28	29	131	430	129	93	61	52	117	170	131	202	469	80	92	75
Total	596	301	295	32	29	139	396	110	84	60	61	130	152	136	179	501	47	33	15
		51%	49%	**	**	23%	66%	18%	14%	**	**	22%	25%	23%	30%	84%	8%	6%	2%
TOTAL UNLIKELY	416	215	201	**	**	77	316	80	67	**	**	92	106	88	130	352	34	22	9
	70%	71%	68%	**	**	55%	80%	73%	80%	**	**	71%	70%	65%	73%	70%	72%	65%	59%
		52%	48%	**	**	19%	76%	19%	16%	**	**	22%	25%	21%	31%	85%	8%	5%	2%
Don't know	83	44	39	**	**	27	47	12	7	**	**	16	18	27	23	66	4	8	5
	14%	15%	13%	**	**	19%	12%	11%	8%	**	**	12%	12%	20%	13%	13%	10%	23%	36%
		53%	47%	**	**	32%	56%	14%	8%	**	**	19%	21%	33%	27%	79%	5%	9%	6%

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 - H1 2016. 4th January to 29th February 2016.**

**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.

**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		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	931	35	70	62	62	62	60	58	71	69	641	290	263	664	459	472
Effective Weighted Sample	615	29	67	59	58	58	57	52	65	64	495	128	174	449	306	325
Total	596	43	93	55	45	55	58	47	30	76	502	94	201	393	338	259
		**	**	**	**	**	**	**	**	**	84%	16%	34%	66%	57%	43%
Certain to	7	**	**	**	**	**	**	**	**	**	7	-	1	6	5	3
	1%	**	**	**	**	**	**	**	**	**	1%	-%	1%	1%	1%	1%
		**	**	**	**	**	**	**	**	**	100%	-%	19%	81%	64%	36%
Very likely	26	**	**	**	**	**	**	**	**	**	24	2	15	11	17	9
	4%	**	**	**	**	**	**	**	**	**	5%	2%	7%	3%	5%	4%
		**	**	**	**	**	**	**	**	**	94%	6%	m 57%	42%	64%	36%
Likely	63	**	**	**	**	**	**	**	**	**	56	7	30	33	35	28
	11%	**	**	**	**	**	**	**	**	**	11%	8%	15%	8%	10%	11%
		**	**	**	**	**	**	**	**	**	88%	12%	m 48%	52%	56%	44%
TOTAL LIKELY	96	**	**	**	**	**	**	**	**	**	87	9	47	49	56	40
	16%	**	**	**	**	**	**	**	**	**	17%	10%	23%	13%	17%	16%
		**	**	**	**	**	**	**	**	**	k 91%	9%	m 48%	51%	58%	42%
Unlikely	89	**	**	**	**	**	**	**	**	**	75	15	32	58	56	33
	15%	**	**	**	**	**	**	**	**	**	15%	16%	16%	15%	17%	13%
		**	**	**	**	**	**	**	**	**	83%	17%	36%	64%	63%	37%
Very unlikely	127	**	**	**	**	**	**	**	**	**	103	24	34	93	66	61
	21%	**	**	**	**	**	**	**	**	**	20%	26%	17%	24%	19%	24%
		**	**	**	**	**	**	**	**	**	81%	19%	27%	73%	52%	48%
Certain not to	200	**	**	**	**	**	**	**	**	**	161	38	48	152	106	94
	34%	**	**	**	**	**	**	**	**	**	32%	41%	24%	39%	31%	36%
		**	**	**	**	**	**	**	**	**	81%	19%	l 24%	76%	53%	47%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**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		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	931	35	70	62	62	62	60	58	71	69	641	290	263	664	459	472
Effective Weighted Sample	615	29	67	59	58	58	57	52	65	64	495	128	174	449	306	325
Total	596	43	93	55	45	55	58	47	30	76	502	94	201	393	338	259
		**	**	**	**	**	**	**	**	**	84%	16%	34%	66%	57%	43%
TOTAL UNLIKELY	416	**	**	**	**	**	**	**	**	**	339	77	114	302	228	188
	70%	**	**	**	**	**	**	**	**	**	68%	82%	57%	77%	68%	73%
		**	**	**	**	**	**	**	**	**	81%	19%	27%	73%	55%	45%
Don't know	83	**	**	**	**	**	**	**	**	**	76	8	41	42	53	30
	14%	**	**	**	**	**	**	**	**	**	15%	8%	20%	11%	16%	12%
		**	**	**	**	**	**	**	**	**	k	m	m			
											90%	10%	49%	50%	64%	36%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 36**

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

**QD8 (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 £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	3425	1629	1796	513	591	1142	1179	483	365	429	610	745	1059	728	889	2083	451	445	446
Effective Weighted Sample	2318	1101	1218	340	391	788	812	329	247	309	457	543	719	498	579	1787	279	273	341
Total	2494	1204	1290	361	456	895	782	278	240	341	578	669	686	549	588	2096	211	120	68
		48%	52%	14%	18%	36%	31%	11%	10%	14%	23%	27%	28%	22%	24%	84%	8%	5%	3%
Prepay/ Pay as you go	722	370	352	73	77	189	383	146	87	73	83	154	164	163	240	597	66	36	23
	29%	31%	27%	20%	17%	21%	49%	53%	36%	21%	14%	23%	24%	30%	41%	28%	31%	30%	34%
							cde	hij	ij	j				kl	klm				o
		51%	49%	10%	11%	26%	53%	20%	12%	10%	11%	21%	23%	23%	33%	83%	9%	5%	3%
Postpay/ monthly contract	1757	825	933	287	377	700	393	131	153	268	488	509	520	383	344	1485	145	82	45
	70%	68%	72%	80%	83%	78%	50%	47%	63%	79%	84%	76%	76%	70%	59%	71%	68%	69%	66%
			a	f	f	f			g	gh	ghi	mn	mn	n					
		47%	53%	16%	21%	40%	22%	7%	9%	15%	28%	29%	30%	22%	20%	85%	8%	5%	3%
Other	10	7	3	*	2	5	2	-	*	*	7	4	1	2	2	9	*	*	-
	*%	1%	*%	*%	1%	1%	*%	-%	*%	*%	1%	1%	*%	*%	*%	*%	*%	*%	-%
											g								
		65%	35%	4%	25%	46%	25%	-%	4%	1%	74%	44%	9%	25%	21%	95%	2%	3%	-%
Don't know	5	3	1	-	*	1	4	1	*	*	-	2	1	*	1	4	*	1	*
	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%
		70%	30%	-%	3%	24%	73%	15%	2%	3%	-%	37%	28%	3%	30%	84%	3%	11%	2%
<b>CONTRACT TYPE</b>																			
Subsidised handset	1491	689	802	252	342	586	310	106	123	228	430	426	451	324	289	1259	124	67	41
	60%	57%	62%	70%	75%	66%	40%	38%	51%	67%	74%	64%	66%	59%	49%	60%	59%	56%	60%
			a	f	ef	f			g	gh	ghi	n	mn	n					
		46%	54%	17%	23%	39%	21%	7%	8%	15%	29%	29%	30%	22%	19%	84%	8%	5%	3%
SIM only	247	123	124	33	34	103	78	24	29	39	57	75	64	57	51	214	19	13	2
	10%	10%	10%	9%	7%	11%	10%	9%	12%	12%	10%	11%	9%	10%	9%	10%	9%	11%	3%
				d		d										r	r	r	
		50%	50%	13%	14%	41%	31%	10%	12%	16%	23%	30%	26%	23%	21%	86%	8%	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 TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 36**

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

**QD8 (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		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	3425	236	235	228	224	234	228	234	227	237	2485	940	1825	1589	1637	1788
Effective Weighted Sample	2318	209	222	218	209	217	217	215	210	217	1923	428	1269	1089	1122	1231
Total	2494	318	337	211	171	223	235	212	104	285	2155	340	1517	969	1342	1153
		13%	14%	8%	7%	9%	9%	8%	4%	11%	86%	14%	61%	39%	54%	46%
Prepay/ Pay as you go	722	56	105	66	48	76	60	58	35	92	607	115	267	453	403	319
	29%	17%	31%	31%	28%	34%	26%	27%	34%	32%	28%	34%	18%	47%	30%	28%
			a	a	a	a	a	a	a	a	j	j	l	l		
		8%	15%	9%	7%	11%	8%	8%	5%	13%	84%	16%	37%	63%	56%	44%
Postpay/ monthly contract	1757	262	232	141	121	147	173	154	68	189	1535	222	1239	511	930	827
	70%	83%	69%	67%	71%	66%	73%	73%	65%	66%	71%	65%	82%	53%	69%	72%
		bcdefghi									k		m			
		15%	13%	8%	7%	8%	10%	9%	4%	11%	87%	13%	71%	29%	53%	47%
Other	10	-	-	2	1	-	2	-	1	3	8	2	8	2	6	4
	10%	-	-	1%	1%	-	1%	-	1%	1%	1%	1%	1%	1%	1%	1%
		-	-	22%	11%	-	20%	-	8%	34%	76%	24%	84%	16%	62%	38%
Don't know	5	-	-	2	1	-	-	*	-	1	5	*	2	3	2	3
	10%	-	-	1%	1%	-	-	10%	-	10%	10%	10%	10%	10%	10%	10%
		-	-	34%	22%	-	-	7%	-	22%	95%	5%	49%	51%	46%	54%
<b>CONTRACT TYPE</b>																
Subsidised handset	1491	232	204	114	100	128	133	126	54	168	1306	185	1084	402	787	703
	60%	73%	61%	54%	59%	57%	56%	59%	52%	59%	61%	54%	71%	42%	59%	61%
		bcdefghi									k		m			
		16%	14%	8%	7%	9%	9%	8%	4%	11%	88%	12%	73%	27%	53%	47%
SIM only	247	30	20	26	20	18	38	26	14	21	214	33	144	101	127	120
	10%	10%	6%	12%	11%	8%	16%	12%	13%	7%	10%	10%	9%	10%	9%	10%
				b	b		abe	b	b							
		12%	8%	11%	8%	7%	15%	11%	6%	9%	86%	14%	58%	41%	52%	48%
Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o																

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**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 £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	2266	1044	1222	386	467	861	552	224	200	324	514	555	767	481	462	1423	277	277	289
Effective Weighted Sample	1577	729	848	265	318	608	393	155	145	238	385	406	532	340	314	1230	179	175	219
Total	1757	825	933	287	377	700	393	131	153	268	488	509	520	383	344	1485	145	82	45
		47%	53%	16%	21%	40%	22%	7%	9%	15%	28%	29%	30%	22%	20%	85%	8%	5%	3%
Handset and contract	1491	689	802	252	342	586	310	106	123	228	430	426	451	324	289	1259	124	67	41
		85%	84%	86%	88%	91%	84%	81%	81%	85%	88%	84%	87%	85%	84%	85%	86%	82%	91%
				f	ef						gh							oq	
		46%	54%	17%	23%	39%	21%	7%	8%	15%	29%	29%	30%	22%	19%	84%	8%	5%	3%
SIM card only	247	123	124	33	34	103	78	24	29	39	57	75	64	57	51	214	19	13	2
		14%	15%	13%	11%	15%	20%	18%	19%	15%	12%	15%	12%	15%	15%	14%	13%	16%	4%
						d	cde		j							r	r	r	
		50%	50%	13%	14%	41%	31%	10%	12%	16%	23%	30%	26%	23%	21%	86%	8%	5%	1%
Don't know	19	12	7	2	1	11	5	1	*	1	1	9	5	2	4	13	2	2	2
		1%	1%	1%	*%	2%	1%	1%	*%	*%	*%	2%	1%	1%	1%	1%	1%	3%	4%
																	o	o	
		63%	37%	10%	5%	58%	28%	7%	1%	4%	3%	45%	24%	12%	19%	69%	10%	11%	10%
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 - H1 2016. 4th January to 29th February 2016.**

**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.

**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		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	2266	190	159	148	154	150	164	164	142	152	1697	569	1459	801	1072	1194
Effective Weighted Sample	1577	171	150	142	144	139	156	152	133	139	1329	267	1034	562	760	835
Total	1757	262	232	141	121	147	173	154	68	189	1535	222	1239	511	930	827
		15%	13%	8%	7%	8%	10%	9%	4%	11%	87%	13%	71%	29%	53%	47%
Handset and contract	1491	232	204	114	100	128	133	126	54	168	1306	185	1084	402	787	703
	85%	88%	88%	81%	83%	87%	77%	82%	80%	89%	85%	83%	87%	79%	85%	85%
		fh	f			f				fh			m			
		16%	14%	8%	7%	9%	9%	8%	4%	11%	88%	12%	73%	27%	53%	47%
SIM card only	247	30	20	26	20	18	38	26	14	21	214	33	144	101	127	120
	14%	12%	9%	19%	16%	12%	22%	17%	20%	11%	14%	15%	12%	20%	14%	14%
				b			abei	b	abi				l			
		12%	8%	11%	8%	7%	15%	11%	6%	9%	86%	14%	58%	41%	52%	48%
Don't know	19	-	7	1	1	1	2	2	-	-	16	4	12	8	15	4
	1%	-%	3%	1%	1%	1%	1%	1%	-%	-%	1%	2%	1%	1%	2%	*%
			ahi												o	
		-%	37%	4%	3%	4%	12%	8%	-%	-%	81%	19%	61%	39%	80%	20%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QD10 (QD31). SHOWCARD Are you still within your minimum contract period? IF NECESSARY Contract periods tend to run for 12, 18 or 24 months and this is agreed when you take out the contract for the mobile phone and handset. IF YES - Which of these best describes your contract? (SINGLE CODE)**

Base : Those who got a handset and contract when they signed up for their current mobile contract

	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	1899	866	1033	335	419	720	425	180	159	270	447	462	655	401	380	1179	228	228	264
Effective Weighted Sample	1314	599	716	227	285	504	303	123	115	198	337	334	452	283	256	1023	151	144	201
Total	1491	689 46%	802 54%	252 17%	342 23%	586 39%	310 21%	106 7%	123 8%	228 15%	430 29%	426 29%	451 30%	324 22%	289 19%	1259 84%	124 8%	67 5%	41 3%
I am paying a similar monthly tariff compared to when I signed up	1138 76%	523 76%	615 77%	192 76%	268 78%	450 77%	227 73%	86 81%	87 71%	174 76%	333 77%	319 75%	338 75%	248 77%	231 80%	938 75%	116 94% oqr	52 77%	32 78%
		46%	54%	17%	24%	40%	20%	8%	8%	15%	29%	28%	30%	22%	20%	82%	10%	5%	3%
I am paying a cheaper tariff compared to when I signed up (e.g. lower amount of inclusive minutes, texts or data)	109 7%	46 7%	64 8%	16 7%	20 6%	47 8%	26 9%	3 3%	14 11% gi	10 4%	31 7%	33 8%	36 8%	26 8%	15 5%	94 7% p	3 2%	7 11% p	5 13% op
		42%	58%	15%	18%	43%	24%	3%	13%	9%	29%	30%	33%	23%	14%	86%	3%	7%	5%
I am paying a more expensive tariff compared to when I signed up (e.g. added minutes, texts or data)	122 8%	61 9%	61 8%	26 10%	34 10%	41 7%	21 7%	5 4%	12 9%	22 10%	36 8%	37 9%	31 7%	33 10%	22 8%	116 9% pr	2 1%	3 5%	1 3%
		50%	50%	22%	28%	33%	17%	4%	10%	18%	29%	30%	25%	27%	18%	95%	1%	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 TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QD10 (QD31). SHOWCARD Are you still within your minimum contract period? IF NECESSARY Contract periods tend to run for 12, 18 or 24 months and this is agreed when you take out the contract for the mobile phone and handset. IF YES - Which of these best describes your contract? (SINGLE CODE)**

Base : Those who got a handset and contract when they signed up for their current mobile contract

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER	£11.5K-	£17.5K-		AB	C1	C2	DE	ENG	SCOT	WALES	NI
		a	b	c	d	e	f	£11.5K	£17.5K	£29.9K	£30K+	k	l	m	n	LAND	LAND	q	r
								g	h	i	j					o	p		
Significance Level: 95%																			
Unweighted total	1899	866	1033	335	419	720	425	180	159	270	447	462	655	401	380	1179	228	228	264
Effective Weighted Sample	1314	599	716	227	285	504	303	123	115	198	337	334	452	283	256	1023	151	144	201
Total	1491	689	802	252	342	586	310	106	123	228	430	426	451	324	289	1259	124	67	41
		46%	54%	17%	23%	39%	21%	7%	8%	15%	29%	29%	30%	22%	19%	84%	8%	5%	3%
No, I am out of my minimum contract period	92	44	48	11	18	39	23	7	8	19	26	28	37	13	13	85	2	3	2
	6%	6%	6%	4%	5%	7%	7%	6%	6%	9%	6%	7%	8%	4%	5%	7%	2%	4%	5%
		48%	52%	12%	20%	42%	25%	7%	9%	21%	28%	31%	40%	15%	14%	93%	2%	3%	2%
Don't know	30	15	15	6	2	9	12	5	3	2	4	8	9	4	8	26	1	3	*
	2%	2%	2%	2%	1%	2%	4%	5%	2%	1%	1%	2%	2%	1%	3%	2%	1%	4%	1%
		50%	50%	20%	7%	31%	41%	18%	10%	8%	13%	28%	31%	13%	28%	87%	3%	8%	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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QD10 (QD31). SHOWCARD Are you still within your minimum contract period? IF NECESSARY Contract periods tend to run for 12, 18 or 24 months and this is agreed when you take out the contract for the mobile phone and handset. IF YES - Which of these best describes your contract? (SINGLE CODE)**

Base : Those who got a handset and contract when they signed up for their current mobile contract

	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	1899	163	140	118	123	129	126	133	113	134	1418	481	1269	626	898	1001
Effective Weighted Sample	1314	147	132	113	118	120	120	124	106	123	1108	225	894	436	633	696
Total	1491	232	204	114	100	128	133	126	54	168	1306	185	1084	402	787	703
		16%	14%	8%	7%	9%	9%	8%	4%	11%	88%	12%	73%	27%	53%	47%
I am paying a similar monthly tariff compared to when I signed up	1138	146	154	81	76	100	93	102	43	142	1001	136	828	307	622	516
	76%	63%	75%	71%	76%	78%	70%	81%	80%	85%	77%	74%	76%	76%	79%	73%
			a		a	a		af	a	acf					o	
		13%	14%	7%	7%	9%	8%	9%	4%	13%	88%	12%	73%	27%	55%	45%
I am paying a cheaper tariff compared to when I signed up (e.g. lower amount of inclusive minutes, texts or data)	109	22	20	12	8	7	10	10	2	3	95	15	81	28	52	57
	7%	9%	10%	11%	8%	5%	8%	8%	3%	2%	7%	8%	8%	7%	7%	8%
		i	i	hi	i		i	i								
		20%	18%	11%	7%	6%	9%	9%	2%	3%	87%	13%	75%	25%	48%	52%
I am paying a more expensive tariff compared to when I signed up (e.g. added minutes, texts or data)	122	46	10	5	11	13	5	8	4	13	117	5	94	28	51	72
	8%	20%	5%	5%	11%	10%	4%	6%	7%	8%	9%	3%	9%	7%	6%	10%
		bcefg			f						k					n
		38%	8%	4%	9%	11%	4%	7%	3%	11%	96%	4%	77%	23%	41%	59%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QD10 (QD31). SHOWCARD Are you still within your minimum contract period? IF NECESSARY Contract periods tend to run for 12, 18 or 24 months and this is agreed when you take out the contract for the mobile phone and handset. IF YES - Which of these best describes your contract? (SINGLE CODE)**

Base : Those who got a handset and contract when they signed up for their current mobile contract

	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	1899	163	140	118	123	129	126	133	113	134	1418	481	1269	626	898	1001
Effective Weighted Sample	1314	147	132	113	118	120	120	124	106	123	1108	225	894	436	633	696
Total	1491	232	204	114	100	128	133	126	54	168	1306	185	1084	402	787	703
		16%	14%	8%	7%	9%	9%	8%	4%	11%	88%	12%	73%	27%	53%	47%
No, I am out of my minimum contract period	92	14	12	14	5	7	20	4	3	4	66	25	66	26	48	44
	6%	6%	6%	13%	5%	6%	15%	3%	6%	3%	5%	14%	6%	6%	6%	6%
		16%	13%	16%	5%	8%	21%	5%	4%	5%	73%	27%	72%	28%	52%	48%
Don't know	30	4	9	1	-	1	5	1	2	4	27	3	15	14	15	15
	2%	2%	4%	1%	-%	1%	3%	1%	3%	3%	2%	2%	1%	3%	2%	2%
		12%	29%	4%	-%	3%	15%	3%	5%	15%	89%	11%	49%	46%	50%	50%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QD11 (QD32). SHOWCARD Which of these best describes your current situation, now that your minimum contract period for your mobile phone service and handset has ended? (SINGLE CODE)**

Base : Those who got a handset and contract when they signed up for their current mobile contract and are now out of their minimum contract period

	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	107	51	56	15	20	39	33	11	9	22	26	30	47	12	18	83	4	10	10
Effective Weighted Sample	81	37	45	12	13	33	26	8	8	18	18	23	37	9	14	72	3	7	8
Total	92	44	48	11	18	39	23	7	8	19	26	28	37	13	13	85	2	3	2
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I am paying a similar monthly tariff compared to when I signed up	66	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
72%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I am now on a SIM-only cheaper tariff	10	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
11%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I am now on a cheaper tariff compared to when I signed up, but not SIM-only	7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
8%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I am now on a more expensive tariff compared to when I signed up	6	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
7%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QD11 (QD32). SHOWCARD Which of these best describes your current situation, now that your minimum contract period for your mobile phone service and handset has ended? (SINGLE CODE)**

Base : Those who got a handset and contract when they signed up for their current mobile contract and are now out of their minimum contract period

	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	107	9	9	17	6	7	18	5	8	4	73	34	73	34	55	52
Effective Weighted Sample	81	8	8	16	6	7	17	5	7	4	57	25	54	29	40	42
Total	92	14	12	14	5	7	20	4	3	4	66	25	66	26	48	44
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I am paying a similar monthly tariff compared to when I signed up	66	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	72%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I am now on a SIM-only cheaper tariff	10	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I am now on a cheaper tariff compared to when I signed up, but not SIM-only	7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I am now on a more expensive tariff compared to when I signed up	6	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QD12 (QD33). What type of SIM-only deal are you on? (SINGLE CODE)**

Base : Those now on a SIM-only tariff now that their minimum contract period has ended

	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	13	3	10	1	2	6	4	-	1	3	2	4	6	1	2	12	-	1	-
Effective Weighted Sample	11	3	8	1	2	6	4	-	1	3	2	3	6	1	1	10	-	1	-
Total	10	2	8	*	1	6	2	-	*	2	2	4	4	1	1	10	-	*	-
		**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	-%	**	-%
30 day	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	-	**	-
	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	-%	**	-%
		**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	-%	**	-%
12 month	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	-	**	-
	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	-%	**	-%
		**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	-%	**	-%
18 month	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	-	**	-
	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	-%	**	-%
		**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	-%	**	-%
Don't know	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	-	**	-
	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	-%	**	-%
		**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	-%	**	-%

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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QD12 (QD33). What type of SIM-only deal are you on? (SINGLE CODE)**

Base : Those now on a SIM-only tariff now that their minimum contract period has ended

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		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	YES ~l	NO ~m	LOW ~n	MEDIUM/ HIGH ~o
Significance Level: 95%																
Unweighted total	13	2	1	3	1	1	1	-	3	-	8	5	10	3	7	6
Effective Weighted Sample	11	2	1	3	1	1	1	-	3	-	7	4	9	2	6	5
Total	10	2	1	2	1	1	1	-	1	-	6	4	9	1	6	4
		**	**	**	**	**	**	-%	**	-%	**	**	**	**	**	**
30 day	**	**	**	**	**	**	**	-	**	-	**	**	**	**	**	**
	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	**	**
		**	**	**	**	**	**	-%	**	-%	**	**	**	**	**	**
12 month	**	**	**	**	**	**	**	-	**	-	**	**	**	**	**	**
	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	**	**
		**	**	**	**	**	**	-%	**	-%	**	**	**	**	**	**
18 month	**	**	**	**	**	**	**	-	**	-	**	**	**	**	**	**
	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	**	**
		**	**	**	**	**	**	-%	**	-%	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	-	**	-	**	**	**	**	**	**
	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	**	**
		**	**	**	**	**	**	-%	**	-%	**	**	**	**	**	**

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 41**

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

**QD13 (QD34). SHOWCARD Which of these best describes where you got your mobile phone handset from? (SINGLE CODE)**

Base : Those who use a prepaid/ Pay As You Go phone or took a SIM-only tariff

		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	1468	730	738	173	166	399	730	297	203	153	152	267	388	316	495	876	215	207	170
Effective Weighted Sample	980	484	497	113	104	271	498	202	134	111	113	198	262	210	321	747	129	127	133
Total	970	493	476	106	111	292	461	170	116	112	140	229	229	220	291	810	85	49	25
		51%	49%	11%	11%	30%	48%	17%	12%	12%	14%	24%	24%	23%	30%	84%	9%	5%	3%
<b>PROMPTED RESPONSES</b>																			
An independent retailer - either high street or online (e.g. Amazon, Carphone Warehouse, Simply Electronics, etc.)																			
	369	190	179	45	45	107	172	70	52	28	52	90	93	80	105	312	36	15	6
	38%	39%	38%	43%	41%	37%	37%	41%	45%	25%	37%	39%	41%	37%	36%	39%	42%	30%	24%
		51%	49%	12%	12%	29%	47%	i	i	8%	14%	24%	25%	22%	28%	r	r	4%	2%
								19%	14%	8%	14%	24%	25%	22%	28%	85%	10%		
Your current mobile phone network operator	260	127	133	27	31	75	127	47	32	33	39	54	62	66	78	213	21	14	13
	27%	26%	28%	25%	28%	26%	28%	28%	28%	29%	28%	24%	27%	30%	27%	26%	25%	27%	52%
		49%	51%	10%	12%	29%	49%	18%	12%	13%	15%	21%	24%	25%	30%	82%	8%	5%	opq
																			5%
A previous mobile phone network operator	69	40	30	6	5	24	34	12	6	9	15	19	17	12	21	55	8	5	1
	7%	8%	6%	6%	5%	8%	7%	7%	5%	8%	11%	8%	8%	5%	7%	7%	9%	10%	6%
		57%	43%	8%	7%	35%	49%	17%	8%	13%	22%	27%	25%	17%	30%	79%	11%	7%	2%
Directly from the phone handset manufacturer (e.g. Apple, Samsung, etc.)	47	24	23	4	5	10	27	3	3	10	3	13	7	14	12	40	4	2	1
	5%	5%	5%	4%	5%	3%	6%	2%	3%	9%	2%	6%	3%	6%	4%	5%	5%	3%	5%
		51%	49%	9%	11%	21%	58%	7%	6%	ghj	7%	29%	16%	30%	26%	85%	9%	3%	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 - H1 2016. 4th January to 29th February 2016.**

**Table 41**

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

**QD13 (QD34). SHOWCARD Which of these best describes where you got your mobile phone handset from? (SINGLE CODE)**

Base : Those who use a prepay/ Pay As You Go phone or took a SIM-only tariff

	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	1468	730	738	173	166	399	730	297	203	153	152	267	388	316	495	876	215	207	170
Effective Weighted Sample	980	484	497	113	104	271	498	202	134	111	113	198	262	210	321	747	129	127	133
Total	970	493	476	106	111	292	461	170	116	112	140	229	229	220	291	810	85	49	25
		51%	49%	11%	11%	30%	48%	17%	12%	12%	14%	24%	24%	23%	30%	84%	9%	5%	3%
<b>UNPROMPTED RESPONSES</b>																			
Hand me down/ second hand/ passed on to me/ eBay	71	35	36	8	7	23	33	14	10	10	8	13	13	12	33	58	6	6	1
	7%	7%	8%	7%	6%	8%	7%	8%	8%	9%	6%	6%	6%	5%	11%	7%	7%	12%	3%
		49%	51%	11%	10%	32%	47%	20%	14%	14%	11%	19%	18%	17%	46%	82%	8%	9%	1%
A gift/ present	33	12	21	3	2	9	19	11	2	3	4	4	6	7	16	26	5	2	-
	3%	2%	4%	3%	2%	3%	4%	7%	2%	3%	3%	2%	3%	3%	6%	3%	6%	5%	-%
		37%	63%	9%	6%	27%	58%	33%	7%	10%	11%	13%	19%	20%	48%	77%	16%	7%	-%
Don't know	120	65	55	13	16	43	48	12	12	19	19	35	30	29	27	107	5	6	2
	12%	13%	11%	13%	14%	15%	10%	7%	10%	17%	13%	15%	13%	13%	9%	13%	6%	12%	9%
		55%	45%	11%	13%	36%	40%	10%	10%	15%	16%	29%	25%	24%	22%	89%	4%	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 - H1 2016. 4th January to 29th February 2016.**

**Table 41**

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

**QD13 (QD34). SHOWCARD Which of these best describes where you got your mobile phone handset from? (SINGLE CODE)**

Base : Those who use a prepaid/ Pay As You Go phone or took a SIM-only tariff

	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	1468	73	90	105	98	104	98	97	112	99	1032	436	524	937	705	763
Effective Weighted Sample	980	62	85	101	89	97	93	89	102	92	797	194	356	639	471	533
Total	970	86	126	93	67	94	98	84	49	113	821	148	411	554	531	439
		**	**	10%	**	10%	**	**	5%	**	85%	15%	42%	57%	55%	45%
<b>PROMPTED RESPONSES</b>																
An independent retailer - either high street or online (e.g. Amazon, Carphone Warehouse, Simply Electronics, etc.)	369	**	**	34	**	33	**	**	22	**	313	56	158	211	211	157
	38%	**	**	37%	**	35%	**	**	45%	**	38%	38%	38%	38%	40%	36%
		**	**	9%	**	9%	**	**	6%	**	85%	15%	43%	57%	57%	43%
Your current mobile phone network operator	260	**	**	29	**	29	**	**	9	**	221	40	109	149	130	131
	27%	**	**	31%	**	31%	**	**	19%	**	27%	27%	27%	27%	24%	30%
		**	**	h	**	h	**	**	4%	**	85%	15%	42%	57%	50%	50%
		**	**	11%	**	11%	**	**	4%	**	85%	15%	42%	57%	50%	50%
A previous mobile phone network operator	69	**	**	8	**	9	**	**	4	**	58	11	32	37	42	28
	7%	**	**	9%	**	9%	**	**	9%	**	7%	8%	8%	7%	8%	6%
		**	**	12%	**	13%	**	**	6%	**	84%	16%	47%	53%	60%	40%
Directly from the phone handset manufacturer (e.g. Apple, Samsung, etc.)	47	**	**	7	**	2	**	**	3	**	41	6	23	24	27	20
	5%	**	**	8%	**	2%	**	**	6%	**	5%	4%	5%	4%	5%	5%
		**	**	16%	**	5%	**	**	6%	**	87%	13%	48%	52%	57%	43%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 41**

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

**QD13 (QD34). SHOWCARD Which of these best describes where you got your mobile phone handset from? (SINGLE CODE)**

Base : Those who use a prepay/ Pay As You Go phone or took a SIM-only tariff

	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	1468	73	90	105	98	104	98	97	112	99	1032	436	524	937	705	763
Effective Weighted Sample	980	62	85	101	89	97	93	89	102	92	797	194	356	639	471	533
Total	970	86	126	93	67	94	98	84	49	113	821	148	411	554	531	439
		**	**	10%	**	10%	**	**	5%	**	85%	15%	42%	57%	55%	45%
<b>UNPROMPTED RESPONSES</b>																
Hand me down/ second hand/ passed on to me/ eBay	71	**	**	7	**	8	**	**	6	**	60	11	25	46	37	34
	7%	**	**	7%	**	8%	**	**	11%	**	7%	7%	6%	8%	7%	8%
		**	**	10%	**	11%	**	**	8%	**	85%	15%	36%	64%	53%	47%
A gift/ present	33	**	**	1	**	5	**	**	*	**	27	6	7	26	19	14
	3%	**	**	1%	**	5%	**	**	1%	**	3%	4%	2%	5%	4%	3%
		**	**	2%	**	14%	**	**	1%	**	82%	18%	20%	80%	58%	42%
Don't know	120	**	**	6	**	8	**	**	4	**	101	19	57	61	65	55
	12%	**	**	7%	**	9%	**	**	8%	**	12%	13%	14%	11%	12%	13%
		**	**	5%	**	7%	**	**	3%	**	85%	15%	47%	51%	54%	46%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QD14A (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 £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	3425	1629	1796	513	591	1142	1179	483	365	429	610	745	1059	728	889	2083	451	445	446
Effective Weighted Sample	2318	1101	1218	340	391	788	812	329	247	309	457	543	719	498	579	1787	279	273	341
Total	2494	1204	1290	361	456	895	782	278	240	341	578	669	686	549	588	2096	211	120	68
		48%	52%	14%	18%	36%	31%	11%	10%	14%	23%	27%	28%	22%	24%	84%	8%	5%	3%
Several times a day	1325	597	728	270	321	519	215	124	127	189	369	356	393	305	270	1104	120	56	44
	53%	50%	56%	75%	70%	58%	28%	45%	53%	55%	64%	53%	57%	56%	46%	53%	57%	47%	66%
			a	ef	ef	f			g	g	ghi	n	n	n			q		opq
		45%	55%	20%	24%	39%	16%	9%	10%	14%	28%	27%	30%	23%	20%	83%	9%	4%	3%
Every day	502	222	280	59	91	215	137	48	38	70	126	149	138	102	113	422	43	27	9
	20%	18%	22%	16%	20%	24%	18%	17%	16%	20%	22%	22%	20%	19%	19%	20%	21%	23%	13%
						cf										r	r	r	
		44%	56%	12%	18%	43%	27%	9%	8%	14%	25%	30%	27%	20%	22%	84%	9%	5%	2%
Several times a week	287	157	130	16	34	93	144	34	28	39	47	70	57	63	96	241	22	15	10
	12%	13%	10%	4%	7%	10%	18%	12%	12%	11%	8%	10%	8%	12%	16%	11%	10%	12%	14%
			b			c	cde								klm				
		55%	45%	5%	12%	32%	50%	12%	10%	14%	16%	24%	20%	22%	33%	84%	8%	5%	3%
At least once a week	110	62	48	9	5	31	65	20	16	17	17	26	37	22	25	98	5	6	2
	4%	5%	4%	2%	1%	3%	8%	7%	7%	5%	3%	4%	5%	4%	4%	5%	2%	5%	2%
						d	cde	j	j							r			
		56%	44%	8%	4%	28%	60%	18%	14%	16%	16%	24%	34%	20%	22%	89%	4%	5%	1%
At least once a month	60	40	20	5	1	9	45	11	7	2	6	14	12	13	21	51	5	3	1
	2%	3%	2%	1%	*%	1%	6%	4%	3%	1%	1%	2%	2%	2%	4%	2%	3%	3%	1%
		b				cde		ij	i						l				
		66%	34%	8%	2%	15%	75%	18%	12%	3%	10%	23%	21%	21%	35%	85%	9%	5%	1%
Less than once a month	65	41	25	1	2	10	53	8	8	10	4	18	17	16	15	58	4	3	1
	3%	3%	2%	*%	*%	1%	7%	3%	3%	3%	1%	3%	2%	3%	3%	3%	2%	3%	1%
		b				cde		j	j	j						r			
		62%	38%	2%	3%	15%	81%	12%	13%	15%	6%	27%	25%	24%	23%	88%	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 TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QD14A (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

		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	3425	1629	1796	513	591	1142	1179	483	365	429	610	745	1059	728	889	2083	451	445	446
Effective Weighted Sample	2318	1101	1218	340	391	788	812	329	247	309	457	543	719	498	579	1787	279	273	341
Total	2494	1204	1290	361	456	895	782	278	240	341	578	669	686	549	588	2096	211	120	68
		48%	52%	14%	18%	36%	31%	11%	10%	14%	23%	27%	28%	22%	24%	84%	8%	5%	3%
Never	142	83	59	2	3	16	121	33	16	14	9	35	32	28	47	119	12	9	2
	6%	7%	5%	1%	1%	2%	15%	12%	7%	4%	2%	5%	5%	5%	8%	6%	5%	7%	3%
		b					cde	hij	j	j					l	r		r	
		58%	42%	1%	2%	11%	85%	24%	12%	10%	6%	25%	22%	20%	33%	84%	8%	6%	1%
TOTAL AT LEAST ONCE A WEEK	2223	1038	1185	353	451	857	562	226	209	315	559	601	625	492	503	1865	191	104	64
	89%	86%	92%	98%	99%	96%	72%	81%	87%	92%	97%	90%	91%	90%	86%	89%	90%	87%	95%
			a	f	ef	f				gh	ghi	n	n	n					opq
		47%	53%	16%	20%	39%	25%	10%	9%	14%	25%	27%	28%	22%	23%	84%	9%	5%	3%
TOTAL EVER	2349	1119	1230	359	454	876	660	244	224	327	569	633	654	521	539	1973	200	110	66
	94%	93%	95%	99%	99%	98%	84%	88%	93%	96%	98%	95%	95%	95%	92%	94%	95%	92%	97%
			a	f	f	f			g	g	ghi		n	n					oq
		48%	52%	15%	19%	37%	28%	10%	10%	14%	24%	27%	28%	22%	23%	84%	9%	5%	3%
Don't know	4	3	1	-	-	3	1	-	-	-	-	1	1	-	2	3	-	*	*
	*%	*%	*%	-%	-%	*%	*%	-%	-%	-%	-%	*%	*%	-%	*%	*%	-%	*%	*%
		82%	18%	-%	-%	73%	27%	-%	-%	-%	-%	35%	14%	-%	51%	86%	-%	8%	6%

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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QD14A (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	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	3425	236	235	228	224	234	228	234	227	237	2485	940	1825	1589	1637	1788
Effective Weighted Sample	2318	209	222	218	209	217	217	215	210	217	1923	428	1269	1089	1122	1231
Total	2494	318	337	211	171	223	235	212	104	285	2155	340	1517	969	1342	1153
		13%	14%	8%	7%	9%	9%	8%	4%	11%	86%	14%	61%	39%	54%	46%
Several times a day	1325	148	180	110	85	105	115	140	64	157	1159	166	941	378	708	617
	53%	47%	53%	52%	50%	47%	49%	66%	62%	55%	54%	49%	62%	39%	53%	54%
								abcdefi	acdef				m			
		11%	14%	8%	6%	8%	9%	11%	5%	12%	87%	13%	71%	29%	53%	47%
Every day	502	91	67	31	49	45	46	21	15	58	442	60	337	164	279	222
	20%	29%	20%	15%	28%	20%	20%	10%	14%	20%	21%	18%	22%	17%	21%	19%
		bcefg	g		bcefg	g	g			g			m			
		18%	13%	6%	10%	9%	9%	4%	3%	12%	88%	12%	67%	33%	56%	44%
Several times a week	287	58	28	24	15	35	26	19	11	23	252	35	139	148	142	145
	12%	18%	8%	12%	9%	16%	11%	9%	11%	8%	12%	10%	9%	15%	11%	13%
		bdfgh				bdgi							l			
		20%	10%	9%	5%	12%	9%	7%	4%	8%	88%	12%	49%	51%	50%	50%
At least once a week	110	13	10	16	5	15	13	7	5	13	85	25	40	68	54	56
	4%	4%	3%	8%	3%	7%	5%	4%	4%	5%	4%	7%	3%	7%	4%	5%
				bd								j		l		
		12%	9%	15%	5%	14%	12%	7%	4%	12%	78%	22%	37%	62%	49%	51%
At least once a month	60	2	13	10	4	8	4	4	3	3	49	11	15	45	34	26
	2%	1%	4%	5%	2%	4%	2%	2%	3%	1%	2%	3%	1%	5%	3%	2%
			a	afi		a							l			
		4%	21%	17%	6%	14%	6%	7%	5%	5%	82%	18%	25%	75%	57%	43%
Less than once a month	65	5	17	6	4	2	11	5	1	6	51	14	15	51	42	23
	3%	1%	5%	3%	2%	1%	5%	2%	1%	2%	2%	4%	1%	5%	3%	2%
			ae				ae						l			
		7%	27%	10%	6%	3%	18%	7%	1%	10%	79%	21%	22%	78%	64%	36%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QD14A (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	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	3425	236	235	228	224	234	228	234	227	237	2485	940	1825	1589	1637	1788
Effective Weighted Sample	2318	209	222	218	209	217	217	215	210	217	1923	428	1269	1089	1122	1231
Total	2494	318	337	211	171	223	235	212	104	285	2155	340	1517	969	1342	1153
		13%	14%	8%	7%	9%	9%	8%	4%	11%	86%	14%	61%	39%	54%	46%
Never	142	1	22	13	9	11	20	15	5	23	113	29	26	114	81	61
	6%	*%	6%	6%	5%	5%	9%	7%	5%	8%	5%	9%	2%	12%	6%	5%
		a	a	a	a	a	a	a	a	a	j	j	l	l	l	l
		1%	15%	9%	6%	8%	14%	11%	4%	16%	80%	20%	19%	81%	57%	43%
TOTAL AT LEAST ONCE A WEEK	2223	310	286	181	154	200	200	188	95	251	1938	285	1458	758	1183	1040
	89%	98%	85%	86%	90%	90%	85%	89%	91%	88%	90%	84%	96%	78%	88%	90%
		bcdefghi							bf		k		m			
		14%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	66%	34%	53%	47%
TOTAL EVER	2349	317	316	198	162	211	215	196	98	260	2039	310	1488	854	1259	1090
	94%	100%	94%	94%	95%	95%	91%	93%	95%	91%	95%	91%	98%	88%	94%	95%
		bcdefghi							k		k		m			
		14%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	63%	36%	54%	46%
Don't know	4	-	-	-	-	1	-	-	-	2	4	*	3	1	1	2
	*%	-%	-%	-%	-%	1%	-%	-%	-%	1%	*%	*%	*%	*%	*%	*%
		-%	-%	-%	-%	35%	-%	-%	-%	51%	98%	2%	77%	23%	39%	61%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QD14B (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 £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	3425	1629	1796	513	591	1142	1179	483	365	429	610	745	1059	728	889	2083	451	445	446
Effective Weighted Sample	2318	1101	1218	340	391	788	812	329	247	309	457	543	719	498	579	1787	279	273	341
Total	2494	1204	1290	361	456	895	782	278	240	341	578	669	686	549	588	2096	211	120	68
		48%	52%	14%	18%	36%	31%	11%	10%	14%	23%	27%	28%	22%	24%	84%	8%	5%	3%
Several times a day	1110	549	561	214	266	472	159	90	107	156	326	301	338	251	220	909	101	53	47
	45%	46%	44%	59%	58%	53%	20%	32%	44%	46%	56%	45%	49%	46%	37%	43%	48%	45%	70%
				ef	f	f			g	g	ghi	n	n	n				opq	
		49%	51%	19%	24%	43%	14%	8%	10%	14%	29%	27%	30%	23%	20%	82%	9%	5%	4%
Every day	522	234	288	72	113	200	137	54	37	75	117	125	147	124	125	439	43	30	10
	21%	19%	22%	20%	25%	22%	18%	20%	15%	22%	20%	19%	21%	23%	21%	21%	20%	25%	15%
				f	f	f										r	r	r	
		45%	55%	14%	22%	38%	26%	10%	7%	14%	22%	24%	28%	24%	24%	84%	8%	6%	2%
Several times a week	463	221	242	45	58	145	215	60	51	68	80	125	109	95	132	396	43	15	8
	19%	18%	19%	12%	13%	16%	28%	22%	21%	20%	14%	19%	16%	17%	22%	19%	21%	13%	12%
							cde	j	j	j					lm	qr	qr		
		48%	52%	10%	12%	31%	47%	13%	11%	15%	17%	27%	24%	21%	28%	86%	9%	3%	2%
At least once a week	182	84	98	19	11	51	101	29	22	23	30	54	46	26	54	158	13	10	1
	7%	7%	8%	5%	2%	6%	13%	11%	9%	7%	5%	8%	7%	5%	9%	8%	6%	8%	2%
						d	cde	j	j			m			m	r	r	r	
		46%	54%	10%	6%	28%	56%	16%	12%	13%	16%	30%	26%	15%	30%	87%	7%	5%	1%
At least once a month	101	49	52	8	4	17	72	17	9	9	17	34	23	21	23	90	5	5	*
	4%	4%	4%	2%	1%	2%	9%	6%	4%	3%	3%	5%	3%	4%	4%	4%	2%	5%	*%
							cde	ij								r	r	r	
		49%	51%	8%	4%	17%	72%	17%	9%	9%	16%	33%	23%	21%	22%	89%	5%	5%	*%
Less than once a month	97	60	38	3	3	6	86	21	12	8	8	25	19	25	28	88	5	5	-
	4%	5%	3%	1%	1%	1%	11%	8%	5%	2%	1%	4%	3%	5%	5%	4%	2%	4%	-%
		b					cde	ij	j						l	r	r	r	
		61%	39%	3%	3%	6%	88%	22%	12%	8%	9%	26%	19%	26%	29%	90%	5%	5%	-%

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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QD14B (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 £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	3425	1629	1796	513	591	1142	1179	483	365	429	610	745	1059	728	889	2083	451	445	446
Effective Weighted Sample	2318	1101	1218	340	391	788	812	329	247	309	457	543	719	498	579	1787	279	273	341
Total	2494	1204	1290	361	456	895	782	278	240	341	578	669	686	549	588	2096	211	120	68
		48%	52%	14%	18%	36%	31%	11%	10%	14%	23%	27%	28%	22%	24%	84%	8%	5%	3%
Never	16	5	10	1	2	3	9	4	3	1	1	3	4	4	5	14	1	1	*
	1%	*%	1%	*%	*%	*%	1%	2%	1%	*%	*%	*%	1%	1%	1%	1%	*%	1%	*%
		34%	66%	7%	14%	19%	60%	29%	16%	7%	5%	17%	23%	27%	34%	89%	4%	6%	1%
TOTAL AT LEAST ONCE A WEEK	2277	1088	1190	349	448	867	613	234	217	322	552	606	641	497	532	1902	200	108	67
	91%	90%	92%	97%	98%	97%	78%	84%	90%	95%	96%	91%	93%	91%	90%	91%	95%	90%	99%
		48%	52%	f	f	f		10%	g	g	gh	27%	28%	22%	23%	84%	oq	5%	opq
				15%	20%	38%	27%		10%	14%	24%						9%		3%
TOTAL EVER	2475	1196	1279	360	454	891	771	272	238	340	577	665	682	543	583	2079	211	118	67
	99%	99%	99%	100%	100%	100%	99%	98%	99%	100%	100%	99%	99%	99%	99%	99%	100%	99%	99%
		48%	52%	15%	18%	36%	31%	11%	10%	g	g	27%	28%	22%	24%	84%	9%	5%	3%
										14%	23%								
Don't know	3	3	*	-	-	1	2	1	-	-	-	1	1	1	-	3	-	1	*
	*%	*%	*%	-%	-%	*%	*%	*%	-%	-%	-%	*%	*%	*%	-%	*%	-%	1%	*%
		87%	13%	-%	-%	42%	58%	35%	-%	-%	-%	40%	16%	44%	-%	75%	-%	18%	7%

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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QD14B (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		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	3425	236	235	228	224	234	228	234	227	237	2485	940	1825	1589	1637	1788
Effective Weighted Sample	2318	209	222	218	209	217	217	215	210	217	1923	428	1269	1089	1122	1231
Total	2494	318	337	211	171	223	235	212	104	285	2155	340	1517	969	1342	1153
		13%	14%	8%	7%	9%	9%	8%	4%	11%	86%	14%	61%	39%	54%	46%
Several times a day	1110	159	150	69	70	73	104	89	51	145	982	128	828	277	573	538
	45%	50%	44%	33%	41%	33%	44%	42%	49%	51%	46%	38%	55%	29%	43%	47%
		ce	ce				ce	c	ce	cde	k		m			
		14%	13%	6%	6%	7%	9%	8%	5%	13%	88%	12%	75%	25%	52%	48%
Every day	522	88	50	46	41	51	52	41	18	52	459	63	349	173	281	241
	21%	28%	15%	22%	24%	23%	22%	19%	17%	18%	21%	19%	23%	18%	21%	21%
		bhi			b	b	b						m			
		17%	10%	9%	8%	10%	10%	8%	3%	10%	88%	12%	67%	33%	54%	46%
Several times a week	463	64	70	39	30	52	35	40	22	44	406	57	225	236	249	214
	19%	20%	21%	19%	18%	23%	15%	19%	21%	16%	19%	17%	15%	24%	19%	19%
					fi									l		
			14%	15%	9%	7%	11%	9%	5%	10%	88%	12%	49%	51%	54%	46%
At least once a week	182	5	22	27	15	22	19	18	6	23	145	37	68	112	101	80
	7%	1%	7%	13%	9%	10%	8%	8%	5%	8%	7%	11%	5%	12%	8%	7%
			a	abh	a	a	a	a	a	a		j		l		
		3%	12%	15%	8%	12%	11%	10%	3%	13%	80%	20%	38%	61%	56%	44%
At least once a month	101	2	17	18	7	16	8	11	2	10	77	24	27	74	62	39
	4%	1%	5%	8%	4%	7%	3%	5%	2%	3%	4%	7%	2%	8%	5%	3%
			a	afhi	a	ah		a		a		j		l		
		2%	16%	18%	7%	16%	8%	11%	2%	10%	77%	23%	27%	73%	62%	38%
Less than once a month	97	-	29	8	6	6	15	11	3	9	71	27	14	84	66	32
	4%	-%	9%	4%	3%	3%	7%	5%	3%	3%	3%	8%	1%	9%	5%	3%
			acdehi	a	a	a	a	a	a	a		j		l	o	
		-%	30%	9%	6%	6%	16%	11%	4%	9%	73%	27%	14%	86%	68%	32%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QD14B (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		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	3425	236	235	228	224	234	228	234	227	237	2485	940	1825	1589	1637	1788
Effective Weighted Sample	2318	209	222	218	209	217	217	215	210	217	1923	428	1269	1089	1122	1231
Total	2494	318	337	211	171	223	235	212	104	285	2155	340	1517	969	1342	1153
		13%	14%	8%	7%	9%	9%	8%	4%	11%	86%	14%	61%	39%	54%	46%
Never	16	-	-	2	2	1	2	3	2	2	12	4	4	11	7	8
	1%	-%	-%	1%	1%	*%	1%	1%	2%	1%	1%	1%	*%	1%	1%	1%
									ab					l		
		-%	-%	13%	16%	5%	10%	19%	14%	12%	75%	25%	27%	73%	47%	53%
TOTAL AT LEAST ONCE A WEEK	2277	316	292	182	156	198	210	187	96	265	1992	285	1470	799	1204	1073
	91%	99%	86%	86%	91%	89%	90%	88%	92%	93%	92%	84%	97%	82%	90%	93%
		bcdefghi							bc	bc	k		m		n	
		14%	13%	8%	7%	9%	9%	8%	4%	12%	87%	13%	65%	35%	53%	47%
TOTAL EVER	2475	318	337	208	168	221	233	209	102	283	2140	336	1510	957	1332	1144
	99%	100%	100%	98%	99%	99%	99%	99%	98%	99%	99%	99%	100%	99%	99%	99%
		h	h										m			
		13%	14%	8%	7%	9%	9%	8%	4%	11%	86%	14%	61%	39%	54%	46%
Don't know	3	-	-	1	-	1	-	-	-	-	3	*	3	1	3	1
	*%	-%	-%	1%	-%	1%	-%	-%	-%	-%	*%	*%	*%	*%	*%	*%
		-%	-%	35%	-%	40%	-%	-%	-%	-%	97%	3%	82%	18%	79%	21%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QD14C (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 £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	2487	1157	1330	475	540	937	535	286	223	340	535	589	803	520	573	1532	319	291	345
Effective Weighted Sample	1708	800	909	313	362	657	383	198	155	249	404	427	549	368	379	1321	204	184	265
Total	1896	903	993	329	426	755	385	167	157	281	516	540	533	413	408	1593	164	86	53
		48%	52%	17%	22%	40%	20%	9%	8%	15%	27%	28%	28%	22%	22%	84%	9%	5%	3%
Several times a day	1086	517	570	247	290	439	111	95	95	156	318	301	329	245	211	902	98	48	38
	57%	57%	57%	75%	68%	58%	29%	57%	60%	56%	62%	56%	62%	59%	52%	57%	60%	56%	72%
				def	ef	f							n	n				opq	
		48%	52%	23%	27%	40%	10%	9%	9%	14%	29%	28%	30%	23%	19%	83%	9%	4%	4%
Every day	412	188	224	58	92	181	81	23	26	72	115	131	119	76	85	355	30	21	6
	22%	21%	23%	18%	22%	24%	21%	14%	17%	26%	22%	24%	22%	18%	21%	22%	18%	24%	12%
						c				gh	g	m				r	r	r	
		46%	54%	14%	22%	44%	20%	5%	6%	17%	28%	32%	29%	18%	21%	86%	7%	5%	2%
Several times a week	147	78	69	10	28	60	49	16	14	16	27	44	27	24	51	123	13	6	5
	8%	9%	7%	3%	7%	8%	13%	10%	9%	6%	5%	8%	5%	6%	13%	8%	8%	7%	9%
				c	c	cde		j							klm				
		53%	47%	7%	19%	41%	33%	11%	9%	11%	18%	30%	18%	17%	35%	84%	9%	4%	3%
At least once a week	71	35	36	5	3	27	36	6	4	10	18	28	13	14	15	60	7	2	2
	4%	4%	4%	2%	1%	4%	9%	4%	3%	4%	4%	5%	3%	3%	4%	4%	4%	3%	3%
						d	cde					l							
		50%	50%	8%	5%	37%	50%	9%	6%	14%	25%	40%	19%	20%	22%	85%	9%	3%	2%
At least once a month	23	16	7	1	2	8	13	3	1	4	5	1	8	8	6	20	*	2	*
	1%	2%	1%	*%	*%	1%	3%	2%	1%	1%	1%	*%	1%	2%	1%	1%	*%	3%	1%
						cde							k	k	k			p	
		69%	31%	3%	7%	33%	58%	12%	6%	15%	22%	4%	34%	35%	26%	88%	1%	9%	2%
Less than once a month	33	13	20	1	1	10	22	5	3	3	4	9	8	8	9	26	5	2	*
	2%	1%	2%	*%	*%	1%	6%	3%	2%	1%	1%	2%	1%	2%	2%	2%	3%	2%	*%
						cde		j									r		
		40%	60%	2%	4%	29%	66%	16%	9%	8%	11%	26%	24%	24%	26%	78%	15%	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 TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QD14C (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

		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	2487	1157	1330	475	540	937	535	286	223	340	535	589	803	520	573	1532	319	291	345
Effective Weighted Sample	1708	800	909	313	362	657	383	198	155	249	404	427	549	368	379	1321	204	184	265
Total	1896	903	993	329	426	755	385	167	157	281	516	540	533	413	408	1593	164	86	53
		48%	52%	17%	22%	40%	20%	9%	8%	15%	27%	28%	28%	22%	22%	84%	9%	5%	3%
Never	119	55	64	8	10	30	71	18	13	20	29	25	29	36	30	104	10	5	1
	6%	6%	6%	2%	2%	4%	19%	11%	8%	7%	6%	5%	5%	9%	7%	7%	6%	5%	3%
		46%	54%	6%	9%	25%	cde 60%	j 15%		16%	24%	21%	24%	k 30%	25%	r 87%		4%	1%
TOTAL AT LEAST ONCE A WEEK	1716	817	899	320	413	706	277	140	139	254	478	503	488	360	363	1440	148	78	51
	91%	91%	91%	97%	97%	94%	72%	84%	89%	90%	93%	93%	92%	87%	89%	90%	90%	90%	96%
		48%	52%	ef 19%	ef 24%	f 41%	16%	8%	8%	g 15%	g 28%	mn 29%	m 28%		21%	84%	9%	5%	opq 3%
TOTAL EVER	1773	846	926	321	416	723	312	148	143	260	487	513	504	376	378	1487	153	82	51
	94%	94%	93%	98%	98%	96%	81%	89%	92%	93%	94%	95%	94%	91%	93%	93%	93%	95%	97%
		48%	52%	f 18%	f 23%	f 41%	18%	8%	8%	15%	g 27%	m 29%	m 28%		21%	84%	9%	5%	op 3%
Don't know	4	1	2	-	-	2	2	1	-	1	-	2	*	1	1	3	1	-	*
	*%	*%	*%	-%	-%	*%	*%	*%	-%	*%	-%	*%	*%	*%	*%	*%	1%	-%	*%
		39%	61%	-%	-%	57%	43%	15%	-%	27%	-%	46%	9%	30%	15%	69%	30%	-%	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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QD14C (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		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	2487	201	164	166	162	172	168	175	156	168	1841	646	1559	921	1175	1312
Effective Weighted Sample	1708	180	155	159	151	160	160	163	145	154	1432	300	1094	638	818	912
Total	1896	275	243	156	126	168	177	164	74	209	1651	245	1314	574	1004	892
		15%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	69%	30%	53%	47%
Several times a day	1086	123	148	84	62	82	111	111	47	134	956	131	809	271	559	528
	57%	45%	61%	54%	49%	49%	63%	68%	63%	64%	58%	53%	62%	47%	56%	59%
			ade				ade	acde	ade	ade			m			
		11%	14%	8%	6%	8%	10%	10%	4%	12%	88%	12%	75%	25%	51%	49%
Every day	412	86	53	36	33	39	31	20	13	45	358	54	291	121	239	173
	22%	31%	22%	23%	26%	23%	17%	12%	17%	21%	22%	22%	22%	21%	24%	19%
		fghi	g	g	g	g				g					o	
		21%	13%	9%	8%	9%	7%	5%	3%	11%	87%	13%	71%	29%	58%	42%
Several times a week	147	44	12	12	8	12	11	10	5	9	127	20	92	55	59	88
	8%	16%	5%	8%	7%	7%	6%	6%	7%	4%	8%	8%	7%	10%	6%	10%
		bcdefghi													n	
		30%	8%	8%	6%	8%	7%	7%	4%	6%	87%	13%	63%	37%	40%	60%
At least once a week	71	8	8	8	5	9	7	5	2	8	61	10	31	40	49	22
	4%	3%	3%	5%	4%	5%	4%	3%	3%	4%	4%	4%	2%	7%	5%	2%
													l		o	
		12%	11%	11%	7%	13%	10%	7%	3%	12%	85%	15%	44%	56%	69%	31%
At least once a month	23	1	3	3	3	4	1	3	1	1	15	8	14	10	14	9
	1%	*%	1%	2%	2%	2%	1%	2%	2%	1%	1%	3%	1%	2%	1%	1%
												j				
		6%	15%	13%	12%	16%	4%	11%	5%	6%	66%	34%	58%	42%	62%	38%
Less than once a month	33	3	2	2	1	8	2	3	1	4	30	4	17	17	20	14
	2%	1%	1%	1%	1%	5%	1%	2%	1%	2%	2%	1%	1%	3%	2%	2%
						abdf								l		
		9%	6%	5%	3%	25%	5%	10%	2%	13%	89%	11%	50%	50%	59%	41%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QD14C (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		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	2487	201	164	166	162	172	168	175	156	168	1841	646	1559	921	1175	1312
Effective Weighted Sample	1708	180	155	159	151	160	160	163	145	154	1432	300	1094	638	818	912
Total	1896	275	243	156	126	168	177	164	74	209	1651	245	1314	574	1004	892
		15%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	69%	30%	53%	47%
Never	119	10	15	12	14	13	15	12	5	7	103	16	59	58	61	58
	6%	4%	6%	7%	11%	8%	8%	7%	7%	4%	6%	7%	5%	10%	6%	7%
					ai									l		
		9%	13%	10%	12%	11%	13%	10%	4%	6%	86%	14%	50%	49%	51%	49%
TOTAL AT LEAST ONCE A WEEK	1716	261	221	140	108	143	160	146	67	195	1501	215	1224	487	906	810
	91%	95%	91%	90%	86%	85%	90%	89%	90%	93%	91%	88%	93%	85%	90%	91%
		de								de			m			
		15%	13%	8%	6%	8%	9%	9%	4%	11%	87%	13%	71%	28%	53%	47%
TOTAL EVER	1773	265	226	145	112	155	162	152	68	201	1546	226	1254	513	940	833
	94%	96%	93%	93%	89%	92%	92%	93%	93%	96%	94%	93%	95%	89%	94%	93%
		d								d			m			
		15%	13%	8%	6%	9%	9%	9%	4%	11%	87%	13%	71%	29%	53%	47%
Don't know	4	-	1	-	-	*	-	-	*	1	2	2	1	3	3	1
	*%	-%	*%	-%	-%	*%	-%	-%	1%	*%	*%	1%	*%	*%	*%	*%
												j				
		-%	30%	-%	-%	9%	-%	-%	10%	19%	47%	53%	30%	70%	78%	22%
Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o																

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QD15 (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 £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	3425	1629	1796	513	591	1142	1179	483	365	429	610	745	1059	728	889	2083	451	445	446
Effective Weighted Sample	2318	1101	1218	340	391	788	812	329	247	309	457	543	719	498	579	1787	279	273	341
Total	2494	1204	1290	361	456	895	782	278	240	341	578	669	686	549	588	2096	211	120	68
		48%	52%	14%	18%	36%	31%	11%	10%	14%	23%	27%	28%	22%	24%	84%	8%	5%	3%
Send/ receive text messages (SMS)	2227	1058	1169	348	440	837	602	227	211	317	546	612	625	489	500	1878	182	106	61
	89%	88%	91%	97%	96%	94%	77%	82%	88%	93%	95%	91%	91%	89%	85%	90%	86%	88%	91%
			a	ef	f	f				gh	gh	n	n	n					
		47%	53%	16%	20%	38%	27%	10%	9%	14%	25%	27%	28%	22%	22%	84%	8%	5%	3%
Take photos	1750	812	938	317	384	686	363	153	145	245	495	500	495	384	369	1471	144	84	50
	70%	67%	73%	88%	84%	77%	46%	55%	60%	72%	86%	75%	72%	70%	63%	70%	68%	70%	74%
			a	ef	ef	f				gh	ghi	n	n	n					
		46%	54%	18%	22%	39%	21%	9%	8%	14%	28%	29%	28%	22%	21%	84%	8%	5%	3%
General browsing/ surfing the internet	1515	722	793	307	371	609	228	127	124	219	433	436	434	323	320	1272	127	69	47
	61%	60%	61%	85%	81%	68%	29%	46%	52%	64%	75%	65%	63%	59%	54%	61%	60%	58%	70%
			ef	ef	f					gh	ghi	mn	n						opq
		48%	52%	20%	25%	40%	15%	8%	8%	14%	29%	29%	29%	21%	21%	84%	8%	5%	3%
Send/ receive emails (not SMS)	1410	669	741	272	336	574	227	98	116	206	422	450	409	289	260	1199	112	59	40
	57%	56%	57%	75%	74%	64%	29%	35%	48%	60%	73%	67%	60%	53%	44%	57%	53%	49%	59%
			ef	ef	f				g	gh	ghi	lmn	mn	n		q			q
		47%	53%	19%	24%	41%	16%	7%	8%	15%	30%	32%	29%	21%	18%	85%	8%	4%	3%
Send/ receive messages with pictures/ images	1227	557	670	248	314	493	173	95	95	179	358	361	367	263	233	1019	107	59	41
	49%	46%	52%	69%	69%	55%	22%	34%	40%	52%	62%	54%	54%	48%	40%	49%	51%	49%	61%
			a	ef	ef	f				gh	ghi	n	n	n					opq
		45%	55%	20%	26%	40%	14%	8%	8%	15%	29%	29%	30%	21%	19%	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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QD15 (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 £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	3425	1629	1796	513	591	1142	1179	483	365	429	610	745	1059	728	889	2083	451	445	446
Effective Weighted Sample	2318	1101	1218	340	391	788	812	329	247	309	457	543	719	498	579	1787	279	273	341
Total	2494	1204	1290	361	456	895	782	278	240	341	578	669	686	549	588	2096	211	120	68
		48%	52%	14%	18%	36%	31%	11%	10%	14%	23%	27%	28%	22%	24%	84%	8%	5%	3%
Using social networking e.g. Facebook, Twitter, LinkedIn, Snapchat	1221	543	678	275	330	494	122	106	109	185	356	343	346	260	272	1023	102	58	37
	49%	45%	53%	76%	72%	55%	16%	38%	45%	54%	62%	51%	50%	47%	46%	49%	48%	49%	55%
		45%	55%	a	ef	ef	f	9%	9%	gh	ghi	28%	28%	21%	22%	84%	8%	5%	o
				23%	27%	40%	10%			15%	29%								3%
Use IM/ Instant Messaging (e.g. BBM, Apple iMessage, WhatsApp, Facebook Messenger, Snapchat)	1177	525	651	270	326	459	122	89	94	170	335	340	357	240	239	993	95	53	35
	47%	44%	50%	75%	71%	51%	16%	32%	39%	50%	58%	51%	52%	44%	41%	47%	45%	45%	52%
		45%	55%	a	ef	ef	f	8%	8%	gh	ghi	mn	mn						
				23%	28%	39%	10%			14%	28%	29%	30%	20%	20%	84%	8%	5%	3%
Download apps or programs directly to your phone	1086	543	543	234	287	430	135	84	94	157	326	319	324	228	214	920	92	42	31
	44%	45%	42%	65%	63%	48%	17%	30%	39%	46%	56%	48%	47%	42%	36%	44%	44%	35%	46%
				ef	ef	f			g	g	ghi	n	n			q	q		q
		50%	50%	22%	26%	40%	12%	8%	9%	14%	30%	29%	30%	21%	20%	85%	9%	4%	3%
Record video clips using the phone	978	453	525	218	266	394	100	72	83	146	314	293	275	213	197	820	79	47	32
	39%	38%	41%	60%	58%	44%	13%	26%	34%	43%	54%	44%	40%	39%	33%	39%	37%	40%	48%
				ef	ef	f			g	gh	ghi	n	n						opq
		46%	54%	22%	27%	40%	10%	7%	8%	15%	32%	30%	28%	22%	20%	84%	8%	5%	3%
Play games	856	421	435	228	253	301	75	77	72	115	240	213	258	181	205	741	56	32	27
	34%	35%	34%	63%	55%	34%	10%	28%	30%	34%	41%	32%	38%	33%	35%	35%	27%	27%	40%
				def	ef	f					ghi		k			pq			pq
		49%	51%	27%	30%	35%	9%	9%	8%	13%	28%	25%	30%	21%	24%	87%	7%	4%	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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QD15 (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 £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	3425	1629	1796	513	591	1142	1179	483	365	429	610	745	1059	728	889	2083	451	445	446
Effective Weighted Sample	2318	1101	1218	340	391	788	812	329	247	309	457	543	719	498	579	1787	279	273	341
Total	2494	1204	1290	361	456	895	782	278	240	341	578	669	686	549	588	2096	211	120	68
		48%	52%	14%	18%	36%	31%	11%	10%	14%	23%	27%	28%	22%	24%	84%	8%	5%	3%
Accessing/ receiving news	842	452	391	163	218	353	109	50	65	118	291	297	261	169	116	709	69	36	28
	34%	38%	30%	45%	48%	39%	14%	18%	27%	35%	50%	44%	38%	31%	20%	34%	33%	30%	41%
		b		f	ef	f			g	g	ghi	lmn	mn	n				opq	
		54%	46%	19%	26%	42%	13%	6%	8%	14%	34%	35%	31%	20%	14%	84%	8%	4%	3%
Watching short video clips (e.g. on YouTube, Dailymotion or Vimeo)	827	414	413	201	239	311	75	69	67	131	265	228	239	174	185	731	48	34	14
	33%	34%	32%	56%	52%	35%	10%	25%	28%	38%	46%	34%	35%	32%	31%	35%	23%	28%	21%
				ef	ef	f				gh	ghi					pqr		r	
		50%	50%	24%	29%	38%	9%	8%	8%	16%	32%	28%	29%	21%	22%	88%	6%	4%	2%
Send/ receive video clips	771	350	420	170	222	305	74	52	62	115	241	239	243	157	131	639	70	35	27
	31%	29%	33%	47%	49%	34%	9%	19%	26%	34%	42%	36%	35%	29%	22%	30%	33%	29%	40%
				ef	ef	f			g	gh	ghi	mn	mn	n				oq	
		45%	55%	22%	29%	40%	10%	7%	8%	15%	31%	31%	32%	20%	17%	83%	9%	5%	3%
Making video calls e.g. via Facetime, Skype	597	267	331	133	182	227	55	38	61	72	182	169	192	122	114	515	48	22	12
	24%	22%	26%	37%	40%	25%	7%	14%	25%	21%	32%	25%	28%	22%	19%	25%	23%	18%	18%
				ef	ef	f			g	g	gi	n	mn			qr			
		45%	55%	22%	30%	38%	9%	6%	10%	12%	31%	28%	32%	20%	19%	86%	8%	4%	2%
Listen to music using MP3 function	591	319	272	172	165	212	42	56	42	86	199	181	178	122	109	504	51	24	12
	24%	26%	21%	48%	36%	24%	5%	20%	17%	25%	34%	27%	26%	22%	19%	24%	24%	20%	18%
		b		def	ef	f				h	ghi	n	n			r	r		
		54%	46%	29%	28%	36%	7%	9%	7%	15%	34%	31%	30%	21%	19%	85%	9%	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 TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QD15 (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 £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	3425	1629	1796	513	591	1142	1179	483	365	429	610	745	1059	728	889	2083	451	445	446
Effective Weighted Sample	2318	1101	1218	340	391	788	812	329	247	309	457	543	719	498	579	1787	279	273	341
Total	2494	1204	1290	361	456	895	782	278	240	341	578	669	686	549	588	2096	211	120	68
		48%	52%	14%	18%	36%	31%	11%	10%	14%	23%	27%	28%	22%	24%	84%	8%	5%	3%
Use your handset to help you shop e.g. compare prices online, read internet reviews, take photos of products	554	270	284	125	151	211	67	48	47	84	181	179	166	114	95	479	33	31	12
	22%	22%	22%	35%	33%	24%	9%	17%	20%	25%	31%	27%	24%	21%	16%	23%	16%	26%	17%
				ef	ef	f				g	ghi	mn	n			pr		pr	
		49%	51%	23%	27%	38%	12%	9%	8%	15%	33%	32%	30%	21%	17%	86%	6%	6%	2%
Accessing/ receiving sports/ team news/ scores	520	367	152	110	140	206	64	25	34	79	192	172	171	110	67	437	48	18	16
	21%	31%	12%	30%	31%	23%	8%	9%	14%	23%	33%	26%	25%	20%	11%	21%	23%	15%	24%
		b		ef	ef	f				gh	ghi	mn	n	n		q	q		q
		71%	29%	21%	27%	40%	12%	5%	6%	15%	37%	33%	33%	21%	13%	84%	9%	4%	3%
Making voice calls using a VoIP service e.g. Viber, Skype	507	241	266	110	147	203	47	28	45	67	163	157	161	90	98	439	42	16	10
	20%	20%	21%	30%	32%	23%	6%	10%	19%	20%	28%	23%	23%	16%	17%	21%	20%	13%	15%
				ef	ef	f			g	g	ghi	mn	mn			qr	q		
		48%	52%	22%	29%	40%	9%	6%	9%	13%	32%	31%	32%	18%	19%	87%	8%	3%	2%
Listen to FM radio	385	190	195	94	90	152	48	27	34	37	138	124	109	81	69	337	27	14	6
	15%	16%	15%	26%	20%	17%	6%	10%	14%	11%	24%	19%	16%	15%	12%	16%	13%	12%	10%
				def	f	f					ghi	n	n			r			
		49%	51%	24%	24%	40%	13%	7%	9%	10%	36%	32%	28%	21%	18%	88%	7%	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 TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QD15 (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

		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	3425	1629	1796	513	591	1142	1179	483	365	429	610	745	1059	728	889	2083	451	445	446
Effective Weighted Sample	2318	1101	1218	340	391	788	812	329	247	309	457	543	719	498	579	1787	279	273	341
Total	2494	1204	1290	361	456	895	782	278	240	341	578	669	686	549	588	2096	211	120	68
		48%	52%	14%	18%	36%	31%	11%	10%	14%	23%	27%	28%	22%	24%	84%	8%	5%	3%
Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, ITV Hub, All4, Demand 5 or Sky Go)	341	185	156	84	104	122	31	25	26	40	133	106	96	71	67	304	17	14	6
	14%	15%	12%	23%	23%	14%	4%	9%	11%	12%	23%	16%	14%	13%	11%	14%	8%	12%	9%
		b		ef	ef	f					ghi	n				pr			
		54%	46%	25%	30%	36%	9%	7%	8%	12%	39%	31%	28%	21%	20%	89%	5%	4%	2%
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	337	168	169	82	82	135	38	25	31	43	112	116	101	64	56	289	23	18	7
	14%	14%	13%	23%	18%	15%	5%	9%	13%	13%	19%	17%	15%	12%	10%	14%	11%	15%	11%
				ef	f	f					ghi	mn	n						
		50%	50%	24%	24%	40%	11%	7%	9%	13%	33%	34%	30%	19%	17%	86%	7%	5%	2%
Sending a tweet on Twitter (through a text, an app, the browser, or phone's built-in feature)	325	177	148	95	94	119	17	21	20	39	110	117	101	52	55	280	22	13	10
	13%	15%	11%	26%	21%	13%	2%	8%	8%	11%	19%	17%	15%	10%	9%	13%	11%	11%	15%
		b		ef	ef	f					ghi	mn	mn						
		54%	46%	29%	29%	37%	5%	7%	6%	12%	34%	36%	31%	16%	17%	86%	7%	4%	3%
Listen to Podcasts	226	136	90	63	54	92	16	9	14	38	86	78	80	43	24	206	7	8	5
	9%	11%	7%	18%	12%	10%	2%	3%	6%	11%	15%	12%	12%	8%	4%	10%	3%	6%	7%
		b		def	f	f				gh	gh	mn	mn	n		p			
		60%	40%	28%	24%	41%	7%	4%	6%	17%	38%	35%	35%	19%	11%	91%	3%	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 TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QD15 (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

		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	3425	1629	1796	513	591	1142	1179	483	365	429	610	745	1059	728	889	2083	451	445	446
Effective Weighted Sample	2318	1101	1218	340	391	788	812	329	247	309	457	543	719	498	579	1787	279	273	341
Total	2494	1204	1290	361	456	895	782	278	240	341	578	669	686	549	588	2096	211	120	68
		48%	52%	14%	18%	36%	31%	11%	10%	14%	23%	27%	28%	22%	24%	84%	8%	5%	3%
Watching other free professional TV programmes or video channels online (e.g. via official YouTube channels such as Channel 4 or Jamie Oliver's Foodtube) or on other sites (e.g. South Park Studios)	220	114	105	64	65	80	10	21	18	32	72	60	56	50	53	190	10	14	5
	9%	10%	8%	18%	14%	9%	1%	7%	7%	9%	12%	9%	8%	9%	9%	9%	5%	12%	7%
				ef	ef	f					gh					p		p	
		52%	48%	29%	30%	36%	5%	9%	8%	15%	33%	28%	25%	23%	24%	87%	5%	6%	2%
Watching live TV on the internet at the same time as it is broadcast	199	120	79	48	58	77	17	14	12	24	82	58	49	51	39	176	11	8	4
	8%	10%	6%	13%	13%	9%	2%	5%	5%	7%	14%	9%	7%	9%	7%	8%	5%	7%	5%
		b		ef	ef	f					ghi								
		60%	40%	24%	29%	39%	9%	7%	6%	12%	41%	29%	25%	26%	20%	88%	6%	4%	2%
Contactless mobile payment at point of sale/ checkouts	195	105	91	49	57	72	17	15	12	26	65	69	60	41	26	165	19	7	4
	8%	9%	7%	14%	13%	8%	2%	5%	5%	8%	11%	10%	9%	7%	4%	8%	9%	6%	7%
				ef	ef	f					gh								
		54%	46%	25%	29%	37%	9%	8%	6%	13%	33%	35%	31%	21%	13%	84%	10%	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 TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QD15 (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

		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	3425	1629	1796	513	591	1142	1179	483	365	429	610	745	1059	728	889	2083	451	445	446
Effective Weighted Sample	2318	1101	1218	340	391	788	812	329	247	309	457	543	719	498	579	1787	279	273	341
Total	2494	1204	1290	361	456	895	782	278	240	341	578	669	686	549	588	2096	211	120	68
		48%	52%	14%	18%	36%	31%	11%	10%	14%	23%	27%	28%	22%	24%	84%	8%	5%	3%
Watching purchased TV programmes/ films online or downloads either via 'pay per view' services (e.g. iTunes, Google Play, Blinkbox) or via a 'standalone' subscription service (e.g. Netflix, Amazon Prime Instant)	192	103	89	52	67	62	11	20	15	21	65	51	57	44	40	164	12	9	6
	8%	9%	7%	14%	15%	7%	1%	7%	6%	6%	11%	8%	8%	8%	7%	8%	6%	8%	9%
		54%	46%	27%	35%	32%	6%	10%	8%	11%	34%	26%	30%	23%	21%	86%	6%	5%	3%
Remotely control TV services at home such as Sky+ or Tivo using your mobile phone	126	74	53	22	32	65	8	7	11	20	53	46	35	21	24	112	5	8	1
	5%	6%	4%	6%	7%	7%	1%	3%	5%	6%	9%	7%	5%	4%	4%	5%	2%	7%	2%
		b		f	f	f				g	gh	mn				pr		pr	
		58%	42%	18%	25%	51%	6%	6%	9%	16%	42%	36%	28%	16%	19%	89%	4%	7%	1%
Other	37	22	15	2	2	17	17	3	1	6	3	11	11	9	6	30	6	2	-
	1%	2%	1%	1%	1%	2%	2%	1%	1%	2%	1%	2%	2%	2%	1%	1%	3%	1%	0%
		60%	40%	5%	4%	45%	46%	9%	4%	16%	7%	29%	30%	25%	16%	81%	15%	4%	0%
WEB/ DATA ACCESS	1753	834	919	326	418	704	305	147	144	260	485	507	496	373	374	1474	148	80	51
	70%	69%	71%	90%	92%	79%	39%	53%	60%	76%	84%	76%	72%	68%	64%	70%	70%	67%	75%
				ef	ef	f				gh	ghi	mn	n					q	
		48%	52%	19%	24%	40%	17%	8%	8%	15%	28%	29%	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																			

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QD15 (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

		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	3425	1629	1796	513	591	1142	1179	483	365	429	610	745	1059	728	889	2083	451	445	446
Effective Weighted Sample	2318	1101	1218	340	391	788	812	329	247	309	457	543	719	498	579	1787	279	273	341
Total	2494	1204	1290	361	456	895	782	278	240	341	578	669	686	549	588	2096	211	120	68
		48%	52%	14%	18%	36%	31%	11%	10%	14%	23%	27%	28%	22%	24%	84%	8%	5%	3%
WATCHING AV CONTENT	949	482	467	227	273	363	86	81	71	144	303	263	271	204	210	826	59	43	21
	38%	40%	36%	63%	60%	41%	11%	29%	29%	42%	52%	39%	40%	37%	36%	39%	28%	36%	30%
				ef	ef	f				gh	ghi					pr		p	
		51%	49%	24%	29%	38%	9%	9%	7%	15%	32%	28%	29%	21%	22%	87%	6%	5%	2%
LISTEN TO AUDIO CONTENT	786	409	376	212	207	292	75	68	66	105	261	235	236	163	151	682	61	29	14
	32%	34%	29%	59%	45%	33%	10%	24%	27%	31%	45%	35%	34%	30%	26%	33%	29%	24%	21%
		b		def	ef	f					ghi	n	n			qr	r		
		52%	48%	27%	26%	37%	10%	9%	8%	13%	33%	30%	30%	21%	19%	87%	8%	4%	2%
None of these	171	102	69	4	5	20	143	37	21	14	8	42	35	40	54	142	12	12	5
	7%	9%	5%	1%	1%	2%	18%	13%	9%	4%	1%	6%	5%	7%	9%	7%	6%	10%	7%
		b				cde		ij	ij	j					l				
		60%	40%	3%	3%	12%	83%	22%	12%	8%	5%	24%	21%	23%	32%	83%	7%	7%	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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QD15 (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		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	3425	236	235	228	224	234	228	234	227	237	2485	940	1825	1589	1637	1788
Effective Weighted Sample	2318	209	222	218	209	217	217	215	210	217	1923	428	1269	1089	1122	1231
Total	2494	318	337	211	171	223	235	212	104	285	2155	340	1517	969	1342	1153
		13%	14%	8%	7%	9%	9%	8%	4%	11%	86%	14%	61%	39%	54%	46%
Send/ receive text messages (SMS)	2227	303	295	180	151	206	204	194	93	252	1940	287	1431	788	1191	1036
	89%	95%	87%	85%	89%	92%	87%	91%	90%	88%	90%	84%	94%	81%	89%	90%
		bcdghi				c		c			k		m			
		14%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	64%	35%	53%	47%
Take photos	1750	251	240	160	111	152	160	156	60	180	1513	236	1208	535	932	818
	70%	79%	71%	76%	65%	68%	68%	74%	58%	63%	70%	70%	80%	55%	69%	71%
		defhi	h	dhi		h	h	hi					m			
		14%	14%	9%	6%	9%	9%	9%	3%	10%	86%	14%	69%	31%	53%	47%
General browsing/ surfing the internet	1515	248	194	118	95	132	122	137	58	167	1336	179	1092	421	797	717
	61%	78%	57%	56%	56%	59%	52%	65%	56%	59%	62%	53%	72%	43%	59%	62%
		bcdefghi				f		f			k		m			
		16%	13%	8%	6%	9%	8%	9%	4%	11%	88%	12%	72%	28%	53%	47%
Send/ receive emails (not SMS)	1410	245	189	124	85	118	134	109	51	144	1241	169	1043	364	752	658
	57%	77%	56%	59%	50%	53%	57%	51%	49%	50%	58%	50%	69%	38%	56%	57%
		bcdefghi		h							k		m			
		17%	13%	9%	6%	8%	9%	8%	4%	10%	88%	12%	74%	26%	53%	47%
Send/ receive messages with pictures/ images	1227	206	137	103	78	102	107	96	46	146	1083	143	898	325	649	578
	49%	65%	41%	49%	46%	46%	45%	45%	44%	51%	50%	42%	59%	34%	48%	50%
		bcdefghi								b	k		m			
		17%	11%	8%	6%	8%	9%	8%	4%	12%	88%	12%	73%	26%	53%	47%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QD15 (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		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	3425	236	235	228	224	234	228	234	227	237	2485	940	1825	1589	1637	1788
Effective Weighted Sample	2318	209	222	218	209	217	217	215	210	217	1923	428	1269	1089	1122	1231
Total	2494	318	337	211	171	223	235	212	104	285	2155	340	1517	969	1342	1153
		13%	14%	8%	7%	9%	9%	8%	4%	11%	86%	14%	61%	39%	54%	46%
Using social networking e.g. Facebook, Twitter, LinkedIn, Snapchat	1221	197	148	101	82	94	114	104	51	132	1085	136	898	319	616	605
	49%	62%	44%	48%	48%	42%	49%	49%	49%	46%	50%	40%	59%	33%	46%	52%
		bcdefghi									k		m			n
		16%	12%	8%	7%	8%	9%	9%	4%	11%	89%	11%	74%	26%	50%	50%
Use IM/ Instant Messaging (e.g. BBM, Apple iMessage, WhatsApp, Facebook Messenger, Snapchat)	1177	224	129	93	79	101	107	96	48	118	1034	143	868	304	587	589
	47%	70%	38%	44%	46%	45%	46%	45%	46%	41%	48%	42%	57%	31%	44%	51%
		bcdefghi									k		m			n
		19%	11%	8%	7%	9%	9%	8%	4%	10%	88%	12%	74%	26%	50%	50%
Download apps or programs directly to your phone	1086	188	109	104	75	93	101	110	30	110	952	134	795	289	545	540
	44%	59%	32%	49%	44%	42%	43%	52%	29%	39%	44%	39%	52%	30%	41%	47%
		bcdefhi		bhi	bh	bh	bh	beh		h			m			n
		17%	10%	10%	7%	9%	9%	10%	3%	10%	88%	12%	73%	27%	50%	50%
Record video clips using the phone	978	217	94	84	58	61	95	90	33	87	866	112	727	249	477	501
	39%	68%	28%	40%	34%	27%	40%	43%	32%	31%	40%	33%	48%	26%	36%	43%
		bcdefghi		bei			bei	beh			k		m			n
		22%	10%	9%	6%	6%	10%	9%	3%	9%	89%	11%	74%	25%	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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QD15 (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		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	3425	236	235	228	224	234	228	234	227	237	2485	940	1825	1589	1637	1788
Effective Weighted Sample	2318	209	222	218	209	217	217	215	210	217	1923	428	1269	1089	1122	1231
Total	2494	318	337	211	171	223	235	212	104	285	2155	340	1517	969	1342	1153
		13%	14%	8%	7%	9%	9%	8%	4%	11%	86%	14%	61%	39%	54%	46%
Play games	856	149	94	77	64	87	71	69	36	93	771	85	600	254	433	423
	34%	47%	28%	36%	38%	39%	30%	33%	35%	33%	36%	25%	40%	26%	32%	37%
		bcfghi			b	bf					k		m			n
		17%	11%	9%	8%	10%	8%	8%	4%	11%	90%	10%	70%	30%	51%	49%
Accessing/ receiving news	842	146	104	72	55	56	90	69	32	85	734	108	631	211	457	385
	34%	46%	31%	34%	32%	25%	38%	33%	31%	30%	34%	32%	42%	22%	34%	33%
		bcdegghi		e			e						m			
		17%	12%	9%	7%	7%	11%	8%	4%	10%	87%	13%	75%	25%	54%	46%
Watching short video clips (e.g. on YouTube, Dailymotion or Vimeo)	827	168	93	68	57	51	87	83	28	96	731	96	606	218	391	435
	33%	53%	28%	32%	34%	23%	37%	39%	27%	34%	34%	28%	40%	23%	29%	38%
		bcdefghi		e	e		beh	beh		e	k		m			n
		20%	11%	8%	7%	6%	11%	10%	3%	12%	88%	12%	73%	26%	47%	53%
Send/ receive video clips	771	166	72	58	48	60	68	60	24	82	685	86	582	187	399	372
	31%	52%	21%	27%	28%	27%	29%	28%	23%	29%	32%	25%	38%	19%	30%	32%
		bcdefghi									k		m			
		22%	9%	8%	6%	8%	9%	8%	3%	11%	89%	11%	75%	24%	52%	48%
Making video calls e.g. via Facetime, Skype	597	174	60	49	33	48	54	35	17	45	532	65	453	144	267	330
	24%	55%	18%	23%	20%	22%	23%	16%	16%	16%	25%	19%	30%	15%	20%	29%
		bcdefghi									k		m			n
		29%	10%	8%	6%	8%	9%	6%	3%	8%	89%	11%	76%	24%	45%	55%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QD15 (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		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	3425	236	235	228	224	234	228	234	227	237	2485	940	1825	1589	1637	1788
Effective Weighted Sample	2318	209	222	218	209	217	217	215	210	217	1923	428	1269	1089	1122	1231
Total	2494	318	337	211	171	223	235	212	104	285	2155	340	1517	969	1342	1153
		13%	14%	8%	7%	9%	9%	8%	4%	11%	86%	14%	61%	39%	54%	46%
Listen to music using MP3 function	591	91	72	46	48	35	77	57	15	62	524	67	416	172	300	290
	24%	29%	21%	22%	28%	16%	33%	27%	14%	22%	24%	20%	27%	18%	22%	25%
		eh	h	h	eh		bcehi	eh		h	k		m			
		15%	12%	8%	8%	6%	13%	10%	2%	11%	89%	11%	70%	29%	51%	49%
Use your handset to help you shop e.g. compare prices online, read internet reviews, take photos of products	554	52	67	58	48	47	65	68	18	54	476	78	401	151	300	254
	22%	16%	20%	28%	28%	21%	28%	32%	17%	19%	22%	23%	26%	16%	22%	22%
				ahi	abhi		ahi	abehi					m			
		9%	12%	10%	9%	9%	12%	12%	3%	10%	86%	14%	72%	27%	54%	46%
Accessing/ receiving sports/ team news/ scores	520	118	48	40	35	36	47	47	17	49	449	71	400	120	271	249
	21%	37%	14%	19%	21%	16%	20%	22%	16%	17%	21%	21%	26%	12%	20%	22%
		bcdefghi						b					m			
		23%	9%	8%	7%	7%	9%	9%	3%	9%	86%	14%	77%	23%	52%	48%
Making voice calls using a VoIP service e.g. Viber, Skype	507	183	41	38	25	25	56	23	8	39	455	52	388	117	222	285
	20%	58%	12%	18%	15%	11%	24%	11%	8%	14%	21%	15%	26%	12%	17%	25%
		bcdefghi		egh	h		bdeghi				k		m			n
		36%	8%	8%	5%	5%	11%	5%	2%	8%	90%	10%	77%	23%	44%	56%
Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o																

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QD15 (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		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	3425	236	235	228	224	234	228	234	227	237	2485	940	1825	1589	1637	1788
Effective Weighted Sample	2318	209	222	218	209	217	217	215	210	217	1923	428	1269	1089	1122	1231
Total	2494	318	337	211	171	223	235	212	104	285	2155	340	1517	969	1342	1153
		13%	14%	8%	7%	9%	9%	8%	4%	11%	86%	14%	61%	39%	54%	46%
Listen to FM radio	385	61	65	37	26	24	41	31	12	41	347	38	282	102	221	164
	15%	19%	19%	17%	15%	11%	17%	14%	11%	14%	16%	11%	19%	11%	16%	14%
		eh	eh					k			k		m			
		16%	17%	10%	7%	6%	11%	8%	3%	11%	90%	10%	73%	27%	57%	43%
Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, ITV Hub, All4, Demand 5 or Sky Go)	341	57	40	41	27	17	33	35	9	43	302	39	252	88	188	153
	14%	18%	12%	20%	16%	8%	14%	17%	9%	15%	14%	11%	17%	9%	14%	13%
		eh		beh	eh		e	eh		eh			m			
		17%	12%	12%	8%	5%	10%	10%	3%	13%	89%	11%	74%	26%	55%	45%
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	337	33	33	47	21	26	44	33	12	38	284	53	248	88	177	160
	14%	11%	10%	22%	12%	12%	19%	16%	12%	13%	13%	16%	16%	9%	13%	14%
				abdehi			abeh						m			
		10%	10%	14%	6%	8%	13%	10%	4%	11%	84%	16%	73%	26%	52%	48%
Sending a tweet on Twitter (through a text, an app, the browser, or phone's built-in feature)	325	58	46	28	17	20	39	27	9	36	293	32	245	80	166	159
	13%	18%	14%	13%	10%	9%	16%	13%	9%	13%	14%	9%	16%	8%	12%	14%
		deh					deh				k		m			
		18%	14%	9%	5%	6%	12%	8%	3%	11%	90%	10%	75%	25%	51%	49%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QD15 (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		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	3425	236	235	228	224	234	228	234	227	237	2485	940	1825	1589	1637	1788
Effective Weighted Sample	2318	209	222	218	209	217	217	215	210	217	1923	428	1269	1089	1122	1231
Total	2494	318	337	211	171	223	235	212	104	285	2155	340	1517	969	1342	1153
		13%	14%	8%	7%	9%	9%	8%	4%	11%	86%	14%	61%	39%	54%	46%
Listen to Podcasts	226	55	26	20	10	11	37	23	7	18	198	27	165	61	111	115
	9%	17%	8%	9%	6%	5%	16%	11%	7%	6%	9%	8%	11%	6%	8%	10%
		bcdehi					bcdehi	e					m			
		24%	12%	9%	5%	5%	16%	10%	3%	8%	88%	12%	73%	27%	49%	51%
Watching other free professional TV programmes or video channels online (e.g. via official YouTube channels such as Channel 4 or Jamie Oliver's Foodtube) or on other sites (e.g. South Park Studios)	220	48	21	27	13	13	24	14	5	25	195	24	170	49	103	116
	9%	15%	6%	13%	8%	6%	10%	7%	4%	9%	9%	7%	11%	5%	8%	10%
		bdeghi		begh			h						m			n
		22%	10%	12%	6%	6%	11%	6%	2%	12%	89%	11%	78%	22%	47%	53%
Watching live TV on the internet at the same time as it is broadcast	199	33	35	21	13	13	19	16	5	22	181	18	151	47	108	91
	8%	10%	10%	10%	7%	6%	8%	8%	5%	8%	8%	5%	10%	5%	8%	8%
		h	h	h							k		m			
		16%	17%	11%	6%	7%	9%	8%	2%	11%	91%	9%	76%	24%	54%	46%
Contactless mobile payment at point of sale/ checkouts	195	28	27	14	16	18	23	15	6	18	169	27	151	43	97	99
	8%	9%	8%	7%	9%	8%	10%	7%	6%	6%	8%	8%	10%	4%	7%	9%
													m			
		14%	14%	7%	8%	9%	12%	8%	3%	9%	86%	14%	77%	22%	50%	50%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QD15 (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		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	3425	236	235	228	224	234	228	234	227	237	2485	940	1825	1589	1637	1788
Effective Weighted Sample	2318	209	222	218	209	217	217	215	210	217	1923	428	1269	1089	1122	1231
Total	2494	318	337	211	171	223	235	212	104	285	2155	340	1517	969	1342	1153
		13%	14%	8%	7%	9%	9%	8%	4%	11%	86%	14%	61%	39%	54%	46%
Watching purchased TV programmes/ films online or downloads either via 'pay per view' services (e.g. iTunes, Google Play, Blinkbox) or via a 'standalone' subscription service (e.g. Netflix, Amazon Prime Instant)	192	28	28	20	11	16	18	17	5	22	168	24	143	50	101	91
	8%	9%	8%	9%	6%	7%	8%	8%	5%	8%	8%	7%	9%	5%	8%	8%
		15%	14%	10%	6%	8%	9%	9%	3%	12%	87%	13%	74%	26%	53%	47%
Remotely control TV services at home such as Sky+ or Tivo using your mobile phone	126	11	15	15	11	7	18	18	3	14	109	18	95	31	77	50
	5%	3%	4%	7%	7%	3%	8%	9%	3%	5%	5%	5%	6%	3%	6%	4%
		9%	12%	12%	9%	6%	14%	14%	2%	11%	86%	14%	76%	24%	61%	39%
Other	37	1	7	1	12	2	6	-	-	1	29	8	21	16	22	15
	1%	*%	2%	1%	7%	1%	2%	-%	-%	*%	1%	2%	1%	2%	2%	1%
		4%	19%	4%	32%	5%	16%	-%	-%	2%	79%	21%	57%	43%	60%	40%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QD15 (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		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	3425	236	235	228	224	234	228	234	227	237	2485	940	1825	1589	1637	1788
Effective Weighted Sample	2318	209	222	218	209	217	217	215	210	217	1923	428	1269	1089	1122	1231
Total	2494	318	337	211	171	223	235	212	104	285	2155	340	1517	969	1342	1153
		13%	14%	8%	7%	9%	9%	8%	4%	11%	86%	14%	61%	39%	54%	46%
WEB/ DATA ACCESS	1753	267	229	143	110	158	159	151	67	190	1533	219	1246	502	931	822
	70%	84%	68%	68%	64%	71%	68%	71%	65%	66%	71%	65%	82%	52%	69%	71%
		bcdefghi									k		m			
		15%	13%	8%	6%	9%	9%	9%	4%	11%	87%	13%	71%	29%	53%	47%
WATCHING AV CONTENT	949	186	116	81	66	61	94	87	32	103	839	110	695	251	467	482
	38%	58%	34%	39%	39%	27%	40%	41%	31%	36%	39%	33%	46%	26%	35%	42%
		bcdefghi		e	e		e	eh			k		m		n	
		20%	12%	9%	7%	6%	10%	9%	3%	11%	88%	12%	73%	26%	49%	51%
LISTEN TO AUDIO CONTENT	786	120	105	69	60	52	95	73	25	83	697	89	562	220	409	377
	32%	38%	31%	32%	35%	23%	41%	34%	24%	29%	32%	26%	37%	23%	30%	33%
		eh		e	eh		beh	eh			k		m			
		15%	13%	9%	8%	7%	12%	9%	3%	11%	89%	11%	72%	28%	52%	48%
None of these	171	8	28	17	14	11	20	14	7	24	136	35	33	137	96	75
	7%	2%	8%	8%	8%	5%	8%	7%	7%	8%	6%	10%	2%	14%	7%	7%
			a	a	a		a	a	a	a		j		l		
			5%	16%	10%	8%	6%	11%	8%	4%	14%	80%	19%	80%	56%	44%
Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o																

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 46**

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

**QD16 (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 £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	3425	1629	1796	513	591	1142	1179	483	365	429	610	745	1059	728	889	2083	451	445	446
Effective Weighted Sample	2318	1101	1218	340	391	788	812	329	247	309	457	543	719	498	579	1787	279	273	341
Total	2494	1204	1290	361	456	895	782	278	240	341	578	669	686	549	588	2096	211	120	68
		48%	52%	14%	18%	36%	31%	11%	10%	14%	23%	27%	28%	22%	24%	84%	8%	5%	3%
Send/ receive text messages (SMS)	2034	969	1065	332	405	782	515	204	193	292	511	555	572	449	458	1716	162	98	58
	82%	80%	83%	92%	89%	87%	66%	74%	80%	86%	88%	83%	83%	82%	78%	82%	77%	82%	85%
		48%	52%	ef	f	f				g	gh	n	n			p			p
				16%	20%	38%	25%	10%	9%	14%	25%	27%	28%	22%	23%	84%	8%	5%	3%
General surfing/ browsing the internet	1308	627	681	275	339	508	187	105	108	190	375	369	385	278	274	1106	100	59	43
	52%	52%	53%	76%	74%	57%	24%	38%	45%	56%	65%	55%	56%	51%	47%	53%	47%	50%	64%
		48%	52%	ef	ef	f		8%	8%	15%	29%	28%	29%	21%	21%	85%	8%	5%	opq
				21%	26%	39%	14%												3%
Take photos	1187	530	657	243	300	463	181	100	98	175	350	335	335	263	253	1003	89	63	32
	48%	44%	51%	67%	66%	52%	23%	36%	41%	51%	61%	50%	49%	48%	43%	48%	42%	52%	47%
		45%	a	ef	ef	f				gh	ghi	n	n					p	
			55%	20%	25%	39%	15%	8%	8%	15%	30%	28%	28%	22%	21%	85%	8%	5%	3%
Send/ receive emails (not SMS)	1145	536	609	227	288	457	172	71	83	165	358	373	336	231	203	998	67	49	31
	46%	45%	47%	63%	63%	51%	22%	26%	35%	48%	62%	56%	49%	42%	34%	48%	32%	41%	45%
		47%		ef	ef	f		6%	7%	14%	31%	lmn	mn	n		pq		p	p
				20%	25%	40%	15%					33%	29%	20%	18%	87%	6%	4%	3%
Using social networking e.g. Facebook, Twitter, LinkedIn, Snapchat	1072	464	608	258	295	413	105	96	101	168	310	292	310	224	245	904	83	52	32
	43%	39%	47%	72%	65%	46%	13%	34%	42%	49%	54%	44%	45%	41%	42%	43%	39%	44%	47%
		43%	a	def	ef	f		9%	9%	16%	29%	27%	29%	21%	23%	84%	8%	5%	p
			57%	24%	27%	39%	10%												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 - H1 2016. 4th January to 29th February 2016.**

**Table 46**

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

**QD16 (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

		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	3425	1629	1796	513	591	1142	1179	483	365	429	610	745	1059	728	889	2083	451	445	446
Effective Weighted Sample	2318	1101	1218	340	391	788	812	329	247	309	457	543	719	498	579	1787	279	273	341
Total	2494	1204	1290	361	456	895	782	278	240	341	578	669	686	549	588	2096	211	120	68
		48%	52%	14%	18%	36%	31%	11%	10%	14%	23%	27%	28%	22%	24%	84%	8%	5%	3%
Use IM/ Instant Messaging (e.g. BBM, Apple iMessage, WhatsApp, Facebook Messenger, Snapchat)	935	410	525	234	259	354	87	73	75	137	263	256	281	195	202	793	67	43	32
	37%	34%	41%	65%	57%	40%	11%	26%	31%	40%	45%	38%	41%	35%	34%	38%	32%	36%	47%
			a	def	ef	f				gh	gh		n			p			opq
		44%	56%	25%	28%	38%	9%	8%	8%	15%	28%	27%	30%	21%	22%	85%	7%	5%	3%
Send/ receive messages with pictures/ images	788	344	444	170	220	301	96	55	56	120	237	229	239	164	155	659	59	44	25
	32%	29%	34%	47%	48%	34%	12%	20%	23%	35%	41%	34%	35%	30%	26%	31%	28%	37%	37%
			a	ef	ef	f				gh	gh		n					p	op
		44%	56%	22%	28%	38%	12%	7%	7%	15%	30%	29%	30%	21%	20%	84%	7%	6%	3%
Play games	647	312	335	193	190	215	49	63	56	87	180	162	194	137	153	567	39	25	17
	26%	26%	26%	53%	42%	24%	6%	23%	23%	25%	31%	24%	28%	25%	26%	27%	18%	21%	25%
				def	ef	f					gh					pq			p
		48%	52%	30%	29%	33%	8%	10%	9%	13%	28%	25%	30%	21%	24%	88%	6%	4%	3%
Accessing/ receiving news	633	357	276	119	171	269	74	28	53	89	240	232	200	120	80	542	45	25	20
	25%	30%	21%	33%	37%	30%	9%	10%	22%	26%	42%	35%	29%	22%	14%	26%	21%	21%	29%
		b		f	ef	f			g	g	ghi	lmn	mn	n					pq
		56%	44%	19%	27%	42%	12%	4%	8%	14%	38%	37%	32%	19%	13%	86%	7%	4%	3%
Download apps or programs directly to your phone	600	301	299	149	176	218	57	41	55	80	170	154	188	121	138	527	32	29	13
	24%	25%	23%	41%	39%	24%	7%	15%	23%	23%	29%	23%	27%	22%	23%	25%	15%	24%	19%
				ef	ef	f			g	g	g		m			pr		p	
		50%	50%	25%	29%	36%	9%	7%	9%	13%	28%	26%	31%	20%	23%	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 TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 46**

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

**QD16 (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

		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	3425	1629	1796	513	591	1142	1179	483	365	429	610	745	1059	728	889	2083	451	445	446
Effective Weighted Sample	2318	1101	1218	340	391	788	812	329	247	309	457	543	719	498	579	1787	279	273	341
Total	2494	1204	1290	361	456	895	782	278	240	341	578	669	686	549	588	2096	211	120	68
		48%	52%	14%	18%	36%	31%	11%	10%	14%	23%	27%	28%	22%	24%	84%	8%	5%	3%
Watching short video clips (e.g. on YouTube, Dailymotion or Vimeo)	563	279	284	153	170	195	45	46	43	89	178	146	169	111	136	507	25	24	7
	23%	23%	22%	42%	37%	22%	6%	17%	18%	26%	31%	22%	25%	20%	23%	24%	12%	20%	10%
				ef	ef	f				gh	gh					pr		pr	
		50%	50%	27%	30%	35%	8%	8%	8%	16%	32%	26%	30%	20%	24%	90%	4%	4%	1%
Record video clips using the phone	539	239	300	137	167	203	33	31	46	81	178	148	153	117	120	464	28	32	16
	22%	20%	23%	38%	37%	23%	4%	11%	19%	24%	31%	22%	22%	21%	20%	22%	13%	27%	24%
			a	ef	ef	f			g	g	ghi					p		p	p
		44%	56%	25%	31%	38%	6%	6%	9%	15%	33%	28%	28%	22%	22%	86%	5%	6%	3%
Listen to music using MP3 function	434	234	200	137	121	149	27	42	23	69	153	121	135	94	83	371	36	19	8
	17%	19%	15%	38%	26%	17%	3%	15%	9%	20%	26%	18%	20%	17%	14%	18%	17%	16%	11%
		b		def	ef	f		h		h	ghi		n			r	r		
		54%	46%	32%	28%	34%	6%	10%	5%	16%	35%	28%	31%	22%	19%	86%	8%	4%	2%
Send/ receive video clips	385	167	219	103	111	141	30	25	30	58	117	113	118	81	73	328	24	21	12
	15%	14%	17%	29%	24%	16%	4%	9%	13%	17%	20%	17%	17%	15%	12%	16%	11%	17%	18%
			a	ef	ef	f				g	gh	n	n					p	p
		43%	57%	27%	29%	37%	8%	6%	8%	15%	30%	29%	31%	21%	19%	85%	6%	5%	3%
Accessing/ receiving sports/ team news/ scores	375	278	97	78	98	154	44	15	25	54	149	121	132	75	47	322	29	14	10
	15%	23%	8%	22%	21%	17%	6%	5%	10%	16%	26%	18%	19%	14%	8%	15%	14%	11%	15%
		b		f	f	f			g	g	ghi	mn	mn	n					
		74%	26%	21%	26%	41%	12%	4%	7%	14%	40%	32%	35%	20%	12%	86%	8%	4%	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 - H1 2016. 4th January to 29th February 2016.**

**Table 46**

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

**QD16 (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

		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	3425	1629	1796	513	591	1142	1179	483	365	429	610	745	1059	728	889	2083	451	445	446
Effective Weighted Sample	2318	1101	1218	340	391	788	812	329	247	309	457	543	719	498	579	1787	279	273	341
Total	2494	1204	1290	361	456	895	782	278	240	341	578	669	686	549	588	2096	211	120	68
		48%	52%	14%	18%	36%	31%	11%	10%	14%	23%	27%	28%	22%	24%	84%	8%	5%	3%
Making video calls e.g. via Facetime, Skype	374	152	222	78	126	137	33	21	38	48	115	103	117	69	85	338	18	14	4
	15%	13%	17%	22%	28%	15%	4%	8%	16%	14%	20%	15%	17%	13%	14%	16%	8%	12%	6%
		a	a	ef	ef	f			g	g	gi		m			pr		r	
		41%	59%	21%	34%	36%	9%	6%	10%	13%	31%	28%	31%	18%	23%	90%	5%	4%	1%
Use your handset to help you shop e.g. compare prices online, read internet reviews, take photos of products	339	153	186	79	97	130	34	26	23	53	119	104	105	73	57	299	14	19	7
	14%	13%	14%	22%	21%	14%	4%	9%	9%	16%	21%	16%	15%	13%	10%	14%	7%	16%	10%
				ef	ef	f				gh	gh	n	n			pr		pr	
		45%	55%	23%	29%	38%	10%	8%	7%	16%	35%	31%	31%	21%	17%	88%	4%	6%	2%
Making voice calls using a VoIP service e.g. Viber, Skype	313	149	164	70	98	120	24	15	26	45	100	84	96	59	74	279	19	11	4
	13%	12%	13%	19%	22%	13%	3%	5%	11%	13%	17%	13%	14%	11%	13%	13%	9%	9%	6%
				ef	ef	f			g	g	gh					pr			
		48%	52%	22%	31%	38%	8%	5%	8%	14%	32%	27%	31%	19%	24%	89%	6%	3%	1%
Listen to FM radio	237	117	120	56	57	98	26	16	21	28	88	80	64	47	46	210	15	10	2
	10%	10%	9%	16%	12%	11%	3%	6%	9%	8%	15%	12%	9%	9%	8%	10%	7%	8%	3%
				ef	f	f					ghi	n				r	r	r	
		49%	51%	24%	24%	41%	11%	7%	9%	12%	37%	34%	27%	20%	19%	88%	7%	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 - H1 2016. 4th January to 29th February 2016.**

**Table 46**

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

**QD16 (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

		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	3425	1629	1796	513	591	1142	1179	483	365	429	610	745	1059	728	889	2083	451	445	446
Effective Weighted Sample	2318	1101	1218	340	391	788	812	329	247	309	457	543	719	498	579	1787	279	273	341
Total	2494	1204	1290	361	456	895	782	278	240	341	578	669	686	549	588	2096	211	120	68
		48%	52%	14%	18%	36%	31%	11%	10%	14%	23%	27%	28%	22%	24%	84%	8%	5%	3%
Sending a tweet on Twitter (through a text, an app, the browser, or phone's built-in feature)	229	120	109	85	60	74	10	13	17	27	71	82	69	40	38	196	16	10	6
	9%	10%	8%	23%	13%	8%	1%	5%	7%	8%	12%	12%	10%	7%	6%	9%	8%	8%	9%
				def	ef	f					gh	mn	n						
		52%	48%	37%	26%	32%	5%	6%	7%	12%	31%	36%	30%	17%	16%	86%	7%	4%	3%
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	213	107	106	53	56	78	26	19	19	28	65	68	72	39	33	184	15	10	4
	9%	9%	8%	15%	12%	9%	3%	7%	8%	8%	11%	10%	10%	7%	6%	9%	7%	9%	5%
				ef	f	f					g	n	mn			r			
		50%	50%	25%	26%	37%	12%	9%	9%	13%	30%	32%	34%	18%	15%	86%	7%	5%	2%
Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, ITV Hub, All4, Demand 5 or Sky Go)	200	101	99	56	60	68	16	14	15	28	70	59	56	38	45	180	9	8	3
	8%	8%	8%	16%	13%	8%	2%	5%	6%	8%	12%	9%	8%	7%	8%	9%	4%	7%	4%
				ef	ef	f					gh					pr			
		50%	50%	28%	30%	34%	8%	7%	7%	14%	35%	30%	28%	19%	23%	90%	4%	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 - H1 2016. 4th January to 29th February 2016.**

**Table 46**

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

**QD16 (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

		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	3425	1629	1796	513	591	1142	1179	483	365	429	610	745	1059	728	889	2083	451	445	446
Effective Weighted Sample	2318	1101	1218	340	391	788	812	329	247	309	457	543	719	498	579	1787	279	273	341
Total	2494	1204	1290	361	456	895	782	278	240	341	578	669	686	549	588	2096	211	120	68
		48%	52%	14%	18%	36%	31%	11%	10%	14%	23%	27%	28%	22%	24%	84%	8%	5%	3%
Watching other free professional TV programmes or video channels online (e.g. via official YouTube channels such as Channel 4 or Jamie Oliver's Foodtube) or on other sites (e.g. South Park Studios)	140 6%	79 7%	61 5%	43 12% ef	49 11% ef	43 5% f	5 1%	15 5%	9 4%	21 6%	46 8% h	41 6%	31 5%	27 5%	42 7%	125 6% pr	5 2%	9 8% pr	2 3%
				31%	35%	31%	3%	10%	6%	15%	33%	29%	22%	19%	30%	89%	3%	7%	1%
Contactless mobile payment at point of sale/ checkouts	137 6%	70 6%	68 5%	38 11% ef	37 8% f	51 6% f	11 1%	11 4%	7 3%	20 6%	48 8% gh	48 7% n	44 6% n	26 5%	19 3%	118 6%	11 5%	5 4%	3 5%
				28%	27%	37%	8%	8%	5%	14%	35%	35%	32%	19%	14%	86%	8%	4%	2%
Listen to Podcasts	136 5%	86 7%	50 4%	37 10% ef	35 8% f	55 6% f	9 1%	5 2%	11 4%	25 7%	47 8% g	45 7% n	46 7% n	28 5%	17 3%	125 6% p	5 2%	4 3%	2 3%
				28%	26%	40%	6%	4%	8%	18%	34%	33%	34%	21%	13%	92%	4%	3%	2%
Watching live TV on the internet at the same time as it is broadcast	104 4%	64 5%	40 3%	27 7% ef	33 7% ef	38 4% f	7 1%	9 3%	5 2%	13 4%	39 7% gh	30 4%	27 4%	23 4%	23 4%	97 5% pr	2 1%	4 3%	1 2%
				26%	31%	36%	7%	9%	5%	13%	38%	29%	26%	22%	22%	93%	2%	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 - H1 2016. 4th January to 29th February 2016.**

**Table 46**

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

**QD16 (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

		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	3425	1629	1796	513	591	1142	1179	483	365	429	610	745	1059	728	889	2083	451	445	446
Effective Weighted Sample	2318	1101	1218	340	391	788	812	329	247	309	457	543	719	498	579	1787	279	273	341
Total	2494	1204	1290	361	456	895	782	278	240	341	578	669	686	549	588	2096	211	120	68
		48%	52%	14%	18%	36%	31%	11%	10%	14%	23%	27%	28%	22%	24%	84%	8%	5%	3%
Watching purchased TV programmes/ films online or downloads either via 'pay per view' services (e.g. iTunes, Google Play, Blinkbox) or via a 'standalone' subscription service (e.g. Netflix, Amazon Prime Instant)	102	52	50	30	39	28	5	11	11	12	28	22	29	25	26	89	5	4	4
	4%	4%	4%	8%	9%	3%	1%	4%	4%	4%	5%	3%	4%	5%	4%	4%	2%	4%	6%
		51%	49%	ef	ef	f		10%	11%	12%	27%	22%	29%	24%	25%	87%	5%	4%	p
				29%	39%	27%	5%											4%	4%
Remotely control TV services at home such as Sky+ or Tivo using your mobile phone	79	45	34	11	22	41	5	2	9	15	30	29	23	14	13	71	2	5	*
	3%	4%	3%	3%	5%	5%	1%	1%	4%	4%	5%	4%	3%	3%	2%	3%	1%	4%	1%
				f	f	f			g	g	g	n	3%	3%		pr		pr	7%
		57%	43%	14%	27%	52%	7%	3%	11%	18%	38%	37%	29%	18%	16%	90%	3%	7%	7%
Other	32	19	14	2	2	14	14	2	1	5	3	9	10	9	4	26	5	1	-
	1%	2%	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%
				d												r	r		
		58%	42%	5%	5%	45%	45%	5%	4%	16%	9%	26%	31%	29%	14%	81%	15%	5%	5%
WEB/ DATA ACCESS	1663	792	870	324	412	664	263	134	136	251	470	480	471	353	357	1403	135	76	49
	67%	66%	67%	90%	90%	74%	34%	48%	57%	74%	81%	72%	69%	64%	61%	67%	64%	63%	72%
				ef	ef	f			g	gh	ghi	mn	n					opq	3%
		48%	52%	19%	25%	40%	16%	8%	8%	15%	28%	29%	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																			

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 46**

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

**QD16 (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 £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	3425	1629	1796	513	591	1142	1179	483	365	429	610	745	1059	728	889	2083	451	445	446
Effective Weighted Sample	2318	1101	1218	340	391	788	812	329	247	309	457	543	719	498	579	1787	279	273	341
Total	2494	1204	1290	361	456	895	782	278	240	341	578	669	686	549	588	2096	211	120	68
		48%	52%	14%	18%	36%	31%	11%	10%	14%	23%	27%	28%	22%	24%	84%	8%	5%	3%
WATCHING AV CONTENT	661	331	329	174	202	235	49	58	51	98	211	176	199	129	157	587	31	32	11
	26%	28%	26%	48%	44%	26%	6%	21%	21%	29%	36%	26%	29%	23%	27%	28%	14%	27%	16%
				ef	ef	f				gh	ghi		m			pr		pr	
		50%	50%	26%	31%	36%	7%	9%	8%	15%	32%	27%	30%	20%	24%	89%	5%	5%	2%
LISTEN TO AUDIO CONTENT	596	319	277	171	158	215	52	50	41	87	207	178	180	121	116	521	43	23	9
	24%	26%	21%	47%	35%	24%	7%	18%	17%	26%	36%	27%	26%	22%	20%	25%	21%	19%	13%
		b		def	ef	f				gh	ghi	n	n			qr	r	r	
		53%	47%	29%	26%	36%	9%	8%	7%	15%	35%	30%	30%	20%	19%	87%	7%	4%	1%
None of these	264	150	114	5	5	31	223	52	34	25	18	63	61	62	78	223	21	15	6
	11%	12%	9%	1%	1%	3%	29%	19%	14%	7%	3%	9%	9%	11%	13%	11%	10%	12%	9%
		b				cd	cde	ij		ij	j				kl				
		57%	43%	2%	2%	12%	84%	20%	13%	10%	7%	24%	23%	24%	30%	84%	8%	6%	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 - H1 2016. 4th January to 29th February 2016.**

**Table 46**

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

**QD16 (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		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	3425	236	235	228	224	234	228	234	227	237	2485	940	1825	1589	1637	1788
Effective Weighted Sample	2318	209	222	218	209	217	217	215	210	217	1923	428	1269	1089	1122	1231
Total	2494	318	337	211	171	223	235	212	104	285	2155	340	1517	969	1342	1153
		13%	14%	8%	7%	9%	9%	8%	4%	11%	86%	14%	61%	39%	54%	46%
Send/ receive text messages (SMS)	2034	281	272	158	136	183	183	180	86	236	1785	248	1332	694	1076	958
	82%	88%	81%	75%	79%	82%	78%	85%	83%	83%	83%	73%	88%	72%	80%	83%
		bcd						c	c	c	k		m			
		14%	13%	8%	7%	9%	9%	9%	4%	12%	88%	12%	66%	34%	53%	47%
General surfing/ browsing the internet	1308	225	165	102	76	113	110	128	49	139	1155	154	946	360	670	638
	52%	71%	49%	48%	44%	51%	47%	60%	47%	49%	54%	45%	62%	37%	50%	55%
		bcdefghi						bcdefhi			k		m		n	
		17%	13%	8%	6%	9%	8%	10%	4%	11%	88%	12%	72%	27%	51%	49%
Take photos	1187	215	142	95	72	98	128	109	44	101	1032	155	851	331	592	595
	48%	68%	42%	45%	42%	44%	54%	51%	42%	35%	48%	46%	56%	34%	44%	52%
		bcdefghi		i			bdehi	bi					m		n	
		18%	12%	8%	6%	8%	11%	9%	4%	8%	87%	13%	72%	28%	50%	50%
Send/ receive emails (not SMS)	1145	223	157	95	63	92	121	99	38	110	1009	136	861	281	604	540
	46%	70%	46%	45%	37%	41%	52%	47%	36%	38%	47%	40%	57%	29%	45%	47%
		bcdefghi	dh				dehi	dh			k		m			
		19%	14%	8%	6%	8%	11%	9%	3%	10%	88%	12%	75%	25%	53%	47%
Using social networking e.g. Facebook, Twitter, LinkedIn, Snapchat	1072	163	137	86	72	82	105	94	46	118	957	115	772	296	527	545
	43%	51%	41%	41%	42%	37%	45%	45%	45%	41%	44%	34%	51%	31%	39%	47%
		bcei									k		m		n	
		15%	13%	8%	7%	8%	10%	9%	4%	11%	89%	11%	72%	28%	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 - H1 2016. 4th January to 29th February 2016.**

**Table 46**

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

**QD16 (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		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	3425	236	235	228	224	234	228	234	227	237	2485	940	1825	1589	1637	1788
Effective Weighted Sample	2318	209	222	218	209	217	217	215	210	217	1923	428	1269	1089	1122	1231
Total	2494	318	337	211	171	223	235	212	104	285	2155	340	1517	969	1342	1153
		13%	14%	8%	7%	9%	9%	8%	4%	11%	86%	14%	61%	39%	54%	46%
Use IM/ Instant Messaging (e.g. BBM, Apple iMessage, WhatsApp, Facebook Messenger, Snapchat)	935	175	105	74	63	81	91	81	34	88	821	114	684	247	448	487
	37%	55%	31%	35%	37%	36%	39%	38%	33%	31%	38%	33%	45%	26%	33%	42%
		bcdefghi											m			n
		19%	11%	8%	7%	9%	10%	9%	4%	9%	88%	12%	73%	26%	48%	52%
Send/ receive messages with pictures/ images	788	171	71	68	54	56	79	65	28	69	703	84	575	210	392	396
	32%	54%	21%	32%	31%	25%	33%	31%	27%	24%	33%	25%	38%	22%	29%	34%
		bcdefghi		b	b		bi	b			k		m			n
		22%	9%	9%	7%	7%	10%	8%	4%	9%	89%	11%	73%	27%	50%	50%
Play games	647	121	59	57	51	72	61	54	27	65	586	62	443	202	309	338
	26%	38%	18%	27%	30%	32%	26%	26%	26%	23%	27%	18%	29%	21%	23%	29%
		bcfghi		b	b	bi	b	b	b		k		m			n
		19%	9%	9%	8%	11%	9%	8%	4%	10%	90%	10%	69%	31%	48%	52%
Accessing/ receiving news	633	110	79	54	41	36	74	62	23	64	551	82	475	156	341	291
	25%	34%	23%	26%	24%	16%	31%	29%	22%	22%	26%	24%	31%	16%	25%	25%
		bdehi		e	e		ehi	e					m			
		17%	12%	9%	6%	6%	12%	10%	4%	10%	87%	13%	75%	25%	54%	46%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 46**

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

**QD16 (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		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	3425	236	235	228	224	234	228	234	227	237	2485	940	1825	1589	1637	1788
Effective Weighted Sample	2318	209	222	218	209	217	217	215	210	217	1923	428	1269	1089	1122	1231
Total	2494	318	337	211	171	223	235	212	104	285	2155	340	1517	969	1342	1153
		13%	14%	8%	7%	9%	9%	8%	4%	11%	86%	14%	61%	39%	54%	46%
Download apps or programs directly to your phone	600	143	54	48	42	52	69	57	15	47	537	63	428	172	268	332
	24%	45%	16%	23%	24%	23%	30%	27%	14%	17%	25%	19%	28%	18%	20%	29%
		bcdefghi		h	bhi	h	bhi	bhi			k		m			n
		24%	9%	8%	7%	9%	12%	10%	2%	8%	90%	10%	71%	29%	45%	55%
Watching short video clips (e.g. on YouTube, Dailymotion or Vimeo)	563	125	60	46	38	30	66	61	19	62	497	66	397	164	257	306
	23%	39%	18%	22%	22%	13%	28%	29%	18%	22%	23%	19%	26%	17%	19%	27%
		bcdefghi		e	e		beh	beh		e			m			n
		22%	11%	8%	7%	5%	12%	11%	3%	11%	88%	12%	70%	29%	46%	54%
Record video clips using the phone	539	160	39	40	35	20	72	40	17	41	481	58	409	129	237	302
	22%	50%	12%	19%	20%	9%	30%	19%	16%	14%	22%	17%	27%	13%	18%	26%
		bcdefghi		be	be		bcdeghi	be	e		k		m			n
		30%	7%	7%	6%	4%	13%	7%	3%	8%	89%	11%	76%	24%	44%	56%
Listen to music using MP3 function	434	70	49	35	37	23	62	42	10	41	386	48	307	125	206	228
	17%	22%	15%	17%	22%	11%	26%	20%	10%	15%	18%	14%	20%	13%	15%	20%
		ehi		h	eh		bcehi	eh					m			n
		16%	11%	8%	8%	5%	14%	10%	2%	10%	89%	11%	71%	29%	48%	52%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 46**

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

**QD16 (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		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	3425	236	235	228	224	234	228	234	227	237	2485	940	1825	1589	1637	1788
Effective Weighted Sample	2318	209	222	218	209	217	217	215	210	217	1923	428	1269	1089	1122	1231
Total	2494	318	337	211	171	223	235	212	104	285	2155	340	1517	969	1342	1153
		13%	14%	8%	7%	9%	9%	8%	4%	11%	86%	14%	61%	39%	54%	46%
Send/ receive video clips	385	101	22	25	27	18	49	29	12	45	351	34	284	101	186	200
	15%	32%	7%	12%	16%	8%	21%	14%	11%	16%	16%	10%	19%	10%	14%	17%
		bcdefghi			be		bcegh	b		be	k		m			n
		26%	6%	7%	7%	5%	13%	7%	3%	12%	91%	9%	74%	26%	48%	52%
Accessing/ receiving sports/ team news/ scores	375	89	40	28	19	21	39	37	12	37	328	47	287	87	195	180
	15%	28%	12%	13%	11%	9%	17%	18%	12%	13%	15%	14%	19%	9%	15%	16%
		bcdefghi			e		e	e					m			
		24%	11%	8%	5%	6%	10%	10%	3%	10%	87%	13%	77%	23%	52%	48%
Making video calls e.g. via Facetime, Skype	374	134	38	27	22	27	37	23	9	21	340	35	289	84	143	231
	15%	42%	11%	13%	13%	12%	16%	11%	9%	8%	16%	10%	19%	9%	11%	20%
		bcdefghi			hi		hi				k		m			n
		36%	10%	7%	6%	7%	10%	6%	2%	6%	91%	9%	77%	22%	38%	62%
Use your handset to help you shop e.g. compare prices online, read internet reviews, take photos of products	339	34	40	38	32	24	49	47	11	25	288	51	242	94	189	150
	14%	11%	12%	18%	19%	11%	21%	22%	11%	9%	13%	15%	16%	10%	14%	13%
				aehi	abehi		abehi	abehi					m			
		10%	12%	11%	10%	7%	14%	14%	3%	7%	85%	15%	71%	28%	56%	44%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 46**

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

**QD16 (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		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	3425	236	235	228	224	234	228	234	227	237	2485	940	1825	1589	1637	1788
Effective Weighted Sample	2318	209	222	218	209	217	217	215	210	217	1923	428	1269	1089	1122	1231
Total	2494	318	337	211	171	223	235	212	104	285	2155	340	1517	969	1342	1153
		13%	14%	8%	7%	9%	9%	8%	4%	11%	86%	14%	61%	39%	54%	46%
Making voice calls using a VoIP service e.g. Viber, Skype	313	138	22	18	15	14	33	13	5	21	285	28	238	74	117	196
	13%	43%	7%	8%	9%	6%	14%	6%	5%	7%	13%	8%	16%	8%	9%	17%
		bcdefghi					beghi				k		m			n
		44%	7%	6%	5%	5%	11%	4%	2%	7%	91%	9%	76%	24%	37%	63%
Listen to FM radio	237	45	38	13	19	16	28	20	8	25	216	21	173	64	131	106
	10%	14%	11%	6%	11%	7%	12%	9%	8%	9%	10%	6%	11%	7%	10%	9%
		ceh	c				c				k		m			
		19%	16%	5%	8%	7%	12%	8%	3%	11%	91%	9%	73%	27%	55%	45%
Sending a tweet on Twitter (through a text, an app, the browser, or phone's built-in feature)	229	37	30	17	16	13	29	17	5	31	207	22	166	62	114	115
	9%	12%	9%	8%	9%	6%	12%	8%	5%	11%	10%	6%	11%	6%	8%	10%
		eh					eh			h	k		m			
		16%	13%	7%	7%	6%	13%	8%	2%	14%	90%	10%	73%	27%	50%	50%
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	213	23	24	27	14	13	35	19	7	21	177	36	155	58	115	98
	9%	7%	7%	13%	8%	6%	15%	9%	7%	7%	8%	10%	10%	6%	9%	8%
				beh			abdehi						m			
		11%	11%	13%	6%	6%	17%	9%	3%	10%	83%	17%	73%	27%	54%	46%
Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o																

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 46**

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

**QD16 (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		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	3425	236	235	228	224	234	228	234	227	237	2485	940	1825	1589	1637	1788
Effective Weighted Sample	2318	209	222	218	209	217	217	215	210	217	1923	428	1269	1089	1122	1231
Total	2494	318	337	211	171	223	235	212	104	285	2155	340	1517	969	1342	1153
		13%	14%	8%	7%	9%	9%	8%	4%	11%	86%	14%	61%	39%	54%	46%
Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, ITV Hub, All4, Demand 5 or Sky Go)	200	36	21	22	18	8	21	27	6	21	179	21	140	59	111	89
	8%	11%	6%	10%	11%	4%	9%	13%	5%	7%	8%	6%	9%	6%	8%	8%
		eh		e	eh		e	beh		eh			m			
		18%	10%	11%	9%	4%	10%	14%	3%	11%	89%	11%	70%	29%	56%	44%
Watching other free professional TV programmes or video channels online (e.g. via official YouTube channels such as Channel 4 or Jamie Oliver's Foodtube) or on other sites (e.g. South Park Studios)	140	35	13	17	9	6	20	7	3	15	125	15	112	28	59	81
	6%	11%	4%	8%	5%	3%	8%	3%	2%	5%	6%	4%	7%	3%	4%	7%
		bdeghi		egh			egh						m			n
		25%	9%	12%	6%	4%	14%	5%	2%	11%	89%	11%	80%	20%	42%	58%
Contactless mobile payment at point of sale/ checkouts	137	26	20	10	13	12	15	10	3	8	120	18	106	30	67	70
	6%	8%	6%	5%	8%	6%	7%	5%	3%	3%	6%	5%	7%	3%	5%	6%
		hi			hi								m			
		19%	15%	7%	10%	9%	11%	7%	2%	6%	87%	13%	77%	22%	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 - H1 2016. 4th January to 29th February 2016.**

**Table 46**

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

**QD16 (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		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	3425	236	235	228	224	234	228	234	227	237	2485	940	1825	1589	1637	1788
Effective Weighted Sample	2318	209	222	218	209	217	217	215	210	217	1923	428	1269	1089	1122	1231
Total	2494	318	337	211	171	223	235	212	104	285	2155	340	1517	969	1342	1153
		13%	14%	8%	7%	9%	9%	8%	4%	11%	86%	14%	61%	39%	54%	46%
Listen to Podcasts	136	33	17	10	5	5	30	10	4	11	118	18	96	40	71	65
	5%	10%	5%	5%	3%	2%	13%	5%	3%	4%	5%	5%	6%	4%	5%	6%
		bcd	ghi				bcd	ghi					m			
		24%	12%	7%	4%	4%	22%	8%	3%	8%	87%	13%	71%	29%	52%	48%
Watching live TV on the internet at the same time as it is broadcast	104	23	16	13	9	7	10	12	2	6	95	9	78	26	50	54
	4%	7%	5%	6%	5%	3%	4%	6%	2%	2%	4%	3%	5%	3%	4%	5%
		hi		hi									m			
		22%	16%	12%	8%	7%	9%	12%	2%	6%	91%	9%	75%	25%	48%	52%
Watching purchased TV programmes/ films online or downloads either via 'pay per view' services (e.g. iTunes, Google Play, Blinkbox) or via a 'standalone' subscription service (e.g. Netflix, Amazon Prime Instant)	102	9	20	7	9	9	12	12	3	7	90	12	70	32	54	47
	4%	3%	6%	4%	5%	4%	5%	6%	3%	3%	4%	4%	5%	3%	4%	4%
		9%	19%	7%	9%	9%	12%	12%	3%	7%	88%	12%	69%	31%	53%	47%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 46**

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

**QD16 (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		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	3425	236	235	228	224	234	228	234	227	237	2485	940	1825	1589	1637	1788
Effective Weighted Sample	2318	209	222	218	209	217	217	215	210	217	1923	428	1269	1089	1122	1231
Total	2494	318	337	211	171	223	235	212	104	285	2155	340	1517	969	1342	1153
		13%	14%	8%	7%	9%	9%	8%	4%	11%	86%	14%	61%	39%	54%	46%
Remotely control TV services at home such as Sky+ or Tivo using your mobile phone	79	6	9	8	9	3	13	12	3	8	69	10	58	21	50	29
	3%	2%	3%	4%	5%	1%	5%	6%	3%	3%	3%	3%	4%	2%	4%	2%
		8%	12%	10%	12%	4%	16%	16%	4%	10%	88%	12%	73%	27%	64%	36%
Other	32	1	7	1	9	2	4	-	-	1	24	8	19	14	18	14
	1%	*%	2%	1%	5%	1%	2%	-%	-%	*%	1%	2%	1%	1%	1%	1%
		4%	21%	5%	28%	6%	14%	-%	-%	2%	75%	25%	58%	42%	57%	43%
WEB/ DATA ACCESS	1663	261	217	134	102	145	152	146	63	182	1463	200	1198	461	876	787
	67%	82%	64%	64%	60%	65%	65%	69%	61%	64%	68%	59%	79%	48%	65%	68%
		bcdefghi	16%	13%	8%	6%	9%	9%	4%	11%	88%	12%	72%	28%	53%	47%
WATCHING AV CONTENT	661	148	77	56	45	38	70	65	21	67	586	75	473	185	308	353
	26%	47%	23%	26%	27%	17%	30%	31%	20%	24%	27%	22%	31%	19%	23%	31%
		bcdefghi	22%	12%	8%	7%	11%	10%	3%	10%	89%	11%	72%	28%	47%	53%
LISTEN TO AUDIO CONTENT	596	105	74	46	50	38	78	53	18	58	530	66	426	168	294	302
	24%	33%	22%	22%	29%	17%	33%	25%	17%	20%	25%	19%	28%	17%	22%	26%
		bcehi	18%	12%	8%	8%	13%	9%	3%	10%	89%	11%	71%	28%	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 - H1 2016. 4th January to 29th February 2016.**

**Table 46**

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

**QD16 (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		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	3425	236	235	228	224	234	228	234	227	237	2485	940	1825	1589	1637	1788
Effective Weighted Sample	2318	209	222	218	209	217	217	215	210	217	1923	428	1269	1089	1122	1231
Total	2494	318	337	211	171	223	235	212	104	285	2155	340	1517	969	1342	1153
		13%	14%	8%	7%	9%	9%	8%	4%	11%	86%	14%	61%	39%	54%	46%
None of these	264	12	49	27	23	17	32	23	10	31	214	50	51	212	151	113
	11%	4%	14%	13%	14%	8%	13%	11%	10%	11%	10%	15%	3%	22%	11%	10%
			ae	a	ae		ae	a	a	a		j		l		
		5%	18%	10%	9%	6%	12%	9%	4%	12%	81%	19%	19%	80%	57%	43%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 47**

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

**QD17 (QD28E) SHOWCARD 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

		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	2274	1056	1218	466	525	873	410	253	203	311	501	547	732	467	525	1403	286	261	324
Effective Weighted Sample	1563	730	833	308	353	610	296	174	142	228	378	398	506	326	346	1210	181	166	253
Total	1753	834	919	326	418	704	305	147	144	260	485	507	496	373	374	1474	148	80	51
		48%	52%	19%	24%	40%	17%	8%	8%	15%	28%	29%	28%	21%	21%	84%	8%	5%	3%
Wi-Fi/ wireless broadband network at home	1375	656	719	265	325	562	222	103	103	191	421	410	391	307	266	1142	119	68	46
	78%	79%	78%	81%	78%	80%	73%	70%	71%	73%	87%	81%	79%	82%	71%	77%	81%	85%	90%
		48%	52%	f	24%	f	16%	8%	7%	14%	ghi	n	n	n	19%	83%	9%	o	op
				19%	24%	41%					31%	30%	28%	22%				5%	3%
Via mobile network (2G, 3G or 4G)	1281	619	662	249	331	508	193	96	107	189	398	383	370	254	273	1094	105	56	27
	73%	74%	72%	76%	79%	72%	63%	66%	74%	73%	82%	76%	75%	68%	73%	74%	71%	70%	53%
		48%	52%	f	ef	f	15%	8%	8%	15%	31%	30%	29%	20%	21%	r	r	r	
				19%	26%	40%										85%	8%	4%	2%
Wi-Fi/ wireless broadband elsewhere (i.e. 'hotspots')	655	324	331	124	173	252	106	42	55	90	247	204	189	146	115	544	61	38	13
	37%	39%	36%	38%	41%	36%	35%	29%	38%	35%	51%	40%	38%	39%	31%	37%	41%	47%	26%
		50%	50%	19%	26%	38%	16%	6%	8%	14%	ghi	n	n	n	17%	r	r	or	
											38%	31%	29%	22%		83%	9%	6%	2%
MOBILE NETWORK AND NOT WI- FI	305	145	160	50	78	119	58	35	31	58	57	78	88	48	92	271	21	9	4
	17%	17%	17%	15%	19%	17%	19%	24%	22%	22%	12%	15%	18%	13%	24%	18%	14%	12%	8%
		48%	52%	16%	26%	39%	19%	j	j	j	19%	26%	29%	16%	klm	qr	r		
								12%	10%	19%					30%	89%	7%	3%	1%
WI-FI AND NOT MOBILE NETWORK	449	202	246	72	87	186	104	49	36	68	86	115	120	112	100	359	43	24	24
	26%	24%	27%	22%	21%	26%	34%	34%	25%	26%	18%	23%	24%	30%	27%	24%	29%	30%	46%
		45%	55%	16%	19%	d	cde	j		j	19%	26%	27%	k	22%	80%	9%	5%	opq
						42%	23%	11%	8%	15%				25%					5%

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 - H1 2016. 4th January to 29th February 2016.**

**Table 47**

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

**QD17 (QD28E) SHOWCARD 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

		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	2274	1056	1218	466	525	873	410	253	203	311	501	547	732	467	525	1403	286	261	324
Effective Weighted Sample	1563	730	833	308	353	610	296	174	142	228	378	398	506	326	346	1210	181	166	253
Total	1753	834	919	326	418	704	305	147	144	260	485	507	496	373	374	1474	148	80	51
		48%	52%	19%	24%	40%	17%	8%	8%	15%	28%	29%	28%	21%	21%	84%	8%	5%	3%
ANY WI-FI USE	1425	677	748	270	340	575	239	110	111	198	427	420	403	318	282	1182	126	70	47
	81%	81%	81%	83%	81%	82%	78%	75%	77%	76%	88%	83%	81%	85%	75%	80%	86%	88%	92%
		47%	53%	19%	24%	40%	17%	8%	8%	14%	30%	29%	28%	22%	20%	83%	9%	5%	3%
Don't know	23	12	11	5	*	9	8	1	1	4	1	9	6	7	1	21	*	1	*
	1%	1%	1%	2%	*%	1%	2%	1%	1%	1%	*%	2%	1%	2%	*%	1%	*%	1%	1%
		53%	47%	d	d	d	d	6%	6%	16%	6%	41%	25%	30%	4%	94%	2%	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 TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 47**

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

**QD17 (QD28E) SHOWCARD 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	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	2274	195	154	151	143	160	150	158	140	152	1692	582	1471	799	1076	1198
Effective Weighted Sample	1563	174	146	145	133	149	143	148	131	139	1317	267	1033	552	750	834
Total	1753	267	229	143	110	158	159	151	67	190	1533	219	1246	502	931	822
		15%	13%	8%	6%	9%	9%	9%	4%	11%	87%	13%	71%	29%	53%	47%
Wi-Fi/ wireless broadband network at home	1375	187	189	132	79	128	131	126	56	114	1192	183	989	383	734	640
	78%	70%	83%	92%	72%	81%	83%	83%	83%	60%	78%	83%	79%	76%	79%	78%
			adi	abdefghi	i	ai	adi	adi	adi			j				
		14%	14%	10%	6%	9%	10%	9%	4%	8%	87%	13%	72%	28%	53%	47%
Via mobile network (2G, 3G or 4G)	1281	250	154	97	71	96	111	131	43	140	1141	140	943	337	674	608
	73%	93%	67%	68%	65%	60%	70%	87%	65%	74%	74%	64%	76%	67%	72%	74%
		bcdefhi						bcdefhi		e	k		m			
		19%	12%	8%	6%	7%	9%	10%	3%	11%	89%	11%	74%	26%	53%	47%
Wi-Fi/ wireless broadband elsewhere (i.e. 'hotspots')	655	62	82	81	34	71	74	56	29	54	577	78	493	160	361	294
	37%	23%	36%	57%	31%	45%	47%	37%	44%	29%	38%	36%	40%	32%	39%	36%
			a	abdeghi		adi	adi	a	adi				m			
		9%	13%	12%	5%	11%	11%	9%	4%	8%	88%	12%	75%	24%	55%	45%
MOBILE NETWORK AND NOT WI-FI	305	79	25	6	22	23	12	25	9	70	282	24	216	89	160	145
	17%	29%	11%	4%	20%	15%	7%	17%	14%	37%	18%	11%	17%	18%	17%	18%
		bcdefgh	c		bcf	c		cf	c	bcdefgh	k					
		26%	8%	2%	7%	8%	4%	8%	3%	23%	92%	8%	71%	29%	52%	48%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 47**

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

**QD17 (QD28E) SHOWCARD 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	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	2274	195	154	151	143	160	150	158	140	152	1692	582	1471	799	1076	1198
Effective Weighted Sample	1563	174	146	145	133	149	143	148	131	139	1317	267	1033	552	750	834
Total	1753	267	229	143	110	158	159	151	67	190	1533	219	1246	502	931	822
		15%	13%	8%	6%	9%	9%	9%	4%	11%	87%	13%	71%	29%	53%	47%
WI-FI AND NOT MOBILE NETWORK	449	18	66	44	33	62	47	20	23	47	374	75	290	156	242	207
	26%	7%	29%	31%	30%	39%	29%	13%	35%	25%	24%	34%	23%	31%	26%	25%
			ag	ag	ag	agi	ag		ag	ag		j		l		
		4%	15%	10%	7%	14%	10%	4%	5%	10%	83%	17%	65%	35%	54%	46%
ANY WI-FI USE	1425	189	195	135	82	134	146	126	57	117	1234	191	1016	404	755	669
	81%	71%	85%	95%	75%	85%	92%	83%	85%	62%	80%	87%	82%	80%	81%	81%
			adi	abdeghi	i	adi	adgi	ai	adi			j				
		13%	14%	10%	6%	9%	10%	9%	4%	8%	87%	13%	71%	28%	53%	47%
Don't know	23	-	10	1	6	1	1	-	*	3	18	5	13	9	15	7
	1%	-%	4%	1%	5%	1%	1%	-%	1%	1%	1%	2%	1%	2%	2%	1%
			aefgh		acefgh											
		-%	43%	6%	24%	4%	3%	-%	1%	12%	79%	21%	59%	41%	67%	33%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 48**

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

**QD18 (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

		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	2274	1056	1218	466	525	873	410	253	203	311	501	547	732	467	525	1403	286	261	324
Effective Weighted Sample	1563	730	833	308	353	610	296	174	142	228	378	398	506	326	346	1210	181	166	253
Total	1753	834	919	326	418	704	305	147	144	260	485	507	496	373	374	1474	148	80	51
		48%	52%	19%	24%	40%	17%	8%	8%	15%	28%	29%	28%	21%	21%	84%	8%	5%	3%
I always use in the home	142	65	77	20	20	58	46	23	17	12	27	27	38	36	41	117	11	10	5
	8%	8%	8%	6%	5%	8%	15%	16%	12%	4%	6%	5%	8%	10%	11%	8%	7%	12%	10%
		46%	54%	14%	14%	d	cde	ij	ij					k	k				
						40%	32%	16%	12%	8%	19%	19%	27%	26%	29%	82%	8%	7%	3%
I mainly use in the home	355	135	221	54	90	136	75	49	31	56	84	92	94	84	84	314	18	16	8
	20%	16%	24%	17%	22%	19%	25%	33%	21%	21%	17%	18%	19%	22%	22%	21%	12%	20%	16%
		38%	a	15%	25%	c		hij		16%	24%	26%	27%	24%	24%	p	5%	4%	2%
			62%			21%		14%	9%							88%			
I use equally in the home and outside the home	1058	514	544	229	285	427	118	68	79	155	317	312	313	208	226	876	99	47	36
	60%	62%	59%	70%	68%	61%	39%	46%	55%	60%	65%	62%	63%	56%	60%	59%	67%	58%	71%
		49%	51%	ef	ef	f				g	gh		m				o		oq
				22%	27%	40%	11%	6%	7%	15%	30%	29%	30%	20%	21%	83%	9%	4%	3%
I mainly use outside the home	157	94	63	18	21	71	47	3	16	33	48	58	44	35	20	131	18	6	1
	9%	11%	7%	5%	5%	10%	15%	2%	11%	13%	10%	11%	9%	9%	5%	9%	12%	7%	3%
		b				cd	cde		g	g	g	n	n	n		r	r	r	
		60%	40%	11%	14%	45%	30%	2%	10%	21%	31%	37%	28%	22%	13%	84%	12%	4%	1%
I always use outside the home	25	17	7	2	3	4	15	4	*	2	6	14	4	3	4	21	2	2	-
	1%	2%	1%	1%	1%	1%	5%	3%	1%	1%	1%	3%	1%	1%	1%	1%	1%	2%	-
		b				cde						lm						r	
		71%	29%	8%	12%	18%	63%	15%	2%	9%	24%	55%	16%	11%	17%	87%	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 TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 48**

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

**QD18 (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

		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	2274	1056	1218	466	525	873	410	253	203	311	501	547	732	467	525	1403	286	261	324
Effective Weighted Sample	1563	730	833	308	353	610	296	174	142	228	378	398	506	326	346	1210	181	166	253
Total	1753	834	919	326	418	704	305	147	144	260	485	507	496	373	374	1474	148	80	51
		48%	52%	19%	24%	40%	17%	8%	8%	15%	28%	29%	28%	21%	21%	84%	8%	5%	3%
ALWAYS/ MAINLY USE IN THE HOME	498	200	298	74	110	193	120	72	48	67	112	119	133	120	125	431	28	25	13
	28%	24%	32%	23%	26%	27%	40%	49%	33%	26%	23%	23%	27%	32%	33%	29%	19%	32%	26%
		a	a				cde	hij	j					k	j	p		p	
		40%	60%	15%	22%	39%	24%	15%	10%	14%	22%	24%	27%	24%	25%	87%	6%	5%	3%
ALWAYS/ MAINLY USE OUTSIDE THE HOME	181	111	70	19	24	75	62	7	17	35	54	71	49	38	24	153	20	7	1
	10%	13%	8%	6%	6%	11%	20%	5%	12%	13%	11%	14%	10%	10%	6%	10%	13%	9%	3%
		b				cd	cde		g	g	g	ln				r	r	r	
		61%	39%	11%	13%	42%	34%	4%	9%	19%	30%	39%	27%	21%	13%	84%	11%	4%	1%
EVER USE OUTSIDE THE HOME	1595	760	835	303	399	638	255	124	127	246	455	475	456	329	333	1342	137	70	46
	91%	91%	91%	93%	95%	91%	84%	84%	88%	94%	94%	94%	92%	88%	89%	91%	93%	87%	90%
				f	ef	f				gh	gh	mn							
		48%	52%	19%	25%	40%	16%	8%	8%	15%	29%	30%	29%	21%	21%	84%	9%	4%	3%
Don't know	15	9	6	3	-	8	4	-	*	3	3	5	3	7	-	15	-	1	*
	1%	1%	1%	1%	-%	1%	1%	-%	*%	1%	1%	1%	1%	2%	-%	1%	-%	1%	*%
						d	d							n					
		59%	41%	22%	-%	52%	27%	-%	2%	18%	20%	35%	17%	48%	-%	96%	-%	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 - H1 2016. 4th January to 29th February 2016.**

**Table 48**

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

**QD18 (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		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	2274	195	154	151	143	160	150	158	140	152	1692	582	1471	799	1076	1198
Effective Weighted Sample	1563	174	146	145	133	149	143	148	131	139	1317	267	1033	552	750	834
Total	1753	267	229	143	110	158	159	151	67	190	1533	219	1246	502	931	822
		15%	13%	8%	6%	9%	9%	9%	4%	11%	87%	13%	71%	29%	53%	47%
I always use in the home	142	7	18	12	12	18	18	11	7	14	111	31	74	67	80	62
	8%	2%	8%	9%	11%	11%	11%	7%	11%	7%	7%	14%	6%	13%	9%	8%
			a	a	a	a	a	a	a	a	j	j	l	l		
		5%	13%	9%	9%	13%	12%	8%	5%	10%	78%	22%	52%	47%	56%	44%
I mainly use in the home	355	16	60	46	23	42	35	46	18	28	292	63	217	136	189	166
	20%	6%	26%	32%	21%	26%	22%	31%	27%	15%	19%	29%	17%	27%	20%	20%
			ai	adi	a	ai	a	ai	ai	a	j	j	l	l		
		5%	17%	13%	6%	12%	10%	13%	5%	8%	82%	18%	61%	38%	53%	47%
I use equally in the home and outside the home	1058	232	112	73	61	83	92	69	35	118	962	97	811	246	529	529
	60%	87%	49%	51%	56%	53%	58%	46%	52%	62%	63%	44%	65%	49%	57%	64%
		bcdefghi					g			bg	k		m			n
		22%	11%	7%	6%	8%	9%	7%	3%	11%	91%	9%	77%	23%	50%	50%
I mainly use outside the home	157	10	24	10	10	11	11	21	6	28	136	21	116	41	101	56
	9%	4%	11%	7%	9%	7%	7%	14%	8%	15%	9%	9%	9%	8%	11%	7%
			a		a			acf		acef					o	
		6%	16%	6%	6%	7%	7%	14%	4%	18%	87%	13%	74%	26%	64%	36%
I always use outside the home	25	-	7	1	1	4	3	3	1	1	20	4	17	7	19	6
	1%	-%	3%	1%	1%	3%	2%	2%	2%	1%	1%	2%	1%	1%	2%	1%
			a		a										o	
		-%	28%	4%	3%	17%	11%	13%	5%	5%	83%	17%	71%	29%	78%	22%
Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o																

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 48**

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

**QD18 (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		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	2274	195	154	151	143	160	150	158	140	152	1692	582	1471	799	1076	1198
Effective Weighted Sample	1563	174	146	145	133	149	143	148	131	139	1317	267	1033	552	750	834
Total	1753	267	229	143	110	158	159	151	67	190	1533	219	1246	502	931	822
		15%	13%	8%	6%	9%	9%	9%	4%	11%	87%	13%	71%	29%	53%	47%
ALWAYS/ MAINLY USE IN THE HOME	498	23	78	58	35	59	53	57	25	41	403	95	291	204	269	228
	28%	9%	34%	40%	32%	38%	33%	38%	38%	22%	26%	43%	23%	41%	29%	28%
			ai	ai	a	ai	ai	ai	ai	a		j		l		
		5%	16%	12%	7%	12%	11%	12%	5%	8%	81%	19%	59%	41%	54%	46%
ALWAYS/ MAINLY USE OUTSIDE THE HOME	181	10	31	11	11	15	14	24	7	30	156	25	134	48	120	61
	10%	4%	14%	7%	10%	10%	9%	16%	10%	16%	10%	11%	11%	10%	13%	7%
			a		a	a		ac	a	ac					o	
		5%	17%	6%	6%	9%	7%	13%	4%	16%	86%	14%	74%	26%	66%	34%
EVER USE OUTSIDE THE HOME	1595	259	203	129	95	140	141	140	60	175	1410	185	1162	430	838	757
	91%	97%	89%	90%	86%	89%	89%	93%	89%	92%	92%	84%	93%	86%	90%	92%
		bcdefh									k		m			
		16%	13%	8%	6%	9%	9%	9%	4%	11%	88%	12%	73%	27%	53%	47%
Don't know	15	2	7	1	3	-	-	-	-	1	12	3	10	5	12	3
	1%	1%	3%	1%	2%	-%	-%	-%	-%	*%	1%	1%	1%	1%	1%	*%
			efgh												o	
		15%	49%	9%	18%	-%	-%	-%	-%	5%	80%	20%	65%	35%	81%	19%
Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o																

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QD19 (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 £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	2045	957	1088	430	490	784	341	210	175	288	469	512	672	407	451	1264	259	226	296
Effective Weighted Sample	1409	663	747	282	333	553	244	145	122	214	354	373	463	285	300	1093	165	142	238
Total	1595	760	835	303	399	638	255	124	127	246	455	475	456	329	333	1342	137	70	46
		48%	52%	19%	25%	40%	16%	8%	8%	15%	29%	30%	29%	21%	21%	84%	9%	4%	3%
When travelling (e.g. on a train or in a car)	1199	580	618	250	308	471	170	78	92	190	365	364	352	237	245	1012	108	44	35
	75%	76%	74%	82%	77%	74%	67%	63%	73%	77%	80%	77%	77%	72%	74%	75%	79%	63%	77%
				ef	f	f				g	g					q	q		q
		48%	52%	21%	26%	39%	14%	7%	8%	16%	30%	30%	29%	20%	20%	84%	9%	4%	3%
Outdoors	1094	542	552	216	276	443	158	78	88	172	339	329	304	227	234	912	109	41	32
	69%	71%	66%	71%	69%	69%	62%	63%	70%	70%	74%	69%	67%	69%	70%	68%	80%	58%	69%
		b		f		f					g					q	oqr		q
		50%	50%	20%	25%	41%	14%	7%	8%	16%	31%	30%	28%	21%	21%	83%	10%	4%	3%
Indoor public spaces (e.g. pub/ restaurant/ theatre/ shopping centre)	1073	518	555	226	263	436	149	85	79	162	322	340	305	216	212	898	105	41	30
	67%	68%	67%	75%	66%	68%	58%	69%	62%	66%	71%	71%	67%	66%	64%	67%	77%	58%	65%
				df		f						n				q	oqr		
		48%	52%	21%	24%	41%	14%	8%	7%	15%	30%	32%	28%	20%	20%	84%	10%	4%	3%
In other people's homes (e.g. friends/ family)	849	393	456	193	230	316	110	75	69	131	255	256	253	177	162	685	96	38	31
	53%	52%	55%	64%	58%	50%	43%	61%	54%	53%	56%	54%	56%	54%	49%	51%	70%	55%	67%
				ef	ef												oq		oq
		46%	54%	23%	27%	37%	13%	9%	8%	15%	30%	30%	30%	21%	19%	81%	11%	4%	4%
At your workplace	813	436	377	144	223	369	76	23	57	136	301	257	240	196	120	670	88	32	24
	51%	57%	45%	48%	56%	58%	30%	19%	45%	56%	66%	54%	53%	60%	36%	50%	64%	45%	53%
		b		f		cf				g	ghi	n	n	n			oqr		
		54%	46%	18%	27%	45%	9%	3%	7%	17%	37%	32%	30%	24%	15%	82%	11%	4%	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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QD19 (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 £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	2045	957	1088	430	490	784	341	210	175	288	469	512	672	407	451	1264	259	226	296	
Effective Weighted Sample	1409	663	747	282	333	553	244	145	122	214	354	373	463	285	300	1093	165	142	238	
Total	1595	760	835	303	399	638	255	124	127	246	455	475	456	329	333	1342	137	70	46	
		48%	52%	19%	25%	40%	16%	8%	8%	15%	29%	30%	29%	21%	21%	84%	9%	4%	3%	
Other	33	18	15	16	2	11	4	3	1	2	10	9	11	8	5	26	5	1	1	
	2%	2%	2%	5%	1%	2%	1%	2%	1%	1%	2%	2%	2%	2%	1%	2%	3%	2%	1%	
		54%	46%	def	49%	7%	33%	11%	9%	3%	7%	30%	27%	34%	24%	15%	80%	14%	4%	2%
Don't know	17	7	9	2	6	6	3	2	1	3	1	8	3	1	4	15	*	1	1	
	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	
		44%	56%	9%	36%	36%	19%	12%	9%	20%	6%	50%	18%	7%	25%	88%	3%	4%	5%	

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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QD19 (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		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	2045	189	136	135	121	141	133	146	123	140	1535	510	1361	681	962	1083
Effective Weighted Sample	1409	169	129	130	113	131	126	137	115	128	1202	227	960	467	672	754
Total	1595	259	203	129	95	140	141	140	60	175	1410	185	1162	430	838	757
		16%	13%	8%	6%	9%	9%	9%	4%	11%	88%	12%	73%	27%	53%	47%
When travelling (e.g. on a train or in a car)	1199	233	142	101	70	82	93	112	47	133	1079	119	895	302	595	603
	75%	90%	70%	78%	73%	59%	66%	80%	79%	76%	77%	65%	77%	70%	71%	80%
		bcdefghi		ef	e			ef	ef	e	k		m			n
		19%	12%	8%	6%	7%	8%	9%	4%	11%	90%	10%	75%	25%	50%	50%
Outdoors	1094	211	125	94	56	71	74	114	39	128	987	107	820	271	543	552
	69%	82%	62%	73%	59%	50%	53%	81%	66%	73%	70%	58%	71%	63%	65%	73%
		bdefh		def				bdefh	ef	def	k		m			n
		19%	11%	9%	5%	6%	7%	10%	4%	12%	90%	10%	75%	25%	50%	50%
Indoor public spaces (e.g. pub/ restaurant/ theatre/ shopping centre)	1073	191	128	104	56	79	86	114	40	100	963	110	793	279	540	533
	67%	74%	63%	80%	59%	57%	61%	81%	67%	57%	68%	60%	68%	65%	64%	70%
		bdefi		bdefhi				bdefhi			k					n
		18%	12%	10%	5%	7%	8%	11%	4%	9%	90%	10%	74%	26%	50%	50%
In other people's homes (e.g. friends/ family)	849	109	107	84	46	82	73	57	39	90	747	103	622	224	451	399
	53%	42%	52%	65%	48%	58%	52%	40%	65%	51%	53%	56%	54%	52%	54%	53%
				abdfgi		ag			adfgi							
		13%	13%	10%	5%	10%	9%	7%	5%	11%	88%	12%	73%	26%	53%	47%
At your workplace	813	169	83	59	46	65	78	56	30	83	726	86	750	62	397	416
	51%	65%	41%	46%	49%	47%	55%	40%	51%	47%	52%	47%	65%	15%	47%	55%
		bcdedghi					bg						m			n
		21%	10%	7%	6%	8%	10%	7%	4%	10%	89%	11%	92%	8%	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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QD19 (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		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	2045	189	136	135	121	141	133	146	123	140	1535	510	1361	681	962	1083
Effective Weighted Sample	1409	169	129	130	113	131	126	137	115	128	1202	227	960	467	672	754
Total	1595	259	203	129	95	140	141	140	60	175	1410	185	1162	430	838	757
		16%	13%	8%	6%	9%	9%	9%	4%	11%	88%	12%	73%	27%	53%	47%
Other	33	-	1	5	4	1	4	4	1	5	28	5	15	18	15	18
	2%	-%	1%	4%	4%	1%	3%	3%	2%	3%	2%	2%	1%	4%	2%	2%
			a	a	a	a	a	a	a	a			l	l		
		-%	4%	17%	12%	3%	12%	12%	4%	16%	86%	14%	46%	54%	45%	55%
Don't know	17	2	-	-	4	-	6	-	1	2	10	7	9	8	14	3
	1%	1%	-%	-%	4%	-%	4%	-%	1%	1%	1%	4%	1%	2%	2%	*%
					bceg		bceg				j	j			o	
		15%	-%	-%	25%	-%	36%	-%	3%	10%	58%	42%	54%	46%	84%	16%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 50**

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

**QD20 (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 £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	2487	1157	1330	475	540	937	535	286	223	340	535	589	803	520	573	1532	319	291	345
Effective Weighted Sample	1708	800	909	313	362	657	383	198	155	249	404	427	549	368	379	1321	204	184	265
Total	1896	903	993	329	426	755	385	167	157	281	516	540	533	413	408	1593	164	86	53
		48%	52%	17%	22%	40%	20%	9%	8%	15%	27%	28%	28%	22%	22%	84%	9%	5%	3%
Social networking (e.g. Facebook, Twitter, LinkedIn)	1207	548	659	272	329	484	122	99	105	185	346	334	346	257	269	1009	106	55	37
	64%	61%	66%	83%	77%	64%	32%	59%	67%	66%	67%	62%	65%	62%	66%	63%	64%	64%	71%
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
		45%	55%	23%	27%	40%	10%	8%	9%	15%	29%	28%	29%	21%	22%	84%	9%	5%	3%
Weather	1163	583	580	203	281	480	199	76	87	174	383	361	349	267	186	976	98	54	35
	61%	65%	58%	62%	66%	64%	52%	45%	55%	62%	74%	67%	65%	65%	46%	61%	60%	63%	66%
		b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
		50%	50%	17%	24%	41%	17%	6%	7%	15%	33%	31%	30%	23%	16%	84%	8%	5%	3%
Maps/ navigation	1105	553	551	204	270	468	163	71	86	172	367	363	343	230	167	949	91	44	21
	58%	61%	56%	62%	63%	62%	42%	43%	55%	61%	71%	67%	64%	56%	41%	60%	56%	51%	40%
		b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
		50%	50%	19%	24%	42%	15%	6%	8%	16%	33%	33%	31%	21%	15%	86%	8%	4%	2%
News	962	511	451	178	241	398	146	55	77	128	338	323	284	199	156	791	87	47	37
	51%	57%	45%	54%	56%	53%	38%	33%	49%	46%	65%	60%	53%	48%	38%	50%	53%	55%	70%
		b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
		53%	47%	18%	25%	41%	15%	6%	8%	13%	35%	34%	30%	21%	16%	82%	9%	5%	4%
Games	909	440	469	240	254	333	81	84	82	117	267	237	260	206	204	772	70	38	29
	48%	49%	47%	73%	60%	44%	21%	51%	52%	42%	52%	44%	49%	50%	50%	48%	43%	44%	54%
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
		48%	52%	26%	28%	37%	9%	9%	9%	13%	29%	26%	29%	23%	22%	85%	8%	4%	3%
Banking	870	419	451	184	250	345	90	59	75	141	276	261	262	207	140	722	81	39	28
	46%	46%	45%	56%	59%	46%	24%	35%	48%	50%	54%	48%	49%	50%	34%	45%	49%	45%	54%
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
		48%	52%	21%	29%	40%	10%	7%	9%	16%	32%	30%	30%	24%	16%	83%	9%	4%	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 - H1 2016. 4th January to 29th February 2016.**

**Table 50**

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

**QD20 (QD28G). SHOWCARD Do you use any of the following types of apps or applications on your smartphone? (MULTI CODE)**

Base : Those with a smartphone

	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	2487	1157	1330	475	540	937	535	286	223	340	535	589	803	520	573	1532	319	291	345
Effective Weighted Sample	1708	800	909	313	362	657	383	198	155	249	404	427	549	368	379	1321	204	184	265
Total	1896	903	993	329	426	755	385	167	157	281	516	540	533	413	408	1593	164	86	53
		48%	52%	17%	22%	40%	20%	9%	8%	15%	27%	28%	28%	22%	22%	84%	9%	5%	3%
Music	810	402	408	216	221	300	73	68	72	115	247	233	239	183	154	689	68	33	19
		43%	44%	66%	52%	40%	19%	41%	46%	41%	48%	43%	45%	44%	38%	43%	42%	39%	37%
				def	ef	f						n	n	n		r			
		50%	50%	27%	27%	37%	9%	8%	9%	14%	30%	29%	30%	23%	19%	85%	8%	4%	2%
Travel/ journey planning	761	385	376	142	190	319	109	42	56	103	260	260	243	153	104	645	62	34	20
		40%	43%	43%	45%	42%	28%	25%	36%	37%	50%	48%	46%	37%	26%	41%	38%	39%	38%
		b		f	f	f			g	g	ghi	mn	mn	n					
		51%	49%	19%	25%	42%	14%	5%	7%	14%	34%	34%	32%	20%	14%	85%	8%	4%	3%
Shopping (e.g. Tesco, Ocado, eBay)	685	292	393	146	205	270	64	53	61	102	213	214	201	142	127	564	66	34	21
		36%	32%	40%	44%	48%	17%	32%	39%	36%	41%	40%	38%	34%	31%	35%	40%	40%	40%
			a	ef	ef	f					g	n	n	n					
		43%	57%	21%	30%	39%	9%	8%	9%	15%	31%	31%	29%	21%	19%	82%	10%	5%	3%
Sports/ sports news	561	417	145	119	140	225	78	25	43	84	183	169	177	130	85	458	59	24	21
		30%	46%	36%	33%	30%	20%	15%	28%	30%	35%	31%	33%	32%	21%	29%	36%	28%	39%
		b		ef	f	f			g	g	g	n	n	n			o		oq
		74%	26%	21%	25%	40%	14%	5%	8%	15%	33%	30%	31%	23%	15%	82%	11%	4%	4%
Books	292	127	165	71	64	118	40	21	30	35	85	93	86	64	49	251	16	15	10
		15%	14%	21%	15%	16%	10%	12%	19%	12%	17%	17%	16%	15%	12%	16%	10%	17%	20%
				def	f	f						n				p		p	p
		43%	57%	24%	22%	40%	14%	7%	10%	12%	29%	32%	29%	22%	17%	86%	6%	5%	4%
Finance/ business	230	136	94	45	69	89	27	14	14	18	96	92	62	55	21	203	11	8	8
		12%	15%	14%	16%	12%	7%	8%	9%	6%	19%	17%	12%	13%	5%	13%	7%	10%	15%
		b		f	ef	f					ghi	ln	n	n		p		p	p
		59%	41%	20%	30%	39%	12%	6%	6%	8%	41%	40%	27%	24%	9%	88%	5%	4%	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 - H1 2016. 4th January to 29th February 2016.**

**Table 50**

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

**QD20 (QD28G). SHOWCARD Do you use any of the following types of apps or applications on your smartphone? (MULTI CODE)**

Base : Those with a smartphone

		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	2487	1157	1330	475	540	937	535	286	223	340	535	589	803	520	573	1532	319	291	345
Effective Weighted Sample	1708	800	909	313	362	657	383	198	155	249	404	427	549	368	379	1321	204	184	265
Total	1896	903	993	329	426	755	385	167	157	281	516	540	533	413	408	1593	164	86	53
		48%	52%	17%	22%	40%	20%	9%	8%	15%	27%	28%	28%	22%	22%	84%	9%	5%	3%
Vouchers	203	83	120	42	54	87	21	8	21	32	77	70	60	43	30	174	11	16	2
	11%	9%	12%	13%	13%	11%	5%	5%	13%	11%	15%	13%	11%	10%	7%	11%	7%	19%	4%
				f	f	f			g	g	g	n				r		opr	
		41%	59%	21%	26%	43%	10%	4%	10%	16%	38%	34%	29%	21%	15%	86%	5%	8%	1%
NONE OF THESE	201	98	103	17	19	63	103	30	17	29	37	50	49	51	51	164	20	12	5
	11%	11%	10%	5%	4%	8%	27%	18%	11%	10%	7%	9%	9%	12%	13%	10%	12%	14%	9%
						d	cde	ij											
		49%	51%	8%	9%	31%	51%	15%	8%	14%	18%	25%	24%	25%	25%	82%	10%	6%	2%
Don't know	5	2	3	-	-	1	4	1	-	1	2	2	*	1	1	4	*	-	1
	*%	*%	*%	-%	-%	*%	1%	1%	-%	*%	*%	*%	*%	*%	*%	*%	*%	-%	1%
						de													
		33%	67%	-%	-%	11%	89%	23%	-%	25%	41%	41%	7%	25%	27%	85%	4%	-%	12%
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 - H1 2016. 4th January to 29th February 2016.**

**Table 50**

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

**QD20 (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		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	2487	201	164	166	162	172	168	175	156	168	1841	646	1559	921	1175	1312
Effective Weighted Sample	1708	180	155	159	151	160	160	163	145	154	1432	300	1094	638	818	912
Total	1896	275	243	156	126	168	177	164	74	209	1651	245	1314	574	1004	892
		15%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	69%	30%	53%	47%
Social networking (e.g. Facebook, Twitter, LinkedIn)	1207	202	135	92	82	101	110	97	49	140	1060	147	888	314	593	613
	64%	73%	55%	59%	65%	60%	62%	59%	67%	67%	64%	60%	68%	55%	59%	69%
		bcefg							b	b			m			n
		17%	11%	8%	7%	8%	9%	8%	4%	12%	88%	12%	74%	26%	49%	51%
Weather	1163	171	141	118	77	96	109	103	39	122	1004	159	853	307	630	532
	61%	62%	58%	76%	61%	57%	61%	62%	53%	58%	61%	65%	65%	53%	63%	60%
			abdefghi										m			
		15%	12%	10%	7%	8%	9%	9%	3%	11%	86%	14%	73%	26%	54%	46%
Maps/ navigation	1105	180	138	109	74	81	109	96	39	123	970	135	841	260	603	502
	58%	65%	57%	70%	59%	48%	61%	58%	52%	59%	59%	55%	64%	45%	60%	56%
		eh		begh			e						m			
		16%	12%	10%	7%	7%	10%	9%	3%	11%	88%	12%	76%	24%	55%	45%
News	962	163	130	82	55	78	83	69	32	98	850	112	730	229	516	446
	51%	59%	54%	53%	44%	46%	47%	42%	44%	47%	52%	46%	56%	40%	51%	50%
		defghi	g										m			
		17%	14%	9%	6%	8%	9%	7%	3%	10%	88%	12%	76%	24%	54%	46%
Games	909	125	111	82	70	95	73	80	36	100	803	106	642	264	464	444
	48%	45%	46%	52%	56%	57%	41%	49%	49%	48%	49%	43%	49%	46%	46%	50%
					f	af										
		14%	12%	9%	8%	10%	8%	9%	4%	11%	88%	12%	71%	29%	51%	49%
Banking	870	115	112	79	56	76	82	69	31	101	761	108	660	207	455	414
	46%	42%	46%	50%	45%	45%	46%	42%	42%	48%	46%	44%	50%	36%	45%	46%
													m			
		13%	13%	9%	6%	9%	9%	8%	4%	12%	88%	12%	76%	24%	52%	48%
Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o																

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 50**

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

**QD20 (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		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	2487	201	164	166	162	172	168	175	156	168	1841	646	1559	921	1175	1312
Effective Weighted Sample	1708	180	155	159	151	160	160	163	145	154	1432	300	1094	638	818	912
Total	1896	275	243	156	126	168	177	164	74	209	1651	245	1314	574	1004	892
		15%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	69%	30%	53%	47%
Music	810	118	97	84	63	64	83	76	25	79	706	103	597	210	407	402
	43%	43%	40%	54%	50%	38%	47%	46%	33%	38%	43%	42%	45%	37%	41%	45%
		15%	12%	10%	8%	8%	10%	9%	3%	10%	87%	13%	74%	26%	50%	50%
Travel/ journey planning	761	129	107	71	39	56	72	61	22	87	663	97	575	182	402	359
	40%	47%	44%	46%	31%	33%	41%	37%	29%	42%	40%	40%	44%	32%	40%	40%
		deh	deh	deh			h			h			m			
		17%	14%	9%	5%	7%	10%	8%	3%	11%	87%	13%	76%	24%	53%	47%
Shopping (e.g. Tesco, Ocado, eBay)	685	82	75	61	51	65	68	61	30	70	594	91	521	163	374	311
	36%	30%	31%	39%	40%	39%	38%	37%	41%	34%	36%	37%	40%	28%	37%	35%
					a				a				m			
		12%	11%	9%	7%	9%	10%	9%	4%	10%	87%	13%	76%	24%	55%	45%
Sports/ sports news	561	98	56	39	45	50	46	47	22	54	495	67	432	128	291	270
	30%	35%	23%	25%	36%	30%	26%	28%	30%	26%	30%	27%	33%	22%	29%	30%
		bc			bc								m			
		17%	10%	7%	8%	9%	8%	8%	4%	10%	88%	12%	77%	23%	52%	48%
Books	292	50	32	32	16	33	35	24	10	19	256	37	214	77	140	152
	15%	18%	13%	21%	13%	20%	19%	14%	14%	9%	15%	15%	16%	13%	14%	17%
		i		i		i	i									
		17%	11%	11%	5%	11%	12%	8%	4%	6%	87%	13%	73%	26%	48%	52%
Finance/ business	230	39	32	21	21	18	26	19	7	20	198	32	184	44	126	104
	12%	14%	13%	13%	17%	11%	15%	11%	10%	10%	12%	13%	14%	8%	13%	12%
													m			
		17%	14%	9%	9%	8%	11%	8%	3%	9%	86%	14%	80%	19%	55%	45%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 50**

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

**QD20 (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		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	2487	201	164	166	162	172	168	175	156	168	1841	646	1559	921	1175	1312
Effective Weighted Sample	1708	180	155	159	151	160	160	163	145	154	1432	300	1094	638	818	912
Total	1896	275	243	156	126	168	177	164	74	209	1651	245	1314	574	1004	892
		15%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	69%	30%	53%	47%
Vouchers	203	34	23	17	16	22	22	17	5	16	181	23	161	41	102	101
	11%	12%	9%	11%	13%	13%	13%	11%	7%	8%	11%	9%	12%	7%	10%	11%
		17%	11%	9%	8%	11%	11%	9%	3%	8%	89%	11%	79%	20%	50%	50%
NONE OF THESE	201	13	23	12	15	22	29	23	8	19	166	36	96	102	104	97
	11%	5%	9%	8%	12%	13%	16%	14%	11%	9%	10%	15%	7%	18%	10%	11%
		6%	11%	6%	a	a	ac	a	a	9%	82%	18%	48%	51%	52%	48%
Don't know	5	-	-	1	-	*	2	-	1	-	5	*	1	4	5	*
	*%	-%	-%	1%	-%	*%	1%	-%	1%	-%	*%	*%	*%	1%	*%	*%
		-%	-%	25%	-%	8%	41%	-%	11%	-%	93%	7%	28%	72%	92%	8%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QD21 (QD28H). SHOWCARD And which of these types of apps or applications have you PAID FOR to download 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 £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	2487	1157	1330	475	540	937	535	286	223	340	535	589	803	520	573	1532	319	291	345
Effective Weighted Sample	1708	800	909	313	362	657	383	198	155	249	404	427	549	368	379	1321	204	184	265
Total	1896	903	993	329	426	755	385	167	157	281	516	540	533	413	408	1593	164	86	53
		48%	52%	17%	22%	40%	20%	9%	8%	15%	27%	28%	28%	22%	22%	84%	9%	5%	3%
Games	181	104	77	53	56	61	11	12	21	31	49	49	58	39	35	156	16	5	3
	10%	12%	8%	16%	13%	8%	3%	7%	13%	11%	9%	9%	11%	10%	8%	10%	10%	6%	6%
		b		ef	ef	f			g										
		58%	42%	29%	31%	34%	6%	6%	11%	17%	27%	27%	32%	22%	19%	86%	9%	3%	2%
Music	168	101	67	50	50	60	8	4	10	21	66	51	57	41	19	139	20	4	5
	9%	11%	7%	15%	12%	8%	2%	3%	6%	7%	13%	9%	11%	10%	5%	9%	12%	5%	9%
		b		ef	f	f			g		ghi	n	n	n			q		
		60%	40%	30%	30%	36%	5%	2%	6%	12%	39%	31%	34%	24%	11%	83%	12%	3%	3%
Books	60	32	28	14	13	23	9	1	7	9	18	26	12	13	8	56	2	1	1
	3%	4%	3%	4%	3%	3%	2%	1%	5%	3%	4%	5%	2%	3%	2%	4%	1%	2%	1%
									g			ln				r			
		53%	47%	24%	23%	38%	15%	2%	12%	16%	31%	44%	21%	22%	14%	94%	3%	2%	1%
Maps/ navigation	48	26	22	6	9	24	9	3	4	5	15	21	11	12	4	40	6	2	1
	3%	3%	2%	2%	2%	3%	2%	2%	3%	2%	3%	4%	2%	3%	1%	3%	4%	2%	1%
												n							
		54%	46%	12%	19%	51%	18%	6%	9%	10%	32%	43%	24%	25%	9%	83%	13%	3%	1%
Weather	48	24	25	2	17	22	7	4	7	6	16	9	19	10	10	42	5	*	*
	3%	3%	2%	1%	4%	3%	2%	3%	5%	2%	3%	2%	4%	3%	2%	3%	3%	1%	1%
				c	c	c										r	r		
		49%	51%	5%	35%	46%	14%	9%	15%	12%	32%	18%	41%	22%	20%	88%	10%	1%	1%
Social networking (e.g. Facebook, Twitter, LinkedIn)	47	18	29	9	10	24	4	4	4	12	6	10	15	10	11	40	5	*	1
	2%	2%	3%	3%	2%	3%	1%	2%	3%	4%	1%	2%	3%	2%	3%	3%	3%	1%	2%
						f				j						q	q		
		38%	62%	20%	21%	52%	8%	8%	9%	25%	13%	22%	32%	22%	24%	87%	11%	1%	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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QD21 (QD28H). SHOWCARD And which of these types of apps or applications have you PAID FOR to download on your smartphone? (MULTI CODE)**

Base : Those with a smartphone

		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	2487	1157	1330	475	540	937	535	286	223	340	535	589	803	520	573	1532	319	291	345
Effective Weighted Sample	1708	800	909	313	362	657	383	198	155	249	404	427	549	368	379	1321	204	184	265
Total	1896	903	993	329	426	755	385	167	157	281	516	540	533	413	408	1593	164	86	53
		48%	52%	17%	22%	40%	20%	9%	8%	15%	27%	28%	28%	22%	22%	84%	9%	5%	3%
News	42	19	23	2	16	20	4	2	4	5	15	13	20	4	6	37	5	*	*
	2%	2%	2%	1%	4%	3%	1%	1%	2%	2%	3%	2%	4%	1%	1%	2%	3%	*%	1%
					cf	c							mn				q		
		46%	54%	4%	39%	47%	10%	4%	9%	11%	34%	31%	47%	9%	13%	88%	11%	1%	1%
Vouchers	35	15	21	5	11	14	6	-	3	9	18	11	13	8	3	33	2	*	-
	2%	2%	2%	1%	3%	2%	1%	-%	2%	3%	3%	2%	3%	2%	1%	2%	1%	1%	-%
									g	g	g		n			r			
		41%	59%	14%	32%	39%	16%	-%	7%	27%	50%	31%	38%	22%	9%	93%	6%	1%	-%
Travel/ journey planning	30	17	13	4	10	13	3	3	6	4	11	9	13	5	3	25	4	1	*
	2%	2%	1%	1%	2%	2%	1%	2%	4%	1%	2%	2%	2%	1%	1%	2%	3%	1%	1%
		56%	44%	13%	32%	44%	11%	9%	19%	12%	35%	29%	42%	17%	12%	83%	14%	2%	1%
Sports/ sports news	30	25	4	7	11	9	2	-	5	5	13	6	12	4	7	20	9	1	*
	2%	3%	*%	2%	3%	1%	1%	-%	3%	2%	3%	1%	2%	1%	2%	1%	5%	1%	*%
		b			f				g	g	g						oqr		
		85%	15%	24%	37%	31%	8%	-%	18%	18%	44%	22%	41%	14%	23%	68%	29%	2%	*%
Banking	27	13	15	3	8	14	1	-	5	4	9	5	15	4	4	23	4	*	-
	1%	1%	1%	1%	2%	2%	*%	-%	3%	1%	2%	1%	3%	1%	1%	1%	3%	*%	-%
					f	f			g				k			r	r		
		46%	54%	12%	30%	53%	5%	-%	17%	14%	35%	18%	54%	14%	15%	83%	16%	1%	-%
Shopping (e.g. Tesco, Ocado, eBay)	26	10	15	8	10	6	1	2	2	4	7	3	11	8	3	23	2	*	1
	1%	1%	2%	2%	2%	1%	*%	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%	*%	2%
					ef	f													
		40%	60%	31%	39%	25%	5%	6%	9%	15%	28%	13%	44%	30%	13%	88%	8%	*%	4%
Finance/ business	15	12	3	3	2	6	5	-	-	-	9	8	1	5	1	15	-	*	*
	1%	1%	*%	1%	*%	1%	1%	-%	-%	-%	2%	1%	*%	1%	*%	1%	-%	*%	1%
		b									i	l							
		81%	19%	17%	13%	39%	30%	-%	-%	-%	61%	50%	9%	33%	7%	97%	-%	1%	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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QD21 (QD28H). SHOWCARD And which of these types of apps or applications have you PAID FOR to download 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 £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	2487	1157	1330	475	540	937	535	286	223	340	535	589	803	520	573	1532	319	291	345
Effective Weighted Sample	1708	800	909	313	362	657	383	198	155	249	404	427	549	368	379	1321	204	184	265
Total	1896	903	993	329	426	755	385	167	157	281	516	540	533	413	408	1593	164	86	53
		48%	52%	17%	22%	40%	20%	9%	8%	15%	27%	28%	28%	22%	22%	84%	9%	5%	3%
NONE OF THESE	1441	656	785	219	310	580	331	141	119	214	385	392	397	326	325	1202	122	75	41
		76%	79%	66%	73%	77%	86%	84%	76%	76%	75%	73%	75%	79%	80%	75%	75%	87%	78%
			a			c	cde	hij						k	k			opr	
		46%	54%	15%	22%	40%	23%	10%	8%	15%	27%	27%	28%	23%	23%	83%	9%	5%	3%
Don't know	39	19	20	6	8	17	8	4	3	1	13	17	9	3	9	34	2	1	1
		2%	2%	2%	2%	2%	2%	2%	2%	*%	3%	3%	2%	1%	2%	2%	1%	1%	2%
												m							
		49%	51%	15%	20%	43%	22%	10%	9%	4%	34%	45%	23%	8%	23%	87%	6%	3%	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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QD21 (QD28H). SHOWCARD And which of these types of apps or applications have you PAID FOR to download on your smartphone? (MULTI CODE)**

Base : Those with a smartphone

	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	2487	201	164	166	162	172	168	175	156	168	1841	646	1559	921	1175	1312
Effective Weighted Sample	1708	180	155	159	151	160	160	163	145	154	1432	300	1094	638	818	912
Total	1896	275	243	156	126	168	177	164	74	209	1651	245	1314	574	1004	892
		15%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	69%	30%	53%	47%
Games	181	34	19	11	12	22	12	12	6	28	164	17	131	50	85	96
	10%	12%	8%	7%	10%	13%	7%	8%	7%	13%	10%	7%	10%	9%	8%	11%
		19%	10%	6%	7%	12%	7%	7%	3%	15%	91%	9%	73%	27%	47%	53%
Music	168	43	16	10	13	11	17	9	2	18	151	17	143	23	69	98
	9%	16%	7%	6%	10%	7%	10%	5%	3%	9%	9%	7%	11%	4%	7%	11%
		bcegh			h		h			h			m			n
		26%	9%	6%	7%	7%	10%	5%	1%	11%	90%	10%	85%	14%	41%	59%
Books	60	14	8	3	5	4	10	5	2	5	50	9	48	11	28	32
	3%	5%	3%	2%	4%	2%	5%	3%	2%	3%	3%	4%	4%	2%	3%	4%
		24%	13%	5%	8%	6%	16%	9%	3%	9%	84%	16%	81%	19%	47%	53%
Maps/ navigation	48	12	13	5	2	2	3	-	-	3	42	6	41	7	27	21
	3%	5%	5%	3%	2%	1%	2%	-%	-%	1%	3%	3%	3%	1%	3%	2%
		gh	egh	gh									m			
		26%	26%	10%	4%	4%	6%	-%	-%	6%	87%	13%	84%	15%	56%	44%
Weather	48	11	11	3	4	1	7	2	-	4	43	5	38	10	29	19
	3%	4%	4%	2%	3%	*%	4%	1%	-%	2%	3%	2%	3%	2%	3%	2%
		eh	eh		h		eh									
		22%	23%	5%	9%	2%	14%	4%	-%	9%	89%	11%	78%	22%	61%	39%
Social networking (e.g. Facebook, Twitter, LinkedIn)	47	9	13	3	1	1	7	-	1	6	44	2	33	13	21	26
	2%	3%	5%	2%	1%	*%	4%	-%	2%	3%	3%	1%	2%	2%	2%	3%
		g	deg				deg			g						
		19%	28%	6%	2%	2%	16%	-%	3%	12%	95%	5%	70%	28%	44%	56%
News	42	17	8	2	2	2	3	-	-	3	40	2	38	4	23	19
	2%	6%	3%	1%	2%	1%	2%	-%	-%	1%	2%	1%	3%	1%	2%	2%
		cdefghi	gh										m			
		41%	20%	4%	6%	4%	7%	-%	-%	7%	95%	5%	91%	9%	55%	45%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QD21 (QD28H). SHOWCARD And which of these types of apps or applications have you PAID FOR to download on your smartphone? (MULTI CODE)**

Base : Those with a smartphone

	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	2487	201	164	166	162	172	168	175	156	168	1841	646	1559	921	1175	1312
Effective Weighted Sample	1708	180	155	159	151	160	160	163	145	154	1432	300	1094	638	818	912
Total	1896	275	243	156	126	168	177	164	74	209	1651	245	1314	574	1004	892
		15%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	69%	30%	53%	47%
Vouchers	35	23	1	2	3	1	1	-	-	-	32	4	34	1	8	27
	2%	8%	*%	1%	3%	1%	1%	-%	-%	-%	2%	1%	3%	*%	1%	3%
		bcdefghi			ghi								m			n
		66%	3%	6%	10%	4%	4%	-%	-%	-%	90%	10%	96%	4%	22%	78%
Travel/ journey planning	30	9	3	2	2	1	4	2	-	4	28	2	26	4	15	15
	2%	3%	1%	1%	1%	1%	2%	1%	-%	2%	2%	1%	2%	1%	1%	2%
		h											m			
		29%	11%	5%	5%	3%	12%	5%	-%	12%	92%	8%	86%	14%	49%	51%
Sports/ sports news	30	4	5	2	2	-	2	-	*	5	29	1	25	4	13	16
	2%	1%	2%	1%	2%	-%	1%	-%	1%	3%	2%	*%	2%	1%	1%	2%
										eg	k		m			
		13%	16%	6%	6%	-%	6%	-%	1%	18%	98%	2%	86%	14%	45%	55%
Banking	27	7	3	2	2	3	3	-	-	3	26	2	26	1	16	11
	1%	2%	1%	1%	2%	2%	2%	-%	-%	1%	2%	1%	2%	*%	2%	1%
		g											m			
		24%	11%	8%	8%	11%	10%	-%	-%	11%	94%	6%	95%	3%	58%	42%
Shopping (e.g. Tesco, Ocado, eBay)	26	3	5	1	1	4	7	1	-	1	22	4	22	4	10	15
	1%	1%	2%	1%	1%	2%	4%	1%	-%	1%	1%	2%	2%	1%	1%	2%
							cdghi									
		12%	18%	4%	3%	14%	28%	3%	-%	5%	84%	16%	86%	14%	40%	60%
Finance/ business	15	6	3	1	-	3	1	-	-	1	11	4	13	2	10	6
	1%	2%	1%	*%	-%	2%	1%	-%	-%	*%	1%	2%	1%	*%	1%	1%
		43%	18%	5%	-%	18%	7%	-%	-%	6%	71%	29%	86%	14%	63%	37%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QD21 (QD28H). SHOWCARD And which of these types of apps or applications have you PAID FOR to download on your smartphone? (MULTI CODE)**

Base : Those with a smartphone

	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	2487	201	164	166	162	172	168	175	156	168	1841	646	1559	921	1175	1312
Effective Weighted Sample	1708	180	155	159	151	160	160	163	145	154	1432	300	1094	638	818	912
Total	1896	275	243	156	126	168	177	164	74	209	1651	245	1314	574	1004	892
		15%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	69%	30%	53%	47%
NONE OF THESE	1441	182	175	127	100	128	128	140	64	158	1246	195	972	463	786	654
	76%	66%	72%	81%	80%	76%	72%	85%	86%	76%	75%	80%	74%	81%	78%	73%
			a	a	a	a		abefi	abefi				l	l	o	o
		13%	12%	9%	7%	9%	9%	10%	4%	11%	86%	14%	67%	32%	55%	45%
Don't know	39	7	7	4	-	6	7	1	2	-	33	6	24	15	22	17
	2%	3%	3%	3%	-%	4%	4%	1%	2%	-%	2%	2%	2%	3%	2%	2%
		di	di	di		di	dgi									
		19%	19%	10%	-%	16%	17%	2%	4%	-%	85%	15%	62%	38%	56%	44%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 52**

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

**QD22A (QD21A). SHOWCARD Thinking about your mobile phone service only, please use this card to say how satisfied you are with (MAIN SUPPLIER) for each of the following... The overall service provided by MAIN SUPPLIER. (SINGLE CODE)**

Base : Those who personally use a mobile phone

		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	3425	1629	1796	513	591	1142	1179	483	365	429	610	745	1059	728	889	2083	451	445	446
Effective Weighted Sample	2318	1101	1218	340	391	788	812	329	247	309	457	543	719	498	579	1787	279	273	341
Total	2494	1204	1290	361	456	895	782	278	240	341	578	669	686	549	588	2096	211	120	68
		48%	52%	14%	18%	36%	31%	11%	10%	14%	23%	27%	28%	22%	24%	84%	8%	5%	3%
Base for %	2484	1198	1286	361	456	893	774	275	240	340	574	665	684	548	585	2087	210	119	68
		48%	52%	15%	18%	36%	31%	11%	10%	14%	23%	27%	28%	22%	24%	84%	8%	5%	3%
Very satisfied	1376	628	748	219	270	486	401	158	146	207	297	348	389	309	329	1159	109	68	40
	55%	52%	58%	61%	59%	54%	52%	57%	61%	61%	52%	52%	57%	56%	56%	56%	52%	58%	59%
			a	ef	f				j	j									
		46%	54%	16%	20%	35%	29%	11%	11%	15%	22%	25%	28%	22%	24%	84%	8%	5%	3%
Fairly satisfied	893	451	443	120	164	315	295	90	76	99	228	242	246	192	212	742	86	40	25
	36%	38%	34%	33%	36%	35%	38%	33%	32%	29%	40%	36%	36%	35%	36%	36%	41%	34%	38%
											ghi								
		50%	50%	13%	18%	35%	33%	10%	9%	11%	26%	27%	28%	22%	24%	83%	10%	5%	3%
TOTAL SATISFIED	2269	1078	1191	339	435	800	696	248	223	306	525	590	636	501	540	1901	195	109	65
	91%	90%	93%	94%	95%	90%	90%	90%	93%	90%	91%	89%	93%	92%	92%	91%	93%	92%	96%
			a	ef	ef								k		k			opq	
		48%	52%	15%	19%	35%	31%	11%	10%	14%	23%	26%	28%	22%	24%	84%	9%	5%	3%
Neither	124	71	53	7	14	52	52	16	10	20	28	49	26	23	26	108	10	5	1
	5%	6%	4%	2%	3%	6%	7%	6%	4%	6%	5%	7%	4%	4%	4%	5%	5%	4%	1%
						cd	cd					lmn				r	r		
		57%	43%	5%	11%	42%	42%	13%	8%	16%	22%	40%	21%	18%	21%	87%	8%	4%	1%
Fairly dissatisfied	53	26	26	7	4	26	16	9	3	7	13	19	11	11	12	45	4	4	*
	2%	2%	2%	2%	1%	3%	2%	3%	1%	2%	2%	3%	2%	2%	2%	2%	2%	3%	1%
						d										r	r		
		50%	50%	14%	7%	49%	30%	18%	5%	14%	24%	36%	20%	21%	22%	85%	7%	7%	1%
Very dissatisfied	38	23	15	8	4	15	10	2	5	5	9	6	12	13	7	33	2	1	1
	2%	2%	1%	2%	1%	2%	1%	1%	2%	2%	2%	1%	2%	2%	1%	2%	1%	1%	2%
		60%	40%	22%	11%	40%	26%	5%	12%	14%	23%	17%	31%	34%	18%	88%	5%	4%	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 - H1 2016. 4th January to 29th February 2016.**

**Table 52**

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

**QD22A (QD21A). SHOWCARD Thinking about your mobile phone service only, please use this card to say how satisfied you are with (MAIN SUPPLIER) for each of the following... The overall service provided by MAIN SUPPLIER. (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 £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	3425	1629	1796	513	591	1142	1179	483	365	429	610	745	1059	728	889	2083	451	445	446
Effective Weighted Sample	2318	1101	1218	340	391	788	812	329	247	309	457	543	719	498	579	1787	279	273	341
Total	2494	1204	1290	361	456	895	782	278	240	341	578	669	686	549	588	2096	211	120	68
		48%	52%	14%	18%	36%	31%	11%	10%	14%	23%	27%	28%	22%	24%	84%	8%	5%	3%
TOTAL DISSATISFIED	91	49	42	16	8	41	26	11	7	13	21	26	23	24	19	78	6	5	2
	4%	4%	3%	4%	2%	5%	3%	4%	3%	4%	4%	4%	3%	4%	3%	4%	3%	5%	2%
		54%	46%	d	d	d	d												
				17%	9%	45%	29%	13%	8%	14%	24%	28%	25%	26%	21%	86%	6%	6%	2%
Don't know	11	7	4	-	*	2	9	2	*	1	4	4	2	1	3	8	1	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 - H1 2016. 4th January to 29th February 2016.**

**Table 52**

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

**QD22A (QD21A). SHOWCARD Thinking about your mobile phone service only, please use this card to say how satisfied you are with (MAIN SUPPLIER) for each of the following... The overall service provided by MAIN SUPPLIER. (SINGLE CODE)**

Base : Those who personally use a mobile phone

	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	3425	236	235	228	224	234	228	234	227	237	2485	940	1825	1589	1637	1788
Effective Weighted Sample	2318	209	222	218	209	217	217	215	210	217	1923	428	1269	1089	1122	1231
Total	2494	318	337	211	171	223	235	212	104	285	2155	340	1517	969	1342	1153
		13%	14%	8%	7%	9%	9%	8%	4%	11%	86%	14%	61%	39%	54%	46%
Base for %	2484	318	337	211	168	223	234	211	104	281	2146	338	1515	960	1334	1150
		13%	14%	8%	7%	9%	9%	8%	4%	11%	86%	14%	61%	39%	54%	46%
Very satisfied	1376	139	204	103	96	122	113	124	69	190	1221	155	832	537	695	681
	55%	44%	60%	49%	57%	55%	48%	59%	67%	67%	57%	46%	55%	56%	52%	59%
			acf		a	a		acf	acdef	acdef	k					n
		10%	15%	8%	7%	9%	8%	9%	5%	14%	89%	11%	60%	39%	51%	49%
Fairly satisfied	893	157	106	86	64	83	95	70	28	54	760	134	554	339	505	389
	36%	49%	31%	41%	38%	37%	41%	33%	27%	19%	35%	40%	37%	35%	38%	34%
		bdeghi	i	bhi	hi	hi	bhi	i	i						o	
		18%	12%	10%	7%	9%	11%	8%	3%	6%	85%	15%	62%	38%	57%	43%
TOTAL SATISFIED	2269	296	310	189	160	204	208	194	98	243	1981	288	1385	876	1200	1069
	91%	93%	92%	90%	95%	92%	89%	92%	94%	86%	92%	85%	91%	91%	90%	93%
		i			cfi				fi		k					n
		13%	14%	8%	7%	9%	9%	9%	4%	11%	87%	13%	61%	39%	53%	47%
Neither	124	17	16	13	3	9	10	9	3	26	99	25	68	55	80	43
	5%	6%	5%	6%	2%	4%	4%	4%	3%	9%	5%	7%	4%	6%	6%	4%
				d						deh		j			o	
		14%	13%	11%	3%	7%	8%	7%	3%	21%	80%	20%	55%	45%	65%	35%
Fairly dissatisfied	53	2	4	8	3	5	10	7	*	6	39	14	37	16	31	21
	2%	1%	1%	4%	2%	2%	4%	3%	3%	2%	2%	4%	2%	2%	2%	2%
				ah			ah	ah				j				
		3%	8%	15%	6%	9%	19%	13%	1%	11%	74%	26%	71%	29%	60%	40%
Very dissatisfied	38	3	8	1	2	5	6	1	2	7	27	11	25	13	22	15
	2%	1%	2%	3%	1%	2%	2%	3%	2%	2%	1%	3%	2%	1%	2%	1%
											j					
		7%	20%	2%	5%	12%	15%	3%	6%	17%	71%	29%	66%	34%	59%	41%
Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o																

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 52**

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

**QD22A (QD21A). SHOWCARD Thinking about your mobile phone service only, please use this card to say how satisfied you are with (MAIN SUPPLIER) for each of the following... The overall service provided by MAIN SUPPLIER. (SINGLE CODE)**

Base : Those who personally use a mobile phone

	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	3425	236	235	228	224	234	228	234	227	237	2485	940	1825	1589	1637	1788
Effective Weighted Sample	2318	209	222	218	209	217	217	215	210	217	1923	428	1269	1089	1122	1231
Total	2494	318	337	211	171	223	235	212	104	285	2155	340	1517	969	1342	1153
		13%	14%	8%	7%	9%	9%	8%	4%	11%	86%	14%	61%	39%	54%	46%
TOTAL DISSATISFIED	91	4	12	9	5	9	16	8	3	13	66	24	62	28	54	37
	4%	1%	4%	4%	3%	4%	7%	4%	2%	4%	3%	7%	4%	3%	4%	3%
		5%	13%	9%	5%	10%	17%	9%	3%	14%	73%	27%	69%	31%	59%	41%
Don't know	11	-	-	-	3	-	1	1	-	4	9	2	2	8	8	3
Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o																

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 53**

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

**QD22J (QD21J). SHOWCARD Thinking about your mobile phone service only, please use this card to say how satisfied you are with (MAIN SUPPLIER) for each of the following... Reception/ accessing network. (SINGLE CODE).**

Base : Those who personally use a mobile phone

		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	3425	1629	1796	513	591	1142	1179	483	365	429	610	745	1059	728	889	2083	451	445	446
Effective Weighted Sample	2318	1101	1218	340	391	788	812	329	247	309	457	543	719	498	579	1787	279	273	341
Total	2494	1204	1290	361	456	895	782	278	240	341	578	669	686	549	588	2096	211	120	68
		48%	52%	14%	18%	36%	31%	11%	10%	14%	23%	27%	28%	22%	24%	84%	8%	5%	3%
Base for %	2479	1197	1282	361	455	892	771	274	240	341	574	664	685	546	583	2084	210	118	67
		48%	52%	15%	18%	36%	31%	11%	10%	14%	23%	27%	28%	22%	24%	84%	8%	5%	3%
Very satisfied	1286	588	698	210	245	446	385	147	139	186	268	314	370	292	309	1084	103	60	38
	52%	49%	54%	58%	54%	50%	50%	54%	58%	55%	47%	47%	54%	53%	53%	52%	49%	51%	57%
			a	ef					j	j			k	k					p
		46%	54%	16%	19%	35%	30%	11%	11%	14%	21%	24%	29%	23%	24%	84%	8%	5%	3%
Fairly satisfied	863	442	421	117	166	302	279	86	73	110	218	233	229	181	219	718	81	41	23
	35%	37%	33%	32%	36%	34%	36%	31%	30%	32%	38%	35%	33%	33%	38%	34%	39%	35%	34%
		b									h								
		51%	49%	14%	19%	35%	32%	10%	8%	13%	25%	27%	26%	21%	25%	83%	9%	5%	3%
TOTAL SATISFIED	2149	1031	1118	326	411	748	664	233	212	296	486	547	599	473	529	1802	184	101	61
	87%	86%	87%	91%	90%	84%	86%	85%	88%	87%	85%	82%	87%	87%	91%	86%	88%	86%	91%
			ef	ef									k		km				oq
		48%	52%	15%	19%	35%	31%	11%	10%	14%	23%	25%	28%	22%	25%	84%	9%	5%	3%
Neither	126	72	54	19	18	48	41	16	14	20	24	37	30	33	26	105	10	8	3
	5%	6%	4%	5%	4%	5%	5%	6%	6%	6%	4%	6%	4%	6%	4%	5%	5%	7%	4%
		b																	
		57%	43%	15%	14%	38%	33%	13%	11%	16%	19%	29%	24%	26%	21%	83%	8%	6%	2%
Fairly dissatisfied	124	51	73	9	16	60	38	19	6	13	41	50	30	24	20	108	10	4	1
	5%	4%	6%	3%	3%	7%	5%	7%	2%	4%	7%	7%	4%	4%	3%	5%	5%	4%	2%
						cd		h			h	lmn				r	r		
		41%	59%	8%	13%	49%	31%	16%	5%	11%	33%	40%	25%	20%	16%	87%	8%	3%	1%
Very dissatisfied	81	44	37	6	11	36	28	5	9	12	23	31	26	16	9	68	6	5	2
	3%	4%	3%	2%	2%	4%	4%	2%	4%	3%	4%	5%	4%	3%	2%	3%	3%	4%	3%
						c						n	n						
		54%	46%	7%	14%	44%	35%	6%	11%	14%	28%	38%	32%	20%	11%	84%	7%	6%	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 - H1 2016. 4th January to 29th February 2016.**

**Table 53**

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

**QD22J (QD21J). SHOWCARD Thinking about your mobile phone service only, please use this card to say how satisfied you are with (MAIN SUPPLIER) for each of the following... Reception/ accessing network. (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 £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	3425	1629	1796	513	591	1142	1179	483	365	429	610	745	1059	728	889	2083	451	445	446
Effective Weighted Sample	2318	1101	1218	340	391	788	812	329	247	309	457	543	719	498	579	1787	279	273	341
Total	2494	1204	1290	361	456	895	782	278	240	341	578	669	686	549	588	2096	211	120	68
		48%	52%	14%	18%	36%	31%	11%	10%	14%	23%	27%	28%	22%	24%	84%	8%	5%	3%
TOTAL DISSATISFIED	205	95	110	15	27	96	66	24	14	25	64	80	56	40	28	177	16	9	3
	8%	8%	9%	4%	6%	11%	9%	9%	6%	7%	11%	12%	8%	7%	5%	8%	8%	8%	5%
						cd	c				h	lmn	n			r			
		46%	54%	7%	13%	47%	32%	12%	7%	12%	31%	39%	27%	20%	14%	86%	8%	4%	2%
Don't know	15	7	8	*	1	3	11	4	*	*	4	6	2	3	5	12	1	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 - H1 2016. 4th January to 29th February 2016.**

**Table 53**

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

**QD22J (QD21J). SHOWCARD Thinking about your mobile phone service only, please use this card to say how satisfied you are with (MAIN SUPPLIER) for each of the following... Reception/ accessing network. (SINGLE CODE).**

Base : Those who personally use a mobile phone

	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	3425	236	235	228	224	234	228	234	227	237	2485	940	1825	1589	1637	1788
Effective Weighted Sample	2318	209	222	218	209	217	217	215	210	217	1923	428	1269	1089	1122	1231
Total	2494	318	337	211	171	223	235	212	104	285	2155	340	1517	969	1342	1153
		13%	14%	8%	7%	9%	9%	8%	4%	11%	86%	14%	61%	39%	54%	46%
Base for %	2479	318	337	210	167	223	234	209	104	282	2142	337	1514	957	1333	1146
		13%	14%	8%	7%	9%	9%	8%	4%	11%	86%	14%	61%	39%	54%	46%
Very satisfied	1286	142	189	86	86	121	103	116	64	177	1162	124	775	505	629	656
	52%	45%	56%	41%	52%	54%	44%	55%	61%	63%	54%	37%	51%	53%	47%	57%
			acf	c	acf	acf	acf	acf	acf	acdf	k					n
		11%	15%	7%	7%	9%	8%	9%	5%	14%	90%	10%	60%	39%	49%	51%
Fairly satisfied	863	157	96	76	68	76	85	72	32	55	758	106	534	327	475	389
	35%	49%	29%	36%	41%	34%	36%	34%	31%	19%	35%	31%	35%	34%	36%	34%
		bcefg	h	i	b	h	i	i	i							
		18%	11%	9%	8%	9%	10%	8%	4%	6%	88%	12%	62%	38%	55%	45%
TOTAL SATISFIED	2149	299	286	162	155	197	188	188	96	232	1919	230	1309	832	1104	1045
	87%	94%	85%	77%	93%	88%	80%	90%	92%	82%	90%	68%	86%	87%	83%	91%
		bcefi	c		b	c	f	c	b		k					n
		14%	13%	8%	7%	9%	9%	9%	4%	11%	89%	11%	61%	39%	51%	49%
Neither	126	11	10	20	5	9	19	9	2	20	92	34	73	53	86	40
	5%	3%	3%	10%	3%	4%	8%	4%	2%	7%	4%	10%	5%	5%	6%	3%
				abde			ab			bd		j			o	
		9%	8%	16%	4%	7%	15%	7%	1%	16%	73%	27%	58%	42%	68%	32%
Fairly dissatisfied	124	5	26	17	3	7	23	7	3	17	90	34	77	47	78	45
	5%	2%	8%	8%	2%	3%	10%	3%	3%	6%	4%	10%	5%	5%	6%	4%
			ade	ade			ade			ad		j			o	
		4%	21%	14%	3%	5%	19%	5%	2%	14%	72%	28%	62%	38%	63%	37%
Very dissatisfied	81	3	16	10	4	10	4	5	3	13	42	39	55	26	65	16
	3%	1%	5%	5%	3%	5%	2%	3%	3%	4%	2%	12%	4%	3%	5%	1%
			a	a		a			a			j			o	
		3%	19%	13%	5%	12%	5%	7%	4%	16%	51%	49%	68%	32%	80%	20%
Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o																

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 53**

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

**QD22J (QD21J). SHOWCARD Thinking about your mobile phone service only, please use this card to say how satisfied you are with (MAIN SUPPLIER) for each of the following... Reception/ accessing network. (SINGLE CODE).**

Base : Those who personally use a mobile phone

	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	3425	236	235	228	224	234	228	234	227	237	2485	940	1825	1589	1637	1788
Effective Weighted Sample	2318	209	222	218	209	217	217	215	210	217	1923	428	1269	1089	1122	1231
Total	2494	318	337	211	171	223	235	212	104	285	2155	340	1517	969	1342	1153
		13%	14%	8%	7%	9%	9%	8%	4%	11%	86%	14%	61%	39%	54%	46%
TOTAL DISSATISFIED	205	8	42	27	8	17	27	12	6	30	131	74	132	73	143	61
	8%	3%	12%	13%	5%	8%	12%	6%	6%	11%	6%	22%	9%	8%	11%	5%
			adgh	adgh		a	adgh			ad		j			o	
		4%	20%	13%	4%	8%	13%	6%	3%	15%	64%	36%	64%	36%	70%	30%
Don't know	15	-	-	1	4	-	1	3	-	3	12	3	4	11	9	6
Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o																

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QD23K (QD21K). SHOWCARD Thinking about your mobile phone service only, please use this card to say how satisfied you are with (MAIN SUPPLIER) for each of the following... Ability to connect to the internet using the mobile network (3G or 4G). (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 £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	2487	1157	1330	475	540	937	535	286	223	340	535	589	803	520	573	1532	319	291	345
Effective Weighted Sample	1708	800	909	313	362	657	383	198	155	249	404	427	549	368	379	1321	204	184	265
Total	1896	903	993	329	426	755	385	167	157	281	516	540	533	413	408	1593	164	86	53
		48%	52%	17%	22%	40%	20%	9%	8%	15%	27%	28%	28%	22%	22%	84%	9%	5%	3%
Base for %	1824	868	956	327	421	739	336	154	150	264	506	524	518	395	386	1531	159	83	52
		48%	52%	18%	23%	41%	18%	8%	8%	14%	28%	29%	28%	22%	21%	84%	9%	5%	3%
Very satisfied	953	441	513	195	229	374	155	85	84	157	236	251	280	221	201	797	81	45	30
	52%	51%	54%	59%	54%	51%	46%	55%	56%	59%	47%	48%	54%	56%	52%	52%	51%	55%	58%
		46%	54%	20%	24%	39%	16%	9%	9%	16%	25%	26%	29%	23%	21%	84%	8%	5%	3%
Fairly satisfied	659	321	338	108	158	271	122	51	52	81	202	200	181	132	146	555	62	24	18
	36%	37%	35%	33%	38%	37%	36%	33%	35%	31%	40%	38%	35%	33%	38%	36%	39%	29%	35%
		49%	51%	16%	24%	41%	19%	8%	8%	12%	31%	30%	27%	20%	22%	84%	9%	4%	3%
TOTAL SATISFIED	1613	762	851	303	387	645	278	136	137	237	438	451	460	352	347	1353	142	70	48
	88%	88%	89%	93%	92%	87%	83%	88%	91%	90%	87%	86%	89%	89%	90%	88%	90%	84%	93%
		47%	53%	19%	24%	40%	17%	8%	8%	15%	27%	28%	29%	22%	22%	84%	9%	4%	3%
Neither	95	46	48	10	16	36	32	6	4	12	35	35	25	15	21	79	7	7	2
	5%	5%	5%	3%	4%	5%	10%	4%	3%	5%	7%	7%	5%	4%	5%	5%	4%	9%	4%
		49%	51%	11%	17%	38%	34%	6%	4%	13%	37%	37%	26%	16%	22%	84%	7%	8%	2%
Fairly dissatisfied	70	33	37	8	11	34	16	7	8	7	21	26	16	16	11	60	5	3	1
	4%	4%	4%	3%	3%	5%	5%	4%	5%	3%	4%	5%	3%	4%	3%	4%	3%	4%	2%
		47%	53%	12%	16%	48%	23%	9%	11%	10%	31%	38%	23%	23%	16%	87%	7%	5%	1%
Very dissatisfied	47	27	20	6	6	24	11	6	1	7	12	12	17	11	7	39	5	2	1
	3%	3%	2%	2%	1%	3%	3%	4%	1%	3%	2%	2%	3%	3%	2%	3%	3%	3%	2%
		58%	42%	12%	13%	52%	23%	12%	2%	15%	25%	25%	36%	24%	15%	82%	10%	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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QD23K (QD21K). SHOWCARD Thinking about your mobile phone service only, please use this card to say how satisfied you are with (MAIN SUPPLIER) for each of the following... Ability to connect to the internet using the mobile network (3G or 4G). (SINGLE CODE).**

Base : Those with a smartphone

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER	£11.5K-	£17.5K-		AB	C1	C2	DE	ENG	SCOT	WALES	NI
		a	b	c	d	e	f	£11.5K	£17.5K	£29.9K	£30K+	k	l	m	n	LAND	LAND	q	r
								g	h	i	j					o	p		
Significance Level: 95%																			
Unweighted total	2487	1157	1330	475	540	937	535	286	223	340	535	589	803	520	573	1532	319	291	345
Effective Weighted Sample	1708	800	909	313	362	657	383	198	155	249	404	427	549	368	379	1321	204	184	265
Total	1896	903	993	329	426	755	385	167	157	281	516	540	533	413	408	1593	164	86	53
		48%	52%	17%	22%	40%	20%	9%	8%	15%	27%	28%	28%	22%	22%	84%	9%	5%	3%
TOTAL DISSATISFIED	116	60	57	14	17	58	27	12	9	14	33	38	33	28	18	99	10	6	2
	6%	7%	6%	4%	4%	8%	8%	8%	6%	5%	6%	7%	6%	7%	5%	6%	6%	7%	4%
		51%	49%	12%	15%	50%	23%	11%	8%	12%	28%	33%	28%	24%	15%	85%	9%	5%	2%
Don't know	72	35	37	2	6	16	49	13	7	17	10	16	15	18	22	62	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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QD23K (QD21K). SHOWCARD Thinking about your mobile phone service only, please use this card to say how satisfied you are with (MAIN SUPPLIER) for each of the following... Ability to connect to the internet using the mobile network (3G or 4G). (SINGLE CODE).**

Base : Those with a smartphone

	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	2487	201	164	166	162	172	168	175	156	168	1841	646	1559	921	1175	1312
Effective Weighted Sample	1708	180	155	159	151	160	160	163	145	154	1432	300	1094	638	818	912
Total	1896	275	243	156	126	168	177	164	74	209	1651	245	1314	574	1004	892
		15%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	69%	30%	53%	47%
Base for %	1824	274	236	150	121	161	162	156	71	201	1591	233	1287	531	961	863
		15%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	71%	29%	53%	47%
Very satisfied	953	124	122	70	66	86	74	80	44	131	857	96	684	265	470	483
	52%	45%	52%	47%	55%	53%	46%	51%	62%	65%	54%	41%	53%	50%	49%	56%
									acf	abcefg	k					n
			13%	13%	7%	7%	9%	8%	5%	14%	90%	10%	72%	28%	49%	51%
Fairly satisfied	659	142	80	57	42	50	65	58	23	40	581	78	456	202	343	316
	36%	52%	34%	38%	34%	31%	40%	37%	32%	20%	37%	34%	35%	38%	36%	37%
		bcdefghi	i	i	i	i	i	i	i							
		21%	12%	9%	6%	8%	10%	9%	3%	6%	88%	12%	69%	31%	52%	48%
TOTAL SATISFIED	1613	266	202	126	108	136	139	138	66	171	1438	174	1140	467	813	799
	88%	97%	86%	84%	89%	85%	86%	88%	94%	85%	90%	75%	89%	88%	85%	93%
		bcdefgi							bcefi		k					n
		16%	13%	8%	7%	8%	9%	9%	4%	11%	89%	11%	71%	29%	50%	50%
Neither	95	2	21	9	5	10	8	9	2	13	74	21	64	31	60	35
	5%	1%	9%	6%	4%	6%	5%	6%	2%	7%	5%	9%	5%	6%	6%	4%
			ah	a	a	a	a	a		a		j			o	
		2%	22%	10%	5%	10%	9%	10%	2%	14%	78%	22%	67%	33%	63%	37%
Fairly dissatisfied	70	6	11	7	4	9	10	6	*	8	52	18	50	19	52	18
	4%	2%	5%	5%	3%	5%	6%	4%	1%	4%	3%	8%	4%	4%	5%	2%
			h	h		h	h				j				o	
		9%	16%	10%	5%	12%	14%	8%	1%	11%	75%	25%	72%	28%	74%	26%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QD23K (QD21K). SHOWCARD Thinking about your mobile phone service only, please use this card to say how satisfied you are with (MAIN SUPPLIER) for each of the following... Ability to connect to the internet using the mobile network (3G or 4G). (SINGLE CODE).**

Base : Those with a smartphone

	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	2487	201	164	166	162	172	168	175	156	168	1841	646	1559	921	1175	1312
Effective Weighted Sample	1708	180	155	159	151	160	160	163	145	154	1432	300	1094	638	818	912
Total	1896	275	243	156	126	168	177	164	74	209	1651	245	1314	574	1004	892
		15%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	69%	30%	53%	47%
Very dissatisfied	47	-	2	7	5	6	4	3	2	9	27	19	33	14	36	10
	3%	-%	1%	5%	4%	4%	2%	2%	3%	4%	2%	8%	3%	3%	4%	1%
				ab	a	a	a	a	a	a		j			o	
		-%	4%	16%	10%	14%	9%	7%	5%	19%	58%	42%	70%	30%	78%	22%
TOTAL DISSATISFIED	116	6	13	14	8	15	14	9	3	17	79	37	83	33	88	28
	6%	2%	6%	9%	7%	9%	9%	6%	4%	8%	5%	16%	6%	6%	9%	3%
			ah	a	ah	a	a			a		j			o	
		5%	11%	12%	7%	13%	12%	8%	2%	14%	68%	32%	72%	28%	76%	24%
Don't know	72	1	7	7	5	7	16	8	3	8	59	12	28	42	43	29
Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o																

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**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 £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	3737	1790	1947	519	604	1172	1442	559	401	451	615	797	1122	791	1022	2239	502	489	507
Effective Weighted Sample	2504	1197	1308	343	401	807	971	377	268	325	461	578	755	534	660	1916	310	301	376
Total	2675	1301	1374	364	469	915	927	317	260	358	583	712	720	580	661	2236	233	132	74
		49%	51%	14%	18%	34%	35%	12%	10%	13%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Yes - PC (including iMacs)	835	456	380	106	95	336	298	48	64	107	253	310	250	158	118	727	53	43	12
	31%	35%	28%	29%	20%	37%	32%	15%	25%	30%	43%	43%	35%	27%	18%	32%	23%	33%	17%
		b		d		cdf	d		g	g	ghi	lmn	mn	n		pr	r	pr	
		55%	45%	13%	11%	40%	36%	6%	8%	13%	30%	37%	30%	19%	14%	87%	6%	5%	1%
Yes - laptop (including MacBooks)	1711	820	891	260	313	675	463	118	135	233	503	553	483	361	314	1449	141	80	42
	64%	63%	65%	71%	67%	74%	50%	37%	52%	65%	86%	78%	67%	62%	48%	65%	60%	61%	56%
				f	f	df			g	gh	ghi	lmn	n	n		r			
		48%	52%	15%	18%	39%	27%	7%	8%	14%	29%	32%	28%	21%	18%	85%	8%	5%	2%
Yes - netbook	195	98	98	40	23	92	40	13	18	25	60	78	52	37	28	164	20	9	3
	7%	7%	7%	11%	5%	10%	4%	4%	7%	7%	10%	11%	7%	6%	4%	7%	8%	7%	4%
				df		df					g	lmn	n			r	r	r	
		50%	50%	20%	12%	47%	20%	7%	9%	13%	31%	40%	27%	19%	14%	84%	10%	5%	1%
Yes - tablet computer - e.g. iPad	1583	736	847	231	312	645	396	111	137	225	455	479	456	365	282	1321	130	89	44
	59%	57%	62%	63%	67%	70%	43%	35%	52%	63%	78%	67%	63%	63%	43%	59%	56%	67%	60%
			a	f	f	cf			g	gh	ghi	n	n	n				opr	
		46%	54%	15%	20%	41%	25%	7%	9%	14%	29%	30%	29%	23%	18%	83%	8%	6%	3%
TOTAL YES	2245	1097	1148	328	415	836	666	185	198	323	577	671	627	492	454	1890	184	112	59
	84%	84%	84%	90%	89%	91%	72%	58%	76%	90%	99%	94%	87%	85%	69%	85%	79%	85%	80%
				f	f	f			g	gh	ghi	lmn	n	n		pr			
		49%	51%	15%	18%	37%	30%	8%	9%	14%	26%	30%	28%	22%	20%	84%	8%	5%	3%
PC ONLY	111	75	36	8	9	24	70	15	15	27	7	30	37	19	25	95	7	6	2
	4%	6%	3%	2%	2%	3%	8%	5%	6%	7%	1%	4%	5%	3%	4%	4%	3%	5%	3%
		b				cde		j	j	j									
		68%	32%	7%	8%	21%	64%	13%	14%	24%	6%	27%	34%	17%	22%	86%	6%	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 - H1 2016. 4th January to 29th February 2016.**

**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.

**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 £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	3737	1790	1947	519	604	1172	1442	559	401	451	615	797	1122	791	1022	2239	502	489	507
Effective Weighted Sample	2504	1197	1308	343	401	807	971	377	268	325	461	578	755	534	660	1916	310	301	376
Total	2675	1301	1374	364	469	915	927	317	260	358	583	712	720	580	661	2236	233	132	74
		49%	51%	14%	18%	34%	35%	12%	10%	13%	22%	27%	27%	22%	25%	84%	9%	5%	3%
LAPTOP ONLY	422	213	209	73	86	125	138	49	36	60	85	110	97	86	128	362	38	11	11
	16%	16%	15%	20%	18%	14%	15%	15%	14%	17%	15%	16%	14%	15%	19%	16%	16%	9%	15%
		51%	49%	ef	e										lm	q	q		q
				17%	20%	30%	33%	12%	9%	14%	20%	26%	23%	20%	30%	86%	9%	3%	3%
TABLET ONLY	251	109	142	43	68	82	58	43	31	38	25	38	56	70	86	194	30	14	13
	9%	8%	10%	12%	15%	9%	6%	13%	12%	11%	4%	5%	8%	12%	13%	9%	13%	11%	17%
		43%	57%	f	ef	f		j	j	j				kl	kl		o		oq
				17%	27%	33%	23%	17%	13%	15%	10%	15%	22%	28%	34%	78%	12%	6%	5%
No	428	202	226	36	54	79	259	132	62	36	6	41	92	88	206	345	49	20	14
	16%	16%	16%	10%	11%	9%	28%	42%	24%	10%	1%	6%	13%	15%	31%	15%	21%	15%	20%
		47%	53%	9%	13%	18%	cde	hij	ij	j			k	k	klm		o		o
							60%	31%	15%	8%	1%	9%	22%	21%	48%	81%	11%	5%	3%
Don't know	2	1	1	-	-	*	2	-	-	-	-	-	1	-	1	1	-	*	*
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
		64%	36%	0%	0%	9%	91%	0%	0%	0%	0%	0%	64%	0%	36%	80%	0%	11%	9%

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 - H1 2016. 4th January to 29th February 2016.**

**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.

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

Base : All respondents

	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	3737	249	251	247	250	251	237	252	251	251	2711	1026	1861	1863	1792	1945
Effective Weighted Sample	2504	221	237	237	233	233	225	231	232	231	2082	456	1294	1256	1218	1321
Total	2675	338	359	227	189	237	245	226	114	302	2315	360	1552	1114	1443	1232
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	54%	46%
Yes - PC (including iMacs)	835	95	150	89	56	72	88	60	33	83	705	130	524	308	509	326
	31%	28%	42%	39%	30%	31%	36%	27%	29%	28%	30%	36%	34%	28%	35%	27%
			adeghi	adghi			gi					j	m		o	
		11%	18%	11%	7%	9%	11%	7%	4%	10%	84%	16%	63%	37%	61%	39%
Yes - laptop (including MacBooks)	1711	268	244	155	115	131	175	135	54	172	1481	230	1129	577	939	772
	64%	79%	68%	68%	61%	55%	72%	60%	48%	57%	64%	64%	73%	52%	65%	63%
		bcddeghi	ehi	ehi	h		degghi	h					m			
		16%	14%	9%	7%	8%	10%	8%	3%	10%	87%	13%	66%	34%	55%	45%
Yes - netbook	195	20	17	19	16	26	18	19	11	16	162	34	134	58	120	75
	7%	6%	5%	8%	9%	11%	7%	9%	10%	5%	7%	9%	9%	5%	8%	6%
						abi			b				m		o	
		10%	9%	10%	8%	13%	9%	10%	6%	8%	83%	17%	69%	30%	62%	38%
Yes - tablet computer - e.g. iPad	1583	174	238	149	111	115	164	131	63	176	1354	229	1073	505	913	671
	59%	51%	66%	66%	59%	48%	67%	58%	56%	58%	58%	64%	69%	45%	63%	54%
			aeh	aeh	e		aegh	e		e		j	m		o	
		11%	15%	9%	7%	7%	10%	8%	4%	11%	86%	14%	68%	32%	58%	42%
TOTAL YES	2245	301	328	203	154	170	218	185	86	245	1931	314	1430	807	1263	982
	84%	89%	91%	89%	81%	72%	89%	82%	76%	81%	83%	87%	92%	72%	88%	80%
		degghi	degghi	degghi	e		degghi	e		e		j	m		o	
		13%	15%	9%	7%	8%	10%	8%	4%	11%	86%	14%	64%	36%	56%	44%
PC ONLY	111	9	21	7	6	11	9	12	5	15	97	14	43	67	71	40
	4%	3%	6%	3%	3%	5%	4%	5%	4%	5%	4%	4%	3%	6%	5%	3%
														l	o	
		8%	19%	7%	5%	10%	9%	11%	5%	14%	88%	12%	39%	61%	64%	36%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

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

Base : All respondents

	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	3737	249	251	247	250	251	237	252	251	251	2711	1026	1861	1863	1792	1945
Effective Weighted Sample	2504	221	237	237	233	233	225	231	232	231	2082	456	1294	1256	1218	1321
Total	2675	338	359	227	189	237	245	226	114	302	2315	360	1552	1114	1443	1232
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	54%	46%
LAPTOP ONLY	422	101	45	32	26	33	31	32	13	48	371	51	247	174	204	218
	16%	30%	13%	14%	14%	14%	13%	14%	12%	16%	16%	14%	16%	16%	14%	18%
		bcdefghi														n
		24%	11%	8%	6%	8%	7%	8%	3%	11%	88%	12%	59%	41%	48%	52%
TABLET ONLY	251	14	24	24	22	19	16	28	17	31	215	36	156	94	142	109
	9%	4%	7%	10%	12%	8%	6%	12%	15%	10%	9%	10%	10%	8%	10%	9%
				a	af			abf	abef	a						
		6%	9%	9%	9%	8%	6%	11%	7%	12%	86%	14%	62%	37%	56%	44%
No	428	38	31	24	35	66	27	41	27	57	384	44	121	305	179	249
	16%	11%	9%	11%	19%	28%	11%	18%	24%	19%	17%	12%	8%	27%	12%	20%
					abcf	abcdfgi		abcf	abcf	abcf	k			l		n
		9%	7%	6%	8%	15%	6%	9%	6%	13%	90%	10%	28%	71%	42%	58%
Don't know	2	-	-	-	-	1	-	-	*	-	1	1	*	2	1	1
	*%	-%	-%	-%	-%	*%	-%	-%	*%	-%	*%	*%	*%	*%	*%	*%
		-%	-%	-%	-%	55%	-%	-%	25%	-%	45%	55%	9%	91%	64%	36%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

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

Base : Those with any tablet computers in the household

		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		2085	944	1141	318	399	800	568	188	193	280	485	532	678	461	412	1270	264	294	257
Effective Weighted Sample		1442	661	782	212	268	563	406	133	136	205	365	388	466	325	275	1101	164	189	205
Total		1583	736	847	231	312	645	396	111	137	225	455	479	456	365	282	1321	130	89	44
			46%	54%	15%	20%	41%	25%	7%	9%	14%	29%	30%	29%	23%	18%	83%	8%	6%	3%
One	(1.0)	893	423	470	124	181	306	282	73	83	128	223	258	265	192	177	726	88	55	24
		56%	58%	55%	54%	58%	47%	71%	66%	61%	57%	49%	54%	58%	53%	63%	55%	68%	62%	55%
			47%	53%	14%	20%	34%	32%	8%	9%	14%	25%	29%	30%	21%	20%	81%	10%	6%	3%
Two	(2.0)	447	201	246	57	87	215	89	27	36	73	144	132	134	114	67	389	24	21	13
		28%	27%	29%	24%	28%	33%	22%	24%	27%	33%	32%	28%	29%	31%	24%	29%	19%	24%	30%
			45%	55%	13%	19%	48%	20%	6%	8%	16%	32%	30%	30%	25%	15%	87%	5%	5%	3%
Three	(3.0)	162	75	87	34	31	81	16	10	14	17	56	64	36	34	28	136	11	9	5
		10%	10%	10%	15%	10%	12%	4%	9%	10%	8%	12%	13%	8%	9%	10%	10%	9%	10%	11%
			46%	54%	21%	19%	50%	10%	6%	9%	11%	35%	40%	22%	21%	17%	84%	7%	6%	3%
Four	(4.0)	49	25	24	12	6	26	6	2	1	4	18	17	11	17	5	40	6	3	1
		3%	3%	3%	5%	2%	4%	1%	2%	1%	2%	4%	4%	2%	5%	2%	3%	4%	3%	3%
			52%	48%	24%	12%	53%	11%	4%	2%	7%	36%	34%	22%	34%	9%	81%	12%	5%	2%
Five or more	(5.0)	30	11	19	4	9	16	2	*	2	3	14	8	9	9	4	28	1	1	1
		2%	2%	2%	2%	3%	2%	*%	*%	1%	2%	3%	2%	2%	2%	1%	2%	*%	1%	1%
			37%	63%	14%	28%	52%	6%	*%	6%	11%	47%	25%	31%	30%	14%	93%	2%	3%	2%
Don't know		2	-	2	-	-	1	1	-	-	-	-	1	-	-	1	2	-	-	-
		*%	-%	*%	-%	-%	*%	*%	-%	-%	-%	-%	*%	-%	-%	*%	*%	-%	-%	-%
			-%	100%	-%	-%	55%	45%	-%	-%	-%	-%	45%	-%	-%	55%	100%	-%	-%	-%
Mean number		1.7	1.6	1.7	1.8	1.6	1.8	1.4	1.5	1.6	1.6	1.8	1.7	1.6	1.7	1.5	1.7	1.5	1.6	1.7
					f	f	df					ghi	n		n		p			
Standard deviation		.92	.91	.93	1.00	.93	.97	.67	.73	.82	.82	1.01	.94	.89	.98	.85	.93	.87	.87	.89
Standard error		.02	.03	.03	.06	.05	.03	.03	.05	.06	.05	.05	.04	.03	.05	.04	.03	.05	.05	.06

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 - H1 2016. 4th January to 29th February 2016.**

**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.

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

Base : Those with any tablet computers in the household

		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		2085	126	163	156	142	116	157	135	132	143	1501	584	1283	796	1063	1022
Effective Weighted Sample		1442	112	154	149	133	108	149	127	123	132	1181	283	902	557	750	716
Total		1583	174	238	149	111	115	164	131	63	176	1354	229	1073	505	913	671
			11%	15%	9%	7%	7%	10%	8%	4%	11%	86%	14%	68%	32%	58%	42%
One	(1.0)	893	121	128	71	49	54	91	75	29	108	762	131	576	315	497	397
		56%	69%	54%	48%	44%	47%	55%	58%	46%	61%	56%	57%	54%	62%	54%	59%
			bcdeth						d		cdeh				l		
			14%	14%	8%	5%	6%	10%	8%	3%	12%	85%	15%	65%	35%	56%	44%
Two	(2.0)	447	36	79	50	35	41	44	34	22	47	385	62	328	119	274	173
		28%	21%	33%	34%	32%	36%	27%	26%	35%	27%	28%	27%	31%	24%	30%	26%
				a	a	a	a			a				m			
			8%	18%	11%	8%	9%	10%	8%	5%	11%	86%	14%	73%	27%	61%	39%
Three	(3.0)	162	14	21	18	19	9	18	14	9	15	142	20	111	48	93	69
		10%	8%	9%	12%	17%	8%	11%	11%	14%	9%	10%	9%	10%	10%	10%	10%
						abei											
			8%	13%	11%	12%	6%	11%	9%	5%	9%	88%	12%	69%	30%	58%	42%
Four	(4.0)	49	2	4	8	4	7	8	5	3	-	39	10	35	13	30	19
		3%	1%	2%	5%	4%	6%	5%	4%	4%	-%	3%	4%	3%	3%	3%	3%
					i	i	ai	i	i	i							
			3%	8%	16%	9%	13%	16%	10%	6%	-%	80%	20%	71%	27%	60%	40%
Five or more	(5.0)	30	2	5	2	4	4	3	3	*	4	25	5	23	7	19	12
		2%	1%	2%	1%	3%	4%	2%	2%	1%	3%	2%	2%	2%	1%	2%	2%
			7%	18%	7%	12%	13%	11%	9%	1%	15%	82%	18%	75%	25%	61%	39%
Don't know		2	-	1	-	-	-	-	-	-	1	1	1	-	2	1	1
		*%	-%	*%	-%	-%	-%	-%	-%	-%	1%	*%	*%	-%	*%	*%	*%
			-%	45%	-%	-%	-%	-%	-%	-%	55%	55%	45%	-%	100%	45%	55%
Mean number		1.7	1.4	1.6	1.8	1.9	1.8	1.7	1.7	1.8	1.5	1.7	1.7	1.7	1.6	1.7	1.6
				a	ai	abi	ai	a	a	ai				m			
Standard deviation		.92	.78	.88	.94	1.03	1.04	.98	.95	.88	.86	.91	.97	.93	.88	.93	.91
Standard error		.02	.07	.07	.08	.09	.10	.08	.08	.08	.07	.02	.04	.03	.03	.03	.03
Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o																	

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

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

Base : Those with any tablet computers in the household

	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	2085	944	1141	318	399	800	568	188	193	280	485	532	678	461	412	1270	264	294	257
Effective Weighted Sample	1442	661	782	212	268	563	406	133	136	205	365	388	466	325	275	1101	164	189	205
Total	1583	736	847	231	312	645	396	111	137	225	455	479	456	365	282	1321	130	89	44
		46%	54%	15%	20%	41%	25%	7%	9%	14%	29%	30%	29%	23%	18%	83%	8%	6%	3%
Yes	1274	576	698	173	261	519	321	80	107	187	381	392	377	299	205	1063	106	67	38
	80%	78%	82%	75%	84%	81%	81%	72%	79%	83%	84%	82%	83%	82%	73%	80%	82%	75%	86%
			a	c						g	g	n	n	n				oq	
		45%	55%	14%	20%	41%	25%	6%	8%	15%	30%	31%	30%	23%	16%	83%	8%	5%	3%
No	308	159	149	58	51	124	75	32	29	38	73	86	79	66	77	257	24	22	6
	19%	22%	18%	25%	16%	19%	19%	28%	21%	17%	16%	18%	17%	18%	27%	19%	18%	25%	14%
				d				ij							klm	r		r	
		52%	48%	19%	16%	40%	24%	10%	9%	12%	24%	28%	25%	21%	25%	83%	8%	7%	2%
Don't know	1	1	-	-	-	1	-	-	-	-	1	1	-	-	-	1	-	-	-
	*%	*%	-%	-%	-%	*%	-%	-%	-%	-%	*%	*%	-%	-%	-%	*%	-%	-%	-%
		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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

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

Base : Those with any tablet computers in the household

	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	2085	126	163	156	142	116	157	135	132	143	1501	584	1283	796	1063	1022
Effective Weighted Sample	1442	112	154	149	133	108	149	127	123	132	1181	283	902	557	750	716
Total	1583	174	238	149	111	115	164	131	63	176	1354	229	1073	505	913	671
		11%	15%	9%	7%	7%	10%	8%	4%	11%	86%	14%	68%	32%	58%	42%
Yes	1274	149	185	118	88	102	125	107	47	140	1090	184	876	396	741	532
	80%	86%	78%	80%	79%	89%	76%	82%	75%	80%	80%	80%	82%	78%	81%	79%
		h				bdfh										
		12%	15%	9%	7%	8%	10%	8%	4%	11%	86%	14%	69%	31%	58%	42%
No	308	25	53	30	23	13	38	24	16	36	263	45	196	110	170	138
	19%	14%	22%	20%	21%	11%	23%	18%	25%	20%	19%	20%	18%	22%	19%	21%
			e		e		e		ae							
		8%	17%	10%	7%	4%	12%	8%	5%	12%	85%	15%	63%	36%	55%	45%
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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 58**

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

**QE4 (QE37). Is your tablet computer 3G or 4G enabled? This means that the tablet could be used - with a SIM card - to go online from anywhere with a signal, without the need for a Wi-Fi connection? (SINGLE CODE)**

Base : Those who personally use a tablet computer

		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	1680	730	950	242	331	645	462	136	153	233	401	445	567	370	297	1013	214	229	224
Effective Weighted Sample	1152	511	641	159	220	448	332	98	107	170	302	319	385	259	198	877	137	146	178
Total	1274	576	698	173	261	519	321	80	107	187	381	392	377	299	205	1063	106	67	38
		45%	55%	14%	20%	41%	25%	6%	8%	15%	30%	31%	30%	23%	16%	83%	8%	5%	3%
Yes	457	217	239	65	112	188	92	23	36	73	143	138	143	109	66	382	32	26	17
	36%	38%	34%	38%	43%	36%	29%	29%	33%	39%	37%	35%	38%	37%	32%	36%	30%	39%	45%
		48%	52%	14%	25%	41%	20%	5%	8%	16%	31%	30%	31%	24%	14%	84%	7%	6%	4%
No	722	330	392	101	137	299	186	49	58	102	230	231	213	156	121	602	69	32	19
	57%	57%	56%	58%	52%	58%	58%	62%	54%	55%	60%	59%	57%	52%	59%	57%	65%	48%	49%
		46%	54%	14%	19%	41%	26%	7%	8%	14%	32%	32%	30%	22%	17%	83%	10%	4%	3%
Don't know	95	28	67	7	12	33	44	8	14	12	9	23	20	34	18	79	5	9	2
	7%	5%	10%	4%	5%	6%	14%	9%	13%	6%	2%	6%	5%	11%	9%	7%	5%	13%	6%
		30%	70%	7%	13%	34%	46%	8%	15%	12%	9%	25%	21%	35%	19%	83%	6%	9%	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 - H1 2016. 4th January to 29th February 2016.**

**Table 58**

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

**QE4 (QE37). Is your tablet computer 3G or 4G enabled? This means that the tablet could be used - with a SIM card - to go online from anywhere with a signal, without the need for a Wi-Fi connection? (SINGLE CODE)**

Base : Those who personally use a tablet computer

	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	1680	104	124	125	114	104	120	109	98	115	1211	469	1045	633	859	821
Effective Weighted Sample	1152	94	117	120	107	96	114	103	91	105	943	227	729	442	604	568
Total	1274	149	185	118	88	102	125	107	47	140	1090	184	876	396	741	532
		12%	15%	9%	7%	8%	10%	8%	**	11%	86%	14%	69%	31%	58%	42%
Yes	457	85	43	34	33	27	34	31	**	74	397	59	327	129	257	199
	36%	57%	23%	29%	38%	27%	27%	29%	**	53%	36%	32%	37%	33%	35%	37%
		bcdefg			b					bcdefg						
		19%	10%	8%	7%	6%	7%	7%	**	16%	87%	13%	72%	28%	56%	44%
No	722	63	131	69	43	62	87	67	**	54	617	105	499	222	418	304
	57%	43%	71%	59%	49%	61%	69%	62%	**	39%	57%	57%	57%	56%	56%	57%
			adi	ai		ai	adi	ai								
		9%	18%	10%	6%	9%	12%	9%	**	8%	86%	14%	69%	31%	58%	42%
Don't know	95	-	11	15	12	13	5	10	**	12	75	20	50	44	67	29
	7%	-%	6%	12%	13%	12%	4%	9%	**	8%	7%	11%	6%	11%	9%	5%
			a	af	af	af		a		a		j		l	o	
		-%	12%	15%	12%	13%	5%	10%	**	12%	79%	21%	53%	46%	70%	30%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 59**

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

**QE5 (QE38). And do you have a separate mobile subscription for your tablet, which allows you to go online from anywhere with a 3G or 4G signal, without the need for a Wi-Fi connection? (SINGLE CODE)**

Base : Those who use a 3G or 4G enabled tablet computer

	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	590	263	327	90	133	231	136	41	47	78	145	150	207	141	92	357	61	82	90
Effective Weighted Sample	402	182	221	59	94	159	93	30	32	61	112	109	139	98	59	307	37	55	76
Total	457	217	239	65	112	188	92	23	36	73	143	138	143	109	66	382	32	26	17
		48%	52%	**	25%	41%	20%	**	**	**	31%	30%	31%	24%	**	84%	**	**	**
Yes	156	79	77	**	44	65	24	**	**	**	56	41	56	33	**	135	**	**	**
	34%	37%	32%	**	39%	35%	26%	**	**	**	39%	30%	39%	31%	**	35%	**	**	**
		51%	49%	**	f	42%	15%	**	**	**	36%	27%	36%	21%	**	87%	**	**	**
No	286	131	155	**	65	116	65	**	**	**	84	95	80	73	**	236	**	**	**
	63%	60%	65%	**	58%	62%	70%	**	**	**	59%	69%	56%	67%	**	62%	**	**	**
		46%	54%	**	23%	41%	23%	**	**	**	29%	33%	28%	26%	**	83%	**	**	**
Don't know	14	7	8	**	3	6	3	**	**	**	3	2	8	3	**	10	**	**	**
	3%	3%	3%	**	2%	3%	4%	**	**	**	2%	1%	6%	2%	**	3%	**	**	**
		46%	54%	**	18%	44%	24%	**	**	**	22%	11%	56%	18%	**	72%	**	**	**

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 - H1 2016. 4th January to 29th February 2016.**

**Table 59**

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

**QE5 (QE38). And do you have a separate mobile subscription for your tablet, which allows you to go online from anywhere with a 3G or 4G signal, without the need for a Wi-Fi connection? (SINGLE CODE)**

Base : Those who use a 3G or 4G enabled tablet computer

	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	590	59	31	36	43	28	33	30	39	58	444	146	388	202	281	309
Effective Weighted Sample	402	54	29	34	40	26	32	28	37	53	336	72	270	137	203	206
Total	457	85	43	34	33	27	34	31	19	74	397	59	327	129	257	199
		**	**	**	**	**	**	**	**	**	87%	13%	72%	28%	56%	44%
Yes	156	**	**	**	**	**	**	**	**	**	140	16	125	31	82	74
	34%	**	**	**	**	**	**	**	**	**	35%	27%	38%	24%	32%	37%
		**	**	**	**	**	**	**	**	**	90%	10%	80%	20%	52%	48%
No	286	**	**	**	**	**	**	**	**	**	245	42	192	95	165	121
	63%	**	**	**	**	**	**	**	**	**	62%	71%	59%	73%	64%	61%
		**	**	**	**	**	**	**	**	**	85%	15%	67%	33%	58%	42%
Don't know	14	**	**	**	**	**	**	**	**	**	13	1	10	4	10	4
	3%	**	**	**	**	**	**	**	**	**	3%	2%	3%	3%	4%	2%
		**	**	**	**	**	**	**	**	**	92%	8%	70%	30%	74%	26%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 60**

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

**QE6 (QE44). SHOWCARD And how often do you personally use the mobile signal on your tablet computer to go online - rather than using a Wi-Fi connection? (SINGLE CODE)**

Base : Those with a separate mobile subscription for their 3G or 4G enabled tablet computer

	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	192	97	95	29	54	74	35	14	17	38	56	48	71	43	30	126	22	26	18
Effective Weighted Sample	134	67	67	19	39	55	22	11	12	29	43	33	50	29	21	107	12	18	16
Total	156	79	77	23	44	65	24	7	14	35	56	41	56	33	25	135 87%	9 **	8 **	3 **
Every day	67	**	**	**	**	**	**	**	**	**	**	**	**	**	**	57	**	**	**
	43%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	42%	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	84%	**	**	**
Several times a week	43	**	**	**	**	**	**	**	**	**	**	**	**	**	**	38	**	**	**
	27%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	28%	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	88%	**	**	**
At least once a week	17	**	**	**	**	**	**	**	**	**	**	**	**	**	**	14	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	11%	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	86%	**	**	**
At least once a month	11	**	**	**	**	**	**	**	**	**	**	**	**	**	**	11	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	8%	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	96%	**	**	**
A few times a year	7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	6	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	5%	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	90%	**	**	**
Less than once a year	2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	2	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1%	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	95%	**	**	**
Never	8	**	**	**	**	**	**	**	**	**	**	**	**	**	**	7	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	5%	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	84%	**	**	**
Don't know	1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1%	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	60%	**	**	**

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 - H1 2016. 4th January to 29th February 2016.**

**Table 60**

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

**QE6 (QE44). SHOWCARD And how often do you personally use the mobile signal on your tablet computer to go online - rather than using a Wi-Fi connection? (SINGLE CODE)**

Base : Those with a separate mobile subscription for their 3G or 4G enabled tablet computer

	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	192	27	6	7	17	12	8	10	12	27	150	42	140	52	89	103
Effective Weighted Sample	134	24	6	7	15	12	8	9	11	24	116	20	102	33	62	75
Total	156	36	10	6	13	12	8	10	6	34	140	16	125	31	82	74
		**	**	**	**	**	**	**	**	**	90%	**	80%	**	**	48%
Every day	67	**	**	**	**	**	**	**	**	**	62	**	52	**	**	35
	43%	**	**	**	**	**	**	**	**	**	44%	**	42%	**	**	47%
		**	**	**	**	**	**	**	**	**	92%	**	78%	**	**	52%
Several times a week	43	**	**	**	**	**	**	**	**	**	41	**	37	**	**	20
	27%	**	**	**	**	**	**	**	**	**	29%	**	30%	**	**	27%
		**	**	**	**	**	**	**	**	**	96%	**	87%	**	**	47%
At least once a week	17	**	**	**	**	**	**	**	**	**	15	**	15	**	**	7
	11%	**	**	**	**	**	**	**	**	**	11%	**	12%	**	**	9%
		**	**	**	**	**	**	**	**	**	91%	**	91%	**	**	40%
At least once a month	11	**	**	**	**	**	**	**	**	**	8	**	9	**	**	7
	7%	**	**	**	**	**	**	**	**	**	6%	**	7%	**	**	9%
		**	**	**	**	**	**	**	**	**	75%	**	81%	**	**	59%
A few times a year	7	**	**	**	**	**	**	**	**	**	6	**	6	**	**	2
	4%	**	**	**	**	**	**	**	**	**	4%	**	5%	**	**	3%
		**	**	**	**	**	**	**	**	**	82%	**	84%	**	**	34%
Less than once a year	2	**	**	**	**	**	**	**	**	**	1	**	-	**	**	*
	1%	**	**	**	**	**	**	**	**	**	1%	**	-%	**	**	*%
		**	**	**	**	**	**	**	**	**	55%	**	-%	**	**	5%
Never	8	**	**	**	**	**	**	**	**	**	6	**	5	**	**	3
	5%	**	**	**	**	**	**	**	**	**	4%	**	4%	**	**	4%
		**	**	**	**	**	**	**	**	**	70%	**	57%	**	**	39%
Don't know	1	**	**	**	**	**	**	**	**	**	1	**	1	**	**	1
	1%	**	**	**	**	**	**	**	**	**	1%	**	1%	**	**	1%
		**	**	**	**	**	**	**	**	**	100%	**	100%	**	**	60%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 61**

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

**QE7 (QE1A). SHOWCARD How likely is it that your household will get a tablet computer - such as an iPad - in the next 12 months? (SINGLE CODE)**

Base : Those without 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 £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	1652	846	806	201	205	372	874	371	208	171	130	265	444	330	610	969	238	195	250
Effective Weighted Sample	1065	537	528	132	132	244	566	244	132	120	96	190	290	209	385	817	147	116	176
Total	1092	564	527	133	157	271	531	206	124	133	128	232	264	216	379	915	103	43	30
		52%	48%	12%	14%	25%	49%	19%	11%	12%	12%	21%	24%	20%	35%	84%	9%	4%	3%
Certain to	23	8	14	5	5	10	3	3	*	5	3	10	3	5	4	20	2	*	*
	2%	1%	3%	4%	3%	4%	1%	2%	*%	4%	2%	4%	1%	2%	1%	2%	2%	1%	1%
				f	f	f				h		ln							
		37%	63%	22%	20%	43%	14%	15%	*%	23%	11%	45%	13%	23%	19%	88%	10%	2%	1%
Very likely	54	32	21	9	12	20	12	6	4	6	14	11	22	8	12	46	5	2	1
	5%	6%	4%	7%	7%	7%	2%	3%	3%	4%	11%	5%	8%	4%	3%	5%	5%	5%	2%
				f	f	f					gh		n						
		60%	40%	18%	22%	38%	23%	11%	8%	10%	25%	21%	41%	16%	22%	85%	10%	4%	1%
Likely	123	63	60	24	28	41	30	20	17	16	26	25	32	28	37	107	10	4	3
	11%	11%	11%	18%	18%	15%	6%	10%	13%	12%	21%	11%	12%	13%	10%	12%	10%	9%	10%
				f	f	f					g								
		51%	49%	20%	23%	34%	24%	16%	14%	13%	21%	21%	26%	23%	30%	86%	8%	3%	2%
TOTAL LIKELY	200	104	96	39	44	72	45	29	21	26	43	47	56	42	54	172	18	6	4
	18%	18%	18%	29%	28%	26%	9%	14%	17%	20%	33%	20%	21%	19%	14%	19%	17%	14%	13%
				f	f	f					ghi		n			r			
		52%	48%	19%	22%	36%	23%	14%	11%	13%	21%	24%	28%	21%	27%	86%	9%	3%	2%
Unlikely	190	93	97	27	28	51	84	27	22	24	32	54	47	43	46	153	25	6	6
	17%	17%	18%	20%	18%	19%	16%	13%	18%	18%	25%	23%	18%	20%	12%	17%	24%	13%	21%
											g	n	n	n			oq		
		49%	51%	14%	15%	27%	44%	14%	12%	13%	17%	28%	25%	23%	24%	81%	13%	3%	3%
Very unlikely	215	115	101	25	29	41	120	47	19	32	19	37	53	36	89	178	22	12	3
	20%	20%	19%	19%	18%	15%	23%	23%	15%	24%	15%	16%	20%	17%	23%	19%	21%	27%	11%
				e											k	r	r	r	
		53%	47%	12%	13%	19%	56%	22%	9%	15%	9%	17%	25%	17%	41%	83%	10%	5%	2%
Certain not to	269	127	142	12	12	41	205	68	41	31	12	51	49	59	111	231	20	14	6
	25%	23%	27%	9%	8%	15%	39%	33%	33%	23%	9%	22%	18%	27%	29%	25%	19%	31%	19%
				d		d	cde	j	j	j				l	l			pr	
		47%	53%	4%	4%	15%	76%	25%	15%	11%	4%	19%	18%	22%	41%	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 TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 61**

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

**QE7 (QE1A). SHOWCARD How likely is it that your household will get a tablet computer - such as an iPad - in the next 12 months? (SINGLE CODE)**

Base : Those without 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 £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	1652	846	806	201	205	372	874	371	208	171	130	265	444	330	610	969	238	195	250
Effective Weighted Sample	1065	537	528	132	132	244	566	244	132	120	96	190	290	209	385	817	147	116	176
Total	1092	564	527	133	157	271	531	206	124	133	128	232	264	216	379	915	103	43	30
		52%	48%	12%	14%	25%	49%	19%	11%	12%	12%	21%	24%	20%	35%	84%	9%	4%	3%
TOTAL UNLIKELY	675	335	340	64	69	133	409	143	82	87	63	142	149	138	246	562	66	31	15
		62%	59%	48%	44%	49%	77%	69%	66%	65%	49%	61%	56%	64%	65%	61%	64%	71%	51%
							cde	j	j	j					l	r	r	or	
		50%	50%	9%	10%	20%	61%	21%	12%	13%	9%	21%	22%	20%	36%	83%	10%	5%	2%
Don't know	217	126	91	31	44	66	77	34	21	20	23	43	59	36	79	181	19	6	11
		20%	22%	23%	28%	24%	14%	17%	17%	15%	18%	19%	22%	17%	21%	20%	19%	14%	36%
		b		f	f	f													opq
		58%	42%	14%	20%	30%	35%	16%	10%	9%	10%	20%	27%	17%	36%	83%	9%	3%	5%

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 - H1 2016. 4th January to 29th February 2016.**

**Table 61**

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

**QE7 (QE1A). SHOWCARD How likely is it that your household will get a tablet computer - such as an iPad - in the next 12 months? (SINGLE CODE)**

Base : Those without a tablet computer in the household

	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	1652	123	88	91	108	135	80	117	119	108	1210	442	578	1067	729	923
Effective Weighted Sample	1065	109	84	88	100	125	77	105	109	99	905	174	391	699	469	606
Total	1092	165	121	78	78	123	81	95	51	126	961	130	479	608	531	561
		15%	**	**	7%	11%	**	9%	5%	12%	88%	12%	44%	56%	49%	51%
Certain to	23	2	**	**	1	6	**	1	1	3	21	2	13	10	14	9
	2%	1%	**	**	1%	5%	**	1%	2%	2%	2%	1%	3%	2%	3%	2%
		8%	**	**	5%	26%	**	4%	4%	13%	93%	7%	57%	43%	59%	41%
Very likely	54	14	**	**	5	10	**	1	4	6	51	2	36	17	23	31
	5%	8%	**	**	7%	9%	**	1%	7%	4%	5%	2%	8%	3%	4%	6%
		g	**	**	g	g	**	g	g	g	k	m	m	m	m	m
		26%	**	**	10%	19%	**	1%	7%	11%	95%	5%	68%	32%	42%	58%
Likely	123	29	**	**	10	15	**	12	3	10	108	15	74	49	56	67
	11%	18%	**	**	12%	12%	**	12%	6%	8%	11%	12%	15%	8%	11%	12%
		hi	**	**	8%	12%	**	9%	2%	8%	88%	12%	60%	40%	46%	54%
TOTAL LIKELY	200	45	**	**	16	31	**	13	7	18	181	19	123	77	92	107
	18%	27%	**	**	21%	25%	**	14%	15%	14%	19%	15%	26%	13%	17%	19%
		ghi	**	**	8%	16%	**	7%	4%	9%	90%	10%	62%	38%	46%	54%
Unlikely	190	37	**	**	11	14	**	10	5	21	172	18	101	89	96	94
	17%	22%	**	**	14%	11%	**	11%	11%	17%	18%	14%	21%	15%	18%	17%
		egh	**	**	6%	7%	**	5%	3%	11%	91%	9%	53%	47%	51%	49%
Very unlikely	215	26	**	**	13	22	**	20	6	22	185	30	82	133	101	114
	20%	16%	**	**	17%	18%	**	21%	11%	17%	19%	23%	17%	22%	19%	20%
		12%	**	**	6%	10%	**	9%	3%	10%	86%	14%	38%	62%	47%	53%
Certain not to	269	10	**	**	19	29	**	34	22	38	227	43	60	208	136	134
	25%	6%	**	**	25%	24%	**	36%	45%	30%	24%	33%	12%	34%	26%	24%
		a	**	**	a	a	**	ae	adei	a	j	j	l	l	l	l
		4%	**	**	7%	11%	**	13%	8%	14%	84%	16%	22%	77%	50%	50%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 61**

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

**QE7 (QE1A). SHOWCARD How likely is it that your household will get a tablet computer - such as an iPad - in the next 12 months? (SINGLE CODE)**

Base : Those without a tablet computer in the household

	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	1652	123	88	91	108	135	80	117	119	108	1210	442	578	1067	729	923
Effective Weighted Sample	1065	109	84	88	100	125	77	105	109	99	905	174	391	699	469	606
Total	1092	165	121	78	78	123	81	95	51	126	961	130	479	608	531	561
		15%	**	**	7%	11%	**	9%	5%	12%	88%	12%	44%	56%	49%	51%
TOTAL UNLIKELY	675	73	**	**	43	66	**	64	34	81	584	91	242	429	333	342
	62%	44%	**	**	56%	54%	**	68%	67%	65%	61%	70%	51%	71%	63%	61%
								ae	ae	a		j		l		
		11%	**	**	6%	10%	**	9%	5%	12%	87%	13%	36%	64%	49%	51%
Don't know	217	46	**	**	18	26	**	17	9	26	197	20	113	102	105	112
	20%	28%	**	**	23%	21%	**	18%	19%	21%	20%	15%	24%	17%	20%	20%
													m			
		21%	**	**	8%	12%	**	8%	4%	12%	91%	9%	52%	47%	48%	52%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 62**

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

**QE8 (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 £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	3737	1790	1947	519	604	1172	1442	559	401	451	615	797	1122	791	1022	2239	502	489	507
Effective Weighted Sample	2504	1197	1308	343	401	807	971	377	268	325	461	578	755	534	660	1916	310	301	376
Total	2675	1301	1374	364	469	915	927	317	260	358	583	712	720	580	661	2236	233	132	74
		49%	51%	14%	18%	34%	35%	12%	10%	13%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Yes - have access and use at home	2236	1088	1148	335	429	837	636	193	204	327	570	653	632	481	468	1880	190	107	59
	84%	84%	84%	92%	91%	91%	69%	61%	78%	91%	98%	92%	88%	83%	71%	84%	81%	81%	80%
		49%	51%	15%	19%	37%	28%	9%	9%	15%	26%	29%	28%	22%	21%	84%	8%	5%	3%
Yes - have access but don't use at home	70	37	33	2	9	18	40	14	12	9	7	19	14	18	19	57	7	4	2
	3%	3%	2%	1%	2%	2%	4%	4%	5%	2%	1%	3%	2%	3%	3%	3%	3%	3%	3%
		53%	47%	3%	13%	26%	57%	20%	17%	13%	11%	27%	20%	26%	27%	81%	10%	6%	3%
No do not have access at home	349	163	186	25	25	56	243	106	43	21	3	37	70	77	164	282	35	20	12
	13%	13%	14%	7%	5%	6%	26%	33%	17%	6%	1%	5%	10%	13%	25%	13%	15%	15%	16%
		47%	53%	7%	7%	16%	70%	30%	12%	6%	1%	11%	20%	22%	47%	81%	10%	6%	3%
Don't know	21	13	8	3	6	4	8	4	1	1	2	3	4	3	10	17	1	1	1
	1%	1%	1%	1%	1%	*%	1%	1%	1%	*%	*%	*%	1%	1%	2%	1%	1%	1%	1%
		62%	38%	13%	28%	20%	40%	18%	7%	4%	10%	15%	21%	17%	48%	83%	7%	7%	4%
<b>INTERNET ACCESS AT HOME</b>																			
YES	2306	1125	1181	337	438	855	676	207	216	336	578	671	646	500	487	1937	197	111	61
	86%	86%	86%	92%	93%	93%	73%	65%	83%	94%	99%	94%	90%	86%	74%	87%	84%	84%	83%
		49%	51%	f	f	f	29%	9%	g	gh	ghi	lmn	n	n	21%	r	9%	5%	3%
NO	349	163	186	25	25	56	243	106	43	21	3	37	70	77	164	282	35	20	12
	13%	13%	14%	7%	5%	6%	26%	33%	17%	6%	1%	5%	10%	13%	25%	13%	15%	15%	16%
		47%	53%	7%	7%	16%	70%	30%	12%	6%	1%	11%	20%	22%	47%	81%	10%	6%	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 - H1 2016. 4th January to 29th February 2016.**

**Table 62**

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

**QE8 (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		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	3737	249	251	247	250	251	237	252	251	251	2711	1026	1861	1863	1792	1945
Effective Weighted Sample	2504	221	237	237	233	233	225	231	232	231	2082	456	1294	1256	1218	1321
Total	2675	338	359	227	189	237	245	226	114	302	2315	360	1552	1114	1443	1232
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	54%	46%
Yes - have access and use at home	2236	297	316	196	153	181	217	185	85	250	1929	307	1431	797	1228	1008
	84%	88%	88%	86%	81%	76%	89%	82%	75%	83%	83%	85%	92%	72%	85%	82%
		eh	deh	eh			degh			h			m		o	
		13%	14%	9%	7%	8%	10%	8%	4%	11%	86%	14%	64%	36%	55%	45%
Yes - have access but don't use at home	70	10	11	8	5	3	5	5	3	7	63	7	34	36	42	28
	3%	3%	3%	3%	3%	1%	2%	2%	3%	2%	3%	2%	2%	3%	3%	2%
		14%	16%	11%	7%	4%	7%	8%	4%	10%	90%	10%	48%	51%	60%	40%
No do not have access at home	349	29	28	19	30	50	22	35	25	43	308	41	76	270	163	185
	13%	9%	8%	9%	16%	21%	9%	16%	22%	14%	13%	11%	5%	24%	11%	15%
					abcf	abcf		abcf	abcfi	bc				l		n
		8%	8%	6%	8%	14%	6%	10%	7%	12%	88%	12%	22%	78%	47%	53%
Don't know	21	3	3	4	1	3	-	*	1	1	16	5	11	10	11	10
	1%	1%	1%	2%	1%	1%	-%	*%	1%	*%	1%	1%	1%	1%	1%	1%
				f												
		14%	15%	20%	5%	16%	-%	2%	5%	6%	77%	23%	53%	47%	52%	48%
<b>INTERNET ACCESS AT HOME</b>																
YES	2306	307	328	204	158	183	223	190	88	257	1991	314	1465	833	1269	1036
	86%	91%	91%	90%	84%	77%	91%	84%	77%	85%	86%	87%	94%	75%	88%	84%
		degh	deghi	eh			degh			eh			m		o	
		13%	14%	9%	7%	8%	10%	8%	4%	11%	86%	14%	64%	36%	55%	45%
NO	349	29	28	19	30	50	22	35	25	43	308	41	76	270	163	185
	13%	9%	8%	9%	16%	21%	9%	16%	22%	14%	13%	11%	5%	24%	11%	15%
					abcf	abcf		abcf	abcfi	bc				l		n
		8%	8%	6%	8%	14%	6%	10%	7%	12%	88%	12%	22%	78%	47%	53%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 63**

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

**QE9 (IN6). SHOWCARD Do you ever go online 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 £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	3737	1790	1947	519	604	1172	1442	559	401	451	615	797	1122	791	1022	2239	502	489	507
Effective Weighted Sample	2504	1197	1308	343	401	807	971	377	268	325	461	578	755	534	660	1916	310	301	376
Total	2675	1301	1374	364	469	915	927	317	260	358	583	712	720	580	661	2236	233	132	74
		49%	51%	14%	18%	34%	35%	12%	10%	13%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Your workplace	954	491	462	134	245	452	123	26	68	141	371	331	313	211	99	795	92	43	24
	36%	38%	34%	37%	52%	49%	13%	8%	26%	39%	64%	46%	43%	36%	15%	36%	39%	32%	32%
		b		f	cf	cf		g	gh	ghi	gh	mn	mn	n			r		
		52%	48%	14%	26%	47%	13%	3%	7%	15%	39%	35%	33%	22%	10%	83%	10%	4%	2%
In someone else's home	936	424	512	206	235	332	164	87	82	138	247	263	269	202	202	770	89	47	29
	35%	33%	37%	57%	50%	36%	18%	27%	32%	38%	42%	37%	37%	35%	31%	34%	38%	36%	40%
			a	ef	ef	f				g	gh	n	n					o	
		45%	55%	22%	25%	35%	17%	9%	9%	15%	26%	28%	29%	22%	22%	82%	10%	5%	3%
Internet cafe ½	211	107	104	43	60	81	27	17	18	36	59	58	78	46	28	187	9	10	5
	8%	8%	8%	12%	13%	9%	3%	6%	7%	10%	10%	8%	11%	8%	4%	8%	4%	8%	6%
			f	ef	f					g	g	n	n	n		p		p	
		51%	49%	21%	28%	38%	13%	8%	8%	17%	28%	28%	37%	22%	14%	89%	4%	5%	2%
Library	175	93	81	54	37	50	34	22	16	29	40	55	57	25	38	153	10	7	5
	7%	7%	6%	15%	8%	5%	4%	7%	6%	8%	7%	8%	8%	4%	6%	7%	4%	5%	7%
			def	f								m	m						
		53%	47%	31%	21%	28%	20%	13%	9%	17%	23%	31%	33%	14%	22%	87%	6%	4%	3%
School/ college	168	84	84	94	28	39	6	9	8	26	42	57	65	22	23	148	9	4	6
	6%	6%	6%	26%	6%	4%	1%	3%	3%	7%	7%	8%	9%	4%	3%	7%	4%	3%	8%
			def	f	f					gh	gh	mn	mn			q			pq
		50%	50%	56%	16%	24%	4%	5%	5%	16%	25%	34%	39%	13%	14%	88%	5%	3%	4%
University	96	45	50	54	17	21	4	15	5	11	26	25	54	11	6	87	6	*	2
	4%	3%	4%	15%	4%	2%	*%	5%	2%	3%	4%	4%	7%	2%	1%	4%	3%	*%	3%
			def	f	f							n	kmn			q	q		q
		47%	53%	57%	18%	22%	4%	16%	5%	12%	27%	27%	56%	11%	6%	91%	6%	*%	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 - H1 2016. 4th January to 29th February 2016.**

**Table 63**

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

**QE9 (IN6). SHOWCARD Do you ever go online anywhere other than in your home at all? IF YES: Where is that? (MULTI CODE)**

Base : All 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	3737	1790	1947	519	604	1172	1442	559	401	451	615	797	1122	791	1022	2239	502	489	507
Effective Weighted Sample	2504	1197	1308	343	401	807	971	377	268	325	461	578	755	534	660	1916	310	301	376
Total	2675	1301	1374	364	469	915	927	317	260	358	583	712	720	580	661	2236	233	132	74
		49%	51%	14%	18%	34%	35%	12%	10%	13%	22%	27%	27%	22%	25%	84%	9%	5%	3%
UK culture centre/ Learn Direct/ other online learning centres	60	30	30	17	16	21	7	7	6	14	13	16	23	7	14	57	1	1	1
	2%	2%	2%	5%	3%	2%	1%	2%	2%	4%	2%	2%	3%	1%	2%	3%	*%	1%	1%
				ef	f	f							m			p			
		50%	50%	28%	26%	34%	12%	11%	10%	24%	21%	27%	38%	12%	23%	95%	1%	2%	2%
Other	103	48	55	13	14	36	41	6	16	17	17	30	30	20	23	95	3	4	1
	4%	4%	4%	4%	3%	4%	4%	2%	6%	5%	3%	4%	4%	4%	3%	4%	1%	3%	1%
									gj	g						pr			
		47%	53%	13%	13%	35%	39%	6%	16%	16%	16%	29%	29%	20%	22%	93%	3%	4%	1%
No, do not	1048	519	528	58	93	273	624	187	119	130	111	203	221	252	369	876	89	54	29
	39%	40%	38%	16%	20%	30%	67%	59%	46%	36%	19%	29%	31%	43%	56%	39%	38%	41%	39%
						cd	cde												
		50%	50%	6%	9%	26%	60%	18%	11%	12%	11%	19%	21%	24%	35%	84%	9%	5%	3%
EVER USE INTERNET AT HOME OR ELSEWHERE	2332	1134	1197	354	456	865	657	215	218	335	575	672	653	498	507	1955	202	113	62
	87%	87%	87%	97%	97%	95%	71%	68%	84%	94%	99%	94%	91%	86%	77%	87%	87%	86%	83%
				ef	ef	f			g	gh	ghi	lmn	mn	n		r			
		49%	51%	15%	20%	37%	28%	9%	9%	14%	25%	29%	28%	21%	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																			

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 63**

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

**QE9 (IN6). SHOWCARD Do you ever go online anywhere other than in your home at all? IF YES: Where is that? (MULTI CODE)**

Base : All respondents

	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	3737	249	251	247	250	251	237	252	251	251	2711	1026	1861	1863	1792	1945
Effective Weighted Sample	2504	221	237	237	233	233	225	231	232	231	2082	456	1294	1256	1218	1321
Total	2675	338	359	227	189	237	245	226	114	302	2315	360	1552	1114	1443	1232
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	54%	46%
Your workplace	954	182	115	78	58	76	97	62	34	93	835	118	909	44	524	429
	36%	54%	32%	34%	30%	32%	40%	27%	30%	31%	36%	33%	59%	4%	36%	35%
		bcdefghi					dghi						m			
		19%	12%	8%	6%	8%	10%	7%	4%	10%	88%	12%	95%	5%	55%	45%
In someone else's home	936	128	121	96	62	91	83	62	40	86	807	129	634	297	498	438
	35%	38%	34%	42%	33%	39%	34%	27%	35%	29%	35%	36%	41%	27%	35%	36%
		gi		dgi		gi							m			
		14%	13%	10%	7%	10%	9%	7%	4%	9%	86%	14%	68%	32%	53%	47%
Internet cafe ½	211	82	29	24	3	6	21	8	3	12	183	28	169	42	92	119
	8%	24%	8%	10%	1%	3%	8%	3%	2%	4%	8%	8%	11%	4%	6%	10%
		bcdefghi	deg	deg			deg						m		n	
		39%	14%	11%	1%	3%	10%	4%	1%	6%	87%	13%	80%	20%	43%	57%
Library	175	59	18	16	8	13	17	10	2	9	163	12	98	76	55	120
	7%	17%	5%	7%	4%	5%	7%	5%	2%	3%	7%	3%	6%	7%	4%	10%
		bcdefghi		hi			hi				k				n	
		34%	10%	9%	5%	7%	10%	6%	1%	5%	93%	7%	56%	44%	32%	68%
School/ college	168	63	13	11	5	14	15	7	3	16	157	11	80	87	59	109
	6%	19%	4%	5%	3%	6%	6%	3%	2%	5%	7%	3%	5%	8%	4%	9%
		bcdefghi				h	h				k		l		n	
		37%	8%	7%	3%	8%	9%	4%	2%	10%	93%	7%	48%	52%	35%	65%
University	96	37	11	2	3	2	9	8	4	10	92	3	47	48	18	77
	4%	11%	3%	1%	2%	1%	4%	4%	3%	3%	4%	1%	3%	4%	1%	6%
		bcdefghi					ce	c		c	k				n	
		39%	12%	2%	4%	2%	10%	8%	4%	10%	96%	4%	50%	50%	19%	81%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 63**

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

**QE9 (IN6). SHOWCARD Do you ever go online anywhere other than in your home at all? IF YES: Where is that? (MULTI CODE)**

Base : All respondents

	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	3737	249	251	247	250	251	237	252	251	251	2711	1026	1861	1863	1792	1945
Effective Weighted Sample	2504	221	237	237	233	233	225	231	232	231	2082	456	1294	1256	1218	1321
Total	2675	338	359	227	189	237	245	226	114	302	2315	360	1552	1114	1443	1232
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	54%	46%
UK culture centre/ Learn Direct/ other online learning centres	60	31	6	2	-	1	8	1	2	5	60	*	45	16	9	51
	2%	9%	2%	1%	-%	*%	3%	1%	2%	2%	3%	*%	3%	1%	1%	4%
		bcdefghi	d				deg		d	d	k		m			n
		51%	10%	4%	-%	1%	14%	2%	4%	9%	100%	*%	74%	26%	15%	85%
Other	103	1	11	5	22	6	12	26	7	5	87	16	51	52	66	37
	4%	*%	3%	2%	12%	3%	5%	11%	6%	2%	4%	4%	3%	5%	5%	3%
		a	a	abcefn	a	a	a	abcefi	aci	7%	84%	16%	50%	50%	64%	36%
		1%	10%	5%	22%	6%	12%	25%		5%						
No, do not	1048	104	151	81	71	94	82	97	49	148	905	143	381	663	557	490
	39%	31%	42%	36%	38%	40%	33%	43%	43%	49%	39%	40%	25%	59%	39%	40%
		a	a			a		af	af	acdef			l			
		10%	14%	8%	7%	9%	8%	9%	5%	14%	86%	14%	36%	63%	53%	47%
EVER USE INTERNET AT HOME OR ELSEWHERE	2332	319	321	200	161	197	221	188	89	259	2014	317	1488	837	1275	1057
	87%	94%	89%	88%	85%	83%	90%	83%	78%	86%	87%	88%	96%	75%	88%	86%
		cdeghi	eh	h	h		egh		h				m			
		14%	14%	9%	7%	8%	9%	8%	4%	11%	86%	14%	64%	36%	55%	45%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QE10 (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 £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	3100	1471	1629	505	577	1088	930	363	315	419	601	741	990	643	723	1899	405	401	395
Effective Weighted Sample	2126	1018	1108	332	385	756	663	254	219	305	454	541	677	446	479	1637	257	247	299
Total	2332	1134	1197	354	456	865	657	215	218	335	575	672	653	498	507	1955	202	113	62
		49%	51%	15%	20%	37%	28%	9%	9%	14%	25%	29%	28%	21%	22%	84%	9%	5%	3%
Every day	1834	871	963	307	397	708	421	152	161	265	492	567	528	383	355	1547	152	89	47
	79%	77%	80%	87%	87%	82%	64%	71%	74%	79%	86%	84%	81%	77%	70%	79%	75%	79%	76%
		48%	52%	17%	22%	39%	23%	8%	9%	14%	27%	31%	29%	21%	19%	84%	8%	5%	3%
Several times a week	317	166	151	33	44	111	129	35	30	55	61	66	84	71	95	266	29	13	9
	14%	15%	13%	9%	10%	13%	20%	16%	14%	17%	11%	10%	13%	14%	19%	14%	14%	11%	15%
		52%	48%	11%	14%	35%	41%	11%	9%	17%	19%	21%	26%	22%	30%	84%	9%	4%	3%
At least once a week	100	55	45	10	8	27	56	15	9	8	20	28	23	18	31	80	12	4	4
	4%	5%	4%	3%	2%	3%	9%	7%	4%	2%	3%	4%	4%	4%	6%	4%	6%	4%	6%
		55%	45%	10%	8%	27%	56%	15%	9%	8%	20%	28%	23%	18%	31%	80%	12%	4%	4%
At least once a month	37	19	18	3	1	8	24	5	10	4	1	4	6	12	15	29	4	3	1
	2%	2%	2%	1%	*%	1%	4%	3%	5%	1%	*%	1%	1%	2%	3%	1%	2%	3%	1%
		51%	49%	8%	3%	22%	66%	15%	28%	12%	3%	11%	15%	33%	40%	79%	10%	9%	2%
A few times a year	14	6	7	-	3	5	6	1	2	*	*	1	7	3	2	9	2	2	*
	1%	1%	1%	-%	1%	1%	1%	*%	1%	*%	*%	*%	1%	1%	*%	*%	1%	2%	*%
		46%	54%	-%	21%	35%	44%	6%	14%	*%	2%	11%	48%	24%	17%	67%	18%	13%	2%
Less than once a year	2	1	1	-	-	1	1	1	-	-	-	*	-	1	1	2	*	-	*
	*%	*%	*%	-%	-%	*%	*%	*%	-%	-%	-%	*%	-%	*%	*%	*%	*%	-%	*%
		46%	54%	-%	-%	46%	54%	36%	-%	-%	-%	17%	-%	46%	36%	83%	7%	-%	10%
Never	19	9	10	1	*	5	13	5	4	3	1	1	6	6	6	15	2	1	*
	1%	1%	1%	*%	*%	1%	2%	3%	2%	1%	*%	*%	1%	1%	1%	1%	1%	1%	1%
		49%	51%	6%	2%	26%	66%	28%	22%	13%	6%	5%	31%	32%	32%	80%	13%	6%	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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QE10 (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 £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	3100	1471	1629	505	577	1088	930	363	315	419	601	741	990	643	723	1899	405	401	395
Effective Weighted Sample	2126	1018	1108	332	385	756	663	254	219	305	454	541	677	446	479	1637	257	247	299
Total	2332	1134	1197	354	456	865	657	215	218	335	575	672	653	498	507	1955	202	113	62
		49%	51%	15%	20%	37%	28%	9%	9%	14%	25%	29%	28%	21%	22%	84%	9%	5%	3%
TOTAL AT LEAST ONCE A WEEK	2251	1093	1159	350	449	846	606	202	200	328	572	661	634	473	481	1892	193	106	60
	97%	96%	97%	99%	99%	98%	92%	94%	92%	98%	100%	98%	97%	95%	95%	97%	96%	94%	97%
				f	f	f				gh	ghi	mn			q				
		49%	51%	16%	20%	38%	27%	9%	9%	15%	25%	29%	28%	21%	21%	84%	9%	5%	3%
TOTAL EVER	2304	1119	1185	353	453	860	638	209	212	333	574	667	647	489	499	1932	199	111	61
	99%	99%	99%	100%	100%	99%	97%	97%	97%	99%	100%	99%	99%	98%	98%	99%	99%	98%	99%
				f	f	f				gh									
		49%	51%	15%	20%	37%	28%	9%	9%	14%	25%	29%	28%	21%	22%	84%	9%	5%	3%
Don't know	8	6	2	*	2	-	6	1	2	-	*	3	*	3	2	7	*	1	*
	*%	1%	*%	*%	*%	-%	1%	*%	1%	-%	*%	1%	*%	1%	*%	*%	*%	1%	*%
				e															
		73%	27%	4%	22%	-%	74%	6%	22%	-%	5%	41%	5%	33%	21%	87%	1%	9%	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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QE10 (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		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	3100	233	221	216	208	204	213	202	193	209	2267	833	1771	1322	1514	1586
Effective Weighted Sample	2126	208	209	207	195	189	202	188	179	193	1765	389	1237	920	1056	1097
Total	2332	319	321	200	161	197	221	188	89	259	2014	317	1488	837	1275	1057
		14%	14%	9%	7%	8%	9%	8%	4%	11%	86%	14%	64%	36%	55%	45%
Every day	1834	218	270	175	123	152	191	157	74	187	1562	272	1237	590	1010	823
	79%	68%	84%	87%	76%	77%	86%	83%	83%	72%	78%	86%	83%	70%	79%	78%
			adi	adei		a	adei	ai	ai			j	m			
		12%	15%	10%	7%	8%	10%	9%	4%	10%	85%	15%	67%	32%	55%	45%
Several times a week	317	70	30	15	24	28	18	19	8	54	289	28	170	147	168	150
	14%	22%	9%	8%	15%	14%	8%	10%	9%	21%	14%	9%	11%	18%	13%	14%
		bcbfgh			cf	c				bcbfgh	k		l			
		22%	10%	5%	8%	9%	6%	6%	3%	17%	91%	9%	54%	46%	53%	47%
At least once a week	100	19	12	6	7	10	7	3	4	13	89	11	51	49	61	39
	4%	6%	4%	3%	4%	5%	3%	2%	5%	5%	4%	3%	3%	6%	5%	4%
		g											l			
		19%	12%	6%	7%	10%	7%	3%	4%	13%	89%	11%	51%	49%	61%	39%
At least once a month	37	5	5	3	3	3	2	2	2	3	34	2	12	25	15	22
	2%	2%	2%	1%	2%	1%	1%	1%	2%	1%	2%	1%	1%	3%	1%	2%
													l			
		14%	14%	8%	9%	7%	6%	7%	4%	9%	93%	7%	32%	68%	41%	59%
A few times a year	14	3	-	1	1	3	-	-	-	2	13	1	7	7	9	4
	1%	1%	-%	-%	-%	1%	-%	-%	-%	1%	1%	-%	-%	1%	1%	-%
		23%	-%	6%	6%	19%	-%	-%	-%	13%	92%	8%	52%	48%	68%	32%
Less than once a year	2	-	-	-	-	-	1	1	-	-	2	*	1	1	*	2
	-%	-%	-%	-%	-%	-%	-%	1%	-%	-%	-%	-%	-%	-%	-%	-%
		-%	-%	-%	-%	-%	36%	46%	-%	-%	93%	7%	46%	54%	17%	83%
Never	19	1	1	1	2	1	2	5	1	1	17	2	7	12	6	13
	1%	-%	-%	-%	1%	1%	1%	2%	1%	1%	1%	1%	-%	1%	-%	1%
							a						l			
		4%	5%	4%	11%	7%	12%	24%	4%	8%	90%	10%	34%	63%	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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QE10 (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		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	3100	233	221	216	208	204	213	202	193	209	2267	833	1771	1322	1514	1586
Effective Weighted Sample	2126	208	209	207	195	189	202	188	179	193	1765	389	1237	920	1056	1097
Total	2332	319	321	200	161	197	221	188	89	259	2014	317	1488	837	1275	1057
		14%	14%	9%	7%	8%	9%	8%	4%	11%	86%	14%	64%	36%	55%	45%
TOTAL AT LEAST ONCE A WEEK	2251	306	313	196	154	190	216	179	87	253	1940	311	1459	786	1239	1012
	97%	96%	97%	98%	96%	97%	98%	95%	97%	98%	96%	98%	98%	94%	97%	96%
		14%	14%	9%	7%	8%	10%	8%	4%	11%	86%	14%	65%	35%	55%	45%
TOTAL EVER	2304	314	318	199	159	195	219	182	88	258	1989	315	1479	819	1264	1040
	99%	99%	99%	100%	98%	99%	99%	97%	99%	99%	99%	99%	99%	98%	99%	98%
		14%	14%	9%	7%	8%	9%	8%	4%	11%	86%	14%	64%	36%	55%	45%
Don't know	8	4	2	-	1	-	-	1	-	-	8	*	2	6	5	4
	*%	1%	1%	-%	*%	-%	-%	1%	-%	-%	*%	*%	*%	1%	*%	*%
		43%	20%	-%	7%	-%	-%	17%	-%	-%	96%	4%	27%	73%	58%	42%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 65**

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

**QE11 (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

		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	3100	1471	1629	505	577	1088	930	363	315	419	601	741	990	643	723	1899	405	401	395
Effective Weighted Sample	2126	1018	1108	332	385	756	663	254	219	305	454	541	677	446	479	1637	257	247	299
Total	2332	1134	1197	354	456	865	657	215	218	335	575	672	653	498	507	1955	202	113	62
		49%	51%	15%	20%	37%	28%	9%	9%	14%	25%	29%	28%	21%	22%	84%	9%	5%	3%
Smartphone	841	386	455	200	254	306	81	94	78	108	215	187	242	200	211	690	80	40	30
	36%	34%	38%	56%	56%	35%	12%	44%	36%	32%	37%	28%	37%	40%	42%	35%	40%	36%	49%
		46%	54%	ef	ef	f		i					k	k	k			opq	
				24%	30%	36%	10%	11%	9%	13%	26%	22%	29%	24%	25%	82%	10%	5%	4%
Laptop	682	331	351	83	97	266	237	54	58	100	172	238	185	117	141	581	55	30	17
	29%	29%	29%	23%	21%	31%	36%	25%	26%	30%	30%	35%	28%	24%	28%	30%	27%	26%	27%
		49%	51%	12%	14%	cd	cde	8%	8%	15%	25%	35%	27%	17%	21%	85%	8%	4%	2%
Tablet computer (e.g. iPad)	475	208	267	37	70	204	164	32	49	71	124	137	131	121	87	396	41	30	9
	20%	18%	22%	11%	15%	24%	25%	15%	23%	21%	22%	20%	20%	24%	17%	20%	20%	26%	14%
		44%	a			cd	cd		g	g	g			n		r		or	
			56%	8%	15%	43%	34%	7%	10%	15%	26%	29%	28%	25%	18%	83%	9%	6%	2%
Desktop PC	271	179	91	26	20	74	152	24	29	49	48	93	80	46	52	235	18	11	5
	12%	16%	8%	7%	4%	9%	23%	11%	13%	15%	8%	14%	12%	9%	10%	12%	9%	10%	9%
		b				d	cde			j		m							
		66%	34%	9%	7%	27%	56%	9%	11%	18%	18%	34%	30%	17%	19%	87%	7%	4%	2%
Netbook	10	6	4	-	3	2	5	2	*	-	5	5	4	-	1	10	-	-	*
	1%	1%	1%	0%	1%	1%	1%	1%	1%	0%	1%	1%	1%	0%	1%	1%	0%	0%	1%
		61%	39%	0%	30%	21%	49%	16%	1%	0%	50%	52%	36%	0%	12%	98%	0%	0%	2%
E-reader (e.g. Kindle)	6	2	4	1	-	3	2	-	*	2	1	1	3	2	*	6	1	*	-
	1%	1%	1%	1%	0%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%
		36%	64%	21%	0%	51%	28%	0%	4%	37%	16%	16%	50%	27%	7%	87%	9%	4%	0%
TV set	5	3	2	-	3	2	1	1	-	1	2	1	2	1	2	5	-	*	-
	1%	1%	1%	0%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	0%	1%	0%
		62%	38%	0%	56%	30%	14%	21%	0%	24%	48%	14%	31%	24%	31%	93%	0%	7%	0%

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 - H1 2016. 4th January to 29th February 2016.**

**Table 65**

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

**QE11 (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

		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	3100	1471	1629	505	577	1088	930	363	315	419	601	741	990	643	723	1899	405	401	395
Effective Weighted Sample	2126	1018	1108	332	385	756	663	254	219	305	454	541	677	446	479	1637	257	247	299
Total	2332	1134	1197	354	456	865	657	215	218	335	575	672	653	498	507	1955	202	113	62
		49%	51%	15%	20%	37%	28%	9%	9%	14%	25%	29%	28%	21%	22%	84%	9%	5%	3%
Games console	4	3	1	3	1	-	*	1	-	1	-	-	1	2	2	3	1	-	-
	*/%	*/%	*/%	1%	*/%	-%	*/%	1%	-%	*/%	-%	-%	*/%	*/%	*/%	*/%	*/%	-%	-%
		68%	32%	71%	20%	-%	9%	29%	-%	15%	-%	-%	15%	36%	49%	80%	20%	-%	-%
Smart watch (e.g. Apple Watch, Pebble, Samsung, Sony)	3	2	1	1	-	-	2	-	-	-	2	2	-	-	1	3	-	-	-
	*/%	*/%	*/%	*/%	-%	-%	*/%	-%	-%	-%	*/%	*/%	-%	-%	*/%	*/%	-%	-%	-%
		53%	47%	47%	-%	-%	53%	-%	-%	-%	53%	53%	-%	-%	47%	100%	-%	-%	-%
Other portable/ handheld device (e.g. portable games console/ iPod Touch)	*	*	-	-	-	*	-	*	-	-	-	-	-	-	*	*	-	-	-
	*/%	*/%	-%	-%	-%	*/%	-%	*/%	-%	-%	-%	-%	-%	-%	*/%	*/%	-%	-%	-%
		100%	-%	-%	-%	100%	-%	100%	-%	-%	-%	-%	-%	-%	100%	100%	-%	-%	-%
Other device	5	3	2	-	*	3	2	1	-	2	3	2	2	1	*	5	*	-	-
	*/%	*/%	*/%	-%	*/%	*/%	*/%	*/%	-%	*/%	1%	*/%	*/%	*/%	*/%	*/%	*/%	-%	-%
		55%	45%	-%	3%	60%	37%	15%	-%	30%	56%	40%	30%	23%	8%	97%	3%	-%	-%
None	17	6	11	3	4	5	5	5	4	1	1	3	2	5	6	10	5	1	*
	1%	1%	1%	1%	1%	1%	1%	3%	2%	*/%	*/%	1%	*/%	1%	1%	1%	3%	1%	*/%
		35%	65%	20%	21%	30%	29%	33%	21%	4%	3%	21%	13%	29%	37%	63%	32%	5%	*/%
Don't know	11	5	7	-	4	1	7	1	*	-	3	3	3	3	2	10	*	1	*
	*/%	*/%	1%	-%	1%	*/%	1%	*/%	*/%	-%	*/%	*/%	*/%	1%	*/%	*/%	*/%	1%	*/%
		40%	60%	-%	35%	5%	61%	6%	4%	-%	23%	26%	27%	31%	17%	86%	4%	7%	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 - H1 2016. 4th January to 29th February 2016.**

**Table 65**

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

**QE11 (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		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	3100	233	221	216	208	204	213	202	193	209	2267	833	1771	1322	1514	1586
Effective Weighted Sample	2126	208	209	207	195	189	202	188	179	193	1765	389	1237	920	1056	1097
Total	2332	319	321	200	161	197	221	188	89	259	2014	317	1488	837	1275	1057
		14%	14%	9%	7%	8%	9%	8%	4%	11%	86%	14%	64%	36%	55%	45%
Smartphone	841	112	96	59	62	84	78	87	43	71	738	103	610	227	404	437
	36%	35%	30%	29%	38%	43%	35%	46%	48%	27%	37%	32%	41%	27%	32%	41%
					i	bci		abcfi	abcfi				m			n
		13%	11%	7%	7%	10%	9%	10%	5%	8%	88%	12%	73%	27%	48%	52%
Laptop	682	129	100	59	44	42	62	40	19	85	592	90	413	269	369	313
	29%	41%	31%	30%	27%	21%	28%	21%	21%	33%	29%	28%	28%	32%	29%	30%
		bcddefgh	efgh							efgh			l			
		19%	15%	9%	6%	6%	9%	6%	3%	12%	87%	13%	60%	39%	54%	46%
Tablet computer (e.g. iPad)	475	44	69	46	35	40	39	39	15	69	406	70	296	180	293	182
	20%	14%	22%	23%	22%	20%	18%	21%	17%	27%	20%	22%	20%	21%	23%	17%
			a	a	a					afh					o	
		9%	15%	10%	7%	8%	8%	8%	3%	14%	85%	15%	62%	38%	62%	38%
Desktop PC	271	24	53	29	12	26	31	19	9	32	228	43	127	141	174	96
	12%	8%	16%	15%	8%	13%	14%	10%	10%	12%	11%	14%	9%	17%	14%	9%
			ad	ad			ad						l		o	
		9%	20%	11%	5%	10%	11%	7%	3%	12%	84%	16%	47%	52%	64%	36%
Netbook	10	-	2	2	1	1	2	1	-	1	9	1	7	3	7	3
	*%	-%	1%	1%	1%	*%	1%	*%	-%	*%	*%	*%	*%	*%	1%	*%
		-%	20%	21%	8%	9%	19%	8%	-%	13%	88%	12%	71%	29%	71%	29%
E-reader (e.g. Kindle)	6	-	-	1	2	-	2	-	1	-	4	3	3	3	4	2
	*%	-%	-%	*%	1%	-%	1%	-%	1%	-%	*%	1%	*%	*%	*%	*%
											j					
Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o		-%	-%	12%	30%	-%	30%	-%	15%	-%	58%	42%	53%	47%	70%	30%

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 65**

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

**QE11 (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		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	3100	233	221	216	208	204	213	202	193	209	2267	833	1771	1322	1514	1586
Effective Weighted Sample	2126	208	209	207	195	189	202	188	179	193	1765	389	1237	920	1056	1097
Total	2332	319	321	200	161	197	221	188	89	259	2014	317	1488	837	1275	1057
		14%	14%	9%	7%	8%	9%	8%	4%	11%	86%	14%	64%	36%	55%	45%
TV set	5 *%	- -%	- -%	- -%	* *%	1 *%	4 2%	- -%	- -%	- -%	1 *%	4 1%	3 *%	2 *%	2 *%	3 *%
		-	-	-	6%	14%	72%	-	-	-	28%	72%	55%	45%	48%	52%
Games console	4 *%	- -%	- -%	- -%	- -%	2 1%	1 1%	- -%	* *%	- -%	4 *%	* *%	2 *%	2 *%	2 *%	3 *%
		-	-	-	-	39%	32%	-	9%	-	96%	4%	51%	49%	36%	64%
Smart watch (e.g. Apple Watch, Pebble, Samsung, Sony)	3 *%	2 1%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	1 1%	3 *%	- -%	3 *%	- -%	- -%	3 *%
		53%	-	-	-	-	-	-	-	47%	100%	-	100%	-	-	100%
Other portable/ handheld device (e.g. portable games console/ iPod Touch)	* *%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	* *%	- -%	* *%	- -%	- -%	* *%	- -%	* *%
		-	-	-	-	-	-	-	100%	-	100%	-	-	100%	-	100%
Other device	5 *%	- -%	- -%	1 1%	- -%	2 1%	2 1%	- -%	1 1%	- -%	3 *%	2 1%	4 *%	1 *%	3 56%	2 44%
		-	-	23%	-	30%	29%	-	15%	-	67%	33%	85%	15%	56%	44%
None	17 1%	6 2%	- -%	- -%	2 1%	- -%	1 *%	2 1%	- -%	- -%	16 1%	* *%	14 1%	2 *%	10 1%	7 1%
		34%	-	-	11%	-	4%	14%	-	-	98%	2%	82%	14%	59%	41%
Don't know	11 *%	2 1%	- -%	2 1%	3 2%	1 1%	1 *%	- -%	1 1%	- -%	10 *%	2 1%	5 *%	6 1%	7 1%	5 *%
					bgi											
		17%	-	20%	31%	9%	6%	-	4%	-	84%	16%	43%	57%	58%	42%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QE12 (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

		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	3056	1453	1603	479	556	1071	950	344	316	419	606	737	980	644	692	1877	396	395	388
Effective Weighted Sample	2100	1007	1094	316	371	745	679	244	217	305	456	539	672	450	458	1621	252	245	295
Total	2306	1125	1181	337	438	855	676	207	216	336	578	671	646	500	487	1937	197	111	61
		49%	51%	15%	19%	37%	29%	9%	9%	15%	25%	29%	28%	22%	21%	84%	9%	5%	3%
Ordinary phone line - dialup access	26	14	13	*	4	13	10	1	2	1	9	13	3	3	7	26	-	*	*
	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%
						c	c					l							
		51%	49%	1%	14%	49%	37%	3%	9%	2%	33%	50%	12%	11%	27%	97%	1%	1%	2%
Fixed Broadband ADSL through a phone line or cable service - perhaps using a Wi-Fi router. This would include superfast broadband services.	2107	1029	1078	300	366	804	637	166	183	303	557	643	587	462	414	1766	183	102	57
	91%	91%	91%	89%	84%	94%	94%	80%	85%	90%	96%	96%	91%	92%	85%	91%	93%	92%	93%
						cd	cd			g	ghi	lmn	n	n					
		49%	51%	14%	17%	38%	30%	8%	9%	14%	26%	31%	28%	22%	20%	84%	9%	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	118	63	55	23	29	45	21	14	10	16	38	39	32	24	22	103	7	5	2
	5%	6%	5%	7%	7%	5%	3%	7%	4%	5%	7%	6%	5%	5%	5%	5%	4%	5%	4%
				f	f	f													
		53%	47%	19%	24%	38%	18%	12%	8%	13%	33%	33%	27%	21%	19%	87%	6%	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 TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QE12 (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 £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	3056	1453	1603	479	556	1071	950	344	316	419	606	737	980	644	692	1877	396	395	388
Effective Weighted Sample	2100	1007	1094	316	371	745	679	244	217	305	456	539	672	450	458	1621	252	245	295
Total	2306	1125	1181	337	438	855	676	207	216	336	578	671	646	500	487	1937	197	111	61
		49%	51%	15%	19%	37%	29%	9%	9%	15%	25%	29%	28%	22%	21%	84%	9%	5%	3%
Access to the internet using a mobile phone or smartphone - through a Wi-Fi network or your phone's mobile network	1058	511	547	202	258	399	199	88	101	155	321	308	300	225	225	907	75	45	31
	46%	45%	46%	60%	59%	47%	29%	43%	47%	46%	55%	46%	46%	45%	46%	47%	38%	40%	52%
		48%	52%	ef	ef	f	19%	8%	10%	15%	ghi	29%	28%	21%	21%	p	7%	4%	pq
				19%	24%	38%	19%				30%					86%			3%
Accessing the internet on a device such as a laptop or tablet using your mobile phone's internet connection - known as tethering	50	22	28	7	18	17	9	2	2	9	20	21	13	9	8	46	1	1	2
	2%	2%	2%	2%	4%	2%	1%	1%	1%	3%	3%	3%	2%	2%	2%	2%	1%	1%	3%
		45%	55%	14%	35%	33%	18%	5%	4%	17%	39%	41%	26%	17%	16%	92%	3%	2%	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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QE12 (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 £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	3056	1453	1603	479	556	1071	950	344	316	419	606	737	980	644	692	1877	396	395	388
Effective Weighted Sample	2100	1007	1094	316	371	745	679	244	217	305	456	539	672	450	458	1621	252	245	295
Total	2306	1125	1181	337	438	855	676	207	216	336	578	671	646	500	487	1937	197	111	61
		49%	51%	15%	19%	37%	29%	9%	9%	15%	25%	29%	28%	22%	21%	84%	9%	5%	3%
Accessing the internet through a Mi-Fi mobile broadband wireless router - which taps into a 3G or 4G mobile network and can be shared between devices within range of the signal	30	18	12	4	6	15	6	3	6	5	6	8	11	6	6	25	2	1	2
	1%	2%	1%	1%	1%	2%	1%	2%	3%	2%	1%	1%	2%	1%	1%	1%	1%	1%	3%
		59%	41%	12%	21%	49%	19%	12%	21%	17%	20%	25%	37%	20%	18%	83%	8%	2%	7%
TOTAL BROADBAND (INC. USING MOBILE PHONE)	2283	1115	1168	334	432	853	664	204	213	334	578	664	638	496	482	1918	195	109	60
	99%	99%	99%	99%	99%	100%	98%	98%	99%	100%	100%	99%	99%	99%	99%	99%	99%	99%	98%
		49%	51%	15%	19%	37%	29%	9%	9%	15%	25%	29%	28%	22%	21%	84%	9%	5%	3%
TOTAL BROADBAND (EXC. USING MOBILE PHONE)	2157	1057	1100	313	380	817	647	176	190	313	565	648	602	475	431	1810	185	104	58
	94%	94%	93%	93%	87%	96%	96%	85%	88%	93%	98%	97%	93%	95%	88%	93%	94%	94%	94%
		49%	51%	15%	18%	38%	30%	8%	9%	15%	26%	30%	28%	22%	20%	84%	9%	5%	3%
MOBILE BROADBAND ONLY, NOT FIXED OR NARROWBAND	66	36	30	15	18	22	11	13	13	15	9	6	21	18	21	60	3	2	1
	3%	3%	3%	4%	4%	3%	2%	6%	6%	4%	2%	1%	3%	4%	4%	3%	2%	2%	2%
		55%	45%	23%	27%	33%	17%	19%	19%	22%	14%	9%	32%	27%	32%	90%	5%	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 TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QE12 (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

		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	3056	1453	1603	479	556	1071	950	344	316	419	606	737	980	644	692	1877	396	395	388
Effective Weighted Sample	2100	1007	1094	316	371	745	679	244	217	305	456	539	672	450	458	1621	252	245	295
Total	2306	1125	1181	337	438	855	676	207	216	336	578	671	646	500	487	1937	197	111	61
		49%	51%	15%	19%	37%	29%	9%	9%	15%	25%	29%	28%	22%	21%	84%	9%	5%	3%
SMARTPHONE ACCESS ONLY, NOT FIXED OR NARROWBAND OR MOBILE BROADBAND	108	49	59	18	46	29	14	26	19	18	13	14	33	17	44	92	9	5	2
	5%	4%	5%	5%	11%	3%	2%	12%	9%	5%	2%	2%	5%	3%	9%	5%	5%	4%	3%
		45%	55%	f	cef			ij	j	j			k		klm				
				17%	43%	27%	13%	24%	18%	16%	12%	13%	30%	15%	41%	86%	8%	4%	2%
ONLY MOBILE ACCESS, NOT FIXED OR NARROWBAND	176	86	90	34	66	49	27	38	30	31	21	21	52	34	68	153	12	7	3
	8%	8%	8%	10%	15%	6%	4%	18%	14%	9%	4%	3%	8%	7%	14%	8%	6%	6%	6%
				ef	ef			ij	j	j			k	k	klm				
		49%	51%	19%	37%	28%	15%	22%	17%	18%	12%	12%	29%	19%	39%	87%	7%	4%	2%
Other	5	2	3	*	1	*	4	*	1	2	-	1	2	*	1	4	-	1	-
	*%	*%	*%	*%	*%	*%	1%	*%	1%	*%	-%	*%	*%	*%	*%	*%	-%	1%	-%
		38%	62%	2%	18%	4%	76%	4%	30%	35%	-%	26%	40%	4%	30%	87%	-%	13%	-%
Don't know	18	7	11	3	5	2	8	3	1	-	-	4	5	3	5	15	2	1	1
	1%	1%	1%	1%	1%	*%	1%	2%	1%	-%	-%	1%	1%	1%	1%	1%	1%	1%	1%
		38%	62%	19%	26%	10%	45%	18%	8%	-%	-%	25%	30%	19%	26%	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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QE12 (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		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	3056	224	226	220	204	188	214	203	190	208	2232	824	1742	1306	1503	1553
Effective Weighted Sample	2100	200	214	211	192	176	203	190	177	191	1742	388	1219	911	1053	1073
Total	2306	307	328	204	158	183	223	190	88	257	1991	314	1465	833	1269	1036
		13%	14%	9%	7%	8%	10%	8%	4%	11%	86%	14%	64%	36%	55%	45%
Ordinary phone line - dialup access	26	-	-	1	5	1	4	-	1	14	20	6	18	8	22	4
	1%	0%	0%	1%	3%	1%	2%	0%	1%	5%	1%	2%	1%	1%	2%	*%
					abg		b			abcegh					o	
		0%	0%	5%	18%	4%	15%	0%	2%	53%	77%	23%	69%	31%	84%	16%
Fixed Broadband ADSL through a phone line or cable service - perhaps using a Wi-Fi router. This would include superfast broadband services.	2107	252	320	192	147	170	208	169	80	227	1805	302	1336	763	1190	917
	91%	82%	98%	94%	93%	92%	93%	89%	91%	88%	91%	96%	91%	92%	94%	89%
			adeefghi	ai	a	a	a		a			j			o	
		12%	15%	9%	7%	8%	10%	8%	4%	11%	86%	14%	63%	36%	56%	44%
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	118	14	12	14	7	7	7	7	3	32	104	14	87	30	68	50
	5%	4%	4%	7%	4%	4%	3%	4%	4%	12%	5%	4%	6%	4%	5%	5%
										abdefgh			m			
		12%	11%	12%	6%	6%	6%	6%	3%	27%	88%	12%	74%	25%	57%	43%
Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o																

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QE12 (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		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	3056	224	226	220	204	188	214	203	190	208	2232	824	1742	1306	1503	1553
Effective Weighted Sample	2100	200	214	211	192	176	203	190	177	191	1742	388	1219	911	1053	1073
Total	2306	307	328	204	158	183	223	190	88	257	1991	314	1465	833	1269	1036
		13%	14%	9%	7%	8%	10%	8%	4%	11%	86%	14%	64%	36%	55%	45%
Access to the internet using a mobile phone or smartphone - through a Wi-Fi network or your phone's mobile network	1058	202	76	73	77	104	118	133	41	84	932	126	733	321	529	529
	46%	66%	23%	36%	48%	57%	53%	70%	47%	33%	47%	40%	50%	39%	42%	51%
		bcdghi		b	bci	bci	bci	bcdefhi	bci	b	k		m			n
		19%	7%	7%	7%	10%	11%	13%	4%	8%	88%	12%	69%	30%	50%	50%
Accessing the internet on a device such as a laptop or tablet using your mobile phone's internet connection - known as tethering	50	13	1	10	2	-	12	3	2	4	43	7	35	15	26	24
	2%	4%	*%	5%	1%	-%	5%	1%	2%	2%	2%	2%	2%	2%	2%	2%
		be		bdeg			bdegi									
		26%	2%	20%	4%	-%	23%	5%	3%	8%	85%	15%	70%	30%	51%	49%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QE12 (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		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	3056	224	226	220	204	188	214	203	190	208	2232	824	1742	1306	1503	1553
Effective Weighted Sample	2100	200	214	211	192	176	203	190	177	191	1742	388	1219	911	1053	1073
Total	2306	307	328	204	158	183	223	190	88	257	1991	314	1465	833	1269	1036
		13%	14%	9%	7%	8%	10%	8%	4%	11%	86%	14%	64%	36%	55%	45%
Accessing the internet through a Mi-Fi mobile broadband wireless router - which taps into a 3G or 4G mobile network and can be shared between devices within range of the signal	30	8	1	2	3	1	-	4	4	2	28	2	21	9	12	19
	1%	3%	*%	1%	2%	*%	-%	2%	4%	1%	1%	1%	1%	1%	1%	2%
		f						f	bcefi							
		27%	5%	6%	9%	3%	-%	14%	13%	7%	93%	7%	70%	30%	38%	62%
TOTAL BROADBAND (INC. USING MOBILE PHONE)	2283	303	328	203	155	179	220	187	86	257	1972	311	1454	821	1258	1025
	99%	99%	100%	100%	98%	98%	99%	99%	98%	100%	99%	99%	99%	98%	99%	99%
		13%	14%	9%	7%	8%	10%	8%	4%	11%	86%	14%	64%	36%	55%	45%
TOTAL BROADBAND (EXC. USING MOBILE PHONE)	2157	258	325	197	149	171	209	176	82	242	1851	305	1370	779	1216	940
	94%	84%	99%	97%	94%	93%	94%	93%	93%	94%	93%	97%	94%	94%	96%	91%
			adeefghi	a	a	a	a	a	a	a		j			o	
		12%	15%	9%	7%	8%	10%	8%	4%	11%	86%	14%	64%	36%	56%	44%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QE12 (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		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	3056	224	226	220	204	188	214	203	190	208	2232	824	1742	1306	1503	1553
Effective Weighted Sample	2100	200	214	211	192	176	203	190	177	191	1742	388	1219	911	1053	1073
Total	2306	307	328	204	158	183	223	190	88	257	1991	314	1465	833	1269	1036
		13%	14%	9%	7%	8%	10%	8%	4%	11%	86%	14%	64%	36%	55%	45%
MOBILE BROADBAND ONLY, NOT FIXED OR NARROWBAND	66	14	5	6	3	2	1	9	3	16	62	5	45	21	29	37
	3%	4%	1%	3%	2%	1%	1%	5%	4%	6%	3%	1%	3%	3%	2%	4%
		ef						bef	f	bdef						
		20%	7%	9%	5%	3%	2%	14%	5%	25%	93%	7%	68%	32%	44%	56%
SMARTPHONE ACCESS ONLY, NOT FIXED OR NARROWBAND OR MOBILE BROADBAND	108	39	2	5	5	8	10	9	3	12	104	4	73	35	35	73
	5%	13%	1%	2%	3%	4%	4%	5%	3%	5%	5%	1%	5%	4%	3%	7%
		bcdefghi			b	b	b	b		b	k					n
		36%	2%	4%	5%	7%	9%	9%	2%	11%	96%	4%	67%	33%	33%	67%
ONLY MOBILE ACCESS, NOT FIXED OR NARROWBAND	176	51	7	11	8	9	13	18	6	30	166	9	118	58	68	107
	8%	17%	2%	5%	5%	5%	6%	9%	7%	12%	8%	3%	8%	7%	5%	10%
		bcdefgh						b	b	bcdef	k					n
		29%	4%	6%	4%	5%	7%	10%	4%	17%	95%	5%	67%	33%	39%	61%
Other	5	-	-	-	-	2	1	1	-	-	4	1	4	1	3	2
	*%	-%	-%	-%	-%	1%	1%	1%	-%	-%	*%	*%	*%	*%	*%	*%
		-%	-%	-%	-%	35%	30%	23%	-%	-%	87%	13%	75%	25%	65%	35%
Don't know	18	3	-	1	3	3	1	2	2	-	16	1	8	10	8	9
	1%	1%	-%	*%	2%	2%	*%	1%	2%	-%	1%	*%	1%	1%	1%	1%
				bi					bi							
		19%	-%	4%	18%	16%	5%	10%	10%	-%	92%	8%	46%	54%	48%	52%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 67**

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

**QE13 (QE48). Do you pay line rental as part of, or in addition to, your fixed broadband charges?**

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 £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	2774	1323	1451	410	474	999	891	262	271	385	590	712	899	589	572	1701	357	363	353
Effective Weighted Sample	1919	921	999	276	317	696	638	190	183	276	444	522	617	412	387	1477	231	227	269
Total	2107	1029	1078	300	366	804	637	166	183	303	557	643	587	462	414	1766	183	102	57
		49%	51%	14%	17%	38%	30%	8%	9%	14%	26%	31%	28%	22%	20%	84%	9%	5%	3%
Yes	1743	862	881	205	294	690	555	126	155	270	486	535	485	394	328	1455	160	79	50
	83%	84%	82%	68%	80%	86%	87%	76%	85%	89%	87%	83%	83%	85%	79%	82%	87%	78%	88%
				c	cd	cd	cd		g	g	g			n		q	q	oq	
		49%	51%	12%	17%	40%	32%	7%	9%	15%	28%	31%	28%	23%	19%	83%	9%	5%	3%
No	225	111	114	30	50	89	56	24	19	27	52	69	60	45	51	194	13	16	2
	11%	11%	11%	10%	14%	11%	9%	15%	11%	9%	9%	11%	10%	10%	12%	11%	7%	16%	4%
				f	f											r		opr	
		49%	51%	13%	22%	40%	25%	11%	9%	12%	23%	31%	27%	20%	23%	86%	6%	7%	1%
Don't know	139	55	84	65	22	25	27	16	9	6	18	39	41	23	36	117	11	7	5
	7%	5%	8%	22%	6%	3%	4%	10%	5%	2%	3%	6%	7%	5%	9%	7%	6%	7%	9%
			a	def	e			ij						m					
		40%	60%	47%	16%	18%	19%	11%	6%	4%	13%	28%	30%	17%	26%	84%	8%	5%	4%

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 - H1 2016. 4th January to 29th February 2016.**

**Table 67**

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

**QE13 (QE48). Do you pay line rental as part of, or in addition to, your fixed broadband charges?**

Base : Those with fixed broadband 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	2774	181	221	207	189	173	201	176	170	183	2008	766	1598	1168	1408	1366
Effective Weighted Sample	1919	163	209	199	178	162	191	165	158	169	1578	367	1116	826	994	945
Total	2107	252	320	192	147	170	208	169	80	227	1805	302	1336	763	1190	917
		12%	15%	9%	7%	8%	10%	8%	4%	11%	86%	14%	63%	36%	56%	44%
Yes	1743	215	249	172	116	137	173	144	59	190	1491	252	1129	607	975	768
	83%	85%	78%	90%	79%	81%	83%	85%	74%	83%	83%	84%	84%	80%	82%	84%
		h		bdeh			h	h		h			m			
		12%	14%	10%	7%	8%	10%	8%	3%	11%	86%	14%	65%	35%	56%	44%
No	225	28	60	9	17	15	19	15	11	21	195	30	138	87	143	82
	11%	11%	19%	5%	12%	9%	9%	9%	14%	9%	11%	10%	10%	11%	12%	9%
		c	acefgi		c				c						o	
		12%	27%	4%	8%	7%	8%	7%	5%	9%	87%	13%	61%	39%	64%	36%
Don't know	139	10	12	11	13	18	16	11	10	17	120	19	70	69	72	67
	7%	4%	4%	6%	9%	10%	7%	6%	13%	7%	7%	6%	5%	9%	6%	7%
					b	ab			abc					l		
		7%	8%	8%	9%	13%	11%	8%	7%	12%	86%	14%	50%	50%	52%	48%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QE14 (QE22B). You mentioned that your household has a mobile broadband connection (connecting via a USB stick or dongle, or built-in 3G connectivity in a laptop or another device). Do you personally access the internet in this way, using mobile broadband?**

Base : Those in a household with mobile broadband

		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%	Total	~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	142	75	67	37	33	44	28	26	12	18	34	31	49	34	28	92	17	20	13
Effective Weighted Sample	96	51	45	23	23	32	21	19	8	14	26	25	33	22	20	78	12	10	10
Total	118	63	55	23	29	45	21	14	10	16	38	39	32	24	22	103	7	5	2
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Yes	92	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	78%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	20	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	17%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	6	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QE14 (QE22B). You mentioned that your household has a mobile broadband connection (connecting via a USB stick or dongle, or built-in 3G connectivity in a laptop or another device). Do you personally access the internet in this way, using mobile broadband?**

Base : Those in a household with mobile broadband

	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	142	8	7	14	8	7	6	10	7	25	103	39	88	53	73	69
Effective Weighted Sample	96	8	7	13	8	6	6	9	7	22	81	17	65	34	48	51
Total	118	14	12	14	7	7	7	7	3	32	104	14	87	30	68	50
		**	**	**	**	**	**	**	**	**	88%	**	**	**	**	**
Yes	92	**	**	**	**	**	**	**	**	**	84	**	**	**	**	**
	78%	**	**	**	**	**	**	**	**	**	81%	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	91%	**	**	**	**	**
No	20	**	**	**	**	**	**	**	**	**	15	**	**	**	**	**
	17%	**	**	**	**	**	**	**	**	**	15%	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	75%	**	**	**	**	**
Don't know	6	**	**	**	**	**	**	**	**	**	5	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	5%	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	85%	**	**	**	**	**

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 69**

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

**QE15 (QE39). What were the reasons you took up a mobile broadband service? (MULTI CODE) UNPROMPTED**

Base : Those who use mobile broadband to access the internet

	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	113	58	55	29	28	37	19	20	12	14	26	25	39	25	24	71	15	17	10
Effective Weighted Sample	74	39	35	17	19	26	14	14	8	11	20	19	26	14	16	59	10	8	8
Total	92	48	44	16	23	37	15	9	10	13	29	30	28	16	18	80	6	4	1
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To have access to broadband on the move	61	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	67%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Because I don't want to pay for a landline	15	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	17%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Because it was cheaper than a fixed broadband contract	15	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Because it is less of a commitment than a fixed broadband contract	7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
As a back-up in case I have problems with my fixed broadband line	5	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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 - H1 2016. 4th January to 29th February 2016.**

**Table 69**

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

**QE15 (QE39). What were the reasons you took up a mobile broadband service? (MULTI CODE) UNPROMPTED**

Base : Those who use mobile broadband to access the internet

	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	113	58	55	29	28	37	19	20	12	14	26	25	39	25	24	71	15	17	10
Effective Weighted Sample	74	39	35	17	19	26	14	14	8	11	20	19	26	14	16	59	10	8	8
Total	92	48	44	16	23	37	15	9	10	13	29	30	28	16	18	80	6	4	1
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
For work/ my employer purchased it	2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other	3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	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 TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 69**

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

**QE15 (QE39). What were the reasons you took up a mobile broadband service? (MULTI CODE) UNPROMPTED**

Base : Those who use mobile broadband to access the internet

	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	113	7	7	9	5	4	5	6	6	22	82	31	72	41	55	58
Effective Weighted Sample	74	7	7	9	5	4	5	6	6	20	65	12	52	25	34	43
Total	92	12	12	9	4	4	5	3	3	27	84	8	70	21	49	43
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To have access to broadband on the move	61	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	67%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Because I don't want to pay for a landline	15	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	17%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Because it was cheaper than a fixed broadband contract	15	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Because it is less of a commitment than a fixed broadband contract	7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
As a back-up in case I have problems with my fixed broadband line	5	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 69**

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

**QE15 (QE39). What were the reasons you took up a mobile broadband service? (MULTI CODE) UNPROMPTED**

Base : Those who use mobile broadband to access the internet

	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	113	7	7	9	5	4	5	6	6	22	82	31	72	41	55	58
Effective Weighted Sample	74	7	7	9	5	4	5	6	6	20	65	12	52	25	34	43
Total	92	12	12	9	4	4	5	3	3	27	84	8	70	21	49	43
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
For work/ my employer purchased it	2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other	3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 70**

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

**QE16 (QE22C). SHOWCARD Which one of these best describes where you use mobile broadband to access the internet? (SINGLE CODE)**

Base : Those who use mobile broadband to access the internet

	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	113	58	55	29	28	37	19	20	12	14	26	25	39	25	24	71	15	17	10
Effective Weighted Sample	74	39	35	17	19	26	14	14	8	11	20	19	26	14	16	59	10	8	8
Total	92	48	44	16	23	37	15	9	10	13	29	30	28	16	18	80	6	4	1
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I always use in the home	15	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I mainly use in the home	19	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I use equally in the home and outside the home	37	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	40%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I mainly use outside the home	14	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I always use outside the home	7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ALWAYS/ MAINLY USE IN THE HOME	34	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	36%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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 - H1 2016. 4th January to 29th February 2016.**

**Table 70**

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

**QE16 (QE22C). SHOWCARD Which one of these best describes where you use mobile broadband to access the internet? (SINGLE CODE)**

Base : Those who use mobile broadband to access the internet

	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	113	58	55	29	28	37	19	20	12	14	26	25	39	25	24	71	15	17	10
Effective Weighted Sample	74	39	35	17	19	26	14	14	8	11	20	19	26	14	16	59	10	8	8
Total	92	48	44	16	23	37	15	9	10	13	29	30	28	16	18	80	6	4	1
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ALWAYS/ MAINLY USE OUTSIDE THE HOME	21	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
EVER USE OUTSIDE THE HOME	77	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	84%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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 - H1 2016. 4th January to 29th February 2016.**

**Table 70**

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

**QE16 (QE22C). SHOWCARD Which one of these best describes where you use mobile broadband to access the internet? (SINGLE CODE)**

Base : Those who use mobile broadband to access the internet

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		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	YES ~l	NO ~m	LOW ~n	MEDIUM/ HIGH ~o
Significance Level: 95%																
Unweighted total	113	7	7	9	5	4	5	6	6	22	82	31	72	41	55	58
Effective Weighted Sample	74	7	7	9	5	4	5	6	6	20	65	12	52	25	34	43
Total	92	12	12	9	4	4	5	3	3	27	84	8	70	21	49	43
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I always use in the home	15	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I mainly use in the home	19	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I use equally in the home and outside the home	37	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	40%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I mainly use outside the home	14	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I always use outside the home	7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ALWAYS/ MAINLY USE IN THE HOME	34	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	36%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 70**

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

**QE16 (QE22C). SHOWCARD Which one of these best describes where you use mobile broadband to access the internet? (SINGLE CODE)**

Base : Those who use mobile broadband to access the internet

	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	113	7	7	9	5	4	5	6	6	22	82	31	72	41	55	58
Effective Weighted Sample	74	7	7	9	5	4	5	6	6	20	65	12	52	25	34	43
Total	92	12	12	9	4	4	5	3	3	27	84	8	70	21	49	43
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ALWAYS/ MAINLY USE OUTSIDE THE HOME	21	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
EVER USE OUTSIDE THE HOME	77	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	84%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 71**

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

**QE17 (QE32). SHOWCARD In which of these places do you use mobile broadband to access the internet outside of the home? (MULTI CODE)**

Base : Those who use mobile broadband 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 £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Significance Level: 95%																			
Unweighted total	92	48	44	23	23	32	14	16	9	14	24	22	35	20	15	58	15	14	5
Effective Weighted Sample	62	33	29	14	16	23	11	12	7	11	18	17	24	12	11	49	10	7	4
Total	77	40	37	14	20	33	10	8	6	13	27	25	26	15	11	66	6	3	1
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
When travelling (e.g. on a train or in a car)		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At your work place	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Outdoors	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Indoor public spaces (e.g. pub/restaurant/ theatre/ shopping centre)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
In other people's home (e.g. friends/ family)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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 - H1 2016. 4th January to 29th February 2016.**

**Table 71**

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

**QE17 (QE32). SHOWCARD In which of these places do you use mobile broadband to access the internet outside of the home? (MULTI CODE)**

Base : Those who use mobile broadband to access the internet outside the home

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		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	YES ~l	NO ~m	LOW ~n	MEDIUM/ HIGH ~o
Significance Level: 95%																
Unweighted total	92	7	6	8	3	4	4	4	5	17	69	23	61	31	42	50
Effective Weighted Sample	62	7	6	8	3	4	4	4	5	16	55	9	45	20	25	39
Total	77	12	11	8	3	4	4	2	2	20	71	6	61	16	37	40
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
When travelling (e.g. on a train or in a car)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At your work place	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Outdoors	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Indoor public spaces (e.g. pub/restaurant/ theatre/ shopping centre)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
In other people's home (e.g. friends/ family)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 71**

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

**QE17 (QE32). SHOWCARD In which of these places do you use mobile broadband to access the internet outside of the home? (MULTI CODE)**

Base : Those who use mobile broadband to access the internet outside the home

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	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	YES ~l	NO ~m	LOW ~n	MEDIUM/ HIGH ~o
Significance Level: 95%																
Unweighted total	92	7	6	8	3	4	4	4	5	17	69	23	61	31	42	50
Effective Weighted Sample	62	7	6	8	3	4	4	4	5	16	55	9	45	20	25	39
Total	77	12	11	8	3	4	4	2	2	20	71	6	61	16	37	40
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 72**

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

**QE18 (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		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	2453	1174	1279	400	438	924	691	189	221	343	564	625	788	549	489	1522	294	319	318
Effective Weighted Sample	1704	819	885	268	294	647	501	136	150	246	425	462	543	384	329	1325	189	199	240
Total	1885	912	973	292	339	747	507	117	156	272	531	573	524	430	357	1591	152	91	51
		48%	52%	15%	18%	40%	27%	6%	8%	14%	28%	30%	28%	23%	19%	84%	8%	5%	3%
1	126	34	91	12	26	48	39	30	17	26	5	20	33	22	51	105	10	8	3
	7%	4%	9%	4%	8%	6%	8%	26%	11%	10%	1%	3%	6%	5%	14%	7%	6%	9%	6%
			a				c	hij	j	j			k		klm				
		27%	73%	10%	21%	38%	31%	24%	13%	21%	4%	16%	26%	17%	41%	84%	8%	6%	2%
2	1106	564	542	100	233	404	369	53	106	172	341	369	300	242	193	920	99	58	30
	59%	62%	56%	34%	69%	54%	73%	45%	68%	63%	64%	64%	57%	56%	54%	58%	65%	64%	59%
		b		ce	c	ce			g	g	g	lmn							
		51%	49%	9%	21%	37%	33%	5%	10%	16%	31%	33%	27%	22%	17%	83%	9%	5%	3%
3	349	163	185	88	37	158	66	16	24	46	101	103	104	86	56	298	30	14	7
	19%	18%	19%	30%	11%	21%	13%	14%	15%	17%	19%	18%	20%	20%	16%	19%	20%	15%	14%
			def			df													
		47%	53%	25%	10%	45%	19%	5%	7%	13%	29%	30%	30%	25%	16%	85%	9%	4%	2%
4	219	113	106	63	29	103	25	13	3	23	67	59	60	69	30	192	10	9	8
	12%	12%	11%	22%	8%	14%	5%	11%	2%	8%	13%	10%	11%	16%	9%	12%	7%	10%	15%
			def			df		h		h	h			klm		p			p
		51%	49%	29%	13%	47%	11%	6%	1%	10%	31%	27%	27%	32%	14%	88%	5%	4%	3%
5 or more	81	36	45	28	13	33	7	4	5	6	16	22	27	8	24	72	4	2	3
	4%	4%	5%	10%	4%	4%	1%	3%	3%	2%	3%	4%	5%	2%	7%	5%	2%	2%	6%
			def		f	f							m		m				
		44%	56%	35%	17%	40%	8%	5%	7%	7%	20%	27%	33%	10%	30%	89%	4%	3%	4%
Don't know	5	1	3	1	1	2	1	1	2	*	1	-	1	2	2	4	1	*	*
	1%	1%	3%	1%	1%	2%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%
		32%	68%	13%	22%	45%	19%	30%	43%	4%	21%	0%	15%	42%	43%	81%	11%	4%	4%
Mean number of people	2.4	2.5	2.4	2.9	2.3	2.5	2.2	2.1	2.1	2.3	2.5	2.5	2.5	2.5	2.3	2.5	2.3	2.3	2.5
		b		def		df				gh	ghi	n	n	n		pq			pq
Standard deviation	.98	.93	1.02	1.13	.93	1.01	.71	1.15	.83	.85	.87	.90	1.01	.95	1.08	.99	.84	.89	1.06
Standard error	.02	.03	.03	.06	.04	.03	.03	.08	.06	.05	.04	.04	.04	.04	.05	.03	.05	.05	.06

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 - H1 2016. 4th January to 29th February 2016.**

**Table 72**

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

**QE18 (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	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	2453	177	188	186	174	159	173	159	144	162	1778	675	1473	972	1252	1201
Effective Weighted Sample	1704	159	178	179	164	148	165	149	134	150	1402	325	1033	688	890	830
Total	1885	246	272	174	136	157	181	153	68	202	1617	268	1235	642	1068	817
		13%	14%	9%	7%	8%	10%	8%	4%	11%	86%	14%	66%	34%	57%	43%
1	126	8	17	9	9	13	11	8	7	24	112	13	58	67	66	60
	7%	3%	6%	5%	6%	8%	6%	5%	10%	12%	7%	5%	5%	10%	6%	7%
									a	ac				l		
		7%	13%	7%	7%	10%	9%	7%	6%	19%	89%	11%	46%	53%	52%	48%
2	1106	129	164	100	76	76	115	97	48	115	936	170	713	388	662	444
	59%	52%	60%	57%	56%	49%	63%	64%	71%	57%	58%	64%	58%	60%	62%	54%
			e				e	ae	abcdei						o	
		12%	15%	9%	7%	7%	10%	9%	4%	10%	85%	15%	64%	35%	60%	40%
3	349	48	49	34	29	34	32	21	9	41	304	45	250	98	197	152
	19%	19%	18%	20%	21%	22%	18%	14%	14%	20%	19%	17%	20%	15%	18%	19%
													m			
		14%	14%	10%	8%	10%	9%	6%	3%	12%	87%	13%	72%	28%	57%	43%
4	219	39	36	22	15	27	15	20	3	15	186	33	167	52	110	109
	12%	16%	13%	12%	11%	17%	8%	13%	4%	7%	12%	12%	14%	8%	10%	13%
		fhi	h	h	h	fhi		h					m			n
		18%	16%	10%	7%	13%	7%	9%	1%	7%	85%	15%	76%	24%	50%	50%
5 or more	81	22	7	10	8	5	6	6	1	8	75	6	45	34	33	48
	4%	9%	3%	5%	6%	3%	3%	4%	1%	4%	5%	2%	4%	5%	3%	6%
		befh		h	h						k					n
		28%	9%	12%	10%	6%	8%	7%	1%	9%	93%	7%	56%	42%	41%	59%
Don't know	5	-	-	1	-	1	2	-	-	-	3	1	2	2	1	3
	1%	0%	0%	1%	0%	1%	1%	0%	0%	0%	1%	1%	1%	1%	1%	1%
		0%	0%	19%	0%	22%	39%	0%	0%	0%	77%	23%	47%	53%	23%	77%
Mean number of people	2.4	2.7	2.4	2.5	2.5	2.5	2.4	2.4	2.1	2.3	2.5	2.4	2.5	2.3	2.4	2.5
		bfghi	h	h	h	h	h	h		h			m			n
Standard deviation	.98	1.09	.93	1.07	1.02	.98	.92	.96	.71	.97	.99	.90	.96	1.00	.90	1.07
Standard error	.02	.08	.07	.08	.08	.08	.07	.08	.06	.08	.02	.03	.03	.03	.03	.03
Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o																

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QE19 (QE3A). How many people aged 16 or over in your household (including yourself) could access the mobile broadband connection in your home if they wanted to?**

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

	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	123	63	60	33	32	37	21	17	9	14	33	26	43	32	22	78	15	18	12
Effective Weighted Sample	82	43	39	19	22	27	15	12	6	11	25	21	29	21	15	66	10	9	9
Total	102	54	48	20	28	39	16	9	7	12	37	33	29	23	18	89	7	4	2
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
1	23	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2	53	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	52%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3	10	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4	11	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5 or more	1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	5	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean number of people	2.0	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	1.01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error	.09	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QE19 (QE3A). How many people aged 16 or over in your household (including yourself) could access the mobile broadband connection in your home if they wanted to?**

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

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		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	YES ~l	NO ~m	LOW ~n	MEDIUM/ HIGH ~o
Significance Level: 95%																
Unweighted total	123	8	7	14	5	7	4	9	5	19	89	34	80	42	64	59
Effective Weighted Sample	82	8	7	13	5	6	4	8	5	17	70	14	58	25	42	43
Total	102	14	12	14	4	7	4	6	2	25	92	10	78	22	60	42
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
1	23	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2	53	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	52%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3	10	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4	11	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5 or more	1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	5	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean number of people	2.0	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	1.01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error	.09	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o																

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 74**

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

**QE20 (QE7). Which Internet Service Provider (ISP) does your household currently use as its MAIN supplier at home? (SINGLE CODE)**

Base : Those with access to the internet at home

		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
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3056	1453	1603	479	556	1071	950	344	316	419	606	737	980	644	692	1877	396	395	388
Effective Weighted Sample	2100	1007	1094	316	371	745	679	244	217	305	456	539	672	450	458	1621	252	245	295
Total	2306	1125	1181	337	438	855	676	207	216	336	578	671	646	500	487	1937	197	111	61
		49%	51%	15%	19%	37%	29%	9%	9%	15%	25%	29%	28%	22%	21%	84%	9%	5%	3%
Sky	529	257	271	90	118	214	107	45	63	83	121	136	148	121	123	433	45	29	21
	23%	23%	23%	27%	27%	25%	16%	22%	29%	25%	21%	20%	23%	24%	25%	22%	23%	27%	34%
		49%	51%	f	f	f			j									op	
				17%	22%	40%	20%	9%	12%	16%	23%	26%	28%	23%	23%	82%	9%	6%	4%
Virgin Media	446	232	215	72	81	166	128	36	33	54	138	130	138	94	85	368	65	8	5
	19%	21%	18%	21%	18%	19%	19%	17%	15%	16%	24%	19%	21%	19%	17%	19%	33%	8%	8%
		52%	48%	16%	18%	37%	29%	8%	7%	12%	31%	29%	31%	21%	19%	82%	15%	2%	1%
Talk Talk (Carphone Warehouse)	251	116	135	31	50	78	93	41	25	37	44	53	84	51	63	209	19	17	7
	11%	10%	11%	9%	11%	9%	14%	20%	12%	11%	8%	8%	13%	10%	13%	11%	10%	15%	11%
		46%	54%	12%	20%	31%	37%	hij					k	k			o		
				16%	10%	15%	17%	16%	10%	15%	17%	21%	34%	20%	25%	83%	8%	7%	3%
BT Infinity	247	119	128	36	31	103	78	13	20	34	71	94	66	60	28	208	8	22	9
	11%	11%	11%	11%	7%	12%	12%	6%	9%	10%	12%	14%	10%	12%	6%	11%	4%	19%	15%
		48%	52%	14%	12%	d	d				g	n	n	n		p		op	op
				41%	32%			5%	8%	14%	29%	38%	27%	24%	11%	84%	3%	9%	4%
BT Total Broadband/ BT Yahoo/ BT Openworld	232	106	126	23	26	103	80	9	22	30	78	96	54	45	37	197	19	9	8
	10%	9%	11%	7%	6%	12%	12%	4%	10%	9%	13%	14%	8%	9%	8%	10%	10%	8%	13%
		46%	54%	10%	11%	cd	cd		g	g	g	lmn						q	
				44%	35%			4%	9%	13%	33%	41%	23%	19%	16%	85%	8%	4%	4%
BT (other/ unspecified)	147	81	67	16	20	59	52	10	12	19	35	46	37	30	34	118	16	7	6
	6%	7%	6%	5%	5%	7%	8%	5%	6%	6%	6%	7%	6%	6%	7%	6%	8%	6%	10%
		55%	45%	11%	14%	40%	d											o	
Columns Tested:								7%	8%	13%	24%	31%	25%	20%	23%	80%	11%	5%	4%

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 - H1 2016. 4th January to 29th February 2016.**

**Table 74**

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

**QE20 (QE7). Which Internet Service Provider (ISP) does your household currently use as its MAIN supplier at home? (SINGLE CODE)**

Base : Those with access to the internet at home

		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	3056	1453	1603	479	556	1071	950	344	316	419	606	737	980	644	692	1877	396	395	388
Effective Weighted Sample	2100	1007	1094	316	371	745	679	244	217	305	456	539	672	450	458	1621	252	245	295
Total	2306	1125	1181	337	438	855	676	207	216	336	578	671	646	500	487	1937	197	111	61
		49%	51%	15%	19%	37%	29%	9%	9%	15%	25%	29%	28%	22%	21%	84%	9%	5%	3%
EE/ Everything Everywhere	91	34	57	15	30	29	18	9	8	14	22	13	24	30	25	79	7	5	*
	4%	3%	5%	4%	7%	3%	3%	5%	3%	4%	4%	2%	4%	6%	5%	4%	4%	5%	*%
			a		ef									k	k	r	r	r	
			37%	63%	16%	32%	31%	20%	10%	8%	15%	24%	14%	26%	33%	27%	86%	8%	6%
Plusnet	82	43	39	5	10	22	46	6	5	16	24	34	17	16	15	78	2	3	-
	4%	4%	3%	1%	2%	3%	7%	3%	2%	5%	4%	5%	3%	3%	3%	4%	1%	2%	-%
							cde					l				pr		r	
							56%	7%	6%	20%	29%	41%	21%	20%	18%	95%	2%	3%	-%
O2	29	18	11	6	8	14	2	8	6	4	1	4	7	4	14	24	4	*	1
	1%	2%	1%	2%	2%	2%	*%	4%	3%	1%	*%	1%	1%	1%	3%	1%	2%	*%	2%
				f	f	f		j	j	j					klm				
				61%	39%	20%	27%	27%	19%	15%	4%	15%	24%	12%	48%	83%	13%	1%	4%
Vodafone	26	15	11	9	7	6	4	1	1	8	7	12	9	3	3	25	1	*	1
	1%	1%	1%	3%	2%	1%	1%	*%	*%	2%	1%	2%	1%	1%	1%	1%	*%	*%	1%
				ef															
				57%	43%	33%	27%	3%	4%	29%	27%	44%	34%	10%	12%	94%	2%	1%	3%
'3'	23	9	14	3	8	8	4	6	5	4	-	4	5	4	10	20	1	1	1
	1%	1%	1%	1%	2%	1%	1%	3%	2%	1%	-%	1%	1%	1%	2%	1%	*%	1%	1%
				f				j	j	j					k				
				39%	61%	14%	37%	25%	20%	19%	-%	15%	22%	20%	43%	88%	3%	6%	3%
Tesco.net	13	7	6	1	2	2	7	4	1	2	3	3	4	3	4	11	2	*	*
	1%	1%	1%	*%	1%	*%	1%	2%	*%	*%	1%	*%	1%	1%	1%	1%	1%	*%	*%
				52%	48%	11%	19%	32%	6%	12%	26%	21%	27%	20%	31%	81%	15%	4%	1%
AOL	12	8	4	*	1	4	6	1	*	5	3	5	3	3	2	11	1	*	*
	1%	1%	*%	*%	*%	1%	1%	*%	*%	1%	*%	1%	*%	1%	*%	1%	1%	*%	*%
				64%	36%	2%	10%	7%	1%	37%	23%	39%	23%	21%	16%	85%	11%	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 TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 74**

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

**QE20 (QE7). Which Internet Service Provider (ISP) does your household currently use as its MAIN supplier at home? (SINGLE CODE)**

Base : Those with access to the internet at home

	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	3056	1453	1603	479	556	1071	950	344	316	419	606	737	980	644	692	1877	396	395	388
Effective Weighted Sample	2100	1007	1094	316	371	745	679	244	217	305	456	539	672	450	458	1621	252	245	295
Total	2306	1125	1181	337	438	855	676	207	216	336	578	671	646	500	487	1937	197	111	61
		49%	51%	15%	19%	37%	29%	9%	9%	15%	25%	29%	28%	22%	21%	84%	9%	5%	3%
Orange	10	5	5	2	1	4	3	1	*	1	4	2	5	2	1	8	1	1	-
	*%	*%	*%	1%	*%	*%	*%	1%	*%	*%	1%	*%	1%	*%	*%	*%	1%	1%	-%
		52%	48%	17%	14%	36%	32%	13%	1%	8%	34%	23%	47%	21%	9%	75%	11%	14%	-%
Other	80	42	39	12	21	24	23	6	10	19	16	21	22	18	19	72	2	4	2
	3%	4%	3%	4%	5%	3%	3%	3%	5%	6%	3%	3%	3%	4%	4%	4%	1%	4%	3%
																p			
		52%	48%	15%	26%	30%	29%	8%	12%	23%	20%	26%	28%	23%	23%	90%	3%	5%	2%
TOTAL BT	627	306	321	74	77	265	211	32	54	84	184	236	158	134	98	523	44	37	23
	27%	27%	27%	22%	17%	31%	31%	15%	25%	25%	32%	35%	24%	27%	20%	27%	22%	34%	38%
						cd	cd		g	g	gi	lmn		n				op	op
		49%	51%	12%	12%	42%	34%	5%	9%	13%	29%	38%	25%	21%	16%	83%	7%	6%	4%
Don't know	84	33	51	17	24	19	23	11	6	7	11	19	23	17	25	78	2	3	1
	4%	3%	4%	5%	6%	2%	3%	5%	3%	2%	2%	3%	4%	3%	5%	4%	1%	2%	2%
				e	e			ij								p			
		39%	61%	20%	29%	23%	28%	13%	7%	8%	13%	23%	27%	20%	30%	93%	3%	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 TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 74**

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

**QE20 (QE7). Which Internet Service Provider (ISP) does your household currently use as its MAIN supplier at home? (SINGLE CODE)**

Base : Those with access to the internet at home

	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	3056	224	226	220	204	188	214	203	190	208	2232	824	1742	1306	1503	1553
Effective Weighted Sample	2100	200	214	211	192	176	203	190	177	191	1742	388	1219	911	1053	1073
Total	2306	307	328	204	158	183	223	190	88	257	1991	314	1465	833	1269	1036
		13%	14%	9%	7%	8%	10%	8%	4%	11%	86%	14%	64%	36%	55%	45%
Sky	529	70	75	43	40	49	40	43	26	48	475	54	362	166	252	276
	23%	23%	23%	21%	25%	27%	18%	23%	30%	19%	24%	17%	25%	20%	20%	27%
					f				fi		k		m		n	
		13%	14%	8%	8%	9%	8%	8%	5%	9%	90%	10%	68%	31%	48%	52%
Virgin Media	446	57	63	26	39	42	50	31	20	41	431	15	299	145	206	241
	19%	19%	19%	13%	25%	23%	23%	16%	23%	16%	22%	5%	20%	17%	16%	23%
					cgi	c	c		c		k				n	
		13%	14%	6%	9%	9%	11%	7%	4%	9%	97%	3%	67%	32%	46%	54%
Talk Talk (Carphone Warehouse)	251	24	34	27	16	11	23	22	12	39	223	28	145	105	145	106
	11%	8%	11%	13%	10%	6%	10%	12%	14%	15%	11%	9%	10%	13%	11%	10%
				e					e	ae						
		9%	14%	11%	6%	4%	9%	9%	5%	16%	89%	11%	58%	42%	58%	42%
BT Infinity	247	17	36	28	15	10	33	25	11	33	185	62	150	97	167	80
	11%	5%	11%	14%	10%	6%	15%	13%	13%	13%	9%	20%	10%	12%	13%	8%
			a	ae			ae	ae	ae	ae		j			o	
		7%	14%	11%	6%	4%	13%	10%	4%	13%	75%	25%	61%	39%	68%	32%
BT Total Broadband/ BT Yahoo/ BT Openworld	232	50	60	15	7	13	15	10	2	24	188	45	143	89	155	77
	10%	16%	18%	7%	5%	7%	7%	5%	3%	9%	9%	14%	10%	11%	12%	7%
		cdefghi	cdefghi	h		h				h		j			o	
		22%	26%	7%	3%	6%	6%	4%	1%	10%	81%	19%	61%	38%	67%	33%
BT (other/ unspecified)	147	28	6	19	2	19	20	10	2	11	112	35	89	57	87	61
	6%	9%	2%	9%	1%	10%	9%	5%	2%	4%	6%	11%	6%	7%	7%	6%
		bdh		bdh		bdhi	bdh	d				j				
		19%	4%	13%	1%	13%	14%	7%	1%	8%	76%	24%	60%	39%	59%	41%
Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o																

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 74**

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

**QE20 (QE7). Which Internet Service Provider (ISP) does your household currently use as its MAIN supplier at home? (SINGLE CODE)**

Base : Those with access to the internet at home

	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	3056	224	226	220	204	188	214	203	190	208	2232	824	1742	1306	1503	1553
Effective Weighted Sample	2100	200	214	211	192	176	203	190	177	191	1742	388	1219	911	1053	1073
Total	2306	307	328	204	158	183	223	190	88	257	1991	314	1465	833	1269	1036
		13%	14%	9%	7%	8%	10%	8%	4%	11%	86%	14%	64%	36%	55%	45%
EE/ Everything Everywhere	91	15	8	11	5	6	5	7	4	18	79	13	66	25	45	46
	4%	5%	2%	5%	3%	3%	2%	3%	4%	7%	4%	4%	4%	3%	4%	4%
		16%	9%	12%	6%	7%	5%	7%	4%	20%	86%	14%	72%	28%	50%	50%
Plusnet	82	-	19	16	6	13	9	10	1	4	58	24	42	40	63	19
	4%	-	6%	8%	4%	7%	4%	5%	1%	2%	3%	8%	3%	5%	5%	2%
			ahi	ahi	a	ahi	a	ah			j		l	o		
		-	23%	19%	8%	16%	10%	12%	1%	5%	71%	29%	52%	48%	77%	23%
O2	29	8	1	1	-	3	1	7	1	3	27	2	19	10	5	24
	1%	3%	*%	*%	-	1%	*%	4%	1%	1%	1%	1%	1%	1%	*%	2%
		d						bcd								n
		28%	4%	3%	-	9%	3%	24%	4%	9%	93%	7%	66%	34%	18%	82%
Vodafone	26	16	-	2	1	1	1	1	1	2	25	1	22	4	14	12
	1%	5%	-	1%	1%	1%	1%	1%	1%	1%	1%	*%	2%	*%	1%	1%
		bcdefghi									m					
		60%	-	6%	3%	5%	5%	5%	2%	7%	97%	3%	86%	14%	55%	45%
'3'	23	4	1	-	1	1	2	4	1	5	22	1	13	10	9	13
	1%	1%	*%	-	1%	1%	1%	2%	2%	2%	1%	*%	1%	1%	1%	1%
							c									
		16%	4%	-	6%	4%	11%	19%	6%	21%	95%	5%	56%	44%	41%	59%
Tesco.net	13	1	4	-	-	1	-	2	*	2	9	4	7	6	6	7
	1%	*%	1%	-	-	*%	-	1%	1%	1%	*%	1%	1%	1%	*%	1%
		6%	34%	-	-	6%	-	12%	4%	19%	70%	30%	57%	43%	48%	52%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 74**

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

**QE20 (QE7). Which Internet Service Provider (ISP) does your household currently use as its MAIN supplier at home? (SINGLE CODE)**

Base : Those with access to the internet at home

	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	3056	224	226	220	204	188	214	203	190	208	2232	824	1742	1306	1503	1553
Effective Weighted Sample	2100	200	214	211	192	176	203	190	177	191	1742	388	1219	911	1053	1073
Total	2306	307	328	204	158	183	223	190	88	257	1991	314	1465	833	1269	1036
		13%	14%	9%	7%	8%	10%	8%	4%	11%	86%	14%	64%	36%	55%	45%
AOL	12	-	-	2	2	1	2	-	-	4	10	3	6	7	9	4
	1%	-%	-%	1%	1%	1%	1%	-%	-%	2%	*%	1%	*%	1%	1%	*%
		-%	-%	13%	15%	9%	17%	-%	-%	32%	79%	21%	47%	53%	71%	29%
Orange	10	3	-	2	1	1	1	-	-	-	8	2	8	2	4	6
	*%	1%	-%	1%	1%	*%	1%	-%	-%	-%	*%	1%	1%	*%	*%	1%
		27%	-%	19%	10%	7%	12%	-%	-%	-%	79%	21%	80%	20%	38%	62%
Other	80	12	8	4	4	5	13	11	3	13	67	13	48	32	53	28
	3%	4%	2%	2%	2%	3%	6%	6%	3%	5%	3%	4%	3%	4%	4%	3%
		15%	10%	5%	5%	7%	16%	13%	3%	16%	84%	16%	60%	40%	65%	35%
TOTAL BT	627	95	102	62	24	42	68	45	15	68	485	142	382	243	409	218
	27%	31%	31%	30%	15%	23%	31%	24%	17%	27%	24%	45%	26%	29%	32%	21%
		dh	dh	dh			dh	d		dh		j			o	
		15%	16%	10%	4%	7%	11%	7%	2%	11%	77%	23%	61%	39%	65%	35%
Don't know	84	3	13	9	18	7	7	8	3	11	72	12	45	39	49	36
	4%	1%	4%	4%	12%	4%	3%	4%	3%	4%	4%	4%	3%	5%	4%	3%
			a	a	abcefghi	a		a		a						
		3%	15%	10%	22%	9%	8%	9%	3%	13%	86%	14%	54%	46%	58%	42%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 75**

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

**QE21 (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

		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	3100	1471	1629	505	577	1088	930	363	315	419	601	741	990	643	723	1899	405	401	395
Effective Weighted Sample	2126	1018	1108	332	385	756	663	254	219	305	454	541	677	446	479	1637	257	247	299
Total	2332	1134	1197	354	456	865	657	215	218	335	575	672	653	498	507	1955	202	113	62
		49%	51%	15%	20%	37%	28%	9%	9%	14%	25%	29%	28%	21%	22%	84%	9%	5%	3%
General surfing/ browsing the internet	2061	1012	1049	318	412	777	554	187	192	305	538	598	589	441	431	1736	169	99	57
	88%	89%	88%	90%	90%	90%	84%	87%	88%	91%	93%	89%	90%	88%	85%	89%	84%	87%	92%
				f	f	f					gh		n			p		p	
		49%	51%	15%	20%	38%	27%	9%	9%	15%	26%	29%	29%	21%	21%	84%	8%	5%	3%
Sending and receiving e-mail	2032	991	1041	315	402	779	535	164	189	301	533	622	592	412	403	1723	160	97	52
	87%	87%	87%	89%	88%	90%	82%	76%	87%	90%	93%	93%	91%	83%	80%	88%	79%	86%	84%
				f	f	f			g	g	gh	mn	mn			p		p	
		49%	51%	15%	20%	38%	26%	8%	9%	15%	26%	31%	29%	20%	20%	85%	8%	5%	3%
Purchasing goods/services/ tickets etc.	1554	756	798	226	318	603	408	122	144	238	464	497	452	332	271	1303	132	76	43
	67%	67%	67%	64%	70%	70%	62%	57%	66%	71%	81%	74%	69%	67%	53%	67%	66%	67%	70%
					f	f			g	g	ghi	mn	n	n					
		49%	51%	15%	20%	39%	26%	8%	9%	15%	30%	32%	29%	21%	17%	84%	9%	5%	3%
Banking	1478	720	758	215	344	596	322	98	124	225	476	478	441	316	242	1262	106	72	38
	63%	64%	63%	61%	76%	69%	49%	45%	57%	67%	83%	71%	68%	63%	48%	65%	53%	64%	62%
				f	cef	cf			g	gh	ghi	mn	n	n		p		p	
		49%	51%	15%	23%	40%	22%	7%	8%	15%	32%	32%	30%	21%	16%	85%	7%	5%	3%
Using social networking (such as Facebook, LinkedIn, Bebo or Snapchat)	1303	579	724	264	315	520	205	115	120	208	379	372	379	268	283	1110	99	57	37
	56%	51%	60%	74%	69%	60%	31%	53%	55%	62%	66%	55%	58%	54%	56%	57%	49%	51%	60%
			a	ef	ef	f				g	gh					p		pq	
		44%	56%	20%	24%	40%	16%	9%	9%	16%	29%	29%	29%	21%	22%	85%	8%	4%	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 - H1 2016. 4th January to 29th February 2016.**

**Table 75**

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

**QE21 (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 £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	3100	1471	1629	505	577	1088	930	363	315	419	601	741	990	643	723	1899	405	401	395
Effective Weighted Sample	2126	1018	1108	332	385	756	663	254	219	305	454	541	677	446	479	1637	257	247	299
Total	2332	1134	1197	354	456	865	657	215	218	335	575	672	653	498	507	1955	202	113	62
		49%	51%	15%	20%	37%	28%	9%	9%	14%	25%	29%	28%	21%	22%	84%	9%	5%	3%
Communicating via instant messaging e.g. Facebook Chat, MSN Messenger, Skype Chat, Snapchat	1247	570	677	250	321	474	202	111	113	189	329	362	367	247	270	1052	100	60	35
	53%	50%	57%	70%	70%	55%	31%	52%	52%	56%	57%	54%	56%	50%	53%	54%	50%	53%	56%
		46%	a	ef	ef	f		9%	9%	15%	26%	29%	m	20%	22%	84%	8%	5%	3%
			54%	20%	26%	38%	16%												
To find information on health related issues	1036	457	579	133	217	412	274	74	92	162	328	344	290	210	191	886	62	53	35
	44%	40%	48%	38%	48%	48%	42%	34%	42%	48%	57%	51%	44%	42%	38%	45%	31%	47%	57%
		44%	a	c	cf	cf		7%	9%	16%	32%	33%	n	20%	18%	86%	6%	5%	3%
			56%	13%	21%	40%	26%												
Finding/ downloading information for work/ business	1013	550	463	140	229	479	165	51	76	159	352	374	297	195	147	861	74	53	25
	43%	48%	39%	39%	50%	55%	25%	24%	35%	47%	61%	56%	45%	39%	29%	44%	37%	47%	41%
		b		f	cf	cf		5%	g	gh	ghi	lmn	mn	n		p		p	
		54%	46%	14%	23%	47%	16%		8%	16%	35%	37%	29%	19%	15%	85%	7%	5%	2%
Accessing news	981	522	459	147	206	411	217	67	80	155	307	343	302	177	160	834	75	48	24
	42%	46%	38%	42%	45%	47%	33%	31%	37%	46%	53%	51%	46%	35%	31%	43%	37%	42%	39%
		b		f	f	f		7%		gh	gh	mn	mn						
		53%	47%	15%	21%	42%	22%		8%	16%	31%	35%	31%	18%	16%	85%	8%	5%	2%
Watching short video clips (e.g. YouTube, Dailymotion or Vimeo)	962	501	461	193	228	377	165	74	93	151	304	304	285	185	188	850	59	36	17
	41%	44%	38%	54%	50%	44%	25%	35%	43%	45%	53%	45%	44%	37%	37%	43%	29%	32%	28%
		b		ef	ef	f				g	ghi	mn	mn			pqr			
		52%	48%	20%	24%	39%	17%	8%	10%	16%	32%	32%	30%	19%	20%	88%	6%	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 TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 75**

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

**QE21 (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

		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	3100	1471	1629	505	577	1088	930	363	315	419	601	741	990	643	723	1899	405	401	395
Effective Weighted Sample	2126	1018	1108	332	385	756	663	254	219	305	454	541	677	446	479	1637	257	247	299
Total	2332	1134	1197	354	456	865	657	215	218	335	575	672	653	498	507	1955	202	113	62
		49%	51%	15%	20%	37%	28%	9%	9%	14%	25%	29%	28%	21%	22%	84%	9%	5%	3%
Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, ITV Hub, All4, Demand 5 or Sky Go)	852	429	422	163	179	334	175	57	73	130	297	307	243	160	141	735	59	42	16
	37%	38%	35%	46%	39%	39%	27%	27%	34%	39%	52%	46%	37%	32%	28%	38%	29%	37%	26%
				ef	f	f				g	ghi	lmn	n			pr		r	
		50%	50%	19%	21%	39%	21%	7%	9%	15%	35%	36%	29%	19%	17%	86%	7%	5%	2%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	824	419	404	95	146	341	242	56	65	137	277	307	243	148	126	708	56	37	23
	35%	37%	34%	27%	32%	39%	37%	26%	30%	41%	48%	46%	37%	30%	25%	36%	28%	33%	37%
						cd	c			gh	ghi	lmn	mn			p		p	
		51%	49%	12%	18%	41%	29%	7%	8%	17%	34%	37%	30%	18%	15%	86%	7%	5%	3%
Downloading music files	779	407	372	176	187	319	97	65	76	122	253	231	248	167	132	665	65	28	22
	33%	36%	31%	50%	41%	37%	15%	30%	35%	36%	44%	34%	38%	33%	26%	34%	32%	24%	35%
		b		def	f	f					ghi	n	n	n		q	q	q	
		52%	48%	23%	24%	41%	12%	8%	10%	16%	33%	30%	32%	21%	17%	85%	8%	4%	3%
Playing games online/ interactively	765	400	365	182	182	282	119	83	76	110	207	183	220	176	185	656	63	29	17
	33%	35%	30%	51%	40%	33%	18%	39%	35%	33%	36%	27%	34%	35%	36%	34%	31%	26%	28%
		b		def	ef	f							k	k	k	qr			
		52%	48%	24%	24%	37%	16%	11%	10%	14%	27%	24%	29%	23%	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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 75**

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

**QE21 (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

	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	3100	1471	1629	505	577	1088	930	363	315	419	601	741	990	643	723	1899	405	401	395
Effective Weighted Sample	2126	1018	1108	332	385	756	663	254	219	305	454	541	677	446	479	1637	257	247	299
Total	2332	1134	1197	354	456	865	657	215	218	335	575	672	653	498	507	1955	202	113	62
		49%	51%	15%	20%	37%	28%	9%	9%	14%	25%	29%	28%	21%	22%	84%	9%	5%	3%
Making voice calls using a VoIP service e.g. Skype	690	339	351	127	160	278	124	41	58	98	216	234	215	120	120	601	49	28	12
	30%	30%	29%	36%	35%	32%	19%	19%	26%	29%	38%	35%	33%	24%	24%	31%	24%	25%	19%
				f	f	f				g	ghi	mn	mn			pr			
		49%	51%	18%	23%	40%	18%	6%	8%	14%	31%	34%	31%	17%	17%	87%	7%	4%	2%
Uploading/ adding content to the internet e.g. photos, videos, blog posts	636	295	341	132	163	240	100	48	62	92	202	216	178	116	126	552	36	30	18
	27%	26%	28%	37%	36%	28%	15%	22%	28%	27%	35%	32%	27%	23%	25%	28%	18%	26%	29%
				ef	ef	f					gi	mn				p		p	
		46%	54%	21%	26%	38%	16%	8%	10%	14%	32%	34%	28%	18%	20%	87%	6%	5%	3%
Finding/ downloading information for school/ college/ university/ homework	606	276	330	160	118	266	62	42	50	99	184	219	197	93	97	529	29	31	17
	26%	24%	28%	45%	26%	31%	9%	19%	23%	30%	32%	33%	30%	19%	19%	27%	14%	27%	28%
				def	f	f				g	gh	mn	mn			p		p	
		46%	54%	26%	19%	44%	10%	7%	8%	16%	30%	36%	32%	15%	16%	87%	5%	5%	3%
Trading/ auctions	568	309	259	86	138	241	104	40	41	92	199	186	156	133	93	498	39	19	12
	24%	27%	22%	24%	30%	28%	16%	19%	19%	27%	35%	28%	24%	27%	18%	25%	19%	16%	19%
		b		f	f	f				gh	ghi	n	n	n		pqr			
		54%	46%	15%	24%	42%	18%	7%	7%	16%	35%	33%	27%	23%	16%	88%	7%	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 TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 75**

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

**QE21 (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

	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	3100	1471	1629	505	577	1088	930	363	315	419	601	741	990	643	723	1899	405	401	395
Effective Weighted Sample	2126	1018	1108	332	385	756	663	254	219	305	454	541	677	446	479	1637	257	247	299
Total	2332	1134	1197	354	456	865	657	215	218	335	575	672	653	498	507	1955	202	113	62
		49%	51%	15%	20%	37%	28%	9%	9%	14%	25%	29%	28%	21%	22%	84%	9%	5%	3%
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	472	248	224	90	113	194	74	32	44	57	179	176	150	78	68	417	25	22	9
	20%	22%	19%	25%	25%	22%	11%	15%	20%	17%	31%	26%	23%	16%	13%	21%	12%	19%	15%
		53%	47%	f	f	f		7%	9%	12%	ghi	mn	mn			pr		p	
				19%	24%	41%	16%				38%	37%	32%	17%	14%	88%	5%	5%	2%
Listening to radio	469	251	218	87	92	191	99	35	33	66	167	170	124	87	89	415	31	17	7
	20%	22%	18%	25%	20%	22%	15%	16%	15%	20%	29%	25%	19%	18%	17%	21%	15%	15%	11%
		b		f	f	f					ghi	lmn				pqr			
		54%	46%	19%	19%	41%	21%	7%	7%	14%	36%	36%	26%	19%	19%	88%	7%	4%	1%
Watching other free professional TV programmes or video channels online (e.g. on official YouTube channels such as Channel 4, Jamie Oliver's Foodtube) or on other sites (e.g. South Park Studios)	458	259	199	100	110	194	54	33	37	70	169	143	135	97	82	405	18	27	7
	20%	23%	17%	28%	24%	22%	8%	15%	17%	21%	29%	21%	21%	19%	16%	21%	9%	24%	12%
		b		ef	f	f					ghi	n				pr		pr	
		56%	44%	22%	24%	42%	12%	7%	8%	15%	37%	31%	30%	21%	18%	89%	4%	6%	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 - H1 2016. 4th January to 29th February 2016.**

**Table 75**

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

**QE21 (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

	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	3100	1471	1629	505	577	1088	930	363	315	419	601	741	990	643	723	1899	405	401	395
Effective Weighted Sample	2126	1018	1108	332	385	756	663	254	219	305	454	541	677	446	479	1637	257	247	299
Total	2332	1134	1197	354	456	865	657	215	218	335	575	672	653	498	507	1955	202	113	62
		49%	51%	15%	20%	37%	28%	9%	9%	14%	25%	29%	28%	21%	22%	84%	9%	5%	3%
Watching live TV on the internet at the same time as it's broadcast (e.g. via BBC iPlayer, Sky Go, Virgin TV Anywhere)	454	256	198	87	109	180	77	33	31	72	170	159	129	85	79	402	21	25	6
	19%	23%	17%	25%	24%	21%	12%	15%	14%	21%	29%	24%	20%	17%	16%	21%	10%	22%	10%
		b		f	f	f				h	ghi	mn				pr		pr	
		56%	44%	19%	24%	40%	17%	7%	7%	16%	37%	35%	28%	19%	17%	88%	5%	5%	1%
Using Twitter (browsing/ reading site)	452	236	216	130	126	165	30	30	31	66	148	149	144	85	74	382	30	25	15
	19%	21%	18%	37%	28%	19%	5%	14%	14%	20%	26%	22%	22%	17%	15%	20%	15%	22%	24%
				def	ef	f					ghi	mn	mn					p	p
		52%	48%	29%	28%	37%	7%	7%	7%	15%	33%	33%	32%	19%	16%	85%	7%	5%	3%
Watching purchased TV programmes/ films online or downloads via 'pay per view' services (e.g. iTunes, Google Play, Blinkbox) or through a standalone subscription service (e.g. Netflix, Amazon Prime Instant)	371	188	184	88	109	138	36	29	30	50	131	114	110	78	68	310	28	20	13
	16%	17%	15%	25%	24%	16%	5%	14%	14%	15%	23%	17%	17%	16%	14%	16%	14%	18%	21%
				ef	ef	f					ghi							p	op
		51%	49%	24%	29%	37%	10%	8%	8%	14%	35%	31%	30%	21%	18%	84%	7%	5%	4%

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 - H1 2016. 4th January to 29th February 2016.**

**Table 75**

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

**QE21 (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

		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	3100	1471	1629	505	577	1088	930	363	315	419	601	741	990	643	723	1899	405	401	395
Effective Weighted Sample	2126	1018	1108	332	385	756	663	254	219	305	454	541	677	446	479	1637	257	247	299
Total	2332	1134	1197	354	456	865	657	215	218	335	575	672	653	498	507	1955	202	113	62
		49%	51%	15%	20%	37%	28%	9%	9%	14%	25%	29%	28%	21%	22%	84%	9%	5%	3%
Streamed audio services (free) e.g. Spotify (free) or Deezer (free)	337	193	144	92	88	124	32	22	26	50	125	104	111	70	51	285	29	17	6
	14%	17%	12%	26%	19%	14%	5%	10%	12%	15%	22%	16%	17%	14%	10%	15%	14%	15%	9%
		b		def	ef	f					ghi	n	n			r	r	r	
		57%	43%	27%	26%	37%	10%	6%	8%	15%	37%	31%	33%	21%	15%	85%	9%	5%	2%
Using Twitter (account holder, posting on site)	306	163	143	94	79	110	23	15	25	45	98	111	96	54	45	263	19	12	11
	13%	14%	12%	26%	17%	13%	3%	7%	11%	14%	17%	16%	15%	11%	9%	13%	10%	10%	19%
				def	ef	f				g	gh	mn	n						opq
		53%	47%	31%	26%	36%	8%	5%	8%	15%	32%	36%	31%	18%	15%	86%	6%	4%	4%
Communicating via chat rooms e.g. virtual assistance on a website, chatting on online dating sites	231	126	105	50	64	99	18	23	17	42	69	66	72	41	52	207	9	10	4
	10%	11%	9%	14%	14%	11%	3%	11%	8%	13%	12%	10%	11%	8%	10%	11%	5%	9%	7%
				f	f	f										pr		p	
		55%	45%	21%	28%	43%	8%	10%	7%	18%	30%	29%	31%	18%	23%	90%	4%	4%	2%
Remotely control TV services at home such as Sky+ or Tivo using an online device	163	95	68	22	35	80	26	10	11	23	65	60	52	20	31	138	10	11	5
	7%	8%	6%	6%	8%	9%	4%	5%	5%	7%	11%	9%	8%	4%	6%	7%	5%	10%	7%
		b			f	f					ghi	m	m					p	
		58%	42%	14%	21%	49%	16%	6%	7%	14%	40%	37%	32%	13%	19%	85%	6%	7%	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 - H1 2016. 4th January to 29th February 2016.**

**Table 75**

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

**QE21 (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

		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	3100	1471	1629	505	577	1088	930	363	315	419	601	741	990	643	723	1899	405	401	395
Effective Weighted Sample	2126	1018	1108	332	385	756	663	254	219	305	454	541	677	446	479	1637	257	247	299
Total	2332	1134	1197	354	456	865	657	215	218	335	575	672	653	498	507	1955	202	113	62
		49%	51%	15%	20%	37%	28%	9%	9%	14%	25%	29%	28%	21%	22%	84%	9%	5%	3%
Real time gambling	158	112	45	32	46	65	14	13	13	27	53	34	48	38	37	125	22	7	3
	7%	10%	4%	9%	10%	8%	2%	6%	6%	8%	9%	5%	7%	8%	7%	6%	11%	7%	5%
		b		f	f	f											or		
		71%	29%	21%	29%	41%	9%	8%	8%	17%	34%	22%	31%	24%	24%	79%	14%	5%	2%
Streamed audio services (subscription) e.g. Spotify Premium or Deezer Premium	153	93	59	48	39	55	11	9	10	18	64	53	42	25	32	126	15	8	4
	7%	8%	5%	14%	8%	6%	2%	4%	5%	5%	11%	8%	6%	5%	6%	6%	8%	7%	7%
		b		def	f	f					ghi								
		61%	39%	32%	25%	36%	7%	6%	7%	12%	42%	35%	28%	16%	21%	82%	10%	5%	3%
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	72	41	31	9	22	34	7	3	1	6	33	31	19	9	13	65	2	5	1
	3%	4%	3%	3%	5%	4%	1%	1%	*%	2%	6%	5%	3%	2%	3%	3%	1%	4%	1%
					f	f					ghi								
		57%	43%	13%	30%	48%	10%	3%	1%	8%	45%	42%	27%	12%	19%	90%	2%	7%	1%
Other	15	12	3	1	1	5	8	1	2	1	2	4	4	2	5	8	6	2	-
	1%	1%	*%	*%	*%	1%	1%	1%	1%	*%	*%	1%	1%	*%	1%	*%	3%	1%	-%
		b															or	or	
		78%	22%	9%	4%	36%	51%	8%	14%	5%	16%	24%	27%	13%	36%	49%	39%	11%	-%

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 - H1 2016. 4th January to 29th February 2016.**

**Table 75**

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

**QE21 (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

	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	3100	1471	1629	505	577	1088	930	363	315	419	601	741	990	643	723	1899	405	401	395
Effective Weighted Sample	2126	1018	1108	332	385	756	663	254	219	305	454	541	677	446	479	1637	257	247	299
Total	2332	1134	1197	354	456	865	657	215	218	335	575	672	653	498	507	1955	202	113	62
		49%	51%	15%	20%	37%	28%	9%	9%	14%	25%	29%	28%	21%	22%	84%	9%	5%	3%
USE SOCIAL NETWORKING SITES	1362	616	746	275	331	542	213	118	122	216	397	392	395	282	291	1157	104	62	39
	58%	54%	62%	78%	73%	63%	32%	55%	56%	64%	69%	58%	60%	57%	57%	59%	51%	55%	63%
		a	a	ef	ef	f				gh	gh					p			p
		45%	55%	20%	24%	40%	16%	9%	9%	16%	29%	29%	29%	21%	21%	85%	8%	5%	3%
TV/ VIDEO VIEWING	1335	667	668	249	316	510	260	104	120	212	413	414	392	269	259	1156	90	60	29
	57%	59%	56%	70%	69%	59%	40%	48%	55%	63%	72%	62%	60%	54%	51%	59%	45%	53%	47%
				ef	ef	f				g	ghi	mn	mn			pr			
		50%	50%	19%	24%	38%	19%	8%	9%	16%	31%	31%	29%	20%	19%	87%	7%	4%	2%
USE TWITTER	474	248	226	134	132	171	37	30	36	67	153	157	156	86	76	401	31	26	16
	20%	22%	19%	38%	29%	20%	6%	14%	16%	20%	27%	23%	24%	17%	15%	21%	15%	23%	26%
				def	ef	f					ghi	mn	mn					p	p
		52%	48%	28%	28%	36%	8%	6%	8%	14%	32%	33%	33%	18%	16%	85%	7%	5%	3%
STREAMED AUDIO SERVICES	366	207	160	98	97	135	36	24	26	51	141	115	120	74	58	305	37	18	6
	16%	18%	13%	28%	21%	16%	6%	11%	12%	15%	24%	17%	18%	15%	11%	16%	18%	16%	10%
		b		def	ef	f					ghi	n	n			r	r	r	
		56%	44%	27%	26%	37%	10%	6%	7%	14%	38%	32%	33%	20%	16%	83%	10%	5%	2%
None of these	40	26	14	4	7	10	19	8	4	2	4	*	9	10	21	31	6	3	1
	2%	2%	1%	1%	2%	1%	3%	4%	2%	1%	1%	1%	1%	2%	4%	2%	3%	2%	2%
				e				ij					k	k	kl				
		64%	36%	10%	17%	24%	48%	20%	11%	5%	10%	1%	22%	25%	53%	77%	14%	6%	3%
Don't know	1	-	1	1	-	-	1	-	-	-	-	-	-	1	1	1	1	-	-
	1%	0%	1%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	1%	1%	1%	0%	0%
		-	100%	62%	0%	0%	38%	0%	0%	0%	0%	0%	0%	38%	62%	38%	62%	0%	0%

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 - H1 2016. 4th January to 29th February 2016.**

**Table 75**

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

**QE21 (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		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	3100	233	221	216	208	204	213	202	193	209	2267	833	1771	1322	1514	1586
Effective Weighted Sample	2126	208	209	207	195	189	202	188	179	193	1765	389	1237	920	1056	1097
Total	2332	319	321	200	161	197	221	188	89	259	2014	317	1488	837	1275	1057
		14%	14%	9%	7%	8%	9%	8%	4%	11%	86%	14%	64%	36%	55%	45%
General surfing/ browsing the internet	2061	285	290	186	134	171	184	177	79	231	1774	287	1339	716	1139	922
	88%	89%	90%	93%	83%	87%	83%	94%	89%	89%	88%	90%	90%	86%	89%	87%
		df	df	def				def					m			
		14%	14%	9%	6%	8%	9%	9%	4%	11%	86%	14%	65%	35%	55%	45%
Sending and receiving e-mail	2032	298	284	185	130	171	195	158	72	230	1753	279	1354	674	1116	916
	87%	93%	88%	92%	81%	87%	88%	84%	81%	89%	87%	88%	91%	81%	88%	87%
		degh	dh	dgh			d			dh			m			
		15%	14%	9%	6%	8%	10%	8%	4%	11%	86%	14%	67%	33%	55%	45%
Purchasing goods/services/ tickets etc.	1554	196	214	152	107	112	166	135	52	170	1316	238	1045	506	879	675
	67%	61%	67%	76%	66%	57%	75%	71%	58%	66%	65%	75%	70%	60%	69%	64%
		e	abdehi				aehi	aeh				j	m		o	
		13%	14%	10%	7%	7%	11%	9%	3%	11%	85%	15%	67%	33%	57%	43%
Banking	1478	218	205	152	82	114	151	116	50	175	1271	207	1050	422	821	657
	63%	68%	64%	76%	51%	58%	68%	62%	56%	67%	63%	65%	71%	50%	64%	62%
		deh	d	bdegh			deh	d		dh			m			
		15%	14%	10%	6%	8%	10%	8%	3%	12%	86%	14%	71%	29%	56%	44%
Using social networking (such as Facebook, LinkedIn, Bebo or Snapchat)	1303	210	166	113	76	87	143	108	58	149	1136	168	920	380	661	643
	56%	66%	52%	56%	47%	44%	65%	57%	66%	57%	56%	53%	62%	45%	52%	61%
		bcde	e				bde	e	bde	de			m		n	
		16%	13%	9%	6%	7%	11%	8%	4%	11%	87%	13%	71%	29%	51%	49%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 75**

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

**QE21 (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		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	3100	233	221	216	208	204	213	202	193	209	2267	833	1771	1322	1514	1586
Effective Weighted Sample	2126	208	209	207	195	189	202	188	179	193	1765	389	1237	920	1056	1097
Total	2332	319	321	200	161	197	221	188	89	259	2014	317	1488	837	1275	1057
		14%	14%	9%	7%	8%	9%	8%	4%	11%	86%	14%	64%	36%	55%	45%
Communicating via instant messaging e.g. Facebook Chat, MSN Messenger, Skype Chat, Snapchat	1247	236	133	106	78	93	135	114	46	110	1082	165	865	377	624	622
	53%	74%	42%	53%	49%	47%	61%	60%	52%	43%	54%	52%	58%	45%	49%	59%
		bcdefghi		bi			bdei	bdei	b				m			n
		19%	11%	9%	6%	7%	11%	9%	4%	9%	87%	13%	69%	30%	50%	50%
To find information on health related issues	1036	141	184	106	61	69	99	75	39	112	887	149	694	340	601	436
	44%	44%	57%	53%	38%	35%	45%	40%	44%	43%	44%	47%	47%	41%	47%	41%
			adeefghi	degi			e						m		o	
		14%	18%	10%	6%	7%	10%	7%	4%	11%	86%	14%	67%	33%	58%	42%
Finding/ downloading information for work/ business	1013	209	123	94	51	66	104	61	43	109	876	137	827	186	537	476
	43%	66%	38%	47%	32%	34%	47%	32%	48%	42%	43%	43%	56%	22%	42%	45%
		bcdefghi		deg			deg		deg	dg			m			
		21%	12%	9%	5%	7%	10%	6%	4%	11%	86%	14%	82%	18%	53%	47%
Accessing news	981	154	135	100	50	70	94	72	35	124	837	144	684	293	548	433
	42%	48%	42%	50%	31%	36%	42%	38%	39%	48%	42%	45%	46%	35%	43%	41%
		de	d	degh			d			de			m			
		16%	14%	10%	5%	7%	10%	7%	4%	13%	85%	15%	70%	30%	56%	44%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 75**

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

**QE21 (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		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	3100	233	221	216	208	204	213	202	193	209	2267	833	1771	1322	1514	1586
Effective Weighted Sample	2126	208	209	207	195	189	202	188	179	193	1765	389	1237	920	1056	1097
Total	2332	319	321	200	161	197	221	188	89	259	2014	317	1488	837	1275	1057
		14%	14%	9%	7%	8%	9%	8%	4%	11%	86%	14%	64%	36%	55%	45%
Watching short video clips (e.g. YouTube, Dailymotion or Vimeo)	962	207	109	97	54	58	100	94	34	97	834	128	686	274	470	492
	41%	65%	34%	49%	34%	30%	45%	50%	38%	37%	41%	40%	46%	33%	37%	47%
		bcdefghi		bdehi			bde	bdehi					m			n
		22%	11%	10%	6%	6%	10%	10%	4%	10%	87%	13%	71%	29%	49%	51%
Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, ITV Hub, All4, Demand 5 or Sky Go)	852	93	118	99	52	57	97	94	25	100	725	127	589	261	483	369
	37%	29%	37%	49%	32%	29%	44%	50%	28%	39%	36%	40%	40%	31%	38%	35%
				abdehi			adeh	abdehi		ah			m			
		11%	14%	12%	6%	7%	11%	11%	3%	12%	85%	15%	69%	31%	57%	43%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	824	106	135	93	48	46	83	68	30	99	692	131	563	258	469	354
	35%	33%	42%	46%	30%	24%	38%	36%	34%	38%	34%	41%	38%	31%	37%	34%
		e	de	adegh			e	e	e	e		j	m			
		13%	16%	11%	6%	6%	10%	8%	4%	12%	84%	16%	68%	31%	57%	43%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 75**

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

**QE21 (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		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	3100	233	221	216	208	204	213	202	193	209	2267	833	1771	1322	1514	1586
Effective Weighted Sample	2126	208	209	207	195	189	202	188	179	193	1765	389	1237	920	1056	1097
Total	2332	319	321	200	161	197	221	188	89	259	2014	317	1488	837	1275	1057
		14%	14%	9%	7%	8%	9%	8%	4%	11%	86%	14%	64%	36%	55%	45%
Downloading music files	779	134	71	77	48	72	93	69	24	77	671	109	567	209	387	392
	33%	42%	22%	38%	30%	37%	42%	37%	27%	30%	33%	34%	38%	25%	30%	37%
		bdhi		bh		bh	bdhi	bh					m			n
		17%	9%	10%	6%	9%	12%	9%	3%	10%	86%	14%	73%	27%	50%	50%
Playing games online/ interactively	765	83	99	74	62	62	79	73	32	93	660	105	505	258	406	359
	33%	26%	31%	37%	38%	32%	36%	39%	36%	36%	33%	33%	34%	31%	32%	34%
				a	a		a	a	a	a						
		11%	13%	10%	8%	8%	10%	9%	4%	12%	86%	14%	66%	34%	53%	47%
Making voice calls using a VoIP service e.g. Skype	690	226	63	57	30	45	69	55	13	42	599	91	492	197	323	367
	30%	71%	20%	28%	18%	23%	31%	29%	15%	16%	30%	29%	33%	24%	25%	35%
		bcdefghi		bdhi		h	bdhi	bdhi					m			n
		33%	9%	8%	4%	7%	10%	8%	2%	6%	87%	13%	71%	29%	47%	53%
Uploading/ adding content to the internet e.g. photos, videos, blog posts	636	114	68	66	42	55	70	47	20	72	539	97	452	182	310	326
	27%	36%	21%	33%	26%	28%	31%	25%	22%	28%	27%	31%	30%	22%	24%	31%
		bdgh		bh			bh						m			n
		18%	11%	10%	7%	9%	11%	7%	3%	11%	85%	15%	71%	29%	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 - H1 2016. 4th January to 29th February 2016.**

**Table 75**

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

**QE21 (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		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	3100	233	221	216	208	204	213	202	193	209	2267	833	1771	1322	1514	1586
Effective Weighted Sample	2126	208	209	207	195	189	202	188	179	193	1765	389	1237	920	1056	1097
Total	2332	319	321	200	161	197	221	188	89	259	2014	317	1488	837	1275	1057
		14%	14%	9%	7%	8%	9%	8%	4%	11%	86%	14%	64%	36%	55%	45%
Finding/ downloading information for school/ college/ university/ homework	606	115	97	54	36	39	61	44	20	63	527	79	394	210	313	293
	26%	36%	30%	27%	22%	20%	28%	23%	23%	24%	26%	25%	26%	25%	25%	28%
		cdeghi	e													
		19%	16%	9%	6%	6%	10%	7%	3%	10%	87%	13%	65%	35%	52%	48%
Trading/ auctions	568	64	83	70	43	48	58	53	22	58	497	71	430	137	320	248
	24%	20%	26%	35%	27%	24%	26%	28%	24%	22%	25%	22%	29%	16%	25%	23%
				abehi									m			
		11%	15%	12%	8%	8%	10%	9%	4%	10%	88%	12%	76%	24%	56%	44%
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	472	58	66	65	32	32	55	45	16	47	390	82	347	122	254	218
	20%	18%	21%	33%	20%	17%	25%	24%	17%	18%	19%	26%	23%	15%	20%	21%
			abdehi				e					j	m			
		12%	14%	14%	7%	7%	12%	10%	3%	10%	83%	17%	74%	26%	54%	46%
Listening to radio	469	52	78	52	26	28	68	44	15	52	391	79	336	132	279	191
	20%	16%	24%	26%	16%	14%	31%	23%	16%	20%	19%	25%	23%	16%	22%	18%
			ae	adeh			adehi	e				j	m		o	
		11%	17%	11%	6%	6%	14%	9%	3%	11%	83%	17%	72%	28%	59%	41%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 75**

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

**QE21 (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		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	3100	233	221	216	208	204	213	202	193	209	2267	833	1771	1322	1514	1586
Effective Weighted Sample	2126	208	209	207	195	189	202	188	179	193	1765	389	1237	920	1056	1097
Total	2332	319	321	200	161	197	221	188	89	259	2014	317	1488	837	1275	1057
		14%	14%	9%	7%	8%	9%	8%	4%	11%	86%	14%	64%	36%	55%	45%
Watching other free professional TV programmes or video channels online (e.g. on official YouTube channels such as Channel 4, Jamie Oliver's Foodtube) or on other sites (e.g. South Park Studios)	458 20%	100 32% bdefghi	50 16% 22%	68 34% bdefghi	23 15% 5%	30 15% 7%	43 19% 9%	33 18% 7%	12 14% 3%	45 17% 10%	395 20% 86%	63 20% 14%	342 23% 75%	115 14% 25%	240 19% 52%	218 21% 48%
Watching live TV on the internet at the same time as it's broadcast (e.g. via BBC iPlayer, Sky Go, Virgin TV Anywhere)	454 19%	65 20%	67 21%	55 27% deh	26 16% 6%	29 15% 6%	49 22% 11%	38 20% 8%	13 14% 3%	61 23% 13%	393 20% 87%	61 19% 13%	335 23% 74%	118 14% 26%	260 20% 57%	194 18% 43%
Using Twitter (browsing/ reading site)	452 19%	78 24% be	44 14%	37 19%	30 18%	31 16%	39 18%	42 22% b	22 25% be	58 22% b	402 20% 89%	50 16% 11%	338 23% 75%	114 14% 25%	228 18% 51%	223 21% 49%
Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o																

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 75**

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

**QE21 (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		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	3100	233	221	216	208	204	213	202	193	209	2267	833	1771	1322	1514	1586
Effective Weighted Sample	2126	208	209	207	195	189	202	188	179	193	1765	389	1237	920	1056	1097
Total	2332	319	321	200	161	197	221	188	89	259	2014	317	1488	837	1275	1057
		14%	14%	9%	7%	8%	9%	8%	4%	11%	86%	14%	64%	36%	55%	45%
Watching purchased TV programmes/ films online or downloads via 'pay per view' services (e.g. iTunes, Google Play, Blinkbox) or through a standalone subscription service (e.g. Netflix, Amazon Prime Instant)	371	33	39	39	16	34	40	36	17	57	319	52	280	90	188	184
	16%	10%	12%	19%	10%	17%	18%	19%	19%	22%	16%	16%	19%	11%	15%	17%
		9%	10%	10%	4%	9%	11%	10%	5%	15%	86%	14%	75%	24%	50%	50%
Streamed audio services (free) e.g. Spotify (free) or Deezer (free)	337	50	40	33	17	21	38	24	11	51	296	41	261	76	167	170
	14%	16%	12%	16%	11%	11%	17%	13%	13%	20%	15%	13%	18%	9%	13%	16%
		15%	12%	10%	5%	6%	11%	7%	3%	bde 15%	88%	12%	77%	23%	50%	50%
Using Twitter (account holder, posting on site)	306	51	27	24	19	24	33	32	11	41	266	40	221	84	157	148
	13%	16%	9%	12%	12%	12%	15%	17%	12%	16%	13%	13%	15%	10%	12%	14%
		b 17%	9%	8%	6%	8%	b 11%	b 11%	4%	b 14%	87%	13%	m 72%	27%	51%	49%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 75**

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

**QE21 (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		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	3100	233	221	216	208	204	213	202	193	209	2267	833	1771	1322	1514	1586
Effective Weighted Sample	2126	208	209	207	195	189	202	188	179	193	1765	389	1237	920	1056	1097
Total	2332	319	321	200	161	197	221	188	89	259	2014	317	1488	837	1275	1057
		14%	14%	9%	7%	8%	9%	8%	4%	11%	86%	14%	64%	36%	55%	45%
Communicating via chat rooms e.g. virtual assistance on a website, chatting on online dating sites	231	62	19	13	11	22	30	15	5	31	203	29	164	68	101	131
	10%	20%	6%	6%	7%	11%	14%	8%	5%	12%	10%	9%	11%	8%	8%	12%
		bcdeghi				h	bcdh			bh			m			n
		27%	8%	6%	5%	9%	13%	6%	2%	13%	88%	12%	71%	29%	44%	56%
Remotely control TV services at home such as Sky+ or Tivo using an online device	163	16	18	17	12	15	17	18	5	21	143	20	124	39	101	63
	7%	5%	6%	8%	7%	8%	8%	9%	5%	8%	7%	6%	8%	5%	8%	6%
													m			
		10%	11%	10%	7%	9%	10%	11%	3%	13%	88%	12%	76%	24%	62%	38%
Real time gambling	158	22	13	14	11	13	17	9	3	23	142	16	130	28	71	86
	7%	7%	4%	7%	7%	7%	8%	5%	4%	9%	7%	5%	9%	3%	6%	8%
										bh			m			n
		14%	8%	9%	7%	8%	11%	6%	2%	15%	90%	10%	82%	18%	45%	55%
Streamed audio services (subscription) e.g. Spotify Premium or Deezer Premium	153	23	8	18	12	7	20	14	4	19	132	20	120	33	74	78
	7%	7%	3%	9%	7%	4%	9%	8%	4%	7%	7%	6%	8%	4%	6%	7%
		b		be	b		be	b		b			m			
		15%	5%	12%	8%	5%	13%	9%	2%	12%	87%	13%	78%	22%	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 - H1 2016. 4th January to 29th February 2016.**

**Table 75**

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

**QE21 (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		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
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																
Unweighted total	3100	233	221	216	208	204	213	202	193	209	2267	833	1771	1322	1514	1586
Effective Weighted Sample	2126	208	209	207	195	189	202	188	179	193	1765	389	1237	920	1056	1097
Total	2332	319	321	200	161	197	221	188	89	259	2014	317	1488	837	1275	1057
		14%	14%	9%	7%	8%	9%	8%	4%	11%	86%	14%	64%	36%	55%	45%
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	72	14	8	4	4	6	10	3	1	16	61	12	65	7	41	32
	3%	4%	3%	2%	2%	3%	5%	2%	1%	6%	3%	4%	4%	1%	3%	3%
		19%	12%	5%	5%	8%	14%	4%	2%	cgh 22%	84%	16%	90%	10%	56%	44%
Other	15	-	1	2	1	2	-	-	*	1	12	3	5	11	8	7
	1%	-%	*%	1%	1%	1%	-%	-%	*%	1%	1%	1%	*%	1%	1%	1%
		-%	5%	10%	8%	15%	-%	-%	1%	9%	81%	19%	31%	69%	52%	48%
USE SOCIAL NETWORKING SITES	1362	219	175	122	77	91	147	112	61	154	1185	176	960	398	699	663
	58%	69%	55%	61%	48%	46%	66%	59%	68%	59%	59%	56%	65%	48%	55%	63%
		bde		de			bde	de	bde	de			m			n
		16%	13%	9%	6%	7%	11%	8%	4%	11%	87%	13%	70%	29%	51%	49%
TV/ VIDEO VIEWING	1335	240	161	133	81	95	140	121	49	138	1149	186	939	393	679	656
	57%	75%	50%	66%	50%	48%	63%	64%	54%	53%	57%	59%	63%	47%	53%	62%
		bcdefghi		bdehi			bdei	bdei					m			n
		18%	12%	10%	6%	7%	10%	9%	4%	10%	86%	14%	70%	29%	51%	49%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 75**

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

**QE21 (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		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	3100	233	221	216	208	204	213	202	193	209	2267	833	1771	1322	1514	1586
Effective Weighted Sample	2126	208	209	207	195	189	202	188	179	193	1765	389	1237	920	1056	1097
Total	2332	319	321	200	161	197	221	188	89	259	2014	317	1488	837	1275	1057
		14%	14%	9%	7%	8%	9%	8%	4%	11%	86%	14%	64%	36%	55%	45%
USE TWITTER	474	83	46	41	30	34	42	43	22	60	419	55	351	121	240	233
	20%	26%	14%	20%	18%	17%	19%	23%	25%	23%	21%	17%	24%	14%	19%	22%
		be						b	b	b			m			
		17%	10%	9%	6%	7%	9%	9%	5%	13%	88%	12%	74%	26%	51%	49%
STREAMED AUDIO SERVICES	366	54	40	37	22	24	41	24	12	51	323	44	283	83	181	185
	16%	17%	12%	18%	14%	12%	19%	13%	14%	20%	16%	14%	19%	10%	14%	17%
										be			m			n
		15%	11%	10%	6%	6%	11%	7%	3%	14%	88%	12%	77%	23%	50%	50%
None of these	40	5	3	1	3	3	2	3	2	9	37	3	21	19	19	21
	2%	1%	1%	1%	2%	1%	1%	2%	3%	3%	2%	1%	1%	2%	1%	2%
										c						
		11%	7%	2%	8%	7%	6%	8%	6%	22%	93%	7%	52%	47%	47%	53%
Don't know	1	-	-	-	-	-	-	-	1	-	1	-	1	-	-	1
	1%	-	-	-	-	-	-	-	1%	-	1%	-	1%	-	-	1%
		-	-	-	-	-	-	-	38%	-	100%	-	100%	-	-	100%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QE22 (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

		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	3100	1471	1629	505	577	1088	930	363	315	419	601	741	990	643	723	1899	405	401	395
Effective Weighted Sample	2126	1018	1108	332	385	756	663	254	219	305	454	541	677	446	479	1637	257	247	299
Total	2332	1134	1197	354	456	865	657	215	218	335	575	672	653	498	507	1955	202	113	62
		49%	51%	15%	20%	37%	28%	9%	9%	14%	25%	29%	28%	21%	22%	84%	9%	5%	3%
General surfing/ browsing the internet	1889	927	962	292	390	716	492	168	170	278	508	551	547	395	394	1594	153	90	51
	81%	82%	80%	82%	86%	83%	75%	78%	78%	83%	88%	82%	84%	79%	78%	82%	76%	80%	83%
				f	f	f					ghi		n			p		p	
		49%	51%	15%	21%	38%	26%	9%	9%	15%	27%	29%	29%	21%	21%	84%	8%	5%	3%
Sending and receiving e-mail	1744	847	897	267	350	678	449	130	152	266	499	554	526	331	331	1494	126	85	40
	75%	75%	75%	75%	77%	78%	68%	60%	70%	79%	87%	83%	80%	67%	65%	76%	62%	75%	65%
				f	f	f			g	gh	ghi	mn	mn			pr		pr	
		49%	51%	15%	20%	39%	26%	7%	9%	15%	29%	32%	30%	19%	19%	86%	7%	5%	2%
Banking	1158	562	596	164	277	472	245	74	96	181	393	381	337	252	187	1001	70	59	27
	50%	50%	50%	46%	61%	55%	37%	35%	44%	54%	68%	57%	52%	51%	37%	51%	35%	52%	45%
				f	cef	cf			g	gh	ghi	n	n	n		pr		p	p
		49%	51%	14%	24%	41%	21%	6%	8%	16%	34%	33%	29%	22%	16%	86%	6%	5%	2%
Using social networking (such as Facebook, LinkedIn, Bebo or Snapchat)	1126	495	631	231	273	454	168	107	105	176	329	311	326	230	257	956	87	52	31
	48%	44%	53%	65%	60%	52%	26%	50%	48%	52%	57%	46%	50%	46%	51%	49%	43%	46%	51%
			a	ef	ef	f					h								
		44%	56%	21%	24%	40%	15%	10%	9%	16%	29%	28%	29%	20%	23%	85%	8%	5%	3%
Communicating via instant messaging e.g. Facebook Chat, MSN Messenger, Skype Chat, Snapchat	950	415	535	201	254	357	138	90	80	139	273	260	283	186	221	816	62	46	26
	41%	37%	45%	57%	56%	41%	21%	42%	36%	41%	47%	39%	43%	37%	44%	42%	31%	41%	42%
			a	ef	ef	f					h					p		p	p
		44%	56%	21%	27%	38%	15%	9%	8%	15%	29%	27%	30%	20%	23%	86%	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 TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QE22 (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

		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
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3100	1471	1629	505	577	1088	930	363	315	419	601	741	990	643	723	1899	405	401	395
Effective Weighted Sample	2126	1018	1108	332	385	756	663	254	219	305	454	541	677	446	479	1637	257	247	299
Total	2332	1134 49%	1197 51%	354 15%	456 20%	865 37%	657 28%	215 9%	218 9%	335 14%	575 25%	672 29%	653 28%	498 21%	507 22%	1955 84%	202 9%	113 5%	62 3%
Purchasing goods/ services/ tickets etc.	921 40%	431 38%	490 41%	119 34%	198 44%	396 46%	207 32%	63 29%	78 36%	146 44%	314 55%	321 48%	271 41%	185 37%	144 28%	797 41%	63 31%	43 38%	17 28%
		47%	53%	13%	cf	cf	23%	7%	9%	g	ghi	lmn	n	n	16%	pr	r	5%	2%
Accessing news	713 31%	405 36%	308 26%	100 28%	156 34%	295 34%	161 25%	39 18%	53 24%	113 34%	246 43%	260 39%	224 34%	118 24%	111 22%	610 31%	52 26%	34 30%	17 28%
		b			f	f				gh	ghi	mn	mn						
		57%	43%	14%	22%	41%	23%	5%	7%	16%	34%	36%	31%	17%	16%	86%	7%	5%	2%
Finding/ downloading information for work/ business	696 30%	384 34%	311 26%	93 26%	158 35%	338 39%	107 16%	38 18%	37 17%	104 31%	274 48%	276 41%	207 32%	119 24%	94 19%	608 31%	37 18%	35 30%	17 27%
		b		f	cf	cf				gh	ghi	lmn	mn	n		p	p	p	
		55%	45%	13%	23%	49%	15%	5%	5%	15%	39%	40%	30%	17%	14%	87%	5%	5%	2%
Watching short video clips (e.g. YouTube, Dailymotion or Vimeo)	640 27%	352 31%	288 24%	142 40%	152 33%	253 29%	93 14%	51 24%	49 22%	97 29%	213 37%	193 29%	191 29%	117 24%	139 27%	579 30%	26 13%	25 23%	9 14%
		b		ef	f	f					ghi		m			pqr		pr	
		55%	45%	22%	24%	39%	15%	8%	8%	15%	33%	30%	30%	18%	22%	91%	4%	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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QE22 (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 £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	3100	1471	1629	505	577	1088	930	363	315	419	601	741	990	643	723	1899	405	401	395
Effective Weighted Sample	2126	1018	1108	332	385	756	663	254	219	305	454	541	677	446	479	1637	257	247	299
Total	2332	1134	1197	354	456	865	657	215	218	335	575	672	653	498	507	1955	202	113	62
		49%	51%	15%	20%	37%	28%	9%	9%	14%	25%	29%	28%	21%	22%	84%	9%	5%	3%
Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, ITV Hub, All4, Demand 5 or Sky Go)	534	274	260	109	112	204	108	35	42	80	193	195	153	95	89	471	29	25	8
	23%	24%	22%	31%	25%	24%	17%	16%	19%	24%	34%	29%	23%	19%	18%	24%	14%	22%	13%
				ef	f	f				g	ghi	lmn	n			pr		pr	
		51%	49%	21%	21%	38%	20%	7%	8%	15%	36%	37%	29%	18%	17%	88%	5%	5%	2%
Playing games online/ interactively	509	274	235	131	111	181	87	57	51	71	137	117	145	111	135	443	37	21	9
	22%	24%	20%	37%	24%	21%	13%	27%	23%	21%	24%	17%	22%	22%	27%	23%	18%	18%	14%
		b		def	f	f							k		k	r			
		54%	46%	26%	22%	35%	17%	11%	10%	14%	27%	23%	29%	22%	27%	87%	7%	4%	2%
Making voice calls using a VoIP service e.g. Skype	427	215	211	83	120	165	59	24	34	65	136	137	138	70	82	389	19	14	5
	18%	19%	18%	23%	26%	19%	9%	11%	16%	19%	24%	20%	21%	14%	16%	20%	9%	13%	8%
				f	ef	f				g	gh	m	mn			pqr			
		50%	50%	19%	28%	39%	14%	6%	8%	15%	32%	32%	32%	16%	19%	91%	4%	3%	1%
Downloading music files	424	230	193	114	103	168	39	38	35	73	148	122	135	88	79	369	27	16	11
	18%	20%	16%	32%	23%	19%	6%	17%	16%	22%	26%	18%	21%	18%	16%	19%	14%	14%	18%
		b		def	f	f					gh		n			p			
		54%	46%	27%	24%	40%	9%	9%	8%	17%	35%	29%	32%	21%	19%	87%	6%	4%	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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QE22 (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 £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	3100	1471	1629	505	577	1088	930	363	315	419	601	741	990	643	723	1899	405	401	395
Effective Weighted Sample	2126	1018	1108	332	385	756	663	254	219	305	454	541	677	446	479	1637	257	247	299
Total	2332	1134	1197	354	456	865	657	215	218	335	575	672	653	498	507	1955	202	113	62
		49%	51%	15%	20%	37%	28%	9%	9%	14%	25%	29%	28%	21%	22%	84%	9%	5%	3%
To find information on health related issues	400	159	241	55	92	164	89	26	34	70	146	148	96	76	79	345	15	26	13
	17%	14%	20%	15%	20%	19%	14%	12%	16%	21%	25%	22%	15%	15%	16%	18%	8%	23%	21%
		a	a	f	f	f				g	gh	lmn				p	op	p	
		40%	60%	14%	23%	41%	22%	6%	9%	18%	36%	37%	24%	19%	20%	86%	4%	7%	3%
Uploading/ adding content to the internet e.g. photos, videos, blog posts	367	180	188	83	105	132	47	28	33	54	123	118	100	67	83	322	19	16	10
	16%	16%	16%	24%	23%	15%	7%	13%	15%	16%	21%	18%	15%	13%	16%	16%	10%	14%	17%
				ef	ef	f					g					p		p	
		49%	51%	23%	29%	36%	13%	8%	9%	15%	33%	32%	27%	18%	23%	88%	5%	4%	3%
Finding/ downloading information for school/ college/ university/ homework	358	172	186	121	57	149	31	27	27	57	104	129	123	47	58	315	14	17	12
	15%	15%	16%	34%	12%	17%	5%	12%	13%	17%	18%	19%	19%	9%	12%	16%	7%	15%	20%
				def	f	df					g	mn	mn			p		p	
		48%	52%	34%	16%	42%	9%	7%	8%	16%	29%	36%	34%	13%	16%	88%	4%	5%	3%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	310	153	157	36	54	141	78	24	16	58	123	118	91	55	47	284	9	11	5
	13%	14%	13%	10%	12%	16%	12%	11%	7%	17%	21%	18%	14%	11%	9%	15%	5%	10%	9%
						cdf				gh	gh	mn	n			pr		p	p
		49%	51%	12%	17%	46%	25%	8%	5%	19%	40%	38%	29%	18%	15%	92%	3%	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 TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QE22 (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

		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	3100	1471	1629	505	577	1088	930	363	315	419	601	741	990	643	723	1899	405	401	395
Effective Weighted Sample	2126	1018	1108	332	385	756	663	254	219	305	454	541	677	446	479	1637	257	247	299
Total	2332	1134	1197	354	456	865	657	215	218	335	575	672	653	498	507	1955	202	113	62
		49%	51%	15%	20%	37%	28%	9%	9%	14%	25%	29%	28%	21%	22%	84%	9%	5%	3%
Using Twitter (browsing/ reading site)	309	167	141	94	83	111	20	20	20	40	116	107	93	57	51	260	20	19	10
	13%	15%	12%	26%	18%	13%	3%	9%	9%	12%	20%	16%	14%	11%	10%	13%	10%	17%	16%
		b		def	ef	f					ghi	mn	n				p	p	
		54%	46%	30%	27%	36%	7%	6%	6%	13%	37%	35%	30%	19%	16%	84%	6%	6%	3%
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	292	157	135	52	75	131	34	25	24	33	115	108	94	51	38	259	14	14	5
	13%	14%	11%	15%	16%	15%	5%	12%	11%	10%	20%	16%	14%	10%	7%	13%	7%	12%	9%
				f	f	f					ghi	mn	mn			pr		p	
		54%	46%	18%	26%	45%	12%	9%	8%	11%	39%	37%	32%	18%	13%	89%	5%	5%	2%
Listening to radio	283	159	124	49	55	125	54	19	17	44	112	107	80	43	52	254	17	9	4
	12%	14%	10%	14%	12%	14%	8%	9%	8%	13%	20%	16%	12%	9%	10%	13%	8%	8%	6%
		b		f	f	f				h	ghi	mn				pqr			
		56%	44%	17%	19%	44%	19%	7%	6%	16%	40%	38%	28%	15%	19%	90%	6%	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 TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QE22 (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

		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	3100	1471	1629	505	577	1088	930	363	315	419	601	741	990	643	723	1899	405	401	395
Effective Weighted Sample	2126	1018	1108	332	385	756	663	254	219	305	454	541	677	446	479	1637	257	247	299
Total	2332	1134	1197	354	456	865	657	215	218	335	575	672	653	498	507	1955	202	113	62
		49%	51%	15%	20%	37%	28%	9%	9%	14%	25%	29%	28%	21%	22%	84%	9%	5%	3%
Watching other free professional TV programmes or video channels online (e.g. on official YouTube channels such as Channel 4, Jamie Oliver's Foodtube) or on other sites (e.g. South Park Studios)	265	172	93	66	65	109	26	22	18	39	105	81	84	43	57	238	7	15	4
	11%	15%	8%	19%	14%	13%	4%	10%	8%	12%	18%	12%	13%	9%	11%	12%	4%	13%	7%
		b		ef	f	f					ghi		m			pr		pr	
		65%	35%	25%	24%	41%	10%	8%	7%	15%	40%	30%	32%	16%	21%	90%	3%	6%	2%
Watching live TV on the internet at the same time as it's broadcast (e.g. via BBC iPlayer, Sky Go, Virgin TV Anywhere)	261	154	107	44	67	106	44	19	14	39	111	99	65	48	47	233	11	14	3
	11%	14%	9%	12%	15%	12%	7%	9%	6%	12%	19%	15%	10%	10%	9%	12%	5%	13%	4%
		b		f	f	f				h	ghi	lmn				pr		pr	
		59%	41%	17%	26%	41%	17%	7%	5%	15%	43%	38%	25%	19%	18%	89%	4%	6%	1%
Trading/ auctions	258	146	112	33	62	121	43	20	19	42	92	90	66	53	49	230	14	10	5
	11%	13%	9%	9%	14%	14%	6%	10%	9%	13%	16%	13%	10%	11%	10%	12%	7%	9%	7%
		b		f	f	cf					gh					pr			
		57%	43%	13%	24%	47%	16%	8%	7%	16%	36%	35%	26%	21%	19%	89%	6%	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 TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QE22 (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

		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	3100	1471	1629	505	577	1088	930	363	315	419	601	741	990	643	723	1899	405	401	395
Effective Weighted Sample	2126	1018	1108	332	385	756	663	254	219	305	454	541	677	446	479	1637	257	247	299
Total	2332	1134	1197	354	456	865	657	215	218	335	575	672	653	498	507	1955	202	113	62
		49%	51%	15%	20%	37%	28%	9%	9%	14%	25%	29%	28%	21%	22%	84%	9%	5%	3%
Watching purchased TV programmes/ films online or downloads via 'pay per view' services (e.g. iTunes, Google Play, Blinkbox) or through a standalone subscription service (e.g. Netflix, Amazon Prime Instant)	215	109	105	56	65	77	17	19	15	32	78	63	62	44	46	179	18	11	7
	9%	10%	9%	16%	14%	9%	3%	9%	7%	10%	14%	9%	9%	9%	9%	9%	9%	10%	11%
		51%	49%	26%	30%	36%	8%	9%	7%	15%	36%	30%	29%	20%	21%	83%	8%	5%	3%
Streamed audio services (free) e.g. Spotify (free) or Deezer (free)	202	120	82	55	52	74	20	9	19	28	78	65	64	36	36	171	18	12	2
	9%	11%	7%	16%	12%	9%	3%	4%	9%	8%	14%	10%	10%	7%	7%	9%	9%	11%	3%
		b		ef	f	f					gi					r	r	r	
		59%	41%	27%	26%	37%	10%	5%	10%	14%	38%	32%	32%	18%	18%	84%	9%	6%	1%
Using Twitter (account holder, posting on site)	200	110	91	66	52	65	18	13	19	30	62	69	65	35	31	169	15	9	8
	9%	10%	8%	19%	11%	7%	3%	6%	9%	9%	11%	10%	10%	7%	6%	9%	7%	8%	12%
		55%		def	ef	f					g	n	n					op	
				33%	26%	32%	9%	6%	10%	15%	31%	34%	33%	18%	16%	84%	7%	5%	4%

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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QE22 (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

		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	3100	1471	1629	505	577	1088	930	363	315	419	601	741	990	643	723	1899	405	401	395
Effective Weighted Sample	2126	1018	1108	332	385	756	663	254	219	305	454	541	677	446	479	1637	257	247	299
Total	2332	1134	1197	354	456	865	657	215	218	335	575	672	653	498	507	1955	202	113	62
		49%	51%	15%	20%	37%	28%	9%	9%	14%	25%	29%	28%	21%	22%	84%	9%	5%	3%
Communicating via chat rooms e.g. virtual assistance on a website, chatting on online dating sites	132	72	61	25	36	61	11	12	11	22	41	41	39	19	32	119	5	6	2
	6%	6%	5%	7%	8%	7%	2%	5%	5%	7%	7%	6%	6%	4%	6%	6%	2%	5%	3%
				f	f	f										pr			
		54%	46%	19%	27%	46%	8%	9%	9%	17%	31%	31%	30%	14%	24%	90%	4%	5%	1%
Remotely control TV services at home such as Sky+ or Tivo using an online device	94	61	33	12	23	46	13	4	5	13	39	32	35	13	14	79	7	6	2
	4%	5%	3%	3%	5%	5%	2%	2%	2%	4%	7%	5%	5%	3%	3%	4%	4%	5%	4%
		b			f	f					gh		mn						
		65%	35%	13%	25%	49%	14%	4%	5%	14%	42%	34%	37%	14%	15%	84%	8%	6%	2%
Streamed audio services (subscription) e.g. Spotify Premium or Deezer Premium	91	61	30	31	22	32	7	3	10	8	37	34	23	12	21	78	8	4	*
	4%	5%	2%	9%	5%	4%	1%	1%	4%	2%	6%	5%	4%	3%	4%	4%	4%	3%	1%
		b		def	f	f			g		gi	m				r	r	r	
		67%	33%	34%	24%	35%	7%	3%	11%	9%	40%	38%	26%	14%	23%	86%	9%	4%	1%
Real time gambling	59	41	18	7	19	27	6	7	5	11	18	9	19	13	18	45	9	3	1
	3%	4%	1%	2%	4%	3%	1%	3%	2%	3%	3%	1%	3%	3%	3%	2%	5%	3%	2%
		b			f	f									k		o		
		70%	30%	12%	32%	45%	11%	12%	8%	19%	30%	16%	32%	22%	30%	77%	16%	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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QE22 (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

	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	3100	1471	1629	505	577	1088	930	363	315	419	601	741	990	643	723	1899	405	401	395
Effective Weighted Sample	2126	1018	1108	332	385	756	663	254	219	305	454	541	677	446	479	1637	257	247	299
Total	2332	1134	1197	354	456	865	657	215	218	335	575	672	653	498	507	1955	202	113	62
		49%	51%	15%	20%	37%	28%	9%	9%	14%	25%	29%	28%	21%	22%	84%	9%	5%	3%
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	43 2%	23 2%	20 2%	3 1%	14 3%	22 3%	4 1%	- -%	1 *%	4 1%	22 4%	23 3%	11 2%	4 1%	5 1%	40 2%	1 1%	2 2%	* *%
		54%	46%	7%	32%	52%	10%	-%	2%	9%	50%	53%	25%	10%	12%	91%	3%	5%	*%
Other	12 1%	10 1%	2 *%	1 *%	* *%	4 *%	6 1%	1 1%	* *%	1 *%	2 *%	2 *%	4 1%	2 *%	5 1%	6 *%	5 2%	1 1%	- -%
		b 83%															or 42%		-%
USE SOCIAL NETWORKING SITES	1187 51%	531 47%	657 55%	248 70%	294 64%	470 54%	176 27%	108 50%	110 51%	183 55%	351 61%	336 50%	341 52%	250 50%	260 51%	1006 51%	90 45%	57 51%	34 55%
			a 45%	ef 21%	ef 25%	f 40%					gh 30%					p 85%			p 3%
TV/ VIDEO VIEWING	987 42%	509 45%	478 40%	201 57%	238 52%	365 42%	182 28%	75 35%	78 36%	155 46%	324 56%	305 45%	296 45%	193 39%	193 38%	869 44%	55 27%	45 39%	18 30%
		b 52%		ef 20%	ef 24%	f 37%				gh 16%	ghi 33%	mn 31%	mn 30%			pr 88%		pr 5%	
USE TWITTER	332 14%	178 16%	154 13%	99 28%	93 20%	115 13%	25 4%	20 9%	24 11%	44 13%	120 21%	116 17%	101 15%	64 13%	52 10%	280 14%	20 10%	21 18%	11 19%
				def 30%	ef 28%	f 35%					ghi 36%	n 35%	n 30%					p 6%	p 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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QE22 (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 £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	3100	1471	1629	505	577	1088	930	363	315	419	601	741	990	643	723	1899	405	401	395
Effective Weighted Sample	2126	1018	1108	332	385	756	663	254	219	305	454	541	677	446	479	1637	257	247	299
Total	2332	1134	1197	354	456	865	657	215	218	335	575	672	653	498	507	1955	202	113	62
		49%	51%	15%	20%	37%	28%	9%	9%	14%	25%	29%	28%	21%	22%	84%	9%	5%	3%
STREAMED AUDIO SERVICES	228	134	94	63	59	85	22	9	19	29	92	75	71	41	40	189	23	14	2
	10%	12%	8%	18%	13%	10%	3%	4%	9%	9%	16%	11%	11%	8%	8%	10%	11%	12%	3%
		b		ef	f	f			g		ghi					r	r	r	
		59%	41%	28%	26%	37%	10%	4%	9%	13%	40%	33%	31%	18%	17%	83%	10%	6%	1%
None of these	84	44	41	6	13	19	47	12	11	9	8	12	17	26	29	71	8	4	2
	4%	4%	3%	2%	3%	2%	7%	6%	5%	3%	1%	2%	3%	5%	6%	4%	4%	4%	3%
							cde	j	j					kl	kl				
		52%	48%	7%	15%	23%	55%	15%	13%	11%	10%	15%	20%	31%	34%	84%	9%	5%	2%
Don't know	2	1	1	1	-	1	1	-	-	-	-	-	1	1	1	1	1	-	-
	*%	*%	*%	*%	-%	*%	*%	-%	-%	-%	-%	-%	*%	*%	*%	*%	*%	-%	-%
		40%	60%	37%	-%	40%	23%	-%	-%	-%	-%	-%	40%	23%	37%	63%	37%	-%	-%

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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QE22 (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		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	3100	233	221	216	208	204	213	202	193	209	2267	833	1771	1322	1514	1586
Effective Weighted Sample	2126	208	209	207	195	189	202	188	179	193	1765	389	1237	920	1056	1097
Total	2332	319	321	200	161	197	221	188	89	259	2014	317	1488	837	1275	1057
		14%	14%	9%	7%	8%	9%	8%	4%	11%	86%	14%	64%	36%	55%	45%
General surfing/ browsing the internet	1889	269	269	167	119	158	167	169	68	210	1630	260	1247	637	1037	853
	81%	84%	84%	83%	74%	81%	75%	90%	76%	81%	81%	82%	84%	76%	81%	81%
		dfh	df	df				defhi					m			
		14%	14%	9%	6%	8%	9%	9%	4%	11%	86%	14%	66%	34%	55%	45%
Sending and receiving e-mail	1744	272	257	158	109	132	177	147	59	183	1507	238	1177	563	954	790
	75%	85%	80%	79%	67%	67%	80%	78%	67%	71%	75%	75%	79%	67%	75%	75%
		dehi	dehi	deh			dehi	deh					m			
		16%	15%	9%	6%	8%	10%	8%	3%	10%	86%	14%	67%	32%	55%	45%
Banking	1158	178	156	115	65	78	131	101	43	134	992	166	838	314	640	518
	50%	56%	49%	57%	40%	39%	59%	53%	49%	52%	49%	52%	56%	37%	50%	49%
		de		de			bdeh	de		de			m			
		15%	14%	10%	6%	7%	11%	9%	4%	12%	86%	14%	72%	27%	55%	45%
Using social networking (such as Facebook, LinkedIn, Bebo or Snapchat)	1126	170	143	93	64	74	132	98	49	132	978	148	784	338	556	570
	48%	53%	45%	47%	40%	38%	60%	52%	55%	51%	49%	47%	53%	40%	44%	54%
		de					bcde	de	bde	de			m			n
		15%	13%	8%	6%	7%	12%	9%	4%	12%	87%	13%	70%	30%	49%	51%
Communicating via instant messaging e.g. Facebook Chat, MSN Messenger, Skype Chat, Snapchat	950	181	100	71	63	65	117	100	37	82	828	122	654	293	452	498
	41%	57%	31%	36%	39%	33%	53%	53%	41%	32%	41%	38%	44%	35%	35%	47%
		bcdehi					bcdehi	bcdehi	b				m			n
		19%	11%	7%	7%	7%	12%	11%	4%	9%	87%	13%	69%	31%	48%	52%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QE22 (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		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	3100	233	221	216	208	204	213	202	193	209	2267	833	1771	1322	1514	1586
Effective Weighted Sample	2126	208	209	207	195	189	202	188	179	193	1765	389	1237	920	1056	1097
Total	2332	319	321	200	161	197	221	188	89	259	2014	317	1488	837	1275	1057
		14%	14%	9%	7%	8%	9%	8%	4%	11%	86%	14%	64%	36%	55%	45%
Purchasing goods/ services/ tickets etc.	921	142	110	92	67	52	129	88	33	85	777	144	646	272	503	418
	40%	45%	34%	46%	41%	27%	58%	47%	37%	33%	39%	45%	43%	32%	39%	40%
		bei		bei	e		abcdeghi	bei	e			j	m			
		15%	12%	10%	7%	6%	14%	10%	4%	9%	84%	16%	70%	29%	55%	45%
Accessing news	713	113	94	62	36	53	71	62	28	91	611	102	493	215	398	315
	31%	35%	29%	31%	22%	27%	32%	33%	31%	35%	30%	32%	33%	26%	31%	30%
		d		d			d	d		d			m			
		16%	13%	9%	5%	7%	10%	9%	4%	13%	86%	14%	69%	30%	56%	44%
Finding/ downloading information for work/ business	696	152	82	63	31	42	89	43	28	78	596	100	584	111	378	317
	30%	48%	26%	31%	20%	21%	40%	23%	31%	30%	30%	31%	39%	13%	30%	30%
		bcddeghi		de			bdegi		de	d			m			
		22%	12%	9%	5%	6%	13%	6%	4%	11%	86%	14%	84%	16%	54%	46%
Watching short video clips (e.g. YouTube, Dailymotion or Vimeo)	640	174	56	66	35	33	66	72	19	59	555	85	449	190	297	343
	27%	55%	17%	33%	22%	17%	30%	38%	21%	23%	28%	27%	30%	23%	23%	32%
		bcddefghi		bdehi			be	bdehi					m			n
		27%	9%	10%	5%	5%	10%	11%	3%	9%	87%	13%	70%	30%	46%	54%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QE22 (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		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	3100	233	221	216	208	204	213	202	193	209	2267	833	1771	1322	1514	1586
Effective Weighted Sample	2126	208	209	207	195	189	202	188	179	193	1765	389	1237	920	1056	1097
Total	2332	319	321	200	161	197	221	188	89	259	2014	317	1488	837	1275	1057
		14%	14%	9%	7%	8%	9%	8%	4%	11%	86%	14%	64%	36%	55%	45%
Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, ITV Hub, All4, Demand 5 or Sky Go)	534	63	73	48	31	34	78	71	13	60	453	81	358	173	300	234
	23%	20%	23%	24%	19%	17%	35%	38%	15%	23%	22%	25%	24%	21%	24%	22%
			h	h			abcdehi	abcdehi		h						
		12%	14%	9%	6%	6%	15%	13%	2%	11%	85%	15%	67%	32%	56%	44%
Playing games online/ interactively	509	49	60	49	43	44	62	58	22	56	429	80	322	186	271	237
	22%	16%	19%	25%	27%	22%	28%	31%	25%	22%	21%	25%	22%	22%	21%	22%
			a	a	a		ab	abi	a							
		10%	12%	10%	8%	9%	12%	11%	4%	11%	84%	16%	63%	37%	53%	47%
Making voice calls using a VoIP service e.g. Skype	427	180	29	25	21	20	51	33	7	22	377	49	312	113	173	254
	18%	57%	9%	12%	13%	10%	23%	17%	8%	9%	19%	16%	21%	14%	14%	24%
		bcdefghi					bcdehi	bhi					m			n
		42%	7%	6%	5%	5%	12%	8%	2%	5%	88%	12%	73%	27%	40%	60%
Downloading music files	424	94	43	31	22	25	64	45	12	32	367	57	306	115	197	227
	18%	30%	13%	16%	14%	13%	29%	24%	13%	12%	18%	18%	21%	14%	15%	21%
		bcdehi					bcdehi	bcdehi					m			n
		22%	10%	7%	5%	6%	15%	11%	3%	8%	87%	13%	72%	27%	46%	54%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QE22 (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		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	3100	233	221	216	208	204	213	202	193	209	2267	833	1771	1322	1514	1586
Effective Weighted Sample	2126	208	209	207	195	189	202	188	179	193	1765	389	1237	920	1056	1097
Total	2332	319	321	200	161	197	221	188	89	259	2014	317	1488	837	1275	1057
		14%	14%	9%	7%	8%	9%	8%	4%	11%	86%	14%	64%	36%	55%	45%
To find information on health related issues	400	57	62	31	26	17	61	38	14	40	346	54	270	129	225	175
	17%	18%	19%	15%	16%	9%	28%	20%	15%	15%	17%	17%	18%	15%	18%	17%
		e	e	e	e		acdehi	e	e	e						
		14%	16%	8%	6%	4%	15%	9%	3%	10%	87%	13%	68%	32%	56%	44%
Uploading/ adding content to the internet e.g. photos, videos, blog posts	367	75	37	30	22	20	49	29	13	47	319	48	270	96	167	200
	16%	23%	11%	15%	13%	10%	22%	16%	14%	18%	16%	15%	18%	12%	13%	19%
		bcd					bde			e			m			n
		20%	10%	8%	6%	5%	13%	8%	3%	13%	87%	13%	73%	26%	46%	54%
Finding/ downloading information for school/ college/ university/ homework	358	62	54	26	23	24	43	33	12	39	312	46	210	146	185	173
	15%	19%	17%	13%	14%	12%	20%	18%	13%	15%	15%	15%	14%	17%	14%	16%
		e					e						l			
		17%	15%	7%	6%	7%	12%	9%	3%	11%	87%	13%	59%	41%	52%	48%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	310	45	36	26	21	22	56	37	8	32	262	48	217	90	173	137
	13%	14%	11%	13%	13%	11%	25%	19%	9%	12%	13%	15%	15%	11%	14%	13%
							abcdehi	beh					m			
		15%	12%	9%	7%	7%	18%	12%	3%	10%	84%	16%	70%	29%	56%	44%
Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o																

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QE22 (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		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	3100	233	221	216	208	204	213	202	193	209	2267	833	1771	1322	1514	1586
Effective Weighted Sample	2126	208	209	207	195	189	202	188	179	193	1765	389	1237	920	1056	1097
Total	2332	319	321	200	161	197	221	188	89	259	2014	317	1488	837	1275	1057
		14%	14%	9%	7%	8%	9%	8%	4%	11%	86%	14%	64%	36%	55%	45%
Using Twitter (browsing/ reading site)	309	53	34	21	21	16	36	28	10	40	274	35	220	89	156	153
	13%	17%	11%	11%	13%	8%	16%	15%	12%	15%	14%	11%	15%	11%	12%	14%
		e					e	e		e			m			
		17%	11%	7%	7%	5%	12%	9%	3%	13%	89%	11%	71%	29%	51%	49%
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	292	34	41	41	17	17	44	27	10	28	240	52	221	70	159	133
	13%	11%	13%	21%	11%	9%	20%	14%	11%	11%	12%	16%	15%	8%	12%	13%
			abdehi				adehi					j	m			
		12%	14%	14%	6%	6%	15%	9%	3%	10%	82%	18%	76%	24%	55%	45%
Listening to radio	283	40	42	23	21	14	54	27	9	23	229	54	200	83	171	112
	12%	13%	13%	12%	13%	7%	24%	14%	11%	9%	11%	17%	13%	10%	13%	11%
						abcdeghi	e					j	m		o	
		14%	15%	8%	7%	5%	19%	10%	3%	8%	81%	19%	71%	29%	61%	39%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QE22 (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		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	3100	233	221	216	208	204	213	202	193	209	2267	833	1771	1322	1514	1586
Effective Weighted Sample	2126	208	209	207	195	189	202	188	179	193	1765	389	1237	920	1056	1097
Total	2332	319	321	200	161	197	221	188	89	259	2014	317	1488	837	1275	1057
		14%	14%	9%	7%	8%	9%	8%	4%	11%	86%	14%	64%	36%	55%	45%
Watching other free professional TV programmes or video channels online (e.g. on official YouTube channels such as Channel 4, Jamie Oliver's Foodtube) or on other sites (e.g. South Park Studios)	265 11%	72 22% bdeghi	22 7% 7%	34 17% bdeghi	12 8% 5%	12 6% 4%	33 15% bdeh	21 11% 8%	6 7% 2%	26 10% 10%	230 11% 87%	35 11% 13%	201 13% 76%	64 8% 24%	129 10% 49%	136 13% 51%
Watching live TV on the internet at the same time as it's broadcast (e.g. via BBC iPlayer, Sky Go, Virgin TV Anywhere)	261 11%	41 13% e	35 11% 13%	27 14% e	14 9% 5%	12 6% 5%	40 18% bdeh	28 15% eh	7 8% 3%	30 11% 11%	228 11% 87%	33 10% 13%	199 13% 76%	61 7% 24%	149 12% 57%	112 11% 43%
Trading/ auctions	258 11%	35 11%	30 9%	28 14%	17 10%	18 9%	36 16% bei	33 17% bdei	11 13%	22 9%	218 11% 84%	41 13% 16%	195 13% 75%	62 7% 24%	144 11% 56%	115 11% 44%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QE22 (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		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	3100	233	221	216	208	204	213	202	193	209	2267	833	1771	1322	1514	1586
Effective Weighted Sample	2126	208	209	207	195	189	202	188	179	193	1765	389	1237	920	1056	1097
Total	2332	319	321	200	161	197	221	188	89	259	2014	317	1488	837	1275	1057
		14%	14%	9%	7%	8%	9%	8%	4%	11%	86%	14%	64%	36%	55%	45%
Watching purchased TV programmes/ films online or downloads via 'pay per view' services (e.g. iTunes, Google Play, Blinkbox) or through a standalone subscription service (e.g. Netflix, Amazon Prime Instant)	215	13	18	21	5	20	37	28	10	28	181	33	160	53	101	113
	9%	4%	6%	10%	3%	10%	17%	15%	11%	11%	9%	11%	11%	6%	8%	11%
		6%	8%	10%	2%	9%	17%	13%	5%	13%	84%	16%	75%	25%	47%	53%
Streamed audio services (free) e.g. Spotify (free) or Deezer (free)	202	30	25	22	11	7	31	15	8	23	174	29	157	45	100	102
	9%	9%	8%	11%	7%	3%	14%	8%	9%	9%	9%	9%	11%	5%	8%	10%
		e	12%	11%	5%	3%	bde	7%	e	e	86%	14%	m	78%	22%	50%
		15%					15%		4%	11%						50%
Using Twitter (account holder, posting on site)	200	32	13	14	13	13	29	18	5	30	174	26	135	66	94	107
	9%	10%	4%	7%	8%	7%	13%	10%	6%	12%	9%	8%	9%	8%	7%	10%
		b					bceh	b		bh						n
		16%	7%	7%	7%	7%	15%	9%	3%	15%	87%	13%	67%	33%	47%	53%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QE22 (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

	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	3100	233	221	216	208	204	213	202	193	209	2267	833	1771	1322	1514	1586
Effective Weighted Sample	2126	208	209	207	195	189	202	188	179	193	1765	389	1237	920	1056	1097
Total	2332	319	321	200	161	197	221	188	89	259	2014	317	1488	837	1275	1057
		14%	14%	9%	7%	8%	9%	8%	4%	11%	86%	14%	64%	36%	55%	45%
Communicating via chat rooms e.g. virtual assistance on a website, chatting on online dating sites	132	40	9	5	9	12	22	8	4	11	111	21	95	37	62	70
	6%	12%	3%	2%	5%	6%	10%	4%	4%	4%	6%	7%	6%	4%	5%	7%
		bcdgghi					bcdgghi						m			
		30%	7%	4%	7%	9%	17%	6%	3%	9%	84%	16%	72%	28%	47%	53%
Remotely control TV services at home such as Sky+ or Tivo using an online device	94	11	4	8	8	9	15	10	3	11	81	13	73	21	57	37
	4%	4%	1%	4%	5%	4%	7%	5%	3%	4%	4%	4%	5%	2%	4%	3%
					b	b	b	b					m			
		12%	4%	8%	9%	9%	16%	11%	3%	11%	87%	13%	78%	22%	61%	39%
Streamed audio services (subscription) e.g. Spotify Premium or Deezer Premium	91	10	7	14	9	5	15	8	3	8	75	15	73	18	53	38
	4%	3%	2%	7%	6%	3%	7%	4%	3%	3%	4%	5%	5%	2%	4%	4%
				be			b						m			
		11%	7%	15%	10%	6%	16%	8%	3%	8%	83%	17%	81%	19%	58%	42%
Real time gambling	59	8	6	7	3	4	10	3	2	3	54	5	46	13	26	33
	3%	2%	2%	3%	2%	2%	5%	2%	2%	1%	3%	2%	3%	2%	2%	3%
					i								m			
		13%	10%	11%	5%	6%	17%	6%	3%	5%	92%	8%	78%	22%	43%	57%
Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o																

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QE22 (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		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
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																
Unweighted total	3100	233	221	216	208	204	213	202	193	209	2267	833	1771	1322	1514	1586
Effective Weighted Sample	2126	208	209	207	195	189	202	188	179	193	1765	389	1237	920	1056	1097
Total	2332	319	321	200	161	197	221	188	89	259	2014	317	1488	837	1275	1057
		14%	14%	9%	7%	8%	9%	8%	4%	11%	86%	14%	64%	36%	55%	45%
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	43	13	2	4	2	4	9	1	1	5	34	10	37	7	23	21
	2%	4%	*%	2%	2%	2%	4%	1%	1%	2%	2%	3%	2%	1%	2%	2%
		bg					bg						m			
		29%	3%	8%	6%	9%	20%	3%	2%	11%	78%	22%	85%	15%	53%	47%
Other	12	-	1	1	1	1	-	-	*	1	9	3	4	8	7	5
	1%	-%	*%	*%	1%	1%	-%	-%	*%	1%	*%	1%	*%	1%	1%	*%
		-%	7%	7%	11%	10%	-%	-%	2%	12%	77%	23%	31%	69%	55%	45%
USE SOCIAL NETWORKING SITES	1187	180	155	102	66	78	135	104	51	135	1033	154	829	354	594	593
	51%	57%	48%	51%	41%	40%	61%	55%	57%	52%	51%	49%	56%	42%	47%	56%
		de		de			bcde	de	de	de			m			n
		15%	13%	9%	6%	7%	11%	9%	4%	11%	87%	13%	70%	30%	50%	50%
TV/ VIDEO VIEWING	987	217	110	91	54	62	109	102	29	94	858	129	689	294	477	510
	42%	68%	34%	45%	34%	31%	49%	54%	33%	36%	43%	41%	46%	35%	37%	48%
		bcdefghi		bdeh			bdehi	bdehi					m			n
		22%	11%	9%	5%	6%	11%	10%	3%	10%	87%	13%	70%	30%	48%	52%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QE22 (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		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	3100	233	221	216	208	204	213	202	193	209	2267	833	1771	1322	1514	1586
Effective Weighted Sample	2126	208	209	207	195	189	202	188	179	193	1765	389	1237	920	1056	1097
Total	2332	319	321	200	161	197	221	188	89	259	2014	317	1488	837	1275	1057
		14%	14%	9%	7%	8%	9%	8%	4%	11%	86%	14%	64%	36%	55%	45%
USE TWITTER	332	63	36	24	21	17	38	29	11	42	294	38	237	95	167	166
	14%	20%	11%	12%	13%	9%	17%	16%	12%	16%	15%	12%	16%	11%	13%	16%
		bceh					e	e		e			m			
		19%	11%	7%	6%	5%	11%	9%	3%	13%	88%	12%	71%	29%	50%	50%
STREAMED AUDIO SERVICES	228	32	25	25	15	10	33	18	8	23	196	31	178	50	118	110
	10%	10%	8%	13%	9%	5%	15%	10%	9%	9%	10%	10%	12%	6%	9%	10%
				e			be						m			
		14%	11%	11%	7%	4%	14%	8%	4%	10%	86%	14%	78%	22%	52%	48%
None of these	84	10	9	6	11	5	7	6	3	13	78	6	39	45	46	39
	4%	3%	3%	3%	7%	3%	3%	3%	3%	5%	4%	2%	3%	5%	4%	4%
											k		l			
		12%	11%	7%	13%	6%	8%	7%	4%	16%	93%	7%	46%	53%	54%	46%
Don't know	2	-	-	-	-	1	-	-	1	-	2	-	1	1	1	1
	*%	-%	-%	-%	-%	*%	-%	-%	1%	-%	*%	-%	*%	*%	*%	*%
		-%	-%	-%	-%	40%	-%	-%	23%	-%	100%	-%	60%	40%	40%	60%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QE23 (QENEW11) SHOWCARD What was the advertised speed of your fixed broadband home internet connection when you took up your service? (SINGLE CODE)**

Base : Those in a household with fixed broadband

	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	2774	1323	1451	410	474	999	891	262	271	385	590	712	899	589	572	1701	357	363	353
Effective Weighted Sample	1919	921	999	276	317	696	638	190	183	276	444	522	617	412	387	1477	231	227	269
Total	2107	1029	1078	300	366	804	637	166	183	303	557	643	587	462	414	1766	183	102	57
		49%	51%	14%	17%	38%	30%	8%	9%	14%	26%	31%	28%	22%	20%	84%	9%	5%	3%
Up to 512kb	6	4	2	1	*	3	2	-	2	-	2	2	1	1	2	6	*	-	-
	*%	*%	*%	*%	*%	*%	*%	-%	1%	-%	*%	*%	*%	*%	*%	*%	*%	-%	-%
		63%	37%	12%	2%	45%	41%	-%	43%	-%	35%	35%	14%	24%	27%	98%	2%	-%	-%
Up to 1MB	8	2	6	2	4	2	*	2	1	2	2	1	1	3	4	6	1	1	-
	*%	*%	1%	1%	1%	*%	*%	1%	1%	1%	*%	*%	*%	1%	1%	*%	1%	1%	-%
		29%	71%	24%	53%	22%	1%	22%	18%	20%	20%	14%	8%	36%	42%	75%	13%	12%	-%
Up to 2MB	18	10	8	*	4	6	8	*	2	1	5	9	2	4	2	16	*	1	-
	1%	1%	1%	*%	1%	1%	1%	*%	1%	*%	1%	1%	*%	1%	1%	1%	*%	1%	-%
		56%	44%	1%	22%	34%	43%	2%	10%	6%	28%	52%	12%	24%	13%	89%	3%	8%	-%
Up to 4MB	22	13	9	-	5	5	12	2	2	4	8	9	6	5	2	18	1	2	1
	1%	1%	1%	-%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	2%	1%
		61%	39%	-%	23%	23%	54%	8%	10%	20%	37%	40%	29%	22%	9%	84%	4%	8%	3%
Up to 8MB	53	34	19	4	15	18	16	4	5	9	19	18	19	7	8	44	6	1	1
	3%	3%	2%	1%	4%	2%	3%	2%	2%	3%	3%	3%	3%	2%	2%	3%	3%	1%	1%
		b			c														
		65%	35%	7%	28%	34%	30%	7%	9%	17%	35%	35%	36%	14%	15%	84%	12%	3%	1%
Up to 10MB	59	44	15	14	10	23	12	4	2	7	24	22	12	15	9	53	3	3	-
	3%	4%	1%	5%	3%	3%	2%	3%	1%	2%	4%	3%	2%	3%	2%	3%	1%	3%	-%
		b		f							h					r		r	
		75%	25%	24%	17%	39%	20%	7%	3%	12%	41%	38%	20%	26%	16%	91%	4%	5%	-%
Up to 16MB	47	27	19	5	13	20	10	5	4	7	18	15	16	11	4	42	2	3	*
	2%	3%	2%	2%	3%	2%	2%	3%	2%	2%	3%	2%	3%	2%	1%	2%	1%	3%	*%
		58%	42%	11%	27%	42%	21%	11%	8%	16%	39%	33%	35%	24%	8%	90%	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 TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QE23 (QENEW11) SHOWCARD What was the advertised speed of your fixed broadband home internet connection when you took up your service? (SINGLE CODE)**

Base : Those in a household with fixed broadband

	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	2774	1323	1451	410	474	999	891	262	271	385	590	712	899	589	572	1701	357	363	353
Effective Weighted Sample	1919	921	999	276	317	696	638	190	183	276	444	522	617	412	387	1477	231	227	269
Total	2107	1029	1078	300	366	804	637	166	183	303	557	643	587	462	414	1766	183	102	57
		49%	51%	14%	17%	38%	30%	8%	9%	14%	26%	31%	28%	22%	20%	84%	9%	5%	3%
Up to 20MB	84	55	29	9	15	36	23	3	5	12	25	39	17	17	11	69	8	7	1
	4%	5%	3%	3%	4%	5%	4%	2%	3%	4%	5%	6%	3%	4%	3%	4%	4%	6%	2%
		b										ln					r		
		65%	35%	11%	18%	43%	28%	3%	6%	14%	30%	46%	20%	20%	14%	81%	10%	8%	1%
Up to 30MB	41	27	14	10	9	14	8	4	3	2	19	12	17	8	4	30	7	2	1
	2%	3%	1%	3%	2%	2%	1%	2%	2%	1%	3%	2%	3%	2%	1%	2%	4%	2%	2%
		b									i		n				o		
		65%	35%	23%	22%	34%	20%	10%	8%	5%	46%	30%	42%	20%	9%	74%	18%	5%	3%
Up to 40MB	56	32	25	9	10	22	16	2	3	8	17	21	13	16	7	50	1	3	2
	3%	3%	2%	3%	3%	3%	2%	1%	2%	3%	3%	3%	2%	3%	2%	3%	1%	3%	4%
																p			p
		56%	44%	15%	18%	39%	28%	4%	5%	15%	30%	38%	22%	28%	12%	89%	2%	5%	4%
Up to 50MB	72	53	20	7	13	34	18	7	5	10	26	23	16	16	17	62	8	*	1
	3%	5%	2%	2%	4%	4%	3%	4%	3%	3%	5%	4%	3%	3%	4%	4%	5%	*%	3%
		b														q	q		q
		73%	27%	10%	18%	47%	25%	10%	7%	14%	37%	32%	23%	22%	23%	86%	11%	1%	2%
Up to 100MB	48	33	15	7	13	16	11	3	4	5	20	15	16	9	8	36	10	1	1
	2%	3%	1%	2%	4%	2%	2%	2%	2%	2%	4%	2%	3%	2%	2%	2%	5%	1%	2%
		b															oqr		
		68%	32%	15%	27%	34%	23%	6%	8%	11%	41%	31%	34%	18%	17%	75%	20%	3%	2%
Over 100MB	55	39	16	11	13	24	7	1	1	11	18	15	20	13	7	50	2	2	1
	3%	4%	1%	4%	3%	3%	1%	*%	1%	4%	3%	2%	3%	3%	2%	3%	1%	2%	3%
		b		f	f	f				gh	g								
		71%	29%	21%	23%	43%	13%	1%	2%	20%	33%	27%	35%	24%	14%	91%	3%	3%	3%
SUPERFAST BROADBAND (30MB AND ABOVE)	273	183	90	44	58	110	60	18	16	37	100	87	82	62	43	228	28	9	8
	13%	18%	8%	15%	16%	14%	9%	11%	9%	12%	18%	13%	14%	13%	10%	13%	15%	8%	14%
		b		f	f	f					ghi						q		
		67%	33%	16%	21%	40%	22%	6%	6%	13%	37%	32%	30%	23%	16%	84%	10%	3%	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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QE23 (QENEW11) SHOWCARD What was the advertised speed of your fixed broadband home internet connection when you took up your service? (SINGLE CODE)**

Base : Those in a household with fixed broadband

	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	2774	1323	1451	410	474	999	891	262	271	385	590	712	899	589	572	1701	357	363	353
Effective Weighted Sample	1919	921	999	276	317	696	638	190	183	276	444	522	617	412	387	1477	231	227	269
Total	2107	1029	1078	300	366	804	637	166	183	303	557	643	587	462	414	1766	183	102	57
		49%	51%	14%	17%	38%	30%	8%	9%	14%	26%	31%	28%	22%	20%	84%	9%	5%	3%
Don't know	1538	656	882	220	242	581	494	128	143	224	354	441	430	336	330	1283	134	75	46
		73%	64%	82%	73%	66%	72%	77%	78%	74%	64%	69%	73%	73%	80%	73%	73%	74%	82%
			a			d	de	j	j	j				klm					opq
		43%	57%	14%	16%	38%	32%	8%	9%	15%	23%	29%	28%	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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QE23 (QENEW11) SHOWCARD What was the advertised speed of your fixed broadband home internet connection when you took up your service? (SINGLE CODE)**

Base : Those in a household with fixed broadband

	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	2774	181	221	207	189	173	201	176	170	183	2008	766	1598	1168	1408	1366
Effective Weighted Sample	1919	163	209	199	178	162	191	165	158	169	1578	367	1116	826	994	945
Total	2107	252	320	192	147	170	208	169	80	227	1805	302	1336	763	1190	917
		12%	15%	9%	7%	8%	10%	8%	4%	11%	86%	14%	63%	36%	56%	44%
Up to 512kb	6 *%	- -%	- -%	1 *%	1 1%	- -%	3 1%	1 *%	* 1%	- -%	3 *%	3 1%	3 *%	3 *%	5 *%	1 *%
		-	-	16%	18%	-	44%	12%	8%	-	53%	47%	45%	55%	88%	12%
Up to 1MB	8 *%	- -%	- -%	- -%	2 1%	- -%	4 2%	- -%	1 1%	- -%	4 *%	5 2%	5 *%	4 *%	7 1%	1 *%
		-	-	-	22%	-	47%	-	6%	-	45%	55%	57%	43%	86%	14%
Up to 2MB	18 1%	2 1%	3 1%	2 1%	2 1%	2 1%	2 1%	2 1%	* *%	- -%	8 *%	10 3%	10 1%	6 1%	15 1%	3 *%
		14%	15%	11%	11%	11%	12%	13%	2%	-	44%	56%	58%	33%	85%	15%
Up to 4MB	22 1%	- -%	- -%	7 4%	2 1%	1 1%	4 2%	1 1%	2 3%	1 *%	13 1%	9 3%	12 1%	10 1%	13 1%	9 1%
		-	-	abi 32%	10%	4%	b 19%	6%	ab 10%	3%	61%	j 39%	53%	47%	61%	39%
Up to 8MB	53 3%	1 1%	12 4%	10 5%	4 3%	6 3%	3 1%	3 2%	1 1%	5 2%	39 2%	14 4%	38 3%	14 2%	34 3%	19 2%
		3%	22%	afh 19%	8%	11%	5%	6%	1%	10%	74%	j 26%	72%	26%	64%	36%
Up to 10MB	59 3%	12 5%	11 4%	4 2%	6 4%	6 4%	3 1%	4 3%	2 2%	5 2%	50 3%	9 3%	41 3%	18 2%	32 3%	27 3%
		20%	19%	6%	10%	11%	5%	7%	3%	9%	84%	16%	70%	30%	54%	46%
Up to 16MB	47 2%	9 4%	6 2%	5 3%	8 5%	2 1%	3 2%	8 5%	1 1%	- -%	44 2%	2 1%	37 3%	10 1%	28 2%	19 2%
		i 19%	i 12%	i 12%	ehi 17%	ehi 4%	ehi 7%	ehi 18%	ehi 1%	-	k 95%	k 5%	m 79%	m 21%	60%	40%
Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o																

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QE23 (QENEW11) SHOWCARD What was the advertised speed of your fixed broadband home internet connection when you took up your service? (SINGLE CODE)**

Base : Those in a household with fixed broadband

	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	2774	181	221	207	189	173	201	176	170	183	2008	766	1598	1168	1408	1366
Effective Weighted Sample	1919	163	209	199	178	162	191	165	158	169	1578	367	1116	826	994	945
Total	2107	252	320	192	147	170	208	169	80	227	1805	302	1336	763	1190	917
		12%	15%	9%	7%	8%	10%	8%	4%	11%	86%	14%	63%	36%	56%	44%
Up to 20MB	84	14	6	5	6	9	7	4	3	14	77	7	61	23	51	34
	4%	6%	2%	3%	4%	6%	4%	3%	4%	6%	4%	2%	5%	3%	4%	4%
		16%	7%	6%	7%	11%	9%	5%	4%	16%	91%	9%	72%	28%	60%	40%
Up to 30MB	41	5	8	3	4	2	6	2	-	1	33	8	27	14	26	15
	2%	2%	2%	2%	3%	1%	3%	1%	-%	1%	2%	3%	2%	2%	2%	2%
		11%	19%	8%	9%	5%	15%	5%	-%	1%	80%	20%	66%	34%	63%	37%
Up to 40MB	56	6	12	6	3	3	5	5	2	8	43	13	37	19	37	20
	3%	2%	4%	3%	2%	2%	2%	3%	3%	3%	2%	4%	3%	3%	3%	2%
		11%	22%	11%	5%	6%	8%	8%	4%	14%	77%	23%	66%	34%	65%	35%
Up to 50MB	72	9	17	3	2	5	4	10	4	8	67	6	48	24	39	34
	3%	4%	5%	2%	1%	3%	2%	6%	5%	4%	4%	2%	4%	3%	3%	4%
		13%	23%	4%	3%	7%	6%	14%	6%	11%	92%	8%	67%	33%	54%	46%
Up to 100MB	48	2	6	3	2	3	10	4	1	5	39	9	39	9	24	24
	2%	1%	2%	2%	1%	2%	5%	2%	2%	2%	2%	3%	3%	1%	2%	3%
		4%	13%	7%	4%	7%	20%	8%	3%	10%	82%	18%	82%	18%	49%	51%
Over 100MB	55	12	7	4	4	3	2	5	1	12	54	1	42	12	19	36
	3%	5%	2%	2%	3%	2%	1%	3%	1%	5%	3%	1%	3%	2%	2%	4%
		f	22%	12%	7%	8%	5%	4%	2%	22%	97%	3%	77%	22%	34%	66%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QE23 (QENEW11) SHOWCARD What was the advertised speed of your fixed broadband home internet connection when you took up your service? (SINGLE CODE)**

Base : Those in a household with fixed broadband

	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	2774	181	221	207	189	173	201	176	170	183	2008	766	1598	1168	1408	1366
Effective Weighted Sample	1919	163	209	199	178	162	191	165	158	169	1578	367	1116	826	994	945
Total	2107	252	320	192	147	170	208	169	80	227	1805	302	1336	763	1190	917
		12%	15%	9%	7%	8%	10%	8%	4%	11%	86%	14%	63%	36%	56%	44%
SUPERFAST BROADBAND (30MB AND ABOVE)	273	34	49	20	14	16	27	25	9	34	236	37	194	78	144	129
	13%	14%	15%	10%	10%	10%	13%	14%	11%	15%	13%	12%	15%	10%	12%	14%
		13%	18%	7%	5%	6%	10%	9%	3%	12%	87%	13%	71%	28%	53%	47%
Don't know	1538	179	234	138	102	127	152	120	62	169	1331	206	936	598	861	677
	73%	71%	73%	72%	69%	75%	73%	71%	77%	74%	74%	68%	70%	78%	72%	74%
		12%	15%	9%	7%	8%	10%	8%	4%	11%	87%	13%	61%	39%	56%	44%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QE24 (QE11A). SHOWCARD What is the actual speed of your fixed broadband home internet connection? (SINGLE CODE)**

Base : Those in a household with fixed broadband

	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	2774	1323	1451	410	474	999	891	262	271	385	590	712	899	589	572	1701	357	363	353
Effective Weighted Sample	1919	921	999	276	317	696	638	190	183	276	444	522	617	412	387	1477	231	227	269
Total	2107	1029	1078	300	366	804	637	166	183	303	557	643	587	462	414	1766	183	102	57
		49%	51%	14%	17%	38%	30%	8%	9%	14%	26%	31%	28%	22%	20%	84%	9%	5%	3%
512K	5	1	4	-	1	3	1	-	-	-	4	5	*	-	-	4	*	1	-
	1%	1%	4%	-	1%	3%	1%	-	-	-	1%	1%	1%	-	-	1%	1%	1%	-
		23%	77%	-	18%	64%	18%	-	-	-	75%	98%	2%	-	-	82%	2%	16%	-
750K	6	5	1	1	2	1	1	-	-	1	3	4	2	-	*	6	*	*	-
	1%	1%	1%	1%	1%	1%	1%	-	-	1%	1%	1%	1%	-	1%	1%	1%	1%	-
		78%	22%	20%	39%	22%	20%	-	-	22%	41%	69%	28%	-	3%	91%	3%	6%	-
1MB	13	9	4	*	2	6	5	*	2	3	5	3	3	4	4	10	2	2	-
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	-
		68%	32%	1%	14%	45%	40%	3%	14%	20%	37%	24%	21%	28%	27%	76%	12%	12%	-
1.5MB	9	7	2	1	-	5	3	2	*	-	4	6	1	1	1	7	1	1	-
	1%	1%	1%	1%	-	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	-
		76%	24%	13%	-	54%	33%	21%	1%	-	38%	66%	13%	11%	10%	76%	11%	13%	-
2MB	15	9	6	1	3	8	2	1	1	2	6	5	6	3	-	14	*	1	-
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	-
		58%	42%	10%	17%	57%	16%	5%	8%	14%	41%	36%	41%	23%	-	92%	2%	6%	-
3MB	12	9	3	1	1	4	5	1	*	3	2	6	1	4	1	11	*	*	*
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		72%	28%	10%	11%	34%	45%	12%	2%	27%	17%	48%	12%	32%	8%	92%	3%	2%	3%
4MB	36	25	11	2	8	10	16	1	1	9	14	16	10	7	2	30	2	3	1
	2%	2%	1%	1%	2%	1%	3%	1%	1%	3%	2%	2%	2%	2%	1%	2%	1%	3%	1%
		69%	31%	6%	21%	28%	45%	3%	3%	24%	38%	45%	29%	20%	6%	84%	7%	7%	2%
8MB	45	28	17	7	8	17	13	4	2	6	16	14	10	15	6	38	4	2	*
	2%	3%	2%	2%	2%	2%	2%	2%	1%	2%	3%	2%	2%	3%	1%	2%	2%	2%	1%
		62%	38%	15%	18%	37%	29%	9%	5%	14%	36%	32%	22%	33%	13%	84%	10%	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 TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QE24 (QE11A). SHOWCARD What is the actual speed of your fixed broadband home internet connection? (SINGLE CODE)**

Base : Those in a household with fixed broadband

	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	2774	1323	1451	410	474	999	891	262	271	385	590	712	899	589	572	1701	357	363	353
Effective Weighted Sample	1919	921	999	276	317	696	638	190	183	276	444	522	617	412	387	1477	231	227	269
Total	2107	1029	1078	300	366	804	637	166	183	303	557	643	587	462	414	1766	183	102	57
		49%	51%	14%	17%	38%	30%	8%	9%	14%	26%	31%	28%	22%	20%	84%	9%	5%	3%
10MB	51	32	20	9	11	13	17	4	3	5	18	22	10	10	9	46	4	1	1
	2%	3%	2%	3%	3%	2%	3%	2%	1%	2%	3%	3%	2%	2%	2%	3%	2%	1%	1%
		62%	38%	18%	21%	26%	34%	8%	5%	10%	36%	42%	20%	19%	18%	90%	8%	1%	1%
16MB	30	19	11	7	8	9	5	4	3	3	10	11	12	2	5	27	1	1	*
	1%	2%	1%	2%	2%	1%	1%	2%	2%	1%	2%	2%	2%	*%	1%	2%	*%	1%	*%
		63%	37%	23%	28%	31%	17%	13%	9%	11%	34%	37%	41%	6%	16%	91%	3%	5%	1%
20MB	56	44	12	9	13	21	13	4	5	8	19	26	11	15	4	48	3	5	*
	3%	4%	1%	3%	4%	3%	2%	2%	2%	3%	3%	4%	2%	3%	1%	3%	2%	5%	*%
		b										ln		n		r		r	
		79%	21%	16%	23%	38%	23%	7%	8%	15%	35%	46%	20%	26%	8%	86%	6%	8%	*%
24MB	37	19	18	1	10	17	8	2	1	3	18	14	11	9	3	32	2	2	*
	2%	2%	2%	*%	3%	2%	1%	1%	1%	1%	3%	2%	2%	2%	1%	2%	1%	2%	1%
		51%	49%	3%	27%	47%	23%	5%	3%	8%	49%	37%	29%	25%	9%	87%	7%	5%	1%
50MB	66	48	18	11	6	31	19	4	5	7	24	16	23	14	12	55	8	2	1
	3%	5%	2%	4%	2%	4%	3%	2%	3%	2%	4%	2%	4%	3%	3%	3%	4%	2%	2%
		b																	
		73%	27%	16%	9%	47%	28%	6%	8%	11%	36%	24%	35%	21%	19%	84%	11%	3%	2%
100MB	28	22	6	1	6	13	8	1	3	3	11	11	6	7	4	17	9	2	*
	1%	2%	1%	*%	2%	2%	1%	1%	2%	1%	2%	2%	1%	2%	1%	1%	5%	1%	1%
		b																	
		79%	21%	5%	20%	47%	28%	4%	11%	9%	38%	40%	20%	25%	14%	60%	33%	5%	1%
Over 100MB	46	32	14	9	8	21	8	1	4	8	16	15	15	9	7	39	5	2	1
	2%	3%	1%	3%	2%	3%	1%	*%	2%	3%	3%	2%	3%	2%	2%	2%	3%	1%	2%
		b																	
		69%	31%	20%	18%	46%	16%	2%	9%	18%	35%	33%	34%	19%	15%	84%	10%	3%	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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QE24 (QE11A). SHOWCARD What is the actual speed of your fixed broadband home internet connection? (SINGLE CODE)**

Base : Those in a household with fixed broadband

		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	2774	1323	1451	410	474	999	891	262	271	385	590	712	899	589	572	1701	357	363	353
Effective Weighted Sample	1919	921	999	276	317	696	638	190	183	276	444	522	617	412	387	1477	231	227	269
Total	2107	1029	1078	300	366	804	637	166	183	303	557	643	587	462	414	1766	183	102	57
		49%	51%	14%	17%	38%	30%	8%	9%	14%	26%	31%	28%	22%	20%	84%	9%	5%	3%
Other	55	35	20	8	10	19	18	2	5	13	16	21	17	12	5	50	1	3	1
	3%	3%	2%	3%	3%	2%	3%	1%	3%	4%	3%	3%	3%	3%	1%	3%	1%	3%	1%
		b														p		p	
		64%	36%	15%	17%	35%	33%	4%	9%	24%	28%	39%	30%	21%	10%	91%	2%	6%	1%
TOTAL 512K+	456	308	148	62	86	182	125	29	30	62	169	175	123	99	59	385	42	23	6
	22%	30%	14%	21%	24%	23%	20%	18%	17%	20%	30%	27%	21%	21%	14%	22%	23%	23%	10%
		b									ghi	lmn	n	n		r	r	r	
		68%	32%	14%	19%	40%	28%	6%	7%	14%	37%	38%	27%	22%	13%	84%	9%	5%	1%
TOTAL 2MB+	422	286	136	60	81	166	115	27	28	58	154	156	117	95	55	357	39	19	6
	20%	28%	13%	20%	22%	21%	18%	16%	15%	19%	28%	24%	20%	20%	13%	20%	22%	19%	10%
		b									ghi	n	n	n		r	r	r	
		68%	32%	14%	19%	39%	27%	6%	7%	14%	37%	37%	28%	22%	13%	85%	9%	5%	1%
Don't know	1596	685	911	229	270	603	493	134	148	228	372	447	447	351	350	1331	140	75	50
	76%	67%	84%	76%	74%	75%	77%	81%	81%	75%	67%	69%	76%	76%	84%	75%	76%	74%	89%
			a					j	j	j			k	k	klm				opq
		43%	57%	14%	17%	38%	31%	8%	9%	14%	23%	28%	28%	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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QE24 (QE11A). SHOWCARD What is the actual speed of your fixed broadband home internet connection? (SINGLE CODE)**

Base : Those in a household with fixed broadband

	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	2774	181	221	207	189	173	201	176	170	183	2008	766	1598	1168	1408	1366
Effective Weighted Sample	1919	163	209	199	178	162	191	165	158	169	1578	367	1116	826	994	945
Total	2107	252	320	192	147	170	208	169	80	227	1805	302	1336	763	1190	917
		12%	15%	9%	7%	8%	10%	8%	4%	11%	86%	14%	63%	36%	56%	44%
512K	5	-	-	1	1	-	1	1	-	-	3	2	4	1	5	-
	*%	-%	-%	1%	1%	-%	*%	1%	-%	-%	*%	1%	*%	*%	*%	-%
		-%	-%	23%	19%	-%	18%	22%	-%	-%	56%	44%	79%	21%	100%	-%
750K	6	2	-	-	-	-	-	2	-	1	5	1	4	2	6	*
	*%	1%	-%	-%	-%	-%	-%	1%	-%	1%	*%	*%	*%	*%	1%	*%
		39%	-%	-%	-%	-%	-%	31%	-%	22%	84%	16%	69%	31%	94%	6%
1MB	13	-	-	-	1	-	3	2	*	3	7	6	10	3	9	4
	1%	-%	-%	-%	1%	-%	2%	1%	*%	1%	*%	2%	1%	*%	1%	*%
		-%	-%	-%	8%	-%	26%	17%	3%	22%	50%	50%	80%	20%	70%	30%
1.5MB	9	-	1	3	1	1	-	-	-	1	4	5	6	4	7	2
	*%	-%	*%	2%	*%	1%	-%	-%	-%	*%	*%	2%	*%	*%	1%	*%
		-%	13%	31%	8%	14%	-%	-%	-%	11%	47%	53%	60%	40%	78%	22%
2MB	15	1	2	4	1	1	1	2	-	2	12	2	10	3	10	5
	1%	1%	*%	2%	*%	1%	*%	1%	-%	1%	1%	1%	1%	*%	1%	1%
		10%	10%	26%	4%	7%	5%	14%	-%	16%	83%	17%	70%	20%	65%	35%
3MB	12	-	1	3	1	1	3	2	*	-	7	5	4	8	10	2
	1%	-%	*%	1%	1%	1%	1%	1%	1%	-%	*%	2%	*%	1%	1%	*%
		-%	12%	22%	12%	7%	22%	13%	4%	-%	58%	42%	29%	71%	81%	19%
4MB	36	5	5	8	1	6	2	4	-	-	24	12	26	10	22	14
	2%	2%	2%	4%	*%	4%	1%	2%	-%	-%	1%	4%	2%	1%	2%	1%
		14%	14%	dfhi	2%	dfhi	4%	10%	-%	-%	66%	j	73%	27%	62%	38%
Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o																

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QE24 (QE11A). SHOWCARD What is the actual speed of your fixed broadband home internet connection? (SINGLE CODE)**

Base : Those in a household with fixed broadband

	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	2774	181	221	207	189	173	201	176	170	183	2008	766	1598	1168	1408	1366
Effective Weighted Sample	1919	163	209	199	178	162	191	165	158	169	1578	367	1116	826	994	945
Total	2107	252	320	192	147	170	208	169	80	227	1805	302	1336	763	1190	917
		12%	15%	9%	7%	8%	10%	8%	4%	11%	86%	14%	63%	36%	56%	44%
8MB	45	8	8	4	5	4	4	2	1	2	35	9	28	16	28	17
	2%	3%	3%	2%	3%	2%	2%	1%	1%	1%	2%	3%	2%	2%	2%	2%
		17%	18%	9%	10%	9%	9%	5%	2%	4%	79%	21%	63%	35%	61%	39%
10MB	51	7	5	6	7	8	3	3	1	5	43	8	37	14	28	23
	2%	3%	2%	3%	5%	5%	2%	2%	1%	2%	2%	3%	3%	2%	2%	3%
					h	h										
		14%	10%	11%	14%	16%	7%	7%	1%	10%	84%	16%	72%	28%	54%	46%
16MB	30	4	4	4	5	2	2	4	2	2	29	1	23	7	18	12
	1%	2%	1%	2%	3%	1%	1%	2%	2%	1%	2%	1%	2%	1%	2%	1%
		14%	12%	12%	15%	6%	7%	13%	5%	6%	96%	4%	75%	25%	60%	40%
20MB	56	13	4	7	5	2	8	2	3	4	50	6	45	10	31	25
	3%	5%	1%	4%	4%	1%	4%	1%	4%	2%	3%	2%	3%	1%	3%	3%
		bg											m			
		23%	7%	12%	9%	4%	14%	3%	6%	7%	89%	11%	81%	19%	56%	44%
24MB	37	4	6	3	2	2	10	1	1	3	26	11	26	11	26	11
	2%	2%	2%	2%	1%	1%	5%	1%	1%	1%	1%	4%	2%	1%	2%	1%
					gh											
		11%	17%	9%	6%	6%	26%	2%	2%	8%	70%	30%	69%	31%	69%	31%
50MB	66	1	15	6	2	6	7	4	5	9	59	7	44	21	36	30
	3%	1%	5%	3%	1%	4%	3%	2%	6%	4%	3%	2%	3%	3%	3%	3%
			a						ad	a						
		2%	23%	10%	3%	9%	10%	6%	7%	14%	90%	10%	68%	32%	54%	46%
100MB	28	2	4	-	1	-	2	4	2	2	26	2	23	5	9	19
	1%	1%	1%	-	1%	-	1%	2%	3%	1%	1%	1%	2%	1%	1%	2%
								ce	ce						n	
		7%	13%	-	5%	-	6%	14%	8%	8%	93%	7%	81%	19%	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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QE24 (QE11A). SHOWCARD What is the actual speed of your fixed broadband home internet connection? (SINGLE CODE)**

Base : Those in a household with fixed broadband

	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	2774	181	221	207	189	173	201	176	170	183	2008	766	1598	1168	1408	1366
Effective Weighted Sample	1919	163	209	199	178	162	191	165	158	169	1578	367	1116	826	994	945
Total	2107	252	320	192	147	170	208	169	80	227	1805	302	1336	763	1190	917
		12%	15%	9%	7%	8%	10%	8%	4%	11%	86%	14%	63%	36%	56%	44%
Over 100MB	46	9	7	3	2	2	3	3	1	8	43	4	34	11	21	26
	2%	4%	2%	1%	1%	1%	2%	2%	2%	4%	2%	1%	3%	1%	2%	3%
		19%	16%	6%	4%	4%	7%	7%	3%	17%	92%	8%	74%	24%	45%	55%
Other	55	-	4	6	5	3	6	12	1	14	43	12	37	19	40	15
	3%	-%	1%	3%	3%	2%	3%	7%	1%	6%	2%	4%	3%	2%	3%	2%
			a	a	a	a	abeh	abh							o	
		-%	7%	10%	8%	6%	12%	23%	1%	24%	79%	21%	66%	34%	73%	27%
TOTAL 512K+	456	57	62	52	34	36	48	36	16	42	373	83	325	127	265	191
	22%	23%	19%	27%	23%	21%	23%	21%	20%	19%	21%	28%	24%	17%	22%	21%
			13%	14%	11%	8%	8%	8%	4%	9%	82%	18%	71%	28%	58%	42%
TOTAL 2MB+	422	55	61	48	32	35	44	30	16	37	354	68	301	118	237	184
	20%	22%	19%	25%	21%	20%	21%	18%	20%	16%	20%	23%	22%	15%	20%	20%
			i	i	i	i	i	i					m	m		
			13%	14%	11%	7%	8%	10%	4%	9%	84%	16%	71%	28%	56%	44%
Don't know	1596	195	254	135	108	130	153	121	63	171	1389	207	975	617	884	711
	76%	77%	79%	70%	73%	77%	74%	72%	79%	75%	77%	69%	73%	81%	74%	78%
			c	c	c	c	c	c			k			l		
		12%	16%	8%	7%	8%	10%	8%	4%	11%	87%	13%	61%	39%	55%	45%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 79**

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

**QE25 (QE11C). Do you know how to find out what speeds you are getting on your computer at home? (SINGLE CODE)**

Base : Those who use broadband to connect to the internet 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	2840	1359	1481	433	490	1015	902	282	278	396	596	716	922	607	593	1745	364	370	361
Effective Weighted Sample	1962	946	1017	289	328	706	647	203	188	285	449	524	631	425	400	1512	235	230	275
Total	2157	1057	1100	313	380	817	647	176	190	313	565	648	602	475	431	1810	185	104	58
		49%	51%	15%	18%	38%	30%	8%	9%	15%	26%	30%	28%	22%	20%	84%	9%	5%	3%
Yes	753	478	274	117	146	287	203	48	46	112	251	268	221	153	111	640	55	47	11
	35%	45%	25%	37%	39%	35%	31%	27%	24%	36%	44%	41%	37%	32%	26%	35%	30%	45%	19%
		b			f					gh	ghi	mn	n	n		r	r	opr	
		64%	36%	16%	19%	38%	27%	6%	6%	15%	33%	36%	29%	20%	15%	85%	7%	6%	1%
No	1131	456	675	161	197	420	353	104	119	170	286	317	312	252	249	959	88	51	34
	52%	43%	61%	52%	52%	51%	55%	59%	63%	54%	51%	49%	52%	53%	58%	53%	47%	49%	59%
			a						j						k				pq
		40%	60%	14%	17%	37%	31%	9%	11%	15%	25%	28%	28%	22%	22%	85%	8%	4%	3%
Don't know	273	123	150	35	36	110	91	24	24	31	28	63	69	70	70	211	42	7	13
	13%	12%	14%	11%	10%	14%	14%	14%	13%	10%	5%	10%	12%	15%	16%	12%	23%	7%	23%
			d					j	j	j				k	kl	q	oq		oq
		45%	55%	13%	13%	40%	33%	9%	9%	11%	10%	23%	25%	25%	26%	77%	16%	3%	5%

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 - H1 2016. 4th January to 29th February 2016.**

**Table 79**

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

**QE25 (QE11C). Do you know how to find out what speeds you are getting on your computer at home? (SINGLE CODE)**

Base : Those who use broadband to connect to the internet 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	2840	184	224	212	192	175	202	186	174	196	2060	780	1635	1197	1435	1405
Effective Weighted Sample	1962	166	212	203	181	163	192	174	162	180	1617	372	1143	843	1012	973
Total	2157	258	325	197	149	171	209	176	82	242	1851	305	1370	779	1216	940
		12%	15%	9%	7%	8%	10%	8%	4%	11%	86%	14%	64%	36%	56%	44%
Yes	753	66	104	78	49	57	100	66	32	88	627	126	520	229	434	319
	35%	26%	32%	40%	33%	34%	48%	37%	39%	36%	34%	41%	38%	29%	36%	34%
		9%	14%	10%	7%	8%	abdegi	a	a	a	j	j	m		58%	42%
No	1131	172	185	106	73	79	99	84	39	121	989	142	696	433	621	510
	52%	67%	57%	54%	49%	46%	47%	48%	48%	50%	53%	47%	51%	56%	51%	54%
		bcdefghi	e		6%	7%	9%	7%	3%	11%	k	k	l		55%	45%
Don't know	273	20	37	13	27	35	10	26	11	32	236	37	153	118	161	112
	13%	8%	11%	7%	18%	20%	5%	15%	13%	13%	13%	12%	11%	15%	13%	12%
		f			abcf	abcf		acf	cf	cf			l			
		7%	13%	5%	10%	13%	4%	10%	4%	12%	86%	14%	56%	43%	59%	41%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QE26A (QE8AA). SHOWCARD Thinking about your mobile broadband internet service, please use this card to say how satisfied you are with your main supplier for... The overall service provided by MAIN PROVIDER? (SINGLE CODE)**

Base : Those in a household with mobile broadband

		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	142	75	67	37	33	44	28	26	12	18	34	31	49	34	28	92	17	20	13
Effective Weighted Sample	96	51	45	23	23	32	21	19	8	14	26	25	33	22	20	78	12	10	10
Total	118	63	55	23	29	45	21	14	10	16	38	39	32	24	22	103	7	5	2
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base for %	110	60	50	21	28	42	19	13	10	15	34	35	31	22	22	95	7	5	2
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Very satisfied	39	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	36%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Fairly satisfied	57	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	52%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTAL SATISFIED	96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	87%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Neither	7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Fairly dissatisfied	3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Very dissatisfied	3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTAL DISSATISFIED	7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QE26A (QE8AA). SHOWCARD Thinking about your mobile broadband internet service, please use this card to say how satisfied you are with your main supplier for... The overall service provided by MAIN PROVIDER? (SINGLE CODE)**

Base : Those in a household with mobile broadband

		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	142	75	67	37	33	44	28	26	12	18	34	31	49	34	28	92	17	20	13
Effective Weighted Sample	96	51	45	23	23	32	21	19	8	14	26	25	33	22	20	78	12	10	10
Total	118	63	55	23	29	45	21	14	10	16	38	39	32	24	22	103	7	5	2
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	8	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QE26A (QE8AA). SHOWCARD Thinking about your mobile broadband internet service, please use this card to say how satisfied you are with your main supplier for... The overall service provided by MAIN PROVIDER? (SINGLE CODE)**

Base : Those in a household with mobile broadband

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		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	YES ~l	NO ~m	LOW ~n	MEDIUM/ HIGH ~o
Significance Level: 95%																
Unweighted total	142	8	7	14	8	7	6	10	7	25	103	39	88	53	73	69
Effective Weighted Sample	96	8	7	13	8	6	6	9	7	22	81	17	65	34	48	51
Total	118	14	12	14	7	7	7	7	3	32	104	14	87	30	68	50
		**	**	**	**	**	**	**	**	**	88%	**	**	**	**	**
Base for %	110	14	10	12	7	5	5	7	3	32	97	13	82	28	60	49
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Very satisfied	39	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	36%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Fairly satisfied	57	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	52%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTAL SATISFIED	96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	87%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Neither	7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Fairly dissatisfied	3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Very dissatisfied	3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTAL DISSATISFIED	7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QE26A (QE8AA). SHOWCARD Thinking about your mobile broadband internet service, please use this card to say how satisfied you are with your main supplier for... The overall service provided by MAIN PROVIDER? (SINGLE CODE)**

Base : Those in a household with mobile broadband

	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	142	8	7	14	8	7	6	10	7	25	103	39	88	53	73	69
Effective Weighted Sample	96	8	7	13	8	6	6	9	7	22	81	17	65	34	48	51
Total	118	14	12	14	7	7	7	7	3	32	104	14	87	30	68	50
		**	**	**	**	**	**	**	**	**	88%	**	**	**	**	**
Don't know	8	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QE26B (QE8AB). SHOWCARD Thinking about your mobile broadband internet service, please use this card to say how satisfied you are with your main supplier for... The speed of your service while online (not just the connection)? (SINGLE CODE)**

Base : Those in a household with mobile broadband

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	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	142	75	67	37	33	44	28	26	12	18	34	31	49	34	28	92	17	20	13
Effective Weighted Sample	96	51	45	23	23	32	21	19	8	14	26	25	33	22	20	78	12	10	10
Total	118	63	55	23	29	45	21	14	10	16	38	39	32	24	22	103	7	5	2
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base for %	110	60	50	21	28	42	19	13	10	15	34	35	31	22	22	95	7	5	2
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Very satisfied	38	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
34%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Fairly satisfied	54	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
49%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTAL SATISFIED	91	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
83%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Neither	10	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
9%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Fairly dissatisfied	5	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Very dissatisfied	4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTAL DISSATISFIED	9	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
8%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QE26B (QE8AB). SHOWCARD Thinking about your mobile broadband internet service, please use this card to say how satisfied you are with your main supplier for... The speed of your service while online (not just the connection)? (SINGLE CODE)**

Base : Those in a household with mobile broadband

		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	142	75	67	37	33	44	28	26	12	18	34	31	49	34	28	92	17	20	13
Effective Weighted Sample	96	51	45	23	23	32	21	19	8	14	26	25	33	22	20	78	12	10	10
Total	118	63	55	23	29	45	21	14	10	16	38	39	32	24	22	103	7	5	2
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	8	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QE26B (QE8AB). SHOWCARD Thinking about your mobile broadband internet service, please use this card to say how satisfied you are with your main supplier for... The speed of your service while online (not just the connection)? (SINGLE CODE)**

Base : Those in a household with mobile broadband

	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	142	8	7	14	8	7	6	10	7	25	103	39	88	53	73	69
Effective Weighted Sample	96	8	7	13	8	6	6	9	7	22	81	17	65	34	48	51
Total	118	14	12	14	7	7	7	7	3	32	104	14	87	30	68	50
		**	**	**	**	**	**	**	**	**	88%	**	**	**	**	**
Base for %	110	14	10	12	7	5	5	7	3	32	97	13	82	28	60	49
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Very satisfied	38	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	34%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Fairly satisfied	54	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	49%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTAL SATISFIED	91	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	83%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Neither	10	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Fairly dissatisfied	5	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Very dissatisfied	4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTAL DISSATISFIED	9	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QE26B (QE8AB). SHOWCARD Thinking about your mobile broadband internet service, please use this card to say how satisfied you are with your main supplier for... The speed of your service while online (not just the connection)? (SINGLE CODE)**

Base : Those in a household with mobile broadband

	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	142	8	7	14	8	7	6	10	7	25	103	39	88	53	73	69
Effective Weighted Sample	96	8	7	13	8	6	6	9	7	22	81	17	65	34	48	51
Total	118	14	12	14	7	7	7	7	3	32	104	14	87	30	68	50
		**	**	**	**	**	**	**	**	**	88%	**	**	**	**	**
Don't know	8	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o																

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QE26C (QE8AC). SHOWCARD Thinking about your mobile broadband internet service, please use this card to say how satisfied you are with your main supplier for... The reliability of the service from MAIN PROVIDER? (SINGLE CODE)**

Base : Those in a household with mobile broadband

		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	142	75	67	37	33	44	28	26	12	18	34	31	49	34	28	92	17	20	13
Effective Weighted Sample	96	51	45	23	23	32	21	19	8	14	26	25	33	22	20	78	12	10	10
Total	118	63	55	23	29	45	21	14	10	16	38	39	32	24	22	103	7	5	2
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base for %	110	60	50	21	28	42	19	13	10	15	34	35	31	22	22	95	7	5	2
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Very satisfied	47	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	43%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Fairly satisfied	46	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	42%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTAL SATISFIED	93	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	85%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Neither	11	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Fairly dissatisfied	4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Very dissatisfied	2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTAL DISSATISFIED	6	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QE26C (QE8AC). SHOWCARD Thinking about your mobile broadband internet service, please use this card to say how satisfied you are with your main supplier for... The reliability of the service from MAIN PROVIDER? (SINGLE CODE)**

Base : Those in a household with mobile broadband

		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	142	75	67	37	33	44	28	26	12	18	34	31	49	34	28	92	17	20	13
Effective Weighted Sample	96	51	45	23	23	32	21	19	8	14	26	25	33	22	20	78	12	10	10
Total	118	63	55	23	29	45	21	14	10	16	38	39	32	24	22	103	7	5	2
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	8	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QE26C (QE8AC). SHOWCARD Thinking about your mobile broadband internet service, please use this card to say how satisfied you are with your main supplier for... The reliability of the service from MAIN PROVIDER? (SINGLE CODE)**

Base : Those in a household with mobile broadband

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		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	YES ~l	NO ~m	LOW ~n	MEDIUM/ HIGH ~o
Significance Level: 95%																
Unweighted total	142	8	7	14	8	7	6	10	7	25	103	39	88	53	73	69
Effective Weighted Sample	96	8	7	13	8	6	6	9	7	22	81	17	65	34	48	51
Total	118	14	12	14	7	7	7	7	3	32	104 88%	14	87	30	68	50
		**	**	**	**	**	**	**	**	**		**	**	**	**	**
Base for %	110	14	10	12	7	5	5	7	3	32	97	13	82	28	60	49
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Very satisfied	47	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	43%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Fairly satisfied	46	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	42%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTAL SATISFIED	93	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	85%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Neither	11	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Fairly dissatisfied	4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Very dissatisfied	2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTAL DISSATISFIED	6	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QE26C (QE8AC). SHOWCARD Thinking about your mobile broadband internet service, please use this card to say how satisfied you are with your main supplier for... The reliability of the service from MAIN PROVIDER? (SINGLE CODE)**

Base : Those in a household with mobile broadband

	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	142	8	7	14	8	7	6	10	7	25	103	39	88	53	73	69
Effective Weighted Sample	96	8	7	13	8	6	6	9	7	22	81	17	65	34	48	51
Total	118	14	12	14	7	7	7	7	3	32	104	14	87	30	68	50
		**	**	**	**	**	**	**	**	**	88%	**	**	**	**	**
Don't know	8	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o																

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QE27 (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 in a household with fixed broadband

	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	2774	1323	1451	410	474	999	891	262	271	385	590	712	899	589	572	1701	357	363	353
Effective Weighted Sample	1919	921	999	276	317	696	638	190	183	276	444	522	617	412	387	1477	231	227	269
Total	2107	1029	1078	300	366	804	637	166	183	303	557	643	587	462	414	1766	183	102	57
		49%	51%	14%	17%	38%	30%	8%	9%	14%	26%	31%	28%	22%	20%	84%	9%	5%	3%
A lot faster	108	57	51	12	29	42	26	14	12	11	35	32	28	26	23	84	14	6	5
	5%	6%	5%	4%	8%	5%	4%	9%	7%	4%	6%	5%	5%	6%	5%	5%	7%	6%	9%
					f			i											o
		53%	47%	11%	26%	39%	24%	13%	11%	10%	32%	30%	26%	24%	21%	77%	12%	6%	4%
A little faster	228	107	121	33	46	86	63	23	16	43	62	72	58	59	39	194	20	7	7
	11%	10%	11%	11%	12%	11%	10%	14%	9%	14%	11%	11%	10%	13%	9%	11%	11%	7%	13%
																q			q
		47%	53%	15%	20%	38%	28%	10%	7%	19%	27%	32%	25%	26%	17%	85%	9%	3%	3%
TOTAL FASTER	336	164	172	45	74	128	88	37	28	55	98	104	86	85	61	278	33	13	12
	16%	16%	16%	15%	20%	16%	14%	22%	15%	18%	18%	16%	15%	18%	15%	16%	18%	13%	21%
					f														oq
		49%	51%	13%	22%	38%	26%	11%	8%	16%	29%	31%	25%	25%	18%	83%	10%	4%	4%
About the same	1116	551	565	160	208	429	318	83	100	163	289	337	319	225	234	925	114	53	23
	53%	54%	52%	54%	57%	53%	50%	50%	55%	54%	52%	52%	54%	49%	57%	52%	63%	52%	41%
					f										m	r	oqr	r	
		49%	51%	14%	19%	38%	28%	7%	9%	15%	26%	30%	29%	20%	21%	83%	10%	5%	2%
A little slower	258	137	121	33	33	108	84	21	21	36	77	93	77	50	37	224	14	16	4
	12%	13%	11%	11%	9%	13%	13%	12%	12%	12%	14%	15%	13%	11%	9%	13%	7%	16%	7%
						d	d					n	n			pr		pr	
		53%	47%	13%	13%	42%	33%	8%	8%	14%	30%	36%	30%	20%	14%	87%	5%	6%	1%
A lot slower	147	70	77	15	21	61	51	5	12	18	51	53	38	33	22	125	10	10	3
	7%	7%	7%	5%	6%	8%	8%	3%	7%	6%	9%	8%	7%	7%	5%	7%	5%	10%	5%
											g							r	
		48%	52%	10%	14%	41%	34%	3%	8%	12%	34%	36%	26%	23%	15%	85%	7%	7%	2%
TOTAL SLOWER	405	207	198	48	54	169	135	26	34	54	128	147	115	84	59	349	23	27	6
	19%	20%	18%	16%	15%	21%	21%	15%	18%	18%	23%	23%	20%	18%	14%	20%	13%	26%	11%
						d	d				g	n	n			pr		opr	
		51%	49%	12%	13%	42%	33%	6%	8%	13%	32%	36%	28%	21%	15%	86%	6%	7%	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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QE27 (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 in a household with fixed broadband

	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	2774	1323	1451	410	474	999	891	262	271	385	590	712	899	589	572	1701	357	363	353
Effective Weighted Sample	1919	921	999	276	317	696	638	190	183	276	444	522	617	412	387	1477	231	227	269
Total	2107	1029	1078	300	366	804	637	166	183	303	557	643	587	462	414	1766	183	102	57
		49%	51%	14%	17%	38%	30%	8%	9%	14%	26%	31%	28%	22%	20%	84%	9%	5%	3%
Don't know	250	107	143	47	30	77	96	21	21	31	42	55	67	68	59	214	12	9	15
	12%	10%	13%	16%	8%	10%	15%	13%	12%	10%	8%	9%	11%	15%	14%	12%	7%	9%	26%
			de	de			de	j						k	k	p			opq
		43%	57%	19%	12%	31%	38%	8%	9%	13%	17%	22%	27%	27%	24%	86%	5%	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 TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QE27 (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 in a household with fixed broadband

	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	2774	181	221	207	189	173	201	176	170	183	2008	766	1598	1168	1408	1366
Effective Weighted Sample	1919	163	209	199	178	162	191	165	158	169	1578	367	1116	826	994	945
Total	2107	252	320	192	147	170	208	169	80	227	1805	302	1336	763	1190	917
		12%	15%	9%	7%	8%	10%	8%	4%	11%	86%	14%	63%	36%	56%	44%
A lot faster	108	5	7	14	9	16	11	6	8	8	93	15	71	37	47	61
	5%	2%	2%	7%	6%	10%	5%	4%	10%	4%	5%	5%	5%	5%	4%	7%
				ab	b	abgi			abgi							n
		5%	6%	13%	8%	15%	10%	6%	7%	8%	86%	14%	66%	34%	43%	57%
A little faster	228	22	27	27	16	21	30	16	12	24	189	38	155	72	119	109
	11%	9%	8%	14%	11%	12%	14%	10%	15%	11%	10%	13%	12%	9%	10%	12%
		10%	12%	12%	7%	9%	13%	7%	5%	11%	83%	17%	68%	32%	52%	48%
TOTAL FASTER	336	27	34	41	25	37	40	22	19	32	283	53	227	109	166	170
	16%	11%	10%	21%	17%	22%	19%	13%	24%	14%	16%	18%	17%	14%	14%	19%
				abg		abg	ab		abgi							n
		8%	10%	12%	7%	11%	12%	7%	6%	10%	84%	16%	67%	33%	49%	51%
About the same	1116	173	178	95	76	83	93	69	37	121	990	126	731	380	604	512
	53%	69%	56%	50%	51%	49%	45%	41%	46%	53%	55%	42%	55%	50%	51%	56%
		bcdefghi	fg		g					g	k		m			n
		16%	16%	9%	7%	7%	8%	6%	3%	11%	89%	11%	65%	34%	54%	46%
A little slower	258	25	36	28	20	15	35	21	11	34	215	43	160	98	160	98
	12%	10%	11%	15%	14%	9%	17%	12%	13%	15%	12%	14%	12%	13%	13%	11%
					e											
		10%	14%	11%	8%	6%	13%	8%	4%	13%	83%	17%	62%	38%	62%	38%
A lot slower	147	6	20	14	8	13	19	19	4	22	100	48	97	50	101	47
	7%	2%	6%	7%	5%	8%	9%	11%	5%	10%	6%	16%	7%	7%	8%	5%
				a		a	a	adh		a		j			o	
		4%	13%	9%	5%	9%	13%	13%	3%	15%	68%	32%	66%	34%	68%	32%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QE27 (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 in a household with fixed broadband

	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	2774	181	221	207	189	173	201	176	170	183	2008	766	1598	1168	1408	1366
Effective Weighted Sample	1919	163	209	199	178	162	191	165	158	169	1578	367	1116	826	994	945
Total	2107	252	320	192	147	170	208	169	80	227	1805	302	1336	763	1190	917
		12%	15%	9%	7%	8%	10%	8%	4%	11%	86%	14%	63%	36%	56%	44%
TOTAL SLOWER	405	30	56	42	28	28	54	40	15	56	315	91	257	148	261	145
	19%	12%	18%	22%	19%	17%	26%	23%	18%	25%	17%	30%	19%	19%	22%	16%
			a	a			abe	a		a		j			o	
		7%	14%	10%	7%	7%	13%	10%	4%	14%	78%	22%	63%	37%	64%	36%
Don't know	250	22	52	14	18	21	20	38	9	18	218	32	122	126	160	90
	12%	9%	16%	7%	13%	13%	10%	23%	11%	8%	12%	11%	9%	16%	13%	10%
			aci					acdefhi						l	o	
		9%	21%	6%	7%	8%	8%	15%	4%	7%	87%	13%	49%	50%	64%	36%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 84**

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

**QE28A (QE8A). SHOWCARD Thinking about your fixed broadband internet service, please use this card to say how satisfied you are with your main supplier for... The overall service provided by MAIN PROVIDER. (SINGLE CODE)**

Base : Those in a household with fixed broadband

		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	2774	1323	1451	410	474	999	891	262	271	385	590	712	899	589	572	1701	357	363	353
Effective Weighted Sample	1919	921	999	276	317	696	638	190	183	276	444	522	617	412	387	1477	231	227	269
Total	2107	1029	1078	300	366	804	637	166	183	303	557	643	587	462	414	1766	183	102	57
		49%	51%	14%	17%	38%	30%	8%	9%	14%	26%	31%	28%	22%	20%	84%	9%	5%	3%
Base for %	2069	1007	1062	296	365	792	618	161	179	301	552	637	581	449	401	1734	179	100	56
		49%	51%	14%	18%	38%	30%	8%	9%	15%	27%	31%	28%	22%	19%	84%	9%	5%	3%
Very satisfied	887	421	467	146	157	323	261	91	91	136	204	248	262	195	182	762	56	42	27
	43%	42%	44%	50%	43%	41%	42%	57%	51%	45%	37%	39%	45%	43%	45%	44%	31%	42%	49%
				ef				ij	j	j			k			p		p	
		47%	53%	16%	18%	36%	29%	10%	10%	15%	23%	28%	30%	22%	21%	86%	6%	5%	3%
Fairly satisfied	915	457	459	127	174	359	255	51	61	124	280	288	248	196	182	744	107	41	22
	44%	45%	43%	43%	48%	45%	41%	32%	34%	41%	51%	45%	43%	44%	45%	43%	60%	41%	40%
										g	ghi						oqr		
		50%	50%	14%	19%	39%	28%	6%	7%	14%	31%	32%	27%	21%	20%	81%	12%	4%	2%
TOTAL SATISFIED	1803	877	925	273	331	683	515	142	152	260	484	536	510	391	364	1506	164	83	50
	87%	87%	87%	93%	91%	86%	83%	89%	85%	87%	88%	84%	88%	87%	91%	87%	91%	83%	88%
				ef	ef								k				q		
		49%	51%	15%	18%	38%	29%	8%	8%	14%	27%	30%	28%	22%	20%	84%	9%	5%	3%
Neither	122	60	62	9	15	40	57	8	18	17	27	42	33	28	18	104	6	8	3
	6%	6%	6%	3%	4%	5%	9%	5%	10%	6%	5%	7%	6%	6%	4%	6%	3%	8%	6%
							cde		gj									p	
		49%	51%	8%	13%	33%	47%	6%	15%	14%	22%	35%	27%	23%	15%	86%	5%	6%	3%
Fairly dissatisfied	85	44	41	7	13	40	26	7	6	16	18	31	23	19	12	71	7	6	2
	4%	4%	4%	2%	3%	5%	4%	5%	3%	5%	3%	5%	4%	4%	3%	4%	4%	6%	4%
		52%	48%	8%	15%	47%	30%	9%	7%	19%	21%	36%	27%	22%	14%	83%	8%	7%	3%
Very dissatisfied	60	27	33	6	5	29	20	4	3	7	23	28	15	10	7	52	3	4	1
	3%	3%	3%	2%	1%	4%	3%	2%	2%	2%	4%	4%	3%	2%	2%	3%	1%	4%	2%
						d						n							
		44%	56%	10%	9%	49%	33%	6%	5%	12%	38%	46%	24%	17%	12%	88%	4%	6%	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 - H1 2016. 4th January to 29th February 2016.**

**Table 84**

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

**QE28A (QE8A). SHOWCARD Thinking about your fixed broadband internet service, please use this card to say how satisfied you are with your main supplier for... The overall service provided by MAIN PROVIDER. (SINGLE CODE)**

Base : Those in a household with fixed broadband

	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	2774	1323	1451	410	474	999	891	262	271	385	590	712	899	589	572	1701	357	363	353
Effective Weighted Sample	1919	921	999	276	317	696	638	190	183	276	444	522	617	412	387	1477	231	227	269
Total	2107	1029	1078	300	366	804	637	166	183	303	557	643	587	462	414	1766	183	102	57
		49%	51%	14%	17%	38%	30%	8%	9%	14%	26%	31%	28%	22%	20%	84%	9%	5%	3%
TOTAL DISSATISFIED	145	71	75	13	18	69	45	11	9	24	41	58	38	29	20	123	9	9	3
	7%	7%	7%	4%	5%	9%	7%	7%	5%	8%	7%	9%	7%	7%	5%	7%	5%	9%	6%
		49%	51%	9%	12%	cd	48%	31%	8%	6%	16%	28%	40%	26%	20%	13%	85%	6%	2%
Don't know	38	21	17	4	2	12	20	6	4	2	5	6	6	13	13	32	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 TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 84**

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

**QE28A (QE8A). SHOWCARD Thinking about your fixed broadband internet service, please use this card to say how satisfied you are with your main supplier for... The overall service provided by MAIN PROVIDER. (SINGLE CODE)**

Base : Those in a household with fixed broadband

	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	2774	181	221	207	189	173	201	176	170	183	2008	766	1598	1168	1408	1366
Effective Weighted Sample	1919	163	209	199	178	162	191	165	158	169	1578	367	1116	826	994	945
Total	2107	252	320	192	147	170	208	169	80	227	1805	302	1336	763	1190	917
		12%	15%	9%	7%	8%	10%	8%	4%	11%	86%	14%	63%	36%	56%	44%
Base for %	2069	251	315	188	145	165	203	165	78	224	1772	297	1319	743	1166	903
		12%	15%	9%	7%	8%	10%	8%	4%	11%	86%	14%	64%	36%	56%	44%
Very satisfied	887	65	158	83	75	77	72	81	35	116	789	98	547	338	481	407
	43%	26%	50%	44%	52%	46%	35%	49%	45%	52%	45%	33%	41%	45%	41%	45%
			af	a	af	af		af	a	af	k					
		7%	18%	9%	8%	9%	8%	9%	4%	13%	89%	11%	62%	38%	54%	46%
Fairly satisfied	915	165	128	70	51	71	91	58	34	75	801	114	610	301	506	409
	44%	66%	41%	37%	35%	43%	45%	35%	43%	33%	45%	38%	46%	40%	43%	45%
		bcdefghi					i				k		m			
			14%	8%	6%	8%	10%	6%	4%	8%	88%	12%	67%	33%	55%	45%
TOTAL SATISFIED	1803	231	287	153	127	148	163	139	69	190	1590	213	1157	638	987	816
	87%	92%	91%	81%	88%	90%	80%	84%	88%	85%	90%	72%	88%	86%	85%	90%
		cfgi	cfg			cf			f		k					n
		13%	16%	8%	7%	8%	9%	8%	4%	11%	88%	12%	64%	35%	55%	45%
Neither	122	13	12	20	8	6	23	9	3	10	90	31	62	60	83	39
	6%	5%	4%	11%	5%	4%	11%	6%	4%	4%	5%	11%	5%	8%	7%	4%
				behi			abdehi					j		l	o	
		11%	10%	17%	6%	5%	19%	8%	3%	8%	74%	26%	51%	49%	68%	32%
Fairly dissatisfied	85	4	10	9	7	6	9	8	3	15	59	27	51	34	53	32
	4%	2%	3%	5%	5%	3%	4%	5%	4%	7%	3%	9%	4%	5%	5%	4%
									a			j				
		5%	12%	10%	8%	7%	10%	9%	4%	17%	69%	31%	60%	40%	63%	37%
Very dissatisfied	60	3	6	6	3	5	8	9	2	9	34	26	48	11	43	17
	3%	1%	2%	3%	2%	3%	4%	6%	3%	4%	2%	9%	4%	2%	4%	2%
								ab				j	m		o	
		5%	10%	10%	6%	8%	14%	16%	4%	15%	56%	44%	81%	19%	72%	28%
Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o																

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 84**

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

**QE28A (QE8A). SHOWCARD Thinking about your fixed broadband internet service, please use this card to say how satisfied you are with your main supplier for... The overall service provided by MAIN PROVIDER. (SINGLE CODE)**

Base : Those in a household with fixed broadband

	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	2774	181	221	207	189	173	201	176	170	183	2008	766	1598	1168	1408	1366
Effective Weighted Sample	1919	163	209	199	178	162	191	165	158	169	1578	367	1116	826	994	945
Total	2107	252	320	192	147	170	208	169	80	227	1805	302	1336	763	1190	917
		12%	15%	9%	7%	8%	10%	8%	4%	11%	86%	14%	63%	36%	56%	44%
TOTAL DISSATISFIED	145	7	16	15	10	11	17	17	6	24	92	53	100	45	97	49
	7%	3%	5%	8%	7%	6%	8%	10%	7%	11%	5%	18%	8%	6%	8%	5%
			a	a	a	a	a	a	ab	ab	j	j			o	
		5%	11%	10%	7%	7%	12%	12%	4%	17%	64%	36%	69%	31%	67%	33%
Don't know	38	2	5	4	2	5	5	4	2	3	33	5	18	20	24	14

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QE28B (QE8B). SHOWCARD Thinking about your fixed broadband internet service, please use this card to say how satisfied you are with your main supplier for... The speed of your service while online (not just the connection)? (SINGLE CODE)**

Base : Those in a household with fixed broadband

		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	2774	1323	1451	410	474	999	891	262	271	385	590	712	899	589	572	1701	357	363	353
Effective Weighted Sample	1919	921	999	276	317	696	638	190	183	276	444	522	617	412	387	1477	231	227	269
Total	2107	1029	1078	300	366	804	637	166	183	303	557	643	587	462	414	1766	183	102	57
		49%	51%	14%	17%	38%	30%	8%	9%	14%	26%	31%	28%	22%	20%	84%	9%	5%	3%
Base for %	2064	1008	1056	296	365	790	614	160	177	301	551	636	581	447	400	1730	179	100	56
		49%	51%	14%	18%	38%	30%	8%	9%	15%	27%	31%	28%	22%	19%	84%	9%	5%	3%
Very satisfied	822	392	430	136	155	294	237	88	86	125	186	233	240	171	178	698	56	40	28
	40%	39%	41%	46%	43%	37%	39%	55%	48%	42%	34%	37%	41%	38%	44%	40%	31%	40%	50%
		48%	52%	ef 17%	19%	36%	29%	ij 11%	j 10%	j 15%	23%	28%	29%	21%	k 22%	p 85%	7%	5%	opq 3%
Fairly satisfied	861	436	426	132	154	339	237	49	58	118	262	258	234	200	169	711	93	37	20
	42%	43%	40%	44%	42%	43%	39%	31%	33%	39%	48%	41%	40%	45%	42%	41%	52%	37%	36%
		51%	49%	15%	18%	39%	27%	6%	7%	14%	ghi 30%	30%	27%	23%	20%	83%	oqr 11%	4%	2%
TOTAL SATISFIED	1684	828	856	268	310	632	473	137	143	243	448	490	474	371	347	1409	150	77	48
	82%	82%	81%	90%	85%	80%	77%	86%	81%	81%	81%	77%	82%	83%	87%	81%	84%	77%	86%
		49%	51%	def 16%	f 18%	80%	28%	8%	9%	14%	27%	29%	28%	22%	21%	84%	9%	5%	q 3%
Neither	160	74	86	11	25	62	62	11	20	21	37	56	46	37	21	132	16	9	3
	8%	7%	8%	4%	7%	8%	10%	7%	12%	7%	7%	9%	8%	8%	5%	8%	9%	9%	6%
		46%	54%	7%	16%	c 39%	c 39%	7%	j 13%	13%	23%	n 35%	29%	23%	13%	83%	10%	5%	2%
Fairly dissatisfied	126	62	63	10	20	50	45	8	5	23	34	51	40	20	14	107	8	9	2
	6%	6%	6%	3%	6%	6%	7%	5%	3%	8%	6%	8%	7%	4%	4%	6%	4%	9%	4%
		50%	50%	8%	16%	40%	36%	6%	4%	h 18%	27%	mn 41%	n 32%	16%	11%	85%	6%	7%	2%
Very dissatisfied	95	44	51	7	10	45	33	5	8	14	31	38	20	20	17	81	5	6	3
	5%	4%	5%	2%	3%	6%	5%	3%	4%	5%	6%	6%	3%	4%	4%	5%	3%	6%	5%
		46%	54%	cd 8%	c 10%	47%	35%	5%	8%	15%	33%	l 40%	21%	21%	18%	86%	6%	6%	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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QE28B (QE8B). SHOWCARD Thinking about your fixed broadband internet service, please use this card to say how satisfied you are with your main supplier for... The speed of your service while online (not just the connection)? (SINGLE CODE)**

Base : Those in a household with fixed broadband

	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	2774	1323	1451	410	474	999	891	262	271	385	590	712	899	589	572	1701	357	363	353
Effective Weighted Sample	1919	921	999	276	317	696	638	190	183	276	444	522	617	412	387	1477	231	227	269
Total	2107	1029	1078	300	366	804	637	166	183	303	557	643	587	462	414	1766	183	102	57
		49%	51%	14%	17%	38%	30%	8%	9%	14%	26%	31%	28%	22%	20%	84%	9%	5%	3%
TOTAL DISSATISFIED	221	106	114	17	30	95	78	12	13	37	65	89	61	39	32	188	13	14	5
	11%	11%	11%	6%	8%	12%	13%	8%	7%	12%	12%	14%	10%	9%	8%	11%	7%	14%	9%
						c	cd					mn						pr	
		48%	52%	8%	14%	43%	35%	6%	6%	17%	29%	40%	27%	18%	14%	85%	6%	6%	2%
Don't know	43	21	22	3	2	14	23	6	6	2	6	7	6	15	14	36	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 TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QE28B (QE8B). SHOWCARD Thinking about your fixed broadband internet service, please use this card to say how satisfied you are with your main supplier for... The speed of your service while online (not just the connection)? (SINGLE CODE)**

Base : Those in a household with fixed broadband

	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	2774	181	221	207	189	173	201	176	170	183	2008	766	1598	1168	1408	1366
Effective Weighted Sample	1919	163	209	199	178	162	191	165	158	169	1578	367	1116	826	994	945
Total	2107	252	320	192	147	170	208	169	80	227	1805	302	1336	763	1190	917
		12%	15%	9%	7%	8%	10%	8%	4%	11%	86%	14%	63%	36%	56%	44%
Base for %	2064	251	315	188	145	163	203	164	78	223	1770	295	1316	741	1163	902
		12%	15%	9%	7%	8%	10%	8%	4%	11%	86%	14%	64%	36%	56%	44%
Very satisfied	822	69	147	68	66	64	71	71	38	105	731	91	509	310	437	385
	40%	27%	47%	36%	46%	39%	35%	43%	49%	47%	41%	31%	39%	42%	38%	43%
			acf		af	a		a	acf	acf	k					n
		8%	18%	8%	8%	8%	9%	9%	5%	13%	89%	11%	62%	38%	53%	47%
Fairly satisfied	861	151	121	73	54	74	84	64	26	65	769	93	571	286	462	399
	42%	60%	38%	39%	37%	45%	41%	39%	33%	29%	43%	31%	43%	39%	40%	44%
		bcdefghi				hi	i				k		m			n
		18%	14%	8%	6%	9%	10%	7%	3%	8%	89%	11%	66%	33%	54%	46%
TOTAL SATISFIED	1684	220	269	140	120	138	155	134	64	170	1500	184	1080	597	899	784
	82%	88%	85%	74%	83%	84%	76%	82%	82%	76%	85%	62%	82%	81%	77%	87%
		cfi	cfi		c	c					k					n
		13%	16%	8%	7%	8%	9%	8%	4%	10%	89%	11%	64%	35%	53%	47%
Neither	160	20	18	24	10	9	23	8	4	16	123	38	95	65	114	46
	8%	8%	6%	13%	7%	5%	11%	5%	5%	7%	7%	13%	7%	9%	10%	5%
				begh			begh					j			o	
		13%	11%	15%	6%	5%	14%	5%	2%	10%	77%	23%	59%	41%	71%	29%
Fairly dissatisfied	126	7	20	13	9	7	11	10	8	22	93	32	74	52	81	44
	6%	3%	6%	7%	6%	4%	5%	6%	10%	10%	5%	11%	6%	7%	7%	5%
									ae	ae		j				
		6%	16%	11%	7%	5%	9%	8%	6%	17%	74%	26%	59%	41%	65%	35%
Very dissatisfied	95	3	9	11	6	10	15	11	2	15	54	41	68	27	68	28
	5%	1%	3%	6%	4%	6%	7%	7%	3%	7%	3%	14%	5%	4%	6%	3%
			a			a	ab	a		a		j			o	
		3%	9%	12%	6%	11%	15%	12%	2%	16%	57%	43%	72%	28%	71%	29%
Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o																

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QE28B (QE8B). SHOWCARD Thinking about your fixed broadband internet service, please use this card to say how satisfied you are with your main supplier for... The speed of your service while online (not just the connection)? (SINGLE CODE)**

Base : Those in a household with fixed broadband

	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	2774	181	221	207	189	173	201	176	170	183	2008	766	1598	1168	1408	1366
Effective Weighted Sample	1919	163	209	199	178	162	191	165	158	169	1578	367	1116	826	994	945
Total	2107	252	320	192	147	170	208	169	80	227	1805	302	1336	763	1190	917
		12%	15%	9%	7%	8%	10%	8%	4%	11%	86%	14%	63%	36%	56%	44%
TOTAL DISSATISFIED	221	10	28	24	15	17	25	22	10	37	147	73	142	79	149	72
	11%	4%	9%	13%	10%	10%	12%	13%	13%	16%	8%	25%	11%	11%	13%	8%
			a	a	a	a	a	a	a	ab		j			o	
		5%	13%	11%	7%	8%	11%	10%	4%	17%	67%	33%	64%	36%	67%	33%
Don't know	43	2	5	4	2	6	5	5	2	5	36	7	20	22	27	15

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 86**

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

**QE28C (QE8C). SHOWCARD Thinking about your fixed broadband internet service, please use this card to say how satisfied you are with your main supplier for... The reliability of the service from MAIN PROVIDER? (SINGLE CODE)**

Base : Those in a household with fixed broadband

		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	2774	1323	1451	410	474	999	891	262	271	385	590	712	899	589	572	1701	357	363	353
Effective Weighted Sample	1919	921	999	276	317	696	638	190	183	276	444	522	617	412	387	1477	231	227	269
Total	2107	1029	1078	300	366	804	637	166	183	303	557	643	587	462	414	1766	183	102	57
		49%	51%	14%	17%	38%	30%	8%	9%	14%	26%	31%	28%	22%	20%	84%	9%	5%	3%
Base for %	2068	1008	1060	296	365	790	617	161	177	302	551	637	581	449	400	1732	179	100	56
		49%	51%	14%	18%	38%	30%	8%	9%	15%	27%	31%	28%	22%	19%	84%	9%	5%	3%
Very satisfied	892	422	470	137	157	335	262	88	90	133	215	255	254	194	188	756	64	43	28
	43%	42%	44%	46%	43%	42%	43%	55%	51%	44%	39%	40%	44%	43%	47%	44%	36%	43%	49%
		47%	53%	15%	18%	38%	29%	ij	j	15%	24%	29%	29%	22%	k	p	7%	5%	p
								10%	10%	15%	24%	29%	29%	22%	21%	85%	7%	5%	3%
Fairly satisfied	857	432	425	128	157	320	252	51	57	118	250	267	230	192	166	706	95	34	22
	41%	43%	40%	43%	43%	40%	41%	32%	32%	39%	45%	42%	40%	43%	42%	41%	53%	34%	40%
											gh						oqr		
											29%	31%	27%	22%	19%	82%	11%	4%	3%
TOTAL SATISFIED	1749	854	895	265	314	655	515	139	148	250	465	522	485	386	354	1462	159	77	50
	85%	85%	84%	89%	86%	83%	83%	87%	83%	83%	84%	82%	83%	86%	89%	84%	89%	77%	89%
				ef											kl	q	q		q
				15%	18%	37%	29%	8%	8%	14%	27%	30%	28%	22%	20%	84%	9%	4%	3%
Neither	147	67	80	11	24	64	48	12	19	23	35	46	50	30	21	123	9	13	3
	7%	7%	8%	4%	7%	8%	8%	8%	10%	8%	6%	7%	9%	7%	5%	7%	5%	13%	5%
						c	c						n					opr	
						44%	32%	8%	13%	16%	24%	31%	34%	20%	14%	84%	6%	9%	2%
Fairly dissatisfied	107	59	48	15	18	40	34	4	8	17	29	43	30	19	15	90	7	7	2
	5%	6%	4%	5%	5%	5%	5%	3%	4%	6%	5%	7%	5%	4%	4%	5%	4%	7%	3%
												n						r	
												41%	28%	18%	14%	85%	7%	7%	2%
Very dissatisfied	66	29	37	6	8	31	21	5	3	11	21	26	16	14	10	57	4	2	2
	3%	3%	3%	2%	2%	4%	3%	3%	2%	4%	4%	4%	3%	3%	2%	3%	2%	2%	3%
		43%	57%	9%	12%	47%	32%	7%	5%	17%	32%	39%	25%	21%	15%	87%	6%	4%	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 - H1 2016. 4th January to 29th February 2016.**

**Table 86**

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

**QE28C (QE8C). SHOWCARD Thinking about your fixed broadband internet service, please use this card to say how satisfied you are with your main supplier for... The reliability of the service from MAIN PROVIDER? (SINGLE CODE)**

Base : Those in a household with fixed broadband

	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	2774	1323	1451	410	474	999	891	262	271	385	590	712	899	589	572	1701	357	363	353
Effective Weighted Sample	1919	921	999	276	317	696	638	190	183	276	444	522	617	412	387	1477	231	227	269
Total	2107	1029	1078	300	366	804	637	166	183	303	557	643	587	462	414	1766	183	102	57
		49%	51%	14%	17%	38%	30%	8%	9%	14%	26%	31%	28%	22%	20%	84%	9%	5%	3%
TOTAL DISSATISFIED	172	87	85	21	26	71	54	9	11	28	51	69	46	33	25	147	12	10	3
	8%	9%	8%	7%	7%	9%	9%	6%	6%	9%	9%	11%	8%	7%	6%	8%	6%	10%	6%
		51%	49%	12%	15%	41%	32%	5%	6%	16%	29%	n 40%	27%	19%	14%	86%	7%	6%	2%
Don't know	39	21	19	3	2	14	21	6	6	1	6	6	6	13	14	33	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 TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 86**

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

**QE28C (QE8C). SHOWCARD Thinking about your fixed broadband internet service, please use this card to say how satisfied you are with your main supplier for... The reliability of the service from MAIN PROVIDER? (SINGLE CODE)**

Base : Those in a household with fixed broadband

	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	2774	181	221	207	189	173	201	176	170	183	2008	766	1598	1168	1408	1366
Effective Weighted Sample	1919	163	209	199	178	162	191	165	158	169	1578	367	1116	826	994	945
Total	2107	252	320	192	147	170	208	169	80	227	1805	302	1336	763	1190	917
		12%	15%	9%	7%	8%	10%	8%	4%	11%	86%	14%	63%	36%	56%	44%
Base for %	2068	251	315	188	145	163	203	165	78	224	1772	295	1317	744	1165	902
		12%	15%	9%	7%	8%	10%	8%	4%	11%	86%	14%	64%	36%	56%	44%
Very satisfied	892	81	156	75	74	71	75	79	40	105	802	90	555	333	473	419
	43%	32%	49%	40%	52%	44%	37%	48%	51%	47%	45%	30%	42%	45%	41%	46%
			af		acf	a		af	acf	a	k					n
		9%	17%	8%	8%	8%	8%	9%	4%	12%	90%	10%	62%	37%	53%	47%
Fairly satisfied	857	146	120	74	46	71	85	63	26	75	727	129	559	295	489	367
	41%	58%	38%	39%	32%	43%	42%	38%	33%	33%	41%	44%	42%	40%	42%	41%
		bcdefghi				d	d									
			14%	9%	5%	8%	10%	7%	3%	9%	85%	15%	65%	34%	57%	43%
TOTAL SATISFIED	1749	226	276	149	121	142	160	143	66	179	1530	219	1113	628	962	786
	85%	90%	88%	79%	83%	87%	79%	86%	85%	80%	86%	74%	85%	84%	83%	87%
		cfi	cf			cf					k					n
		13%	16%	9%	7%	8%	9%	8%	4%	10%	87%	13%	64%	36%	55%	45%
Neither	147	16	20	20	8	7	20	7	5	20	121	26	88	60	92	55
	7%	6%	6%	11%	6%	4%	10%	4%	6%	9%	7%	9%	7%	8%	8%	6%
				eg			g									
		11%	13%	14%	5%	5%	14%	5%	3%	14%	82%	18%	60%	40%	63%	37%
Fairly dissatisfied	107	4	14	12	9	6	16	10	5	15	80	27	65	41	69	37
	5%	2%	4%	6%	6%	4%	8%	6%	7%	7%	4%	9%	5%	6%	6%	4%
				a	a		a	a	a	a		j				
		4%	13%	11%	8%	5%	15%	9%	5%	14%	75%	25%	61%	39%	65%	35%
Very dissatisfied	66	4	6	8	7	8	7	6	2	9	42	24	50	15	41	24
	3%	2%	2%	4%	5%	5%	4%	4%	2%	4%	2%	8%	4%	2%	4%	3%
											j		m			
		6%	10%	12%	11%	12%	11%	9%	3%	14%	64%	36%	77%	23%	63%	37%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 86**

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

**QE28C (QE8C). SHOWCARD Thinking about your fixed broadband internet service, please use this card to say how satisfied you are with your main supplier for... The reliability of the service from MAIN PROVIDER? (SINGLE CODE)**

Base : Those in a household with fixed broadband

	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	2774	181	221	207	189	173	201	176	170	183	2008	766	1598	1168	1408	1366
Effective Weighted Sample	1919	163	209	199	178	162	191	165	158	169	1578	367	1116	826	994	945
Total	2107	252	320	192	147	170	208	169	80	227	1805	302	1336	763	1190	917
		12%	15%	9%	7%	8%	10%	8%	4%	11%	86%	14%	63%	36%	56%	44%
TOTAL DISSATISFIED	172	8	20	19	16	13	23	16	7	24	121	51	116	56	111	61
	8%	3%	6%	10%	11%	8%	11%	10%	9%	11%	7%	17%	9%	8%	10%	7%
			a	a	a	a	a	a	a	a	j	j			o	o
		5%	12%	11%	9%	8%	13%	9%	4%	14%	71%	29%	67%	33%	64%	36%
Don't know	39	2	5	4	2	6	5	4	2	3	33	6	20	19	25	15

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 87**

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

**QE29 (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 in a household with fixed broadband

	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	2774	1323	1451	410	474	999	891	262	271	385	590	712	899	589	572	1701	357	363	353
Effective Weighted Sample	1919	921	999	276	317	696	638	190	183	276	444	522	617	412	387	1477	231	227	269
Total	2107	1029	1078	300	366	804	637	166	183	303	557	643	587	462	414	1766	183	102	57
		49%	51%	14%	17%	38%	30%	8%	9%	14%	26%	31%	28%	22%	20%	84%	9%	5%	3%
Yes	2001	981	1020	286	353	776	587	157	167	290	548	617	559	441	384	1685	166	98	52
	95%	95%	95%	95%	96%	96%	92%	94%	91%	96%	98%	96%	95%	96%	93%	95%	91%	96%	93%
				f	f	f	f			h	ghi	n				p		p	
		49%	51%	14%	18%	39%	29%	8%	8%	15%	27%	31%	28%	22%	19%	84%	8%	5%	3%
No	56	26	30	7	8	17	24	7	12	11	3	11	17	13	15	40	11	3	3
	3%	3%	3%	2%	2%	2%	4%	4%	6%	4%	1%	2%	3%	3%	4%	2%	6%	3%	6%
				j	j	j	j	j	j	j							o		o
		46%	54%	13%	14%	30%	44%	12%	21%	19%	5%	20%	30%	24%	26%	70%	19%	5%	6%
Don't know	50	22	28	7	5	12	26	2	5	2	6	15	11	7	16	41	6	2	1
	2%	2%	3%	2%	1%	1%	4%	1%	3%	1%	1%	2%	2%	2%	4%	2%	3%	2%	1%
				de			de								m				
		43%	57%	14%	11%	24%	52%	5%	10%	4%	13%	31%	22%	14%	32%	83%	12%	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 - H1 2016. 4th January to 29th February 2016.**

**Table 87**

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

**QE29 (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 in a household with fixed broadband

	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	2774	181	221	207	189	173	201	176	170	183	2008	766	1598	1168	1408	1366
Effective Weighted Sample	1919	163	209	199	178	162	191	165	158	169	1578	367	1116	826	994	945
Total	2107	252	320	192	147	170	208	169	80	227	1805	302	1336	763	1190	917
		12%	15%	9%	7%	8%	10%	8%	4%	11%	86%	14%	63%	36%	56%	44%
Yes	2001	244	306	190	134	162	201	163	70	215	1711	290	1286	709	1123	878
	95%	97%	96%	99%	91%	95%	97%	96%	88%	95%	95%	96%	96%	93%	94%	96%
		dh	h	dhi		h	dh	h		h			m			
		12%	15%	9%	7%	8%	10%	8%	4%	11%	86%	14%	64%	35%	56%	44%
No	56	3	8	2	2	4	4	5	6	5	51	5	26	30	34	23
	3%	1%	3%	1%	1%	2%	2%	3%	8%	2%	3%	2%	2%	4%	3%	2%
									abcdefi					l		
			6%	14%	3%	3%	7%	9%	11%	9%	90%	10%	47%	53%	60%	40%
Don't know	50	5	6	1	11	4	3	2	3	7	44	6	25	24	34	16
	2%	2%	2%	1%	7%	2%	1%	1%	4%	3%	2%	2%	2%	3%	3%	2%
					abcefg				c							
			9%	12%	2%	22%	7%	5%	7%	14%	88%	12%	49%	48%	68%	32%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 88**

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

**QE30 (QE11D). SHOWCARD How many of these devices does your household connect to the fixed wireless internet connection (Wi-Fi)? (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 £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	2620	1254	1366	390	457	965	808	244	248	372	579	681	851	561	526	1613	331	343	333
Effective Weighted Sample	1816	875	941	262	306	672	583	178	166	267	437	499	585	393	357	1406	212	215	256
Total	2001	981	1020	286	353	776	587	157	167	290	548	617	559	441	384	1685	166	98	52
		49%	51%	14%	18%	39%	29%	8%	8%	15%	27%	31%	28%	22%	19%	84%	8%	5%	3%
Laptop	1443	700	743	217	254	583	389	97	104	202	458	489	404	311	238	1223	122	66	32
	72%	71%	73%	76%	72%	75%	66%	62%	62%	69%	83%	79%	72%	70%	62%	73%	73%	68%	60%
				f		f					ghi	lmn	n	n		r	r		
		49%	51%	15%	18%	40%	27%	7%	7%	14%	32%	34%	28%	22%	17%	85%	8%	5%	2%
Tablet computer (e.g. iPad)	1271	596	675	186	241	530	314	83	97	190	405	410	366	295	200	1064	99	72	37
	64%	61%	66%	65%	68%	68%	53%	53%	58%	66%	74%	66%	65%	67%	52%	63%	60%	74%	70%
			a	f	f	f				g	ghi	n	n	n				op	op
		47%	53%	15%	19%	42%	25%	7%	8%	15%	32%	32%	29%	23%	16%	84%	8%	6%	3%
Smartphone	1267	599	668	223	280	534	231	89	95	187	397	377	367	279	245	1059	109	58	41
	63%	61%	66%	78%	79%	69%	39%	57%	57%	64%	73%	61%	66%	63%	64%	63%	66%	59%	78%
			a	ef	ef	f					ghi								opq
		47%	53%	18%	22%	42%	18%	7%	7%	15%	31%	30%	29%	22%	19%	84%	9%	5%	3%
Desktop PC	536	296	241	79	61	203	194	32	42	78	167	191	166	99	80	469	36	26	5
	27%	30%	24%	28%	17%	26%	33%	21%	25%	27%	30%	31%	30%	22%	21%	28%	22%	26%	10%
		b		d		d	de				g	mn	mn			r	r	r	
		55%	45%	15%	11%	38%	36%	6%	8%	14%	31%	36%	31%	18%	15%	88%	7%	5%	1%
Games console	434	218	216	106	102	200	26	23	44	64	141	116	114	113	90	355	46	24	9
	22%	22%	21%	37%	29%	26%	4%	14%	26%	22%	26%	19%	20%	26%	23%	21%	28%	24%	18%
			def	f	f	f			g	g	g			k			or		
		50%	50%	24%	23%	46%	6%	5%	10%	15%	33%	27%	26%	26%	21%	82%	11%	5%	2%
TV set	325	165	160	52	65	122	86	19	33	51	123	116	78	72	59	272	18	30	5
	16%	17%	16%	18%	18%	16%	15%	12%	20%	17%	22%	19%	14%	16%	15%	16%	11%	31%	9%
											g	l				pr		opr	
		51%	49%	16%	20%	38%	26%	6%	10%	16%	38%	36%	24%	22%	18%	84%	5%	9%	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 - H1 2016. 4th January to 29th February 2016.**

**Table 88**

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

**QE30 (QE11D). SHOWCARD How many of these devices does your household connect to the fixed wireless internet connection (Wi-Fi)? (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 £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	2620	1254	1366	390	457	965	808	244	248	372	579	681	851	561	526	1613	331	343	333
Effective Weighted Sample	1816	875	941	262	306	672	583	178	166	267	437	499	585	393	357	1406	212	215	256
Total	2001	981	1020	286	353	776	587	157	167	290	548	617	559	441	384	1685	166	98	52
		49%	51%	14%	18%	39%	29%	8%	8%	15%	27%	31%	28%	22%	19%	84%	8%	5%	3%
E-reader (e.g. Kindle)	293	131	162	43	42	120	88	11	16	36	101	114	83	67	29	254	16	18	4
	15%	13%	16%	15%	12%	15%	15%	7%	10%	12%	18%	18%	15%	15%	8%	15%	10%	19%	8%
		45%	55%	15%	14%	41%	30%	4%	6%	12%	ghi	n	n	n		pr		pr	
											34%	39%	28%	23%	10%	87%	5%	6%	1%
Netbook	127	62	65	25	15	62	25	6	15	16	45	49	31	28	19	110	8	7	1
	6%	6%	6%	9%	4%	8%	4%	4%	9%	6%	8%	8%	6%	6%	5%	7%	5%	8%	3%
		49%	51%	df	df	df	df									r		r	
				20%	12%	49%	20%	5%	12%	13%	36%	39%	25%	22%	15%	87%	6%	6%	1%
Other portable/ handheld device (e.g. portable games console/ iPod Touch)	69	35	33	13	14	33	10	*	3	9	27	23	17	17	11	61	2	4	1
	3%	4%	3%	4%	4%	4%	2%	3%	2%	3%	5%	4%	3%	4%	3%	4%	1%	4%	2%
		52%	48%	f	f	f		1%	5%	13%	g	34%	25%	25%	16%	89%	3%	6%	2%
											40%								
Smart watch (e.g. Apple Watch, Pebble, Samsung, Sony)	39	24	14	8	6	18	6	*	4	1	17	16	9	9	5	33	2	3	*
	2%	2%	1%	3%	2%	2%	1%	3%	2%	3%	3%	3%	2%	2%	1%	2%	1%	3%	1%
		63%	37%	20%	16%	47%	17%	1%	10%	4%	gi	42%	23%	23%	12%	86%	4%	9%	1%
											45%								
None of these	16	6	11	1	1	3	11	1	2	1	2	*	3	6	8	14	1	*	*
	1%	1%	1%	3%	3%	3%	2%	1%	1%	3%	3%	3%	1%	1%	2%	1%	1%	3%	1%
		35%	65%	6%	8%	17%	70%	9%	13%	7%	10%	1%	18%	35%	46%	89%	7%	2%	3%
Don't know	13	8	4	1	-	8	4	-	1	2	1	2	2	2	7	12	*	*	-
	1%	1%	3%	3%	0%	1%	1%	0%	1%	1%	3%	3%	3%	1%	2%	1%	3%	3%	0%
		65%	35%	8%	0%	62%	29%	0%	10%	16%	8%	15%	12%	18%	55%	94%	2%	4%	0%
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 - H1 2016. 4th January to 29th February 2016.**

**Table 88**

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

**QE30 (QE11D). SHOWCARD How many of these devices does your household connect to the fixed wireless internet connection (Wi-Fi)? (MULTI CODE)**

Base : Those using a wireless internet connection 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
Mean number of types of devices	2.9	2.9	2.9	3.3	3.1	3.1	2.3	2.3	2.7	2.9	3.4	3.1	2.9	2.9	2.5	2.9	2.8	3.2	2.6
				def	f	f			g	g	ghi	n	n	n		r		opr	
Standard deviation	1.68	1.72	1.64	1.78	1.51	1.76	1.47	1.32	1.58	1.58	1.76	1.76	1.67	1.62	1.59	1.69	1.47	1.95	1.42
Standard error	.03	.05	.04	.09	.07	.06	.05	.08	.10	.08	.07	.07	.06	.07	.07	.04	.08	.11	.08
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 - H1 2016. 4th January to 29th February 2016.**

**Table 88**

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

**QE30 (QE11D). SHOWCARD How many of these devices does your household connect to the fixed wireless internet connection (Wi-Fi)? (MULTI CODE)**

Base : Those using a wireless internet connection 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	2620	175	210	204	173	165	194	169	148	175	1892	728	1533	1080	1325	1295
Effective Weighted Sample	1816	158	198	196	162	154	185	159	138	162	1490	350	1072	765	937	898
Total	2001	244	306	190	134	162	201	163	70	215	1711	290	1286	709	1123	878
		12%	15%	9%	7%	8%	10%	8%	4%	11%	86%	14%	64%	35%	56%	44%
Laptop	1443	220	214	142	86	107	152	116	43	143	1245	198	962	477	793	650
	72%	90%	70%	75%	64%	66%	76%	71%	61%	67%	73%	68%	75%	67%	71%	74%
		bcdefghi		dh			dh						m			
		15%	15%	10%	6%	7%	11%	8%	3%	10%	86%	14%	67%	33%	55%	45%
Tablet computer (e.g. iPad)	1271	130	186	131	86	90	136	113	52	141	1075	197	875	392	739	532
	64%	53%	61%	69%	64%	56%	67%	69%	74%	65%	63%	68%	68%	55%	66%	61%
				ae	a		ae	ae	abe	a			m		o	
		10%	15%	10%	7%	7%	11%	9%	4%	11%	85%	15%	69%	31%	58%	42%
Smartphone	1267	170	150	126	74	114	137	126	51	113	1089	179	903	361	676	591
	63%	69%	49%	66%	55%	70%	68%	78%	72%	52%	64%	62%	70%	51%	60%	67%
		bdi		bdi		bdi	bdi	bcdfi	bdi				m		n	
		13%	12%	10%	6%	9%	11%	10%	4%	9%	86%	14%	71%	28%	53%	47%
Desktop PC	536	55	100	59	27	51	55	47	21	55	447	90	324	210	321	215
	27%	23%	33%	31%	20%	32%	27%	29%	29%	26%	26%	31%	25%	30%	29%	25%
			ad	d		d								l	o	
		10%	19%	11%	5%	10%	10%	9%	4%	10%	83%	17%	60%	39%	60%	40%
Games console	434	37	50	37	32	49	47	34	19	49	373	60	315	117	244	190
	22%	15%	16%	19%	24%	30%	23%	21%	27%	23%	22%	21%	25%	17%	22%	22%
						abc			ab				m			
		9%	12%	8%	7%	11%	11%	8%	4%	11%	86%	14%	73%	27%	56%	44%
TV set	325	13	24	41	24	24	50	62	15	18	245	79	231	94	188	136
	16%	5%	8%	22%	18%	15%	25%	38%	21%	9%	14%	27%	18%	13%	17%	16%
				abi	abi	ab	abei	abcdefhi	abi			j	m			
		4%	7%	13%	7%	8%	15%	19%	5%	6%	76%	24%	71%	29%	58%	42%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 88**

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

**QE30 (QE11D). SHOWCARD How many of these devices does your household connect to the fixed wireless internet connection (Wi-Fi)? (MULTI CODE)**

Base : Those using a wireless internet connection 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	2620	175	210	204	173	165	194	169	148	175	1892	728	1533	1080	1325	1295
Effective Weighted Sample	1816	158	198	196	162	154	185	159	138	162	1490	350	1072	765	937	898
Total	2001	244	306	190	134	162	201	163	70	215	1711	290	1286	709	1123	878
		12%	15%	9%	7%	8%	10%	8%	4%	11%	86%	14%	64%	35%	56%	44%
E-reader (e.g. Kindle)	293	17	42	31	21	41	37	38	8	18	231	62	200	93	198	95
	15%	7%	14%	16%	15%	25%	19%	23%	12%	8%	13%	21%	16%	13%	18%	11%
			a	ai	a	abcdhi	ai	abhi				j			o	
		6%	14%	11%	7%	14%	13%	13%	3%	6%	79%	21%	68%	32%	68%	32%
Netbook	127	18	11	12	7	23	11	13	4	12	102	25	89	37	75	52
	6%	7%	4%	6%	6%	14%	5%	8%	5%	5%	6%	9%	7%	5%	7%	6%
						bcdghi										
		14%	9%	9%	6%	18%	8%	10%	3%	9%	80%	20%	70%	29%	59%	41%
Other portable/ handheld device (e.g. portable games console/ iPod Touch)	69	3	2	13	3	14	10	4	4	8	54	14	53	16	44	25
	3%	1%	1%	7%	2%	8%	5%	2%	6%	4%	3%	5%	4%	2%	4%	3%
				abdg		abdg	b		ab	b			m			
		5%	3%	20%	4%	20%	15%	6%	6%	11%	80%	20%	77%	23%	64%	36%
Smart watch (e.g. Apple Watch, Pebble, Samsung, Sony)	39	1	3	6	1	4	4	4	2	7	31	8	30	9	27	12
	2%	1%	1%	3%	1%	3%	2%	3%	2%	3%	2%	3%	2%	1%	2%	1%
		2%	9%	14%	4%	12%	11%	12%	4%	18%	80%	20%	77%	23%	70%	30%
None of these	16	2	4	4	1	1	-	-	-	3	14	2	10	7	8	8
	1%	1%	1%	2%	1%	1%	-%	-%	-%	1%	1%	1%	1%	1%	1%	1%
				f												
		10%	22%	25%	6%	9%	-%	-%	-%	17%	87%	13%	59%	41%	51%	49%
Don't know	13	-	5	1	2	-	1	1	-	2	10	2	8	5	8	5
	1%	-%	2%	1%	2%	-%	1%	1%	-%	1%	1%	1%	1%	1%	1%	1%
		-%	40%	6%	17%	-%	8%	8%	-%	15%	81%	19%	62%	38%	62%	38%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 88**

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

**QE30 (QE11D). SHOWCARD How many of these devices does your household connect to the fixed wireless internet connection (Wi-Fi)? (MULTI CODE)**

Base : Those using a wireless internet connection 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
Mean number of types of devices	2.9	2.7	2.6	3.2	2.7	3.2	3.2	3.4	3.1	2.6	2.9	3.1	3.1	2.5	2.9	2.8
				abdi		abdi	abdi	abdi	abdi			j	m			
Standard deviation	1.68	1.42	1.51	1.96	1.65	2.01	1.59	1.67	1.66	1.64	1.64	1.86	1.69	1.61	1.77	1.56
Standard error	.03	.11	.10	.14	.13	.16	.11	.13	.14	.12	.04	.07	.04	.05	.05	.04
Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o																

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QE31 (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

		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	650	321	329	37	41	96	476	209	83	31	7	55	136	141	316	343	104	89	114
Effective Weighted Sample	397	185	212	25	25	60	287	129	51	20	3	37	82	81	200	286	62	54	87
Total	349	163	186	25	25	56	243	106	43	21	3	37	70	77	164	282	35	20	12
		47%	53%	**	**	**	70%	30%	**	**	**	**	20%	22%	47%	81%	10%	**	3%
Certain to	5	4	1	**	**	**	*	1	**	**	**	**	*	2	1	5	-	**	-
	1%	2%	1%	**	**	**	*%	1%	**	**	**	**	1%	3%	1%	2%	-%	**	-%
		74%	26%	**	**	**	2%	16%	**	**	**	**	8%	48%	16%	98%	-%	**	-%
Very likely	8	6	2	**	**	**	2	1	**	**	**	**	3	2	3	7	*	**	*
	2%	4%	1%	**	**	**	1%	1%	**	**	**	**	4%	2%	2%	2%	1%	**	4%
		73%	27%	**	**	**	21%	13%	**	**	**	**	34%	24%	33%	85%	4%	**	5%
Likely	29	13	17	**	**	**	3	12	**	**	**	**	7	5	14	24	2	**	*
	8%	8%	9%	**	**	**	1%	12%	**	**	**	**	10%	7%	8%	9%	6%	**	4%
		44%	56%	**	**	**	12%	42%	**	**	**	**	24%	18%	47%	83%	8%	**	2%
TOTAL LIKELY	43	23	20	**	**	**	5	14	**	**	**	**	10	10	17	36	3	**	1
	12%	14%	11%	**	**	**	2%	13%	**	**	**	**	15%	12%	11%	13%	7%	**	7%
		53%	47%	**	**	**	12%	33%	**	**	**	**	24%	23%	41%	85%	6%	**	2%
Unlikely	37	16	21	**	**	**	24	11	**	**	**	**	5	10	18	29	3	**	2
	11%	10%	11%	**	**	**	10%	10%	**	**	**	**	8%	12%	11%	10%	8%	**	14%
		43%	57%	**	**	**	67%	30%	**	**	**	**	15%	26%	50%	79%	8%	**	5%
Very unlikely	43	21	22	**	**	**	32	13	**	**	**	**	13	10	18	30	8	**	2
	12%	13%	12%	**	**	**	13%	12%	**	**	**	**	18%	13%	11%	11%	22%	**	16%
		49%	51%	**	**	**	76%	30%	**	**	**	**	29%	24%	42%	71%	18%	**	5%
Certain not to	186	83	103	**	**	**	165	60	**	**	**	**	36	37	91	151	19	**	6
	53%	51%	56%	**	**	**	68%	57%	**	**	**	**	52%	48%	56%	54%	54%	**	51%
		44%	56%	**	**	**	89%	32%	**	**	**	**	19%	20%	49%	81%	10%	**	3%
TOTAL UNLIKELY	266	120	146	**	**	**	222	84	**	**	**	**	54	57	127	211	29	**	10
	76%	73%	79%	**	**	**	91%	79%	**	**	**	**	77%	73%	78%	75%	84%	**	82%
		45%	55%	**	**	**	83%	32%	**	**	**	**	20%	21%	48%	79%	11%	**	4%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QE31 (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

		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	650	321	329	37	41	96	476	209	83	31	7	55	136	141	316	343	104	89	114
Effective Weighted Sample	397	185	212	25	25	60	287	129	51	20	3	37	82	81	200	286	62	54	87
Total	349	163	186	25	25	56	243	106	43	21	3	37	70	77	164	282	35	20	12
		47%	53%	**	**	**	70%	30%	**	**	**	**	20%	22%	47%	81%	10%	**	3%
Don't know	40	21	20	**	**	**	16	8	**	**	**	**	6	11	19	35	3	**	1
	12%	13%	11%	**	**	**	7%	7%	**	**	**	**	8%	14%	12%	12%	9%	**	11%
		51%	49%	**	**	**	40%	19%	**	**	**	**	14%	27%	47%	86%	7%	**	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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QE31 (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		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	650	23	22	22	45	59	23	48	59	42	458	192	108	537	276	374
Effective Weighted Sample	397	19	21	21	41	54	22	42	54	39	336	69	66	336	160	246
Total	349	29	28	19	30	50	22	35	25	43	308	41	76	270	163	185
		**	**	**	**	**	**	**	**	**	88%	12%	22%	78%	47%	53%
Certain to	5	**	**	**	**	**	**	**	**	**	2	3	4	1	3	2
	1%	**	**	**	**	**	**	**	**	**	1%	7%	5%	*%	2%	1%
		**	**	**	**	**	**	**	**	**	44%	56%	74%	19%	56%	44%
Very likely	8	**	**	**	**	**	**	**	**	**	8	*	3	5	3	5
	2%	**	**	**	**	**	**	**	**	**	2%	1%	4%	2%	2%	3%
		**	**	**	**	**	**	**	**	**	95%	5%	42%	58%	34%	66%
Likely	29	**	**	**	**	**	**	**	**	**	27	2	13	17	18	12
	8%	**	**	**	**	**	**	**	**	**	9%	6%	17%	6%	11%	6%
		**	**	**	**	**	**	**	**	**	92%	8%	43%	57%	60%	40%
TOTAL LIKELY	43	**	**	**	**	**	**	**	**	**	37	6	20	22	23	20
	12%	**	**	**	**	**	**	**	**	**	12%	14%	26%	8%	14%	11%
		**	**	**	**	**	**	**	**	**	87%	13%	47%	52%	54%	46%
Unlikely	37	**	**	**	**	**	**	**	**	**	33	4	11	26	19	17
	11%	**	**	**	**	**	**	**	**	**	11%	10%	14%	10%	12%	9%
		**	**	**	**	**	**	**	**	**	89%	11%	30%	70%	53%	47%
Very unlikely	43	**	**	**	**	**	**	**	**	**	39	4	11	31	18	25
	12%	**	**	**	**	**	**	**	**	**	13%	10%	15%	12%	11%	13%
		**	**	**	**	**	**	**	**	**	91%	9%	26%	74%	42%	58%
Certain not to	186	**	**	**	**	**	**	**	**	**	162	25	18	167	84	102
	53%	**	**	**	**	**	**	**	**	**	52%	60%	24%	62%	51%	55%
		**	**	**	**	**	**	**	**	**	87%	13%	10%	90%	45%	55%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QE31 (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		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	650	23	22	22	45	59	23	48	59	42	458	192	108	537	276	374
Effective Weighted Sample	397	19	21	21	41	54	22	42	54	39	336	69	66	336	160	246
Total	349	29	28	19	30	50	22	35	25	43	308	41	76	270	163	185
		**	**	**	**	**	**	**	**	**	88%	12%	22%	78%	47%	53%
TOTAL UNLIKELY	266	**	**	**	**	**	**	**	**	**	233	33	40	224	121	145
	76%	**	**	**	**	**	**	**	**	**	76%	80%	53%	83%	74%	78%
		**	**	**	**	**	**	**	**	**	88%	12%	15%	84%	46%	54%
Don't know	40	**	**	**	**	**	**	**	**	**	38	2	16	24	19	21
	12%	**	**	**	**	**	**	**	**	**	12%	6%	21%	9%	12%	12%
		**	**	**	**	**	**	**	**	**	94%	6%	m 40%	59%	47%	53%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 90**

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

**QE32 (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

	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	508	248	260	11	16	47	434	167	64	24	4	43	107	112	244	254	90	70	94
Effective Weighted Sample	311	143	169	8	10	29	265	104	40	14	2	29	65	67	152	218	54	45	72
Total	266	120	146	7	11	26	222	84	34	15	3	27	54	57	127	211	29	16	10
		45%	55%	**	**	**	83%	32%	**	**	**	**	20%	21%	48%	79%	**	**	**
No need	175	80	95	**	**	**	156	47	**	**	**	**	37	38	77	141	**	**	**
	66%	67%	65%	**	**	**	71%	56%	**	**	**	**	69%	67%	60%	67%	**	**	**
		46%	54%	**	**	**	90%	27%	**	**	**	**	21%	22%	44%	81%	**	**	**
Don't want a computer	78	35	43	**	**	**	71	28	**	**	**	**	14	19	40	61	**	**	**
	30%	29%	30%	**	**	**	32%	33%	**	**	**	**	25%	34%	31%	29%	**	**	**
		45%	55%	**	**	**	91%	35%	**	**	**	**	17%	24%	50%	77%	**	**	**
Too old to use the internet	73	34	39	**	**	**	71	19	**	**	**	**	15	15	34	56	**	**	**
	27%	28%	27%	**	**	**	32%	23%	**	**	**	**	28%	26%	27%	27%	**	**	**
		47%	53%	**	**	**	98%	26%	**	**	**	**	21%	20%	47%	78%	**	**	**
Don't know how you use computers	64	32	31	**	**	**	54	27	**	**	**	**	11	14	37	49	**	**	**
	24%	27%	22%	**	**	**	24%	33%	**	**	**	**	19%	24%	29%	23%	**	**	**
		51%	49%	**	**	**	84%	43%	**	**	**	**	17%	21%	59%	76%	**	**	**
Too expensive to set up	35	16	20	**	**	**	18	16	**	**	**	**	5	5	23	25	**	**	**
	13%	13%	14%	**	**	**	8%	19%	**	**	**	**	10%	8%	18%	12%	**	**	**
		44%	56%	**	**	**	51%	46%	**	**	**	**	15%	13%	65%	71%	**	**	**
Computer is too expensive to buy	18	9	9	**	**	**	15	10	**	**	**	**	3	4	10	15	**	**	**
	7%	8%	6%	**	**	**	7%	11%	**	**	**	**	5%	7%	8%	7%	**	**	**
		52%	48%	**	**	**	85%	53%	**	**	**	**	14%	22%	56%	84%	**	**	**

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 - H1 2016. 4th January to 29th February 2016.**

**Table 90**

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

**QE32 (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

	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	508	248	260	11	16	47	434	167	64	24	4	43	107	112	244	254	90	70	94
Effective Weighted Sample	311	143	169	8	10	29	265	104	40	14	2	29	65	67	152	218	54	45	72
Total	266	120	146	7	11	26	222	84	34	15	3	27	54	57	127	211	29	16	10
		45%	55%	**	**	**	83%	32%	**	**	**	**	20%	21%	48%	79%	**	**	**
Friends/ family member checks things on the internet for me	18	11	7	**	**	**	17	5	**	**	**	**	5	4	7	15	**	**	**
	7%	10%	5%	**	**	**	8%	6%	**	**	**	**	10%	7%	6%	7%	**	**	**
		63%	37%	**	**	**	97%	29%	**	**	**	**	30%	21%	41%	85%	**	**	**
Don't have a phone line	12	5	7	**	**	**	6	4	**	**	**	**	4	1	6	8	**	**	**
	4%	4%	5%	**	**	**	3%	5%	**	**	**	**	7%	3%	5%	4%	**	**	**
		43%	57%	**	**	**	47%	35%	**	**	**	**	34%	12%	54%	69%	**	**	**
Charges are too expensive	12	5	7	**	**	**	8	5	**	**	**	**	2	3	7	8	**	**	**
	4%	4%	5%	**	**	**	4%	6%	**	**	**	**	4%	6%	5%	4%	**	**	**
		42%	58%	**	**	**	68%	44%	**	**	**	**	18%	26%	55%	65%	**	**	**
Satisfied with using the internet elsewhere	10	5	5	**	**	**	4	4	**	**	**	**	4	2	5	9	**	**	**
	4%	5%	3%	**	**	**	2%	4%	**	**	**	**	7%	3%	4%	4%	**	**	**
		54%	46%	**	**	**	44%	36%	**	**	**	**	37%	16%	48%	92%	**	**	**
Worries/ concerns about privacy issues	4	3	1	**	**	**	3	*	**	**	**	**	-	1	2	3	**	**	**
	1%	2%	1%	**	**	**	1%	*%	**	**	**	**	-%	2%	2%	1%	**	**	**
		70%	30%	**	**	**	68%	9%	**	**	**	**	-%	30%	55%	78%	**	**	**
Concerned about security/ fraud	4	4	*	**	**	**	4	-	**	**	**	**	*	2	2	3	**	**	**
	1%	3%	*%	**	**	**	2%	-%	**	**	**	**	*%	3%	1%	1%	**	**	**
		b																	
		97%	3%	**	**	**	100%	-%	**	**	**	**	2%	46%	49%	81%	**	**	**

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 - H1 2016. 4th January to 29th February 2016.**

**Table 90**

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

**QE32 (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

	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	508	248	260	11	16	47	434	167	64	24	4	43	107	112	244	254	90	70	94
Effective Weighted Sample	311	143	169	8	10	29	265	104	40	14	2	29	65	67	152	218	54	45	72
Total	266	120	146	7	11	26	222	84	34	15	3	27	54	57	127	211	29	16	10
		45%	55%	**	**	**	83%	32%	**	**	**	**	20%	21%	48%	79%	**	**	**
Health reasons - bad eyesight	2	2	*	**	**	**	2	-	**	**	**	**	*	1	1	1	**	**	**
	1%	1%	*%	**	**	**	1%	-%	**	**	**	**	*%	2%	1%	1%	**	**	**
		82%	18%	**	**	**	100%	-%	**	**	**	**	6%	50%	44%	50%	**	**	**
Satisfied with using the internet at work	2	2	*	**	**	**	*	-	**	**	**	**	2	*	-	1	**	**	**
	1%	1%	*%	**	**	**	*%	-%	**	**	**	**	3%	1%	-%	1%	**	**	**
		88%	12%	**	**	**	9%	-%	**	**	**	**	n	81%	19%	-%	78%	**	**
My computer is out of date	*	-	*	**	**	**	*	*	**	**	**	**	*	*	-	*	**	**	**
	*%	-%	*%	**	**	**	*%	*%	**	**	**	**	1%	*%	-%	*%	**	**	**
		-%	100%	**	**	**	100%	11%	**	**	**	**	89%	11%	-%	89%	**	**	**
Other	1	1	-	**	**	**	1	1	**	**	**	**	-	1	-	1	**	**	**
	1%	1%	-%	**	**	**	1%	1%	**	**	**	**	-%	2%	-%	1%	**	**	**
		100%	-%	**	**	**	100%	67%	**	**	**	**	-%	67%	-%	100%	**	**	**
ANY INVOLUNTARY REASONS	153	72	81	**	**	**	124	52	**	**	**	**	28	30	81	119	**	**	**
	58%	61%	55%	**	**	**	56%	62%	**	**	**	**	52%	53%	63%	56%	**	**	**
		47%	53%	**	**	**	81%	34%	**	**	**	**	18%	20%	53%	78%	**	**	**
ANY VOLUNTARY REASONS	217	97	120	**	**	**	191	64	**	**	**	**	46	49	98	174	**	**	**
	82%	81%	82%	**	**	**	86%	76%	**	**	**	**	85%	86%	77%	83%	**	**	**
		45%	55%	**	**	**	88%	30%	**	**	**	**	21%	22%	45%	80%	**	**	**
ONLY VOLUNTARY REASONS	110	47	63	**	**	**	96	31	**	**	**	**	25	26	46	89	**	**	**
	41%	39%	43%	**	**	**	43%	37%	**	**	**	**	47%	46%	36%	42%	**	**	**
		42%	58%	**	**	**	87%	28%	**	**	**	**	23%	23%	42%	81%	**	**	**

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 - H1 2016. 4th January to 29th February 2016.**

**Table 90**

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

**QE32 (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

	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	508	248	260	11	16	47	434	167	64	24	4	43	107	112	244	254	90	70	94
Effective Weighted Sample	311	143	169	8	10	29	265	104	40	14	2	29	65	67	152	218	54	45	72
Total	266	120	146	7	11	26	222	84	34	15	3	27	54	57	127	211	29	16	10
		45%	55%	**	**	**	83%	32%	**	**	**	**	20%	21%	48%	79%	**	**	**
Don't know	2	*	2	**	**	**	1	1	**	**	**	**	1	1	*	2	**	**	**
	1%	*%	1%	**	**	**	1%	1%	**	**	**	**	1%	2%	*%	1%	**	**	**
		3%	97%	**	**	**	53%	53%	**	**	**	**	33%	47%	20%	97%	**	**	**

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 - H1 2016. 4th January to 29th February 2016.**

**Table 90**

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

**QE32 (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		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	508	16	20	20	33	35	22	32	41	35	349	159	62	444	216	292
Effective Weighted Sample	311	14	19	19	31	32	21	29	38	33	260	60	37	276	126	189
Total	266	18	25	18	22	29	21	24	18	36	233	33	40	224	121	145
		**	**	**	**	**	**	**	**	**	88%	12%	**	84%	46%	54%
No need	175	**	**	**	**	**	**	**	**	**	150	24	**	148	86	88
	66%	**	**	**	**	**	**	**	**	**	65%	74%	**	66%	71%	61%
		**	**	**	**	**	**	**	**	**	86%	14%	**	85%	50%	50%
Don't want a computer	78	**	**	**	**	**	**	**	**	**	68	10	**	68	34	45
	30%	**	**	**	**	**	**	**	**	**	29%	32%	**	30%	28%	31%
		**	**	**	**	**	**	**	**	**	87%	13%	**	87%	43%	57%
Too old to use the internet	73	**	**	**	**	**	**	**	**	**	62	10	**	70	32	41
	27%	**	**	**	**	**	**	**	**	**	27%	32%	**	31%	27%	28%
		**	**	**	**	**	**	**	**	**	86%	14%	**	97%	44%	56%
Don't know how you use computers	64	**	**	**	**	**	**	**	**	**	60	4	**	56	27	37
	24%	**	**	**	**	**	**	**	**	**	26%	11%	**	25%	22%	26%
		**	**	**	**	**	**	**	**	**	k		**			
		**	**	**	**	**	**	**	**	**	94%	6%	**	88%	42%	58%
Too expensive to set up	35	**	**	**	**	**	**	**	**	**	33	2	**	30	16	20
	13%	**	**	**	**	**	**	**	**	**	14%	7%	**	13%	13%	14%
		**	**	**	**	**	**	**	**	**	94%	6%	**	84%	45%	55%
Computer is too expensive to buy	18	**	**	**	**	**	**	**	**	**	17	1	**	17	11	7
	7%	**	**	**	**	**	**	**	**	**	7%	4%	**	8%	9%	5%
		**	**	**	**	**	**	**	**	**	93%	7%	**	95%	59%	41%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 90**

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

**QE32 (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		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	508	16	20	20	33	35	22	32	41	35	349	159	62	444	216	292
Effective Weighted Sample	311	14	19	19	31	32	21	29	38	33	260	60	37	276	126	189
Total	266	18	25	18	22	29	21	24	18	36	233	33	40	224	121	145
		**	**	**	**	**	**	**	**	**	88%	12%	**	84%	46%	54%
Friends/ family member checks things on the internet for me	18	**	**	**	**	**	**	**	**	**	16	2	**	18	10	8
	7%	**	**	**	**	**	**	**	**	**	7%	7%	**	8%	9%	5%
		**	**	**	**	**	**	**	**	**	87%	13%	**	100%	57%	43%
Don't have a phone line	12	**	**	**	**	**	**	**	**	**	10	2	**	8	6	6
	4%	**	**	**	**	**	**	**	**	**	4%	5%	**	4%	5%	4%
		**	**	**	**	**	**	**	**	**	86%	14%	**	69%	48%	52%
Charges are too expensive	12	**	**	**	**	**	**	**	**	**	10	2	**	9	7	5
	4%	**	**	**	**	**	**	**	**	**	4%	5%	**	4%	6%	3%
		**	**	**	**	**	**	**	**	**	85%	15%	**	80%	62%	38%
Satisfied with using the internet elsewhere	10	**	**	**	**	**	**	**	**	**	9	1	**	7	2	8
	4%	**	**	**	**	**	**	**	**	**	4%	3%	**	3%	1%	6%
		**	**	**	**	**	**	**	**	**	90%	10%	**	70%	18%	82%
Worries/ concerns about privacy issues	4	**	**	**	**	**	**	**	**	**	4	*	**	3	1	3
	1%	**	**	**	**	**	**	**	**	**	2%	1%	**	1%	1%	2%
		**	**	**	**	**	**	**	**	**	94%	6%	**	75%	23%	77%
Concerned about security/ fraud	4	**	**	**	**	**	**	**	**	**	4	*	**	3	1	3
	1%	**	**	**	**	**	**	**	**	**	2%	1%	**	1%	1%	2%
		**	**	**	**	**	**	**	**	**	94%	6%	**	82%	18%	82%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 90**

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

**QE32 (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		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	508	16	20	20	33	35	22	32	41	35	349	159	62	444	216	292
Effective Weighted Sample	311	14	19	19	31	32	21	29	38	33	260	60	37	276	126	189
Total	266	18	25	18	22	29	21	24	18	36	233	33	40	224	121	145
		**	**	**	**	**	**	**	**	**	88%	12%	**	84%	46%	54%
Health reasons - bad eyesight	2	**	**	**	**	**	**	**	**	**	2	*	**	2	1	1
	1%	**	**	**	**	**	**	**	**	**	1%	1%	**	1%	1%	1%
		**	**	**	**	**	**	**	**	**	89%	11%	**	100%	53%	47%
Satisfied with using the internet at work	2	**	**	**	**	**	**	**	**	**	2	*	**	-	*	2
	1%	**	**	**	**	**	**	**	**	**	1%	1%	**	-%	*%	1%
		**	**	**	**	**	**	**	**	**	90%	10%	**	-%	19%	81%
My computer is out of date	*	**	**	**	**	**	**	**	**	**	*	*	**	*	*	*
	*%	**	**	**	**	**	**	**	**	**	*%	*%	**	*%	*%	*%
		**	**	**	**	**	**	**	**	**	89%	11%	**	100%	89%	11%
Other	1	**	**	**	**	**	**	**	**	**	1	-	**	1	-	1
	1%	**	**	**	**	**	**	**	**	**	1%	-%	**	*%	-%	1%
		**	**	**	**	**	**	**	**	**	100%	-%	**	67%	-%	100%
ANY INVOLUNTARY REASONS	153	**	**	**	**	**	**	**	**	**	137	16	**	135	66	87
	58%	**	**	**	**	**	**	**	**	**	59%	49%	**	60%	55%	60%
		**	**	**	**	**	**	**	**	**	90%	10%	**	88%	43%	57%
ANY VOLUNTARY REASONS	217	**	**	**	**	**	**	**	**	**	189	28	**	183	101	116
	82%	**	**	**	**	**	**	**	**	**	81%	86%	**	82%	84%	80%
		**	**	**	**	**	**	**	**	**	87%	13%	**	84%	47%	53%
ONLY VOLUNTARY REASONS	110	**	**	**	**	**	**	**	**	**	93	17	**	88	55	55
	41%	**	**	**	**	**	**	**	**	**	40%	51%	**	39%	45%	38%
		**	**	**	**	**	**	**	**	**	85%	15%	**	80%	50%	50%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 90**

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

**QE32 (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

	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	508	16	20	20	33	35	22	32	41	35	349	159	62	444	216	292
Effective Weighted Sample	311	14	19	19	31	32	21	29	38	33	260	60	37	276	126	189
Total	266	18	25	18	22	29	21	24	18	36	233	33	40	224	121	145
		**	**	**	**	**	**	**	**	**	88%	12%	**	84%	46%	54%
Don't know	2	**	**	**	**	**	**	**	**	**	2	*	**	1	-	2
	1%	**	**	**	**	**	**	**	**	**	1%	*%	**	1%	-%	2%
		**	**	**	**	**	**	**	**	**	97%	3%	**	53%	-%	100%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 91**

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

**QE33 (QE25B). And, which one of these reasons is your MAIN reason for not getting internet access at home? (SINGLE CODE) UNPROMPTED**

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

	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	508	248	260	11	16	47	434	167	64	24	4	43	107	112	244	254	90	70	94
Effective Weighted Sample	311	143	169	8	10	29	265	104	40	14	2	29	65	67	152	218	54	45	72
Total	266	120	146	7	11	26	222	84	34	15	3	27	54	57	127	211	29	16	10
		45%	55%	**	**	**	83%	32%	**	**	**	**	20%	21%	48%	79%	**	**	**
No need	120	54	66	**	**	**	108	30	**	**	**	**	28	24	50	97	**	**	**
	45%	45%	45%	**	**	**	49%	36%	**	**	**	**	51%	42%	39%	46%	**	**	**
		45%	55%	**	**	**	90%	25%	**	**	**	**	23%	20%	42%	82%	**	**	**
Too old to use the internet	36	14	22	**	**	**	36	10	**	**	**	**	5	9	19	27	**	**	**
	14%	12%	15%	**	**	**	16%	12%	**	**	**	**	10%	15%	15%	13%	**	**	**
		40%	60%	**	**	**	100%	29%	**	**	**	**	15%	24%	53%	76%	**	**	**
Don't want a computer	32	13	20	**	**	**	28	12	**	**	**	**	8	8	13	23	**	**	**
	12%	10%	13%	**	**	**	13%	14%	**	**	**	**	14%	15%	11%	11%	**	**	**
		39%	61%	**	**	**	88%	38%	**	**	**	**	24%	26%	42%	73%	**	**	**
Don't know how you use computers	29	17	12	**	**	**	24	12	**	**	**	**	5	5	18	23	**	**	**
	11%	14%	8%	**	**	**	11%	14%	**	**	**	**	9%	8%	14%	11%	**	**	**
		57%	43%	**	**	**	83%	42%	**	**	**	**	18%	17%	61%	82%	**	**	**
Too expensive to set up	19	6	13	**	**	**	7	10	**	**	**	**	3	4	12	13	**	**	**
	7%	5%	9%	**	**	**	3%	12%	**	**	**	**	5%	6%	10%	6%	**	**	**
		32%	68%	**	**	**	39%	51%	**	**	**	**	15%	19%	66%	71%	**	**	**
Satisfied with using the internet elsewhere	8	4	4	**	**	**	3	3	**	**	**	**	4	2	2	7	**	**	**
	3%	3%	3%	**	**	**	1%	3%	**	**	**	**	7%	3%	2%	3%	**	**	**
		50%	50%	**	**	**	39%	35%	**	**	**	**	48%	21%	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 TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 91**

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

**QE33 (QE25B). And, which one of these reasons is your MAIN reason for not getting internet access at home? (SINGLE CODE) UNPROMPTED**

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

	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	508	248	260	11	16	47	434	167	64	24	4	43	107	112	244	254	90	70	94
Effective Weighted Sample	311	143	169	8	10	29	265	104	40	14	2	29	65	67	152	218	54	45	72
Total	266	120	146	7	11	26	222	84	34	15	3	27	54	57	127	211	29	16	10
		45%	55%	**	**	**	83%	32%	**	**	**	**	20%	21%	48%	79%	**	**	**
Friends/family member checks things on the internet for me	6	3	3	**	**	**	6	2	**	**	**	**	1	2	2	6	**	**	**
	2%	3%	2%	**	**	**	3%	2%	**	**	**	**	1%	4%	2%	3%	**	**	**
		47%	53%	**	**	**	100%	30%	**	**	**	**	12%	32%	34%	89%	**	**	**
Charges are too expensive	4	2	1	**	**	**	2	1	**	**	**	**	-	2	2	3	**	**	**
	1%	2%	1%	**	**	**	1%	1%	**	**	**	**	-%	3%	1%	1%	**	**	**
		60%	40%	**	**	**	56%	24%	**	**	**	**	-%	49%	51%	76%	**	**	**
Computer is too expensive to buy	3	3	*	**	**	**	1	2	**	**	**	**	-	-	3	2	**	**	**
	1%	3%	*%	**	**	**	1%	2%	**	**	**	**	-%	-%	3%	1%	**	**	**
		91%	9%	**	**	**	43%	56%	**	**	**	**	-%	-%	100%	66%	**	**	**
Don't have a phone line	3	2	1	**	**	**	1	1	**	**	**	**	-	-	3	2	**	**	**
	1%	1%	1%	**	**	**	1%	1%	**	**	**	**	-%	-%	2%	1%	**	**	**
		62%	38%	**	**	**	46%	42%	**	**	**	**	-%	-%	100%	79%	**	**	**
Worries/ concerns about privacy issues	2	1	1	**	**	**	1	*	**	**	**	**	-	1	*	2	**	**	**
	1%	1%	*%	**	**	**	*%	*%	**	**	**	**	-%	2%	*%	1%	**	**	**
		60%	40%	**	**	**	43%	3%	**	**	**	**	-%	61%	3%	93%	**	**	**
Concerned about security/ fraud	1	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,p,q,r

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 91**

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

**QE33 (QE25B). And, which one of these reasons is your MAIN reason for not getting internet access at home? (SINGLE CODE) UNPROMPTED**

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

	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	508	248	260	11	16	47	434	167	64	24	4	43	107	112	244	254	90	70	94
Effective Weighted Sample	311	143	169	8	10	29	265	104	40	14	2	29	65	67	152	218	54	45	72
Total	266	120	146	7	11	26	222	84	34	15	3	27	54	57	127	211	29	16	10
		45%	55%	**	**	**	83%	32%	**	**	**	**	20%	21%	48%	79%	**	**	**
Health reasons - bad eyesight	*	*	*	**	**	**	*	-	**	**	**	**	*	-	*	-	**	**	**
	*%	*%	*%	**	**	**	*%	-%	**	**	**	**	*%	-%	*%	-%	**	**	**
		23%	77%	**	**	**	100%	-%	**	**	**	**	52%	-%	48%	-%	**	**	**
Satisfied with using the internet at work	*	-	*	**	**	**	-	-	**	**	**	**	*	-	-	-	**	**	**
	*%	-%	*%	**	**	**	-%	-%	**	**	**	**	*%	-%	-%	-%	**	**	**
		-%	100%	**	**	**	-%	-%	**	**	**	**	100%	-%	-%	-%	**	**	**
Other	1	*	1	**	**	**	1	-	**	**	**	**	-	-	1	1	**	**	**
	1%	*%	1%	**	**	**	1%	-%	**	**	**	**	-%	-%	1%	1%	**	**	**
		36%	64%	**	**	**	100%	-%	**	**	**	**	-%	-%	64%	100%	**	**	**
ANY INVOLUNTARY REASONS	96	46	50	**	**	**	74	36	**	**	**	**	13	20	58	74	**	**	**
	36%	38%	35%	**	**	**	33%	43%	**	**	**	**	25%	35%	46%	35%	**	**	**
		48%	52%	**	**	**	77%	38%	**	**	**	**	14%	20%	61%	77%	**	**	**
ANY VOLUNTARY REASONS	166	73	93	**	**	**	145	47	**	**	**	**	40	36	68	134	**	**	**
	62%	61%	63%	**	**	**	66%	56%	**	**	**	**	74%	64%	53%	63%	**	**	**
		44%	56%	**	**	**	88%	28%	**	**	**	**	n	22%	41%	81%	**	**	**
Don't know	2	*	2	**	**	**	1	1	**	**	**	**	1	1	*	2	**	**	**
	1%	*%	1%	**	**	**	1%	1%	**	**	**	**	1%	2%	*%	1%	**	**	**
		3%	97%	**	**	**	53%	53%	**	**	**	**	33%	47%	20%	97%	**	**	**

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 - H1 2016. 4th January to 29th February 2016.**

**Table 91**

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

**QE33 (QE25B). And, which one of these reasons is your MAIN reason for not getting internet access at home? (SINGLE CODE) UNPROMPTED**

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

	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	508	16	20	20	33	35	22	32	41	35	349	159	62	444	216	292
Effective Weighted Sample	311	14	19	19	31	32	21	29	38	33	260	60	37	276	126	189
Total	266	18	25	18	22	29	21	24	18	36	233	33	40	224	121	145
		**	**	**	**	**	**	**	**	**	88%	12%	**	84%	46%	54%
No need	120	**	**	**	**	**	**	**	**	**	101	18	**	99	65	55
	45%	**	**	**	**	**	**	**	**	**	44%	56%	**	44%	53%	38%
		**	**	**	**	**	**	**	**	**	85%	15%	**	83%	54%	46%
Too old to use the internet	36	**	**	**	**	**	**	**	**	**	34	3	**	35	12	24
	14%	**	**	**	**	**	**	**	**	**	14%	8%	**	16%	10%	17%
		**	**	**	**	**	**	**	**	**	93%	7%	**	96%	34%	66%
Don't want a computer	32	**	**	**	**	**	**	**	**	**	28	4	**	29	15	17
	12%	**	**	**	**	**	**	**	**	**	12%	13%	**	13%	13%	12%
		**	**	**	**	**	**	**	**	**	86%	14%	**	90%	47%	53%
Don't know how you use computers	29	**	**	**	**	**	**	**	**	**	26	2	**	23	12	17
	11%	**	**	**	**	**	**	**	**	**	11%	7%	**	10%	10%	12%
		**	**	**	**	**	**	**	**	**	92%	8%	**	79%	41%	59%
Too expensive to set up	19	**	**	**	**	**	**	**	**	**	17	2	**	17	6	13
	7%	**	**	**	**	**	**	**	**	**	7%	5%	**	7%	5%	9%
		**	**	**	**	**	**	**	**	**	92%	8%	**	88%	32%	68%
Satisfied with using the internet elsewhere	8	**	**	**	**	**	**	**	**	**	7	1	**	5	2	6
	3%	**	**	**	**	**	**	**	**	**	3%	3%	**	2%	1%	4%
		**	**	**	**	**	**	**	**	**	88%	12%	**	61%	22%	78%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 91**

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

**QE33 (QE25B). And, which one of these reasons is your MAIN reason for not getting internet access at home? (SINGLE CODE) UNPROMPTED**

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

	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	508	16	20	20	33	35	22	32	41	35	349	159	62	444	216	292
Effective Weighted Sample	311	14	19	19	31	32	21	29	38	33	260	60	37	276	126	189
Total	266	18	25	18	22	29	21	24	18	36	233	33	40	224	121	145
		**	**	**	**	**	**	**	**	**	88%	12%	**	84%	46%	54%
Friends/family member checks things on the internet for me	6	**	**	**	**	**	**	**	**	**	5	1	**	6	4	2
	2%	**	**	**	**	**	**	**	**	**	2%	3%	**	3%	3%	2%
		**	**	**	**	**	**	**	**	**	82%	18%	**	100%	63%	37%
Charges are too expensive	4	**	**	**	**	**	**	**	**	**	3	*	**	2	3	1
	1%	**	**	**	**	**	**	**	**	**	1%	1%	**	1%	2%	1%
		**	**	**	**	**	**	**	**	**	95%	5%	**	63%	70%	30%
Computer is too expensive to buy	3	**	**	**	**	**	**	**	**	**	3	-	**	3	1	2
	1%	**	**	**	**	**	**	**	**	**	1%	-%	**	1%	1%	2%
		**	**	**	**	**	**	**	**	**	100%	-%	**	100%	30%	70%
Don't have a phone line	3	**	**	**	**	**	**	**	**	**	2	1	**	2	2	1
	1%	**	**	**	**	**	**	**	**	**	1%	3%	**	1%	1%	1%
		**	**	**	**	**	**	**	**	**	64%	36%	**	53%	58%	42%
Worries/ concerns about privacy issues	2	**	**	**	**	**	**	**	**	**	2	*	**	1	-	2
	1%	**	**	**	**	**	**	**	**	**	1%	*%	**	*%	-%	1%
		**	**	**	**	**	**	**	**	**	93%	7%	**	43%	-%	100%
Concerned about security/ fraud	1	**	**	**	**	**	**	**	**	**	1	-	**	1	-	1
	*%	**	**	**	**	**	**	**	**	**	*%	-%	**	*%	-%	1%
		**	**	**	**	**	**	**	**	**	100%	-%	**	100%	-%	100%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 91**

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

**QE33 (QE25B). And, which one of these reasons is your MAIN reason for not getting internet access at home? (SINGLE CODE) UNPROMPTED**

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

	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	508	16	20	20	33	35	22	32	41	35	349	159	62	444	216	292
Effective Weighted Sample	311	14	19	19	31	32	21	29	38	33	260	60	37	276	126	189
Total	266	18	25	18	22	29	21	24	18	36	233	33	40	224	121	145
		**	**	**	**	**	**	**	**	**	88%	12%	**	84%	46%	54%
Health reasons - bad eyesight	*	**	**	**	**	**	**	**	**	**	-	*	**	*	*	*
	*%	**	**	**	**	**	**	**	**	**	-%	1%	**	*%	*%	*%
		**	**	**	**	**	**	**	**	**	-%	100%	**	100%	29%	71%
Satisfied with using the internet at work	*	**	**	**	**	**	**	**	**	**	*	-	**	-	-	*
	*%	**	**	**	**	**	**	**	**	**	*%	-%	**	-%	-%	*%
		**	**	**	**	**	**	**	**	**	100%	-%	**	-%	-%	100%
Other	1	**	**	**	**	**	**	**	**	**	1	-	**	1	-	1
	1%	**	**	**	**	**	**	**	**	**	1%	-%	**	*%	-%	1%
		**	**	**	**	**	**	**	**	**	100%	-%	**	64%	-%	100%
ANY INVOLUNTARY REASONS	96	**	**	**	**	**	**	**	**	**	88	8	**	83	35	61
	36%	**	**	**	**	**	**	**	**	**	38%	24%	**	37%	29%	42%
		**	**	**	**	**	**	**	**	**	k	n	**			
		**	**	**	**	**	**	**	**	**	92%	8%	**	86%	37%	63%
ANY VOLUNTARY REASONS	166	**	**	**	**	**	**	**	**	**	141	25	**	139	86	80
	62%	**	**	**	**	**	**	**	**	**	61%	75%	**	62%	71%	55%
		**	**	**	**	**	**	**	**	**	j	o	**			
		**	**	**	**	**	**	**	**	**	85%	15%	**	84%	52%	48%
Don't know	2	**	**	**	**	**	**	**	**	**	2	*	**	1	-	2
	1%	**	**	**	**	**	**	**	**	**	1%	*%	**	1%	-%	2%
		**	**	**	**	**	**	**	**	**	97%	3%	**	53%	-%	100%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 92**

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

**QE34 (QEN11). EXPLAIN SATELLITE BROADBAND Were you aware that satellite broadband is available? (SINGLE CODE)**

Base : All respondents in Scotland and Wales

	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	991	472	519	128	158	278	427	176	126	95	154	191	309	223	267	-	502	489	-
Effective Weighted Sample	571	279	293	81	97	162	247	113	68	58	97	109	181	127	164	-	310	301	-
Total	365	176	189	44	65	124	132	58	41	38	69	83	98	84	99	-	233	132	-
		48%	52%	12%	18%	34%	36%	16%	11%	**	19%	23%	27%	23%	27%	-%	64%	36%	-%
Yes	134	74	60	16	28	55	35	11	9	**	39	46	38	34	15	-	85	49	-
	37%	42%	31%	37%	43%	44%	26%	19%	23%	**	56%	56%	39%	40%	16%	-%	37%	37%	-%
		b			f	f					gh	lmn	n	n					
		56%	44%	12%	21%	41%	26%	8%	7%	**	29%	35%	29%	25%	12%	-%	64%	36%	-%
No	173	74	100	22	28	47	77	42	27	**	24	24	44	35	70	-	104	70	-
	47%	42%	53%	49%	43%	38%	58%	72%	66%	**	35%	29%	45%	41%	70%	-%	44%	53%	-%
			a			de		j	j				k		klm			p	
		42%	58%	12%	16%	27%	44%	24%	16%	**	14%	14%	25%	20%	40%	-%	60%	40%	-%
Don't know	58	28	30	6	9	23	21	5	5	**	6	12	16	16	14	-	44	14	-
	16%	16%	16%	14%	14%	18%	16%	9%	11%	**	8%	15%	16%	19%	14%	-%	19%	10%	-%
																	q		
		48%	52%	10%	15%	39%	36%	9%	8%	**	10%	21%	27%	27%	24%	-%	76%	24%	-%

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 - H1 2016. 4th January to 29th February 2016.**

**Table 92**

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

**QE34 (QEN11). EXPLAIN SATELLITE BROADBAND Were you aware that satellite broadband is available? (SINGLE CODE)**

Base : All respondents in Scotland and Wales

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		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	YES l	NO m	LOW n	MEDIUM/ HIGH o
Significance Level: 95%																
Unweighted total	991	-	-	-	-	-	-	-	-	-	491	500	438	553	515	476
Effective Weighted Sample	571	-	-	-	-	-	-	-	-	-	397	440	273	326	259	317
Total	365	-	-	-	-	-	-	-	-	-	297	68	206	159	181	185
		-%	-%	-%	-%	-%	-%	-%	-%	-%	81%	19%	57%	43%	49%	51%
Yes	134	-	-	-	-	-	-	-	-	-	114	20	91	42	65	68
	37%	-%	-%	-%	-%	-%	-%	-%	-%	-%	38%	30%	44%	27%	36%	37%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	k		m			
		-%	-%	-%	-%	-%	-%	-%	-%	-%	85%	15%	68%	32%	49%	51%
No	173	-	-	-	-	-	-	-	-	-	132	41	82	91	73	100
	47%	-%	-%	-%	-%	-%	-%	-%	-%	-%	44%	61%	40%	58%	40%	54%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	j		l			n
		-%	-%	-%	-%	-%	-%	-%	-%	-%	76%	24%	47%	53%	42%	58%
Don't know	58	-	-	-	-	-	-	-	-	-	52	6	33	25	42	16
	16%	-%	-%	-%	-%	-%	-%	-%	-%	-%	17%	9%	16%	16%	23%	9%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	k				o	
		-%	-%	-%	-%	-%	-%	-%	-%	-%	89%	11%	57%	43%	72%	28%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 93**

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

**QE35 (QE29). EXPLAIN THAT PHONE CALLS CAN BE MADE USING THE INTERNET USING SERVICES SUCH AS SKYPE. Before now, were you aware that you could make voice calls using the internet? (SINGLE CODE)**

Base : All respondents

	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	3737	1790	1947	519	604	1172	1442	559	401	451	615	797	1122	791	1022	2239	502	489	507
Effective Weighted Sample	2504	1197	1308	343	401	807	971	377	268	325	461	578	755	534	660	1916	310	301	376
Total	2675	1301	1374	364	469	915	927	317	260	358	583	712	720	580	661	2236	233	132	74
		49%	51%	14%	18%	34%	35%	12%	10%	13%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Yes	2333	1128	1204	345	448	851	689	237	227	336	565	658	644	504	525	1958	199	115	61
	87%	87%	88%	95%	96%	93%	74%	75%	87%	94%	97%	92%	89%	87%	79%	88%	86%	87%	82%
				f	f	f			g	gh	ghi	mn	n	n		r			
		48%	52%	15%	19%	36%	30%	10%	10%	14%	24%	28%	28%	22%	22%	84%	9%	5%	3%
No	315	157	158	17	18	59	221	74	32	22	17	50	70	70	126	259	30	15	12
	12%	12%	12%	5%	4%	6%	24%	23%	12%	6%	3%	7%	10%	12%	19%	12%	13%	12%	16%
							cde	hij	ij	j				k	klm				o
		50%	50%	5%	6%	19%	70%	24%	10%	7%	5%	16%	22%	22%	40%	82%	9%	5%	4%
Don't know	27	15	12	2	2	5	17	7	1	*	1	3	6	7	10	20	4	2	1
	1%	1%	1%	1%	1%	1%	2%	2%	*%	*%	*%	*%	1%	1%	2%	1%	2%	1%	2%
							e	ij											
		56%	44%	8%	9%	20%	63%	24%	3%	1%	3%	12%	22%	25%	38%	73%	15%	7%	6%

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 - H1 2016. 4th January to 29th February 2016.**

**Table 93**

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

**QE35 (QE29). EXPLAIN THAT PHONE CALLS CAN BE MADE USING THE INTERNET USING SERVICES SUCH AS SKYPE. Before now, were you aware that you could make voice calls using the internet? (SINGLE CODE)**

Base : All respondents

	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	3737	249	251	247	250	251	237	252	251	251	2711	1026	1861	1863	1792	1945
Effective Weighted Sample	2504	221	237	237	233	233	225	231	232	231	2082	456	1294	1256	1218	1321
Total	2675	338	359	227	189	237	245	226	114	302	2315	360	1552	1114	1443	1232
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	54%	46%
Yes	2333	314	309	199	149	201	221	198	99	268	2014	319	1453	873	1251	1082
	87%	93%	86%	88%	79%	85%	90%	88%	87%	89%	87%	89%	94%	78%	87%	88%
		bdeh	d	d	d	d	d	d	d	d	d	d	m	m		
		13%	13%	9%	6%	9%	9%	8%	4%	11%	86%	14%	62%	37%	54%	46%
No	315	21	49	28	30	34	23	26	13	34	280	35	88	225	177	138
	12%	6%	14%	12%	16%	14%	10%	12%	11%	11%	12%	10%	6%	20%	12%	11%
			a	a	af	a		a						l		
			7%	16%	9%	10%	7%	8%	4%	11%	89%	11%	28%	71%	56%	44%
Don't know	27	3	1	-	9	2	1	1	2	-	22	5	10	16	15	12
	1%	1%	*%	-%	5%	1%	*%	1%	2%	-%	1%	1%	1%	1%	1%	1%
					abcefgi				ci							
		11%	3%	-%	35%	8%	3%	5%	8%	-%	81%	19%	39%	58%	56%	44%
Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o																

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 94**

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

**QE36 (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		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	3737	1790	1947	519	604	1172	1442	559	401	451	615	797	1122	791	1022	2239	502	489	507
Effective Weighted Sample	2504	1197	1308	343	401	807	971	377	268	325	461	578	755	534	660	1916	310	301	376
Total	2675	1301	1374	364	469	915	927	317	260	358	583	712	720	580	661	2236	233	132	74
		49%	51%	14%	18%	34%	35%	12%	10%	13%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Yes & currently using	1037	495	542	178	237	400	222	73	89	148	307	357	318	182	180	890	80	45	23
	39%	38%	39%	49%	51%	44%	24%	23%	34%	41%	53%	50%	44%	31%	27%	40%	34%	34%	31%
		48%	52%	f	ef	f		g	g	g	ghi	lmn	mn		r				
				17%	23%	39%	21%	7%	9%	14%	30%	34%	31%	18%	17%	86%	8%	4%	2%
Yes but stopped using	232	119	113	37	39	94	62	21	23	42	53	67	65	56	44	196	17	13	7
	9%	9%	8%	10%	8%	10%	7%	7%	9%	12%	9%	9%	9%	10%	7%	9%	7%	10%	9%
				f	f	f		g	g	g	ghi	lmn	mn	n	pr				
		51%	49%	16%	17%	41%	27%	9%	10%	18%	23%	29%	28%	24%	19%	84%	7%	5%	3%
TOTAL YES	1269	614	655	215	276	494	284	95	112	191	360	424	383	239	224	1085	97	58	29
	47%	47%	48%	59%	59%	54%	31%	30%	43%	53%	62%	60%	53%	41%	34%	49%	42%	44%	40%
		48%	52%	17%	22%	39%	22%	7%	9%	15%	28%	33%	30%	19%	18%	86%	8%	5%	2%
No never used	1383	670	712	147	191	412	632	220	146	166	220	282	329	337	432	1133	134	72	44
	52%	52%	52%	40%	41%	45%	68%	69%	56%	46%	38%	40%	46%	58%	65%	51%	57%	54%	59%
		48%	52%	11%	14%	30%	46%	cde	hij	ij	j		k	kl	klm		o		o
				11%	14%	30%	46%	16%	11%	12%	16%	20%	24%	24%	31%	82%	10%	5%	3%
Don't know	23	16	7	2	2	9	11	3	2	1	3	6	8	5	4	18	2	3	1
	1%	1%	1%	1%	*%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	2%	2%
		b																	
		70%	30%	10%	7%	37%	45%	11%	9%	5%	14%	25%	36%	20%	19%	75%	10%	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 TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 94**

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

**QE36 (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		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	3737	249	251	247	250	251	237	252	251	251	2711	1026	1861	1863	1792	1945
Effective Weighted Sample	2504	221	237	237	233	233	225	231	232	231	2082	456	1294	1256	1218	1321
Total	2675	338	359	227	189	237	245	226	114	302	2315	360	1552	1114	1443	1232
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	54%	46%
Yes & currently using	1037	242	107	95	61	80	116	82	39	68	894	143	729	306	522	515
	39%	72%	30%	42%	32%	34%	47%	36%	34%	23%	39%	40%	47%	27%	36%	42%
		bcdefghi		bdi	i	i	bdeghi	i	i				m			n
		23%	10%	9%	6%	8%	11%	8%	4%	7%	86%	14%	70%	29%	50%	50%
Yes but stopped using	232	12	36	21	16	14	31	17	10	38	196	35	151	81	126	106
	9%	4%	10%	9%	9%	6%	13%	7%	9%	13%	8%	10%	10%	7%	9%	9%
			a	a	a		ae		a	ae			m			
		5%	15%	9%	7%	6%	13%	7%	4%	17%	85%	15%	65%	35%	54%	46%
TOTAL YES	1269	255	143	116	77	94	147	99	49	107	1090	179	880	386	649	620
	47%	75%	40%	51%	41%	40%	60%	44%	43%	35%	47%	50%	57%	35%	45%	50%
		bcdefghi		bdei			bdeghi						m			n
		20%	11%	9%	6%	7%	12%	8%	4%	8%	86%	14%	69%	30%	51%	49%
No never used	1383	79	212	110	107	142	98	127	64	194	1205	178	664	713	782	601
	52%	23%	59%	49%	57%	60%	40%	56%	57%	64%	52%	50%	43%	64%	54%	49%
			acf	a	af	acf	a	af	af	acf			l		o	
		6%	15%	8%	8%	10%	7%	9%	5%	14%	87%	13%	48%	52%	57%	43%
Don't know	23	5	5	1	5	1	-	-	*	1	20	3	8	14	13	10
	1%	2%	1%	1%	2%	1%	-	-	1%	1%	1%	1%	1%	1%	1%	1%
				fg												
		22%	19%	3%	20%	4%	-	-	2%	5%	87%	13%	34%	59%	56%	44%
Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o																

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 95**

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

**QE37 (QE31). SHOWCARD Which supplier does/ did your household use to make voice calls using the internet? (MULTI CODE)**

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

	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	1623	771	852	306	351	580	386	161	150	232	383	462	556	304	300	1040	208	187	188
Effective Weighted Sample	1143	546	597	201	231	430	287	113	112	173	293	339	395	217	203	906	127	119	142
Total	1269	614	655	215	276	494	284	95	112	191	360	424	383	239	224	1085	97	58	29
		48%	52%	17%	22%	39%	22%	7%	9%	15%	28%	33%	30%	19%	18%	86%	8%	5%	2%
Skype	984	484	501	157	203	388	236	64	83	150	299	343	300	172	170	852	66	45	22
		78%	79%	76%	73%	74%	79%	67%	74%	79%	83%	81%	78%	72%	76%	79%	68%	78%	74%
							cd			g	gh	m				p			
		49%	51%	16%	21%	39%	24%	6%	8%	15%	30%	35%	30%	17%	17%	87%	7%	5%	2%
FaceTime	394	180	214	77	103	148	65	23	30	57	133	142	126	85	41	330	32	23	9
		31%	29%	36%	37%	30%	23%	24%	27%	30%	37%	33%	33%	36%	18%	30%	33%	41%	30%
				f	f	f					g	n	n	n				o	
		46%	54%	20%	26%	38%	17%	6%	8%	14%	34%	36%	32%	22%	10%	84%	8%	6%	2%
WhatsApp	278	135	143	62	78	105	32	11	27	48	83	89	93	49	47	235	25	11	7
		22%	22%	29%	28%	21%	11%	12%	24%	25%	23%	21%	24%	20%	21%	22%	26%	19%	24%
				ef	ef	f			g	g	g								
		49%	51%	22%	28%	38%	12%	4%	10%	17%	30%	32%	33%	18%	17%	85%	9%	4%	3%
Facebook	238	105	134	61	67	89	21	23	26	38	49	63	75	56	44	204	20	9	5
		19%	17%	28%	24%	18%	7%	25%	23%	20%	14%	15%	20%	23%	20%	19%	21%	16%	17%
				ef	f	f		j	j					k					
		44%	56%	26%	28%	37%	9%	10%	11%	16%	21%	27%	31%	23%	19%	86%	9%	4%	2%
BT Broadband voice/Home Hub	11	4	7	1	-	9	2	-	4	1	3	7	1	1	3	11	*	*	-
		1%	1%	1%	0%	2%	1%	0%	4%	0%	1%	2%	0%	0%	1%	1%	0%	1%	0%
						d			gij			l							
		34%	66%	6%	0%	76%	18%	0%	39%	8%	25%	63%	6%	8%	23%	95%	1%	4%	0%
Vonage	8	8	-	1	-	6	1	-	2	-	2	3	2	2	1	8	-	-	-
		1%	1%	1%	0%	1%	0%	0%	2%	0%	1%	1%	0%	1%	0%	1%	0%	0%	0%
		b																	
		100%	0%	14%	0%	73%	12%	0%	24%	0%	32%	40%	22%	24%	14%	100%	0%	0%	0%
Voipfone	5	5	-	-	-	3	2	1	1	-	2	1	1	2	1	4	-	1	-
		0%	1%	0%	0%	1%	1%	1%	1%	0%	1%	0%	0%	1%	1%	0%	0%	1%	0%
		b																	
		100%	0%	0%	0%	62%	38%	25%	19%	0%	39%	20%	19%	35%	25%	84%	0%	16%	0%
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 - H1 2016. 4th January to 29th February 2016.**

**Table 95**

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

**QE37 (QE31). SHOWCARD Which supplier does/ did your household use to make voice calls using the internet? (MULTI CODE)**

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

	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	1623	771	852	306	351	580	386	161	150	232	383	462	556	304	300	1040	208	187	188
Effective Weighted Sample	1143	546	597	201	231	430	287	113	112	173	293	339	395	217	203	906	127	119	142
Total	1269	614	655	215	276	494	284	95	112	191	360	424	383	239	224	1085	97	58	29
		48%	52%	17%	22%	39%	22%	7%	9%	15%	28%	33%	30%	19%	18%	86%	8%	5%	2%
Plusnet (Plustalk)	5	2	2	1	1	1	2	-	1	-	1	2	2	1	-	4	-	1	-
	*%	*%	*%	1%	*%	*%	1%	-%	1%	-%	*%	1%	*%	*%	-%	*%	-%	1%	-%
		51%	49%	30%	19%	13%	38%	-%	19%	-%	22%	52%	35%	13%	-%	87%	-%	13%	-%
BT Communicator	3	1	2	-	-	1	2	-	-	1	1	-	-	3	-	3	-	-	-
	*%	*%	*%	-%	-%	*%	1%	-%	-%	1%	*%	-%	-%	1%	-%	*%	-%	-%	-%
		33%	67%	-%	-%	33%	67%	-%	-%	40%	33%	-%	-%	100%	-%	100%	-%	-%	-%
Other	41	20	21	4	10	17	10	2	*	12	10	13	10	6	11	36	2	2	1
	3%	3%	3%	2%	3%	3%	3%	2%	*%	6%	3%	3%	3%	3%	5%	3%	2%	3%	3%
		48%	52%	11%	23%	42%	24%	5%	1%	29%	25%	32%	25%	16%	28%	87%	5%	5%	2%
Don't know	13	3	10	1	2	4	7	3	1	1	*	3	2	3	5	12	*	1	-
	1%	1%	1%	*%	1%	1%	2%	3%	1%	1%	*%	1%	*%	1%	2%	1%	*%	1%	-%
		25%	75%	5%	12%	29%	54%	j											
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 - H1 2016. 4th January to 29th February 2016.**

**Table 95**

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

**QE37 (QE31). SHOWCARD Which supplier does/ did your household use to make voice calls using the internet? (MULTI CODE)**

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

	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	1623	196	98	124	98	94	141	101	101	87	1196	427	1012	608	777	846
Effective Weighted Sample	1143	174	92	119	92	88	134	96	94	80	948	208	732	428	547	603
Total	1269	255	143	116	77	94	147	99	49	107	1090	179	880	386	649	620
		20%	**	9%	**	**	12%	8%	4%	**	86%	14%	69%	30%	51%	49%
Skype	984	228	**	84	**	**	114	78	36	**	845	140	683	300	507	478
	78%	90%	**	73%	**	**	77%	79%	73%	**	77%	78%	78%	78%	78%	77%
		cfgh														
		23%	**	9%	**	**	12%	8%	4%	**	86%	14%	69%	30%	51%	49%
FaceTime	394	40	**	47	**	**	52	29	18	**	338	56	297	96	221	172
	31%	16%	**	41%	**	**	35%	29%	37%	**	31%	31%	34%	25%	34%	28%
				a			a	a	a				m		o	
		10%	**	12%	**	**	13%	7%	5%	**	86%	14%	75%	24%	56%	44%
WhatsApp	278	104	**	13	**	**	32	15	7	**	250	28	215	62	118	159
	22%	41%	**	11%	**	**	22%	15%	15%	**	23%	16%	24%	16%	18%	26%
		cfgh					c	k			k		m		n	
		38%	**	5%	**	**	12%	5%	3%	**	90%	10%	78%	22%	43%	57%
Facebook	238	65	**	14	**	**	27	10	8	**	213	25	176	61	105	134
	19%	25%	**	12%	**	**	18%	10%	16%	**	20%	14%	20%	16%	16%	22%
		cg													n	
		27%	**	6%	**	**	11%	4%	3%	**	89%	11%	74%	26%	44%	56%
BT Broadband voice/Home Hub	11	3	**	-	**	**	2	1	*	**	10	1	7	4	7	4
	1%	1%	**	-%	**	**	2%	1%	1%	**	1%	1%	1%	1%	1%	1%
		28%	**	-%	**	**	22%	6%	4%	**	89%	11%	60%	40%	62%	38%
Vonage	8	3	**	-	**	**	2	-	-	**	8	-	7	1	3	5
	1%	1%	**	-%	**	**	2%	-%	-%	**	1%	-%	1%	*%	*%	1%
		34%	**	-%	**	**	32%	-%	-%	**	100%	-%	88%	12%	39%	61%
Voipfone	5	-	**	-	**	**	-	-	-	**	3	2	3	2	2	3
	*%	-%	**	-%	**	**	-%	-%	-%	**	*%	1%	*%	1%	*%	*%
		-%	**	-%	**	**	-%	-%	-%	**	57%	43%	55%	45%	43%	57%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 95**

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

**QE37 (QE31). SHOWCARD Which supplier does/ did your household use to make voice calls using the internet? (MULTI CODE)**

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

	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	1623	196	98	124	98	94	141	101	101	87	1196	427	1012	608	777	846
Effective Weighted Sample	1143	174	92	119	92	88	134	96	94	80	948	208	732	428	547	603
Total	1269	255	143	116	77	94	147	99	49	107	1090	179	880	386	649	620
		20%	**	9%	**	**	12%	8%	4%	**	86%	14%	69%	30%	51%	49%
Plusnet (Plustalk)	5	1	**	-	**	**	-	-	-	**	4	1	2	2	2	3
	*%	1%	**	-%	**	**	-%	-%	-%	**	*%	1%	*%	1%	*%	*%
		30%	**	-%	**	**	-%	-%	-%	**	78%	22%	54%	46%	38%	62%
BT Communicator	3	-	**	1	**	**	2	-	-	**	2	1	2	1	2	1
	*%	-%	**	1%	**	**	2%	-%	-%	**	*%	1%	*%	*%	*%	*%
		-%	**	27%	**	**	73%	-%	-%	**	67%	33%	73%	27%	67%	33%
Other	41	3	**	3	**	**	11	5	1	**	35	6	27	14	19	22
	3%	1%	**	3%	**	**	7%	5%	2%	**	3%	3%	3%	3%	3%	3%
		7%	**	7%	**	**	a	12%	3%	**	86%	14%	67%	33%	47%	53%
Don't know	13	-	**	2	**	**	2	1	*	**	12	*	6	6	3	10
	1%	-%	**	2%	**	**	1%	1%	1%	**	1%	*%	1%	2%	*%	2%
		-%	**	17%	**	**	15%	6%	3%	**	97%	3%	49%	51%	25%	75%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QE38 (QE33). SHOWCARD Which device or devices does your household use to make voice calls using the internet? (MULTI CODE)**

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

	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	1623	771	852	306	351	580	386	161	150	232	383	462	556	304	300	1040	208	187	188
Effective Weighted Sample	1143	546	597	201	231	430	287	113	112	173	293	339	395	217	203	906	127	119	142
Total	1269	614	655	215	276	494	284	95	112	191	360	424	383	239	224	1085	97	58	29
		48%	52%	17%	22%	39%	22%	7%	9%	15%	28%	33%	30%	19%	18%	86%	8%	5%	2%
Smartphone	637	291	346	140	186	245	66	49	67	87	168	182	201	122	131	538	53	27	18
	50%	47%	53%	65%	67%	50%	23%	52%	59%	45%	47%	43%	53%	51%	59%	50%	55%	46%	62%
		46%	54%	ef	ef	f			ij				k	k				oq	
				22%	29%	38%	10%	8%	10%	14%	26%	29%	32%	19%	21%	85%	8%	4%	3%
Laptop	521	257	265	68	100	223	130	30	40	86	181	201	151	85	85	451	40	22	9
	41%	42%	40%	32%	36%	45%	46%	31%	36%	45%	50%	47%	39%	35%	38%	42%	41%	38%	29%
		49%	51%	13%	19%	cd	cd			g	gh	lmn				r	r		
						43%	25%	6%	8%	17%	35%	39%	29%	16%	16%	87%	8%	4%	2%
Tablet computer (e.g. iPad)	426	196	230	58	87	180	101	27	30	64	138	159	133	84	51	363	31	23	9
	34%	32%	35%	27%	32%	36%	36%	29%	27%	34%	38%	37%	35%	35%	23%	33%	32%	40%	31%
		46%	54%	14%	20%	c	c				h	n	n	n					
						42%	24%	6%	7%	15%	32%	37%	31%	20%	12%	85%	7%	5%	2%
Desktop PC	167	102	65	28	18	57	65	10	16	20	41	61	51	30	25	146	10	10	2
	13%	17%	10%	13%	6%	12%	23%	10%	14%	11%	11%	14%	13%	13%	11%	13%	10%	17%	7%
		b		d		d	cde									r		r	
		61%	39%	17%	10%	34%	39%	6%	9%	12%	24%	36%	30%	18%	15%	87%	6%	6%	1%
Netbook	10	4	7	-	4	2	5	1	1	1	6	5	4	-	1	10	-	-	*
	1%	1%	1%	-%	1%	*%	2%	1%	1%	*%	2%	1%	1%	-%	1%	1%	-%	-%	*%
		36%	64%	-%	36%	18%	45%	8%	9%	5%	61%	51%	38%	-%	11%	99%	-%	-%	1%
TV set	9	4	4	2	2	4	-	1	-	2	4	2	2	3	2	7	-	2	-
	1%	1%	1%	1%	1%	1%	-%	1%	-%	1%	1%	1%	*%	1%	1%	1%	-%	3%	-%
		48%	52%	25%	24%	51%	-%	8%	-%	23%	52%	25%	18%	34%	23%	82%	-%	18%	-%
Standard landline phone	8	6	2	-	1	5	3	1	-	1	4	3	2	1	1	7	1	1	*
	1%	1%	*%	-%	*%	1%	1%	1%	-%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		74%	26%	-%	6%	61%	33%	15%	-%	10%	42%	42%	28%	15%	15%	81%	11%	6%	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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QE38 (QE33). SHOWCARD Which device or devices does your household use to make voice calls using the internet? (MULTI CODE)**

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

	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	1623	771	852	306	351	580	386	161	150	232	383	462	556	304	300	1040	208	187	188
Effective Weighted Sample	1143	546	597	201	231	430	287	113	112	173	293	339	395	217	203	906	127	119	142
Total	1269	614	655	215	276	494	284	95	112	191	360	424	383	239	224	1085	97	58	29
		48%	52%	17%	22%	39%	22%	7%	9%	15%	28%	33%	30%	19%	18%	86%	8%	5%	2%
Smart watch (e.g. Apple Watch, Pebble, Samsung, Sony)	4	2	2	2	1	1	-	1	-	1	-	-	1	2	1	3	*	1	-
	*%	*%	*%	1%	*%	*%	-%	1%	-%	*%	-%	-%	*%	1%	1%	*%	*%	1%	-%
		39%	61%	55%	24%	21%	-%	18%	-%	24%	-%	-%	18%	45%	38%	79%	6%	15%	-%
Dedicated handset	*	*	-	-	-	*	-	-	-	-	*	*	-	*	-	-	-	*	*
	*%	*%	-%	-%	-%	*%	-%	-%	-%	-%	*%	*%	-%	*%	-%	-%	-%	*%	1%
		100%	-%	-%	-%	100%	-%	-%	-%	-%	46%	46%	-%	54%	-%	-%	-%	54%	46%
Other	8	6	1	2	2	2	2	-	-	3	-	3	3	1	2	8	-	-	-
	1%	1%	*%	1%	1%	*%	1%	-%	-%	1%	-%	1%	1%	*%	1%	1%	-%	-%	-%
		81%	19%	21%	21%	29%	29%	-%	-%	33%	-%	37%	37%	7%	19%	100%	-%	-%	-%
Don't know	19	7	12	5	*	7	6	2	-	2	2	5	6	4	4	18	1	-	*
	2%	1%	2%	2%	*%	2%	2%	3%	-%	1%	1%	1%	2%	2%	2%	2%	1%	-%	1%
		37%	63%	27%	1%	39%	33%	13%	-%	11%	11%	26%	30%	21%	22%	94%	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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QE38 (QE33). SHOWCARD Which device or devices does your household use to make voice calls using the internet? (MULTI CODE)**

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

	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	1623	196	98	124	98	94	141	101	101	87	1196	427	1012	608	777	846
Effective Weighted Sample	1143	174	92	119	92	88	134	96	94	80	948	208	732	428	547	603
Total	1269	255	143	116	77	94	147	99	49	107	1090	179	880	386	649	620
		20%	**	9%	**	**	12%	8%	4%	**	86%	14%	69%	30%	51%	49%
Smartphone	637	186	**	53	**	**	61	42	24	**	567	69	472	162	266	370
	50%	73%	**	46%	**	**	42%	43%	50%	**	52%	39%	54%	42%	41%	60%
		cfgh									k		m		n	
		29%	**	8%	**	**	10%	7%	4%	**	89%	11%	74%	25%	42%	58%
Laptop	521	133	**	47	**	**	70	32	16	**	455	67	369	151	270	251
	41%	52%	**	41%	**	**	47%	32%	33%	**	42%	37%	42%	39%	42%	41%
		gh					gh									
		25%	**	9%	**	**	13%	6%	3%	**	87%	13%	71%	29%	52%	48%
Tablet computer (e.g. iPad)	426	52	**	45	**	**	54	34	18	**	357	70	295	131	242	184
	34%	20%	**	39%	**	**	36%	34%	36%	**	33%	39%	33%	34%	37%	30%
			a	a			a	a	a						o	
		12%	**	11%	**	**	13%	8%	4%	**	84%	16%	69%	31%	57%	43%
Desktop PC	167	23	**	23	**	**	18	19	6	**	136	31	105	62	95	72
	13%	9%	**	20%	**	**	12%	19%	13%	**	12%	18%	12%	16%	15%	12%
			a	a			a	a					l			
		13%	**	14%	**	**	11%	11%	4%	**	81%	19%	63%	37%	57%	43%
Netbook	10	2	**	1	**	**	2	-	1	**	9	1	8	3	7	4
	1%	1%	**	1%	**	**	1%	-%	2%	**	1%	1%	1%	1%	1%	1%
		17%	**	12%	**	**	19%	-%	9%	**	91%	9%	75%	25%	63%	37%
TV set	9	-	**	1	**	**	2	-	-	**	3	6	6	3	6	3
	1%	-%	**	1%	**	**	2%	-%	-%	**	*%	3%	1%	1%	1%	*%
											j					
		-%	**	9%	**	**	27%	-%	-%	**	34%	66%	71%	29%	69%	31%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QE38 (QE33). SHOWCARD Which device or devices does your household use to make voice calls using the internet? (MULTI CODE)**

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

	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	1623	196	98	124	98	94	141	101	101	87	1196	427	1012	608	777	846
Effective Weighted Sample	1143	174	92	119	92	88	134	96	94	80	948	208	732	428	547	603
Total	1269	255	143	116	77	94	147	99	49	107	1090	179	880	386	649	620
		20%	**	9%	**	**	12%	8%	4%	**	86%	14%	69%	30%	51%	49%
Standard landline phone	8	1	**	-	**	**	1	-	1	**	7	1	5	3	4	4
	1%	*%	**	-%	**	**	1%	-%	1%	**	1%	1%	1%	1%	1%	1%
		10%	**	-%	**	**	13%	-%	6%	**	88%	12%	64%	36%	52%	48%
Smart watch (e.g. Apple Watch, Pebble, Samsung, Sony)	4	1	**	-	**	**	1	-	-	**	4	*	3	1	2	2
	*%	*%	**	-%	**	**	1%	-%	-%	**	*%	*%	*%	*%	*%	*%
		24%	**	-%	**	**	38%	-%	-%	**	94%	6%	82%	18%	43%	57%
Dedicated handset	*	-	**	-	**	**	-	-	-	**	*	*	*	-	*	*
	*%	-%	**	-%	**	**	-%	-%	-%	**	*%	*%	*%	-%	*%	*%
		-%	**	-%	**	**	-%	-%	-%	**	46%	54%	100%	-%	54%	46%
Other	8	-	**	1	**	**	1	2	1	**	8	-	3	5	4	3
	1%	-%	**	1%	**	**	1%	2%	2%	**	1%	-%	*%	1%	1%	1%
		-%	**	9%	**	**	12%	24%	14%	**	100%	-%	38%	62%	57%	43%
Don't know	19	-	**	4	**	**	4	-	*	**	17	2	10	9	12	7
	2%	-%	**	3%	**	**	3%	-%	1%	**	2%	1%	1%	2%	2%	1%
		-%	**	a	**	**	a	-%	3%	**	90%	10%	54%	46%	64%	36%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QE39 (QE34). Do you pay for any elements of your service to make calls using the internet? Perhaps calls made to landline or mobile phones, or any equipment or software you needed to purchase solely to be able to make calls using the internet. (SINGLE CODE)**

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

		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%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1623	771	852	306	351	580	386	161	150	232	383	462	556	304	300	1040	208	187	188
Effective Weighted Sample	1143	546	597	201	231	430	287	113	112	173	293	339	395	217	203	906	127	119	142
Total	1269	614	655	215	276	494	284	95	112	191	360	424	383	239	224	1085	97	58	29
		48%	52%	17%	22%	39%	22%	7%	9%	15%	28%	33%	30%	19%	18%	86%	8%	5%	2%
Yes, pay for any elements	55	37	17	11	14	17	13	7	3	5	23	27	15	9	4	47	5	3	1
	4%	6%	3%	5%	5%	3%	5%	7%	3%	3%	6%	6%	4%	4%	2%	4%	5%	5%	2%
		b										n							
		68%	32%	20%	25%	31%	24%	12%	6%	10%	41%	49%	28%	16%	8%	85%	9%	5%	1%
No, do not pay for any elements	1153	551	602	185	258	456	254	83	98	179	330	374	351	219	209	985	91	52	26
	91%	90%	92%	86%	94%	92%	90%	87%	88%	94%	92%	88%	92%	92%	94%	91%	94%	89%	89%
				c	c									k					
		48%	52%	16%	22%	40%	22%	7%	9%	16%	29%	32%	30%	19%	18%	85%	8%	4%	2%
Don't know	61	25	36	19	4	21	16	6	11	7	7	23	16	11	10	53	1	3	3
	5%	4%	5%	9%	1%	4%	6%	6%	9%	3%	2%	5%	4%	4%	5%	5%	1%	5%	9%
				de	d	d			ij										p
		41%	59%	32%	7%	35%	27%	9%	17%	11%	12%	38%	27%	18%	17%	88%	2%	5%	4%

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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QE39 (QE34). Do you pay for any elements of your service to make calls using the internet? Perhaps calls made to landline or mobile phones, or any equipment or software you needed to purchase solely to be able to make calls using the internet. (SINGLE CODE)**

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

	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	1623	196	98	124	98	94	141	101	101	87	1196	427	1012	608	777	846
Effective Weighted Sample	1143	174	92	119	92	88	134	96	94	80	948	208	732	428	547	603
Total	1269	255	143	116	77	94	147	99	49	107	1090	179	880	386	649	620
		20%	**	9%	**	**	12%	8%	4%	**	86%	14%	69%	30%	51%	49%
Yes, pay for any elements	55	6	**	8	**	**	8	4	2	**	43	12	42	13	33	21
	4%	3%	**	7%	**	**	6%	4%	4%	**	4%	7%	5%	3%	5%	3%
		12%	**	14%	**	**	15%	7%	4%	**	78%	22%	76%	24%	61%	39%
No, do not pay for any elements	1153	242	**	104	**	**	132	91	45	**	994	159	803	347	588	566
	91%	95%	**	90%	**	**	90%	92%	93%	**	91%	89%	91%	90%	91%	91%
		21%	**	9%	**	**	11%	8%	4%	**	86%	14%	70%	30%	51%	49%
Don't know	61	6	**	4	**	**	7	4	1	**	54	7	35	26	27	33
	5%	2%	**	3%	**	**	5%	4%	3%	**	5%	4%	4%	7%	4%	5%
		10%	**	6%	**	**	11%	6%	2%	**	89%	11%	58%	42%	45%	55%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 98**

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

**QH1A. SHOWCARD Which, if any, of these types of television does your household receive at the moment? Please think about all of the TV sets in your household. (MULTI CODE)**

Base : All 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	3737	1790	1947	519	604	1172	1442	559	401	451	615	797	1122	791	1022	2239	502	489	507
Effective Weighted Sample	2504	1197	1308	343	401	807	971	377	268	325	461	578	755	534	660	1916	310	301	376
Total	2675	1301	1374	364	469	915	927	317	260	358	583	712	720	580	661	2236	233	132	74
		49%	51%	14%	18%	34%	35%	12%	10%	13%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Virgin Media (Cable TV)	428	222	206	64	70	156	138	35	34	47	126	119	121	103	84	350	64	8	5
	16%	17%	15%	18%	15%	17%	15%	11%	13%	13%	22%	17%	17%	18%	13%	16%	28%	6%	7%
		52%	48%	15%	16%	36%	32%	8%	8%	11%	ghi	n	n	n		qr	oqr		
											30%	28%	28%	24%	20%	82%	15%	2%	1%
Sky Satellite TV	965	452	513	139	187	390	248	78	102	136	239	264	258	229	213	786	75	66	37
	36%	35%	37%	38%	40%	43%	27%	25%	39%	38%	41%	37%	36%	39%	32%	35%	32%	50%	50%
		47%	53%	f	f	f		8%	g	g	g	27%	27%	n	22%	82%	8%	op	op
				14%	19%	40%	26%		11%	14%	25%			24%				7%	4%
Freesat Satellite TV	120	71	49	15	9	45	51	7	12	17	30	45	33	25	18	106	7	7	1
	5%	5%	4%	4%	2%	5%	6%	2%	4%	5%	5%	6%	5%	4%	3%	5%	3%	5%	1%
		b				d	d				g	n				r		r	
		59%	41%	12%	8%	38%	42%	6%	10%	14%	25%	37%	28%	20%	15%	88%	6%	5%	1%
Other Satellite TV	18	9	10	*	7	4	8	1	2	6	5	3	5	6	5	17	-	1	1
	1%	1%	1%	*%	1%	*%	1%	*%	1%	2%	1%	*%	1%	1%	1%	1%	-%	1%	1%
		47%	53%	c	c			6%	9%	31%	28%	17%	26%	31%	27%	93%	-%	4%	3%
Freeview (through a set-top box or television set) with ONLY free channels	1147	550	597	150	148	345	503	168	110	149	243	317	286	233	311	961	115	43	27
	43%	42%	43%	41%	32%	38%	54%	53%	42%	42%	42%	45%	40%	40%	47%	43%	49%	33%	37%
		48%	52%	d	d	d	cde	hij				28%	25%	20%	lm	qr	oqr		
				13%	13%	30%	44%	15%	10%	13%	21%				27%	84%	10%	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 TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 98**

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

**QH1A. SHOWCARD Which, if any, of these types of television does your household receive at the moment? Please think about all of the TV sets in your household. (MULTI CODE)**

Base : All 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	3737	1790	1947	519	604	1172	1442	559	401	451	615	797	1122	791	1022	2239	502	489	507
Effective Weighted Sample	2504	1197	1308	343	401	807	971	377	268	325	461	578	755	534	660	1916	310	301	376
Total	2675	1301	1374	364	469	915	927	317	260	358	583	712	720	580	661	2236	233	132	74
		49%	51%	14%	18%	34%	35%	12%	10%	13%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Freeview (through a set-top box or television set) with free channels PLUS payment for extra channels such as Top-up TV, Picturebox films	188	93	94	25	22	66	74	27	17	26	28	39	53	44	50	150	13	10	15
	7%	7%	7%	7%	5%	7%	8%	8%	7%	7%	5%	5%	7%	8%	8%	7%	5%	8%	20%
							d	j											opq
		50%	50%	13%	12%	35%	40%	14%	9%	14%	15%	21%	28%	24%	27%	80%	7%	6%	8%
BT TV (formerly BT Vision)	120	54	66	9	21	50	40	7	9	14	50	46	26	33	14	97	11	9	3
	4%	4%	5%	2%	4%	5%	4%	2%	3%	4%	9%	7%	4%	6%	2%	4%	5%	7%	4%
						c					ghi	ln		n				o	
		45%	55%	7%	17%	42%	34%	6%	7%	12%	42%	39%	22%	27%	12%	81%	9%	8%	2%
TalkTalk TV	72	28	44	10	16	27	19	15	9	16	12	12	19	21	20	56	10	4	3
	3%	2%	3%	3%	3%	3%	2%	5%	3%	4%	2%	2%	3%	4%	3%	3%	4%	3%	4%
								j						k					
		39%	61%	13%	23%	37%	27%	20%	12%	22%	17%	17%	27%	29%	27%	77%	14%	5%	4%
EE TV	8	3	5	1	5	1	2	1	1	2	1	1	4	4	-	8	1	-	-
	*%	*%	*%	*%	1%	*%	*%	*%	*%	*%	*%	*%	1%	1%	-%	*%	*%	-%	-%
					ef									n					
		37%	63%	13%	57%	12%	18%	15%	7%	21%	13%	11%	44%	45%	-%	92%	8%	-%	-%
No TV in household	99	56	42	19	44	27	9	13	16	17	7	12	40	12	34	89	4	4	2
	4%	4%	3%	5%	9%	3%	1%	4%	6%	5%	1%	2%	6%	2%	5%	4%	2%	3%	2%
				f	cef	f		j	j	j			km		km	p			
		57%	43%	19%	44%	28%	9%	13%	17%	17%	7%	12%	41%	12%	35%	90%	4%	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 TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 98**

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

**QH1A. SHOWCARD Which, if any, of these types of television does your household receive at the moment? Please think about all of the TV sets in your household. (MULTI CODE)**

Base : All 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	3737	1790	1947	519	604	1172	1442	559	401	451	615	797	1122	791	1022	2239	502	489	507
Effective Weighted Sample	2504	1197	1308	343	401	807	971	377	268	325	461	578	755	534	660	1916	310	301	376
Total	2675	1301	1374	364	469	915	927	317	260	358	583	712	720	580	661	2236	233	132	74
		49%	51%	14%	18%	34%	35%	12%	10%	13%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Don't know	9	4	5	4	2	1	3	2	-	-	1	3	2	2	2	8	*	*	*
	%	%	%	1%	%	%	%	1%	-%	-%	%	%	%	%	%	%	%	%	%
		49%	51%	e 14%	18%	9%	29%	18%	-%	-%	16%	38%	18%	23%	21%	93%	2%	5%	1%
MAIN TV PLATFORM																			
DIGITAL TOTAL	2567	1240	1328	342	423	887	915	303	244	341	575	696	678	566	624	2139	229	128	72
	96%	95%	97%	94%	90%	97%	99%	95%	94%	95%	99%	98%	94%	98%	94%	96%	98%	97%	98%
		48%	52%	13%	16%	35%	cde 36%	12%	10%	13%	ghi 22%	ln 27%	26%	22%	24%	83%	o 9%	5%	3%
FREEVIEW TOTAL	910	430	479	113	116	239	442	166	85	112	130	227	232	168	281	783	65	37	24
	34%	33%	35%	31%	25%	26%	48%	52%	33%	31%	22%	32%	32%	29%	42%	35%	28%	28%	33%
		47%	53%	12%	13%	26%	cde 49%	hij 18%	j 9%	j 12%	14%	25%	25%	18%	klm 31%	pq 86%	7%	4%	3%
FREEVIEW ONLY	770	364	407	94	101	198	378	141	72	96	109	201	194	136	240	665	59	29	17
	29%	28%	30%	26%	22%	22%	41%	45%	28%	27%	19%	28%	27%	23%	36%	30%	25%	22%	23%
		47%	53%	12%	13%	26%	cde 49%	hij 18%	j 9%	j 12%	14%	26%	25%	18%	klm 31%	qr 86%	8%	4%	2%
PAY DIGITAL	1626	779	846	231	297	626	472	148	150	222	434	441	444	389	350	1322	161	90	52
	61%	60%	62%	63%	63%	68%	51%	47%	58%	62%	74%	62%	62%	67%	53%	59%	69%	68%	71%
		48%	52%	f 14%	f 18%	f 39%	29%	g 9%	g 9%	g 14%	ghi 27%	n 27%	n 27%	ln 24%	22%	81%	o 10%	o 6%	o 3%
CABLE	427	222	205	64	70	156	137	35	34	47	125	119	120	103	84	350	64	8	5
	16%	17%	15%	18%	15%	17%	15%	11%	13%	13%	22%	17%	17%	18%	13%	16%	28%	6%	7%
		52%	48%	15%	16%	37%	32%	8%	8%	11%	ghi 29%	n 28%	n 28%	n 24%	20%	qr 82%	oqr 15%	2%	1%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

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 - H1 2016. 4th January to 29th February 2016.**

**Table 98**

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

**QH1A. SHOWCARD Which, if any, of these types of television does your household receive at the moment? Please think about all of the TV sets in your household. (MULTI CODE)**

Base : All 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
Effective Weighted Sample	2504	1197	1308	343	401	807	971	377	268	325	461	578	755	534	660	1916	310	301	376
SATELLITE	1058	510	548	147	201	423	288	84	111	152	266	298	283	246	231	873	78	70	37
	40%	39%	40%	40%	43%	46%	31%	27%	43%	42%	46%	42%	39%	42%	35%	39%	33%	53%	51%
				f	f	f			g	g	g	n	n	n				op	op
		48%	52%	14%	19%	40%	27%	8%	10%	14%	25%	28%	27%	23%	22%	82%	7%	7%	4%
DSL LINE	172	77	95	18	37	69	48	17	14	30	53	51	44	49	28	133	22	12	6
	6%	6%	7%	5%	8%	8%	5%	5%	5%	8%	9%	7%	6%	8%	4%	6%	10%	9%	7%
						f					g	n	n	n			o		
		45%	55%	11%	21%	40%	28%	10%	8%	18%	31%	30%	25%	29%	16%	77%	13%	7%	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 - H1 2016. 4th January to 29th February 2016.**

**Table 98**

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

**QH1A. SHOWCARD Which, if any, of these types of television does your household receive at the moment? Please think about all of the TV sets in your household. (MULTI CODE)**

Base : All respondents

	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	3737	249	251	247	250	251	237	252	251	251	2711	1026	1861	1863	1792	1945
Effective Weighted Sample	2504	221	237	237	233	233	225	231	232	231	2082	456	1294	1256	1218	1321
Total	2675	338	359	227	189	237	245	226	114	302	2315	360	1552	1114	1443	1232
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	54%	46%
Virgin Media (Cable TV)	428	56	53	26	34	46	41	28	23	44	415	12	273	152	198	230
	16%	16%	15%	12%	18%	19%	17%	12%	20%	15%	18%	3%	18%	14%	14%	19%
						cg			cg		k		m			n
			13%	12%	6%	8%	11%	10%	5%	10%	97%	3%	64%	36%	46%	54%
Sky Satellite TV	965	115	119	88	70	84	81	84	44	103	816	148	639	322	529	436
	36%	34%	33%	39%	37%	35%	33%	37%	39%	34%	35%	41%	41%	29%	37%	35%
											j		m			
			12%	12%	9%	7%	9%	9%	5%	11%	85%	15%	66%	33%	55%	45%
Freesat Satellite TV	120	11	34	11	7	8	11	6	4	14	96	24	68	53	80	41
	5%	3%	9%	5%	4%	3%	5%	3%	4%	5%	4%	7%	4%	5%	6%	3%
			acdefghi								j				o	
			9%	28%	9%	6%	7%	9%	5%	3%	12%	20%	56%	44%	66%	34%
Other Satellite TV	18	2	2	1	1	1	10	-	*	-	16	3	11	7	10	8
	1%	1%	*%	*%	1%	*%	4%	-%	*%	-%	1%	1%	1%	1%	1%	1%
						abcdeghi										
			13%	9%	4%	8%	4%	53%	-%	2%	-%	86%	14%	61%	39%	44%
Freeview (through a set-top box or television set) with ONLY free channels	1147	93	98	116	88	113	114	154	38	146	971	176	579	564	686	461
	43%	28%	27%	51%	46%	48%	46%	68%	33%	49%	42%	49%	37%	51%	48%	37%
				abh	abh	abh	abh	abcdefhi		abh		j		l	o	
			8%	9%	10%	8%	10%	13%	3%	13%	85%	15%	50%	49%	60%	40%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 98**

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

**QH1A. SHOWCARD Which, if any, of these types of television does your household receive at the moment? Please think about all of the TV sets in your household. (MULTI CODE)**

Base : All respondents

	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	3737	249	251	247	250	251	237	252	251	251	2711	1026	1861	1863	1792	1945
Effective Weighted Sample	2504	221	237	237	233	233	225	231	232	231	2082	456	1294	1256	1218	1321
Total	2675	338	359	227	189	237	245	226	114	302	2315	360	1552	1114	1443	1232
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	54%	46%
Freeview (through a set-top box or television set) with free channels PLUS payment for extra channels such as Top-up TV, Picturebox films	188	23	40	11	6	17	13	13	8	18	159	29	99	88	111	77
	7%	7%	11%	5%	3%	7%	6%	6%	7%	6%	7%	8%	6%	8%	8%	6%
			cd fgi						d							
		12%	21%	6%	3%	9%	7%	7%	4%	9%	85%	15%	53%	47%	59%	41%
BT TV (formerly BT Vision)	120	14	19	12	9	6	13	11	4	9	98	22	78	42	79	41
	4%	4%	5%	5%	5%	2%	5%	5%	3%	3%	4%	6%	5%	4%	5%	3%
															o	
		11%	16%	10%	7%	5%	11%	9%	3%	7%	82%	18%	65%	35%	66%	34%
TalkTalk TV	72	10	2	5	2	4	4	7	3	18	65	8	47	25	35	38
	3%	3%	1%	2%	1%	2%	2%	3%	2%	6%	3%	2%	3%	2%	2%	3%
								b		b c d e f h						
		14%	3%	6%	3%	6%	6%	10%	4%	25%	89%	11%	65%	35%	48%	52%
EE TV	8	2	1	2	1	-	1	-	-	1	7	1	6	3	4	5
	*%	1%	*%	1%	1%	-%	*%	-%	-%	*%	*%	*%	*%	*%	*%	*%
		21%	11%	23%	13%	-%	11%	-%	-%	13%	88%	12%	69%	31%	46%	54%
No TV in household	99	44	9	3	4	9	10	7	2	1	88	10	68	29	20	79
	4%	13%	2%	1%	2%	4%	4%	3%	2%	*%	4%	3%	4%	3%	1%	6%
		b c d e f g h i				i	c i	i					m		n	
		45%	9%	3%	4%	9%	11%	7%	2%	1%	90%	10%	69%	30%	20%	80%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 98**

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

**QH1A. SHOWCARD Which, if any, of these types of television does your household receive at the moment? Please think about all of the TV sets in your household. (MULTI CODE)**

Base : All respondents

	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	3737	249	251	247	250	251	237	252	251	251	2711	1026	1861	1863	1792	1945
Effective Weighted Sample	2504	221	237	237	233	233	225	231	232	231	2082	456	1294	1256	1218	1321
Total	2675	338	359	227	189	237	245	226	114	302	2315	360	1552	1114	1443	1232
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	54%	46%
Don't know	9	1	3	-	1	1	-	3	-	-	7	2	2	6	7	2
	***	***	1%	-%	1%	***	-%	1%	-%	-%	***	1%	***	1%	***	***
		7%	29%	-%	12%	11%	-%	34%	-%	-%	76%	24%	28%	72%	74%	26%
<b>MAIN TV PLATFORM</b>																
DIGITAL TOTAL	2567	294	348	224	184	227	234	215	112	301	2220	347	1481	1078	1417	1151
	96%	87%	97%	99%	97%	96%	96%	95%	98%	100%	96%	97%	95%	97%	98%	93%
		a	a	aefg	a	a	a	a	a	abefg					o	
		11%	14%	9%	7%	9%	9%	8%	4%	12%	86%	14%	58%	42%	55%	45%
FREEVIEW TOTAL	910	85	123	87	69	88	84	91	37	119	762	148	404	502	532	378
	34%	25%	34%	38%	37%	37%	34%	40%	33%	39%	33%	41%	26%	45%	37%	31%
		a	a	a	a	a	a	a	a	a		j		l	o	
		9%	13%	10%	8%	10%	9%	10%	4%	13%	84%	16%	44%	55%	58%	42%
FREEVIEW ONLY	770	65	85	80	64	77	75	81	31	107	643	127	336	431	448	323
	29%	19%	24%	35%	34%	33%	31%	36%	28%	35%	28%	35%	22%	39%	31%	26%
				ab	ab	ab	a	ab	a	ab		j		l	o	
		8%	11%	10%	8%	10%	10%	11%	4%	14%	84%	16%	44%	56%	58%	42%
PAY DIGITAL	1626	203	221	129	111	140	142	123	74	180	1432	194	1049	570	873	752
	61%	60%	62%	57%	59%	59%	58%	55%	65%	59%	62%	54%	68%	51%	61%	61%
									g		k		m			
		12%	14%	8%	7%	9%	9%	8%	5%	11%	88%	12%	65%	35%	54%	46%
CABLE	427	56	53	26	33	46	41	28	23	44	415	12	273	152	197	230
	16%	16%	15%	12%	18%	19%	17%	12%	20%	15%	18%	3%	18%	14%	14%	19%
						cg			cg		k		m			n
		13%	12%	6%	8%	11%	10%	6%	5%	10%	97%	3%	64%	36%	46%	54%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 98**

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

**QH1A. SHOWCARD Which, if any, of these types of television does your household receive at the moment? Please think about all of the TV sets in your household. (MULTI CODE)**

Base : All respondents

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	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	YES l	NO m	LOW n	MEDIUM/ HIGH o
Significance Level: 95%																
Effective Weighted Sample	2504	221	237	237	233	233	225	231	232	231	2082	456	1294	1256	1218	1321
SATELLITE	1058 40%	128 38%	151 42%	95 42%	73 39%	85 36%	95 39%	86 38%	47 41%	112 37%	894 39%	165 46%	691 45%	364 33%	589 41%	470 38%
		12%	14%	9%	7%	8%	9%	8%	4%	11%	84%	16%	65%	34%	56%	44%
DSL LINE	172 6%	24 7%	21 6%	16 7%	9 5%	8 3%	14 6%	11 5%	5 4%	25 8%	150 6%	22 6%	113 7%	59 5%	99 7%	73 6%
		14%	12%	9%	5%	5%	8%	6%	3%	15%	87%	13%	66%	34%	57%	43%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**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 £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	3737	1790	1947	519	604	1172	1442	559	401	451	615	797	1122	791	1022	2239	502	489	507
Effective Weighted Sample	2504	1197	1308	343	401	807	971	377	268	325	461	578	755	534	660	1916	310	301	376
Total	2675	1301	1374	364	469	915	927	317	260	358	583	712	720	580	661	2236	233	132	74
		49%	51%	14%	18%	34%	35%	12%	10%	13%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Virgin Media (Cable TV)	427	222	205	64	70	156	137	35	34	47	125	119	120	103	84	350	64	8	5
	16%	17%	15%	18%	15%	17%	15%	11%	13%	13%	22%	17%	17%	18%	13%	16%	28%	6%	7%
		52%	48%	15%	16%	37%	32%	8%	8%	11%	ghi	n	n	n		qr	oqr		
											29%	28%	28%	24%	20%	82%	15%	2%	1%
Sky Satellite TV	954	446	508	136	187	387	244	77	102	133	239	260	254	226	213	777	74	66	36
	36%	34%	37%	37%	40%	42%	26%	24%	39%	37%	41%	37%	35%	39%	32%	35%	32%	50%	49%
		47%	53%	f	f	f		8%	g	g	g	27%	27%	n	22%	82%	8%	op	op
				14%	20%	41%	26%		11%	14%	25%			24%				7%	4%
Freesat Satellite TV	90	57	32	10	7	34	38	6	8	14	22	35	26	16	14	81	3	5	1
	3%	4%	2%	3%	2%	4%	4%	2%	3%	4%	4%	5%	4%	3%	2%	4%	1%	3%	1%
		b				d	d					n				pr	r		
		64%	36%	12%	8%	38%	42%	7%	9%	16%	24%	39%	28%	18%	15%	91%	4%	5%	1%
Other Satellite TV	15	7	8	*	7	2	6	1	1	4	5	3	3	4	5	14	-	*	*
	1%	1%	1%	*%	1%	*%	1%	*%	*%	1%	1%	*%	*%	1%	1%	1%	-%	*%	1%
		46%	54%	2%	ce	16%	39%	8%	7%	29%	35%	20%	21%	25%	33%	95%	-%	2%	3%
Freeview (through a set-top box or television set) with ONLY free channels	770	364	407	94	101	198	378	141	72	96	109	201	194	136	240	665	59	29	17
	29%	28%	30%	26%	22%	22%	41%	45%	28%	27%	19%	28%	27%	23%	36%	30%	25%	22%	23%
		47%	53%	12%	13%	26%	cde	hij	j	j		26%	25%	18%	klm	qr	8%	4%	2%
							49%	18%	9%	12%	14%				31%	86%			

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 - H1 2016. 4th January to 29th February 2016.**

**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.

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

Base : All 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	3737	1790	1947	519	604	1172	1442	559	401	451	615	797	1122	791	1022	2239	502	489	507
Effective Weighted Sample	2504	1197	1308	343	401	807	971	377	268	325	461	578	755	534	660	1916	310	301	376
Total	2675	1301	1374	364	469	915	927	317	260	358	583	712	720	580	661	2236	233	132	74
		49%	51%	14%	18%	34%	35%	12%	10%	13%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Freeview (through a set-top box or television set) with free channels PLUS payment for extra channels such as Top-up TV, Picturebox films	139	66	73	19	15	41	64	25	13	16	21	26	38	32	41	118	6	9	7
	5%	5%	5%	5%	3%	4%	7%	8%	5%	5%	4%	4%	5%	6%	6%	5%	2%	6%	10%
							de	j							k	p		p	op
		48%	52%	14%	11%	29%	46%	18%	9%	12%	15%	19%	27%	23%	29%	85%	4%	6%	5%
BT TV (formerly BT Vision)	100	47	53	9	19	41	31	5	5	13	43	39	22	26	12	77	11	8	3
	4%	4%	4%	2%	4%	5%	3%	2%	2%	4%	7%	5%	3%	5%	2%	3%	5%	6%	4%
											ghi	ln		n				o	
		47%	53%	9%	19%	41%	31%	5%	5%	13%	43%	39%	22%	27%	12%	78%	11%	8%	3%
TalkTalk TV	64	27	37	9	13	27	16	11	8	16	10	11	18	19	16	48	10	3	3
	2%	2%	3%	2%	3%	3%	2%	3%	3%	4%	2%	2%	2%	3%	2%	2%	4%	3%	4%
										j							o		
		42%	58%	14%	20%	42%	25%	17%	13%	24%	15%	18%	27%	30%	25%	74%	16%	5%	4%
EE TV	8	3	5	1	5	1	2	1	1	2	1	1	4	4	-	8	1	-	-
	*%	*%	*%	*%	1%	*%	*%	*%	*%	*%	*%	*%	1%	1%	-%	*%	*%	-%	-%
					ef									n					
		37%	63%	13%	57%	12%	18%	15%	7%	21%	13%	11%	44%	45%	-%	92%	8%	-%	-%
No TV in household	99	56	42	19	44	27	9	13	16	17	7	12	40	12	34	89	4	4	2
	4%	4%	3%	5%	9%	3%	1%	4%	6%	5%	1%	2%	6%	2%	5%	4%	2%	3%	2%
				f	cef	f		j	j	j			km		km	p			
		57%	43%	19%	44%	28%	9%	13%	17%	17%	7%	12%	41%	12%	35%	90%	4%	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 TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

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

Base : All 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	3737	1790	1947	519	604	1172	1442	559	401	451	615	797	1122	791	1022	2239	502	489	507
Effective Weighted Sample	2504	1197	1308	343	401	807	971	377	268	325	461	578	755	534	660	1916	310	301	376
Total	2675	1301	1374	364	469	915	927	317	260	358	583	712	720	580	661	2236	233	132	74
		49%	51%	14%	18%	34%	35%	12%	10%	13%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Don't know	9	4	5	4	2	1	3	2	-	-	1	3	2	2	2	8	*	*	*
	*%	*%	*%	1%	*%	*%	*%	1%	-%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%
		49%	51%	e 44%	18%	9%	29%	18%	-%	-%	16%	38%	18%	23%	21%	93%	2%	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 TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

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

Base : All respondents

	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	3737	249	251	247	250	251	237	252	251	251	2711	1026	1861	1863	1792	1945
Effective Weighted Sample	2504	221	237	237	233	233	225	231	232	231	2082	456	1294	1256	1218	1321
Total	2675	338	359	227	189	237	245	226	114	302	2315	360	1552	1114	1443	1232
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	54%	46%
Virgin Media (Cable TV)	427	56	53	26	33	46	41	28	23	44	415	12	273	152	197	230
	16%	16%	15%	12%	18%	19%	17%	12%	20%	15%	18%	3%	18%	14%	14%	19%
						cg			cg		k		m			n
		13%	12%	6%	8%	11%	10%	6%	5%	10%	97%	3%	64%	36%	46%	54%
Sky Satellite TV	954	115	119	84	70	83	80	81	44	103	808	146	635	315	521	433
	36%	34%	33%	37%	37%	35%	33%	36%	39%	34%	35%	41%	41%	28%	36%	35%
		12%	12%	9%	7%	9%	8%	9%	5%	11%	85%	15%	67%	33%	55%	45%
Freesat Satellite TV	90	11	30	10	3	3	6	5	3	10	73	17	47	43	59	31
	3%	3%	8%	4%	2%	1%	3%	2%	3%	3%	3%	5%	3%	4%	4%	3%
			adeefghi	e											o	
		13%	34%	11%	3%	3%	7%	5%	3%	11%	82%	18%	52%	48%	65%	35%
Other Satellite TV	15	2	2	1	*	-	9	-	*	-	13	3	9	6	9	6
	1%	1%	*%	*%	*%	-%	4%	-%	*%	-%	1%	1%	1%	1%	1%	*%
						abcdeghi										
		16%	11%	5%	2%	-%	58%	-%	3%	-%	83%	17%	58%	42%	60%	40%
Freeview (through a set-top box or television set) with ONLY free channels	770	65	85	80	64	77	75	81	31	107	643	127	336	431	448	323
	29%	19%	24%	35%	34%	33%	31%	36%	28%	35%	28%	35%	22%	39%	31%	26%
			ab	ab	ab	ab	a	ab	a	ab		j		l	o	
		8%	11%	10%	8%	10%	10%	11%	4%	14%	84%	16%	44%	56%	58%	42%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

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

Base : All respondents

	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	3737	249	251	247	250	251	237	252	251	251	2711	1026	1861	1863	1792	1945
Effective Weighted Sample	2504	221	237	237	233	233	225	231	232	231	2082	456	1294	1256	1218	1321
Total	2675	338	359	227	189	237	245	226	114	302	2315	360	1552	1114	1443	1232
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	54%	46%
Freeview (through a set-top box or television set) with free channels PLUS payment for extra channels such as Top-up TV, Picturebox films	139	20	38	8	5	10	9	10	6	12	118	21	68	71	84	55
	5%	6%	10%	3%	3%	4%	4%	4%	5%	4%	5%	6%	4%	6%	6%	4%
			cdefghi											l		
		14%	27%	5%	4%	7%	7%	7%	4%	9%	85%	15%	49%	51%	60%	40%
BT TV (formerly BT Vision)	100	12	18	9	6	6	11	8	2	6	85	15	66	34	64	36
	4%	4%	5%	4%	3%	2%	5%	4%	2%	2%	4%	4%	4%	3%	4%	3%
															o	
		12%	18%	9%	6%	6%	11%	8%	2%	6%	85%	15%	66%	34%	64%	36%
TalkTalk TV	64	10	2	5	2	2	2	3	3	18	58	6	42	22	31	33
	2%	3%	1%	2%	1%	1%	1%	1%	2%	6%	3%	2%	3%	2%	2%	3%
										bcdefgh						
		16%	4%	7%	4%	4%	3%	5%	4%	28%	91%	9%	65%	35%	49%	51%
EE TV	8	2	1	2	1	-	1	-	-	1	7	1	6	3	4	5
	*%	1%	*%	1%	1%	-%	*%	-%	-%	*%	*%	*%	*%	*%	*%	*%
		21%	11%	23%	13%	-%	11%	-%	-%	13%	88%	12%	69%	31%	46%	54%
No TV in household	99	44	9	3	4	9	10	7	2	1	88	10	68	29	20	79
	4%	13%	2%	1%	2%	4%	4%	3%	2%	*%	4%	3%	4%	3%	1%	6%
		bcdefghi				i	ci	i					m		n	
		45%	9%	3%	4%	9%	11%	7%	2%	1%	90%	10%	69%	30%	20%	80%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

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

Base : All respondents

	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
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																
Unweighted total	3737	249	251	247	250	251	237	252	251	251	2711	1026	1861	1863	1792	1945
Effective Weighted Sample	2504	221	237	237	233	233	225	231	232	231	2082	456	1294	1256	1218	1321
Total	2675	338	359	227	189	237	245	226	114	302	2315	360	1552	1114	1443	1232
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	54%	46%
Don't know	9	1	3	-	1	1	-	3	-	-	7	2	2	6	7	2
	*%	*%	1%	-%	1%	*%	-%	1%	-%	-%	*%	1%	*%	1%	*%	*%
		7%	29%	-%	12%	11%	-%	34%	-%	-%	76%	24%	28%	72%	74%	26%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**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

		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	120	73	47	25	40	34	21	23	22	15	7	18	48	17	37	83	10	17	10
Effective Weighted Sample	85	50	36	20	31	25	13	18	15	13	5	12	39	11	25	72	7	13	9
Total	99	56	42	19	44	27	9	13	16	17	7	12	40	12	34	89	4	4	2
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Not interested in watching TV	48	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	48%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Busy with other interests	18	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Watch online instead	16	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't want to pay the TV Licence	11	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Too expensive to buy and install	11	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Recently moved home	10	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't afford to replace broken TV set	3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	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 - H1 2016. 4th January to 29th February 2016.**

**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.

**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

		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%	Total	~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	120	73	47	25	40	34	21	23	22	15	7	18	48	17	37	83	10	17	10
Effective Weighted Sample	85	50	36	20	31	25	13	18	15	13	5	12	39	11	25	72	7	13	9
Total	99	56	42	19	44	27	9	13	16	17	7	12	40	12	34	89	4	4	2
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't afford to pay the TV Licence	2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	10	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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 - H1 2016. 4th January to 29th February 2016.**

**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.

**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		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	120	31	8	3	6	11	11	8	4	1		96	24	71	46	38	82
Effective Weighted Sample	85	29	8	3	5	10	10	7	4	1		74	12	53	33	20	65
Total	99	44	9	3	4	9	10	7	2	1		88	10	68	29	20	79
		**	**	**	**	**	**	**	**	**		**	**	**	**	**	**
Not interested in watching TV	48	**	**	**	**	**	**	**	**	**		**	**	**	**	**	**
	48%	**	**	**	**	**	**	**	**	**		**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**		**	**	**	**	**	**
Busy with other interests	18	**	**	**	**	**	**	**	**	**		**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**	**		**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**		**	**	**	**	**	**
Watch online instead	16	**	**	**	**	**	**	**	**	**		**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**		**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**		**	**	**	**	**	**
Don't want to pay the TV Licence	11	**	**	**	**	**	**	**	**	**		**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**		**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**		**	**	**	**	**	**
Too expensive to buy and install	11	**	**	**	**	**	**	**	**	**		**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**		**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**		**	**	**	**	**	**
Recently moved home	10	**	**	**	**	**	**	**	**	**		**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**	**		**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**		**	**	**	**	**	**
Can't afford to replace broken TV set	3	**	**	**	**	**	**	**	**	**		**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**		**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**		**	**	**	**	**	**

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**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		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	120	31	8	3	6	11	11	8	4	1	96	24	71	46	38	82
Effective Weighted Sample	85	29	8	3	5	10	10	7	4	1	74	12	53	33	20	65
Total	99	44	9	3	4	9	10	7	2	1	88	10	68	29	20	79
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't afford to pay the TV Licence	2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	10	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**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

		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	3606	1713	1893	490	563	1137	1416	534	379	436	607	776	1072	772	981	2148	491	471	496
Effective Weighted Sample	2411	1144	1268	320	370	781	956	357	252	312	455	563	715	521	636	1837	303	289	366
Total	2567	1240	1328	342	423	887	915	303	244	341	575	696	678	566	624	2139	229	128	72
		48%	52%	13%	16%	35%	36%	12%	10%	13%	22%	27%	26%	22%	24%	83%	9%	5%	3%
Yes, the main TV in the household is an HDTV set or HD ready	1902	944	958	251	340	705	606	180	174	275	522	562	503	450	385	1585	175	93	49
	74%	76%	72%	73%	80%	79%	66%	60%	71%	81%	91%	81%	74%	80%	62%	74%	76%	73%	68%
		b		f	cf	cf			g	gh	ghi	ln	n	ln		r	r		
		50%	50%	13%	18%	37%	32%	9%	9%	14%	27%	30%	26%	24%	20%	83%	9%	5%	3%
No	496	229	267	68	69	137	222	90	55	53	42	108	132	82	173	419	37	25	14
	19%	18%	20%	20%	16%	15%	24%	30%	22%	16%	7%	16%	19%	15%	28%	20%	16%	20%	20%
							de	hij	ij	j			m		klm				
		46%	54%	14%	14%	28%	45%	18%	11%	11%	8%	22%	27%	17%	35%	85%	7%	5%	3%
Don't know	170	67	103	23	14	45	87	32	16	13	11	26	43	34	66	135	17	9	9
	7%	5%	8%	7%	3%	5%	10%	10%	6%	4%	2%	4%	6%	6%	11%	6%	7%	7%	13%
			a	d			de	ij	j				k		klm				opq
		39%	61%	14%	8%	27%	51%	19%	9%	7%	6%	15%	26%	20%	39%	79%	10%	5%	5%

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 - H1 2016. 4th January to 29th February 2016.**

**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.

**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		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	3606	217	241	244	243	239	226	241	247	250	2608	998	1788	1808	1747	1859
Effective Weighted Sample	2411	192	228	234	227	222	215	221	228	230	2003	442	1239	1216	1193	1259
Total	2567	294	348	224	184	227	234	215	112	301	2220	347	1481	1078	1417	1151
		11%	14%	9%	7%	9%	9%	8%	4%	12%	86%	14%	58%	42%	55%	45%
Yes, the main TV in the household is an HDTV set or HD ready	1902	183	254	193	143	159	181	173	88	211	1633	269	1194	700	1097	805
	74%	62%	73%	86%	78%	70%	77%	80%	78%	70%	74%	77%	81%	65%	77%	70%
			a	abdefhi	a		a	aei	aei				m		o	
		10%	13%	10%	8%	8%	10%	9%	5%	11%	86%	14%	63%	37%	58%	42%
No	496	87	74	18	29	55	38	33	17	69	443	53	234	262	242	253
	19%	29%	21%	8%	16%	24%	16%	15%	15%	23%	20%	15%	16%	24%	17%	22%
		cdgh	c		c	cdgh	c	c	c	cdgh	k		l		n	
		17%	15%	4%	6%	11%	8%	7%	3%	14%	89%	11%	47%	53%	49%	51%
Don't know	170	24	19	13	12	13	15	10	7	21	144	26	53	116	77	93
	7%	8%	5%	6%	7%	6%	7%	5%	6%	7%	6%	7%	4%	11%	5%	8%
			l											l		n
Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o		14%	11%	7%	7%	8%	9%	6%	4%	12%	85%	15%	31%	68%	45%	55%

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QH4 (QH54). Although you have an HDTV ready set, to actually watch TV channels and programmes that are broadcast in high definition, you need an HD set top box or a TV with built-in HDTV receiver. For the main TV set, does your household have an HDTV service - from either Sky, Virgin Media, Freesat or Freeview? (SINGLE CODE)**

Base : Those whose main TV set is an HDTV or HD-ready

		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	2585	1266	1319	356	441	895	893	306	269	355	551	615	788	590	588	1579	345	342	319
Effective Weighted Sample	1773	869	904	237	299	619	628	215	180	256	418	455	534	411	394	1357	222	210	239
Total	1902	944	958	251	340	705	606	180	174	275	522	562	503	450	385	1585	175	93	49
		50%	50%	13%	18%	37%	32%	9%	9%	14%	27%	30%	26%	24%	20%	83%	9%	5%	3%
Yes	1503	764	739	205	265	578	456	115	131	224	439	463	416	352	272	1253	139	72	39
	79%	81%	77%	81%	78%	82%	75%	64%	76%	81%	84%	82%	83%	78%	71%	79%	79%	77%	80%
				f		f			g	g	gh	n	n	n					
		51%	49%	14%	18%	38%	30%	8%	9%	15%	29%	31%	28%	23%	18%	83%	9%	5%	3%
No	337	156	181	39	69	107	122	57	36	47	75	87	74	79	97	290	24	18	5
	18%	17%	19%	16%	20%	15%	20%	31%	21%	17%	14%	16%	15%	18%	25%	18%	14%	19%	11%
				e		e		hij							klm	r		r	
		46%	54%	12%	20%	32%	36%	17%	11%	14%	22%	26%	22%	24%	29%	86%	7%	5%	2%
Don't know	62	24	38	8	6	20	28	8	6	5	8	12	14	19	16	42	12	3	4
	3%	3%	4%	3%	2%	3%	5%	5%	4%	2%	1%	2%	3%	4%	4%	3%	7%	3%	9%
				d		d		j								o	o	oq	
		39%	61%	12%	10%	32%	45%	13%	10%	7%	12%	19%	23%	31%	27%	68%	20%	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 TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QH4 (QH54). Although you have an HDTV ready set, to actually watch TV channels and programmes that are broadcast in high definition, you need an HD set top box or a TV with built-in HDTV receiver. For the main TV set, does your household have an HDTV service - from either Sky, Virgin Media, Freesat or Freeview? (SINGLE CODE)**

Base : Those whose main TV set is an HDTV or HD-ready

	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	2585	135	173	208	185	165	173	179	189	172	1889	696	1420	1157	1299	1286
Effective Weighted Sample	1773	119	164	199	173	153	165	170	176	156	1467	326	1005	799	917	890
Total	1902	183	254	193	143	159	181	173	88	211	1633	269	1194	700	1097	805
		10%	13%	10%	8%	8%	10%	9%	5%	11%	86%	14%	63%	37%	58%	42%
Yes	1503	149	196	169	101	108	145	139	62	185	1302	201	975	523	882	621
	79%	81%	77%	87%	71%	68%	80%	80%	70%	88%	80%	75%	82%	75%	80%	77%
		deh		bdeh			deh	deh		bdeh			m			
		10%	13%	11%	7%	7%	10%	9%	4%	12%	87%	13%	65%	35%	59%	41%
No	337	34	51	21	39	46	27	30	22	19	282	55	189	145	186	151
	18%	19%	20%	11%	27%	29%	15%	17%	26%	9%	17%	21%	16%	21%	17%	19%
		i	ci		cfgi	cfgi		i	cfi				l			
		10%	15%	6%	11%	14%	8%	9%	7%	6%	84%	16%	56%	43%	55%	45%
Don't know	62	-	8	3	3	5	9	5	4	7	50	12	30	32	29	33
	3%	-%	3%	1%	2%	3%	5%	3%	4%	3%	3%	4%	2%	5%	3%	4%
							a		a	a			l			
		-%	13%	5%	5%	7%	14%	8%	6%	11%	81%	19%	48%	52%	47%	53%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 104**

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

**QH5 (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 £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	2585	1266	1319	356	441	895	893	306	269	355	551	615	788	590	588	1579	345	342	319
Effective Weighted Sample	1773	869	904	237	299	619	628	215	180	256	418	455	534	411	394	1357	222	210	239
Total	1902	944	958	251	340	705	606	180	174	275	522	562	503	450	385	1585	175	93	49
		50%	50%	13%	18%	37%	32%	9%	9%	14%	27%	30%	26%	24%	20%	83%	9%	5%	3%
Yes, the main TV in the household is an UHDTV set or UHD ready	579	298	281	89	107	231	153	38	44	88	133	176	157	141	105	480	49	29	21
	30%	32%	29%	35%	31%	33%	25%	21%	25%	32%	25%	31%	31%	31%	27%	30%	28%	31%	42%
				f	f	f				g									opq
		52%	48%	15%	18%	40%	26%	7%	8%	15%	23%	30%	27%	24%	18%	83%	8%	5%	4%
No	1115	564	552	133	194	396	393	117	113	169	342	327	302	255	230	951	95	54	16
	59%	60%	58%	53%	57%	56%	65%	65%	65%	61%	66%	58%	60%	57%	60%	60%	54%	58%	33%
							cde									r	r	r	
		51%	49%	12%	17%	35%	35%	10%	10%	15%	31%	29%	27%	23%	21%	85%	8%	5%	1%
Don't know	208	82	125	30	40	78	60	25	17	18	47	59	44	55	50	153	31	10	12
	11%	9%	13%	12%	12%	11%	10%	14%	10%	7%	9%	10%	9%	12%	13%	10%	18%	11%	25%
			a					i							l		oq		oq
		40%	60%	14%	19%	37%	29%	12%	8%	9%	22%	28%	21%	27%	24%	74%	15%	5%	6%

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 - H1 2016. 4th January to 29th February 2016.**

**Table 104**

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

**QH5 (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		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	2585	135	173	208	185	165	173	179	189	172	1889	696	1420	1157	1299	1286
Effective Weighted Sample	1773	119	164	199	173	153	165	170	176	156	1467	326	1005	799	917	890
Total	1902	183	254	193	143	159	181	173	88	211	1633	269	1194	700	1097	805
		10%	13%	10%	8%	8%	10%	9%	5%	11%	86%	14%	63%	37%	58%	42%
Yes, the main TV in the household is an UHDTV set or UHD ready	579	68	93	16	62	70	31	23	22	93	510	69	404	174	314	265
	30%	37%	37%	8%	44%	44%	17%	13%	25%	44%	31%	26%	34%	25%	29%	33%
		cfgh	cfgh		cfgh	cfgh	c		cg	cfgh			m			
		12%	16%	3%	11%	12%	5%	4%	4%	16%	88%	12%	70%	30%	54%	46%
No	1115	107	146	154	63	63	130	132	58	98	952	163	661	449	665	451
	59%	59%	57%	80%	44%	40%	72%	76%	66%	46%	58%	61%	55%	64%	61%	56%
		dei	dei	abdehi			abdei	abdehi	dei				l	o		
		10%	13%	14%	6%	6%	12%	12%	5%	9%	85%	15%	59%	40%	60%	40%
Don't know	208	7	15	24	18	25	19	18	7	20	172	36	129	77	118	89
	11%	4%	6%	12%	12%	16%	11%	10%	8%	9%	11%	13%	11%	11%	11%	11%
			ab	ab	abh	a										
		4%	7%	11%	8%	12%	9%	9%	3%	10%	83%	17%	62%	37%	57%	43%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 105**

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

**QH6 (QH3). SHOWCARD Which of the following best describes your satellite TV service/s? (MULTI CODE)**

Base : Those with Satellite TV

		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
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	1566	743	823	228	283	570	485	160	166	210	307	369	483	356	356	878	184	254	250
Effective Weighted Sample	1020	483	537	144	178	383	323	103	112	148	219	253	317	237	225	759	109	158	188
Total	1086	524	562	153	203	431	299	86	112	157	272	309	293	249	235	895	80	72	38
		48%	52%	14%	19%	40%	28%	8%	10%	14%	25%	28%	27%	23%	22%	82%	7%	7%	4%
Sky satellite dish to receive subscription channels - you pay a monthly subscription fee	904	424	480	134	181	363	227	73	90	133	238	248	247	209	199	736	70	62	36
	83%	81%	85%	87%	89%	84%	76%	85%	80%	85%	87%	80%	85%	84%	85%	82%	87%	86%	93%
				f	f	f													oq
		47%	53%	15%	20%	40%	25%	8%	10%	15%	26%	27%	27%	23%	22%	81%	8%	7%	4%
Sky satellite dish for free to air services only - you pay no monthly subscription fee	56	27	29	7	6	26	17	7	8	8	8	17	9	15	14	48	2	4	1
	5%	5%	5%	4%	3%	6%	6%	8%	7%	5%	3%	6%	3%	6%	6%	5%	3%	6%	3%
								j											
		49%	51%	12%	12%	46%	30%	13%	14%	14%	14%	31%	16%	27%	26%	86%	4%	8%	2%
Freesat dish and set top box - you do not pay a subscription fee	83	46	37	8	9	32	34	3	8	13	20	30	25	14	14	74	4	4	1
	8%	9%	7%	5%	4%	7%	12%	4%	7%	8%	7%	10%	9%	6%	6%	8%	5%	6%	2%
							cd									r		r	
		55%	45%	10%	11%	38%	41%	4%	10%	16%	24%	36%	30%	17%	17%	89%	5%	5%	1%
Other satellite dish	14	9	6	1	5	4	5	1	1	1	8	6	2	2	4	12	2	1	*
	1%	2%	1%	1%	2%	1%	2%	2%	1%	1%	3%	2%	1%	1%	2%	1%	2%	1%	1%
		59%	41%	6%	34%	29%	31%	9%	8%	7%	53%	43%	16%	15%	26%	81%	12%	6%	1%
Don't know	34	20	14	5	2	11	17	1	5	3	1	10	9	11	4	30	2	1	1
	3%	4%	2%	3%	1%	2%	6%	2%	4%	2%	1%	3%	3%	4%	2%	3%	3%	1%	2%
							de		j										
		59%	41%	14%	6%	32%	49%	4%	14%	8%	4%	30%	27%	31%	12%	88%	7%	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 TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 105**

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

**QH6 (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		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	1566	97	107	108	98	85	93	96	101	93	1073	493	897	666	771	795
Effective Weighted Sample	1020	86	101	104	92	80	89	90	94	85	819	219	604	433	520	513
Total	1086	128	153	98	76	85	99	91	49	117	915	171	704	378	607	479
		**	14%	9%	**	**	**	**	4%	**	84%	16%	65%	35%	56%	44%
Sky satellite dish to receive subscription channels - you pay a monthly subscription fee	904	**	110	82	**	**	**	**	41	**	764	140	606	294	503	400
	83%	**	72%	83%	**	**	**	**	84%	**	83%	82%	86%	78%	83%	84%
		**	12%	9%	**	**	**	**	5%	**	85%	15%	67%	33%	56%	44%
Sky satellite dish for free to air services only - you pay no monthly subscription fee	56	**	8	5	**	**	**	**	1	**	47	8	28	27	32	23
	5%	**	5%	5%	**	**	**	**	2%	**	5%	5%	4%	7%	5%	5%
		**	15%	10%	**	**	**	**	2%	**	85%	15%	51%	49%	58%	42%
Freesat dish and set top box - you do not pay a subscription fee	83	**	25	6	**	**	**	**	4	**	67	16	46	37	51	32
	8%	**	16%	6%	**	**	**	**	8%	**	7%	9%	7%	10%	8%	7%
		**	c	7%	**	**	**	**	5%	**	81%	19%	56%	44%	61%	39%
		**	30%	7%	**	**	**	**	5%	**	81%	19%	56%	44%	61%	39%
Other satellite dish	14	**	-	2	**	**	**	**	1	**	14	1	12	3	7	7
	1%	**	-	2%	**	**	**	**	2%	**	2%	*%	2%	1%	1%	2%
		**	-	15%	**	**	**	**	8%	**	95%	5%	81%	19%	50%	50%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 105**

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

**QH6 (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		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	1566	97	107	108	98	85	93	96	101	93	1073	493	897	666	771	795
Effective Weighted Sample	1020	86	101	104	92	80	89	90	94	85	819	219	604	433	520	513
Total	1086	128	153	98	76	85	99	91	49	117	915	171	704	378	607	479
		**	14%	9%	**	**	**	**	4%	**	84%	16%	65%	35%	56%	44%
Don't know	34	**	9	3	**	**	**	**	2	**	27	7	16	18	18	16
	3%	**	6%	3%	**	**	**	**	4%	**	3%	4%	2%	5%	3%	3%
		**	27%	8%	**	**	**	**	6%	**	78%	22%	48%	52%	52%	48%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QH4 (Q5). SHOWCARD Which, if any, of these channels do you subscribe to through your Sky satellite service? (MULTI CODE)**

Base : Those with paid for Sky Satellite TV

		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	1320	619	701	200	249	492	379	131	131	181	275	308	408	301	301	718	158	216	228
Effective Weighted Sample	853	398	456	125	156	329	250	84	89	126	195	208	265	199	189	624	93	134	171
Total	904	424	480	134	181	363	227	73	90	133	238	248	247	209	199	736	70	62	36
		47%	53%	15%	20%	40%	25%	8%	10%	15%	26%	27%	27%	23%	22%	81%	8%	7%	4%
Sky Sports 1 only	18	5	13	3	2	7	5	1	*	4	5	6	3	3	4	17	-	*	1
	2%	1%	3%	2%	1%	2%	2%	1%	*%	3%	2%	3%	1%	2%	2%	2%	-%	*%	2%
		28%	72%	19%	14%	40%	28%	5%	1%	20%	27%	37%	20%	19%	25%	95%	-%	*%	5%
Sky Sports 2 only	3	2	1	*	-	2	1	-	-	*	2	2	1	*	-	2	-	-	*
	*%	*%	*%	*%	-%	*%	*%	-%	-%	*%	1%	1%	*%	*%	-%	*%	-%	-%	*%
		79%	21%	17%	-%	62%	21%	-%	-%	4%	58%	58%	38%	4%	-%	96%	-%	-%	4%
Sky Sports Pack (Sky Sports 1, 2, 3 and 4)	326	184	142	57	59	116	94	17	25	50	100	111	93	76	47	272	32	12	9
	36%	43%	30%	42%	33%	32%	41%	24%	28%	38%	42%	45%	37%	36%	23%	37%	46%	20%	25%
		b		e			e			g	gh	n	n	n		qr	qr		
		56%	44%	17%	18%	36%	29%	5%	8%	15%	31%	34%	28%	23%	14%	84%	10%	4%	3%
Sky Movies 1 only (Comedy, Family, Classics, Modern Greats, Drama & Romance)	58	21	37	14	12	19	14	5	6	6	17	23	12	15	8	51	3	3	1
	6%	5%	8%	10%	7%	5%	6%	7%	7%	5%	7%	9%	5%	7%	4%	7%	4%	5%	4%
		36%	64%	23%	21%	32%	23%	9%	11%	10%	29%	39%	21%	26%	14%	87%	5%	6%	2%
Sky Movies 2 only (Comedy, Indie, Sci-Fi & Horror, Crime & Thriller, Action & Adventure)	15	5	10	2	2	7	4	-	-	2	5	3	6	3	2	14	-	1	1
	2%	1%	2%	2%	1%	2%	2%	-%	-%	2%	2%	1%	2%	2%	1%	2%	-%	1%	2%
		31%	69%	15%	11%	47%	27%	-%	-%	14%	32%	22%	41%	22%	15%	91%	-%	4%	5%
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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QH4 (Q5). SHOWCARD Which, if any, of these channels do you subscribe to through your Sky satellite service? (MULTI CODE)**

Base : Those with paid for Sky Satellite TV

		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	1320	619	701	200	249	492	379	131	131	181	275	308	408	301	301	718	158	216	228
Effective Weighted Sample	853	398	456	125	156	329	250	84	89	126	195	208	265	199	189	624	93	134	171
Total	904	424 47%	480 53%	134 15%	181 20%	363 40%	227 25%	73 8%	90 10%	133 15%	238 26%	248 27%	247 27%	209 23%	199 22%	736 81%	70 8%	62 7%	36 4%
Sky Movies Pack (All Sky Movies channels in Sky Movies 1 and 2, plus Premiere and Disney Cinemagic)	245 27%	121 29%	124 26%	41 31%	58 32%	102 28%	44 19%	9 13%	24 26%	40 30%	84 35%	72 29%	74 30%	61 29%	39 20%	208 28%	20 28%	12 19%	6 16%
		49%	51%	f 17%	f 24%	f 42%	18%	4%	g 10%	g 16%	g 34%	n 29%	n 30%	n 25%	16%	qr 85%	r 8%	5%	2%
Sky+ HD (High Definition channels through Sky+ HD box)	350 39%	186 44%	164 34%	59 44%	65 36%	150 41%	76 34%	17 23%	22 24%	49 37%	111 47%	108 43%	111 45%	80 38%	51 26%	290 39%	31 44%	24 38%	5 14%
		b 53%	47%	17%	19%	43%	22%	5%	6%	g 14%	gh 32%	n 31%	n 32%	n 23%	15%	r 83%	r 9%	r 7%	1%
ANY SKY SPORTS	346 38%	191 45%	155 32%	60 45%	62 34%	125 34%	99 44%	18 25%	25 28%	54 40%	106 45%	119 48%	97 39%	79 38%	51 26%	291 40%	32 46%	13 20%	10 27%
		b 55%	45%	e 17%	18%	36%	e 29%	5%	7%	g 15%	gh 31%	mn 34%	n 28%	n 23%	15%	qr 84%	qr 9%	4%	3%
ANY SKY MOVIES	319 35%	147 35%	172 36%	57 43%	72 40%	128 35%	62 27%	15 20%	30 33%	48 36%	105 44%	98 39%	92 37%	79 38%	50 25%	272 37%	23 33%	16 25%	8 22%
		f 46%	54%	f 18%	f 23%	f 40%	19%	5%	g 9%	g 15%	g 33%	n 31%	n 29%	n 25%	16%	qr 85%	qr 7%	5%	2%
SKY SPORTS AND SKY MOVIES	203 22%	104 25%	99 21%	39 29%	46 26%	78 22%	40 18%	7 9%	12 13%	33 25%	75 31%	75 30%	59 24%	47 22%	22 11%	177 24%	16 22%	6 9%	4 12%
		f 51%	49%	f 19%	f 23%	f 39%	20%	3%	gh 6%	gh 16%	gh 37%	n 37%	n 29%	n 23%	11%	qr 87%	qr 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 TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QH4 (Q5). SHOWCARD Which, if any, of these channels do you subscribe to through your Sky satellite service? (MULTI CODE)**

Base : Those with paid for Sky Satellite TV

	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	1320	619	701	200	249	492	379	131	131	181	275	308	408	301	301	718	158	216	228
Effective Weighted Sample	853	398	456	125	156	329	250	84	89	126	195	208	265	199	189	624	93	134	171
Total	904	424	480	134	181	363	227	73	90	133	238	248	247	209	199	736	70	62	36
		47%	53%	15%	20%	40%	25%	8%	10%	15%	26%	27%	27%	23%	22%	81%	8%	7%	4%
Basic package only	294	121	173	33	66	125	70	34	34	45	66	66	72	68	87	239	17	23	16
	33%	29%	36%	25%	36%	35%	31%	47%	37%	34%	28%	27%	29%	33%	44%	32%	24%	37%	44%
		41%	59%	11%	22%	43%	24%	12%	11%	15%	22%	22%	25%	23%	klm 30%	81%	6%	8%	op 5%
None of these	10	3	6	2	3	1	4	2	1	3	-	2	4	1	3	7	1	*	2
	1%	1%	1%	2%	1%	*%	2%	3%	1%	2%	-%	1%	2%	1%	1%	1%	1%	1%	6%
		35%	65%	24%	26%	9%	41%	j 19%	j 12%	j 30%	-%	22%	40%	12%	26%	67%	9%	3%	oq 21%
Don't know	19	6	13	4	1	7	7	2	3	-	2	7	3	4	6	14	*	2	4
	2%	1%	3%	3%	*%	2%	3%	3%	3%	-%	1%	3%	1%	2%	3%	2%	*%	3%	10%
		31%	69%	22%	4%	36%	39%	i 13%		-%	9%	35%	17%	19%	29%	71%	1%	9%	opq 19%

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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QH4 (Q5). SHOWCARD Which, if any, of these channels do you subscribe to through your Sky satellite service? (MULTI CODE)**

Base : Those with paid for Sky Satellite TV

	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	1320	76	77	89	81	76	75	81	82	81	893	427	786	531	653	667
Effective Weighted Sample	853	68	73	86	77	71	72	75	77	74	686	184	525	342	438	423
Total	904	105	110	82	65	76	79	77	41	101	764	140	606	294	503	400
		**	**	**	**	**	**	**	**	**	85%	15%	67%	33%	56%	44%
Sky Sports 1 only	18	**	**	**	**	**	**	**	**	**	15	3	14	3	8	10
	2%	**	**	**	**	**	**	**	**	**	2%	2%	2%	1%	2%	2%
		**	**	**	**	**	**	**	**	**	85%	15%	82%	18%	44%	56%
Sky Sports 2 only	3	**	**	**	**	**	**	**	**	**	2	*	3	-	1	2
	*%	**	**	**	**	**	**	**	**	**	*%	*%	*%	-%	*%	1%
		**	**	**	**	**	**	**	**	**	96%	4%	100%	-%	21%	79%
Sky Sports Pack (Sky Sports 1, 2, 3 and 4)	326	**	**	**	**	**	**	**	**	**	276	50	211	114	184	142
	36%	**	**	**	**	**	**	**	**	**	36%	36%	35%	39%	37%	35%
		**	**	**	**	**	**	**	**	**	85%	15%	65%	35%	56%	44%
Sky Movies 1 only (Comedy, Family, Classics, Modern Greats, Drama & Romance)	58	**	**	**	**	**	**	**	**	**	50	8	32	27	33	25
	6%	**	**	**	**	**	**	**	**	**	7%	6%	5%	9%	7%	6%
		**	**	**	**	**	**	**	**	**	86%	14%	54%	46%	57%	43%
Sky Movies 2 only (Comedy, Indie, Sci-Fi & Horror, Crime & Thriller, Action & Adventure)	15	**	**	**	**	**	**	**	**	**	13	2	10	5	8	7
	2%	**	**	**	**	**	**	**	**	**	2%	1%	2%	2%	2%	2%
		**	**	**	**	**	**	**	**	**	87%	13%	69%	31%	54%	46%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QH4 (Q5). SHOWCARD Which, if any, of these channels do you subscribe to through your Sky satellite service? (MULTI CODE)**

Base : Those with paid for Sky Satellite TV

	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	1320	76	77	89	81	76	75	81	82	81	893	427	786	531	653	667
Effective Weighted Sample	853	68	73	86	77	71	72	75	77	74	686	184	525	342	438	423
Total	904	105	110	82	65	76	79	77	41	101	764	140	606	294	503	400
		**	**	**	**	**	**	**	**	**	85%	15%	67%	33%	56%	44%
Sky Movies Pack (All Sky Movies channels in Sky Movies 1 and 2, plus Premiere and Disney Cinemagic)	245	**	**	**	**	**	**	**	**	**	212	33	175	66	147	99
	27%	**	**	**	**	**	**	**	**	**	28%	24%	29%	23%	29%	25%
		**	**	**	**	**	**	**	**	**	86%	14%	71%	27%	60%	40%
Sky+ HD (High Definition channels through Sky+ HD box)	350	**	**	**	**	**	**	**	**	**	296	53	253	97	207	142
	39%	**	**	**	**	**	**	**	**	**	39%	38%	42%	33%	41%	36%
		**	**	**	**	**	**	**	**	**	85%	15%	72%	28%	59%	41%
ANY SKY SPORTS	346	**	**	**	**	**	**	**	**	**	294	52	228	117	192	154
	38%	**	**	**	**	**	**	**	**	**	38%	37%	38%	40%	38%	38%
		**	**	**	**	**	**	**	**	**	85%	15%	66%	34%	55%	45%
ANY SKY MOVIES	319	**	**	**	**	**	**	**	**	**	275	43	217	98	188	131
	35%	**	**	**	**	**	**	**	**	**	36%	31%	36%	33%	37%	33%
		**	**	**	**	**	**	**	**	**	86%	14%	68%	31%	59%	41%
SKY SPORTS AND SKY MOVIES	203	**	**	**	**	**	**	**	**	**	177	26	141	61	111	92
	22%	**	**	**	**	**	**	**	**	**	23%	19%	23%	21%	22%	23%
		**	**	**	**	**	**	**	**	**	87%	13%	69%	30%	54%	46%
Basic package only	294	**	**	**	**	**	**	**	**	**	254	40	197	97	156	139
	33%	**	**	**	**	**	**	**	**	**	33%	29%	33%	33%	31%	35%
		**	**	**	**	**	**	**	**	**	86%	14%	67%	33%	53%	47%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QH4 (Q5). SHOWCARD Which, if any, of these channels do you subscribe to through your Sky satellite service? (MULTI CODE)**

Base : Those with paid for Sky Satellite TV

	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	1320	76	77	89	81	76	75	81	82	81	893	427	786	531	653	667
Effective Weighted Sample	853	68	73	86	77	71	72	75	77	74	686	184	525	342	438	423
Total	904	105	110	82	65	76	79	77	41	101	764	140	606	294	503	400
		**	**	**	**	**	**	**	**	**	85%	15%	67%	33%	56%	44%
None of these	10	**	**	**	**	**	**	**	**	**	7	3	5	5	6	4
	1%	**	**	**	**	**	**	**	**	**	1%	2%	1%	2%	1%	1%
		**	**	**	**	**	**	**	**	**	70%	30%	48%	52%	57%	43%
Don't know	19	**	**	**	**	**	**	**	**	**	16	3	12	7	9	10
	2%	**	**	**	**	**	**	**	**	**	2%	2%	2%	2%	2%	3%
		**	**	**	**	**	**	**	**	**	84%	16%	63%	37%	47%	53%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 107**

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

**QH8 (QH5). SHOWCARD Which, if any, of these channels do you 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 £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	486	242	244	72	79	157	178	53	44	54	111	110	158	105	113	358	77	27	24
Effective Weighted Sample	387	196	191	55	62	130	144	42	36	44	96	94	126	87	85	302	67	19	19
Total	428	222 52%	206 48%	64 **	70 **	156 36%	138 32%	35 **	34 **	47 **	126 30%	119 28%	121 28%	103 24%	84 20%	350 82%	64 **	8 **	5 **
Sky Sports channels	89 21%	51 23%	38 19%	** **	** **	28 18%	32 23%	** **	** **	** **	28 22%	34 28%	26 22%	17 16%	12 14%	69 20%	** **	** **	** **
		57%	43%	**	**	31%	36%	**	**	**	32%	n 38%	n 30%	n 19%	n 14%	78%	**	**	**
Sky Movies channels	60 14%	35 16%	24 12%	** **	** **	20 13%	16 12%	** **	** **	** **	22 17%	23 19%	11 9%	18 17%	8 9%	45 13%	** **	** **	** **
		59%	41%	**	**	34%	27%	**	**	**	37%	l 38%	l 19%	l 30%	l 13%	76%	**	**	**
High Definition channel through V+ HD box	145 34%	86 39%	59 29%	** **	** **	53 34%	44 32%	** **	** **	** **	49 39%	46 39%	45 37%	35 34%	18 21%	107 31%	** **	** **	** **
		b 59%	b 41%	**	**	37%	30%	**	**	**	34%	n 32%	n 31%	n 24%	n 12%	74%	**	**	**
Basic package only	193 45%	95 43%	98 48%	** **	** **	68 44%	69 50%	** **	** **	** **	57 45%	43 36%	52 43%	50 48%	49 58%	167 48%	** **	** **	** **
		49%	51%	**	**	35%	36%	**	**	**	29%	22%	27%	26%	25%	87%	**	**	**
None of these	34 8%	19 9%	14 7%	** **	** **	17 11%	8 6%	** **	** **	** **	9 7%	9 8%	11 9%	10 10%	3 4%	28 8%	** **	** **	** **
		57%	43%	**	**	52%	25%	**	**	**	27%	27%	33%	30%	10%	84%	**	**	**
Don't know	19 4%	6 3%	13 6%	** **	** **	6 4%	3 2%	** **	** **	** **	2 1%	2 2%	3 3%	4 4%	9 11%	15 4%	** **	** **	** **
		32%	68%	**	**	31%	14%	**	**	**	9%	12%	18%	21%	49%	78%	**	**	**
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 - H1 2016. 4th January to 29th February 2016.**

**Table 107**

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

**QH8 (QH5). SHOWCARD Which, if any, of these channels do you subscribe to through your Cable TV service? (MULTI CODE)**

Base : Those with Cable TV

	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	486	39	34	27	45	51	42	31	49	40	458	28	267	216	185	301
Effective Weighted Sample	387	36	33	26	42	47	40	29	46	36	373	15	224	169	156	238
Total	428	56	53	26	34	46	41	28	23	44	415	12	273	152	198	230
		**	**	**	**	**	**	**	**	**	97%	**	64%	36%	46%	54%
Sky Sports channels	89	**	**	**	**	**	**	**	**	**	87	**	61	28	44	45
	21%	**	**	**	**	**	**	**	**	**	21%	**	22%	18%	22%	19%
		**	**	**	**	**	**	**	**	**	99%	**	68%	32%	50%	50%
Sky Movies channels	60	**	**	**	**	**	**	**	**	**	60	**	48	12	24	36
	14%	**	**	**	**	**	**	**	**	**	14%	**	17%	8%	12%	16%
		**	**	**	**	**	**	**	**	**	100%	**	m 80%	20%	39%	61%
High Definition channel through V+ HD box	145	**	**	**	**	**	**	**	**	**	144	**	97	48	77	67
	34%	**	**	**	**	**	**	**	**	**	35%	**	35%	31%	39%	29%
		**	**	**	**	**	**	**	**	**	99%	**	67%	33%	54%	46%
Basic package only	193	**	**	**	**	**	**	**	**	**	186	**	121	72	86	108
	45%	**	**	**	**	**	**	**	**	**	45%	**	44%	47%	43%	47%
		**	**	**	**	**	**	**	**	**	96%	**	62%	37%	44%	56%
None of these	34	**	**	**	**	**	**	**	**	**	32	**	25	8	10	24
	8%	**	**	**	**	**	**	**	**	**	8%	**	9%	5%	5%	10%
		**	**	**	**	**	**	**	**	**	95%	**	73%	24%	29%	71%
Don't know	19	**	**	**	**	**	**	**	**	**	17	**	8	10	7	12
	4%	**	**	**	**	**	**	**	**	**	4%	**	3%	7%	4%	5%
		**	**	**	**	**	**	**	**	**	92%	**	45%	55%	38%	62%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 108**

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

**QH9 (QH68). SHOWCARD Which of the following channels do you subscribe to through your pay TV service?**

Base : Those with any (non-Sky and non-Virgin Media) paid-for TV services

	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	548	261	287	65	77	200	206	77	49	72	97	114	164	130	138	282	66	81	119
Effective Weighted Sample	344	165	179	42	52	124	126	51	32	48	71	77	98	86	84	242	43	49	85
Total	372	173	199	43	57	140	132	47	32	56	89	97	97	93	82	296	34	22	20
		47%	53%	**	**	38%	35%	**	**	**	**	26%	26%	25%	22%	80%	**	**	5%
BT Sport channels	42	23	19	**	**	17	12	**	**	**	**	16	12	8	7	32	**	**	1
	11%	13%	9%	**	**	12%	9%	**	**	**	**	16%	12%	9%	8%	11%	**	**	3%
		55%	45%	**	**	40%	29%	**	**	**	**	37%	27%	20%	16%	75%	**	**	1%
High Definition channels through HD receiver/ box	32	19	13	**	**	14	4	**	**	**	**	10	7	7	8	24	**	**	*
	9%	11%	6%	**	**	10%	3%	**	**	**	**	10%	8%	8%	9%	8%	**	**	2%
		60%	40%	**	**	43%	14%	**	**	**	**	31%	23%	22%	23%	75%	**	**	2%
Sky Sports channels	12	5	7	**	**	1	6	**	**	**	**	2	6	2	2	8	**	**	2
	3%	3%	4%	**	**	1%	4%	**	**	**	**	2%	7%	2%	2%	3%	**	**	9%
		42%	58%	**	**	12%	46%	**	**	**	**	18%	54%	15%	14%	68%	**	**	15%
Sky Movies channels	8	3	5	**	**	3	3	**	**	**	**	3	2	1	2	7	**	**	*
	2%	2%	3%	**	**	2%	2%	**	**	**	**	4%	2%	1%	2%	2%	**	**	2%
		33%	67%	**	**	32%	37%	**	**	**	**	43%	20%	17%	20%	83%	**	**	5%
Ultra High Definition channels (broadcast in more detail than HD channels)	6	3	3	**	**	3	-	**	**	**	**	-	3	2	1	6	**	**	*
	2%	1%	2%	**	**	2%	-%	**	**	**	**	-%	3%	2%	1%	2%	**	**	1%
		43%	57%	**	**	51%	-%	**	**	**	**	-%	55%	32%	13%	97%	**	**	3%
Basic package only	104	43	62	**	**	41	31	**	**	**	**	26	23	32	23	83	**	**	6
	28%	25%	31%	**	**	30%	24%	**	**	**	**	27%	23%	34%	28%	28%	**	**	28%
		41%	59%	**	**	40%	30%	**	**	**	**	25%	22%	31%	22%	80%	**	**	5%

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 - H1 2016. 4th January to 29th February 2016.**

**Table 108**

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

**QH9 (QH68). SHOWCARD Which of the following channels do you subscribe to through your pay TV service?**

Base : Those with any (non-Sky and non-Virgin Media) paid-for TV services

		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%	Total	a	b	~c	~d	e	f	~g	~h	~i	~j	k	l	m	n	o	~p	~q	r
Unweighted total	548	261	287	65	77	200	206	77	49	72	97	114	164	130	138	282	66	81	119
Effective Weighted Sample	344	165	179	42	52	124	126	51	32	48	71	77	98	86	84	242	43	49	85
Total	372	173	199	43	57	140	132	47	32	56	89	97	97	93	82	296	34	22	20
		47%	53%	**	**	38%	35%	**	**	**	**	26%	26%	25%	22%	80%	**	**	5%
None of these	128	63	66	**	**	45	55	**	**	**	**	22	36	35	36	102	**	**	6
	35%	36%	33%	**	**	33%	42%	**	**	**	**	22%	37%	37%	43%	34%	**	**	29%
		49%	51%	**	**	35%	43%	**	**	**	**	17%	k 28%	k 27%	k 28%	79%	**	**	5%
Don't know	63	29	34	**	**	23	25	**	**	**	**	25	17	10	11	53	**	**	6
	17%	17%	17%	**	**	16%	19%	**	**	**	**	25%	17%	10%	14%	18%	**	**	31%
		46%	54%	**	**	36%	40%	**	**	**	**	m 39%	26%	16%	18%	83%	**	**	o 10%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

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 - H1 2016. 4th January to 29th February 2016.**

**Table 108**

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

**QH9 (QH68). SHOWCARD Which of the following channels do you subscribe to through your pay TV service?**

Base : Those with any (non-SKy and non-Virgin Media) paid-for TV services

	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	548	37	39	27	23	29	29	31	32	35	380	168	292	255	279	269
Effective Weighted Sample	344	32	37	26	22	26	27	30	30	32	278	73	187	160	180	173
Total	372	47	59	25	17	26	30	31	15	45	316	56	221	150	220	152
		**	**	**	**	**	**	**	**	**	85%	15%	59%	40%	59%	41%
BT Sport channels	42	**	**	**	**	**	**	**	**	**	36	6	27	15	22	20
	11%	**	**	**	**	**	**	**	**	**	11%	11%	12%	10%	10%	13%
		**	**	**	**	**	**	**	**	**	85%	15%	65%	35%	53%	47%
High Definition channels through HD receiver/ box	32	**	**	**	**	**	**	**	**	**	29	3	22	10	16	16
	9%	**	**	**	**	**	**	**	**	**	9%	5%	10%	7%	7%	11%
		**	**	**	**	**	**	**	**	**	92%	8%	68%	32%	50%	50%
Sky Sports channels	12	**	**	**	**	**	**	**	**	**	10	2	8	4	6	6
	3%	**	**	**	**	**	**	**	**	**	3%	3%	4%	3%	3%	4%
		**	**	**	**	**	**	**	**	**	85%	15%	66%	34%	52%	48%
Sky Movies channels	8	**	**	**	**	**	**	**	**	**	6	2	5	3	4	4
	2%	**	**	**	**	**	**	**	**	**	2%	3%	2%	2%	2%	3%
		**	**	**	**	**	**	**	**	**	76%	24%	63%	37%	50%	50%
Ultra High Definition channels (broadcast in more detail than HD channels)	6	**	**	**	**	**	**	**	**	**	6	-	5	1	3	3
	2%	**	**	**	**	**	**	**	**	**	2%	-%	2%	1%	1%	2%
		**	**	**	**	**	**	**	**	**	100%	-%	87%	13%	57%	43%
Basic package only	104	**	**	**	**	**	**	**	**	**	90	14	66	39	51	53
	28%	**	**	**	**	**	**	**	**	**	29%	25%	30%	26%	23%	35%
		**	**	**	**	**	**	**	**	**	86%	14%	63%	37%	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 - H1 2016. 4th January to 29th February 2016.**

**Table 108**

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

**QH9 (QH68). SHOWCARD Which of the following channels do you subscribe to through your pay TV service?**

Base : Those with any (non-SKy and non-Virgin Media) paid-for TV services

	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	548	37	39	27	23	29	29	31	32	35	380	168	292	255	279	269
Effective Weighted Sample	344	32	37	26	22	26	27	30	30	32	278	73	187	160	180	173
Total	372	47	59	25	17	26	30	31	15	45	316	56	221	150	220	152
		**	**	**	**	**	**	**	**	**	85%	15%	59%	40%	59%	41%
None of these	128	**	**	**	**	**	**	**	**	**	111	17	66	62	80	48
	35%	**	**	**	**	**	**	**	**	**	35%	30%	30%	41%	37%	32%
		**	**	**	**	**	**	**	**	**	87%	13%	52%	48%	63%	37%
Don't know	63	**	**	**	**	**	**	**	**	**	48	15	38	25	45	18
	17%	**	**	**	**	**	**	**	**	**	15%	26%	17%	16%	21%	12%
		**	**	**	**	**	**	**	**	**	j	j	60%	39%	72%	28%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 109**

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

**QH10A (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 £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	1414	661	753	212	259	525	418	143	149	186	278	326	429	327	330	774	169	228	243
Effective Weighted Sample	914	424	490	133	163	350	275	93	99	130	197	219	280	216	207	669	101	143	182
Total	965	452	513	139	187	390	248	78	102	136	239	264	258	229	213	786	75	66	37
		47%	53%	14%	19%	40%	26%	8%	11%	14%	25%	27%	27%	24%	22%	82%	8%	7%	4%
Yes	847	400	447	118	170	346	212	63	92	124	223	238	228	207	174	688	68	57	34
	88%	88%	87%	85%	91%	89%	85%	80%	90%	91%	93%	90%	88%	91%	82%	88%	91%	85%	92%
		47%	53%	14%	20%	41%	25%	7%	11%	15%	26%	28%	27%	24%	21%	81%	8%	7%	4%
No	105	49	56	20	13	41	31	14	10	11	14	23	27	20	35	89	6	8	2
	11%	11%	11%	14%	7%	11%	12%	17%	10%	8%	6%	9%	11%	9%	16%	11%	8%	13%	5%
		47%	53%	d	12%	39%	29%	ij	10%	10%	13%	22%	26%	19%	km	r	r	r	2%
				19%				13%							33%	84%	6%	8%	
Don't know	13	3	10	1	3	3	6	2	-	2	2	3	4	1	5	10	1	2	1
	1%	1%	2%	1%	2%	1%	2%	2%	-%	1%	1%	1%	1%	1%	2%	1%	1%	2%	3%
		24%	76%	6%	26%	23%	45%	13%	-%	13%	14%	26%	28%	10%	35%	74%	6%	12%	8%

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 - H1 2016. 4th January to 29th February 2016.**

**Table 109**

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

**QH10A (QR1A). Does your household have Sky+? (SINGLE CODE)**

Base : Those with Sky Satellite TV

	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	1414	82	83	96	88	83	77	89	93	83	970	444	829	582	686	728
Effective Weighted Sample	914	74	78	92	83	78	74	83	87	76	737	193	553	375	460	463
Total	965	115	119	88	70	84	81	84	44	103	816	148	639	322	529	436
		**	**	**	**	**	**	**	**	**	85%	15%	66%	33%	55%	45%
Yes	847	**	**	**	**	**	**	**	**	**	714	133	573	270	489	358
	88%	**	**	**	**	**	**	**	**	**	87%	90%	90%	84%	92%	82%
		**	**	**	**	**	**	**	**	**	84%	16%	68%	32%	58%	42%
No	105	**	**	**	**	**	**	**	**	**	93	12	60	45	33	72
	11%	**	**	**	**	**	**	**	**	**	11%	8%	9%	14%	6%	16%
		**	**	**	**	**	**	**	**	**	89%	11%	57%	43%	32%	68%
Don't know	13	**	**	**	**	**	**	**	**	**	10	3	6	7	7	6
	1%	**	**	**	**	**	**	**	**	**	1%	2%	1%	2%	1%	1%
		**	**	**	**	**	**	**	**	**	74%	26%	43%	57%	51%	49%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QH10B (QR1B). Does your household have Virgin TiVo or V+? (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 £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	486	242	244	72	79	157	178	53	44	54	111	110	158	105	113	358	77	27	24
Effective Weighted Sample	387	196	191	55	62	130	144	42	36	44	96	94	126	87	85	302	67	19	19
Total	428	222	206	64	70	156	138	35	34	47	126	119	121	103	84	350	64	8	5
		52%	48%	**	**	36%	32%	**	**	**	30%	28%	28%	24%	20%	82%	**	**	**
Yes	323	170	153	**	**	129	88	**	**	**	103	92	94	83	53	262	**	**	**
	76%	77%	74%	**	**	83%	64%	**	**	**	82%	77%	78%	81%	62%	75%	**	**	**
						f						n	n	n					
		53%	47%	**	**	40%	27%	**	**	**	32%	29%	29%	26%	16%	81%	**	**	**
No	87	43	45	**	**	24	40	**	**	**	21	23	25	16	23	73	**	**	**
	20%	19%	22%	**	**	16%	29%	**	**	**	16%	19%	21%	16%	27%	21%	**	**	**
						e													
		49%	51%	**	**	28%	46%	**	**	**	23%	27%	29%	18%	26%	84%	**	**	**
Don't know	17	10	8	**	**	2	9	**	**	**	3	4	2	3	9	15	**	**	**
	4%	4%	4%	**	**	1%	7%	**	**	**	2%	3%	1%	3%	10%	4%	**	**	**
						e									l				
		55%	45%	**	**	13%	54%	**	**	**	16%	21%	10%	19%	50%	88%	**	**	**

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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QH10B (QR1B). Does your household have Virgin TiVo or V+? (SINGLE CODE)**

Base : Those with Virgin Media (Cable TV)

	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	486	39	34	27	45	51	42	31	49	40	458	28	267	216	185	301
Effective Weighted Sample	387	36	33	26	42	47	40	29	46	36	373	15	224	169	156	238
Total	428	56	53	26	34	46	41	28	23	44	415	12	273	152	198	230
		**	**	**	**	**	**	**	**	**	97%	**	64%	36%	46%	54%
Yes	323	**	**	**	**	**	**	**	**	**	314	**	220	102	158	165
	76%	**	**	**	**	**	**	**	**	**	76%	**	81%	67%	80%	72%
		**	**	**	**	**	**	**	**	**	97%	**	m 68%	31%	49%	51%
No	87	**	**	**	**	**	**	**	**	**	85	**	45	41	34	54
	20%	**	**	**	**	**	**	**	**	**	20%	**	16%	27%	17%	23%
		**	**	**	**	**	**	**	**	**	97%	**	51%	47%	39%	61%
Don't know	17	**	**	**	**	**	**	**	**	**	16	**	8	9	6	12
	4%	**	**	**	**	**	**	**	**	**	4%	**	3%	6%	3%	5%
		**	**	**	**	**	**	**	**	**	93%	**	46%	54%	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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QH10C (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 £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	150	83	67	16	14	48	72	14	18	22	27	44	52	31	23	101	17	27	5
Effective Weighted Sample	107	61	47	11	9	37	51	8	14	15	21	34	35	24	15	88	9	17	4
Total	120	71	49	15	9	45	51	7	12	17	30	45	33	25	18	106	7	7	1
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	88%	**	**	**
Yes	56	**	**	**	**	**	**	**	**	**	**	**	**	**	**	52	**	**	**
	46%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	49%	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	92%	**	**	**
No	62	**	**	**	**	**	**	**	**	**	**	**	**	**	**	53	**	**	**
	51%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	50%	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	86%	**	**	**
Don't know	3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	2	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	2%	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	65%	**	**	**

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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QH10C (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	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	150	13	24	12	9	8	10	7	8	10	100	50	69	81	89	61
Effective Weighted Sample	107	12	22	11	9	7	10	7	7	10	81	27	54	55	63	48
Total	120	11	34	11	7	8	11	6	4	14	96	24	68	53	80	41
		**	**	**	**	**	**	**	**	**	80%	**	**	**	**	**
Yes	56	**	**	**	**	**	**	**	**	**	40	**	**	**	**	**
	46%	**	**	**	**	**	**	**	**	**	41%	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	71%	**	**	**	**	**
No	62	**	**	**	**	**	**	**	**	**	55	**	**	**	**	**
	51%	**	**	**	**	**	**	**	**	**	57%	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	89%	**	**	**	**	**
Don't know	3	**	**	**	**	**	**	**	**	**	2	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	2%	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	69%	**	**	**	**	**

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QH10D (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 £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	1949	936	1013	256	241	550	902	347	209	231	291	407	552	401	586	1131	288	221	309
Effective Weighted Sample	1280	612	669	166	154	366	601	229	136	161	219	295	359	263	375	974	170	135	221
Total	1327	639	687	175	171	405	577	195	127	174	269	355	336	274	359	1103	128	53	42
		48%	52%	13%	13%	31%	43%	15%	10%	13%	20%	27%	25%	21%	27%	83%	10%	4%	3%
Yes	379	173	206	43	48	113	176	45	31	43	90	132	105	62	79	322	32	15	9
	29%	27%	30%	25%	28%	28%	30%	23%	25%	25%	34%	37%	31%	23%	22%	29%	25%	29%	22%
		46%	54%	11%	13%	30%	46%	12%	8%	11%	24%	35%	28%	16%	21%	85%	8%	4%	2%
No	889	442	447	125	115	278	371	140	91	127	169	214	214	200	261	739	84	35	32
	67%	69%	65%	72%	67%	69%	64%	72%	72%	73%	63%	60%	64%	73%	73%	67%	66%	65%	75%
		50%	50%	14%	13%	31%	42%	16%	10%	14%	19%	24%	24%	22%	29%	83%	9%	4%	4%
Don't know	59	24	35	7	8	14	30	9	4	4	10	9	17	12	19	42	12	3	2
	4%	4%	5%	4%	5%	3%	5%	5%	3%	2%	4%	3%	5%	4%	5%	4%	9%	6%	4%
		41%	59%	11%	13%	24%	52%	16%	7%	6%	17%	16%	29%	21%	33%	71%	21%	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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QH10D (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		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	1949	83	99	139	123	140	120	182	110	135	1354	595	851	1093	1018	931
Effective Weighted Sample	1280	73	94	133	115	128	114	168	102	125	1039	258	570	732	682	627
Total	1327	116	137	127	92	129	127	166	46	163	1123	204	673	649	791	536
Yes		**	**	10%	7%	10%	10%	13%	3%	12%	85%	15%	51%	49%	60%	40%
	379	**	**	36	30	32	47	41	12	40	315	63	199	178	246	132
	29%	**	**	29%	33%	25%	37%	25%	27%	25%	28%	31%	30%	27%	31%	25%
No		**	**	10%	8%	8%	12%	11%	3%	11%	83%	17%	52%	47%	65%	35%
	889	**	**	83	56	91	79	122	29	118	755	134	451	437	515	374
	67%	**	**	65%	61%	71%	62%	74%	63%	73%	67%	66%	67%	67%	65%	70%
Don't know		**	**	9%	6%	10%	9%	14%	3%	13%	85%	15%	51%	49%	58%	42%
	59	**	**	8	6	6	1	3	5	5	53	6	23	34	29	29
	4%	**	**	6%	6%	5%	1%	2%	10%	3%	5%	3%	3%	5%	4%	6%
		**	**	14%	10%	11%	2%	5%	8%	8%	90%	10%	40%	59%	50%	50%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 113**

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

**QH10E (QR1E). Does your broadband 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 or TalkTalk TV

	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	253	114	139	26	43	97	87	30	27	35	66	64	75	64	50	144	37	41	31
Effective Weighted Sample	176	80	96	17	31	67	62	23	18	25	51	46	51	48	35	125	27	28	25
Total	192	83	110	18	37	77	60	22	18	30	62	59	46	54	34	152	22	13	6
		43%	57%	**	**	**	**	**	**	**	**	**	**	**	**	79%	**	**	**
Yes	155	68	88	**	**	**	**	**	**	**	**	**	**	**	**	124	**	**	**
	81%	82%	80%	**	**	**	**	**	**	**	**	**	**	**	**	81%	**	**	**
		44%	56%	**	**	**	**	**	**	**	**	**	**	**	**	80%	**	**	**
No	26	13	13	**	**	**	**	**	**	**	**	**	**	**	**	19	**	**	**
	13%	16%	12%	**	**	**	**	**	**	**	**	**	**	**	**	13%	**	**	**
		51%	49%	**	**	**	**	**	**	**	**	**	**	**	**	74%	**	**	**
Don't know	11	2	10	**	**	**	**	**	**	**	**	**	**	**	**	9	**	**	**
	6%	2%	9%	**	**	**	**	**	**	**	**	**	**	**	**	6%	**	**	**
		15%	85%	**	**	**	**	**	**	**	**	**	**	**	**	82%	**	**	**

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 - H1 2016. 4th January to 29th February 2016.**

**Table 113**

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

**QH10E (QR1E). Does your broadband 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 or TalkTalk TV

	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	253	19	14	17	14	10	17	19	13	21	184	69	149	104	135	118
Effective Weighted Sample	176	16	13	17	13	9	16	18	12	19	142	36	104	75	92	88
Total	192	24	22	17	11	10	18	18	6	27	162	30	125	67	114	79
		**	**	**	**	**	**	**	**	**	84%	**	65%	35%	59%	41%
Yes	155	**	**	**	**	**	**	**	**	**	132	**	102	53	84	71
	81%	**	**	**	**	**	**	**	**	**	81%	**	82%	78%	74%	90%
		**	**	**	**	**	**	**	**	**	85%	**	66%	34%	54%	46%
No	26	**	**	**	**	**	**	**	**	**	22	**	13	13	20	6
	13%	**	**	**	**	**	**	**	**	**	13%	**	11%	19%	18%	7%
		**	**	**	**	**	**	**	**	**	84%	**	51%	49%	78%	22%
Don't know	11	**	**	**	**	**	**	**	**	**	9	**	9	2	9	2
	6%	**	**	**	**	**	**	**	**	**	5%	**	7%	3%	8%	3%
		**	**	**	**	**	**	**	**	**	76%	**	82%	18%	81%	19%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QH11 (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 £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	2237	1060	1177	310	387	811	729	222	220	297	476	544	705	500	485	1340	291	309	297
Effective Weighted Sample	1533	728	805	201	258	563	520	155	151	212	359	400	479	350	318	1159	188	191	229
Total	1645	786	859	211	298	637	499	136	151	230	450	488	453	383	320	1358	152	90	45
		48%	52%	13%	18%	39%	30%	8%	9%	14%	27%	30%	28%	23%	19%	83%	9%	5%	3%
Every day	367	162	205	41	66	146	114	31	39	53	110	106	100	95	66	312	26	25	3
	22%	21%	24%	19%	22%	23%	23%	23%	26%	23%	25%	22%	22%	25%	21%	23%	17%	28%	7%
		44%	56%	11%	18%	40%	31%	8%	11%	15%	30%	29%	27%	26%	18%	85%	7%	pr	1%
A few times a week	486	231	255	57	83	197	150	33	40	67	134	136	121	133	96	390	54	28	14
	30%	29%	30%	27%	28%	31%	30%	24%	26%	29%	30%	28%	27%	35%	30%	29%	36%	31%	32%
		48%	52%	12%	17%	40%	31%	7%	8%	14%	28%	28%	25%	27%	20%	80%	11%	6%	3%
Once a week	195	96	99	27	40	75	52	16	25	31	62	41	75	40	38	173	14	5	3
	12%	12%	12%	13%	13%	12%	10%	12%	17%	13%	14%	8%	17%	11%	12%	13%	9%	5%	6%
		49%	51%	14%	21%	39%	27%	8%	13%	16%	32%	21%	39%	21%	19%	qr	7%	2%	2%
A few times a month	138	72	66	16	24	52	46	7	18	22	30	42	31	37	28	110	17	7	5
	8%	9%	8%	8%	8%	8%	9%	5%	12%	10%	7%	9%	7%	10%	9%	8%	11%	8%	10%
		52%	48%	12%	17%	38%	33%	5%	13%	16%	21%	31%	22%	27%	21%	79%	12%	5%	3%
Once a month	57	30	26	13	9	20	15	5	3	11	10	21	18	12	7	44	6	3	3
	3%	4%	3%	6%	3%	3%	3%	3%	2%	5%	2%	4%	4%	3%	2%	3%	4%	3%	7%
		54%	46%	22%	16%	35%	27%	8%	6%	19%	17%	37%	31%	21%	11%	77%	11%	6%	o
Less often	183	97	86	23	32	74	53	19	14	21	45	76	47	23	36	142	19	11	10
	11%	12%	10%	11%	11%	12%	11%	14%	9%	9%	10%	16%	10%	6%	11%	10%	13%	12%	22%
		53%	47%	13%	18%	41%	29%	10%	8%	12%	24%	lm	m		m	78%	11%	6%	opq
Never	138	62	76	25	21	43	49	21	8	13	31	39	32	27	40	122	9	5	3
	8%	8%	9%	12%	7%	7%	10%	16%	6%	6%	7%	8%	7%	7%	12%	9%	6%	5%	7%
		45%	55%	18%	16%	31%	35%	hij							klm				
Columns Tested:		a,b	c,d,e,f	g,h,i,j	k,l,m,n	o,p,q,r		15%	6%	10%	23%	28%	23%	19%	29%	88%	6%	3%	2%

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QH11 (QR5). SHOWCARD How often, if ever, do you use your DVR to watch recorded programmes? (SINGLE CODE)**

Base : Those who own a DVR

	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	2237	1060	1177	310	387	811	729	222	220	297	476	544	705	500	485	1340	291	309	297
Effective Weighted Sample	1533	728	805	201	258	563	520	155	151	212	359	400	479	350	318	1159	188	191	229
Total	1645	786	859	211	298	637	499	136	151	230	450	488	453	383	320	1358	152	90	45
		48%	52%	13%	18%	39%	30%	8%	9%	14%	27%	30%	28%	23%	19%	83%	9%	5%	3%
Don't know	81	36	45	8	22	30	20	5	3	11	28	26	29	16	9	65	6	6	3
	5%	5%	5%	4%	7%	5%	4%	4%	2%	5%	6%	5%	6%	4%	3%	5%	4%	7%	7%
		44%	56%	11%	27%	37%	25%	6%	4%	14%	35%	32%	36%	20%	12%	81%	8%	7%	4%
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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QH11 (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		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	2237	118	164	156	155	143	163	138	152	151	1630	607	1288	944	1117	1120
Effective Weighted Sample	1533	104	155	150	146	133	156	130	141	138	1271	281	901	657	790	770
Total	1645	156	239	146	121	139	169	132	72	184	1417	227	1060	578	944	701
		9%	15%	9%	7%	8%	10%	8%	4%	11%	86%	14%	64%	35%	57%	43%
Every day	367	18	51	36	31	32	39	42	29	33	316	51	236	130	214	153
	22%	12%	21%	25%	26%	23%	23%	32%	41%	18%	22%	22%	22%	22%	23%	22%
			a	a	a	a	a	ai	abcdefi							
		5%	14%	10%	9%	9%	11%	11%	8%	9%	86%	14%	64%	35%	58%	42%
A few times a week	486	29	80	50	30	36	47	35	18	65	428	58	324	160	270	216
	30%	19%	33%	34%	25%	26%	28%	26%	25%	35%	30%	25%	31%	28%	29%	31%
			a	a						a						
		6%	16%	10%	6%	7%	10%	7%	4%	13%	88%	12%	67%	33%	56%	44%
Once a week	195	29	36	21	5	17	16	14	8	26	173	22	124	71	115	80
	12%	19%	15%	14%	4%	12%	10%	11%	11%	14%	12%	10%	12%	12%	12%	11%
		df	d	d		d		d	d	d						
		15%	18%	11%	3%	8%	8%	7%	4%	13%	89%	11%	63%	37%	59%	41%
A few times a month	138	18	23	9	14	14	8	8	3	13	123	15	88	49	76	63
	8%	11%	10%	6%	11%	10%	5%	6%	4%	7%	9%	7%	8%	8%	8%	9%
		fh			fh	h										
		13%	17%	6%	10%	10%	6%	6%	2%	9%	89%	11%	63%	35%	55%	45%
Once a month	57	5	8	2	7	9	1	7	1	3	40	17	37	19	31	25
	3%	3%	3%	2%	6%	7%	1%	5%	1%	2%	3%	7%	4%	3%	3%	4%
					cfh	cfhi		f				j				
		9%	13%	4%	13%	17%	2%	12%	2%	6%	70%	30%	66%	34%	56%	44%
Less often	183	30	17	8	13	15	19	11	1	29	161	22	122	59	105	77
	11%	19%	7%	5%	11%	11%	11%	8%	1%	15%	11%	10%	12%	10%	11%	11%
		bcgh	h		h	h	h	h		bch						
		17%	9%	4%	7%	8%	10%	6%	1%	16%	88%	12%	67%	33%	58%	42%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QH11 (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		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	2237	118	164	156	155	143	163	138	152	151	1630	607	1288	944	1117	1120
Effective Weighted Sample	1533	104	155	150	146	133	156	130	141	138	1271	281	901	657	790	770
Total	1645	156	239	146	121	139	169	132	72	184	1417	227	1060	578	944	701
		9%	15%	9%	7%	8%	10%	8%	4%	11%	86%	14%	64%	35%	57%	43%
Never	138	10	18	18	12	9	16	15	10	15	116	22	77	61	83	55
	8%	6%	7%	12%	10%	7%	9%	11%	14%	8%	8%	10%	7%	11%	9%	8%
		7%	13%	13%	9%	7%	11%	11%	7%	11%	84%	16%	56%	44%	60%	40%
Don't know	81	17	7	2	8	6	23	-	2	1	60	21	52	28	49	32
	5%	11%	3%	2%	6%	5%	14%	-%	2%	*%	4%	9%	5%	5%	5%	5%
		bcghi			cgi	gi	bcdeghi				j					
		21%	9%	3%	9%	8%	28%	-%	2%	1%	74%	26%	65%	35%	61%	39%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QH12 (QH42A). SHOWCARD Do you ever watch TV programmes 'on demand' through your TV service? (READ EXPLANATION IF NECESSARY) (MULTI CODE)**

Base : Those with a TV in the household

		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	3606	1713	1893	490	563	1137	1416	534	379	436	607	776	1072	772	981	2148	491	471	496
Effective Weighted Sample	2411	1144	1268	320	370	781	956	357	252	312	455	563	715	521	636	1837	303	289	366
Total	2567	1240	1328	342	423	887	915	303	244	341	575	696	678	566	624	2139	229	128	72
		48%	52%	13%	16%	35%	36%	12%	10%	13%	22%	27%	26%	22%	24%	83%	9%	5%	3%
Yes, I watch Tv programmes/ films using the catch-up services (e.g. BBC iPlayer, ITV Hub, Demand 5, YouView, Sky on Demand, Virgin on Demand)	876	421	455	139	171	349	217	60	64	146	283	294	254	201	126	728	91	39	18
	34%	34%	34%	41%	40%	39%	24%	20%	26%	43%	49%	42%	37%	35%	20%	34%	40%	31%	25%
		48%	52%	f	f	f	25%	7%	7%	gh	gh	mn	n	n	14%	r	qr	4%	2%
Yes, I watch TV programmes/ films using the pay per view services (e.g. on Sky Box Office on Sky on Demand, Virgin Movies on Virgin Media)	438	216	223	73	89	206	70	26	30	60	140	125	119	110	84	375	28	20	15
	17%	17%	17%	21%	21%	23%	8%	9%	12%	18%	24%	18%	18%	19%	13%	18%	12%	15%	21%
		49%	51%	f	f	f	16%	6%	7%	g	ghi	n	n	n	19%	p			p
				17%	20%	47%	16%			14%	32%	28%	27%	25%	19%	86%	6%	4%	3%
Yes, I was TV programmes/ films using a 'standalone' subscription service such as Netflix (e.g. on Virgin TiVo)	400	189	212	86	93	171	50	25	25	63	146	130	117	87	66	325	44	17	14
	16%	15%	16%	25%	22%	19%	5%	8%	10%	19%	25%	19%	17%	15%	11%	15%	19%	14%	19%
		47%	53%	ef	f	f	13%	6%	6%	gh	ghi	n	n	n	17%	81%	11%	4%	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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QH12 (QH42A). SHOWCARD Do you ever watch TV programmes 'on demand' through your TV service? (READ EXPLANATION IF NECESSARY) (MULTI CODE)**

Base : Those with a TV in the household

		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	3606	1713	1893	490	563	1137	1416	534	379	436	607	776	1072	772	981	2148	491	471	496
Effective Weighted Sample	2411	1144	1268	320	370	781	956	357	252	312	455	563	715	521	636	1837	303	289	366
Total	2567	1240	1328	342	423	887	915	303	244	341	575	696	678	566	624	2139	229	128	72
		48%	52%	13%	16%	35%	36%	12%	10%	13%	22%	27%	26%	22%	24%	83%	9%	5%	3%
TOTAL 'YES'	1193	577	616	192	238	493	270	83	84	178	392	378	338	279	197	988	122	52	30
	46%	47%	46%	56%	56%	56%	30%	27%	35%	52%	68%	54%	50%	49%	32%	46%	53%	41%	42%
				f	f	f				gh	ghi	n	n	n		oqr			
		48%	52%	16%	20%	41%	23%	7%	7%	15%	33%	32%	28%	23%	17%	83%	10%	4%	3%
No	1320	639	681	145	178	372	626	216	155	156	172	300	325	277	417	1101	104	74	40
	51%	52%	51%	42%	42%	42%	68%	71%	63%	46%	30%	43%	48%	49%	67%	51%	45%	58%	56%
							cde	hij	ij	j					klm	p	op	p	
		48%	52%	11%	13%	28%	47%	16%	12%	12%	13%	23%	25%	21%	32%	83%	8%	6%	3%
Don't know	55	25	30	5	8	23	19	3	5	8	10	18	16	10	10	49	3	2	1
	2%	2%	2%	1%	2%	3%	2%	1%	2%	2%	2%	3%	2%	2%	2%	2%	1%	1%	2%
		45%	55%	9%	14%	41%	35%	6%	9%	14%	19%	32%	29%	19%	18%	90%	5%	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 TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QH12 (QH42A). SHOWCARD Do you ever watch TV programmes 'on demand' through your TV service? (READ EXPLANATION IF NECESSARY) (MULTI CODE)**

Base : Those with a TV in the household

	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	3606	217	241	244	243	239	226	241	247	250	2608	998	1788	1808	1747	1859
Effective Weighted Sample	2411	192	228	234	227	222	215	221	228	230	2003	442	1239	1216	1193	1259
Total	2567	294	348	224	184	227	234	215	112	301	2220	347	1481	1078	1417	1151
		11%	14%	9%	7%	9%	9%	8%	4%	12%	86%	14%	58%	42%	55%	45%
Yes, I watch Tv programmes/ films using the catch-up services (e.g. BBC iPlayer, ITV Hub, Demand 5, YouView, Sky on Demand, Virgin on Demand)	876	62	101	85	69	83	100	96	31	102	754	121	604	269	529	346
	34%	21%	29%	38%	37%	37%	43%	45%	28%	34%	34%	35%	41%	25%	37%	30%
		7%	12%	10%	8%	10%	11%	11%	4%	12%	86%	14%	69%	31%	60%	40%
Yes, I watch TV programmes/ films using the pay per view services (e.g. on Sky Box Office on Sky on Demand, Virgin Movies on Virgin Media)	438	57	70	40	34	48	31	25	14	55	395	44	330	107	254	184
	17%	19%	20%	18%	19%	21%	13%	12%	12%	18%	18%	13%	22%	10%	18%	16%
		gh	gh		g	fgh				g	k		m			
		13%	16%	9%	8%	11%	7%	6%	3%	13%	90%	10%	75%	24%	58%	42%
Yes, I was TV programmes/ films using a 'standalone' subscription service such as Netflix (e.g. on Virgin TiVo)	400	51	41	36	24	40	41	35	15	44	354	46	310	89	190	211
	16%	17%	12%	16%	13%	18%	17%	16%	14%	15%	16%	13%	21%	8%	13%	18%
													m			n
		13%	10%	9%	6%	10%	10%	9%	4%	11%	88%	12%	77%	22%	47%	53%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QH12 (QH42A). SHOWCARD Do you ever watch TV programmes 'on demand' through your TV service? (READ EXPLANATION IF NECESSARY) (MULTI CODE)**

Base : Those with a TV in the household

	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	3606	217	241	244	243	239	226	241	247	250	2608	998	1788	1808	1747	1859
Effective Weighted Sample	2411	192	228	234	227	222	215	221	228	230	2003	442	1239	1216	1193	1259
Total	2567	294	348	224	184	227	234	215	112	301	2220	347	1481	1078	1417	1151
		11%	14%	9%	7%	9%	9%	8%	4%	12%	86%	14%	58%	42%	55%	45%
TOTAL 'YES'	1193	112	157	113	89	113	117	108	43	137	1040	152	842	346	707	486
	46%	38%	45%	50%	48%	50%	50%	50%	38%	46%	47%	44%	57%	32%	50%	42%
				ah	ah	ah	ah	ah					m		o	
		9%	13%	9%	7%	10%	10%	9%	4%	11%	87%	13%	71%	29%	59%	41%
No	1320	169	179	110	86	113	113	106	68	157	1133	187	609	708	677	643
	51%	57%	51%	49%	47%	50%	48%	49%	61%	52%	51%	54%	41%	66%	48%	56%
		d							bcdefg				l		n	
		13%	14%	8%	6%	9%	9%	8%	5%	12%	86%	14%	46%	54%	51%	49%
Don't know	55	13	12	1	9	1	4	2	1	7	47	8	30	24	32	23
	2%	4%	3%	*%	5%	*%	2%	1%	1%	2%	2%	2%	2%	2%	2%	2%
		cegh	ceh		cegh											
		24%	21%	2%	17%	1%	8%	3%	1%	13%	86%	14%	54%	43%	59%	41%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QH13 (QH45). SHOWCARD have you or anyone in your household used any of these devices to connect your TV to the internet in the last 12 months? (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 £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	3606	1713	1893	490	563	1137	1416	534	379	436	607	776	1072	772	981	2148	491	471	496
Effective Weighted Sample	2411	1144	1268	320	370	781	956	357	252	312	455	563	715	521	636	1837	303	289	366
Total	2567	1240	1328	342	423	887	915	303	244	341	575	696	678	566	624	2139	229	128	72
		48%	52%	13%	16%	35%	36%	12%	10%	13%	22%	27%	26%	22%	24%	83%	9%	5%	3%
Games console	503	252	251	117	128	218	40	49	49	68	136	112	150	133	108	404	56	26	16
	20%	20%	19%	34%	30%	25%	4%	16%	20%	20%	24%	16%	22%	24%	17%	19%	24%	21%	22%
		50%	50%	ef	ef	f		10%	10%	14%	g	22%	kn	kn	21%	80%	o	5%	3%
Laptop/ desktop PC	302	146	156	65	61	127	49	19	23	44	124	93	89	65	55	255	21	19	7
	12%	12%	12%	19%	14%	14%	5%	6%	9%	13%	22%	13%	13%	12%	9%	12%	9%	15%	9%
		48%	52%	f	f	f		6%	7%	15%	ghi	31%	n	n	22%	18%	7%	pr	2%
Set top box with access to digital or cable TV broadcasts (such as Sky+, Virgin TiVo, YouView)	299	155	144	48	65	117	70	17	31	47	106	91	85	76	47	241	39	15	3
	12%	12%	11%	14%	15%	13%	8%	6%	13%	14%	18%	13%	13%	13%	7%	11%	17%	12%	4%
		52%	48%	f	f	f		6%	g	g	gh	31%	n	n	16%	81%	or	r	1%
Internet-connected dongle or set-top box (such as NOW TV set-top box, Roku, Google Chrome, Amazon Fire TV Stick, Amazon Fire TV, Apple TV)	129	70	59	24	29	50	26	10	8	21	41	46	33	34	17	113	7	5	4
	5%	6%	4%	7%	7%	6%	3%	3%	3%	6%	7%	7%	5%	6%	3%	5%	3%	4%	5%
		54%	46%	f	f	f		8%	6%	16%	gh	35%	n	n	13%	87%	5%	4%	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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QH13 (QH45). SHOWCARD have you or anyone in your household used any of these devices to connect your TV to the internet in the last 12 months? (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 £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	3606	1713	1893	490	563	1137	1416	534	379	436	607	776	1072	772	981	2148	491	471	496
Effective Weighted Sample	2411	1144	1268	320	370	781	956	357	252	312	455	563	715	521	636	1837	303	289	366
Total	2567	1240	1328	342	423	887	915	303	244	341	575	696	678	566	624	2139	229	128	72
		48%	52%	13%	16%	35%	36%	12%	10%	13%	22%	27%	26%	22%	24%	83%	9%	5%	3%
ANY DEVICES CONNECTING TV TO THE INTERNET	851	414	436	160	201	340	149	71	79	126	260	244	234	213	159	694	89	43	24
	33%	33%	33%	47%	48%	38%	16%	23%	32%	37%	45%	35%	34%	38%	25%	32%	39%	34%	34%
				ef	ef	f			g	g	ghi	n	n	n			o		
		49%	51%	19%	24%	40%	18%	8%	9%	15%	31%	29%	28%	25%	19%	82%	10%	5%	3%
None of these	1613	781	832	170	208	506	729	224	161	203	296	422	421	327	441	1360	131	79	43
	63%	63%	63%	50%	49%	57%	80%	74%	66%	59%	51%	61%	62%	58%	71%	64%	57%	62%	60%
						cd	cde	hij	j	j					klm	p			
		48%	52%	11%	13%	31%	45%	14%	10%	13%	18%	26%	26%	20%	27%	84%	8%	5%	3%
Don't know	104	45	59	12	14	42	37	8	4	12	19	31	23	26	24	85	9	6	4
	4%	4%	4%	3%	3%	5%	4%	3%	2%	4%	3%	4%	3%	5%	4%	4%	4%	4%	6%
		43%	57%	11%	14%	40%	35%	8%	4%	12%	18%	29%	23%	25%	23%	82%	9%	5%	4%

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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QH13 (QH45). SHOWCARD have you or anyone in your household used any of these devices to connect your TV to the internet in the last 12 months? (MULTI CODE)**

Base : Those with a TV in the household

	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	3606	217	241	244	243	239	226	241	247	250	2608	998	1788	1808	1747	1859
Effective Weighted Sample	2411	192	228	234	227	222	215	221	228	230	2003	442	1239	1216	1193	1259
Total	2567	294	348	224	184	227	234	215	112	301	2220	347	1481	1078	1417	1151
		11%	14%	9%	7%	9%	9%	8%	4%	12%	86%	14%	58%	42%	55%	45%
Games console	503	25	64	53	44	61	56	27	26	48	437	66	357	143	285	218
	20%	8%	18%	23%	24%	27%	24%	13%	23%	16%	20%	19%	24%	13%	20%	19%
		a	a	agi	agi	abgi	agi		agi	a			m			
		5%	13%	10%	9%	12%	11%	5%	5%	10%	87%	13%	71%	28%	57%	43%
Laptop/ desktop PC	302	72	17	38	22	22	29	18	8	29	262	40	224	78	150	152
	12%	25%	5%	17%	12%	10%	12%	8%	7%	9%	12%	11%	15%	7%	11%	13%
		bcdefghi		beghi	b		b						m			
		24%	6%	12%	7%	7%	10%	6%	3%	9%	87%	13%	74%	26%	50%	50%
Set top box with access to digital or cable TV broadcasts (such as Sky+, Virgin TiVo, YouView)	299	29	18	24	27	18	53	44	13	14	256	43	219	80	148	150
	12%	10%	5%	11%	15%	8%	23%	20%	12%	5%	12%	12%	15%	7%	10%	13%
		i		bi	bei		abcdehi	abcehi	bi				m			n
		10%	6%	8%	9%	6%	18%	15%	4%	5%	86%	14%	73%	27%	50%	50%
Internet-connected dongle or set-top box (such as NOW TV set-top box, Roku, Google Chrome, Amazon Fire TV Stick, Amazon Fire TV, Apple TV)	129	9	8	12	9	15	23	13	10	14	97	32	95	34	71	58
	5%	3%	2%	5%	5%	6%	10%	6%	9%	5%	4%	9%	6%	3%	5%	5%
						b	abdi		abi			j	m			
		7%	6%	9%	7%	11%	18%	10%	8%	11%	75%	25%	74%	26%	55%	45%
Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o																

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QH13 (QH45). SHOWCARD have you or anyone in your household used any of these devices to connect your TV to the internet in the last 12 months? (MULTI CODE)**

Base : Those with a TV in the household

	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	3606	217	241	244	243	239	226	241	247	250	2608	998	1788	1808	1747	1859
Effective Weighted Sample	2411	192	228	234	227	222	215	221	228	230	2003	442	1239	1216	1193	1259
Total	2567	294	348	224	184	227	234	215	112	301	2220	347	1481	1078	1417	1151
		11%	14%	9%	7%	9%	9%	8%	4%	12%	86%	14%	58%	42%	55%	45%
ANY DEVICES CONNECTING TV TO THE INTERNET	851	87	85	81	72	78	101	71	41	78	729	122	608	239	458	393
	33%	30%	25%	36%	39%	35%	43%	33%	37%	26%	33%	35%	41%	22%	32%	34%
				bi	abi	bi	abgi		bi				m			
		10%	10%	10%	8%	9%	12%	8%	5%	9%	86%	14%	72%	28%	54%	46%
None of these	1613	195	242	139	101	139	127	141	66	209	1403	210	811	797	897	715
	63%	66%	70%	62%	55%	61%	54%	65%	59%	70%	63%	60%	55%	74%	63%	62%
		df	dfh					df		dfh			l			
		12%	15%	9%	6%	9%	8%	9%	4%	13%	87%	13%	50%	49%	56%	44%
Don't know	104	12	20	4	12	9	7	4	4	14	88	16	61	42	61	43
	4%	4%	6%	2%	6%	4%	3%	2%	4%	5%	4%	5%	4%	4%	4%	4%
			cg		cg											
		11%	19%	4%	11%	9%	7%	4%	4%	13%	85%	15%	58%	40%	59%	41%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QH14 (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

		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	3606	1713	1893	490	563	1137	1416	534	379	436	607	776	1072	772	981	2148	491	471	496
Effective Weighted Sample	2411	1144	1268	320	370	781	956	357	252	312	455	563	715	521	636	1837	303	289	366
Total	2567	1240	1328	342	423	887	915	303	244	341	575	696	678	566	624	2139	229	128	72
		48%	52%	13%	16%	35%	36%	12%	10%	13%	22%	27%	26%	22%	24%	83%	9%	5%	3%
Yes	718	359	359	105	141	297	175	46	60	103	232	241	192	150	134	614	49	43	13
	28%	29%	27%	31%	33%	33%	19%	15%	25%	30%	40%	35%	28%	27%	21%	29%	21%	33%	18%
				f	f	f			g	g	ghi	lmn	n	n		pr		pr	
		50%	50%	15%	20%	41%	24%	6%	8%	14%	32%	34%	27%	21%	19%	85%	7%	6%	2%
No	1764	847	917	222	267	566	709	243	178	228	329	436	465	396	465	1453	171	84	57
	69%	68%	69%	65%	63%	64%	78%	80%	73%	67%	57%	63%	69%	70%	74%	68%	75%	65%	79%
							cde	hij	j	j			k	k	kl		oq		oq
		48%	52%	13%	15%	32%	40%	14%	10%	13%	19%	25%	26%	22%	26%	82%	10%	5%	3%
Don't know	85	34	51	15	15	24	31	14	6	10	14	18	20	21	26	73	9	2	2
	3%	3%	4%	4%	4%	3%	3%	4%	3%	3%	2%	3%	3%	4%	4%	3%	4%	1%	3%
																q	q		
		40%	60%	17%	18%	29%	37%	16%	8%	12%	16%	22%	24%	24%	30%	85%	10%	2%	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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QH14 (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		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	3606	217	241	244	243	239	226	241	247	250	2608	998	1788	1808	1747	1859
Effective Weighted Sample	2411	192	228	234	227	222	215	221	228	230	2003	442	1239	1216	1193	1259
Total	2567	294	348	224	184	227	234	215	112	301	2220	347	1481	1078	1417	1151
		11%	14%	9%	7%	9%	9%	8%	4%	12%	86%	14%	58%	42%	55%	45%
Yes	718	106	73	70	51	69	58	57	29	102	607	111	521	194	392	326
	28%	36%	21%	31%	28%	30%	25%	27%	26%	34%	27%	32%	35%	18%	28%	28%
		b f g h		b		b				b f			m			
		15%	10%	10%	7%	10%	8%	8%	4%	14%	85%	15%	73%	27%	55%	45%
No	1764	184	272	147	120	151	161	152	80	186	1543	221	919	839	979	786
	69%	63%	78%	65%	65%	67%	69%	71%	71%	62%	70%	64%	62%	78%	69%	68%
			a c d e f i						i		k		l			
			10%	15%	8%	7%	9%	9%	5%	11%	87%	13%	52%	48%	55%	45%
Don't know	85	4	2	7	13	7	15	6	3	13	70	15	40	45	46	39
	3%	1%	1%	3%	7%	3%	7%	3%	3%	4%	3%	4%	3%	4%	3%	3%
				b	a b g h		a b			b			l			
			4%	3%	9%	16%	9%	18%	4%	15%	82%	18%	47%	53%	54%	46%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 118**

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

**QH15 (QH63). SHOWCARD** Which, if any, of the uses shown on this card have you used your "Smart TV" set for in the last month? Please don't include anything you've done using an additional device to play the content, such as a games console or computer. (MULTI CODE)

Base : Those with a 'Smart TV' in the household

		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	892	455	437	133	167	347	245	68	77	124	252	255	280	182	175	594	106	116	76
Effective Weighted Sample	646	327	319	96	115	256	184	51	55	94	192	192	203	132	126	512	66	80	62
Total	719	359	361	107	141	297	175	46	60	103	233	243	192	150	134	615	49	43	13
		50%	50%	15%	20%	41%	24%	**	**	14%	32%	34%	27%	21%	19%	86%	7%	6%	**
Watching TV you've previously recorded	402	209	193	51	86	168	97	**	**	53	145	144	119	84	55	333	31	30	**
	56%	58%	53%	48%	61%	57%	56%	**	**	51%	62%	59%	62%	56%	41%	54%	62%	71%	**
		52%	48%	13%	21%	42%	24%	**	**	13%	36%	36%	30%	21%	14%	83%	8%	8%	**
Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, ITV Hub, All4, Demand 5)	395	204	191	67	78	156	93	**	**	56	142	147	108	89	51	332	30	26	**
	55%	57%	53%	63%	56%	53%	53%	**	**	54%	61%	61%	56%	59%	38%	54%	60%	62%	**
		52%	48%	17%	20%	40%	24%	**	**	14%	36%	37%	27%	23%	13%	84%	7%	7%	**
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. Amazon Prime Instant, Netflix)	210	103	107	37	61	86	26	**	**	26	86	79	57	48	27	178	18	9	**
	29%	29%	30%	35%	43%	29%	15%	**	**	25%	37%	32%	29%	32%	20%	29%	37%	21%	**
		49%	51%	18%	29%	41%	12%	**	**	12%	41%	37%	27%	23%	13%	84%	9%	4%	**

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 - H1 2016. 4th January to 29th February 2016.**

**Table 118**

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

**QH15 (QH63). SHOWCARD** Which, if any, of the uses shown on this card have you used your "Smart TV" set for in the last month? Please don't include anything you've done using an additional device to play the content, such as a games console or computer. (MULTI CODE)

Base : Those with a 'Smart TV' in the household

		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	892	455	437	133	167	347	245	68	77	124	252	255	280	182	175	594	106	116	76
Effective Weighted Sample	646	327	319	96	115	256	184	51	55	94	192	192	203	132	126	512	66	80	62
Total	719	359	361	107	141	297	175	46	60	103	233	243	192	150	134	615	49	43	13
		50%	50%	15%	20%	41%	24%	**	**	14%	32%	34%	27%	21%	19%	86%	7%	6%	**
Watching short video clips (e.g. on YouTube or Dailymotion or Vimeo)	197	108	89	42	47	85	23	**	**	22	87	65	63	41	28	172	9	14	**
	27%	30%	25%	39%	33%	29%	13%	**	**	22%	37%	27%	33%	27%	21%	28%	18%	34%	**
				f	f	f					i		n					p	
		55%	45%	21%	24%	43%	12%	**	**	11%	44%	33%	32%	21%	14%	87%	4%	7%	**
Watching other free professional TV programmes/ films or video channels online (e.g. on official YouTube channels such as Channel 4 or Jamie Oliver's Foodtube) or on other sites (e.g. on South Park Studios)	187	95	93	36	45	86	20	**	**	27	70	55	55	48	30	157	15	12	**
	26%	26%	26%	34%	32%	29%	11%	**	**	26%	30%	23%	28%	32%	22%	26%	31%	29%	**
				f	f	f													
		51%	49%	19%	24%	46%	11%	**	**	14%	37%	30%	29%	25%	16%	84%	8%	7%	**
Browse the internet - e.g. online shopping, checking emails, social networking sites	120	69	51	29	24	55	12	**	**	15	43	30	37	36	17	97	12	8	**
	17%	19%	14%	27%	17%	18%	7%	**	**	15%	18%	12%	19%	24%	13%	16%	24%	19%	**
				f	f	f								kn					
		57%	43%	24%	20%	45%	10%	**	**	13%	35%	25%	31%	30%	14%	80%	10%	7%	**

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 - H1 2016. 4th January to 29th February 2016.**

**Table 118**

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

**QH15 (QH63). SHOWCARD** Which, if any, of the uses shown on this card have you used your "Smart TV" set for in the last month? Please don't include anything you've done using an additional device to play the content, such as a games console or computer. (MULTI CODE)

Base : Those with a 'Smart TV' in the household

		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	892	455	437	133	167	347	245	68	77	124	252	255	280	182	175	594	106	116	76
Effective Weighted Sample	646	327	319	96	115	256	184	51	55	94	192	192	203	132	126	512	66	80	62
Total	719	359	361	107	141	297	175	46	60	103	233	243	192	150	134	615	49	43	13
		50%	50%	15%	20%	41%	24%	**	**	14%	32%	34%	27%	21%	19%	86%	7%	6%	**
Applications that come with the TV that allow you to play games	62	38	23	15	20	25	2	**	**	9	23	13	20	19	10	55	4	2	**
	9%	11%	6%	14%	14%	8%	1%	**	**	9%	10%	5%	10%	13%	7%	9%	8%	4%	**
		62%	38%	23%	32%	41%	4%	**	**	15%	37%	20%	32%	31%	16%	89%	7%	3%	**
Making voice calls using the internet	17	10	7	6	3	7	*	**	**	1	8	6	3	6	1	14	1	1	**
	2%	3%	2%	6%	2%	2%	*%	**	**	1%	3%	3%	2%	4%	1%	2%	2%	3%	**
		60%	40%	38%	17%	42%	3%	**	**	4%	46%	38%	20%	34%	9%	83%	5%	8%	**
None of these	133	64	69	19	19	53	43	**	**	22	31	37	31	24	42	123	4	4	**
	19%	18%	19%	18%	13%	18%	25%	**	**	22%	13%	15%	16%	16%	31%	20%	8%	9%	**
		48%	52%	14%	14%	40%	32%	**	**	17%	23%	28%	23%	18%	31%	92%	3%	3%	**
Don't know	12	3	9	-	4	5	3	**	**	1	2	6	1	3	1	11	*	-	**
	2%	1%	3%	-%	3%	2%	2%	**	**	1%	1%	3%	*%	2%	1%	2%	*%	-%	**
		23%	77%	-%	32%	42%	26%	**	**	4%	18%	53%	8%	28%	11%	95%	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 - H1 2016. 4th January to 29th February 2016.**

**Table 118**

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

**QH15 (QH63). SHOWCARD** Which, if any, of the uses shown on this card have you used your "Smart TV" set for in the last month? Please don't include anything you've done using an additional device to play the content, such as a games console or computer. (MULTI CODE)

Base : Those with a 'Smart TV' in the household

	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	892	80	50	77	65	68	52	61	59	82	667	225	589	301	436	456
Effective Weighted Sample	646	69	47	75	61	64	49	57	56	74	527	125	436	220	317	339
Total	719	106	73	70	51	69	58	59	29	102	608	111	523	194	394	326
		**	**	**	**	**	**	**	**	**	85%	15%	73%	27%	55%	45%
Watching TV you've previously recorded	402	**	**	**	**	**	**	**	**	**	344	57	296	103	216	186
	56%	**	**	**	**	**	**	**	**	**	57%	51%	57%	53%	55%	57%
		**	**	**	**	**	**	**	**	**	86%	14%	74%	26%	54%	46%
Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, ITV Hub, All4, Demand 5)	395	**	**	**	**	**	**	**	**	**	336	59	283	110	221	174
	55%	**	**	**	**	**	**	**	**	**	55%	53%	54%	57%	56%	53%
		**	**	**	**	**	**	**	**	**	85%	15%	72%	28%	56%	44%
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. Amazon Prime Instant, Netflix)	210	**	**	**	**	**	**	**	**	**	178	33	165	44	100	110
	29%	**	**	**	**	**	**	**	**	**	29%	30%	31%	23%	25%	34%
		**	**	**	**	**	**	**	**	**	84%	16%	m 78%	21%	48%	n 52%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 118**

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

**QH15 (QH63). SHOWCARD** Which, if any, of the uses shown on this card have you used your "Smart TV" set for in the last month? Please don't include anything you've done using an additional device to play the content, such as a games console or computer. (MULTI CODE)

Base : Those with a 'Smart TV' in the household

	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	892	80	50	77	65	68	52	61	59	82	667	225	589	301	436	456
Effective Weighted Sample	646	69	47	75	61	64	49	57	56	74	527	125	436	220	317	339
Total	719	106	73	70	51	69	58	59	29	102	608	111	523	194	394	326
		**	**	**	**	**	**	**	**	**	85%	15%	73%	27%	55%	45%
Watching short video clips (e.g. on YouTube or Dailymotion or Vimeo)	197	**	**	**	**	**	**	**	**	**	170	27	156	41	87	110
	27%	**	**	**	**	**	**	**	**	**	28%	24%	30%	21%	22%	34%
		**	**	**	**	**	**	**	**	**	86%	14%	m 79%	21%	44%	n 56%
Watching other free professional TV programmes/ films or video channels online (e.g. on official YouTube channels such as Channel 4 or Jamie Oliver's Foodtube) or on other sites (e.g. on South Park Studios)	187	**	**	**	**	**	**	**	**	**	160	27	150	37	83	104
	26%	**	**	**	**	**	**	**	**	**	26%	25%	29%	19%	21%	32%
		**	**	**	**	**	**	**	**	**	85%	15%	m 80%	20%	45%	n 55%
Browse the internet - e.g. online shopping, checking emails, social networking sites	120	**	**	**	**	**	**	**	**	**	102	18	96	25	50	71
	17%	**	**	**	**	**	**	**	**	**	17%	17%	18%	13%	13%	22%
		**	**	**	**	**	**	**	**	**	85%	15%	80%	20%	41%	n 59%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 118**

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

**QH15 (QH63). SHOWCARD** Which, if any, of the uses shown on this card have you used your "Smart TV" set for in the last month? Please don't include anything you've done using an additional device to play the content, such as a games console or computer. (MULTI CODE)

Base : Those with a 'Smart TV' in the household

	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	892	80	50	77	65	68	52	61	59	82	667	225	589	301	436	456
Effective Weighted Sample	646	69	47	75	61	64	49	57	56	74	527	125	436	220	317	339
Total	719	106	73	70	51	69	58	59	29	102	608	111	523	194	394	326
		**	**	**	**	**	**	**	**	**	85%	15%	73%	27%	55%	45%
Applications that come with the TV that allow you to play games	62	**	**	**	**	**	**	**	**	**	55	7	51	11	22	40
	9%	**	**	**	**	**	**	**	**	**	9%	6%	10%	6%	6%	12%
		**	**	**	**	**	**	**	**	**	89%	11%	82%	18%	36%	64%
Making voice calls using the internet	17	**	**	**	**	**	**	**	**	**	13	3	14	3	9	8
	2%	**	**	**	**	**	**	**	**	**	2%	3%	3%	1%	2%	2%
		**	**	**	**	**	**	**	**	**	79%	21%	83%	17%	52%	48%
None of these	133	**	**	**	**	**	**	**	**	**	111	22	88	46	76	57
	19%	**	**	**	**	**	**	**	**	**	18%	20%	17%	24%	19%	18%
		**	**	**	**	**	**	**	**	**	83%	17%	66%	34%	57%	43%
Don't know	12	**	**	**	**	**	**	**	**	**	8	4	11	1	10	2
	2%	**	**	**	**	**	**	**	**	**	1%	3%	2%	*%	2%	1%
		**	**	**	**	**	**	**	**	**	70%	30%	93%	7%	80%	20%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QH16 (QH46). SHOWCARD Thinking about your personal use of TV programmes and films online and on demand services that you may use on any device (e.g. smartphone, TV set, tablet or laptop) anywhere, which of the following, if any, have you personally ever used? (MULTI CODE)**

Base : Those who use the internet at home or elsewhere

		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	3100	1471	1629	505	577	1088	930	363	315	419	601	741	990	643	723	1899	405	401	395
Effective Weighted Sample	2126	1018	1108	332	385	756	663	254	219	305	454	541	677	446	479	1637	257	247	299
Total	2332	1134	1197	354	456	865	657	215	218	335	575	672	653	498	507	1955	202	113	62
		49%	51%	15%	20%	37%	28%	9%	9%	14%	25%	29%	28%	21%	22%	84%	9%	5%	3%
Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, All4, Demand 5, Sky On Demand)	1361	662	700	222	266	537	337	93	109	208	435	450	388	298	225	1147	121	67	27
	58%	58%	58%	63%	58%	62%	51%	43%	50%	62%	76%	67%	59%	60%	44%	59%	60%	59%	44%
				f	f	f				gh	ghi	lmn	n	n		r	r	r	
		49%	51%	16%	20%	39%	25%	7%	8%	15%	32%	33%	29%	22%	17%	84%	9%	5%	2%
Watching TV/ films online via a 'standalone' video subscription service (e.g. Netflix or Amazon Prime Instant)	587	275	312	140	145	241	61	41	40	86	191	169	181	146	92	493	45	25	24
	25%	24%	26%	40%	32%	28%	9%	19%	18%	26%	33%	25%	28%	29%	18%	25%	23%	22%	38%
				def	f	f				h	ghi	n	n	n					opq
		47%	53%	24%	25%	41%	10%	7%	7%	15%	33%	29%	31%	25%	16%	84%	8%	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 TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QH16 (QH46). SHOWCARD Thinking about your personal use of TV programmes and films online and on demand services that you may use on any device (e.g. smartphone, TV set, tablet or laptop) anywhere, which of the following, if any, have you personally ever used? (MULTI CODE)**

Base : Those who use the internet at home or elsewhere

		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	3100	1471	1629	505	577	1088	930	363	315	419	601	741	990	643	723	1899	405	401	395
Effective Weighted Sample	2126	1018	1108	332	385	756	663	254	219	305	454	541	677	446	479	1637	257	247	299
Total	2332	1134	1197	354	456	865	657	215	218	335	575	672	653	498	507	1955	202	113	62
		49%	51%	15%	20%	37%	28%	9%	9%	14%	25%	29%	28%	21%	22%	84%	9%	5%	3%
Watching other free professional TV programmes/ films or video channels online (e.g. on official YouTube channels such as Channel 4 or Jamie Oliver's Foodtube) or on other sites (e.g. on South Park Studios)	441	233	209	108	98	178	58	28	29	66	156	136	118	107	81	377	29	27	8
	19%	21%	17%	30%	21%	21%	9%	13%	13%	20%	27%	20%	18%	21%	16%	19%	14%	23%	13%
		53%	47%	def	f	f	13%	6%	7%	g	ghi	31%	27%	n	18%	r	7%	pr	2%
				24%	22%	40%				15%	35%			24%		86%		6%	
Watching TV programmes/ films you have paid for on online stores to rent or keep permanently (e.g. via iTunes, Google Play, Blinkbox)	193	101	92	49	50	76	18	14	12	20	77	67	53	39	34	169	10	9	5
	8%	9%	8%	14%	11%	9%	3%	7%	6%	6%	13%	10%	8%	8%	7%	9%	5%	8%	7%
		52%	48%	ef	f	f	9%	7%	6%	10%	ghi	35%	28%	20%	18%	p	5%	5%	2%
				25%	26%	40%					40%					87%			
None of these	832	408	423	101	153	272	306	104	98	110	106	198	219	167	247	692	75	40	24
	36%	36%	35%	28%	34%	31%	47%	49%	45%	33%	18%	29%	34%	33%	49%	35%	37%	35%	40%
		49%	51%	12%	18%	33%	cde	ij	ij	j	13%	24%	26%	20%	klm	83%	9%	5%	3%
								13%	12%	13%	13%				30%				

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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QH16 (QH46). SHOWCARD Thinking about your personal use of TV programmes and films online and on demand services that you may use on any device (e.g. smartphone, TV set, tablet or laptop) anywhere, which of the following, if any, have you personally ever used? (MULTI CODE)**

Base : Those who use the internet at home or elsewhere

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER	£11.5K-	£17.5K-		AB	C1	C2	DE	ENG	SCOT	WALES	NI
		a	b	c	d	e	f	£11.5K	£17.5K	£29.9K	£30K+	k	l	m	n	LAND	LAND	q	r
								g	h	i	j					o	p		
Significance Level: 95%																			
Unweighted total	3100	1471	1629	505	577	1088	930	363	315	419	601	741	990	643	723	1899	405	401	395
Effective Weighted Sample	2126	1018	1108	332	385	756	663	254	219	305	454	541	677	446	479	1637	257	247	299
Total	2332	1134	1197	354	456	865	657	215	218	335	575	672	653	498	507	1955	202	113	62
		49%	51%	15%	20%	37%	28%	9%	9%	14%	25%	29%	28%	21%	22%	84%	9%	5%	3%
Don't know	29	15	14	6	9	7	7	4	1	2	7	7	10	7	3	26	1	1	1
	1%	1%	1%	2%	2%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	*%	1%	1%
		51%	49%	19%	33%	25%	23%	13%	4%	7%	24%	26%	36%	24%	11%	89%	3%	4%	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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QH16 (QH46). SHOWCARD Thinking about your personal use of TV programmes and films online and on demand services that you may use on any device (e.g. smartphone, TV set, tablet or laptop) anywhere, which of the following, if any, have you personally ever used? (MULTI CODE)**

Base : Those who use the internet at home or elsewhere

	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	3100	233	221	216	208	204	213	202	193	209	2267	833	1771	1322	1514	1586
Effective Weighted Sample	2126	208	209	207	195	189	202	188	179	193	1765	389	1237	920	1056	1097
Total	2332	319	321	200	161	197	221	188	89	259	2014	317	1488	837	1275	1057
		14%	14%	9%	7%	8%	9%	8%	4%	11%	86%	14%	64%	36%	55%	45%
Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, All4, Demand 5, Sky On Demand)	1361	128	207	143	84	114	134	119	60	159	1171	190	934	423	816	545
	58%	40%	64%	71%	52%	58%	60%	63%	67%	61%	58%	60%	63%	50%	64%	52%
		9%	15%	11%	6%	8%	10%	9%	4%	12%	86%	14%	69%	31%	60%	40%
Watching TV/ films online via a 'standalone' video subscription service (e.g. Netflix or Amazon Prime Instant)	587	80	74	52	33	49	71	43	25	65	509	79	444	142	295	292
	25%	25%	23%	26%	20%	25%	32%	23%	28%	25%	25%	25%	30%	17%	23%	28%
		14%	13%	9%	6%	8%	12%	7%	4%	11%	87%	13%	76%	24%	50%	50%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QH16 (QH46). SHOWCARD Thinking about your personal use of TV programmes and films online and on demand services that you may use on any device (e.g. smartphone, TV set, tablet or laptop) anywhere, which of the following, if any, have you personally ever used? (MULTI CODE)**

Base : Those who use the internet at home or elsewhere

	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	3100	233	221	216	208	204	213	202	193	209	2267	833	1771	1322	1514	1586
Effective Weighted Sample	2126	208	209	207	195	189	202	188	179	193	1765	389	1237	920	1056	1097
Total	2332	319	321	200	161	197	221	188	89	259	2014	317	1488	837	1275	1057
		14%	14%	9%	7%	8%	9%	8%	4%	11%	86%	14%	64%	36%	55%	45%
Watching other free professional TV programmes/ films or video channels online (e.g. on official YouTube channels such as Channel 4 or Jamie Oliver's Foodtube) or on other sites (e.g. on South Park Studios)	441	75	47	50	24	50	44	31	15	41	395	46	319	122	234	207
	19%	23%	15%	25%	15%	26%	20%	16%	17%	16%	20%	14%	21%	15%	18%	20%
		bd		bdgi		bdgi					k		m			
		17%	11%	11%	6%	11%	10%	7%	3%	9%	90%	10%	72%	28%	53%	47%
Watching TV programmes/ films you have paid for on online stores to rent or keep permanently (e.g. via iTunes, Google Play, Blinkbox)	193	27	24	18	9	26	28	12	8	19	164	29	138	55	96	97
	8%	8%	7%	9%	5%	13%	13%	6%	8%	7%	8%	9%	9%	7%	8%	9%
						dg	dg						m			
		14%	12%	9%	5%	13%	14%	6%	4%	10%	85%	15%	71%	29%	50%	50%
None of these	832	155	102	51	71	71	62	63	22	96	727	104	460	369	396	435
	36%	49%	32%	25%	44%	36%	28%	33%	25%	37%	36%	33%	31%	44%	31%	41%
		bcefg			bcefg	ch				ch			l			n
		19%	12%	6%	8%	9%	7%	8%	3%	12%	87%	13%	55%	44%	48%	52%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QH16 (QH46). SHOWCARD Thinking about your personal use of TV programmes and films online and on demand services that you may use on any device (e.g. smartphone, TV set, tablet or laptop) anywhere, which of the following, if any, have you personally ever used? (MULTI CODE)**

Base : Those who use the internet at home or elsewhere

	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	3100	233	221	216	208	204	213	202	193	209	2267	833	1771	1322	1514	1586
Effective Weighted Sample	2126	208	209	207	195	189	202	188	179	193	1765	389	1237	920	1056	1097
Total	2332	319	321	200	161	197	221	188	89	259	2014	317	1488	837	1275	1057
		14%	14%	9%	7%	8%	9%	8%	4%	11%	86%	14%	64%	36%	55%	45%
Don't know	29	11	2	-	4	2	6	-	1	-	22	7	19	10	23	6
	1%	3%	1%	-%	3%	1%	3%	-%	1%	-%	1%	2%	1%	1%	2%	1%
		bcgi			cgi		cgi								o	
		38%	7%	-%	14%	7%	21%	-%	2%	-%	75%	25%	67%	33%	79%	21%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QH17 (QH47). And which, if any, of these have you used in the last week? (MULTI CODE)**

Base : Those who use the internet at home or elsewhere

		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	3100	1471	1629	505	577	1088	930	363	315	419	601	741	990	643	723	1899	405	401	395
Effective Weighted Sample	2126	1018	1108	332	385	756	663	254	219	305	454	541	677	446	479	1637	257	247	299
Total	2332	1134	1197	354	456	865	657	215	218	335	575	672	653	498	507	1955	202	113	62
		49%	51%	15%	20%	37%	28%	9%	9%	14%	25%	29%	28%	21%	22%	84%	9%	5%	3%
Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, All4, Demand 5, Sky On Demand)	966	460	506	146	188	388	243	66	68	147	324	343	267	206	150	816	90	41	18
	41%	41%	42%	41%	41%	45%	37%	30%	31%	44%	56%	51%	41%	41%	30%	42%	45%	36%	29%
		48%	52%	15%	19%	40%	25%	7%	7%	15%	34%	36%	28%	21%	16%	85%	9%	4%	2%
Watching TV/ films online via a 'standalone' video subscription service (e.g. Netflix or Amazon Prime Instant)	382	174	207	93	102	151	36	32	25	62	122	111	119	81	70	321	29	16	16
	16%	15%	17%	26%	22%	17%	6%	15%	12%	18%	21%	17%	18%	16%	14%	16%	15%	14%	25%
		46%	54%	ef	ef	f	9%	8%	7%	h	gh	29%	31%	21%	18%	84%	8%	4%	opq
				24%	27%	40%				16%	32%								4%

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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QH17 (QH47). And which, if any, of these have you used 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 £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	3100	1471	1629	505	577	1088	930	363	315	419	601	741	990	643	723	1899	405	401	395
Effective Weighted Sample	2126	1018	1108	332	385	756	663	254	219	305	454	541	677	446	479	1637	257	247	299
Total	2332	1134	1197	354	456	865	657	215	218	335	575	672	653	498	507	1955	202	113	62
		49%	51%	15%	20%	37%	28%	9%	9%	14%	25%	29%	28%	21%	22%	84%	9%	5%	3%
Watching other free professional TV programmes/ films or video channels online (e.g. on official YouTube channels such as Channel 4 or Jamie Oliver's Foodtube) or on other sites (e.g. on South Park Studios)	232	129	103	59	55	88	31	20	18	39	84	63	58	57	54	204	15	11	3
	10%	11%	9%	17%	12%	10%	5%	9%	8%	12%	15%	9%	9%	11%	11%	10%	7%	10%	4%
		b		ef	f	f					gh					r		r	
		56%	44%	25%	24%	38%	13%	9%	8%	17%	36%	27%	25%	24%	23%	88%	6%	5%	1%
Watching TV programmes/ films you have paid for on online stores to rent or keep permanently (e.g. via iTunes, Google Play, Blinkbox)	66	34	33	14	22	22	8	5	4	6	29	19	15	15	17	59	5	1	1
	3%	3%	3%	4%	5%	3%	1%	2%	2%	2%	5%	3%	2%	3%	3%	3%	3%	1%	1%
				f	f						i								
		51%	49%	22%	32%	33%	13%	8%	7%	8%	44%	29%	23%	23%	26%	89%	8%	2%	1%
None of these	1170	582	588	163	217	398	392	127	134	162	198	287	322	246	315	975	102	62	32
	50%	51%	49%	46%	48%	46%	60%	59%	61%	48%	34%	43%	49%	49%	62%	50%	50%	54%	52%
						cde		ij	ij	j			k	k	klm				
		50%	50%	14%	19%	34%	33%	11%	11%	14%	17%	24%	27%	21%	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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QH17 (QH47). And which, if any, of these have you used in the last week? (MULTI CODE)**

Base : Those who use the internet at home or elsewhere

		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	3100	1471	1629	505	577	1088	930	363	315	419	601	741	990	643	723	1899	405	401	395
Effective Weighted Sample	2126	1018	1108	332	385	756	663	254	219	305	454	541	677	446	479	1637	257	247	299
Total	2332	1134	1197	354	456	865	657	215	218	335	575	672	653	498	507	1955	202	113	62
		49%	51%	15%	20%	37%	28%	9%	9%	14%	25%	29%	28%	21%	22%	84%	9%	5%	3%
Don't know	33	16	16	7	10	7	7	4	1	2	8	9	12	7	3	28	1	2	1
	1%	1%	1%	2%	2%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	2%
		50%	50%	23%	32%	22%	23%	12%	4%	6%	25%	29%	37%	22%	10%	87%	3%	7%	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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QH17 (QH47). And which, if any, of these have you used in the last week? (MULTI CODE)**

Base : Those who use the internet at home or elsewhere

	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	3100	233	221	216	208	204	213	202	193	209	2267	833	1771	1322	1514	1586
Effective Weighted Sample	2126	208	209	207	195	189	202	188	179	193	1765	389	1237	920	1056	1097
Total	2332	319	321	200	161	197	221	188	89	259	2014	317	1488	837	1275	1057
		14%	14%	9%	7%	8%	9%	8%	4%	11%	86%	14%	64%	36%	55%	45%
Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, All4, Demand 5, Sky On Demand)	966	79	137	110	66	82	105	96	43	98	818	148	663	300	589	377
	41%	25%	43%	55%	41%	42%	47%	51%	49%	38%	41%	47%	45%	36%	46%	36%
			a	abdei	a	a	a	ai	ai	a		j	m		o	
		8%	14%	11%	7%	8%	11%	10%	4%	10%	85%	15%	69%	31%	61%	39%
Watching TV/ films online via a 'standalone' video subscription service (e.g. Netflix or Amazon Prime Instant)	382	54	33	38	21	33	52	34	17	38	327	54	286	94	190	192
	16%	17%	10%	19%	13%	17%	23%	18%	19%	15%	16%	17%	19%	11%	15%	18%
			b	b	bdi	b	b	b	b				m		n	
		14%	9%	10%	5%	9%	14%	9%	4%	10%	86%	14%	75%	25%	50%	50%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QH17 (QH47). And which, if any, of these have you used in the last week? (MULTI CODE)**

Base : Those who use the internet at home or elsewhere

	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	3100	233	221	216	208	204	213	202	193	209	2267	833	1771	1322	1514	1586
Effective Weighted Sample	2126	208	209	207	195	189	202	188	179	193	1765	389	1237	920	1056	1097
Total	2332	319	321	200	161	197	221	188	89	259	2014	317	1488	837	1275	1057
		14%	14%	9%	7%	8%	9%	8%	4%	11%	86%	14%	64%	36%	55%	45%
Watching other free professional TV programmes/ films or video channels online (e.g. on official YouTube channels such as Channel 4 or Jamie Oliver's Foodtube) or on other sites (e.g. on South Park Studios)	232	37	24	31	10	22	27	19	10	24	201	31	164	69	113	119
	10%	12%	8%	16%	6%	11%	12%	10%	11%	9%	10%	10%	11%	8%	9%	11%
		d		bd			d						m			
		16%	11%	13%	4%	9%	12%	8%	4%	10%	87%	13%	70%	30%	49%	51%
Watching TV programmes/ films you have paid for on online stores to rent or keep permanently (e.g. via iTunes, Google Play, Blinkbox)	66	10	10	9	3	5	11	3	2	6	53	13	48	18	33	33
	3%	3%	3%	4%	2%	3%	5%	2%	2%	2%	3%	4%	3%	2%	3%	3%
		16%	16%	13%	4%	7%	17%	5%	2%	10%	80%	20%	72%	28%	50%	50%
None of these	1170	189	172	78	86	95	86	85	38	146	1026	144	684	483	603	567
	50%	59%	54%	39%	53%	48%	39%	45%	43%	56%	51%	45%	46%	58%	47%	54%
		ce fgh	c f h		c f h					c f g h	k			l		n
		16%	15%	7%	7%	8%	7%	7%	3%	12%	88%	12%	58%	41%	52%	48%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QH17 (QH47). And which, if any, of these have you used in the last week? (MULTI CODE)**

Base : Those who use the internet at home or elsewhere

	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	3100	233	221	216	208	204	213	202	193	209	2267	833	1771	1322	1514	1586
Effective Weighted Sample	2126	208	209	207	195	189	202	188	179	193	1765	389	1237	920	1056	1097
Total	2332	319	321	200	161	197	221	188	89	259	2014	317	1488	837	1275	1057
		14%	14%	9%	7%	8%	9%	8%	4%	11%	86%	14%	64%	36%	55%	45%
Don't know	33	13	2	1	4	2	6	-	1	-	25	8	23	10	24	9
	1%	4%	1%	*%	3%	1%	3%	-%	1%	-%	1%	2%	2%	1%	2%	1%
		bcghi			gi		cgi								o	
		40%	6%	2%	12%	6%	19%	-%	2%	-%	77%	23%	70%	30%	73%	27%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 121**

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

**QH18A (QH65A). How frequently, if at all, do you watch each of these channels - RTÉ1? (SINGLE CODE)**

Base : All respondents in Northern Ireland with a TV in the household

	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	496	240	256	80	82	170	164	69	44	57	33	77	145	105	167	-	-	-	496
Effective Weighted Sample	366	170	197	54	65	134	114	49	35	44	23	58	111	81	128	-	-	-	366
Total	72	35	37	11	12	26	23	9	6	9	5	15	18	17	21	-	-	-	72
		49%	51%	**	**	35%	32%	**	**	**	**	**	25%	24%	30%	-%	-%	-%	100%
Every day	1	*	*	**	**	*	*	**	**	**	**	**	*	*	*	-	-	-	1
	1%	1%	1%	**	**	1%	1%	**	**	**	**	**	2%	1%	2%	-%	-%	-%	1%
		58%	42%	**	**	33%	41%	**	**	**	**	**	39%	23%	38%	-%	-%	-%	100%
At least weekly	11	5	6	**	**	5	5	**	**	**	**	**	3	4	3	-	-	-	11
	16%	14%	17%	**	**	21%	21%	**	**	**	**	**	16%	22%	16%	-%	-%	-%	16%
		44%	56%	**	**	46%	41%	**	**	**	**	**	24%	33%	29%	-%	-%	-%	100%
At least monthly	6	3	3	**	**	1	2	**	**	**	**	**	1	2	1	-	-	-	6
	8%	8%	7%	**	**	6%	9%	**	**	**	**	**	7%	12%	5%	-%	-%	-%	8%
		51%	49%	**	**	26%	37%	**	**	**	**	**	22%	38%	21%	-%	-%	-%	100%
Less often than monthly	11	6	6	**	**	5	3	**	**	**	**	**	3	2	2	-	-	-	11
	16%	16%	15%	**	**	21%	13%	**	**	**	**	**	15%	9%	10%	-%	-%	-%	16%
		50%	50%	**	**	48%	27%	**	**	**	**	**	23%	15%	20%	-%	-%	-%	100%
AT LEAST MONTHLY	18	8	9	**	**	7	7	**	**	**	**	**	4	6	5	-	-	-	18
	25%	24%	26%	**	**	28%	31%	**	**	**	**	**	24%	35%	22%	-%	-%	-%	25%
		47%	53%	**	**	39%	40%	**	**	**	**	**	24%	34%	27%	-%	-%	-%	100%
EVER WATCH	29	14	15	**	**	12	10	**	**	**	**	**	7	8	7	-	-	-	29
	40%	39%	41%	**	**	48%	44%	**	**	**	**	**	39%	44%	33%	-%	-%	-%	40%
		48%	52%	**	**	43%	35%	**	**	**	**	**	24%	27%	24%	-%	-%	-%	100%
Never	40	20	20	**	**	13	12	**	**	**	**	**	10	9	13	-	-	-	40
	56%	57%	55%	**	**	49%	52%	**	**	**	**	**	59%	49%	63%	-%	-%	-%	56%
		50%	50%	**	**	31%	30%	**	**	**	**	**	26%	21%	m 33%	-%	-%	-%	100%
Don't know	3	1	1	**	**	1	1	**	**	**	**	**	*	1	1	-	-	-	3
	4%	3%	4%	**	**	3%	4%	**	**	**	**	**	2%	7%	4%	-%	-%	-%	4%
		44%	56%	**	**	24%	34%	**	**	**	**	**	15%	48%	30%	-%	-%	-%	100%

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 - H1 2016. 4th January to 29th February 2016.**

**Table 121**

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

**QH18A (QH65A). How frequently, if at all, do you watch each of these channels - RTÉ1? (SINGLE CODE)**

Base : All respondents in Northern Ireland with a TV in the household

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		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	YES l	NO m	LOW n	MEDIUM/ HIGH o
Significance Level: 95%																
Unweighted total	496	-	-	-	-	-	-	-	-	-	254	242	272	223	188	308
Effective Weighted Sample	366	-	-	-	-	-	-	-	-	-	194	193	213	154	139	236
Total	72	-	-	-	-	-	-	-	-	-	45	27	40	32	32	40
		-%	-%	-%	-%	-%	-%	-%	-%	-%	62%	38%	55%	44%	44%	56%
Every day	1	-	-	-	-	-	-	-	-	-	*	*	1	*	*	1
	1%	-%	-%	-%	-%	-%	-%	-%	-%	-%	1%	1%	2%	1%	1%	1%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	52%	48%	73%	27%	37%	63%
At least weekly	11	-	-	-	-	-	-	-	-	-	6	5	6	5	5	6
	16%	-%	-%	-%	-%	-%	-%	-%	-%	-%	14%	19%	15%	16%	16%	16%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	56%	44%	53%	44%	45%	55%
At least monthly	6	-	-	-	-	-	-	-	-	-	4	1	3	2	2	3
	8%	-%	-%	-%	-%	-%	-%	-%	-%	-%	9%	5%	8%	7%	7%	8%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	76%	24%	57%	43%	43%	57%
Less often than monthly	11	-	-	-	-	-	-	-	-	-	7	4	7	4	4	7
	16%	-%	-%	-%	-%	-%	-%	-%	-%	-%	16%	15%	18%	12%	14%	17%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	64%	36%	64%	36%	40%	60%
AT LEAST MONTHLY	18	-	-	-	-	-	-	-	-	-	11	7	10	8	8	10
	25%	-%	-%	-%	-%	-%	-%	-%	-%	-%	25%	25%	25%	24%	24%	25%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	62%	38%	55%	43%	44%	56%
EVER WATCH	29	-	-	-	-	-	-	-	-	-	18	11	17	12	12	17
	40%	-%	-%	-%	-%	-%	-%	-%	-%	-%	41%	40%	43%	36%	38%	42%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	63%	37%	59%	40%	42%	58%
Never	40	-	-	-	-	-	-	-	-	-	25	15	21	19	19	21
	56%	-%	-%	-%	-%	-%	-%	-%	-%	-%	55%	57%	53%	60%	59%	53%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	62%	38%	52%	48%	47%	53%
Don't know	3	-	-	-	-	-	-	-	-	-	2	1	1	1	1	2
	4%	-%	-%	-%	-%	-%	-%	-%	-%	-%	4%	4%	4%	4%	2%	5%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	63%	37%	56%	44%	29%	71%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 122**

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

**QH18B (QH65B). How frequently, if at all, do you watch each of these channels - RTÉ2? (SINGLE CODE)**

Base : All respondents in Northern Ireland with a TV in the household

	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	496	240	256	80	82	170	164	69	44	57	33	77	145	105	167	-	-	-	496
Effective Weighted Sample	366	170	197	54	65	134	114	49	35	44	23	58	111	81	128	-	-	-	366
Total	72	35	37	11	12	26	23	9	6	9	5	15	18	17	21	-	-	-	72
		49%	51%	**	**	35%	32%	**	**	**	**	**	25%	24%	30%	-%	-%	-%	100%
Every day	1	*	*	**	**	*	*	**	**	**	**	**	*	*	*	-	-	-	1
	1%	1%	1%	**	**	1%	1%	**	**	**	**	**	1%	1%	2%	-%	-%	-%	1%
		45%	55%	**	**	48%	19%	**	**	**	**	**	23%	29%	48%	-%	-%	-%	100%
At least weekly	10	5	5	**	**	4	4	**	**	**	**	**	3	3	3	-	-	-	10
	14%	14%	13%	**	**	16%	16%	**	**	**	**	**	15%	18%	13%	-%	-%	-%	14%
		51%	49%	**	**	43%	38%	**	**	**	**	**	27%	33%	27%	-%	-%	-%	100%
At least monthly	6	2	4	**	**	2	3	**	**	**	**	**	1	2	2	-	-	-	6
	9%	7%	11%	**	**	9%	11%	**	**	**	**	**	8%	12%	8%	-%	-%	-%	9%
		38%	62%	**	**	34%	41%	**	**	**	**	**	22%	34%	27%	-%	-%	-%	100%
Less often than monthly	10	5	5	**	**	5	3	**	**	**	**	**	3	2	2	-	-	-	10
	14%	14%	15%	**	**	19%	12%	**	**	**	**	**	15%	9%	11%	-%	-%	-%	14%
		48%	52%	**	**	48%	27%	**	**	**	**	**	26%	15%	22%	-%	-%	-%	100%
AT LEAST MONTHLY	17	8	9	**	**	7	6	**	**	**	**	**	4	6	5	-	-	-	17
	24%	22%	25%	**	**	26%	28%	**	**	**	**	**	23%	32%	22%	-%	-%	-%	24%
		46%	54%	**	**	40%	38%	**	**	**	**	**	25%	33%	28%	-%	-%	-%	100%
EVER WATCH	27	13	15	**	**	12	9	**	**	**	**	**	7	7	7	-	-	-	27
	38%	36%	40%	**	**	46%	40%	**	**	**	**	**	38%	41%	33%	-%	-%	-%	38%
		47%	53%	**	**	43%	34%	**	**	**	**	**	25%	26%	26%	-%	-%	-%	100%
Never	42	21	21	**	**	13	13	**	**	**	**	**	11	9	13	-	-	-	42
	59%	61%	57%	**	**	52%	56%	**	**	**	**	**	60%	53%	63%	-%	-%	-%	59%
		50%	50%	**	**	31%	30%	**	**	**	**	**	25%	22%	32%	-%	-%	-%	100%
Don't know	2	1	1	**	**	1	1	**	**	**	**	**	*	1	1	-	-	-	2
	3%	3%	3%	**	**	2%	4%	**	**	**	**	**	2%	6%	4%	-%	-%	-%	3%
		51%	49%	**	**	24%	39%	**	**	**	**	**	13%	44%	34%	-%	-%	-%	100%

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 - H1 2016. 4th January to 29th February 2016.**

**Table 122**

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

**QH18B (QH65B). How frequently, if at all, do you watch each of these channels - RTÉ2? (SINGLE CODE)**

Base : All respondents in Northern Ireland with a TV in the household

		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%	Total	~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o	
Unweighted total	496	-	-	-	-	-	-	-	-	-	254	242	272	223	188	308	
Effective Weighted Sample	366	-	-	-	-	-	-	-	-	-	194	193	213	154	139	236	
Total	72	-	-	-	-	-	-	-	-	-	45	27	40	32	32	40	
		-%	-%	-%	-%	-%	-%	-%	-%	-%	62%	38%	55%	44%	44%	56%	
Every day	1	-	-	-	-	-	-	-	-	-	*	*	*	*	*	*	
	1%	-%	-%	-%	-%	-%	-%	-%	-%	-%	1%	1%	1%	1%	1%	1%	
		-%	-%	-%	-%	-%	-%	-%	-%	-%	45%	55%	66%	34%	54%	46%	
At least weekly	10	-	-	-	-	-	-	-	-	-	6	4	6	4	4	5	
	14%	-%	-%	-%	-%	-%	-%	-%	-%	-%	13%	15%	14%	12%	14%	14%	
		-%	-%	-%	-%	-%	-%	-%	-%	-%	59%	41%	56%	40%	45%	55%	
At least monthly	6	-	-	-	-	-	-	-	-	-	4	2	3	3	3	3	
	9%	-%	-%	-%	-%	-%	-%	-%	-%	-%	9%	9%	8%	11%	9%	9%	
		-%	-%	-%	-%	-%	-%	-%	-%	-%	63%	37%	48%	52%	46%	54%	
Less often than monthly	10	-	-	-	-	-	-	-	-	-	8	3	7	3	3	7	
	14%	-%	-%	-%	-%	-%	-%	-%	-%	-%	17%	10%	18%	10%	10%	18%	
		-%	-%	-%	-%	-%	-%	-%	-%	-%	73%	27%	68%	32%	32%	68%	
AT LEAST MONTHLY	17	-	-	-	-	-	-	-	-	-	10	7	9	7	8	9	
	24%	-%	-%	-%	-%	-%	-%	-%	-%	-%	23%	25%	23%	23%	24%	23%	
		-%	-%	-%	-%	-%	-%	-%	-%	-%	60%	40%	53%	44%	45%	55%	
EVER WATCH	27	-	-	-	-	-	-	-	-	-	18	10	16	11	11	16	
	38%	-%	-%	-%	-%	-%	-%	-%	-%	-%	40%	35%	41%	34%	34%	41%	
		-%	-%	-%	-%	-%	-%	-%	-%	-%	65%	35%	59%	40%	40%	60%	
Never	42	-	-	-	-	-	-	-	-	-	26	17	22	20	20	22	
	59%	-%	-%	-%	-%	-%	-%	-%	-%	-%	57%	62%	56%	63%	64%	55%	
		-%	-%	-%	-%	-%	-%	-%	-%	-%	60%	40%	53%	47%	48%	52%	
Don't know	2	-	-	-	-	-	-	-	-	-	1	1	1	1	1	2	
	3%	-%	-%	-%	-%	-%	-%	-%	-%	-%	3%	3%	3%	4%	2%	4%	
		-%	-%	-%	-%	-%	-%	-%	-%	-%	62%	38%	50%	50%	22%	78%	

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 123**

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

**QH18C (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

	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	496	240	256	80	82	170	164	69	44	57	33	77	145	105	167	-	-	-	496
Effective Weighted Sample	366	170	197	54	65	134	114	49	35	44	23	58	111	81	128	-	-	-	366
Total	72	35	37	11	12	26	23	9	6	9	5	15	18	17	21	-	-	-	72
		49%	51%	**	**	35%	32%	**	**	**	**	**	25%	24%	30%	-%	-%	-%	100%
Every day	*	*	*	**	**	*	*	**	**	**	**	**	-	*	*	-	-	-	*
	*%	*%	1%	**	**	1%	*%	**	**	**	**	**	-%	1%	*%	-%	-%	-%	*%
		20%	80%	**	**	80%	20%	**	**	**	**	**	-%	80%	20%	-%	-%	-%	100%
At least weekly	6	3	3	**	**	3	2	**	**	**	**	**	2	2	2	-	-	-	6
	9%	9%	8%	**	**	12%	10%	**	**	**	**	**	11%	11%	8%	-%	-%	-%	9%
		51%	49%	**	**	48%	36%	**	**	**	**	**	32%	32%	27%	-%	-%	-%	100%
At least monthly	5	2	3	**	**	1	2	**	**	**	**	**	1	2	1	-	-	-	5
	7%	6%	7%	**	**	5%	10%	**	**	**	**	**	6%	10%	4%	-%	-%	-%	7%
		47%	53%	**	**	24%	50%	**	**	**	**	**	20%	37%	17%	-%	-%	-%	100%
Less often than monthly	8	3	4	**	**	3	2	**	**	**	**	**	2	2	2	-	-	-	8
	10%	9%	12%	**	**	13%	8%	**	**	**	**	**	9%	10%	8%	-%	-%	-%	10%
		41%	59%	**	**	44%	24%	**	**	**	**	**	22%	23%	24%	-%	-%	-%	100%
AT LEAST MONTHLY	11	6	6	**	**	4	5	**	**	**	**	**	3	4	3	-	-	-	11
	16%	16%	16%	**	**	17%	20%	**	**	**	**	**	17%	23%	12%	-%	-%	-%	16%
		49%	51%	**	**	38%	42%	**	**	**	**	**	26%	35%	22%	-%	-%	-%	100%
EVER WATCH	19	9	10	**	**	8	7	**	**	**	**	**	5	6	4	-	-	-	19
	26%	25%	28%	**	**	30%	28%	**	**	**	**	**	26%	33%	20%	-%	-%	-%	26%
		46%	54%	**	**	41%	35%	**	**	**	**	**	25%	30%	23%	-%	-%	-%	100%
Never	50	25	25	**	**	17	15	**	**	**	**	**	13	11	16	-	-	-	50
	69%	70%	68%	**	**	65%	66%	**	**	**	**	**	72%	60%	76%	-%	-%	-%	69%
		50%	50%	**	**	34%	31%	**	**	**	**	**	26%	21%	32%	-%	-%	-%	100%

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 - H1 2016. 4th January to 29th February 2016.**

**Table 123**

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

**QH18C (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

	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	496	240	256	80	82	170	164	69	44	57	33	77	145	105	167	-	-	-	496
Effective Weighted Sample	366	170	197	54	65	134	114	49	35	44	23	58	111	81	128	-	-	-	366
Total	72	35	37	11	12	26	23	9	6	9	5	15	18	17	21	-	-	-	72
		49%	51%	**	**	35%	32%	**	**	**	**	**	25%	24%	30%	-%	-%	-%	100%
Don't know	3	2	2	**	**	1	1	**	**	**	**	**	*	1	1	-	-	-	3
	5%	5%	4%	**	**	5%	5%	**	**	**	**	**	2%	7%	4%	-%	-%	-%	5%
		54%	46%	**	**	34%	36%	**	**	**	**	**	9%	37%	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 TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 123**

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

**QH18C (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

		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	496	-	-	-	-	-	-	-	-	-	254	242	272	223	188	308
Effective Weighted Sample	366	-	-	-	-	-	-	-	-	-	194	193	213	154	139	236
Total	72	-	-	-	-	-	-	-	-	-	45	27	40	32	32	40
		-%	-%	-%	-%	-%	-%	-%	-%	-%	62%	38%	55%	44%	44%	56%
Every day	*	-	-	-	-	-	-	-	-	-	-	*	*	*	*	*
	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	1%	*%	*%	1%	*%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	100%	80%	20%	80%	20%
At least weekly	6	-	-	-	-	-	-	-	-	-	3	3	4	2	2	4
	9%	-%	-%	-%	-%	-%	-%	-%	-%	-%	8%	10%	11%	6%	7%	10%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	56%	44%	67%	33%	36%	64%
At least monthly	5	-	-	-	-	-	-	-	-	-	4	1	3	2	3	2
	7%	-%	-%	-%	-%	-%	-%	-%	-%	-%	8%	5%	6%	7%	9%	5%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	74%	26%	53%	47%	58%	42%
Less often than monthly	8	-	-	-	-	-	-	-	-	-	5	2	5	2	3	4
	10%	-%	-%	-%	-%	-%	-%	-%	-%	-%	12%	8%	13%	7%	10%	11%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	71%	29%	70%	30%	42%	58%
AT LEAST MONTHLY	11	-	-	-	-	-	-	-	-	-	7	4	7	4	5	6
	16%	-%	-%	-%	-%	-%	-%	-%	-%	-%	16%	16%	18%	14%	16%	15%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	62%	38%	61%	39%	46%	54%
EVER WATCH	19	-	-	-	-	-	-	-	-	-	12	6	12	7	8	10
	26%	-%	-%	-%	-%	-%	-%	-%	-%	-%	28%	24%	31%	21%	26%	26%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	66%	34%	65%	35%	45%	55%
Never	50	-	-	-	-	-	-	-	-	-	30	20	25	24	23	27
	69%	-%	-%	-%	-%	-%	-%	-%	-%	-%	67%	72%	64%	75%	72%	67%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	61%	39%	51%	48%	46%	54%
Columns Tested: a, b, c, d, e, f, g, h, i - j, k - l, m - n, o																

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 123**

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

**QH18C (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		DEPRIVATION LEVEL	
		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	YES l	NO m	LOW n	MEDIUM/ HIGH o
Significance Level: 95%																
Unweighted total	496	-	-	-	-	-	-	-	-	-	254	242	272	223	188	308
Effective Weighted Sample	366	-	-	-	-	-	-	-	-	-	194	193	213	154	139	236
Total	72	-	-	-	-	-	-	-	-	-	45	27	40	32	32	40
		-%	-%	-%	-%	-%	-%	-%	-%	-%	62%	38%	55%	44%	44%	56%
Don't know	3	-	-	-	-	-	-	-	-	-	2	1	2	1	1	3
	5%	-%	-%	-%	-%	-%	-%	-%	-%	-%	5%	4%	5%	5%	2%	7%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	67%	33%	57%	43%	18%	82%
Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o																

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 124**

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

**QH18D (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

	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	496	240	256	80	82	170	164	69	44	57	33	77	145	105	167	-	-	-	496
Effective Weighted Sample	366	170	197	54	65	134	114	49	35	44	23	58	111	81	128	-	-	-	366
Total	72	35	37	11	12	26	23	9	6	9	5	15	18	17	21	-	-	-	72
		49%	51%	**	**	35%	32%	**	**	**	**	**	25%	24%	30%	-%	-%	-%	100%
Every day	*	*	*	**	**	*	*	**	**	**	**	**	-	*	*	-	-	-	*
	*%	*%	1%	**	**	1%	*%	**	**	**	**	**	-%	1%	*%	-%	-%	-%	*%
		20%	80%	**	**	80%	20%	**	**	**	**	**	-%	80%	20%	-%	-%	-%	100%
At least weekly	5	3	2	**	**	2	2	**	**	**	**	**	2	2	1	-	-	-	5
	7%	8%	6%	**	**	9%	8%	**	**	**	**	**	10%	10%	7%	-%	-%	-%	7%
		57%	43%	**	**	47%	37%	**	**	**	**	**	34%	34%	28%	-%	-%	-%	100%
At least monthly	4	1	2	**	**	1	2	**	**	**	**	**	1	1	1	-	-	-	4
	5%	4%	6%	**	**	4%	9%	**	**	**	**	**	5%	5%	4%	-%	-%	-%	5%
		40%	60%	**	**	28%	57%	**	**	**	**	**	22%	23%	21%	-%	-%	-%	100%
Less often than monthly	8	4	5	**	**	4	2	**	**	**	**	**	2	2	2	-	-	-	8
	11%	10%	13%	**	**	14%	9%	**	**	**	**	**	11%	13%	8%	-%	-%	-%	11%
		43%	57%	**	**	45%	24%	**	**	**	**	**	23%	28%	22%	-%	-%	-%	100%
AT LEAST MONTHLY	9	4	5	**	**	4	4	**	**	**	**	**	3	3	2	-	-	-	9
	12%	12%	12%	**	**	14%	17%	**	**	**	**	**	14%	16%	10%	-%	-%	-%	12%
		49%	51%	**	**	40%	45%	**	**	**	**	**	28%	31%	25%	-%	-%	-%	100%
EVER WATCH	17	8	9	**	**	7	6	**	**	**	**	**	4	5	4	-	-	-	17
	24%	22%	25%	**	**	28%	26%	**	**	**	**	**	25%	29%	19%	-%	-%	-%	24%
		46%	54%	**	**	42%	35%	**	**	**	**	**	26%	29%	23%	-%	-%	-%	100%
Never	51	25	26	**	**	17	16	**	**	**	**	**	13	11	16	-	-	-	51
	71%	72%	71%	**	**	67%	69%	**	**	**	**	**	74%	64%	77%	-%	-%	-%	71%
		50%	50%	**	**	33%	31%	**	**	**	**	**	26%	22%	m 32%	-%	-%	-%	100%
Don't know	3	2	2	**	**	1	1	**	**	**	**	**	*	1	1	-	-	-	3
	5%	5%	4%	**	**	5%	5%	**	**	**	**	**	2%	7%	4%	-%	-%	-%	5%
		54%	46%	**	**	34%	36%	**	**	**	**	**	9%	37%	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 TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 124**

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

**QH18D (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		DEPRIVATION LEVEL	
		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	YES l	NO m	LOW n	MEDIUM/ HIGH o
Significance Level: 95%																
Unweighted total	496	-	-	-	-	-	-	-	-	-	254	242	272	223	188	308
Effective Weighted Sample	366	-	-	-	-	-	-	-	-	-	194	193	213	154	139	236
Total	72	-	-	-	-	-	-	-	-	-	45	27	40	32	32	40
		-%	-%	-%	-%	-%	-%	-%	-%	-%	62%	38%	55%	44%	44%	56%
Every day	*	-	-	-	-	-	-	-	-	-	-	*	*	*	*	*
	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	1%	*%	*%	1%	*%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	100%	80%	20%	80%	20%
At least weekly	5	-	-	-	-	-	-	-	-	-	3	2	3	2	2	3
	7%	-%	-%	-%	-%	-%	-%	-%	-%	-%	6%	8%	9%	5%	7%	7%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	56%	44%	68%	32%	42%	58%
At least monthly	4	-	-	-	-	-	-	-	-	-	3	1	2	2	2	2
	5%	-%	-%	-%	-%	-%	-%	-%	-%	-%	6%	4%	4%	6%	5%	5%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	70%	30%	47%	53%	47%	53%
Less often than monthly	8	-	-	-	-	-	-	-	-	-	6	2	6	2	4	5
	11%	-%	-%	-%	-%	-%	-%	-%	-%	-%	13%	9%	14%	8%	11%	11%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	71%	29%	70%	30%	44%	56%
AT LEAST MONTHLY	9	-	-	-	-	-	-	-	-	-	5	4	5	4	4	5
	12%	-%	-%	-%	-%	-%	-%	-%	-%	-%	12%	13%	13%	11%	13%	12%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	60%	40%	60%	40%	45%	55%
EVER WATCH	17	-	-	-	-	-	-	-	-	-	11	6	11	6	8	9
	24%	-%	-%	-%	-%	-%	-%	-%	-%	-%	25%	22%	28%	19%	24%	24%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	65%	35%	64%	36%	45%	55%
Never	51	-	-	-	-	-	-	-	-	-	31	20	27	24	24	28
	71%	-%	-%	-%	-%	-%	-%	-%	-%	-%	70%	74%	67%	76%	74%	69%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	61%	39%	52%	47%	46%	54%
Don't know	3	-	-	-	-	-	-	-	-	-	2	1	2	1	1	3
	5%	-%	-%	-%	-%	-%	-%	-%	-%	-%	5%	4%	5%	5%	2%	7%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	67%	33%	57%	43%	18%	82%
Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o																

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 125**

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

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

Base : All respondents

	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	3737	1790	1947	519	604	1172	1442	559	401	451	615	797	1122	791	1022	2239	502	489	507
Effective Weighted Sample	2504	1197	1308	343	401	807	971	377	268	325	461	578	755	534	660	1916	310	301	376
Total	2675	1301	1374	364	469	915	927	317	260	358	583	712	720	580	661	2236	233	132	74
		49%	51%	14%	18%	34%	35%	12%	10%	13%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Landline phone	2291	1108	1183	268	341	813	869	222	215	308	546	668	617	508	496	1914	201	112	64
	86%	85%	86%	73%	73%	89%	94%	70%	83%	86%	94%	94%	86%	88%	75%	86%	86%	85%	86%
		48%	52%	12%	15%	cd	cde	10%	g	g	ghi	lmn	n	n	22%	84%	9%	5%	3%
Mobile phone	2495	1204	1291	361	456	895	783	278	241	341	578	669	687	550	588	2097	211	120	68
	93%	93%	94%	99%	97%	98%	84%	88%	93%	95%	99%	94%	95%	95%	89%	94%	91%	91%	92%
		48%	52%	f	f	f		11%	g	g	ghi	n	n	n		pq			
				14%	18%	36%	31%		10%	14%	23%	27%	28%	22%	24%	84%	8%	5%	3%
Fixed broadband internet access	2107	1029	1078	300	366	804	637	166	183	303	557	643	587	462	414	1766	183	102	57
	79%	79%	78%	82%	78%	88%	69%	52%	70%	85%	96%	90%	81%	80%	63%	79%	78%	77%	77%
				f	f	cdf			g	gh	ghi	lmn	n	n					
		49%	51%	14%	17%	38%	30%	8%	9%	14%	26%	31%	28%	22%	20%	84%	9%	5%	3%
Mobile broadband internet access	118	63	55	23	29	45	21	14	10	16	38	39	32	24	22	103	7	5	2
	4%	5%	4%	6%	6%	5%	2%	4%	4%	4%	7%	5%	4%	4%	3%	5%	3%	4%	3%
				f	f	f													
		53%	47%	19%	24%	38%	18%	12%	8%	13%	33%	33%	27%	21%	19%	87%	6%	4%	2%
Narrowband internet access	26	14	13	*	4	13	10	1	2	1	9	13	3	3	7	26	-	*	*
	1%	1%	1%	*%	1%	1%	1%	*%	1%	*%	1%	2%	*%	*%	1%	1%	-%	*%	1%
				c								lm							
		51%	49%	*%	14%	49%	37%	3%	9%	2%	33%	50%	12%	11%	27%	97%	-%	1%	2%
TV service with additional channels you pay to receive	1652	791	861	233	302	636	481	153	153	227	439	450	449	393	358	1347	162	90	53
	62%	61%	63%	64%	65%	69%	52%	48%	59%	63%	75%	63%	62%	68%	54%	60%	69%	68%	72%
				f	f	f			g	g	ghi	n	n	ln			o	o	o
		48%	52%	14%	18%	38%	29%	9%	9%	14%	27%	27%	27%	24%	22%	82%	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 TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 125**

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

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

Base : All respondents

		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	3737	1790	1947	519	604	1172	1442	559	401	451	615	797	1122	791	1022	2239	502	489	507
Effective Weighted Sample	2504	1197	1308	343	401	807	971	377	268	325	461	578	755	534	660	1916	310	301	376
Total	2675	1301	1374	364	469	915	927	317	260	358	583	712	720	580	661	2236	233	132	74
		49%	51%	14%	18%	34%	35%	12%	10%	13%	22%	27%	27%	22%	25%	84%	9%	5%	3%
No, none of these	8	4	4	-	3	2	3	4	-	-	-	2	-	*	6	6	1	1	*
	*%	*%	*%	-%	1%	*%	*%	1%	-%	-%	-%	*%	-%	*%	1%	*%	1%	1%	*%
		53%	47%	-%	38%	26%	36%	ij											
								50%	-%	-%	-%	23%	-%	6%	71%	71%	16%	10%	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 - H1 2016. 4th January to 29th February 2016.**

**Table 125**

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

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

Base : All respondents

	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	3737	249	251	247	250	251	237	252	251	251	2711	1026	1861	1863	1792	1945
Effective Weighted Sample	2504	221	237	237	233	233	225	231	232	231	2082	456	1294	1256	1218	1321
Total	2675	338	359	227	189	237	245	226	114	302	2315	360	1552	1114	1443	1232
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	54%	46%
Landline phone	2291	279	334	204	167	196	211	185	91	247	1961	330	1334	949	1298	993
	86%	82%	93%	90%	88%	83%	86%	82%	80%	82%	85%	92%	86%	85%	90%	81%
			aefghi	aeghi	hi							j			o	
		12%	15%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	41%	57%	43%
Mobile phone	2495	318	337	212	171	223	235	212	104	285	2155	341	1517	970	1343	1153
	93%	94%	94%	93%	90%	94%	96%	94%	91%	95%	93%	95%	98%	87%	93%	94%
							dh						m			
		13%	14%	8%	7%	9%	9%	8%	4%	11%	86%	14%	61%	39%	54%	46%
Fixed broadband internet access	2107	252	320	192	147	170	208	169	80	227	1805	302	1336	763	1190	917
	79%	75%	89%	85%	78%	71%	85%	75%	70%	75%	78%	84%	86%	69%	82%	74%
			adeghi	aeghi			aeghi					j	m		o	
		12%	15%	9%	7%	8%	10%	8%	4%	11%	86%	14%	63%	36%	56%	44%
Mobile broadband internet access	118	14	12	14	7	7	7	7	3	32	104	14	87	30	68	50
	4%	4%	3%	6%	4%	3%	3%	3%	3%	11%	4%	4%	6%	3%	5%	4%
										abdefgh			m			
		12%	11%	12%	6%	6%	6%	6%	3%	27%	88%	12%	74%	25%	57%	43%
Narrowband internet access	26	-	-	1	5	1	4	-	1	14	20	6	18	8	22	4
	1%	-%	-%	1%	2%	*%	2%	-%	*%	5%	1%	2%	1%	1%	2%	*%
					abg		bg			abcegh					o	
		-%	-%	5%	18%	4%	15%	-%	2%	53%	77%	23%	69%	31%	84%	16%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 125**

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

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

Base : All respondents

	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	3737	249	251	247	250	251	237	252	251	251	2711	1026	1861	1863	1792	1945
Effective Weighted Sample	2504	221	237	237	233	233	225	231	232	231	2082	456	1294	1256	1218	1321
Total	2675	338	359	227	189	237	245	226	114	302	2315	360	1552	1114	1443	1232
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	54%	46%
TV service with additional channels you pay to receive	1652	204	221	130	113	143	146	130	74	183	1451	201	1066	580	888	764
	62%	60%	62%	57%	60%	60%	60%	58%	65%	61%	63%	56%	69%	52%	62%	62%
		12%	13%	8%	7%	9%	9%	8%	4%	11%	88%	12%	65%	35%	54%	46%
No, none of these	8	2	-	1	-	-	-	3	*	-	8	*	1	7	2	6
	*%	1%	-%	*%	-%	-%	-%	1%	*%	-%	*%	*%	*%	1%	*%	*%
		23%	-%	10%	-%	-%	-%	34%	5%	-%	99%	1%	13%	82%	27%	73%
Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o																

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 126**

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

**QDM. And which, if any, of these services are you primarily or jointly responsible for - in terms of deciding which supplier or network to use? (MULTI CODE)**

Base : All respondents

	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	3737	1790	1947	519	604	1172	1442	559	401	451	615	797	1122	791	1022	2239	502	489	507
Effective Weighted Sample	2504	1197	1308	343	401	807	971	377	268	325	461	578	755	534	660	1916	310	301	376
Total	2675	1301	1374	364	469	915	927	317	260	358	583	712	720	580	661	2236	233	132	74
		49%	51%	14%	18%	34%	35%	12%	10%	13%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Landline phone	1996	982	1014	109	297	760	829	207	199	290	491	592	531	437	434	1657	185	101	53
	75%	76%	74%	30%	63%	83%	89%	65%	77%	81%	84%	83%	74%	75%	66%	74%	79%	77%	72%
		49%	51%	5%	c	cd	cde	10%	g	g	gh	lmn	n	n		83%	or 9%	5%	3%
Mobile phone	2270	1112	1158	293	412	830	734	262	221	321	535	602	624	503	539	1903	197	108	62
	85%	85%	84%	81%	88%	91%	79%	83%	85%	90%	92%	85%	87%	87%	82%	85%	85%	82%	84%
		49%	51%	13%	cf	cf		12%	10%	g	gh	27%	n	n	24%	84%	9%	5%	3%
Fixed broadband internet access	1800	893	907	132	310	756	603	156	165	282	502	563	494	389	353	1496	166	92	46
	67%	69%	66%	36%	66%	83%	65%	49%	63%	79%	86%	79%	69%	67%	53%	67%	71%	70%	63%
		50%	50%	7%	c	cdf	c	9%	g	gh	ghi	lmn	n	n	20%	83%	r 9%	5%	3%
Mobile broadband internet access	86	48	37	14	21	31	19	10	10	14	26	22	24	19	20	74	6	4	2
	3%	4%	3%	4%	4%	3%	2%	3%	4%	4%	4%	3%	3%	3%	3%	3%	3%	3%	2%
		57%	43%	17%	f			12%	11%	17%	30%	26%	28%	22%	23%	87%		4%	2%
Narrowband internet access	18	10	8	-	4	6	8	1	2	1	6	10	2	3	4	17	-	*	*
	1%	1%	1%	-%	1%	1%	1%	*%	1%	*%	1%	1%	*%	*%	1%	1%	-%	*%	1%
		55%	45%	-%	21%	35%	44%	5%	14%	3%	34%	54%	9%	16%	20%	96%	-%	2%	2%
TV service with additional channels you pay to receive	1386	675	711	96	258	585	447	143	139	208	387	382	372	332	298	1115	146	81	43
	52%	52%	52%	26%	55%	64%	48%	45%	54%	58%	66%	54%	52%	57%	45%	50%	63%	62%	59%
		49%	51%	7%	cf	cdf	c	10%	g	g	ghi	n	n	ln	21%	80%	o 11%	o 6%	o 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 - H1 2016. 4th January to 29th February 2016.**

**Table 126**

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

**QDM. And which, if any, of these services are you primarily or jointly responsible for - in terms of deciding which supplier or network to use? (MULTI CODE)**

Base : All respondents

	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	3737	1790	1947	519	604	1172	1442	559	401	451	615	797	1122	791	1022	2239	502	489	507
Effective Weighted Sample	2504	1197	1308	343	401	807	971	377	268	325	461	578	755	534	660	1916	310	301	376
Total	2675	1301	1374	364	469	915	927	317	260	358	583	712	720	580	661	2236	233	132	74
		49%	51%	14%	18%	34%	35%	12%	10%	13%	22%	27%	27%	22%	25%	84%	9%	5%	3%
None of these	163	61	102	65	26	40	32	20	7	11	19	43	40	34	46	139	10	8	6
	6%	5%	7%	18%	6%	4%	3%	6%	3%	3%	3%	6%	6%	6%	7%	6%	4%	6%	8%
			a	def				h											p
		37%	63%	40%	16%	24%	20%	12%	4%	7%	12%	26%	24%	21%	28%	85%	6%	5%	4%

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 - H1 2016. 4th January to 29th February 2016.**

**Table 126**

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

**QDM. And which, if any, of these services are you primarily or jointly responsible for - in terms of deciding which supplier or network to use? (MULTI CODE)**

Base : All respondents

	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	3737	249	251	247	250	251	237	252	251	251	2711	1026	1861	1863	1792	1945
Effective Weighted Sample	2504	221	237	237	233	233	225	231	232	231	2082	456	1294	1256	1218	1321
Total	2675	338	359	227	189	237	245	226	114	302	2315	360	1552	1114	1443	1232
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	54%	46%
Landline phone	1996	233	290	185	145	164	185	161	79	215	1694	302	1171	817	1143	853
	75%	69%	81%	82%	77%	69%	75%	71%	70%	71%	73%	84%	75%	73%	79%	69%
			aeghi	aeghi								j			o	
		12%	15%	9%	7%	8%	9%	8%	4%	11%	85%	15%	59%	41%	57%	43%
Mobile phone	2270	301	300	197	155	196	209	196	96	252	1953	317	1401	861	1219	1050
	85%	89%	84%	87%	82%	83%	85%	87%	85%	84%	84%	88%	90%	77%	84%	85%
		d										j	m			
		13%	13%	9%	7%	9%	9%	9%	4%	11%	86%	14%	62%	38%	54%	46%
Fixed broadband internet access	1800	210	272	169	125	138	181	144	69	188	1528	272	1169	624	1023	778
	67%	62%	76%	74%	66%	58%	74%	64%	61%	62%	66%	76%	75%	56%	71%	63%
			adeghi	aeghi			aeghi					j	m		o	
		12%	15%	9%	7%	8%	10%	8%	4%	10%	85%	15%	65%	35%	57%	43%
Mobile broadband internet access	86	14	6	10	5	2	5	3	3	26	76	9	63	22	42	43
	3%	4%	2%	4%	3%	1%	2%	1%	3%	8%	3%	3%	4%	2%	3%	4%
		e		e						bdefgh			m			
		16%	7%	11%	6%	2%	6%	4%	4%	30%	89%	11%	74%	26%	50%	50%
Narrowband internet access	18	-	-	1	4	1	3	-	1	7	13	5	11	7	15	3
	1%	-%	-%	1%	2%	*%	1%	-%	*%	2%	1%	1%	1%	1%	1%	*%
				abg						abg		j			o	
		-%	-%	7%	21%	5%	18%	-%	3%	40%	70%	30%	63%	37%	81%	19%
TV service with additional channels you pay to receive	1386	165	183	113	92	112	123	111	66	151	1208	177	916	463	743	643
	52%	49%	51%	50%	49%	47%	50%	49%	58%	50%	52%	49%	59%	42%	51%	52%
								adeg	5%	11%	87%	13%	66%	33%	54%	46%
Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o		12%	13%	8%	7%	8%	9%	8%								

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 126**

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

**QDM. And which, if any, of these services are you primarily or jointly responsible for - in terms of deciding which supplier or network to use? (MULTI CODE)**

Base : All respondents

	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	3737	249	251	247	250	251	237	252	251	251	2711	1026	1861	1863	1792	1945
Effective Weighted Sample	2504	221	237	237	233	233	225	231	232	231	2082	456	1294	1256	1218	1321
Total	2675	338	359	227	189	237	245	226	114	302	2315	360	1552	1114	1443	1232
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	54%	46%
None of these	163	14	22	7	12	22	10	17	8	27	147	16	68	95	80	84
	6%	4%	6%	3%	6%	9%	4%	7%	7%	9%	6%	5%	4%	9%	6%	7%
						acf		c	c	acf				l		
		9%	14%	4%	7%	13%	6%	10%	5%	17%	90%	10%	41%	58%	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 - H1 2016. 4th January to 29th February 2016.**

**Table 127**

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

**QG1. Do you receive more than one of these services as part of an overall deal or package from the same supplier? (SINGLE CODE)**

Base : All respondents

	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	3737	1790	1947	519	604	1172	1442	559	401	451	615	797	1122	791	1022	2239	502	489	507
Effective Weighted Sample	2504	1197	1308	343	401	807	971	377	268	325	461	578	755	534	660	1916	310	301	376
Total	2675	1301	1374	364	469	915	927	317	260	358	583	712	720	580	661	2236	233	132	74
		49%	51%	14%	18%	34%	35%	12%	10%	13%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Yes	1812	888	923	213	314	706	578	151	175	272	495	543	505	399	365	1516	160	88	47
	68%	68%	67%	59%	67%	77%	62%	48%	67%	76%	85%	76%	70%	69%	55%	68%	69%	67%	64%
				c	c	cdf		g	g	gh	ghi	lmn	n	n					
		49%	51%	12%	17%	39%	32%	8%	10%	15%	27%	30%	28%	22%	20%	84%	9%	5%	3%
No	783	377	406	115	140	192	335	162	83	82	79	151	190	163	278	648	70	41	24
	29%	29%	30%	32%	30%	21%	36%	51%	32%	23%	14%	21%	26%	28%	42%	29%	30%	31%	32%
				e	e	de		hij	ij	j			k	k	klm				
		48%	52%	15%	18%	25%	43%	21%	11%	11%	10%	19%	24%	21%	36%	83%	9%	5%	3%
Don't know	80	35	45	36	14	17	14	4	2	4	9	18	25	18	18	72	3	2	3
	3%	3%	3%	10%	3%	2%	2%	1%	1%	1%	2%	3%	3%	3%	3%	3%	1%	2%	4%
				def															p
		44%	56%	44%	17%	21%	17%	5%	3%	5%	11%	23%	31%	22%	22%	90%	4%	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 TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 127**

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

**QG1. Do you receive more than one of these services as part of an overall deal or package from the same supplier? (SINGLE CODE)**

Base : All respondents

	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	3737	249	251	247	250	251	237	252	251	251	2711	1026	1861	1863	1792	1945
Effective Weighted Sample	2504	221	237	237	233	233	225	231	232	231	2082	456	1294	1256	1218	1321
Total	2675	338	359	227	189	237	245	226	114	302	2315	360	1552	1114	1443	1232
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	54%	46%
Yes	1812	232	267	168	115	131	184	150	70	201	1554	257	1154	651	1023	789
	68%	69%	74%	74%	61%	55%	75%	66%	61%	66%	67%	72%	74%	58%	71%	64%
		e	deh	deh			deghi	e		e			m		o	
		13%	15%	9%	6%	7%	10%	8%	4%	11%	86%	14%	64%	36%	56%	44%
No	783	97	85	53	61	91	60	70	41	91	695	88	349	431	377	406
	29%	29%	24%	23%	32%	38%	25%	31%	36%	30%	30%	25%	22%	39%	26%	33%
					bc	abcf			bcf		k			l		n
		12%	11%	7%	8%	12%	8%	9%	5%	12%	89%	11%	45%	55%	48%	52%
Don't know	80	9	8	7	13	15	1	6	3	11	66	14	49	32	44	37
	3%	3%	2%	3%	7%	6%	1%	3%	3%	4%	3%	4%	3%	3%	3%	3%
		f		f	abfg	bfg			f	f						
		12%	10%	8%	16%	19%	1%	7%	4%	13%	83%	17%	61%	39%	54%	46%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 128**

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

**QG2 (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 £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	2330	1109	1221	265	392	863	810	229	250	333	514	594	751	493	491	1464	308	307	251
Effective Weighted Sample	1649	793	856	187	266	614	592	173	171	245	392	444	522	355	340	1269	201	190	203
Total	1812	888	923	213	314	706	578	151	175	272	495	543	505	399	365	1516	160	88	47
		49%	51%	12%	17%	39%	32%	8%	10%	15%	27%	30%	28%	22%	20%	84%	9%	5%	3%
Landline phone	1689	823	866	187	278	667	558	142	159	247	461	519	462	372	336	1411	151	83	44
	93%	93%	94%	88%	89%	94%	96%	94%	91%	91%	93%	96%	92%	93%	92%	93%	95%	94%	93%
						cd	cd					ln							
		49%	51%	11%	16%	39%	33%	8%	9%	15%	27%	31%	27%	22%	20%	84%	9%	5%	3%
One mobile phone	103	54	50	9	16	47	31	12	11	17	16	25	28	26	25	90	9	3	1
	6%	6%	5%	4%	5%	7%	5%	8%	6%	6%	3%	5%	5%	7%	7%	6%	6%	3%	2%
								j								r	r		
		52%	48%	9%	15%	46%	30%	12%	10%	16%	16%	24%	27%	25%	24%	87%	9%	3%	1%
More than one mobile phone	50	29	20	5	12	18	15	2	7	5	12	18	16	7	8	39	6	4	1
	3%	3%	2%	2%	4%	2%	3%	1%	4%	2%	3%	3%	3%	2%	2%	3%	4%	5%	1%
		59%	41%	10%	25%	36%	30%	3%	14%	11%	25%	37%	33%	14%	16%	78%	11%	9%	1%
Internet - Fixed Broadband access	1721	841	880	203	289	682	545	137	163	264	476	522	483	381	334	1444	149	83	44
	95%	95%	95%	95%	92%	97%	94%	91%	93%	97%	96%	96%	96%	95%	92%	95%	93%	94%	94%
						d				gh	g	n	n	n					
		49%	51%	12%	17%	40%	32%	8%	9%	15%	28%	30%	28%	22%	19%	84%	9%	5%	3%
Internet - Mobile Broadband access	22	13	8	4	9	6	3	1	5	5	7	6	8	3	5	20	1	1	*
	1%	2%	1%	2%	3%	1%	1%	1%	3%	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%
					ef														
		62%	38%	16%	43%	28%	13%	6%	24%	22%	33%	28%	37%	13%	22%	91%	4%	4%	1%
Internet - not broadband access	3	3	-	-	*	*	2	-	1	-	-	1	1	*	-	2	-	-	*
	1%	1%	0%	0%	1%	1%	1%	0%	1%	0%	0%	1%	1%	0%	0%	1%	0%	0%	1%
																			o
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 128**

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

**QG2 (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 £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	2330	1109	1221	265	392	863	810	229	250	333	514	594	751	493	491	1464	308	307	251
Effective Weighted Sample	1649	793	856	187	266	614	592	173	171	245	392	444	522	355	340	1269	201	190	203
Total	1812	888	923	213	314	706	578	151	175	272	495	543	505	399	365	1516	160	88	47
		49%	51%	12%	17%	39%	32%	8%	10%	15%	27%	30%	28%	22%	20%	84%	9%	5%	3%
TV service	937	458	479	132	185	376	244	84	90	139	273	246	256	233	202	763	107	44	23
	52%	52%	52%	62%	59%	53%	42%	56%	51%	51%	55%	45%	51%	58%	55%	50%	67%	50%	48%
				ef	f	f								kl	k		oqr		
		49%	51%	14%	20%	40%	26%	9%	10%	15%	29%	26%	27%	25%	22%	81%	11%	5%	2%
Don't know	5	4	1	1	2	1	1	1	-	*	-	1	1	1	2	4	-	1	1
	*%	*%	*%	1%	*%	*%	*%	1%	-%	*%	-%	*%	*%	*%	1%	*%	-%	1%	2%
		84%	16%	27%	30%	27%	16%	16%	-%	9%	-%	16%	19%	29%	36%	72%	-%	10%	op 18%
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 - H1 2016. 4th January to 29th February 2016.**

**Table 128**

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

**QG2 (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		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	2330	171	183	179	150	135	177	155	150	164	1706	624	1343	980	1193	1137
Effective Weighted Sample	1649	153	174	172	141	126	168	146	139	151	1360	308	963	705	855	811
Total	1812	232	267	168	115	131	184	150	70	201	1554	257	1154	651	1023	789
		13%	15%	9%	6%	7%	10%	8%	4%	11%	86%	14%	64%	36%	56%	44%
Landline phone	1689	215	251	158	104	124	172	145	66	177	1448	241	1061	623	957	732
	93%	92%	94%	94%	90%	95%	93%	97%	94%	88%	93%	94%	92%	96%	94%	93%
		13%	15%	9%	6%	7%	10%	9%	4%	10%	86%	14%	63%	37%	57%	43%
One mobile phone	103	19	8	5	8	11	8	7	3	22	94	9	60	42	45	58
	6%	8%	3%	3%	7%	8%	5%	5%	4%	11%	6%	4%	5%	6%	4%	7%
		bc				bc				bcfh						n
		18%	7%	4%	8%	10%	8%	7%	3%	21%	91%	9%	58%	41%	44%	56%
More than one mobile phone	50	4	-	9	5	4	5	1	1	9	44	5	37	13	32	17
	3%	2%	-%	6%	5%	3%	2%	1%	2%	4%	3%	2%	3%	2%	3%	2%
				bg	bg	b	b			bg						
		8%	-%	19%	11%	9%	9%	2%	3%	18%	89%	11%	74%	26%	66%	34%
Internet - Fixed Broadband access	1721	226	262	161	110	123	179	144	62	177	1472	249	1101	614	969	752
	95%	97%	98%	96%	96%	94%	98%	96%	89%	88%	95%	97%	95%	94%	95%	95%
		hi	ehi	hi	hi		hi	hi								
		13%	15%	9%	6%	7%	10%	8%	4%	10%	86%	14%	64%	36%	56%	44%
Internet - Mobile Broadband access	22	4	-	2	1	-	-	1	-	12	21	1	18	4	13	8
	1%	2%	-%	1%	1%	-%	-%	*%	-%	6%	1%	*%	2%	1%	1%	1%
										abcdefgh						
		17%	-%	11%	4%	-%	-%	2%	-%	56%	97%	3%	81%	19%	62%	38%
Internet - not broadband access	3	-	-	-	-	-	2	-	-	-	1	1	*	2	2	*
	*%	-%	-%	-%	-%	-%	1%	-%	-%	-%	*%	1%	*%	*%	*%	*%
		-%	-%	-%	-%	-%	84%	-%	-%	-%	43%	57%	7%	93%	84%	16%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 128**

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

**QG2 (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		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	2330	171	183	179	150	135	177	155	150	164	1706	624	1343	980	1193	1137
Effective Weighted Sample	1649	153	174	172	141	126	168	146	139	151	1360	308	963	705	855	811
Total	1812	232	267	168	115	131	184	150	70	201	1554	257	1154	651	1023	789
		13%	15%	9%	6%	7%	10%	8%	4%	11%	86%	14%	64%	36%	56%	44%
TV service	937	114	139	66	65	70	89	70	48	102	865	72	631	304	467	469
	52%	49%	52%	40%	57%	53%	48%	47%	69%	51%	56%	28%	55%	47%	46%	59%
			c		c	c			abcdefgi	c	k		m			n
		12%	15%	7%	7%	7%	9%	8%	5%	11%	92%	8%	67%	33%	50%	50%
Don't know	5	-	3	-	-	-	-	-	*	-	2	4	3	2	5	*
	*%	-%	1%	-%	-%	-%	-%	-%	1%	-%	*%	1%	*%	*%	*%	*%
												j				
		-%	63%	-%	-%	-%	-%	-%	9%	-%	30%	70%	59%	41%	96%	4%
Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o																

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 129**

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

**QG3 (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 £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	2330	1109	1221	265	392	863	810	229	250	333	514	594	751	493	491	1464	308	307	251
Effective Weighted Sample	1649	793	856	187	266	614	592	173	171	245	392	444	522	355	340	1269	201	190	203
Total	1812	888	923	213	314	706	578	151	175	272	495	543	505	399	365	1516	160	88	47
		49%	51%	12%	17%	39%	32%	8%	10%	15%	27%	30%	28%	22%	20%	84%	9%	5%	3%
Sky	514	243	271	73	120	211	110	46	59	84	124	132	141	114	128	420	45	29	20
	28%	27%	29%	34%	38%	30%	19%	30%	33%	31%	25%	24%	28%	29%	35%	28%	28%	33%	42%
		47%	53%	14%	23%	41%	21%	9%	11%	16%	24%	26%	27%	22%	25%	82%	9%	6%	4%
BT	495	241	254	42	51	213	189	27	48	68	153	195	123	102	76	414	34	31	16
	27%	27%	28%	20%	16%	30%	33%	18%	27%	25%	31%	36%	24%	26%	21%	27%	21%	35%	35%
		49%	51%	9%	10%	43%	38%	6%	10%	14%	31%	39%	25%	21%	15%	84%	7%	6%	3%
Virgin Media (previously NTL/ Telewest)	405	216	189	54	71	148	132	32	31	52	128	107	131	90	77	339	57	6	3
	22%	24%	20%	25%	23%	21%	23%	21%	18%	19%	26%	20%	26%	22%	21%	22%	36%	7%	7%
		53%	47%	13%	18%	37%	32%	8%	8%	13%	32%	26%	32%	22%	19%	84%	14%	1%	1%
Talk Talk/ Carphone Warehouse	206	94	112	23	36	67	80	34	23	33	36	47	61	45	54	170	16	14	6
	11%	11%	12%	11%	11%	9%	14%	22%	13%	12%	7%	9%	12%	11%	15%	11%	10%	16%	12%
		46%	54%	11%	17%	33%	39%	16%	11%	16%	17%	23%	30%	22%	26%	82%	8%	7%	3%
Plusnet	65	33	32	4	7	21	33	4	3	12	21	27	11	14	12	61	1	3	-
	4%	4%	3%	2%	2%	3%	6%	3%	2%	5%	4%	5%	2%	4%	3%	4%	1%	3%	-%
		51%	49%	6%	12%	32%	51%	7%	5%	19%	33%	42%	17%	22%	19%	94%	2%	4%	-%
EE	59	30	30	4	18	21	17	5	4	9	18	14	16	20	10	52	4	3	*
	3%	3%	3%	2%	6%	3%	3%	3%	2%	3%	4%	3%	3%	5%	3%	3%	2%	4%	-%
		50%	50%	7%	30%	35%	28%	8%	7%	15%	30%	24%	27%	33%	16%	88%	6%	6%	-%
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 - H1 2016. 4th January to 29th February 2016.**

**Table 129**

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

**QG3 (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 £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	2330	1109	1221	265	392	863	810	229	250	333	514	594	751	493	491	1464	308	307	251
Effective Weighted Sample	1649	793	856	187	266	614	592	173	171	245	392	444	522	355	340	1269	201	190	203
Total	1812	888	923	213	314	706	578	151	175	272	495	543	505	399	365	1516	160	88	47
		49%	51%	12%	17%	39%	32%	8%	10%	15%	27%	30%	28%	22%	20%	84%	9%	5%	3%
Vodafone	9	3	5	5	2	-	2	-	-	-	5	3	4	-	1	9	-	*	-
	*%	*%	1%	2%	1%	-%	*%	-%	-%	-%	1%	1%	1%	-%	*%	1%	-%	*%	-%
		36%	64%	56%	23%	-%	20%	-%	-%	-%	59%	37%	46%	-%	17%	99%	-%	1%	-%
KComm	6	4	1	1	3	1	1	-	1	1	3	1	2	3	-	6	-	-	-
	*%	1%	*%	*%	1%	*%	*%	-%	1%	*%	1%	*%	*%	1%	-%	*%	-%	-%	-%
		78%	22%	16%	44%	22%	17%	-%	17%	20%	47%	17%	36%	47%	-%	100%	-%	-%	-%
Post Office	4	2	2	-	*	2	2	-	1	1	*	2	2	*	*	3	*	*	1
	*%	*%	*%	-%	*%	*%	*%	-%	1%	*%	*%	*%	*%	*%	*%	*%	*%	1%	2%
		53%	47%	-%	10%	44%	47%	-%	31%	22%	6%	38%	45%	11%	5%	59%	8%	11%	22%
AOL	3	2	2	-	-	2	1	-	-	-	2	1	2	1	-	3	-	-	-
	*%	*%	*%	-%	-%	*%	*%	-%	-%	-%	*%	*%	*%	*%	-%	*%	-%	-%	-%
		50%	50%	-%	-%	74%	26%	-%	-%	-%	53%	23%	50%	26%	-%	100%	-%	-%	-%
Tesco	3	*	3	-	1	1	1	-	-	1	1	-	2	*	1	2	1	*	-
	*%	*%	*%	-%	*%	*%	*%	-%	-%	*%	*%	-%	*%	*%	*%	*%	*%	*%	-%
		3%	97%	-%	25%	46%	29%	-%	-%	25%	46%	-%	52%	3%	46%	71%	27%	3%	-%
'3'	2	2	-	-	-	1	1	-	1	1	-	1	1	-	-	2	*	-	-
	*%	*%	-%	-%	-%	*%	*%	-%	1%	*%	-%	*%	*%	-%	-%	*%	*%	-%	-%
		100%	-%	-%	-%	47%	53%	-%	49%	47%	-%	49%	51%	-%	-%	96%	4%	-%	-%
Orange	1	-	1	-	-	1	-	-	*	-	-	1	-	*	*	1	-	*	-
	*%	-%	*%	-%	-%	*%	-%	-%	*%	-%	-%	*%	-%	*%	*%	*%	-%	*%	-%
		-%	100%	-%	-%	100%	-%	-%	9%	-%	-%	82%	-%	8%	9%	82%	-%	18%	-%
T-Mobile	1	1	1	1	1	-	-	-	1	-	-	-	-	-	1	1	-	-	-
	*%	*%	*%	*%	*%	-%	-%	-%	1%	-%	-%	-%	-%	-%	*%	*%	-%	-%	-%
		50%	50%	50%	50%	-%	-%	-%	100%	-%	-%	-%	-%	-%	100%	100%	-%	-%	-%

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 - H1 2016. 4th January to 29th February 2016.**

**Table 129**

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

**QG3 (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 £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	2330	1109	1221	265	392	863	810	229	250	333	514	594	751	493	491	1464	308	307	251
Effective Weighted Sample	1649	793	856	187	266	614	592	173	171	245	392	444	522	355	340	1269	201	190	203
Total	1812	888	923	213	314	706	578	151	175	272	495	543	505	399	365	1516	160	88	47
		49%	51%	12%	17%	39%	32%	8%	10%	15%	27%	30%	28%	22%	20%	84%	9%	5%	3%
Other	32	13	19	5	2	15	10	2	2	10	4	13	7	9	3	30	1	1	*
	2%	1%	2%	2%	1%	2%	2%	1%	1%	3%	1%	2%	1%	2%	1%	2%	*%	1%	1%
		41%	59%	16%	6%	47%	31%	6%	7%	29%	13%	39%	23%	28%	10%	93%	2%	3%	1%
Don't know	5	4	1	2	2	1	1	1	-	-	-	-	2	2	1	3	1	1	1
	*%	*%	*%	1%	1%	*%	*%	1%	-%	-%	-%	-%	*%	*%	*%	*%	*%	1%	1%
		71%	29%	30%	35%	22%	13%	22%	-%	-%	-%	-%	36%	39%	25%	65%	13%	12%	11%
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 - H1 2016. 4th January to 29th February 2016.**

**Table 129**

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

**QG3 (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		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	2330	171	183	179	150	135	177	155	150	164	1706	624	1343	980	1193	1137
Effective Weighted Sample	1649	153	174	172	141	126	168	146	139	151	1360	308	963	705	855	811
Total	1812	232	267	168	115	131	184	150	70	201	1554	257	1154	651	1023	789
		13%	15%	9%	6%	7%	10%	8%	4%	11%	86%	14%	64%	36%	56%	44%
Sky	514	68	74	36	38	41	43	42	27	51	465	49	356	157	247	267
	28%	29%	28%	22%	33%	31%	23%	28%	39%	25%	30%	19%	31%	24%	24%	34%
					c				bcfgi		k		m		n	
		13%	14%	7%	7%	8%	8%	8%	5%	10%	90%	10%	69%	31%	48%	52%
BT	495	75	77	54	17	33	58	37	10	51	370	126	298	195	333	162
	27%	32%	29%	32%	15%	26%	32%	25%	15%	25%	24%	49%	26%	30%	33%	21%
		dh	dh	dh		dh	dh	dh		dh		j			o	
		15%	16%	11%	3%	7%	12%	8%	2%	10%	75%	25%	60%	39%	67%	33%
Virgin Media (previously NTL/ Telewest)	405	51	54	25	36	35	46	30	22	40	389	15	269	134	191	213
	22%	22%	20%	15%	31%	27%	25%	20%	32%	20%	25%	6%	23%	21%	19%	27%
					bcgi	c	c		bcgi		k				n	
		13%	13%	6%	9%	9%	11%	7%	5%	10%	96%	4%	66%	33%	47%	53%
Talk Talk/ Carphone Warehouse	206	20	32	25	11	4	17	19	7	35	178	28	115	89	126	80
	11%	9%	12%	15%	10%	3%	9%	13%	11%	17%	11%	11%	10%	14%	12%	10%
			e	e	e		e	e	e	aef			l			
		10%	15%	12%	5%	2%	8%	9%	4%	17%	86%	14%	56%	43%	61%	39%
Plusnet	65	-	19	12	5	9	3	7	*	4	46	19	35	29	50	15
	4%	-%	7%	7%	5%	7%	2%	5%	*%	2%	3%	7%	3%	5%	5%	2%
			afhi	afhi	ah	afh		ah				j			o	
		-%	30%	19%	8%	14%	5%	11%	*%	7%	71%	29%	54%	46%	77%	23%
EE	59	6	4	8	5	5	3	5	1	15	50	9	41	19	34	25
	3%	3%	2%	5%	4%	4%	2%	3%	1%	8%	3%	4%	4%	3%	3%	3%
				h						abfh						
		10%	7%	14%	8%	8%	6%	9%	1%	26%	85%	15%	68%	32%	58%	42%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 129**

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

**QG3 (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		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	2330	171	183	179	150	135	177	155	150	164	1706	624	1343	980	1193	1137
Effective Weighted Sample	1649	153	174	172	141	126	168	146	139	151	1360	308	963	705	855	811
Total	1812	232	267	168	115	131	184	150	70	201	1554	257	1154	651	1023	789
		13%	15%	9%	6%	7%	10%	8%	4%	11%	86%	14%	64%	36%	56%	44%
Vodafone	9	7	-	-	-	-	-	1	-	-	9	*	7	2	5	3
	*%	3%	-%	-%	-%	-%	-%	1%	-%	-%	1%	*%	1%	*%	1%	*%
		bcdghi														
		82%	-%	-%	-%	-%	-%	16%	-%	-%	99%	1%	82%	18%	64%	36%
KComm	6	-	-	-	-	-	-	6	-	-	6	-	4	2	6	-
	*%	-%	-%	-%	-%	-%	-%	4%	-%	-%	*%	-%	*%	*%	1%	-%
								abcdeghi							o	
		-%	-%	-%	-%	-%	-%	100%	-%	-%	100%	-%	67%	33%	100%	-%
Post Office	4	-	-	-	-	-	1	1	-	1	4	1	2	2	3	1
	*%	-%	-%	-%	-%	-%	1%	1%	-%	*%	*%	*%	*%	*%	*%	*%
		-%	-%	-%	-%	-%	24%	22%	-%	12%	82%	18%	46%	54%	72%	28%
AOL	3	-	-	2	1	1	-	-	-	-	2	2	2	1	2	2
	*%	-%	-%	1%	1%	1%	-%	-%	-%	-%	*%	1%	*%	*%	*%	*%
		-%	-%	53%	23%	24%	-%	-%	-%	-%	50%	50%	77%	23%	50%	50%
Tesco	3	1	-	-	-	-	1	-	-	-	3	*	3	*	1	2
	*%	*%	-%	-%	-%	-%	1%	-%	-%	-%	*%	*%	*%	*%	*%	*%
		25%	-%	-%	-%	-%	46%	-%	-%	-%	97%	3%	97%	3%	46%	54%
'3'	2	-	-	-	-	-	-	-	-	2	2	*	1	1	-	2
	*%	-%	-%	-%	-%	-%	-%	-%	-%	1%	*%	*%	*%	*%	-%	*%
		-%	-%	-%	-%	-%	-%	-%	-%	96%	96%	4%	47%	53%	-%	100%
Orange	1	-	-	1	-	-	-	-	-	-	1	*	1	-	1	*
	*%	-%	-%	1%	-%	-%	-%	-%	-%	-%	*%	*%	*%	-%	*%	*%
		-%	-%	82%	-%	-%	-%	-%	-%	-%	82%	18%	100%	-%	82%	18%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 129**

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

**QG3 (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		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	2330	171	183	179	150	135	177	155	150	164	1706	624	1343	980	1193	1137
Effective Weighted Sample	1649	153	174	172	141	126	168	146	139	151	1360	308	963	705	855	811
Total	1812	232	267	168	115	131	184	150	70	201	1554	257	1154	651	1023	789
		13%	15%	9%	6%	7%	10%	8%	4%	11%	86%	14%	64%	36%	56%	44%
T-Mobile	1	-	-	-	-	-	-	-	-	1	1	-	-	1	-	1
	*%	-%	-%	-%	-%	-%	-%	-%	-%	1%	*%	-%	-%	*%	-%	*%
		-%	-%	-%	-%	-%	-%	-%	-%	100%	100%	-%	-%	100%	-%	100%
Other	32	4	6	4	2	3	8	1	1	-	25	7	17	15	20	12
	2%	2%	2%	2%	2%	3%	5%	1%	2%	-%	2%	3%	1%	2%	2%	2%
						i	gi									
		14%	17%	12%	6%	11%	26%	3%	4%	-%	78%	22%	53%	47%	62%	38%
Don't know	5	-	1	-	1	-	1	-	-	-	4	1	3	3	2	3
	*%	-%	*%	-%	1%	-%	1%	-%	-%	-%	*%	1%	*%	*%	*%	*%
		-%	22%	-%	16%	-%	26%	-%	-%	-%	74%	26%	50%	50%	43%	57%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 130**

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

**QP1. SHOWCARD During an average week, on how many days do you listen to the radio (including listening at home, in the car, at work, via mobile phone, personal stereo)? (SINGLE CODE)**

Base : All respondents

		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
			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																				
Unweighted total		3737	1790	1947	519	604	1172	1442	559	401	451	615	797	1122	791	1022	2239	502	489	507
Effective Weighted Sample		2504	1197	1308	343	401	807	971	377	268	325	461	578	755	534	660	1916	310	301	376
Total		2675	1301	1374	364	469	915	927	317	260	358	583	712	720	580	661	2236	233	132	74
			49%	51%	14%	18%	34%	35%	12%	10%	13%	22%	27%	27%	22%	25%	84%	9%	5%	3%
7 days a week	(7.0)	1152	582	570	102	163	395	493	111	114	150	302	337	311	273	230	962	92	76	22
		43%	45%	41%	28%	35%	43%	53%	35%	44%	42%	52%	47%	43%	47%	35%	43%	39%	57%	30%
			51%	49%	9%	14%	34%	cde	43%	10%	10%	13%	26%	29%	27%	24%	20%	84%	8%	7%
6 days a week	(6.0)	82	45	37	3	11	36	32	5	7	10	20	24	21	20	17	65	10	4	3
		3%	3%	3%	1%	2%	4%	3%	2%	3%	3%	3%	3%	3%	3%	3%	3%	4%	3%	4%
			55%	45%	4%	14%	44%	c	38%	6%	8%	13%	24%	29%	26%	25%	21%	79%	12%	5%
5 days a week	(5.0)	225	113	112	33	40	97	55	15	17	40	67	60	65	48	51	183	26	7	9
		8%	9%	8%	9%	9%	11%	6%	5%	6%	11%	11%	8%	9%	8%	8%	8%	11%	5%	13%
			50%	50%	15%	18%	43%	f	24%	7%	7%	18%	30%	27%	29%	22%	23%	81%	12%	3%
3 or 4 days a week	(3.5)	222	95	127	46	39	76	61	22	17	28	49	66	57	49	50	187	18	7	10
		8%	7%	9%	13%	8%	8%	7%	7%	7%	8%	8%	9%	8%	9%	8%	8%	8%	5%	13%
			43%	57%	21%	18%	34%	28%	10%	8%	12%	22%	30%	25%	22%	22%	84%	8%	3%	4%
1 or 2 days a week	(1.5)	220	101	119	32	40	75	73	40	28	33	40	60	63	41	56	185	23	9	3
		8%	8%	9%	9%	9%	8%	8%	12%	11%	9%	7%	8%	9%	7%	8%	8%	10%	7%	4%
			46%	54%	14%	18%	34%	33%	18%	13%	15%	18%	27%	29%	19%	25%	84%	11%	4%	1%
Less often	(0.5)	141	67	74	19	28	49	45	19	10	16	26	38	37	32	34	116	14	6	5
		5%	5%	5%	5%	6%	5%	5%	6%	4%	5%	4%	5%	5%	6%	5%	5%	6%	4%	7%
			48%	52%	14%	20%	35%	32%	13%	7%	12%	18%	27%	26%	23%	24%	82%	10%	4%	4%

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 130**

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

**QP1. SHOWCARD During an average week, on how many days do you listen to the radio (including listening at home, in the car, at work, via mobile phone, personal stereo)? (SINGLE CODE)**

Base : All respondents

		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		3737	1790	1947	519	604	1172	1442	559	401	451	615	797	1122	791	1022	2239	502	489	507
Effective Weighted Sample		2504	1197	1308	343	401	807	971	377	268	325	461	578	755	534	660	1916	310	301	376
Total		2675	1301	1374	364	469	915	927	317	260	358	583	712	720	580	661	2236	233	132	74
			49%	51%	14%	18%	34%	35%	12%	10%	13%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Never/ do not listen to the radio	(0.0)	630	297	333	129	146	187	168	104	67	81	80	127	165	116	222	536	50	24	21
		24%	23%	24%	35%	31%	20%	18%	33%	26%	23%	14%	18%	23%	20%	34%	24%	21%	18%	28%
					ef	ef	20%	23%	30%	27%	ij	j	j	klm	q	pq				
			47%	53%	20%	23%	30%	27%	17%	11%	13%	13%	20%	26%	18%	35%	85%	8%	4%	3%
Don't know		3	1	2	*	1	*	1	1	-	*	-	-	1	*	1	2	*	-	*
		*%	*%	*%	*%	*%	*%	*%	*%	-%	*%	-%	-%	*%	*%	*%	*%	*%	-%	1%
																				o
			18%	82%	4%	48%	11%	37%	45%	-%	3%	-%	-%	48%	11%	41%	75%	8%	-%	17%
Mean number of days during an average week		4.1	4.2	4.0	3.1	3.5	4.2	4.6	3.3	4.0	4.1	4.8	4.4	4.1	4.3	3.4	4.0	4.0	4.8	3.6
							cd	cde		g	g	ghi	ln	n	n		r	r	opr	
Standard deviation		3.01	3.00	3.01	2.95	3.06	2.93	2.94	3.09	3.07	2.96	2.73	2.89	3.00	2.95	3.09	3.01	2.94	2.95	2.94
Standard error		.05	.07	.07	.13	.12	.09	.08	.13	.15	.14	.11	.10	.09	.10	.10	.06	.13	.13	.13
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 - H1 2016. 4th January to 29th February 2016.**

**Table 130**

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

**QP1. SHOWCARD During an average week, on how many days do you listen to the radio (including listening at home, in the car, at work, via mobile phone, personal stereo)? (SINGLE CODE)**

Base : All respondents

			ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL		
			EAST															
			LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	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			3737	249	251	247	250	251	237	252	251	251	2711	1026	1861	1863	1792	1945
Effective Weighted Sample			2504	221	237	237	233	233	225	231	232	231	2082	456	1294	1256	1218	1321
Total			2675	338	359	227	189	237	245	226	114	302	2315	360	1552	1114	1443	1232
				13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	54%	46%
7 days a week	(7.0)	1152	63	209	114	82	92	101	107	55	140	972	181	682	466	706	446	
		43%	19%	58%	50%	44%	39%	41%	47%	48%	46%	42%	50%	44%	42%	49%	36%	
				ade fghi	ae	a	a	a	a	ae	a	j	j	o	o	o	o	
6 days a week	(6.0)	82	10	6	18	3	11	8	2	3	4	63	19	44	38	58	25	
		3%	3%	2%	8%	2%	5%	3%	1%	3%	1%	3%	5%	3%	3%	4%	2%	
				abdfghi	gi	gi	gi	j	j	j	j	j	j	j	j	j	j	
5 days a week	(5.0)	225	25	26	19	16	23	14	17	8	35	205	20	166	58	120	105	
		8%	7%	7%	8%	9%	10%	6%	8%	7%	11%	9%	5%	11%	5%	8%	9%	
			11%	12%	8%	7%	10%	6%	8%	4%	15%	91%	9%	74%	26%	53%	47%	
3 or 4 days a week	(3.5)	222	29	32	10	22	26	21	22	9	15	196	26	133	88	111	111	
		8%	9%	9%	4%	12%	11%	9%	10%	8%	5%	8%	7%	9%	8%	8%	9%	
			13%	15%	5%	10%	12%	10%	10%	4%	7%	88%	12%	60%	40%	50%	50%	
1 or 2 days a week	(1.5)	220	26	22	20	20	12	31	21	10	23	190	30	112	108	125	95	
		8%	8%	6%	9%	11%	5%	13%	9%	9%	8%	8%	8%	7%	10%	9%	8%	
			12%	10%	9%	9%	5%	14%	9%	5%	11%	87%	13%	51%	49%	57%	43%	
Less often	(0.5)	141	32	15	13	8	12	12	13	1	9	119	22	77	63	74	66	
		5%	9%	4%	6%	4%	5%	5%	6%	1%	3%	5%	6%	5%	6%	5%	5%	
			bdhi	h	h	h	h	h	h	h	h	h	h	h	h	h	h	
				23%	11%	9%	6%	8%	9%	9%	1%	6%	84%	16%	54%	45%	53%	47%

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 130**

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

**QP1. SHOWCARD During an average week, on how many days do you listen to the radio (including listening at home, in the car, at work, via mobile phone, personal stereo)? (SINGLE CODE)**

Base : All respondents

		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
			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																	
Unweighted total		3737	249	251	247	250	251	237	252	251	251	2711	1026	1861	1863	1792	1945
Effective Weighted Sample		2504	221	237	237	233	233	225	231	232	231	2082	456	1294	1256	1218	1321
Total		2675	338	359	227	189	237	245	226	114	302	2315	360	1552	1114	1443	1232
			13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	54%	46%
Never/ do not listen to the radio	(0.0)	630	153	48	33	36	61	57	44	27	75	569	61	337	291	247	383
		24%	45%	13%	15%	19%	26%	23%	20%	24%	25%	25%	17%	22%	26%	17%	31%
			bcd efghi				bc	bc		bc	bc	k		l		n	
			24%	8%	5%	6%	10%	9%	7%	4%	12%	90%	10%	53%	46%	39%	61%
Don't know		3	-	1	-	-	-	-	-	-	1	2	1	2	1	1	1
		*%	-%	*%	-%	-%	-%	-%	-%	-%	*%	*%	*%	*%	*%	*%	*%
			-%	35%	-%	-%	-%	-%	-%	-%	40%	52%	48%	59%	41%	52%	48%
Mean number of days during an average week		4.1	2.3	5.0	4.7	4.2	4.0	3.9	4.2	4.3	4.2	4.0	4.5	4.2	3.8	4.5	3.5
				ad efghi	ad ef	a	a	a	a	a	a		j	m		o	
Standard deviation		3.01	2.82	2.74	2.84	2.90	2.98	3.02	2.97	3.01	3.03	3.01	2.92	2.95	3.07	2.89	3.06
Standard error		.05	.18	.17	.18	.18	.19	.20	.19	.19	.19	.06	.09	.07	.07	.07	.07
Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o																	

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QP2A (QP11A). SHOWCARD How often, if at all, do you listen to radio through - Radio set with AM receiver - either at home, in the car 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 £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	2832	1368	1464	326	416	920	1170	378	305	352	535	667	862	616	683	1693	384	399	356
Effective Weighted Sample	1922	933	990	217	279	649	788	247	203	256	402	483	581	428	447	1463	240	246	259
Total	2042	1003	1039	236	321	728	758	212	193	277	503	585	554	465	438	1698	183	108	53
		49%	51%	12%	16%	36%	37%	10%	9%	14%	25%	29%	27%	23%	21%	83%	9%	5%	3%
Every day	163	82	81	11	10	42	100	26	19	16	30	45	38	32	47	139	11	8	4
	8%	8%	8%	5%	3%	6%	13%	12%	10%	6%	6%	8%	7%	7%	11%	8%	6%	8%	8%
		50%	50%	7%	6%	26%	cde 61%	ij 16%	12%	10%	18%	28%	24%	20%	29%	85%	7%	5%	3%
At least weekly	141	72	69	15	20	51	54	14	15	13	39	48	40	28	25	124	7	6	4
	7%	7%	7%	7%	6%	7%	7%	6%	8%	5%	8%	8%	7%	6%	6%	7%	4%	5%	7%
		51%	49%	11%	14%	36%	38%	10%	11%	9%	27%	34%	28%	20%	18%	88%	5%	4%	3%
At least monthly	58	34	24	6	13	17	22	6	6	4	12	18	14	16	10	49	3	3	3
	3%	3%	2%	2%	4%	2%	3%	3%	3%	1%	2%	3%	3%	3%	2%	3%	2%	2%	6%
		58%	42%	10%	22%	30%	38%	10%	10%	6%	21%	30%	24%	28%	18%	84%	6%	5%	opq 6%
Have tried it once	72	34	38	5	11	29	28	4	10	8	23	28	13	20	11	58	3	9	2
	4%	3%	4%	2%	3%	4%	4%	2%	5%	3%	5%	5%	2%	4%	3%	3%	2%	9%	3%
		47%	53%	7%	15%	40%	38%	5%	g 14%	12%	g 32%	38%	18%	28%	16%	80%	4%	opr 13%	2%
EVER	434	221	212	37	54	139	204	49	50	41	104	138	105	97	94	370	25	26	13
	21%	22%	20%	16%	17%	19%	27%	23%	26%	15%	21%	24%	19%	21%	21%	22%	14%	24%	24%
		51%	49%	9%	12%	32%	cde 47%	i 11%	i 12%	10%	24%	32%	24%	22%	22%	p 85%	6%	p 6%	p 3%
Never	1172	564	607	135	182	444	410	111	94	162	279	339	314	273	245	940	128	65	39
	57%	56%	58%	57%	57%	61%	54%	52%	49%	58%	55%	58%	57%	59%	56%	55%	70%	60%	74%
		48%	52%	12%	16%	38%	f 35%	9%	h 8%	14%	24%	29%	27%	23%	21%	80%	oq 11%	6%	oq 3%
Do not have access to device	437	218	219	63	85	145	144	53	49	74	121	109	134	95	99	389	30	17	1
	21%	22%	21%	27%	26%	20%	19%	25%	25%	27%	24%	19%	24%	21%	23%	23%	16%	16%	2%
		50%	50%	ef 14%	ef 19%	33%	33%	12%	11%	17%	28%	25%	k 31%	22%	23%	pqr 89%	r 7%	r 4%	*%

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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QP2A (QP11A). SHOWCARD How often, if at all, do you listen to radio through - Radio set with AM receiver - either at home, in the car or on portable radio. (SINGLE CODE)**

Base : Those who listen to radio

	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	2832	141	215	209	196	186	178	193	186	189	2035	797	1461	1361	1467	1365
Effective Weighted Sample	1922	123	203	200	184	173	170	180	173	174	1579	367	1034	913	1008	954
Total	2042	185	310	194	152	176	187	181	86	226	1745	297	1213	821	1195	848
		9%	15%	9%	7%	9%	9%	9%	4%	11%	85%	15%	59%	40%	58%	42%
Every day	163	12	26	12	17	26	14	17	10	6	130	33	70	92	85	78
	8%	6%	8%	6%	11%	15%	8%	10%	11%	3%	7%	11%	6%	11%	7%	9%
			i		i	abcfi	i	i	i			j		l		
		7%	16%	7%	10%	16%	9%	11%	6%	4%	80%	20%	43%	57%	52%	48%
At least weekly	141	41	18	13	8	13	8	15	5	3	122	19	92	48	81	60
	7%	22%	6%	7%	5%	7%	4%	8%	6%	1%	7%	6%	8%	6%	7%	7%
		bcdetghi	i	i		i		i	i							
		29%	13%	10%	5%	9%	6%	11%	4%	2%	86%	14%	66%	34%	57%	43%
At least monthly	58	10	6	6	3	9	4	3	2	4	52	6	37	21	35	23
	3%	6%	2%	3%	2%	5%	2%	2%	2%	2%	3%	2%	3%	3%	3%	3%
		18%	11%	10%	5%	16%	7%	6%	3%	7%	89%	11%	64%	36%	60%	40%
Have tried it once	72	11	7	8	5	5	1	7	*	14	63	10	42	30	49	23
	4%	6%	2%	4%	3%	3%	1%	4%	1%	6%	4%	3%	3%	4%	4%	3%
		fh		fh	f			fh		fh						
		16%	10%	10%	7%	7%	1%	9%	1%	19%	87%	13%	58%	42%	68%	32%
EVER	434	75	57	39	32	53	27	43	17	27	366	68	242	192	250	184
	21%	40%	18%	20%	21%	30%	14%	24%	20%	12%	21%	23%	20%	23%	21%	22%
		bcdetghi		i	i	bcdetfi		fi	i							
		17%	13%	9%	7%	12%	6%	10%	4%	6%	84%	16%	56%	44%	58%	42%
Never	1172	70	198	125	87	98	102	74	56	129	967	205	704	460	691	480
	57%	38%	64%	65%	57%	56%	54%	41%	65%	57%	55%	69%	58%	56%	58%	57%
			ag	afg	ag	ag	ag		afg	ag		j				
		6%	17%	11%	7%	8%	9%	6%	5%	11%	83%	17%	60%	39%	59%	41%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QP2A (QP11A). SHOWCARD How often, if at all, do you listen to radio through - Radio set with AM receiver - either at home, in the car or on portable radio. (SINGLE CODE)**

Base : Those who listen to radio

	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	2832	141	215	209	196	186	178	193	186	189	2035	797	1461	1361	1467	1365
Effective Weighted Sample	1922	123	203	200	184	173	170	180	173	174	1579	367	1034	913	1008	954
Total	2042	185	310	194	152	176	187	181	86	226	1745	297	1213	821	1195	848
		9%	15%	9%	7%	9%	9%	9%	4%	11%	85%	15%	59%	40%	58%	42%
Do not have access to device	437	40	56	30	33	25	58	65	13	70	412	25	267	169	253	184
	21%	21%	18%	16%	22%	14%	31%	36%	15%	31%	24%	8%	22%	21%	21%	22%
							bcdeh	abcdeh		bcdeh	k					
		9%	13%	7%	8%	6%	13%	15%	3%	16%	94%	6%	61%	39%	58%	42%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

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

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 £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2832	1368	1464	326	416	920	1170	378	305	352	535	667	862	616	683	1693	384	399	356
Effective Weighted Sample	1922	933	990	217	279	649	788	247	203	256	402	483	581	428	447	1463	240	246	259
Total	2042	1003	1039	236	321	728	758	212	193	277	503	585	554	465	438	1698	183	108	53
		49%	51%	12%	16%	36%	37%	10%	9%	14%	25%	29%	27%	23%	21%	83%	9%	5%	3%
Every day	478	237	241	35	54	142	247	73	49	70	86	116	121	116	125	404	30	32	12
	23%	24%	23%	15%	17%	20%	33%	35%	26%	25%	17%	20%	22%	25%	29%	24%	16%	30%	22%
		50%	50%	7%	11%	30%	cde 52%	hij 15%	j 10%	j 15%	18%	24%	25%	24%	kl 26%	p 85%	p 6%	p 7%	2%
At least weekly	269	136	133	28	44	98	99	35	30	39	68	68	78	70	54	225	21	14	9
	13%	14%	13%	12%	14%	13%	13%	17%	15%	14%	13%	12%	14%	15%	12%	13%	12%	13%	16%
		50%	50%	10%	17%	36%	37%	13%	11%	15%	25%	25%	29%	26%	20%	84%	8%	5%	3%
At least monthly	99	53	46	10	19	30	40	10	9	9	22	32	24	25	18	81	9	5	4
	5%	5%	4%	4%	6%	4%	5%	5%	5%	3%	4%	6%	4%	5%	4%	5%	5%	5%	8%
		54%	46%	10%	19%	30%	41%	10%	10%	9%	22%	33%	25%	25%	18%	82%	9%	5%	o 4%
Have tried it once	87	40	47	8	14	34	31	4	6	12	29	29	28	19	11	72	5	7	2
	4%	4%	5%	3%	4%	5%	4%	2%	3%	4%	6%	5%	5%	4%	2%	4%	3%	7%	4%
		46%	54%	9%	16%	39%	36%	4%	6%	14%	g 33%	n 34%	n 32%	22%	12%	83%	6%	p 9%	3%
EVER	933	466	468	80	132	304	417	122	94	130	204	246	251	229	208	783	65	58	27
	46%	46%	45%	34%	41%	42%	55%	58%	49%	47%	41%	42%	45%	49%	47%	46%	35%	54%	51%
		50%	50%	9%	14%	c 33%	cde 45%	ij 13%	10%	14%	22%	26%	27%	25%	k 22%	p 84%	7%	op 6%	p 3%
Never	800	381	419	98	121	322	259	62	60	97	205	265	202	171	161	647	93	36	25
	39%	38%	40%	42%	38%	44%	34%	29%	31%	35%	41%	45%	37%	37%	37%	38%	51%	34%	46%
		48%	52%	f 12%	f 15%	f 40%	f 32%	8%	7%	12%	gh 26%	lmn 33%	25%	21%	20%	81%	oq 12%	3%	oq 3%
Do not have access to device	309	157	152	57	68	102	81	27	39	50	94	74	100	65	69	269	25	13	1
	15%	16%	15%	24%	21%	14%	11%	13%	20%	18%	19%	13%	18%	14%	16%	16%	14%	12%	3%
		51%	49%	ef 19%	ef 22%	33%	26%	9%	g 13%	16%	30%	24%	k 33%	21%	22%	r 87%	r 8%	r 4%	*%
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 - H1 2016. 4th January to 29th February 2016.**

**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.

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

Base : Those who listen to radio

	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	2832	141	215	209	196	186	178	193	186	189	2035	797	1461	1361	1467	1365
Effective Weighted Sample	1922	123	203	200	184	173	170	180	173	174	1579	367	1034	913	1008	954
Total	2042	185	310	194	152	176	187	181	86	226	1745	297	1213	821	1195	848
		9%	15%	9%	7%	9%	9%	9%	4%	11%	85%	15%	59%	40%	58%	42%
Every day	478	25	77	50	43	42	39	47	18	63	399	79	234	243	290	188
	23%	14%	25%	26%	28%	24%	21%	26%	20%	28%	23%	26%	19%	30%	24%	22%
			a	a	a	a		a		a				l		
		5%	16%	11%	9%	9%	8%	10%	4%	13%	84%	16%	49%	51%	61%	39%
At least weekly	269	39	30	24	15	24	20	26	17	31	235	34	163	105	138	131
	13%	21%	10%	12%	10%	14%	11%	14%	19%	14%	13%	11%	13%	13%	12%	15%
		bcd							bdf						n	
		15%	11%	9%	6%	9%	8%	9%	6%	11%	87%	13%	61%	39%	51%	49%
At least monthly	99	19	10	11	6	8	11	4	2	9	92	7	57	42	62	37
	5%	10%	3%	6%	4%	4%	6%	2%	3%	4%	5%	2%	5%	5%	5%	4%
		bdeghi									k					
		19%	11%	12%	6%	8%	11%	4%	3%	9%	93%	7%	58%	42%	62%	38%
Have tried it once	87	13	4	20	5	6	4	4	1	15	72	15	54	32	66	21
	4%	7%	1%	10%	3%	3%	2%	2%	1%	7%	4%	5%	4%	4%	6%	2%
		befgh		bdefgh						befgh					o	
		15%	5%	23%	5%	7%	4%	5%	1%	18%	83%	17%	62%	37%	76%	24%
EVER	933	97	121	105	68	80	74	81	38	118	799	134	508	422	556	377
	46%	53%	39%	54%	45%	45%	40%	45%	44%	53%	46%	45%	42%	51%	47%	44%
		bf		bf						bf				l		
		10%	13%	11%	7%	9%	8%	9%	4%	13%	86%	14%	54%	45%	60%	40%
Never	800	56	139	76	62	73	77	60	40	63	653	147	498	298	470	331
	39%	30%	45%	39%	41%	42%	41%	33%	47%	28%	37%	49%	41%	36%	39%	39%
			agi	i	i	ai	i		agi			j	m			
		7%	17%	9%	8%	9%	10%	8%	5%	8%	82%	18%	62%	37%	59%	41%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

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

Base : Those who listen to radio

	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	2832	141	215	209	196	186	178	193	186	189	2035	797	1461	1361	1467	1365
Effective Weighted Sample	1922	123	203	200	184	173	170	180	173	174	1579	367	1034	913	1008	954
Total	2042	185	310	194	152	176	187	181	86	226	1745	297	1213	821	1195	848
		9%	15%	9%	7%	9%	9%	9%	4%	11%	85%	15%	59%	40%	58%	42%
Do not have access to device	309	32	50	13	22	23	36	40	8	45	292	16	207	101	169	140
	15%	ch	c		c	c	ch	ceh	9%	20%	17%	5%	17%	12%	14%	16%
		10%	16%	4%	7%	8%	12%	13%	3%	14%	95%	5%	67%	33%	55%	45%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 133**

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

**QP2C (QP11C). SHOWCARD How often, if at all, do you listen to radio through - 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 £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	2832	1368	1464	326	416	920	1170	378	305	352	535	667	862	616	683	1693	384	399	356
Effective Weighted Sample	1922	933	990	217	279	649	788	247	203	256	402	483	581	428	447	1463	240	246	259
Total	2042	1003	1039	236	321	728	758	212	193	277	503	585	554	465	438	1698	183	108	53
		49%	51%	12%	16%	36%	37%	10%	9%	14%	25%	29%	27%	23%	21%	83%	9%	5%	3%
Every day	59	33	26	15	9	30	5	6	6	3	19	16	14	13	16	53	3	2	*
	3%	3%	3%	6%	3%	4%	1%	3%	3%	1%	4%	3%	3%	3%	4%	3%	2%	2%	1%
				df	f	f										r			
		56%	44%	26%	15%	51%	9%	10%	10%	6%	32%	27%	24%	22%	27%	90%	6%	4%	***
At least weekly	142	70	72	35	34	58	15	12	15	15	54	41	41	34	26	128	9	3	2
	7%	7%	7%	15%	11%	8%	2%	6%	8%	5%	11%	7%	7%	7%	6%	8%	5%	3%	4%
				ef	f	f					gi					qr			
		49%	51%	25%	24%	41%	10%	8%	10%	10%	38%	29%	29%	24%	18%	90%	6%	2%	1%
At least monthly	125	68	57	27	36	52	9	12	8	16	38	38	38	26	23	109	9	4	3
	6%	7%	5%	11%	11%	7%	1%	6%	4%	6%	8%	6%	7%	6%	5%	6%	5%	3%	5%
				f	ef	f													
		54%	46%	21%	29%	42%	8%	10%	6%	13%	30%	30%	30%	21%	18%	88%	7%	3%	2%
Have tried it once	107	65	42	22	25	45	15	5	2	8	44	36	34	22	15	93	7	3	3
	5%	6%	4%	9%	8%	6%	2%	2%	1%	3%	9%	6%	6%	5%	3%	5%	4%	3%	6%
		b		f	f	f					ghi								
		61%	39%	21%	23%	42%	14%	5%	2%	7%	41%	34%	31%	21%	14%	87%	7%	3%	3%
EVER	433	235	197	99	104	185	45	35	30	42	154	131	127	96	80	383	29	13	8
	21%	23%	19%	42%	32%	25%	6%	16%	15%	15%	31%	22%	23%	21%	18%	23%	16%	12%	15%
		b		def	ef	f					ghi					pqr			
		54%	46%	23%	24%	43%	10%	8%	7%	10%	36%	30%	29%	22%	18%	89%	7%	3%	2%
Never	1413	666	746	131	202	496	584	147	134	208	331	412	379	322	298	1152	136	80	45
	69%	66%	72%	55%	63%	68%	77%	70%	69%	75%	66%	70%	69%	69%	68%	68%	74%	74%	85%
			a			c	cde			j							o		opq
		47%	53%	9%	14%	35%	41%	10%	9%	15%	23%	29%	27%	23%	21%	82%	10%	6%	3%
Do not have access to device	197	102	95	6	16	47	129	30	30	27	18	43	48	47	60	163	18	16	*
	10%	10%	9%	2%	5%	6%	17%	14%	15%	10%	4%	7%	9%	10%	14%	10%	10%	15%	1%
						c	cde	j	j	j					kl	r	r	or	
		52%	48%	3%	8%	24%	66%	15%	15%	14%	9%	22%	24%	24%	30%	83%	9%	8%	***

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 - H1 2016. 4th January to 29th February 2016.**

**Table 133**

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

**QP2C (QP11C). SHOWCARD How often, if at all, do you listen to radio through - Mobile phone. (SINGLE CODE)**

Base : Those who listen to radio

	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	2832	141	215	209	196	186	178	193	186	189	2035	797	1461	1361	1467	1365
Effective Weighted Sample	1922	123	203	200	184	173	170	180	173	174	1579	367	1034	913	1008	954
Total	2042	185	310	194	152	176	187	181	86	226	1745	297	1213	821	1195	848
		9%	15%	9%	7%	9%	9%	9%	4%	11%	85%	15%	59%	40%	58%	42%
Every day	59	8	9	1	9	2	10	6	5	5	52	8	44	15	30	29
	3%	4%	3%	1%	6%	1%	5%	3%	5%	2%	3%	3%	4%	2%	2%	3%
		c			ce		ce	c	ce				m			
		13%	15%	2%	16%	3%	16%	10%	8%	8%	87%	13%	74%	26%	50%	50%
At least weekly	142	38	15	14	11	5	16	15	3	10	130	12	102	40	75	67
	7%	20%	5%	7%	7%	3%	9%	8%	4%	5%	7%	4%	8%	5%	6%	8%
		bcdefghi		e	e		e	e			k		m			
		27%	11%	10%	8%	3%	11%	11%	2%	7%	91%	9%	72%	28%	53%	47%
At least monthly	125	29	15	10	13	8	13	6	3	13	110	14	92	32	76	48
	6%	16%	5%	5%	9%	5%	7%	3%	3%	6%	6%	5%	8%	4%	6%	6%
		bcefg			gh								m			
		23%	12%	8%	10%	7%	10%	5%	2%	10%	89%	11%	74%	26%	61%	39%
Have tried it once	107	7	23	11	6	9	8	11	5	14	97	10	85	22	72	35
	5%	4%	7%	5%	4%	5%	4%	6%	5%	6%	6%	3%	7%	3%	6%	4%
													m			
		6%	21%	10%	5%	9%	8%	10%	4%	13%	91%	9%	79%	21%	67%	33%
EVER	433	81	61	36	39	24	47	38	15	42	389	44	322	110	252	180
	21%	44%	20%	19%	25%	14%	25%	21%	18%	19%	22%	15%	27%	13%	21%	21%
		bcdefghi			e		e				k		m			
		19%	14%	8%	9%	6%	11%	9%	4%	10%	90%	10%	75%	25%	58%	42%
Never	1413	96	218	143	102	126	132	112	64	158	1177	236	822	582	839	574
	69%	52%	70%	74%	67%	72%	71%	62%	75%	70%	67%	79%	68%	71%	70%	68%
		a	ag	a	a	a	a		ag	a		j				
		7%	15%	10%	7%	9%	9%	8%	5%	11%	83%	17%	58%	41%	59%	41%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 133**

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

**QP2C (QP11C). SHOWCARD How often, if at all, do you listen to radio through - Mobile phone. (SINGLE CODE)**

Base : Those who listen to radio

	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	2832	141	215	209	196	186	178	193	186	189	2035	797	1461	1361	1467	1365
Effective Weighted Sample	1922	123	203	200	184	173	170	180	173	174	1579	367	1034	913	1008	954
Total	2042	185	310	194	152	176	187	181	86	226	1745	297	1213	821	1195	848
		9%	15%	9%	7%	9%	9%	9%	4%	11%	85%	15%	59%	40%	58%	42%
Do not have access to device	197	7	31	15	12	26	8	31	7	25	180	18	68	129	103	94
	10%	4%	10%	8%	8%	15%	4%	17%	8%	11%	10%	6%	6%	16%	9%	11%
			af			acdfh		abcdfh		af	k			l		
		4%	16%	8%	6%	13%	4%	16%	3%	13%	91%	9%	35%	65%	52%	48%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 134**

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

**QP2D (QP11D). SHOWCARD How often, if at all, do you listen to radio through - Digital 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 £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	2832	1368	1464	326	416	920	1170	378	305	352	535	667	862	616	683	1693	384	399	356
Effective Weighted Sample	1922	933	990	217	279	649	788	247	203	256	402	483	581	428	447	1463	240	246	259
Total	2042	1003	1039	236	321	728	758	212	193	277	503	585	554	465	438	1698	183	108	53
		49%	51%	12%	16%	36%	37%	10%	9%	14%	25%	29%	27%	23%	21%	83%	9%	5%	3%
Every day	97	42	54	10	8	39	39	12	13	14	16	18	32	18	28	86	5	4	1
	5%	4%	5%	4%	3%	5%	5%	6%	7%	5%	3%	3%	6%	4%	6%	5%	3%	3%	2%
		44%	56%	11%	8%	41%	40%	13%	j	15%	17%	18%	k	18%	k	r	6%	4%	1%
At least weekly	198	96	103	29	36	66	67	23	22	26	52	50	46	57	45	166	18	9	4
	10%	10%	10%	12%	11%	9%	9%	11%	12%	9%	10%	9%	8%	12%	10%	10%	10%	9%	8%
		48%	52%	15%	18%	33%	34%	12%	11%	13%	26%	25%	23%	29%	23%	84%	9%	5%	2%
At least monthly	151	78	72	22	23	57	49	9	20	17	52	51	46	40	15	133	11	5	1
	7%	8%	7%	9%	7%	8%	6%	4%	10%	6%	10%	9%	8%	9%	3%	8%	6%	5%	2%
		52%	48%	15%	15%	38%	33%	6%	g	13%	11%	34%	n	n	n	r	r	3%	1%
Have tried it once	173	97	76	20	28	62	64	8	6	12	73	62	50	37	24	161	6	6	1
	8%	10%	7%	8%	9%	9%	8%	4%	3%	4%	14%	11%	9%	8%	6%	9%	3%	6%	2%
		56%	44%	11%	16%	36%	37%	4%	3%	7%	ghi	n	n	n	14%	pqr	r	r	*%
EVER	619	313	306	81	96	224	218	52	61	69	193	182	174	150	112	547	40	24	8
	30%	31%	29%	35%	30%	31%	29%	25%	31%	25%	38%	31%	31%	32%	26%	32%	22%	22%	15%
		51%	49%	13%	15%	36%	35%	8%	10%	11%	gi	29%	n	n	18%	pqr	r	r	1%
Never	1254	599	655	140	203	451	461	137	110	180	296	371	335	276	272	1013	127	70	44
	61%	60%	63%	59%	63%	62%	61%	65%	57%	65%	59%	63%	60%	59%	62%	60%	69%	65%	83%
		48%	52%	11%	16%	36%	37%	11%	9%	14%	24%	30%	27%	22%	22%	81%	o	6%	opq
Do not have access to device	169	91	78	14	23	53	78	23	23	27	14	32	45	38	53	138	16	14	1
	8%	9%	8%	6%	7%	7%	10%	11%	12%	10%	3%	6%	8%	8%	12%	8%	9%	13%	3%
		54%	46%	8%	14%	31%	46%	j	j	j	9%	19%	27%	22%	klm	r	r	or	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 - H1 2016. 4th January to 29th February 2016.**

**Table 134**

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

**QP2D (QP11D). SHOWCARD How often, if at all, do you listen to radio through - Digital radio through TV. (SINGLE CODE)**

Base : Those who listen to radio

	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	2832	141	215	209	196	186	178	193	186	189	2035	797	1461	1361	1467	1365
Effective Weighted Sample	1922	123	203	200	184	173	170	180	173	174	1579	367	1034	913	1008	954
Total	2042	185	310	194	152	176	187	181	86	226	1745	297	1213	821	1195	848
		9%	15%	9%	7%	9%	9%	9%	4%	11%	85%	15%	59%	40%	58%	42%
Every day	97	3	17	14	7	10	9	4	7	15	79	18	52	45	50	47
	5%	2%	5%	7%	5%	5%	5%	2%	8%	7%	5%	6%	4%	5%	4%	5%
				ag					ag	ag						
		3%	17%	14%	7%	10%	9%	5%	7%	16%	82%	18%	54%	46%	52%	48%
At least weekly	198	15	26	23	13	15	25	23	5	21	170	28	115	82	129	69
	10%	8%	8%	12%	8%	9%	13%	12%	6%	9%	10%	10%	10%	10%	11%	8%
				h			h								o	
		8%	13%	12%	6%	8%	12%	11%	3%	11%	86%	14%	58%	41%	65%	35%
At least monthly	151	20	26	11	9	15	17	16	5	14	129	22	93	58	93	58
	7%	11%	8%	5%	6%	8%	9%	9%	6%	6%	7%	7%	8%	7%	8%	7%
		13%	17%	7%	6%	10%	12%	10%	3%	9%	86%	14%	61%	39%	62%	38%
Have tried it once	173	21	38	29	12	20	11	6	7	18	147	26	117	56	115	58
	8%	11%	12%	15%	8%	11%	6%	3%	8%	8%	8%	9%	10%	7%	10%	7%
		g	fg	dfgi		g			g				m		o	
		12%	22%	16%	7%	12%	6%	4%	4%	10%	85%	15%	68%	32%	66%	34%
EVER	619	59	106	76	41	60	62	49	25	69	525	94	377	241	387	232
	30%	32%	34%	39%	27%	34%	33%	27%	29%	30%	30%	32%	31%	29%	32%	27%
				dgh											o	
		10%	17%	12%	7%	10%	10%	8%	4%	11%	85%	15%	61%	39%	63%	37%
Never	1254	99	195	114	99	94	117	97	58	140	1063	191	750	497	727	527
	61%	54%	63%	59%	65%	53%	63%	53%	68%	62%	61%	64%	62%	61%	61%	62%
				aeg					aeg							
		8%	16%	9%	8%	7%	9%	8%	5%	11%	85%	15%	60%	40%	58%	42%
Do not have access to device	169	27	9	4	12	23	8	36	3	17	156	13	86	82	80	89
	8%	14%	3%	2%	8%	13%	4%	20%	4%	7%	9%	4%	7%	10%	7%	10%
		bcfh			bc	bcfh		bcd fhi		c	k		l	n		n
		16%	5%	2%	7%	14%	5%	21%	2%	10%	92%	8%	51%	49%	48%	52%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QP2E (QP11E). SHOWCARD How often, if at all, do you listen to radio through - Digital 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 £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	2832	1368	1464	326	416	920	1170	378	305	352	535	667	862	616	683	1693	384	399	356
Effective Weighted Sample	1922	933	990	217	279	649	788	247	203	256	402	483	581	428	447	1463	240	246	259
Total	2042	1003	1039	236	321	728	758	212	193	277	503	585	554	465	438	1698	183	108	53
		49%	51%	12%	16%	36%	37%	10%	9%	14%	25%	29%	27%	23%	21%	83%	9%	5%	3%
Every day	59	30	29	7	8	27	17	1	4	9	20	28	12	10	8	53	2	4	*
	3%	3%	3%	3%	2%	4%	2%	1%	2%	3%	4%	5%	2%	2%	2%	3%	1%	3%	1%
										g	g	lmn				r			
		51%	49%	11%	14%	47%	29%	2%	7%	16%	34%	48%	21%	17%	14%	90%	3%	6%	1%
At least weekly	129	70	60	25	26	51	27	7	13	15	50	54	30	22	24	121	4	3	1
	6%	7%	6%	10%	8%	7%	4%	3%	6%	6%	10%	9%	5%	5%	6%	7%	2%	3%	2%
				f	f	f					g	lmn				pqr			
		54%	46%	19%	20%	39%	21%	5%	10%	12%	38%	42%	23%	17%	19%	93%	3%	2%	1%
At least monthly	114	72	42	22	22	47	23	5	8	10	48	42	37	21	15	98	10	4	3
	6%	7%	4%	9%	7%	6%	3%	2%	4%	4%	10%	7%	7%	4%	3%	6%	5%	3%	5%
		b		f	f	f					ghi	n	n						
		64%	36%	20%	19%	41%	20%	4%	7%	9%	43%	37%	32%	18%	13%	86%	8%	3%	2%
Have tried it once	122	63	59	16	26	45	36	6	5	10	52	39	40	32	12	114	4	3	1
	6%	6%	6%	7%	8%	6%	5%	3%	3%	3%	10%	7%	7%	7%	3%	7%	2%	3%	3%
				f							ghi	n	n	n		pqr			
		52%	48%	13%	21%	37%	29%	5%	4%	8%	43%	31%	32%	27%	10%	93%	3%	3%	1%
EVER	425	235	189	69	82	170	103	18	30	45	170	162	118	85	60	386	20	14	5
	21%	23%	18%	29%	26%	23%	14%	9%	16%	16%	34%	28%	21%	18%	14%	23%	11%	13%	10%
		b		f	f	f				g	ghi	lmn	n			pqr			
		55%	45%	16%	19%	40%	24%	4%	7%	11%	40%	38%	28%	20%	14%	91%	5%	3%	1%
Never	1382	651	731	150	211	498	522	150	126	200	316	387	373	325	295	1115	141	80	45
	68%	65%	70%	64%	66%	68%	69%	71%	65%	72%	63%	66%	67%	70%	67%	66%	77%	74%	85%
			a					j		j						o	o	o	opq
		47%	53%	11%	15%	36%	38%	11%	9%	14%	23%	28%	27%	24%	21%	81%	10%	6%	3%
Do not have access to device	236	117	119	17	28	60	132	44	37	32	18	36	63	55	83	198	22	14	3
	12%	12%	11%	7%	9%	8%	17%	21%	19%	12%	4%	6%	11%	12%	19%	12%	12%	13%	5%
						cde		ij	ij	j			k	k	klm	r	r	r	
		49%	51%	7%	12%	25%	56%	19%	16%	14%	8%	15%	26%	23%	35%	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 TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QP2E (QP11E). SHOWCARD How often, if at all, do you listen to radio through - Digital radio through the internet. (SINGLE CODE)**

Base : Those who listen to radio

	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	2832	141	215	209	196	186	178	193	186	189	2035	797	1461	1361	1467	1365
Effective Weighted Sample	1922	123	203	200	184	173	170	180	173	174	1579	367	1034	913	1008	954
Total	2042	185	310	194	152	176	187	181	86	226	1745	297	1213	821	1195	848
		9%	15%	9%	7%	9%	9%	9%	4%	11%	85%	15%	59%	40%	58%	42%
Every day	59	5	10	7	4	9	6	6	2	2	42	17	45	14	41	18
	3%	3%	3%	4%	3%	5%	3%	3%	2%	1%	2%	6%	4%	2%	3%	2%
						i						j	m			
		8%	18%	12%	7%	16%	11%	11%	3%	3%	71%	29%	76%	24%	70%	30%
At least weekly	129	12	21	16	16	4	20	18	2	11	106	23	91	38	82	48
	6%	6%	7%	8%	11%	2%	11%	10%	3%	5%	6%	8%	8%	5%	7%	6%
				eh	ehi		ehi	eh					m			
		9%	16%	13%	12%	3%	15%	14%	2%	8%	82%	18%	71%	29%	63%	37%
At least monthly	114	20	19	12	8	6	11	10	3	9	98	16	75	39	70	44
	6%	11%	6%	6%	5%	3%	6%	6%	3%	4%	6%	5%	6%	5%	6%	5%
		ehi														
		18%	17%	11%	7%	5%	9%	9%	2%	8%	86%	14%	66%	34%	61%	39%
Have tried it once	122	17	30	16	10	14	6	6	3	12	110	13	88	35	87	36
	6%	9%	10%	8%	6%	8%	3%	3%	4%	5%	6%	4%	7%	4%	7%	4%
		fg	fgh	fg									m		o	
		14%	24%	13%	8%	11%	5%	5%	3%	10%	90%	10%	72%	28%	71%	29%
EVER	425	54	80	52	38	33	43	41	10	33	356	69	299	126	279	145
	21%	29%	26%	27%	25%	19%	23%	23%	12%	15%	20%	23%	25%	15%	23%	17%
		ehi	hi	hi	hi		hi	h					m		o	
		13%	19%	12%	9%	8%	10%	10%	2%	8%	84%	16%	70%	30%	66%	34%
Never	1382	100	207	130	99	111	136	100	68	163	1166	215	817	557	799	583
	68%	54%	67%	67%	65%	63%	73%	55%	79%	72%	67%	72%	67%	68%	67%	69%
			ag	ag	g		ag		abcdeg	ag		j				
		7%	15%	9%	7%	8%	10%	7%	5%	12%	84%	16%	59%	40%	58%	42%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QP2E (QP11E). SHOWCARD How often, if at all, do you listen to radio through - Digital radio through the internet. (SINGLE CODE)**

Base : Those who listen to radio

	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	2832	141	215	209	196	186	178	193	186	189	2035	797	1461	1361	1467	1365
Effective Weighted Sample	1922	123	203	200	184	173	170	180	173	174	1579	367	1034	913	1008	954
Total	2042	185	310	194	152	176	187	181	86	226	1745	297	1213	821	1195	848
		9%	15%	9%	7%	9%	9%	9%	4%	11%	85%	15%	59%	40%	58%	42%
Do not have access to device	236	31	23	11	15	32	8	40	8	29	223	13	97	138	117	119
	12%	17%	7%	6%	10%	18%	4%	22%	9%	13%	13%	4%	8%	17%	10%	14%
		bcd				bcdh		bcdh		cf	k			l		n
		13%	10%	5%	6%	14%	3%	17%	3%	12%	94%	6%	41%	59%	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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QP2F (QP11F). SHOWCARD How often, if at all, do you listen to radio through - 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 £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	2832	1368	1464	326	416	920	1170	378	305	352	535	667	862	616	683	1693	384	399	356
Effective Weighted Sample	1922	933	990	217	279	649	788	247	203	256	402	483	581	428	447	1463	240	246	259
Total	2042	1003	1039	236	321	728	758	212	193	277	503	585	554	465	438	1698	183	108	53
		49%	51%	12%	16%	36%	37%	10%	9%	14%	25%	29%	27%	23%	21%	83%	9%	5%	3%
Every day	504	258	246	37	67	165	235	34	46	66	154	177	128	121	78	442	27	33	3
	25%	26%	24%	16%	21%	23%	31%	16%	24%	24%	31%	30%	23%	26%	18%	26%	15%	30%	5%
						c	cde		g	g	g	ln	n	n		pr	r	pr	
		51%	49%	7%	13%	33%	47%	7%	9%	13%	31%	35%	25%	24%	16%	88%	5%	6%	1%
At least weekly	197	104	93	27	21	80	69	13	17	30	64	72	61	42	22	176	10	9	2
	10%	10%	9%	12%	7%	11%	9%	6%	9%	11%	13%	12%	11%	9%	5%	10%	5%	9%	4%
						d					g	n	n	n		pr			
		53%	47%	14%	11%	41%	35%	7%	9%	15%	32%	37%	31%	21%	11%	89%	5%	5%	1%
At least monthly	44	27	18	9	9	13	13	3	3	1	11	16	13	11	5	37	5	1	1
	2%	3%	2%	4%	3%	2%	2%	2%	2%	*%	2%	3%	2%	2%	1%	2%	3%	1%	3%
		60%	40%	20%	21%	29%	30%	8%	7%	3%	25%	35%	29%	25%	11%	84%	11%	2%	3%
Have tried it once	39	18	21	2	5	16	16	3	4	3	9	22	9	6	2	36	1	2	*
	2%	2%	2%	1%	1%	2%	2%	1%	2%	1%	2%	4%	2%	1%	1%	2%	1%	2%	*%
		46%	54%	5%	12%	41%	41%	8%	11%	9%	24%	lmn	55%	23%	16%	6%	90%	4%	6%
EVER	785	407	378	75	103	274	334	54	70	101	239	286	210	180	108	690	43	45	7
	38%	41%	36%	32%	32%	38%	44%	26%	36%	36%	47%	49%	38%	39%	25%	41%	24%	42%	13%
						cde			g	g	ghi	lmn	n	n		pr	r	pr	
		52%	48%	10%	13%	35%	43%	7%	9%	13%	30%	36%	27%	23%	14%	88%	5%	6%	1%
Never	737	359	378	98	128	273	238	77	67	112	153	191	201	164	180	575	89	33	40
	36%	36%	36%	42%	40%	37%	31%	36%	35%	41%	30%	33%	36%	35%	41%	34%	48%	31%	75%
				f	f	f			j	j					k		oq		opq
		49%	51%	13%	17%	37%	32%	10%	9%	15%	21%	26%	27%	22%	24%	78%	12%	5%	5%
Do not have access to device	520	237	283	62	90	181	186	81	56	64	112	107	143	120	150	432	51	30	7
	25%	24%	27%	26%	28%	25%	25%	38%	29%	23%	22%	18%	26%	26%	34%	25%	28%	27%	12%
		46%						hij					k	k	klm	r	r	r	
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r				12%	17%	35%	36%	16%	11%	12%	21%	21%	27%	23%	29%	83%	10%	6%	1%

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QP2F (QP11F). SHOWCARD How often, if at all, do you listen to radio through - DAB radio set. (SINGLE CODE)**

Base : Those who listen to radio

	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	2832	141	215	209	196	186	178	193	186	189	2035	797	1461	1361	1467	1365
Effective Weighted Sample	1922	123	203	200	184	173	170	180	173	174	1579	367	1034	913	1008	954
Total	2042	185	310	194	152	176	187	181	86	226	1745	297	1213	821	1195	848
		9%	15%	9%	7%	9%	9%	9%	4%	11%	85%	15%	59%	40%	58%	42%
Every day	504	41	122	46	40	34	33	47	18	60	426	78	294	207	336	168
	25%	22%	39%	24%	26%	19%	18%	26%	21%	27%	24%	26%	24%	25%	28%	20%
			acdefghi							f					o	
			8%	24%	9%	8%	7%	9%	4%	12%	84%	16%	58%	41%	67%	33%
At least weekly	197	38	20	12	20	16	17	27	7	18	172	26	126	71	118	80
	10%	21%	6%	6%	13%	9%	9%	15%	8%	8%	10%	9%	10%	9%	10%	9%
		bcephi			bc			bchi								
		19%	10%	6%	10%	8%	9%	14%	4%	9%	87%	13%	64%	36%	60%	40%
At least monthly	44	5	5	6	1	4	3	1	1	11	40	4	22	22	31	13
	2%	3%	2%	3%	1%	2%	1%	1%	1%	5%	2%	1%	2%	3%	3%	2%
				d						dgh						
			12%	12%	14%	1%	9%	3%	2%	24%	90%	10%	50%	50%	71%	29%
Have tried it once	39	4	6	4	3	4	8	-	1	5	31	8	26	13	27	13
	2%	2%	2%	2%	2%	2%	4%	-%	1%	2%	2%	3%	2%	2%	2%	2%
		g		g		g	g			g						
		11%	15%	11%	7%	10%	20%	-%	2%	14%	79%	21%	66%	34%	67%	33%
EVER	785	89	153	69	63	57	61	75	27	95	669	117	469	314	511	274
	38%	48%	49%	36%	41%	32%	32%	42%	31%	42%	38%	39%	39%	38%	43%	32%
		cefh	cefh		h			h		h					o	
		11%	20%	9%	8%	7%	8%	10%	3%	12%	85%	15%	60%	40%	65%	35%
Never	737	61	94	87	65	55	83	42	27	61	607	130	450	283	410	327
	36%	33%	30%	45%	43%	31%	44%	23%	32%	27%	35%	44%	37%	34%	34%	39%
				abeghi	beghi		beghi					j			n	
			8%	13%	12%	9%	8%	11%	6%	4%	8%	18%	61%	38%	56%	44%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QP2F (QP11F). SHOWCARD How often, if at all, do you listen to radio through - DAB radio set. (SINGLE CODE)**

Base : Those who listen to radio

	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	2832	141	215	209	196	186	178	193	186	189	2035	797	1461	1361	1467	1365
Effective Weighted Sample	1922	123	203	200	184	173	170	180	173	174	1579	367	1034	913	1008	954
Total	2042	185	310	194	152	176	187	181	86	226	1745	297	1213	821	1195	848
		9%	15%	9%	7%	9%	9%	9%	4%	11%	85%	15%	59%	40%	58%	42%
Do not have access to device	520	34	63	38	24	64	44	64	32	70	469	51	295	224	274	246
	25%	18%	20%	19%	16%	36%	23%	35%	37%	31%	27%	17%	24%	27%	23%	29%
						abcdf		abcdf	abcdf	abcd	k					n
		7%	12%	7%	5%	12%	8%	12%	6%	14%	90%	10%	57%	43%	53%	47%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QP2G (QP11G) SHOWCARD How often, if at all, do you listen to radio through - A car radio (FM). (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 £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	2832	1368	1464	326	416	920	1170	378	305	352	535	667	862	616	683	1693	384	399	356
Effective Weighted Sample	1922	933	990	217	279	649	788	247	203	256	402	483	581	428	447	1463	240	246	259
Total	2042	1003	1039	236	321	728	758	212	193	277	503	585	554	465	438	1698	183	108	53
		49%	51%	12%	16%	36%	37%	10%	9%	14%	25%	29%	27%	23%	21%	83%	9%	5%	3%
Every day	655	357	298	67	124	274	190	30	57	109	208	202	182	170	101	541	55	42	16
	32%	36%	29%	28%	39%	38%	25%	14%	29%	39%	41%	34%	33%	37%	23%	32%	30%	39%	31%
		b			cf	cf			g	gh	gh	n	n	n			op		
		54%	46%	10%	19%	42%	29%	5%	9%	17%	32%	31%	28%	26%	15%	83%	8%	6%	2%
At least weekly	551	242	309	67	78	195	211	41	68	74	153	160	161	117	112	463	45	24	19
	27%	24%	30%	28%	24%	27%	28%	19%	35%	27%	30%	27%	29%	25%	26%	27%	24%	22%	36%
			a						gi	g	g							opq	
		44%	56%	12%	14%	35%	38%	7%	12%	13%	28%	29%	29%	21%	20%	84%	8%	4%	3%
At least monthly	90	48	41	11	19	27	32	9	3	8	19	34	20	21	15	76	5	6	3
	4%	5%	4%	5%	6%	4%	4%	4%	2%	3%	4%	6%	4%	4%	4%	4%	3%	6%	5%
		54%	46%	13%	21%	30%	36%	10%	4%	9%	22%	38%	22%	23%	17%	84%	6%	7%	3%
Have tried it once	40	20	20	3	4	15	18	2	4	6	11	16	11	7	6	35	1	3	1
	2%	2%	2%	1%	1%	2%	2%	1%	2%	2%	2%	3%	2%	2%	1%	2%	1%	3%	1%
		51%	49%	8%	10%	38%	44%	6%	11%	16%	27%	40%	27%	17%	16%	88%	3%	8%	2%
EVER	1335	668	668	148	225	511	451	81	133	198	392	412	374	315	236	1114	106	76	39
	65%	67%	64%	63%	70%	70%	60%	38%	69%	71%	78%	70%	67%	68%	54%	66%	58%	70%	74%
				f	cf				g	g	gh	n	n	n		p		p	op
		50%	50%	11%	17%	38%	34%	6%	10%	15%	29%	31%	28%	24%	18%	83%	8%	6%	3%
Never	465	225	240	57	57	157	194	77	32	48	87	130	108	117	109	384	48	21	12
	23%	22%	23%	24%	18%	22%	26%	36%	17%	17%	17%	22%	19%	25%	25%	23%	26%	19%	23%
				d				hij						l	l				
		48%	52%	12%	12%	34%	42%	16%	7%	10%	19%	28%	23%	25%	24%	83%	10%	4%	3%
Do not have access to device	242	111	131	31	40	60	112	54	29	31	24	43	72	33	93	200	29	11	2
	12%	11%	13%	13%	12%	8%	15%	26%	15%	11%	5%	7%	13%	7%	21%	12%	16%	11%	3%
			e	e	e	e		hij	j	j			km		klm	r	r	r	
		46%	54%	13%	16%	25%	46%	22%	12%	13%	10%	18%	30%	14%	38%	83%	12%	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 TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QP2G (QP11G) SHOWCARD How often, if at all, do you listen to radio through - A car radio (FM). (SINGLE CODE)**

Base : Those who listen to radio

	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	2832	141	215	209	196	186	178	193	186	189	2035	797	1461	1361	1467	1365
Effective Weighted Sample	1922	123	203	200	184	173	170	180	173	174	1579	367	1034	913	1008	954
Total	2042	185	310	194	152	176	187	181	86	226	1745	297	1213	821	1195	848
		9%	15%	9%	7%	9%	9%	9%	4%	11%	85%	15%	59%	40%	58%	42%
Every day	655	41	110	77	50	55	56	55	19	78	552	102	485	166	414	240
	32%	22%	35%	40%	33%	31%	30%	30%	22%	35%	32%	34%	40%	20%	35%	28%
			ah	ah	ah					ah			m		o	
		6%	17%	12%	8%	8%	9%	8%	3%	12%	84%	16%	74%	25%	63%	37%
At least weekly	551	75	94	40	33	53	45	43	23	57	480	71	301	249	324	227
	27%	40%	30%	20%	22%	30%	24%	24%	27%	25%	28%	24%	25%	30%	27%	27%
		cd fghi	c			c							l			
		14%	17%	7%	6%	10%	8%	8%	4%	10%	87%	13%	55%	45%	59%	41%
At least monthly	90	20	7	14	9	8	6	5	4	2	77	13	45	44	52	37
	4%	11%	2%	7%	6%	4%	3%	3%	5%	1%	4%	4%	4%	5%	4%	4%
		befghi		bgi	i				i							
		22%	8%	16%	10%	9%	7%	5%	4%	3%	85%	15%	50%	49%	58%	42%
Have tried it once	40	6	1	9	4	4	-	3	1	7	29	11	21	20	30	10
	2%	3%	*%	4%	3%	2%	-%	2%	1%	3%	2%	4%	2%	2%	3%	1%
		bf		bfh	f					bf		j			o	
		15%	3%	21%	10%	10%	-%	8%	2%	19%	72%	28%	51%	49%	76%	24%
EVER	1335	141	212	140	96	120	107	106	47	144	1138	198	852	479	821	514
	65%	76%	68%	72%	63%	68%	57%	59%	54%	64%	65%	66%	70%	58%	69%	61%
		d fghi	fh	fgh		fh							m		o	
		11%	16%	10%	7%	9%	8%	8%	4%	11%	85%	15%	64%	36%	61%	39%
Never	465	29	69	44	44	32	55	45	29	37	383	82	260	201	267	198
	23%	16%	22%	23%	29%	18%	29%	25%	34%	17%	22%	27%	21%	25%	22%	23%
					aei		aei		abcei			j				
		6%	15%	9%	9%	7%	12%	10%	6%	8%	82%	18%	56%	43%	57%	43%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QP2G (QP11G) SHOWCARD How often, if at all, do you listen to radio through - A car radio (FM). (SINGLE CODE)**

Base : Those who listen to radio

	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	2832	141	215	209	196	186	178	193	186	189	2035	797	1461	1361	1467	1365
Effective Weighted Sample	1922	123	203	200	184	173	170	180	173	174	1579	367	1034	913	1008	954
Total	2042	185	310	194	152	176	187	181	86	226	1745	297	1213	821	1195	848
		9%	15%	9%	7%	9%	9%	9%	4%	11%	85%	15%	59%	40%	58%	42%
Do not have access to device	242	15	29	10	13	24	26	30	10	44	224	18	101	141	107	135
	12%	8%	9%	5%	8%	14%	14%	16%	11%	19%	13%	6%	8%	17%	9%	16%
						c	c	abcd	c	abcdh	k			l		n
		6%	12%	4%	5%	10%	11%	12%	4%	18%	92%	8%	42%	58%	44%	56%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 138**

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

**QP2H (QP11H) SHOWCARD How often, if at all, do you listen to radio through - A car radio (AM). (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 £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	2832	1368	1464	326	416	920	1170	378	305	352	535	667	862	616	683	1693	384	399	356
Effective Weighted Sample	1922	933	990	217	279	649	788	247	203	256	402	483	581	428	447	1463	240	246	259
Total	2042	1003	1039	236	321	728	758	212	193	277	503	585	554	465	438	1698	183	108	53
		49%	51%	12%	16%	36%	37%	10%	9%	14%	25%	29%	27%	23%	21%	83%	9%	5%	3%
Every day	172	104	68	15	28	78	52	8	21	28	59	54	45	47	26	140	21	7	4
	8%	10%	7%	6%	9%	11%	7%	4%	11%	10%	12%	9%	8%	10%	6%	8%	11%	7%	7%
		b				f			g	g	g			n					
		61%	39%	9%	16%	45%	30%	5%	12%	16%	34%	31%	26%	27%	15%	82%	12%	4%	2%
At least weekly	241	121	120	25	32	91	93	10	27	30	84	84	69	46	42	216	14	6	5
	12%	12%	12%	11%	10%	13%	12%	5%	14%	11%	17%	14%	12%	10%	10%	13%	7%	6%	10%
									g	g	gi	mn				pq			
		50%	50%	10%	13%	38%	38%	4%	11%	12%	35%	35%	28%	19%	18%	90%	6%	3%	2%
At least monthly	52	30	22	4	14	15	19	2	2	7	14	21	12	11	7	42	4	3	2
	3%	3%	2%	2%	4%	2%	2%	1%	1%	2%	3%	4%	2%	2%	2%	2%	2%	3%	5%
		58%	42%	7%	27%	30%	36%	4%	5%	13%	27%	42%	24%	21%	14%	81%	9%	6%	5%
Have tried it once	74	31	43	9	13	30	23	7	8	7	23	27	16	22	9	62	1	9	2
	4%	3%	4%	4%	4%	4%	3%	3%	4%	3%	5%	5%	3%	5%	2%	4%	1%	9%	3%
												n		n		p		opr	p
		42%	58%	12%	18%	40%	31%	9%	11%	10%	31%	37%	22%	29%	12%	83%	2%	13%	2%
EVER	539	286	252	52	87	214	186	26	58	72	180	186	143	126	84	460	40	26	13
	26%	29%	24%	22%	27%	29%	24%	12%	30%	26%	36%	32%	26%	27%	19%	27%	22%	24%	25%
		b				cf			g	g	gi	ln	n	n					
		53%	47%	10%	16%	40%	34%	5%	11%	13%	33%	35%	26%	23%	16%	85%	7%	5%	2%
Never	1085	520	565	134	161	390	399	115	93	145	252	301	288	257	238	874	107	67	38
	53%	52%	54%	57%	50%	54%	53%	54%	48%	52%	50%	51%	52%	55%	54%	51%	58%	62%	71%
																	o	o	opq
		48%	52%	12%	15%	36%	37%	11%	9%	13%	23%	28%	27%	24%	22%	81%	10%	6%	3%
Do not have access to device	418	197	221	49	73	124	173	71	42	60	71	98	123	82	116	365	36	15	2
	20%	20%	21%	21%	23%	17%	23%	34%	22%	22%	14%	17%	22%	18%	26%	21%	20%	14%	4%
					e		e	hij	j	j			k		km	qr	r	r	
		47%	53%	12%	17%	30%	41%	17%	10%	14%	17%	23%	29%	20%	28%	87%	9%	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 - H1 2016. 4th January to 29th February 2016.**

**Table 138**

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

**QP2H (QP11H) SHOWCARD How often, if at all, do you listen to radio through - A car radio (AM). (SINGLE CODE)**

Base : Those who listen to radio

	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	2832	141	215	209	196	186	178	193	186	189	2035	797	1461	1361	1467	1365
Effective Weighted Sample	1922	123	203	200	184	173	170	180	173	174	1579	367	1034	913	1008	954
Total	2042	185	310	194	152	176	187	181	86	226	1745	297	1213	821	1195	848
		9%	15%	9%	7%	9%	9%	9%	4%	11%	85%	15%	59%	40%	58%	42%
Every day	172	27	31	11	8	14	8	26	4	11	139	33	128	43	101	71
	8%	15%	10%	6%	6%	8%	5%	14%	5%	5%	8%	11%	11%	5%	8%	8%
		cdfhi						cdefhi					m			
		16%	18%	7%	5%	8%	5%	15%	2%	6%	81%	19%	75%	25%	59%	41%
At least weekly	241	69	44	11	12	21	3	24	8	24	222	19	142	100	128	113
	12%	37%	14%	6%	8%	12%	2%	13%	9%	11%	13%	7%	12%	12%	11%	13%
		bcdefghi	cf	f	f	cf		cf	f	f	k					
		28%	18%	5%	5%	9%	1%	10%	3%	10%	92%	8%	59%	41%	53%	47%
At least monthly	52	11	4	11	3	1	2	3	4	1	46	6	30	22	28	24
	3%	6%	1%	6%	2%	1%	1%	2%	5%	1%	3%	2%	2%	3%	2%	3%
		befi		befi					bei							
		22%	8%	21%	7%	2%	5%	7%	8%	2%	89%	11%	58%	42%	54%	46%
Have tried it once	74	17	11	6	5	5	1	4	*	13	63	11	46	28	61	13
	4%	9%	3%	3%	3%	3%	1%	2%	0%	6%	4%	4%	4%	3%	5%	2%
		bcdefgh	fh		fh					fh					o	
		23%	15%	8%	7%	7%	1%	5%	0%	18%	85%	15%	63%	37%	82%	18%
EVER	539	124	89	39	29	40	15	57	17	49	469	69	346	192	317	222
	26%	67%	29%	20%	19%	23%	8%	32%	19%	22%	27%	23%	29%	23%	27%	26%
		bcdefghi	cdfh	f	f	f		cdfhi	f	f			m			
		23%	17%	7%	5%	7%	3%	11%	3%	9%	87%	13%	64%	36%	59%	41%
Never	1085	37	185	126	88	96	110	70	54	108	883	202	655	423	653	432
	53%	20%	60%	65%	57%	54%	58%	39%	63%	48%	51%	68%	54%	52%	55%	51%
			agi	aegi	ag	ag	ag	a	agi	a		j				
		3%	17%	12%	8%	9%	10%	6%	5%	10%	81%	19%	60%	39%	60%	40%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 138**

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

**QP2H (QP11H) SHOWCARD How often, if at all, do you listen to radio through - A car radio (AM). (SINGLE CODE)**

Base : Those who listen to radio

	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	2832	141	215	209	196	186	178	193	186	189	2035	797	1461	1361	1467	1365
Effective Weighted Sample	1922	123	203	200	184	173	170	180	173	174	1579	367	1034	913	1008	954
Total	2042	185	310	194	152	176	187	181	86	226	1745	297	1213	821	1195	848
		9%	15%	9%	7%	9%	9%	9%	4%	11%	85%	15%	59%	40%	58%	42%
Do not have access to device	418	23	36	29	36	41	63	54	16	68	392	26	211	206	225	194
	20%	13%	12%	15%	23%	23%	34%	30%	18%	30%	22%	9%	17%	25%	19%	23%
					abc	abc	abcdeh	abch		abch	k			l		n
		6%	9%	7%	9%	10%	15%	13%	4%	16%	94%	6%	50%	49%	54%	46%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 139**

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

**QP21 (QP11I) SHOWCARD How often, if at all, do you listen to radio through - A car radio (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 £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	2832	1368	1464	326	416	920	1170	378	305	352	535	667	862	616	683	1693	384	399	356
Effective Weighted Sample	1922	933	990	217	279	649	788	247	203	256	402	483	581	428	447	1463	240	246	259
Total	2042	1003	1039	236	321	728	758	212	193	277	503	585	554	465	438	1698	183	108	53
		49%	51%	12%	16%	36%	37%	10%	9%	14%	25%	29%	27%	23%	21%	83%	9%	5%	3%
Every day	222	135	87	24	27	108	63	6	17	26	91	84	57	57	24	180	21	18	3
	11%	13%	8%	10%	8%	15%	8%	3%	9%	9%	18%	14%	10%	12%	6%	11%	12%	17%	5%
		b				df				g	ghi	n	n	n		r	r	or	
		61%	39%	11%	12%	49%	28%	2%	8%	12%	41%	38%	26%	26%	11%	81%	10%	8%	1%
At least weekly	119	60	59	13	14	50	41	4	10	22	32	49	30	26	14	94	13	8	4
	6%	6%	6%	5%	4%	7%	5%	2%	5%	8%	6%	8%	5%	6%	3%	6%	7%	8%	7%
										g	g	ln							
		50%	50%	11%	12%	43%	34%	3%	8%	19%	27%	42%	25%	22%	12%	79%	11%	7%	3%
At least monthly	18	8	10	2	3	6	7	*	1	5	3	6	8	2	2	13	1	2	2
	1%	1%	1%	1%	1%	1%	1%	*%	1%	2%	1%	1%	1%	*%	*%	1%	1%	2%	3%
																			op
		45%	55%	9%	18%	31%	41%	3%	6%	26%	14%	33%	44%	12%	12%	75%	6%	10%	9%
Have tried it once	23	14	9	2	6	9	6	-	2	7	2	11	6	4	2	21	-	2	*
	1%	1%	1%	1%	2%	1%	1%	-%	1%	2%	*%	2%	1%	1%	*%	1%	-%	2%	*%
										gj		n							
		60%	40%	8%	27%	38%	27%	-%	9%	29%	9%	48%	26%	19%	8%	92%	-%	7%	1%
EVER	382	216	165	40	51	173	117	10	30	59	127	150	101	89	42	309	35	30	8
	19%	22%	16%	17%	16%	24%	15%	5%	16%	21%	25%	26%	18%	19%	10%	18%	19%	28%	15%
		b				cdf				g	gh	lmn	n	n				opr	
		57%	43%	11%	13%	45%	31%	3%	8%	15%	33%	39%	26%	23%	11%	81%	9%	8%	2%
Never	837	398	439	98	129	283	326	97	72	111	163	220	221	198	196	679	86	37	35
	41%	40%	42%	42%	40%	39%	43%	46%	37%	40%	32%	38%	40%	43%	45%	40%	47%	34%	66%
								j		j					k		oq		opq
		48%	52%	12%	15%	34%	39%	12%	9%	13%	20%	26%	26%	24%	23%	81%	10%	4%	4%
Do not have access to device	824	389	435	97	141	272	314	105	91	107	212	215	232	178	200	711	62	41	10
	40%	39%	42%	41%	44%	37%	42%	50%	47%	39%	42%	37%	42%	38%	46%	42%	34%	38%	19%
								i							km	pr	r	r	
		47%	53%	12%	17%	33%	38%	13%	11%	13%	26%	26%	28%	22%	24%	86%	8%	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 TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 139**

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

**QP2I (QP11I) SHOWCARD How often, if at all, do you listen to radio through - A car radio (DAB). (SINGLE CODE)**

Base : Those who listen to radio

	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	2832	141	215	209	196	186	178	193	186	189	2035	797	1461	1361	1467	1365
Effective Weighted Sample	1922	123	203	200	184	173	170	180	173	174	1579	367	1034	913	1008	954
Total	2042	185	310	194	152	176	187	181	86	226	1745	297	1213	821	1195	848
		9%	15%	9%	7%	9%	9%	9%	4%	11%	85%	15%	59%	40%	58%	42%
Every day	222	18	30	17	22	15	22	28	12	16	182	40	172	48	155	67
	11%	10%	10%	9%	15%	8%	12%	16%	13%	7%	10%	14%	14%	6%	13%	8%
					i			ei	i				m		o	
		8%	14%	8%	10%	7%	10%	13%	5%	7%	82%	18%	77%	22%	70%	30%
At least weekly	119	18	11	12	10	11	8	8	5	11	100	18	74	45	75	43
	6%	10%	4%	6%	7%	6%	4%	4%	6%	5%	6%	6%	6%	5%	6%	5%
		b														
		15%	9%	10%	8%	9%	7%	7%	4%	9%	85%	15%	62%	38%	63%	37%
At least monthly	18	1	1	3	2	2	-	2	1	1	14	3	10	7	12	6
	1%	*	*	2%	1%	1%	-%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		5%	6%	17%	11%	11%	-%	11%	6%	8%	81%	19%	59%	41%	67%	33%
Have tried it once	23	7	1	2	2	2	1	2	-	4	16	7	12	11	18	5
	1%	4%	*	1%	1%	1%	*	1%	-%	2%	1%	2%	1%	1%	2%	1%
		bfn										j			o	
		28%	4%	7%	9%	10%	3%	11%	-%	19%	70%	30%	54%	46%	78%	22%
EVER	382	44	43	34	36	30	30	40	18	33	313	69	269	110	260	121
	19%	24%	14%	18%	24%	17%	16%	22%	21%	14%	18%	23%	22%	13%	22%	14%
		bi			bi			b				j	m		o	
		11%	11%	9%	10%	8%	8%	11%	5%	9%	82%	18%	71%	29%	68%	32%
Never	837	62	131	98	72	70	88	47	29	82	696	140	485	347	460	376
	41%	34%	42%	50%	47%	40%	47%	26%	33%	37%	40%	47%	40%	42%	39%	44%
			g	aeghi	aghi	g	agh			g		j				n
		7%	16%	12%	9%	8%	10%	6%	3%	10%	83%	17%	58%	42%	55%	45%
Do not have access to device	824	79	136	62	44	77	69	94	40	111	736	88	459	363	474	350
	40%	43%	44%	32%	29%	43%	37%	52%	46%	49%	42%	30%	38%	44%	40%	41%
		cd	cd			cd		cdf	cd	cdf	k			l		
		10%	17%	7%	5%	9%	8%	11%	5%	13%	89%	11%	56%	44%	58%	42%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 140**

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

**SUMMARY - EVER USE DIGITAL RADIO**

Base : Those who listen to radio

		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	2832	1368	1464	326	416	920	1170	378	305	352	535	667	862	616	683	1693	384	399	356
Effective Weighted Sample	1922	933	990	217	279	649	788	247	203	256	402	483	581	428	447	1463	240	246	259
Total	2042	1003	1039	236	321	728	758	212	193	277	503	585	554	465	438	1698	183	108	53
		49%	51%	12%	16%	36%	37%	10%	9%	14%	25%	29%	27%	23%	21%	83%	9%	5%	3%
YES, EVER USED	1306	655	651	151	197	487	471	107	120	173	372	425	352	298	230	1123	96	68	18
		64%	65%	63%	64%	61%	62%	50%	62%	62%	74%	73%	64%	64%	52%	66%	53%	63%	34%
									g	g	ghi	lmn	n	n		pr	r	pr	
		50%	50%	12%	15%	37%	36%	8%	9%	13%	29%	33%	27%	23%	18%	86%	7%	5%	1%
YES, USE AT LEAST MONTHLY	1214	614	600	139	179	452	443	100	112	162	348	397	325	281	209	1044	91	62	17
		59%	61%	58%	59%	56%	59%	47%	58%	59%	69%	68%	59%	61%	48%	61%	49%	58%	33%
									g	g	ghi	lmn	n	n		pr	r	r	
		51%	49%	11%	15%	37%	37%	8%	9%	13%	29%	33%	27%	23%	17%	86%	7%	5%	1%
YES, USE AT LEAST WEEKLY	1108	570	538	120	157	414	416	89	101	152	323	369	295	250	193	954	81	59	14
		54%	57%	52%	51%	49%	55%	42%	52%	55%	64%	63%	53%	54%	44%	56%	44%	55%	26%
			b			d			g	g	ghi	lmn	n	n		pr	r	pr	
		51%	49%	11%	14%	37%	38%	8%	9%	14%	29%	33%	27%	23%	17%	86%	7%	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 TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 140**

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

**SUMMARY - EVER USE DIGITAL RADIO**

Base : Those who listen to radio

	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	2832	141	215	209	196	186	178	193	186	189	2035	797	1461	1361	1467	1365
Effective Weighted Sample	1922	123	203	200	184	173	170	180	173	174	1579	367	1034	913	1008	954
Total	2042	185	310	194	152	176	187	181	86	226	1745	297	1213	821	1195	848
		9%	15%	9%	7%	9%	9%	9%	4%	11%	85%	15%	59%	40%	58%	42%
YES, EVER USED	1306	116	229	133	103	108	123	120	54	138	1110	196	803	498	821	484
	64%	63%	74%	68%	68%	61%	66%	66%	62%	61%	64%	66%	66%	61%	69%	57%
			aehi										m		o	
		9%	18%	10%	8%	8%	9%	9%	4%	11%	85%	15%	62%	38%	63%	37%
YES, USE AT LEAST MONTHLY	1214	110	219	117	96	92	119	116	49	126	1032	181	746	463	768	446
	59%	60%	71%	60%	63%	52%	63%	64%	57%	56%	59%	61%	62%	56%	64%	53%
			acehi		e		e	e					m		o	
		9%	18%	10%	8%	8%	10%	10%	4%	10%	85%	15%	61%	38%	63%	37%
YES, USE AT LEAST WEEKLY	1108	101	200	104	89	84	101	110	47	118	939	169	680	423	705	403
	54%	54%	65%	54%	58%	48%	54%	61%	54%	52%	54%	57%	56%	51%	59%	48%
			cefhi		e			e					m		o	
		9%	18%	9%	8%	8%	9%	10%	4%	11%	85%	15%	61%	38%	64%	36%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QP3 (QP16). SHOWCARD In which of these ways do you listen to radio on your mobile phone? (MULTI CODE)**

Base : Those who listen to radio via a mobile phone

	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	500	268	232	128	114	197	61	52	42	50	137	133	161	101	105	354	50	49	47
Effective Weighted Sample	364	193	171	88	79	154	44	35	30	40	112	99	118	75	75	305	33	31	31
Total	433	235	197	99	104	185	45	35	30	42	154	131	127	96	80	383	29	13	8
		54%	46%	23%	24%	43%	**	**	**	**	36%	30%	29%	22%	18%	89%	**	**	**
Live via a built in FM radio app	233	122	111	52	59	104	**	**	**	**	89	67	71	54	41	215	**	**	**
	54%	52%	56%	52%	57%	56%	**	**	**	**	58%	51%	56%	57%	51%	56%	**	**	**
		52%	48%	22%	25%	44%	**	**	**	**	38%	29%	30%	23%	18%	92%	**	**	**
Live via a station website	172	89	84	40	47	69	**	**	**	**	69	53	48	41	31	157	**	**	**
	40%	38%	42%	40%	45%	37%	**	**	**	**	45%	41%	38%	43%	39%	41%	**	**	**
		52%	48%	23%	27%	40%	**	**	**	**	40%	31%	28%	24%	18%	91%	**	**	**
Via a downloaded app such as RadioPlayer, BBC Radio iPlayer or Tunein	99	62	37	23	21	47	**	**	**	**	40	36	26	21	16	85	**	**	**
	23%	26%	19%	23%	20%	25%	**	**	**	**	26%	28%	21%	22%	19%	22%	**	**	**
		62%	38%	23%	21%	47%	**	**	**	**	41%	37%	27%	21%	16%	86%	**	**	**
Via podcasts	26	18	8	7	4	13	**	**	**	**	12	15	4	4	3	24	**	**	**
	6%	8%	4%	7%	3%	7%	**	**	**	**	8%	12%	3%	4%	4%	6%	**	**	**
		69%	31%	26%	14%	51%	**	**	**	**	46%	59%	15%	15%	11%	92%	**	**	**
Other ways	2	-	2	1	-	1	**	**	**	**	1	1	1	-	-	2	**	**	**
	1%	-%	1%	1%	-%	1%	**	**	**	**	1%	1%	1%	-%	-%	1%	**	**	**
		-%	100%	58%	-%	42%	**	**	**	**	58%	58%	42%	-%	-%	100%	**	**	**
Don't know	27	20	7	4	7	10	**	**	**	**	7	9	8	7	4	22	**	**	**
	6%	8%	4%	4%	7%	5%	**	**	**	**	5%	7%	6%	7%	5%	6%	**	**	**
		72%	28%	14%	26%	37%	**	**	**	**	27%	33%	28%	25%	14%	82%	**	**	**

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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QP3 (QP16). SHOWCARD In which of these ways do you listen to radio on your mobile phone? (MULTI CODE)**

Base : Those who listen to radio via a mobile phone

	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	500	59	37	38	49	25	43	37	29	37	405	95	336	164	247	253
Effective Weighted Sample	364	51	35	37	46	24	41	35	27	33	318	49	254	116	188	186
Total	433	81	61	36	39	24	47	38	15	42	389	44	322	110	252	180
		**	**	**	**	**	**	**	**	**	90%	**	75%	25%	58%	42%
Live via a built in FM radio app	233	**	**	**	**	**	**	**	**	**	221	**	177	56	138	95
	54%	**	**	**	**	**	**	**	**	**	57%	**	55%	51%	55%	53%
		**	**	**	**	**	**	**	**	**	95%	**	76%	24%	59%	41%
Live via a station website	172	**	**	**	**	**	**	**	**	**	161	**	131	42	89	83
	40%	**	**	**	**	**	**	**	**	**	41%	**	41%	38%	35%	46%
		**	**	**	**	**	**	**	**	**	93%	**	76%	24%	52%	n 48%
Via a downloaded app such as RadioPlayer, BBC Radio iPlayer or Tunein	99	**	**	**	**	**	**	**	**	**	86	**	77	22	51	48
	23%	**	**	**	**	**	**	**	**	**	22%	**	24%	20%	20%	27%
		**	**	**	**	**	**	**	**	**	87%	**	77%	23%	51%	49%
Via podcasts	26	**	**	**	**	**	**	**	**	**	20	**	20	6	16	10
	6%	**	**	**	**	**	**	**	**	**	5%	**	6%	5%	6%	5%
		**	**	**	**	**	**	**	**	**	78%	**	78%	22%	62%	38%
Other ways	2	**	**	**	**	**	**	**	**	**	2	**	2	-	1	1
	1%	**	**	**	**	**	**	**	**	**	1%	**	1%	-	1%	1%
		**	**	**	**	**	**	**	**	**	100%	**	100%	-	58%	42%
Don't know	27	**	**	**	**	**	**	**	**	**	21	**	18	9	16	11
	6%	**	**	**	**	**	**	**	**	**	5%	**	5%	9%	6%	6%
		**	**	**	**	**	**	**	**	**	76%	**	65%	35%	58%	42%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QP4 (QP2). Before today, had you heard of 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 £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	3737	1790	1947	519	604	1172	1442	559	401	451	615	797	1122	791	1022	2239	502	489	507
Effective Weighted Sample	2504	1197	1308	343	401	807	971	377	268	325	461	578	755	534	660	1916	310	301	376
Total	2675	1301	1374	364	469	915	927	317	260	358	583	712	720	580	661	2236	233	132	74
		49%	51%	14%	18%	34%	35%	12%	10%	13%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Yes	2297	1152	1145	293	396	825	784	241	218	317	538	648	642	502	503	1923	200	111	64
		86%	89%	80%	84%	90%	85%	76%	84%	89%	92%	91%	89%	87%	76%	86%	86%	84%	87%
		b				cdf				g	gh	mn	n	n					
		50%	50%	13%	17%	36%	34%	10%	9%	14%	23%	28%	28%	22%	22%	84%	9%	5%	3%
No	347	133	213	65	65	85	132	70	40	38	44	60	70	70	147	288	31	19	9
		13%	10%	18%	14%	9%	14%	22%	15%	11%	8%	8%	10%	12%	22%	13%	13%	14%	12%
			a	e	e	e	e	hij	j					k	klm				
			38%	62%	19%	19%	25%	20%	11%	11%	13%	17%	20%	20%	42%	83%	9%	5%	3%
Unsure	31	15	16	7	8	5	11	6	3	3	2	4	8	8	11	25	2	3	1
		1%	1%	2%	2%	1%	1%	2%	1%	1%	*%	1%	1%	1%	2%	1%	1%	2%	1%
			e					j											
		47%	53%	22%	26%	16%	36%	19%	9%	10%	5%	13%	26%	25%	36%	81%	8%	9%	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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QP4 (QP2). Before today, had you heard of digital radios? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE)**

Base : All respondents

	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	3737	249	251	247	250	251	237	252	251	251	2711	1026	1861	1863	1792	1945
Effective Weighted Sample	2504	221	237	237	233	233	225	231	232	231	2082	456	1294	1256	1218	1321
Total	2675	338	359	227	189	237	245	226	114	302	2315	360	1552	1114	1443	1232
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	54%	46%
Yes	2297	247	320	200	160	205	214	199	98	280	1976	321	1378	910	1299	998
	86%	73%	89%	88%	85%	86%	87%	88%	86%	93%	85%	89%	89%	82%	90%	81%
		a	a	a	a	a	a	a	a	adeh	j	j	m	o	o	n
		11%	14%	9%	7%	9%	9%	9%	4%	12%	86%	14%	60%	40%	57%	43%
No	347	87	36	25	28	26	27	23	15	20	310	36	160	185	131	215
	13%	26%	10%	11%	15%	11%	11%	10%	14%	7%	13%	10%	10%	17%	9%	17%
		bcdefghi			i				i				l	l	n	n
		25%	10%	7%	8%	8%	8%	7%	4%	6%	90%	10%	46%	53%	38%	62%
Unsure	31	4	3	1	1	6	4	4	*	2	29	2	13	19	13	18
	1%	1%	1%	1%	1%	3%	2%	2%	1%	1%	1%	1%	1%	2%	1%	1%
						dh										
		12%	9%	4%	2%	20%	13%	14%	1%	6%	92%	8%	41%	59%	42%	58%
Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o																

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QP5 (QP9). How many DAB sets do you have in your household?**

Base : All 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		3737	1790	1947	519	604	1172	1442	559	401	451	615	797	1122	791	1022	2239	502	489	507
Effective Weighted Sample		2504	1197	1308	343	401	807	971	377	268	325	461	578	755	534	660	1916	310	301	376
Total		2675	1301	1374	364	469	915	927	317	260	358	583	712	720	580	661	2236	233	132	74
			49%	51%	14%	18%	34%	35%	12%	10%	13%	22%	27%	27%	22%	25%	84%	9%	5%	3%
1	(1.0)	825	424	401	91	116	295	323	76	78	124	198	276	203	188	158	711	63	39	12
		31%	33%	29%	25%	25%	32%	35%	24%	30%	35%	34%	39%	28%	32%	24%	32%	27%	30%	16%
							cd	cd			g	g	lmn		n		r	r	r	
			51%	49%	11%	14%	36%	39%	9%	9%	15%	24%	33%	25%	23%	19%	86%	8%	5%	1%
2	(2.0)	180	96	84	19	19	71	71	6	15	28	71	63	64	39	15	161	6	11	2
		7%	7%	6%	5%	4%	8%	8%	2%	6%	8%	12%	9%	9%	7%	2%	7%	3%	8%	2%
							d	d		g	g	gh	n	n	n		pr		pr	
			53%	47%	10%	11%	39%	40%	3%	8%	16%	39%	35%	35%	21%	8%	90%	3%	6%	1%
3 or more	(3.0)	61	32	29	10	6	17	28	4	5	5	23	29	13	11	8	54	2	5	*
		2%	2%	2%	3%	1%	2%	3%	1%	2%	1%	4%	4%	2%	2%	1%	2%	1%	3%	1%
												gi	lmn				r		pr	
			53%	47%	17%	10%	27%	46%	7%	8%	8%	37%	48%	21%	17%	13%	89%	3%	7%	1%
ANY DAB SETS		1067	553	514	120	141	382	423	86	97	158	291	368	280	237	181	926	71	55	14
		40%	42%	37%	33%	30%	42%	46%	27%	37%	44%	50%	52%	39%	41%	27%	41%	31%	42%	19%
			b				cd	cd		g	g	gh	lmn	n	n		pr	r	pr	
			52%	48%	11%	13%	36%	40%	8%	9%	15%	27%	35%	26%	22%	17%	87%	7%	5%	1%
None	(0.0)	1569	730	839	232	321	525	491	229	159	198	289	333	429	333	473	1281	157	74	57
		59%	56%	61%	64%	69%	57%	53%	72%	61%	55%	49%	47%	60%	57%	72%	57%	67%	56%	78%
				a	f	ef			hij	j				k	k	klm		oq		opq
			47%	53%	15%	20%	33%	31%	15%	10%	13%	18%	21%	27%	21%	30%	82%	10%	5%	4%
Don't know		39	18	21	12	6	8	12	2	4	3	4	10	11	11	7	29	5	3	3
		1%	1%	2%	3%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	2%	2%	4%
					ef															o
			46%	54%	32%	17%	20%	31%	6%	10%	7%	9%	26%	28%	28%	18%	74%	12%	7%	7%
Mean score		.5	.6	.5	.5	.4	.5	.6	.3	.5	.5	.7	.7	.5	.5	.3	.5	.4	.6	.2
			b				d	cd		g	g	ghi	lmn	n	n		pr	r	pr	
Standard deviation		.72	.74	.71	.73	.63	.72	.76	.57	.69	.70	.83	.80	.73	.70	.58	.74	.58	.79	.51
Standard error		.01	.02	.02	.03	.03	.02	.02	.02	.03	.03	.03	.03	.02	.03	.02	.02	.03	.04	.02
Columns Tested: a,b - c,d,e,f - q,h,i,j - k,l,m,n - o,p,q,r																				

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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QP5 (QP9). How many DAB sets do you have in your household?**

Base : All 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
			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																	
Unweighted total		3737	249	251	247	250	251	237	252	251	251	2711	1026	1861	1863	1792	1945
Effective Weighted Sample		2504	221	237	237	233	233	225	231	232	231	2082	456	1294	1256	1218	1321
Total		2675	338	359	227	189	237	245	226	114	302	2315	360	1552	1114	1443	1232
			13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	54%	46%
1	(1.0)	825	87	140	68	74	56	65	63	30	128	700	126	490	331	509	317
		31%	26%	39%	30%	39%	23%	27%	28%	26%	42%	30%	35%	32%	30%	35%	26%
				acefgh		acefgh					acefgh						o
			11%	17%	8%	9%	7%	8%	8%	4%	15%	85%	15%	59%	40%	62%	38%
2	(2.0)	180	19	31	18	14	13	16	24	6	22	154	26	106	74	119	61
		7%	6%	9%	8%	7%	5%	6%	11%	5%	7%	7%	7%	7%	7%	8%	5%
									ae							o	
			11%	17%	10%	8%	7%	9%	13%	3%	12%	86%	14%	59%	41%	66%	34%
3 or more	(3.0)	61	1	13	11	4	5	4	6	3	7	47	14	37	24	39	22
		2%	*%	4%	5%	2%	2%	2%	3%	2%	2%	2%	4%	2%	2%	3%	2%
				a	a				a				j				
			2%	22%	18%	6%	8%	7%	10%	4%	12%	77%	23%	60%	40%	64%	36%
ANY DAB SETS		1067	107	184	96	92	73	85	93	38	158	901	166	633	430	667	399
		40%	32%	51%	42%	49%	31%	35%	41%	34%	52%	39%	46%	41%	39%	46%	32%
				ae	ae	ae			ae		acefgh		j			o	
			10%	17%	9%	9%	7%	8%	9%	4%	15%	84%	16%	59%	40%	63%	37%
None	(0.0)	1569	231	173	129	95	155	155	129	72	141	1381	188	901	665	751	818
		59%	68%	48%	57%	50%	65%	63%	57%	63%	47%	60%	52%	58%	60%	52%	66%
			bcdgi		i		bdi	bdi	i	bdi		k				n	
			15%	11%	8%	6%	10%	10%	8%	5%	9%	88%	12%	57%	42%	48%	52%
Don't know		39	-	2	2	2	9	4	3	3	3	33	6	18	19	25	14
		1%	-%	*%	1%	1%	4%	2%	2%	3%	1%	1%	2%	1%	2%	2%	1%
							abcdi	a		ab							
			-%	4%	5%	5%	23%	11%	9%	9%	7%	85%	15%	46%	50%	64%	36%
Mean score		.5	.4	.7	.6	.6	.4	.5	.6	.4	.7	.5	.6	.5	.5	.6	.4
				ae	ae	ae			ae		ae		j			o	
Standard deviation		.72	.61	.78	.83	.71	.69	.70	.79	.71	.73	.71	.79	.73	.72	.76	.67
Standard error		.01	.04	.05	.05	.05	.04	.05	.05	.05	.05	.01	.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 TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QP5 (QP9). How many DAB sets do you have in your household?**

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 £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		2832	1368	1464	326	416	920	1170	378	305	352	535	667	862	616	683	1693	384	399	356
Effective Weighted Sample		1922	933	990	217	279	649	788	247	203	256	402	483	581	428	447	1463	240	246	259
Total		2042	1003	1039	236	321	728	758	212	193	277	503	585	554	465	438	1698	183	108	53
			49%	51%	12%	16%	36%	37%	10%	9%	14%	25%	29%	27%	23%	21%	83%	9%	5%	3%
1	(1.0)	777	397	380	81	108	284	304	68	72	113	191	260	187	181	147	669	58	38	12
		38%	40%	37%	34%	34%	39%	40%	32%	37%	41%	38%	45%	34%	39%	34%	39%	32%	35%	22%
											g		ln				pr	r	r	
			51%	49%	10%	14%	37%	39%	9%	9%	15%	25%	34%	24%	23%	19%	86%	7%	5%	1%
2	(2.0)	176	95	80	18	19	69	70	6	14	26	71	61	63	39	13	157	6	11	2
		9%	10%	8%	7%	6%	9%	9%	3%	7%	9%	14%	10%	11%	8%	3%	9%	3%	10%	3%
											g	g	gh	n	n	n	pr		pr	
			54%	46%	10%	11%	39%	40%	3%	8%	15%	40%	35%	36%	22%	7%	89%	4%	6%	1%
3 or more	(3.0)	59	32	26	9	5	17	28	3	5	5	23	29	12	11	7	52	2	5	*
		3%	3%	3%	4%	1%	2%	4%	1%	3%	2%	5%	5%	2%	2%	2%	3%	1%	4%	*%
												g	lmn				r		pr	
			55%	45%	16%	8%	28%	48%	5%	8%	8%	39%	50%	20%	18%	12%	89%	3%	8%	*%
ANY DAB SETS		1011	525	487	108	132	369	402	76	91	144	284	351	262	230	167	878	66	54	13
		50%	52%	47%	46%	41%	51%	53%	36%	47%	52%	57%	60%	47%	49%	38%	52%	36%	50%	25%
			b				d	d		g	g	gh	lmn	n	n		pr	r	pr	
			52%	48%	11%	13%	36%	40%	8%	9%	14%	28%	35%	26%	23%	17%	87%	7%	5%	1%
None	(0.0)	1007	468	539	121	186	352	348	133	100	130	216	227	284	227	269	804	113	53	37
		49%	47%	52%	51%	58%	48%	46%	63%	52%	47%	43%	39%	51%	49%	61%	47%	62%	49%	71%
				a		ef			hij	j				k	k	klm		oq		opq
			46%	54%	12%	18%	35%	35%	13%	10%	13%	21%	23%	28%	23%	27%	80%	11%	5%	4%
Don't know		24	11	14	7	4	7	7	2	2	2	3	7	8	7	2	16	5	2	2
		1%	1%	1%	3%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	*%	1%	2%	1%	4%
					ef												o		o	
			44%	56%	29%	15%	29%	28%	9%	8%	10%	14%	28%	33%	31%	8%	67%	19%	6%	8%
Mean score		.6	.7	.6	.6	.5	.7	.7	.4	.6	.7	.8	.8	.6	.6	.4	.7	.4	.7	.3
			b				d	d		g	g	ghi	lmn	n	n		pr	r	pr	
Standard deviation		.76	.78	.74	.79	.68	.75	.79	.62	.74	.72	.85	.82	.77	.73	.64	.77	.62	.82	.55
Standard error		.01	.02	.02	.04	.03	.02	.02	.03	.04	.04	.04	.03	.03	.03	.02	.02	.03	.04	.03
Columns Tested: a.b - c.d.e.f - q.h.i.j - k.l.m.n - o.p.q.r																				

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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QP5 (QP9). How many DAB sets do you have in your household?**

Base : Those who listen to radio

		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		2832	141	215	209	196	186	178	193	186	189	2035	797	1461	1361	1467	1365
Effective Weighted Sample		1922	123	203	200	184	173	170	180	173	174	1579	367	1034	913	1008	954
Total		2042	185	310	194	152	176	187	181	86	226	1745	297	1213	821	1195	848
			9%	15%	9%	7%	9%	9%	9%	4%	11%	85%	15%	59%	40%	58%	42%
1	(1.0)	777	84	138	65	70	51	56	61	29	114	659	117	472	301	480	297
		38%	46%	45%	33%	46%	29%	30%	34%	34%	51%	38%	39%	39%	37%	40%	35%
			ce fgh	ce fgh		ce fgh					ce fgh						o
			11%	18%	8%	9%	7%	7%	8%	4%	15%	85%	15%	61%	39%	62%	38%
2	(2.0)	176	19	29	17	14	13	16	24	5	20	150	26	103	73	118	58
		9%	10%	9%	9%	9%	7%	8%	13%	6%	9%	9%	9%	8%	9%	10%	7%
									h							o	
			11%	17%	10%	8%	7%	9%	14%	3%	12%	85%	15%	59%	41%	67%	33%
3 or more	(3.0)	59	1	13	10	4	5	4	6	3	6	45	14	35	24	39	19
		3%	1%	4%	5%	2%	3%	2%	3%	3%	3%	3%	5%	3%	3%	3%	2%
					a								j				
			2%	22%	17%	6%	8%	7%	10%	4%	11%	76%	24%	59%	41%	67%	33%
ANY DAB SETS		1011	105	181	92	87	68	77	91	37	141	854	157	609	398	637	374
		50%	57%	58%	47%	57%	39%	41%	50%	43%	62%	49%	53%	50%	48%	53%	44%
			efh	cefh		cefh			e		ce fgh					o	
			10%	18%	9%	9%	7%	8%	9%	4%	14%	84%	16%	60%	39%	63%	37%
None	(0.0)	1007	80	128	101	64	104	110	88	48	83	870	137	592	413	542	465
		49%	43%	41%	52%	42%	59%	59%	48%	55%	37%	50%	46%	49%	50%	45%	55%
					bi		ab dgi	ab di	i	ab di						n	
			8%	13%	10%	6%	10%	11%	9%	5%	8%	86%	14%	59%	41%	54%	46%
Don't know		24	-	2	1	1	5	1	2	2	2	21	3	12	10	16	8
		1%	-%	*%	1%	1%	3%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%
			-%	6%	6%	4%	20%	4%	10%	7%	9%	89%	11%	51%	43%	67%	33%
Mean score		.6	.7	.8	.7	.7	.5	.5	.7	.6	.8	.6	.7	.7	.6	.7	.6
				efh		efh			ef		efh					o	
Standard deviation		.76	.68	.79	.84	.73	.75	.75	.83	.75	.73	.75	.82	.76	.77	.78	.72
Standard error		.01	.06	.05	.06	.05	.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 TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 145**

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

**QP6 (QP12). SHOWCARD How likely is it that your household will get a DAB radio in the next 12 months? (SINGLE CODE)**

Base : Those do not have any DAB sets 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	2341	1077	1264	354	436	707	844	433	258	263	307	380	691	492	775	1315	334	284	408
Effective Weighted Sample	1502	683	820	232	284	465	535	284	162	179	232	265	455	319	479	1109	211	171	300
Total	1569	730	839	232	321	525	491	229	159	198	289	333	429	333	473	1281	157	74	57
		47%	53%	15%	20%	33%	31%	15%	10%	13%	18%	21%	27%	21%	30%	82%	10%	5%	4%
Certain to	10	7	3	*	1	7	2	2	-	-	3	3	3	2	2	7	2	1	-
	1%	1%	*%	*%	*%	1%	*%	1%	-%	-%	1%	1%	1%	1%	*%	1%	1%	1%	-%
		71%	29%	3%	15%	67%	16%	18%	-%	-%	28%	29%	28%	23%	21%	74%	21%	5%	-%
Very likely	32	14	18	*	7	14	10	3	3	7	1	6	8	9	9	28	2	1	1
	2%	2%	2%	*%	2%	3%	2%	1%	2%	4%	1%	2%	2%	3%	2%	2%	1%	1%	1%
					c	c				j									
		44%	56%	1%	23%	44%	31%	10%	10%	22%	4%	19%	25%	28%	27%	88%	7%	3%	2%
Likely	105	55	50	16	29	39	21	11	7	16	32	26	32	23	23	85	13	4	2
	7%	8%	6%	7%	9%	7%	4%	5%	4%	8%	11%	8%	8%	7%	5%	7%	8%	6%	3%
				f	f					gh						r	r		
		53%	47%	15%	27%	37%	20%	10%	7%	16%	30%	25%	31%	22%	22%	81%	13%	4%	2%
TOTAL LIKELY	147	77	70	17	37	60	33	16	10	23	36	35	43	34	34	121	18	6	2
	9%	10%	8%	7%	12%	11%	7%	7%	6%	12%	13%	11%	10%	10%	7%	9%	11%	8%	4%
				f	f					gh						r	r		
		52%	48%	11%	25%	41%	22%	11%	7%	16%	25%	24%	30%	23%	23%	82%	12%	4%	2%
Unlikely	276	137	139	37	55	111	74	36	28	35	71	85	66	57	69	218	30	19	9
	18%	19%	17%	16%	17%	21%	15%	16%	18%	18%	24%	25%	15%	17%	15%	17%	19%	26%	16%
				f						g		lmn						or	
		50%	50%	13%	20%	40%	27%	13%	10%	13%	26%	31%	24%	21%	25%	79%	11%	7%	3%
Very unlikely	377	163	214	58	92	116	110	50	40	39	65	70	108	81	117	289	55	21	11
	24%	22%	25%	25%	29%	22%	22%	22%	25%	20%	23%	21%	25%	24%	25%	23%	35%	28%	19%
				ef													or	r	
		43%	57%	16%	24%	31%	29%	13%	11%	10%	17%	18%	29%	21%	31%	77%	15%	6%	3%
Certain not to	542	249	293	69	97	167	210	93	63	83	81	107	152	107	177	476	34	20	13
	35%	34%	35%	30%	30%	32%	43%	40%	39%	42%	28%	32%	35%	32%	37%	37%	21%	27%	22%
				cde				j	j	j						pqr			
		46%	54%	13%	18%	31%	39%	17%	12%	15%	15%	20%	28%	20%	33%	88%	6%	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 TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 145**

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

**QP6 (QP12). SHOWCARD How likely is it that your household will get a DAB radio in the next 12 months? (SINGLE CODE)**

Base : Those 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 £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	2341	1077	1264	354	436	707	844	433	258	263	307	380	691	492	775	1315	334	284	408
Effective Weighted Sample	1502	683	820	232	284	465	535	284	162	179	232	265	455	319	479	1109	211	171	300
Total	1569	730	839	232	321	525	491	229	159	198	289	333	429	333	473	1281	157	74	57
		47%	53%	15%	20%	33%	31%	15%	10%	13%	18%	21%	27%	21%	30%	82%	10%	5%	4%
TOTAL UNLIKELY	1195	549	646	164	244	394	394	178	130	157	217	261	326	245	363	983	119	60	33
		76%	75%	77%	71%	76%	80%	78%	82%	79%	75%	78%	76%	74%	77%	77%	76%	81%	58%
							ce									r	r	r	
		46%	54%	14%	20%	33%	33%	15%	11%	13%	18%	22%	27%	20%	30%	82%	10%	5%	3%
Don't know	227	104	123	51	40	71	64	35	19	17	35	37	60	54	76	177	20	8	22
		14%	15%	22%	13%	14%	13%	15%	12%	9%	12%	11%	14%	16%	16%	14%	13%	11%	38%
				def				i											opq
		46%	54%	23%	18%	31%	28%	15%	8%	8%	16%	16%	26%	24%	33%	78%	9%	4%	10%

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 - H1 2016. 4th January to 29th February 2016.**

**Table 145**

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

**QP6 (QP12). SHOWCARD How likely is it that your household will get a DAB radio in the next 12 months? (SINGLE CODE)**

Base : Those do not have any DAB sets 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	2341	166	121	142	133	167	150	154	164	118	1696	645	1121	1213	1003	1338
Effective Weighted Sample	1502	150	115	136	122	154	142	139	151	107	1272	255	755	787	647	873
Total	1569	231	173	129	95	155	155	129	72	141	1381	188	901	665	751	818
		15%	11%	8%	6%	10%	10%	8%	5%	9%	88%	12%	57%	42%	48%	52%
Certain to	10	-	4	-	2	1	-	-	*	1	9	*	6	4	6	4
	1%	-%	2%	-%	2%	1%	-%	-%	*%	1%	1%	*%	1%	1%	1%	*%
		-%	36%	-%	16%	9%	-%	-%	2%	11%	96%	4%	60%	40%	60%	40%
Very likely	32	4	1	5	4	5	5	-	2	2	27	5	21	11	15	17
	2%	2%	1%	4%	4%	3%	3%	-%	3%	1%	2%	3%	2%	2%	2%	2%
				g	g	g	g		g							
		12%	5%	14%	12%	16%	16%	-%	7%	7%	83%	17%	64%	36%	47%	53%
Likely	105	17	13	7	4	16	13	6	4	5	95	10	68	37	47	58
	7%	7%	7%	5%	4%	10%	9%	5%	5%	3%	7%	5%	8%	6%	6%	7%
				i												
		16%	12%	7%	4%	15%	13%	6%	4%	5%	90%	10%	65%	35%	45%	55%
TOTAL LIKELY	147	21	18	12	10	22	18	6	6	8	131	16	95	52	68	79
	9%	9%	10%	9%	10%	14%	12%	5%	9%	6%	9%	9%	11%	8%	9%	10%
						gi	g									
		14%	12%	8%	7%	15%	13%	4%	4%	5%	89%	11%	64%	36%	46%	54%
Unlikely	276	49	31	25	12	17	35	13	6	30	248	29	169	106	160	116
	18%	21%	18%	20%	13%	11%	23%	10%	8%	21%	18%	15%	19%	16%	21%	14%
		egh	h	egh			degh			egh					o	
		18%	11%	9%	4%	6%	13%	5%	2%	11%	90%	10%	61%	38%	58%	42%
Very unlikely	377	77	28	29	20	32	39	25	17	22	325	52	226	149	166	210
	24%	33%	16%	23%	21%	21%	25%	19%	24%	16%	24%	27%	25%	22%	22%	26%
		bdegi														
		20%	7%	8%	5%	8%	10%	7%	5%	6%	86%	14%	60%	40%	44%	56%
Certain not to	542	60	90	47	37	48	50	55	32	55	468	74	269	272	253	289
	35%	26%	52%	37%	38%	31%	32%	43%	45%	39%	34%	40%	30%	41%	34%	35%
			acdef		a			ae	aef	a				l		
		11%	17%	9%	7%	9%	9%	10%	6%	10%	86%	14%	50%	50%	47%	53%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 145**

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

**QP6 (QP12). SHOWCARD How likely is it that your household will get a DAB radio in the next 12 months? (SINGLE CODE)**

Base : Those do not have any DAB sets 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	2341	166	121	142	133	167	150	154	164	118	1696	645	1121	1213	1003	1338
Effective Weighted Sample	1502	150	115	136	122	154	142	139	151	107	1272	255	755	787	647	873
Total	1569	231	173	129	95	155	155	129	72	141	1381	188	901	665	751	818
		15%	11%	8%	6%	10%	10%	8%	5%	9%	88%	12%	57%	42%	48%	52%
TOTAL UNLIKELY	1195	186	149	102	69	97	125	93	55	107	1041	155	664	528	579	616
	76%	80%	86%	79%	72%	63%	80%	72%	77%	76%	75%	82%	74%	79%	77%	75%
		e	degi	e	e	e	e	e	e	e	j	j	l	l	l	l
		16%	12%	9%	6%	8%	10%	8%	5%	9%	87%	13%	56%	44%	48%	52%
Don't know	227	24	6	15	17	35	12	30	10	26	210	17	142	85	104	123
	14%	11%	4%	12%	18%	23%	8%	23%	14%	18%	15%	9%	16%	13%	14%	15%
		b	b	b	bf	abcfh		abcfh	b	bf	k	k				
		11%	3%	7%	7%	16%	5%	13%	4%	12%	92%	8%	62%	37%	46%	54%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QP6 (QP12). SHOWCARD How likely is it that your household will get a DAB radio in the next 12 months? (SINGLE CODE)**

Base : Those who listen to radio but do not have any DAB sets 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	1593	737	856	195	275	495	628	271	173	184	250	293	485	343	470	870	236	212	275
Effective Weighted Sample	1030	476	554	128	183	334	391	168	106	127	187	200	319	231	291	745	152	128	198
Total	1057	498	559	125	196	368	368	141	101	136	229	244	300	237	275	848	116	55	39
		47%	53%	12%	19%	35%	35%	13%	10%	13%	22%	23%	28%	22%	26%	80%	11%	5%	4%
Certain to	7	4	3	-	1	4	2	1	-	-	1	1	2	2	2	5	2	1	-
	1%	1%	1%	-%	1%	1%	2%	1%	-%	-%	2%	2%	1%	1%	1%	1%	2%	1%	-%
		62%	38%	-%	20%	59%	21%	20%	-%	-%	7%	11%	31%	30%	28%	68%	25%	7%	-%
Very likely	31	16	15	1	7	12	10	3	2	8	2	4	9	9	8	28	2	1	*
	3%	3%	3%	1%	4%	3%	3%	2%	2%	6%	1%	2%	3%	4%	3%	3%	1%	2%	1%
										j									
		51%	49%	4%	24%	38%	33%	9%	8%	26%	5%	13%	30%	30%	27%	91%	5%	3%	1%
Likely	96	53	43	15	20	39	22	8	7	15	29	24	30	21	21	78	11	5	2
	9%	11%	8%	12%	10%	11%	6%	6%	7%	11%	13%	10%	10%	9%	8%	9%	10%	8%	5%
				f		f				g						r			
		55%	45%	16%	21%	41%	22%	8%	7%	16%	30%	25%	31%	22%	22%	81%	12%	5%	2%
TOTAL LIKELY	134	73	61	16	29	55	33	12	9	23	31	29	41	32	31	111	15	6	2
	13%	15%	11%	13%	15%	15%	9%	9%	9%	17%	14%	12%	14%	14%	11%	13%	13%	11%	6%
				f		f				g						r			
		55%	45%	12%	22%	41%	25%	9%	7%	17%	23%	22%	31%	24%	23%	83%	11%	4%	2%
Unlikely	206	104	103	19	39	81	68	24	18	27	64	60	55	47	43	162	21	15	8
	20%	21%	18%	15%	20%	22%	18%	17%	18%	20%	28%	25%	18%	20%	16%	19%	18%	28%	20%
											gh							op	
		50%	50%	9%	19%	39%	33%	12%	9%	13%	31%	29%	27%	23%	21%	79%	10%	7%	4%
Very unlikely	229	99	130	31	48	80	71	32	26	29	47	42	72	53	62	163	43	15	8
	22%	20%	23%	25%	24%	22%	19%	23%	26%	21%	21%	17%	24%	22%	22%	19%	37%	27%	22%
																	or		
		43%	57%	13%	21%	35%	31%	14%	11%	13%	21%	18%	31%	23%	27%	71%	19%	6%	4%
Certain not to	340	162	177	32	54	110	143	49	36	48	60	86	92	66	95	302	18	13	7
	32%	33%	32%	25%	28%	30%	39%	35%	35%	35%	26%	35%	31%	28%	35%	36%	15%	24%	18%
							cde									pqr			
		48%	52%	9%	16%	33%	42%	14%	10%	14%	18%	25%	27%	20%	28%	89%	5%	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 TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QP6 (QP12). SHOWCARD How likely is it that your household will get a DAB radio in the next 12 months? (SINGLE CODE)**

Base : Those who listen to radio but do not have any DAB sets 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	1593	737	856	195	275	495	628	271	173	184	250	293	485	343	470	870	236	212	275
Effective Weighted Sample	1030	476	554	128	183	334	391	168	106	127	187	200	319	231	291	745	152	128	198
Total	1057	498	559	125	196	368	368	141	101	136	229	244	300	237	275	848	116	55	39
		47%	53%	12%	19%	35%	35%	13%	10%	13%	22%	23%	28%	22%	26%	80%	11%	5%	4%
TOTAL UNLIKELY	775	365	410	81	141	271	282	105	80	104	172	188	219	167	201	627	82	43	23
		73%	73%	65%	72%	74%	77%	74%	79%	77%	75%	77%	73%	70%	73%	74%	71%	79%	60%
				c												r	r	r	
		47%	53%	10%	18%	35%	36%	14%	10%	13%	22%	24%	28%	22%	26%	81%	11%	6%	3%
Don't know	148	60	88	27	26	41	53	24	12	8	26	27	39	38	43	110	19	6	13
		14%	16%	22%	13%	11%	14%	17%	12%	6%	11%	11%	13%	16%	16%	13%	17%	10%	34%
				def				i											opq
		41%	59%	19%	18%	28%	36%	16%	8%	6%	18%	18%	27%	26%	29%	74%	13%	4%	9%

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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QP6 (QP12). SHOWCARD How likely is it that your household will get a DAB radio in the next 12 months? (SINGLE CODE)**

Base : Those who listen to radio but do not have any DAB sets 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	1593	61	99	112	91	115	107	101	107	77	1134	459	794	795	764	829
Effective Weighted Sample	1030	54	94	107	85	106	102	93	99	70	859	185	547	504	496	558
Total	1057	80	146	102	69	108	113	90	48	91	915	142	627	427	577	480
		**	**	10%	**	10%	11%	9%	5%	**	87%	13%	59%	40%	55%	45%
Certain to	7	**	**	-	**	1	-	-	*	**	7	*	4	4	4	4
	1%	**	**	-%	**	1%	-%	-%	*%	**	1%	*%	1%	1%	1%	1%
		**	**	-%	**	12%	-%	-%	3%	**	97%	3%	50%	50%	50%	50%
Very likely	31	**	**	5	**	4	5	1	2	**	24	7	22	9	16	15
	3%	**	**	4%	**	4%	4%	1%	4%	**	3%	5%	3%	2%	3%	3%
		**	**	15%	**	13%	16%	3%	6%	**	78%	22%	71%	29%	53%	47%
Likely	96	**	**	7	**	16	11	5	4	**	87	9	62	33	46	50
	9%	**	**	7%	**	15%	10%	5%	8%	**	9%	7%	10%	8%	8%	10%
						g										
		**	**	7%	**	16%	12%	5%	4%	**	90%	10%	65%	35%	48%	52%
TOTAL LIKELY	134	**	**	12	**	21	17	5	6	**	118	16	88	46	66	68
	13%	**	**	11%	**	19%	15%	6%	13%	**	13%	11%	14%	11%	11%	14%
						g										
		**	**	9%	**	15%	12%	4%	5%	**	88%	12%	66%	34%	49%	51%
Unlikely	206	**	**	22	**	12	25	13	5	**	182	24	128	78	130	76
	20%	**	**	21%	**	11%	22%	14%	10%	**	20%	17%	20%	18%	23%	16%
				h			eh								o	
		**	**	10%	**	6%	12%	6%	2%	**	88%	12%	62%	38%	63%	37%
Very unlikely	229	**	**	23	**	20	29	16	14	**	191	38	140	89	128	101
	22%	**	**	23%	**	19%	25%	18%	28%	**	21%	27%	22%	21%	22%	21%
		**	**	10%	**	9%	13%	7%	6%	**	83%	17%	61%	39%	56%	44%
Certain not to	340	**	**	36	**	34	33	35	17	**	289	50	179	160	181	159
	32%	**	**	36%	**	31%	29%	39%	36%	**	32%	36%	28%	37%	31%	33%
													l			
		**	**	11%	**	10%	10%	10%	5%	**	85%	15%	53%	47%	53%	47%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QP6 (QP12). SHOWCARD How likely is it that your household will get a DAB radio in the next 12 months? (SINGLE CODE)**

Base : Those who listen to radio but do not have any DAB sets 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	1593	61	99	112	91	115	107	101	107	77	1134	459	794	795	764	829
Effective Weighted Sample	1030	54	94	107	85	106	102	93	99	70	859	185	547	504	496	558
Total	1057	80	146	102	69	108	113	90	48	91	915	142	627	427	577	480
		**	**	10%	**	10%	11%	9%	5%	**	87%	13%	59%	40%	55%	45%
TOTAL UNLIKELY	775	**	**	81	**	66	87	64	35	**	663	112	446	327	439	336
	73%	**	**	79%	**	62%	76%	71%	74%	**	72%	79%	71%	77%	76%	70%
		**	**	e	**	e	e			**				l	o	
		**	**	10%	**	9%	11%	8%	5%	**	86%	14%	58%	42%	57%	43%
Don't know	148	**	**	9	**	21	10	21	7	**	135	13	93	54	72	76
	14%	**	**	9%	**	19%	9%	23%	14%	**	15%	9%	15%	13%	12%	16%
		**	**	cf	**	cf	cf	cf	cf	**						
		**	**	6%	**	14%	7%	14%	4%	**	91%	9%	63%	36%	48%	52%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 147**

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

**QP7 (QJ14). Why are you unlikely to get digital radio in the next 12 months? (MULTI CODE) UNPROMPTED**

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

	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	1734	797	937	243	318	517	656	332	221	206	222	282	507	366	577	991	259	228	256
Effective Weighted Sample	1122	505	617	162	208	343	420	217	134	141	173	200	340	236	359	837	163	138	189
Total	1195	549	646	164	244	394	394	178	130	157	217	261	326	245	363	983	119	60	33
		46%	54%	14%	20%	33%	33%	15%	11%	13%	18%	22%	27%	20%	30%	82%	10%	5%	3%
No need	800	377	424	116	181	263	240	109	68	110	154	183	232	155	230	660	80	38	23
		67%	69%	71%	74%	67%	61%	61%	52%	70%	71%	70%	71%	63%	63%	67%	67%	64%	68%
				f	f					h	gh		mn						
		47%	53%	14%	23%	33%	30%	14%	8%	14%	19%	23%	29%	19%	29%	82%	10%	5%	3%
Happy to use existing service	221	104	117	25	30	67	98	37	33	29	29	37	53	59	71	176	20	17	7
		18%	19%	16%	12%	17%	25%	21%	25%	19%	13%	14%	16%	24%	20%	18%	17%	29%	22%
							cde		j				kl					op	
		47%	53%	12%	14%	30%	45%	17%	15%	13%	13%	17%	24%	27%	32%	80%	9%	8%	3%
Would never listen	196	96	100	25	47	51	72	38	29	26	31	36	50	35	75	165	15	11	4
		16%	17%	15%	19%	13%	18%	21%	23%	17%	14%	14%	15%	14%	21%	17%	13%	19%	13%
				e	e		e												
		49%	51%	13%	24%	26%	37%	19%	15%	14%	16%	19%	25%	18%	38%	84%	8%	6%	2%
Can receive through digital TV service	59	26	34	3	17	23	16	9	10	11	19	16	17	13	14	48	11	1	*
		5%	5%	2%	7%	6%	4%	5%	7%	7%	9%	6%	5%	5%	4%	5%	9%	1%	1%
					c											qr	oqr		
		43%	57%	6%	29%	38%	28%	15%	17%	18%	32%	27%	28%	22%	23%	81%	18%	1%	1%
Can't afford it	25	8	17	4	8	8	5	9	1	2	1	7	3	2	12	19	3	1	1
		2%	1%	3%	3%	2%	1%	5%	1%	1%	1%	3%	1%	1%	3%	2%	3%	1%	4%
								j							l				
		32%	68%	17%	31%	32%	20%	35%	6%	9%	3%	28%	14%	9%	48%	78%	14%	3%	5%
Don't know why I should	21	13	8	1	6	6	9	4	*	5	4	5	7	2	7	18	1	*	1
		2%	2%	1%	1%	1%	2%	2%	1%	3%	2%	2%	2%	1%	2%	2%	1%	1%	5%
										h									opq
		61%	39%	4%	27%	28%	41%	21%	1%	26%	19%	22%	34%	8%	36%	88%	4%	1%	7%
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 - H1 2016. 4th January to 29th February 2016.**

**Table 147**

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

**QP7 (QJ14). Why are you unlikely to get digital radio in the next 12 months? (MULTI CODE) UNPROMPTED**

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

		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	1734	797	937	243	318	517	656	332	221	206	222	282	507	366	577	991	259	228	256
Effective Weighted Sample	1122	505	617	162	208	343	420	217	134	141	173	200	340	236	359	837	163	138	189
Total	1195	549	646	164	244	394	394	178	130	157	217	261	326	245	363	983	119	60	33
		46%	54%	14%	20%	33%	33%	15%	11%	13%	18%	22%	27%	20%	30%	82%	10%	5%	3%
Happy to use analogue radio service	19	10	9	2	3	7	7	4	2	2	5	2	3	6	8	16	*	1	1
	2%	2%	1%	1%	1%	2%	2%	2%	2%	1%	2%	1%	1%	3%	2%	2%	*%	2%	4%
		52%	48%	13%	14%	37%	36%	19%	11%	10%	24%	10%	16%	32%	42%	86%	2%	5%	7%
Poor reception in our area	18	10	8	1	2	5	11	1	*	5	5	4	3	8	2	14	2	1	*
	2%	2%	1%	1%	1%	1%	3%	1%	*%	3%	2%	2%	1%	3%	1%	1%	2%	2%	1%
		56%	44%	5%	8%	25%	61%	6%	1%	28%	27%	24%	18%	46%	12%	78%	13%	6%	2%
Too expensive generally	15	5	11	3	2	6	5	5	*	1	-	-	3	2	11	13	1	1	1
	1%	1%	2%	2%	1%	1%	1%	3%	*%	1%	-%	-%	1%	1%	3%	1%	1%	2%	2%
		30%	70%	18%	16%	37%	30%	32%	2%	8%	-%	-%	21%	11%	68%	83%	5%	7%	5%
Listen in the car/ on phone/ online/elsewhere	12	4	7	1	2	6	3	2	-	1	6	5	3	2	3	9	2	1	-
	1%	1%	1%	1%	1%	2%	1%	1%	-%	1%	3%	2%	1%	1%	1%	1%	2%	1%	-%
		38%	62%	10%	16%	52%	21%	16%	-%	7%	47%	41%	24%	13%	22%	79%	15%	6%	-%
Haven't heard of it/ don't understand it	5	2	4	2	1	1	2	-	1	2	1	-	2	2	2	5	-	-	-
	*%	*%	1%	1%	*%	*%	*%	-%	1%	1%	*%	-%	1%	1%	*%	1%	-%	-%	-%
		31%	69%	45%	14%	11%	31%	-%	14%	40%	15%	-%	41%	29%	30%	100%	-%	-%	-%
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 - H1 2016. 4th January to 29th February 2016.**

**Table 147**

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

**QP7 (QJ14). Why are you unlikely to get digital radio in the next 12 months? (MULTI CODE) UNPROMPTED**

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

	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	1734	797	937	243	318	517	656	332	221	206	222	282	507	366	577	991	259	228	256
Effective Weighted Sample	1122	505	617	162	208	343	420	217	134	141	173	200	340	236	359	837	163	138	189
Total	1195	549	646	164	244	394	394	178	130	157	217	261	326	245	363	983	119	60	33
		46%	54%	14%	20%	33%	33%	15%	11%	13%	18%	22%	27%	20%	30%	82%	10%	5%	3%
Will get it when I have to/ when switchover	5	3	2	-	1	3	2	1	1	1	1	1	2	1	1	5	-	-	*
	%	1%	%	-%	%	1%	%	%	1%	1%	1%	1%	1%	%	%	1%	-%	-%	%
		58%	42%	-%	15%	57%	28%	15%	14%	24%	24%	27%	43%	14%	15%	97%	-%	-%	3%
Not available in our area	2	2	*	-	*	*	2	-	*	*	2	1	-	1	*	1	-	1	-
	%	%	%	-%	%	%	%	-%	%	%	1%	%	-%	%	%	%	-%	1%	-%
																		o	
		82%	18%	-%	9%	17%	74%	-%	9%	8%	74%	50%	-%	41%	9%	64%	-%	36%	-%
ANY INVOLUNTARY REASONS	63	24	40	10	12	19	22	15	3	11	7	12	12	13	26	51	7	4	2
	5%	4%	6%	6%	5%	5%	6%	8%	2%	7%	3%	4%	4%	5%	7%	5%	6%	6%	7%
								hj							l				
		38%	62%	16%	19%	30%	34%	23%	4%	17%	10%	18%	19%	21%	41%	80%	10%	6%	4%
ANY VOLUNTARY REASONS	1140	527	613	154	239	373	374	170	125	151	208	250	314	232	344	937	115	57	32
	95%	96%	95%	94%	98%	95%	95%	95%	95%	96%	96%	96%	96%	95%	95%	95%	97%	95%	95%
				c															
		46%	54%	13%	21%	33%	33%	15%	11%	13%	18%	22%	28%	20%	30%	82%	10%	5%	3%
ONLY VOLUNTARY REASONS	1118	521	597	151	231	366	369	162	123	146	208	247	310	227	332	919	112	56	31
	93%	95%	92%	92%	95%	93%	94%	91%	94%	93%	96%	95%	95%	93%	92%	93%	94%	94%	92%
		47%	53%	13%	21%	33%	33%	15%	11%	13%	19%	22%	28%	20%	30%	82%	10%	5%	3%
Don't know	14	5	9	3	*	9	3	1	5	-	2	2	4	4	4	14	-	*	1
	1%	1%	1%	2%	%	2%	1%	1%	4%	-%	1%	1%	1%	2%	1%	1%	-%	%	2%
					d				i										
		34%	66%	18%	1%	60%	21%	9%	33%	-%	14%	15%	29%	26%	30%	95%	-%	1%	4%
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 - H1 2016. 4th January to 29th February 2016.**

**Table 147**

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

**QP7 (QJ14). Why are you unlikely to get digital radio in the next 12 months? (MULTI CODE) UNPROMPTED**

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

	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	1734	127	105	112	95	106	121	107	126	92	1237	497	788	941	760	974
Effective Weighted Sample	1122	117	99	107	87	97	115	99	117	84	937	203	541	612	494	639
Total	1195	186	149	102	69	97	125	93	55	107	1041	155	664	528	579	616
		16%	12%	9%	**	8%	10%	8%	5%	**	87%	13%	56%	44%	48%	52%
No need	800	168	98	64	**	56	76	60	31	**	712	89	463	335	366	434
	67%	90%	66%	63%	**	58%	61%	65%	56%	**	68%	57%	70%	63%	63%	70%
		bce fgh									k		m		n	
		21%	12%	8%	**	7%	10%	8%	4%	**	89%	11%	58%	42%	46%	54%
Happy to use existing service	221	14	26	13	**	21	30	22	10	**	191	30	112	109	116	105
	18%	7%	17%	13%	**	21%	24%	23%	18%	**	18%	19%	17%	21%	20%	17%
			a			a	ac	ac	a							
		6%	12%	6%	**	9%	14%	10%	4%	**	86%	14%	51%	49%	52%	48%
Would never listen	196	10	23	11	**	27	20	22	15	**	173	23	103	93	97	99
	16%	5%	15%	10%	**	28%	16%	23%	27%	**	17%	15%	15%	18%	17%	16%
			a			abcf	a	ac	abcf							
		5%	12%	5%	**	14%	10%	11%	8%	**	88%	12%	53%	47%	50%	50%
Can receive through digital TV service	59	1	16	16	**	1	2	6	4	**	45	14	34	25	41	19
	5%	1%	11%	16%	**	1%	2%	6%	7%	**	4%	9%	5%	5%	7%	3%
			aef	aefgh				a	a			j			o	
		2%	27%	28%	**	2%	4%	10%	6%	**	77%	23%	58%	42%	69%	31%
Can't afford it	25	6	-	1	**	3	3	-	1	**	22	3	11	14	14	11
	2%	3%	-%	1%	**	3%	2%	-%	2%	**	2%	2%	2%	3%	2%	2%
		25%	-%	3%	**	12%	11%	-%	4%	**	89%	11%	44%	56%	55%	45%
Don't know why I should	21	6	4	2	**	-	2	-	1	**	17	4	10	11	12	8
	2%	3%	2%	2%	**	-%	2%	-%	2%	**	2%	2%	1%	2%	2%	1%
		29%	18%	7%	**	-%	10%	-%	4%	**	82%	18%	48%	52%	60%	40%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 147**

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

**QP7 (QJ14). Why are you unlikely to get digital radio in the next 12 months? (MULTI CODE) UNPROMPTED**

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

	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	1734	127	105	112	95	106	121	107	126	92	1237	497	788	941	760	974
Effective Weighted Sample	1122	117	99	107	87	97	115	99	117	84	937	203	541	612	494	639
Total	1195	186	149	102	69	97	125	93	55	107	1041	155	664	528	579	616
		16%	12%	9%	**	8%	10%	8%	5%	**	87%	13%	56%	44%	48%	52%
Happy to use analogue radio service	19	4	3	6	**	2	-	1	-	**	15	4	8	11	12	8
	2%	2%	2%	6%	**	2%	-%	1%	-%	**	1%	3%	1%	2%	2%	1%
				fgh												
		23%	15%	31%	**	10%	-%	3%	-%	**	78%	22%	40%	60%	61%	39%
Poor reception in our area	18	-	2	3	**	5	3	-	-	**	8	10	9	9	10	8
	2%	-%	1%	3%	**	5%	3%	-%	-%	**	1%	7%	1%	2%	2%	1%
				agh								j				
		-%	8%	17%	**	26%	18%	-%	-%	**	44%	56%	49%	51%	57%	43%
Too expensive generally	15	1	2	-	**	3	4	-	1	**	15	*	2	13	5	11
	1%	1%	2%	-%	**	4%	3%	-%	1%	**	1%	*%	*%	2%	1%	2%
													l			
		8%	15%	-%	**	22%	24%	-%	4%	**	98%	2%	15%	85%	30%	70%
Listen in the car/ on phone/ online/elsewhere	12	-	1	3	**	2	1	-	1	**	8	4	9	3	9	3
	1%	-%	1%	3%	**	2%	1%	-%	2%	**	1%	3%	1%	1%	2%	*%
												j			o	
		-%	10%	23%	**	19%	9%	-%	10%	**	65%	35%	75%	25%	78%	22%
Haven't heard of it/ don't understand it	5	1	-	-	**	-	2	-	-	**	5	-	3	3	2	4
	*%	*%	-%	-%	**	-%	1%	-%	-%	**	1%	-%	*%	*%	*%	1%
		14%	-%	-%	**	-%	31%	-%	-%	**	100%	-%	54%	46%	31%	69%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 147**

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

**QP7 (QJ14). Why are you unlikely to get digital radio in the next 12 months? (MULTI CODE) UNPROMPTED**

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

	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	1734	127	105	112	95	106	121	107	126	92	1237	497	788	941	760	974
Effective Weighted Sample	1122	117	99	107	87	97	115	99	117	84	937	203	541	612	494	639
Total	1195	186	149	102	69	97	125	93	55	107	1041	155	664	528	579	616
		16%	12%	9%	**	8%	10%	8%	5%	**	87%	13%	56%	44%	48%	52%
Will get it when I have to/ when switchover	5	-	-	-	**	1	3	-	1	**	5	1	4	2	3	2
	*%	-%	-%	-%	**	1%	2%	-%	1%	**	*%	1%	1%	*%	1%	*%
		-%	-%	-%	**	20%	54%	-%	10%	**	84%	16%	71%	29%	54%	46%
Not available in our area	2	-	-	1	**	-	-	-	-	**	1	1	1	1	1	1
	*%	-%	-%	1%	**	-%	-%	-%	-%	**	*%	*%	*%	*%	*%	*%
		-%	-%	64%	**	-%	-%	-%	-%	**	73%	27%	27%	73%	27%	73%
ANY INVOLUNTARY REASONS	63	8	4	4	**	11	11	-	2	**	51	13	26	38	30	33
	5%	4%	3%	4%	**	11%	9%	-%	3%	**	5%	8%	4%	7%	5%	5%
		g				bcgh	bgh							l		
		13%	6%	6%	**	17%	18%	-%	3%	**	80%	20%	41%	59%	48%	52%
ANY VOLUNTARY REASONS	1140	182	138	98	**	88	118	91	55	**	996	144	639	498	552	589
	95%	98%	92%	96%	**	91%	95%	98%	99%	**	96%	93%	96%	94%	95%	96%
		e						e	bef							
		16%	12%	9%	**	8%	10%	8%	5%	**	87%	13%	56%	44%	48%	52%
ONLY VOLUNTARY REASONS	1118	178	138	97	**	85	113	91	54	**	978	140	630	484	541	577
	93%	96%	92%	95%	**	88%	91%	98%	97%	**	94%	91%	95%	92%	93%	94%
		e						ef	ef				m			
		16%	12%	9%	**	8%	10%	8%	5%	**	87%	13%	56%	43%	48%	52%
Don't know	14	-	8	1	**	1	-	2	-	**	13	2	9	6	9	6
	1%	-%	5%	1%	**	1%	-%	2%	-%	**	1%	1%	1%	1%	1%	1%
			afh													
		-%	53%	9%	**	7%	-%	15%	-%	**	88%	12%	61%	39%	60%	40%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 148**

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

**QZ1. SHOWCARD Could you please take a look at the options shown on this card and let me know which applies to you? (SINGLE CODE)**

Base : All respondents

	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	3737	1790	1947	519	604	1172	1442	559	401	451	615	797	1122	791	1022	2239	502	489	507
Effective Weighted Sample	2504	1197	1308	343	401	807	971	377	268	325	461	578	755	534	660	1916	310	301	376
Total	2675	1301	1374	364	469	915	927	317	260	358	583	712	720	580	661	2236	233	132	74
		49%	51%	14%	18%	34%	35%	12%	10%	13%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Married/ civil partnership	1395	721	674	37	200	609	549	59	117	205	424	456	365	337	236	1183	107	68	37
	52%	55%	49%	10%	43%	67%	59%	19%	45%	57%	73%	64%	51%	58%	36%	53%	46%	52%	50%
		b			c	cdf	cd		g	gh	ghi	lmn	n	ln		p			
		52%	48%	3%	14%	44%	39%	4%	8%	15%	30%	33%	26%	24%	17%	85%	8%	5%	3%
Co-habiting	9	5	3	-	1	5	2	*	1	-	1	6	*	-	2	8	*	1	*
	*%	*%	*%	-%	*%	1%	*%	*%	1%	-%	*%	1%	*%	-%	*%	*%	*%	*%	1%
												lm							
		63%	37%	-%	17%	55%	28%	3%	16%	-%	14%	69%	3%	-%	28%	87%	2%	7%	4%
Single	247	121	126	45	100	85	17	25	26	45	74	45	69	71	62	205	24	10	7
	9%	9%	9%	12%	21%	9%	2%	8%	10%	13%	13%	6%	10%	12%	9%	9%	10%	8%	10%
				f	cef	f				g	g		k	k					
		49%	51%	18%	40%	34%	7%	10%	11%	18%	30%	18%	28%	29%	25%	83%	10%	4%	3%
Widowed, divorced or separated	627	320	308	279	153	129	66	122	58	61	66	125	179	116	207	517	60	31	20
	23%	25%	22%	76%	33%	14%	7%	39%	22%	17%	11%	18%	25%	20%	31%	23%	26%	23%	27%
				def	ef	f		hij	j	j			km		klm				
		51%	49%	44%	24%	21%	11%	20%	9%	10%	10%	20%	28%	19%	33%	82%	10%	5%	3%
Refused	397	133	263	4	13	87	292	110	58	47	18	80	107	56	154	323	42	22	9
	15%	10%	19%	1%	3%	9%	32%	35%	22%	13%	3%	11%	15%	10%	23%	14%	18%	17%	12%
			a			cd	cde	hij	ij	j			m		klm		r		
		34%	66%	1%	3%	22%	74%	28%	15%	12%	5%	20%	27%	14%	39%	82%	11%	6%	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 - H1 2016. 4th January to 29th February 2016.**

**Table 148**

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

**QZ1. SHOWCARD Could you please take a look at the options shown on this card and let me know which applies to you? (SINGLE CODE)**

Base : All respondents

	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	3737	249	251	247	250	251	237	252	251	251	2711	1026	1861	1863	1792	1945
Effective Weighted Sample	2504	221	237	237	233	233	225	231	232	231	2082	456	1294	1256	1218	1321
Total	2675	338	359	227	189	237	245	226	114	302	2315	360	1552	1114	1443	1232
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	54%	46%
Married/ civil partnership	1395	206	191	139	103	119	126	118	50	132	1186	210	882	509	823	572
	52%	61%	53%	61%	55%	50%	51%	52%	44%	44%	51%	58%	57%	46%	57%	46%
		efhi	hi	efhi	hi						j	j	m		o	
		15%	14%	10%	7%	9%	9%	8%	4%	9%	85%	15%	63%	36%	59%	41%
Co-habiting	9	3	2	-	-	1	1	1	-	-	7	2	6	1	4	4
	*%	1%	*%	-%	-%	*%	1%	1%	-%	-%	*%	*%	*%	*%	*%	*%
		30%	17%	-%	-%	10%	16%	14%	-%	-%	83%	17%	69%	14%	50%	50%
Single	247	38	28	19	17	22	25	11	16	30	218	29	200	47	122	125
	9%	11%	8%	8%	9%	9%	10%	5%	14%	10%	9%	8%	13%	4%	8%	10%
		g					g		bg	g			m			
		15%	11%	8%	7%	9%	10%	5%	6%	12%	88%	12%	81%	19%	49%	51%
Widowed, divorced or separated	627	77	85	42	42	60	50	51	27	81	563	64	353	273	287	340
	23%	23%	24%	19%	22%	25%	21%	23%	24%	27%	24%	18%	23%	25%	20%	28%
									c	c	k				n	
		12%	14%	7%	7%	10%	8%	8%	4%	13%	90%	10%	56%	44%	46%	54%
Refused	397	15	53	27	26	36	43	44	22	58	341	56	111	283	206	191
	15%	4%	15%	12%	14%	15%	17%	19%	19%	19%	15%	16%	7%	25%	14%	15%
		a	a	a	a	a	a	ac	ac	ac			l			
		4%	13%	7%	7%	9%	11%	11%	5%	15%	86%	14%	28%	71%	52%	48%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 149**

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

**QZ2 (QZ10). SHOWCARD How would you describe your national identity? (SINGLE CODE)**

Base : All 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	3737	1790	1947	519	604	1172	1442	559	401	451	615	797	1122	791	1022	2239	502	489	507
Effective Weighted Sample	2504	1197	1308	343	401	807	971	377	268	325	461	578	755	534	660	1916	310	301	376
Total	2675	1301	1374	364	469	915	927	317	260	358	583	712	720	580	661	2236	233	132	74
		49%	51%	14%	18%	34%	35%	12%	10%	13%	22%	27%	27%	22%	25%	84%	9%	5%	3%
English	1506	731	775	210	252	467	577	190	157	208	323	375	407	334	387	1480	5	19	2
	56%	56%	56%	58%	54%	51%	62%	60%	60%	58%	55%	53%	57%	58%	59%	66%	2%	14%	2%
				e			de								k	pqr		pr	
		49%	51%	14%	17%	31%	38%	13%	10%	14%	21%	25%	27%	22%	26%	98%	*%	1%	*%
Scottish	217	106	112	28	39	74	77	37	25	23	42	44	59	53	61	19	196	2	*
	8%	8%	8%	8%	8%	8%	8%	12%	10%	6%	7%	6%	8%	9%	9%	1%	84%	1%	*%
								ij							k		oqr		
		49%	51%	13%	18%	34%	35%	17%	12%	10%	19%	20%	27%	24%	28%	9%	90%	1%	*%
Welsh	91	43	47	10	17	27	37	13	8	12	18	23	25	20	23	9	-	81	-
	3%	3%	3%	3%	4%	3%	4%	4%	3%	3%	3%	3%	3%	3%	3%	*%	-%	62%	-%
																		opr	
		48%	52%	11%	19%	30%	41%	14%	9%	13%	19%	25%	27%	22%	25%	10%	-%	90%	-%
Northern Irish	66	34	32	9	12	21	24	4	5	8	5	17	17	16	16	13	*	1	53
	2%	3%	2%	2%	3%	2%	3%	1%	2%	2%	1%	2%	2%	3%	2%	1%	*%	*%	71%
																		opq	
		52%	48%	14%	18%	32%	36%	7%	8%	13%	7%	26%	25%	25%	24%	19%	*%	1%	79%
British	586	285	301	84	84	230	187	55	51	74	134	200	146	113	127	522	22	26	16
	22%	22%	22%	23%	18%	25%	20%	17%	20%	21%	23%	28%	20%	20%	19%	23%	9%	20%	21%
						df					g	lmn				p		p	
		49%	51%	14%	14%	39%	32%	9%	9%	13%	23%	34%	25%	19%	22%	89%	4%	4%	3%
Other	209	101	108	24	64	96	25	18	14	34	61	53	66	43	47	193	9	4	4
	8%	8%	8%	7%	14%	10%	3%	6%	5%	10%	11%	7%	9%	7%	7%	9%	4%	3%	5%
				f	cf	cf				g	gh					pqr			
		48%	52%	12%	31%	46%	12%	9%	7%	16%	29%	25%	32%	21%	22%	92%	4%	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 TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 149**

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

**QZ2 (QZ10). SHOWCARD How would you describe your national identity? (SINGLE CODE)**

Base : All respondents

	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	3737	249	251	247	250	251	237	252	251	251	2711	1026	1861	1863	1792	1945
Effective Weighted Sample	2504	221	237	237	233	233	225	231	232	231	2082	456	1294	1256	1218	1321
Total	2675	338	359	227	189	237	245	226	114	302	2315	360	1552	1114	1443	1232
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	54%	46%
English	1506	122	231	169	150	197	126	152	89	244	1336	170	834	668	867	639
	56%	36%	64%	75%	80%	83%	52%	67%	78%	81%	58%	47%	54%	60%	60%	52%
			af	abf	abfg	abcfg	a	af	abfg	abfg	k			l	o	
		8%	15%	11%	10%	13%	8%	10%	6%	16%	89%	11%	55%	44%	58%	42%
Scottish	217	2	1	3	4	5	2	-	-	2	185	33	120	97	96	122
	8%	1%	*%	1%	2%	2%	1%	-%	-%	1%	8%	9%	8%	9%	7%	10%
					gh	gh									n	
		1%	*%	2%	2%	2%	1%	-%	-%	1%	85%	15%	55%	45%	44%	56%
Welsh	91	-	-	3	2	-	1	2	-	2	71	19	49	41	52	38
	3%	-%	-%	1%	1%	-%	*%	1%	-%	1%	3%	5%	3%	4%	4%	3%
												j				
		-%	-%	3%	2%	-%	1%	2%	-%	2%	79%	21%	54%	45%	58%	42%
Northern Irish	66	-	6	1	-	2	-	2	1	-	45	21	39	27	30	36
	2%	-%	2%	1%	-%	1%	-%	1%	*%	-%	2%	6%	3%	2%	2%	3%
			adfi									j				
		-%	10%	2%	-%	3%	-%	4%	1%	-%	68%	32%	59%	40%	46%	54%
British	586	144	94	38	25	25	74	61	23	39	483	103	359	225	339	247
	22%	42%	26%	17%	13%	11%	30%	27%	20%	13%	21%	29%	23%	20%	23%	20%
		bcdefghi	cdei				cdehi	cdei	dei			j			o	
		25%	16%	6%	4%	4%	13%	10%	4%	7%	82%	18%	61%	38%	58%	42%
Other	209	71	27	12	8	8	41	9	2	15	195	14	150	56	60	149
	8%	21%	7%	5%	4%	3%	17%	4%	2%	5%	8%	4%	10%	5%	4%	12%
		bcdeghi	eh	h			bcdeghi				k		m		n	
		34%	13%	6%	4%	4%	20%	4%	1%	7%	93%	7%	72%	27%	29%	71%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QZ3. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)**

Base : All 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	3737	1790	1947	519	604	1172	1442	559	401	451	615	797	1122	791	1022	2239	502	489	507
Effective Weighted Sample	2504	1197	1308	343	401	807	971	377	268	325	461	578	755	534	660	1916	310	301	376
Total	2675	1301	1374	364	469	915	927	317	260	358	583	712	720	580	661	2236	233	132	74
		49%	51%	14%	18%	34%	35%	12%	10%	13%	22%	27%	27%	22%	25%	84%	9%	5%	3%
WHITE																			
British	1300	614	686	166	227	431	475	158	114	188	274	349	364	277	309	1183	35	36	46
	49%	47%	50%	46%	49%	47%	51%	50%	44%	52%	47%	49%	51%	48%	47%	53%	15%	27%	62%
		47%	53%	13%	17%	33%	37%	12%	9%	14%	21%	27%	28%	21%	24%	91%	3%	3%	4%
English	696	362	334	102	85	214	294	87	79	83	154	188	171	164	172	678	5	12	1
	26%	28%	24%	28%	18%	23%	32%	27%	30%	23%	26%	26%	24%	28%	26%	30%	2%	9%	1%
		b	d	d	d	d	de		i							pqr		pr	
		52%	48%	15%	12%	31%	42%	12%	11%	12%	22%	27%	25%	24%	25%	97%	1%	2%	*%
Scottish	198	95	104	24	36	68	70	34	25	19	36	38	53	49	58	13	182	2	-
	7%	7%	8%	7%	8%	7%	8%	11%	10%	5%	6%	5%	7%	8%	9%	1%	78%	2%	-%
		48%	52%	12%	18%	34%	35%	17%	13%	9%	18%	19%	27%	25%	29%	7%	92%	or	-%
Welsh	86	41	45	10	18	23	36	12	8	10	17	22	23	20	21	8	1	76	-
	3%	3%	3%	3%	4%	2%	4%	4%	3%	3%	3%	3%	3%	3%	3%	*%	1%	58%	-%
		48%	52%	11%	21%	26%	42%	14%	10%	11%	20%	26%	27%	23%	24%	10%	2%	opr	-%
Irish	43	22	21	5	9	14	15	3	4	6	4	9	12	10	12	17	1	1	23
	2%	2%	2%	1%	2%	2%	2%	1%	1%	2%	1%	1%	2%	2%	2%	1%	1%	1%	31%
		51%	49%	11%	21%	33%	34%	8%	9%	15%	10%	21%	27%	23%	29%	41%	3%	3%	opq
Any other white background	108	44	64	11	30	52	15	8	10	22	36	26	38	22	23	102	2	3	2
	4%	3%	5%	3%	6%	6%	2%	2%	4%	6%	6%	4%	5%	4%	3%	5%	1%	2%	2%
		41%	59%	10%	27%	48%	14%	7%	9%	20%	33%	24%	35%	20%	21%	pqr	2%	2%	1%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QZ3. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)**

Base : All 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	3737	1790	1947	519	604	1172	1442	559	401	451	615	797	1122	791	1022	2239	502	489	507
Effective Weighted Sample	2504	1197	1308	343	401	807	971	377	268	325	461	578	755	534	660	1916	310	301	376
Total	2675	1301	1374	364	469	915	927	317	260	358	583	712	720	580	661	2236	233	132	74
		49%	51%	14%	18%	34%	35%	12%	10%	13%	22%	27%	27%	22%	25%	84%	9%	5%	3%
TOTAL WHITE	2430	1178	1252	318	404	802	905	303	241	327	521	632	661	541	595	2002	227	131	71
	91%	91%	91%	87%	86%	88%	98%	96%	93%	91%	89%	89%	92%	93%	90%	90%	97%	99%	96%
		48%	52%	13%	17%	33%	cde 37%	ij 12%	10%	13%	21%	26%	27%	k 22%	24%	82%	o 9%	or 5%	o 3%
<b>MIXED</b>																			
White and Black Caribbean	7	4	3	2	3	2	-	-	2	1	1	2	-	2	4	6	-	1	*
	*%	*%	*%	1%	1%	*%	-%	-%	1%	*%	*%	*%	-%	*%	1%	*%	-%	*%	*%
		61%	39%	f 33%	f 35%	32%	-%	-%	34%	19%	8%	23%	-%	27%	l 50%	87%	-%	8%	4%
White and Black African	9	2	6	2	2	5	-	2	-	-	5	6	-	2	-	9	-	-	-
	*%	*%	*%	1%	*%	*%	-%	1%	-%	-%	1%	1%	-%	*%	-%	*%	-%	-%	-%
		27%	73%	f 27%	f 21%	f 52%	-%	27%	-%	-%	52%	ln 73%	-%	27%	-%	100%	-%	-%	-%
White and Asian	9	1	8	1	3	5	-	-	-	1	2	5	2	-	2	9	-	-	-
	*%	*%	1%	*%	1%	1%	-%	-%	-%	*%	*%	1%	*%	-%	*%	*%	-%	-%	-%
		15%	85%	f 12%	f 37%	f 51%	-%	-%	-%	12%	26%	53%	24%	-%	22%	100%	-%	-%	-%
Any other mixed/ multiple ethnic background	3	3	*	*	*	1	1	1	-	1	-	-	*	1	2	2	1	-	-
	*%	*%	*%	*%	*%	*%	*%	*%	-%	*%	-%	-%	*%	*%	*%	*%	*%	-%	-%
		93%	7%	9%	9%	38%	45%	17%	-%	31%	-%	-%	15%	31%	54%	76%	24%	-%	-%
TOTAL MIXED/ MULTIPLE	28	11	17	6	8	13	1	3	2	3	8	13	3	5	7	26	1	1	*
	1%	1%	1%	f 2%	f 2%	f 1%	*%	1%	1%	1%	1%	2%	*%	1%	1%	1%	*%	*%	*%
		39%	61%	22%	28%	45%	5%	11%	9%	12%	27%	46%	9%	19%	26%	94%	3%	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 TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QZ3. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)**

Base : All 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	3737	1790	1947	519	604	1172	1442	559	401	451	615	797	1122	791	1022	2239	502	489	507
Effective Weighted Sample	2504	1197	1308	343	401	807	971	377	268	325	461	578	755	534	660	1916	310	301	376
Total	2675	1301	1374	364	469	915	927	317	260	358	583	712	720	580	661	2236	233	132	74
		49%	51%	14%	18%	34%	35%	12%	10%	13%	22%	27%	27%	22%	25%	84%	9%	5%	3%
ASIAN AND BRITISH ASIAN																			
Indian	39	15	24	7	14	14	4	1	-	3	16	18	13	3	5	37	1	*	-
	1%	1%	2%	2%	3%	2%	*%	*%	-%	1%	3%	3%	2%	*%	1%	2%	*%	*%	-%
		38%	62%	f	f	f	11%	4%	-%	7%	ghi	mn	m			qr			
Pakistani	45	23	22	8	17	16	4	3	3	2	11	13	11	9	12	43	2	-	-
	2%	2%	2%	2%	4%	2%	*%	1%	1%	1%	2%	2%	1%	2%	2%	2%	1%	-%	-%
		52%	48%	f	ef	f										qr			
		52%	48%	18%	38%	35%	9%	6%	8%	4%	25%	28%	23%	21%	27%	96%	4%	-%	-%
Bangladeshi	37	20	17	4	8	22	3	-	6	7	-	8	7	5	18	37	-	-	-
	1%	2%	1%	1%	2%	2%	*%	-%	2%	2%	-%	1%	1%	1%	3%	2%	-%	-%	-%
		53%	47%	f	f	f	8%	-%	gj	gj	-%	21%	19%	12%	klm	pqr			
		53%	47%	12%	22%	58%	8%	-%	15%	20%	-%	21%	19%	12%	47%	100%	-%	-%	-%
Any other Asian background	15	12	3	4	2	9	-	1	-	2	7	4	3	2	5	15	-	-	-
	1%	1%	*%	1%	*%	1%	-%	*%	-%	1%	1%	1%	*%	*%	1%	1%	-%	-%	-%
		b		f	f	f													
		78%	22%	24%	14%	62%	-%	6%	-%	14%	46%	30%	20%	15%	35%	100%	-%	-%	-%
TOTAL ASIAN/ BRITISH ASIAN	136	69	67	23	41	61	11	5	9	14	34	43	34	19	40	133	3	*	-
	5%	5%	5%	6%	9%	7%	1%	2%	4%	4%	6%	6%	5%	3%	6%	6%	1%	*%	-%
		51%	49%	f	f	f	8%	4%	7%	10%	g	m		m		pqr	r	*%	-%
				17%	30%	45%					25%	32%	25%	14%	30%	98%	2%		
BLACK AND BLACK BRITISH																			
Caribbean	10	3	6	4	1	3	1	-	*	3	3	1	4	2	2	10	-	-	-
	*%	*%	*%	1%	*%	*%	*%	-%	*%	1%	*%	*%	1%	*%	*%	*%	-%	-%	-%
		36%	64%	f															
		36%	64%	45%	9%	36%	11%	-%	4%	32%	27%	14%	41%	22%	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 TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QZ3. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)**

Base : All 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	3737	1790	1947	519	604	1172	1442	559	401	451	615	797	1122	791	1022	2239	502	489	507
Effective Weighted Sample	2504	1197	1308	343	401	807	971	377	268	325	461	578	755	534	660	1916	310	301	376
Total	2675	1301	1374	364	469	915	927	317	260	358	583	712	720	580	661	2236	233	132	74
		49%	51%	14%	18%	34%	35%	12%	10%	13%	22%	27%	27%	22%	25%	84%	9%	5%	3%
African	37	18	18	7	6	24	1	1	4	5	11	11	14	5	6	37	-	-	-
	1%	1%	1%	2%	1%	3%	*%	*%	1%	2%	2%	2%	2%	1%	1%	2%	-%	-%	-%
				f	f	f					g					pqr			
		50%	50%	18%	15%	65%	2%	3%	10%	15%	31%	31%	38%	14%	17%	100%	-%	-%	-%
Any other black background	4	1	3	1	-	1	2	1	1	-	1	1	1	-	2	4	*	-	-
	*%	*%	*%	*%	-%	*%	*%	*%	*%	-%	*%	*%	*%	-%	*%	*%	*%	-%	-%
		29%	71%	34%	-%	19%	46%	18%	14%	-%	34%	34%	14%	-%	52%	94%	6%	-%	-%
TOTAL BLACK/ BLACK BRITISH	51	23	28	12	6	28	4	2	5	9	16	14	18	7	11	50	*	-	-
	2%	2%	2%	3%	1%	3%	*%	1%	2%	2%	3%	2%	3%	1%	2%	2%	*%	-%	-%
				f	f	f				g	g					pqr			
		46%	54%	24%	13%	55%	7%	4%	9%	17%	31%	28%	36%	15%	22%	100%	*%	-%	-%
MIDDLE EAST AND ARABIC ORIGIN																			
Middle Eastern, including Arabic origin	6	5	*	1	1	2	1	2	1	2	*	1	1	1	2	5	1	1	*
	*%	*%	*%	*%	*%	*%	*%	1%	*%	1%	*%	*%	*%	*%	*%	*%	*%	*%	*%
		b																	
		92%	8%	22%	21%	34%	24%	28%	16%	33%	9%	24%	25%	16%	36%	80%	9%	10%	1%
Iranian	2	1	1	1	-	1	-	1	-	-	-	-	-	1	1	2	-	-	-
	*%	*%	*%	*%	-%	*%	-%	*%	-%	-%	-%	-%	-%	*%	*%	*%	-%	-%	-%
		66%	34%	66%	-%	34%	-%	34%	-%	-%	-%	-%	-%	66%	34%	100%	-%	-%	-%
TOTAL MIDDLE EAST AND ARABIC ORIGIN	8	7	1	3	1	3	1	2	1	2	*	1	1	2	3	7	1	1	*
	*%	1%	*%	1%	*%	*%	*%	1%	*%	1%	*%	*%	*%	*%	*%	*%	*%	*%	*%
		b																	
		85%	15%	33%	15%	34%	18%	30%	12%	24%	6%	18%	18%	29%	35%	85%	6%	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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QZ3. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)**

Base : All 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	3737	1790	1947	519	604	1172	1442	559	401	451	615	797	1122	791	1022	2239	502	489	507
Effective Weighted Sample	2504	1197	1308	343	401	807	971	377	268	325	461	578	755	534	660	1916	310	301	376
Total	2675	1301	1374	364	469	915	927	317	260	358	583	712	720	580	661	2236	233	132	74
		49%	51%	14%	18%	34%	35%	12%	10%	13%	22%	27%	27%	22%	25%	84%	9%	5%	3%
<b>CHINESE OR OTHER ETHNIC GROUP</b>																			
Chinese	9	6	4	1	2	5	1	1	2	2	2	3	1	3	2	7	1	-	1
	*%	*%	*%	*%	*%	*%	*%	*%	1%	1%	*%	*%	*%	1%	*%	*%	1%	-%	1%
		59%	41%	14%	24%	48%	14%	11%	23%	23%	19%	33%	15%	34%	18%	79%	15%	-%	6%
Any other background	5	-	5	*	3	1	1	1	-	1	1	1	1	-	3	5	*	-	-
	*%	-%	*%	*%	1%	*%	*%	*%	-%	*%	*%	*%	*%	-%	*%	*%	*%	-%	-%
			a																
		-%	100%	4%	54%	28%	14%	14%	-%	17%	13%	14%	28%	-%	58%	96%	4%	-%	-%
TOTAL CHINESE OR OTHER ETHNIC GROUP	14	6	9	2	5	6	2	2	2	3	2	4	3	3	5	12	2	-	1
	1%	*%	1%	*%	1%	1%	*%	1%	1%	1%	*%	1%	*%	1%	1%	1%	1%	-%	1%
		39%	61%	10%	34%	41%	14%	12%	15%	21%	17%	26%	20%	23%	32%	85%	11%	-%	4%
Refused	8	7	1	1	2	3	2	*	*	-	2	5	*	2	1	6	*	-	2
	*%	1%	*%	*%	1%	*%	*%	*%	*%	-%	*%	1%	*%	*%	*%	*%	*%	-%	3%
		b										l							opq
		90%	10%	7%	31%	35%	27%	2%	*%	-%	25%	59%	3%	32%	7%	73%	1%	-%	26%

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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QZ3. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)**

Base : All respondents

	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	3737	249	251	247	250	251	237	252	251	251	2711	1026	1861	1863	1792	1945
Effective Weighted Sample	2504	221	237	237	233	233	225	231	232	231	2082	456	1294	1256	1218	1321
Total	2675	338	359	227	189	237	245	226	114	302	2315	360	1552	1114	1443	1232
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	54%	46%
<b>WHITE</b>																
British	1300	102	219	124	92	132	118	131	81	184	1126	174	744	551	776	524
	49%	30%	61%	55%	49%	56%	48%	58%	71%	61%	49%	48%	48%	50%	54%	43%
		8%	adf	a	a	a	a	adf	abcdefgi	adf	87%	13%	57%	42%	60%	40%
English	696	57	109	84	78	86	70	70	29	95	587	109	365	330	406	290
	26%	17%	30%	37%	42%	36%	29%	31%	26%	31%	25%	30%	23%	30%	28%	24%
		8%	a	ah	abfghi	ah	a	a	a	a	84%	16%	52%	47%	58%	42%
Scottish	198	2	-	1	3	4	2	-	-	2	169	30	109	89	90	108
	7%	1%	-%	1%	1%	2%	1%	-%	-%	1%	7%	8%	7%	8%	6%	9%
		1%	-%	1%	1%	2%	1%	-%	-%	1%	85%	15%	55%	45%	45%	55%
Welsh	86	-	-	3	1	1	1	1	-	2	67	20	46	39	50	36
	3%	-%	-%	1%	*%	*%	*%	1%	-%	1%	3%	5%	3%	4%	3%	3%
		-%	-%	3%	1%	1%	1%	1%	-%	2%	77%	23%	54%	45%	59%	41%
Irish	43	2	3	1	3	2	3	2	1	-	33	10	26	17	20	23
	2%	1%	1%	*%	2%	1%	1%	1%	*%	-%	1%	3%	2%	1%	1%	2%
		5%	7%	2%	7%	5%	8%	6%	1%	-%	77%	23%	61%	39%	46%	54%
Any other white background	108	40	12	10	1	3	28	2	1	5	99	8	89	18	34	74
	4%	12%	3%	4%	*%	1%	11%	1%	1%	2%	4%	2%	6%	2%	2%	6%
		bcddeghi	dg	degh			bcddeghi				k		m			n
		37%	12%	9%	1%	3%	26%	2%	1%	5%	92%	8%	82%	17%	31%	69%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QZ3. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)**

Base : All respondents

	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	3737	249	251	247	250	251	237	252	251	251	2711	1026	1861	1863	1792	1945
Effective Weighted Sample	2504	221	237	237	233	233	225	231	232	231	2082	456	1294	1256	1218	1321
Total	2675	338	359	227	189	237	245	226	114	302	2315	360	1552	1114	1443	1232
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	54%	46%
TOTAL WHITE	2430	203	343	223	177	227	223	207	112	287	2081	350	1379	1044	1375	1055
	91%	60%	96%	98%	94%	96%	91%	92%	99%	95%	90%	97%	89%	94%	95%	86%
			af	adfgi	a	af	a	a	abdefgi	a		j		l	o	
		8%	14%	9%	7%	9%	9%	9%	5%	12%	86%	14%	57%	43%	57%	43%
<b>MIXED</b>																
White and Black Caribbean	7	2	-	-	1	-	-	2	-	1	7	-	5	1	1	6
	*%	*%	-%	-%	1%	-%	-%	1%	-%	*%	*%	-%	*%	*%	*%	*%
		23%	-%	-%	16%	-%	-%	29%	-%	19%	100%	-%	76%	8%	16%	84%
White and Black African	9	9	-	-	-	-	-	-	-	-	9	-	7	2	9	-
	*%	3%	-%	-%	-%	-%	-%	-%	-%	-%	*%	-%	*%	*%	1%	-%
		bcdefghi													o	
		100%	-%	-%	-%	-%	-%	-%	-%	-%	100%	-%	79%	21%	100%	-%
White and Asian	9	4	1	-	1	-	2	1	-	-	7	2	8	1	6	3
	*%	1%	*%	-%	1%	-%	1%	*%	-%	-%	*%	1%	1%	*%	*%	*%
													m			
		42%	10%	-%	11%	-%	24%	12%	-%	-%	78%	22%	90%	10%	64%	36%
Any other mixed/ multiple ethnic background	3	1	-	-	-	1	-	-	-	-	3	*	1	2	*	3
	*%	*%	-%	-%	-%	*%	-%	-%	-%	-%	*%	*%	*%	*%	*%	*%
		45%	-%	-%	-%	31%	-%	-%	-%	-%	93%	7%	38%	62%	7%	93%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QZ3. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)**

Base : All respondents

	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	3737	249	251	247	250	251	237	252	251	251	2711	1026	1861	1863	1792	1945
Effective Weighted Sample	2504	221	237	237	233	233	225	231	232	231	2082	456	1294	1256	1218	1321
Total	2675	338	359	227	189	237	245	226	114	302	2315	360	1552	1114	1443	1232
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	54%	46%
TOTAL MIXED/ MULTIPLE	28	16	1	-	2	1	2	3	-	1	26	2	22	5	16	12
	1%	5%	*%	-%	1%	*%	1%	1%	-%	*%	1%	1%	1%	*%	1%	1%
		bcdefghi											m			
		56%	3%	-%	8%	3%	8%	11%	-%	5%	92%	8%	77%	19%	57%	43%
<b>ASIAN AND BRITISH ASIAN</b>																
Indian	39	15	1	1	2	5	5	4	1	4	35	4	29	9	18	21
	1%	4%	*%	*%	1%	2%	2%	2%	*%	1%	1%	1%	2%	1%	1%	2%
		bcdh											m			
		38%	3%	3%	5%	12%	14%	11%	1%	11%	90%	10%	76%	24%	47%	53%
Pakistani	45	21	2	-	2	1	3	9	-	5	45	-	31	14	6	39
	2%	6%	1%	-%	1%	*%	1%	4%	-%	2%	2%	-%	2%	1%	*%	3%
		bcdefhi						bcdefh			k					n
		47%	5%	-%	5%	2%	6%	21%	-%	10%	100%	-%	69%	31%	13%	87%
Bangladeshi	37	35	-	1	-	-	1	-	-	-	37	-	31	7	1	36
	1%	10%	-%	1%	-%	-%	*%	-%	-%	-%	2%	-%	2%	1%	*%	3%
		bcdefghi									k		m			n
		95%	-%	3%	-%	-%	2%	-%	-%	-%	100%	-%	82%	18%	3%	97%
Any other Asian background	15	5	5	2	1	-	2	1	-	-	15	-	9	6	5	10
	1%	1%	1%	1%	1%	-%	1%	*%	-%	-%	1%	-%	1%	1%	*%	1%
		31%	32%	12%	9%	-%	12%	5%	-%	-%	100%	-%	59%	41%	31%	69%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QZ3. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)**

Base : All respondents

	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	3737	249	251	247	250	251	237	252	251	251	2711	1026	1861	1863	1792	1945
Effective Weighted Sample	2504	221	237	237	233	233	225	231	232	231	2082	456	1294	1256	1218	1321
Total	2675	338	359	227	189	237	245	226	114	302	2315	360	1552	1114	1443	1232
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	54%	46%
TOTAL ASIAN/ BRITISH ASIAN	136	76	8	4	5	6	11	14	1	9	132	4	100	36	30	106
	5%	22%	2%	2%	3%	2%	4%	6%	*%	3%	6%	1%	6%	3%	2%	9%
		bcdefghi			h		h	bceh		h	k		m			n
		56%	6%	3%	4%	4%	8%	10%	*%	6%	97%	3%	73%	27%	22%	78%
<b>BLACK AND BLACK BRITISH</b>																
Caribbean	10	5	-	-	*	2	3	-	-	-	10	-	9	1	2	7
	*%	1%	-%	-%	*%	1%	1%	-%	-%	-%	*%	-%	1%	*%	*%	1%
													m			
		52%	-%	-%	4%	18%	27%	-%	-%	-%	100%	-%	89%	11%	25%	75%
African	37	27	1	-	2	-	2	2	-	3	36	1	28	8	8	29
	1%	8%	*%	-%	1%	-%	1%	1%	-%	1%	2%	*%	2%	1%	1%	2%
		bcdefghi									k		m			n
		72%	3%	-%	5%	-%	6%	5%	-%	9%	97%	3%	77%	23%	21%	79%
Any other black background	4	3	-	-	1	-	1	-	-	-	4	*	1	3	*	4
	*%	1%	-%	-%	*%	-%	*%	-%	-%	-%	*%	*%	*%	*%	*%	*%
		63%	-%	-%	14%	-%	18%	-%	-%	-%	94%	6%	19%	81%	6%	94%
TOTAL BLACK/ BLACK BRITISH	51	34	1	-	3	2	6	2	-	3	49	1	38	13	10	41
	2%	10%	*%	-%	1%	1%	2%	1%	-%	1%	2%	*%	2%	1%	1%	3%
		bcdefghi					ch				k		m			n
		68%	2%	-%	5%	3%	11%	4%	-%	6%	97%	3%	74%	26%	20%	80%
Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o																

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QZ3. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)**

Base : All respondents

	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	3737	249	251	247	250	251	237	252	251	251	2711	1026	1861	1863	1792	1945
Effective Weighted Sample	2504	221	237	237	233	233	225	231	232	231	2082	456	1294	1256	1218	1321
Total	2675	338	359	227	189	237	245	226	114	302	2315	360	1552	1114	1443	1232
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	54%	46%
<b>MIDDLE EAST AND ARABIC ORIGIN</b>																
Middle Eastern, including Arabic origin	6	3	-	-	*	-	2	-	-	-	6	*	3	3	1	5
	*%	1%	-%	-%	*%	-%	1%	-%	-%	-%	*%	*%	*%	*%	*%	*%
		45%	-%	-%	7%	-%	28%	-%	-%	-%	99%	1%	47%	53%	17%	83%
Iranian	2	2	-	-	-	-	-	-	-	-	2	-	-	2	-	2
	*%	1%	-%	-%	-%	-%	-%	-%	-%	-%	*%	-%	-%	*%	-%	*%
		100%	-%	-%	-%	-%	-%	-%	-%	-%	100%	-%	-%	100%	-%	100%
TOTAL MIDDLE EAST AND ARABIC ORIGIN	8	5	-	-	*	-	2	-	-	-	8	*	3	5	1	7
	*%	1%	-%	-%	*%	-%	1%	-%	-%	-%	*%	*%	*%	*%	*%	1%
		59%	-%	-%	5%	-%	21%	-%	-%	-%	99%	1%	34%	66%	13%	87%
<b>CHINESE OR OTHER ETHNIC GROUP</b>																
Chinese	9	3	3	-	-	1	-	-	-	-	9	-	5	5	3	6
	*%	1%	1%	-%	-%	1%	-%	-%	-%	-%	*%	-%	*%	*%	*%	1%
		36%	28%	-%	-%	14%	-%	-%	-%	-%	100%	-%	52%	48%	35%	65%
Any other background	5	2	-	-	1	-	2	-	-	-	5	*	2	3	1	4
	*%	1%	-%	-%	*%	-%	1%	-%	-%	-%	*%	*%	*%	*%	*%	*%
		38%	-%	-%	13%	-%	45%	-%	-%	-%	96%	4%	41%	59%	17%	83%
TOTAL CHINESE OR OTHER ETHNIC GROUP	14	5	3	-	1	1	2	-	-	-	14	*	7	7	4	10
	1%	2%	1%	-%	*%	1%	1%	-%	-%	-%	1%	*%	*%	1%	*%	1%
		37%	19%	-%	5%	9%	16%	-%	-%	-%	99%	1%	48%	52%	29%	71%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QZ3. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)**

Base : All respondents

	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	3737	249	251	247	250	251	237	252	251	251	2711	1026	1861	1863	1792	1945
Effective Weighted Sample	2504	221	237	237	233	233	225	231	232	231	2082	456	1294	1256	1218	1321
Total	2675	338	359	227	189	237	245	226	114	302	2315	360	1552	1114	1443	1232
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	54%	46%
Refused	8	-	3	-	-	-	-	-	1	2	6	2	4	2	7	1
	*%	-%	1%	-%	-%	-%	-%	-%	1%	1%	*%	1%	*%	*%	*%	*%
		-%	40%	-%	-%	-%	-%	-%	9%	24%	74%	26%	53%	27%	90%	10%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 151**

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

**QZ4 (C9). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE)**

Base : All 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	3737	1790	1947	519	604	1172	1442	559	401	451	615	797	1122	791	1022	2239	502	489	507
Effective Weighted Sample	2504	1197	1308	343	401	807	971	377	268	325	461	578	755	534	660	1916	310	301	376
Total	2675	1301	1374	364	469	915	927	317	260	358	583	712	720	580	661	2236	233	132	74
		49%	51%	14%	18%	34%	35%	12%	10%	13%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Cannot walk far or manage stairs or can only do so with difficulty	160 6%	77 6%	83 6%	2 *	5 1%	31 3%	123 13%	48 15%	24 9%	15 4%	8 1%	33 5%	30 4%	36 6%	61 9%	128 6%	16 7%	12 9%	3 5%
		48%	52%	1%	3%	19%	cde 77%	hij 30%	ij 15%	j 9%					kl 38%			or 8%	
Breathlessness or chest pains	97 4%	54 4%	43 3%	3 1%	5 1%	16 2%	73 8%	32 10%	13 5%	6 2%	6 1%	17 2%	15 2%	25 4%	41 6%	79 4%	6 3%	9 7%	2 3%
		56%	44%	3%	5%	17%	cde 75%	hij 33%	ij 14%					l 26%	kl 42%			opr 10%	
Poor hearing, partial hearing or deafness	82 3%	41 3%	41 3%	1 *	2 *	8 1%	71 8%	23 7%	10 4%	13 4%	3 1%	16 2%	19 3%	21 4%	26 4%	69 3%	6 2%	6 4%	2 2%
		51%	49%	2%	2%	10%	cde 86%	ij 28%	j 12%	j 16%									
Mental health problems or difficulties	58 2%	21 2%	37 3%	7 2%	13 3%	22 2%	16 2%	27 9%	8 3%	5 1%	6 1%	6 1%	4 1%	7 1%	42 6%	42 2%	9 4%	6 4%	1 2%
		36%	64%	13%	22%	38%	28%	hij 47%							klm 72%		o 16%	or 10%	
Poor vision, partial sight or blindness	55 2%	20 2%	35 3%	5 1%	5 1%	13 1%	32 3%	10 3%	9 3%	2 1%	7 1%	11 2%	10 1%	9 1%	25 4%	44 2%	6 2%	4 3%	1 1%
		36%	64%	9%	9%	23%	de 58%	ij 19%	ij 16%						klm 45%				
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r										4%	13%	21%	18%	16%		80%	10%	8%	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 - H1 2016. 4th January to 29th February 2016.**

**Table 151**

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

**QZ4 (C9). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE)**

Base : All 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	3737	1790	1947	519	604	1172	1442	559	401	451	615	797	1122	791	1022	2239	502	489	507
Effective Weighted Sample	2504	1197	1308	343	401	807	971	377	268	325	461	578	755	534	660	1916	310	301	376
Total	2675	1301	1374	364	469	915	927	317	260	358	583	712	720	580	661	2236	233	132	74
		49%	51%	14%	18%	34%	35%	12%	10%	13%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Limited ability to reach	39	18	21	*	2	10	27	11	8	3	1	5	6	16	12	30	7	2	1
	1%	1%	2%	*%	*%	1%	3%	3%	3%	1%	*%	1%	1%	3%	2%	1%	3%	1%	1%
		45%	55%	1%	6%	25%	cde	ij	j	7%	3%	12%	16%	40%	32%	76%	17%	4%	3%
Dyslexia	32	14	18	4	13	8	7	12	1	2	9	6	3	7	16	26	3	3	*
	1%	1%	1%	1%	3%	1%	1%	4%	*%	1%	1%	1%	*%	1%	2%	1%	1%	2%	*%
		45%	55%	13%	ef	41%	22%	hij	36%	4%	7%	18%	9%	22%	kl	50%	81%	9%	10%
Cannot walk at all / use a wheelchair	11	5	6	-	1	1	9	4	2	1	1	3	3	4	2	9	1	1	*
	*%	*%	*%	-%	*%	*%	1%	1%	1%	*%	*%	*%	*%	1%	*%	*%	1%	1%	*%
		47%	53%	-%	10%	10%	e	37%	13%	9%	10%	22%	28%	31%	18%	81%	11%	7%	1%
Difficulty in speaking or in communicating	10	2	8	2	3	3	2	4	*	*	1	1	*	3	6	8	-	2	*
	*%	*%	1%	1%	1%	*%	*%	1%	*%	*%	*%	*%	*%	*%	1%	*%	-%	1%	1%
		18%	82%	18%	25%	34%	24%	39%	1%	1%	12%	14%	1%	27%	l	58%	81%	-%	15%
Other illnesses or health problems which limit your daily activities or the work that you can do	128	77	51	4	9	40	75	36	22	15	12	22	22	24	61	106	8	13	2
	5%	6%	4%	1%	2%	4%	8%	11%	9%	4%	2%	3%	3%	4%	9%	5%	3%	10%	3%
		b				cd	cde	ij	ij	11%	9%	17%	17%	18%	klm	47%	83%	6%	opr
		60%	40%	3%	7%	31%	58%	28%	17%	11%	9%	17%	17%	18%				10%	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 - H1 2016. 4th January to 29th February 2016.**

**Table 151**

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

**QZ4 (C9). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE)**

Base : All 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	3737	1790	1947	519	604	1172	1442	559	401	451	615	797	1122	791	1022	2239	502	489	507
Effective Weighted Sample	2504	1197	1308	343	401	807	971	377	268	325	461	578	755	534	660	1916	310	301	376
Total	2675	1301	1374	364	469	915	927	317	260	358	583	712	720	580	661	2236	233	132	74
		49%	51%	14%	18%	34%	35%	12%	10%	13%	22%	27%	27%	22%	25%	84%	9%	5%	3%
None	2230	1073	1157	343	424	818	645	198	199	308	542	624	637	488	479	1872	192	101	66
	83%	82%	84%	94%	90%	89%	70%	62%	76%	86%	93%	88%	89%	84%	73%	84%	82%	76%	89%
				ef	f	f			g	gh	ghi	n	mn	n		q			opq
		48%	52%	15%	19%	37%	29%	9%	9%	14%	24%	28%	29%	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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 151**

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

**QZ4 (C9). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE)**

Base : All respondents

	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	3737	249	251	247	250	251	237	252	251	251	2711	1026	1861	1863	1792	1945
Effective Weighted Sample	2504	221	237	237	233	233	225	231	232	231	2082	456	1294	1256	1218	1321
Total	2675	338	359	227	189	237	245	226	114	302	2315	360	1552	1114	1443	1232
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	54%	46%
Cannot walk far or manage stairs or can only do so with difficulty	160	6	17	12	11	14	20	14	9	27	136	24	15	144	79	81
	6%	2%	5%	5%	6%	6%	8%	6%	7%	9%	6%	7%	1%	13%	5%	7%
				a	a	a	a	a	a	a				l		
		4%	11%	7%	7%	9%	12%	9%	5%	17%	85%	15%	9%	90%	49%	51%
Breathlessness or chest pains	97	2	12	12	7	9	10	11	5	12	81	16	9	88	48	50
	4%	1%	3%	5%	4%	4%	4%	5%	4%	4%	4%	4%	1%	8%	3%	4%
			a	a	a	a	a	a	a	a				l		
		2%	12%	12%	8%	9%	10%	12%	5%	12%	84%	16%	10%	90%	49%	51%
Poor hearing, partial hearing or deafness	82	1	6	9	7	9	13	8	5	11	68	14	14	68	44	38
	3%	*%	2%	4%	4%	4%	5%	3%	4%	4%	3%	4%	1%	6%	3%	3%
				a	a	a	ab	a	a	a				l		
		1%	7%	11%	8%	12%	16%	9%	6%	14%	83%	17%	17%	83%	54%	46%
Mental health problems or difficulties	58	-	5	5	6	3	8	5	5	6	47	11	10	48	25	33
	2%	-%	1%	2%	3%	1%	3%	2%	4%	2%	2%	3%	1%	4%	2%	3%
			a	a	a	a	a	a	a	a				l		
		-%	8%	8%	10%	5%	14%	9%	8%	10%	81%	19%	16%	84%	43%	57%
Poor vision, partial sight or blindness	55	6	4	6	2	7	2	6	3	9	47	8	10	44	20	35
	2%	2%	1%	3%	1%	3%	1%	3%	2%	3%	2%	2%	1%	4%	1%	3%
														l		n
		11%	7%	10%	4%	12%	3%	12%	5%	17%	85%	15%	19%	81%	36%	64%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 151**

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

**QZ4 (C9). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE)**

Base : All respondents

	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	3737	249	251	247	250	251	237	252	251	251	2711	1026	1861	1863	1792	1945
Effective Weighted Sample	2504	221	237	237	233	233	225	231	232	231	2082	456	1294	1256	1218	1321
Total	2675	338	359	227	189	237	245	226	114	302	2315	360	1552	1114	1443	1232
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	54%	46%
Limited ability to reach	39	-	5	3	3	7	4	2	2	3	31	9	7	32	19	20
	1%	-%	1%	1%	2%	3%	2%	1%	2%	1%	1%	2%	*%	3%	1%	2%
						a	a		a					l		
		-%	13%	7%	8%	19%	11%	4%	5%	8%	78%	22%	18%	82%	48%	52%
Dyslexia	32	3	-	7	3	1	7	1	2	1	24	8	16	16	10	22
	1%	1%	-%	3%	2%	1%	3%	*%	1%	*%	1%	2%	1%	1%	1%	2%
				begi	b		bgi								n	
		10%	-%	23%	11%	4%	22%	3%	5%	3%	75%	25%	49%	51%	32%	68%
Cannot walk at all / use a wheelchair	11	-	2	2	-	1	2	1	*	1	11	1	2	9	5	6
	*%	-%	*%	1%	-%	*%	1%	*%	*%	*%	*%	*%	*%	1%	*%	1%
														l		
		-%	13%	18%	-%	7%	21%	9%	4%	9%	94%	6%	22%	78%	45%	55%
Difficulty in speaking or in communicating	10	-	-	-	1	2	5	-	*	-	7	3	1	9	7	4
	*%	-%	-%	-%	*%	1%	2%	-%	*%	-%	*%	1%	*%	1%	*%	*%
						abcgi								l		
		-%	-%	-%	8%	18%	51%	-%	4%	-%	69%	31%	14%	86%	64%	36%
Other illnesses or health problems which limit your daily activities or the work that you can do	128	-	17	11	8	16	23	8	13	10	95	34	32	95	62	67
	5%	-%	5%	5%	4%	7%	9%	4%	11%	3%	4%	9%	2%	9%	4%	5%
			a	a	a	a	abdgi	a	abcdgi	a		j		l		
		-%	13%	9%	6%	13%	18%	6%	10%	8%	74%	26%	25%	74%	48%	52%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 151**

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

**QZ4 (C9). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE)**

Base : All respondents

	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	3737	249	251	247	250	251	237	252	251	251	2711	1026	1861	1863	1792	1945
Effective Weighted Sample	2504	221	237	237	233	233	225	231	232	231	2082	456	1294	1256	1218	1321
Total	2675	338	359	227	189	237	245	226	114	302	2315	360	1552	1114	1443	1232
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	54%	46%
None	2230	322	310	182	156	192	192	185	85	248	1950	280	1459	762	1215	1015
	83%	95%	86%	80%	83%	81%	78%	82%	75%	82%	84%	78%	94%	68%	84%	82%
		bcdefghi	fh		h						k		m			
		14%	14%	8%	7%	9%	9%	8%	4%	11%	87%	13%	65%	34%	54%	46%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 152**

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

**QZ5 (C10). SHOWCARD Which of these best describes your sight? (SINGLE CODE)**

Base : Those with poor vision, partial sight or blindness

	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	85	32	53	6	3	16	60	15	12	4	8	15	20	13	36	47	12	18	8
Effective Weighted Sample	58	21	37	5	3	14	39	11	10	2	6	11	11	10	26	42	8	13	6
Total	55	20	35	5	5	13	32	10	9	2	7	11	10	9	25	44	6	4	1
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot tell by the light where the windows are	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see the shapes of furniture in the room	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to recognise a friend if close to his or her face	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to recognise a friend if he or she is at arm's length	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to read a newspaper headline	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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 - H1 2016. 4th January to 29th February 2016.**

**Table 152**

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

**QZ5 (C10). SHOWCARD Which of these best describes your sight? (SINGLE CODE)**

Base : Those with poor vision, partial sight or blindness

	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	85	32	53	6	3	16	60	15	12	4	8	15	20	13	36	47	12	18	8
Effective Weighted Sample	58	21	37	5	3	14	39	11	10	2	6	11	11	10	26	42	8	13	6
Total	55	20	35	5	5	13	32	10	9	2	7	11	10	9	25	44	6	4	1
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to read a large print book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to recognise a friend across a room	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to recognise a friend across a road	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Have difficulty seeing ordinary newspaper print	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Have no problems as long as I am wearing glasses/ contact lenses	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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 - H1 2016. 4th January to 29th February 2016.**

**Table 152**

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

**QZ5 (C10). SHOWCARD Which of these best describes your sight? (SINGLE CODE)**

Base : Those with poor vision, partial sight or blindness

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		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	YES ~l	NO ~m	LOW ~n	MEDIUM/ HIGH ~o
Significance Level: 95%																
Unweighted total	85	4	3	7	3	7	2	7	6	8	63	22	11	74	30	55
Effective Weighted Sample	58	4	3	7	3	7	2	7	6	8	48	10	8	51	20	38
Total	55	6	4	6	2	7	2	6	3	9	47	8	10	44	20	35
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot tell by the light where the windows are	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see the shapes of furniture in the room	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to recognise a friend if close to his or her face	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to recognise a friend if he or she is at arm's length	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to read a newspaper headline	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 152**

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

**QZ5 (C10). SHOWCARD Which of these best describes your sight? (SINGLE CODE)**

Base : Those with poor vision, partial sight or blindness

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		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	YES ~l	NO ~m	LOW ~n	MEDIUM/ HIGH ~o
Significance Level: 95%																
Unweighted total	85	4	3	7	3	7	2	7	6	8	63	22	11	74	30	55
Effective Weighted Sample	58	4	3	7	3	7	2	7	6	8	48	10	8	51	20	38
Total	55	6	4	6	2	7	2	6	3	9	47	8	10	44	20	35
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to read a large print book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to recognise a friend across a room	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to recognise a friend across a road	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Have difficulty seeing ordinary newspaper print	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Have no problems as long as I am wearing glasses/ contact lenses	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QZ6 (C11). SHOWCARD Which of these best describes your hearing? (SINGLE CODE)**

Base : Those with poor hearing, partial hearing or deafness

		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	130	66	64	1	2	11	116	36	15	17	5	24	33	27	46	80	16	20	14
Effective Weighted Sample	90	43	48	1	1	8	81	23	12	15	4	18	23	21	28	70	9	14	9
Total	82	41	41	1	2	8	71	23	10	13	3	16	19	21	26	69	6	6	2
		**	**	**	**	**	86%	**	**	**	**	**	**	**	**	**	**	**	**
Cannot follow a TV programme with the volume turned up	12	**	**	**	**	**	9	**	**	**	**	**	**	**	**	**	**	**	**
	14%	**	**	**	**	**	12%	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	75%	**	**	**	**	**	**	**	**	**	**	**	**
Have difficulty hearing someone talking in a loud voice in a quiet room	7	**	**	**	**	**	7	**	**	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	11%	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	100%	**	**	**	**	**	**	**	**	**	**	**	**
Cannot hear a doorbell, alarm clock or telephone bell	4	**	**	**	**	**	4	**	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	6%	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	100%	**	**	**	**	**	**	**	**	**	**	**	**
Cannot follow a TV programme at a volume others find acceptable	18	**	**	**	**	**	15	**	**	**	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	21%	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	84%	**	**	**	**	**	**	**	**	**	**	**	**
Difficulty hearing someone talking in a normal voice in a quiet room	5	**	**	**	**	**	4	**	**	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	6%	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	81%	**	**	**	**	**	**	**	**	**	**	**	**

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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QZ6 (C11). SHOWCARD Which of these best describes your hearing? (SINGLE CODE)**

Base : Those with poor hearing, partial hearing or deafness

	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	130	66	64	1	2	11	116	36	15	17	5	24	33	27	46	80	16	20	14
Effective Weighted Sample	90	43	48	1	1	8	81	23	12	15	4	18	23	21	28	70	9	14	9
Total	82	41	41	1	2	8	71	23	10	13	3	16	19	21	26	69	6	6	2
		**	**	**	**	**	86%	**	**	**	**	**	**	**	**	**	**	**	**
Difficulty following a conversation against background noise	26	**	**	**	**	**	22	**	**	**	**	**	**	**	**	**	**	**	**
	31%	**	**	**	**	**	31%	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	85%	**	**	**	**	**	**	**	**	**	**	**	**
Have no problems as long as I am wearing my hearing aid	9	**	**	**	**	**	8	**	**	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	11%	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	92%	**	**	**	**	**	**	**	**	**	**	**	**

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 - H1 2016. 4th January to 29th February 2016.**

**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.

**QZ6 (C11). SHOWCARD Which of these best describes your hearing? (SINGLE CODE)**

Base : Those with poor hearing, partial hearing or deafness

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		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	YES ~l	NO m	LOW ~n	MEDIUM/ HIGH ~o
Significance Level: 95%																
Unweighted total	130	1	4	11	10	9	15	9	12	9	91	39	15	115	57	73
Effective Weighted Sample	90	1	4	11	10	9	14	9	11	9	73	18	13	79	42	52
Total	82	1	6	9	7	9	13	8	5	11	68	14	14	68	44	38
		**	**	**	**	**	**	**	**	**	**	**	**	83%	**	**
Cannot follow a TV programme with the volume turned up	12	**	**	**	**	**	**	**	**	**	**	**	**	8	**	**
	14%	**	**	**	**	**	**	**	**	**	**	**	**	11%	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	65%	**	**
Have difficulty hearing someone talking in a loud voice in a quiet room	7	**	**	**	**	**	**	**	**	**	**	**	**	7	**	**
	9%	**	**	**	**	**	**	**	**	**	**	**	**	11%	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	100%	**	**
Cannot hear a doorbell, alarm clock or telephone bell	4	**	**	**	**	**	**	**	**	**	**	**	**	3	**	**
	5%	**	**	**	**	**	**	**	**	**	**	**	**	4%	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	73%	**	**
Cannot follow a TV programme at a volume others find acceptable	18	**	**	**	**	**	**	**	**	**	**	**	**	15	**	**
	22%	**	**	**	**	**	**	**	**	**	**	**	**	22%	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	84%	**	**

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QZ6 (C11). SHOWCARD Which of these best describes your hearing? (SINGLE CODE)**

Base : Those with poor hearing, partial hearing or deafness

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		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	YES ~l	NO m	LOW ~n	MEDIUM/ HIGH ~o
Significance Level: 95%																
Unweighted total	130	1	4	11	10	9	15	9	12	9	91	39	15	115	57	73
Effective Weighted Sample	90	1	4	11	10	9	14	9	11	9	73	18	13	79	42	52
Total	82	1	6	9	7	9	13	8	5	11	68	14	14	68	44	38
		**	**	**	**	**	**	**	**	**	**	**	**	83%	**	**
Difficulty hearing someone talking in a normal voice in a quiet room	5	**	**	**	**	**	**	**	**	**	**	**	**	4	**	**
	7%	**	**	**	**	**	**	**	**	**	**	**	**	6%	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	81%	**	**
Difficulty following a conversation against background noise	26	**	**	**	**	**	**	**	**	**	**	**	**	21	**	**
	31%	**	**	**	**	**	**	**	**	**	**	**	**	31%	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	83%	**	**
Have no problems as long as I am wearing my hearing aid	9	**	**	**	**	**	**	**	**	**	**	**	**	9	**	**
	11%	**	**	**	**	**	**	**	**	**	**	**	**	13%	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	100%	**	**

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QZ8 (SGA). Do you ever work from home? (SINGLE CODE)**

Base : Those working full or part time

		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	1861	925	936	225	428	880	328	96	155	307	503	445	640	466	309	1144	228	210	279
Effective Weighted Sample	1294	644	650	156	296	616	226	65	109	219	377	323	434	330	221	1002	152	135	219
Total	1552	783	768	190	369	734	258	67	117	258	492	438	449	393	272	1304	133	74	41
		50%	50%	12%	24%	47%	17%	**	8%	17%	32%	28%	29%	25%	18%	84%	9%	5%	3%
Yes	388	193	195	29	66	209	83	**	14	41	171	181	115	68	24	341	22	16	9
	25%	25%	25%	15%	18%	28%	32%	**	12%	16%	35%	41%	26%	17%	9%	26%	17%	21%	22%
						cd	cd				hi	lmn	mn	n		p			
		50%	50%	8%	17%	54%	21%	**	4%	10%	44%	47%	30%	18%	6%	88%	6%	4%	2%
No	1164	590	574	161	303	525	175	**	103	217	321	257	334	325	248	963	110	58	32
	75%	75%	75%	85%	82%	72%	68%	**	88%	84%	65%	59%	74%	83%	91%	74%	83%	79%	78%
				ef	ef				j	j			k	kl	klm		o		
		51%	49%	14%	26%	45%	15%	**	9%	19%	28%	22%	29%	28%	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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QZ8 (SGA). Do you ever work from home? (SINGLE CODE)**

Base : Those working full or part time

	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	1861	179	123	126	117	128	121	114	111	125	1364	497	1861	-	924	937
Effective Weighted Sample	1294	159	117	123	111	121	116	108	105	117	1081	230	1294	-	649	659
Total	1552	256	195	130	100	136	140	119	58	171	1349	202	1552	-	853	699
		16%	13%	8%	6%	9%	9%	8%	4%	11%	87%	13%	100%	-%	55%	45%
Yes	388	52	50	43	30	37	48	29	14	37	319	69	388	-	251	136
	25%	20%	26%	33%	30%	27%	34%	24%	25%	22%	24%	34%	25%	-%	29%	20%
		a		a			ai				j	j			o	
		13%	13%	11%	8%	9%	12%	8%	4%	10%	82%	18%	100%	-%	65%	35%
No	1164	203	144	87	70	99	92	90	44	134	1030	133	1164	-	601	562
	75%	80%	74%	67%	70%	73%	66%	76%	75%	78%	76%	66%	75%	-%	71%	80%
		cf					f			f	k	k			n	
		17%	12%	7%	6%	9%	8%	8%	4%	11%	89%	11%	100%	-%	52%	48%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 155**

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

**QZ9 (SGB). Would you say that you work from home most of the time or just occasionally? (SINGLE CODE)**

Base : Those who ever work from 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	437	216	221	24	75	237	101	15	16	50	170	187	156	68	26	297	42	46	52
Effective Weighted Sample	317	154	163	18	52	175	74	8	11	35	131	137	112	53	18	261	26	30	41
Total	388	193	195	29	66	209	83	9	14	41	171	181	115	68	24	341	22	16	9
		50%	50%	**	**	54%	21%	**	**	**	44%	47%	30%	**	**	88%	**	**	**
Most of the time	136	65	71	**	**	74	45	**	**	**	55	66	38	**	**	121	**	**	**
	35%	34%	36%	**	**	35%	54%	**	**	**	32%	36%	33%	**	**	35%	**	**	**
						e													
		48%	52%	**	**	54%	33%	**	**	**	40%	48%	28%	**	**	89%	**	**	**
Just occasionally	247	126	121	**	**	134	38	**	**	**	115	113	76	**	**	217	**	**	**
	64%	65%	62%	**	**	64%	46%	**	**	**	67%	62%	66%	**	**	64%	**	**	**
						f													
		51%	49%	**	**	54%	15%	**	**	**	46%	46%	31%	**	**	88%	**	**	**
Don't know	4	2	2	**	**	1	-	**	**	**	2	2	1	**	**	3	**	**	**
	1%	1%	1%	**	**	*%	-%	**	**	**	1%	1%	1%	**	**	1%	**	**	**
		42%	58%	**	**	23%	-%	**	**	**	42%	47%	28%	**	**	74%	**	**	**

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 - H1 2016. 4th January to 29th February 2016.**

**Table 155**

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

**QZ9 (SGB). Would you say that you work from home most of the time or just occasionally? (SINGLE CODE)**

Base : Those who ever work from 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	437	29	32	43	35	34	42	26	27	29	308	129	437	-	266	171
Effective Weighted Sample	317	28	30	42	34	33	40	25	26	27	248	73	317	-	192	127
Total	388	52	50	43	30	37	48	29	14	37	319	69	388	-	251	136
		**	**	**	**	**	**	**	**	**	82%	18%	100%	-%	65%	35%
Most of the time	136	**	**	**	**	**	**	**	**	**	104	32	136	-	94	42
	35%	**	**	**	**	**	**	**	**	**	33%	46%	35%	-%	37%	31%
		**	**	**	**	**	**	**	**	**	77%	23%	100%	-%	69%	31%
Just occasionally	247	**	**	**	**	**	**	**	**	**	210	37	247	-	156	91
	64%	**	**	**	**	**	**	**	**	**	66%	54%	64%	-%	62%	67%
		**	**	**	**	**	**	**	**	**	85%	15%	100%	-%	63%	37%
Don't know	4	**	**	**	**	**	**	**	**	**	4	-	4	-	1	3
	1%	**	**	**	**	**	**	**	**	**	1%	-%	1%	-%	*%	2%
		**	**	**	**	**	**	**	**	**	100%	-%	100%	-%	28%	72%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 156**

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

**QZ11 (QZ9A). Could you please tell me if your total household income from all sources before tax and other deductions is above or below £11,500 per year?**

Base : All respondents

	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	3737	1790	1947	519	604	1172	1442	559	401	451	615	797	1122	791	1022	2239	502	489	507
Effective Weighted Sample	2504	1197	1308	343	401	807	971	377	268	325	461	578	755	534	660	1916	310	301	376
Total	2675	1301	1374	364	469	915	927	317	260	358	583	712	720	580	661	2236	233	132	74
		49%	51%	14%	18%	34%	35%	12%	10%	13%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Under £11,500	317	133	184	46	51	80	141	317	-	-	-	14	56	38	209	250	38	20	9
	12%	10%	13%	13%	11%	9%	15%	100%	-%	-%	-%	2%	8%	7%	32%	11%	16%	15%	12%
			a	e			de	hij					k	k	klm		o		
		42%	58%	15%	16%	25%	44%	100%	-%	-%	-%	4%	18%	12%	66%	79%	12%	6%	3%
Above £11,500	1592	798	794	165	308	628	491	-	251	351	563	508	443	376	265	1346	139	77	30
	60%	61%	58%	45%	66%	69%	53%	-%	96%	98%	97%	71%	62%	65%	40%	60%	60%	58%	40%
				cf	cf		c		g	g	g	lmn	n	n		r	r	r	
		50%	50%	10%	19%	39%	31%	-%	16%	22%	35%	32%	28%	24%	17%	85%	9%	5%	2%
Don't know	218	97	120	94	34	42	48	-	5	1	10	41	54	52	70	175	23	14	5
	8%	7%	9%	26%	7%	5%	5%	-%	2%	*%	2%	6%	8%	9%	11%	8%	10%	11%	7%
			def	e					gi		g			k					
		45%	55%	43%	16%	19%	22%	-%	3%	1%	5%	19%	25%	24%	32%	81%	11%	6%	2%
Refused	548	272	276	59	76	166	247	-	4	6	10	149	167	114	117	464	33	21	30
	20%	21%	20%	16%	16%	18%	27%	-%	2%	2%	2%	21%	23%	20%	18%	21%	14%	16%	40%
							cde		g	g	g		n			p			opq
		50%	50%	11%	14%	30%	45%	-%	1%	1%	2%	27%	30%	21%	21%	85%	6%	4%	5%

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 - H1 2016. 4th January to 29th February 2016.**

**Table 156**

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

**QZ11 (QZ9A). Could you please tell me if your total household income from all sources before tax and other deductions is above or below £11,500 per year?**

Base : All respondents

	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	3737	249	251	247	250	251	237	252	251	251	2711	1026	1861	1863	1792	1945
Effective Weighted Sample	2504	221	237	237	233	233	225	231	232	231	2082	456	1294	1256	1218	1321
Total	2675	338	359	227	189	237	245	226	114	302	2315	360	1552	1114	1443	1232
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	54%	46%
Under £11,500	317	12	27	22	29	20	35	43	23	41	281	37	67	248	125	192
	12%	3%	7%	10%	15%	8%	14%	19%	20%	13%	12%	10%	4%	22%	9%	16%
			a	abe	a	ab	abce	abce	ab	ab				l		n
		4%	8%	7%	9%	6%	11%	13%	7%	13%	88%	12%	21%	78%	40%	60%
Above £11,500	1592	247	230	150	93	88	162	145	45	186	1371	221	1115	472	879	713
	60%	73%	64%	66%	49%	37%	66%	64%	40%	62%	59%	61%	72%	42%	61%	58%
		bdeghi	deh	deh	eh		deh	deh		deh			m			
		16%	14%	9%	6%	6%	10%	9%	3%	12%	86%	14%	70%	30%	55%	45%
Don't know	218	33	26	14	12	26	14	17	11	21	188	30	86	132	110	108
	8%	10%	7%	6%	7%	11%	6%	8%	9%	7%	8%	8%	6%	12%	8%	9%
					f									l		
		15%	12%	7%	6%	12%	6%	8%	5%	10%	86%	14%	39%	61%	51%	49%
Refused	548	47	76	41	55	103	34	21	35	54	476	72	284	261	329	220
	20%	14%	21%	18%	29%	43%	14%	9%	31%	18%	21%	20%	18%	23%	23%	18%
			afg	g	abcfgi	abcdcfghi			abcfgi	g				l	o	
		9%	14%	7%	10%	19%	6%	4%	6%	10%	87%	13%	52%	48%	60%	40%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 157**

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

**QZ12 (QZ9). SHOWCARD Group in which you would place your total household income from all sources, before tax and other deductions? (SINGLE CODE)**

Base : All respondents

	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	3737	1790	1947	519	604	1172	1442	559	401	451	615	797	1122	791	1022	2239	502	489	507
Effective Weighted Sample	2504	1197	1308	343	401	807	971	377	268	325	461	578	755	534	660	1916	310	301	376
Total	2675	1301	1374	364	469	915	927	317	260	358	583	712	720	580	661	2236	233	132	74
		49%	51%	14%	18%	34%	35%	12%	10%	13%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Under £11,500	317	133	184	46	51	80	141	317	-	-	-	14	56	38	209	250	38	20	9
	12%	10%	13%	13%	11%	9%	15%	100%	-%	-%	-%	2%	8%	7%	32%	11%	16%	15%	12%
			a	e			de	hij					k	k	klm		o		
		42%	58%	15%	16%	25%	44%	100%	-%	-%	-%	4%	18%	12%	66%	79%	12%	6%	3%
£11,500 - £17,499	260	117	143	26	45	72	117	-	260	-	-	32	62	66	100	213	27	15	6
	10%	9%	10%	7%	10%	8%	13%	-%	100%	-%	-%	5%	9%	11%	15%	10%	12%	11%	8%
							ce		gij				k	k	kl				
		45%	55%	10%	17%	28%	45%	-%	100%	-%	-%	12%	24%	25%	38%	82%	10%	6%	2%
£17,500 - £29,999	358	184	174	33	67	146	112	-	-	358	-	76	115	100	68	311	25	13	9
	13%	14%	13%	9%	14%	16%	12%	-%	-%	100%	-%	11%	16%	17%	10%	14%	11%	10%	12%
				c	cf				ghj				kn	kn					
		51%	49%	9%	19%	41%	31%	-%	-%	100%	-%	21%	32%	28%	19%	87%	7%	4%	3%
£30,000 - £49,999	350	175	175	29	83	163	75	-	-	-	350	133	98	83	36	303	26	17	4
	13%	13%	13%	8%	18%	18%	8%	-%	-%	-%	60%	19%	14%	14%	5%	14%	11%	13%	6%
				cf	cf						ghi	lmn	n	n		r	r	r	
		50%	50%	8%	24%	47%	21%	-%	-%	-%	100%	38%	28%	24%	10%	87%	7%	5%	1%
£50,000+	233	116	117	26	44	119	45	-	-	-	233	134	54	37	9	206	20	7	1
	9%	9%	9%	7%	9%	13%	5%	-%	-%	-%	40%	19%	8%	6%	1%	9%	8%	5%	1%
				f	cf						ghi	lmn	n	n		qr	r	r	
		50%	50%	11%	19%	51%	19%	-%	-%	-%	100%	57%	23%	16%	4%	88%	8%	3%	*%
REFUSED BUT ABOVE £11.5K	427	224	204	56	75	141	156	-	-	-	-	145	123	97	63	346	42	29	11
	16%	17%	15%	15%	16%	15%	17%	-%	-%	-%	-%	20%	17%	17%	9%	15%	18%	22%	14%
												n	n	n				or	
		52%	48%	13%	17%	33%	36%	-%	-%	-%	-%	34%	29%	23%	15%	81%	10%	7%	2%
DK/ Refused	729	352	377	149	104	195	281	-	-	-	-	178	211	160	177	606	56	33	34
	27%	27%	27%	41%	22%	21%	30%	-%	-%	-%	-%	25%	29%	28%	27%	27%	24%	25%	46%
				def			de												opq
		48%	52%	20%	14%	27%	39%	-%	-%	-%	-%	24%	29%	22%	24%	83%	8%	4%	5%
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 - H1 2016. 4th January to 29th February 2016.**

**Table 157**

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

**QZ12 (QZ9). SHOWCARD Group in which you would place your total household income from all sources, before tax and other deductions? (SINGLE CODE)**

Base : All respondents

		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
Effective Weighted Sample	2504	1197	1308	343	401	807	971	377	268	325	461	578	755	534	660	1916	310	301	376
<b>HOUSEHOLD INCOME</b>																			
UNDER £11.5K	317 12%	133 10%	184 13%	46 13%	51 11%	80 9%	141 15%	317 100%	- -%	- -%	- -%	14 2%	56 8%	38 7%	209 32%	250 11%	38 16%	20 15%	9 12%
		42%	58%	15%	16%	25%	44%	100%	-	-	-	4%	18%	12%	66%	79%	12%	6%	3%
£11.5K- £17.5K	260 10%	117 9%	143 10%	26 7%	45 10%	72 8%	117 13%	- -%	260 100%	- -%	- -%	32 5%	62 9%	66 11%	100 15%	213 10%	27 12%	15 11%	6 8%
		45%	55%	10%	17%	28%	45%	-	100%	-	-	12%	24%	25%	38%	82%	10%	6%	2%
£17.5K- £29.9K	358 13%	184 14%	174 13%	33 9%	67 14%	146 16%	112 12%	- -%	- -%	358 100%	- -%	76 11%	115 16%	100 17%	68 10%	311 14%	25 11%	13 10%	9 12%
		51%	49%	9%	19%	41%	31%	-	-	100%	-	21%	32%	28%	19%	87%	7%	4%	3%
£30K+	583 22%	291 22%	292 21%	54 15%	127 27%	282 31%	120 13%	- -%	- -%	- -%	583 100%	266 37%	153 21%	119 21%	45 7%	509 23%	46 20%	23 18%	5 7%
		50%	50%	9%	22%	48%	20%	-	-	-	100%	46%	26%	20%	8%	87%	8%	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 - H1 2016. 4th January to 29th February 2016.**

**Table 157**

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

**QZ12 (QZ9). SHOWCARD Group in which you would place your total household income from all sources, before tax and other deductions? (SINGLE CODE)**

Base : All respondents

	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	3737	249	251	247	250	251	237	252	251	251	2711	1026	1861	1863	1792	1945
Effective Weighted Sample	2504	221	237	237	233	233	225	231	232	231	2082	456	1294	1256	1218	1321
Total	2675	338	359	227	189	237	245	226	114	302	2315	360	1552	1114	1443	1232
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	54%	46%
Under £11,500	317	12	27	22	29	20	35	43	23	41	281	37	67	248	125	192
	12%	3%	7%	10%	15%	8%	14%	19%	20%	13%	12%	10%	4%	22%	9%	16%
				a	abe	a	ab	abce	abce	ab				l		n
		4%	8%	7%	9%	6%	11%	13%	7%	13%	88%	12%	21%	78%	40%	60%
£11,500 - £17,499	260	37	34	17	16	15	28	29	10	27	227	33	117	141	108	152
	10%	11%	9%	8%	8%	6%	11%	13%	9%	9%	10%	9%	8%	13%	8%	12%
								e						l		n
		14%	13%	7%	6%	6%	11%	11%	4%	11%	87%	13%	45%	54%	42%	58%
£17,500 - £29,999	358	43	37	24	25	13	47	44	14	64	310	48	258	99	187	171
	13%	13%	10%	11%	13%	6%	19%	19%	12%	21%	13%	13%	17%	9%	13%	14%
			e		e		bceh	bceh	e	abcdeh			m			
		12%	10%	7%	7%	4%	13%	12%	4%	18%	87%	13%	72%	28%	52%	48%
£30,000 - £49,999	350	51	59	41	28	11	32	27	10	45	305	45	298	51	218	132
	13%	15%	17%	18%	15%	5%	13%	12%	9%	15%	13%	12%	19%	5%	15%	11%
		eh	eh	eh	eh		e	e		eh			m		o	
		15%	17%	12%	8%	3%	9%	8%	3%	13%	87%	13%	85%	14%	62%	38%
£50,000+	233	53	38	24	9	5	33	19	4	21	198	35	194	39	151	82
	9%	16%	11%	10%	5%	2%	13%	8%	4%	7%	9%	10%	13%	3%	10%	7%
		deghi	deh	deh			dehi	eh		e			m		o	
		23%	16%	10%	4%	2%	14%	8%	2%	9%	85%	15%	83%	17%	65%	35%
REFUSED BUT ABOVE £11.5K	427	64	69	46	18	51	28	29	8	32	362	65	271	155	238	190
	16%	19%	19%	20%	9%	22%	11%	13%	7%	11%	16%	18%	17%	14%	16%	15%
		dfhi	dfhi	dfghi		dfghi							m			
		15%	16%	11%	4%	12%	6%	7%	2%	8%	85%	15%	64%	36%	56%	44%

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**Table 157**

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

**QZ12 (QZ9). SHOWCARD Group in which you would place your total household income from all sources, before tax and other deductions? (SINGLE CODE)**

Base : All respondents

	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	3737	249	251	247	250	251	237	252	251	251	2711	1026	1861	1863	1792	1945
Effective Weighted Sample	2504	221	237	237	233	233	225	231	232	231	2082	456	1294	1256	1218	1321
Total	2675	338	359	227	189	237	245	226	114	302	2315	360	1552	1114	1443	1232
		13%	13%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	54%	46%
DK/ Refused	729	78	96	53	65	121	42	36	44	72	631	98	345	380	415	314
	27%	23%	27%	23%	34%	51%	17%	16%	39%	24%	27%	27%	22%	34%	29%	25%
		g	fg	g	acfgi	abcdfghi			abcfgi	g				l		
		11%	13%	7%	9%	17%	6%	5%	6%	10%	87%	13%	47%	52%	57%	43%
<b>HOUSEHOLD INCOME</b>																
UNDER £11.5K	317	12	27	22	29	20	35	43	23	41	281	37	67	248	125	192
	12%	3%	7%	10%	15%	8%	14%	19%	20%	13%	12%	10%	4%	22%	9%	16%
				a	abe	a	ab	abce	abce	ab				l		n
		4%	8%	7%	9%	6%	11%	13%	7%	13%	88%	12%	21%	78%	40%	60%
£11.5K-£17.5K	260	37	34	17	16	15	28	29	10	27	227	33	117	141	108	152
	10%	11%	9%	8%	8%	6%	11%	13%	9%	9%	10%	9%	8%	13%	8%	12%
								e						l		n
		14%	13%	7%	6%	6%	11%	11%	4%	11%	87%	13%	45%	54%	42%	58%
£17.5K-£29.9K	358	43	37	24	25	13	47	44	14	64	310	48	258	99	187	171
	13%	13%	10%	11%	13%	6%	19%	19%	12%	21%	13%	13%	17%	9%	13%	14%
		e			e		bceh	bceh	e	abcdeh			m			
		12%	10%	7%	7%	4%	13%	12%	4%	18%	87%	13%	72%	28%	52%	48%
£30K+	583	104	97	65	37	16	65	46	14	65	504	79	492	89	370	214
	22%	31%	27%	28%	19%	7%	27%	20%	12%	22%	22%	22%	32%	8%	26%	17%
		deghe	deh	deghe	eh		eh	eh	e	eh			m		o	
		18%	17%	11%	6%	3%	11%	8%	2%	11%	86%	14%	84%	15%	63%	37%

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

**OFCON NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QZ13 (QZN11). Do you regard yourself as belonging to any particular religion? IF YES: Which religion, religious denomination or body do you belong?**

Base : All respondents in Northern Ireland

	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	507	244	263	82	86	172	167	69	45	57	33	80	146	107	172	-	-	-	507
Effective Weighted Sample	376	173	203	56	68	136	117	49	36	44	23	61	112	83	131	-	-	-	376
Total	74	36	38	11	13	26	24	9	6	9	5	16	18	18	22	-	-	-	74
		48%	52%	**	**	35%	32%	**	**	**	**	**	24%	24%	30%	-%	-%	-%	100%
Roman Catholic	22	11	11	**	**	9	5	**	**	**	**	**	5	7	7	-	-	-	22
	30%	32%	29%	**	**	34%	21%	**	**	**	**	**	27%	40%	32%	-%	-%	-%	30%
		50%	50%	**	**	39%	22%	**	**	**	**	**	22%	32%	31%	-%	-%	-%	100%
Presbyterian Church of Ireland	19	10	9	**	**	6	9	**	**	**	**	**	5	4	5	-	-	-	19
	25%	27%	23%	**	**	22%	38%	**	**	**	**	**	26%	23%	23%	-%	-%	-%	25%
		52%	48%	**	**	31%	49%	**	**	**	**	**	26%	22%	27%	-%	-%	-%	100%
Church of Ireland	7	3	4	**	**	2	2	**	**	**	**	**	2	1	2	-	-	-	7
	9%	8%	10%	**	**	7%	9%	**	**	**	**	**	10%	8%	10%	-%	-%	-%	9%
		45%	55%	**	**	29%	32%	**	**	**	**	**	28%	21%	32%	-%	-%	-%	100%
Methodist Church of Ireland	6	3	3	**	**	2	2	**	**	**	**	**	1	2	2	-	-	-	6
	8%	7%	9%	**	**	10%	7%	**	**	**	**	**	5%	9%	7%	-%	-%	-%	8%
		43%	57%	**	**	41%	26%	**	**	**	**	**	15%	27%	26%	-%	-%	-%	100%
Other Christian (including Christian related)	1	*	1	**	**	1	*	**	**	**	**	**	1	-	1	-	-	-	1
	2%	1%	2%	**	**	2%	2%	**	**	**	**	**	3%	-%	3%	-%	-%	-%	2%
		28%	72%	**	**	45%	35%	**	**	**	**	**	45%	-%	55%	-%	-%	-%	100%
Other religions/ philosophies	1	1	1	**	**	1	*	**	**	**	**	**	*	*	*	-	-	-	1
	2%	2%	2%	**	**	3%	1%	**	**	**	**	**	2%	2%	2%	-%	-%	-%	2%
		48%	52%	**	**	53%	27%	**	**	**	**	**	22%	23%	36%	-%	-%	-%	100%
No religion	8	4	4	**	**	3	1	**	**	**	**	**	2	2	2	-	-	-	8
	11%	12%	9%	**	**	10%	4%	**	**	**	**	**	11%	11%	10%	-%	-%	-%	11%
		54%	46%	**	**	33%	12%	**	**	**	**	**	24%	25%	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 TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QZ13 (QZN11). Do you regard yourself as belonging to any particular religion? IF YES: Which religion, religious denomination or body do you belong?**

Base : All respondents in Northern Ireland

	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	507	244	263	82	86	172	167	69	45	57	33	80	146	107	172	-	-	-	507
Effective Weighted Sample	376	173	203	56	68	136	117	49	36	44	23	61	112	83	131	-	-	-	376
Total	74	36	38	11	13	26	24	9	6	9	5	16	18	18	22	-	-	-	74
		48%	52%	**	**	35%	32%	**	**	**	**	**	24%	24%	30%	-%	-%	-%	100%
Refused	10	4	6	**	**	3	4	**	**	**	**	**	3	2	3	-	-	-	10
	13%	11%	15%	**	**	13%	17%	**	**	**	**	**	16%	9%	13%	-%	-%	-%	13%
		41%	59%	**	**	33%	42%	**	**	**	**	**	29%	16%	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 TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QZ13 (QZN11). Do you regard yourself as belonging to any particular religion? IF YES: Which religion, religious denomination or body do you belong?**

Base : All respondents in Northern Ireland

		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%	Total	~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o	
Unweighted total	507	-	-	-	-	-	-	-	-	-	262	245	279	226	196	311	
Effective Weighted Sample	376	-	-	-	-	-	-	-	-	-	202	196	219	157	146	238	
Total	74	-	-	-	-	-	-	-	-	-	46	27	41	32	34	40	
		-%	-%	-%	-%	-%	-%	-%	-%	-%	63%	37%	55%	44%	45%	55%	
Roman Catholic	22	-	-	-	-	-	-	-	-	-	11	11	13	10	9	14	
	30%	-%	-%	-%	-%	-%	-%	-%	-%	-%	24%	41%	31%	30%	25%	34%	
		-%	-%	-%	-%	-%	-%	-%	-%	-%	50%	50%	57%	43%	38%	62%	
Presbyterian Church of Ireland	19	-	-	-	-	-	-	-	-	-	11	7	10	8	10	8	
	25%	-%	-%	-%	-%	-%	-%	-%	-%	-%	24%	27%	25%	24%	30%	21%	
		-%	-%	-%	-%	-%	-%	-%	-%	-%	60%	40%	56%	42%	54%	46%	
Church of Ireland	7	-	-	-	-	-	-	-	-	-	5	1	4	3	3	4	
	9%	-%	-%	-%	-%	-%	-%	-%	-%	-%	11%	5%	9%	9%	8%	9%	
		-%	-%	-%	-%	-%	-%	-%	-%	-%	78%	22%	56%	44%	42%	58%	
Methodist Church of Ireland	6	-	-	-	-	-	-	-	-	-	4	2	4	2	2	4	
	8%	-%	-%	-%	-%	-%	-%	-%	-%	-%	8%	8%	9%	8%	6%	10%	
		-%	-%	-%	-%	-%	-%	-%	-%	-%	64%	36%	59%	41%	36%	64%	
Other Christian (including Christian related)	1	-	-	-	-	-	-	-	-	-	1	*	1	1	1	1	
	2%	-%	-%	-%	-%	-%	-%	-%	-%	-%	2%	1%	2%	2%	2%	2%	
		-%	-%	-%	-%	-%	-%	-%	-%	-%	84%	16%	52%	48%	53%	47%	
Other religions/ philosophies	1	-	-	-	-	-	-	-	-	-	1	*	1	1	*	1	
	2%	-%	-%	-%	-%	-%	-%	-%	-%	-%	2%	1%	2%	2%	1%	2%	
		-%	-%	-%	-%	-%	-%	-%	-%	-%	76%	24%	48%	52%	25%	75%	

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

**OFCOM NATIONS & REGIONS TRACKER - MAIN SET - H1 2016. 4th January to 29th February 2016.**

**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.

**QZ13 (QZN11). Do you regard yourself as belonging to any particular religion? IF YES: Which religion, religious denomination or body do you belong?**

Base : All respondents in Northern Ireland

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		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	YES l	NO m	LOW n	MEDIUM/ HIGH o
Significance Level: 95%																
Unweighted total	507	-	-	-	-	-	-	-	-	-	262	245	279	226	196	311
Effective Weighted Sample	376	-	-	-	-	-	-	-	-	-	202	196	219	157	146	238
Total	74	-	-	-	-	-	-	-	-	-	46	27	41	32	34	40
		-%	-%	-%	-%	-%	-%	-%	-%	-%	63%	37%	55%	44%	45%	55%
No religion	8	-	-	-	-	-	-	-	-	-	5	2	5	3	3	5
	11%	-%	-%	-%	-%	-%	-%	-%	-%	-%	12%	9%	13%	8%	10%	12%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	70%	30%	65%	35%	41%	59%
Refused	10	-	-	-	-	-	-	-	-	-	8	2	4	6	6	4
	13%	-%	-%	-%	-%	-%	-%	-%	-%	-%	16%	8%	10%	17%	17%	10%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	k 77%	l 23%	l 42%	o 57%	o 59%	o 41%

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