OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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) 30
Base : All respondents

SI (SK). Household size 32
Base : All respondents

SJ. Total number of children in household (under 18), including respondent (if respondent is under 18) 34
Base : All respondents

SK (SM). Can you speak or write in Welsh at all? (SINGLE CODE) 36
Base : All respondents in Wales

SL (SN). What is you preferred language? (SINGLE CODE) 38
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) 40
Base : All respondents

QB2. SHOWCARD And do you personally use...? (MULTI CODE) 46
Base : All respondents

QB3 (QB4). SHOWCARD Which games console/s do you or does anyone in your household have at the moment? (MULTI CODE) 52
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) 56
Base : Those who have access to a games console at home

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QB5 (QB6) Does your household's e-reader (digital book reader) have built-in 3G or 4G access to a mobile network? This means that books can be purchased online and downloaded from anywhere with a signal, without the need for a Wi-Fi connection? 63
Base : Those who personally use an e-reader/ digital book reader

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? 65
Base : All respondents

QC1. Is there a landline phone in your home that can be used to make and receive calls? (SINGLE CODE) PROMPTED 67
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) 71
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) 73
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 renatl only and not charges for calls and other costs. (SINGLE CODE) 75
Base : Those with a landline phone at home that can 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) 77
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) 79
Base : All respondents

QC7 (QC21B). SHOWCARD Which of these do you consider is your main supplier? (SINGLE CODE) 81
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) 85
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) 89
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) 91
Base : All respondents

QD3 (QD10). Which mobile network do you use most often? (SINGLE CODE) 95
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. 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 102
Base : All respondents

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) 104
Base : Those with a smartphone

QD6 (QD41). Do you have a 4G service? This is a service that enables faster mobile internet access. 108
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) 110
Base : Those without a smartphone

QD8 (QD11). SHOWCARD Which of these best describes the mobile package you personally use most often? (SINGLE CODE) 114
Base : Those who personally use a mobile phone

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QD9 (QD11A). When you signed up for your current mobile contract did you get a handset with the contract or did you only get a SIM card? (SINGLE CODE) 116
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 contyract for the mobile phone and handset. IF YES - Which of these best describes your contract? (SINGLE CODE) 118
Base : Those who got a handset and contract when they signed up for their current mobile contract

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) 122
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) 124
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) 126
Base : Those who use a prepay/ 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) 130
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) 134
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) 138
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) 142
Base : Those who personally use a mobile phone

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) 158
Base : All respondents

QD16 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE) 174
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) 190
Base : All respondents

QD17 (QD28E) SHOWCARD Which of these ways do you use your mobile phone to access the internet? (MULTI CODE) 206
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) 210
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) 214
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) 218
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) 224
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) 230
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). 234
Base : Those who personally use a mobile phone

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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). 238
Base : Those with a smartphone

QE1. Does your household have a desktop PC, laptop, netbook or tablet computer? (MULTI CODE) 242
Base : All respondents

QE2 (QE35). How many tablet computers do you have in your household? (SINGLE CODE) 246
Base : Those with any tablet computers in the household

QE3 (QE36). Do you personally use this/ any of these tablet computer/s? (SINGLE CODE) 248
Base : Those with any tablet computers in the household

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) 250
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) 252
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) 254
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) 256
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) 260
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) 262
Base : All respondents

QE10 (QE23). SHOWCARD And how often do you personally use the internet nowadays either at home or elsewhere? (SINGLE CODE) 266
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) 270
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) 274
Base : Those with access to the internet at home

QE12 (QE9). SHOWCARD Which of these methods does your household use to connect to the internet at home? (MULTI CODE) 282
Base : All respondents

QE13 (QE48). Do you pay line rental as part of, or in addition to, your fixed broadband charges? 290
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? 292
Base : Those in a household with mobile broadband

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? 294
Base : All respondents

QE15 (QE39). What were the reasons you took up a mobile broadband service? (MULTI CODE) UNPROMPTED 296
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) 300
Base : Those who use mobile broadband to access the internet

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QE17 (QE32). SHOWCARD In which of these places do you use mobile broadband to access the internet outside of the home? (MULTI CODE) 304
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? 306
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? 308
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) 310
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) 316
Base : Those who use the internet at home or elsewhere

QE21 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE) 334
Base : All respondents

QE22 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE) 352
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) 371
Base : All respondents

QE23 (QENEW11) SHOWCARD What was the advertised speed of your fixed broadband home internet connection when you took up your service? (SINGLE CODE) 390
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) 396
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) 402
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) 404
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) 407
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) 410
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) 413
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) 416
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) 420
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) 424
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) 428
Base : Those in a household with fixed broadband

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QE30 (QE11D). SHOWCARD How many of these devices does your household connect to the fixed wireless internet connection (Wi-Fi)? (MULTI CODE) 430
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) 435
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 439
Base : Those unlikely to get internet access at home in the next 12 months

SUMMARY OF REASONS UNLIKELY TO GET INTERNET ACCESS IN THE NEXT 12 MONTHS 447
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 449
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) 455
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) 457
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) 459
Base : All respondents

QE37 (QE31). SHOWCARD Which supplier does/ did your household use to make voice calls using the internet? (MULTI CODE) 461
Base : Those who have ever used internet voice services at home

QE38 (QE33). SHOWCARD Which device or devices does your household use to make voice calls using the internet? (MULTI CODE) 465
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) 469
Base : Those who have ever used internet voice services at home

SUMMARY - ACCESS TO/ USE OF INTERNET ACROSS ANY CONNECTION/ ANY DEVICE/ ANY LOCATION 471
Base : All respondents

SUMMARY - ACCESS TO INTERNET 473
Base : All respondents

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) 475
Base : All respondents

QH1B. SHOWCARD And which of these do you consider is your MAIN type of television? (SINGLE CODE) 482
Base : All respondents

TV MULTI-PLATFORM OWNERSHIP 487
Base : All respondents

MULTICHANNEL TV OWNERSHIP 491
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 494
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) 498
Base : Those with a TV in the household

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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) 500
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) 502
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) 504
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) 506
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) 512
Base : Those with Cable TV

QH9 (QH68). SHOWCARD Which of the following channels do you subscribe to through your pay TV service? 514
Base : Those with any (non-SKy and non-Virgin Media) paid-for TV services

QH10A (QR1A). Does your household have Sky+? (SINGLE CODE) 518
Base : Those with Sky Satellite TV

QH10B (QR1B). Does your household have Virgin TiVo or V+? (SINGLE CODE) 520
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) 522
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) 524
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) 526
Base : Those with BT TV or TalkTalk TV

DVR HOUSEHOLD OWNERSHIP 528
Base : All respondents

QH11 (QR5). SHOWCARD How often, if ever, do you use your DVR to watch recorded programmes? (SINGLE CODE) 530
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) 533
Base : Those with a TV in the household

SUMMARY OF THOSE WHO WATCH NON-LINEAR PROGRAMMING 537
Base : All respondents

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) 541
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. 545
Base : Those with a TV in the household

SUMMARY OF CONNECTED TV 547
Base : All respondents

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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) 549
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) 555
Base : Those who use the internet at home or elsewhere

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) 561
Base : All respondents

QH17 (QH47). And which, if any, of these have you used in the last week? (MULTI CODE) 567
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) 572
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) 574
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) 576
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) 579
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) 581
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) 585
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) 589
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) 591
Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package

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) 595
Base : All respondents

QG3 (QG3D). Which supplier do you use for this package of services? (SINGLE CODE) 599
Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package

COMPONENTS OF PACKAGE - I.E. SIMPLE BUNDLE 604
Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package

SUMMARY OF PACKAGE 608
Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package

COMPONENTS OF PACKAGE - I.E. SIMPLE BUNDLE 610
Base : All respondents

SUMMARY OF PACKAGE 614
Base : All respondents

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BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE 616
Base : All respondents

SUMMARY TABLE FOR PURCHASING BEHAVIOUR - FIXED BROADBAND 620
Base : Those with fixed broadband at home

FIXED BROADBAND STANDALONE - DEFINED BY SUPPLIER USED FOR FIXED BROADBAND AND OTHER SERVICES 622
Base : Those with fixed broadband at home

FIXED BROADBAND STANDALONE - DEFINED BY SUPPLIER USED FOR FIXED BROADBAND AND OTHER SERVICES 624
Base : All respondents

SUMMARY TABLE FOR PURCHASING BEHAVIOUR - FIXED LINE 626
Base : Those with a landline phone at home

LANDLINE STANDALONE - DEFINED BY SUPPLIER USED FOR LANDLINE AND OTHER SERVICES 628
Base : Those with a landline phone at home

LANDLINE STANDALONE - DEFINED BY SUPPLIER USED FOR LANDLINE AND OTHER SERVICES 630
Base : All respondents

SUMMARY TABLE FOR PURCHASING BEHAVIOUR - MOBILE BROADBAND 632
Base : Those in a household with mobile broadband

SUMMARY TABLE FOR PURCHASING BEHAVIOUR - MOBILE PHONE 634
Base : Those who personally use a mobile phone

MOBILE (PERSONAL) STANDALONE - DEFINED BY SUPPLIER USED FOR MOBILE AND OTHER SERVICES 636
Base : Those who personally use a mobile phone

MOBILE (PERSONAL) STANDALONE - DEFINED BY SUPPLIER USED FOR MOBILE AND OTHER SERVICES 638
Base : All respondents

SUMMARY TABLE FOR PURCHASING BEHAVIOUR - PAY TV SERVICE 640
Base : Those with a Pay TV service

PAY TV STANDALONE - DEFINED BY SUPPLIER USED FOR PAY TV AND OTHER SERVICES 642
Base : Those with a Pay TV service

PAY TV STANDALONE - DEFINED BY SUPPLIER USED FOR PAY TV AND OTHER SERVICES 644
Base : All respondents

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) 646
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) 650
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) 652
Base : Those who listen to radio

QP2C (QP11C). SHOWCARD How often, if at all, do you listen to radio through - Mobile phone. (SINGLE CODE) 654
Base : Those who listen to radio

QP2D (QP11D). SHOWCARD How often, if at all, do you listen to radio through - Digital radio through TV. (SINGLE CODE) 656
Base : Those who listen to radio

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QP2E (QP11E). SHOWCARD How often, if at all, do you listen to radio through - Digital radio through the internet. (SINGLE CODE) 658
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) 660
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) 662
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) 664
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) 666
Base : Those who listen to radio

SUMMARY - EVER USE DIGITAL RADIO 668
Base : Those who listen to radio

SUMMARY - EVER USE DIGITAL RADIO 670
Base : All respondents

SUMMARY - EVER LISTEN TO RADIO 672
Base : All respondents

QP3 (QP16). SHOWCARD In which of these ways do you listen to radio on your mobile phone? (MULTI CODE) 674
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) 676
Base : All respondents

QP5 (QP9). How many DAB sets do you have in your household? 678
Base : All respondents

QP5 (QP9). How many DAB sets do you have in your household? 680
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) 682
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) 686
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 690
Base : Those unlikely to get DAB radio in the next 12 months

QP7 (QJ14). Why are you unlikely to get digital radio in the next 12 months? (MULTI CODE) UNPROMPTED 696
Base : Those unlikely to get DAB radio in the next 12 months who listen to radio

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) 702
Base : All respondents

QZ2 (QZ10). SHOWCARD How would you describe your national identity? (SINGLE CODE) 704
Base : All respondents

QZ3. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE) 706
Base : All respondents

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

QZ4 (C9). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE) 716
Base : All respondents

QZ5 (C10). SHOWCARD Which of these best describes your sight? (SINGLE CODE) 722
Base : Those with poor vision, partial sight or blindness

QZ6 (C11). SHOWCARD Which of these best describes your hearing? (SINGLE CODE) 726
Base : Those with poor hearing, partial hearing or deafness

QZ8 (SGA). Do you ever work from home? (SINGLE CODE) 730
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) 732
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? 734
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) 736
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? 740
Base : All respondents in Northern Ireland

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 1

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%	84%	83%	79%	82%	87%	87%	86%	84%	82%	82%	100%	-%	-%	-%
										g	gh	n				pqr			
		49%	51%	14%	17%	34%	34%	11%	10%	14%	23%	27%	27%	21%	24%	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%	-%	-%
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%	-%
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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

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NATION

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
England	2236	1972	264	1304	922
	84%	85%	73%	84%	83%
		b			
		88%	12%	58%	41%
Scotland	233	194	39	133	100
	9%	8%	11%	9%	9%
		83%	17%	57%	43%
Wales	132	103	29	74	58
	5%	4%	8%	5%	5%
			a		
		78%	22%	56%	44%
Northern Ireland	74	46	27	41	32
	3%	2%	8%	3%	3%
			a		
		63%	37%	55%	44%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 2

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REGION

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%	-%	-%	-%
								j							k	pqr			
		47%	53%	13%	20%	30%	36%	20%	9%	12%	12%	16%	28%	20%	37%	100%	-%	-%	-%
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%	-%	-%	-%
										hj						pqr			
		50%	50%	14%	14%	35%	37%	13%	9%	21%	22%	26%	28%	18%	28%	100%	-%	-%	-%
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%	-%	-%	-%
				d			de	j		j				l	l	pqr			
		47%	53%	17%	13%	29%	41%	19%	13%	19%	20%	26%	21%	25%	29%	100%	-%	-%	-%
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%	-%	-%	-%
																pqr			
		48%	52%	13%	17%	30%	40%	15%	8%	13%	19%	24%	26%	23%	26%	100%	-%	-%	-%
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%	-%	-%	-%
								j	j							pqr			
		48%	52%	16%	17%	33%	34%	8%	6%	6%	7%	24%	27%	23%	26%	100%	-%	-%	-%
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%	-%	-%	-%
																pqr			
		46%	54%	10%	21%	33%	36%	14%	11%	19%	27%	29%	25%	21%	24%	100%	-%	-%	-%
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%	-%	-%	-%
				f	f	f			g	g	gi	mn	mn			pqr			
		51%	49%	16%	27%	41%	15%	3%	11%	13%	31%	33%	33%	15%	19%	100%	-%	-%	-%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

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REGION

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
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Unweighted total	3737	1790	1947	519	604	1172	1442	559	401	451	615	797	1122	791	1022	2239	502	489	507
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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

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REGION

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
North East	114	106	8	58	55
	4%	5%	2%	4%	5%
		b			
		93%	7%	51%	48%
North West	302	282	20	171	130
	11%	12%	6%	11%	12%
		b			
		93%	7%	57%	43%
Yorkshire	226	200	26	119	106
	8%	9%	7%	8%	10%
		89%	11%	53%	47%
East Midlands	189	157	31	100	88
	7%	7%	9%	6%	8%
		83%	17%	53%	47%
West Midlands	237	210	27	136	100
	9%	9%	7%	9%	9%
		89%	11%	57%	42%
East of England	245	198	47	140	104
	9%	9%	13%	9%	9%
			a		
		81%	19%	57%	42%
London	338	338	-	256	83
	13%	15%	-%	16%	7%
		b		d	
		100%	-%	76%	24%
South East	359	308	51	195	163
	13%	13%	14%	13%	15%
		86%	14%	54%	45%

Columns Tested: a,b - c,d

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		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
South West	227	173	54	130	95
	8%	7%	15% a	8%	9%
		76%	24%	57%	42%
Wales	132	103	29	74	58
	5%	4%	8% a	5%	5%
		78%	22%	56%	44%
Scotland	233	194	39	133	100
	9%	8%	11%	9%	9%
		83%	17%	57%	43%
Northern Ireland	74	46	27	41	32
	3%	2%	8% a	3%	3%
		63%	37%	55%	44%

Columns Tested: a,b - c,d

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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	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 TECHNOLOGY TRACKER - 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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
Urban	2315	2315	-	1349	956
	87%	100%	-%	87%	86%
		b			
		100%	-%	58%	41%
Rural	360	-	360	202	157
	13%	-%	100%	13%	14%
			a		
		-%	100%	56%	44%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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% g	15%	16%	14%	16%	18% k	16%	15% qr	35% 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% f	36%	35%	33%	37% h	29%	38% h	37% h	36% m	35%	30%	36% m	39% pqr	7%	26% p	25% 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% c	51%	53%	47%	47%	50%	48%	51%	48%	46%	58% o	74% op	75% 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 TECHNOLOGY TRACKER - 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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
TELEWEST	426	425	1	251	173
	16%	18%	*%	16%	16%
		b			
		100%	*%	59%	41%
NTL	929	897	32	547	378
	35%	39%	9%	35%	34%
		b			
		97%	3%	59%	41%
NEITHER	1320	993	326	753	563
	49%	43%	91%	49%	51%
			a		
		75%	25%	57%	43%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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

		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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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 TECHNOLOGY TRACKER - 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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
Low	1443	1128	315	853	585
	54%	49%	88% a	55%	53%
		78%	22%	59%	41%
Medium	1093	1048	45	615	474
	41%	45% b	12%	40%	43%
		96%	4%	56%	43%
High	139	139	-	84	55
	5%	6% b	-%	5%	5%
		100%	-%	60%	39%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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 TECHNOLOGY TRACKER - 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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
Male	1301	1128	173	783	512
	49%	49%	48%	50%	46%
				d	
		87%	13%	60%	39%
Female	1374	1188	187	768	602
	51%	51%	52%	50%	54%
					c
		86%	14%	56%	44%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%	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 TECHNOLOGY TRACKER - 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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
AGE SUMMARY																			
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 TECHNOLOGY TRACKER - 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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
16 - 17	46	42	3	5	41
	2%	2%	1%	*%	4% c
		92%	8%	11%	89%
18 - 24	319	291	27	185	134
	12%	13% b	8%	12%	12%
		91%	9%	58%	42%
25 - 34	469	419	50	369	96
	18%	18% b	14%	24% d	9%
		89%	11%	79%	21%
35 - 44	459	409	50	371	88
	17%	18%	14%	24% d	8%
		89%	11%	81%	19%
45 - 54	456	382	73	363	88
	17%	17%	20% a	23% d	8%
		84%	16%	80%	19%
55 - 64	388	320	68	219	168
	15%	14%	19% a	14%	15%
		82%	18%	57%	43%
65 - 74	287	240	48	34	253
	11%	10%	13%	2%	23% c
		83%	17%	12%	88%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

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SF. AGE OF RESPONDENT

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
75+	252	212	40	5	246
	9%	9%	11%	*%	22%
					c
		84%	16%	2%	98%
AGE SUMMARY					
16-24	364	334	31	190	174
	14%	14%	9%	12%	16%
		b			c
		92%	8%	52%	48%
25-34	469	419	50	369	96
	18%	18%	14%	24%	9%
		b		d	
		89%	11%	79%	21%
35-54	915	792	124	734	176
	34%	34%	34%	47%	16%
				d	
		86%	14%	80%	19%
55-64	388	320	68	219	168
	15%	14%	19%	14%	15%
			a		
		82%	18%	57%	43%
65+	539	451	88	39	499
	20%	19%	24%	3%	45%
			a		c
		84%	16%	7%	93%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 8

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QSEG (QZ8). What is the occupation of the main wage earner in your household. CODE SOCIAL GRADE. (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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%	*%	2%	3%	4%	-%	1%	1%	6%	9%	-%	-%	-%	3%	1%	2%	1%
						c	c		g		ghi	lmn							
		60%	40%	3%	13%	35%	49%	-%	4%	3%	51%	100%	-%	-%	-%	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%	-%	-%	-%	25%	22%	20%	20%
						cd	cd		g	gh	ghi	lmn							
		50%	50%	11%	14%	40%	35%	2%	5%	12%	36%	100%	-%	-%	-%	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%	-%	100%	-%	-%	27%	28%	25%	24%
				f					g	gh	g		kmn						
		46%	54%	16%	19%	33%	33%	8%	9%	16%	21%	-%	100%	-%	-%	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%	-%	-%	100%	-%	21%	23%	24%	24%
		b							g	gj	g			kln					
		55%	45%	14%	20%	32%	34%	7%	11%	17%	21%	-%	-%	100%	-%	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%	-%	-%	-%	57%	14%	14%	15%	14%
								ij	ij	j					klm				
		47%	53%	15%	19%	36%	30%	18%	19%	14%	10%	-%	-%	-%	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%	-%	-%	-%	43%	10%	13%	13%	15%
			a	e			e	hij	ij	j					klm				o
		38%	62%	15%	18%	26%	42%	50%	10%	6%	3%	-%	-%	-%	100%	80%	10%	6%	4%
Refused	2	1	1	-	1	*	1	-	*	-	-	-	-	-	-	2	-	*	*
	*%	*%	*%	-%	*%	*%	*%	-%	*%	-%	-%	-%	-%	-%	-%	*%	-%	*%	*%
		54%	46%	-%	40%	8%	52%	-%	8%	-%	-%	-%	-%	-%	-%	86%	-%	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 TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

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QSEG (QZ8). What is the occupation of the main wage earner in your household. CODE SOCIAL GRADE. (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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
SOCIAL GROUP																			
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%
						cd	cd		g	gh	ghi	lmn				r			
		51%	49%	10%	14%	40%	37%	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%
				e	ef				g	ghj	g		kn	kn					
		50%	50%	15%	19%	33%	33%	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%
			a					hij	ij	j					klm				o
		43%	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

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

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
A	67	59	8	43	25
	3%	3%	2%	3%	2%
		88%	12%	64%	36%
B	644	531	114	395	247
	24%	23%	32%	25%	22%
			a	d	
		82%	18%	61%	38%
C1	720	645	75	449	269
	27%	28%	21%	29%	24%
		b		d	
		90%	10%	62%	37%
C2	580	483	97	393	186
	22%	21%	27%	25%	17%
			a	d	
		83%	17%	68%	32%
D	376	343	33	261	114
	14%	15%	9%	17%	10%
		b		d	
		91%	9%	69%	30%
E	284	254	31	11	271
	11%	11%	9%	1%	24%
					c
		89%	11%	4%	95%
Refused	2	1	1	*	2
	*%	*%	*%	*%	*%
		46%	54%	6%	94%

Columns Tested: a,b - c,d

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

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
SOCIAL GROUP					
AB	712	590	122	438	271
	27%	25%	34%	28%	24%
			a	d	
		83%	17%	62%	38%
C1C2	1300	1128	173	842	455
	49%	49%	48%	54%	41%
				d	
		87%	13%	65%	35%
DE	661	597	64	272	386
	25%	26%	18%	18%	35%
		b			c
		90%	10%	41%	58%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
				def	f	f		ij				mn	kmn						
		52%	48%	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%
			a		cf	cf		hij	j	j					klm				
		20%	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%
WORKING STATUS SUMMARY																			
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	kln					
		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

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QZ7 (SG). WORKING STATUS (SINGLE CODE)

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
Base for %	2675	2315	360	1552	1114
		87%	13%	58%	42%
Working full time (30hrs/wk+)	1120	984	136	1120	-
	42%	42%	38%	72%	-%
				d	
		88%	12%	100%	-%
Working part time (8-29 hrs/wk)	431	366	66	431	-
	16%	16%	18%	28%	-%
				d	
		85%	15%	100%	-%
Not working (i.e. under 8hrs/wk) - retired	603	503	100	-	603
	23%	22%	28%	-%	54%
			a		c
		83%	17%	-%	100%
Not working (i.e. under 8hrs/wk) - unemployed (registered/ not registered but looking for work)	132	122	10	-	132
	5%	5%	3%	-%	12%
		b			c
		92%	8%	-%	100%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
Not working (i.e. under 8hrs/wk) - student	137	129	8	-	137
	5%	6%	2%	-%	12%
		b			c
		94%	6%	-%	100%
Not working (i.e. under 8hrs/wk) - housewife/ disabled/ other	242	203	40	-	242
	9%	9%	11%	-%	22%
					c
		84%	16%	-%	100%
Don't know	10	10	*	-	-
	*%	*%	*%	-%	-%
		99%	1%	-%	-%
WORKING STATUS SUMMARY					
WORKING	1552	1349	202	1552	-
	58%	58%	56%	100%	-%
				d	
		87%	13%	100%	-%
NOT WORKING	1114	956	157	-	1114
	42%	41%	44%	-%	100%
					c
		86%	14%	-%	100%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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	cf	cdf			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%	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 TECHNOLOGY TRACKER - 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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
				def															op
		46%	54%	37%	17%	25%	21%	11%	8%	7%	10%	23%	31%	26%	19%	82%	6%	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 TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 10

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QZ10 (SH). HOUSEHOLD STATUS (SINGLE CODE)

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
Base for %	2675	2315	360	1552	1114
		87%	13%	58%	42%
Being bought on mortgage	811	707	104	657	154
	30%	31%	29%	42%	14%
				d	
		87%	13%	81%	19%
Owned outright by household	737	608	128	247	487
	28%	26%	36%	16%	44%
			a		c
		83%	17%	34%	66%
Rented from Local Authority/ Housing Association/ Trust	517	452	65	252	262
	19%	20%	18%	16%	24%
					c
		87%	13%	49%	51%
Rented from Private Landlord	474	428	46	332	142
	18%	18%	13%	21%	13%
		b		d	
		90%	10%	70%	30%
Other	56	48	8	26	27
	2%	2%	2%	2%	2%
		85%	15%	46%	48%
Don't know	81	71	9	38	42
	3%	3%	3%	2%	4%
		89%	11%	47%	52%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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

		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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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	kln		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 TECHNOLOGY TRACKER - 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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
1	457	397	60	150	306
	17%	17%	17%	10%	27%
					c
		87%	13%	33%	67%
2	921	779	142	464	453
	34%	34%	40%	30%	41%
			a		c
		85%	15%	50%	49%
3	519	453	66	375	143
	19%	20%	18%	24%	13%
				d	
		87%	13%	72%	28%
4	529	460	70	402	126
	20%	20%	19%	26%	11%
				d	
		87%	13%	76%	24%
5+	248	227	21	161	86
	9%	10%	6%	10%	8%
		b		d	
		91%	9%	65%	35%
Mean number of people	2.7	2.8	2.6	3.0	2.4
		b		d	
Standard deviation	1.35	1.36	1.27	1.28	1.34
Standard error	.02	.03	.04	.03	.03

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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

		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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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 TECHNOLOGY TRACKER - 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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
Small (1-2 people)	1378	1176	202	613	759
	52%	51%	56%	40%	68%
			a		c
		85%	15%	45%	55%
Medium (3-4 people)	1049	913	136	777	269
	39%	39%	38%	50%	24%
				d	
		87%	13%	74%	26%
Large (5+ people)	248	227	21	161	86
	9%	10%	6%	10%	8%
		b		d	
		91%	9%	65%	35%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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													
		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

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

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
None	1673	1427	246	827	840
	63%	62%	68%	53%	75%
			a		c
		85%	15%	49%	50%
1	456	405	51	324	131
	17%	17%	14%	21%	12%
				d	
		89%	11%	71%	29%
2	385	339	47	299	84
	14%	15%	13%	19%	8%
				d	
		88%	12%	78%	22%
3	113	103	10	75	36
	4%	4%	3%	5%	3%
				d	
		91%	9%	67%	32%
4	36	30	5	19	16
	1%	1%	2%	1%	1%
		85%	15%	55%	45%
5+	13	12	1	7	6
	*%	1%	*%	*%	1%
		91%	9%	52%	48%
Mean number of children	.7	.7	.6	.8	.5
		b		d	
Standard deviation	1.02	1.03	1.00	1.04	.96
Standard error	.02	.02	.03	.02	.02

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 14

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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 TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 14

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

Base : All respondents in Wales

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	489	240	249	210	279
Effective Weighted Sample	301	198	211	135	192
Total	132	103	29	74	58
		78%	22%	56%	44%
Yes, and fluent	12	6	7	6	6
	9%	5%	23%	9%	10%
			a		
		45%	55%	52%	48%
Yes, but not fluent	19	16	3	9	10
	14%	16%	10%	12%	18%
		86%	14%	45%	55%
No	101	81	19	59	42
	76%	79%	67%	80%	72%
		b			
		81%	19%	58%	42%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 15

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SL (SN). What is you 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%	**
PREFERRED LANGUAGE FOR THOSE WHO CAN SPEAK OR WRITE IN WELSH																			
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

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

Base : All respondents in Wales

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	489	240	249	210	279
Effective Weighted Sample	301	198	211	135	192
Total	132	103	29	74	58
		78%	22%	56%	44%
PREFERRED LANGUAGE FOR THOSE WHO CAN SPEAK OR WRITE IN WELSH					
English	26	21	6	13	14
	20%	20%	20%	17%	24%
		78%	22%	48%	52%
Welsh	4	1	3	2	2
	3%	1%	9%	2%	3%
			a		
		26%	74%	52%	48%
Don't know	1	*	1	*	1
	1%	*%	4%	1%	1%
			a		
		15%	85%	37%	63%
CANNOT SPEAK OR WRITE IN WELSH	101	81	19	59	42
	76%	79%	67%	80%	72%
		b			
		81%	19%	58%	42%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 16

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

Base : All respondents

		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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
						cd	d				g	ln		ln		p		opr	
		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%
				ef	f	f				g	ghi			kn					
		48%	52%	21%	25%	44%	10%	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%
				f	f	f				gh	ghi	lmn	n	n		r	r	r	
		50%	50%	18%	21%	45%	16%	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%
						df			g	g	ghi	lmn	n	n		r		opr	
		47%	53%	13%	16%	39%	33%	6%	7%	13%	31%	37%	28%	22%	13%	84%	8%	6%	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	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

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

Base : All respondents

		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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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	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 TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 16

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

Base : All respondents

		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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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	-	*
	*%	*%	*%	-%	*%	*%	*%	1%	1% j	-%	-%	-%	*%	*%	*%	*%	*%	-%	*%
		63%	37%	-%	3%	31%	66%	25%	38%	-%	-%	-%	42%	15%	42%	85%	12%	-%	3%

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

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

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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
A standard DVD player	1502	1284	218	884	611
	56%	55%	61% a	57%	55%
		85%	15%	59%	41%
Video games console connected to a TV (e.g. Sony PlayStation, Nintendo Wii or Microsoft Xbox)	1130	984	147	810	314
	42%	42%	41%	52% d	28%
		87%	13%	72%	28%
An MP3 player/iPod	844	719	125	613	226
	32%	31%	35%	40% d	20%
		85%	15%	73%	27%
E-reader - digital book reader (e.g. Kindle, Sony Reader, Kobo eReader, Nook eReader)	744	618	127	482	262
	28%	27%	35% a	31% d	23%
		83%	17%	65%	35%
A Blu Ray DVD player	661	554	107	463	195
	25%	24%	30% a	30% d	17%
		84%	16%	70%	29%

Columns Tested: a,b - c,d

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

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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
Handheld/ portable games player (e.g. Nintendo DS, Sony PSP)	521	456	65	378	142
	19%	20%	18%	24%	13%
				d	
		87%	13%	73%	27%
A smart watch - a wearable computer that may be compatible with a smartphone. Brands include Apple Watch, Pebble, Samsung and Sony	145	122	23	113	32
	5%	5%	6%	7%	3%
				d	
		84%	16%	78%	22%
ANY DVD PLAYER	1791	1536	255	1084	698
	67%	66%	71%	70%	63%
				d	
		86%	14%	61%	39%
ANY GAMES CONSOLE	1176	1024	152	843	327
	44%	44%	42%	54%	29%
				d	
		87%	13%	72%	28%
None of these	531	478	53	252	278
	20%	21%	15%	16%	25%
		b			c
		90%	10%	48%	52%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

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

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
Don't know	6	5	1	1	5
	*%	*%	*%	*%	*%
					c
		85%	15%	17%	83%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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% cd	52% cd	46%	50%	45%	52%	50% ln	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% b	17%	51% def	41% ef	19% f	3%	19%	17%	22%	26% gh	19%	23% k	23%	21%	21%	26%	20%	23%
		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% ef	28% f	24% f	9%	12%	15%	21% g	34% ghi	27% mn	22% mn	17%	14%	21% r	18% r	20% r	4%
		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% b	17%	20% f	22% f	23% f	13%	9%	16% g	20% g	30% ghi	23% n	21% n	20% n	13%	20% r	16% r	18% r	10%
		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% a	14%	18%	21% cf	18%	10%	12%	20% gh	29% ghi	25% mn	22% n	17% n	9%	19%	15%	22% pr	15%
		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

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
				ef	ef	f										r	r	r	
		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%
						cd	cd		g		ghi	ln		n					
		49%	51%	12%	16%	36%	36%	10%	10%	13%	26%	29%	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	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

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
									j										
		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

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

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
A standard DVD player	1239	1058	182	713	521
	46%	46%	51%	46%	47%
		85%	15%	58%	42%
Video games console connected to a TV (e.g. Sony PlayStation, Nintendo Wii or Microsoft Xbox)	578	509	68	402	175
	22%	22%	19%	26%	16%
				d	
		88%	12%	70%	30%
An MP3 player/iPod	543	465	79	395	146
	20%	20%	22%	25%	13%
				d	
		86%	14%	73%	27%
A Blu Ray DVD player	516	434	82	359	154
	19%	19%	23%	23%	14%
			a	d	
		84%	16%	69%	30%
E-reader - digital book reader (e.g. Kindle, Sony Reader, Kobo eReader, Nook eReader)	495	407	88	325	169
	18%	18%	25%	21%	15%
			a	d	
		82%	18%	66%	34%

Columns Tested: a,b - c,d

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

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
Handheld/ portable games player (e.g. Nintendo DS, Sony PSP)	185	167	18	130	55
	7%	7%	5%	8% d	5%
		90%	10%	70%	30%
A smart watch - a wearable computer that may be compatible with a smartphone. Brands include Apple Watch, Pebble, Samsung and Sony	83	68	14	64	18
	3%	3%	4%	4% d	2%
		83%	17%	78%	22%
ANY DVD PLAYER	1517	1300	218	907	602
	57%	56%	60%	58% d	54%
		86%	14%	60%	40%
ANY GAMES CONSOLE	607	534	73	422	184
	23%	23%	20%	27% d	17%
		88%	12%	70%	30%
None of these	762	678	84	391	369
	28%	29% b	23%	25%	33% c
		89%	11%	51%	48%

Columns Tested: a,b - c,d

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

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
Don't know	12	10	2	3	9
	*%	*%	1%	*%	1%
					c
		82%	18%	22%	78%

Columns Tested: a,b - c,d

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

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

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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% a	28%	27%	32%	40% cd	26%	30%	34%	37% g	37% mn	34% mn	26%	25%	32% p	19%	41% opr	24%
		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% o	36% o	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% f	22%	17%	26%	25%	19%	26%	23%	22%	25%	23%	24% pr	14%	29% pr	15%
		48%	52%	23%	28%	41%	7%	10%	10%	12%	31%	25%	26%	26%	22%	87%	5%	6%	2%
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% f	22% f	23% f	12%	13%	18%	19%	26% g	22%	23%	25%	19%	21%	29%	21%	37% oq
		50%	50%	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% a	23%	22%	23%	20%	23%	25%	23%	22%	20%	25%	24%	21%	23% r	18%	33% opr	13%
		39%	61%	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% f	16%	13%	10%	12%	12%	17%	14%	10%	16% k	15%	18% k	15%	10%	12%	10%
		54%	46%	26%	27%	41%	7%	8%	7%	17%	28%	16%	31%	25%	28%	88%	6%	4%	2%
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% de	10%	7%	16% e	10%	15%	12%	9%	8%	8%	11%	15% kl	10%	12%	21% opr	8%
		45%	55%	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 TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

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

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

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
						d			ij							p			opq
		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%	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%
				f	f	f													
		48%	52%	22%	25%	44%	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%
																r		opr	
		43%	57%	21%	23%	47%	9%	11%	10%	16%	26%	22%	29%	26%	22%	84%	8%	7%	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%
							cde												
		35%	65%	18%	12%	40%	30%	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

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Table 18

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

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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	1581	1171	410	1020	554
Effective Weighted Sample	1090	918	183	726	376
Total	1176	1024	152	843	327
		87%	13%	72%	28%
Nintendo Wii/ Wii U	362	312	49	255	103
	31%	31%	32%	30%	31%
		86%	14%	71%	28%
XBox 360	339	293	47	247	90
	29%	29%	31%	29%	28%
		86%	14%	73%	26%
PlayStation 3	276	238	38	195	78
	23%	23%	25%	23%	24%
		86%	14%	71%	28%
PlayStation 4	265	233	32	193	71
	23%	23%	21%	23%	22%
		88%	12%	73%	27%
Nintendo DS/ DSi/ DS Lite/ 3DS	264	231	33	185	77
	22%	23%	22%	22%	24%
		88%	12%	70%	29%
XBox One	171	148	22	123	47
	15%	14%	15%	15%	15%
		87%	13%	72%	28%
PlayStation 2	123	108	15	84	38
	10%	11%	10%	10%	12%
		88%	12%	68%	31%
XBox	78	62	17	54	23
	7%	6%	11%	6%	7%
			a		
		79%	21%	69%	30%

Columns Tested: a,b - c,d

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

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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	1581	1171	410	1020	554
Effective Weighted Sample	1090	918	183	726	376
Total	1176	1024	152	843	327
		87%	13%	72%	28%
PlayStation Portable (PSP)/ PlayStation Vita	62	54	7	47	14
	5%	5%	5%	6%	4%
		88%	12%	77%	23%
Other	13	10	2	7	5
	1%	1%	1%	1%	2%
		82%	18%	58%	42%
PS3/ PS4/ Wii/ XBox 360/ XBox/ XBox One	1077	939	138	770	302
	92%	92%	90%	91%	92%
		87%	13%	71%	28%
DS/ PSP/ PORTABLE CONSOLE	297	260	37	212	85
	25%	25%	25%	25%	26%
		87%	13%	71%	28%
Don't know	46	38	8	33	13
	4%	4%	5%	4%	4%
		82%	18%	71%	27%

Columns Tested: a,b - c,d

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

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

		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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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

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

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

		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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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

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

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

		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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
				def	f											pr			
		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%	*%
		b		def												r	r	r	
		60%	40%	38%	21%	34%	6%	7%	6%	15%	32%	27%	24%	29%	20%	88%	7%	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

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

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

		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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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

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

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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	1581	1171	410	1020	554
Effective Weighted Sample	1090	918	183	726	376
Total	1176	1024	152	843	327
		87%	13%	72%	28%
Online gaming	421	373	48	301	118
	36%	36%	31%	36%	36%
		89%	11%	71%	28%
Watching DVDs/ Blu Ray DVDs	260	218	42	188	72
	22%	21%	28%	22%	22%
		84%	16%	72%	28%
Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, ITV Hub, All4, Demand 5 or Sky Go	249	211	38	181	66
	21%	21%	25%	22%	20%
		85%	15%	73%	27%
Browsing the web/ internet	192	164	28	146	45
	16%	16%	18%	17%	14%
		85%	15%	76%	23%

Columns Tested: a,b - c,d

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

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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	1581	1171	410	1020	554
Effective Weighted Sample	1090	918	183	726	376
Total	1176	1024	152	843	327
		87%	13%	72%	28%
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	135	28	120	41
	14%	13%	18%	14%	13%
		83%	17%	74%	25%
Watching short video clips online (e.g. YouTube or Dailymotion)	153	131	22	107	46
	13%	13%	14%	13%	14%
		86%	14%	70%	30%
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	102	14	80	36
	10%	10%	9%	9%	11%
		88%	12%	69%	31%

Columns Tested: a,b - c,d

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

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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	1581	1171	410	1020	554
Effective Weighted Sample	1090	918	183	726	376
Total	1176	1024	152	843	327
		87%	13%	72%	28%
Watching 'live' TV programmes/ content via your internet connection	66	54	12	49	17
	6%	5%	8%	6%	5%
		82%	18%	74%	26%
Other	25	23	2	15	10
	2%	2%	1%	2%	3%
		92%	8%	59%	41%
WATCHING VIDEO CONTENT	431	370	61	311	118
	37%	36%	40%	37%	36%
		86%	14%	72%	27%
IPTV	351	302	49	254	95
	30%	29%	32%	30%	29%
		86%	14%	72%	27%
None of these	501	438	63	357	140
	43%	43%	42%	42%	43%
		87%	13%	71%	28%
Don't know	39	33	6	30	9
	3%	3%	4%	4%	3%
		84%	16%	76%	24%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 20

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

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

		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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	~c	d	e	f	~g	~h	~i	j	k	l	m	~n	o	~p	q	~r
Unweighted total	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 86%	**	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

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

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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	668	467	201	387	280
Effective Weighted Sample	466	368	103	279	195
Total	495	407	88	325	169
		82%	18%	66%	34%
Yes	181	139	41	115	66
	36%	34%	47%	35%	39%
			a		
		77%	23%	64%	36%
No	279	238	41	187	90
	56%	58%	46%	58%	53%
		b			
		85%	15%	67%	32%
Don't know	36	30	6	23	13
	7%	7%	7%	7%	8%
		84%	16%	64%	36%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 21

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

Base : 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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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	181	68	113	21	33	70	57	10	10	21	68	73	56	32	19	152	12	14	4
	7%	5%	8%	6%	7%	8%	6%	3%	4%	6%	12%	10%	8%	6%	3%	7%	5%	10%	5%
			a								ghi	mn	n	n				opr	
		38%	62%	12%	18%	39%	32%	6%	5%	12%	38%	40%	31%	18%	11%	84%	7%	7%	2%
No	279	110	169	27	45	113	93	17	20	44	87	94	89	60	35	240	19	13	7
	10%	8%	12%	8%	10%	12%	10%	5%	8%	12%	15%	13%	12%	10%	5%	11%	8%	10%	9%
			a			c				g	gh	n	n	n					
		39%	61%	10%	16%	41%	33%	6%	7%	16%	31%	34%	32%	22%	13%	86%	7%	5%	2%
Don't know	36	11	24	3	6	13	14	3	2	6	13	13	10	8	4	28	4	3	1
	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	2%	2%	1%	1%	1%	1%	2%	2%	2%
												n							
		32%	68%	8%	16%	37%	39%	8%	7%	16%	36%	37%	29%	22%	12%	79%	10%	8%	4%

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

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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 : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
Yes	181	139	41	115	66
	7%	6%	12% a	7%	6%
		77%	23%	64%	36%
No	279	238	41	187	90
	10%	10%	11%	12% d	8%
		85%	15%	67%	32%
Don't know	36	30	6	23	13
	1%	1%	2%	1%	1%
		84%	16%	64%	36%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 22

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

Base : All respondents

		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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
						cd	cde		g	g	ghi	lmn	n	n					
		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%
				ef	ef	f							mn						
		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%
				f	f	f													
		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%
				ef	ef	f		hij	j	j			k	k	klm				
		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%	*%	-%	-%	-%	*%	-%	-%	*%	-%	*%	*%	*%	-%	*%	*%
				ef															
		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 TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

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

Base : All respondents

		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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
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%	*%	*%	*%	*%
								j							klm				
		76%	24%	1%	22%	41%	35%	57%	-%	-%	-%	1%	-%	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

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

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
Can use to make and receive calls	2220	1894	326	1282	931
	83%	82%	91% a	83%	84%
		85%	15%	58%	42%
Can receive but not make calls/ incoming only	42	39	3	32	11
	2%	2%	1%	2% d	1%
		92%	8%	75%	25%
Line not working properly/ needs to be repaired	28	28	1	20	8
	1%	1% b	*%	1%	1%
		98%	2%	72%	28%
No, do not have landline phone	382	353	29	218	162
	14%	15% b	8%	14%	15%
		92%	8%	57%	42%
Don't know	2	2	*	*	2
	*%	*%	*%	*%	*%
		93%	7%	4%	96%
HOUSEHOLD PHONE OWNERSHIP					
FIXED ONLY	115	103	13	20	95
	4%	4%	3%	1%	9% c
		89%	11%	17%	83%

Columns Tested: a,b - c,d

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

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Effective Weighted Sample	2504	2082	456	1294	1256
FIXED & MOBILE	2176	1858	318	1314	854
	81%	80%	88%	85%	77%
			a	d	
		85%	15%	60%	39%
MOBILE ONLY	379	349	29	216	161
	14%	15%	8%	14%	14%
		b			
		92%	8%	57%	43%
ALL FIXED	2291	1961	330	1334	949
	86%	85%	92%	86%	85%
			a		
		86%	14%	58%	41%
ALL MOBILE	2554	2207	347	1530	1015
	95%	95%	96%	99%	91%
				d	
		86%	14%	60%	40%
NEITHER	5	5	*	2	3
	*%	*%	*%	*%	*%
		97%	3%	30%	62%
MOBILE ONLY NO FIXED BROADBAND	255	236	19	138	116
	10%	10%	5%	9%	10%
		b			
		93%	7%	54%	46%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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.

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

		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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3151	2262	889	1603	1540
Effective Weighted Sample	2127	1747	409	1113	1048
Total	2291	1961	330	1334	949
		86%	14%	58%	41%
Yes to make calls	2001	1697	304	1125	870
	87%	87%	92%	84%	92%
			a		c
		85%	15%	56%	43%
Yes to receive calls	2038	1738	300	1163	870
	89%	89%	91%	87%	92%
					c
		85%	15%	57%	43%
Yes for internet access	1669	1424	245	1074	590
	73%	73%	74%	81%	62%
				d	
		85%	15%	64%	35%
TOTAL PERSONALLY USE	2222	1898	324	1290	925
	97%	97%	98%	97%	97%
		85%	15%	58%	42%
No do not use landline at home	64	57	6	42	21
	3%	3%	2%	3%	2%
		90%	10%	65%	33%
Don't know	6	6	-	2	3
	*%	*%	-%	*%	*%
		100%	-%	44%	56%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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.

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

		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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
							cde	j	ij										
		47%	53%	8%	7%	30%	56%	9%	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%
				ef	ef	f		h		gh	h								
		48%	52%	16%	20%	43%	21%	6%	6%	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%
						c	cde		i		i								
		48%	52%	10%	13%	39%	38%	7%	10%	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

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	1958	1404	554	1126	827
Effective Weighted Sample	1366	1113	271	796	585
Total	1518	1290	228	962	552
		85%	15%	63%	36%
Make/ receive calls	221	184	37	86	134
	15%	14%	16%	9%	24%
					c
		83%	17%	39%	61%
Internet access	685	584	101	492	190
	45%	45%	44%	51%	34%
				d	
		85%	15%	72%	28%
Both are equally important	612	521	91	384	228
	40%	40%	40%	40%	41%
		85%	15%	63%	37%
Don't know	*	*	-	-	*
	*%	*%	-%	-%	*%
		100%	-%	-%	100%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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.

QC4 (QC30). SHOWCARD How do you pay the line rental for your landline phone service? Please answer about your line renatl 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

		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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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% c	94% cd	92% c	93%	91%	90%	92%	90%	89%	90%	93% l	89%	96% or	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% g	7%	6%	7% n	6%	4%	6% p	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% def	6% ef	1%	2%	4% j	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

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QC4 (QC30). SHOWCARD How do you pay the line rental for your landline phone service? Please answer about your line renatl 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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3060	2186	874	1548	1504
Effective Weighted Sample	2069	1693	404	1074	1025
Total	2220	1894	326	1282	931
		85%	15%	58%	42%
On a monthly or quarterly basis, alongside call charges and other costs	2004	1710	294	1166	830
	90%	90%	90%	91%	89%
		85%	15%	58%	41%
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	103	19	75	48
	6%	5%	6%	6%	5%
		84%	16%	61%	39%
Don't know	94	81	14	41	53
	4%	4%	4%	3%	6%
					c
		85%	15%	44%	56%

Columns Tested: a,b - c,d

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

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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% ef	93% ef	78% f	35%	60%	64%	73% gh	77% gh	65%	70% k	69%	69%	69% q	63%	61%	78% opq
		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% cd	59% cde	33% ij	31% j	24%	21%	33% lmn	26%	27%	26%	28% r	32% r	29% r	19%
		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% cd	3%	1%	2%	2%	2%	2%	3%	2%	2%	2%	7% opr	2%
		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% j	2% j	1% j	-%	*%	1%	1%	2% k	1%	1%	1%	1%
		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

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
Mobile phone	1822	1619	203	1258	555
	68%	70%	56%	81%	50%
		b		d	
		89%	11%	69%	30%
Landline phone at home	745	599	147	243	501
	28%	26%	41%	16%	45%
			a		c
		80%	20%	33%	67%
Landline phone at work	54	47	7	26	27
	2%	2%	2%	2%	2%
		88%	12%	49%	51%
Public payphone	28	26	2	12	15
	1%	1%	1%	1%	1%
		93%	7%	45%	54%
Internet voice service (VoIP)	3	3	*	1	2
	*%	*%	*%	*%	*%
		91%	9%	41%	59%
Other	9	8	*	2	6
	*%	*%	*%	*%	1%
		95%	5%	27%	73%
Don't know	15	14	1	8	7
	1%	1%	*%	*%	1%
		94%	6%	53%	47%

Columns Tested: a,b - c,d

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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.

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
Mobile phone	1694	1514	180	1147	541
	63%	65%	50%	74%	49%
		b		d	
		89%	11%	68%	32%
Landline phone at home	924	751	173	372	547
	35%	32%	48%	24%	49%
			a		c
		81%	19%	40%	59%
Internet voice service (VoIP)	17	15	2	6	11
	1%	1%	*%	*%	1%
		89%	11%	38%	62%
Public payphone	15	13	1	11	4
	1%	1%	*%	1%	*%
		90%	10%	73%	24%
Other	5	5	*	1	4
	*%	*%	*%	*%	*%
		96%	4%	18%	82%
Don't know	21	17	3	14	7
	1%	1%	1%	1%	1%
		84%	16%	67%	33%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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.

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
						cd	cde					lmn						op	op
		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%
				f	f	f			g	g									o
		48%	52%	15%	21%	42%	22%	8%	12%	16%	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%
											gh					qr	oqr		
		52%	48%	14%	15%	37%	34%	8%	7%	12%	29%	27%	30%	23%	20%	83%	14%	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%
								j	j										
		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%
				f	ef					h						r		r	
		42%	58%	15%	28%	34%	22%	7%	3%	17%	28%	27%	31%	28%	14%	87%	6%	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%	*%
							c									pr		r	
		51%	49%	5%	15%	30%	49%	8%	5%	17%	26%	36%	25%	21%	18%	95%	2%	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%
							de	j		j					m				
		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

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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% o	-%	-%
		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% ef	4% ef	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

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3151	2262	889	1603	1540
Effective Weighted Sample	2127	1747	409	1113	1048
Total	2291	1961	330	1334	949
		86%	14%	58%	41%
BT	889	697	192	457	429
	39%	36%	58% a	34%	45% c
		78%	22%	51%	48%
Sky	461	416	45	319	141
	20%	21% b	14%	24% d	15%
		90%	10%	69%	31%
Virgin Media	408	394	14	263	144
	18%	20% b	4%	20% d	15%
		97%	3%	65%	35%
TalkTalk	241	211	30	134	106
	11%	11%	9%	10%	11%
		87%	13%	55%	44%
EE/ Everything Everywhere	74	63	10	53	21
	3%	3%	3%	4% d	2%
		86%	14%	72%	28%
Plusnet	72	53	19	39	33
	3%	3%	6% a	3%	4%
		74%	26%	54%	46%
Post Office	20	18	2	6	14
	1%	1%	1%	*%	1% c
		88%	12%	30%	70%

Columns Tested: a,b - c,d

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

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

Base : Those with a landline phone at home

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3151	2262	889	1603	1540
Effective Weighted Sample	2127	1747	409	1113	1048
Total	2291	1961	330	1334	949
		86%	14%	58%	41%
KComm	17	17	*	4	13
	1%	1%	*%	*%	1%
					c
		99%	1%	26%	74%
Tesco Telecom	6	6	-	3	3
	*%	*%	-%	*%	*%
		100%	-%	54%	46%
SSE	4	4	-	1	3
	*%	*%	-%	*%	*%
		100%	-%	28%	72%
Primus	3	2	1	2	1
	*%	*%	*%	*%	*%
		62%	38%	64%	36%
The Phone Co-op/ The Co-operative	1	1	-	-	1
	*%	*%	-%	-%	*%
		100%	-%	-%	100%
Other	45	37	8	23	22
	2%	2%	2%	2%	2%
		82%	18%	51%	49%
Don't know	50	42	8	30	19
	2%	2%	3%	2%	2%
		84%	16%	59%	39%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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.

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
							cde	ij							k				p
		49%	51%	10%	14%	34%	42%	11%	10%	13%	21%	27%	28%	22%	23%	84%	8%	5%	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%
						f					gh						or		
		48%	52%	12%	15%	38%	35%	8%	9%	13%	28%	31%	27%	23%	20%	82%	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%
							d												
		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%
				f	f	f													
		47%	53%	15%	19%	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%	3%	3%	1%
																	r		
		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 TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 29

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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%
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%
																r	r	r	
		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

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3151	2262	889	1603	1540
Effective Weighted Sample	2127	1747	409	1113	1048
Total	2291	1961	330	1334	949
		86%	14%	58%	41%
Base for %	2245	1923	322	1304	934
		86%	14%	58%	42%
Very satisfied	1171	1031	141	644	525
	52%	54%	44%	49%	56%
		b			c
		88%	12%	55%	45%
Fairly satisfied	799	667	132	484	310
	36%	35%	41%	37%	33%
			a		
		83%	17%	61%	39%
TOTAL SATISFIED	1970	1697	273	1128	836
	88%	88%	85%	86%	89%
		b			c
		86%	14%	57%	42%
Neither	144	124	20	93	52
	6%	6%	6%	7%	6%
		86%	14%	64%	36%
Fairly dissatisfied	85	66	18	52	32
	4%	3%	6%	4%	3%
			a		
		78%	22%	62%	38%
Very dissatisfied	46	35	11	31	15
	2%	2%	3%	2%	2%
		76%	24%	68%	32%
TOTAL DISSATISFIED	131	102	29	84	47
	6%	5%	9%	6%	5%
			a		
		78%	22%	64%	36%

Columns Tested: a,b - c,d

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3151	2262	889	1603	1540
Effective Weighted Sample	2127	1747	409	1113	1048
Total	2291	1961	330	1334	949
		86%	14%	58%	41%
Don't know	46	38	8	30	15

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 30

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total		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	16
		22%	22%	22%	12%	19%	14%	35%	49%	33%	21%	5%	17%	21%	17%	33%	21%	28%	26%	22%
						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	28
		40%	40%	41%	32%	52%	38%	40%	27%	40%	45%	49%	45%	41%	41%	34%	40%	42%	42%	38%
						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	12
		17%	17%	17%	21%	16%	24%	9%	8%	17%	20%	22%	17%	19%	18%	14%	17%	15%	17%	17%
					df	f	df			g	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	12
		16%	17%	15%	34%	12%	23%	5%	5%	6%	13%	23%	18%	16%	20%	11%	17%	10%	11%	17%
					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	5
		4%	4%	4%	-%	1%	1%	11%	11%	3%	2%	*%	3%	2%	4%	8%	4%	5%	5%	6%
								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
		*%	1%	*%	1%	1%	*%	*%	-%	-%	-%	*%	1%	*%	-%	*%	1%	-%	*%	1%
						f							m							
			58%	42%	21%	39%	28%	12%	-%	-%	-%	15%	60%	24%	-%	16%	93%	-%	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

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

Base : All respondents

			URBANITY		WORKING	
		Total	URBAN	RURAL	YES	NO
Significance Level: 95%			a	b	c	d
Unweighted total		3737	2711	1026	1861	1863
Effective Weighted Sample		2504	2082	456	1294	1256
Total		2675	2315	360	1552	1114
			87%	13%	58%	42%
One	(1.0)	589	511	78	219	368
		22%	22%	22%	14%	33% c
			87%	13%	37%	62%
Two	(2.0)	1077	921	157	664	409
		40%	40%	44%	43% d	37%
			85%	15%	62%	38%
Three	(3.0)	456	394	62	332	122
		17%	17%	17%	21% d	11%
			86%	14%	73%	27%
Four or more	(4.0)	432	382	50	315	116
		16%	16%	14%	20% d	10%
			88%	12%	73%	27%
None	(0.0)	109	96	13	12	97
		4%	4%	4%	1%	9% c
			88%	12%	11%	89%
Don't know		12	12	*	10	2
		*%	1%	*%	1%	*%
			99%	1%	83%	17%
Mean mobiles in household		2.2	2.2	2.2	2.5 d	1.8
Standard deviation		1.08	1.09	1.03	.99	1.08
Standard error		.02	.02	.03	.02	.03
Columns Tested: a,b - c,d						

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

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

Base : All respondents

			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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total		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%	*%	2%	2%	2%	3%	2%	4%	4%	1%
								cde	j	gj	j							or	or	
			60%	40%	2%	7%	16%	75%	10%	21%	17%	3%	27%	27%	16%	29%	73%	16%	10%	1%
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%
				a	f	f	f				g			kn	k					
			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					ghi	ln				pr			
			66%	34%	18%	20%	42%	21%	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%
			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%	*%	*%	*%	*%	*%	-%	*%
			47%	53%	35%	-%	43%	23%	-%	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

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

Base : All respondents

		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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Effective Weighted Sample	2504	1197	1308	343	401	807	971	377	268	325	461	578	755	534	660	1916	310	301	376
PERSONALLY USE MOBILE																			
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%
				f	f	f			g	g	ghi	n	n	n		pq			
		48%	52%	14%	18%	36%	31%	11%	10%	14%	23%	27%	28%	22%	24%	84%	8%	5%	3%
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

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

Base : All respondents

			URBANITY		WORKING	
		Total	URBAN	RURAL	YES	NO
Significance Level: 95%			a	b	c	d
Unweighted total		3737	2711	1026	1861	1863
Effective Weighted Sample		2504	2082	456	1294	1256
Total		2675	2315	360	1552	1114
			87%	13%	58%	42%
No	(0.0)	60	52	7	13	46
		2%	2%	2%	1%	4%
						c
			88%	12%	21%	78%
1	(1.0)	2303	1988	315	1372	923
		86%	86%	88%	88%	83%
					d	
			86%	14%	60%	40%
2	(2.0)	171	150	21	136	35
		6%	6%	6%	9%	3%
					d	
			88%	12%	80%	20%
3	(3.0)	11	9	3	6	5
		*%	*%	1%	*%	*%
			76%	24%	52%	48%
4 or more	(4.0)	10	8	1	4	5
		*%	*%	*%	*%	*%
			89%	11%	45%	55%
No mobiles in household	(0.0)	121	108	13	22	99
		5%	5%	4%	1%	9%
						c
			89%	11%	18%	82%
Mean mobiles used		1.0	1.0	1.0	1.1	.9
					d	
Standard deviation		.42	.43	.41	.38	.47
Standard error		.01	.01	.01	.01	.01

Columns Tested: a,b - c,d

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

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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Effective Weighted Sample	2504	2082	456	1294	1256
PERSONALLY USE MOBILE					
Yes	2494	2155	340	1517	969
	93%	93%	94%	98%	87%
				d	
		86%	14%	61%	39%
No	168	148	20	24	143
	6%	6%	6%	2%	13%
					c
		88%	12%	14%	85%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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.

QD3 (QD10). Which mobile network do you use most often? (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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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% f	27% f	24% f	18%	18%	19%	25% g	27% gh	24%	25%	22%	21%	24% pr	18% r	29% pr	7%
		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% d	19%	23%	21%	24%	23%	19%	23%	22%	21%	23%	22%	21% q	27% oq	13%	60% opq
		48%	52%	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% h	20% n	19% n	18%	14%	18% r	17%	16%	14%
		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% f	13% f	9% f	4%	9%	12%	8%	9%	8%	8%	7%	9%	8%	9%	9%	8%
		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% cde	9% j	8%	6%	5%	4%	6%	8% k	7% k	6%	10% oqr	5%	5%
		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% c	6% c	8% cde	7% j	6%	7%	4%	5%	5%	6%	6%	6% qr	5% r	3%	1%
		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 TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 32

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QD3 (QD10). Which mobile network do you use most often? (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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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 TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 32

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QD3 (QD10). Which mobile network do you use most often? (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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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% gj	2%	1%	2%	2%	2%	2%	2% r	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% cde	2% j	2% j	1%	*%	1%	2%	1%	2%	1%	2% r	2% r	*%
		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

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3425	2485	940	1825	1589
Effective Weighted Sample	2318	1923	428	1269	1089
Total	2494	2155	340	1517	969
		86%	14%	61%	39%
EE/ Everything Everywhere	578	497	81	387	189
	23%	23%	24%	26%	20%
				d	
		86%	14%	67%	33%
O2	548	458	89	327	220
	22%	21%	26%	22%	23%
			a		
		84%	16%	60%	40%
Vodafone	448	375	72	298	147
	18%	17%	21%	20%	15%
				d	
		84%	16%	67%	33%
'3'	207	180	26	133	72
	8%	8%	8%	9%	7%
		87%	13%	64%	35%
Tesco	153	131	22	65	88
	6%	6%	7%	4%	9%
					c
		85%	15%	43%	57%
Virgin Media/ Any Virgin	137	132	5	69	66
	6%	6%	2%	5%	7%
		b			c
		96%	4%	51%	48%
Orange	129	113	16	68	62
	5%	5%	5%	4%	6%
					c
		88%	12%	52%	48%

Columns Tested: a,b - c,d

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

Base : Those who personally use a mobile phone

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3425	2485	940	1825	1589
Effective Weighted Sample	2318	1923	428	1269	1089
Total	2494	2155	340	1517	969
		86%	14%	61%	39%
T-Mobile	87	79	8	60	26
	3%	4%	2%	4%	3%
		91%	9%	69%	30%
Giffgaff	59	54	5	40	19
	2%	3%	1%	3%	2%
		92%	8%	67%	33%
TalkTalk	34	31	2	17	16
	1%	1%	1%	1%	2%
		93%	7%	51%	49%
Lycatel	16	16	-	14	2
	1%	1%	-%	1%	*%
				d	
		100%	-%	90%	10%
Talk Mobile	10	7	3	2	8
	*%	*%	1%	*%	1%
					c
		67%	33%	23%	77%
Lebara	6	6	-	5	1
	*%	*%	-%	*%	*%
		100%	-%	87%	13%
Other	48	41	6	21	26
	2%	2%	2%	1%	3%
					c
		87%	13%	44%	56%
Don't know	36	33	3	9	26
	1%	2%	1%	1%	3%
					c
		92%	8%	26%	74%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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.

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3425	2485	940	1825	1589
Effective Weighted Sample	2318	1923	428	1269	1089
Total	2494	2155	340	1517	969
		86%	14%	61%	39%
Yes	1896	1651	245	1314	574
	76%	77%	72%	87%	59%
				d	
		87%	13%	69%	30%
No	596	502	94	201	393
	24%	23%	28%	13%	41%
			a		c
		84%	16%	34%	66%
Don't know	3	2	*	2	1
	*%	*%	*%	*%	*%
		87%	13%	54%	46%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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.

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.

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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	1896	903	993	329	426	755	385	167	157	281	516	540	533	413	408	1593	164	86	53
	71%	69%	72%	90%	91%	83%	42%	53%	60%	78%	88%	76%	74%	71%	62%	71%	70%	65%	72%
				ef	ef	f				gh	ghi	n	n	n		q			
		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
	22%	23%	21%	9%	6%	15%	43%	35%	32%	17%	10%	18%	21%	23%	27%	22%	20%	25%	20%
						cd	cde	ij	ij	j				k	kl				
		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%
DO NOT PERSONALLY USE A MOBILE PHONE	181	96	85	4	12	20	145	40	20	17	5	42	33	32	73	140	22	12	6
	7%	7%	6%	1%	3%	2%	16%	12%	8%	5%	1%	6%	5%	5%	11%	6%	9%	9%	8%
							cde	hij	j	j					klm		o	o	
		53%	47%	2%	7%	11%	80%	22%	11%	10%	3%	23%	19%	18%	40%	78%	12%	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 TECHNOLOGY TRACKER - 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.

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.

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
Yes	1896	1651	245	1314	574
	71%	71%	68%	85%	52%
				d	
		87%	13%	69%	30%
No	596	502	94	201	393
	22%	22%	26%	13%	35%
			a		c
		84%	16%	34%	66%
Don't know	3	2	*	2	1
	*%	*%	*%	*%	*%
		87%	13%	54%	46%
DO NOT PERSONALLY USE A MOBILE PHONE	181	161	20	34	145
	7%	7%	6%	2%	13%
					c
		89%	11%	19%	80%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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.

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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% f	47% f	48% f	32%	32%	40%	44% g	54% ghi	53% mn	48% n	43% n	35%	45%	52% q	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% c	30%	39% ce	39% j	36% j	34% j	26%	25%	31% k	34% k	41% klm	32%	30%	40% op	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% cde	6%	6%	7%	4%	5%	3%	8% l	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% b	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% ce	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 TECHNOLOGY TRACKER - 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.

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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% j	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%	-%
		46%	54%	24%	24%	53%	-%	-%	-%	-%	66%	87%	13%	-%	-%	89%	-%	11%	-%
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% j	3%	3%	3%	2%	3%	3%	3%	3%	2%	4% r	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% ce	1%	*%	-%	*%	*%	*%	*%	*%	*%	1%	1%	*%
		59%	41%	-%	5%	19%	76%	36%	2%	-%	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

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	2487	1841	646	1559	921
Effective Weighted Sample	1708	1432	300	1094	638
Total	1896	1651	245	1314	574
		87%	13%	69%	30%
Apple iPhone	865	749	116	650	211
	46%	45%	47%	49%	37%
				d	
		87%	13%	75%	24%
Samsung	606	541	65	399	206
	32%	33%	27%	30%	36%
		b			c
		89%	11%	66%	34%
Nokia	101	82	19	59	41
	5%	5%	8%	5%	7%
			a		c
		81%	19%	59%	41%
Sony Xperia	91	78	13	62	28
	5%	5%	5%	5%	5%
		85%	15%	68%	30%
HTC	80	76	4	56	24
	4%	5%	2%	4%	4%
		b			
		95%	5%	70%	30%
BlackBerry	37	31	6	27	11
	2%	2%	3%	2%	2%
		83%	17%	72%	28%
Motorola	27	23	4	12	15
	1%	1%	2%	1%	3%
					c
		86%	14%	43%	57%

Columns Tested: a,b - c,d

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

Base : Those with a smartphone

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	2487	1841	646	1559	921
Effective Weighted Sample	1708	1432	300	1094	638
Total	1896	1651	245	1314	574
		87%	13%	69%	30%
LG	19	17	3	11	8
	1%	1%	1%	1%	1%
		86%	14%	57%	43%
Nexus	6	6	-	4	1
	*%	*%	-%	*%	*%
		100%	-%	76%	24%
Other	56	43	13	33	23
	3%	3%	5%	3%	4%
			a		
		77%	23%	59%	41%
Don't know	6	5	1	1	6
	*%	*%	1%	*%	1%
					c
		80%	20%	11%	89%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 36

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

Base : Those with a smartphone

		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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	2487	1841	646	1559	921
Effective Weighted Sample	1708	1432	300	1094	638
Total	1896	1651	245	1314	574
		87%	13%	69%	30%
Yes	1275	1141	134	939	332
	67%	69%	55%	71%	58%
		b		d	
		89%	11%	74%	26%
No	530	436	95	329	198
	28%	26%	39%	25%	35%
			a		c
		82%	18%	62%	37%
Don't know	90	74	16	46	44
	5%	4%	7%	4%	8%
					c
		82%	18%	51%	49%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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.

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	f	g	h	~i	~j	k	l	m	n	o	p	q	r
Unweighted total	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% f	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% f	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% f	8%	16%	12%	**	**	17%	19%	15%	15%	17% r	19% r	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% n	19% n	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% e	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% e	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 TECHNOLOGY TRACKER - 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.

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	f	g	h	~i	~j	k	l	m	n	o	p	q	r
Unweighted total	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% e	73%	80%	**	**	71%	70%	65%	73%	70% r	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% f	12%	11%	8%	**	**	12%	12%	20% l	13%	13%	10%	23% op	36% op
		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

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

Base : Those without a smartphone

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	931	641	290	263	664
Effective Weighted Sample	615	495	128	174	449
Total	596	502	94	201	393
		84%	16%	34%	66%
Certain to	7	7	-	1	6
	1%	1%	-%	1%	1%
		100%	-%	19%	81%
Very likely	26	24	2	15	11
	4%	5%	2%	7%	3%
				d	
		94%	6%	57%	42%
Likely	63	56	7	30	33
	11%	11%	8%	15%	8%
				d	
		88%	12%	48%	52%
TOTAL LIKELY	96	87	9	47	49
	16%	17%	10%	23%	13%
		b		d	
		91%	9%	48%	51%
Unlikely	89	75	15	32	58
	15%	15%	16%	16%	15%
		83%	17%	36%	64%
Very unlikely	127	103	24	34	93
	21%	20%	26%	17%	24%
		81%	19%	27%	73%
Certain not to	200	161	38	48	152
	34%	32%	41%	24%	39%
					c
		81%	19%	24%	76%
TOTAL UNLIKELY	416	339	77	114	302
	70%	68%	82%	57%	77%
			a		c
		81%	19%	27%	73%

Columns Tested: a,b - c,d

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

Base : Those without a smartphone

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	931	641	290	263	664
Effective Weighted Sample	615	495	128	174	449
Total	596	502	94	201	393
		84%	16%	34%	66%
Don't know	83	76	8	41	42
	14%	15%	8%	20%	11%
		b		d	
		90%	10%	49%	50%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 38

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

Base : Those who personally use a mobile phone

		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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
CONTRACT TYPE																			
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										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

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

Base : Those who personally use a mobile phone

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3425	2485	940	1825	1589
Effective Weighted Sample	2318	1923	428	1269	1089
Total	2494	2155	340	1517	969
		86%	14%	61%	39%
Prepay/ Pay as you go	722	607	115	267	453
	29%	28%	34%	18%	47%
			a		c
		84%	16%	37%	63%
Postpay/ monthly contract	1757	1535	222	1239	511
	70%	71%	65%	82%	53%
		b		d	
		87%	13%	71%	29%
Other	10	8	2	8	2
	*%	*%	1%	1%	*%
		76%	24%	84%	16%
Don't know	5	5	*	2	3
	*%	*%	*%	*%	*%
		95%	5%	49%	51%
CONTRACT TYPE					
Subsidised handset	1491	1306	185	1084	402
	60%	61%	54%	71%	42%
		b		d	
		88%	12%	73%	27%
SIM only	247	214	33	144	101
	10%	10%	10%	9%	10%
		86%	14%	58%	41%

Columns Tested: a,b - c,d

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

Base : Those who use a postpay/ contract mobile phone

		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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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% f	91% ef	84%	79%	81%	81%	85%	88% gh	84%	87%	85%	84%	85%	86%	82%	91% 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%	9%	15% d	20% cde	18%	19% j	15%	12%	15%	12%	15%	15%	14% r	13% r	16% r	4%
		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%	1%	*%	2%	1%	1%	*%	*%	*%	2%	1%	1%	1%	1%	1%	3% o	4% 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

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

Base : Those who use a postpay/ contract mobile phone

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	2266	1697	569	1459	801
Effective Weighted Sample	1577	1329	267	1034	562
Total	1757	1535	222	1239	511
		87%	13%	71%	29%
Handset and contract	1491	1306	185	1084	402
	85%	85%	83%	87%	79%
				d	
		88%	12%	73%	27%
SIM card only	247	214	33	144	101
	14%	14%	15%	12%	20%
					c
		86%	14%	58%	41%
Don't know	19	16	4	12	8
	1%	1%	2%	1%	1%
		81%	19%	61%	39%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 40

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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 contyract 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	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
I am paying a similar monthly tariff compared to when I signed up	1138	523	615	192	268	450	227	86	87	174	333	319	338	248	231	938	116	52	32
	76%	76%	77%	76%	78%	77%	73%	81%	71%	76%	77%	75%	75%	77%	80%	75%	94%	77%	78%
																	oqr		
		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	46	64	16	20	47	26	3	14	10	31	33	36	26	15	94	3	7	5
	7%	7%	8%	7%	6%	8%	9%	3%	11%	4%	7%	8%	8%	8%	5%	7%	2%	11%	13%
									gi							p		p	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	61	61	26	34	41	21	5	12	22	36	37	31	33	22	116	2	3	1
	8%	9%	8%	10%	10%	7%	7%	4%	9%	10%	8%	9%	7%	10%	8%	9%	1%	5%	3%
																pr			
		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

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Table 40

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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 contyract 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	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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% m	15%	14%	93% p	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% de	5% ij	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

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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 contyract 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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	1899	1418	481	1269	626
Effective Weighted Sample	1314	1108	225	894	436
Total	1491	1306	185	1084	402
		88%	12%	73%	27%
I am paying a similar monthly tariff compared to when I signed up	1138	1001	136	828	307
	76%	77%	74%	76%	76%
		88%	12%	73%	27%
I am paying a cheaper tariff compared to when I signed up (e.g. lower amount of inclusive minutes, texts or data)	109	95	15	81	28
	7%	7%	8%	8%	7%
		87%	13%	75%	25%
I am paying a more expensive tariff compared to when I signed up (e.g. added minutes, texts or data)	122	117	5	94	28
	8%	9%	3%	9%	7%
		b 96%	4%	77%	23%
No, I am out of my minimum contract period	92	66	25	66	26
	6%	5%	14%	6%	6%
			a 27%		
		73%		72%	28%

Columns Tested: a,b - c,d

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

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 contyract 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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	1899	1418	481	1269	626
Effective Weighted Sample	1314	1108	225	894	436
Total	1491	1306	185	1084	402
		88%	12%	73%	27%
Don't know	30	27	3	15	14
	2%	2%	2%	1%	3%
					c
		89%	11%	49%	46%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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.

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

		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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	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

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	107	73	34	73	34
Effective Weighted Sample	81	57	25	54	29
Total	92	66	25	66	26
		**	**	**	**
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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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.

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

		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	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

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	13	8	5	10	3
Effective Weighted Sample	11	7	4	9	2
Total	10	6	4	9	1
		**	**	**	**
30 day	**	**	**	**	**
	**	**	**	**	**
		**	**	**	**
12 month	**	**	**	**	**
	**	**	**	**	**
		**	**	**	**
18 month	**	**	**	**	**
	**	**	**	**	**
		**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**
		**	**	**	**

Columns Tested: a,b - c,d

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

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

		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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
PROMPTED RESPONSES																			
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% i	45% i	25%	37%	39%	41%	37%	36%	39% r	42% r	30%	24%
		51%	49%	12%	12%	29%	47%	19%	14%	8%	14%	24%	25%	22%	28%	85%	10%	4%	2%
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% opq
		49%	51%	10%	12%	29%	49%	18%	12%	13%	15%	21%	24%	25%	30%	82%	8%	5%	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% ghj	2%	6%	3%	6%	4%	5%	5%	3%	5%
		51%	49%	9%	11%	21%	58%	7%	6%	22%	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

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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

		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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
UNPROMPTED RESPONSES																			
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% klm	7%	7%	12% or	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% k	3% r	6% r	5% r	-%
		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% g	13%	15% n	13%	13%	9%	13% p	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

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	1468	1032	436	524	937
Effective Weighted Sample	980	797	194	356	639
Total	970	821	148	411	554
		85%	15%	42%	57%
PROMPTED RESPONSES					
An independent retailer - either high street or online (e.g. Amazon, Carphone Warehouse, Simply Electronics, etc.)	369	313	56	158	211
	38%	38%	38%	38%	38%
		85%	15%	43%	57%
Your current mobile phone network operator	260	221	40	109	149
	27%	27%	27%	27%	27%
		85%	15%	42%	57%
A previous mobile phone network operator	69	58	11	32	37
	7%	7%	8%	8%	7%
		84%	16%	47%	53%
Directly from the phone handset manufacturer (e.g. Apple, Samsung, etc.)	47	41	6	23	24
	5%	5%	4%	5%	4%
		87%	13%	48%	52%

Columns Tested: a,b - c,d

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

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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	1468	1032	436	524	937
Effective Weighted Sample	980	797	194	356	639
Total	970	821	148	411	554
		85%	15%	42%	57%
UNPROMPTED RESPONSES					
Hand me down/ second hand/ passed on to me/ eBay	71	60	11	25	46
	7%	7%	7%	6%	8%
		85%	15%	36%	64%
A gift/ present	33	27	6	7	26
	3%	3%	4%	2%	5% c
		82%	18%	20%	80%
Don't know	120	101	19	57	61
	12%	12%	13%	14%	11%
		85%	15%	47%	51%

Columns Tested: a,b - c,d

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

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3425	2485	940	1825	1589
Effective Weighted Sample	2318	1923	428	1269	1089
Total	2494	2155	340	1517	969
		86%	14%	61%	39%
Several times a day	1325	1159	166	941	378
	53%	54%	49%	62%	39%
				d	
		87%	13%	71%	29%
Every day	502	442	60	337	164
	20%	21%	18%	22%	17%
				d	
		88%	12%	67%	33%
Several times a week	287	252	35	139	148
	12%	12%	10%	9%	15%
					c
		88%	12%	49%	51%
At least once a week	110	85	25	40	68
	4%	4%	7%	3%	7%
			a		c
		78%	22%	37%	62%
At least once a month	60	49	11	15	45
	2%	2%	3%	1%	5%
					c
		82%	18%	25%	75%
Less than once a month	65	51	14	15	51
	3%	2%	4%	1%	5%
					c
		79%	21%	22%	78%
Never	142	113	29	26	114
	6%	5%	9%	2%	12%
			a		c
		80%	20%	19%	81%

Columns Tested: a,b - c,d

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3425	2485	940	1825	1589
Effective Weighted Sample	2318	1923	428	1269	1089
Total	2494	2155	340	1517	969
		86%	14%	61%	39%
TOTAL AT LEAST ONCE A WEEK	2223	1938	285	1458	758
	89%	90%	84%	96%	78%
		b		d	
		87%	13%	66%	34%
TOTAL EVER	2349	2039	310	1488	854
	94%	95%	91%	98%	88%
		b		d	
		87%	13%	63%	36%
Don't know	4	4	*	3	1
	*%	*%	*%	*%	*%
		98%	2%	77%	23%

Columns Tested: a,b - c,d

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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

		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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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										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

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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

		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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%	*%
							e	j											
		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%
				f	f	f			g	g	gh						oq		opq
		48%	52%	15%	20%	38%	27%	10%	10%	14%	24%	27%	28%	22%	23%	84%	9%	5%	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%
						f				g	g								
		48%	52%	15%	18%	36%	31%	11%	10%	14%	23%	27%	28%	22%	24%	84%	9%	5%	3%
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

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3425	2485	940	1825	1589
Effective Weighted Sample	2318	1923	428	1269	1089
Total	2494	2155	340	1517	969
		86%	14%	61%	39%
Several times a day	1110	982	128	828	277
	45%	46%	38%	55%	29%
		b		d	
		88%	12%	75%	25%
Every day	522	459	63	349	173
	21%	21%	19%	23%	18%
				d	
		88%	12%	67%	33%
Several times a week	463	406	57	225	236
	19%	19%	17%	15%	24%
					c
		88%	12%	49%	51%
At least once a week	182	145	37	68	112
	7%	7%	11%	5%	12%
			a		c
		80%	20%	38%	61%
At least once a month	101	77	24	27	74
	4%	4%	7%	2%	8%
			a		c
		77%	23%	27%	73%
Less than once a month	97	71	27	14	84
	4%	3%	8%	1%	9%
			a		c
		73%	27%	14%	86%
Never	16	12	4	4	11
	1%	1%	1%	*%	1%
					c
		75%	25%	27%	73%

Columns Tested: a,b - c,d

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3425	2485	940	1825	1589
Effective Weighted Sample	2318	1923	428	1269	1089
Total	2494	2155	340	1517	969
		86%	14%	61%	39%
TOTAL AT LEAST ONCE A WEEK	2277	1992	285	1470	799
	91%	92%	84%	97%	82%
		b		d	
		87%	13%	65%	35%
TOTAL EVER	2475	2140	336	1510	957
	99%	99%	99%	100%	99%
				d	
		86%	14%	61%	39%
Don't know	3	3	*	3	1
	*%	*%	*%	*%	*%
		97%	3%	82%	18%

Columns Tested: a,b - c,d

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

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
							cde	j						k		r			
		46%	54%	6%	9%	25%	60%	15%	11%	16%	24%	21%	24%	30%	25%	87%	8%	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%
				ef	ef	f				g	g	mn	m						opq
		48%	52%	19%	24%	41%	16%	8%	8%	15%	28%	29%	28%	21%	21%	84%	9%	5%	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%
				f	f	f					g	m	m						op
		48%	52%	18%	23%	41%	18%	8%	8%	15%	27%	29%	28%	21%	21%	84%	9%	5%	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

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	2487	1841	646	1559	921
Effective Weighted Sample	1708	1432	300	1094	638
Total	1896	1651	245	1314	574
		87%	13%	69%	30%
Several times a day	1086	956	131	809	271
	57%	58%	53%	62%	47%
				d	
		88%	12%	75%	25%
Every day	412	358	54	291	121
	22%	22%	22%	22%	21%
		87%	13%	71%	29%
Several times a week	147	127	20	92	55
	8%	8%	8%	7%	10%
		87%	13%	63%	37%
At least once a week	71	61	10	31	40
	4%	4%	4%	2%	7%
					c
		85%	15%	44%	56%
At least once a month	23	15	8	14	10
	1%	1%	3%	1%	2%
			a		
		66%	34%	58%	42%
Less than once a month	33	30	4	17	17
	2%	2%	1%	1%	3%
					c
		89%	11%	50%	50%
Never	119	103	16	59	58
	6%	6%	7%	5%	10%
					c
		86%	14%	50%	49%

Columns Tested: a,b - c,d

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	2487	1841	646	1559	921
Effective Weighted Sample	1708	1432	300	1094	638
Total	1896	1651	245	1314	574
		87%	13%	69%	30%
TOTAL AT LEAST ONCE A WEEK	1716	1501	215	1224	487
	91%	91%	88%	93%	85%
				d	
		87%	13%	71%	28%
TOTAL EVER	1773	1546	226	1254	513
	94%	94%	93%	95%	89%
				d	
		87%	13%	71%	29%
Don't know	4	2	2	1	3
	*%	*%	1%	*%	*%
			a		
		47%	53%	30%	70%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 47

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
			a	ef	ef	f				gh	ghi								o
		45%	55%	23%	27%	40%	10%	9%	9%	15%	29%	28%	28%	21%	22%	84%	8%	5%	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%
			a	ef	ef	f				gh	ghi	mn	mn						
		45%	55%	23%	28%	39%	10%	8%	8%	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

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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

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Table 47

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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	n	n	n					
		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

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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% ef	15% ef	7% f	1%	7%	6%	6%	11% ghi	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% b	4%	6% f	7% f	7% f	1%	3%	5%	6% g	9% gh	7% mn	5%	4%	4%	5% pr	2%	7% pr	2%
		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%	*%	*%	2% d	2% cd	1%	1%	2%	*%	2%	2%	2%	1%	1% r	3% r	1% r	-%
		60%	40%	5%	4%	45%	46%	9%	4%	16%	7%	29%	30%	25%	16%	81%	15%	4%	-%
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% ef	92% ef	79% f	39%	53%	60%	76% gh	84% ghi	76% mn	72% n	68%	64%	70%	70%	67%	75% 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

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3425	2485	940	1825	1589
Effective Weighted Sample	2318	1923	428	1269	1089
Total	2494	2155	340	1517	969
		86%	14%	61%	39%
Send/ receive text messages (SMS)	2227	1940	287	1431	788
	89%	90%	84%	94%	81%
		b		d	
		87%	13%	64%	35%
Take photos	1750	1513	236	1208	535
	70%	70%	70%	80%	55%
				d	
		86%	14%	69%	31%
General browsing/ surfing the internet	1515	1336	179	1092	421
	61%	62%	53%	72%	43%
		b		d	
		88%	12%	72%	28%
Send/ receive emails (not SMS)	1410	1241	169	1043	364
	57%	58%	50%	69%	38%
		b		d	
		88%	12%	74%	26%
Send/ receive messages with pictures/ images	1227	1083	143	898	325
	49%	50%	42%	59%	34%
		b		d	
		88%	12%	73%	26%

Columns Tested: a,b - c,d

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Base : Those who personally use a mobile phone

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3425	2485	940	1825	1589
Effective Weighted Sample	2318	1923	428	1269	1089
Total	2494	2155	340	1517	969
		86%	14%	61%	39%
Using social networking e.g. Facebook, Twitter, LinkedIn, Snapchat	1221	1085	136	898	319
	49%	50%	40%	59%	33%
		b		d	
		89%	11%	74%	26%
Use IM/ Instant Messaging (e.g. BBM, Apple iMessage, WhatsApp, Facebook Messenger, Snapchat)	1177	1034	143	868	304
	47%	48%	42%	57%	31%
		b		d	
		88%	12%	74%	26%
Download apps or programs directly to your phone	1086	952	134	795	289
	44%	44%	39%	52%	30%
				d	
		88%	12%	73%	27%
Record video clips using the phone	978	866	112	727	249
	39%	40%	33%	48%	26%
		b		d	
		89%	11%	74%	25%
Play games	856	771	85	600	254
	34%	36%	25%	40%	26%
		b		d	
		90%	10%	70%	30%

Columns Tested: a,b - c,d

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		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3425	2485	940	1825	1589
Effective Weighted Sample	2318	1923	428	1269	1089
Total	2494	2155	340	1517	969
		86%	14%	61%	39%
Accessing/ receiving news	842	734	108	631	211
	34%	34%	32%	42%	22%
				d	
		87%	13%	75%	25%
Watching short video clips (e.g. on YouTube, Dailymotion or Vimeo)	827	731	96	606	218
	33%	34%	28%	40%	23%
		b		d	
		88%	12%	73%	26%
Send/ receive video clips	771	685	86	582	187
	31%	32%	25%	38%	19%
		b		d	
		89%	11%	75%	24%
Making video calls e.g. via Facetime, Skype	597	532	65	453	144
	24%	25%	19%	30%	15%
		b		d	
		89%	11%	76%	24%
Listen to music using MP3 function	591	524	67	416	172
	24%	24%	20%	27%	18%
		b		d	
		89%	11%	70%	29%

Columns Tested: a,b - c,d

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		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
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Effective Weighted Sample	2318	1923	428	1269	1089
Total	2494	2155	340	1517	969
		86%	14%	61%	39%
Use your handset to help you shop e.g. compare prices online, read internet reviews, take photos of products	554	476	78	401	151
	22%	22%	23%	26%	16%
				d	
		86%	14%	72%	27%
Accessing/ receiving sports/ team news/ scores	520	449	71	400	120
	21%	21%	21%	26%	12%
				d	
		86%	14%	77%	23%
Making voice calls using a VoIP service e.g. Viber, Skype	507	455	52	388	117
	20%	21%	15%	26%	12%
		b		d	
		90%	10%	77%	23%
Listen to FM radio	385	347	38	282	102
	15%	16%	11%	19%	11%
		b		d	
		90%	10%	73%	27%

Columns Tested: a,b - c,d

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3425	2485	940	1825	1589
Effective Weighted Sample	2318	1923	428	1269	1089
Total	2494	2155	340	1517	969
		86%	14%	61%	39%
Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, ITV Hub, All4, Demand 5 or Sky Go)	341	302	39	252	88
	14%	14%	11%	17%	9%
				d	
		89%	11%	74%	26%
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	337	284	53	248	88
	14%	13%	16%	16%	9%
				d	
		84%	16%	73%	26%
Sending a tweet on Twitter (through a text, an app, the browser, or phone's built-in feature)	325	293	32	245	80
	13%	14%	9%	16%	8%
		b		d	
		90%	10%	75%	25%
Listen to Podcasts	226	198	27	165	61
	9%	9%	8%	11%	6%
				d	
		88%	12%	73%	27%

Columns Tested: a,b - c,d

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Base : Those who personally use a mobile phone

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3425	2485	940	1825	1589
Effective Weighted Sample	2318	1923	428	1269	1089
Total	2494	2155	340	1517	969
		86%	14%	61%	39%
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	195	24	170	49
	9%	9%	7%	11%	5%
				d	
		89%	11%	78%	22%
Watching live TV on the internet at the same time as it is broadcast	199	181	18	151	47
	8%	8%	5%	10%	5%
		b		d	
		91%	9%	76%	24%
Contactless mobile payment at point of sale/ checkouts	195	169	27	151	43
	8%	8%	8%	10%	4%
				d	
		86%	14%	77%	22%

Columns Tested: a,b - c,d

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3425	2485	940	1825	1589
Effective Weighted Sample	2318	1923	428	1269	1089
Total	2494	2155	340	1517	969
		86%	14%	61%	39%
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	168	24	143	50
	8%	8%	7%	9%	5%
				d	
		87%	13%	74%	26%
Remotely control TV services at home such as Sky+ or Tivo using your mobile phone	126	109	18	95	31
	5%	5%	5%	6%	3%
				d	
		86%	14%	76%	24%
Other	37	29	8	21	16
	1%	1%	2%	1%	2%
		79%	21%	57%	43%
WEB/ DATA ACCESS	1753	1533	219	1246	502
	70%	71%	65%	82%	52%
		b		d	
		87%	13%	71%	29%

Columns Tested: a,b - c,d

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3425	2485	940	1825	1589
Effective Weighted Sample	2318	1923	428	1269	1089
Total	2494	2155	340	1517	969
		86%	14%	61%	39%
WATCHING AV CONTENT	949	839	110	695	251
	38%	39%	33%	46%	26%
		b		d	
		88%	12%	73%	26%
LISTEN TO AUDIO CONTENT	786	697	89	562	220
	32%	32%	26%	37%	23%
		b		d	
		89%	11%	72%	28%
None of these	171	136	35	33	137
	7%	6%	10%	2%	14%
			a		c
		80%	20%	19%	80%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

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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 : 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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
Send/ receive text messages (SMS)	2227	1058	1169	348	440	837	602	227	211	317	546	612	625	489	500	1878	182	106	61
	83%	81%	85%	96%	94%	91%	65%	72%	81%	89%	94%	86%	87%	84%	76%	84%	78%	80%	83%
			a	ef	f	f			g	gh	ghi	n	n	n		p			
		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
	65%	62%	68%	87%	82%	75%	39%	48%	56%	69%	85%	70%	69%	66%	56%	66%	62%	63%	68%
			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
	57%	56%	58%	84%	79%	67%	25%	40%	48%	61%	74%	61%	60%	56%	48%	57%	54%	52%	64%
				ef	ef	f				gh	ghi	n	n	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
	53%	51%	54%	75%	72%	63%	25%	31%	45%	58%	72%	63%	57%	50%	39%	54%	48%	45%	54%
				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
	46%	43%	49%	68%	67%	54%	19%	30%	37%	50%	61%	51%	51%	45%	35%	46%	46%	45%	56%
			a	ef	ef	f				gh	ghi	n	mn	n					opq
		45%	55%	20%	26%	40%	14%	8%	8%	15%	29%	29%	30%	21%	19%	83%	9%	5%	3%

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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 : 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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
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
	46%	42%	49%	75%	70%	54%	13%	33%	42%	52%	61%	48%	48%	45%	41%	46%	44%	44%	50%
			a	ef	ef	f			g	gh	ghi	n	n						
		45%	55%	23%	27%	40%	10%	9%	9%	15%	29%	28%	28%	21%	22%	84%	8%	5%	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
	44%	40%	47%	74%	69%	50%	13%	28%	36%	48%	57%	48%	50%	41%	36%	44%	41%	40%	48%
			a	ef	ef	f			g	gh	ghi	mn	mn						
		45%	55%	23%	28%	39%	10%	8%	8%	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
	41%	42%	40%	64%	61%	47%	15%	26%	36%	44%	56%	45%	45%	39%	32%	41%	40%	32%	42%
				ef	ef	f			g	g	ghi	n	mn	n		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
	37%	35%	38%	60%	57%	43%	11%	23%	32%	41%	54%	41%	38%	37%	30%	37%	34%	36%	44%
				ef	ef	f			g	gh	ghi	n	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
	32%	32%	32%	62%	54%	33%	8%	24%	28%	32%	41%	30%	36%	31%	31%	33%	24%	24%	36%
				def	ef	f				g	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

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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 : 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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
Accessing/ receiving news	842	452	391	163	218	353	109	50	65	118	291	297	261	169	116	709	69	36	28
	31%	35%	28%	45%	47%	39%	12%	16%	25%	33%	50%	42%	36%	29%	18%	32%	30%	27%	38%
		b		f	ef	f			g	gh	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
	31%	32%	30%	55%	51%	34%	8%	22%	26%	37%	46%	32%	33%	30%	28%	33%	21%	26%	19%
				ef	ef	f				gh	ghi		n			pqr			
		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
	29%	27%	31%	47%	47%	33%	8%	16%	24%	32%	41%	34%	34%	27%	20%	29%	30%	27%	37%
			a	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
	22%	21%	24%	37%	39%	25%	6%	12%	23%	20%	31%	24%	27%	21%	17%	23%	21%	17%	16%
			a	ef	ef	f			g	g	ghi	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
	22%	25%	20%	47%	35%	23%	5%	17%	16%	24%	34%	25%	25%	21%	17%	23%	22%	18%	16%
		b		def	ef	f				gh	ghi	n	n			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

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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 : 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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
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
	21%	21%	21%	34%	32%	23%	7%	15%	18%	23%	31%	25%	23%	20%	14%	21%	14%	23%	16%
				ef	ef	f				g	ghi	mn	n	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
	19%	28%	11%	30%	30%	23%	7%	8%	13%	22%	33%	24%	24%	19%	10%	20%	21%	14%	22%
		b		ef	ef	f			g	gh	ghi	mn	mn	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
	19%	19%	19%	30%	31%	22%	5%	9%	17%	19%	28%	22%	22%	16%	15%	20%	18%	12%	14%
				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
	14%	15%	14%	26%	19%	17%	5%	9%	13%	10%	24%	17%	15%	14%	10%	15%	12%	11%	9%
				def	f	f					ghi	n	n			qr			
		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

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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 : 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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
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
	13%	14%	11%	23%	22%	13%	3%	8%	10%	11%	23%	15%	13%	12%	10%	14%	7%	11%	8%
		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
	13%	13%	12%	23%	18%	15%	4%	8%	12%	12%	19%	16%	14%	11%	9%	13%	10%	13%	10%
				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
	12%	14%	11%	26%	20%	13%	2%	7%	8%	11%	19%	16%	14%	9%	8%	13%	10%	10%	14%
		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
	8%	10%	7%	17%	12%	10%	2%	3%	5%	11%	15%	11%	11%	7%	4%	9%	3%	6%	6%
		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

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Table 48

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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 : 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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
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
	8%	9%	8%	18%	14%	9%	1%	6%	7%	9%	12%	8%	8%	9%	8%	9%	5%	11%	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
	7%	9%	6%	13%	12%	8%	2%	4%	5%	7%	14%	8%	7%	9%	6%	8%	5%	6%	5%
		b		ef	ef	f					ghi					pr			
		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
	7%	8%	7%	13%	12%	8%	2%	5%	4%	7%	11%	10%	8%	7%	4%	7%	8%	6%	6%
				ef	ef	f					gh	n	n	n					
		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

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Base : All respondents

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Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	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%
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
	7%	8%	6%	14% ef	14% ef	7% f	1%	6%	6%	6%	11% ghi	7%	8%	8%	6%	7%	5%	7%	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% b	4%	6% f	7% f	7% f	1%	2%	4%	6% g	9% gh	6% mn	5%	4%	4%	5% pr	2%	6% pr	1%
		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%	*%	*%	2% d	2% d	1%	1%	2%	*%	2%	2%	2%	1%	1% r	2% r	1% r	-%
		60%	40%	5%	4%	45%	46%	9%	4%	16%	7%	29%	30%	25%	16%	81%	15%	4%	-%
WEB/ DATA ACCESS	1753	834	919	326	418	704	305	147	144	260	485	507	496	373	374	1474	148	80	51
	66%	64%	67%	89% ef	89% ef	77% f	33%	46%	55% g	73% gh	83% ghi	71% mn	69% n	64% n	57%	66%	63%	61%	69% 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

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
WATCHING AV CONTENT	949	482	467	227	273	363	86	81	71	144	303	263	271	204	210	826	59	43	21
	35%	37%	34%	62%	58%	40%	9%	26%	27%	40%	52%	37%	38%	35%	32%	37%	25%	33%	28%
				ef	ef	f				gh	ghi		n			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
	29%	31%	27%	58%	44%	32%	8%	21%	25%	29%	45%	33%	33%	28%	23%	30%	26%	22%	20%
		b		def	ef	f				g	ghi	n	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
	6%	8%	5%	1%	1%	2%	15%	12%	8%	4%	1%	6%	5%	7%	8%	6%	5%	9%	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

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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 : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
Send/ receive text messages (SMS)	2227	1940	287	1431	788
	83%	84%	80%	92%	71%
		b		d	
		87%	13%	64%	35%
Take photos	1750	1513	236	1208	535
	65%	65%	66%	78%	48%
				d	
		86%	14%	69%	31%
General browsing/ surfing the internet	1515	1336	179	1092	421
	57%	58%	50%	70%	38%
		b		d	
		88%	12%	72%	28%
Send/ receive emails (not SMS)	1410	1241	169	1043	364
	53%	54%	47%	67%	33%
		b		d	
		88%	12%	74%	26%
Send/ receive messages with pictures/ images	1227	1083	143	898	325
	46%	47%	40%	58%	29%
		b		d	
		88%	12%	73%	26%

Columns Tested: a,b - c,d

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Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
Using social networking e.g. Facebook, Twitter, LinkedIn, Snapchat	1221	1085	136	898	319
	46%	47%	38%	58%	29%
		b		d	
		89%	11%	74%	26%
Use IM/ Instant Messaging (e.g. BBM, Apple iMessage, WhatsApp, Facebook Messenger, Snapchat)	1177	1034	143	868	304
	44%	45%	40%	56%	27%
				d	
		88%	12%	74%	26%
Download apps or programs directly to your phone	1086	952	134	795	289
	41%	41%	37%	51%	26%
				d	
		88%	12%	73%	27%
Record video clips using the phone	978	866	112	727	249
	37%	37%	31%	47%	22%
		b		d	
		89%	11%	74%	25%
Play games	856	771	85	600	254
	32%	33%	24%	39%	23%
		b		d	
		90%	10%	70%	30%

Columns Tested: a,b - c,d

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Unweighted total	3737	2711	1026	1861	1863
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Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
Accessing/ receiving news	842	734	108	631	211
	31%	32%	30%	41%	19%
				d	
		87%	13%	75%	25%
Watching short video clips (e.g. on YouTube, Dailymotion or Vimeo)	827	731	96	606	218
	31%	32%	27%	39%	20%
		b		d	
		88%	12%	73%	26%
Send/ receive video clips	771	685	86	582	187
	29%	30%	24%	37%	17%
		b		d	
		89%	11%	75%	24%
Making video calls e.g. via Facetime, Skype	597	532	65	453	144
	22%	23%	18%	29%	13%
		b		d	
		89%	11%	76%	24%
Listen to music using MP3 function	591	524	67	416	172
	22%	23%	19%	27%	15%
				d	
		89%	11%	70%	29%

Columns Tested: a,b - c,d

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Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
Use your handset to help you shop e.g. compare prices online, read internet reviews, take photos of products	554	476	78	401	151
	21%	21%	22%	26%	14%
				d	
		86%	14%	72%	27%
Accessing/ receiving sports/ team news/ scores	520	449	71	400	120
	19%	19%	20%	26%	11%
				d	
		86%	14%	77%	23%
Making voice calls using a VoIP service e.g. Viber, Skype	507	455	52	388	117
	19%	20%	14%	25%	11%
		b		d	
		90%	10%	77%	23%
Listen to FM radio	385	347	38	282	102
	14%	15%	11%	18%	9%
		b		d	
		90%	10%	73%	27%

Columns Tested: a,b - c,d

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Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, ITV Hub, All4, Demand 5 or Sky Go)	341	302	39	252	88
	13%	13%	11%	16%	8%
				d	
		89%	11%	74%	26%
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	337	284	53	248	88
	13%	12%	15%	16%	8%
				d	
		84%	16%	73%	26%
Sending a tweet on Twitter (through a text, an app, the browser, or phone's built-in feature)	325	293	32	245	80
	12%	13%	9%	16%	7%
		b		d	
		90%	10%	75%	25%
Listen to Podcasts	226	198	27	165	61
	8%	9%	8%	11%	5%
				d	
		88%	12%	73%	27%

Columns Tested: a,b - c,d

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Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
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	195	24	170	49
	8%	8%	7%	11%	4%
				d	
		89%	11%	78%	22%
Watching live TV on the internet at the same time as it is broadcast	199	181	18	151	47
	7%	8%	5%	10%	4%
		b		d	
		91%	9%	76%	24%
Contactless mobile payment at point of sale/ checkouts	195	169	27	151	43
	7%	7%	7%	10%	4%
				d	
		86%	14%	77%	22%

Columns Tested: a,b - c,d

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

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 : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
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	168	24	143	50
	7%	7%	7%	9%	4%
				d	
		87%	13%	74%	26%
Remotely control TV services at home such as Sky+ or Tivo using your mobile phone	126	109	18	95	31
	5%	5%	5%	6%	3%
				d	
		86%	14%	76%	24%
Other	37	29	8	21	16
	1%	1%	2%	1%	1%
		79%	21%	57%	43%
WEB/ DATA ACCESS	1753	1533	219	1246	502
	66%	66%	61%	80%	45%
		b		d	
		87%	13%	71%	29%

Columns Tested: a,b - c,d

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

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 : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
WATCHING AV CONTENT	949	839	110	695	251
	35%	36%	31%	45%	23%
		b		d	
		88%	12%	73%	26%
LISTEN TO AUDIO CONTENT	786	697	89	562	220
	29%	30%	25%	36%	20%
		b		d	
		89%	11%	72%	28%
None of these	171	136	35	33	137
	6%	6%	10%	2%	12%
			a		c
		80%	20%	19%	80%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 49

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
				ef	f	f				g	gh	n	n			p			p
		48%	52%	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%
				ef	ef	f				gh	ghi	n	n						opq
		48%	52%	21%	26%	39%	14%	8%	8%	15%	29%	28%	29%	21%	21%	85%	8%	5%	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%
			a	ef	ef	f				gh	ghi	n	n					p	
		45%	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%
				ef	ef	f			g	gh	ghi	lmn	mn	n		pq		p	p
		47%	53%	20%	25%	40%	15%	6%	7%	14%	31%	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%
			a	def	ef	f				g	gh								p
		43%	57%	24%	27%	39%	10%	9%	9%	16%	29%	27%	29%	21%	23%	84%	8%	5%	3%

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

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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	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

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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	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

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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 TECHNOLOGY TRACKER - 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.

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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	79	61	43	49	43	5	15	9	21	46	41	31	27	42	125	5	9	2
	6%	7%	5%	12%	11%	5%	1%	5%	4%	6%	8%	6%	5%	5%	7%	6%	2%	8%	3%
				ef	ef	f					h					pr		pr	
		56%	44%	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	70	68	38	37	51	11	11	7	20	48	48	44	26	19	118	11	5	3
	6%	6%	5%	11%	8%	6%	1%	4%	3%	6%	8%	7%	6%	5%	3%	6%	5%	4%	5%
				ef	f	f					gh	n	n						
		51%	49%	28%	27%	37%	8%	8%	5%	14%	35%	35%	32%	19%	14%	86%	8%	4%	2%
Listen to Podcasts	136	86	50	37	35	55	9	5	11	25	47	45	46	28	17	125	5	4	2
	5%	7%	4%	10%	8%	6%	1%	2%	4%	7%	8%	7%	7%	5%	3%	6%	2%	3%	3%
		b		ef	f	f				g	g	n	n			p			
		64%	36%	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	64	40	27	33	38	7	9	5	13	39	30	27	23	23	97	2	4	1
	4%	5%	3%	7%	7%	4%	1%	3%	2%	4%	7%	4%	4%	4%	4%	5%	1%	3%	2%
		b		ef	ef	f					gh					pr			
		62%	38%	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

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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% ef	9% ef	3% f	1%	4%	4%	4%	5%	3%	4%	5%	4%	4%	2%	4%	6% p
		51%	49%	29%	39%	27%	5%	10%	11%	12%	27%	22%	29%	24%	25%	87%	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% f	5% f	5% f	1%	1%	4% g	4% g	5% g	4% n	3%	3%	2%	3% pr	1%	4% pr	*%
		57%	43%	14%	27%	52%	7%	3%	11%	18%	38%	37%	29%	18%	16%	90%	3%	7%	*%
Other	32	19	14	2	2	14	14	2	1	5	3	9	10	9	4	26	5	1	-
	1%	2%	1%	*%	*%	2%	2% d	1%	1%	1%	*%	1%	1%	2%	1%	1% r	2% r	1%	-%
		58%	42%	5%	5%	45%	45%	5%	4%	16%	9%	26%	31%	29%	14%	81%	15%	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% ef	90% ef	74% f	34%	48%	57% g	74% gh	81% ghi	72% mn	69% n	64%	61%	67%	64%	63%	72% opq
		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

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3425	2485	940	1825	1589
Effective Weighted Sample	2318	1923	428	1269	1089
Total	2494	2155	340	1517	969
		86%	14%	61%	39%
Send/ receive text messages (SMS)	2034	1785	248	1332	694
	82%	83%	73%	88%	72%
		b		d	
		88%	12%	66%	34%
General surfing/ browsing the internet	1308	1155	154	946	360
	52%	54%	45%	62%	37%
		b		d	
		88%	12%	72%	27%
Take photos	1187	1032	155	851	331
	48%	48%	46%	56%	34%
				d	
		87%	13%	72%	28%
Send/ receive emails (not SMS)	1145	1009	136	861	281
	46%	47%	40%	57%	29%
		b		d	
		88%	12%	75%	25%
Using social networking e.g. Facebook, Twitter, LinkedIn, Snapchat	1072	957	115	772	296
	43%	44%	34%	51%	31%
		b		d	
		89%	11%	72%	28%

Columns Tested: a,b - c,d

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Base : Those who personally use a mobile phone

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3425	2485	940	1825	1589
Effective Weighted Sample	2318	1923	428	1269	1089
Total	2494	2155	340	1517	969
		86%	14%	61%	39%
Use IM/ Instant Messaging (e.g. BBM, Apple iMessage, WhatsApp, Facebook Messenger, Snapchat)	935	821	114	684	247
	37%	38%	33%	45%	26%
				d	
		88%	12%	73%	26%
Send/ receive messages with pictures/ images	788	703	84	575	210
	32%	33%	25%	38%	22%
		b		d	
		89%	11%	73%	27%
Play games	647	586	62	443	202
	26%	27%	18%	29%	21%
		b		d	
		90%	10%	69%	31%
Accessing/ receiving news	633	551	82	475	156
	25%	26%	24%	31%	16%
				d	
		87%	13%	75%	25%
Download apps or programs directly to your phone	600	537	63	428	172
	24%	25%	19%	28%	18%
		b		d	
		90%	10%	71%	29%

Columns Tested: a,b - c,d

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3425	2485	940	1825	1589
Effective Weighted Sample	2318	1923	428	1269	1089
Total	2494	2155	340	1517	969
		86%	14%	61%	39%
Watching short video clips (e.g. on YouTube, Dailymotion or Vimeo)	563	497	66	397	164
	23%	23%	19%	26% d	17%
		88%	12%	70%	29%
Record video clips using the phone	539	481	58	409	129
	22%	22% b	17%	27% d	13%
		89%	11%	76%	24%
Listen to music using MP3 function	434	386	48	307	125
	17%	18%	14%	20% d	13%
		89%	11%	71%	29%
Send/ receive video clips	385	351	34	284	101
	15%	16% b	10%	19% d	10%
		91%	9%	74%	26%
Accessing/ receiving sports/ team news/ scores	375	328	47	287	87
	15%	15%	14%	19% d	9%
		87%	13%	77%	23%

Columns Tested: a,b - c,d

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3425	2485	940	1825	1589
Effective Weighted Sample	2318	1923	428	1269	1089
Total	2494	2155	340	1517	969
		86%	14%	61%	39%
Making video calls e.g. via Facetime, Skype	374	340	35	289	84
	15%	16%	10%	19%	9%
		b		d	
		91%	9%	77%	22%
Use your handset to help you shop e.g. compare prices online, read internet reviews, take photos of products	339	288	51	242	94
	14%	13%	15%	16%	10%
				d	
		85%	15%	71%	28%
Making voice calls using a VoIP service e.g. Viber, Skype	313	285	28	238	74
	13%	13%	8%	16%	8%
		b		d	
		91%	9%	76%	24%
Listen to FM radio	237	216	21	173	64
	10%	10%	6%	11%	7%
		b		d	
		91%	9%	73%	27%

Columns Tested: a,b - c,d

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3425	2485	940	1825	1589
Effective Weighted Sample	2318	1923	428	1269	1089
Total	2494	2155	340	1517	969
		86%	14%	61%	39%
Sending a tweet on Twitter (through a text, an app, the browser, or phone's built-in feature)	229	207	22	166	62
	9%	10%	6%	11%	6%
		b		d	
		90%	10%	73%	27%
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	213	177	36	155	58
	9%	8%	10%	10%	6%
				d	
		83%	17%	73%	27%
Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, ITV Hub, All4, Demand 5 or Sky Go)	200	179	21	140	59
	8%	8%	6%	9%	6%
				d	
		89%	11%	70%	29%

Columns Tested: a,b - c,d

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		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3425	2485	940	1825	1589
Effective Weighted Sample	2318	1923	428	1269	1089
Total	2494	2155	340	1517	969
		86%	14%	61%	39%
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	125	15	112	28
	6%	6%	4%	7%	3%
				d	
		89%	11%	80%	20%
Contactless mobile payment at point of sale/ checkouts	137	120	18	106	30
	6%	6%	5%	7%	3%
				d	
		87%	13%	77%	22%
Listen to Podcasts	136	118	18	96	40
	5%	5%	5%	6%	4%
				d	
		87%	13%	71%	29%
Watching live TV on the internet at the same time as it is broadcast	104	95	9	78	26
	4%	4%	3%	5%	3%
				d	
		91%	9%	75%	25%

Columns Tested: a,b - c,d

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Base : Those who personally use a mobile phone

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3425	2485	940	1825	1589
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Total	2494	2155	340	1517	969
		86%	14%	61%	39%
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	90	12	70	32
	4%	4%	4%	5%	3%
		88%	12%	69%	31%
Remotely control TV services at home such as Sky+ or Tivo using your mobile phone	79	69	10	58	21
	3%	3%	3%	4%	2%
				d	
		88%	12%	73%	27%
Other	32	24	8	19	14
	1%	1%	2%	1%	1%
		75%	25%	58%	42%
WEB/ DATA ACCESS	1663	1463	200	1198	461
	67%	68%	59%	79%	48%
		b		d	
		88%	12%	72%	28%

Columns Tested: a,b - c,d

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3425	2485	940	1825	1589
Effective Weighted Sample	2318	1923	428	1269	1089
Total	2494	2155	340	1517	969
		86%	14%	61%	39%
WATCHING AV CONTENT	661	586	75	473	185
	26%	27%	22%	31%	19%
		b		d	
		89%	11%	72%	28%
LISTEN TO AUDIO CONTENT	596	530	66	426	168
	24%	25%	19%	28%	17%
		b		d	
		89%	11%	71%	28%
None of these	264	214	50	51	212
	11%	10%	15%	3%	22%
			a		c
		81%	19%	19%	80%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 50

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QD16 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
Send/ receive text messages (SMS)	2034	969	1065	332	405	782	515	204	193	292	511	555	572	449	458	1716	162	98	58
	76%	74%	77%	91%	86%	85%	56%	64%	74%	82%	88%	78%	79%	77%	69%	77%	70%	74%	78%
				def	f	f			g	gh	ghi	n	n	n		p			p
		48%	52%	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
	49%	48%	50%	75%	72%	55%	20%	33%	42%	53%	64%	52%	54%	48%	41%	49%	43%	45%	58%
				ef	ef	f			g	gh	ghi	n	mn	n		p			opq
		48%	52%	21%	26%	39%	14%	8%	8%	15%	29%	28%	29%	21%	21%	85%	8%	5%	3%
Take photos	1187	530	657	243	300	463	181	100	98	175	350	335	335	263	253	1003	89	63	32
	44%	41%	48%	67%	64%	51%	20%	31%	37%	49%	60%	47%	47%	45%	38%	45%	38%	47%	43%
			a	ef	ef	f				gh	ghi	n	n	n		p		p	
		45%	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
	43%	41%	44%	62%	62%	50%	19%	22%	32%	46%	61%	52%	47%	40%	31%	45%	29%	37%	41%
				ef	ef	f			g	gh	ghi	lmn	mn	n		pq		p	p
		47%	53%	20%	25%	40%	15%	6%	7%	14%	31%	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
	40%	36%	44%	71%	63%	45%	11%	30%	39%	47%	53%	41%	43%	39%	37%	40%	36%	40%	43%
			a	def	ef	f			g	gh	gh		n						p
		43%	57%	24%	27%	39%	10%	9%	9%	16%	29%	27%	29%	21%	23%	84%	8%	5%	3%

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QD16 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (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%
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
	35%	32%	38%	64%	55%	39%	9%	23%	29%	38%	45%	36%	39%	34%	31%	35%	29%	33%	43%
			a	def	ef	f				gh	gh	n	mn			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
	29%	26%	32%	47%	47%	33%	10%	17%	21%	33%	41%	32%	33%	28%	23%	29%	25%	34%	34%
			a	ef	ef	f				gh	ghi	n	n					p	p
		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
	24%	24%	24%	53%	41%	24%	5%	20%	21%	24%	31%	23%	27%	24%	23%	25%	17%	19%	23%
				def	ef	f					ghi					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
	24%	27%	20%	33%	36%	29%	8%	9%	20%	25%	41%	33%	28%	21%	12%	24%	19%	19%	27%
		b		f	ef	f			g	g	ghi	mn	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
	22%	23%	22%	41%	38%	24%	6%	13%	21%	22%	29%	22%	26%	21%	21%	24%	14%	22%	18%
				ef	ef	f			g	g	ghi		mn			pr		p	
		50%	50%	25%	29%	36%	9%	7%	9%	13%	28%	26%	31%	20%	23%	88%	5%	5%	2%

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QD16 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
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
	21%	21%	21%	42% ef	36% ef	21% f	5%	15%	17%	25% gh	31% gh	20%	23%	19%	21%	23% pr	11%	18% pr	9%
		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
	20%	18%	22% a	38% ef	36% ef	22% f	4%	10%	18% g	23% g	31% ghi	21%	21%	20%	18%	21% p	12%	24% p	22% 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
	16%	18% b	15%	38% def	26% ef	16% f	3%	13%	9%	19% gh	26% ghi	17% n	19% n	16%	13%	17% r	15% r	15%	10%
		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
	14%	13%	16% a	28% ef	24% ef	15% f	3%	8%	12%	16% g	20% gh	16% n	16% n	14%	11%	15% p	10%	16% p	16% 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
	14%	21% b	7%	22% f	21% f	17% f	5%	5%	9% g	15% gh	25% ghi	17% n	18% mn	13% n	7%	14%	12%	10%	14%
		74%	26%	21%	26%	41%	12%	4%	7%	14%	40%	32%	35%	20%	12%	86%	8%	4%	3%

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Unweighted total	3737	1790	1947	519	604	1172	1442	559	401	451	615	797	1122	791	1022	2239	502	489	507
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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%
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
	14%	12%	16%	21%	27%	15%	4%	7%	14%	13%	20%	15%	16%	12%	13%	15%	8%	11%	5%
			a	ef	ef	f			g	g	gi		m			pqr		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
	13%	12%	14%	22%	21%	14%	4%	8%	9%	15%	20%	15%	15%	13%	9%	13%	6%	15%	9%
				ef	ef	f				gh	ghi	n	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
	12%	11%	12%	19%	21%	13%	3%	5%	10%	13%	17%	12%	13%	10%	11%	12%	8%	8%	5%
				ef	ef	f			g	g	gh					pqr			
		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
	9%	9%	9%	15%	12%	11%	3%	5%	8%	8%	15%	11%	9%	8%	7%	9%	7%	7%	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%

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		49%	51%	14%	18%	34%	35%	12%	10%	13%	22%	27%	27%	22%	25%	84%	9%	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%	9%	8%	23%	13%	8%	1%	4%	7%	8%	12%	12%	10%	7%	6%	9%	7%	7%	8%
				def	ef	f				g	ghi	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
	8%	8%	8%	15%	12%	9%	3%	6%	7%	8%	11%	10%	10%	7%	5%	8%	6%	8%	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
	7%	8%	7%	15%	13%	7%	2%	4%	6%	8%	12%	8%	8%	7%	7%	8%	4%	6%	4%
				ef	ef	f					gh					pr			
		50%	50%	28%	30%	34%	8%	7%	7%	14%	35%	30%	28%	19%	23%	90%	4%	4%	1%

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		49%	51%	14%	18%	34%	35%	12%	10%	13%	22%	27%	27%	22%	25%	84%	9%	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	79	61	43	49	43	5	15	9	21	46	41	31	27	42	125	5	9	2
	5%	6%	4%	12%	10%	5%	1%	5%	3%	6%	8%	6%	4%	5%	6%	6%	2%	7%	2%
				ef	ef	f					h					pr		pr	
		56%	44%	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	70	68	38	37	51	11	11	7	20	48	48	44	26	19	118	11	5	3
	5%	5%	5%	10%	8%	6%	1%	3%	3%	5%	8%	7%	6%	5%	3%	5%	5%	4%	4%
				ef	f	f					gh	n	n						
		51%	49%	28%	27%	37%	8%	8%	5%	14%	35%	35%	32%	19%	14%	86%	8%	4%	2%
Listen to Podcasts	136	86	50	37	35	55	9	5	11	25	47	45	46	28	17	125	5	4	2
	5%	7%	4%	10%	7%	6%	1%	2%	4%	7%	8%	6%	6%	5%	3%	6%	2%	3%	3%
		b		ef	f	f				g	gh	n	n	n		p			
		64%	36%	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	64	40	27	33	38	7	9	5	13	39	30	27	23	23	97	2	4	1
	4%	5%	3%	7%	7%	4%	1%	3%	2%	4%	7%	4%	4%	4%	3%	4%	1%	3%	1%
		b		ef	ef	f					gh					pr			
		62%	38%	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 TECHNOLOGY TRACKER - 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.

QD16 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
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% ef	8% ef	3% f	1%	3%	4%	3%	5%	3%	4%	4%	4%	4%	2%	3%	5% p
		51%	49%	29%	39%	27%	5%	10%	11%	12%	27%	22%	29%	24%	25%	87%	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%	3%	2%	3% f	5% f	4% f	1%	1%	3% g	4% g	5% g	4% n	3%	2%	2%	3% pr	1%	4% pr	*%
		57%	43%	14%	27%	52%	7%	3%	11%	18%	38%	37%	29%	18%	16%	90%	3%	7%	*%
Other	32	19	14	2	2	14	14	2	1	5	3	9	10	9	4	26	5	1	-
	1%	1%	1%	*%	*%	2%	2%	1%	1%	1%	*%	1%	1%	2%	1%	1% r	2% r	1% r	-%
		58%	42%	5%	5%	45%	45%	5%	4%	16%	9%	26%	31%	29%	14%	81%	15%	5%	-%
WEB/ DATA ACCESS	1663	792	870	324	412	664	263	134	136	251	470	480	471	353	357	1403	135	76	49
	62%	61%	63%	89% ef	88% ef	73% f	28%	42%	52% g	70% gh	81% ghi	67% mn	65% n	61% n	54%	63%	58%	57%	66% pq
		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 TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 50

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QD16 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
WATCHING AV CONTENT	661	331	329	174	202	235	49	58	51	98	211	176	199	129	157	587	31	32	11
	25%	25%	24%	48%	43%	26%	5%	18%	20%	27%	36%	25%	28%	22%	24%	26%	13%	24%	15%
				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
	22%	25%	20%	47%	34%	23%	6%	16%	16%	24%	36%	25%	25%	21%	18%	23%	19%	17%	12%
		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
	10%	12%	8%	1%	1%	3%	24%	16%	13%	7%	3%	9%	8%	11%	12%	10%	9%	11%	8%
		b				d	cde	ij	ij	j					l				
		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

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QD16 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
Send/ receive text messages (SMS)	2034	1785	248	1332	694
	76%	77%	69%	86%	62%
		b		d	
		88%	12%	66%	34%
General surfing/ browsing the internet	1308	1155	154	946	360
	49%	50%	43%	61%	32%
		b		d	
		88%	12%	72%	27%
Take photos	1187	1032	155	851	331
	44%	45%	43%	55%	30%
				d	
		87%	13%	72%	28%
Send/ receive emails (not SMS)	1145	1009	136	861	281
	43%	44%	38%	55%	25%
		b		d	
		88%	12%	75%	25%
Using social networking e.g. Facebook, Twitter, LinkedIn, Snapchat	1072	957	115	772	296
	40%	41%	32%	50%	27%
		b		d	
		89%	11%	72%	28%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

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QD16 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
Use IM/ Instant Messaging (e.g. BBM, Apple iMessage, WhatsApp, Facebook Messenger, Snapchat)	935	821	114	684	247
	35%	35%	32%	44%	22%
				d	
		88%	12%	73%	26%
Send/ receive messages with pictures/ images	788	703	84	575	210
	29%	30%	23%	37%	19%
		b		d	
		89%	11%	73%	27%
Play games	647	586	62	443	202
	24%	25%	17%	29%	18%
		b		d	
		90%	10%	69%	31%
Accessing/ receiving news	633	551	82	475	156
	24%	24%	23%	31%	14%
				d	
		87%	13%	75%	25%
Download apps or programs directly to your phone	600	537	63	428	172
	22%	23%	18%	28%	15%
		b		d	
		90%	10%	71%	29%

Columns Tested: a,b - c,d

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

QD16 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
Watching short video clips (e.g. on YouTube, Dailymotion or Vimeo)	563	497	66	397	164
	21%	21%	18%	26% d	15%
		88%	12%	70%	29%
Record video clips using the phone	539	481	58	409	129
	20%	21% b	16%	26% d	12%
		89%	11%	76%	24%
Listen to music using MP3 function	434	386	48	307	125
	16%	17%	13%	20% d	11%
		89%	11%	71%	29%
Send/ receive video clips	385	351	34	284	101
	14%	15% b	10%	18% d	9%
		91%	9%	74%	26%
Accessing/ receiving sports/ team news/ scores	375	328	47	287	87
	14%	14%	13%	19% d	8%
		87%	13%	77%	23%

Columns Tested: a,b - c,d

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QD16 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
Making video calls e.g. via Facetime, Skype	374	340	35	289	84
	14%	15%	10%	19%	8%
		b		d	
		91%	9%	77%	22%
Use your handset to help you shop e.g. compare prices online, read internet reviews, take photos of products	339	288	51	242	94
	13%	12%	14%	16%	8%
				d	
		85%	15%	71%	28%
Making voice calls using a VoIP service e.g. Viber, Skype	313	285	28	238	74
	12%	12%	8%	15%	7%
		b		d	
		91%	9%	76%	24%
Listen to FM radio	237	216	21	173	64
	9%	9%	6%	11%	6%
		b		d	
		91%	9%	73%	27%

Columns Tested: a,b - c,d

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QD16 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
Sending a tweet on Twitter (through a text, an app, the browser, or phone's built-in feature)	229	207	22	166	62
	9%	9%	6%	11%	6%
		b		d	
		90%	10%	73%	27%
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	213	177	36	155	58
	8%	8%	10%	10%	5%
				d	
		83%	17%	73%	27%
Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, ITV Hub, All4, Demand 5 or Sky Go)	200	179	21	140	59
	7%	8%	6%	9%	5%
				d	
		89%	11%	70%	29%

Columns Tested: a,b - c,d

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QD16 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
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	125	15	112	28
	5%	5%	4%	7%	3%
				d	
		89%	11%	80%	20%
Contactless mobile payment at point of sale/ checkouts	137	120	18	106	30
	5%	5%	5%	7%	3%
				d	
		87%	13%	77%	22%
Listen to Podcasts	136	118	18	96	40
	5%	5%	5%	6%	4%
				d	
		87%	13%	71%	29%
Watching live TV on the internet at the same time as it is broadcast	104	95	9	78	26
	4%	4%	3%	5%	2%
				d	
		91%	9%	75%	25%

Columns Tested: a,b - c,d

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QD16 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
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	90	12	70	32
	4%	4%	3%	5%	3%
				d	
		88%	12%	69%	31%
Remotely control TV services at home such as Sky+ or Tivo using your mobile phone	79	69	10	58	21
	3%	3%	3%	4%	2%
				d	
		88%	12%	73%	27%
Other	32	24	8	19	14
	1%	1%	2%	1%	1%
		75%	25%	58%	42%
WEB/ DATA ACCESS	1663	1463	200	1198	461
	62%	63%	56%	77%	41%
		b		d	
		88%	12%	72%	28%

Columns Tested: a,b - c,d

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

QD16 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
WATCHING AV CONTENT	661	586	75	473	185
	25%	25%	21%	31%	17%
		b		d	
		89%	11%	72%	28%
LISTEN TO AUDIO CONTENT	596	530	66	426	168
	22%	23%	18%	27%	15%
		b		d	
		89%	11%	71%	28%
None of these	264	214	50	51	212
	10%	9%	14%	3%	19%
			a		c
		81%	19%	19%	80%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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.

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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% f	78%	80% f	73%	70%	71%	73%	87% ghi	81% n	79% n	82% n	71%	77%	81%	85% o	90% op
		48%	52%	19%	24%	41%	16%	8%	7%	14%	31%	30%	28%	22%	19%	83%	9%	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% f	79% ef	72% f	63%	66%	74%	73%	82% gi	76% m	75% m	68%	73%	74% r	71% r	70% r	53%
		48%	52%	19%	26%	40%	15%	8%	8%	15%	31%	30%	29%	20%	21%	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% ghi	40% n	38% n	39% n	31%	37% r	41% r	47% or	26%
		50%	50%	19%	26%	38%	16%	6%	8%	14%	38%	31%	29%	22%	17%	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% j	22% j	22% j	12%	15%	18%	13%	24% klm	18% qr	14% r	12%	8%
		48%	52%	16%	26%	39%	19%	12%	10%	19%	19%	26%	29%	16%	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% d	34% cde	34% j	25%	26% j	18%	23%	24%	30% k	27%	24%	29%	30%	46% opq
		45%	55%	16%	19%	42%	23%	11%	8%	15%	19%	26%	27%	25%	22%	80%	9%	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 TECHNOLOGY TRACKER - 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.

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
											ghi	n	n	n				o	op
		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%
				d		d	d					n		n					
		53%	47%	24%	1%	41%	33%	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

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	2274	1692	582	1471	799
Effective Weighted Sample	1563	1317	267	1033	552
Total	1753	1533	219	1246	502
		87%	13%	71%	29%
Wi-Fi/ wireless broadband network at home	1375	1192	183	989	383
	78%	78%	83% a	79%	76%
		87%	13%	72%	28%
Via mobile network (2G, 3G or 4G)	1281	1141	140	943	337
	73%	74%	64%	76% d	67%
		89% b	11%	74%	26%
Wi-Fi/ wireless broadband elsewhere (i.e. 'hotspots')	655	577	78	493	160
	37%	38%	36%	40% d	32%
		88%	12%	75%	24%
MOBILE NETWORK AND NOT WI-FI	305	282	24	216	89
	17%	18%	11%	17%	18%
		92% b	8%	71%	29%
WI-FI AND NOT MOBILE NETWORK	449	374	75	290	156
	26%	24%	34% a	23%	31% c
		83%	17%	65%	35%
ANY WI-FI USE	1425	1234	191	1016	404
	81%	80%	87% a	82%	80%
		87%	13%	71%	28%

Columns Tested: a,b - c,d

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

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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	2274	1692	582	1471	799
Effective Weighted Sample	1563	1317	267	1033	552
Total	1753	1533	219	1246	502
		87%	13%	71%	29%
Don't know	23	18	5	13	9
	1%	1%	2%	1%	2%
		79%	21%	59%	41%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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.

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%
						d	cde	ij	ij					k	k				
		46%	54%	14%	14%	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%
			a				c	hij								p			
		38%	62%	15%	25%	38%	21%	14%	9%	16%	24%	26%	27%	24%	24%	88%	5%	4%	2%
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%
				ef	ef	f				g	gh		m				o		oq
		49%	51%	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%	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 TECHNOLOGY TRACKER - 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.

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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				cde	hij	j					k	kl	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

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	2274	1692	582	1471	799
Effective Weighted Sample	1563	1317	267	1033	552
Total	1753	1533	219	1246	502
		87%	13%	71%	29%
I always use in the home	142	111	31	74	67
	8%	7%	14%	6%	13%
			a		c
		78%	22%	52%	47%
I mainly use in the home	355	292	63	217	136
	20%	19%	29%	17%	27%
			a		c
		82%	18%	61%	38%
I use equally in the home and outside the home	1058	962	97	811	246
	60%	63%	44%	65%	49%
		b		d	
		91%	9%	77%	23%
I mainly use outside the home	157	136	21	116	41
	9%	9%	9%	9%	8%
		87%	13%	74%	26%
I always use outside the home	25	20	4	17	7
	1%	1%	2%	1%	1%
		83%	17%	71%	29%
ALWAYS/ MAINLY USE IN THE HOME	498	403	95	291	204
	28%	26%	43%	23%	41%
			a		c
		81%	19%	59%	41%

Columns Tested: a,b - c,d

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

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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	2274	1692	582	1471	799
Effective Weighted Sample	1563	1317	267	1033	552
Total	1753	1533	219	1246	502
		87%	13%	71%	29%
ALWAYS/ MAINLY USE OUTSIDE THE HOME	181	156	25	134	48
	10%	10%	11%	11%	10%
		86%	14%	74%	26%
EVER USE OUTSIDE THE HOME	1595	1410	185	1162	430
	91%	92%	84%	93%	86%
		b		d	
		88%	12%	73%	27%
Don't know	15	12	3	10	5
	1%	1%	1%	1%	1%
		80%	20%	65%	35%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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.

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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	cf			g	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 TECHNOLOGY TRACKER - 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.

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%	*%	2%	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

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	2045	1535	510	1361	681
Effective Weighted Sample	1409	1202	227	960	467
Total	1595	1410	185	1162	430
		88%	12%	73%	27%
When travelling (e.g. on a train or in a car)	1199	1079	119	895	302
	75%	77%	65%	77%	70%
		b		d	
		90%	10%	75%	25%
Outdoors	1094	987	107	820	271
	69%	70%	58%	71%	63%
		b		d	
		90%	10%	75%	25%
Indoor public spaces (e.g. pub/ restaurant/ theatre/ shopping centre)	1073	963	110	793	279
	67%	68%	60%	68%	65%
		b			
		90%	10%	74%	26%
In other people's homes (e.g. friends/ family)	849	747	103	622	224
	53%	53%	56%	54%	52%
		88%	12%	73%	26%
At your workplace	813	726	86	750	62
	51%	52%	47%	65%	15%
				d	
		89%	11%	92%	8%
Other	33	28	5	15	18
	2%	2%	2%	1%	4%
					c
		86%	14%	46%	54%

Columns Tested: a,b - c,d

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

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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	2045	1535	510	1361	681
Effective Weighted Sample	1409	1202	227	960	467
Total	1595	1410	185	1162	430
		88%	12%	73%	27%
Don't know	17	10	7	9	8
	1%	1%	4% a	1%	2%
		58%	42%	54%	46%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 54

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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% a	83% ef	77% ef	64% f	32%	59%	67%	66%	67%	62%	65%	62%	66%	63%	64%	64%	71% o
		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% b	58%	62% f	66% f	64% f	52%	45%	55%	62% g	74% ghi	67% n	65% n	65% n	46%	61%	60%	63%	66%
		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% b	56%	62% f	63% f	62% f	42%	43%	55% g	61% g	71% ghi	67% mn	64% mn	56% n	41%	60% qr	56% r	51% r	40%
		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% b	45%	54% f	56% f	53% f	38%	33%	49% g	46% g	65% ghi	60% lmn	53% n	48% n	38%	50%	53%	55%	70% opq
		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% def	60% ef	44% f	21%	51%	52% i	42%	52% i	44%	49%	50%	50%	48%	43%	44%	54% pq
		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% ef	59% ef	46% f	24%	35%	48% g	50% g	54% g	48% n	49% n	50% n	34%	45%	49%	45%	54% o
		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 TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 54

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%	41%	66%	52%	40%	19%	41%	46%	41%	48%	43%	45%	44%	38%	43%	42%	39%	37%
				def	ef	f							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%	38%	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%	36%	17%	32%	39%	36%	41%	40%	38%	34%	31%	35%	40%	40%	40%
			a	ef	ef	f					g	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%	15%	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%	17%	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%	9%	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
		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 TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 54

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	2487	1841	646	1559	921
Effective Weighted Sample	1708	1432	300	1094	638
Total	1896	1651	245	1314	574
		87%	13%	69%	30%
Social networking (e.g. Facebook, Twitter, LinkedIn)	1207	1060	147	888	314
	64%	64%	60%	68%	55%
				d	
		88%	12%	74%	26%
Weather	1163	1004	159	853	307
	61%	61%	65%	65%	53%
				d	
		86%	14%	73%	26%
Maps/ navigation	1105	970	135	841	260
	58%	59%	55%	64%	45%
				d	
		88%	12%	76%	24%
News	962	850	112	730	229
	51%	52%	46%	56%	40%
				d	
		88%	12%	76%	24%
Games	909	803	106	642	264
	48%	49%	43%	49%	46%
		88%	12%	71%	29%
Banking	870	761	108	660	207
	46%	46%	44%	50%	36%
				d	
		88%	12%	76%	24%
Music	810	706	103	597	210
	43%	43%	42%	45%	37%
				d	
		87%	13%	74%	26%

Columns Tested: a,b - c,d

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

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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	2487	1841	646	1559	921
Effective Weighted Sample	1708	1432	300	1094	638
Total	1896	1651	245	1314	574
		87%	13%	69%	30%
Travel/ journey planning	761	663	97	575	182
	40%	40%	40%	44%	32%
				d	
		87%	13%	76%	24%
Shopping (e.g. Tesco, Ocado, eBay)	685	594	91	521	163
	36%	36%	37%	40%	28%
				d	
		87%	13%	76%	24%
Sports/ sports news	561	495	67	432	128
	30%	30%	27%	33%	22%
				d	
		88%	12%	77%	23%
Books	292	256	37	214	77
	15%	15%	15%	16%	13%
		87%	13%	73%	26%
Finance/ business	230	198	32	184	44
	12%	12%	13%	14%	8%
				d	
		86%	14%	80%	19%
Vouchers	203	181	23	161	41
	11%	11%	9%	12%	7%
				d	
		89%	11%	79%	20%
NONE OF THESE	201	166	36	96	102
	11%	10%	15%	7%	18%
			a		c
		82%	18%	48%	51%

Columns Tested: a,b - c,d

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

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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	2487	1841	646	1559	921
Effective Weighted Sample	1708	1432	300	1094	638
Total	1896	1651	245	1314	574
		87%	13%	69%	30%
Don't know	5	5	*	1	4
	*%	*%	*%	*%	1%
		93%	7%	28%	72%

Columns Tested: a,b - c,d

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

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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		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%
					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%	*%	2%
						f				j						q	q		
		38%	62%	20%	21%	52%	8%	8%	9%	25%	13%	22%	32%	22%	24%	87%	11%	*%	2%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 55

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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		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 TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 55

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%	73%	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%	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

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	2487	1841	646	1559	921
Effective Weighted Sample	1708	1432	300	1094	638
Total	1896	1651	245	1314	574
		87%	13%	69%	30%
Games	181	164	17	131	50
	10%	10%	7%	10%	9%
		91%	9%	73%	27%
Music	168	151	17	143	23
	9%	9%	7%	11% d	4%
		90%	10%	85%	14%
Books	60	50	9	48	11
	3%	3%	4%	4%	2%
		84%	16%	81%	19%
Maps/ navigation	48	42	6	41	7
	3%	3%	3%	3% d	1%
		87%	13%	84%	15%
Weather	48	43	5	38	10
	3%	3%	2%	3%	2%
		89%	11%	78%	22%
Social networking (e.g. Facebook, Twitter, LinkedIn)	47	44	2	33	13
	2%	3%	1%	2%	2%
		95%	5%	70%	28%
News	42	40	2	38	4
	2%	2%	1%	3% d	1%
		95%	5%	91%	9%

Columns Tested: a,b - c,d

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

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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	2487	1841	646	1559	921
Effective Weighted Sample	1708	1432	300	1094	638
Total	1896	1651	245	1314	574
		87%	13%	69%	30%
Vouchers	35	32	4	34	1
	2%	2%	1%	3% d	*%
		90%	10%	96%	4%
Travel/ journey planning	30	28	2	26	4
	2%	2%	1%	2% d	1%
		92%	8%	86%	14%
Sports/ sports news	30	29	1	25	4
	2%	2% b	*%	2% d	1%
		98%	2%	86%	14%
Banking	27	26	2	26	1
	1%	2%	1%	2% d	*%
		94%	6%	95%	3%
Shopping (e.g. Tesco, Ocado, eBay)	26	22	4	22	4
	1%	1%	2%	2%	1%
		84%	16%	86%	14%
Finance/ business	15	11	4	13	2
	1%	1%	2%	1%	*%
		71%	29%	86%	14%
NONE OF THESE	1441	1246	195	972	463
	76%	75%	80%	74%	81% c
		86%	14%	67%	32%

Columns Tested: a,b - c,d

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

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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	2487	1841	646	1559	921
Effective Weighted Sample	1708	1432	300	1094	638
Total	1896	1651	245	1314	574
		87%	13%	69%	30%
Don't know	39	33	6	24	15
	2%	2%	2%	2%	3%
		85%	15%	62%	38%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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.

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
				d		d													
		54%	46%	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

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3425	2485	940	1825	1589
Effective Weighted Sample	2318	1923	428	1269	1089
Total	2494	2155	340	1517	969
		86%	14%	61%	39%
Base for %	2484	2146	338	1515	960
		86%	14%	61%	39%
Very satisfied	1376	1221	155	832	537
	55%	57%	46%	55%	56%
		b			
		89%	11%	60%	39%
Fairly satisfied	893	760	134	554	339
	36%	35%	40%	37%	35%
		85%	15%	62%	38%
TOTAL SATISFIED	2269	1981	288	1385	876
	91%	92%	85%	91%	91%
		b			
		87%	13%	61%	39%
Neither	124	99	25	68	55
	5%	5%	7%	4%	6%
			a		
		80%	20%	55%	45%
Fairly dissatisfied	53	39	14	37	16
	2%	2%	4%	2%	2%
			a		
		74%	26%	71%	29%
Very dissatisfied	38	27	11	25	13
	2%	1%	3%	2%	1%
			a		
		71%	29%	66%	34%

Columns Tested: a,b - c,d

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3425	2485	940	1825	1589
Effective Weighted Sample	2318	1923	428	1269	1089
Total	2494	2155	340	1517	969
		86%	14%	61%	39%
TOTAL DISSATISFIED	91	66	24	62	28
	4%	3%	7%	4%	3%
			a		
		73%	27%	69%	31%
Don't know	11	9	2	2	8

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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.

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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% a	58% ef	54%	50%	50%	54%	58% j	55% j	47%	47%	54% k	53% k	53%	52%	49%	51%	57% 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% b	33%	32%	36%	34%	36%	31%	30%	32%	38% h	35%	33%	33%	38%	34%	39%	35%	34%
		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% ef	90% ef	84%	86%	85%	88%	87%	85%	82%	87% k	87%	91% km	86%	88%	86%	91% 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% b	4%	5%	4%	5%	5%	6%	6%	6%	4%	6%	4%	6%	4%	5%	5%	7%	4%
		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% cd	5%	7% h	2%	4%	7% h	7% lmn	4%	4%	3%	5% r	5% r	4%	2%
		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% c	4%	2%	4%	3%	4%	5% n	4% n	3%	2%	3%	3%	4%	3%
		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 TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 57

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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% cd	9% c	9%	6%	7%	11% h	12% lmn	8% n	7%	5%	8% r	8%	8%	5%
		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 TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 57

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3425	2485	940	1825	1589
Effective Weighted Sample	2318	1923	428	1269	1089
Total	2494	2155	340	1517	969
		86%	14%	61%	39%
Base for %	2479	2142	337	1514	957
		86%	14%	61%	39%
Very satisfied	1286	1162	124	775	505
	52%	54%	37%	51%	53%
		b			
		90%	10%	60%	39%
Fairly satisfied	863	758	106	534	327
	35%	35%	31%	35%	34%
		88%	12%	62%	38%
TOTAL SATISFIED	2149	1919	230	1309	832
	87%	90%	68%	86%	87%
		b			
		89%	11%	61%	39%
Neither	126	92	34	73	53
	5%	4%	10%	5%	5%
			a		
		73%	27%	58%	42%
Fairly dissatisfied	124	90	34	77	47
	5%	4%	10%	5%	5%
			a		
		72%	28%	62%	38%
Very dissatisfied	81	42	39	55	26
	3%	2%	12%	4%	3%
			a		
		51%	49%	68%	32%

Columns Tested: a,b - c,d

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

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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3425	2485	940	1825	1589
Effective Weighted Sample	2318	1923	428	1269	1089
Total	2494	2155	340	1517	969
		86%	14%	61%	39%
TOTAL DISSATISFIED	205	131	74	132	73
	8%	6%	22% a	9%	8%
		64%	36%	64%	36%
Don't know	15	12	3	4	11

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 58

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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	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	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%
				ef	f				j	j				k					
		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%
											i								
		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%
				ef	ef	f													oq
		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%
							cde											or	
		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 TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

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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	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
						cd	cd												
		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

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	2487	1841	646	1559	921
Effective Weighted Sample	1708	1432	300	1094	638
Total	1896	1651	245	1314	574
		87%	13%	69%	30%
Base for %	1824	1591	233	1287	531
		87%	13%	71%	29%
Very satisfied	953	857	96	684	265
	52%	54%	41%	53%	50%
		b			
		90%	10%	72%	28%
Fairly satisfied	659	581	78	456	202
	36%	37%	34%	35%	38%
		88%	12%	69%	31%
TOTAL SATISFIED	1613	1438	174	1140	467
	88%	90%	75%	89%	88%
		b			
		89%	11%	71%	29%
Neither	95	74	21	64	31
	5%	5%	9%	5%	6%
			a		
		78%	22%	67%	33%
Fairly dissatisfied	70	52	18	50	19
	4%	3%	8%	4%	4%
			a		
		75%	25%	72%	28%
Very dissatisfied	47	27	19	33	14
	3%	2%	8%	3%	3%
			a		
		58%	42%	70%	30%

Columns Tested: a,b - c,d

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	2487	1841	646	1559	921
Effective Weighted Sample	1708	1432	300	1094	638
Total	1896	1651	245	1314	574
		87%	13%	69%	30%
TOTAL DISSATISFIED	116	79	37	83	33
	6%	5%	16% a	6%	6%
		68%	32%	72%	28%
Don't know	72	59	12	28	42

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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.

QE1. Does your household have a desktop PC, laptop, netbook or tablet computer? (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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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 TECHNOLOGY TRACKER - 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.

QE1. Does your household have a desktop PC, laptop, netbook or tablet computer? (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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
				ef	e										lm	q	q		q
		51%	49%	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%
				f	ef	f		j	j	j				kl	kl		o		oq
		43%	57%	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%
							cde	hij	ij	j			k	k	klm		o		o
		47%	53%	9%	13%	18%	60%	31%	15%	8%	1%	9%	22%	21%	48%	81%	11%	5%	3%
Don't know	2	1	1	-	-	*	2	-	-	-	-	-	1	-	1	1	-	*	*
	*%	*%	*%	-%	-%	*%	*%	-%	-%	-%	-%	-%	*%	-%	*%	*%	-%	*%	*%
		64%	36%	-%	-%	9%	91%	-%	-%	-%	-%	-%	64%	-%	36%	80%	-%	11%	9%

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

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

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

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
Yes - PC (including iMacs)	835	705	130	524	308
	31%	30%	36%	34%	28%
			a	d	
		84%	16%	63%	37%
Yes - laptop (including MacBooks)	1711	1481	230	1129	577
	64%	64%	64%	73%	52%
				d	
		87%	13%	66%	34%
Yes - netbook	195	162	34	134	58
	7%	7%	9%	9%	5%
				d	
		83%	17%	69%	30%
Yes - tablet computer - e.g. iPad	1583	1354	229	1073	505
	59%	58%	64%	69%	45%
			a	d	
		86%	14%	68%	32%
TOTAL YES	2245	1931	314	1430	807
	84%	83%	87%	92%	72%
			a	d	
		86%	14%	64%	36%
PC ONLY	111	97	14	43	67
	4%	4%	4%	3%	6%
					c
		88%	12%	39%	61%

Columns Tested: a,b - c,d

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

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

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
LAPTOP ONLY	422	371	51	247	174
	16%	16%	14%	16%	16%
		88%	12%	59%	41%
TABLET ONLY	251	215	36	156	94
	9%	9%	10%	10%	8%
		86%	14%	62%	37%
No	428	384	44	121	305
	16%	17%	12%	8%	27%
		b			c
		90%	10%	28%	71%
Don't know	2	1	1	*	2
	*%	*%	*%	*%	*%
		45%	55%	9%	91%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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.

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total		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% e	47%	71% cde	66% j	61% j	57%	49%	54%	58%	53%	63% km	55%	68% or	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% cf	22%	24%	27%	33%	32%	28%	29%	31% n	24%	29% p	19%	24%	30% p
			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% f	10% f	12% f	4%	9%	10%	8%	12%	13% l	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% df	2%	4% f	1%	2%	1%	2%	4%	4%	2%	5% n	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% f	2% f	*%	*%	1%	2%	3% g	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 f	1.6 f	1.8 df	1.4	1.5	1.6	1.6	1.8 ghi	1.7 n	1.6	1.7 n	1.5	1.7 p	1.5	1.6	1.7
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

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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

			URBANITY		WORKING	
		Total	URBAN	RURAL	YES	NO
Significance Level: 95%			a	b	c	d
Unweighted total		2085	1501	584	1283	796
Effective Weighted Sample		1442	1181	283	902	557
Total		1583	1354	229	1073	505
			86%	14%	68%	32%
One	(1.0)	893	762	131	576	315
		56%	56%	57%	54%	62%
						c
			85%	15%	65%	35%
Two	(2.0)	447	385	62	328	119
		28%	28%	27%	31%	24%
					d	
			86%	14%	73%	27%
Three	(3.0)	162	142	20	111	48
		10%	10%	9%	10%	10%
			88%	12%	69%	30%
Four	(4.0)	49	39	10	35	13
		3%	3%	4%	3%	3%
			80%	20%	71%	27%
Five or more	(5.0)	30	25	5	23	7
		2%	2%	2%	2%	1%
			82%	18%	75%	25%
Don't know		2	1	1	-	2
		*%	*%	*%	-%	*%
			55%	45%	-%	100%
Mean number		1.7	1.7	1.7	1.7	1.6
					d	
Standard deviation		.92	.91	.97	.93	.88
Standard error		.02	.02	.04	.03	.03

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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.

QE3 (QE36). Do you personally use this/ any of these tablet computer/s? (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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	2085	1501	584	1283	796
Effective Weighted Sample	1442	1181	283	902	557
Total	1583	1354	229	1073	505
		86%	14%	68%	32%
Yes	1274	1090	184	876	396
	80%	80%	80%	82%	78%
		86%	14%	69%	31%
No	308	263	45	196	110
	19%	19%	20%	18%	22%
		85%	15%	63%	36%
Don't know	1	1	-	1	-
	*%	*%	-%	*%	-%
		100%	-%	100%	-%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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.

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
				f	f	f													op
		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%
																q	qr		
		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%
			a				cde	j	j	j				kl				opr	
		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

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	1680	1211	469	1045	633
Effective Weighted Sample	1152	943	227	729	442
Total	1274	1090	184	876	396
		86%	14%	69%	31%
Yes	457	397	59	327	129
	36%	36%	32%	37%	33%
		87%	13%	72%	28%
No	722	617	105	499	222
	57%	57%	57%	57%	56%
		86%	14%	69%	31%
Don't know	95	75	20	50	44
	7%	7%	11%	6%	11%
			a		c
		79%	21%	53%	46%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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.

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	~c	d	e	f	~g	~h	~i	j	k	l	m	~n	o	~p	~q	~r
Unweighted total	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%	**	**	**
					f														
		51%	49%	**	28%	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%	**	**	**
												l							
		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

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	590	444	146	388	202
Effective Weighted Sample	402	336	72	270	137
Total	457	397	59	327	129
		87%	13%	72%	28%
Yes	156	140	16	125	31
	34%	35%	27%	38%	24%
				d	
		90%	10%	80%	20%
No	286	245	42	192	95
	63%	62%	71%	59%	73%
					c
		85%	15%	67%	33%
Don't know	14	13	1	10	4
	3%	3%	2%	3%	3%
		92%	8%	70%	30%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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.

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

		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	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	9	8	3
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	87%	**	**	**
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

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	c	~d
Unweighted total	192	150	42	140	52
Effective Weighted Sample	134	116	20	102	33
Total	156	140	16	125	31
		90%	**	80%	**
Every day	67	62	**	52	**
	43%	44%	**	42%	**
		92%	**	78%	**
Several times a week	43	41	**	37	**
	27%	29%	**	30%	**
		96%	**	87%	**
At least once a week	17	15	**	15	**
	11%	11%	**	12%	**
		91%	**	91%	**
At least once a month	11	8	**	9	**
	7%	6%	**	7%	**
		75%	**	81%	**
A few times a year	7	6	**	6	**
	4%	4%	**	5%	**
		82%	**	84%	**
Less than once a year	2	1	**	-	**
	1%	1%	**	-%	**
		55%	**	-%	**
Never	8	6	**	5	**
	5%	4%	**	4%	**
		70%	**	57%	**
Don't know	1	1	**	1	**
	1%	1%	**	1%	**
		100%	**	100%	**

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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.

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

		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	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	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 TECHNOLOGY TRACKER - 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.

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

		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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%	64%	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%	17%	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

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	1652	1210	442	578	1067
Effective Weighted Sample	1065	905	174	391	699
Total	1092	961	130	479	608
		88%	12%	44%	56%
Certain to	23	21	2	13	10
	2%	2%	1%	3%	2%
		93%	7%	57%	43%
Very likely	54	51	2	36	17
	5%	5%	2%	8%	3%
		b		d	
		95%	5%	68%	32%
Likely	123	108	15	74	49
	11%	11%	12%	15%	8%
				d	
		88%	12%	60%	40%
TOTAL LIKELY	200	181	19	123	77
	18%	19%	15%	26%	13%
				d	
		90%	10%	62%	38%
Unlikely	190	172	18	101	89
	17%	18%	14%	21%	15%
				d	
		91%	9%	53%	47%
Very unlikely	215	185	30	82	133
	20%	19%	23%	17%	22%
		86%	14%	38%	62%
Certain not to	269	227	43	60	208
	25%	24%	33%	12%	34%
			a		c
		84%	16%	22%	77%

Columns Tested: a,b - c,d

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

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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	1652	1210	442	578	1067
Effective Weighted Sample	1065	905	174	391	699
Total	1092	961	130	479	608
		88%	12%	44%	56%
TOTAL UNLIKELY	675	584	91	242	429
	62%	61%	70%	51%	71%
			a		c
		87%	13%	36%	64%
Don't know	217	197	20	113	102
	20%	20%	15%	24%	17%
				d	
		91%	9%	52%	47%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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.

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

		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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
				f	f	f			g	gh	ghi	lmn	mn	n		r			
		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%
							cde	j	j										
		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%
							cde	hij	ij	j			k	kl	klm				
		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%
INTERNET ACCESS AT HOME																			
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%
				f	f	f			g	gh	ghi	lmn	n	n		r			
		49%	51%	15%	19%	37%	29%	9%	9%	15%	25%	29%	28%	22%	21%	84%	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%
							cde	hij	ij	j			k	kl	klm				
		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

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
Yes - have access and use at home	2236	1929	307	1431	797
	84%	83%	85%	92%	72%
				d	
		86%	14%	64%	36%
Yes - have access but don't use at home	70	63	7	34	36
	3%	3%	2%	2%	3%
		90%	10%	48%	51%
No do not have access at home	349	308	41	76	270
	13%	13%	11%	5%	24%
					c
		88%	12%	22%	78%
Don't know	21	16	5	11	10
	1%	1%	1%	1%	1%
		77%	23%	53%	47%
INTERNET ACCESS AT HOME					
YES	2306	1991	314	1465	833
	86%	86%	87%	94%	75%
				d	
		86%	14%	64%	36%
NO	349	308	41	76	270
	13%	13%	11%	5%	24%
					c
		88%	12%	22%	78%

Columns Tested: a,b - c,d

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

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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	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 cafi¿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 TECHNOLOGY TRACKER - 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.

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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	hij	ij	j				kl	klm				
		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

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
Your workplace	954	835	118	909	44
	36%	36%	33%	59% d	4%
		88%	12%	95%	5%
In someone else's home	936	807	129	634	297
	35%	35%	36%	41% d	27%
		86%	14%	68%	32%
Internet cafi¿½	211	183	28	169	42
	8%	8%	8%	11% d	4%
		87%	13%	80%	20%
Library	175	163	12	98	76
	7%	7% b	3%	6%	7%
		93%	7%	56%	44%
School/ college	168	157	11	80	87
	6%	7% b	3%	5%	8% c
		93%	7%	48%	52%
University	96	92	3	47	48
	4%	4% b	1%	3%	4%
		96%	4%	50%	50%

Columns Tested: a,b - c,d

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

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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
UK culture centre/ Learn Direct/ other online learning centres	60	60	*	45	16
	2%	3%	*%	3%	1%
		b		d	
		100%	*%	74%	26%
Other	103	87	16	51	52
	4%	4%	4%	3%	5%
		84%	16%	50%	50%
No, do not	1048	905	143	381	663
	39%	39%	40%	25%	59%
					c
		86%	14%	36%	63%
EVER USE INTERNET AT HOME OR ELSEWHERE	2332	2014	317	1488	837
	87%	87%	88%	96%	75%
				d	
		86%	14%	64%	36%

Columns Tested: a,b - c,d

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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

		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%
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%
			a	f	ef	f				g	ghi	mn	n	n					
		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%
							cde	j		j				k	kl				
		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%
							cde	ij							l				
		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%
							cde	j	ij					kl	kl				
		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%	*%
																		o	
		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%
							cde	j	j					k	k				
		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 TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 68

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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

		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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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% f	99% f	98% f	92%	94%	92%	98% gh	100% ghi	98% mn	97%	95%	95%	97% q	96%	94%	97%
		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% f	100% f	99% f	97%	97%	97%	99%	100% gh	99%	99%	98%	98%	99%	99%	98%	99%
		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% e	*%	1%	-%	*%	1%	*%	1%	*%	*%	*%	1%	*%
		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

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3100	2267	833	1771	1322
Effective Weighted Sample	2126	1765	389	1237	920
Total	2332	2014	317	1488	837
		86%	14%	64%	36%
Every day	1834	1562	272	1237	590
	79%	78%	86%	83%	70%
			a	d	
		85%	15%	67%	32%
Several times a week	317	289	28	170	147
	14%	14%	9%	11%	18%
		b			c
		91%	9%	54%	46%
At least once a week	100	89	11	51	49
	4%	4%	3%	3%	6%
					c
		89%	11%	51%	49%
At least once a month	37	34	2	12	25
	2%	2%	1%	1%	3%
					c
		93%	7%	32%	68%
A few times a year	14	13	1	7	7
	1%	1%	*%	*%	1%
		92%	8%	52%	48%
Less than once a year	2	2	*	1	1
	*%	*%	*%	*%	*%
		93%	7%	46%	54%
Never	19	17	2	7	12
	1%	1%	1%	*%	1%
					c
		90%	10%	34%	63%

Columns Tested: a,b - c,d

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3100	2267	833	1771	1322
Effective Weighted Sample	2126	1765	389	1237	920
Total	2332	2014	317	1488	837
		86%	14%	64%	36%
TOTAL AT LEAST ONCE A WEEK	2251	1940	311	1459	786
	97%	96%	98%	98%	94%
				d	
		86%	14%	65%	35%
TOTAL EVER	2304	1989	315	1479	819
	99%	99%	99%	99%	98%
				d	
		86%	14%	64%	36%
Don't know	8	8	*	2	6
	*%	*%	*%	*%	1%
					c
		96%	4%	27%	73%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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.

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
				ef	ef	f		i					k	k	k				opq
		46%	54%	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%
						cd	cde					lmn							
		49%	51%	12%	14%	39%	35%	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%
			a			cd	cd		g	g	g			n		r		or	
		44%	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%	1%	*%	-%	1%	1%	1%	-%	*%	1%	-%	-%	*%
		61%	39%	-%	30%	21%	49%	16%	1%	-%	50%	52%	36%	-%	12%	98%	-%	-%	2%
E-reader (e.g. Kindle)	6	2	4	1	-	3	2	-	*	2	1	1	3	2	*	6	1	*	-
	*%	*%	*%	*%	-%	*%	*%	-%	*%	1%	*%	*%	*%	*%	*%	*%	*%	*%	-%
		36%	64%	21%	-%	51%	28%	-%	4%	37%	16%	16%	50%	27%	7%	87%	9%	4%	-%
TV set	5	3	2	-	3	2	1	1	-	1	2	1	2	1	2	5	-	*	-
	*%	*%	*%	-%	1%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	-%	*%	-%
		62%	38%	-%	56%	30%	14%	21%	-%	24%	48%	14%	31%	24%	31%	93%	-%	7%	-%

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

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%	-%	*%	-%	-%	*%	*%	*%	*%	*%	-%	-%
				ef															
		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%	*%
								ij	j								or		
		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%	*%
					e		e												
		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

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3100	2267	833	1771	1322
Effective Weighted Sample	2126	1765	389	1237	920
Total	2332	2014	317	1488	837
		86%	14%	64%	36%
Smartphone	841	738	103	610	227
	36%	37%	32%	41%	27%
				d	
		88%	12%	73%	27%
Laptop	682	592	90	413	269
	29%	29%	28%	28%	32%
					c
		87%	13%	60%	39%
Tablet computer (e.g. iPad)	475	406	70	296	180
	20%	20%	22%	20%	21%
		85%	15%	62%	38%
Desktop PC	271	228	43	127	141
	12%	11%	14%	9%	17%
					c
		84%	16%	47%	52%
Netbook	10	9	1	7	3
	*%	*%	*%	*%	*%
		88%	12%	71%	29%
E-reader (e.g. Kindle)	6	4	3	3	3
	*%	*%	1%	*%	*%
			a		
		58%	42%	53%	47%
TV set	5	1	4	3	2
	*%	*%	1%	*%	*%
			a		
		28%	72%	55%	45%

Columns Tested: a,b - c,d

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3100	2267	833	1771	1322
Effective Weighted Sample	2126	1765	389	1237	920
Total	2332	2014	317	1488	837
		86%	14%	64%	36%
Games console	4	4	*	2	2
	*%	*%	*%	*%	*%
		96%	4%	51%	49%
Smart watch (e.g. Apple Watch, Pebble, Samsung, Sony)	3	3	-	3	-
	*%	*%	-%	*%	-%
		100%	-%	100%	-%
Other portable/ handheld device (e.g. portable games console/ iPod Touch)	*	*	-	-	*
	*%	*%	-%	-%	*%
		100%	-%	-%	100%
Other device	5	3	2	4	1
	*%	*%	1%	*%	*%
		67%	33%	85%	15%
None	17	16	*	14	2
	1%	1%	*%	1%	*%
		98%	2%	82%	14%
Don't know	11	10	2	5	6
	*%	*%	1%	*%	1%
		84%	16%	43%	57%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 70

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%	2% c	1% c	*%	1%	*%	1%	2% l	*%	1%	1%	1%	-%	*%	1%
		51%	49%	*%	14%	49%	37%	3%	9%	2%	33%	50%	12%	11%	27%	97%	-%	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% cd	94% cd	80%	85%	90% g	96% ghi	96% lmn	91% n	92% n	85%	91%	93%	92%	93%
		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% f	7% f	5% f	3%	7%	4%	5%	7%	6%	5%	5%	5%	5%	4%	5%	4%
		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 TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 70

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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% ef	59% ef	47% f	29%	43%	47%	46%	55% ghi	46%	46%	45%	46%	47% p	38%	40%	52% pq
		48%	52%	19%	24%	38%	19%	8%	10%	15%	30%	29%	28%	21%	21%	86%	7%	4%	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% ef	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 TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 70

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
																			oq
		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%
						df					gh								
		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%
				d		d	d			gh	ghi	ln	n	n					
		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%
				f	f			j	j	j			k	k	k				
		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 TECHNOLOGY TRACKER - 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.

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
				f	cef			ij	j	j			k		klm				
		45%	55%	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%
							e	ij											
		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

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3056	2232	824	1742	1306
Effective Weighted Sample	2100	1742	388	1219	911
Total	2306	1991	314	1465	833
		86%	14%	64%	36%
Ordinary phone line - dialup access	26	20	6	18	8
	1%	1%	2%	1%	1%
		77%	23%	69%	31%
Fixed Broadband ADSL through a phone line or cable service - perhaps using a Wi-Fi router. This would include superfast broadband services.	2107	1805	302	1336	763
	91%	91%	96% a	91%	92%
		86%	14%	63%	36%
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	104	14	87	30
	5%	5%	4%	6% d	4%
		88%	12%	74%	25%

Columns Tested: a,b - c,d

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3056	2232	824	1742	1306
Effective Weighted Sample	2100	1742	388	1219	911
Total	2306	1991	314	1465	833
		86%	14%	64%	36%
Access to the internet using a mobile phone or smartphone - through a Wi-Fi network or your phone's mobile network	1058	932	126	733	321
	46%	47%	40%	50%	39%
		b		d	
		88%	12%	69%	30%
Accessing the internet on a device such as a laptop or tablet using your mobile phone's internet connection - known as tethering	50	43	7	35	15
	2%	2%	2%	2%	2%
		85%	15%	70%	30%
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	28	2	21	9
	1%	1%	1%	1%	1%
		93%	7%	70%	30%

Columns Tested: a,b - c,d

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3056	2232	824	1742	1306
Effective Weighted Sample	2100	1742	388	1219	911
Total	2306	1991	314	1465	833
		86%	14%	64%	36%
TOTAL BROADBAND (INC. USING MOBILE PHONE)	2283	1972	311	1454	821
	99%	99%	99%	99%	98%
		86%	14%	64%	36%
TOTAL BROADBAND (EXC. USING MOBILE PHONE)	2157	1851	305	1370	779
	94%	93%	97% a	94%	94%
		86%	14%	64%	36%
MOBILE BROADBAND ONLY, NOT FIXED OR NARROWBAND	66	62	5	45	21
	3%	3%	1%	3%	3%
		93%	7%	68%	32%
SMARTPHONE ACCESS ONLY, NOT FIXED OR NARROWBAND OR MOBILE BROADBAND	108	104	4	73	35
	5%	5%	1%	5%	4%
		96% b	4%	67%	33%
ONLY MOBILE ACCESS, NOT FIXED OR NARROWBAND	176	166	9	118	58
	8%	8%	3%	8%	7%
		95% b	5%	67%	33%

Columns Tested: a,b - c,d

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3056	2232	824	1742	1306
Effective Weighted Sample	2100	1742	388	1219	911
Total	2306	1991	314	1465	833
		86%	14%	64%	36%
Other	5	4	1	4	1
	*%	*%	*%	*%	*%
		87%	13%	75%	25%
Don't know	18	16	1	8	10
	1%	1%	*%	1%	1%
		92%	8%	46%	54%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 71

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QE12 (QE9). SHOWCARD Which of these methods does your household use to connect to the internet at home? (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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
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%	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%
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
	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 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
	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%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

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QE12 (QE9). SHOWCARD Which of these methods does your household use to connect to the internet at home? (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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
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
	40%	39%	40%	55% ef	55% ef	44% f	21%	28%	39% g	43% g	55% ghi	43% n	42% n	39%	34%	41% pq	32%	34%	43% pq
		48%	52%	19%	24%	38%	19%	8%	10%	15%	30%	29%	28%	21%	21%	86%	7%	4%	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% ef	2%	1%	1%	1%	2%	3% gh	3% n	2%	1%	1%	2%	1%	1%	2%
		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 TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

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QE12 (QE9). SHOWCARD Which of these methods does your household use to connect to the internet at home? (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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
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%	1%	1%	1%	1%	2% f	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	*%	3% oq
		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
	85%	86%	85%	92% f	92% f	93% f	72%	64%	82% g	93% gh	99% ghi	93% lmn	89% n	85% n	73%	86% r	84%	83%	81%
		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
	81%	81%	80%	86% f	81% f	89% df	70%	55%	73% g	87% gh	97% ghi	91% lmn	84% n	82% n	65%	81%	79%	79%	78%
		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
	2%	3%	2%	4% f	4% f	2%	1%	4% j	5% j	4% j	2%	1%	3% k	3% k	3% k	3%	1%	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 TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

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QE12 (QE9). SHOWCARD Which of these methods does your household use to connect to the internet at home? (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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
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
	4%	4%	4%	5%	10%	3%	2%	8%	7%	5%	2%	2%	5%	3%	7%	4%	4%	4%	2%
				f	cef	f		j	j	j			k		km				
		45%	55%	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
	7%	7%	7%	9%	14%	5%	3%	12%	11%	9%	4%	3%	7%	6%	10%	7%	5%	5%	5%
				ef	cef	f		j	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%	*%	-%	*%	*%	*%	*%	*%	-%	*%	-%
		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%	1%	1%	-%	-%	1%	1%	1%	1%	1%	1%	1%	1%
								j											
		38%	62%	19%	26%	10%	45%	18%	8%	-%	-%	25%	30%	19%	26%	83%	9%	5%	3%
No internet 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%
							cde	hij	ij	j			k	kl	klm				
		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

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QE12 (QE9). SHOWCARD Which of these methods does your household use to connect to the internet at home? (MULTI CODE)

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
Ordinary phone line - dialup access	26	20	6	18	8
	1%	1%	2%	1%	1%
		77%	23%	69%	31%
Fixed Broadband ADSL through a phone line or cable service - perhaps using a Wi-Fi router. This would include superfast broadband services.	2107	1805	302	1336	763
	79%	78%	84%	86%	69%
			a	d	
		86%	14%	63%	36%
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	104	14	87	30
	4%	4%	4%	6%	3%
				d	
		88%	12%	74%	25%

Columns Tested: a,b - c,d

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

QE12 (QE9). SHOWCARD Which of these methods does your household use to connect to the internet at home? (MULTI CODE)

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
Access to the internet using a mobile phone or smartphone - through a Wi-Fi network or your phone's mobile network	1058	932	126	733	321
	40%	40%	35%	47%	29%
		b		d	
		88%	12%	69%	30%
Accessing the internet on a device such as a laptop or tablet using your mobile phone's internet connection - known as tethering	50	43	7	35	15
	2%	2%	2%	2%	1%
		85%	15%	70%	30%
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	28	2	21	9
	1%	1%	1%	1%	1%
		93%	7%	70%	30%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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.

QE12 (QE9). SHOWCARD Which of these methods does your household use to connect to the internet at home? (MULTI CODE)

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
TOTAL BROADBAND (INC. USING MOBILE PHONE)	2283	1972	311	1454	821
	85%	85%	86%	94% d	74%
		86%	14%	64%	36%
TOTAL BROADBAND (EXC. USING MOBILE PHONE)	2157	1851	305	1370	779
	81%	80%	85% a	88% d	70%
		86%	14%	64%	36%
MOBILE BROADBAND ONLY, NOT FIXED OR NARROWBAND	66	62	5	45	21
	2%	3%	1%	3%	2%
		93%	7%	68%	32%
SMARTPHONE ACCESS ONLY, NOT FIXED OR NARROWBAND OR MOBILE BROADBAND	108	104	4	73	35
	4%	4% b	1%	5%	3%
		96%	4%	67%	33%
ONLY MOBILE ACCESS, NOT FIXED OR NARROWBAND	176	166	9	118	58
	7%	7% b	3%	8% d	5%
		95%	5%	67%	33%

Columns Tested: a,b - c,d

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QE12 (QE9). SHOWCARD Which of these methods does your household use to connect to the internet at home? (MULTI CODE)

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
Other	5	4	1	4	1
	*%	*%	*%	*%	*%
		87%	13%	75%	25%
Don't know	18	16	1	8	10
	1%	1%	*%	1%	1%
		92%	8%	46%	54%
No internet access at home	349	308	41	76	270
	13%	13%	11%	5%	24%
					c
		88%	12%	22%	78%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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.

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

		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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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		g	g	g			n			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											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

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	2774	2008	766	1598	1168
Effective Weighted Sample	1919	1578	367	1116	826
Total	2107	1805	302	1336	763
		86%	14%	63%	36%
Yes	1743	1491	252	1129	607
	83%	83%	84%	84%	80%
				d	
		86%	14%	65%	35%
No	225	195	30	138	87
	11%	11%	10%	10%	11%
		87%	13%	61%	39%
Don't know	139	120	19	70	69
	7%	7%	6%	5%	9%
					c
		86%	14%	50%	50%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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.

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			
	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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	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

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d
Unweighted total	142	103	39	88	53
Effective Weighted Sample	96	81	17	65	34
Total	118	104	14	87	30
		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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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.

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 : 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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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	92	48	44	16	23	37	15	9	10	13	29	30	28	16	18	80	6	4	1
	3%	4%	3%	4%	5%	4%	2%	3%	4%	4%	5%	4%	4%	3%	3%	4%	3%	3%	2%
				f	f	f													
		52%	48%	17%	25%	41%	17%	10%	10%	14%	32%	33%	30%	18%	20%	87%	7%	4%	2%
No	20	12	9	6	5	4	5	4	-	3	7	6	3	8	3	18	1	1	*
	1%	1%	1%	2%	1%	*%	1%	1%	-%	1%	1%	1%	*%	1%	*%	1%	*%	1%	1%
				e															
		58%	42%	30%	24%	20%	26%	17%	-%	15%	36%	27%	17%	39%	16%	88%	5%	4%	2%
Don't know	6	3	2	1	1	4	1	2	-	-	2	4	1	-	1	5	-	*	*
	*%	*%	*%	*%	*%	*%	*%	*%	-%	-%	*%	1%	*%	-%	*%	*%	-%	*%	*%
		58%	42%	15%	12%	62%	11%	27%	-%	-%	31%	62%	23%	-%	15%	89%	-%	5%	6%
DO NOT HAVE MOBILE BROADBAND CONNECTION IN HOUSEHOLD	2557	1237	1320	342	440	870	906	303	251	343	545	673	688	556	638	2133	226	127	71
	96%	95%	96%	94%	94%	95%	98%	96%	96%	96%	93%	95%	96%	96%	97%	95%	97%	96%	97%
							cde												
		48%	52%	13%	17%	34%	35%	12%	10%	13%	21%	26%	27%	22%	25%	83%	9%	5%	3%

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

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

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 : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
Yes	92	84	8	70	21
	3%	4%	2%	5%	2%
				d	
		91%	9%	77%	23%
No	20	15	5	13	6
	1%	1%	1%	1%	1%
		75%	25%	64%	29%
Don't know	6	5	1	4	2
	*%	*%	*%	*%	*%
		85%	15%	62%	38%
DO NOT HAVE MOBILE BROADBAND CONNECTION IN HOUSEHOLD	2557	2211	346	1464	1084
	96%	96%	96%	94%	97%
					c
		86%	14%	57%	42%

Columns Tested: a,b - c,d

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

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

		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	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

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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

		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	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

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	113	82	31	72	41
Effective Weighted Sample	74	65	12	52	25
Total	92	84	8	70	21
		**	**	**	**
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

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	113	82	31	72	41
Effective Weighted Sample	74	65	12	52	25
Total	92	84	8	70	21
		**	**	**	**
For work/ my employer purchased it	2	**	**	**	**
	2%	**	**	**	**
		**	**	**	**
Other	3	**	**	**	**
	4%	**	**	**	**
		**	**	**	**
Don't know	2	**	**	**	**
	2%	**	**	**	**
		**	**	**	**

Columns Tested: a,b - c,d

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

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

		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	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

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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

		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	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

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	113	82	31	72	41
Effective Weighted Sample	74	65	12	52	25
Total	92	84	8	70	21
		**	**	**	**
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%	**	**	**	**
		**	**	**	**
ALWAYS/ MAINLY USE OUTSIDE THE HOME	21	**	**	**	**
	23%	**	**	**	**
		**	**	**	**

Columns Tested: a,b - c,d

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	113	82	31	72	41
Effective Weighted Sample	74	65	12	52	25
Total	92	84	8	70	21
		**	**	**	**
EVER USE OUTSIDE THE HOME	77	**	**	**	**
	84%	**	**	**	**
		**	**	**	**

Columns Tested: a,b - c,d

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

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
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
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

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	92	69	23	61	31
Effective Weighted Sample	62	55	9	45	20
Total	77	71	6	61	16
		**	**	**	**
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

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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.

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

		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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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			kln		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%	*%	*%	-%	*%	*%	1%	*%	*%	*%	*%
		32%	68%	13%	22%	45%	19%	30%	43%	4%	21%	-%	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

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	2453	1778	675	1473	972
Effective Weighted Sample	1704	1402	325	1033	688
Total	1885	1617	268	1235	642
		86%	14%	66%	34%
1	126	112	13	58	67
	7%	7%	5%	5%	10% c
		89%	11%	46%	53%
2	1106	936	170	713	388
	59%	58%	64%	58%	60%
		85%	15%	64%	35%
3	349	304	45	250	98
	19%	19%	17%	20% d	15%
		87%	13%	72%	28%
4	219	186	33	167	52
	12%	12%	12%	14% d	8%
		85%	15%	76%	24%
5 or more	81	75	6	45	34
	4%	5% b	2%	4%	5%
		93%	7%	56%	42%
Don't know	5	3	1	2	2
	*%	*%	*%	*%	*%
		77%	23%	47%	53%
Mean number of people	2.4	2.5	2.4	2.5 d	2.3
Standard deviation	.98	.99	.90	.96	1.00
Standard error	.02	.02	.03	.03	.03

Columns Tested: a,b - c,d

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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

		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	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

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	123	89	34	80	42
Effective Weighted Sample	82	70	14	58	25
Total	102	92	10	78	22
		**	**	**	**
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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 80

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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% f	27% f	25% f	16%	22%	29% j	25%	21%	20%	23%	24%	25%	22%	23%	27%	34% op
		49%	51%	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% hi	19%	21%	19%	17%	19% qr	33% oqr	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% ce	20% hij	12%	11%	8%	8%	13% k	10%	13% k	11%	10%	15% o	11%
		46%	54%	12%	20%	31%	37%	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% d	12% d	6%	9%	10%	12% g	14% n	10% n	12% n	6%	11% p	4%	19% op	15% op
		48%	52%	14%	12%	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% cd	12% cd	4%	10% g	9% g	13% g	14% lmn	8%	9%	8%	10%	10%	8%	13% q
		46%	54%	10%	11%	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% d	5%	6%	6%	6%	7%	6%	6%	7%	6%	8%	6%	10% o
		55%	45%	11%	14%	40%	35%	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

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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	
		52%	48%	6%	12%	27%	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						klm				
		61%	39%	20%	27%	46%	7%	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%	24%	16%	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%	33%	16%	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%	17%	53%	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%	36%	52%	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

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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% p	1%	4%	3%
		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% cd	31% cd	15%	25% g	25% g	32% gi	35% lmn	24%	27% n	20%	27%	22%	34% op	38% 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% e	6% e	2%	3%	5% ij	3%	2%	2%	3%	4%	3%	5%	4% p	1%	2%	2%
		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

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3056	2232	824	1742	1306
Effective Weighted Sample	2100	1742	388	1219	911
Total	2306	1991	314	1465	833
		86%	14%	64%	36%
Sky	529	475	54	362	166
	23%	24%	17%	25%	20%
		b		d	
		90%	10%	68%	31%
Virgin Media	446	431	15	299	145
	19%	22%	5%	20%	17%
		b			
		97%	3%	67%	32%
Talk Talk (Carphone Warehouse)	251	223	28	145	105
	11%	11%	9%	10%	13%
		89%	11%	58%	42%
BT Infinity	247	185	62	150	97
	11%	9%	20%	10%	12%
			a		
		75%	25%	61%	39%
BT Total Broadband/ BT Yahoo/ BT Openworld	232	188	45	143	89
	10%	9%	14%	10%	11%
			a		
		81%	19%	61%	38%
BT (other/ unspecified)	147	112	35	89	57
	6%	6%	11%	6%	7%
			a		
		76%	24%	60%	39%

Columns Tested: a,b - c,d

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3056	2232	824	1742	1306
Effective Weighted Sample	2100	1742	388	1219	911
Total	2306	1991	314	1465	833
		86%	14%	64%	36%
EE/ Everything Everywhere	91	79	13	66	25
	4%	4%	4%	4%	3%
		86%	14%	72%	28%
Plusnet	82	58	24	42	40
	4%	3%	8%	3%	5%
			a		c
		71%	29%	52%	48%
O2	29	27	2	19	10
	1%	1%	1%	1%	1%
		93%	7%	66%	34%
Vodafone	26	25	1	22	4
	1%	1%	*%	2%	*%
				d	
		97%	3%	86%	14%
'3'	23	22	1	13	10
	1%	1%	*%	1%	1%
		95%	5%	56%	44%
Tesco.net	13	9	4	7	6
	1%	*%	1%	1%	1%
		70%	30%	57%	43%
AOL	12	10	3	6	7
	1%	*%	1%	*%	1%
		79%	21%	47%	53%
Orange	10	8	2	8	2
	*%	*%	1%	1%	*%
		79%	21%	80%	20%

Columns Tested: a,b - c,d

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3056	2232	824	1742	1306
Effective Weighted Sample	2100	1742	388	1219	911
Total	2306	1991	314	1465	833
		86%	14%	64%	36%
Other	80	67	13	48	32
	3%	3%	4%	3%	4%
		84%	16%	60%	40%
TOTAL BT	627	485	142	382	243
	27%	24%	45% a	26%	29%
		77%	23%	61%	39%
Don't know	84	72	12	45	39
	4%	4%	4%	3%	5%
		86%	14%	54%	46%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 81

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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	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 TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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% a	70% ef	70% ef	55% f	31%	52%	52%	56%	57%	54%	56% m	50%	53%	54%	50%	53%	56%
		46%	54%	20%	26%	38%	16%	9%	9%	15%	26%	29%	29%	20%	22%	84%	8%	5%	3%
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% a	38%	48% c	48% cf	42%	34%	42%	48% g	57% ghi	51% lmn	44% n	42%	38%	45% p	31%	47% p	57% opq
		44%	56%	13%	21%	40%	26%	7%	9%	16%	32%	33%	28%	20%	18%	86%	6%	5%	3%
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% b	39%	39% f	50% cf	55% cf	25%	24%	35% g	47% gh	61% ghi	56% lmn	45% mn	39% n	29%	44% p	37%	47% p	41%
		54%	46%	14%	23%	47%	16%	5%	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% b	38%	42% f	45% f	47% f	33%	31%	37%	46% gh	53% gh	51% mn	46% mn	35%	31%	43%	37%	42%	39%
		53%	47%	15%	21%	42%	22%	7%	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% b	38%	54% ef	50% ef	44% f	25%	35%	43%	45% g	53% ghi	45% mn	44% mn	37%	37%	43% pqr	29%	32%	28%
		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

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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	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	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

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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% f	25% f	22% f	11%	15%	20%	17%	31% ghi	26% mn	23% mn	16%	13%	21% pr	12%	19% p	15%
		53%	47%	19%	24%	41%	16%	7%	9%	12%	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% b	18%	25% f	20% f	22% f	15%	16%	15%	20%	29% ghi	25% lmn	19%	18%	17%	21% pqr	15%	15%	11%
		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% b	17%	28% ef	24% f	22% f	8%	15%	17%	21%	29% ghi	21% n	21%	19%	16%	21% pr	9%	24% pr	12%
		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 TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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								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

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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	m				pr		pr	
		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%	-%

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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	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%	2%	4%	2%	3%	2%	2%
							e	ij					k	k	kl				
		64%	36%	10%	17%	24%	48%	20%	11%	5%	10%	*%	22%	25%	53%	77%	14%	6%	3%
Don't know	1	-	1	1	-	-	1	-	-	-	-	-	-	1	1	1	1	-	-
	*%	-%	*%	*%	-%	-%	*%	-%	-%	-%	-%	-%	-%	*%	*%	*%	*%	-%	-%
		-%	100%	62%	-%	-%	38%	-%	-%	-%	-%	-%	-%	38%	62%	38%	62%	-%	-%

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3100	2267	833	1771	1322
Effective Weighted Sample	2126	1765	389	1237	920
Total	2332	2014	317	1488	837
		86%	14%	64%	36%
General surfing/ browsing the internet	2061	1774	287	1339	716
	88%	88%	90%	90%	86%
				d	
		86%	14%	65%	35%
Sending and receiving e-mail	2032	1753	279	1354	674
	87%	87%	88%	91%	81%
				d	
		86%	14%	67%	33%
Purchasing goods/services/ tickets etc.	1554	1316	238	1045	506
	67%	65%	75%	70%	60%
			a	d	
		85%	15%	67%	33%
Banking	1478	1271	207	1050	422
	63%	63%	65%	71%	50%
				d	
		86%	14%	71%	29%
Using social networking (such as Facebook, LinkedIn, Bebo or Snapchat)	1303	1136	168	920	380
	56%	56%	53%	62%	45%
				d	
		87%	13%	71%	29%

Columns Tested: a,b - c,d

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Base : Those who use the internet at home or elsewhere

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3100	2267	833	1771	1322
Effective Weighted Sample	2126	1765	389	1237	920
Total	2332	2014	317	1488	837
		86%	14%	64%	36%
Communicating via instant messaging e.g. Facebook Chat, MSN Messenger, Skype Chat, Snapchat	1247	1082	165	865	377
	53%	54%	52%	58% d	45%
		87%	13%	69%	30%
To find information on health related issues	1036	887	149	694	340
	44%	44%	47%	47% d	41%
		86%	14%	67%	33%
Finding/ downloading information for work/ business	1013	876	137	827	186
	43%	43%	43%	56% d	22%
		86%	14%	82%	18%
Accessing news	981	837	144	684	293
	42%	42%	45%	46% d	35%
		85%	15%	70%	30%
Watching short video clips (e.g. YouTube, Dailymotion or Vimeo)	962	834	128	686	274
	41%	41%	40%	46% d	33%
		87%	13%	71%	29%

Columns Tested: a,b - c,d

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Base : Those who use the internet at home or elsewhere

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3100	2267	833	1771	1322
Effective Weighted Sample	2126	1765	389	1237	920
Total	2332	2014	317	1488	837
		86%	14%	64%	36%
Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, ITV Hub, All4, Demand 5 or Sky Go)	852	725	127	589	261
	37%	36%	40%	40%	31%
				d	
		85%	15%	69%	31%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	824	692	131	563	258
	35%	34%	41%	38%	31%
			a	d	
		84%	16%	68%	31%
Downloading music files	779	671	109	567	209
	33%	33%	34%	38%	25%
				d	
		86%	14%	73%	27%
Playing games online/ interactively	765	660	105	505	258
	33%	33%	33%	34%	31%
		86%	14%	66%	34%

Columns Tested: a,b - c,d

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3100	2267	833	1771	1322
Effective Weighted Sample	2126	1765	389	1237	920
Total	2332	2014	317	1488	837
		86%	14%	64%	36%
Making voice calls using a VoIP service e.g. Skype	690	599	91	492	197
	30%	30%	29%	33%	24%
				d	
		87%	13%	71%	29%
Uploading/ adding content to the internet e.g. photos, videos, blog posts	636	539	97	452	182
	27%	27%	31%	30%	22%
				d	
		85%	15%	71%	29%
Finding/ downloading information for school/ college/ university/ homework	606	527	79	394	210
	26%	26%	25%	26%	25%
		87%	13%	65%	35%
Trading/ auctions	568	497	71	430	137
	24%	25%	22%	29%	16%
				d	
		88%	12%	76%	24%

Columns Tested: a,b - c,d

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

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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3100	2267	833	1771	1322
Effective Weighted Sample	2126	1765	389	1237	920
Total	2332	2014	317	1488	837
		86%	14%	64%	36%
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	472	390	82	347	122
	20%	19%	26%	23%	15%
			a	d	
		83%	17%	74%	26%
Listening to radio	469	391	79	336	132
	20%	19%	25%	23%	16%
			a	d	
		83%	17%	72%	28%
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	395	63	342	115
	20%	20%	20%	23%	14%
				d	
		86%	14%	75%	25%

Columns Tested: a,b - c,d

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3100	2267	833	1771	1322
Effective Weighted Sample	2126	1765	389	1237	920
Total	2332	2014	317	1488	837
		86%	14%	64%	36%
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	393	61	335	118
	19%	20%	19%	23% d	14%
		87%	13%	74%	26%
Using Twitter (browsing/ reading site)	452	402	50	338	114
	19%	20%	16%	23% d	14%
		89%	11%	75%	25%
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	319	52	280	90
	16%	16%	16%	19% d	11%
		86%	14%	75%	24%

Columns Tested: a,b - c,d

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3100	2267	833	1771	1322
Effective Weighted Sample	2126	1765	389	1237	920
Total	2332	2014	317	1488	837
		86%	14%	64%	36%
Streamed audio services (free) e.g. Spotify (free) or Deezer (free)	337	296	41	261	76
	14%	15%	13%	18% d	9%
		88%	12%	77%	23%
Using Twitter (account holder, posting on site)	306	266	40	221	84
	13%	13%	13%	15% d	10%
		87%	13%	72%	27%
Communicating via chat rooms e.g. virtual assistance on a website, chatting on online dating sites	231	203	29	164	68
	10%	10%	9%	11% d	8%
		88%	12%	71%	29%
Remotely control TV services at home such as Sky+ or Tivo using an online device	163	143	20	124	39
	7%	7%	6%	8% d	5%
		88%	12%	76%	24%

Columns Tested: a,b - c,d

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3100	2267	833	1771	1322
Effective Weighted Sample	2126	1765	389	1237	920
Total	2332	2014	317	1488	837
		86%	14%	64%	36%
Real time gambling	158	142	16	130	28
	7%	7%	5%	9%	3%
				d	
		90%	10%	82%	18%
Streamed audio services (subscription) e.g. Spotify Premium or Deezer Premium	153	132	20	120	33
	7%	7%	6%	8%	4%
				d	
		87%	13%	78%	22%
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	61	12	65	7
	3%	3%	4%	4%	1%
				d	
		84%	16%	90%	10%
Other	15	12	3	5	11
	1%	1%	1%	*%	1%
					c
		81%	19%	31%	69%

Columns Tested: a,b - c,d

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3100	2267	833	1771	1322
Effective Weighted Sample	2126	1765	389	1237	920
Total	2332	2014	317	1488	837
		86%	14%	64%	36%
USE SOCIAL NETWORKING SITES	1362	1185	176	960	398
	58%	59%	56%	65%	48%
				d	
		87%	13%	70%	29%
TV/ VIDEO VIEWING	1335	1149	186	939	393
	57%	57%	59%	63%	47%
				d	
		86%	14%	70%	29%
USE TWITTER	474	419	55	351	121
	20%	21%	17%	24%	14%
				d	
		88%	12%	74%	26%
STREAMED AUDIO SERVICES	366	323	44	283	83
	16%	16%	14%	19%	10%
				d	
		88%	12%	77%	23%
None of these	40	37	3	21	19
	2%	2%	1%	1%	2%
		93%	7%	52%	47%
Don't know	1	1	-	1	-
	*%	*%	-%	*%	-%
		100%	-%	100%	-%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

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QE21 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
General surfing/ browsing the internet	2061	1012	1049	318	412	777	554	187	192	305	538	598	589	441	431	1736	169	99	57
	77%	78%	76%	87%	88%	85%	60%	59%	74%	85%	92%	84%	82%	76%	65%	78%	72%	75%	77%
				f	f	f			g	gh	ghi	mn	mn	n		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
	76%	76%	76%	86%	86%	85%	58%	52%	73%	84%	91%	87%	82%	71%	61%	77%	69%	74%	70%
				f	f	f			g	gh	ghi	lmn	mn	n		pr			
		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
	58%	58%	58%	62%	68%	66%	44%	38%	55%	67%	80%	70%	63%	57%	41%	58%	57%	57%	58%
				f	f	f			g	gh	ghi	lmn	mn	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
	55%	55%	55%	59%	74%	65%	35%	31%	48%	63%	82%	67%	61%	54%	37%	56%	46%	55%	51%
				f	cef	cf			g	gh	ghi	lmn	mn	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
	49%	45%	53%	72%	67%	57%	22%	36%	46%	58%	65%	52%	53%	46%	43%	50%	43%	43%	50%
			a	ef	ef	f			g	gh	ghi	mn	mn			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 TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

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QE21 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
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
	47%	44%	49%	69%	68%	52%	22%	35%	44%	53%	56%	51%	51%	42%	41%	47%	43%	45%	47%
			a	ef	ef	f			g	gh	gh	mn	mn						
		46%	54%	20%	26%	38%	16%	9%	9%	15%	26%	29%	29%	20%	22%	84%	8%	5%	3%
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
	39%	35%	42%	37%	46%	45%	30%	23%	35%	45%	56%	48%	40%	36%	29%	40%	27%	40%	47%
			a	f	cf	cf			g	gh	ghi	lmn	n	n		p		p	op
		44%	56%	13%	21%	40%	26%	7%	9%	16%	32%	33%	28%	20%	18%	86%	6%	5%	3%
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
	38%	42%	34%	38%	49%	52%	18%	16%	29%	44%	60%	53%	41%	34%	22%	38%	32%	40%	34%
		b		f	cf	cf			g	gh	ghi	lmn	mn	n		p		p	
		54%	46%	14%	23%	47%	16%	5%	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
	37%	40%	33%	40%	44%	45%	23%	21%	31%	43%	53%	48%	42%	30%	24%	37%	32%	36%	33%
		b		f	f	f			g	gh	ghi	lmn	mn	n					
		53%	47%	15%	21%	42%	22%	7%	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
	36%	39%	34%	53%	49%	41%	18%	23%	36%	42%	52%	43%	40%	32%	28%	38%	25%	27%	24%
		b		ef	ef	f			g	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

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QE21 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
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
	32%	33%	31%	45%	38%	37%	19%	18%	28%	36%	51%	43%	34%	28%	21%	33%	25%	31%	22%
				ef	f	f			g	gh	ghi	lmn	mn	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
	31%	32%	29%	26%	31%	37%	26%	18%	25%	38%	47%	43%	34%	25%	19%	32%	24%	28%	31%
						cdf			g	gh	ghi	lmn	mn	n		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
	29%	31%	27%	48%	40%	35%	10%	20%	29%	34%	43%	33%	34%	29%	20%	30%	28%	21%	29%
		b		def	f	f			g	g	ghi	n	mn	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
	29%	31%	27%	50%	39%	31%	13%	26%	29%	31%	36%	26%	31%	30%	28%	29%	27%	22%	23%
		b		def	ef	f					g					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

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QE21 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
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
	26%	26%	26%	35%	34%	30%	13%	13%	22%	27%	37%	33%	30%	21%	18%	27%	21%	21%	16%
				f	f	f			g	g	ghi	mn	mn			pqr			
		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
	24%	23%	25%	36%	35%	26%	11%	15%	24%	26%	35%	30%	25%	20%	19%	25%	15%	23%	24%
				ef	ef	f			g	g	ghi	lmn	mn			p		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
	23%	21%	24%	44%	25%	29%	7%	13%	19%	28%	32%	31%	27%	16%	15%	24%	13%	23%	24%
				def	f	f			g	gh	gh	mn	mn			p		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
	21%	24%	19%	23%	29%	26%	11%	13%	16%	26%	34%	26%	22%	23%	14%	22%	17%	14%	16%
		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 TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

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QE21 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
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
	18%	19%	16%	25%	24%	21%	8%	10%	17%	16%	31%	25%	21%	13%	10%	19%	11%	16%	12%
				f	f	f			g	g	ghi	mn	mn			pr		p	
		53%	47%	19%	24%	41%	16%	7%	9%	12%	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
	18%	19%	16%	24%	20%	21%	11%	11%	13%	18%	29%	24%	17%	15%	13%	19%	13%	13%	9%
		b		f	f	f				gh	ghi	lmn	n			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
	17%	20%	14%	27%	24%	21%	6%	10%	14%	19%	29%	20%	19%	17%	12%	18%	8%	20%	10%
		b		ef	f	f				g	ghi	n	n	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

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QE21 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
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
	17%	20%	14%	24%	23%	20%	8%	10%	12%	20%	29%	22%	18%	15%	12%	18%	9%	19%	9%
		b		f	f	f				gh	ghi	lmn	n			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
	17%	18%	16%	36%	27%	18%	3%	9%	12%	18%	25%	21%	20%	15%	11%	17%	13%	19%	20%
				def	ef	f				gh	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
	14%	14%	13%	24%	23%	15%	4%	9%	11%	14%	23%	16%	15%	14%	10%	14%	12%	15%	18%
				ef	ef	f				g	ghi	n	n						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

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QE21 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
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
	13%	15%	10%	25%	19%	14%	3%	7%	10%	14%	21%	15%	15%	12%	8%	13%	12%	13%	8%
		b		def	ef	f				g	ghi	n	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
	11%	12%	10%	26%	17%	12%	2%	5%	9%	13%	17%	16%	13%	9%	7%	12%	8%	9%	15%
				def	ef	f			g	g	gh	mn	mn						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
	9%	10%	8%	14%	14%	11%	2%	7%	7%	12%	12%	9%	10%	7%	8%	9%	4%	8%	5%
				f	f	f				gh	gh					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
	6%	7%	5%	6%	7%	9%	3%	3%	4%	7%	11%	8%	7%	4%	5%	6%	4%	8%	6%
		b		f	f	f				g	ghi	mn	mn					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

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QE21 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
Real time gambling	158	112	45	32	46	65	14	13	13	27	53	34	48	38	37	125	22	7	3
	6%	9%	3%	9%	10%	7%	1%	4%	5%	7%	9%	5%	7%	7%	6%	6%	9%	6%	4%
		b		f	f	f					gh						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
	6%	7%	4%	13%	8%	6%	1%	3%	4%	5%	11%	7%	6%	4%	5%	6%	6%	6%	6%
		b		def	f	f					ghi	m							
		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%	3%	2%	2%	5%	4%	1%	1%	*%	2%	6%	4%	3%	2%	2%	3%	1%	4%	1%
				f	f	f					ghi	mn				pr		pr	
		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%	*%	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

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QE21 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
USE SOCIAL NETWORKING SITES	1362	616	746	275	331	542	213	118	122	216	397	392	395	282	291	1157	104	62	39
	51%	47%	54%	76%	71%	59%	23%	37%	47%	60%	68%	55%	55%	49%	44%	52%	45%	47%	52%
			a	ef	ef	f			g	gh	ghi	mn	mn			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
	50%	51%	49%	68%	67%	56%	28%	33%	46%	59%	71%	58%	54%	46%	39%	52%	39%	45%	40%
				ef	ef	f			g	gh	ghi	mn	mn	n		pqr			
		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
	18%	19%	16%	37%	28%	19%	4%	9%	14%	19%	26%	22%	22%	15%	11%	18%	13%	20%	21%
				def	ef	f				g	ghi	mn	mn			p		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
	14%	16%	12%	27%	21%	15%	4%	7%	10%	14%	24%	16%	17%	13%	9%	14%	16%	14%	8%
		b		def	ef	f				g	ghi	n	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
	1%	2%	1%	1%	1%	1%	2%	3%	2%	1%	1%	*%	1%	2%	3%	1%	2%	2%	1%
								ij					k	k	kl				
		64%	36%	10%	17%	24%	48%	20%	11%	5%	10%	*%	22%	25%	53%	77%	14%	6%	3%
Don't know	1	-	1	1	-	-	1	-	-	-	-	-	-	1	1	1	1	-	-
	*%	-%	*%	*%	-%	-%	*%	-%	-%	-%	-%	-%	-%	*%	*%	*%	*%	-%	-%
		-%	100%	62%	-%	-%	38%	-%	-%	-%	-%	-%	-%	38%	62%	38%	62%	-%	-%

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

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QE21 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
General surfing/ browsing the internet	2061	1774	287	1339	716
	77%	77%	80%	86%	64%
				d	
		86%	14%	65%	35%
Sending and receiving e-mail	2032	1753	279	1354	674
	76%	76%	78%	87%	60%
				d	
		86%	14%	67%	33%
Purchasing goods/services/ tickets etc.	1554	1316	238	1045	506
	58%	57%	66%	67%	45%
			a	d	
		85%	15%	67%	33%
Banking	1478	1271	207	1050	422
	55%	55%	58%	68%	38%
				d	
		86%	14%	71%	29%
Using social networking (such as Facebook, LinkedIn, Bebo or Snapchat)	1303	1136	168	920	380
	49%	49%	47%	59%	34%
				d	
		87%	13%	71%	29%

Columns Tested: a,b - c,d

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

QE21 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
Communicating via instant messaging e.g. Facebook Chat, MSN Messenger, Skype Chat, Snapchat	1247	1082	165	865	377
	47%	47%	46%	56% d	34%
		87%	13%	69%	30%
To find information on health related issues	1036	887	149	694	340
	39%	38%	41%	45% d	31%
		86%	14%	67%	33%
Finding/ downloading information for work/ business	1013	876	137	827	186
	38%	38%	38%	53% d	17%
		86%	14%	82%	18%
Accessing news	981	837	144	684	293
	37%	36%	40%	44% d	26%
		85%	15%	70%	30%
Watching short video clips (e.g. YouTube, Dailymotion or Vimeo)	962	834	128	686	274
	36%	36%	36%	44% d	25%
		87%	13%	71%	29%

Columns Tested: a,b - c,d

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

QE21 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, ITV Hub, All4, Demand 5 or Sky Go)	852	725	127	589	261
	32%	31%	35%	38%	23%
				d	
		85%	15%	69%	31%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	824	692	131	563	258
	31%	30%	37%	36%	23%
			a	d	
		84%	16%	68%	31%
Downloading music files	779	671	109	567	209
	29%	29%	30%	37%	19%
				d	
		86%	14%	73%	27%
Playing games online/ interactively	765	660	105	505	258
	29%	29%	29%	33%	23%
				d	
		86%	14%	66%	34%

Columns Tested: a,b - c,d

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QE21 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
Making voice calls using a VoIP service e.g. Skype	690	599	91	492	197
	26%	26%	25%	32% d	18%
		87%	13%	71%	29%
Uploading/ adding content to the internet e.g. photos, videos, blog posts	636	539	97	452	182
	24%	23%	27%	29% d	16%
		85%	15%	71%	29%
Finding/ downloading information for school/ college/ university/ homework	606	527	79	394	210
	23%	23%	22%	25% d	19%
		87%	13%	65%	35%
Trading/ auctions	568	497	71	430	137
	21%	21%	20%	28% d	12%
		88%	12%	76%	24%

Columns Tested: a,b - c,d

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QE21 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	472	390	82	347	122
	18%	17%	23%	22%	11%
			a	d	
		83%	17%	74%	26%
Listening to radio	469	391	79	336	132
	18%	17%	22%	22%	12%
			a	d	
		83%	17%	72%	28%
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	395	63	342	115
	17%	17%	17%	22%	10%
				d	
		86%	14%	75%	25%

Columns Tested: a,b - c,d

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QE21 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
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	393	61	335	118
	17%	17%	17%	22% d	11%
		87%	13%	74%	26%
Using Twitter (browsing/ reading site)	452	402	50	338	114
	17%	17%	14%	22% d	10%
		89%	11%	75%	25%
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	319	52	280	90
	14%	14%	15%	18% d	8%
		86%	14%	75%	24%

Columns Tested: a,b - c,d

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QE21 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
Streamed audio services (free) e.g. Spotify (free) or Deezer (free)	337	296	41	261	76
	13%	13%	11%	17%	7%
				d	
		88%	12%	77%	23%
Using Twitter (account holder, posting on site)	306	266	40	221	84
	11%	11%	11%	14%	8%
				d	
		87%	13%	72%	27%
Communicating via chat rooms e.g. virtual assistance on a website, chatting on online dating sites	231	203	29	164	68
	9%	9%	8%	11%	6%
				d	
		88%	12%	71%	29%
Remotely control TV services at home such as Sky+ or Tivo using an online device	163	143	20	124	39
	6%	6%	6%	8%	3%
				d	
		88%	12%	76%	24%

Columns Tested: a,b - c,d

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QE21 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
Real time gambling	158	142	16	130	28
	6%	6%	4%	8% d	3%
		90%	10%	82%	18%
Streamed audio services (subscription) e.g. Spotify Premium or Deezer Premium	153	132	20	120	33
	6%	6%	6%	8% d	3%
		87%	13%	78%	22%
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	61	12	65	7
	3%	3%	3%	4% d	1%
		84%	16%	90%	10%
Other	15	12	3	5	11
	1%	1%	1%	*%	1% c
		81%	19%	31%	69%

Columns Tested: a,b - c,d

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QE21 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
USE SOCIAL NETWORKING SITES	1362	1185	176	960	398
	51%	51%	49%	62% d	36%
		87%	13%	70%	29%
TV/ VIDEO VIEWING	1335	1149	186	939	393
	50%	50%	52%	61% d	35%
		86%	14%	70%	29%
USE TWITTER	474	419	55	351	121
	18%	18%	15%	23% d	11%
		88%	12%	74%	26%
STREAMED AUDIO SERVICES	366	323	44	283	83
	14%	14%	12%	18% d	7%
		88%	12%	77%	23%
None of these	40	37	3	21	19
	1%	2%	1%	1%	2%
		93%	7%	52%	47%
Don't know	1	1	-	1	-
	*%	*%	-%	*%	-%
		100%	-%	100%	-%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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.

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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 TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 83

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
Purchasing goods/ services/ tickets etc.	921	431	490	119	198	396	207	63	78	146	314	321	271	185	144	797	63	43	17
	40%	38%	41%	34%	44%	46%	32%	29%	36%	44%	55%	48%	41%	37%	28%	41%	31%	38%	28%
					cf	cf				g	ghi	lmn	n	n		pr		r	
		47%	53%	13%	22%	43%	23%	7%	9%	16%	34%	35%	29%	20%	16%	87%	7%	5%	2%
Accessing news	713	405	308	100	156	295	161	39	53	113	246	260	224	118	111	610	52	34	17
	31%	36%	26%	28%	34%	34%	25%	18%	24%	34%	43%	39%	34%	24%	22%	31%	26%	30%	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	384	311	93	158	338	107	38	37	104	274	276	207	119	94	608	37	35	17
	30%	34%	26%	26%	35%	39%	16%	18%	17%	31%	48%	41%	32%	24%	19%	31%	18%	30%	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	352	288	142	152	253	93	51	49	97	213	193	191	117	139	579	26	25	9
	27%	31%	24%	40%	33%	29%	14%	24%	22%	29%	37%	29%	29%	24%	27%	30%	13%	23%	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 TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 83

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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% ef	25% f	24% f	17%	16%	19%	24% g	34% ghi	29% lmn	23% n	19%	18%	24% pr	14%	22% pr	13%
		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% b	20%	37% def	24% f	21% f	13%	27%	23%	21%	24%	17%	22% k	22%	27% k	23% r	18%	18%	14%
		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% f	26% ef	19% f	9%	11%	16%	19% g	24% gh	20% m	21% mn	14%	16%	20% pqr	9%	13%	8%
		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% b	16%	32% def	23% f	19% f	6%	17%	16%	22%	26% gh	18%	21% n	18%	16%	19% p	14%	14%	18%
		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

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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		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	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%

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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

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	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	NI
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Unweighted total	3100	1471	1629	505	577	1088	930	363	315	419	601	741	990	643	723	1899	405	401	395
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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	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

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		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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3100	1471	1629	505	577	1088	930	363	315	419	601	741	990	643	723	1899	405	401	395
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		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% ef	14% ef	9% f	3%	9%	7%	10%	14% h	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% b	7%	16% ef	12% f	9% f	3%	4%	9%	8%	14% gi	10%	10%	7%	7%	9% r	9% r	11% r	3%
		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% def	11% ef	7% f	3%	6%	9%	9%	11% g	10% n	10% n	7%	6%	9%	7%	8%	12% op
		55%	45%	33%	26%	32%	9%	6%	10%	15%	31%	34%	33%	18%	16%	84%	7%	5%	4%

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3100	1471	1629	505	577	1088	930	363	315	419	601	741	990	643	723	1899	405	401	395
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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%

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		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	ENGLAND	SCOTLAND	WALES	NI
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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	23	20	3	14	22	4	-	1	4	22	23	11	4	5	40	1	2	*
	2%	2%	2%	1%	3% cf	3% f	1%	-%	*%	1%	4% ghi	3% mn	2%	1%	1%	2% r	1%	2%	*%
		54%	46%	7%	32%	52%	10%	-%	2%	9%	50%	53%	25%	10%	12%	91%	3%	5%	*%
Other	12	10	2	1	*	4	6	1	*	1	2	2	4	2	5	6	5	1	-
	1%	1% b	*%	*%	*%	*%	1%	1%	*%	*%	*%	*%	1%	*%	1%	*%	2% or	1%	-%
		83%	17%	11%	3%	32%	54%	10%	3%	6%	19%	14%	32%	14%	40%	49%	42%	9%	-%
USE SOCIAL NETWORKING SITES	1187	531	657	248	294	470	176	108	110	183	351	336	341	250	260	1006	90	57	34
	51%	47%	55% a	70% ef	64% ef	54% f	27%	50%	51%	55%	61% gh	50%	52%	50%	51%	51% p	45%	51%	55% p
		45%	55%	21%	25%	40%	15%	9%	9%	15%	30%	28%	29%	21%	22%	85%	8%	5%	3%
TV/ VIDEO VIEWING	987	509	478	201	238	365	182	75	78	155	324	305	296	193	193	869	55	45	18
	42%	45% b	40%	57% ef	52% ef	42% f	28%	35%	36%	46% gh	56% ghi	45% mn	45% mn	39%	38%	44% pr	27%	39% pr	30%
		52%	48%	20%	24%	37%	18%	8%	8%	16%	33%	31%	30%	20%	20%	88%	6%	5%	2%
USE TWITTER	332	178	154	99	93	115	25	20	24	44	120	116	101	64	52	280	20	21	11
	14%	16%	13%	28% def	20% ef	13% f	4%	9%	11%	13%	21% ghi	17% n	15% n	13%	10%	14%	10%	18% p	19% p
		54%	46%	30%	28%	35%	8%	6%	7%	13%	36%	35%	30%	19%	16%	84%	6%	6%	3%

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		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

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3100	2267	833	1771	1322
Effective Weighted Sample	2126	1765	389	1237	920
Total	2332	2014	317	1488	837
		86%	14%	64%	36%
General surfing/ browsing the internet	1889	1630	260	1247	637
	81%	81%	82%	84%	76%
				d	
		86%	14%	66%	34%
Sending and receiving e-mail	1744	1507	238	1177	563
	75%	75%	75%	79%	67%
				d	
		86%	14%	67%	32%
Banking	1158	992	166	838	314
	50%	49%	52%	56%	37%
				d	
		86%	14%	72%	27%
Using social networking (such as Facebook, LinkedIn, Bebo or Snapchat)	1126	978	148	784	338
	48%	49%	47%	53%	40%
				d	
		87%	13%	70%	30%
Communicating via instant messaging e.g. Facebook Chat, MSN Messenger, Skype Chat, Snapchat	950	828	122	654	293
	41%	41%	38%	44%	35%
				d	
		87%	13%	69%	31%

Columns Tested: a,b - c,d

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

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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3100	2267	833	1771	1322
Effective Weighted Sample	2126	1765	389	1237	920
Total	2332	2014	317	1488	837
		86%	14%	64%	36%
Purchasing goods/ services/ tickets etc.	921	777	144	646	272
	40%	39%	45%	43%	32%
			a	d	
		84%	16%	70%	29%
Accessing news	713	611	102	493	215
	31%	30%	32%	33%	26%
				d	
		86%	14%	69%	30%
Finding/ downloading information for work/ business	696	596	100	584	111
	30%	30%	31%	39%	13%
				d	
		86%	14%	84%	16%
Watching short video clips (e.g. YouTube, Dailymotion or Vimeo)	640	555	85	449	190
	27%	28%	27%	30%	23%
				d	
		87%	13%	70%	30%
Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, ITV Hub, All4, Demand 5 or Sky Go)	534	453	81	358	173
	23%	22%	25%	24%	21%
		85%	15%	67%	32%

Columns Tested: a,b - c,d

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3100	2267	833	1771	1322
Effective Weighted Sample	2126	1765	389	1237	920
Total	2332	2014	317	1488	837
		86%	14%	64%	36%
Playing games online/ interactively	509	429	80	322	186
	22%	21%	25%	22%	22%
		84%	16%	63%	37%
Making voice calls using a VoIP service e.g. Skype	427	377	49	312	113
	18%	19%	16%	21%	14%
				d	
		88%	12%	73%	27%
Downloading music files	424	367	57	306	115
	18%	18%	18%	21%	14%
				d	
		87%	13%	72%	27%
To find information on health related issues	400	346	54	270	129
	17%	17%	17%	18%	15%
		87%	13%	68%	32%
Uploading/ adding content to the internet e.g. photos, videos, blog posts	367	319	48	270	96
	16%	16%	15%	18%	12%
				d	
		87%	13%	73%	26%

Columns Tested: a,b - c,d

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3100	2267	833	1771	1322
Effective Weighted Sample	2126	1765	389	1237	920
Total	2332	2014	317	1488	837
		86%	14%	64%	36%
Finding/ downloading information for school/ college/ university/ homework	358	312	46	210	146
	15%	15%	15%	14%	17%
					c
		87%	13%	59%	41%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	310	262	48	217	90
	13%	13%	15%	15%	11%
				d	
		84%	16%	70%	29%
Using Twitter (browsing/ reading site)	309	274	35	220	89
	13%	14%	11%	15%	11%
				d	
		89%	11%	71%	29%
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	292	240	52	221	70
	13%	12%	16%	15%	8%
			a	d	
		82%	18%	76%	24%

Columns Tested: a,b - c,d

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3100	2267	833	1771	1322
Effective Weighted Sample	2126	1765	389	1237	920
Total	2332	2014	317	1488	837
		86%	14%	64%	36%
Listening to radio	283	229	54	200	83
	12%	11%	17%	13%	10%
			a	d	
		81%	19%	71%	29%
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	230	35	201	64
	11%	11%	11%	13%	8%
				d	
		87%	13%	76%	24%
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	228	33	199	61
	11%	11%	10%	13%	7%
				d	
		87%	13%	76%	24%
Trading/ auctions	258	218	41	195	62
	11%	11%	13%	13%	7%
				d	
		84%	16%	75%	24%

Columns Tested: a,b - c,d

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3100	2267	833	1771	1322
Effective Weighted Sample	2126	1765	389	1237	920
Total	2332	2014	317	1488	837
		86%	14%	64%	36%
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	181	33	160	53
	9%	9%	11%	11%	6%
				d	
		84%	16%	75%	25%
Streamed audio services (free) e.g. Spotify (free) or Deezer (free)	202	174	29	157	45
	9%	9%	9%	11%	5%
				d	
		86%	14%	78%	22%
Using Twitter (account holder, posting on site)	200	174	26	135	66
	9%	9%	8%	9%	8%
		87%	13%	67%	33%

Columns Tested: a,b - c,d

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3100	2267	833	1771	1322
Effective Weighted Sample	2126	1765	389	1237	920
Total	2332	2014	317	1488	837
		86%	14%	64%	36%
Communicating via chat rooms e.g. virtual assistance on a website, chatting on online dating sites	132	111	21	95	37
	6%	6%	7%	6%	4%
				d	
		84%	16%	72%	28%
Remotely control TV services at home such as Sky+ or Tivo using an online device	94	81	13	73	21
	4%	4%	4%	5%	2%
				d	
		87%	13%	78%	22%
Streamed audio services (subscription) e.g. Spotify Premium or Deezer Premium	91	75	15	73	18
	4%	4%	5%	5%	2%
				d	
		83%	17%	81%	19%
Real time gambling	59	54	5	46	13
	3%	3%	2%	3%	2%
				d	
		92%	8%	78%	22%

Columns Tested: a,b - c,d

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3100	2267	833	1771	1322
Effective Weighted Sample	2126	1765	389	1237	920
Total	2332	2014	317	1488	837
		86%	14%	64%	36%
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	34	10	37	7
	2%	2%	3%	2%	1%
				d	
		78%	22%	85%	15%
Other	12	9	3	4	8
	1%	*%	1%	*%	1%
					c
		77%	23%	31%	69%
USE SOCIAL NETWORKING SITES	1187	1033	154	829	354
	51%	51%	49%	56%	42%
				d	
		87%	13%	70%	30%
TV/ VIDEO VIEWING	987	858	129	689	294
	42%	43%	41%	46%	35%
				d	
		87%	13%	70%	30%
USE TWITTER	332	294	38	237	95
	14%	15%	12%	16%	11%
				d	
		88%	12%	71%	29%

Columns Tested: a,b - c,d

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3100	2267	833	1771	1322
Effective Weighted Sample	2126	1765	389	1237	920
Total	2332	2014	317	1488	837
		86%	14%	64%	36%
STREAMED AUDIO SERVICES	228	196	31	178	50
	10%	10%	10%	12%	6%
				d	
		86%	14%	78%	22%
None of these	84	78	6	39	45
	4%	4%	2%	3%	5%
		b			c
		93%	7%	46%	53%
Don't know	2	2	-	1	1
	*%	*%	-%	*%	*%
		100%	-%	60%	40%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 84

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QE22 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
General surfing/ browsing the internet	1889	927	962	292	390	716	492	168	170	278	508	551	547	395	394	1594	153	90	51
	71%	71%	70%	80%	83%	78%	53%	53%	65%	78%	87%	77%	76%	68%	60%	71%	66%	68%	69%
				f	ef	f			g	gh	ghi	mn	mn	n		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
	65%	65%	65%	73%	75%	74%	48%	41%	58%	74%	86%	78%	73%	57%	50%	67%	54%	64%	54%
				f	f	f			g	gh	ghi	lmn	mn	n		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
	43%	43%	43%	45%	59%	52%	26%	23%	37%	51%	67%	54%	47%	43%	28%	45%	30%	45%	37%
				f	cef	cf			g	gh	ghi	lmn	n	n		pr		pr	
		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
	42%	38%	46%	63%	58%	50%	18%	34%	40%	49%	56%	44%	45%	40%	39%	43%	37%	39%	42%
			a	ef	ef	f				gh	ghi		mn						
		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
	36%	32%	39%	55%	54%	39%	15%	28%	31%	39%	47%	37%	39%	32%	33%	37%	27%	35%	35%
			a	ef	ef	f				gh	ghi		mn			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 TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 84

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QE22 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
Purchasing goods/ services/ tickets etc.	921	431	490	119	198	396	207	63	78	146	314	321	271	185	144	797	63	43	17
	34%	33%	36%	33%	42%	43%	22%	20%	30%	41%	54%	45%	38%	32%	22%	36%	27%	33%	24%
				f	cf	cf			g	gh	ghi	lmn	mn	n		pr		r	
		47%	53%	13%	22%	43%	23%	7%	9%	16%	34%	35%	29%	20%	16%	87%	7%	5%	2%
Accessing news	713	405	308	100	156	295	161	39	53	113	246	260	224	118	111	610	52	34	17
	27%	31%	22%	28%	33%	32%	17%	12%	20%	31%	42%	36%	31%	20%	17%	27%	22%	26%	23%
		b		f	f	f			g	gh	ghi	lmn	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	384	311	93	158	338	107	38	37	104	274	276	207	119	94	608	37	35	17
	26%	30%	23%	26%	34%	37%	11%	12%	14%	29%	47%	39%	29%	21%	14%	27%	16%	26%	22%
		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	352	288	142	152	253	93	51	49	97	213	193	191	117	139	579	26	25	9
	24%	27%	21%	39%	32%	28%	10%	16%	19%	27%	37%	27%	27%	20%	21%	26%	11%	19%	12%
		b		ef	f	f				gh	ghi	mn	mn			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

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QE22 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
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
	20%	21%	19%	30%	24%	22%	12%	11%	16%	22%	33%	27%	21%	16%	13%	21%	13%	19%	11%
				ef	f	f				g	ghi	lmn	mn			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
	19%	21%	17%	36%	24%	20%	9%	18%	20%	20%	23%	16%	20%	19%	20%	20%	16%	16%	12%
		b		def	f	f										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
	16%	17%	15%	23%	26%	18%	6%	8%	13%	18%	23%	19%	19%	12%	12%	17%	8%	11%	7%
				f	ef	f			g	g	gh	mn	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
	16%	18%	14%	31%	22%	18%	4%	12%	14%	20%	25%	17%	19%	15%	12%	17%	12%	12%	15%
		b		def	f	f				gh	gh	n	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

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QE22 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
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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%
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
	15%	12%	18%	15%	20%	18%	10%	8%	13%	20%	25%	21%	13%	13%	12%	15%	6%	20%	18%
			a	f	f	f			g	gh	gh	lmn				p		p	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
	14%	14%	14%	23%	22%	14%	5%	9%	13%	15%	21%	17%	14%	12%	13%	14%	8%	12%	14%
				ef	ef	f				g	ghi	mn				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
	13%	13%	14%	33%	12%	16%	3%	8%	11%	16%	18%	18%	17%	8%	9%	14%	6%	13%	16%
				def	f	f				g	gh	mn	mn			p		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
	12%	12%	11%	10%	12%	15%	8%	8%	6%	16%	21%	17%	13%	9%	7%	13%	4%	8%	7%
						cf				gh	gh	lmn	n			pqr		p	
		49%	51%	12%	17%	46%	25%	8%	5%	19%	40%	38%	29%	18%	15%	92%	3%	4%	2%

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QE22 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (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	ENGLAND	SCOTLAND	WALES	NI
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		49%	51%	14%	18%	34%	35%	12%	10%	13%	22%	27%	27%	22%	25%	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
	12%	13%	10%	26%	18%	12%	2%	6%	8%	11%	20%	15%	13%	10%	8%	12%	8%	15%	13%
		b		def	ef	f				g	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
	11%	12%	10%	14%	16%	14%	4%	8%	9%	9%	20%	15%	13%	9%	6%	12%	6%	10%	7%
				f	f	f					ghi	mn	mn	n		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
	11%	12%	9%	13%	12%	14%	6%	6%	7%	12%	19%	15%	11%	7%	8%	11%	7%	7%	5%
		b		f	f	f				gh	ghi	lmn	mn			pqr			
		56%	44%	17%	19%	44%	19%	7%	6%	16%	40%	38%	28%	15%	19%	90%	6%	3%	1%

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		49%	51%	14%	18%	34%	35%	12%	10%	13%	22%	27%	27%	22%	25%	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
	10%	13%	7%	18%	14%	12%	3%	7%	7%	11%	18%	11%	12%	7%	9%	11%	3%	12%	6%
		b		ef	f	f					ghi	m	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
	10%	12%	8%	12%	14%	12%	5%	6%	5%	11%	19%	14%	9%	8%	7%	10%	5%	11%	3%
		b		f	f	f				gh	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
	10%	11%	8%	9%	13%	13%	5%	6%	7%	12%	16%	13%	9%	9%	7%	10%	6%	7%	6%
		b		f	f	cf				g	gh	ln				pr			
		57%	43%	13%	24%	47%	16%	8%	7%	16%	36%	35%	26%	21%	19%	89%	6%	4%	2%

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		49%	51%	14%	18%	34%	35%	12%	10%	13%	22%	27%	27%	22%	25%	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
	8%	8%	8%	15%	14%	8%	2%	6%	6%	9%	13%	9%	9%	8%	7%	8%	8%	8%	10%
				ef	ef	f					gh								
		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
	8%	9%	6%	15%	11%	8%	2%	3%	7%	8%	13%	9%	9%	6%	6%	8%	8%	9%	2%
		b		ef	f	f			g	g	ghi	n	n			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
	7%	8%	7%	18%	11%	7%	2%	4%	7%	8%	11%	10%	9%	6%	5%	8%	6%	7%	10%
				def	ef	f				g	g	mn	mn						
		55%	45%	33%	26%	32%	9%	6%	10%	15%	31%	34%	33%	18%	16%	84%	7%	5%	4%

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		49%	51%	14%	18%	34%	35%	12%	10%	13%	22%	27%	27%	22%	25%	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
	5%	6%	4%	7%	8%	7%	1%	4%	4%	6%	7%	6%	5%	3%	5%	5%	2%	5%	3%
				f	f	f					g	m				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%	2%	3%	5%	5%	1%	1%	2%	4%	7%	5%	5%	2%	2%	4%	3%	4%	3%
		b		f	f	f				g	gh	mn	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	*
	3%	5%	2%	8%	5%	3%	1%	1%	4%	2%	6%	5%	3%	2%	3%	3%	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
	2%	3%	1%	2%	4%	3%	1%	2%	2%	3%	3%	1%	3%	2%	3%	2%	4%	2%	2%
		b		f	f	f											o		
		70%	30%	12%	32%	45%	11%	12%	8%	19%	30%	16%	32%	22%	30%	77%	16%	5%	2%

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QE22 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (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	ENGLAND	SCOTLAND	WALES	NI
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		49%	51%	14%	18%	34%	35%	12%	10%	13%	22%	27%	27%	22%	25%	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	23	20	3	14	22	4	-	1	4	22	23	11	4	5	40	1	2	*
	2%	2%	1%	1%	3%	2%	*%	-%	*%	1%	4%	3%	2%	1%	1%	2%	1%	2%	*%
					cf	f				g	ghi	lmn				r		r	
		54%	46%	7%	32%	52%	10%	-%	2%	9%	50%	53%	25%	10%	12%	91%	3%	5%	*%
Other	12	10	2	1	*	4	6	1	*	1	2	2	4	2	5	6	5	1	-
	*%	1%	*%	*%	*%	*%	1%	*%	*%	*%	*%	*%	1%	*%	1%	*%	2%	1%	-%
		b															or		
		83%	17%	11%	3%	32%	54%	10%	3%	6%	19%	14%	32%	14%	40%	49%	42%	9%	-%
USE SOCIAL NETWORKING SITES	1187	531	657	248	294	470	176	108	110	183	351	336	341	250	260	1006	90	57	34
	44%	41%	48%	68%	63%	51%	19%	34%	42%	51%	60%	47%	47%	43%	39%	45%	39%	43%	46%
			a	ef	ef	f			g	gh	ghi	n	n			p			p
		45%	55%	21%	25%	40%	15%	9%	9%	15%	30%	28%	29%	21%	22%	85%	8%	5%	3%
TV/ VIDEO VIEWING	987	509	478	201	238	365	182	75	78	155	324	305	296	193	193	869	55	45	18
	37%	39%	35%	55%	51%	40%	20%	24%	30%	43%	56%	43%	41%	33%	29%	39%	24%	34%	25%
		b		ef	ef	f				gh	ghi	mn	mn			pr		pr	
		52%	48%	20%	24%	37%	18%	8%	8%	16%	33%	31%	30%	20%	20%	88%	6%	5%	2%
USE TWITTER	332	178	154	99	93	115	25	20	24	44	120	116	101	64	52	280	20	21	11
	12%	14%	11%	27%	20%	13%	3%	6%	9%	12%	21%	16%	14%	11%	8%	13%	9%	16%	16%
				def	ef	f				g	ghi	mn	n			p		p	p
		54%	46%	30%	28%	35%	8%	6%	7%	13%	36%	35%	30%	19%	16%	84%	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 TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 84

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QE22 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
STREAMED AUDIO SERVICES	228	134	94	63	59	85	22	9	19	29	92	75	71	41	40	189	23	14	2
	9%	10%	7%	17%	12%	9%	2%	3%	7%	8%	16%	11%	10%	7%	6%	8%	10%	10%	3%
		b		ef	f	f			g	g	ghi	mn	n			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
	3%	3%	3%	2%	3%	2%	5%	4%	4%	3%	1%	2%	2%	4%	4%	3%	3%	3%	3%
							ce	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

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QE22 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
General surfing/ browsing the internet	1889	1630	260	1247	637
	71%	70%	72%	80%	57%
				d	
		86%	14%	66%	34%
Sending and receiving e-mail	1744	1507	238	1177	563
	65%	65%	66%	76%	51%
				d	
		86%	14%	67%	32%
Banking	1158	992	166	838	314
	43%	43%	46%	54%	28%
				d	
		86%	14%	72%	27%
Using social networking (such as Facebook, LinkedIn, Bebo or Snapchat)	1126	978	148	784	338
	42%	42%	41%	51%	30%
				d	
		87%	13%	70%	30%
Communicating via instant messaging e.g. Facebook Chat, MSN Messenger, Skype Chat, Snapchat	950	828	122	654	293
	36%	36%	34%	42%	26%
				d	
		87%	13%	69%	31%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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.

QE22 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
Purchasing goods/ services/ tickets etc.	921	777	144	646	272
	34%	34%	40%	42%	24%
			a	d	
		84%	16%	70%	29%
Accessing news	713	611	102	493	215
	27%	26%	28%	32%	19%
				d	
		86%	14%	69%	30%
Finding/ downloading information for work/ business	696	596	100	584	111
	26%	26%	28%	38%	10%
				d	
		86%	14%	84%	16%
Watching short video clips (e.g. YouTube, Dailymotion or Vimeo)	640	555	85	449	190
	24%	24%	24%	29%	17%
				d	
		87%	13%	70%	30%
Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, ITV Hub, All4, Demand 5 or Sky Go)	534	453	81	358	173
	20%	20%	22%	23%	16%
				d	
		85%	15%	67%	32%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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.

QE22 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
Playing games online/ interactively	509	429	80	322	186
	19%	19%	22%	21% d	17%
		84%	16%	63%	37%
Making voice calls using a VoIP service e.g. Skype	427	377	49	312	113
	16%	16%	14%	20% d	10%
		88%	12%	73%	27%
Downloading music files	424	367	57	306	115
	16%	16%	16%	20% d	10%
		87%	13%	72%	27%
To find information on health related issues	400	346	54	270	129
	15%	15%	15%	17% d	12%
		87%	13%	68%	32%
Uploading/ adding content to the internet e.g. photos, videos, blog posts	367	319	48	270	96
	14%	14%	13%	17% d	9%
		87%	13%	73%	26%

Columns Tested: a,b - c,d

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QE22 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
Finding/ downloading information for school/ college/ university/ homework	358	312	46	210	146
	13%	13%	13%	14%	13%
		87%	13%	59%	41%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	310	262	48	217	90
	12%	11%	13%	14%	8%
				d	
		84%	16%	70%	29%
Using Twitter (browsing/ reading site)	309	274	35	220	89
	12%	12%	10%	14%	8%
				d	
		89%	11%	71%	29%
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	292	240	52	221	70
	11%	10%	14%	14%	6%
			a	d	
		82%	18%	76%	24%

Columns Tested: a,b - c,d

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

QE22 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
Listening to radio	283	229	54	200	83
	11%	10%	15%	13%	7%
			a	d	
		81%	19%	71%	29%
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	230	35	201	64
	10%	10%	10%	13%	6%
				d	
		87%	13%	76%	24%
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	228	33	199	61
	10%	10%	9%	13%	6%
				d	
		87%	13%	76%	24%
Trading/ auctions	258	218	41	195	62
	10%	9%	11%	13%	6%
				d	
		84%	16%	75%	24%

Columns Tested: a,b - c,d

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QE22 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
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	181	33	160	53
	8%	8%	9%	10%	5%
				d	
		84%	16%	75%	25%
Streamed audio services (free) e.g. Spotify (free) or Deezer (free)	202	174	29	157	45
	8%	7%	8%	10%	4%
				d	
		86%	14%	78%	22%
Using Twitter (account holder, posting on site)	200	174	26	135	66
	7%	8%	7%	9%	6%
				d	
		87%	13%	67%	33%

Columns Tested: a,b - c,d

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QE22 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
Communicating via chat rooms e.g. virtual assistance on a website, chatting on online dating sites	132	111	21	95	37
	5%	5%	6%	6% d	3%
		84%	16%	72%	28%
Remotely control TV services at home such as Sky+ or Tivo using an online device	94	81	13	73	21
	4%	4%	3%	5% d	2%
		87%	13%	78%	22%
Streamed audio services (subscription) e.g. Spotify Premium or Deezer Premium	91	75	15	73	18
	3%	3%	4%	5% d	2%
		83%	17%	81%	19%
Real time gambling	59	54	5	46	13
	2%	2%	1%	3% d	1%
		92%	8%	78%	22%

Columns Tested: a,b - c,d

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QE22 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
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	34	10	37	7
	2%	1%	3%	2%	1%
				d	
		78%	22%	85%	15%
Other	12	9	3	4	8
	*%	*%	1%	*%	1%
		77%	23%	31%	69%
USE SOCIAL NETWORKING SITES	1187	1033	154	829	354
	44%	45%	43%	53%	32%
				d	
		87%	13%	70%	30%
TV/ VIDEO VIEWING	987	858	129	689	294
	37%	37%	36%	44%	26%
				d	
		87%	13%	70%	30%
USE TWITTER	332	294	38	237	95
	12%	13%	11%	15%	9%
				d	
		88%	12%	71%	29%

Columns Tested: a,b - c,d

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QE22 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
STREAMED AUDIO SERVICES	228	196	31	178	50
	9%	8%	9%	11%	4%
				d	
		86%	14%	78%	22%
None of these	84	78	6	39	45
	3%	3%	2%	3%	4%
		b			c
		93%	7%	46%	53%
Don't know	2	2	-	1	1
	*%	*%	-%	*%	*%
		100%	-%	60%	40%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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.

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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% ef	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% l	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% ce	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%
		65% b	35%	7%	28% c	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%	-%
		75% b	25%	24% f	17%	39%	20%	7%	3%	12%	41% h	38%	20%	26%	16%	91% r	4%	5% r	-%
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% n	2%	1%	2% r	1%	3% r	*%
		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 TECHNOLOGY TRACKER - 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.

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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 TECHNOLOGY TRACKER - 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.

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%	78%	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

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	2774	2008	766	1598	1168
Effective Weighted Sample	1919	1578	367	1116	826
Total	2107	1805	302	1336	763
		86%	14%	63%	36%
Up to 512kb	6	3	3	3	3
	*%	*%	1% a	*%	*%
		53%	47%	45%	55%
Up to 1MB	8	4	5	5	4
	*%	*%	2% a	*%	*%
		45%	55%	57%	43%
Up to 2MB	18	8	10	10	6
	1%	*%	3% a	1%	1%
		44%	56%	58%	33%
Up to 4MB	22	13	9	12	10
	1%	1%	3% a	1%	1%
		61%	39%	53%	47%
Up to 8MB	53	39	14	38	14
	3%	2%	4% a	3%	2%
		74%	26%	72%	26%
Up to 10MB	59	50	9	41	18
	3%	3%	3%	3%	2%
		84%	16%	70%	30%
Up to 16MB	47	44	2	37	10
	2%	2% b	1%	3% d	1%
		95%	5%	79%	21%

Columns Tested: a,b - c,d

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

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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	2774	2008	766	1598	1168
Effective Weighted Sample	1919	1578	367	1116	826
Total	2107	1805	302	1336	763
		86%	14%	63%	36%
Up to 20MB	84	77	7	61	23
	4%	4%	2%	5%	3%
		91%	9%	72%	28%
Up to 30MB	41	33	8	27	14
	2%	2%	3%	2%	2%
		80%	20%	66%	34%
Up to 40MB	56	43	13	37	19
	3%	2%	4% a	3%	3%
		77%	23%	66%	34%
Up to 50MB	72	67	6	48	24
	3%	4%	2%	4%	3%
		92%	8%	67%	33%
Up to 100MB	48	39	9	39	9
	2%	2%	3%	3% d	1%
		82%	18%	82%	18%
Over 100MB	55	54	1	42	12
	3%	3% b	*%	3% d	2%
		97%	3%	77%	22%
SUPERFAST BROADBAND (30MB AND ABOVE)	273	236	37	194	78
	13%	13%	12%	15% d	10%
		87%	13%	71%	28%

Columns Tested: a,b - c,d

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

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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	2774	2008	766	1598	1168
Effective Weighted Sample	1919	1578	367	1116	826
Total	2107	1805	302	1336	763
		86%	14%	63%	36%
Don't know	1538	1331	206	936	598
	73%	74%	68%	70%	78%
		b			c
		87%	13%	61%	39%

Columns Tested: a,b - c,d

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

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%	*%	-%	-%	*%	*%	1%	-%
		23%	77%	-%	18%	64%	18%	-%	-%	-%	75%	l 98%	2%	-%	-%	82%	2%	16%	-%
750K	6	5	1	1	2	1	1	-	-	1	3	4	2	-	*	6	*	*	-
	*%	*%	*%	*%	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%	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%	-%
		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%	-%
		58%	42%	10%	17%	57%	16%	5%	8%	14%	41%	36%	n 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%
		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%	*%	3%	2%	2%	2%	2%	1%	2%	1%	3%	1%
		b 69%	31%	6%	21%	28%	45%	3%	3%	24%	38%	n 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 TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 86

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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% m	*%	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% b	1%	3%	4%	3%	2%	2%	2%	3%	3%	4% ln	2%	3% n	1%	3% r	2%	5% 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% c	2%	1%	1%	1%	1%	3% i	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% b	2%	4%	2%	4%	3%	2%	3%	2%	4%	2%	4%	3%	3%	3%	4%	2%	2%
		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% b	1%	*%	2%	2%	1%	1%	2%	1%	2%	2%	1%	2%	1%	1%	5% oqr	1%	1%
		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% b	1%	3%	2%	3%	1%	*%	2%	3%	3%	2%	3%	2%	2%	2%	3%	1%	2%
		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 TECHNOLOGY TRACKER - 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.

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	2774	2008	766	1598	1168
Effective Weighted Sample	1919	1578	367	1116	826
Total	2107	1805	302	1336	763
		86%	14%	63%	36%
512K	5	3	2	4	1
	*%	*%	1%	*%	*%
		56%	44%	79%	21%
750K	6	5	1	4	2
	*%	*%	*%	*%	*%
		84%	16%	69%	31%
1MB	13	7	6	10	3
	1%	*%	2%	1%	*%
			a		
		50%	50%	80%	20%
1.5MB	9	4	5	6	4
	*%	*%	2%	*%	*%
			a		
		47%	53%	60%	40%
2MB	15	12	2	10	3
	1%	1%	1%	1%	*%
		83%	17%	70%	20%
3MB	12	7	5	4	8
	1%	*%	2%	*%	1%
			a		c
		58%	42%	29%	71%
4MB	36	24	12	26	10
	2%	1%	4%	2%	1%
			a		
		66%	34%	73%	27%
8MB	45	35	9	28	16
	2%	2%	3%	2%	2%
		79%	21%	63%	35%

Columns Tested: a,b - c,d

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

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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	2774	2008	766	1598	1168
Effective Weighted Sample	1919	1578	367	1116	826
Total	2107	1805	302	1336	763
		86%	14%	63%	36%
10MB	51	43	8	37	14
	2%	2%	3%	3%	2%
		84%	16%	72%	28%
16MB	30	29	1	23	7
	1%	2%	*%	2%	1%
		96%	4%	75%	25%
20MB	56	50	6	45	10
	3%	3%	2%	3%	1%
				d	
		89%	11%	81%	19%
24MB	37	26	11	26	11
	2%	1%	4%	2%	1%
			a		
		70%	30%	69%	31%
50MB	66	59	7	44	21
	3%	3%	2%	3%	3%
		90%	10%	68%	32%
100MB	28	26	2	23	5
	1%	1%	1%	2%	1%
		93%	7%	81%	19%
Over 100MB	46	43	4	34	11
	2%	2%	1%	3%	1%
		92%	8%	74%	24%
Other	55	43	12	37	19
	3%	2%	4%	3%	2%
		79%	21%	66%	34%

Columns Tested: a,b - c,d

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

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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	2774	2008	766	1598	1168
Effective Weighted Sample	1919	1578	367	1116	826
Total	2107	1805	302	1336	763
		86%	14%	63%	36%
TOTAL 512K+	456	373	83	325	127
	22%	21%	28%	24%	17%
			a	d	
		82%	18%	71%	28%
TOTAL 2MB+	422	354	68	301	118
	20%	20%	23%	22%	15%
				d	
		84%	16%	71%	28%
Don't know	1596	1389	207	975	617
	76%	77%	69%	73%	81%
		b			c
		87%	13%	61%	39%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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.

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

		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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	2840	2060	780	1635	1197
Effective Weighted Sample	1962	1617	372	1143	843
Total	2157	1851	305	1370	779
		86%	14%	64%	36%
Yes	753	627	126	520	229
	35%	34%	41%	38%	29%
			a	d	
		83%	17%	69%	30%
No	1131	989	142	696	433
	52%	53%	47%	51%	56%
		b			c
		87%	13%	62%	38%
Don't know	273	236	37	153	118
	13%	13%	12%	11%	15%
					c
		86%	14%	56%	43%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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.

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 TECHNOLOGY TRACKER - 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.

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

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d
Unweighted total	142	103	39	88	53
Effective Weighted Sample	96	81	17	65	34
Total	118	104	14	87	30
		88%	**	**	**
Base for %	110	97	13	82	28
		**	**	**	**
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%	**	**	**	**
		**	**	**	**
Don't know	8	**	**	**	**

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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.

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
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
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

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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

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d
Unweighted total	142	103	39	88	53
Effective Weighted Sample	96	81	17	65	34
Total	118	104	14	87	30
		88%	**	**	**
Base for %	110	97	13	82	28
		**	**	**	**
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%	**	**	**	**
		**	**	**	**
Don't know	8	**	**	**	**

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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.

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 TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 90

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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

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d
Unweighted total	142	103	39	88	53
Effective Weighted Sample	96	81	17	65	34
Total	118	104	14	87	30
		88%	**	**	**
Base for %	110	97	13	82	28
		**	**	**	**
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%	**	**	**	**
		**	**	**	**
Don't know	8	**	**	**	**

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

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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

		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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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% f	5%	4%	9% i	7%	4%	6%	5%	5%	6%	5%	5%	7%	6%	9% 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% q	11%	7%	13% 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% f	16%	14%	22%	15%	18%	18%	16%	15%	18%	15%	16%	18%	13%	21% 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% f	53%	50%	50%	55%	54%	52%	52%	54%	49%	57% m	52% r	63% oqr	52% r	41%
		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% d	13% d	12%	12%	12%	14%	15% n	13% n	11%	9%	13% pr	7%	16% pr	7%
		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% g	8%	7%	7%	5%	7%	5%	10% r	5%
		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% d	21% d	15%	18%	18%	23% g	23% n	20% n	18%	14%	20% pr	13%	26% opr	11%
		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

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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

		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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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	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 TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 91

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	2774	2008	766	1598	1168
Effective Weighted Sample	1919	1578	367	1116	826
Total	2107	1805	302	1336	763
		86%	14%	63%	36%
A lot faster	108	93	15	71	37
	5%	5%	5%	5%	5%
		86%	14%	66%	34%
A little faster	228	189	38	155	72
	11%	10%	13%	12%	9%
		83%	17%	68%	32%
TOTAL FASTER	336	283	53	227	109
	16%	16%	18%	17%	14%
		84%	16%	67%	33%
About the same	1116	990	126	731	380
	53%	55%	42%	55%	50%
		b		d	
		89%	11%	65%	34%
A little slower	258	215	43	160	98
	12%	12%	14%	12%	13%
		83%	17%	62%	38%
A lot slower	147	100	48	97	50
	7%	6%	16%	7%	7%
			a		
		68%	32%	66%	34%
TOTAL SLOWER	405	315	91	257	148
	19%	17%	30%	19%	19%
			a		
		78%	22%	63%	37%
Don't know	250	218	32	122	126
	12%	12%	11%	9%	16%
					c
		87%	13%	49%	50%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 92

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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% ef	43%	41%	42%	57% ij	51% j	45% j	37%	39%	45% k	43%	45%	44% p	31%	42% p	49% 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% g	51% ghi	45%	43%	44%	45%	43%	60% oqr	41%	40%
		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% ef	91% ef	86%	83%	89%	85%	87%	88%	84%	88%	87%	91% k	87%	91% q	83%	88%
		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% cde	5%	10% gj	6%	5%	7%	6%	6%	4%	6%	3%	8% p	6%
		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% d	3%	2%	2%	2%	4%	4% n	3%	2%	2%	3%	1%	4%	2%
		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 TECHNOLOGY TRACKER - 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.

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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% cd	7%	7%	5%	8%	7%	9% n	7%	7%	5%	7%	5%	9%	6%
		49%	51%	9%	12%	48%	31%	8%	6%	16%	28%	40%	26%	20%	13%	85%	6%	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

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	2774	2008	766	1598	1168
Effective Weighted Sample	1919	1578	367	1116	826
Total	2107	1805	302	1336	763
		86%	14%	63%	36%
Base for %	2069	1772	297	1319	743
		86%	14%	64%	36%
Very satisfied	887	789	98	547	338
	43%	45%	33%	41%	45%
		b			
		89%	11%	62%	38%
Fairly satisfied	915	801	114	610	301
	44%	45%	38%	46%	40%
		b		d	
		88%	12%	67%	33%
TOTAL SATISFIED	1803	1590	213	1157	638
	87%	90%	72%	88%	86%
		b			
		88%	12%	64%	35%
Neither	122	90	31	62	60
	6%	5%	11%	5%	8%
			a		c
		74%	26%	51%	49%
Fairly dissatisfied	85	59	27	51	34
	4%	3%	9%	4%	5%
			a		
		69%	31%	60%	40%
Very dissatisfied	60	34	26	48	11
	3%	2%	9%	4%	2%
			a	d	
		56%	44%	81%	19%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 92

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	2774	2008	766	1598	1168
Effective Weighted Sample	1919	1578	367	1116	826
Total	2107	1805	302	1336	763
		86%	14%	63%	36%
TOTAL DISSATISFIED	145	92	53	100	45
	7%	5%	18% a	8%	6%
		64%	36%	69%	31%
Don't know	38	33	5	18	20

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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.

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% ef	43%	37%	39%	55% ij	48% j	42% j	34%	37%	41%	38%	44% k	40% p	31%	40%	50% opq
		48%	52%	17%	19%	36%	29%	11%	10%	15%	23%	28%	29%	21%	22%	85%	7%	5%	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% ghi	41%	40%	45%	42%	41%	52% oqr	37%	36%
		51%	49%	15%	18%	39%	27%	6%	7%	14%	30%	30%	27%	23%	20%	83%	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% def	85% f	80%	77%	86%	81%	81%	81%	77%	82%	83% k	87% kl	81%	84%	77%	86% q
		49%	51%	16%	18%	38%	28%	8%	9%	14%	27%	29%	28%	22%	21%	84%	9%	5%	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% c	10% c	7%	12% j	7%	7%	9% n	8%	8%	5%	8%	9%	9%	6%
		46%	54%	7%	16%	39%	39%	7%	13%	13%	23%	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% c	5%	3%	8% h	6%	8% mn	7% n	4%	4%	6%	4%	9% r	4%
		50%	50%	8%	16%	40%	36%	6%	4%	18%	27%	41%	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% cd	5% c	3%	4%	5%	6%	6% l	3%	4%	4%	5%	3%	6%	5%
		46%	54%	8%	10%	47%	35%	5%	8%	15%	33%	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 TECHNOLOGY TRACKER - 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.

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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 TECHNOLOGY TRACKER - 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.

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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	2774	2008	766	1598	1168
Effective Weighted Sample	1919	1578	367	1116	826
Total	2107	1805	302	1336	763
		86%	14%	63%	36%
Base for %	2064	1770	295	1316	741
		86%	14%	64%	36%
Very satisfied	822	731	91	509	310
	40%	41%	31%	39%	42%
		b			
		89%	11%	62%	38%
Fairly satisfied	861	769	93	571	286
	42%	43%	31%	43%	39%
		b		d	
		89%	11%	66%	33%
TOTAL SATISFIED	1684	1500	184	1080	597
	82%	85%	62%	82%	81%
		b			
		89%	11%	64%	35%
Neither	160	123	38	95	65
	8%	7%	13%	7%	9%
			a		
		77%	23%	59%	41%
Fairly dissatisfied	126	93	32	74	52
	6%	5%	11%	6%	7%
			a		
		74%	26%	59%	41%
Very dissatisfied	95	54	41	68	27
	5%	3%	14%	5%	4%
			a		
		57%	43%	72%	28%

Columns Tested: a,b - c,d

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

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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	2774	2008	766	1598	1168
Effective Weighted Sample	1919	1578	367	1116	826
Total	2107	1805	302	1336	763
		86%	14%	63%	36%
TOTAL DISSATISFIED	221	147	73	142	79
	11%	8%	25%	11%	11%
			a		
		67%	33%	64%	36%
Don't know	43	36	7	20	22

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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.

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% ij	51% j	44%	39%	40%	44%	43%	47% k	44% p	36%	43%	49% p
		47%	53%	15%	18%	38%	29%	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% gh	42%	40%	43%	42%	41%	53% oqr	34%	40%
		50%	50%	15%	18%	37%	29%	6%	7%	14%	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% ef	86%	83%	83%	87%	83%	83%	84%	82%	83%	86%	89% kl	84% q	89% q	77%	89% q
		49%	51%	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% c	8% c	8%	10%	8%	6%	7%	9% n	7%	5%	7%	5%	13% opr	5%
		45%	55%	7%	16%	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% n	5%	4%	4%	5%	4%	7% r	3%
		55%	45%	14%	17%	38%	32%	4%	7%	16%	28%	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 TECHNOLOGY TRACKER - 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.

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%	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

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	2774	2008	766	1598	1168
Effective Weighted Sample	1919	1578	367	1116	826
Total	2107	1805	302	1336	763
		86%	14%	63%	36%
Base for %	2068	1772	295	1317	744
		86%	14%	64%	36%
Very satisfied	892	802	90	555	333
	43%	45%	30%	42%	45%
		b			
		90%	10%	62%	37%
Fairly satisfied	857	727	129	559	295
	41%	41%	44%	42%	40%
		85%	15%	65%	34%
TOTAL SATISFIED	1749	1530	219	1113	628
	85%	86%	74%	85%	84%
		b			
		87%	13%	64%	36%
Neither	147	121	26	88	60
	7%	7%	9%	7%	8%
		82%	18%	60%	40%
Fairly dissatisfied	107	80	27	65	41
	5%	4%	9%	5%	6%
			a		
		75%	25%	61%	39%
Very dissatisfied	66	42	24	50	15
	3%	2%	8%	4%	2%
			a	d	
		64%	36%	77%	23%
TOTAL DISSATISFIED	172	121	51	116	56
	8%	7%	17%	9%	8%
			a		
		71%	29%	67%	33%

Columns Tested: a,b - c,d

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	2774	2008	766	1598	1168
Effective Weighted Sample	1919	1578	367	1116	826
Total	2107	1805	302	1336	763
		86%	14%	63%	36%
Don't know	39	33	6	20	19

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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.

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

		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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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% f	96% f	92%	94%	91%	96% h	98% ghi	96% n	95%	96%	93%	95% p	91%	96% p	93%
		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%	*%	2%	3%	3%	4%	2%	6% o	3%	6% o
		46%	54%	13%	14%	30%	44%	12% j	21% j	19% j	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% de	1%	3%	1%	1%	2%	2%	2%	4% m	2%	3%	2%	1%
		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

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	2774	2008	766	1598	1168
Effective Weighted Sample	1919	1578	367	1116	826
Total	2107	1805	302	1336	763
		86%	14%	63%	36%
Yes	2001	1711	290	1286	709
	95%	95%	96%	96%	93%
				d	
		86%	14%	64%	35%
No	56	51	5	26	30
	3%	3%	2%	2%	4%
					c
		90%	10%	47%	53%
Don't know	50	44	6	25	24
	2%	2%	2%	2%	3%
		88%	12%	49%	48%

Columns Tested: a,b - c,d

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

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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			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 TECHNOLOGY TRACKER - 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.

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
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% ghi	18% n	15% n	15% n	8%	15% pr	10%	19% pr	8%
		45%	55%	15%	14%	41%	30%	4%	6%	12%	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% df	4%	8% df	4%	4%	9%	6%	8%	8%	6%	6%	5%	7% r	5%	8% r	3%
		49%	51%	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% f	4% f	4% f	2%	*%	2%	3% g	5% g	4%	3%	4%	3%	4%	1%	4%	2%
		52%	48%	18%	20%	48%	14%	1%	5%	13%	40%	34%	25%	25%	16%	89%	3%	6%	2%
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%	*%	2%	*%	3% gi	3%	2%	2%	1%	2%	1%	3% r	1%
		63%	37%	20%	16%	47%	17%	1%	10%	4%	45%	42%	23%	23%	12%	86%	4%	9%	1%
None of these	16	6	11	1	1	3	11	1	2	1	2	*	3	6	8	14	1	*	*
	1%	1%	1%	*%	*%	*%	2% e	1%	1%	*%	*%	*%	1%	1% k	2% kl	1%	1%	*%	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%	*%	*%	-%	1%	1%	-%	1%	1%	*%	*%	*%	1%	2% kl	1%	*%	*%	-%
		65%	35%	8%	-%	62%	29%	-%	10%	16%	8%	15%	12%	18%	55%	94%	2%	4%	-%

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

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

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Mean number of types of devices	2.9	2.9	2.9	3.3 def	3.1 f	3.1 f	2.3	2.3	2.7 g	2.9 g	3.4 ghi	3.1 n	2.9 n	2.9 n	2.5	2.9 r	2.8	3.2 opr	2.6
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

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	2620	1892	728	1533	1080
Effective Weighted Sample	1816	1490	350	1072	765
Total	2001	1711	290	1286	709
		86%	14%	64%	35%
Laptop	1443	1245	198	962	477
	72%	73%	68%	75% d	67%
		86%	14%	67%	33%
Tablet computer (e.g. iPad)	1271	1075	197	875	392
	64%	63%	68%	68% d	55%
		85%	15%	69%	31%
Smartphone	1267	1089	179	903	361
	63%	64%	62%	70% d	51%
		86%	14%	71%	28%
Desktop PC	536	447	90	324	210
	27%	26%	31%	25%	30% c
		83%	17%	60%	39%
Games console	434	373	60	315	117
	22%	22%	21%	25% d	17%
		86%	14%	73%	27%
TV set	325	245	79	231	94
	16%	14%	27% a	18% d	13%
		76%	24%	71%	29%
E-reader (e.g. Kindle)	293	231	62	200	93
	15%	13%	21% a	16%	13%
		79%	21%	68%	32%

Columns Tested: a,b - c,d

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

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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	2620	1892	728	1533	1080
Effective Weighted Sample	1816	1490	350	1072	765
Total	2001	1711	290	1286	709
		86%	14%	64%	35%
Netbook	127	102	25	89	37
	6%	6%	9%	7%	5%
		80%	20%	70%	29%
Other portable/ handheld device (e.g. portable games console/ iPod Touch)	69	54	14	53	16
	3%	3%	5%	4%	2%
				d	
		80%	20%	77%	23%
Smart watch (e.g. Apple Watch, Pebble, Samsung, Sony)	39	31	8	30	9
	2%	2%	3%	2%	1%
		80%	20%	77%	23%
None of these	16	14	2	10	7
	1%	1%	1%	1%	1%
		87%	13%	59%	41%
Don't know	13	10	2	8	5
	1%	1%	1%	1%	1%
		81%	19%	62%	38%
Mean number of types of devices	2.9	2.9	3.1	3.1	2.5
			a	d	
Standard deviation	1.68	1.64	1.86	1.69	1.61
Standard error	.03	.04	.07	.04	.05

Columns Tested: a,b - c,d

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	~e	f	g	~h	~i	~j	~k	l	m	n	o	p	~q	r
Unweighted total	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% o	**	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

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	~e	f	g	~h	~i	~j	~k	l	m	n	o	p	~q	r
Unweighted total	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

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	650	458	192	108	537
Effective Weighted Sample	397	336	69	66	336
Total	349	308	41	76	270
		88%	12%	22%	78%
Certain to	5	2	3	4	1
	1%	1%	7% a	5% d	*%
		44%	56%	74%	19%
Very likely	8	8	*	3	5
	2%	2%	1%	4%	2%
		95%	5%	42%	58%
Likely	29	27	2	13	17
	8%	9%	6%	17% d	6%
		92%	8%	43%	57%
TOTAL LIKELY	43	37	6	20	22
	12%	12%	14%	26% d	8%
		87%	13%	47%	52%
Unlikely	37	33	4	11	26
	11%	11%	10%	14%	10%
		89%	11%	30%	70%
Very unlikely	43	39	4	11	31
	12%	13%	10%	15%	12%
		91%	9%	26%	74%
Certain not to	186	162	25	18	167
	53%	52%	60%	24%	62% c
		87%	13%	10%	90%
TOTAL UNLIKELY	266	233	33	40	224
	76%	76%	80%	53%	83% c
		88%	12%	15%	84%

Columns Tested: a,b - c,d

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	650	458	192	108	537
Effective Weighted Sample	397	336	69	66	336
Total	349	308	41	76	270
		88%	12%	22%	78%
Don't know	40	38	2	16	24
	12%	12%	6%	21%	9%
				d	
		94%	6%	40%	59%

Columns Tested: a,b - c,d

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

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	~e	f	g	~h	~i	~j	~k	l	m	n	o	~p	~q	~r
Unweighted total	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

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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

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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

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	~e	f	g	~h	~i	~j	~k	l	m	n	o	~p	~q	~r
Unweighted total	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

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	d
Unweighted total	508	349	159	62	444
Effective Weighted Sample	311	260	60	37	276
Total	266	233	33	40	224
		88%	12%	**	84%
No need	175	150	24	**	148
	66%	65%	74%	**	66%
		86%	14%	**	85%
Don't want a computer	78	68	10	**	68
	30%	29%	32%	**	30%
		87%	13%	**	87%
Too old to use the internet	73	62	10	**	70
	27%	27%	32%	**	31%
		86%	14%	**	97%
Don't know how you use computers	64	60	4	**	56
	24%	26%	11%	**	25%
		b			
		94%	6%	**	88%
Too expensive to set up	35	33	2	**	30
	13%	14%	7%	**	13%
		94%	6%	**	84%
Computer is too expensive to buy	18	17	1	**	17
	7%	7%	4%	**	8%
		93%	7%	**	95%

Columns Tested: a,b - c,d

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

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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	d
Unweighted total	508	349	159	62	444
Effective Weighted Sample	311	260	60	37	276
Total	266	233	33	40	224
		88%	12%	**	84%
Friends/ family member checks things on the internet for me	18	16	2	**	18
	7%	7%	7%	**	8%
		87%	13%	**	100%
Don't have a phone line	12	10	2	**	8
	4%	4%	5%	**	4%
		86%	14%	**	69%
Charges are too expensive	12	10	2	**	9
	4%	4%	5%	**	4%
		85%	15%	**	80%
Satisfied with using the internet elsewhere	10	9	1	**	7
	4%	4%	3%	**	3%
		90%	10%	**	70%
Worries/ concerns about privacy issues	4	4	*	**	3
	1%	2%	1%	**	1%
		94%	6%	**	75%
Concerned about security/ fraud	4	4	*	**	3
	1%	2%	1%	**	1%
		94%	6%	**	82%

Columns Tested: a,b - c,d

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

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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	d
Unweighted total	508	349	159	62	444
Effective Weighted Sample	311	260	60	37	276
Total	266	233	33	40	224
		88%	12%	**	84%
Health reasons - bad eyesight	2	2	*	**	2
	1%	1%	1%	**	1%
		89%	11%	**	100%
Satisfied with using the internet at work	2	2	*	**	-
	1%	1%	1%	**	-%
		90%	10%	**	-%
My computer is out of date	*	*	*	**	*
	*%	*%	*%	**	*%
		89%	11%	**	100%
Other	1	1	-	**	1
	1%	1%	-%	**	*%
		100%	-%	**	67%
ANY INVOLUNTARY REASONS	153	137	16	**	135
	58%	59%	49%	**	60%
		90%	10%	**	88%
ANY VOLUNTARY REASONS	217	189	28	**	183
	82%	81%	86%	**	82%
		87%	13%	**	84%
ONLY VOLUNTARY REASONS	110	93	17	**	88
	41%	40%	51%	**	39%
		85%	15%	**	80%

Columns Tested: a,b - c,d

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

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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	d
Unweighted total	508	349	159	62	444
Effective Weighted Sample	311	260	60	37	276
Total	266	233	33	40	224
		88%	12%	**	84%
Don't know	2	2	*	**	1
	1%	1%	*%	**	1%
		97%	3%	**	53%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 99

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

SUMMARY OF REASONS UNLIKELY TO GET INTERNET ACCESS IN THE NEXT 12 MONTHS

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	~e	f	g	~h	~i	~j	~k	l	m	n	o	~p	~q	~r
Unweighted total	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 EXPENSIVE	52	24	29	**	**	**	33	23	**	**	**	**	8	9	32	40	**	**	**
	20%	20%	20%	**	**	**	15%	27%	**	**	**	**	14%	17%	25%	19%	**	**	**
		45%	55%	**	**	**	63%	44%	**	**	**	**	15%	18%	61%	77%	**	**	**
DON'T HAVE KNOWLEDGE/ SKILLS	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 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%	**	**	**
OTHER REASONS/ DON'T KNOW	9	3	5	**	**	**	6	4	**	**	**	**	2	3	3	9	**	**	**
	3%	3%	4%	**	**	**	3%	4%	**	**	**	**	4%	5%	2%	4%	**	**	**
		39%	61%	**	**	**	68%	42%	**	**	**	**	26%	30%	35%	96%	**	**	**

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 99

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SUMMARY OF REASONS UNLIKELY TO GET INTERNET ACCESS IN THE NEXT 12 MONTHS

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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	d
Unweighted total	508	349	159	62	444
Effective Weighted Sample	311	260	60	37	276
Total	266	233	33	40	224
		88%	12%	**	84%
NO NEED	175	150	24	**	148
	66%	65%	74%	**	66%
		86%	14%	**	85%
DON'T WANT A COMPUTER	78	68	10	**	68
	30%	29%	32%	**	30%
		87%	13%	**	87%
TOO EXPENSIVE	52	49	3	**	45
	20%	21%	10%	**	20%
		b			
		94%	6%	**	86%
DON'T HAVE KNOWLEDGE/ SKILLS	64	60	4	**	56
	24%	26%	11%	**	25%
		b			
		94%	6%	**	88%
TOO OLD TO USE THE INTERNET	73	62	10	**	70
	27%	27%	32%	**	31%
		86%	14%	**	97%
OTHER REASONS/ DON'T KNOW	9	8	1	**	7
	3%	3%	4%	**	3%
		86%	14%	**	74%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	~e	f	g	~h	~i	~j	~k	l	m	n	o	~p	~q	~r
Unweighted total	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 TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	~e	f	g	~h	~i	~j	~k	l	m	n	o	~p	~q	~r
Unweighted total	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

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	~e	f	g	~h	~i	~j	~k	l	m	n	o	~p	~q	~r
Unweighted total	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% l	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% n	64%	53%	63%	**	**	**
		44%	56%	**	**	**	88%	28%	**	**	**	**	24%	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

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	d
Unweighted total	508	349	159	62	444
Effective Weighted Sample	311	260	60	37	276
Total	266	233	33	40	224
		88%	12%	**	84%
No need	120	101	18	**	99
	45%	44%	56%	**	44%
		85%	15%	**	83%
Too old to use the internet	36	34	3	**	35
	14%	14%	8%	**	16%
		93%	7%	**	96%
Don't want a computer	32	28	4	**	29
	12%	12%	13%	**	13%
		86%	14%	**	90%
Don't know how you use computers	29	26	2	**	23
	11%	11%	7%	**	10%
		92%	8%	**	79%
Too expensive to set up	19	17	2	**	17
	7%	7%	5%	**	7%
		92%	8%	**	88%
Satisfied with using the internet elsewhere	8	7	1	**	5
	3%	3%	3%	**	2%
		88%	12%	**	61%

Columns Tested: a,b - c,d

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	d
Unweighted total	508	349	159	62	444
Effective Weighted Sample	311	260	60	37	276
Total	266	233	33	40	224
		88%	12%	**	84%
Friends/family member checks things on the internet for me	6	5	1	**	6
	2%	2%	3%	**	3%
		82%	18%	**	100%
Charges are too expensive	4	3	*	**	2
	1%	1%	1%	**	1%
		95%	5%	**	63%
Computer is too expensive to buy	3	3	-	**	3
	1%	1%	-%	**	1%
		100%	-%	**	100%
Don't have a phone line	3	2	1	**	2
	1%	1%	3%	**	1%
		64%	36%	**	53%
Worries/ concerns about privacy issues	2	2	*	**	1
	1%	1%	*%	**	*%
		93%	7%	**	43%
Concerned about security/ fraud	1	1	-	**	1
	*%	*%	-%	**	*%
		100%	-%	**	100%

Columns Tested: a,b - c,d

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	d
Unweighted total	508	349	159	62	444
Effective Weighted Sample	311	260	60	37	276
Total	266	233	33	40	224
		88%	12%	**	84%
Health reasons - bad eyesight	*	-	*	**	*
	*%	-%	1%	**	*%
		-%	100%	**	100%
Satisfied with using the internet at work	*	*	-	**	-
	*%	*%	-%	**	-%
		100%	-%	**	-%
Other	1	1	-	**	1
	1%	1%	-%	**	*%
		100%	-%	**	64%
ANY INVOLUNTARY REASONS	96	88	8	**	83
	36%	38%	24%	**	37%
		b			
		92%	8%	**	86%
ANY VOLUNTARY REASONS	166	141	25	**	139
	62%	61%	75%	**	62%
			a		
		85%	15%	**	84%
Don't know	2	2	*	**	1
	1%	1%	*%	**	1%
		97%	3%	**	53%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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.

QE34 (QENI1). EXPLAIN SATELLITE BROADBAND Were you aware that satellite broadband is available? (SINGLE CODE)

Base : All respondents in Scotland and 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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	~i	j	k	l	m	n	~o	p	q	~r
Unweighted total	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

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QE34 (QENI1). EXPLAIN SATELLITE BROADBAND Were you aware that satellite broadband is available? (SINGLE CODE)

Base : All respondents in Scotland and Wales

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	991	491	500	438	553
Effective Weighted Sample	571	397	440	273	326
Total	365	297	68	206	159
		81%	19%	57%	43%
Yes	134	114	20	91	42
	37%	38%	30%	44%	27%
		b		d	
		85%	15%	68%	32%
No	173	132	41	82	91
	47%	44%	61%	40%	58%
			a		c
		76%	24%	47%	53%
Don't know	58	52	6	33	25
	16%	17%	9%	16%	16%
		b			
		89%	11%	57%	43%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 102

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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

		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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
Yes	2333	2014	319	1453	873
	87%	87%	89%	94%	78%
				d	
		86%	14%	62%	37%
No	315	280	35	88	225
	12%	12%	10%	6%	20%
					c
		89%	11%	28%	71%
Don't know	27	22	5	10	16
	1%	1%	1%	1%	1%
		81%	19%	39%	58%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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.

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

		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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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% f	51% ef	44% f	24%	23%	34% g	41% g	53% ghi	50% lmn	44% mn	31%	27%	40% r	34%	34%	31%
		48%	52%	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% f	8%	10% f	7%	7%	9%	12% g	9%	9%	9%	10%	7%	9%	7%	10%	9%
		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% f	59% f	54% f	31%	30%	43% g	53% gh	62% ghi	60% lmn	53% mn	41% n	34%	49% pr	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% cde	69% hij	56% ij	46% j	38%	40%	46% k	58% kl	65% klm	51%	57% o	54%	59% o
		48%	52%	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% b	1%	1%	*%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	2%	2%
		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

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
Yes & currently using	1037	894	143	729	306
	39%	39%	40%	47%	27%
				d	
		86%	14%	70%	29%
Yes but stopped using	232	196	35	151	81
	9%	8%	10%	10%	7%
				d	
		85%	15%	65%	35%
TOTAL YES	1269	1090	179	880	386
	47%	47%	50%	57%	35%
				d	
		86%	14%	69%	30%
No never used	1383	1205	178	664	713
	52%	52%	50%	43%	64%
					c
		87%	13%	48%	52%
Don't know	23	20	3	8	14
	1%	1%	1%	1%	1%
		87%	13%	34%	59%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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.

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%	83% cd	67%	74%	79% g	83% gh	81% m	78%	72%	76%	79% p	68%	78%	74%
		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%	33%	36% f	37% f	30% f	23%	24%	27%	30%	37% g	33% n	33% n	36% n	18%	30%	33%	41% o	30%
		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%	22%	29% ef	28% ef	21% f	11%	12%	24% g	25% g	23% g	21%	24%	20%	21%	22%	26%	19%	24%
		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%	20%	28% ef	24% f	18% f	7%	25% j	23% j	20%	14%	15%	20%	23% k	20%	19%	21%	16%	17%
		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%	*%	-%	2% d	1%	-%	4% gij	*%	1%	2% l	*%	*%	1%	1%	*%	1%	-%
		34%	66%	6%	-%	76%	18%	-%	39%	8%	25%	63%	6%	8%	23%	95%	1%	4%	-%
Vonage	8	8	-	1	-	6	1	-	2	-	2	3	2	2	1	8	-	-	-
	1%	1%	-%	1%	-%	1%	*%	-%	2%	-%	1%	1%	*%	1%	*%	1%	-%	-%	-%
		100% b	-%	14%	-%	73%	12%	-%	24%	-%	32%	40%	22%	24%	14%	100%	-%	-%	-%
Voipfone	5	5	-	-	-	3	2	1	1	-	2	1	1	2	1	4	-	1	-
	*%	1%	-%	-%	-%	1%	1%	1%	1%	-%	1%	*%	*%	1%	1%	*%	-%	1%	-%
		100% b	-%	-%	-%	62%	38%	25%	19%	-%	39%	20%	19%	35%	25%	84%	-%	16%	-%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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.

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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% kl	-%	*%	-%	-%	-%
		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% h	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% j	1%	1%	*%	1%	*%	1%	2%	1%	*%	1%	-%
		25%	75%	5%	12%	29%	54%	26%	9%	11%	1%	21%	14%	27%	38%	91%	3%	6%	-%

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

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	1623	1196	427	1012	608
Effective Weighted Sample	1143	948	208	732	428
Total	1269	1090	179	880	386
		86%	14%	69%	30%
Skype	984	845	140	683	300
	78%	77%	78%	78%	78%
		86%	14%	69%	30%
FaceTime	394	338	56	297	96
	31%	31%	31%	34%	25%
				d	
		86%	14%	75%	24%
WhatsApp	278	250	28	215	62
	22%	23%	16%	24%	16%
		b		d	
		90%	10%	78%	22%
Facebook	238	213	25	176	61
	19%	20%	14%	20%	16%
		89%	11%	74%	26%
BT Broadband voice/Home Hub	11	10	1	7	4
	1%	1%	1%	1%	1%
		89%	11%	60%	40%
Vonage	8	8	-	7	1
	1%	1%	-%	1%	*%
		100%	-%	88%	12%
Voipfone	5	3	2	3	2
	*%	*%	1%	*%	1%
		57%	43%	55%	45%
Plusnet (Plustalk)	5	4	1	2	2
	*%	*%	1%	*%	1%
		78%	22%	54%	46%

Columns Tested: a,b - c,d

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

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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	1623	1196	427	1012	608
Effective Weighted Sample	1143	948	208	732	428
Total	1269	1090	179	880	386
		86%	14%	69%	30%
BT Communicator	3	2	1	2	1
	*%	*%	1%	*%	*%
		67%	33%	73%	27%
Other	41	35	6	27	14
	3%	3%	3%	3%	3%
		86%	14%	67%	33%
Don't know	13	12	*	6	6
	1%	1%	*%	1%	2%
		97%	3%	49%	51%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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.

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

		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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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% ef	67% ef	50% f	23%	52%	59% ij	45%	47%	43%	53% k	51%	59% k	50%	55%	46%	62% oq
		46%	54%	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% cd	46% cd	31%	36%	45% g	50% gh	47% lmn	39%	35%	38%	42% r	41% r	38%	29%
		49%	51%	13%	19%	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% c	36% c	29%	27%	34%	38% h	37% n	35% n	35% n	23%	33%	32%	40%	31%
		46%	54%	14%	20%	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% b	10%	13% d	6%	12% d	23% cde	10%	14%	11%	11%	14%	13%	13%	11%	13% r	10%	17% r	7%
		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% o	-%
		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 TECHNOLOGY TRACKER - 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.

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

		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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%	o 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% j	-%	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% d	1%	39%	33% d	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

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	1623	1196	427	1012	608
Effective Weighted Sample	1143	948	208	732	428
Total	1269	1090	179	880	386
		86%	14%	69%	30%
Smartphone	637	567	69	472	162
	50%	52%	39%	54%	42%
		b		d	
		89%	11%	74%	25%
Laptop	521	455	67	369	151
	41%	42%	37%	42%	39%
		87%	13%	71%	29%
Tablet computer (e.g. iPad)	426	357	70	295	131
	34%	33%	39%	33%	34%
		84%	16%	69%	31%
Desktop PC	167	136	31	105	62
	13%	12%	18%	12%	16%
					c
		81%	19%	63%	37%
Netbook	10	9	1	8	3
	1%	1%	1%	1%	1%
		91%	9%	75%	25%
TV set	9	3	6	6	3
	1%	*%	3%	1%	1%
			a		
		34%	66%	71%	29%
Standard landline phone	8	7	1	5	3
	1%	1%	1%	1%	1%
		88%	12%	64%	36%

Columns Tested: a,b - c,d

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

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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	1623	1196	427	1012	608
Effective Weighted Sample	1143	948	208	732	428
Total	1269	1090	179	880	386
		86%	14%	69%	30%
Smart watch (e.g. Apple Watch, Pebble, Samsung, Sony)	4	4	*	3	1
	*%	*%	*%	*%	*%
		94%	6%	82%	18%
Dedicated handset	*	*	*	*	-
	*%	*%	*%	*%	-%
		46%	54%	100%	-%
Other	8	8	-	3	5
	1%	1%	-%	*%	1%
		100%	-%	38%	62%
Don't know	19	17	2	10	9
	2%	2%	1%	1%	2%
		90%	10%	54%	46%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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.

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			
	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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	1623	1196	427	1012	608
Effective Weighted Sample	1143	948	208	732	428
Total	1269	1090	179	880	386
		86%	14%	69%	30%
Yes, pay for any elements	55	43	12	42	13
	4%	4%	7%	5%	3%
		78%	22%	76%	24%
No, do not pay for any elements	1153	994	159	803	347
	91%	91%	89%	91%	90%
		86%	14%	70%	30%
Don't know	61	54	7	35	26
	5%	5%	4%	4%	7%
					c
		89%	11%	58%	42%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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.

SUMMARY - ACCESS TO/ USE OF INTERNET ACROSS ANY CONNECTION/ ANY DEVICE/ ANY LOCATION

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
ACCESS TO INTERNET - ANY CONNECTION/ ANY DEVICE/ ANY LOCATION	2400	1172	1227	361	458	886	695	230	227	343	580	684	669	517	528	2015	205	116	64
	90%	90%	89%	99%	98%	97%	75%	72%	87%	96%	100%	96%	93%	89%	80%	90%	88%	88%	87%
				ef	f	f			g	gh	ghi	lmn	mn	n		r			
		49%	51%	15%	19%	37%	29%	10%	9%	14%	24%	28%	28%	22%	22%	84%	9%	5%	3%
USE INTERNET - ANY CONNECTION/ ANY DEVICE/ ANY LOCATION	2351	1144	1207	359	458	872	662	218	219	338	575	675	659	502	513	1973	202	114	62
	88%	88%	88%	99%	98%	95%	71%	69%	84%	94%	99%	95%	92%	87%	78%	88%	87%	87%	84%
				ef	ef	f			g	gh	ghi	lmn	mn	n		r			
		49%	51%	15%	19%	37%	28%	9%	9%	14%	24%	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

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SUMMARY - ACCESS TO/ USE OF INTERNET ACROSS ANY CONNECTION/ ANY DEVICE/ ANY LOCATION

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
ACCESS TO INTERNET - ANY CONNECTION/ ANY DEVICE/ ANY LOCATION	2400	2077	323	1515	877
	90%	90%	90%	98%	79%
				d	
		87%	13%	63%	37%
USE INTERNET - ANY CONNECTION/ ANY DEVICE/ ANY LOCATION	2351	2034	318	1500	844
	88%	88%	88%	97%	76%
				d	
		86%	14%	64%	36%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 108

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SUMMARY - ACCESS TO INTERNET

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
ACCESS TO INTERNET AT HOME	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%
				f	f	f			g	gh	ghi	lmn	n	n		r			
		49%	51%	15%	19%	37%	29%	9%	9%	15%	25%	29%	28%	22%	21%	84%	9%	5%	3%
ACCESS TO INTERNET AT HOME OR USES A MOBILE PHONE/ DEVICE TO CONNECT TO INTERNET	2357	1148	1210	351	452	873	682	218	218	340	580	677	661	507	511	1983	198	114	62
	88%	88%	88%	96%	96%	95%	74%	69%	84%	95%	100%	95%	92%	87%	77%	89%	85%	86%	85%
				f	f	f			g	gh	ghi	lmn	mn	n		r			
		49%	51%	15%	19%	37%	29%	9%	9%	14%	25%	29%	28%	22%	22%	84%	8%	5%	3%
MOBILE INTERNET (MOBILE BROADBAND OR VIA MOBILE PHONE)	1862	887	976	337	427	748	351	161	155	276	506	541	530	395	396	1574	151	85	52
	70%	68%	71%	92%	91%	82%	38%	51%	59%	77%	87%	76%	74%	68%	60%	70%	65%	64%	70%
				ef	ef	f			g	gh	ghi	mn	mn	n		q			
		48%	52%	18%	23%	40%	19%	9%	8%	15%	27%	29%	28%	21%	21%	85%	8%	5%	3%
MOBILE PHONE ACCESS ONLY	160	73	87	34	60	44	22	36	19	18	14	22	47	23	68	138	11	8	3
	6%	6%	6%	9%	13%	5%	2%	11%	7%	5%	2%	3%	6%	4%	10%	6%	5%	6%	5%
				ef	ef	f		ij	j	j			k		klm				
		46%	54%	21%	38%	27%	14%	22%	12%	12%	9%	14%	29%	14%	42%	86%	7%	5%	2%

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

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SUMMARY - ACCESS TO INTERNET

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
ACCESS TO INTERNET AT HOME	2306	1991	314	1465	833
	86%	86%	87%	94%	75%
				d	
		86%	14%	64%	36%
ACCESS TO INTERNET AT HOME OR USES A MOBILE PHONE/ DEVICE TO CONNECT TO INTERNET	2357	2036	321	1495	854
	88%	88%	89%	96%	77%
				d	
		86%	14%	63%	36%
MOBILE INTERNET (MOBILE BROADBAND OR VIA MOBILE PHONE)	1862	1633	230	1313	546
	70%	71%	64%	85%	49%
		b		d	
		88%	12%	70%	29%
MOBILE PHONE ACCESS ONLY	160	149	11	103	57
	6%	6%	3%	7%	5%
		b			
		93%	7%	64%	36%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 109

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QH1A. SHOWCARD Which, if any, of these types of television does your household receive at the moment? Please think about all of the TV sets in your household. (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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
											ghi	n	n	n		qr	oqr		
		52%	48%	15%	16%	36%	32%	8%	8%	11%	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%
				f	f	f			g	g	g			n				op	op
		47%	53%	14%	19%	40%	26%	8%	11%	14%	25%	27%	27%	24%	22%	82%	8%	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%
					c														
		47%	53%	1%	37%	20%	41%	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%
				d		d	cde	hij							lm	qr	oqr		
		48%	52%	13%	13%	30%	44%	15%	10%	13%	21%	28%	25%	20%	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 TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

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QH1A. SHOWCARD Which, if any, of these types of television does your household receive at the moment? Please think about all of the TV sets in your household. (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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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% d	8% j	7%	7%	5%	5%	7%	8%	8%	7%	5%	8%	20% 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% c	4%	2%	3%	4%	9% ghi	7% ln	4%	6% n	2%	4%	5%	7% o	4%
		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% j	3%	4%	2%	2%	3%	4% k	3%	3%	4%	3%	4%
		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% ef	*%	*%	*%	*%	*%	*%	*%	1%	1% 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% f	9% cef	3% f	1%	4% j	6% j	5% j	1%	2%	6% km	2%	5% km	4% p	2%	3%	2%
		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

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QH1A. SHOWCARD Which, if any, of these types of television does your household receive at the moment? Please think about all of the TV sets in your household. (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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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% e	*%	*%	*%	1%	-%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%
		49%	51%	44%	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%
						cd	cde				ghi	ln		ln			o		
		48%	52%	13%	16%	35%	36%	12%	10%	13%	22%	27%	26%	22%	24%	83%	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%
							cde	hij	j	j					klm	pq			
		47%	53%	12%	13%	26%	49%	18%	9%	12%	14%	25%	25%	18%	31%	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%
							cde	hij	j	j					klm	qr			
		47%	53%	12%	13%	26%	49%	18%	9%	12%	14%	26%	25%	18%	31%	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%
				f	f	f			g	g	ghi	n	n	ln			o	o	o
		48%	52%	14%	18%	39%	29%	9%	9%	14%	27%	27%	27%	24%	22%	81%	10%	6%	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%
											ghi	n	n	n		qr	oqr		
		52%	48%	15%	16%	37%	32%	8%	8%	11%	29%	28%	28%	24%	20%	82%	15%	2%	1%

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

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
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				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			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

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QH1A. SHOWCARD Which, if any, of these types of television does your household receive at the moment? Please think about all of the TV sets in your household. (MULTI CODE)

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
Virgin Media (Cable TV)	428	415	12	273	152
	16%	18%	3%	18%	14%
		b		d	
		97%	3%	64%	36%
Sky Satellite TV	965	816	148	639	322
	36%	35%	41%	41%	29%
			a	d	
		85%	15%	66%	33%
Freesat Satellite TV	120	96	24	68	53
	5%	4%	7%	4%	5%
			a		
		80%	20%	56%	44%
Other Satellite TV	18	16	3	11	7
	1%	1%	1%	1%	1%
		86%	14%	61%	39%
Freeview (through a set-top box or television set) with ONLY free channels	1147	971	176	579	564
	43%	42%	49%	37%	51%
			a		c
		85%	15%	50%	49%

Columns Tested: a,b - c,d

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

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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
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	159	29	99	88
	7%	7%	8%	6%	8%
		85%	15%	53%	47%
BT TV (formerly BT Vision)	120	98	22	78	42
	4%	4%	6%	5%	4%
		82%	18%	65%	35%
TalkTalk TV	72	65	8	47	25
	3%	3%	2%	3%	2%
		89%	11%	65%	35%
EE TV	8	7	1	6	3
	*%	*%	*%	*%	*%
		88%	12%	69%	31%
No TV in household	99	88	10	68	29
	4%	4%	3%	4%	3%
				d	
		90%	10%	69%	30%
Don't know	9	7	2	2	6
	*%	*%	1%	*%	1%
		76%	24%	28%	72%

Columns Tested: a,b - c,d

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QH1A. SHOWCARD Which, if any, of these types of television does your household receive at the moment? Please think about all of the TV sets in your household. (MULTI CODE)

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Effective Weighted Sample	2504	2082	456	1294	1256
MAIN TV PLATFORM					
DIGITAL TOTAL	2567	2220	347	1481	1078
	96%	96%	97%	95%	97%
			14%	58%	42%
FREEVIEW TOTAL	910	762	148	404	502
	34%	33%	41%	26%	45%
			a		c
		84%	16%	44%	55%
FREEVIEW ONLY	770	643	127	336	431
	29%	28%	35%	22%	39%
			a		c
		84%	16%	44%	56%
PAY DIGITAL	1626	1432	194	1049	570
	61%	62%	54%	68%	51%
		b		d	
		88%	12%	65%	35%
CABLE	427	415	12	273	152
	16%	18%	3%	18%	14%
		b		d	
		97%	3%	64%	36%
SATELLITE	1058	894	165	691	364
	40%	39%	46%	45%	33%
			a	d	
		84%	16%	65%	34%
DSL LINE	172	150	22	113	59
	6%	6%	6%	7%	5%
				d	
		87%	13%	66%	34%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 111

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
											ghi	n	n	n		qr	oqr		
		52%	48%	15%	16%	37%	32%	8%	8%	11%	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%
				f	f	f			g	g	g			n				op	op
		47%	53%	14%	20%	41%	26%	8%	11%	14%	25%	27%	27%	24%	22%	82%	8%	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%
					ce														
		46%	54%	2%	44%	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%
							cde	hij	j	j					klm	qr			
		47%	53%	12%	13%	26%	49%	18%	9%	12%	14%	26%	25%	18%	31%	86%	8%	4%	2%

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

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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% de	8% j	5%	5%	4%	4%	5%	6%	6% k	5% p	2%	6% p	10% 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% ghi	5% ln	3%	5% n	2%	3%	5%	6% o	4%
		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% j	2%	2%	2%	3%	2%	2%	4% o	3%	4%
		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% ef	*%	*%	*%	*%	*%	*%	*%	1%	1% 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% f	9% cef	3% f	1%	4% j	6% j	5% j	1%	2%	6% km	2%	5% km	4% p	2%	3%	2%
		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

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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

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

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
Virgin Media (Cable TV)	427	415	12	273	152
	16%	18%	3%	18%	14%
		b		d	
		97%	3%	64%	36%
Sky Satellite TV	954	808	146	635	315
	36%	35%	41%	41%	28%
			a	d	
		85%	15%	67%	33%
Freesat Satellite TV	90	73	17	47	43
	3%	3%	5%	3%	4%
		82%	18%	52%	48%
Other Satellite TV	15	13	3	9	6
	1%	1%	1%	1%	1%
		83%	17%	58%	42%
Freeview (through a set-top box or television set) with ONLY free channels	770	643	127	336	431
	29%	28%	35%	22%	39%
			a		c
		84%	16%	44%	56%

Columns Tested: a,b - c,d

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

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

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
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	118	21	68	71
	5%	5%	6%	4%	6%
					c
		85%	15%	49%	51%
BT TV (formerly BT Vision)	100	85	15	66	34
	4%	4%	4%	4%	3%
		85%	15%	66%	34%
TalkTalk TV	64	58	6	42	22
	2%	3%	2%	3%	2%
		91%	9%	65%	35%
EE TV	8	7	1	6	3
	*%	*%	*%	*%	*%
		88%	12%	69%	31%
No TV in household	99	88	10	68	29
	4%	4%	3%	4%	3%
				d	
		90%	10%	69%	30%
Don't know	9	7	2	2	6
	*%	*%	1%	*%	1%
		76%	24%	28%	72%

Columns Tested: a,b - c,d

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Table 112

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TV MULTI-PLATFORM OWNERSHIP

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
CABLE ONLY	315	160	155	46	63	112	94	29	23	32	89	85	90	80	60	271	34	6	4
	12%	12%	11%	13%	14%	12%	10%	9%	9%	9%	15%	12%	13%	14%	9%	12%	15%	5%	5%
											ghi		n	n		qr	qr		
		51%	49%	14%	20%	36%	30%	9%	7%	10%	28%	27%	29%	25%	19%	86%	11%	2%	1%
CABLE AND FREEVIEW	105	58	47	15	6	42	42	6	10	15	35	33	28	21	23	74	29	2	1
	4%	4%	3%	4%	1%	5%	5%	2%	4%	4%	6%	5%	4%	4%	3%	3%	12%	1%	1%
				d		d	d				g					qr	oqr		
		55%	45%	14%	6%	40%	40%	6%	10%	14%	34%	32%	27%	20%	22%	70%	27%	2%	1%
FREEVIEW ONLY	905	428	477	111	118	240	437	166	89	112	127	224	227	169	284	775	68	38	24
	34%	33%	35%	30%	25%	26%	47%	52%	34%	31%	22%	31%	32%	29%	43%	35%	29%	28%	33%
							cde	hij	j	j					klm	q			
		47%	53%	12%	13%	26%	48%	18%	10%	12%	14%	25%	25%	19%	31%	86%	8%	4%	3%
SATELLITE AND FREEVIEW	273	131	142	44	40	104	85	19	25	44	83	82	71	73	46	216	28	12	17
	10%	10%	10%	12%	9%	11%	9%	6%	10%	12%	14%	12%	10%	13%	7%	10%	12%	9%	22%
										g	g	n	n	n					opq
		48%	52%	16%	15%	38%	31%	7%	9%	16%	30%	30%	26%	27%	17%	79%	10%	5%	6%
SATELLITE ONLY	795	385	410	106	162	322	205	66	84	112	184	221	215	174	184	664	50	59	22
	30%	30%	30%	29%	35%	35%	22%	21%	32%	31%	32%	31%	30%	30%	28%	30%	22%	45%	29%
				f	f	cf			g	g	g					p		opr	p
		48%	52%	13%	20%	41%	26%	8%	11%	14%	23%	28%	27%	22%	23%	84%	6%	7%	3%
NO TV	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%
OTHER	174	78	96	21	33	67	53	16	12	27	56	51	47	49	28	140	19	11	5
	7%	6%	7%	6%	7%	7%	6%	5%	5%	8%	10%	7%	6%	8%	4%	6%	8%	8%	6%
											gh	n		n					
		45%	55%	12%	19%	39%	30%	9%	7%	16%	32%	29%	27%	28%	16%	80%	11%	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 TECHNOLOGY TRACKER - 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.

TV MULTI-PLATFORM OWNERSHIP

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3737	1790	1947	519	604	1172	1442	559	401	451	615	797	1122	791	1022	2239	502	489	507
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%
Mean TV platforms	1.1	1.1	1.2	1.1	1.0	1.2	1.2	1.1	1.1	1.2	1.3	1.2	1.1	1.2	1.1	1.1	1.3	1.1	1.2
				d		cd	d		g	g	ghi	ln		ln			oq		oq
Standard deviation	.47	.48	.46	.51	.48	.48	.43	.40	.50	.48	.50	.46	.49	.49	.44	.47	.49	.46	.50
Standard error	.01	.01	.01	.02	.02	.01	.01	.02	.03	.02	.02	.02	.01	.02	.01	.01	.02	.02	.02

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

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TV MULTI-PLATFORM OWNERSHIP

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
CABLE ONLY	315	305	10	201	113
	12%	13%	3%	13%	10%
		b		d	
		97%	3%	64%	36%
CABLE AND FREEVIEW	105	103	3	66	38
	4%	4%	1%	4%	3%
		b			
		98%	2%	63%	36%
FREEVIEW ONLY	905	764	142	406	496
	34%	33%	39%	26%	45%
			a		c
		84%	16%	45%	55%
SATELLITE AND FREEVIEW	273	221	52	171	102
	10%	10%	14%	11%	9%
			a		
		81%	19%	63%	37%
SATELLITE ONLY	795	680	115	520	271
	30%	29%	32%	34%	24%
				d	
		86%	14%	65%	34%
NO TV	99	88	10	68	29
	4%	4%	3%	4%	3%
				d	
		90%	10%	69%	30%
OTHER	174	148	27	116	58
	7%	6%	7%	7%	5%
				d	
		85%	15%	67%	33%

Columns Tested: a,b - c,d

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

TV MULTI-PLATFORM OWNERSHIP

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
Mean TV platforms	1.1	1.1	1.2	1.2	1.1
			a	d	
Standard deviation	.47	.47	.48	.50	.43
Standard error	.01	.01	.02	.01	.01

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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.

MULTICHANNEL TV OWNERSHIP

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
ALL MULTICHANNEL TV	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%
						cd	cde				ghi	ln		ln			o		
		48%	52%	13%	16%	35%	36%	12%	10%	13%	22%	27%	26%	22%	24%	83%	9%	5%	3%
DIGITAL TERRESTRIAL	1327	639	687	175	171	405	577	195	127	174	269	355	336	274	359	1103	128	53	42
	50%	49%	50%	48%	36%	44%	62%	61%	49%	49%	46%	50%	47%	47%	54%	49%	55%	40%	57%
				d		d	cde	hij							lm	q	q		oq
		48%	52%	13%	13%	31%	43%	15%	10%	13%	20%	27%	25%	21%	27%	83%	10%	4%	3%
DIGITAL SATELLITE	1086	524	562	153	203	431	299	86	112	157	272	309	293	249	235	895	80	72	38
	41%	40%	41%	42%	43%	47%	32%	27%	43%	44%	47%	43%	41%	43%	36%	40%	34%	55%	52%
				f	f	f			g	g	g	n	n	n				op	op
		48%	52%	14%	19%	40%	28%	8%	10%	14%	25%	28%	27%	23%	22%	82%	7%	7%	4%
PAY DIGITAL SATELLITE	904	424	480	134	181	363	227	73	90	133	238	248	247	209	199	736	70	62	36
	34%	33%	35%	37%	39%	40%	24%	23%	35%	37%	41%	35%	34%	36%	30%	33%	30%	47%	48%
				f	f	f			g	g	g			n				op	op
		47%	53%	15%	20%	40%	25%	8%	10%	15%	26%	27%	27%	23%	22%	81%	8%	7%	4%
FREE DIGITAL SATELLITE	152	82	70	16	20	60	56	12	17	22	35	53	36	30	32	132	8	10	2
	6%	6%	5%	4%	4%	7%	6%	4%	7%	6%	6%	8%	5%	5%	5%	6%	3%	7%	3%
												n				r		pr	
		54%	46%	11%	13%	39%	37%	8%	11%	14%	23%	35%	24%	20%	21%	87%	5%	6%	1%
CABLE	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%
											ghi	n	n	n		qr	oqr		
		52%	48%	15%	16%	36%	32%	8%	8%	11%	30%	28%	28%	24%	20%	82%	15%	2%	1%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 113

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MULTICHANNEL TV OWNERSHIP

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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 MULTICHANNEL TV	108	61	47	23	45	28	12	15	16	17	8	16	42	14	36	97	4	4	2
	4%	5%	3%	6%	10%	3%	1%	5%	6%	5%	1%	2%	6%	2%	6%	4%	2%	3%	2%
				ef	ef	f		j	j	j			km		km	p			
		56%	44%	21%	42%	26%	11%	14%	15%	16%	8%	14%	39%	13%	34%	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 TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 113

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MULTICHANNEL TV OWNERSHIP

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
ALL MULTICHANNEL TV	2567	2220	347	1481	1078
	96%	96%	97%	95%	97%
		86%	14%	58%	42%
DIGITAL TERRESTRIAL	1327	1123	204	673	649
	50%	48%	57%	43%	58%
			a		c
		85%	15%	51%	49%
DIGITAL SATELLITE	1086	915	171	704	378
	41%	40%	47%	45%	34%
			a	d	
		84%	16%	65%	35%
PAY DIGITAL SATELLITE	904	764	140	606	294
	34%	33%	39%	39%	26%
			a	d	
		85%	15%	67%	33%
FREE DIGITAL SATELLITE	152	128	24	85	67
	6%	6%	7%	5%	6%
		84%	16%	56%	44%
CABLE	428	415	12	273	152
	16%	18%	3%	18%	14%
		b		d	
		97%	3%	64%	36%
NO MULTICHANNEL TV	108	95	13	71	36
	4%	4%	3%	5%	3%
		88%	12%	66%	33%

Columns Tested: a,b - c,d

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

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 TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 114

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QH2 (QH66). What are the reasons why you don't have a television set in your household? What other reasons? (MULTI CODE) UNPROMPTED

Base : Those without a TV in the household

		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
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
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

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	120	96	24	71	46
Effective Weighted Sample	85	74	12	53	33
Total	99	88	10	68	29
		**	**	**	**
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

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QH2 (QH66). What are the reasons why you don't have a television set in your household? What other reasons? (MULTI CODE) UNPROMPTED

Base : Those without a TV in the household

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	120	96	24	71	46
Effective Weighted Sample	85	74	12	53	33
Total	99	88	10	68	29
		**	**	**	**
Can't afford to pay the TV LIcence	2	**	**	**	**
	2%	**	**	**	**
		**	**	**	**
Don't know	10	**	**	**	**
	10%	**	**	**	**
		**	**	**	**

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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.

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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

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QH3 (QH53). Is the MAIN TV in your household an HDTV set or HD ready? (SINGLE CODE)

Base : Those with a TV in the household

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3606	2608	998	1788	1808
Effective Weighted Sample	2411	2003	442	1239	1216
Total	2567	2220	347	1481	1078
		86%	14%	58%	42%
Yes, the main TV in the household is an HDTV set or HD ready	1902	1633	269	1194	700
	74%	74%	77%	81%	65%
				d	
		86%	14%	63%	37%
No	496	443	53	234	262
	19%	20%	15%	16%	24%
		b			c
		89%	11%	47%	53%
Don't know	170	144	26	53	116
	7%	6%	7%	4%	11%
					c
		85%	15%	31%	68%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 116

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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	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	j									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

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	2585	1889	696	1420	1157
Effective Weighted Sample	1773	1467	326	1005	799
Total	1902	1633	269	1194	700
		86%	14%	63%	37%
Yes	1503	1302	201	975	523
	79%	80%	75%	82%	75%
				d	
		87%	13%	65%	35%
No	337	282	55	189	145
	18%	17%	21%	16%	21%
					c
		84%	16%	56%	43%
Don't know	62	50	12	30	32
	3%	3%	4%	2%	5%
					c
		81%	19%	48%	52%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 117

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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

		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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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% f	31% f	33% f	25%	21%	25%	32% g	25%	31%	31%	31%	27%	30%	28%	31%	42% 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% cde	65%	65%	61%	66%	58%	60%	57%	60%	60% r	54% r	58% r	33%
		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% a	12%	12%	11%	10%	14% i	10%	7%	9%	10%	9%	12%	13% l	10%	18% oq	11%	25% 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

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	2585	1889	696	1420	1157
Effective Weighted Sample	1773	1467	326	1005	799
Total	1902	1633	269	1194	700
		86%	14%	63%	37%
Yes, the main TV in the household is an UHDTV set or UHD ready	579	510	69	404	174
	30%	31%	26%	34%	25%
				d	
		88%	12%	70%	30%
No	1115	952	163	661	449
	59%	58%	61%	55%	64%
					c
		85%	15%	59%	40%
Don't know	208	172	36	129	77
	11%	11%	13%	11%	11%
		83%	17%	62%	37%

Columns Tested: a,b - c,d

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QH6 (QH3). SHOWCARD Which of the following best describes your satellite TV service/s? (MULTI CODE)

Base : Those with Satellite TV

		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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%	*%
		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%	*%	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

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QH6 (QH3). SHOWCARD Which of the following best describes your satellite TV service/s? (MULTI CODE)

Base : Those with Satellite TV

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	1566	1073	493	897	666
Effective Weighted Sample	1020	819	219	604	433
Total	1086	915	171	704	378
		84%	16%	65%	35%
Sky satellite dish to receive subscription channels - you pay a monthly subscription fee	904	764	140	606	294
	83%	83%	82%	86%	78%
				d	
		85%	15%	67%	33%
Sky satellite dish for free to air services only - you pay no monthly subscription fee	56	47	8	28	27
	5%	5%	5%	4%	7%
					c
		85%	15%	51%	49%
Freesat dish and set top box - you do not pay a subscription fee	83	67	16	46	37
	8%	7%	9%	7%	10%
		81%	19%	56%	44%
Other satellite dish	14	14	1	12	3
	1%	2%	*%	2%	1%
		95%	5%	81%	19%
Don't know	34	27	7	16	18
	3%	3%	4%	2%	5%
					c
		78%	22%	48%	52%

Columns Tested: a,b - c,d

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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%
												n							
		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 TECHNOLOGY TRACKER - 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.

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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 Movies Pack (All Sky Movies channels in Sky Movies 1 and 2, plus Premiere and Disney Cinemagic)	245	121	124	41	58	102	44	9	24	40	84	72	74	61	39	208	20	12	6
	27%	29%	26%	31%	32%	28%	19%	13%	26%	30%	35%	29%	30%	29%	20%	28%	28%	19%	16%
				f	f	f			g	g	g	n	n	n		qr	r		
		49%	51%	17%	24%	42%	18%	4%	10%	16%	34%	29%	30%	25%	16%	85%	8%	5%	2%
Sky+ HD (High Definition channels through Sky+ HD box)	350	186	164	59	65	150	76	17	22	49	111	108	111	80	51	290	31	24	5
	39%	44%	34%	44%	36%	41%	34%	23%	24%	37%	47%	43%	45%	38%	26%	39%	44%	38%	14%
		b								g	gh	n	n	n		r	r	r	
		53%	47%	17%	19%	43%	22%	5%	6%	14%	32%	31%	32%	23%	15%	83%	9%	7%	1%
ANY SKY SPORTS	346	191	155	60	62	125	99	18	25	54	106	119	97	79	51	291	32	13	10
	38%	45%	32%	45%	34%	34%	44%	25%	28%	40%	45%	48%	39%	38%	26%	40%	46%	20%	27%
		b		e			e			g	gh	mn	n	n		qr	qr		
		55%	45%	17%	18%	36%	29%	5%	7%	15%	31%	34%	28%	23%	15%	84%	9%	4%	3%
ANY SKY MOVIES	319	147	172	57	72	128	62	15	30	48	105	98	92	79	50	272	23	16	8
	35%	35%	36%	43%	40%	35%	27%	20%	33%	36%	44%	39%	37%	38%	25%	37%	33%	25%	22%
				f	f	f			g	g	g	n	n	n		qr			
		46%	54%	18%	23%	40%	19%	5%	9%	15%	33%	31%	29%	25%	16%	85%	7%	5%	2%
SKY SPORTS AND SKY MOVIES	203	104	99	39	46	78	40	7	12	33	75	75	59	47	22	177	16	6	4
	22%	25%	21%	29%	26%	22%	18%	9%	13%	25%	31%	30%	24%	22%	11%	24%	22%	9%	12%
				f						gh	gh	n	n	n		qr	qr		
		51%	49%	19%	23%	39%	20%	3%	6%	16%	37%	37%	29%	23%	11%	87%	8%	3%	2%

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

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
			a		c	c		j							klm				op
		41%	59%	11%	22%	43%	24%	12%	11%	15%	22%	22%	25%	23%	30%	81%	6%	8%	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%
								j		j									oq
		35%	65%	24%	26%	9%	41%	19%	12%	30%	-%	22%	40%	12%	26%	67%	9%	3%	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%
								i											opq
		31%	69%	22%	4%	36%	39%	13%	13%	-%	9%	35%	17%	19%	29%	71%	1%	9%	19%

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

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QH4 (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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	1320	893	427	786	531
Effective Weighted Sample	853	686	184	525	342
Total	904	764	140	606	294
		85%	15%	67%	33%
Sky Sports 1 only	18	15	3	14	3
	2%	2%	2%	2%	1%
		85%	15%	82%	18%
Sky Sports 2 only	3	2	*	3	-
	*%	*%	*%	*%	-%
		96%	4%	100%	-%
Sky Sports Pack (Sky Sports 1, 2, 3 and 4)	326	276	50	211	114
	36%	36%	36%	35%	39%
		85%	15%	65%	35%
Sky Movies 1 only (Comedy, Family, Classics, Modern Greats, Drama & Romance)	58	50	8	32	27
	6%	7%	6%	5%	9% c
		86%	14%	54%	46%
Sky Movies 2 only (Comedy, Indie, Sci-Fi & Horror, Crime & Thriller, Action & Adventure)	15	13	2	10	5
	2%	2%	1%	2%	2%
		87%	13%	69%	31%

Columns Tested: a,b - c,d

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

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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	1320	893	427	786	531
Effective Weighted Sample	853	686	184	525	342
Total	904	764	140	606	294
		85%	15%	67%	33%
Sky Movies Pack (All Sky Movies channels in Sky Movies 1 and 2, plus Premiere and Disney Cinemagic)	245	212	33	175	66
	27%	28%	24%	29%	23%
				d	
		86%	14%	71%	27%
Sky+ HD (High Definition channels through Sky+ HD box)	350	296	53	253	97
	39%	39%	38%	42%	33%
				d	
		85%	15%	72%	28%
ANY SKY SPORTS	346	294	52	228	117
	38%	38%	37%	38%	40%
		85%	15%	66%	34%
ANY SKY MOVIES	319	275	43	217	98
	35%	36%	31%	36%	33%
		86%	14%	68%	31%
SKY SPORTS AND SKY MOVIES	203	177	26	141	61
	22%	23%	19%	23%	21%
		87%	13%	69%	30%
Basic package only	294	254	40	197	97
	33%	33%	29%	33%	33%
		86%	14%	67%	33%

Columns Tested: a,b - c,d

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

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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	1320	893	427	786	531
Effective Weighted Sample	853	686	184	525	342
Total	904	764	140	606	294
		85%	15%	67%	33%
None of these	10	7	3	5	5
	1%	1%	2%	1%	2%
		70%	30%	48%	52%
Don't know	19	16	3	12	7
	2%	2%	2%	2%	2%
		84%	16%	63%	37%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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.

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

		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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	f	~g	~h	~i	j	k	l	m	n	o	~p	~q	~r
Unweighted total	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%	**	**	**
Sky Sports channels	89	51	38	**	**	28	32	**	**	**	28	34	26	17	12	69	**	**	**
	21%	23%	19%	**	**	18%	23%	**	**	**	22%	28%	22%	16%	14%	20%	**	**	**
		57%	43%	**	**	31%	36%	**	**	**	32%	n 38%	30%	19%	14%	78%	**	**	**
Sky Movies channels	60	35	24	**	**	20	16	**	**	**	22	23	11	18	8	45	**	**	**
	14%	16%	12%	**	**	13%	12%	**	**	**	17%	19%	9%	17%	9%	13%	**	**	**
		59%	41%	**	**	34%	27%	**	**	**	37%	l 38%	19%	30%	13%	76%	**	**	**
High Definition channel through V+ HD box	145	86	59	**	**	53	44	**	**	**	49	46	45	35	18	107	**	**	**
	34%	39%	29%	**	**	34%	32%	**	**	**	39%	39%	37%	34%	21%	31%	**	**	**
		b 59%	41%	**	**	37%	30%	**	**	**	34%	n 32%	n 31%	24%	12%	74%	**	**	**
Basic package only	193	95	98	**	**	68	69	**	**	**	57	43	52	50	49	167	**	**	**
	45%	43%	48%	**	**	44%	50%	**	**	**	45%	36%	43%	48%	58%	48%	**	**	**
		49%	51%	**	**	35%	36%	**	**	**	29%	22%	27%	26%	kl 25%	87%	**	**	**
None of these	34	19	14	**	**	17	8	**	**	**	9	9	11	10	3	28	**	**	**
	8%	9%	7%	**	**	11%	6%	**	**	**	7%	8%	9%	10%	4%	8%	**	**	**
		57%	43%	**	**	52%	25%	**	**	**	27%	27%	33%	30%	10%	84%	**	**	**
Don't know	19	6	13	**	**	6	3	**	**	**	2	2	3	4	9	15	**	**	**
	4%	3%	6%	**	**	4%	2%	**	**	**	1%	2%	3%	4%	11%	4%	**	**	**
		32%	68%	**	**	31%	14%	**	**	**	9%	12%	18%	21%	kl 49%	78%	**	**	**

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

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	c	d
Unweighted total	486	458	28	267	216
Effective Weighted Sample	387	373	15	224	169
Total	428	415	12	273	152
		97%	**	64%	36%
Sky Sports channels	89	87	**	61	28
	21%	21%	**	22%	18%
		99%	**	68%	32%
Sky Movies channels	60	60	**	48	12
	14%	14%	**	17%	8%
				d	
		100%	**	80%	20%
High Definition channel through V+ HD box	145	144	**	97	48
	34%	35%	**	35%	31%
		99%	**	67%	33%
Basic package only	193	186	**	121	72
	45%	45%	**	44%	47%
		96%	**	62%	37%
None of these	34	32	**	25	8
	8%	8%	**	9%	5%
		95%	**	73%	24%
Don't know	19	17	**	8	10
	4%	4%	**	3%	7%
		92%	**	45%	55%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 121

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	f	~g	~h	~i	~j	k	l	m	n	o	~p	~q	r
Unweighted total	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%
																r			
		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%
						f													
		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%
																			o
		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 TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 121

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	f	~g	~h	~i	~j	k	l	m	n	o	~p	~q	r
Unweighted total	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% k	37% k	43% k	34%	**	**	29%
		49%	51%	**	**	35%	43%	**	**	**	**	17%	28%	27%	28%	79%	**	**	5%
Don't know	63	29	34	**	**	23	25	**	**	**	**	25	17	10	11	53	**	**	6
	17%	17%	17%	**	**	16%	19%	**	**	**	**	25% m	17%	10%	14%	18%	**	**	31% o
		46%	54%	**	**	36%	40%	**	**	**	**	39%	26%	16%	18%	83%	**	**	10%

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

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	548	380	168	292	255
Effective Weighted Sample	344	278	73	187	160
Total	372	316	56	221	150
		85%	15%	59%	40%
BT Sport channels	42	36	6	27	15
	11%	11%	11%	12%	10%
		85%	15%	65%	35%
High Definition channels through HD receiver/ box	32	29	3	22	10
	9%	9%	5%	10%	7%
		92%	8%	68%	32%
Sky Sports channels	12	10	2	8	4
	3%	3%	3%	4%	3%
		85%	15%	66%	34%
Sky Movies channels	8	6	2	5	3
	2%	2%	3%	2%	2%
		76%	24%	63%	37%
Ultra High Definition channels (broadcast in more detail than HD channels)	6	6	-	5	1
	2%	2%	-%	2%	1%
		100%	-%	87%	13%
Basic package only	104	90	14	66	39
	28%	29%	25%	30%	26%
		86%	14%	63%	37%
None of these	128	111	17	66	62
	35%	35%	30%	30%	41% c
		87%	13%	52%	48%

Columns Tested: a,b - c,d

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	548	380	168	292	255
Effective Weighted Sample	344	278	73	187	160
Total	372	316	56	221	150
		85%	15%	59%	40%
Don't know	63	48	15	38	25
	17%	15%	26% a	17%	16%
		77%	23%	60%	39%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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.

QH10A (QR1A). Does your household have Sky+? (SINGLE CODE)

Base : Those with 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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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% g	93% g	90% n	88%	91% n	82%	88%	91%	85%	92% q
		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% d	7%	11%	12%	17% ij	10%	8%	6%	9%	11%	9%	16% km	11% r	8%	13% r	5%
		47%	53%	19%	12%	39%	29%	13%	10%	10%	13%	22%	26%	19%	33%	84%	6%	8%	2%
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

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QH10A (QR1A). Does your household have Sky+? (SINGLE CODE)

Base : Those with Sky Satellite TV

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	1414	970	444	829	582
Effective Weighted Sample	914	737	193	553	375
Total	965	816	148	639	322
		85%	15%	66%	33%
Yes	847	714	133	573	270
	88%	87%	90%	90%	84%
				d	
		84%	16%	68%	32%
No	105	93	12	60	45
	11%	11%	8%	9%	14%
					c
		89%	11%	57%	43%
Don't know	13	10	3	6	7
	1%	1%	2%	1%	2%
		74%	26%	43%	57%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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.

QH10B (QR1B). Does your household have Virgin TiVo or V+? (SINGLE CODE)

Base : Those with Virgin Media (Cable 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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	f	~g	~h	~i	j	k	l	m	n	o	~p	~q	~r
Unweighted total	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% f	64%	**	**	**	82%	77% n	78% n	81% n	62%	75%	**	**	**
		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% e	**	**	**	16%	19%	21%	16%	27%	21%	**	**	**
		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% e	**	**	**	2%	3%	1%	3%	10% l	4%	**	**	**
		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

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QH10B (QR1B). Does your household have Virgin TiVo or V+? (SINGLE CODE)

Base : Those with Virgin Media (Cable TV)

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	c	d
Unweighted total	486	458	28	267	216
Effective Weighted Sample	387	373	15	224	169
Total	428	415	12	273	152
		97%	**	64%	36%
Yes	323	314	**	220	102
	76%	76%	**	81%	67%
				d	
		97%	**	68%	31%
No	87	85	**	45	41
	20%	20%	**	16%	27%
					c
		97%	**	51%	47%
Don't know	17	16	**	8	9
	4%	4%	**	3%	6%
		93%	**	46%	54%

Columns Tested: a,b - c,d

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

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

		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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r
Unweighted total	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

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d
Unweighted total	150	100	50	69	81
Effective Weighted Sample	107	81	27	54	55
Total	120	96	24	68	53
		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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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.

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

		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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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% g	37% mn	31% mn	23%	22%	29% r	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% j	72%	73% j	63%	60%	64%	73% kl	73% kl	67%	66%	65%	75% o
		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% or	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

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	1949	1354	595	851	1093
Effective Weighted Sample	1280	1039	258	570	732
Total	1327	1123	204	673	649
		85%	15%	51%	49%
Yes	379	315	63	199	178
	29%	28%	31%	30%	27%
		83%	17%	52%	47%
No	889	755	134	451	437
	67%	67%	66%	67%	67%
		85%	15%	51%	49%
Don't know	59	53	6	23	34
	4%	5%	3%	3%	5%
		90%	10%	40%	59%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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.

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

		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	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

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	c	d
Unweighted total	253	184	69	149	104
Effective Weighted Sample	176	142	36	104	75
Total	192	162	30	125	67
		84%	**	65%	35%
Yes	155	132	**	102	53
	81%	81%	**	82%	78%
		85%	**	66%	34%
No	26	22	**	13	13
	13%	13%	**	11%	19%
		84%	**	51%	49%
Don't know	11	9	**	9	2
	6%	5%	**	7%	3%
		76%	**	82%	18%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 127

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DVR HOUSEHOLD OWNERSHIP

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
DVR IN HOUSEHOLD	1645	786	859	211	298	637	499	136	151	230	450	488	453	383	320	1358	152	90	45
	61%	60%	62%	58%	64%	70%	54%	43%	58%	64%	77%	69%	63%	66%	48%	61%	65%	68%	62%
					f	cdf			g	g	ghi	ln	n	n				o	
		48%	52%	13%	18%	39%	30%	8%	9%	14%	27%	30%	28%	23%	19%	83%	9%	5%	3%
NO DVR IN HOUSEHOLD	933	478	455	139	154	259	380	166	102	119	123	205	246	175	306	799	70	38	25
	35%	37%	33%	38%	33%	28%	41%	52%	39%	33%	21%	29%	34%	30%	46%	36%	30%	29%	34%
				e			de	hij	j	j			k		klm	pq			
		51%	49%	15%	17%	28%	41%	18%	11%	13%	13%	22%	26%	19%	33%	86%	8%	4%	3%
UNSURE	79	29	50	13	8	18	40	13	5	5	5	15	15	16	32	61	11	4	3
	3%	2%	4%	4%	2%	2%	4%	4%	2%	1%	1%	2%	2%	3%	5%	3%	5%	3%	4%
			a				de	ij							kl				
		36%	64%	17%	10%	22%	51%	17%	7%	6%	7%	19%	19%	21%	40%	78%	13%	5%	4%

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

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DVR HOUSEHOLD OWNERSHIP

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
DVR IN HOUSEHOLD	1645	1417	227	1060	578
	61%	61%	63%	68%	52%
				d	
		86%	14%	64%	35%
NO DVR IN HOUSEHOLD	933	813	119	451	478
	35%	35%	33%	29%	43%
					c
		87%	13%	48%	51%
UNSURE	79	68	11	30	48
	3%	3%	3%	2%	4%
					c
		86%	14%	38%	61%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 128

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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% r	17% r	28% pr	7%
		44%	56%	11%	18%	40%	31%	8%	11%	15%	30%	29%	27%	26%	18%	85%	7%	7%	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% kl	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% km	11%	12%	13% qr	9%	5%	6%
		49%	51%	14%	21%	39%	27%	8%	13%	16%	32%	21%	39%	21%	19%	89%	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% gj	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% o
		54%	46%	22%	16%	35%	27%	8%	6%	19%	17%	37%	31%	21%	11%	77%	11%	6%	6%
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% lm	10% m	6%	11% m	10%	13%	12%	22% opq
		53%	47%	13%	18%	41%	29%	10%	8%	12%	24%	42%	26%	13%	20%	78%	11%	6%	6%
Never	138	62	76	25	21	43	49	21	8	13	31	39	32	27	40	122	9	5	3
	8%	8%	9%	12% e	7%	7%	10%	16% hij	6%	6%	7%	8%	7%	7%	12% klm	9%	6%	5%	7%
		45%	55%	18%	16%	31%	35%	15%	6%	10%	23%	28%	23%	19%	29%	88%	6%	3%	2%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 128

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
					f						h		n						
		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

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QH11 (QR5). SHOWCARD How often, if ever, do you use your DVR to watch recorded programmes? (SINGLE CODE)

Base : Those who own a DVR

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	2237	1630	607	1288	944
Effective Weighted Sample	1533	1271	281	901	657
Total	1645	1417	227	1060	578
		86%	14%	64%	35%
Every day	367	316	51	236	130
	22%	22%	22%	22%	22%
		86%	14%	64%	35%
A few times a week	486	428	58	324	160
	30%	30%	25%	31%	28%
		88%	12%	67%	33%
Once a week	195	173	22	124	71
	12%	12%	10%	12%	12%
		89%	11%	63%	37%
A few times a month	138	123	15	88	49
	8%	9%	7%	8%	8%
		89%	11%	63%	35%
Once a month	57	40	17	37	19
	3%	3%	7%	4%	3%
			a		
		70%	30%	66%	34%
Less often	183	161	22	122	59
	11%	11%	10%	12%	10%
		88%	12%	67%	33%
Never	138	116	22	77	61
	8%	8%	10%	7%	11%
					c
		84%	16%	56%	44%
Don't know	81	60	21	52	28
	5%	4%	9%	5%	5%
			a		
		74%	26%	65%	35%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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% f	40% f	39% f	24%	20%	26%	43% gh	49% gh	42% mn	37% n	35% n	20%	34% r	40% qr	31%	25%
		48%	52%	16%	19%	40%	25%	7%	7%	17%	32%	34%	29%	23%	14%	83%	10%	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% f	21% f	23% f	8%	9%	12%	18% g	24% ghi	18% n	18% n	19% n	13%	18% p	12%	15%	21% p
		49%	51%	17%	20%	47%	16%	6%	7%	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% ef	22% f	19% f	5%	8%	10%	19% gh	25% ghi	19% n	17% n	15% n	11%	15%	19%	14%	19%
		47%	53%	22%	23%	43%	13%	6%	6%	16%	37%	32%	29%	22%	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

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3606	2608	998	1788	1808
Effective Weighted Sample	2411	2003	442	1239	1216
Total	2567	2220	347	1481	1078
		86%	14%	58%	42%
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	754	121	604	269
	34%	34%	35%	41%	25%
				d	
		86%	14%	69%	31%
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	395	44	330	107
	17%	18%	13%	22%	10%
		b		d	
		90%	10%	75%	24%
Yes, I was TV programmes/ films using a 'standalone' subscription service such as Netflix (e.g. on Virgin TiVo)	400	354	46	310	89
	16%	16%	13%	21%	8%
				d	
		88%	12%	77%	22%

Columns Tested: a,b - c,d

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

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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3606	2608	998	1788	1808
Effective Weighted Sample	2411	2003	442	1239	1216
Total	2567	2220	347	1481	1078
		86%	14%	58%	42%
TOTAL 'YES'	1193	1040	152	842	346
	46%	47%	44%	57%	32%
				d	
		87%	13%	71%	29%
No	1320	1133	187	609	708
	51%	51%	54%	41%	66%
					c
		86%	14%	46%	54%
Don't know	55	47	8	30	24
	2%	2%	2%	2%	2%
		86%	14%	54%	43%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 130

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SUMMARY OF THOSE WHO WATCH NON-LINEAR PROGRAMMING

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
WATCH PROGRAMMES RECORDED ON DVR	1426	688	739	177	254	564	431	109	141	205	390	423	392	341	270	1171	137	79	39
	53%	53%	54%	49%	54%	62%	46%	34%	54%	57%	67%	59%	54%	59%	41%	52%	59%	60%	53%
					f	cdf			g	g	ghi	n	n	n			o	o	
		48%	52%	12%	18%	40%	30%	8%	10%	14%	27%	30%	27%	24%	19%	82%	10%	6%	3%
WATCH TV PROGRAMMES ON DEMAND THROUGH TV SERVICE	709	342	367	132	150	318	108	45	44	104	245	211	197	174	126	595	62	31	21
	26%	26%	27%	36%	32%	35%	12%	14%	17%	29%	42%	30%	27%	30%	19%	27%	27%	23%	28%
				f	f	f				gh	ghi	n	n	n					
		48%	52%	19%	21%	45%	15%	6%	6%	15%	35%	30%	28%	25%	18%	84%	9%	4%	3%
WATCH TV PROGRAMMES ON DEMAND THROUGH TV/ MOBILE/ ONLINE	885	434	451	174	209	379	123	64	57	125	301	263	253	210	160	744	71	43	26
	33%	33%	33%	48%	45%	41%	13%	20%	22%	35%	52%	37%	35%	36%	24%	33%	31%	33%	36%
				ef	f	f				gh	ghi	n	n	n					
		49%	51%	20%	24%	43%	14%	7%	6%	14%	34%	30%	29%	24%	18%	84%	8%	5%	3%
WATCH BROADCASTER CATCH-UP SERVICES THROUGH TV SERVICE, ONLINE OR MOBILE	1319	644	675	223	275	519	301	102	106	207	409	438	378	281	221	1105	120	67	27
	49%	50%	49%	61%	59%	57%	33%	32%	41%	58%	70%	62%	52%	48%	33%	49%	52%	51%	36%
				f	f	f			g	gh	ghi	lmn	n	n		r	r	r	
		49%	51%	17%	21%	39%	23%	8%	8%	16%	31%	33%	29%	21%	17%	84%	9%	5%	2%
ANY NON-LINEAR PROGRAMMING	1900	913	988	273	360	729	539	167	173	279	524	569	534	429	367	1581	171	97	51
	71%	70%	72%	75%	77%	80%	58%	53%	66%	78%	90%	80%	74%	74%	56%	71%	73%	74%	70%
				f	f	f			g	gh	ghi	lmn	n	n					
		48%	52%	14%	19%	38%	28%	9%	9%	15%	28%	30%	28%	23%	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 TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 130

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SUMMARY OF THOSE WHO WATCH NON-LINEAR PROGRAMMING

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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	775	388	387	92	108	187	388	151	87	79	59	143	186	151	294	655	62	35	22
	29%	30%	28%	25%	23%	20%	42%	47%	34%	22%	10%	20%	26%	26%	44%	29%	27%	26%	30%
							cde	hij	ij	j			k	k	klm				
		50%	50%	12%	14%	24%	50%	19%	11%	10%	8%	18%	24%	20%	38%	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 TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 130

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SUMMARY OF THOSE WHO WATCH NON-LINEAR PROGRAMMING

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
WATCH PROGRAMMES RECORDED ON DVR	1426	1241	185	931	490
	53%	54%	52%	60%	44%
				d	
		87%	13%	65%	34%
WATCH TV PROGRAMMES ON DEMAND THROUGH TV SERVICE	709	632	77	541	165
	26%	27%	21%	35%	15%
		b		d	
		89%	11%	76%	23%
WATCH TV PROGRAMMES ON DEMAND THROUGH TV/ MOBILE/ ONLINE	885	783	101	669	214
	33%	34%	28%	43%	19%
		b		d	
		89%	11%	76%	24%
WATCH BROADCASTER CATCH-UP SERVICES THROUGH TV SERVICE, ONLINE OR MOBILE	1319	1135	183	903	414
	49%	49%	51%	58%	37%
				d	
		86%	14%	68%	31%
ANY NON-LINEAR PROGRAMMING	1900	1633	268	1238	657
	71%	71%	74%	80%	59%
				d	
		86%	14%	65%	35%

Columns Tested: a,b - c,d

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SUMMARY OF THOSE WHO WATCH NON-LINEAR PROGRAMMING

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
NONE	775	682	92	314	457
	29%	29%	26%	20%	41%
					c
		88%	12%	40%	59%

Columns Tested: a,b - c,d

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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

		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%
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% ef	30% ef	25% f	4%	16%	20%	20%	24% g	16%	22% kn	24% kn	17%	19%	24% o	21%	22%
		50%	50%	23%	25%	43%	8%	10%	10%	14%	27%	22%	30%	27%	21%	80%	11%	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% f	14% f	14% f	5%	6%	9%	13% g	22% ghi	13% n	13% n	12%	9%	12%	9%	15% pr	9%
		48%	52%	22%	20%	42%	16%	6%	7%	15%	41%	31%	29%	22%	18%	84%	7%	6%	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% f	15% f	13% f	8%	6%	13% g	14% g	18% gh	13% n	13% n	13% n	7%	11% r	17% or	12% r	4%
		52%	48%	16%	22%	39%	23%	6%	10%	16%	35%	31%	28%	25%	16%	81%	13%	5%	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% f	7% f	6% f	3%	3%	3%	6%	7% gh	7% n	5% n	6% n	3%	5%	3%	4%	5%
		54%	46%	19%	22%	39%	20%	8%	6%	16%	32%	35%	26%	26%	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 TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 131

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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

		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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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% ef	48% ef	38% f	16%	23%	32% g	37% g	45% ghi	35% n	34% n	38% n	25%	32%	39% o	34%	34%
		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% cd	80% cde	74% hij	66% j	59% j	51%	61%	62%	58%	71% klm	64% p	57%	62%	60%
		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

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3606	2608	998	1788	1808
Effective Weighted Sample	2411	2003	442	1239	1216
Total	2567	2220	347	1481	1078
		86%	14%	58%	42%
Games console	503	437	66	357	143
	20%	20%	19%	24% d	13%
		87%	13%	71%	28%
Laptop/ desktop PC	302	262	40	224	78
	12%	12%	11%	15% d	7%
		87%	13%	74%	26%
Set top box with access to digital or cable TV broadcasts (such as Sky+, Virgin TiVo, YouView)	299	256	43	219	80
	12%	12%	12%	15% d	7%
		86%	14%	73%	27%
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	97	32	95	34
	5%	4%	9% a	6% d	3%
		75%	25%	74%	26%

Columns Tested: a,b - c,d

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3606	2608	998	1788	1808
Effective Weighted Sample	2411	2003	442	1239	1216
Total	2567	2220	347	1481	1078
		86%	14%	58%	42%
ANY DEVICES CONNECTING TV TO THE INTERNET	851	729	122	608	239
	33%	33%	35%	41%	22%
				d	
		86%	14%	72%	28%
None of these	1613	1403	210	811	797
	63%	63%	60%	55%	74%
					c
		87%	13%	50%	49%
Don't know	104	88	16	61	42
	4%	4%	5%	4%	4%
		85%	15%	58%	40%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 132

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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

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3606	2608	998	1788	1808
Effective Weighted Sample	2411	2003	442	1239	1216
Total	2567	2220	347	1481	1078
		86%	14%	58%	42%
Yes	718	607	111	521	194
	28%	27%	32%	35%	18%
				d	
		85%	15%	73%	27%
No	1764	1543	221	919	839
	69%	70%	64%	62%	78%
		b			c
		87%	13%	52%	48%
Don't know	85	70	15	40	45
	3%	3%	4%	3%	4%
					c
		82%	18%	47%	53%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 133

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SUMMARY OF CONNECTED TV

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
TV CONNECTED TO INTERNET VIA A DEVICE	851	414	436	160	201	340	149	71	79	126	260	244	234	213	159	694	89	43	24
	32%	32%	32%	44% ef	43% f	37% f	16%	22%	30% g	35% g	45% ghi	34% n	32% n	37% n	24%	31%	38% o	32%	33%
		49%	51%	19%	24%	40%	18%	8%	9%	15%	31%	29%	28%	25%	19%	82%	10%	5%	3%
SMART TV SET	718	359	359	105	141	297	175	46	60	103	232	241	192	150	134	614	49	43	13
	27%	28%	26%	29% f	30% f	32% f	19%	14%	23% g	29% g	40% ghi	34% lmn	27% n	26% n	20%	27% pr	21%	32% pr	17%
		50%	50%	15%	20%	41%	24%	6%	8%	14%	32%	34%	27%	21%	19%	85%	7%	6%	2%
ANY CONNECTED TV	1208	592	616	197	259	486	266	91	112	184	356	368	319	286	234	1005	107	66	30
	45%	46%	45%	54% f	55% f	53% f	29%	29%	43% g	51% gh	61% ghi	52% ln	44% n	49% n	35%	45%	46%	50% r	41%
		49%	51%	16%	21%	40%	22%	8%	9%	15%	29%	30%	26%	24%	19%	83%	9%	5%	3%
NONE	1467	708	758	168	209	429	661	226	148	175	228	343	401	295	427	1231	126	66	43
	55%	54%	55%	46%	45%	47%	71% cde	71% hij	57% ij	49% j	39%	48%	56% k	51%	65% klm	55%	54%	50%	59% q
		48%	52%	11%	14%	29%	45%	15%	10%	12%	16%	23%	27%	20%	29%	84%	9%	5%	3%

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

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SUMMARY OF CONNECTED TV

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
TV CONNECTED TO INTERNET VIA A DEVICE	851	729	122	608	239
	32%	31%	34%	39%	21%
				d	
		86%	14%	72%	28%
SMART TV SET	718	607	111	521	194
	27%	26%	31%	34%	17%
			a	d	
		85%	15%	73%	27%
ANY CONNECTED TV	1208	1030	178	855	349
	45%	45%	49%	55%	31%
				d	
		85%	15%	71%	29%
NONE	1467	1285	182	696	765
	55%	55%	51%	45%	69%
					c
		88%	12%	47%	52%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 134

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	~g	~h	i	j	k	l	m	n	o	p	q	~r
Unweighted total	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%	**
												n	n	n				o	
		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%	**
												n	n	n					
		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%	**
				f	ef	f						n		n			q		
		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

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	~g	~h	i	j	k	l	m	n	o	p	q	~r
Unweighted total	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% f	33% f	29% f	13%	**	**	22%	37% i	27%	33% n	27%	21%	28%	18%	34% 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% f	32% f	29% f	11%	**	**	26%	30%	23%	28%	32%	22%	26%	31%	29%	**
		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% f	17% f	18% f	7%	**	**	15%	18%	12%	19%	24% kn	13%	16%	24%	19%	**
		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

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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%	**
				f	f	f								k					
		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%	**
				f															
		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%	**
							d								klm	pq			
		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

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	892	667	225	589	301
Effective Weighted Sample	646	527	125	436	220
Total	719	608	111	523	194
		85%	15%	73%	27%
Watching TV you've previously recorded	402	344	57	296	103
	56%	57%	51%	57%	53%
		86%	14%	74%	26%
Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, ITV Hub, All4, Demand 5)	395	336	59	283	110
	55%	55%	53%	54%	57%
		85%	15%	72%	28%
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
	29%	29%	30%	31%	23%
				d	
		84%	16%	78%	21%

Columns Tested: a,b - c,d

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

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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	892	667	225	589	301
Effective Weighted Sample	646	527	125	436	220
Total	719	608	111	523	194
		85%	15%	73%	27%
Watching short video clips (e.g. on YouTube or Dailymotion or Vimeo)	197	170	27	156	41
	27%	28%	24%	30%	21%
				d	
		86%	14%	79%	21%
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
	26%	26%	25%	29%	19%
				d	
		85%	15%	80%	20%
Browse the internet - e.g. online shopping, checking emails, social networking sites	120	102	18	96	25
	17%	17%	17%	18%	13%
		85%	15%	80%	20%

Columns Tested: a,b - c,d

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	892	667	225	589	301
Effective Weighted Sample	646	527	125	436	220
Total	719	608	111	523	194
		85%	15%	73%	27%
Applications that come with the TV that allow you to play games	62	55	7	51	11
	9%	9%	6%	10%	6%
		89%	11%	82%	18%
Making voice calls using the internet	17	13	3	14	3
	2%	2%	3%	3%	1%
		79%	21%	83%	17%
None of these	133	111	22	88	46
	19%	18%	20%	17%	24%
					c
		83%	17%	66%	34%
Don't know	12	8	4	11	1
	2%	1%	3%	2%	*%
		70%	30%	93%	7%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 135

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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

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Table 135

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
				def	f	f				g	ghi			n		r		pr	
		53%	47%	24%	22%	40%	13%	6%	7%	15%	35%	31%	27%	24%	18%	86%	7%	6%	2%
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%
				ef	f	f					ghi					p			
		52%	48%	25%	26%	40%	9%	7%	6%	10%	40%	35%	28%	20%	18%	87%	5%	5%	2%
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%
							cde	ij	ij	j					klm				
		49%	51%	12%	18%	33%	37%	13%	12%	13%	13%	24%	26%	20%	30%	83%	9%	5%	3%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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.

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3100	2267	833	1771	1322
Effective Weighted Sample	2126	1765	389	1237	920
Total	2332	2014	317	1488	837
		86%	14%	64%	36%
Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, All4, Demand 5, Sky On Demand)	1361	1171	190	934	423
	58%	58%	60%	63%	50%
				d	
		86%	14%	69%	31%
Watching TV/ films online via a 'standalone' video subscription service (e.g. Netflix or Amazon Prime Instant)	587	509	79	444	142
	25%	25%	25%	30%	17%
				d	
		87%	13%	76%	24%

Columns Tested: a,b - c,d

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

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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3100	2267	833	1771	1322
Effective Weighted Sample	2126	1765	389	1237	920
Total	2332	2014	317	1488	837
		86%	14%	64%	36%
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	395	46	319	122
	19%	20%	14%	21%	15%
		b		d	
		90%	10%	72%	28%
Watching TV programmes/ films you have paid for on online stores to rent or keep permanently (e.g. via iTunes, Google Play, Blinkbox)	193	164	29	138	55
	8%	8%	9%	9%	7%
				d	
		85%	15%	71%	29%
None of these	832	727	104	460	369
	36%	36%	33%	31%	44%
					c
		87%	13%	55%	44%

Columns Tested: a,b - c,d

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

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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3100	2267	833	1771	1322
Effective Weighted Sample	2126	1765	389	1237	920
Total	2332	2014	317	1488	837
		86%	14%	64%	36%
Don't know	29	22	7	19	10
	1%	1%	2%	1%	1%
		75%	25%	67%	33%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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.

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 : 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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
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
	51%	51%	51%	61%	57%	59%	36%	29%	42%	58%	75%	63%	54%	51%	34%	51%	52%	50%	37%
				f	f	f			g	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
	22%	21%	23%	38%	31%	26%	7%	13%	15%	24%	33%	24%	25%	25%	14%	22%	19%	19%	32%
				def	f	f				gh	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 TECHNOLOGY TRACKER - 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.

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 : 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%
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
	17%	18%	15%	30%	21%	19%	6%	9%	11%	19%	27%	19%	16%	18%	12%	17%	13%	20%	11%
				def	f	f				gh	ghi	n	n	n		r		pr	
		53%	47%	24%	22%	40%	13%	6%	7%	15%	35%	31%	27%	24%	18%	86%	7%	6%	2%
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
	7%	8%	7%	13%	11%	8%	2%	4%	5%	6%	13%	9%	7%	7%	5%	8%	4%	7%	6%
				ef	f	f					ghi	n				p			
		52%	48%	25%	26%	40%	9%	7%	6%	10%	40%	35%	28%	20%	18%	87%	5%	5%	2%
None of these	832	408	423	101	153	272	306	104	98	110	106	198	219	167	247	692	75	40	24
	31%	31%	31%	28%	33%	30%	33%	33%	38%	31%	18%	28%	30%	29%	37%	31%	32%	30%	33%
								j	j	j					klm				
		49%	51%	12%	18%	33%	37%	13%	12%	13%	13%	24%	26%	20%	30%	83%	9%	5%	3%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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.

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 : 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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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	29	15	14	6	9	7	7	4	1	2	7	7	10	7	3	26	1	1	1
	1%	1%	1%	2%	2% f	1%	1%	1%	*%	1%	1%	1%	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

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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 : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, All4, Demand 5, Sky On Demand)	1361	1171	190	934	423
	51%	51%	53%	60% d	38%
		86%	14%	69%	31%
Watching TV/ films online via a 'standalone' video subscription service (e.g. Netflix or Amazon Prime Instant)	587	509	79	444	142
	22%	22%	22%	29% d	13%
		87%	13%	76%	24%

Columns Tested: a,b - c,d

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

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 : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
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	395	46	319	122
	17%	17%	13%	21%	11%
		b		d	
		90%	10%	72%	28%
Watching TV programmes/ films you have paid for on online stores to rent or keep permanently (e.g. via iTunes, Google Play, Blinkbox)	193	164	29	138	55
	7%	7%	8%	9%	5%
				d	
		85%	15%	71%	29%
None of these	832	727	104	460	369
	31%	31%	29%	30%	33%
		87%	13%	55%	44%

Columns Tested: a,b - c,d

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

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 : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
Don't know	29	22	7	19	10
	1%	1%	2%	1%	1%
		75%	25%	67%	33%

Columns Tested: a,b - c,d

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

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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% f	37%	30%	31%	44% gh	56% ghi	51% lmn	41% n	41% n	30%	42% r	45% qr	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% ef	22% ef	17% f	6%	15%	12%	18% h	21% gh	17%	18% n	16%	14%	16%	15%	14%	25% opq
		46%	54%	24%	27%	40%	9%	8%	7%	16%	32%	29%	31%	21%	18%	84%	8%	4%	4%

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

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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

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Table 137

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%	*%	2%	2%
		50%	50%	23%	32%e	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

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3100	2267	833	1771	1322
Effective Weighted Sample	2126	1765	389	1237	920
Total	2332	2014	317	1488	837
		86%	14%	64%	36%
Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, All4, Demand 5, Sky On Demand)	966	818	148	663	300
	41%	41%	47%	45%	36%
			a	d	
		85%	15%	69%	31%
Watching TV/ films online via a 'standalone' video subscription service (e.g. Netflix or Amazon Prime Instant)	382	327	54	286	94
	16%	16%	17%	19%	11%
				d	
		86%	14%	75%	25%
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	201	31	164	69
	10%	10%	10%	11%	8%
				d	
		87%	13%	70%	30%

Columns Tested: a,b - c,d

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3100	2267	833	1771	1322
Effective Weighted Sample	2126	1765	389	1237	920
Total	2332	2014	317	1488	837
		86%	14%	64%	36%
Watching TV programmes/ films you have paid for on online stores to rent or keep permanently (e.g. via iTunes, Google Play, Blinkbox)	66	53	13	48	18
	3%	3%	4%	3%	2%
		80%	20%	72%	28%
None of these	1170	1026	144	684	483
	50%	51%	45%	46%	58%
		b			c
		88%	12%	58%	41%
Don't know	33	25	8	23	10
	1%	1%	2%	2%	1%
		77%	23%	70%	30%

Columns Tested: a,b - c,d

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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%
															m				
		50%	50%	**	**	31%	30%	**	**	**	**	**	26%	21%	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

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	496	254	242	272	223
Effective Weighted Sample	366	194	193	213	154
Total	72	45	27	40	32
		62%	38%	55%	44%
Every day	1	*	*	1	*
	1%	1%	1%	2%	1%
		52%	48%	73%	27%
At least weekly	11	6	5	6	5
	16%	14%	19%	15%	16%
		56%	44%	53%	44%
At least monthly	6	4	1	3	2
	8%	9%	5%	8%	7%
		76%	24%	57%	43%
Less often than monthly	11	7	4	7	4
	16%	16%	15%	18%	12%
		64%	36%	64%	36%
AT LEAST MONTHLY	18	11	7	10	8
	25%	25%	25%	25%	24%
		62%	38%	55%	43%
EVER WATCH	29	18	11	17	12
	40%	41%	40%	43%	36%
		63%	37%	59%	40%
Never	40	25	15	21	19
	56%	55%	57%	53%	60%
		62%	38%	52%	48%
Don't know	3	2	1	1	1
	4%	4%	4%	4%	4%
		63%	37%	56%	44%

Columns Tested: a,b - c,d

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	f	~g	~h	~i	~j	~k	l	m	n	~o	~p	~q	r
Unweighted total	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

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	496	254	242	272	223
Effective Weighted Sample	366	194	193	213	154
Total	72	45	27	40	32
		62%	38%	55%	44%
Every day	1	*	*	*	*
	1%	1%	1%	1%	1%
		45%	55%	66%	34%
At least weekly	10	6	4	6	4
	14%	13%	15%	14%	12%
		59%	41%	56%	40%
At least monthly	6	4	2	3	3
	9%	9%	9%	8%	11%
		63%	37%	48%	52%
Less often than monthly	10	8	3	7	3
	14%	17%	10%	18%	10%
				d	
		73%	27%	68%	32%
AT LEAST MONTHLY	17	10	7	9	7
	24%	23%	25%	23%	23%
		60%	40%	53%	44%
EVER WATCH	27	18	10	16	11
	38%	40%	35%	41%	34%
		65%	35%	59%	40%
Never	42	26	17	22	20
	59%	57%	62%	56%	63%
		60%	40%	53%	47%
Don't know	2	1	1	1	1
	3%	3%	3%	3%	4%
		62%	38%	50%	50%

Columns Tested: a,b - c,d

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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% n	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% n	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% m	**	**	**	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 TECHNOLOGY TRACKER - 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.

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

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	496	254	242	272	223
Effective Weighted Sample	366	194	193	213	154
Total	72	45	27	40	32
		62%	38%	55%	44%
Every day	*	-	*	*	*
	*%	-%	1%	*%	*%
		-%	100%	80%	20%
At least weekly	6	3	3	4	2
	9%	8%	10%	11%	6%
		56%	44%	67%	33%
At least monthly	5	4	1	3	2
	7%	8%	5%	6%	7%
		74%	26%	53%	47%
Less often than monthly	8	5	2	5	2
	10%	12%	8%	13%	7%
		71%	29%	70%	30%
AT LEAST MONTHLY	11	7	4	7	4
	16%	16%	16%	18%	14%
		62%	38%	61%	39%
EVER WATCH	19	12	6	12	7
	26%	28%	24%	31%	21%
				d	
		66%	34%	65%	35%
Never	50	30	20	25	24
	69%	67%	72%	64%	75%
					c
		61%	39%	51%	48%
Don't know	3	2	1	2	1
	5%	5%	4%	5%	5%
		67%	33%	57%	43%

Columns Tested: a,b - c,d

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

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% m	**	**	**	71%
		50%	50%	**	**	33%	31%	**	**	**	**	**	26%	22%	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

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	496	254	242	272	223
Effective Weighted Sample	366	194	193	213	154
Total	72	45	27	40	32
		62%	38%	55%	44%
Every day	*	-	*	*	*
	*%	-%	1%	*%	*%
		-%	100%	80%	20%
At least weekly	5	3	2	3	2
	7%	6%	8%	9%	5%
		56%	44%	68%	32%
At least monthly	4	3	1	2	2
	5%	6%	4%	4%	6%
		70%	30%	47%	53%
Less often than monthly	8	6	2	6	2
	11%	13%	9%	14%	8%
		71%	29%	70%	30%
AT LEAST MONTHLY	9	5	4	5	4
	12%	12%	13%	13%	11%
		60%	40%	60%	40%
EVER WATCH	17	11	6	11	6
	24%	25%	22%	28%	19%
		65%	35%	64%	36%
Never	51	31	20	27	24
	71%	70%	74%	67%	76%
		61%	39%	52%	47%
Don't know	3	2	1	2	1
	5%	5%	4%	5%	5%
		67%	33%	57%	43%

Columns Tested: a,b - c,d

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

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%
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%
						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%
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%
				f	f	f			g	g	ghi	n	n	n		pq			
		48%	52%	14%	18%	36%	31%	11%	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	1659	793	866	235	306	637	482	154	154	229	440	450	453	397	358	1354	162	90	53
	62%	61%	63%	64%	65%	70%	52%	48%	59%	64%	75%	63%	63%	68%	54%	61%	70%	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 TECHNOLOGY TRACKER - 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.

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%	l 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

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
Landline phone	2291	1961	330	1334	949
	86%	85%	92%	86%	85%
			a		
		86%	14%	58%	41%
Mobile phone	2495	2155	341	1517	970
	93%	93%	95%	98%	87%
				d	
		86%	14%	61%	39%
Fixed broadband internet access	2107	1805	302	1336	763
	79%	78%	84%	86%	69%
			a	d	
		86%	14%	63%	36%
Mobile broadband internet access	118	104	14	87	30
	4%	4%	4%	6%	3%
				d	
		88%	12%	74%	25%
Narrowband internet access	26	20	6	18	8
	1%	1%	2%	1%	1%
		77%	23%	69%	31%
TV service with additional channels you pay to receive	1659	1458	202	1071	582
	62%	63%	56%	69%	52%
		b		d	
		88%	12%	65%	35%

Columns Tested: a,b - c,d

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

QCHECK. Can I just check that you have the following services? (MULTI CODE)

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
No, none of these	8	8	*	1	7
	*%	*%	*%	*%	1%
					c
		99%	1%	13%	82%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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.

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

		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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
					c	cd	cde		g	g	gh	lmn	n	n			or		
		49%	51%	5%	15%	38%	42%	10%	10%	15%	25%	30%	27%	22%	22%	83%	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%
					cf	cf				g	gh		n	n					
		49%	51%	13%	18%	37%	32%	12%	10%	14%	24%	27%	27%	22%	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%
					c	cdf	c		g	gh	ghi	lmn	n	n			r	r	
		50%	50%	7%	17%	42%	33%	9%	9%	16%	28%	31%	27%	22%	20%	83%	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%
					f														
		57%	43%	17%	24%	36%	23%	12%	11%	17%	30%	26%	28%	22%	23%	87%	7%	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%
												l							
		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	1393	677	716	97	262	586	448	144	140	210	388	382	375	336	298	1122	147	81	43
	52%	52%	52%	26%	56%	64%	48%	45%	54%	59%	67%	54%	52%	58%	45%	50%	63%	62%	59%
					cf	cdf	c		g	g	ghi	n	n	ln			o	o	o
		49%	51%	7%	19%	42%	32%	10%	10%	15%	28%	27%	27%	24%	21%	81%	11%	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 TECHNOLOGY TRACKER - 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.

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

		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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
Landline phone	1996	1694	302	1171	817
	75%	73%	84% a	75%	73%
		85%	15%	59%	41%
Mobile phone	2270	1953	317	1401	861
	85%	84%	88% a	90% d	77%
		86%	14%	62%	38%
Fixed broadband internet access	1800	1528	272	1169	624
	67%	66%	76% a	75% d	56%
		85%	15%	65%	35%
Mobile broadband internet access	86	76	9	63	22
	3%	3%	3%	4% d	2%
		89%	11%	74%	26%
Narrowband internet access	18	13	5	11	7
	1%	1%	1% a	1%	1%
		70%	30%	63%	37%
TV service with additional channels you pay to receive	1393	1215	178	921	466
	52%	52%	50%	59% d	42%
		87%	13%	66%	33%

Columns Tested: a,b - c,d

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
None of these	163	147	16	68	95
	6%	6%	5%	4%	9% c
		90%	10%	41%	58%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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.

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

		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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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	cdf			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

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QG1. Do you receive more than one of these services as part of an overall deal or package from the same supplier? (SINGLE CODE)

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
Yes	1812	1554	257	1154	651
	68%	67%	72%	74% d	58%
		86%	14%	64%	36%
No	783	695	88	349	431
	29%	30% b	25%	22%	39% c
		89%	11%	45%	55%
Don't know	80	66	14	49	32
	3%	3%	4%	3%	3%
		83%	17%	61%	39%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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.

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

		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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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% cd	96% cd	94%	91%	91%	93%	96% ln	92%	93%	92%	93%	95%	94%	93%
		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% j	6%	6%	3%	5%	5%	7%	7%	6% r	6% r	3%	2%
		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% d	94%	91%	93%	97% gh	96% g	96% n	96% n	95% n	92%	95%	93%	94%	94%
		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% ef	1%	*%	1%	3%	2%	1%	1%	2%	1%	1%	1%	1%	1%	*%
		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% o
		100%	-%	-%	7%	9%	84%	-%	57%	-%	-%	47%	37%	16%	-%	84%	-%	-%	16%

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

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QG2 (QG3A). SHOWCARD Please could you tell me which services are part of this deal or package you have with the same supplier? (MULTI CODE)

Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package

		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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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% ef	59% f	53% f	42%	56%	51%	51%	55%	45%	51%	58% kl	55% k	50%	67% oqr	50%	48%
		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% op
		84%	16%	27%	30%	27%	16%	16%	-%	9%	-%	16%	19%	29%	36%	72%	-%	10%	18%

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

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	2330	1706	624	1343	980
Effective Weighted Sample	1649	1360	308	963	705
Total	1812	1554	257	1154	651
		86%	14%	64%	36%
Landline phone	1689	1448	241	1061	623
	93%	93%	94%	92%	96%
					c
		86%	14%	63%	37%
One mobile phone	103	94	9	60	42
	6%	6%	4%	5%	6%
		91%	9%	58%	41%
More than one mobile phone	50	44	5	37	13
	3%	3%	2%	3%	2%
		89%	11%	74%	26%
Internet - Fixed Broadband access	1721	1472	249	1101	614
	95%	95%	97%	95%	94%
		86%	14%	64%	36%
Internet - Mobile Broadband access	22	21	1	18	4
	1%	1%	*%	2%	1%
		97%	3%	81%	19%
Internet - not broadband access	3	1	1	*	2
	*%	*%	1%	*%	*%
		43%	57%	7%	93%
TV service	937	865	72	631	304
	52%	56%	28%	55%	47%
		b		d	
		92%	8%	67%	33%

Columns Tested: a,b - c,d

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

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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	2330	1706	624	1343	980
Effective Weighted Sample	1649	1360	308	963	705
Total	1812	1554	257	1154	651
		86%	14%	64%	36%
Don't know	5	2	4	3	2
	*%	*%	1%	*%	*%
			a		
		30%	70%	59%	41%

Columns Tested: a,b - c,d

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

QG2 (QG3A). SHOWCARD Please could you tell me which services are part of this deal or package you have with the same supplier? (MULTI CODE)

Base : All respondents

		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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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	1689	823	866	187	278	667	558	142	159	247	461	519	462	372	336	1411	151	83	44
	63%	63%	63%	51%	59%	73%	60%	45%	61%	69%	79%	73%	64%	64%	51%	63%	65%	63%	60%
					c	cdf	c		g	gh	ghi	lmn	n	n					
		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
	4%	4%	4%	2%	3%	5%	3%	4%	4%	5%	3%	3%	4%	4%	4%	4%	4%	2%	1%
						c										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
	2%	2%	1%	1%	3%	2%	2%	1%	3%	1%	2%	3%	2%	1%	1%	2%	2%	3%	1%
									g		g							r	
		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
	64%	65%	64%	56%	62%	75%	59%	43%	63%	74%	82%	73%	67%	66%	51%	65%	64%	63%	60%
						cdf			g	gh	ghi	lmn	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%	1%	1%	1%	2%	1%	*%	*%	2%	1%	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%
		100%	-%	-%	7%	9%	84%	-%	57%	-%	-%	47%	37%	16%	-%	84%	-%	-%	16%

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

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QG2 (QG3A). SHOWCARD Please could you tell me which services are part of this deal or package you have with the same supplier? (MULTI CODE)

Base : All respondents

		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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
TV service	937	458	479	132	185	376	244	84	90	139	273	246	256	233	202	763	107	44	23
	35%	35%	35%	36%	39%	41%	26%	27%	34%	39%	47%	35%	36%	40%	31%	34%	46%	33%	31%
				f	f	f			g	g	ghi		n	n			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%
																			op
		84%	16%	27%	30%	27%	16%	16%	-%	9%	-%	16%	19%	29%	36%	72%	-%	10%	18%
DO NOT HAVE A PACKAGE/ BUNDLE OF SERVICES	863	412	451	151	154	209	349	166	85	86	88	169	215	181	296	720	73	44	27
	32%	32%	33%	41%	33%	23%	38%	52%	33%	24%	15%	24%	30%	31%	45%	32%	31%	33%	36%
				de	e		e	hij	ij	j			k	k	klm				
		48%	52%	18%	18%	24%	40%	19%	10%	10%	10%	20%	25%	21%	34%	83%	9%	5%	3%

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

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QG2 (QG3A). SHOWCARD Please could you tell me which services are part of this deal or package you have with the same supplier? (MULTI CODE)

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
Landline phone	1689	1448	241	1061	623
	63%	63%	67%	68%	56%
				d	
		86%	14%	63%	37%
One mobile phone	103	94	9	60	42
	4%	4%	3%	4%	4%
		91%	9%	58%	41%
More than one mobile phone	50	44	5	37	13
	2%	2%	2%	2%	1%
				d	
		89%	11%	74%	26%
Internet - Fixed Broadband access	1721	1472	249	1101	614
	64%	64%	69%	71%	55%
			a	d	
		86%	14%	64%	36%
Internet - Mobile Broadband access	22	21	1	18	4
	1%	1%	*%	1%	*%
				d	
		97%	3%	81%	19%
Internet - not broadband access	3	1	1	*	2
	*%	*%	*%	*%	*%
		43%	57%	7%	93%
TV service	937	865	72	631	304
	35%	37%	20%	41%	27%
		b		d	
		92%	8%	67%	33%

Columns Tested: a,b - c,d

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QG2 (QG3A). SHOWCARD Please could you tell me which services are part of this deal or package you have with the same supplier? (MULTI CODE)

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
Don't know	5	2	4	3	2
	*%	*%	1%	*%	*%
			a		
		30%	70%	59%	41%
DO NOT HAVE A PACKAGE/ BUNDLE OF SERVICES	863	761	102	397	462
	32%	33%	28%	26%	42%
					c
		88%	12%	46%	54%

Columns Tested: a,b - c,d

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

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

		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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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% f	38% ef	30% f	19%	30%	33% j	31%	25%	24%	28%	29%	35% kl	28%	28%	33%	42% op
		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% cd	33% cd	18%	27% g	25%	31% g	36% lmn	24%	26%	21%	27%	21%	35% op	35% op
		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% hi	20%	26% k	22%	21%	22% qr	36% oqr	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% e	22% hij	13% j	12% j	7%	9%	12%	11%	15% k	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% cde	3%	2%	5%	4%	5% l	2%	4%	3%	4% pr	1%	3% r	-%
		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% cef	3%	3%	3%	2%	3%	4%	3%	3%	5%	3%	3% r	2%	4% r	*%
		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

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QG3 (QG3D). Which supplier do you use for this package of services? (SINGLE CODE)

Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package

		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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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% ef	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% o
		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

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QG3 (QG3D). Which supplier do you use for this package of services? (SINGLE CODE)

Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package

		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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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% j	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% o
		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

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QG3 (QG3D). Which supplier do you use for this package of services? (SINGLE CODE)

Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	2330	1706	624	1343	980
Effective Weighted Sample	1649	1360	308	963	705
Total	1812	1554	257	1154	651
		86%	14%	64%	36%
Sky	514	465	49	356	157
	28%	30%	19%	31%	24%
		b		d	
		90%	10%	69%	31%
BT	495	370	126	298	195
	27%	24%	49%	26%	30%
			a		
		75%	25%	60%	39%
Virgin Media (previously NTL/ Telewest)	405	389	15	269	134
	22%	25%	6%	23%	21%
		b			
		96%	4%	66%	33%
Talk Talk/ Carphone Warehouse	206	178	28	115	89
	11%	11%	11%	10%	14%
					c
		86%	14%	56%	43%
Plusnet	65	46	19	35	29
	4%	3%	7%	3%	5%
			a		
		71%	29%	54%	46%
EE	59	50	9	41	19
	3%	3%	4%	4%	3%
		85%	15%	68%	32%
Vodafone	9	9	*	7	2
	*%	1%	*%	1%	*%
		99%	1%	82%	18%

Columns Tested: a,b - c,d

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QG3 (QG3D). Which supplier do you use for this package of services? (SINGLE CODE)

Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	2330	1706	624	1343	980
Effective Weighted Sample	1649	1360	308	963	705
Total	1812	1554	257	1154	651
		86%	14%	64%	36%
KComm	6	6	-	4	2
	*%	*%	-%	*%	*%
		100%	-%	67%	33%
Post Office	4	4	1	2	2
	*%	*%	*%	*%	*%
		82%	18%	46%	54%
AOL	3	2	2	2	1
	*%	*%	1%	*%	*%
		50%	50%	77%	23%
Tesco	3	3	*	3	*
	*%	*%	*%	*%	*%
		97%	3%	97%	3%
'3'	2	2	*	1	1
	*%	*%	*%	*%	*%
		96%	4%	47%	53%
Orange	1	1	*	1	-
	*%	*%	*%	*%	-%
		82%	18%	100%	-%
T-Mobile	1	1	-	-	1
	*%	*%	-%	-%	*%
		100%	-%	-%	100%
Other	32	25	7	17	15
	2%	2%	3%	1%	2%
		78%	22%	53%	47%
Don't know	5	4	1	3	3
	*%	*%	1%	*%	*%
		74%	26%	50%	50%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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.

COMPONENTS OF PACKAGE - I.E. SIMPLE BUNDLE

Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package

		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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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 & BROADBAND	769	368	402	69	109	289	303	60	71	117	203	262	220	148	139	660	47	41	21
	42%	41%	43%	32%	35%	41%	52%	40%	40%	43%	41%	48%	44%	37%	38%	43%	30%	46%	45%
						c	cde					mn				p		p	p
		48%	52%	9%	14%	38%	39%	8%	9%	15%	26%	34%	29%	19%	18%	86%	6%	5%	3%
LANDLINE, BROADBAND & MULTI-CHANNEL TV	756	368	388	108	142	320	186	60	72	111	230	217	200	184	154	615	87	34	20
	42%	41%	42%	51%	45%	45%	32%	40%	41%	41%	47%	40%	40%	46%	42%	41%	54%	39%	42%
				f	f	f											oqr		
		49%	51%	14%	19%	42%	25%	8%	9%	15%	30%	29%	26%	24%	20%	81%	11%	5%	3%
MULTI-CHANNEL TV & BROADBAND	86	44	42	19	23	27	16	6	11	20	26	14	31	22	19	76	6	2	2
	5%	5%	5%	9%	7%	4%	3%	4%	6%	7%	5%	3%	6%	6%	5%	5%	4%	3%	4%
				ef	ef								k	k	k				
		52%	48%	23%	27%	31%	19%	7%	13%	23%	30%	16%	36%	26%	22%	88%	7%	3%	2%
LANDLINE, MOBILE & BROADBAND	55	33	22	4	8	21	22	5	5	9	7	16	15	13	12	52	1	1	1
	3%	4%	2%	2%	3%	3%	4%	4%	3%	3%	1%	3%	3%	3%	3%	3%	1%	1%	2%
		60%	40%	8%	14%	39%	39%	10%	9%	16%	13%	28%	27%	24%	21%	93%	3%	2%	2%
LANDLINE, BROADBAND, MOBILE & MULTI-CHANNEL TV	45	22	23	1	6	21	17	5	4	6	8	9	13	13	9	35	7	3	-
	2%	3%	2%	1%	2%	3%	3%	3%	3%	2%	2%	2%	3%	3%	2%	2%	4%	3%	-%
																r	r	r	
		50%	50%	3%	13%	46%	38%	12%	10%	14%	18%	21%	30%	30%	20%	79%	15%	7%	-%
LANDLINE & MULTI-CHANNEL TV	40	18	21	2	11	4	23	10	2	2	7	5	7	10	18	31	5	3	1
	2%	2%	2%	1%	3%	1%	4%	7%	1%	1%	1%	1%	1%	3%	5%	2%	3%	3%	2%
					e		ce	hij							kl				
		46%	54%	5%	27%	11%	57%	25%	6%	5%	18%	12%	18%	25%	44%	78%	12%	7%	3%

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

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

COMPONENTS OF PACKAGE - I.E. SIMPLE BUNDLE

Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package

		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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
MOBILE & BROADBAND	23	12	11	5	9	7	3	-	5	3	8	6	9	3	5	21	1	1	*
	1%	1%	1%	2%	3%	1%	*%	-%	3%	1%	2%	1%	2%	1%	1%	1%	1%	1%	*%
				f	ef				g										
		53%	47%	20%	39%	29%	12%	-%	23%	11%	36%	28%	38%	12%	23%	90%	6%	4%	*%
LANDLINE & DIAL-UP	3	3	-	-	*	*	2	-	1	-	-	1	1	*	-	2	-	-	*
	*%	*%	-%	-%	*%	*%	*%	-%	1%	-%	-%	*%	*%	*%	-%	*%	-%	-%	1%
																			o
		100%	-%	-%	7%	9%	84%	-%	57%	-%	-%	47%	37%	16%	-%	84%	-%	-%	16%
OTHER	30	15	15	3	5	16	5	3	4	4	5	12	7	4	7	21	6	2	1
	2%	2%	2%	2%	2%	2%	1%	2%	2%	1%	1%	2%	1%	1%	2%	1%	3%	3%	1%
																	o		
		51%	49%	11%	17%	55%	17%	12%	12%	13%	17%	39%	24%	12%	24%	71%	19%	8%	2%
DON'T KNOW	5	4	1	1	2	1	1	1	-	*	-	1	1	1	2	4	-	1	1
	*%	*%	*%	1%	*%	*%	*%	1%	-%	*%	-%	*%	*%	*%	1%	*%	-%	1%	2%
																			op
		84%	16%	27%	30%	27%	16%	16%	-%	9%	-%	16%	19%	29%	36%	72%	-%	10%	18%

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

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COMPONENTS OF PACKAGE - I.E. SIMPLE BUNDLE

Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	2330	1706	624	1343	980
Effective Weighted Sample	1649	1360	308	963	705
Total	1812	1554	257	1154	651
		86%	14%	64%	36%
LANDLINE & BROADBAND	769	600	170	456	309
	42%	39%	66%	40%	47%
			a		c
		78%	22%	59%	40%
LANDLINE, BROADBAND & MULTI-CHANNEL TV	756	695	61	513	242
	42%	45%	24%	44%	37%
		b		d	
		92%	8%	68%	32%
MULTI-CHANNEL TV & BROADBAND	86	80	6	65	21
	5%	5%	2%	6%	3%
		b		d	
		94%	6%	75%	24%
LANDLINE, MOBILE & BROADBAND	55	50	6	30	24
	3%	3%	2%	3%	4%
		90%	10%	55%	43%
LANDLINE, BROADBAND, MOBILE & MULTI-CHANNEL TV	45	44	1	27	18
	2%	3%	1%	2%	3%
		b			
		97%	3%	61%	39%
LANDLINE & MULTI-CHANNEL TV	40	38	2	20	20
	2%	2%	1%	2%	3%
		b			
		96%	4%	51%	49%

Columns Tested: a,b - c,d

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

COMPONENTS OF PACKAGE - I.E. SIMPLE BUNDLE

Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	2330	1706	624	1343	980
Effective Weighted Sample	1649	1360	308	963	705
Total	1812	1554	257	1154	651
		86%	14%	64%	36%
MOBILE & BROADBAND	23	19	4	21	2
	1%	1%	2%	2%	*%
				d	
		81%	19%	89%	11%
LANDLINE & DIAL-UP	3	1	1	*	2
	*%	*%	1%	*%	*%
		43%	57%	7%	93%
OTHER	30	26	3	18	11
	2%	2%	1%	2%	2%
		89%	11%	62%	38%
DON'T KNOW	5	2	4	3	2
	*%	*%	1%	*%	*%
			a		
		30%	70%	59%	41%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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.

SUMMARY OF PACKAGE

Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package

		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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
DOUBLE PLAY	941	454	488	98	154	340	350	79	94	144	249	298	271	185	188	804	64	48	25
	52%	51%	53%	46%	49%	48%	61%	52%	53%	53%	50%	55%	54%	46%	51%	53%	40%	55%	53%
							cde					m	m			p		p	p
		48%	52%	10%	16%	36%	37%	8%	10%	15%	26%	32%	29%	20%	20%	85%	7%	5%	3%
TRIPLE PLAY	819	407	412	113	153	345	209	66	77	121	239	235	219	200	166	673	89	37	21
	45%	46%	45%	53%	49%	49%	36%	44%	44%	45%	48%	43%	43%	50%	46%	44%	56%	41%	44%
				f	f	f											oqr		
		50%	50%	14%	19%	42%	26%	8%	9%	15%	29%	29%	27%	24%	20%	82%	11%	4%	3%
QUAD PLAY	46	23	23	1	6	21	18	6	4	6	8	9	14	13	9	35	7	3	-
	3%	3%	2%	1%	2%	3%	3%	4%	3%	2%	2%	2%	3%	3%	2%	2%	4%	3%	-%
																r	r	r	
		50%	50%	3%	13%	45%	39%	13%	10%	14%	18%	21%	31%	29%	20%	78%	16%	7%	-%
Don't know	5	4	1	1	2	2	1	1	-	*	-	1	1	2	2	4	-	1	1
	*%	*%	*%	1%	*%	*%	*%	1%	-%	*%	-%	*%	*%	*%	1%	*%	-%	1%	2%
																			op
		84%	16%	26%	29%	29%	16%	15%	-%	9%	-%	16%	18%	31%	35%	70%	-%	10%	20%

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

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

SUMMARY OF PACKAGE

Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	2330	1706	624	1343	980
Effective Weighted Sample	1649	1360	308	963	705
Total	1812	1554	257	1154	651
		86%	14%	64%	36%
DOUBLE PLAY	941	758	184	574	363
	52%	49%	71%	50%	56%
			a		c
		80%	20%	61%	39%
TRIPLE PLAY	819	751	69	549	268
	45%	48%	27%	48%	41%
		b		d	
		92%	8%	67%	33%
QUAD PLAY	46	44	1	27	18
	3%	3%	1%	2%	3%
		b			
		97%	3%	60%	40%
Don't know	5	2	4	3	2
	*%	*%	1%	*%	*%
			a		
		29%	71%	60%	40%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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.

COMPONENTS OF PACKAGE - I.E. SIMPLE BUNDLE

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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 & BROADBAND	769	368	402	69	109	289	303	60	71	117	203	262	220	148	139	660	47	41	21
	29%	28%	29%	19%	23%	32%	33%	19%	27%	33%	35%	37%	31%	25%	21%	29%	20%	31%	29%
						cd	cd		g	g	gh	lmn	mn			p		p	p
		48%	52%	9%	14%	38%	39%	8%	9%	15%	26%	34%	29%	19%	18%	86%	6%	5%	3%
LANDLINE, BROADBAND & MULTI-CHANNEL TV	756	368	388	108	142	320	186	60	72	111	230	217	200	184	154	615	87	34	20
	28%	28%	28%	30%	30%	35%	20%	19%	28%	31%	40%	31%	28%	32%	23%	28%	37%	26%	27%
				f	f	f			g	g	ghi	n		n			oqr		
		49%	51%	14%	19%	42%	25%	8%	9%	15%	30%	29%	26%	24%	20%	81%	11%	5%	3%
MULTI-CHANNEL TV & BROADBAND	86	44	42	19	23	27	16	6	11	20	26	14	31	22	19	76	6	2	2
	3%	3%	3%	5%	5%	3%	2%	2%	4%	6%	4%	2%	4%	4%	3%	3%	3%	2%	2%
				ef	f					g	g		k						
		52%	48%	23%	27%	31%	19%	7%	13%	23%	30%	16%	36%	26%	22%	88%	7%	3%	2%
LANDLINE, MOBILE & BROADBAND	55	33	22	4	8	21	22	5	5	9	7	16	15	13	12	52	1	1	1
	2%	3%	2%	1%	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%	1%	1%	1%
																p			
		60%	40%	8%	14%	39%	39%	10%	9%	16%	13%	28%	27%	24%	21%	93%	3%	2%	2%
LANDLINE, BROADBAND, MOBILE & MULTI-CHANNEL TV	45	22	23	1	6	21	17	5	4	6	8	9	13	13	9	35	7	3	-
	2%	2%	2%	*%	1%	2%	2%	2%	2%	2%	1%	1%	2%	2%	1%	2%	3%	2%	-%
						c										r	r	r	
		50%	50%	3%	13%	46%	38%	12%	10%	14%	18%	21%	30%	30%	20%	79%	15%	7%	-%
LANDLINE & MULTI-CHANNEL TV	40	18	21	2	11	4	23	10	2	2	7	5	7	10	18	31	5	3	1
	1%	1%	2%	1%	2%	*%	2%	3%	1%	1%	1%	1%	1%	2%	3%	1%	2%	2%	1%
					e		ce	i							kl				
		46%	54%	5%	27%	11%	57%	25%	6%	5%	18%	12%	18%	25%	44%	78%	12%	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 TECHNOLOGY TRACKER - 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.

COMPONENTS OF PACKAGE - I.E. SIMPLE BUNDLE

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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 & BROADBAND	23	12	11	5	9	7	3	-	5	3	8	6	9	3	5	21	1	1	*
	1%	1%	1%	1%	2%	1%	*%	-%	2%	1%	1%	1%	1%	*%	1%	1%	1%	1%	*%
				f	f				g		g								
		53%	47%	20%	39%	29%	12%	-%	23%	11%	36%	28%	38%	12%	23%	90%	6%	4%	*%
LANDLINE & DIAL-UP	3	3	-	-	*	*	2	-	1	-	-	1	1	*	-	2	-	-	*
	*%	*%	-%	-%	*%	*%	*%	-%	1%	-%	-%	*%	*%	*%	-%	*%	-%	-%	1%
		100%	-%	-%	7%	9%	84%	-%	57%	-%	-%	47%	37%	16%	-%	84%	-%	-%	16%
OTHER	30	15	15	3	5	16	5	3	4	4	5	12	7	4	7	21	6	2	1
	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	2%	1%
						f											o		
		51%	49%	11%	17%	55%	17%	12%	12%	13%	17%	39%	24%	12%	24%	71%	19%	8%	2%
DON'T KNOW	5	4	1	1	2	1	1	1	-	*	-	1	1	1	2	4	-	1	1
	*%	*%	*%	*%	*%	*%	*%	*%	-%	*%	-%	*%	*%	*%	*%	*%	-%	*%	1%
																			op
		84%	16%	27%	30%	27%	16%	16%	-%	9%	-%	16%	19%	29%	36%	72%	-%	10%	18%

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

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COMPONENTS OF PACKAGE - I.E. SIMPLE BUNDLE

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
LANDLINE & BROADBAND	769	600	170	456	309
	29%	26%	47% a	29%	28%
		78%	22%	59%	40%
LANDLINE, BROADBAND & MULTI-CHANNEL TV	756	695	61	513	242
	28%	30% b	17%	33% d	22%
		92%	8%	68%	32%
MULTI-CHANNEL TV & BROADBAND	86	80	6	65	21
	3%	3% b	2%	4% d	2%
		94%	6%	75%	24%
LANDLINE, MOBILE & BROADBAND	55	50	6	30	24
	2%	2%	2%	2%	2%
		90%	10%	55%	43%
LANDLINE, BROADBAND, MOBILE & MULTI-CHANNEL TV	45	44	1	27	18
	2%	2% b	*%	2%	2%
		97%	3%	61%	39%
LANDLINE & MULTI-CHANNEL TV	40	38	2	20	20
	1%	2% b	*%	1%	2%
		96%	4%	51%	49%

Columns Tested: a,b - c,d

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

COMPONENTS OF PACKAGE - I.E. SIMPLE BUNDLE

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
MOBILE & BROADBAND	23	19	4	21	2
	1%	1%	1%	1%	*%
				d	
		81%	19%	89%	11%
LANDLINE & DIAL-UP	3	1	1	*	2
	*%	*%	*%	*%	*%
		43%	57%	7%	93%
OTHER	30	26	3	18	11
	1%	1%	1%	1%	1%
		89%	11%	62%	38%
DON'T KNOW	5	2	4	3	2
	*%	*%	1%	*%	*%
			a		
		30%	70%	59%	41%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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.

SUMMARY OF PACKAGE

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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 PACKAGES	863	412	451	151	154	209	349	166	85	86	88	169	215	181	296	720	73	44	27
	32%	32%	33%	41%	33%	23%	38%	52%	33%	24%	15%	24%	30%	31%	45%	32%	31%	33%	36%
				de	e		e	hij	ij	j			k	k	klm				
		48%	52%	18%	18%	24%	40%	19%	10%	10%	10%	20%	25%	21%	34%	83%	9%	5%	3%
DOUBLE PLAY	941	454	488	98	154	340	350	79	94	144	249	298	271	185	188	804	64	48	25
	35%	35%	35%	27%	33%	37%	38%	25%	36%	40%	43%	42%	38%	32%	28%	36%	27%	37%	34%
						c	c		g	g	g	mn	mn			p		p	
		48%	52%	10%	16%	36%	37%	8%	10%	15%	26%	32%	29%	20%	20%	85%	7%	5%	3%
TRIPLE PLAY	819	407	412	113	153	345	209	66	77	121	239	235	219	200	166	673	89	37	21
	31%	31%	30%	31%	33%	38%	23%	21%	30%	34%	41%	33%	30%	34%	25%	30%	38%	28%	28%
				f	f	cf			g	g	ghi	n	n	n			oqr		
		50%	50%	14%	19%	42%	26%	8%	9%	15%	29%	29%	27%	24%	20%	82%	11%	4%	3%
QUAD PLAY	46	23	23	1	6	21	18	6	4	6	8	9	14	13	9	35	7	3	-
	2%	2%	2%	*%	1%	2%	2%	2%	2%	2%	1%	1%	2%	2%	1%	2%	3%	2%	-%
						c	c									r	r	r	
		50%	50%	3%	13%	45%	39%	13%	10%	14%	18%	21%	31%	29%	20%	78%	16%	7%	-%
Don't know	5	4	1	1	2	2	1	1	-	*	-	1	1	2	2	4	-	1	1
	*%	*%	*%	*%	*%	*%	*%	*%	-%	*%	-%	*%	*%	*%	*%	*%	-%	*%	1%
																			op
		84%	16%	26%	29%	29%	16%	15%	-%	9%	-%	16%	18%	31%	35%	70%	-%	10%	20%

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

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SUMMARY OF PACKAGE

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
NO PACKAGES	863	761	102	397	462
	32%	33%	28%	26%	42%
					c
		88%	12%	46%	54%
DOUBLE PLAY	941	758	184	574	363
	35%	33%	51%	37%	33%
			a	d	
		80%	20%	61%	39%
TRIPLE PLAY	819	751	69	549	268
	31%	32%	19%	35%	24%
		b		d	
		92%	8%	67%	33%
QUAD PLAY	46	44	1	27	18
	2%	2%	*%	2%	2%
		b			
		97%	3%	60%	40%
Don't know	5	2	4	3	2
	*%	*%	1%	*%	*%
			a		
		29%	71%	60%	40%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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.

BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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 AND BROADBAND	818	400	418	101	115	307	294	60	71	117	200	277	225	158	157	699	50	44	24
	31%	31%	30%	28%	25%	34%	32%	19%	27%	33%	34%	39%	31%	27%	24%	31%	22%	33%	33%
						d	d		g	g	g	lmn	n			p		p	p
		49%	51%	12%	14%	38%	36%	7%	9%	14%	24%	34%	27%	19%	19%	86%	6%	5%	3%
LANDLINE, BROADBAND AND PAY TV	832	413	418	119	163	345	205	64	83	118	248	232	221	212	166	671	102	37	22
	31%	32%	30%	33%	35%	38%	22%	20%	32%	33%	43%	33%	31%	37%	25%	30%	44%	28%	30%
				f	f	f			g	g	ghi	n	n	ln			oqr		
		50%	50%	14%	20%	42%	25%	8%	10%	14%	30%	28%	27%	26%	20%	81%	12%	4%	3%
LANDLINE AND PAY TV	45	17	29	3	5	16	21	7	3	5	7	13	10	10	12	37	5	2	1
	2%	1%	2%	1%	1%	2%	2%	2%	1%	1%	1%	2%	1%	2%	2%	2%	2%	2%	2%
		37%	63%	7%	12%	34%	47%	15%	7%	12%	15%	29%	23%	21%	27%	81%	11%	5%	3%
LANDLINE, BROADBAND, MOBILE AND PAY TV	76	33	43	5	10	34	27	10	4	13	16	20	20	17	19	67	7	*	1
	3%	3%	3%	1%	2%	4%	3%	3%	2%	4%	3%	3%	3%	3%	3%	3%	3%	*%	2%
						c										q	q		q
		44%	56%	7%	13%	44%	36%	13%	6%	17%	21%	26%	26%	23%	25%	88%	10%	*%	2%
MOBILE AND BROADBAND	41	17	24	12	12	7	10	6	9	3	6	10	11	5	14	36	1	3	1
	2%	1%	2%	3%	3%	1%	1%	2%	3%	1%	1%	1%	2%	1%	2%	2%	1%	2%	2%
				ef	ef				ij										
		42%	58%	29%	30%	17%	24%	15%	22%	8%	15%	25%	28%	13%	34%	87%	3%	7%	3%
OTHER BUNDLE	122	58	64	30	28	38	26	14	13	16	27	33	38	23	27	100	11	7	4
	5%	4%	5%	8%	6%	4%	3%	4%	5%	5%	5%	5%	5%	4%	4%	4%	5%	5%	5%
				ef	f														
		47%	53%	25%	23%	31%	21%	11%	11%	14%	22%	27%	32%	19%	23%	82%	9%	5%	3%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 152

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BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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 BUNDLE	633	317	316	74	111	145	303	144	66	78	66	104	164	130	236	531	50	34	18
	24%	24%	23%	20%	24%	16%	33%	45%	26%	22%	11%	15%	23%	22%	36%	24%	21%	26%	25%
					e		cde	hij	j	j			k	k	klm				
		50%	50%	12%	17%	23%	48%	23%	11%	12%	10%	16%	26%	20%	37%	84%	8%	5%	3%
DON'T KNOW FOR ANY PROVIDER	108	46	63	21	25	23	40	13	10	8	14	23	31	25	29	96	6	5	1
	4%	4%	5%	6%	5%	3%	4%	4%	4%	2%	2%	3%	4%	4%	4%	4%	3%	3%	2%
				e	e		e									r			
		42%	58%	19%	23%	21%	37%	12%	9%	7%	13%	21%	28%	23%	27%	89%	6%	4%	1%

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

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

BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
LANDLINE AND BROADBAND	818	646	172	479	335
	31%	28%	48% a	31%	30%
		79%	21%	59%	41%
LANDLINE, BROADBAND AND PAY TV	832	756	76	574	256
	31%	33% b	21%	37% d	23%
		91%	9%	69%	31%
LANDLINE AND PAY TV	45	42	3	22	23
	2%	2%	1%	1%	2%
		93%	7%	49%	51%
LANDLINE, BROADBAND, MOBILE AND PAY TV	76	73	3	44	31
	3%	3% b	1%	3%	3%
		96%	4%	58%	41%
MOBILE AND BROADBAND	41	37	4	32	9
	2%	2%	1%	2% d	1%
		90%	10%	77%	23%
OTHER BUNDLE	122	112	9	77	45
	5%	5% b	3%	5%	4%
		92%	8%	63%	37%
NO BUNDLE	633	556	77	269	362
	24%	24%	21%	17%	33% c
		88%	12%	42%	57%

Columns Tested: a,b - c,d

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

BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
DON'T KNOW FOR ANY PROVIDER	108	92	16	55	53
	4%	4%	4%	4%	5%
		85%	15%	50%	49%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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.

SUMMARY TABLE FOR PURCHASING BEHAVIOUR - FIXED BROADBAND

Base : Those with fixed broadband 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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
FIXED BROADBAND STANDALONE	386	188	198	96	77	121	92	29	20	39	81	121	103	81	80	321	34	19	12
	18%	18%	18%	32%	21%	15%	14%	17%	11%	13%	15%	19%	18%	17%	19%	18%	18%	19%	22%
				def	ef														
		49%	51%	25%	20%	31%	24%	7%	5%	10%	21%	31%	27%	21%	21%	83%	9%	5%	3%
FIXED BROADBAND BUNDLE	1721	841	880	203	289	682	545	137	163	264	476	522	483	381	334	1444	149	83	44
	82%	82%	82%	68%	79%	85%	86%	83%	89%	87%	85%	81%	82%	83%	81%	82%	82%	81%	78%
					c	cd	cd												
		49%	51%	12%	17%	40%	32%	8%	9%	15%	28%	30%	28%	22%	19%	84%	9%	5%	3%

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

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

SUMMARY TABLE FOR PURCHASING BEHAVIOUR - FIXED BROADBAND

Base : Those with fixed broadband at home

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	2774	2008	766	1598	1168
Effective Weighted Sample	1919	1578	367	1116	826
Total	2107	1805	302	1336	763
		86%	14%	63%	36%
FIXED BROADBAND STANDALONE	386	333	53	236	149
	18%	18%	18%	18%	20%
		86%	14%	61%	39%
FIXED BROADBAND BUNDLE	1721	1472	249	1101	614
	82%	82%	82%	82%	80%
		86%	14%	64%	36%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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.

FIXED BROADBAND STANDALONE - DEFINED BY SUPPLIER USED FOR FIXED BROADBAND AND OTHER SERVICES

Base : Those with fixed broadband 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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
FIXED BROADBAND STANDALONE - DON'T USE FIXED BROADBAND SUPPLIER FOR ANY OTHER SERVICE	187	96	92	41	41	57	47	16	14	30	49	61	62	32	33	163	11	8	5
	9%	9%	9%	14% ef	11% ef	7%	7%	9%	8%	10%	9%	10%	10% m	7%	8%	9%	6%	8%	9%
		51%	49%	22%	22%	31%	25%	8%	8%	16%	26%	33%	33%	17%	18%	87%	6%	4%	3%
SAME PROVIDER FOR ANY OTHER SERVICE	1853	906	947	241	307	730	575	146	166	268	495	563	507	417	365	1540	170	92	51
	88%	88%	88%	81%	84%	91% cd	90% cd	88%	91%	89%	89%	88%	86%	90%	88%	87%	93% o	90%	90%
		49%	51%	13%	17%	39%	31%	8%	9%	14%	27%	30%	27%	23%	20%	83%	9%	5%	3%
DON'T KNOW AT ANY SERVICE	67	28	39	17	18	17	15	5	3	5	14	19	18	13	17	63	2	2	1
	3%	3%	4%	6% ef	5% ef	2%	2%	3%	2%	2%	2%	3%	3%	3%	4%	4% pr	1%	2%	1%
		41%	59%	25%	27%	25%	23%	7%	4%	7%	20%	28%	27%	20%	25%	94%	3%	3%	1%

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

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

FIXED BROADBAND STANDALONE - DEFINED BY SUPPLIER USED FOR FIXED BROADBAND AND OTHER SERVICES

Base : Those with fixed broadband at home

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	2774	2008	766	1598	1168
Effective Weighted Sample	1919	1578	367	1116	826
Total	2107	1805	302	1336	763
		86%	14%	63%	36%
FIXED BROADBAND STANDALONE - DON'T USE FIXED BROADBAND SUPPLIER FOR ANY OTHER SERVICE	187	161	26	120	67
	9%	9%	9%	9%	9%
		86%	14%	64%	36%
SAME PROVIDER FOR ANY OTHER SERVICE	1853	1587	266	1174	671
	88%	88%	88%	88%	88%
		86%	14%	63%	36%
DON'T KNOW AT ANY SERVICE	67	57	10	42	25
	3%	3%	3%	3%	3%
		86%	14%	63%	37%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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.

FIXED BROADBAND STANDALONE - DEFINED BY SUPPLIER USED FOR FIXED BROADBAND AND OTHER SERVICES

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
FIXED BROADBAND STANDALONE - DON'T USE FIXED BROADBAND SUPPLIER FOR ANY OTHER SERVICE	187	96	92	41	41	57	47	16	14	30	49	61	62	32	33	163	11	8	5
	7%	7%	7%	11%	9%	6%	5%	5%	5%	8%	8%	9%	9%	5%	5%	7%	5%	6%	7%
				ef	f						g	mn	mn						
		51%	49%	22%	22%	31%	25%	8%	8%	16%	26%	33%	33%	17%	18%	87%	6%	4%	3%
SAME PROVIDER FOR ANY OTHER SERVICE	1853	906	947	241	307	730	575	146	166	268	495	563	507	417	365	1540	170	92	51
	69%	70%	69%	66%	65%	80%	62%	46%	64%	75%	85%	79%	70%	72%	55%	69%	73%	70%	69%
						cdf			g	gh	ghi	lmn	n	n					
		49%	51%	13%	17%	39%	31%	8%	9%	14%	27%	30%	27%	23%	20%	83%	9%	5%	3%
DON'T KNOW AT ANY SERVICE	67	28	39	17	18	17	15	5	3	5	14	19	18	13	17	63	2	2	1
	3%	2%	3%	5%	4%	2%	2%	2%	1%	1%	2%	3%	3%	2%	3%	3%	1%	2%	1%
				ef	ef											pr			
		41%	59%	25%	27%	25%	23%	7%	4%	7%	20%	28%	27%	20%	25%	94%	3%	3%	1%

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

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FIXED BROADBAND STANDALONE - DEFINED BY SUPPLIER USED FOR FIXED BROADBAND AND OTHER SERVICES

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
FIXED BROADBAND STANDALONE - DON'T USE FIXED BROADBAND SUPPLIER FOR ANY OTHER SERVICE	187	161	26	120	67
	7%	7%	7%	8%	6%
		86%	14%	64%	36%
SAME PROVIDER FOR ANY OTHER SERVICE	1853	1587	266	1174	671
	69%	69%	74%	76%	60%
			a	d	
		86%	14%	63%	36%
DON'T KNOW AT ANY SERVICE	67	57	10	42	25
	3%	2%	3%	3%	2%
		86%	14%	63%	37%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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.

SUMMARY TABLE FOR PURCHASING BEHAVIOUR - FIXED LINE

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
FIXED LINE STANDALONE	602	285	317	81	63	146	312	80	56	60	86	149	155	137	160	503	50	29	20
	26%	26%	27%	30% de	18%	18%	36% de	36% hij	26% j	20%	16%	22%	25%	27%	32% kl	26%	25%	26%	31%
		47%	53%	13%	10%	24%	52%	13%	9%	10%	14%	25%	26%	23%	27%	84%	8%	5%	3%
FIXED LINE BUNDLE	1689	823	866	187	278	667	558	142	159	247	461	519	462	372	336	1411	151	83	44
	74%	74%	73%	70%	82% cf	82% cf	64%	64%	74% g	80% g	84% gh	78% n	75% n	73%	68%	74%	75%	74%	69%
		49%	51%	11%	16%	39%	33%	8%	9%	15%	27%	31%	27%	22%	20%	84%	9%	5%	3%

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

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

SUMMARY TABLE FOR PURCHASING BEHAVIOUR - FIXED LINE

Base : Those with a landline phone at home

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3151	2262	889	1603	1540
Effective Weighted Sample	2127	1747	409	1113	1048
Total	2291	1961	330	1334	949
		86%	14%	58%	41%
FIXED LINE STANDALONE	602	513	89	273	327
	26%	26%	27%	20%	34% c
		85%	15%	45%	54%
FIXED LINE BUNDLE	1689	1448	241	1061	623
	74%	74%	73%	80% d	66%
		86%	14%	63%	37%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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.

LANDLINE STANDALONE - DEFINED BY SUPPLIER USED FOR LANDLINE AND OTHER SERVICES

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
FIXED LINE STANDALONE - DON'T USE LL SUPPLIER FOR ANY OTHER SERVICE	270	127	143	13	16	34	207	57	37	21	14	52	62	56	99	222	23	16	9
	12%	11%	12%	5%	5%	4%	24%	26%	17%	7%	3%	8%	10%	11%	20%	12%	11%	14%	14%
							cde	hij	ij	j					klm				
		47%	53%	5%	6%	12%	77%	21%	14%	8%	5%	19%	23%	21%	37%	82%	8%	6%	3%
SAME PROVIDER FOR ANY OTHER service	1916	940	976	235	307	758	616	153	166	277	517	593	521	431	370	1600	172	91	53
	84%	85%	83%	88%	90%	93%	71%	69%	77%	90%	95%	89%	84%	85%	75%	84%	85%	81%	84%
				f	f	cf			g	gh	ghi	ln	n	n					
		49%	51%	12%	16%	40%	32%	8%	9%	14%	27%	31%	27%	22%	19%	84%	9%	5%	3%
DON'T KNOW AT ANY SERVICE	106	42	64	19	18	21	47	11	11	9	15	22	34	22	27	92	7	6	1
	5%	4%	5%	7%	5%	3%	5%	5%	5%	3%	3%	3%	5%	4%	5%	5%	3%	5%	2%
				e	e		e									r		r	
		40%	60%	18%	17%	20%	44%	11%	11%	8%	14%	21%	32%	21%	26%	87%	6%	5%	1%

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

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

LANDLINE STANDALONE - DEFINED BY SUPPLIER USED FOR LANDLINE AND OTHER SERVICES

Base : Those with a landline phone at home

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3151	2262	889	1603	1540
Effective Weighted Sample	2127	1747	409	1113	1048
Total	2291	1961	330	1334	949
		86%	14%	58%	41%
FIXED LINE STANDALONE - DON'T USE LL SUPPLIER FOR ANY OTHER SERVICE	270	234	36	70	199
	12%	12%	11%	5%	21% c
		87%	13%	26%	74%
SAME PROVIDER FOR ANY OTHER service	1916	1635	281	1212	698
	84%	83%	85%	91% d	74%
		85%	15%	63%	36%
DON'T KNOW AT ANY SERVICE	106	92	14	53	52
	5%	5%	4%	4%	5%
		87%	13%	50%	49%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 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.

LANDLINE STANDALONE - DEFINED BY SUPPLIER USED FOR LANDLINE AND OTHER SERVICES

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
FIXED LINE STANDALONE - DON'T USE LL SUPPLIER FOR ANY OTHER SERVICE	270	127	143	13	16	34	207	57	37	21	14	52	62	56	99	222	23	16	9
	10%	10%	10%	4%	3%	4%	22%	18%	14%	6%	2%	7%	9%	10%	15%	10%	10%	12%	12%
							cde	ij	ij	j					klm				
		47%	53%	5%	6%	12%	77%	21%	14%	8%	5%	19%	23%	21%	37%	82%	8%	6%	3%
SAME PROVIDER FOR ANY OTHER service	1983	971	1011	254	333	776	619	158	174	288	530	606	544	443	389	1654	180	93	55
	74%	75%	74%	70%	71%	85%	67%	50%	67%	80%	91%	85%	76%	76%	59%	74%	77%	71%	74%
						cdf			g	gh	ghi	lmn	n	n					
		49%	51%	13%	17%	39%	31%	8%	9%	15%	27%	31%	27%	22%	20%	83%	9%	5%	3%
DON'T KNOW AT ANY SERVICE	117	47	70	21	25	24	48	13	11	9	16	25	35	26	31	104	7	6	1
	4%	4%	5%	6%	5%	3%	5%	4%	4%	3%	3%	3%	5%	4%	5%	5%	3%	4%	2%
				e	e		e									r		r	
		40%	60%	18%	21%	20%	41%	11%	10%	8%	14%	21%	30%	22%	27%	88%	6%	5%	1%

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

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

LANDLINE STANDALONE - DEFINED BY SUPPLIER USED FOR LANDLINE AND OTHER SERVICES

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
FIXED LINE STANDALONE - DON'T USE LL SUPPLIER FOR ANY OTHER SERVICE	270	234	36	70	199
	10%	10%	10%	4%	18%
					c
		87%	13%	26%	74%
SAME PROVIDER FOR ANY OTHER service	1983	1696	287	1259	717
	74%	73%	80%	81%	64%
			a	d	
		86%	14%	63%	36%
DON'T KNOW AT ANY SERVICE	117	101	16	58	59
	4%	4%	5%	4%	5%
		86%	14%	49%	50%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 159

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

SUMMARY TABLE FOR PURCHASING BEHAVIOUR - MOBILE BROADBAND

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
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MOBILE BROADBAND STANDALONE	96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	82%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MOBILE BROADBAND BUNDLE	22	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

SUMMARY TABLE FOR PURCHASING BEHAVIOUR - MOBILE BROADBAND

Base : Those in a household with mobile broadband

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d
Unweighted total	142	103	39	88	53
Effective Weighted Sample	96	81	17	65	34
Total	118	104	14	87	30
		88%	**	**	**
MOBILE BROADBAND STANDALONE	96	83	**	**	**
	82%	80%	**	**	**
		86%	**	**	**
MOBILE BROADBAND BUNDLE	22	21	**	**	**
	18%	20%	**	**	**
		97%	**	**	**

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 160

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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 TABLE FOR PURCHASING BEHAVIOUR - MOBILE PHONE

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
MOBILE PHONE STANDALONE	2341	1122	1220	347	429	830	736	264	222	319	549	626	643	516	555	1967	196	112	66
	94%	93%	95%	96% e	94%	93%	94%	95%	93%	94%	95%	94%	94%	94%	94%	94%	93%	94%	98% opq
		48%	52%	15%	18%	35%	31%	11%	10%	14%	23%	27%	27%	22%	24%	84%	8%	5%	3%
MOBILE PHONE BUNDLE	153	83	70	14	28	65	46	14	18	22	29	43	44	33	33	129	15	8	2
	6%	7%	5%	4%	6%	7% c	6%	5%	7%	6%	5%	6%	6%	6%	6%	6% r	7% r	6% r	2%
		54%	46%	9%	18%	42%	30%	9%	12%	14%	19%	28%	29%	22%	22%	84%	10%	5%	1%

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

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

SUMMARY TABLE FOR PURCHASING BEHAVIOUR - MOBILE PHONE

Base : Those who personally use a mobile phone

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3425	2485	940	1825	1589
Effective Weighted Sample	2318	1923	428	1269	1089
Total	2494	2155	340	1517	969
		86%	14%	61%	39%
MOBILE PHONE STANDALONE	2341	2017	325	1421	913
	94%	94%	96%	94%	94%
		86%	14%	61%	39%
MOBILE PHONE BUNDLE	153	138	15	97	55
	6%	6%	4%	6%	6%
		90%	10%	63%	36%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 161

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

MOBILE (PERSONAL) STANDALONE - DEFINED BY SUPPLIER USED FOR MOBILE AND OTHER SERVICES

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
MOBILE (PERSONAL) STANDALONE - DON'T USE MOBILE NETWORK FOR ANY OTHER SERVICE	2163	1064	1099	310	383	797	673	237	212	289	523	596	586	475	505	1811	188	102	63
	87%	88%	85%	86%	84%	89%	86%	85%	88%	85%	90%	89%	85%	87%	86%	86%	89%	85%	92%
		b				d					gi								oq
		49%	51%	14%	18%	37%	31%	11%	10%	13%	24%	28%	27%	22%	23%	84%	9%	5%	3%
SAME PROVIDER FOR ANY OTHER SERVICE	219	96	122	29	49	75	65	26	20	41	39	51	64	47	56	185	18	12	4
	9%	8%	9%	8%	11%	8%	8%	9%	8%	12%	7%	8%	9%	9%	10%	9%	9%	10%	6%
										j						r			
		44%	56%	13%	23%	34%	30%	12%	9%	19%	18%	23%	29%	22%	26%	85%	8%	5%	2%
DON'T KNOW AT ANY SERVICE	113	44	69	22	24	23	44	14	9	11	16	22	36	26	27	100	6	6	1
	5%	4%	5%	6%	5%	3%	6%	5%	4%	3%	3%	3%	5%	5%	5%	5%	3%	5%	2%
			a	e	e		e									r			
		39%	61%	19%	21%	21%	39%	13%	8%	9%	15%	20%	32%	23%	24%	89%	5%	5%	1%

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

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MOBILE (PERSONAL) STANDALONE - DEFINED BY SUPPLIER USED FOR MOBILE AND OTHER SERVICES

Base : Those who personally use a mobile phone

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3425	2485	940	1825	1589
Effective Weighted Sample	2318	1923	428	1269	1089
Total	2494	2155	340	1517	969
		86%	14%	61%	39%
MOBILE (PERSONAL) STANDALONE - DON'T USE MOBILE NETWORK FOR ANY OTHER SERVICE	2163	1856	307	1320	836
	87%	86%	90%	87%	86%
			a		
		86%	14%	61%	39%
SAME PROVIDER FOR ANY OTHER SERVICE	219	203	16	141	76
	9%	9%	5%	9%	8%
		b			
		93%	7%	64%	35%
DON'T KNOW AT ANY SERVICE	113	96	16	56	57
	5%	4%	5%	4%	6%
					c
		85%	15%	50%	50%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 162

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

MOBILE (PERSONAL) STANDALONE - DEFINED BY SUPPLIER USED FOR MOBILE AND OTHER SERVICES

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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 (PERSONAL) STANDALONE - DON'T USE MOBILE NETWORK FOR ANY OTHER SERVICE	2163	1064	1099	310	383	797	673	237	212	289	523	596	586	475	505	1811	188	102	63
	81%	82%	80%	85%	82%	87%	73%	75%	81%	81%	90%	84%	81%	82%	76%	81%	80%	77%	85%
				f	f	df					ghi	n	n	n					q
		49%	51%	14%	18%	37%	31%	11%	10%	13%	24%	28%	27%	22%	23%	84%	9%	5%	3%
SAME PROVIDER FOR ANY OTHER SERVICE	219	96	122	29	49	75	65	26	20	41	39	51	64	47	56	185	18	12	4
	8%	7%	9%	8%	11%	8%	7%	8%	8%	11%	7%	7%	9%	8%	8%	8%	8%	9%	5%
					f					j						r			
		44%	56%	13%	23%	34%	30%	12%	9%	19%	18%	23%	29%	22%	26%	85%	8%	5%	2%
DON'T KNOW AT ANY SERVICE	113	44	69	22	24	23	44	14	9	11	16	22	36	26	27	100	6	6	1
	4%	3%	5%	6%	5%	3%	5%	4%	3%	3%	3%	3%	5%	5%	4%	4%	2%	4%	2%
			a	e	e		e									r			
		39%	61%	19%	21%	21%	39%	13%	8%	9%	15%	20%	32%	23%	24%	89%	5%	5%	1%

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

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MOBILE (PERSONAL) STANDALONE - DEFINED BY SUPPLIER USED FOR MOBILE AND OTHER SERVICES

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
MOBILE (PERSONAL) STANDALONE - DON'T USE MOBILE NETWORK FOR ANY OTHER SERVICE	2163	1856	307	1320	836
	81%	80%	85%	85%	75%
			a	d	
		86%	14%	61%	39%
SAME PROVIDER FOR ANY OTHER SERVICE	219	203	16	141	76
	8%	9%	4%	9%	7%
		b		d	
		93%	7%	64%	35%
DON'T KNOW AT ANY SERVICE	113	96	16	56	57
	4%	4%	5%	4%	5%
		85%	15%	50%	50%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 163

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

SUMMARY TABLE FOR PURCHASING BEHAVIOUR - PAY TV SERVICE

Base : Those with a Pay TV service

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2269	1079	1190	326	397	812	734	258	217	294	466	507	699	522	537	1326	293	315	335
Effective Weighted Sample	1536	732	804	217	266	561	501	174	153	210	351	364	473	362	349	1142	194	196	252
Total	1659	793	866	235	306	637	482	154	154	229	440	450	453	397	358	1354	162	90	53
		48%	52%	14%	18%	38%	29%	9%	9%	14%	27%	27%	27%	24%	22%	82%	10%	5%	3%
PAY TV STANDALONE	723	335	388	103	121	261	238	69	64	90	167	204	197	164	156	591	56	46	30
	44%	42%	45%	44%	40%	41%	49% de	45%	42%	39%	38%	45%	43%	41%	44%	44% p	34%	51% p	57% op
		46%	54%	14%	17%	36%	33%	10%	9%	12%	23%	28%	27%	23%	22%	82%	8%	6%	4%
PAY TV BUNDLE	937	458	479	132	185	376	244	84	90	139	273	246	256	233	202	763	107	44	23
	56%	58%	55%	56%	60% f	59% f	51%	55%	58%	61%	62%	55%	57%	59%	56%	56% r	66% oqr	49%	43%
		49%	51%	14%	20%	40%	26%	9%	10%	15%	29%	26%	27%	25%	22%	81%	11%	5%	2%

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

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

SUMMARY TABLE FOR PURCHASING BEHAVIOUR - PAY TV SERVICE

Base : Those with a Pay TV service

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	2269	1677	592	1292	970
Effective Weighted Sample	1536	1298	261	906	651
Total	1659	1458	202	1071	582
		88%	12%	65%	35%
PAY TV STANDALONE	723	593	130	440	278
	44%	41%	64%	41%	48%
			a		c
		82%	18%	61%	38%
PAY TV BUNDLE	937	865	72	631	304
	56%	59%	36%	59%	52%
		b		d	
		92%	8%	67%	33%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 164

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

PAY TV STANDALONE - DEFINED BY SUPPLIER USED FOR PAY TV AND OTHER SERVICES

Base : Those with a Pay TV service

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2269	1079	1190	326	397	812	734	258	217	294	466	507	699	522	537	1326	293	315	335
Effective Weighted Sample	1536	732	804	217	266	561	501	174	153	210	351	364	473	362	349	1142	194	196	252
Total	1659	793	866	235	306	637	482	154	154	229	440	450	453	397	358	1354	162	90	53
		48%	52%	14%	18%	38%	29%	9%	9%	14%	27%	27%	27%	24%	22%	82%	10%	5%	3%
PAY TV STANDALONE - DON'T USE PAY TV SUPPLIER FOR ANY OTHER SERVICE	572	280	292	78	97	204	193	57	49	74	150	155	163	128	124	462	43	44	24
	34%	35%	34%	33%	32%	32%	40%	37%	32%	32%	34%	34%	36%	32%	35%	34%	26%	49%	45%
							de									p		op	op
		49%	51%	14%	17%	36%	34%	10%	9%	13%	26%	27%	29%	22%	22%	81%	7%	8%	4%
SAME PROVIDER FOR ANY OTHER SERVICE	1033	492	542	148	196	417	273	92	100	150	282	282	278	257	216	843	117	44	28
	62%	62%	63%	63%	64%	65%	57%	60%	65%	66%	64%	63%	61%	65%	60%	62%	72%	49%	53%
					f	f										qr	oqr		
		48%	52%	14%	19%	40%	26%	9%	10%	15%	27%	27%	27%	25%	21%	82%	11%	4%	3%
DON'T KNOW AT ANY SERVICE	54	21	33	9	13	16	16	5	4	5	7	13	12	12	17	49	3	2	1
	3%	3%	4%	4%	4%	2%	3%	3%	3%	2%	2%	3%	3%	3%	5%	4%	2%	2%	1%
		39%	61%	17%	24%	29%	30%	9%	8%	9%	14%	23%	22%	22%	32%	90%	5%	4%	1%

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

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

PAY TV STANDALONE - DEFINED BY SUPPLIER USED FOR PAY TV AND OTHER SERVICES

Base : Those with a Pay TV service

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	2269	1677	592	1292	970
Effective Weighted Sample	1536	1298	261	906	651
Total	1659	1458	202	1071	582
		88%	12%	65%	35%
PAY TV STANDALONE - DON'T USE PAY TV SUPPLIER FOR ANY OTHER SERVICE	572	468	104	353	215
	34%	32%	51%	33%	37%
			a		
		82%	18%	62%	38%
SAME PROVIDER FOR ANY OTHER SERVICE	1033	943	90	687	345
	62%	65%	45%	64%	59%
		b		d	
		91%	9%	66%	33%
DON'T KNOW AT ANY SERVICE	54	46	8	31	23
	3%	3%	4%	3%	4%
		86%	14%	58%	42%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 165

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

PAY TV STANDALONE - DEFINED BY SUPPLIER USED FOR PAY TV AND OTHER SERVICES

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
PAY TV STANDALONE - DON'T USE PAY TV SUPPLIER FOR ANY OTHER SERVICE	572	280	292	78	97	204	193	57	49	74	150	155	163	128	124	462	43	44	24
	21%	22%	21%	21%	21%	22%	21%	18%	19%	21%	26% gh	22%	23%	22%	19%	21%	18%	33% op	33% op
		49%	51%	14%	17%	36%	34%	10%	9%	13%	26%	27%	29%	22%	22%	81%	7%	8%	4%
SAME PROVIDER FOR ANY OTHER SERVICE	1033	492	542	148	196	417	273	92	100	150	282	282	278	257	216	843	117	44	28
	39%	38%	39%	40% f	42% f	46% f	29%	29%	38% g	42% g	48% gh	40% n	39% n	44% ln	33%	38%	50% oqr	34%	39%
		48%	52%	14%	19%	40%	26%	9%	10%	15%	27%	27%	27%	25%	21%	82%	11%	4%	3%
DON'T KNOW AT ANY SERVICE	54	21	33	9	13	16	16	5	4	5	7	13	12	12	17	49	3	2	1
	2%	2%	2%	3%	3%	2%	2%	2%	2%	1%	1%	2%	2%	2%	3%	2%	1%	2%	1%
		39%	61%	17%	24%	29%	30%	9%	8%	9%	14%	23%	22%	22%	32%	90%	5%	4%	1%

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

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

PAY TV STANDALONE - DEFINED BY SUPPLIER USED FOR PAY TV AND OTHER SERVICES

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
PAY TV STANDALONE - DON'T USE PAY TV SUPPLIER FOR ANY OTHER SERVICE	572	468	104	353	215
	21%	20%	29%	23%	19%
			a	d	
		82%	18%	62%	38%
SAME PROVIDER FOR ANY OTHER SERVICE	1033	943	90	687	345
	39%	41%	25%	44%	31%
		b		d	
		91%	9%	66%	33%
DON'T KNOW AT ANY SERVICE	54	46	8	31	23
	2%	2%	2%	2%	2%
		86%	14%	58%	42%

Columns Tested: a,b - c,d

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

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total		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%
							cd	cde		g		ghi	n	n	n		r	r	opr	
			51%	49%	9%	14%	34%	43%	10%	10%	13%	26%	29%	27%	24%	20%	84%	8%	7%	2%
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%
							c	c												
			55%	45%	4%	14%	44%	38%	6%	8%	13%	24%	29%	26%	25%	21%	79%	12%	5%	4%
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%
					f		f				gh	gh						q		oq
			50%	50%	15%	18%	43%	24%	7%	7%	18%	30%	27%	29%	22%	23%	81%	12%	3%	4%
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%
					ef												q			opq
			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%
									j								r	r		
			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%

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

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QP1. 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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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% ef	31% ef	20%	18%	33% ij	26% j	23% j	14%	18%	23% k	20%	34% klm	24% q	21%	18%	28% 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 cd	4.6 cde	3.3	4.0 g	4.1 g	4.8 ghi	4.4 ln	4.1 n	4.3 n	3.4	4.0 r	4.0 r	4.8 opr	3.6
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

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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

			URBANITY		WORKING	
		Total	URBAN	RURAL	YES	NO
Significance Level: 95%			a	b	c	d
Unweighted total		3737	2711	1026	1861	1863
Effective Weighted Sample		2504	2082	456	1294	1256
Total		2675	2315	360	1552	1114
			87%	13%	58%	42%
7 days a week	(7.0)	1152	972	181	682	466
		43%	42%	50% a	44%	42%
			84%	16%	59%	40%
6 days a week	(6.0)	82	63	19	44	38
		3%	3%	5% a	3%	3%
			77%	23%	53%	46%
5 days a week	(5.0)	225	205	20	166	58
		8%	9% b	5%	11% d	5%
			91%	9%	74%	26%
3 or 4 days a week	(3.5)	222	196	26	133	88
		8%	8%	7%	9%	8%
			88%	12%	60%	40%
1 or 2 days a week	(1.5)	220	190	30	112	108
		8%	8%	8%	7%	10% c
			87%	13%	51%	49%
Less often	(0.5)	141	119	22	77	63
		5%	5%	6%	5%	6%
			84%	16%	54%	45%

Columns Tested: a,b - c,d

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

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

			URBANITY		WORKING	
		Total	URBAN	RURAL	YES	NO
Significance Level: 95%			a	b	c	d
Unweighted total		3737	2711	1026	1861	1863
Effective Weighted Sample		2504	2082	456	1294	1256
Total		2675	2315	360	1552	1114
			87%	13%	58%	42%
Never/ do not listen to the radio	(0.0)	630	569	61	337	291
		24%	25%	17%	22%	26%
			b			c
			90%	10%	53%	46%
Don't know		3	2	1	2	1
		*%	*%	*%	*%	*%
			52%	48%	59%	41%
Mean number of days during an average week		4.1	4.0	4.5	4.2	3.8
				a	d	
Standard deviation		3.01	3.01	2.92	2.95	3.07
Standard error		.05	.06	.09	.07	.07

Columns Tested: a,b - c,d

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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

		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%
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%
							cde	ij							l				
		50%	50%	7%	6%	26%	61%	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%
																			opq
		58%	42%	10%	22%	30%	38%	10%	10%	6%	21%	30%	24%	28%	18%	84%	6%	5%	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%
									g		g	l						opr	
		47%	53%	7%	15%	40%	38%	5%	14%	12%	32%	38%	18%	28%	16%	80%	4%	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%
							cde	i	i							p		p	p
		51%	49%	9%	12%	32%	47%	11%	12%	10%	24%	32%	24%	22%	22%	85%	6%	6%	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%
						f				h							oq		oq
		48%	52%	12%	16%	38%	35%	9%	8%	14%	24%	29%	27%	23%	21%	80%	11%	6%	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%
				ef	ef								k			pqr	r	r	
		50%	50%	14%	19%	33%	33%	12%	11%	17%	28%	25%	31%	22%	23%	89%	7%	4%	*%

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

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

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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	2832	2035	797	1461	1361
Effective Weighted Sample	1922	1579	367	1034	913
Total	2042	1745	297	1213	821
		85%	15%	59%	40%
Every day	163	130	33	70	92
	8%	7%	11%	6%	11%
			a		c
		80%	20%	43%	57%
At least weekly	141	122	19	92	48
	7%	7%	6%	8%	6%
		86%	14%	66%	34%
At least monthly	58	52	6	37	21
	3%	3%	2%	3%	3%
		89%	11%	64%	36%
Have tried it once	72	63	10	42	30
	4%	4%	3%	3%	4%
		87%	13%	58%	42%
EVER	434	366	68	242	192
	21%	21%	23%	20%	23%
		84%	16%	56%	44%
Never	1172	967	205	704	460
	57%	55%	69%	58%	56%
			a		
		83%	17%	60%	39%
Do not have access to device	437	412	25	267	169
	21%	24%	8%	22%	21%
		b			
		94%	6%	61%	39%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 168

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
							cde	hij	j	j					kl	p		p	
		50%	50%	7%	11%	30%	52%	15%	10%	15%	18%	24%	25%	24%	26%	85%	6%	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%
																			o
		54%	46%	10%	19%	30%	41%	10%	10%	9%	22%	33%	25%	25%	18%	82%	9%	5%	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%
											g	n	n					p	
		46%	54%	9%	16%	39%	36%	4%	6%	14%	33%	34%	32%	22%	12%	83%	6%	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%
						c	cde	ij						k		p		op	p
		50%	50%	9%	14%	33%	45%	13%	10%	14%	22%	26%	27%	25%	22%	84%	7%	6%	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%
				f		f					gh	lmn					oq		oq
		48%	52%	12%	15%	40%	32%	8%	7%	12%	26%	33%	25%	21%	20%	81%	12%	5%	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%
				ef	ef				g				k			r	r	r	
		51%	49%	19%	22%	33%	26%	9%	13%	16%	30%	24%	33%	21%	22%	87%	8%	4%	*%

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

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	2832	2035	797	1461	1361
Effective Weighted Sample	1922	1579	367	1034	913
Total	2042	1745	297	1213	821
		85%	15%	59%	40%
Every day	478	399	79	234	243
	23%	23%	26%	19%	30% c
		84%	16%	49%	51%
At least weekly	269	235	34	163	105
	13%	13%	11%	13%	13%
		87%	13%	61%	39%
At least monthly	99	92	7	57	42
	5%	5%	2%	5%	5%
		b 93%	7%	58%	42%
Have tried it once	87	72	15	54	32
	4%	4%	5%	4%	4%
		83%	17%	62%	37%
EVER	933	799	134	508	422
	46%	46%	45%	42%	51% c
		86%	14%	54%	45%
Never	800	653	147	498	298
	39%	37%	49% a	41% d	36%
		82%	18%	62%	37%
Do not have access to device	309	292	16	207	101
	15%	17% b	5%	17% d	12%
		95%	5%	67%	33%

Columns Tested: a,b - c,d

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Table 169

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QP2C (QP11C). SHOWCARD How often, if at all, do you listen to radio through - Mobile phone. (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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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

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QP2C (QP11C). SHOWCARD How often, if at all, do you listen to radio through - Mobile phone. (SINGLE CODE)

Base : Those who listen to radio

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	2832	2035	797	1461	1361
Effective Weighted Sample	1922	1579	367	1034	913
Total	2042	1745	297	1213	821
		85%	15%	59%	40%
Every day	59	52	8	44	15
	3%	3%	3%	4% d	2%
		87%	13%	74%	26%
At least weekly	142	130	12	102	40
	7%	7% b	4%	8% d	5%
		91%	9%	72%	28%
At least monthly	125	110	14	92	32
	6%	6%	5%	8% d	4%
		89%	11%	74%	26%
Have tried it once	107	97	10	85	22
	5%	6%	3%	7% d	3%
		91%	9%	79%	21%
EVER	433	389	44	322	110
	21%	22% b	15%	27% d	13%
		90%	10%	75%	25%
Never	1413	1177	236	822	582
	69%	67%	79% a	68%	71%
		83%	17%	58%	41%
Do not have access to device	197	180	18	68	129
	10%	10% b	6%	6%	16% c
		91%	9%	35%	65%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 170

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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

		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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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% j	5%	3%	3%	6% k	4%	6% k	5% r	3%	3%	2%
		44%	56%	11%	8%	41%	40%	13%	14%	15%	17%	18%	33%	18%	29%	89%	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% l	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% g	6%	10% g	9% n	8% n	9% n	3%	8% r	6% r	5%	2%
		52%	48%	15%	15%	38%	33%	6%	13%	11%	34%	34%	30%	26%	10%	88%	7%	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% ghi	11% n	9% n	8%	6%	9% pqr	3%	6% r	2%
		56%	44%	11%	16%	36%	37%	4%	3%	7%	42%	36%	29%	21%	14%	93%	3%	3%	*%
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% gi	31%	31% n	32% n	26%	32% pqr	22% r	22% r	15%
		51%	49%	13%	15%	36%	35%	8%	10%	11%	31%	29%	28%	24%	18%	88%	7%	4%	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% o	65%	83% opq
		48%	52%	11%	16%	36%	37%	11%	9%	14%	24%	30%	27%	22%	22%	81%	10%	6%	3%
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% e	11% j	12% j	10% j	3%	6%	8%	8%	12% klm	8% r	9% r	13% or	3%
		54%	46%	8%	14%	31%	46%	14%	13%	16%	9%	19%	27%	22%	32%	82%	9%	8%	1%

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

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	2832	2035	797	1461	1361
Effective Weighted Sample	1922	1579	367	1034	913
Total	2042	1745	297	1213	821
		85%	15%	59%	40%
Every day	97	79	18	52	45
	5%	5%	6%	4%	5%
		82%	18%	54%	46%
At least weekly	198	170	28	115	82
	10%	10%	10%	10%	10%
		86%	14%	58%	41%
At least monthly	151	129	22	93	58
	7%	7%	7%	8%	7%
		86%	14%	61%	39%
Have tried it once	173	147	26	117	56
	8%	8%	9%	10%	7%
				d	
		85%	15%	68%	32%
EVER	619	525	94	377	241
	30%	30%	32%	31%	29%
		85%	15%	61%	39%
Never	1254	1063	191	750	497
	61%	61%	64%	62%	61%
		85%	15%	60%	40%
Do not have access to device	169	156	13	86	82
	8%	9%	4%	7%	10%
		b			c
		92%	8%	51%	49%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 171

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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

		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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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	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	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

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	2832	2035	797	1461	1361
Effective Weighted Sample	1922	1579	367	1034	913
Total	2042	1745	297	1213	821
		85%	15%	59%	40%
Every day	59	42	17	45	14
	3%	2%	6%	4%	2%
			a	d	
		71%	29%	76%	24%
At least weekly	129	106	23	91	38
	6%	6%	8%	8%	5%
				d	
		82%	18%	71%	29%
At least monthly	114	98	16	75	39
	6%	6%	5%	6%	5%
		86%	14%	66%	34%
Have tried it once	122	110	13	88	35
	6%	6%	4%	7%	4%
				d	
		90%	10%	72%	28%
EVER	425	356	69	299	126
	21%	20%	23%	25%	15%
				d	
		84%	16%	70%	30%
Never	1382	1166	215	817	557
	68%	67%	72%	67%	68%
			a		
		84%	16%	59%	40%
Do not have access to device	236	223	13	97	138
	12%	13%	4%	8%	17%
		b			c
		94%	6%	41%	59%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 172

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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

		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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%	*%
												lmn							
		46%	54%	5%	12%	41%	41%	8%	11%	9%	24%	55%	23%	16%	6%	90%	4%	6%	1%
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					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%
								hij					k	k	klm	r	r	r	
		46%	54%	12%	17%	35%	36%	16%	11%	12%	21%	21%	27%	23%	29%	83%	10%	6%	1%

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

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

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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	2832	2035	797	1461	1361
Effective Weighted Sample	1922	1579	367	1034	913
Total	2042	1745	297	1213	821
		85%	15%	59%	40%
Every day	504	426	78	294	207
	25%	24%	26%	24%	25%
		84%	16%	58%	41%
At least weekly	197	172	26	126	71
	10%	10%	9%	10%	9%
		87%	13%	64%	36%
At least monthly	44	40	4	22	22
	2%	2%	1%	2%	3%
		90%	10%	50%	50%
Have tried it once	39	31	8	26	13
	2%	2%	3%	2%	2%
		79%	21%	66%	34%
EVER	785	669	117	469	314
	38%	38%	39%	39%	38%
		85%	15%	60%	40%
Never	737	607	130	450	283
	36%	35%	44%	37%	34%
			a		
		82%	18%	61%	38%
Do not have access to device	520	469	51	295	224
	25%	27%	17%	24%	27%
		b			
		90%	10%	57%	43%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 173

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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

		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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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	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

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	2832	2035	797	1461	1361
Effective Weighted Sample	1922	1579	367	1034	913
Total	2042	1745	297	1213	821
		85%	15%	59%	40%
Every day	655	552	102	485	166
	32%	32%	34%	40%	20%
				d	
		84%	16%	74%	25%
At least weekly	551	480	71	301	249
	27%	28%	24%	25%	30%
					c
		87%	13%	55%	45%
At least monthly	90	77	13	45	44
	4%	4%	4%	4%	5%
		85%	15%	50%	49%
Have tried it once	40	29	11	21	20
	2%	2%	4%	2%	2%
			a		
		72%	28%	51%	49%
EVER	1335	1138	198	852	479
	65%	65%	66%	70%	58%
				d	
		85%	15%	64%	36%
Never	465	383	82	260	201
	23%	22%	27%	21%	25%
			a		
		82%	18%	56%	43%
Do not have access to device	242	224	18	101	141
	12%	13%	6%	8%	17%
		b			c
		92%	8%	42%	58%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 174

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

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

		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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	2832	2035	797	1461	1361
Effective Weighted Sample	1922	1579	367	1034	913
Total	2042	1745	297	1213	821
		85%	15%	59%	40%
Every day	172	139	33	128	43
	8%	8%	11%	11%	5%
				d	
		81%	19%	75%	25%
At least weekly	241	222	19	142	100
	12%	13%	7%	12%	12%
		b			
		92%	8%	59%	41%
At least monthly	52	46	6	30	22
	3%	3%	2%	2%	3%
		89%	11%	58%	42%
Have tried it once	74	63	11	46	28
	4%	4%	4%	4%	3%
		85%	15%	63%	37%
EVER	539	469	69	346	192
	26%	27%	23%	29%	23%
				d	
		87%	13%	64%	36%
Never	1085	883	202	655	423
	53%	51%	68%	54%	52%
			a		
		81%	19%	60%	39%
Do not have access to device	418	392	26	211	206
	20%	22%	9%	17%	25%
		b			c
		94%	6%	50%	49%

Columns Tested: a,b - c,d

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

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

		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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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	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	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

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	2832	2035	797	1461	1361
Effective Weighted Sample	1922	1579	367	1034	913
Total	2042	1745	297	1213	821
		85%	15%	59%	40%
Every day	222	182	40	172	48
	11%	10%	14%	14%	6%
				d	
		82%	18%	77%	22%
At least weekly	119	100	18	74	45
	6%	6%	6%	6%	5%
		85%	15%	62%	38%
At least monthly	18	14	3	10	7
	1%	1%	1%	1%	1%
		81%	19%	59%	41%
Have tried it once	23	16	7	12	11
	1%	1%	2%	1%	1%
			a		
		70%	30%	54%	46%
EVER	382	313	69	269	110
	19%	18%	23%	22%	13%
			a	d	
		82%	18%	71%	29%
Never	837	696	140	485	347
	41%	40%	47%	40%	42%
			a		
		83%	17%	58%	42%
Do not have access to device	824	736	88	459	363
	40%	42%	30%	38%	44%
		b			c
		89%	11%	56%	44%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 176

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%	67%	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%	62%	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%	57%	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

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SUMMARY - EVER USE DIGITAL RADIO

Base : Those who listen to radio

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	2832	2035	797	1461	1361
Effective Weighted Sample	1922	1579	367	1034	913
Total	2042	1745	297	1213	821
		85%	15%	59%	40%
YES, EVER USED	1306	1110	196	803	498
	64%	64%	66%	66%	61%
				d	
		85%	15%	62%	38%
YES, USE AT LEAST MONTHLY	1214	1032	181	746	463
	59%	59%	61%	62%	56%
				d	
		85%	15%	61%	38%
YES, USE AT LEAST WEEKLY	1108	939	169	680	423
	54%	54%	57%	56%	51%
				d	
		85%	15%	61%	38%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 177

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SUMMARY - EVER USE DIGITAL RADIO

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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, EVER USED	1306	655	651	151	197	487	471	107	120	173	372	425	352	298	230	1123	96	68	18
	49%	50%	47%	41%	42%	53%	51%	34%	46%	48%	64%	60%	49%	51%	35%	50%	41%	51%	25%
						cd	cd		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
	45%	47%	44%	38%	38%	49%	48%	31%	43%	45%	60%	56%	45%	48%	32%	47%	39%	47%	23%
						cd	cd		g	g	ghi	lmn	n	n		pr	r	pr	
		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
	41%	44%	39%	33%	34%	45%	45%	28%	39%	42%	55%	52%	41%	43%	29%	43%	35%	45%	19%
		b				cd	cd		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

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SUMMARY - EVER USE DIGITAL RADIO

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
YES, EVER USED	1306	1110	196	803	498
	49%	48%	54%	52%	45%
			a	d	
		85%	15%	62%	38%
YES, USE AT LEAST MONTHLY	1214	1032	181	746	463
	45%	45%	50%	48%	42%
			a	d	
		85%	15%	61%	38%
YES, USE AT LEAST WEEKLY	1108	939	169	680	423
	41%	41%	47%	44%	38%
			a	d	
		85%	15%	61%	38%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 178

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

SUMMARY - EVER LISTEN TO RADIO

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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, EVER USED	2041	1003	1038	235	321	728	756	212	193	276	503	585	554	465	437	1698	183	108	52
	76%	77%	76%	65%	69%	80%	82%	67%	74%	77%	86%	82%	77%	80%	66%	76%	79%	82%	71%
						cd	cd		g	g	ghi	ln	n	n		r	r	or	
		49%	51%	12%	16%	36%	37%	10%	9%	14%	25%	29%	27%	23%	21%	83%	9%	5%	3%
YES, USE AT LEAST MONTHLY	2024	996	1028	234	318	722	751	209	192	274	502	582	550	462	429	1682	182	108	52
	76%	77%	75%	64%	68%	79%	81%	66%	74%	76%	86%	82%	76%	80%	65%	75%	78%	82%	71%
						cd	cd		g	g	ghi	ln	n	n			r	or	
		49%	51%	12%	16%	36%	37%	10%	9%	14%	25%	29%	27%	23%	21%	83%	9%	5%	3%
YES, USE AT LEAST WEEKLY	1936	949	987	217	300	693	725	195	185	264	491	556	536	440	403	1610	174	104	48
	72%	73%	72%	60%	64%	76%	78%	62%	71%	74%	84%	78%	74%	76%	61%	72%	75%	79%	66%
						cd	cd		g	g	ghi	n	n	n		r	r	or	
		49%	51%	11%	16%	36%	37%	10%	10%	14%	25%	29%	28%	23%	21%	83%	9%	5%	2%

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

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

SUMMARY - EVER LISTEN TO RADIO

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
YES, EVER USED	2041	1744	297	1213	820
	76%	75%	83%	78%	74%
			a	d	
		85%	15%	59%	40%
YES, USE AT LEAST MONTHLY	2024	1729	295	1205	812
	76%	75%	82%	78%	73%
			a	d	
		85%	15%	60%	40%
YES, USE AT LEAST WEEKLY	1936	1650	286	1160	768
	72%	71%	79%	75%	69%
			a	d	
		85%	15%	60%	40%

Columns Tested: a,b - c,d

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

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

		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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	~f	~g	~h	~i	j	k	l	m	n	o	~p	~q	~r
Unweighted total	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%	I 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

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	c	d
Unweighted total	500	405	95	336	164
Effective Weighted Sample	364	318	49	254	116
Total	433	389	44	322	110
		90%	**	75%	25%
Live via a built in FM radio app	233	221	**	177	56
	54%	57%	**	55%	51%
		95%	**	76%	24%
Live via a station website	172	161	**	131	42
	40%	41%	**	41%	38%
		93%	**	76%	24%
Via a downloaded app such as RadioPlayer, BBC Radio iPlayer or Tunein	99	86	**	77	22
	23%	22%	**	24%	20%
		87%	**	77%	23%
Via podcasts	26	20	**	20	6
	6%	5%	**	6%	5%
		78%	**	78%	22%
Other ways	2	2	**	2	-
	1%	1%	**	1%	-%
		100%	**	100%	-%
Don't know	27	21	**	18	9
	6%	5%	**	5%	9%
		76%	**	65%	35%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 180

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QP4 (QP2). Before today, had you heard of digital radios? READ OUT EXPLANATION IF NECESSARY (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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%	83%	80%	84%	90%	85%	76%	84%	89%	92%	91%	89%	87%	76%	86%	86%	84%	87%
		b				cdf			g	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%	16%	18%	14%	9%	14%	22%	15%	11%	8%	8%	10%	12%	22%	13%	13%	14%	12%
			a	e	e		e	hij	j					k	klm				
		38%	62%	19%	19%	25%	38%	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%	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

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QP4 (QP2). Before today, had you heard of digital radios? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE)

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
Yes	2297	1976	321	1378	910
	86%	85%	89%	89%	82%
			a	d	
		86%	14%	60%	40%
No	347	310	36	160	185
	13%	13%	10%	10%	17%
					c
		90%	10%	46%	53%
Unsure	31	29	2	13	19
	1%	1%	1%	1%	2%
		92%	8%	41%	59%

Columns Tested: a,b - c,d

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

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total		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 - g,h,i,j - k,l,m,n - o,p,q,r

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QP5 (QP9). How many DAB sets do you have in your household?

Base : All respondents

			URBANITY		WORKING	
		Total	URBAN	RURAL	YES	NO
Significance Level: 95%			a	b	c	d
Unweighted total		3737	2711	1026	1861	1863
Effective Weighted Sample		2504	2082	456	1294	1256
Total		2675	2315	360	1552	1114
			87%	13%	58%	42%
1	(1.0)	825	700	126	490	331
		31%	30%	35%	32%	30%
			85%	15%	59%	40%
2	(2.0)	180	154	26	106	74
		7%	7%	7%	7%	7%
			86%	14%	59%	41%
3 or more	(3.0)	61	47	14	37	24
		2%	2%	4% a	2%	2%
			77%	23%	60%	40%
ANY DAB SETS		1067	901	166	633	430
		40%	39%	46% a	41%	39%
			84%	16%	59%	40%
None	(0.0)	1569	1381	188	901	665
		59%	60% b	52%	58%	60%
			88%	12%	57%	42%
Don't know		39	33	6	18	19
		1%	1%	2%	1%	2%
			85%	15%	46%	50%
Mean score		.5	.5	.6 a	.5	.5
Standard deviation		.72	.71	.79	.73	.72
Standard error		.01	.01	.03	.02	.02

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 182

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total		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 - g,h,i,j - k,l,m,n - o,p,q,r

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QP5 (QP9). How many DAB sets do you have in your household?

Base : Those who listen to radio

			URBANITY		WORKING	
		Total	URBAN	RURAL	YES	NO
Significance Level: 95%			a	b	c	d
Unweighted total		2832	2035	797	1461	1361
Effective Weighted Sample		1922	1579	367	1034	913
Total		2042	1745	297	1213	821
			85%	15%	59%	40%
1	(1.0)	777	659	117	472	301
		38%	38%	39%	39%	37%
			85%	15%	61%	39%
2	(2.0)	176	150	26	103	73
		9%	9%	9%	8%	9%
			85%	15%	59%	41%
3 or more	(3.0)	59	45	14	35	24
		3%	3%	5%	3%	3%
				a		
			76%	24%	59%	41%
ANY DAB SETS		1011	854	157	609	398
		50%	49%	53%	50%	48%
			84%	16%	60%	39%
None	(0.0)	1007	870	137	592	413
		49%	50%	46%	49%	50%
			86%	14%	59%	41%
Don't know		24	21	3	12	10
		1%	1%	1%	1%	1%
			89%	11%	51%	43%
Mean score		.6	.6	.7	.7	.6
Standard deviation		.76	.75	.82	.76	.77
Standard error		.01	.02	.03	.02	.02

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 183

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%	75%	80% ce	78%	82%	79%	75%	78%	76%	74%	77%	77% r	76% r	81% r	58%
		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%	14%	15%	22% def	13%	14%	13%	15% i	12%	9%	12%	11%	14%	16%	16%	14%	13%	11%	38% 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

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	2341	1696	645	1121	1213
Effective Weighted Sample	1502	1272	255	755	787
Total	1569	1381	188	901	665
		88%	12%	57%	42%
Certain to	10	9	*	6	4
	1%	1%	*%	1%	1%
		96%	4%	60%	40%
Very likely	32	27	5	21	11
	2%	2%	3%	2%	2%
		83%	17%	64%	36%
Likely	105	95	10	68	37
	7%	7%	5%	8%	6%
		90%	10%	65%	35%
TOTAL LIKELY	147	131	16	95	52
	9%	9%	9%	11%	8%
		89%	11%	64%	36%
Unlikely	276	248	29	169	106
	18%	18%	15%	19%	16%
		90%	10%	61%	38%
Very unlikely	377	325	52	226	149
	24%	24%	27%	25%	22%
		86%	14%	60%	40%
Certain not to	542	468	74	269	272
	35%	34%	40%	30%	41%
					c
		86%	14%	50%	50%
TOTAL UNLIKELY	1195	1041	155	664	528
	76%	75%	82%	74%	79%
			a		c
		87%	13%	56%	44%

Columns Tested: a,b - c,d

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	2341	1696	645	1121	1213
Effective Weighted Sample	1502	1272	255	755	787
Total	1569	1381	188	901	665
		88%	12%	57%	42%
Don't know	227	210	17	142	85
	14%	15%	9%	16%	13%
		b			
		92%	8%	62%	37%

Columns Tested: a,b - c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 184

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%	*%	1%	-%	-%	*%	*%	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% j	1%	2%	3%	4%	3%	3%	1%	2%	1%
		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% f	10%	11% f	6%	6%	7%	11%	13% g	10%	10%	9%	8%	9% r	10%	8%	5%
		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% f	15% f	9%	9%	9%	17% g	14%	12%	14%	14%	11%	13% r	13% r	11%	6%
		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% gh	25% n	18%	20%	16%	19%	18%	28% op	20%
		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% or	27%	22%
		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% cde	35%	35%	35%	26%	35%	31%	28%	35%	36% pqr	15%	24%	18%
		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 TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 184

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%	73%	65%	72%	74%	77% c	74%	79%	77%	75%	77%	73%	70%	73%	74% r	71% r	79% r	60%
		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%	12%	16%	22% def	13%	11%	14%	17% i	12%	6%	11%	11%	13%	16%	16%	13%	17%	10%	34% 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

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	1593	1134	459	794	795
Effective Weighted Sample	1030	859	185	547	504
Total	1057	915	142	627	427
		87%	13%	59%	40%
Certain to	7	7	*	4	4
	1%	1%	*%	1%	1%
		97%	3%	50%	50%
Very likely	31	24	7	22	9
	3%	3%	5%	3%	2%
		78%	22%	71%	29%
Likely	96	87	9	62	33
	9%	9%	7%	10%	8%
		90%	10%	65%	35%
TOTAL LIKELY	134	118	16	88	46
	13%	13%	11%	14%	11%
		88%	12%	66%	34%
Unlikely	206	182	24	128	78
	20%	20%	17%	20%	18%
		88%	12%	62%	38%
Very unlikely	229	191	38	140	89
	22%	21%	27%	22%	21%
		83%	17%	61%	39%
Certain not to	340	289	50	179	160
	32%	32%	36%	28%	37%
					c
		85%	15%	53%	47%
TOTAL UNLIKELY	775	663	112	446	327
	73%	72%	79%	71%	77%
					c
		86%	14%	58%	42%

Columns Tested: a,b - c,d

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

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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	1593	1134	459	794	795
Effective Weighted Sample	1030	859	185	547	504
Total	1057	915	142	627	427
		87%	13%	59%	40%
Don't know	148	135	13	93	54
	14%	15%	9%	15%	13%
		91%	9%	63%	36%

Columns Tested: a,b - c,d

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

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%	66%	71% f	74% f	67%	61%	61%	52%	70% h	71% gh	70%	71% mn	63%	63%	67%	67%	64%	68%
		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%	18%	16%	12%	17%	25% cde	21%	25% j	19%	13%	14%	16%	24% kl	20%	18%	17%	29% op	22%
		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%	15%	19% e	13%	18% e	21%	23%	17%	14%	14%	15%	14%	21%	17%	13%	19%	13%
		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%	5%	2%	7% c	6%	4%	5%	7%	7%	9%	6%	5%	5%	4%	5% qr	9% oqr	1%	1%
		43%	57%	6%	29%	38%	28%	15%	17%	18%	32%	27%	28%	22%	23%	81%	18%	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%	3%	2%	1%	5% j	1%	1%	*%	3%	1%	1%	3% l	2%	3%	1%	4%
		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%	2%	1%	2%	2%	*%	3% h	2%	2%	2%	1%	2%	2%	1%	*%	5% 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 TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 185

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

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%	op 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%	ln 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%	j 32%	2%	8%	-%	-%	21%	11%	k 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%	h 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 TECHNOLOGY TRACKER - H1 2016. 4th January to 29th February 2016.

Table 185

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	1734	1237	497	788	941
Effective Weighted Sample	1122	937	203	541	612
Total	1195	1041	155	664	528
		87%	13%	56%	44%
No need	800	712	89	463	335
	67%	68%	57%	70%	63%
		b		d	
		89%	11%	58%	42%
Happy to use existing service	221	191	30	112	109
	18%	18%	19%	17%	21%
		86%	14%	51%	49%
Would never listen	196	173	23	103	93
	16%	17%	15%	15%	18%
		88%	12%	53%	47%
Can receive through digital TV service	59	45	14	34	25
	5%	4%	9%	5%	5%
			a		
		77%	23%	58%	42%
Can't afford it	25	22	3	11	14
	2%	2%	2%	2%	3%
		89%	11%	44%	56%
Don't know why I should	21	17	4	10	11
	2%	2%	2%	1%	2%
		82%	18%	48%	52%
Happy to use analogue radio service	19	15	4	8	11
	2%	1%	3%	1%	2%
		78%	22%	40%	60%

Columns Tested: a,b - c,d

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	1734	1237	497	788	941
Effective Weighted Sample	1122	937	203	541	612
Total	1195	1041	155	664	528
		87%	13%	56%	44%
Poor reception in our area	18	8	10	9	9
	2%	1%	7%	1%	2%
			a		
		44%	56%	49%	51%
Too expensive generally	15	15	*	2	13
	1%	1%	*%	*%	2%
					c
		98%	2%	15%	85%
Listen in the car/ on phone/ online/elsewhere	12	8	4	9	3
	1%	1%	3%	1%	1%
			a		
		65%	35%	75%	25%
Haven't heard of it/ don't understand it	5	5	-	3	3
	*%	1%	-%	*%	*%
		100%	-%	54%	46%
Will get it when I have to/ when switchover	5	5	1	4	2
	*%	*%	1%	1%	*%
		84%	16%	71%	29%
Not available in our area	2	1	1	1	1
	*%	*%	*%	*%	*%
		73%	27%	27%	73%

Columns Tested: a,b - c,d

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	1734	1237	497	788	941
Effective Weighted Sample	1122	937	203	541	612
Total	1195	1041	155	664	528
		87%	13%	56%	44%
ANY INVOLUNTARY REASONS	63	51	13	26	38
	5%	5%	8%	4%	7%
					c
		80%	20%	41%	59%
ANY VOLUNTARY REASONS	1140	996	144	639	498
	95%	96%	93%	96%	94%
		87%	13%	56%	44%
ONLY VOLUNTARY REASONS	1118	978	140	630	484
	93%	94%	91%	95%	92%
				d	
		87%	13%	56%	43%
Don't know	14	13	2	9	6
	1%	1%	1%	1%	1%
		88%	12%	61%	39%

Columns Tested: a,b - c,d

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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 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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1151	539	612	128	192	365	466	201	144	139	182	219	347	243	341	633	174	167	177
Effective Weighted Sample	740	341	399	84	127	243	290	124	86	97	137	150	227	161	211	540	111	101	127
Total	775	365	410	81	141	271	282	105	80	104	172	188	219	167	201	627	82	43	23
		47%	53%	10%	18%	35%	36%	14%	10%	13%	22%	24%	28%	22%	26%	81%	11%	6%	3%
No need	485	237	247	52	93	176	164	59	40	65	112	123	150	96	116	394	49	27	15
	63%	65%	60%	64%	66%	65%	58%	57%	50%	63%	65% h	65%	69% mn	57%	58%	63%	60%	62%	65%
		49%	51%	11%	19%	36%	34%	12%	8%	13%	23%	25%	31%	20%	24%	81%	10%	6%	3%
Happy to use existing service	210	101	109	24	28	61	98	36	32	26	31	34	52	55	68	166	21	16	7
	27%	28%	27%	30%	20%	22%	35% de	34% j	40% ij	25%	18%	18%	24%	33% kl	34% kl	26%	26%	38% o	29%
		48%	52%	11%	13%	29%	46%	17%	15%	12%	15%	16%	25%	26%	32%	79%	10%	8%	3%
Would never listen	79	38	41	7	25	26	20	8	7	18	18	19	22	16	23	68	5	5	1
	10%	10%	10%	9%	18% ef	10%	7%	7%	9%	17% g	11%	10%	10%	9%	11%	11% r	6%	12%	5%
		48%	52%	9%	32%	33%	26%	10%	9%	23%	23%	24%	27%	20%	29%	86%	6%	7%	1%
Can receive through digital TV service	58	24	34	3	18	20	16	7	7	10	22	18	16	13	11	46	10	1	1
	7%	7%	8%	4%	13% cf	7%	6%	7%	8%	10%	13%	10%	7%	8%	5%	7% qr	13% qr	2%	3%
		42%	58%	6%	32%	35%	28%	12%	12%	18%	38%	31%	28%	23%	19%	80%	18%	1%	1%
Happy to use analogue radio service	22	13	8	2	3	7	9	4	2	2	5	4	3	8	7	19	*	1	1
	3%	4%	2%	3%	2%	3%	3%	4%	3%	2%	3%	2%	1%	4%	4%	3%	1%	2%	5% p
		62%	38%	11%	12%	33%	44%	17%	10%	9%	21%	18%	14%	35%	33%	88%	2%	5%	6%
Poor reception in our area	18	9	9	-	2	6	11	*	*	5	7	6	3	8	1	15	3	1	*
	2%	2%	2%	-%	1%	2%	4%	*%	*%	5% g	4% g	3%	1%	5% n	1%	2%	3%	2%	1%
		49%	51%	-%	8%	32%	59%	1%	1%	26%	36%	32%	18%	43%	6%	80%	14%	5%	1%

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

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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 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	1151	539	612	128	192	365	466	201	144	139	182	219	347	243	341	633	174	167	177
Effective Weighted Sample	740	341	399	84	127	243	290	124	86	97	137	150	227	161	211	540	111	101	127
Total	775	365	410	81	141	271	282	105	80	104	172	188	219	167	201	627	82	43	23
		47%	53%	10%	18%	35%	36%	14%	10%	13%	22%	24%	28%	22%	26%	81%	11%	6%	3%
Don't know why I should	14	9	5	1	4	4	5	2	*	3	2	4	3	1	6	11	*	1	1
	2%	3%	1%	1%	3%	2%	2%	2%	*%	3%	1%	2%	2%	1%	3%	2%	1%	2%	6%
		67%	33%	4%	30%	29%	36%	15%	1%	23%	17%	26%	25%	10%	39%	82%	3%	5%	op 11%
Listen in the car/ on phone/ online/elsewhere	13	4	9	1	2	8	3	2	-	1	6	6	3	2	3	9	3	1	-
	2%	1%	2%	2%	1%	3%	1%	2%	-%	1%	3%	3%	1%	1%	1%	2%	4% r	2%	-%
		34%	66%	9%	14%	57%	19%	14%	-%	7%	42%	48%	21%	12%	20%	71%	24%	5%	-%
Can't afford it	11	3	7	2	1	4	3	6	*	-	1	1	2	1	7	6	3	1	*
	1%	1%	2%	3%	1%	1%	1%	5%	*%	-%	*%	*%	1%	1%	3%	1%	4% o	2%	2%
		30%	70%	23%	13%	35%	29%	53% hij	2%	-%	7%	8%	21%	10%	62%	60%	29%	7%	4%
Too expensive generally	10	2	7	*	2	4	4	4	*	*	-	-	3	*	6	8	-	1	1
	1%	1%	2%	*%	1%	1%	1%	4% j	*%	*%	-%	-%	1%	*%	3% km	1%	-%	2%	2%
		25%	75%	3%	19%	38%	40%	40%	1%	1%	-%	-%	34%	3%	63%	83%	-%	11%	6%
Will get it when I have to/ when switchover	4	2	2	-	1	2	2	1	1	1	-	*	2	1	1	4	-	-	*
	1%	*%	1%	-%	1%	1%	1%	1%	1%	1%	-%	*%	1%	*%	*%	1%	-%	-%	1%
		45%	55%	-%	20%	43%	37%	20%	18%	32%	-%	4%	57%	19%	20%	96%	-%	-%	4%
Haven't heard of it/ don't understand it	4	1	3	2	-	1	1	-	-	2	1	-	1	2	2	4	-	-	-
	*%	*%	1%	3% ef	-%	*%	*%	-%	-%	2%	*%	-%	*%	1%	1%	1%	-%	-%	-%
		22%	78%	64%	-%	15%	21%	-%	-%	57%	22%	-%	15%	42%	42%	100%	-%	-%	-%

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

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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 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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1151	539	612	128	192	365	466	201	144	139	182	219	347	243	341	633	174	167	177
Effective Weighted Sample	740	341	399	84	127	243	290	124	86	97	137	150	227	161	211	540	111	101	127
Total	775	365	410	81	141	271	282	105	80	104	172	188	219	167	201	627	82	43	23
		47%	53%	10%	18%	35%	36%	14%	10%	13%	22%	24%	28%	22%	26%	81%	11%	6%	3%
Not available in our area	2	2	*	-	*	*	2	-	*	*	2	1	-	1	*	1	-	1	-
	*%	*%	*%	-%	*%	*%	1%	-%	*%	*%	1%	1%	-%	*%	*%	*%	-%	2%	-%
		82%	18%	-%	9%	17%	74%	-%	9%	8%	74%	50%	-%	41%	9%	64%	-%	36%	-%
ANY INVOLUNTARY REASONS	42	15	27	5	5	14	18	9	1	7	8	7	9	10	15	32	6	3	1
	5%	4%	7%	6%	3%	5%	6%	9%	1%	7%	5%	4%	4%	6%	8%	5%	7%	8%	5%
								h		h									
		35%	65%	12%	11%	34%	43%	22%	1%	17%	20%	17%	22%	25%	36%	76%	13%	8%	3%
ANY VOLUNTARY REASONS	732	350	383	76	138	255	264	98	76	98	161	177	211	156	188	592	78	40	22
	94%	96%	93%	94%	98%	94%	94%	93%	96%	94%	94%	94%	96%	94%	94%	94%	96%	94%	96%
					f														
		48%	52%	10%	19%	35%	36%	13%	10%	13%	22%	24%	29%	21%	26%	81%	11%	6%	3%
ONLY VOLUNTARY REASONS	722	346	376	75	136	251	260	94	76	97	161	177	208	154	183	584	76	40	22
	93%	95%	92%	92%	97%	93%	92%	89%	95%	93%	94%	94%	95%	92%	91%	93%	93%	92%	94%
		48%	52%	10%	19%	35%	36%	13%	11%	13%	22%	25%	29%	21%	25%	81%	11%	5%	3%
Don't know	11	4	7	1	-	6	4	2	3	-	2	4	2	2	3	11	-	-	*
	1%	1%	2%	2%	-%	2%	1%	2%	4%	-%	1%	2%	1%	1%	1%	2%	-%	-%	2%
		35%	65%	11%	-%	53%	36%	14%	29%	-%	18%	32%	21%	21%	26%	97%	-%	-%	3%

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

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

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 who listen to radio

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	1151	802	349	551	598
Effective Weighted Sample	740	607	143	378	378
Total	775	663	112	446	327
		86%	14%	58%	42%
No need	485	423	61	288	195
	63%	64%	55%	65%	60%
		b			
		87%	13%	59%	40%
Happy to use existing service	210	183	27	104	106
	27%	28%	24%	23%	32%
					c
		87%	13%	50%	50%
Would never listen	79	73	6	53	26
	10%	11%	5%	12%	8%
		b			
		93%	7%	67%	33%
Can receive through digital TV service	58	44	14	34	24
	7%	7%	12%	8%	7%
			a		
		77%	23%	59%	41%
Happy to use analogue radio service	22	17	5	11	10
	3%	3%	4%	2%	3%
		79%	21%	52%	48%
Poor reception in our area	18	9	9	10	8
	2%	1%	8%	2%	2%
			a		
		51%	49%	57%	43%

Columns Tested: a,b - c,d

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

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 who listen to radio

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	1151	802	349	551	598
Effective Weighted Sample	740	607	143	378	378
Total	775	663	112	446	327
		86%	14%	58%	42%
Don't know why I should	14	11	3	7	7
	2%	2%	2%	2%	2%
		81%	19%	49%	51%
Listen in the car/ on phone/ online/elsewhere	13	9	4	10	3
	2%	1%	4%	2%	1%
		68%	32%	78%	22%
Can't afford it	11	10	1	3	7
	1%	1%	1%	1%	2%
		90%	10%	31%	69%
Too expensive generally	10	9	*	2	8
	1%	1%	*%	*%	2%
					c
		100%	*%	17%	83%
Will get it when I have to/ when switchover	4	3	1	2	2
	1%	*%	1%	1%	*%
		78%	22%	61%	39%
Haven't heard of it/ don't understand it	4	4	-	2	2
	*%	1%	-%	*%	*%
		100%	-%	58%	42%

Columns Tested: a,b - c,d

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

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 who listen to radio

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	1151	802	349	551	598
Effective Weighted Sample	740	607	143	378	378
Total	775	663	112	446	327
		86%	14%	58%	42%
Not available in our area	2	1	1	1	1
	*%	*%	*%	*%	*%
		73%	27%	27%	73%
ANY INVOLUNTARY REASONS	42	32	10	18	24
	5%	5%	9%	4%	7%
		77%	23%	43%	57%
ANY VOLUNTARY REASONS	732	630	103	424	307
	94%	95%	92%	95%	94%
		86%	14%	58%	42%
ONLY VOLUNTARY REASONS	722	621	101	421	299
	93%	94%	90%	94%	91%
		86%	14%	58%	41%
Don't know	11	10	2	7	4
	1%	1%	1%	2%	1%
		86%	14%	64%	36%

Columns Tested: a,b - c,d

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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

		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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
Married/ civil partnership	1395	1186	210	882	509
	52%	51%	58%	57%	46%
			a	d	
		85%	15%	63%	36%
Co-habiting	9	7	2	6	1
	*%	*%	*%	*%	*%
		83%	17%	69%	14%
Single	247	218	29	200	47
	9%	9%	8%	13%	4%
				d	
		88%	12%	81%	19%
Widowed, divorced or separated	627	563	64	353	273
	23%	24%	18%	23%	25%
		b			
		90%	10%	56%	44%
Refused	397	341	56	111	283
	15%	15%	16%	7%	25%
					c
		86%	14%	28%	71%

Columns Tested: a,b - c,d

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

QZ2 (QZ10). SHOWCARD How would you describe your national identity? (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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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% e	54%	51%	62% de	60%	60%	58%	55%	53%	57%	58%	59% k	66% pqr	2%	14% pr	2%
		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% ij	10%	6%	7%	6%	8%	9%	9% k	1%	84% oqr	1%	*%
		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% df	20%	17%	20%	21%	23% g	28% lmn	20%	20%	19%	23% p	9%	20% p	21% 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% f	14% cf	10% cf	3%	6%	5%	10% g	11% gh	7%	9%	7%	7%	9% pqr	4%	3%	5%
		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

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QZ2 (QZ10). SHOWCARD How would you describe your national identity? (SINGLE CODE)

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
English	1506	1336	170	834	668
	56%	58%	47%	54%	60%
		b			c
		89%	11%	55%	44%
Scottish	217	185	33	120	97
	8%	8%	9%	8%	9%
		85%	15%	55%	45%
Welsh	91	71	19	49	41
	3%	3%	5%	3%	4%
			a		
		79%	21%	54%	45%
Northern Irish	66	45	21	39	27
	2%	2%	6%	3%	2%
			a		
		68%	32%	59%	40%
British	586	483	103	359	225
	22%	21%	29%	23%	20%
			a		
		82%	18%	61%	38%
Other	209	195	14	150	56
	8%	8%	4%	10%	5%
		b		d	
		93%	7%	72%	27%

Columns Tested: a,b - c,d

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

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
										h						pq		p	opq
		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	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%	-%
								ij	i					k	k		oqr	or	
		48%	52%	12%	18%	34%	35%	17%	13%	9%	18%	19%	27%	25%	29%	7%	92%	1%	-%
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%	-%
																		opr	
		48%	52%	11%	21%	26%	42%	14%	10%	11%	20%	26%	27%	23%	24%	10%	2%	89%	-%
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%
																			opq
		51%	49%	11%	21%	33%	34%	8%	9%	15%	10%	21%	27%	23%	29%	41%	3%	3%	54%
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%
					cf	f				g	g					pqr			
		41%	59%	10%	27%	48%	14%	7%	9%	20%	33%	24%	35%	20%	21%	94%	2%	2%	1%

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

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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% cde	96% ij	93%	91%	89%	89%	92%	93% k	90%	90%	97% o	99% or	96% o
		48%	52%	13%	17%	33%	37%	12%	10%	13%	21%	26%	27%	22%	24%	82%	9%	5%	3%
MIXED																			
White and Black Caribbean	7	4	3	2	3	2	-	-	2	1	1	2	-	2	4	6	-	1	*
	*%	*%	*%	1% f	1% f	*%	-%	-%	1%	*%	*%	*%	-%	*%	1% l	*%	-%	*%	*%
		61%	39%	33%	35%	32%	-%	-%	34%	19%	8%	23%	-%	27%	50%	87%	-%	8%	4%
White and Black African	9	2	6	2	2	5	-	2	-	-	5	6	-	2	-	9	-	-	-
	*%	*%	*%	1% f	*%	*% f	-%	1%	-%	-%	1%	1% ln	-%	*%	-%	*%	-%	-%	-%
		27%	73%	27%	21%	52%	-%	27%	-%	-%	52%	73%	-%	27%	-%	100%	-%	-%	-%
White and Asian	9	1	8	1	3	5	-	-	-	1	2	5	2	-	2	9	-	-	-
	*%	*%	1%	*%	1% f	1% f	-%	-%	-%	*%	*%	1%	*%	-%	*%	*%	-%	-%	-%
		15%	85%	12%	37%	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%	2% f	2% f	1% f	*%	1%	1%	1%	1%	2% l	*%	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

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%	*%	*%	-%
				f	f	f					ghi	mn	m			qr			
		38%	62%	18%	35%	36%	11%	4%	-%	7%	40%	47%	33%	7%	13%	96%	3%	1%	-%
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%	-%	-%
				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%	-%	-%	-%
					f	f			gj	gj					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%	*%	-%
				f	f	f					g	m			m	pqr	r		
		51%	49%	17%	30%	45%	8%	4%	7%	10%	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%	*%	*%	*%	-%	-%	-%
				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

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
CHINESE OR OTHER ETHNIC GROUP																			
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% f	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 90%	10%	7%	31%	35%	27%	2%	*%	-%	25%	l 59%	3%	32%	7%	73%	1%	-%	opq 26%

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

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QZ3. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
WHITE					
British	1300	1126	174	744	551
	49%	49%	48%	48%	50%
		87%	13%	57%	42%
English	696	587	109	365	330
	26%	25%	30%	23%	30%
			a		c
		84%	16%	52%	47%
Scottish	198	169	30	109	89
	7%	7%	8%	7%	8%
		85%	15%	55%	45%
Welsh	86	67	20	46	39
	3%	3%	5%	3%	4%
			a		
		77%	23%	54%	45%
Irish	43	33	10	26	17
	2%	1%	3%	2%	1%
			a		
		77%	23%	61%	39%
Any other white background	108	99	8	89	18
	4%	4%	2%	6%	2%
		b		d	
		92%	8%	82%	17%
TOTAL WHITE	2430	2081	350	1379	1044
	91%	90%	97%	89%	94%
			a		c
		86%	14%	57%	43%

Columns Tested: a,b - c,d

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QZ3. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
MIXED					
White and Black Caribbean	7	7	-	5	1
	*%	*%	-%	*%	*%
		100%	-%	76%	8%
White and Black African	9	9	-	7	2
	*%	*%	-%	*%	*%
		100%	-%	79%	21%
White and Asian	9	7	2	8	1
	*%	*%	1%	1%	*%
				d	
		78%	22%	90%	10%
Any other mixed/ multiple ethnic background	3	3	*	1	2
	*%	*%	*%	*%	*%
		93%	7%	38%	62%
TOTAL MIXED/ MULTIPLE	28	26	2	22	5
	1%	1%	1%	1%	*%
				d	
		92%	8%	77%	19%
ASIAN AND BRITISH ASIAN					
Indian	39	35	4	29	9
	1%	1%	1%	2%	1%
				d	
		90%	10%	76%	24%

Columns Tested: a,b - c,d

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

QZ3. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
Pakistani	45	45	-	31	14
	2%	2%	-%	2%	1%
		b			
		100%	-%	69%	31%
Bangladeshi	37	37	-	31	7
	1%	2%	-%	2%	1%
		b		d	
		100%	-%	82%	18%
Any other Asian background	15	15	-	9	6
	1%	1%	-%	1%	1%
		100%	-%	59%	41%
TOTAL ASIAN/ BRITISH ASIAN	136	132	4	100	36
	5%	6%	1%	6%	3%
		b		d	
		97%	3%	73%	27%
BLACK AND BLACK BRITISH					
Caribbean	10	10	-	9	1
	*%	*%	-%	1%	*%
				d	
		100%	-%	89%	11%
African	37	36	1	28	8
	1%	2%	*%	2%	1%
		b		d	
		97%	3%	77%	23%

Columns Tested: a,b - c,d

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Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
Any other black background	4	4	*	1	3
	*%	*%	*%	*%	*%
		94%	6%	19%	81%
TOTAL BLACK/ BLACK BRITISH	51	49	1	38	13
	2%	2%	*%	2%	1%
		b		d	
		97%	3%	74%	26%
MIDDLE EAST AND ARABIC ORIGIN					
Middle Eastern, including Arabic origin	6	6	*	3	3
	*%	*%	*%	*%	*%
		99%	1%	47%	53%
Iranian	2	2	-	-	2
	*%	*%	-%	-%	*%
		100%	-%	-%	100%
TOTAL MIDDLE EAST AND ARABIC ORIGIN	8	8	*	3	5
	*%	*%	*%	*%	*%
		99%	1%	34%	66%
CHINESE OR OTHER ETHNIC GROUP					
Chinese	9	9	-	5	5
	*%	*%	-%	*%	*%
		100%	-%	52%	48%

Columns Tested: a,b - c,d

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QZ3. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
Any other background	5	5	*	2	3
	*%	*%	*%	*%	*%
		96%	4%	41%	59%
TOTAL CHINESE OR OTHER ETHNIC GROUP	14	14	*	7	7
	1%	1%	*%	*%	1%
		99%	1%	48%	52%
Refused	8	6	2	4	2
	*%	*%	1%	*%	*%
		74%	26%	53%	27%

Columns Tested: a,b - c,d

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

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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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	77	83	2	5	31	123	48	24	15	8	33	30	36	61	128	16	12	3
	6%	6%	6%	*%	1%	3%	13%	15%	9%	4%	1%	5%	4%	6%	9%	6%	7%	9%	5%
						cd	cde	hij	ij	j					kl			or	
		48%	52%	1%	3%	19%	77%	30%	15%	9%	5%	21%	19%	22%	38%	80%	10%	8%	2%
Breathlessness or chest pains	97	54	43	3	5	16	73	32	13	6	6	17	15	25	41	79	6	9	2
	4%	4%	3%	1%	1%	2%	8%	10%	5%	2%	1%	2%	2%	4%	6%	4%	3%	7%	3%
							cde	hij	ij					l	kl			opr	
		56%	44%	3%	5%	17%	75%	33%	14%	6%	6%	17%	15%	26%	42%	82%	6%	10%	3%
Poor hearing, partial hearing or deafness	82	41	41	1	2	8	71	23	10	13	3	16	19	21	26	69	6	6	2
	3%	3%	3%	*%	*%	1%	8%	7%	4%	4%	1%	2%	3%	4%	4%	3%	2%	4%	2%
							cde	ij	j	j									
		51%	49%	2%	2%	10%	86%	28%	12%	16%	4%	19%	23%	26%	32%	84%	7%	7%	2%
Mental health problems or difficulties	58	21	37	7	13	22	16	27	8	5	6	6	4	7	42	42	9	6	1
	2%	2%	3%	2%	3%	2%	2%	9%	3%	1%	1%	1%	1%	1%	6%	2%	4%	4%	2%
								hij							klm		o	or	
		36%	64%	13%	22%	38%	28%	47%	14%	9%	11%	10%	6%	12%	72%	72%	16%	10%	2%
Poor vision, partial sight or blindness	55	20	35	5	5	13	32	10	9	2	7	11	10	9	25	44	6	4	1
	2%	2%	3%	1%	1%	1%	3%	3%	3%	1%	1%	2%	1%	1%	4%	2%	2%	3%	1%
							de	ij	ij						klm				
		36%	64%	9%	9%	23%	58%	19%	16%	4%	13%	21%	18%	16%	45%	80%	10%	8%	2%

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

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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%
							cde	ij	j					kl			o		
		45%	55%	1%	6%	25%	69%	27%	19%	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%	*%
					ef			hij							kl			r	
		45%	55%	13%	41%	24%	22%	36%	4%	7%	27%	18%	9%	22%	50%	81%	9%	10%	1%
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%	*%
							e												
		47%	53%	-%	10%	10%	79%	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%
															l				
		18%	82%	18%	25%	34%	24%	39%	1%	1%	12%	14%	1%	27%	58%	81%	-%	15%	4%
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						klm			opr	
		60%	40%	3%	7%	31%	58%	28%	17%	11%	9%	17%	17%	18%	47%	83%	6%	10%	1%

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

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Table 190

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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

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QZ4 (C9). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
Cannot walk far or manage stairs or can only do so with difficulty	160	136	24	15	144
	6%	6%	7%	1%	13% c
		85%	15%	9%	90%
Breathlessness or chest pains	97	81	16	9	88
	4%	4%	4%	1%	8% c
		84%	16%	10%	90%
Poor hearing, partial hearing or deafness	82	68	14	14	68
	3%	3%	4%	1%	6% c
		83%	17%	17%	83%
Mental health problems or difficulties	58	47	11	10	48
	2%	2%	3%	1%	4% c
		81%	19%	16%	84%
Poor vision, partial sight or blindness	55	47	8	10	44
	2%	2%	2%	1%	4% c
		85%	15%	19%	81%

Columns Tested: a,b - c,d

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QZ4 (C9). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
Limited ability to reach	39	31	9	7	32
	1%	1%	2%	*%	3% c
		78%	22%	18%	82%
Dyslexia	32	24	8	16	16
	1%	1%	2%	1%	1%
		75%	25%	49%	51%
Cannot walk at all / use a wheelchair	11	11	1	2	9
	*%	*%	*%	*%	1% c
		94%	6%	22%	78%
Difficulty in speaking or in communicating	10	7	3	1	9
	*%	*%	1%	*%	1% c
		69%	31%	14%	86%
Other illnesses or health problems which limit your daily activities or the work that you can do	128	95	34	32	95
	5%	4%	9% a	2%	9% c
		74%	26%	25%	74%

Columns Tested: a,b - c,d

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

QZ4 (C9). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
None	2230	1950	280	1459	762
	83%	84%	78%	94%	68%
		b		d	
		87%	13%	65%	34%

Columns Tested: a,b - c,d

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

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

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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

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QZ5 (C10). SHOWCARD Which of these best describes your sight? (SINGLE CODE)

Base : Those with poor vision, partial sight or blindness

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	85	63	22	11	74
Effective Weighted Sample	58	48	10	8	51
Total	55	47	8	10	44
		**	**	**	**
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

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QZ5 (C10). SHOWCARD Which of these best describes your sight? (SINGLE CODE)

Base : Those with poor vision, partial sight or blindness

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	85	63	22	11	74
Effective Weighted Sample	58	48	10	8	51
Total	55	47	8	10	44
		**	**	**	**
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

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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

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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%	**	**	**	**	**	**	**	**	**	**	**	**
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

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QZ6 (C11). SHOWCARD Which of these best describes your hearing? (SINGLE CODE)

Base : Those with poor hearing, partial hearing or deafness

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~c	d
Unweighted total	130	91	39	15	115
Effective Weighted Sample	90	73	18	13	79
Total	82	68	14	14	68
		**	**	**	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%
Difficulty hearing someone talking in a normal voice in a quiet room	5	**	**	**	4
	7%	**	**	**	6%
		**	**	**	81%

Columns Tested: a,b - c,d

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QZ6 (C11). SHOWCARD Which of these best describes your hearing? (SINGLE CODE)

Base : Those with poor hearing, partial hearing or deafness

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~c	d
Unweighted total	130	91	39	15	115
Effective Weighted Sample	90	73	18	13	79
Total	82	68	14	14	68
		**	**	**	83%
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

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	~g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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

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QZ8 (SGA). Do you ever work from home? (SINGLE CODE)

Base : Those working full or part time

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	~d
Unweighted total	1861	1364	497	1861	-
Effective Weighted Sample	1294	1081	230	1294	-
Total	1552	1349	202	1552	-
		87%	13%	100%	**
Yes	388	319	69	388	**
	25%	24%	34%	25%	**
			a		
		82%	18%	100%	**
No	1164	1030	133	1164	**
	75%	76%	66%	75%	**
		b			
		89%	11%	100%	**

Columns Tested: a,b - c,d

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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

		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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	f	~g	~h	~i	j	k	l	~m	~n	o	~p	~q	~r
Unweighted total	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% e	**	**	**	32%	36%	33%	**	**	35%	**	**	**
		48%	52%	**	**	54%	33%	**	**	**	40%	48%	28%	**	**	89%	**	**	**
Just occasionally	247	126	121	**	**	134	38	**	**	**	115	113	76	**	**	217	**	**	**
	64%	65%	62%	**	**	64% f	46%	**	**	**	67%	62%	66%	**	**	64%	**	**	**
		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

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	~d
Unweighted total	437	308	129	437	-
Effective Weighted Sample	317	248	73	317	-
Total	388	319	69	388	-
		82%	18%	100%	**
Most of the time	136	104	32	136	**
	35%	33%	46%	35%	**
			a		
		77%	23%	100%	**
Just occasionally	247	210	37	247	**
	64%	66%	54%	64%	**
		85%	15%	100%	**
Don't know	4	4	-	4	**
	1%	1%	-%	1%	**
		100%	-%	100%	**

Columns Tested: a,b - c,d

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Table 195

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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

		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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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	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

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
Under £11,500	317	281	37	67	248
	12%	12%	10%	4%	22% c
		88%	12%	21%	78%
Above £11,500	1592	1371	221	1115	472
	60%	59%	61%	72% d	42%
		86%	14%	70%	30%
Don't know	218	188	30	86	132
	8%	8%	8%	6%	12% c
		86%	14%	39%	61%
Refused	548	476	72	284	261
	20%	21%	20%	18%	23% c
		87%	13%	52%	48%

Columns Tested: a,b - c,d

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	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

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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	ENGLAND	SCOTLAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Effective Weighted Sample	2504	1197	1308	343	401	807	971	377	268	325	461	578	755	534	660	1916	310	301	376
HOUSEHOLD INCOME																			
UNDER £11.5K	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%
£11.5K-£17.5K	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%
£17.5K-£29.9K	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%
£30K+	583	291	292	54	127	282	120	-	-	-	583	266	153	119	45	509	46	23	5
	22%	22%	21%	15%	27%	31%	13%	-%	-%	-%	100%	37%	21%	21%	7%	23%	20%	18%	7%
					cf	cf					ghi	lmn	n	n		qr	r	r	
		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

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	3737	2711	1026	1861	1863
Effective Weighted Sample	2504	2082	456	1294	1256
Total	2675	2315	360	1552	1114
		87%	13%	58%	42%
Under £11,500	317	281	37	67	248
	12%	12%	10%	4%	22% c
		88%	12%	21%	78%
£11,500 - £17,499	260	227	33	117	141
	10%	10%	9%	8%	13% c
		87%	13%	45%	54%
£17,500 - £29,999	358	310	48	258	99
	13%	13%	13%	17% d	9%
		87%	13%	72%	28%
£30,000 - £49,999	350	305	45	298	51
	13%	13%	12%	19% d	5%
		87%	13%	85%	14%
£50,000+	233	198	35	194	39
	9%	9%	10%	13% d	3%
		85%	15%	83%	17%
REFUSED BUT ABOVE £11.5K	427	362	65	271	155
	16%	16%	18%	17% d	14%
		85%	15%	64%	36%
DK/ Refused	729	631	98	345	380
	27%	27%	27%	22%	34% c
		87%	13%	47%	52%

Columns Tested: a,b - c,d

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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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Effective Weighted Sample	2504	2082	456	1294	1256
HOUSEHOLD INCOME					
UNDER £11.5K	317	281	37	67	248
	12%	12%	10%	4%	22% c
		88%	12%	21%	78%
£11.5K-£17.5K	260	227	33	117	141
	10%	10%	9%	8%	13% c
		87%	13%	45%	54%
£17.5K-£29.9K	358	310	48	258	99
	13%	13%	13%	17% d	9%
		87%	13%	72%	28%
£30K+	583	504	79	492	89
	22%	22%	22%	32% d	8%
		86%	14%	84%	15%

Columns Tested: a,b - c,d

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

QZ13 (QZNI1). 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% f	22%	**	**	**	**	**	22%	32%	31%	**	**	**	100%
Presbyterian Church of Ireland	19	10	9	**	**	6	9	**	**	**	**	**	5	4	5	**	**	**	19
	25%	27%	23%	**	**	22%	38% e	**	**	**	**	**	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

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QZ13 (QZNI1). 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

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QZ13 (QZNI1). 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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	507	262	245	279	226
Effective Weighted Sample	376	202	196	219	157
Total	74	46	27	41	32
		63%	37%	55%	44%
Roman Catholic	22	11	11	13	10
	30%	24%	41%	31%	30%
			a		
		50%	50%	57%	43%
Presbyterian Church of Ireland	19	11	7	10	8
	25%	24%	27%	25%	24%
		60%	40%	56%	42%
Church of Ireland	7	5	1	4	3
	9%	11%	5%	9%	9%
		b			
		78%	22%	56%	44%
Methodist Church of Ireland	6	4	2	4	2
	8%	8%	8%	9%	8%
		64%	36%	59%	41%
Other Christian (including Christian related)	1	1	*	1	1
	2%	2%	1%	2%	2%
		84%	16%	52%	48%
Other religions/ philosophies	1	1	*	1	1
	2%	2%	1%	2%	2%
		76%	24%	48%	52%
No religion	8	5	2	5	3
	11%	12%	9%	13%	8%
		70%	30%	65%	35%

Columns Tested: a,b - c,d

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QZ13 (QZNI1). 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

		URBANITY		WORKING	
	Total	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	d
Unweighted total	507	262	245	279	226
Effective Weighted Sample	376	202	196	219	157
Total	74	46	27	41	32
		63%	37%	55%	44%
Refused	10	8	2	4	6
	13%	16%	8%	10%	17%
		b			c
		77%	23%	42%	57%

Columns Tested: a,b - c,d