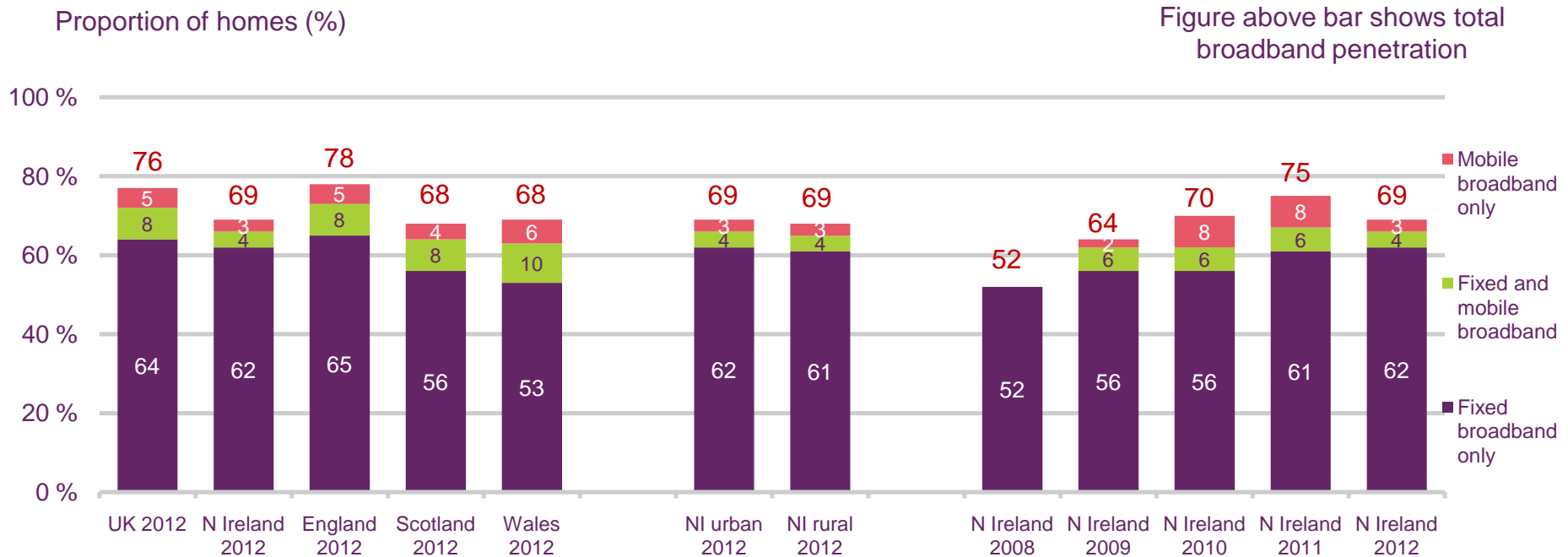


Internet and web-based content

4.1 Broadband take-up at home

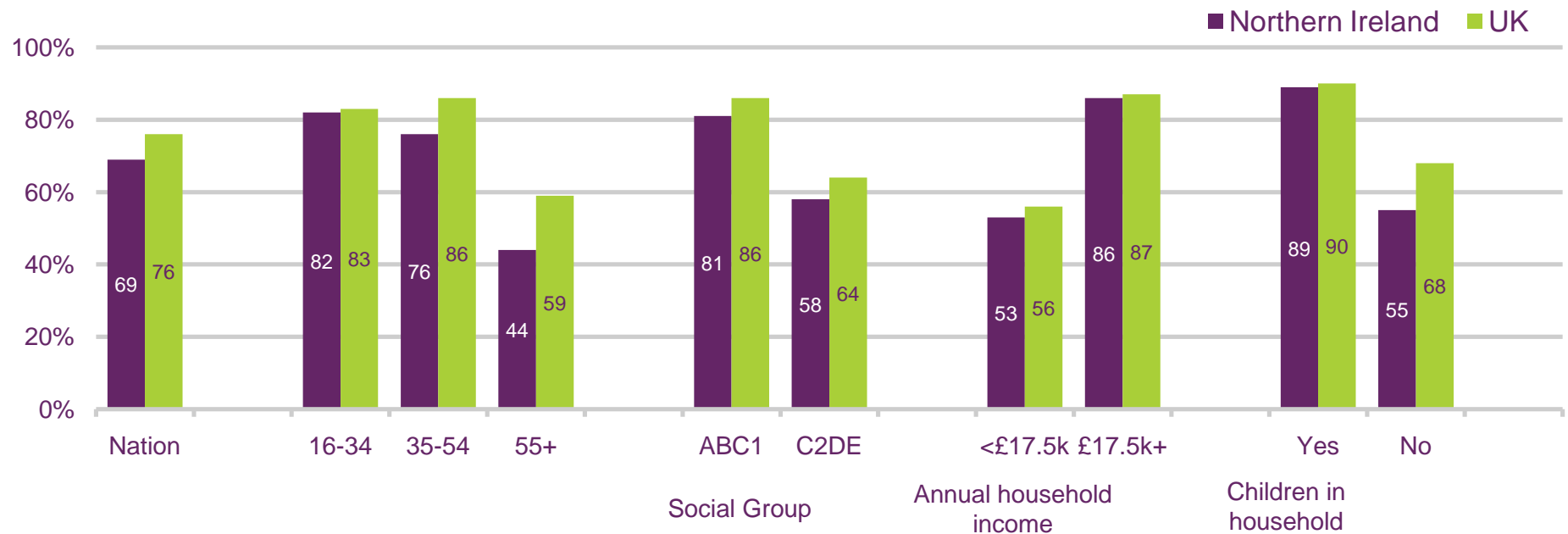


QE9. Which of these methods does your household use to connect to the internet at home? (NB 2008 survey did not cover mobile broadband. 2008 measure shows any broadband)

Source: Ofcom research, Quarter 1 2012

Base: All adults aged 16+ (n = 3772 UK, 508 Northern Ireland, 2251 England, 500 Scotland, 513 Wales, 255 Northern Ireland urban, 253 Northern Ireland rural, 629 Northern Ireland 2008, 652 Northern Ireland 2009, 761 Northern Ireland 2010, 511 Northern Ireland 2011, 508 Northern Ireland 2012)

4.2 Broadband take-up in Northern Ireland, by demographic

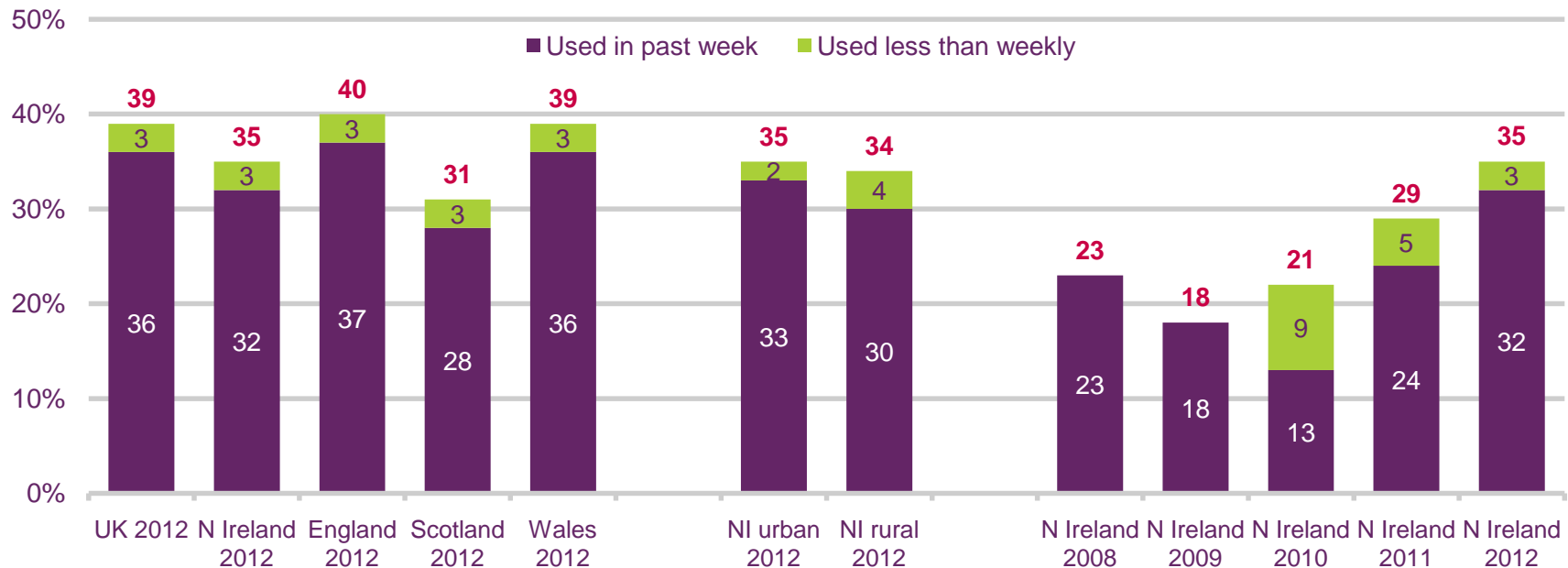


Source: Ofcom research, Quarter 1 2012

Base: All adults aged 16+ (n =508 Northern Ireland, 167 16-34s, 179 35-54s, 162 55+, 220 ABC1, 288 C2DE, 201 <£17.5k income, 139 £17.5k+, 221 children in home, 287 no children in home, ??? **Belfast Metropolitan Area**)

QE9. Which of these methods does your household use to connect to the Internet at home?

4.3 Use of mobile phone to access the internet

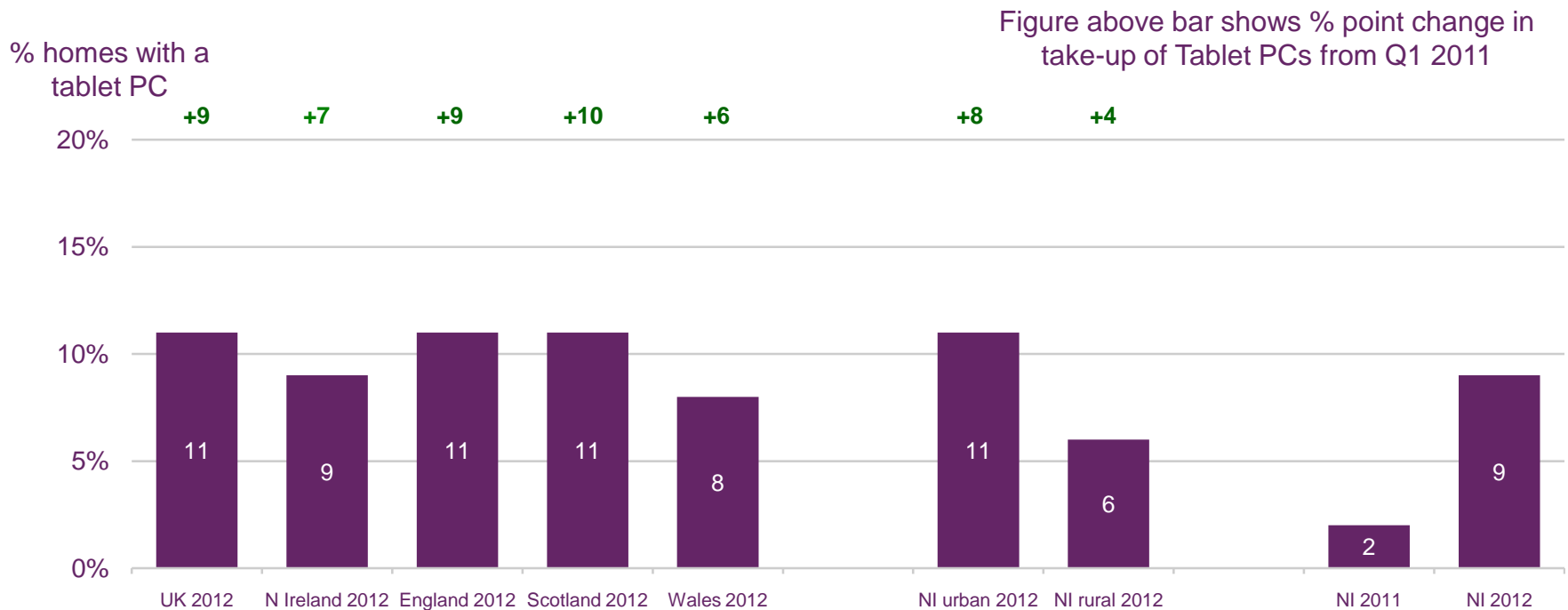


QD28A-B. Which, if any, of the following activities, other than making and receiving calls, do you use your mobile for?/ And, which of these activities have you used your mobile for in the last week? (NB 2008 and 2009 surveys did not cover use in past week – 2008 and 2009 measures show any use)

Source: Ofcom research, Quarter 1 2012

Base: All adults aged 16+ (n = 3772 UK, 508 Northern Ireland, 2251 England, 500 Scotland, 513 Wales, 255 Northern Ireland urban, 253 Northern Ireland rural, 629 Northern Ireland 2008, 652 Northern Ireland 2009, 761 Northern Ireland 2010, 511 Northern Ireland 2011, 508 Northern Ireland

4.4 Take-up of tablet PCs



QE1. Does your household have a PC, laptop, netbook or tablet computer?

Source: Ofcom research, Quarter 1 2012

Base: All adults aged 16+ (n = 3772 UK, 508 Northern Ireland, 2251 England, 500 Scotland, 513 Wales, 255 Northern Ireland urban, 253 Northern Ireland rural, 511 Northern Ireland 2011, 508 Northern Ireland 2012)

4.5 Personal use of e-readers

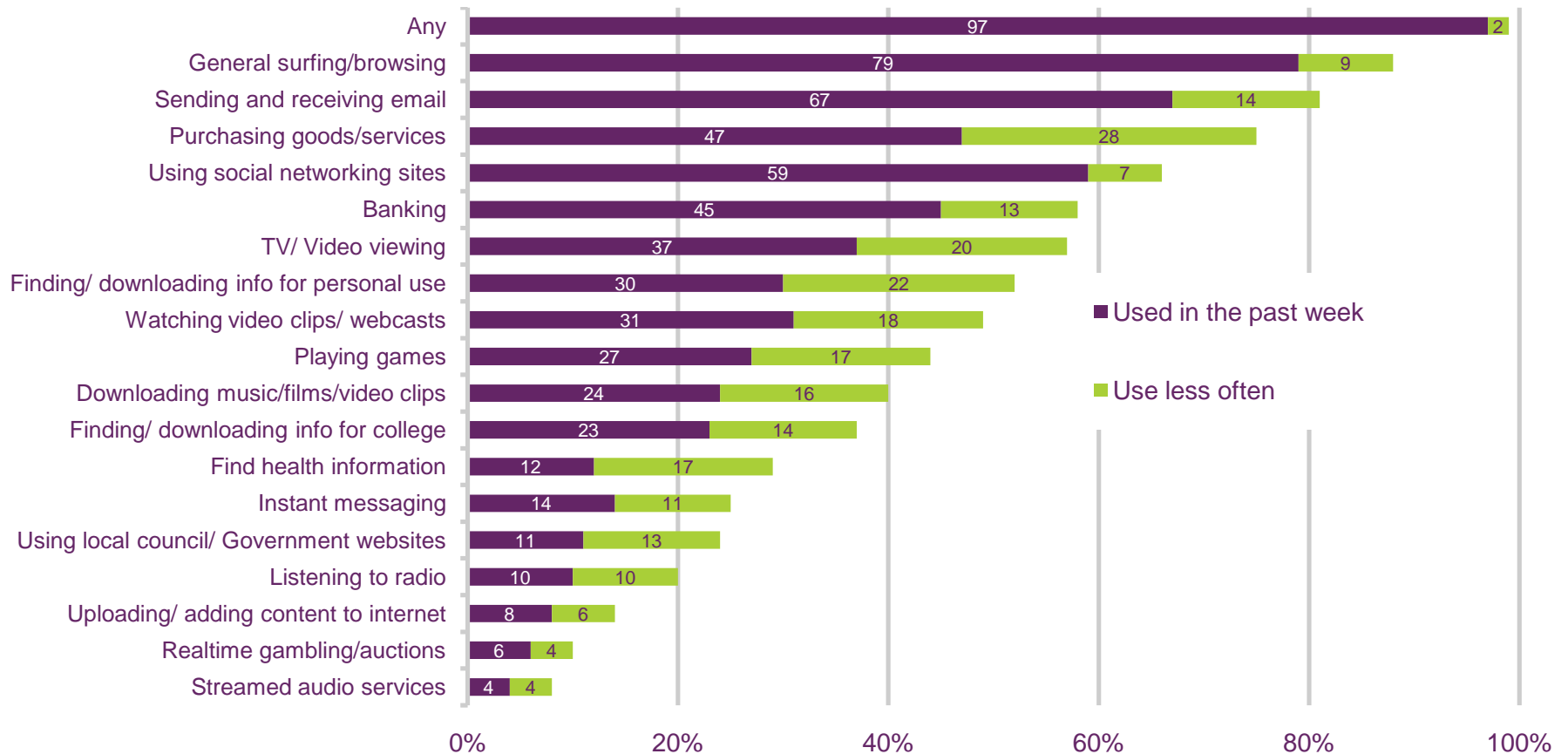


QB1. Which of the following do you, or does anyone in your household, have in your home at the moment? / QB2. And do you personally use... / QB6. Does your household's e-reader have built-in 3G access to a mobile network?

Source: Ofcom research, Quarter 1 2012

Base: All adults aged 16+ (n = 3772 UK, 508 Northern Ireland, 2251 England, 500 Scotland, 513 Wales, 255 Northern Ireland urban, 253 Northern Ireland rural)

4.6 Use of online applications among broadband users



QE5. Which, if any, of these do you or members of your household use the internet for whilst at home?

Source: Ofcom research, Quarter 1 2012

Base: Adults aged 16+ with a broadband connection at home (n= 348 Northern Ireland 2012)