

OFCOM DIGITAL PARTICIPATION CONSORTIUM TECH TRACKER 2020 - SUBSET 65+, DE, EMG, IMPACTING OR LIMITING CONDITIONS ONLY - 9th January to 7th March 2020.

NATION	1
Base : All respondents	
REGION	3
Base : All respondents	
URBANITY	6
Base : All respondents	
CABLE AREA	8
Base : All respondents	
DEPRIVATION LEVEL	10
Base : All respondents	
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Base : All respondents	
SF. AGE OF RESPONDENT	14
Base : All respondents	
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Base : All respondents	
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Base : All respondents	
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Base : All respondents	
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Base : All respondents	
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Base : All respondents	
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Base : All respondents in Wales	
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Base : All respondents in Wales	
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Base : All respondents (who gave their consent to answer this question)	
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Base : All respondents (who gave their consent to answer this question)	
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Base : All respondents	
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Base : All respondents	
QC2. (QC32). Does your household have a landline which you use to receive a fixed broadband service? (SINGLE CODE)	69
Base : Those who do not have a landline phone that can be used to make and receive calls	
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Base : Those with a landline phone at home that can used to make and receive calls	
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Base : All respondents	
QC4 (QC21B). SHOWCARD Which of these do you consider is your main supplier for your landline? (SINGLE CODE)	75
Base : Those with a landline phone at home - including those who pay line rental for fixed broadband	
QD1. How many mobile phones IN TOTAL do you AND members of your household use? (SINGLE CODE)	79
Base : All respondents	
QD2. Do you personally use a mobile phone? IF YES: 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)	81
Base : All respondents	
QD3 (QD46). SHOWCARD Which of these describes how you acquired your mobile phone? (SINGLE CODE)	84
Base : Those who personally use a mobile phone	
QD4 (QD10). SHOWCARD Which mobile network do you use most often? (SINGLE CODE)	86
Base : Those who personally use a mobile phone	
QD5 (QD24B). Do you personally use a smartphone? IF UNSURE - A smartphone is a phone on which you can easily access emails, download files and applications, as well as view websites and generally search the internet. Popular brands of smartphone include iPhone and Samsung Galaxy. (SINGLE CODE)	91
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Base : All respondents	
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Base : Those with a smartphone	
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Base : Those with a smartphone	
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Base : Those who personally use a mobile phone	
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Base : Those who use a postpay/ contract mobile phone	
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Base : All respondents	

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Base : Those with a smartphone	
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Base : All respondents	
QE2. Do you or does anyone in your household have access to the internet at HOME (via any device, e.g. PC, mobile phone etc)? IF YES: And do you personally use the internet at home?	150
Base : All respondents	
QE3 (IN6). SHOWCARD Do you ever access the internet anywhere other than in your home at all? IF YES: Where is that? (MULTI CODE)	152
Base : All respondents	
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Base : Those who use the internet at home or elsewhere	
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Base : Those with a tablet computer in the household	
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Base : Those with a laptop computer in the household	
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Base : Those with a netbook in the household	
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Base : All respondents	
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Base : Those who use the internet at home or elsewhere	
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Base : All respondents	

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Base : All respondents	
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Base : All respondents	
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Base : Those with fixed broadband at home	
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Base : Those with fixed broadband at home	
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Base : Those with fixed broadband at home	
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Base : Those who use the internet at home or elsewhere	
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Base : Those unlikely to get internet access at home in the next 12 months	
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Base : All respondents	
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Base : All respondents	
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Base : Those who have ever used a service to make voice or video calls using the internet at home	
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Base : Those who have ever used a service to make voice or video calls using the internet at home	
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Base : Those who have ever used a service to make voice or video calls using the internet at home	
QV1. SHOWCARD Which of these do you, or does anyone in your household, have in your home at the moment? (MULTI CODE)	294
Base : All respondents	
QV2. SHOWCARD And do you personally use...? (MULTI CODE)	301
Base : All respondents	
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Base : Those with a smart speaker in the household	

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QV3. SHOWCARD Which brands or types of smart speakers do you have in your household? (MULTI CODE)	314
Base : All respondents	
QV4. SHOWCARD Thinking of your household's smart speaker – such as an Amazon Echo, Google Home, or Apple HomePod... Which of these do you use your smart speaker for? (MULTI CODE)	317
Base : Those who personally use a smart speaker	
QV4. SHOWCARD Thinking of your household's smart speaker – such as an Amazon Echo, Google Home, or Apple HomePod... Which of these do you use your smart speaker for? (MULTI CODE)	323
Base : All respondents	
QV5. SHOWCARD And which of these have you used your smart speaker for in the last week? (MULTI CODE)	329
Base : Those who personally use a smart speaker	
QV5. SHOWCARD And which of these have you used your smart speaker for in the last week? (MULTI CODE)	335
Base : All respondents	
QV6. Does anyone in your household ever use voice controls – perhaps to search for information, to control devices or to set alarms or reminders? This would include using commands such as 'Alexa', 'Hey Siri' or 'Hey or OK Google', or using voice controls with smart speakers, mobile phones or smart TV remote controls such as Sky Q to search for something or ask a question. (SINGLE CODE)	341
Base : All respondents	
QV7. SHOWCARD Which of these types of information or tasks are achieved using voice controls in your household? (MULTI CODE)	343
Base : Those in a household where someone uses voice controls	
QV7. SHOWCARD Which of these types of information or tasks are achieved using voice controls in your household? (MULTI CODE)	348
Base : All respondents	
QV8. SHOWCARD Who in your household uses voice controls? (MULTI CODE)	354
Base : Those in a household where someone uses voice controls	
QV9. SHOWCARD Does anyone in your household have a car? IF YES: Does any car used by someone in your household have any of these features? (MULTI CODE)	358
Base : All respondents	
QP1 (QP24). SHOWCARD Some devices, as well as radio sets, can receive digital radio which allow access to a greater number of stations than available on AM/ FM radio. Examples of digital radio stations include Absolute 80s, BBC 6 Music, Radio 5 live sports extra. Before today, which of these ways of listening to digital radio were you aware of? (MULTI CODE)	365
Base : All respondents	
QP2 (QP4). SHOWCARD I'm now going to ask about any radios that you have at home (EXPLANATION PROVIDED, EXCLUDING CAR RADIOS, LISTENING THROUGH A COMPUTER, TV OR PHONE). In which of these rooms at home do you have any radios? (MULTI CODE)	367
Base : All respondents	
QP3 (QP5). How many radios do you have in your home that you, or someone in your household, listen to in most weeks? (SINGLE CODE)	370
Base : All respondents	
QP3 (QP5). How many radios do you have in your home that you, or someone in your household, listen to in most weeks? (SINGLE CODE)	373
Base : Those with any 'active' radio sets in the home	
QP4 (QP7). You said that you have (NUMBER AT QP5) radios in your home that someone in the household listens to in most weeks. How many of these radios are DAB radio sets? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE)	375
Base : All respondents	
QP4 (QP7). You said that you have (NUMBER AT QP5) radios in your home that someone in the household listens to in most weeks. How many of these radios are DAB radio sets? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE)	379
Base : Those with any 'active' radio sets in the home	
QP4 (QP7). You said that you have (NUMBER AT QP5) radios in your home that someone in the household listens to in most weeks. How many of these radios are DAB radio sets? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE)	383
Base : Those who listen to radio	
SUMMARY OF DAB RADIO OWNERSHIP IN HOME OR IN VEHICLE	387
Base : All respondents	
SUMMARY OF DAB RADIO OWNERSHIP IN HOME OR IN VEHICLE	390
Base : Those who listen to radio	

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QP5 (QP1). SHOWCARD During an average week, on how many days do you listen to the radio (including listening at home, in the car, at work, via mobile phone, on a smart speaker or any other way)? (SINGLE CODE)	392
Base : All respondents	
QP6A (QP25A). SHOWCARD How often, if at all, do you... Listen to live radio (so at the same time as the show is broadcast)? (SINGLE CODE)	395
Base : All respondents	
QP6B (QP25B). SHOWCARD How often, if at all, do you... Listen to catch-up radio (so after the show was originally broadcast)? (SINGLE CODE)	397
Base : All respondents	
QP6C (QP25C). SHOWCARD How often, if at all, do you... Listen to podcasts - audio shows available online? (SINGLE CODE)	399
Base : All respondents	
QP6D (QP25D). SHOWCARD How often, if at all, do you... Listen to a paid-for subscription music service - e.g. Spotify Premium or Apple Music? (SINGLE CODE)	401
Base : All respondents	
QP6E (QP25E). SHOWCARD How often, if at all, do you... Listen to a free music streaming service - e.g. Spotify Free? (SINGLE CODE)	403
Base : All respondents	
QP6F (QP25F). SHOWCARD How often, if at all, do you... Listen to an audiobook - perhaps from apps like Audible? (SINGLE CODE)	405
Base : All respondents	
QP6G (QP25G). SHOWCARD How often, if at all, do you... Listen to music videos online or through music TV channels as background listening? (SINGLE CODE)	407
Base : All respondents	
QP6H (QP25H). SHOWCARD How often, if at all, do you... Play an interactive audio game using only your voice - such as The Inspection Chamber or Jeopardy? (SINGLE CODE)	409
Base : All respondents	
SUMMARY OF FREQUENCY OF NON-LIVE LISTENING ACTIVITIES FROM QP25B-QP25H	411
Base : All respondents	
QP7A (QP26A). SHOWCARD Which devices do you ever use to... Listen to live radio (so at the same time as the show is broadcast)? (MULTI CODE)	413
Base : Those who ever listen to live radio	
QP7B (QP26B). SHOWCARD Which devices do you ever use to... Listen to catch-up radio (so after the show was originally broadcast)? (MULTI CODE)	416
Base : Those who ever listen to catch-up radio	
QP7C (QP26C). SHOWCARD Which devices do you ever use to... Listen to podcasts - audio shows available online? (MULTI CODE)	418
Base : Those who ever listen to podcasts	
QP7D (QP26D). SHOWCARD Which devices do you ever use to... Listen to a paid-for subscription music service - e.g. Spotify Premium or Apple Music? (MULTI CODE)	420
Base : Those who ever listen to a paid-for subscription music service	
QP7E (QP26E). SHOWCARD Which devices do you ever use to... Listen to a free music streaming service - e.g. Spotify Free? (MULTI CODE)	422
Base : Those who ever listen to a free music streaming service	
QP7F (QP26F). SHOWCARD Which devices do you ever use to... Listen to an audiobook - perhaps from apps like Audible? (MULTI CODE)	424
Base : Those who ever listen to an audiobook	
QP7G (QP26G). SHOWCARD Which devices do you ever use to... Listen to music videos online or through music TV channels as background listening? (MULTI CODE)	426
Base : Those who ever listen to music videos online or through music TV channels as background listening	
QP7H (QP26H). SHOWCARD Which devices do you ever use to... Play an interactive audio game using only your voice - such as The Inspection Chamber or Jeopardy? (MULTI CODE)	428
Base : Those who ever play an interactive audio game using only your voice	
QP8 (QP22). SHOWCARD Do you personally use a car at all - as a driver or passenger? IF YES: Which of these ways of listening do you ever use in a car? (MULTI CODE)	429
Base : Those who listen to radio	
QP8 (QP22). SHOWCARD Do you personally use a car at all - as a driver or passenger? IF YES: Which of these ways of listening do you ever use in a car? (MULTI CODE)	433
Base : Those who listen to radio and who use a car	

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QP9 (QP14). SHOWCARD I'm now going to ask you about digital radio. Which, if any, of these features did you associate with digital radio before today? (MULTI CODE)	437
Base : Those who listen to radio	
QP10 (QP12). SHOWCARD How likely is it that your household will get a DAB radio in the next 12 months? (SINGLE CODE)	441
Base : Those with any 'active' radio sets in the home who listen to radio but do not have any DAB sets at home	
QP11 (QP14A). Why are you unlikely to get a DAB radio in the next 12 months? (MULTI CODE) UNPROMPTED	443
Base : Those with any 'active' radio sets in the home who listen to radio who are unlikely to get DAB radio in the next 12 months	
QP12A (QP27A). SHOWCARD How often, if at all, do you listen to... Podcasts that are catch-up versions of BBC radio programmes e.g. Desert Island Discs, The Archers, Kermode and Mayo's Film Review? (SINGLE CODE)	449
Base : Those who ever listen to podcasts	
QP12B (QP27B). SHOWCARD How often, if at all, do you listen to... Podcasts from non BBC radio stations e.g. The Frank Skinner Show, Heart Breakfast Show? (SINGLE CODE)	451
Base : Those who ever listen to podcasts	
QP12C (QP27C). SHOWCARD How often, if at all, do you listen to... Podcasts made by newspapers or magazines e.g. The Guardian, The New York Times, The Economist? (SINGLE CODE)	453
Base : Those who ever listen to podcasts	
QP12D (QP27D). SHOWCARD How often, if at all, do you listen to... Podcasts linked to TV programmes e.g. Strictly Come Dancing, Love Island? (SINGLE CODE)	455
Base : Those who ever listen to podcasts	
QP12E (QP27E). SHOWCARD How often, if at all, do you listen to... Other podcasts from the BBC but not originally broadcast on radio and not linked to TV programmes e.g. That Peter Crouch Podcast and You're Dead To Me? (SINGLE CODE)	457
Base : Those who ever listen to podcasts	
QP12F (QP27F). SHOWCARD How often, if at all, do you listen to... Podcasts that also have video versions e.g. TED Talks? (SINGLE CODE)	459
Base : Those who ever listen to podcasts	
SUMMARY OF PODCAST FREQUENCY OF LISTENING FROM QP27A-QP27F	461
Base : Those who ever listen to podcasts	
QP13 (QP28). SHOWCARD Which of the following types of podcast do you listen to? (MULTI CODE)	463
Base : Those who ever listen to podcasts	
QH1 (QH86). How many TV sets are used by anyone in your household?	468
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	470
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)	472
Base : Those with a TV in the household	
QH4 (QH70). You mentioned that you have an HD ready TV or HD TV service. Is the MAIN TV in your household an Ultra High Definition (known as UHD) TV set or UHD ready - also known as 4K TV? (SINGLE CODE)	474
Base : Those whose main TV set is an HDTV or HD-ready	
QH5 (QH74). Although you have an Ultra HD (4K) ready TV set, to actually watch TV channels and programmes that are broadcast in ultra high definition, you need a TV service or an on-demand service that provides Ultra HD or 4K content. For the main TV set, does your household have an Ultra HD or 4K service? (SINGLE CODE)	476
Base : Those whose main TV set is a UHD TV set or UHD-ready	
QH6A (QH87A). SHOWCARD Which of these TV services does anyone in your household ever use to watch programmes, films or other video content? Please think about watching on any type of device (EXAMPLES GIVEN). Please also think about watching while away from home, perhaps when travelling. (MULTI CODE)	478
Base : All respondents	
QH6B (QH87B). SHOWCARD And which of these TV services do you think you personally use the most? (SINGLE CODE)	489
Base : All respondents	
SUBSCRIPTION VOD OVERLAP	498
Base : All respondents	
QH7 (QH93). Does your household pay to receive any sports channels from Sky Sports, BT Sport or any other paid sports channels? IF NECESSARY – This would include NOW TV Sports passes and BT Sport Monthly Passes. (SINGLE CODE)	500
Base : All respondents	

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QH8A (QR1A). Does your household have Sky+? (SINGLE CODE)	502
Base : Those with Sky Satellite TV	
QH8B (QR1H). Does your household have Sky Q? (SINGLE CODE)	504
Base : Those with Sky Satellite TV	
QH8A/QH8B (QR1A/QR1H). Does your household have Sky+/- Sky Q? (SINGLE CODE)	506
Base : Those with Sky Satellite TV	
QH8C (QR1B). Does your household have Virgin TiVo or V+ or the Virgin V6 box? (SINGLE CODE)	508
Base : Those with Virgin Media (Cable TV)	
QH8D (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)	510
Base : Those with Freesat	
QH8E (QR1D). Does your Freeview box or Freeview TV set allow you to record and store TV programmes, and also pause and rewind live TV programmes (this includes Freeview Playback and Freeview Plus boxes or separate DVR boxes)? (SINGLE CODE)	512
Base : Those with Freeview	
QH8F (QR1E). Does your TV service allow you to record and store TV programmes, and also pause and rewind live TV programmes? (SINGLE CODE)	514
Base : Those with BT TV, TalkTalk TV, EE TV, YouView or Plusnet TV	
DVR HOUSEHOLD OWNERSHIP	516
Base : All respondents	
DVR HOUSEHOLD OWNERSHIP	518
Base : Those with any TV service	
QH9 (QH88). SHOWCARD You mentioned your household has Netflix and Sky TV. How is Netflix paid for as far as you know? (SINGLE CODE)	520
Base : Those with paid for Sky Satellite TV who have Netflix	
QH10 (QH89). SHOWCARD You mentioned your household has Netflix and Virgin Media TV. How is Netflix paid for as far as you know? (SINGLE CODE)	522
Base : Those with Virgin Media TV who have Netflix	
QH11 (QH90). SHOWCARD You mentioned your household has Amazon Prime and Sky TV. How is Amazon Prime paid for as far as you know? (SINGLE CODE)	523
Base : Those with paid for Sky Satellite TV who have Amazon Prime Video	
QH12 (QH91). SHOWCARD You mentioned your household has Amazon Prime and Virgin Media TV. How is Amazon Prime paid for as far as you know? (SINGLE CODE)	525
Base : Those with Virgin Media TV who have Amazon Prime Video	
QH13 (QH92). SHOWCARD In the past 12 months, has anyone in your household bought a NOW TV Sports Pass to watch Sky Sports coverage? (MULTI CODE)	526
Base : All respondents	
QH13A (QH94). In the past 12 months, has anyone in your household bought a BT Sport Monthly Pass to watch BT Sport coverage? (SINGLE CODE)	528
Base : All respondents	
QH14 (QH77). SHOWCARD Here is a list of other services which can be used to view online TV programmes or films. Apart from the services you have already mentioned, do you use any of these services to view online TV programmes or films via any type of device (including a mobile phone, tablet, or TV set)? (MULTI CODE)	530
Base : All respondents	
QH15 (QH78). SHOWCARD And which of these services, if any, have you used in the past week? (MULTI CODE)	533
Base : All respondents	
QH16 (QH79). SHOWCARD Do you ever use any of these online TV services to watch channels or programmes live at the time they are broadcast? (MULTI CODE)	535
Base : All respondents	
QH17 (QH83). SHOWCARD You said earlier that your household subscribes to some online on-demand service to watch TV programmes and films (DETAILS PROVIDED). Which one of these services does your household use the most? (SINGLE CODE)	539
Base : Those in a household using any subscription video on-demand services to watch TV programmes and films	

OFCOM DIGITAL PARTICIPATION CONSORTIUM TECH TRACKER 2020 - SUBSET 65+, DE, EMG, IMPACTING OR LIMITING CONDITIONS ONLY - 9th January to 7th March 2020.

QH18A (QH84A). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to NOW TV? (MULTI CODE)	542
Base : Those whose household uses NOW TV the most of all subscription video on-demand services to watch TV programmes and films	
QH18B (QH84B). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Netflix? (MULTI CODE)	547
Base : Those whose household uses Netflix the most of all subscription video on-demand services to watch TV programmes and films	
QH18C (QH84C). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Amazon Prime? (MULTI CODE)	556
Base : Those whose household uses Amazon Prime Video the most of all subscription video on-demand services to watch TV programmes and films	
QH18D (QH84D). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Eurosport Player? (MULTI CODE)	565
Base : Those whose household uses Eurosport Player the most of all subscription video on-demand services to watch TV programmes and films	
QH18E (QH84E). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Britbox? (MULTI CODE)	570
Base : Those whose household uses Britbox the most of all subscription video on-demand services to watch TV programmes and films	
QH18F (QH84F). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Apple TV+? (MULTI CODE)	575
Base : Those whose household uses Apple TV+ the most of all subscription video on-demand services to watch TV programmes and films	
QH18G (QH84G). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Disney Life? (MULTI CODE)	580
Base : Those whose household uses Disney Life the most of all subscription video on-demand services to watch TV programmes and films	
QH18H (QH84H). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to YouTube Premium? (MULTI CODE)	585
Base : Those whose household uses YouTube Premium the most of all subscription video on-demand services to watch TV programmes and films	
QH18I (QH84I). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Hayu? (MULTI CODE)	590
Base : Those whose household uses Hayu the most of all subscription video on-demand services to watch TV programmes and films	
QH18J (QH84J). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to ITV Hub+? (MULTI CODE)	595
Base : Those whose household uses ITV Hub+ the most of all subscription video on-demand services to watch TV programmes and films	
QH18K (QH84K). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to All 4+? (MULTI CODE)	600
Base : Those whose household uses All4+ the most of all subscription video on-demand services to watch TV programmes and films	
QH19 (QH75). SHOWCARD Which, if any, of these would encourage you to watch more online TV programmes or films than you currently do – using broadcaster services like BBC iPlayer or subscription services like Netflix or Amazon Prime Video, or pay per view services like iTunes or Google Play? (MULTI CODE)	605
Base : All respondents	
QH20 (QH62). Are any of your TV sets “Smart TVs”? These are 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. IF NECESSARY – For now we're just interested in knowing whether any of your household's TVs are Smart TVs, not whether they have been used to connect to the internet. (SINGLE CODE)	609
Base : Those with a TV in the household	
QH21 (QH80). And are any of your Smart TV sets connected to your home broadband service? EXPLANATION PROVIDED IF NECESSARY (SINGLE CODE)	611
Base : Those with a 'Smart TV' in the household	
QH22 (QH45). SHOWCARD Have you or has anyone in your household connected your TV to the internet to watch something on the TV screen - using any of these devices - in the last 12 months? Please note this does not include access to the internet via a 'Smart TV' set. (MULTI CODE)	613
Base : Those with a TV in the household	
QH23A (QH65A). How frequently, if at all, do you watch each of these channels - RTE One? (SINGLE CODE)	617
Base : All respondents in Northern Ireland with a TV in the household	
QH23B (QH65B). How frequently, if at all, do you watch each of these channels - RTE Two? (SINGLE CODE)	618
Base : All respondents in Northern Ireland with a TV in the household	
QH23C (QH65C). How frequently, if at all, do you watch each of these channels - Virgin Media One? (SINGLE CODE)	619
Base : All respondents in Northern Ireland with a TV in the household	
QH23D (QH65D). How frequently, if at all, do you watch each of these channels - TG4? (SINGLE CODE)	620
Base : All respondents in Northern Ireland with a TV in the household	

OFCOM DIGITAL PARTICIPATION CONSORTIUM TECH TRACKER 2020 - SUBSET 65+, DE, EMG, IMPACTING OR LIMITING CONDITIONS ONLY - 9th January to 7th March 2020.

QH23 (QH85). SHOWCARD Do you ever watch TV programmes or films via scheduled TV - so TV programmes that you watch at the time they are broadcast? IF YES How do you choose what TV programmes or films to watch via scheduled TV? (MULTI CODE)	621
Base : Those with a TV in the household	
BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE	625
Base : All respondents	
SUMMARY OF BUNDLE OWNERSHIP - DEFINED BY SAME SUPPLIER USED FOR A NUMBER OF SERVICES	629
Base : All respondents	
BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE	631
Base : Those using the same supplier for two or more services	
SUMMARY OF BUNDLE OWNERSHIP - DEFINED BY SAME SUPPLIER USED FOR A NUMBER OF SERVICES	635
Base : Those using the same supplier for two or more services	
FIXED BROADBAND STANDALONE - DEFINED BY SUPPLIER USED FOR FIXED BROADBAND AND OTHER SERVICES	637
Base : Those with fixed broadband at home	
FIXED BROADBAND STANDALONE - DEFINED BY SUPPLIER USED FOR FIXED BROADBAND AND OTHER SERVICES	639
Base : All respondents	
LANDLINE STANDALONE - DEFINED BY SUPPLIER USED FOR LANDLINE AND OTHER SERVICES (INCLUDING THOSE WHO PAY LINE RENTAL AT QC32)	641
Base : Those with a landline phone at home - including those who pay line rental for fixed broadband	
LANDLINE STANDALONE - DEFINED BY SUPPLIER USED FOR LANDLINE AND OTHER SERVICES (INCLUDING THOSE WHO PAY LINE RENTAL AT QC32)	643
Base : All respondents	
MOBILE (PERSONAL) STANDALONE - DEFINED BY SUPPLIER USED FOR MOBILE AND OTHER SERVICES	645
Base : Those who personally use a mobile phone	
MOBILE (PERSONAL) STANDALONE - DEFINED BY SUPPLIER USED FOR MOBILE AND OTHER SERVICES	647
Base : All respondents	
PAY TV STANDALONE - DEFINED BY SUPPLIER USED FOR PAY TV AND OTHER SERVICES	649
Base : Those with a Pay TV service	
PAY TV STANDALONE - DEFINED BY SUPPLIER USED FOR PAY TV AND OTHER SERVICES	651
Base : All respondents	
FINANCIAL VULNERABILITY	653
Base : Those where it is possible to calculate the Financial Vulnerability Index	

OFCOM DIGITAL PARTICIPATION CONSORTIUM TECH TRACKER 2020 - SUBSET 65+, DE, EMG, IMPACTING OR LIMITING CONDITIONS ONLY - 9th January to 7th March 2020, Table 1

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

NATION

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
England	347 83%	250 83%	223 83%	474 83%	871 82%	1857 82%	245 96% a	392 80%	66 80%	81 79%	163 81%	1552 84% a	474 100% bcd	- -%	- -%	- -%
Scotland	38 9%	27 9%	22 8%	49 9%	98 9%	219 10% b	7 3%	54 11%	4 5%	11 10%	21 10%	162 9%	- -%	49 100% acd	- -%	- -%
Wales	21 5%	17 6%	15 6%	32 6%	63 6%	127 6% b	3 1%	33 7%	7 8%	7 7%	14 7%	92 5%	- -%	- -%	32 100% abd	- -%
Northern Ireland	12 3%	8 3%	9 3%	17 3%	33 3%	62 3% b	- -%	13 3%	5 6% e	4 3%	4 2%	45 2%	- -%	- -%	- -%	17 100% abc

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

NATION

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
	a	b	c	d
Significance Level: 95%				
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
England	211	262	223	251
	100%	100%	100%	100%
Scotland	-	-	-	-
	-%	-%	-%	-%
Wales	-	-	-	-
	-%	-%	-%	-%
Northern Ireland	-	-	-	-
	-%	-%	-%	-%

Columns Tested: a,b,c,d

OFCOM DIGITAL PARTICIPATION CONSORTIUM TECH TRACKER 2020 - SUBSET 65+, DE, EMG, IMPACTING OR LIMITING CONDITIONS ONLY - 9th January to 7th March 2020,Table 2

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

REGION

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
North East	18 4%	12 4%	10 4%	21 4%	46 4%	112 5% b	2 1%	17 3%	3 4%	2 2%	6 3%	80 4%	21 5% cd	- -%	- -%	- -%
North West	59 14%	38 13%	27 10%	65 11%	124 12%	281 12% b	7 3%	49 10%	10 12%	7 7%	22 11%	219 12%	65 14% bcd	- -%	- -%	- -%
Yorkshire	40 10%	28 9%	26 10%	55 10%	102 10%	206 9% b	10 4%	54 11% e	7 9%	11 11%	22 11%	145 8%	55 12% bcd	- -%	- -%	- -%
East Midlands	36 9%	20 7%	18 7%	37 7%	85 8%	174 8% b	8 3%	48 10% e	5 6%	9 8%	22 11% e	126 7%	37 8% bcd	- -%	- -%	- -%
West Midlands	37 9%	31 10%	22 8%	54 9%	96 9%	189 8%	38 15% a	40 8%	8 10%	10 10%	20 10%	174 9%	54 11% bcd	- -%	- -%	- -%
East of England	35 8%	32 11%	28 10%	61 11%	108 10%	216 10%	30 12%	49 10%	10 12%	13 12%	19 10%	187 10%	61 13% bcd	- -%	- -%	- -%
London	29 7%	19 6%	22 8%	41 7%	78 7%	142 6%	110 43% a	21 4%	2 3%	2 2%	9 4%	214 12% abcd	41 9% bcd	- -%	- -%	- -%
South East	57 14%	28 9%	40 15% b	68 12%	135 13%	332 15% b	24 10%	76 16%	16 19%	18 18%	25 13%	263 14%	68 14% bcd	- -%	- -%	- -%
South West	36 9%	43 14% a	30 11%	73 13% a	97 9%	204 9%	15 6%	37 8%	4 5%	9 9%	18 9%	145 8%	73 15% bcd	- -%	- -%	- -%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

OFCOM DIGITAL PARTICIPATION CONSORTIUM TECH TRACKER 2020 - SUBSET 65+, DE, EMG, IMPACTING OR LIMITING CONDITIONS ONLY - 9th January to 7th March 2020,Table 2

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

REGION

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
Wales	21 5%	17 6%	15 6%	32 6%	63 6%	127 6% b	3 1%	33 7%	7 8%	7 7%	14 7%	92 5%	- -%	- -%	32 100% abd	- -%
Scotland	38 9%	27 9%	22 8%	49 9%	98 9%	219 10% b	7 3%	54 11%	4 5%	11 10%	21 10%	162 9%	- -%	49 100% acd	- -%	- -%
Northern Ireland	12 3%	8 3%	9 3%	17 3%	33 3%	62 3% b	- -%	13 3%	5 6% e	4 3%	4 2%	45 2%	- -%	- -%	- -%	17 100% abc

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

OFCOM DIGITAL PARTICIPATION CONSORTIUM TECH TRACKER 2020 - SUBSET 65+, DE, EMG, IMPACTING OR LIMITING CONDITIONS ONLY - 9th January to 7th March 2020,Table 2

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

REGION

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
North East	9	12	9	12
	4%	5%	4%	5%
North West	34	30	22	43
	16%	12%	10%	17%
	c			c
Yorkshire	20	35	22	33
	9%	13%	10%	13%
East Midlands	18	19	18	19
	9%	7%	8%	8%
West Midlands	21	32	27	27
	10%	12%	12%	11%
East of England	32	29	28	33
	15%	11%	12%	13%
London	14	27	10	31
	6%	10%	5%	12%
		c		ac
South East	36	32	31	37
	17%	12%	14%	15%
South West	28	45	56	17
	13%	17%	25%	7%
	d	d	abd	
Wales	-	-	-	-
	-%	-%	-%	-%
Scotland	-	-	-	-
	-%	-%	-%	-%
Northern Ireland	-	-	-	-
	-%	-%	-%	-%

Columns Tested: a,b,c,d

OFCOM DIGITAL PARTICIPATION CONSORTIUM TECH TRACKER 2020 - SUBSET 65+, DE, EMG, IMPACTING OR LIMITING CONDITIONS ONLY - 9th January to 7th March 2020, Table 3

Any break column with 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

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
Urban	347	253	227	481	922	1933	241	420	73	86	177	1604	403	41	25	12
	83%	84%	84%	84%	87%	85%	95% a	85%	89%	83%	88%	87%	85% d	82% d	79%	67%
Rural	70	49	43	92	144	332	14	72	9	17	25	247	70	9	7	6
	17%	16%	16%	16%	13%	15% b	5%	15%	11%	17%	12%	13%	15%	18%	21%	33% ab

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
Urban	181	222	177	227
	86%	85%	79%	90%
				bc
Rural	30	40	46	24
	14%	15%	21%	10%
		d	d	

Columns Tested: a,b,c,d

OFCOM DIGITAL PARTICIPATION CONSORTIUM TECH TRACKER 2020 - SUBSET 65+, DE, EMG, IMPACTING OR LIMITING CONDITIONS ONLY - 9th January to 7th March 2020, Table 4

Any break column with 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

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
TELEWEST	66	42	42	84	180	385	79	82	11	10	33	344	74	10	-	-
	16%	14%	15%	15%	17%	17%	31%	17%	13%	10%	17%	19%	16%	20%	-%	-%
							a					c	cd	cd		
NTL	123	86	84	170	338	653	104	149	28	27	72	577	155	6	5	5
	30%	28%	31%	30%	32%	29%	41%	30%	35%	26%	36%	31%	33%	12%	15%	27%
							a						bc			bc
NEITHER	228	174	144	318	547	1227	71	261	43	66	96	930	244	34	27	13
	55%	58%	53%	56%	51%	54%	28%	53%	52%	64%	48%	50%	52%	68%	85%	73%
						b				ade			a	a	abd	a

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
	a	b	c	d
Significance Level: 95%				
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
TELEWEST	29	45	28	46
	14%	17%	13%	18%
NTL	76	79	55	100
	36%	30%	25%	40%
	c			bc
NEITHER	106	138	139	106
	50%	53%	62%	42%
		d	abd	

Columns Tested: a,b,c,d

OFCOM DIGITAL PARTICIPATION CONSORTIUM TECH TRACKER 2020 - SUBSET 65+, DE, EMG, IMPACTING OR LIMITING CONDITIONS ONLY - 9th January to 7th March 2020, Table 5

Any break column with 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

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
Low	196 47%	149 49%	128 47%	277 48%	402 38%	1026 45% b	49 19%	197 40%	31 38%	47 45%	79 39%	807 44%	234 49% b	15 31%	20 63% abd	7 42%
Medium	197 47%	136 45%	124 46%	260 45%	556 52%	1082 48%	149 59% a	255 52%	45 55%	51 49%	106 53%	880 48%	208 44%	31 63% ac	11 34%	10 56% ac
High	24 6%	17 6%	18 7%	36 6%	107 10%	158 7%	56 22% a	40 8%	6 7%	6 5%	16 8%	164 9%	32 7%	3 6%	1 2%	* 2%
Undefined	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
Low	103	130	133	101
	49%	50%	60%	40%
	d	d	abd	
Medium	93	115	83	125
	44%	44%	37%	50%
				c
High	15	17	7	25
	7%	6%	3%	10%
	c			c
Undefined	-	-	-	-
	-%	-%	-%	-%

Columns Tested: a,b,c,d

OFCOM DIGITAL PARTICIPATION CONSORTIUM TECH TRACKER 2020 - SUBSET 65+, DE, EMG, IMPACTING OR LIMITING CONDITIONS ONLY - 9th January to 7th March 2020, Table 6

Any break column with 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 (QZ17). SHOWCARD Which one of these options best describes your gender?

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
Male	209	145	110	255	470	1086	128	224	38	55	81	877	212	22	13	7
	50%	48%	41%	44%	44%	48%	50%	46%	46%	53%	40%	47%	45%	44%	41%	43%
	c									d		d				
Female	207	156	161	317	593	1178	126	268	44	48	120	972	261	28	19	10
	50%	52%	59%	55%	56%	52%	50%	54%	54%	47%	60%	52%	55%	56%	59%	57%
			ab								ce					
Other/ prefer to use my own term – Please specify this term if you would like to	-	-	-	-	-	*	-	-	-	-	-	*	-	-	-	-
	-%	-%	-%	-%	-%	*%	-%	-%	-%	-%	-%	*%	-%	-%	-%	-%
Prefer not to say	2	1	-	1	2	1	-	-	-	-	-	2	1	*	-	-
	*%	*%	-%	*%	*%	*%	-%	-%	-%	-%	-%	*%	*%	*%	-%	-%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (QZ17). SHOWCARD Which one of these options best describes your gender?

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
Male	210	2	90	123
	99%	1%	40%	49%
	bcd		b	b
Female	1	259	133	128
	1%	99%	60%	51%
		acd	ad	a
Other/ prefer to use my own term – Please specify this term if you would like to	-	-	-	-
	-%	-%	-%	-%
Prefer not to say	-	1	-	1
	-%	*%	-%	*%

Columns Tested: a,b,c,d

OFCOM DIGITAL PARTICIPATION CONSORTIUM TECH TRACKER 2020 - SUBSET 65+, DE, EMG, IMPACTING OR LIMITING CONDITIONS ONLY - 9th January to 7th March 2020, Table 7

Any break column with 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

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
16 - 17	- -%	- -%	- -%	- -%	19 2%	57 3%	19 8% a	2 *%	* *%	* *%	- -%	60 3% acd	- -%	- -%	- -%	- -%
18 - 24	- -%	- -%	- -%	- -%	86 8%	235 10%	45 18% a	18 4% d	* *%	1 1%	1 1%	237 13% abcd	- -%	- -%	- -%	- -%
25 - 34	- -%	- -%	- -%	- -%	97 9%	325 14%	56 22% a	24 5% d	2 3%	2 2%	1 1%	318 17% abcd	- -%	- -%	- -%	- -%
35 - 44	- -%	- -%	- -%	- -%	100 9%	378 17%	49 19%	46 9% c	7 8% c	2 2%	11 5%	359 19% abcd	- -%	- -%	- -%	- -%
45 - 54	- -%	- -%	- -%	- -%	96 9%	356 16%	40 16%	69 14%	6 8%	8 8%	23 11%	305 16% bcd	- -%	- -%	- -%	- -%
55 - 64	417 100% bcd	- -%	- -%	- -%	96 9%	378 17% b	21 8%	87 18%	15 19%	17 17%	34 17%	285 15%	- -%	- -%	- -%	- -%
65 - 74	- -%	302 100% acd	- -%	302 53% ac	302 28%	312 14% b	12 5%	115 23% e	18 22% e	29 28% e	53 26% e	188 10%	250 53%	27 55%	17 52%	8 46%
75+	- -%	- -%	270 100% abd	270 47% ab	270 25%	224 10% b	10 4%	131 27% e	32 39% ae	44 43% ae	78 39% ae	98 5%	223 47%	22 45%	15 48%	9 54%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

OFCOM DIGITAL PARTICIPATION CONSORTIUM TECH TRACKER 2020 - SUBSET 65+, DE, EMG, IMPACTING OR LIMITING CONDITIONS ONLY - 9th January to 7th March 2020, Table 7

Any break column with 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

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	IRELAND
	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Significance Level: 95%																
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
AGE SUMMARY																
16-24	-	-	-	-	104	292	65	20	1	1	1	298	-	-	-	-
	-%	-%	-%	-%	10%	13%	25% a	4% d	1%	1%	1%	16% abcd	-%	-%	-%	-%
25-34	-	-	-	-	97	325	56	24	2	2	1	318	-	-	-	-
	-%	-%	-%	-%	9%	14%	22% a	5% d	3%	2%	1%	17% abcd	-%	-%	-%	-%
35-54	-	-	-	-	196	734	89	115	13	10	34	665	-	-	-	-
	-%	-%	-%	-%	18%	32%	35%	23% cd	16%	9%	17%	36% abcd	-%	-%	-%	-%
55-64	417	-	-	-	96	378	21	87	15	17	34	285	-	-	-	-
	100% bcd	-%	-%	-%	9%	17% b	8%	18%	19%	17%	17%	15%	-%	-%	-%	-%
65+	-	302	270	572	572	536	23	246	50	73	131	286	474	49	32	17
	-%	100% a	100% a	100% a	54%	24% b	9%	50% e	61% e	71% ae	65% ae	15%	100%	100%	100%	100%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
16 - 17	-	-	-	-
	-%	-%	-%	-%
18 - 24	-	-	-	-
	-%	-%	-%	-%
25 - 34	-	-	-	-
	-%	-%	-%	-%
35 - 44	-	-	-	-
	-%	-%	-%	-%
45 - 54	-	-	-	-
	-%	-%	-%	-%
55 - 64	-	-	-	-
	-%	-%	-%	-%
65 - 74	119	131	123	128
	56%	50%	55%	51%
75+	92	131	100	123
	44%	50%	45%	49%

AGE SUMMARY

16-24	-	-	-	-
	-%	-%	-%	-%
25-34	-	-	-	-
	-%	-%	-%	-%
35-54	-	-	-	-
	-%	-%	-%	-%
55-64	-	-	-	-
	-%	-%	-%	-%
65+	211	262	223	251
	100%	100%	100%	100%

Columns Tested: a,b,c,d

OFCOM DIGITAL PARTICIPATION CONSORTIUM TECH TRACKER 2020 - SUBSET 65+, DE, EMG, IMPACTING OR LIMITING CONDITIONS ONLY - 9th January to 7th March 2020, Table 8

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
A	7 2%	7 2%	2 1%	9 2%	9 1%	48 2%	5 2%	9 2%	3 3% d	3 3% d	1 *%	38 2%	8 2%	1 1%	* 1%	1 4%
B	121 29% bcd	68 22%	60 22%	128 22%	128 12%	564 25%	49 19%	89 18%	22 26% d	21 20%	26 13%	497 27% ad	108 23% d	10 21%	7 21%	2 13%
C1	97 23%	70 23%	59 22%	129 22%	129 12%	594 26%	92 36% a	104 21%	17 21%	27 27%	45 22%	526 28% ad	107 23%	12 23%	7 22%	3 19%
C2	96 23%	71 23%	55 20%	126 22%	126 12%	495 22%	47 19%	93 19%	11 13%	19 19%	37 19%	414 22% b	99 21%	13 26%	11 36% ad	3 17%
D	47 11%	31 10%	32 12%	63 11%	360 34%	286 13%	40 16%	66 13%	9 11%	12 12%	24 12%	252 14%	45 9%	10 20% a	4 13%	4 26% ac
E	49 12%	57 19% a	61 23% a	118 21% a	313 29%	278 12%	21 8%	132 27% e	20 24% e	20 20% e	67 33% ce	123 7%	108 23% bc	4 9%	2 7%	4 21% bc
Refused	- -%	- -%	* *%	* *%	* *%	2 *%	- -%	* *%	* *%	* *%	* *%	1 *%	- -%	- -%	- -%	* 1% a
SOCIAL GROUP																
AB	128 31% cd	74 25%	62 23%	137 24%	137 13%	612 27%	54 21%	98 20% d	24 30% ad	24 23% d	27 13%	535 29% ad	116 24%	11 22%	7 22%	3 17%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

OFCOM DIGITAL PARTICIPATION CONSORTIUM TECH TRACKER 2020 - SUBSET 65+, DE, EMG, IMPACTING OR LIMITING CONDITIONS ONLY - 9th January to 7th March 2020, Table 8

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
C1C2	193	140	114	254	254	1089	139	196	28	47	83	939	205	24	18	6
	46%	46%	42%	44%	24%	48%	55%	40%	34%	45%	41%	51% abd	43%	49%	58% ad	36%
DE	96	87	94	181	674	563	61	198	29	32	92	375	152	14	6	8
	23%	29%	35%	32%	63%	25%	24%	40%	36%	31%	46%	20%	32%	28%	20%	47% abc
			a	a				e	e	e	ce		c			

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

OFCOM DIGITAL PARTICIPATION CONSORTIUM TECH TRACKER 2020 - SUBSET 65+, DE, EMG, IMPACTING OR LIMITING CONDITIONS ONLY - 9th January to 7th March 2020, Table 8

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
A	5 2% d	2 1%	8 3% bd	- -%
B	50 24% d	59 22% d	108 49% abd	- -%
C1	34 16% d	73 28% ad	107 48% abd	- -%
C2	58 28% bc	40 15% c	- -%	99 39% abc
D	20 10% c	24 9% c	- -%	45 18% abc
E	44 21% c	64 24% c	- -%	108 43% abc
Refused	- -%	- -%	- -%	- -%
SOCIAL GROUP				
AB	55 26% d	61 23% d	116 52% abd	- -%
C1C2	92 44%	113 43%	107 48% d	99 39%
DE	64 30% c	88 34% c	- -%	152 61% abc

Columns Tested: a,b,c,d

OFCOM DIGITAL PARTICIPATION CONSORTIUM TECH TRACKER 2020 - SUBSET 65+, DE, EMG, IMPACTING OR LIMITING CONDITIONS ONLY - 9th January to 7th March 2020, Table 9

Any break column with 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 (SG). WORKING STATUS

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	IRELAND
	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Significance Level: 95%																
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
Working full time (30hrs/wk+)	175 42% bcd	15 5% c	1 *% c	16 3% c	174 16% c	947 42% c	110 43% c	58 12% d	10 13% d	9 8% d	9 4% d	952 51% abcd	12 3% b	* 1% d	2 6% d	1 5% d
Working part time (8-29 hrs/wk)	70 17% bcd	28 9% cd	2 1% cd	30 5% c	101 10% c	313 14% c	35 14% c	58 12% d	8 9% d	15 15% d	6 3% d	284 15% ad	27 6% b	* *% d	2 5% d	1 6% b
Not working (i.e. under 8hrs/wk) – retired	93 22% a	237 78% abd	247 91% abd	484 85% ab	501 47% ab	558 25% b	22 9% b	231 47% e	49 60% ae	63 61% ae	117 58% ae	319 17% ae	401 85% d	43 87% d	28 87% d	12 71% d
Not working (i.e. under 8hrs/wk) – unemployed (registered/ not registered but looking for work)	26 6% bcd	2 1% bcd	2 1% bcd	3 1% bcd	88 8% bcd	109 5% bcd	8 3% bcd	37 7% ce	5 6% ce	2 2% ce	13 6% e	57 3% e	3 1% e	* *% e	* 1% e	* 2% e
Not working (i.e. under 8hrs/wk) – student	1 *% a	- -% a	- -% a	- -% a	25 2% a	118 5% a	44 17% a	7 1% a	* 1% a	- -% a	1 *% a	123 7% abcd	- -% a	- -% a	- -% a	- -% a

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

OFCOM DIGITAL PARTICIPATION CONSORTIUM TECH TRACKER 2020 - SUBSET 65+, DE, EMG, IMPACTING OR LIMITING CONDITIONS ONLY - 9th January to 7th March 2020, Table 9

Any break column with 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 (SG). WORKING STATUS

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
Not working (i.e. under 8hrs/wk) – housewife/ disabled/ other	52 12% bcd	21 7%	18 7%	39 7%	175 16%	218 10%	36 14% a	102 21% be	9 12% e	14 14% e	56 28% abce	115 6%	30 6% c	6 12% c	* 1%	3 16% ac
Don't know	1 *%	- -%	- -%	- -%	1 *%	2 *%	- -%	- -%	- -%	- -%	- -%	1 *%	- -%	- -%	- -%	- -%
WORKING STATUS SUMMARY																
WORKING	246 59% bcd	43 14% cd	3 1%	46 8% c	276 26%	1260 56%	145 57%	116 23% d	18 22% d	24 23% d	15 7%	1236 67% abcd	40 8% b	1 1%	3 11% b	2 11% b
NOT WORKING	171 41%	260 86% a	267 99% abd	527 92% ab	789 74%	1004 44%	109 43%	376 77% e	64 78% e	79 77% e	187 93% abce	613 33%	434 92%	49 99% acd	29 89%	15 89%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (SG). WORKING STATUS

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
Working full time (30hrs/wk+)	8 4%	5 2%	7 3%	6 2%
Working part time (8-29 hrs/wk)	12 6%	15 6%	16 7%	11 4%
Not working (i.e. under 8hrs/wk) – retired	186 88%	216 82%	191 86%	210 84%
Not working (i.e. under 8hrs/wk) – unemployed (registered/ not registered but looking for work)	2 1%	1 *%	- -%	3 1%
Not working (i.e. under 8hrs/wk) – student	- -%	- -%	- -%	- -%
Not working (i.e. under 8hrs/wk) – housewife/ disabled/ other	4 2%	26 10% ac	9 4%	22 9% ac
Don't know	- -%	- -%	- -%	- -%

WORKING STATUS SUMMARY

WORKING	20 9%	20 8%	23 10%	17 7%
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Columns Tested: a,b,c,d

Any break column with 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 (SG). WORKING STATUS

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
	a	b	c	d
Significance Level: 95%				
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
NOT WORKING	191	243	200	234
	91%	92%	90%	93%

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QZ8. (SH). HOUSEHOLD STATUS (SINGLE CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
Being bought on mortgage	92 22% bcd	12 4% c	3 1% a	15 3% a	81 8% a	652 29% b	75 30% b	52 10% d	9 11% d	10 10% d	7 4% e	634 34% abcd	14 3% a	* 1% b	* *% c	1 6% c
Owned outright by household	181 43% a	210 69% a	188 70% a	398 70% a	434 41% a	644 28% b	40 16% b	187 38% e	34 42% e	51 49% ae	86 43% e	463 25% e	335 71% a	31 62% b	20 63% c	12 69% d
Rented from Local Authority/ Housing Association/ Trust	101 24% bcd	64 21% c	62 23% a	126 22% a	378 35% a	547 24% b	61 24% b	188 38% e	30 37% e	34 33% e	94 47% ace	369 20% e	100 21% a	14 28% b	9 29% d	3 16% d
Rented from private landlord	32 8% bcd	9 3% c	9 3% a	17 3% a	146 14% a	348 15% b	67 26% a	56 11% d	8 9% e	6 6% e	13 6% e	324 17% abcd	13 3% a	2 3% b	1 5% c	1 6% d
Other	4 1% bcd	5 2% c	6 2% a	11 2% a	15 1% a	29 1% b	- -% b	6 1% e	1 1% e	1 1% e	1 *% e	20 1% e	9 2% a	2 4% b	1 2% c	* 1% d
Don't know	7 2% bcd	3 1% c	1 *% a	4 1% a	11 1% a	46 2% b	12 5% a	3 1% e	* *% e	* *% e	1 *% e	41 2% a	3 1% a	1 2% b	- -% c	* 1% d

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QZ8. (SH). HOUSEHOLD STATUS (SINGLE CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
Being bought on mortgage	5	9	8	6
	2%	3%	4%	2%
Owned outright by household	148	187	183	152
	70%	71%	82%	60%
	d	d	abd	
Rented from Local Authority/ Housing Association/ Trust	48	52	23	77
	23%	20%	10%	31%
	c	c		abc
Rented from private landlord	6	7	2	11
	3%	3%	1%	4%
				c
Other	2	7	5	4
	1%	3%	2%	2%
Don't know	2	1	2	1
	1%	*%	1%	*%

Columns Tested: a,b,c,d

Any break column with 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

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
1	105 25%	71 23%	118 44%	189 33%	293 28%	513 23%	19 8%	206 42%	35 42%	42 41%	113 56%	297 16%	160 34%	14 29%	11 36%	3 19%
			abd	ab		b		e	e	e	abce		d		d	
2	213 51%	207 69%	144 53%	351 61%	502 47%	842 37%	46 18%	184 37%	35 43%	43 42%	68 34%	631 34%	286 60%	33 67%	19 59%	13 77%
		acd		ac		b										ac
3	56 13%	14 5%	3 1%	18 3%	119 11%	401 18%	58 23%	46 9%	4 5%	7 7%	12 6%	379 20%	14 3%	2 3%	2 5%	* 2%
	bcd	c										abcd				
4	30 7%	8 3%	4 1%	12 2%	85 8%	357 16%	66 26%	35 7%	4 5%	6 6%	3 2%	361 19%	12 2%	- -%	- -%	* 2%
	bcd						a	d		d		abcd				
5+	13 3%	2 1%	1 *%	3 1%	66 6%	153 7%	65 26%	22 4%	4 5%	5 5%	5 2%	184 10%	3 1%	* *%	- -%	- -%
	bcd						a					acd				
Refused	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%
Mean number of people	2.1	1.9	1.6	1.8	2.2	2.5	3.6	2.0	1.9	1.9	1.6	2.8	1.8	1.8	1.7	1.9
	bcd	cd		c			a	d	d	d		abcd				c
Standard deviation	1.00	.69	.64	.68	1.42	1.35	1.58	1.39	1.14	1.13	.88	1.34	.70	.55	.57	.54
Standard error	.04	.03	.03	.02	.03	.02	.10	.05	.10	.08	.05	.03	.03	.05	.05	.05

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
1	47	113	66	93
	22%	43%	30%	37%
		ac		a
2	150	136	146	139
	71%	52%	66%	56%
	bd		bd	
3	9	5	7	7
	4%	2%	3%	3%
4	5	6	3	9
	3%	2%	1%	3%
5+	1	2	*	3
	*%	1%	*%	1%
Refused	-	-	-	-
	-%	-%	-%	-%
Mean number of people	1.9	1.7	1.8	1.8
	bcd			
Standard deviation	.64	.73	.59	.79
Standard error	.04	.04	.03	.04
Columns Tested: a,b,c,d				

Any break column with 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

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
Small (1-2 people)	319	278	262	540	795	1355	65	390	70	85	181	927	445	48	30	17
	76%	92%	97%	94%	75%	60%	26%	79%	85%	82%	90%	50%	94%	96%	95%	96%
		a	ab	a		b		e	e	e	ace					
Medium (3-4 people)	86	22	7	30	204	757	124	81	8	14	16	739	26	2	2	1
	21%	7%	3%	5%	19%	33%	49%	16%	10%	13%	8%	40%	5%	3%	5%	4%
	bcd	c					a	d				abcd				
Large (5+ people)	13	2	1	3	66	153	65	22	4	5	5	184	3	*	-	-
	3%	1%	*%	1%	6%	7%	26%	4%	5%	5%	2%	10%	1%	*%	-%	-%
	bcd					a						acd				
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
Small (1-2 people)	196	249	212	233
	93%	95%	95%	93%
Medium (3-4 people)	14	11	10	16
	7%	4%	4%	6%
Large (5+ people)	1	2	*	3
	*%	1%	*%	1%
Refused	-	-	-	-
	-%	-%	-%	-%

Columns Tested: a,b,c,d

Any break column with 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

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
None	385 92%	298 99%	269 100%	567 99%	854 80%	1565 69%	119 47%	416 85%	73 89%	93 90%	186 93%	1149 62%	469 99%	49 100%	32 100%	17 99%
		a	a	a		b		e	e	e	ae					
1	21 5% bcd	3 1%	- -%	3 1%	91 9%	315 14%	49 19%	33 7%	3 3%	4 4%	6 3%	299 16% abcd	3 1%	- -%	- -%	* 1%
2	9 2% bcd	1 *%	1 *%	2 *%	69 7%	285 13%	46 18%	29 6%	2 3%	3 3%	7 3%	283 15% abcd	2 *%	- -%	* *%	- -%
3	2 *%	- -%	- -%	- -%	31 3%	72 3%	26 10%	9 2%	2 2%	4 3%	2 1%	82 4% ad	- -%	- -%	- -%	- -%
4	- -%	- -%	- -%	- -%	14 1%	22 1%	11 4%	4 1%	2 3% d	* *%	* *%	27 1%	- -%	- -%	- -%	- -%
5+	- -%	- -%	- -%	- -%	6 1%	7 *%	4 1%	1 *%	- -%	- -%	- -%	10 1%	- -%	- -%	- -%	- -%
						a										
Refused	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%
Mean number of children	.1 bcd	*	*	*	.4	.5	1.1 a	.3 d	.3 d	.2	.1	.7 abcd	*	-	*	*
Standard deviation	.41	.16	.11	.14	.93	.94	1.29	.75	.84	.66	.48	1.05	.15	-	.12	.12
Standard error	.02	.01	.01	*	.02	.02	.08	.03	.07	.05	.03	.02	.01	-	.01	.01

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
None	209	260	221	248
	99%	99%	99%	99%
1	1	2	2	1
	1%	1%	1%	1%
2	2	-	*	2
	1%	-%	1%	1%
3	-	-	-	-
	-%	-%	-%	-%
4	-	-	-	-
	-%	-%	-%	-%
5+	-	-	-	-
	-%	-%	-%	-%
Refused	-	-	-	-
	-%	-%	-%	-%
Mean number of children	*	*	*	*
Standard deviation	.20	.09	.11	.17
Standard error	.01	*	.01	.01

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : All respondents in Wales

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE AND WHITE OTHER)	BRITISH ETHNIC MIN-ORITY GROUP	ANY	VISION	HEAR-ING	MOBI-LITY	NO	WALES
	~a	~b	~c	d		a	~b	a	~b	~c	~d	e	
Significance Level: 95%													
Unweighted total	89	83	78	161	264	501	12	136	26	28	56	348	161
Effective Weighted Sample	63	52	46	98	179	353	9	97	19	21	40	247	98
Weighted total	21	17	15	32	63	127	3	33	7	7	14	92	32
Yes, and fluent	**	**	**	3	4	10	**	2	**	**	**	7	3
	**	**	**	10%	6%	8%	**	6%	**	**	**	8%	10%
Yes, but not fluent	**	**	**	4	6	12	**	4	**	**	**	8	4
	**	**	**	14%	10%	10%	**	12%	**	**	**	8%	14%
No	**	**	**	24	53	105	**	27	**	**	**	77	24
	**	**	**	76%	84%	83%	**	82%	**	**	**	84%	76%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : All respondents in Wales

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE AND WHITE OTHER)	BRITISH ETHNIC MINORITY GROUP	ANY	VISION	HEAR-ING	MOBI-LITY	NO	WALES
Significance Level: 95%	~a	~b	~c	d		a	~b	a	~b	~c	~d	e	
Unweighted total	89	83	78	161	264	501	12	136	26	28	56	348	161
Effective Weighted Sample	63	52	46	98	179	353	9	97	19	21	40	247	98
Weighted total	21	17	15	32	63	127	3	33	7	7	14	92	32
PREFERRED LANGUAGE FOR THOSE WHO CAN SPEAK OR WRITE IN WELSH													
English	**	**	**	6	8	17	**	4	**	**	**	12	6
	**	**	**	19%	13%	14%	**	14%	**	**	**	13%	19%
Welsh	**	**	**	2	2	4	**	2	**	**	**	3	2
	**	**	**	5%	4%	3%	**	5%	**	**	**	3%	5%
Other language	**	**	**	-	-	-	**	-	**	**	**	-	-
	**	**	**	-%	-%	-%	**	-%	**	**	**	-%	-%
Don't know	**	**	**	-	-	1	**	-	**	**	**	1	-
	**	**	**	-%	-%	%	**	-%	**	**	**	1%	-%
CANNOT SPEAK OR WRITE IN WELSH	**	**	**	24	53	105	**	27	**	**	**	77	24
	**	**	**	76%	84%	83%	**	82%	**	**	**	84%	76%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QZ1 (QZ10). SHOWCARD How would you describe your national identity? (SINGLE CODE)

Base : All respondents (who gave their consent to answer this question)

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	~d
Unweighted total	582	518	495	1013	1774	3454	252	847	140	175	338	2587	638	125	160	90
Effective Weighted Sample	399	336	319	655	1203	2344	201	577	89	123	250	1793	500	67	97	73
Weighted total	401	288	260	548	1023	2245	254	488	80	103	199	1833	454	48	32	15
English	251 63%	197 68%	172 66%	369 67%	650 64%	1498 67% b	44 17%	308 63%	52 66%	64 62%	131 66%	1114 61%	361 79% bc	2 5%	6 19% b	** **
Scottish	37 9%	25 9%	22 9%	47 9%	88 9%	196 9% b	* *% b	54 11% e	7 9%	9 9%	22 11% e	133 7%	8 2%	39 82% ac	- -%	** **
Welsh	16 4%	14 5%	11 4%	25 5%	48 5%	99 4% b	* *% b	28 6% e	4 5%	6 6%	11 6%	65 4%	5 1%	- -%	20 62% ab	** **
Northern Irish	4 1%	2 1%	3 1%	5 1%	10 1%	25 1%	- -%	6 1%	2 2%	1 1%	2 1%	16 1%	1 *% -%	- -%	- -%	** **
British	80 20%	47 16%	43 16%	89 16%	162 16%	343 15%	143 56% a	78 16%	9 12%	21 20%	28 14%	373 20% abd	69 15%	7 16%	6 19%	** **
Irish	7 2%	3 1%	6 2%	9 2%	14 1%	33 1%	3 1%	6 1%	2 2%	2 1%	3 1%	27 1%	4 1%	- -%	1 2%	** **
Other	12 3%	3 1%	4 2%	8 1%	58 6%	77 3%	65 26% a	14 3%	4 5% c	* *% c	3 2%	123 7% acd	7 2%	* *% c	* 1%	** **
Refused	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	** **

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QZ1 (QZ10). SHOWCARD How would you describe your national identity? (SINGLE CODE)

Base : All respondents (who gave their consent to answer this question)

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	316	322	298	340
Effective Weighted Sample	243	259	244	257
Weighted total	205	249	218	236
English	161	199	173	187
	79%	80%	80%	79%
Scottish	3	5	4	4
	1%	2%	2%	2%
Welsh	4	1	4	1
	2%	*%	2%	*%
Northern Irish	1	-	1	-
	*%	-%	*%	-%
British	33	36	32	37
	16%	15%	15%	16%
Irish	-	4	1	4
	-%	2%	*%	2%
		a		
Other	4	3	3	4
	2%	1%	1%	2%
Refused	-	-	-	-
	-%	-%	-%	-%

Columns Tested: a,b,c,d

Any break column with 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. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents (who gave their consent to answer this question)

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	IRELAND
	a	b	c	d		a	b	a	b	c	d	e	a	b	c	~d
Significance Level: 95%																
Unweighted total	582	519	486	1005	1768	3489	253	849	140	175	340	2591	636	124	158	87
Effective Weighted Sample	399	336	312	647	1198	2366	202	578	89	123	252	1797	497	66	96	71
Weighted total	399	291	255	546	1023	2265	254	488	80	103	200	1836	454	47	31	14
WHITE																
English/ Welsh/ Scottish/ Northern Irish/ British Irish	367	280	239	520	906	2148	-	464	76	101	194	1515	431	47	31	**
	92%	96%	94%	95%	89%	95%	-%	95%	96%	98%	97%	83%	95%	100%	99%	**
		a		a		b		e	e	e	e				a	
Irish	7	2	5	7	15	36	-	7	2	2	2	26	4	-	-	**
	2%	1%	2%	1%	1%	2%	-%	1%	2%	1%	1%	1%	1%	-%	-%	**
Gypsy or Irish traveller	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	**
	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	**
Roma	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	**
	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	**
Any other White background	4	1	3	3	24	81	-	4	1	*	1	71	3	*	*	**
	1%	*%	1%	1%	2%	4%	-%	1%	1%	*%	*%	4%	1%	*%	1%	**
						b						acd				
MIXED/ MULTIPLE																
White and Black Caribbean	-	-	*	*	4	-	17	1	-	-	-	14	*	-	-	**
	-%	-%	*%	*%	*%	-%	7%	*%	-%	-%	-%	1%	*%	-%	-%	**
							a									
White and Black African	-	-	-	-	*	-	2	-	-	-	-	2	-	-	-	**
	-%	-%	-%	-%	*%	-%	1%	-%	-%	-%	-%	*%	-%	-%	-%	**
							a									

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents (who gave their consent to answer this question)

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN-ORITY GROUP	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	~d
Unweighted total	582	519	486	1005	1768	3489	253	849	140	175	340	2591	636	124	158	87
Effective Weighted Sample	399	336	312	647	1198	2366	202	578	89	123	252	1797	497	66	96	71
Weighted total	399	291	255	546	1023	2265	254	488	80	103	200	1836	454	47	31	14
White and Asian	-	-	-	-	1	-	8	*	-	-	-	5	-	-	-	**
	-%	-%	-%	-%	*%	-%	3% a	*%	-%	-%	-%	*%	-%	-%	-%	**
Any other Mixed background	-	-	-	-	-	-	2	-	-	-	-	3	-	-	-	**
	-%	-%	-%	-%	-%	-%	1% a	-%	-%	-%	-%	*%	-%	-%	-%	**
BLACK AND BLACK BRITISH																
Caribbean	5	1	-	1	5	-	25	-	-	-	-	30	1	-	-	**
	1% cd	*%	-%	*%	1%	-%	10% a	-%	-%	-%	-%	2% ad	*%	-%	-%	**
African	4	1	-	1	11	-	34	3	-	-	1	26	1	-	-	**
	1%	*%	-%	*%	1%	-%	13% a	1%	-%	-%	*%	1%	*%	-%	-%	**
Any other Black, Black British or Caribbean background	-	-	-	-	1	-	2	1	-	-	-	1	-	-	-	**
	-%	-%	-%	-%	*%	-%	1% a	*%	-%	-%	-%	*%	-%	-%	-%	**
ASIAN AND BRITISH ASIAN																
Indian	6	4	3	7	27	-	64	4	1	1	2	56	7	-	-	**
	1%	1%	1%	1%	3%	-%	25% a	1%	1%	1%	1%	3% a	1%	-%	-%	**
Pakistani	1	-	2	2	14	-	47	1	-	-	-	40	2	-	-	**
	*%	-%	1%	*%	1%	-%	18% a	*%	-%	-%	-%	2% ad	*%	-%	-%	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents (who gave their consent to answer this question)

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	~d
Unweighted total	582	519	486	1005	1768	3489	253	849	140	175	340	2591	636	124	158	87
Effective Weighted Sample	399	336	312	647	1198	2366	202	578	89	123	252	1797	497	66	96	71
Weighted total	399	291	255	546	1023	2265	254	488	80	103	200	1836	454	47	31	14
Bangladeshi	-	-	-	-	1	-	12	*	-	-	-	11	-	-	-	**
	-%	-%	-%	-%	*%	-%	5% a	*%	-%	-%	-%	1%	-%	-%	-%	**
Chinese	2	-	-	-	-	-	2	-	-	-	-	2	-	-	-	**
	*%	-%	-%	-%	-%	-%	1% a	-%	-%	-%	-%	*%	-%	-%	-%	**
Any other Asian background	1	-	-	-	4	-	17	-	-	-	-	13	-	-	-	**
	*%	-%	-%	-%	*%	-%	7% a	-%	-%	-%	-%	1% a	-%	-%	-%	**
OTHER																
Arab	-	-	-	-	*	-	3	-	-	-	-	5	-	-	-	**
	-%	-%	-%	-%	*%	-%	1% a	-%	-%	-%	-%	*%	-%	-%	-%	**
Any other background	2	2	3	5	11	-	17	1	*	-	1	17	5	-	-	**
	1%	1%	1%	1%	1%	-%	7% a	*%	*%	-%	*%	1%	1%	-%	-%	**
Prefer not to say/ Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	**
	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	**
TOTAL MIXED/ MULTIPLE	-	-	*	*	5	-	31	2	-	-	-	25	*	-	-	**
	-%	-%	*%	*%	*%	-%	12% a	*%	-%	-%	-%	1%	*%	-%	-%	**
TOTAL BLACK/ BLACK BRITISH	9	2	-	2	17	-	61	4	-	-	1	56	2	-	-	**
	2% cd	1%	-%	*%	2%	-%	24% a	1%	-%	-%	*%	3% acd	*%	-%	-%	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q22. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents (who gave their consent to answer this question)

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP				
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND	
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	~d	
Unweighted total	582	519	486	1005	1768	3489	253	849	140	175	340	2591	636	124	158	87	
Effective Weighted Sample	399	336	312	647	1198	2366	202	578	89	123	252	1797	497	66	96	71	
Weighted total	399	291	255	546	1023	2265	254	488	80	103	200	1836	454	47	31	14	
TOTAL ASIAN/ BRITISH ASIAN	9	4	5	9	46	-	143	6	1	1	2	121	9	-	-	**	
	2%	1%	2%	2%	4%	-%	56%	1%	1%	1%	1%	7%	2%	-%	-%	**	
							a					abcd					
TOTAL OTHER ETHNIC GROUP	2	2	3	5	11	-	20	1	*	-	1	22	5	-	-	**	
	1%	1%	1%	1%	1%	-%	8%	*%	*%	-%	*%	1%	1%	-%	-%	**	
							a					a					

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents (who gave their consent to answer this question)

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	318	318	298	338
Effective Weighted Sample	244	255	243	254
Weighted total	207	247	219	235
WHITE				
English/ Welsh/ Scottish/ Northern Irish/ British Irish	197	235	212	219
	95%	95%	97%	93%
Irish	1	3	1	2
	*%	1%	1%	1%
Gypsy or Irish traveller	-	-	-	-
	-%	-%	-%	-%
Roma	-	-	-	-
	-%	-%	-%	-%
Any other White background	*	3	3	*
	*%	1%	1%	*%
MIXED/ MULTIPLE				
White and Black Caribbean	*	-	-	*
	*%	-%	-%	*%
White and Black African	-	-	-	-
	-%	-%	-%	-%
White and Asian	-	-	-	-
	-%	-%	-%	-%
Any other Mixed background	-	-	-	-
	-%	-%	-%	-%
Columns Tested: a,b,c,d				

Any break column with 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. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents (who gave their consent to answer this question)

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	318	318	298	338
Effective Weighted Sample	244	255	243	254
Weighted total	207	247	219	235
BLACK AND BLACK BRITISH				
Caribbean	1	-	-	1
	1%	-%	-%	*%
African	1	-	1	*
	1%	-%	*%	*%
Any other Black, Black British or Caribbean background	-	-	-	-
	-%	-%	-%	-%
ASIAN AND BRITISH ASIAN				
Indian	2	5	1	6
	1%	2%	*%	2%
Pakistani	2	-	1	1
	1%	-%	*%	1%
Bangladeshi	-	-	-	-
	-%	-%	-%	-%
Chinese	-	-	-	-
	-%	-%	-%	-%
Any other Asian background	-	-	-	-
	-%	-%	-%	-%
OTHER				
Arab	-	-	-	-
	-%	-%	-%	-%
Any other background	2	3	-	5
	1%	1%	-%	2%
			c	

Columns Tested: a,b,c,d

Any break column with 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. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents (who gave their consent to answer this question)

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	318	318	298	338
Effective Weighted Sample	244	255	243	254
Weighted total	207	247	219	235
Prefer not to say/ Refused	-	-	-	-
	-%	-%	-%	-%
TOTAL MIXED/ MULTIPLE	*	-	-	*
	*%	-%	-%	*%
TOTAL BLACK/ BLACK BRITISH	2	-	1	2
	1%	-%	*%	1%
TOTAL ASIAN/ BRITISH ASIAN	4	5	2	7
	2%	2%	1%	3%
TOTAL OTHER ETHNIC GROUP	2	3	-	5
	1%	1%	-%	2%
				c

Columns Tested: a,b,c,d

Any break column with 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 (QZ16). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents (who gave their consent to answer this question)

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	IRELAND
	a	b	c	d		a	b	a	b	c	d	e	a	b	c	~d
Significance Level: 95%																
Unweighted total	545	475	444	919	1634	3218	237	856	143	176	343	2614	577	118	149	75
Effective Weighted Sample	375	307	286	593	1112	2184	190	583	92	124	254	1810	453	63	91	60
Weighted total	377	267	238	505	956	2097	239	492	82	103	201	1851	417	46	30	12
Hearing? Poor hearing, partial hearing, or are deaf	18 5%	22 8% a	44 18% abd	66 13% ab	76 8%	97 5% b	1 *% b	103 21% e	22 26% e	103 100% abde	37 18% e	- -%	51 12%	7 16%	5 15%	** **
Eyesight? Poor vision, colour blindness, partial sight, or are blind	16 4%	15 6%	28 12% ab	43 9% a	57 6%	74 4% b	1 1% b	82 17% e	82 100% acde	22 21% e	28 14% e	- -%	35 8%	2 4%	3 10%	** **
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	37 10%	40 15% a	73 31% abd	113 22% ab	167 17%	188 9% b	6 3% b	201 41% e	28 34% e	37 36% e	201 100% abce	- -%	91 22%	12 27%	8 26%	** **
Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d																

Any break column with 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 (QZ16). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents (who gave their consent to answer this question)

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	~d
Unweighted total	545	475	444	919	1634	3218	237	856	143	176	343	2614	577	118	149	75
Effective Weighted Sample	375	307	286	593	1112	2184	190	583	92	124	254	1810	453	63	91	60
Weighted total	377	267	238	505	956	2097	239	492	82	103	201	1851	417	46	30	12
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	13 3%	7 3%	16 7% b	23 5%	34 4%	44 2%	1 *%	48 10% e	9 11% e	14 13% e	31 16% ae	- -%	18 4%	2 4%	1 4%	** **
Breathing? Breathlessness or chest pains	19 5%	23 8%	26 11% a	49 10% a	72 7%	90 4% b	3 1%	94 19% e	18 22% e	20 19% e	53 26% ae	- -%	42 10%	3 6%	3 9%	** **
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	7 2%	5 2%	4 2%	10 2%	36 4%	48 2%	2 1%	47 10% de	4 5% e	6 6% e	10 5% e	- -%	7 2%	1 2%	1 4%	** **

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (QZ16). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents (who gave their consent to answer this question)

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	~d
Unweighted total	545	475	444	919	1634	3218	237	856	143	176	343	2614	577	118	149	75
Effective Weighted Sample	375	307	286	593	1112	2184	190	583	92	124	254	1810	453	63	91	60
Weighted total	377	267	238	505	956	2097	239	492	82	103	201	1851	417	46	30	12
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	*	-	-	-	9	12	-	10	-	-	2	-	-	-	-	**
	*%	-%	-%	-%	1%	1%	-%	2% e	-%	-%	1% e	-%	-%	-%	-%	**
Your mental health? Anxiety, depression, or trauma-related conditions, for example	21	9	5	13	66	104	8	99	13	8	24	-	10	2	1	**
	6% cd	3%	2%	3%	7%	5%	3%	20% cde	16% e	8% e	12% e	-%	2%	4%	3%	**
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	27	25	25	50	91	131	5	135	14	14	45	-	40	4	4	**
	7%	9%	11%	10%	10%	6% b	2%	27% bce	18% e	13% e	23% ce	-%	10%	10%	13%	**
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	285	175	113	289	603	1612	220	-	-	-	-	1851	246	20	18	**
	76% bcd	66% cd	48%	57% c	63%	77%	92% a	-%	-%	-%	-%	100% abcd	59% b	43%	58%	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (QZ16). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents (who gave their consent to answer this question)

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP				
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	IRELAND	
	a	b	c	d		a	b	a	b	c	d	e	a	b	c	~d	
Significance Level: 95%																	
Unweighted total	545	475	444	919	1634	3218	237	856	143	176	343	2614	577	118	149	75	
Effective Weighted Sample	375	307	286	593	1112	2184	190	583	92	124	254	1810	453	63	91	60	
Weighted total	377	267	238	505	956	2097	239	492	82	103	201	1851	417	46	30	12	
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	**	
	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	**	
Don't know	2	1	-	1	4	12	1	-	-	-	-	-	1	-	-	**	
	*%	*%	-%	*%	*%	1%	*%	-%	-%	-%	-%	-%	*%	-%	-%	**	

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (QZ16). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents (who gave their consent to answer this question)

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	284	293	271	306
Effective Weighted Sample	218	236	223	230
Weighted total	188	229	201	217
Hearing? Poor hearing, partial hearing, or are deaf	27 14%	25 11%	20 10%	32 15%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	15 8%	20 9%	13 6%	23 10%
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	42 22%	49 21%	35 17%	56 26% c
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	5 3%	14 6%	7 3%	12 5%
Breathing? Breathlessness or chest pains	24 12% c	18 8%	13 7%	28 13% c

Columns Tested: a,b,c,d

Any break column with 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 (QZ16). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents (who gave their consent to answer this question)

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
	a	b	c	d
Significance Level: 95%				
Unweighted total	284	293	271	306
Effective Weighted Sample	218	236	223	230
Weighted total	188	229	201	217
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	2 1%	5 2%	2 1%	5 2%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	- -%	- -%	- -%	- -%
Your mental health? Anxiety, depression, or trauma-related conditions, for example	6 3%	4 2%	2 1%	8 4% c
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	16 9%	24 10% c	9 4%	31 14% c

Columns Tested: a,b,c,d

Any break column with 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 (QZ16). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents (who gave their consent to answer this question)

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	284	293	271	306
Effective Weighted Sample	218	236	223	230
Weighted total	188	229	201	217
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	107 57%	139 61% d	136 68% ad	110 51%
Prefer not to say	- -%	- -%	- -%	- -%
Don't know	- -%	1 *%	1 *%	- -%

Columns Tested: a,b,c,d

Any break column with 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 (SGA). Do you ever work from home? (SINGLE CODE)

Base : Those working full or part time

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	~b	~c	~d		a	b	a	~b	~c	~d	e	~a	~b	~c	~d
Unweighted total	344	64	9	73	401	1765	173	162	24	28	18	1647	41	4	16	12
Effective Weighted Sample	231	40	6	44	281	1182	141	103	13	22	12	1131	34	4	10	10
Weighted total	246	43	3	46	276	1260	145	116	18	24	15	1236	40	1	3	2
Yes	83	**	**	**	40	394	44	40	**	**	**	377	**	**	**	**
	34%	**	**	**	15%	31%	30%	34%	**	**	**	31%	**	**	**	**
No	162	**	**	**	235	866	101	76	**	**	**	859	**	**	**	**
	66%	**	**	**	85%	69%	70%	66%	**	**	**	69%	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (SGA). Do you ever work from home? (SINGLE CODE)

Base : Those working full or part time

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d
Unweighted total	23	18	25	16
Effective Weighted Sample	19	15	21	14
Weighted total	20	20	23	17
Yes	**	**	**	**
	**	**	**	**
No	**	**	**	**
	**	**	**	**

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QZ6 (QZ14). Are any other adults in the household working either full time or part time? (SINGLE CODE)

Base : Those who are not working who live in a household of two or more adults

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
	a	b	c	d		a	~b	a	~b	~c	d	e	a	~b	~c	~d
Significance Level: 95%																
Unweighted total	184	277	207	484	839	1097	73	333	51	67	135	739	292	59	71	62
Effective Weighted Sample	130	201	147	347	593	773	64	238	35	48	98	529	259	40	46	56
Weighted total	124	194	151	345	543	673	102	184	29	38	76	482	280	35	18	12
Yes, somebody in the household is working	61	37	12	49	112	278	**	64	**	**	24	232	38	**	**	**
	49%	19%	8%	14%	21%	41%	**	35%	**	**	32%	48%	14%	**	**	**
	bcd	c		c								ad				
No members of the household are working	61	155	139	295	429	391	**	119	**	**	51	248	242	**	**	**
	50%	80%	92%	85%	79%	58%	**	64%	**	**	67%	51%	86%	**	**	**
		a	abd	a				e			e					
Don't know/ refused to say	2	1	*	1	2	4	**	1	**	**	1	2	-	**	**	**
	1%	1%	*%	*%	*%	1%	**	1%	**	**	1%	*%	-%	**	**	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QZ6 (QZ14). Are any other adults in the household working either full time or part time? (SINGLE CODE)

Base : Those who are not working who live in a household of two or more adults

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	173	119	151	141
Effective Weighted Sample	155	109	134	126
Weighted total	148	132	137	143
Yes, somebody in the household is working	13	24	22	16
	9%	18%	16%	11%
		a		
No members of the household are working	134	108	116	127
	91%	82%	84%	89%
	b			
Don't know/ refused to say	-	-	-	-
	-%	-%	-%	-%

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QZ9 (QZ13). SHOWCARD Please could you say which letter from this card applies to your total household income from all sources, before tax and other deductions? (SINGLE CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
Up to £199 per week/ £10,399 per year	20 5%	22 7%	30 11% a	52 9% a	116 11%	131 6%	10 4%	59 12% e	9 11% e	11 11% e	28 14% e	72 4%	44 9%	2 5%	5 16% bd	1 4%
From £200 to £299 per week/ £10,400 to £15,599 per year	38 9%	44 15% a	45 17% a	89 16% a	169 16%	200 9%	18 7%	77 16% e	9 11%	17 16% e	47 23% abe	131 7%	78 16% d	6 11%	5 15% d	1 5%
From £300 to £499 per week/ £15,600 to £25,599 per year	38 9%	38 13%	31 11%	69 12%	137 13%	236 10%	23 9%	51 10%	10 12%	10 10%	17 8%	200 11%	57 12%	8 16% c	2 6%	2 13%
From £500 to £699 per week/ £26,000 to £36,399 per year	51 12% bcd	20 7%	10 4%	30 5%	66 6%	241 11%	17 7%	32 7%	8 10% d	8 8%	8 4%	213 12% ad	27 6%	2 3%	1 3%	1 5%
From £700 to £999 per week/ £36,400 to £51,999 per year	27 7% bcd	10 3%	4 2%	14 3%	26 2%	192 8%	15 6%	19 4%	2 3%	9 8% ad	3 2%	174 9% abd	12 3%	- -%	1 3%	1 6% b
£1,000 per week and above/ £52,000 and above per year	38 9% bcd	5 2%	5 2%	10 2%	16 1%	181 8%	30 12%	15 3% d	5 6% d	3 3% d	* *% acd	192 10%	9 2%	- -%	* *%	* 3%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QZ9 (QZ13). SHOWCARD Please could you say which letter from this card applies to your total household income from all sources, before tax and other deductions? (SINGLE CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
Don't know/ Refused	204	163	145	307	536	1084	141	238	39	44	97	867	246	32	18	11
	49%	54%	54%	54%	50%	48%	55%	48%	48%	43%	48%	47%	52%	65%	57%	64%
							a							a		a

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QZ9 (QZ13). SHOWCARD Please could you say which letter from this card applies to your total household income from all sources, before tax and other deductions? (SINGLE CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
Up to £199 per week/ £10,399 per year	18	27	7	38
	8%	10%	3%	15%
	c	c		ac
From £200 to £299 per week/ £10,400 to £15,599 per year	36	42	27	51
	17%	16%	12%	20%
				c
From £300 to £499 per week/ £15,600 to £25,599 per year	28	29	30	27
	13%	11%	14%	11%
From £500 to £699 per week/ £26,000 to £36,399 per year	14	12	16	11
	7%	5%	7%	4%
From £700 to £999 per week/ £36,400 to £51,999 per year	8	4	8	4
	4%	2%	4%	2%
£1,000 per week and above/ £52,000 and above per year	5	4	8	1
	3%	2%	4%	*%
	d		d	
Don't know/ Refused	102	144	127	119
	48%	55%	57%	48%
			d	

Columns Tested: a,b,c,d

Any break column with 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

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
A DVD player- standard, Blu Ray or HD DVD	257 62% cd	166 55%	129 48%	296 52%	511 48%	1212 54% b	115 45%	248 50%	51 63% ad	59 58% d	93 46%	1003 54% d	249 53% d	24 48% d	19 59% d	4 24%
Video games console connected to a TV (e.g. Sony PlayStation, Nintendo Wii or Microsoft Xbox)	108 26% bcd	33 11% cd	8 3%	40 7% c	279 26%	944 42%	108 43%	134 27% d	16 19%	21 21%	40 20%	845 46% abcd	33 7%	5 10%	2 6%	* 3%
E-reader – digital book reader (e.g. Kindle, Sony Reader, Kobo eReader, Nook eReader)	116 28% cd	79 26% cd	35 13%	114 20% c	172 16%	579 26% b	33 13%	97 20%	12 14%	24 23% d	29 14%	475 26% abd	100 21%	6 13%	6 18%	2 12%
An MP3 player/ iPod	81 19% bcd	32 11% c	14 5%	46 8%	109 10%	421 19%	39 15%	63 13% d	11 14%	16 15% d	15 8%	372 20% ad	39 8%	4 8%	3 8%	* 3%
Handheld/ portable games player (e.g. Nintendo Switch)	33 8% bcd	12 4% c	2 1%	13 2%	94 9%	368 16%	33 13%	52 11% d	8 10%	8 8%	12 6%	316 17% acd	11 2%	1 2%	1 2%	* 1%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
VR or virtual reality headsets (e.g. Oculus, PS VR, Samsung Gear VR, or HTC Vive)	13 3% cd	8 2% c	- -%	8 1% c	30 3%	128 6% b	4 2%	20 4%	5 7% d	2 2%	4 2%	103 6% d	5 1%	2 4%	- -%	* 1%
ANY GAMES CONSOLE	110 26% bcd	37 12% cd	8 3%	45 8% c	295 28%	984 43%	114 45%	139 28% d	17 20%	22 22%	41 20%	881 48% abcd	37 8%	5 10%	3 9%	* 3%
None of these	114 27%	106 35% a	128 48% abd	235 41% a	375 35%	564 25%	85 34% a	166 34% e	24 29%	32 31% e	84 42% abe	426 23%	191 40%	22 44%	10 32%	12 69% abc
Don't know	2 1%	1 *%	- -%	1 *%	1 *%	2 *%	- -%	* *%	- -%	- -%	- -%	2 *%	* *%	- -%	* 1%	- -%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
A DVD player- standard, Blu Ray or HD DVD	116	133	133	115
	55%	51%	60%	46%
	d		bd	
Video games console connected to a TV (e.g. Sony PlayStation, Nintendo Wii or Microsoft Xbox)	15	18	19	14
	7%	7%	9%	5%
E-reader – digital book reader (e.g. Kindle, Sony Reader, Kobo eReader, Nook eReader)	41	58	74	26
	20%	22%	33%	10%
	d	d	abd	
An MP3 player/ iPod	21	18	30	9
	10%	7%	14%	3%
	d		bd	
Handheld/ portable games player (e.g. Nintendo Switch)	5	6	6	6
	2%	2%	3%	2%
VR or virtual reality headsets (e.g. Oculus, PS VR, Samsung Gear VR, or HTC Vive)	1	4	3	3
	*%	2%	1%	1%
ANY GAMES CONSOLE	17	20	21	16
	8%	8%	9%	6%

Columns Tested: a,b,c,d

Any break column with 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

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
None of these	85	106	67	124
	40%	40%	30%	50%
	c	c		abc
Don't know	-	*	-	*
	-%	*%	-%	*%

Columns Tested: a,b,c,d

Any break column with 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

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
A DVD player- standard, Blu Ray or HD DVD	201 48% cd	127 42% c	92 34% c	219 38% c	375 35% c	876 39% b	75 29% b	178 36% c	35 43% c	41 40% c	70 35% c	722 39% c	186 39% d	17 35% d	13 40% d	4 22% d
Video games console connected to a TV (e.g. Sony PlayStation, Nintendo Wii or Microsoft Xbox)	31 7% cd	15 5% c	1 *% c	16 3% c	141 13% c	487 22% c	54 21% c	59 12% c	6 7% c	7 7% c	18 9% c	438 24% abcd	12 3% c	3 6% d	* 1% c	- -% c
E-reader – digital book reader (e.g. Kindle, Sony Reader, Kobo eReader, Nook eReader)	73 17% c	62 21% c	30 11% c	92 16% c	128 12% c	358 16% b	23 9% c	65 13% c	8 10% c	18 17% c	21 11% c	294 16% d	81 17% d	5 10% c	4 13% c	1 9% c
An MP3 player/ iPod	49 12% cd	24 8% c	10 4% c	35 6% c	75 7% c	254 11% c	24 9% c	34 7% c	5 7% c	7 7% c	12 6% c	230 12% ad	29 6% c	4 8% c	2 5% c	* 1% c
Handheld/ portable games player (e.g. Nintendo Switch)	11 3% cd	5 2% c	- -% c	5 1% c	50 5% c	165 7% c	10 4% c	28 6% c	4 5% c	4 4% c	8 4% c	130 7% c	4 1% c	1 2% c	1 2% c	- -% c

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
VR or virtual reality headsets (e.g. Oculus, PS VR, Samsung Gear VR, or HTC Vive)	4 1%	4 1%	- -%	4 1%	13 1%	55 2%	2 1%	8 2%	2 3%	2 2%	2 1%	45 2%	2 *%	2 4%	- -%	- -%
ANY GAMES CONSOLE	33 8% cd	19 6% cd	1 *% abd	19 3% a	155 15%	516 23%	55 21%	65 13%	6 8%	8 7%	20 10%	460 25% abcd	15 3%	3 6% d	1 3%	- -%
None of these	169 41%	143 47%	162 60% abd	304 53% a	540 51%	917 40%	132 52% a	248 50% e	40 48%	51 49% e	112 56% e	722 39%	247 52%	27 55%	18 56%	12 72% abc
Don't know	2 1%	1 *%	- -%	1 *%	1 *%	3 *%	- -%	* *%	- -%	- -%	- -%	2 *%	1 *%	- -%	* 1%	- -%
Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d																

Any break column with 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

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
A DVD player- standard, Blu Ray or HD DVD	91	94	102	84
	43%	36%	46%	33%
	d		bd	
Video games console connected to a TV (e.g. Sony PlayStation, Nintendo Wii or Microsoft Xbox)	3	9	7	6
	2%	3%	3%	2%
E-reader – digital book reader (e.g. Kindle, Sony Reader, Kobo eReader, Nook eReader)	27	54	62	20
	13%	21%	28%	8%
		ad	ad	
An MP3 player/ iPod	16	13	22	7
	7%	5%	10%	3%
	d		bd	
Handheld/ portable games player (e.g. Nintendo Switch)	2	2	2	2
	1%	1%	1%	1%
VR or virtual reality headsets (e.g. Oculus, PS VR, Samsung Gear VR, or HTC Vive)	-	2	-	2
	-%	1%	-%	1%
ANY GAMES CONSOLE	5	10	8	7
	3%	4%	4%	3%

Columns Tested: a,b,c,d

Any break column with 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

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
None of these	109	138	89	158
	52%	53%	40%	63%
	c	c		abc
Don't know	-	1	-	1
	-%	*%	-%	*%

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
Can use to make and receive calls	337 81%	277 92%	258 96%	535 93%	813 76%	1667 74%	174 68%	398 81%	71 87%	95 92%	168 83%	1341 72%	446 94%	46 93%	29 91%	14 81%
		a	ab	a				e	e	ade	e		d	d		
Can receive but not make calls/ incoming only	11 3% cd	2 1%	1 *%	4 1%	21 2%	79 3%	8 3%	8 2%	1 2%	* *%	1 1%	67 4% acd	2 *%	- -%	1 2%	1 5% ab
Line not working properly/ needs to be repaired	3 1%	* *%	1 *%	1 *%	7 1%	19 1%	- -%	7 1% e	* *%	1 1%	4 2% e	8 *%	1 *%	- -%	* 1%	* *%
No, do not have landline phone	66 16% bcd	22 7% c	10 4%	32 6%	221 21%	486 21%	69 27%	80 16% c	9 11%	7 7%	28 14% c	422 23% abcd	25 5%	3 7%	2 6%	2 13% a
Don't know	- -%	- -%	* *%	* *%	3 *%	14 1%	4 1%	* *%	- -%	- -%	- -%	13 1%	- -%	- -%	- -%	* 1% a

HOUSEHOLD PHONE OWNERSHIP

FIXED ONLY	9 2%	20 7% a	52 19% abd	72 13% ab	77 7%	85 4% b	1 *%	63 13% e	15 18% e	17 17% e	34 17% e	25 1%	57 12%	9 19%	3 10%	3 16%
FIXED & MOBILE	342 82%	260 86% c	208 77%	468 82%	764 72%	1681 74%	181 71%	349 71%	58 71%	79 76%	139 69%	1391 75% ad	392 83% d	37 75%	27 84% d	12 70%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
MOBILE ONLY	63 15% bcd	22 7%	10 4%	32 6%	220 21%	495 22%	72 28% a	78 16% c	9 11%	7 7%	27 14% c	431 23% abcd	25 5%	3 5%	2 6%	2 14% a
ALL FIXED	351 84%	280 93% a	260 96% ab	540 94% a	841 79%	1765 78% b	182 71%	412 84% e	73 89% e	96 93% ade	173 86% e	1416 76%	449 95% d	46 93%	30 94%	15 86%
ALL MOBILE	405 97% bcd	282 93% cd	218 81%	500 87% c	984 92%	2175 96%	253 99% a	428 87%	67 82%	86 83%	166 83%	1821 98% abcd	417 88%	40 80%	29 90%	14 84%
NEITHER	3 1%	1 *% a	- -%	1 *%	5 *%	5 *%	* *%	2 *%	- -%	- -%	1 *%	4 *%	- -%	1 1% a	* *%	* *%
ALL FIXED PLUS BB RENTAL	369 88%	284 94% a	260 96% a	545 95% a	911 86%	1981 87%	212 83%	434 88%	75 92%	100 97% ade	179 89%	1619 87%	453 96% d	47 94%	30 94%	15 90%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
Can use to make and receive calls	193	252	213	233
	91%	96%	96%	93%
		a		
Can receive but not make calls/ incoming only	1	1	2	1
	1%	*%	1%	*%
Line not working properly/ needs to be repaired	*	*	*	*
	*%	*%	*%	*%
No, do not have landline phone	16	9	8	17
	8%	3%	4%	7%
	bc			
Don't know	-	-	-	-
	-%	-%	-%	-%
HOUSEHOLD PHONE OWNERSHIP				
FIXED ONLY	19	37	16	41
	9%	14%	7%	16%
		c		ac
FIXED & MOBILE	176	216	199	193
	83%	83%	89%	77%
			abd	
MOBILE ONLY	16	9	8	17
	8%	3%	4%	7%
	bc			
ALL FIXED	195	254	215	234
	92%	97%	96%	93%
		a	a	

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Effective Weighted Sample	251	269	247	269
ALL MOBILE	192	225	207	210
	91%	86%	93%	84%
	d		bd	
NEITHER	-	-	-	-
	-%	-%	-%	-%
ALL FIXED PLUS BB	198	255	217	236
RENTAL	93%	97%	98%	94%
		a	ad	

Columns Tested: a,b,c,d

Any break column with 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. (QC32). Does your household have a landline which you use to receive a fixed broadband service? (SINGLE CODE)

Base : Those who do not have a landline phone that can be used to make and receive calls

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	~b	~c	~d		a	~b	a	~b	~c	~d	e	~a	~b	~c	~d
Unweighted total	118	64	33	97	438	834	88	181	18	17	62	669	54	15	11	17
Effective Weighted Sample	86	38	24	61	311	601	68	125	12	11	45	499	41	8	7	14
Weighted total	66	22	10	33	224	500	73	80	9	7	28	435	25	3	2	2
Yes	18	**	**	**	70	216	**	22	**	**	**	203	**	**	**	**
	27%	**	**	**	31%	43%	**	28%	**	**	**	47%	**	**	**	**
								a								
No	47	**	**	**	146	262	**	55	**	**	**	212	**	**	**	**
	70%	**	**	**	65%	52%	**	69%	**	**	**	49%	**	**	**	**
								e								
Don't know	2	**	**	**	8	22	**	2	**	**	**	20	**	**	**	**
	3%	**	**	**	4%	4%	**	3%	**	**	**	5%	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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. (QC32). Does your household have a landline which you use to receive a fixed broadband service? (SINGLE CODE)

Base : Those who do not have a landline phone that can be used to make and receive calls

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d
Unweighted total	37	17	16	38
Effective Weighted Sample	25	17	14	28
Weighted total	16	9	8	17
Yes	**	**	**	**
	**	**	**	**
No	**	**	**	**
	**	**	**	**
Don't know	**	**	**	**
	**	**	**	**

Columns Tested: a,b,c,d

Any break column with 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 (QC2). Do you ever use this landline phone handset at home yourself to make calls? (SINGLE CODE)

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

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP				
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	IRELAND	
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	~d	
Unweighted total	488	473	482	955	1414	2655	165	675	125	159	281	1945	605	113	150	87	
Effective Weighted Sample	334	314	312	625	947	1778	136	466	80	113	211	1325	480	63	91	73	
Weighted total	351	280	260	540	841	1765	182	412	73	96	173	1416	449	46	30	15	
Yes	291	252	253	505	689	1203	131	338	59	82	150	924	421	43	28	**	
	83%	90%	97%	94%	82%	68%	72%	82%	81%	86%	87%	65%	94%	93%	94%	**	
		a	abd	ab				e	e	e	e						
No	60	28	7	35	152	563	49	73	14	14	23	492	28	3	2	**	
	17%	10%	3%	6%	18%	32%	27%	18%	19%	14%	13%	35%	6%	7%	6%	**	
	bcd	cd		c								abcd					
Don't know	-	-	-	-	-	-	1	1	-	-	-	-	-	-	-	**	
	-%	-%	-%	-%	-%	-%	1%	*%	-%	-%	-%	-%	-%	-%	-%	**	
							a										

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (QC2). Do you ever use this landline phone handset at home yourself to make calls? (SINGLE CODE)

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

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	288	317	287	318
Effective Weighted Sample	227	256	235	245
Weighted total	195	254	215	234
Yes	184	237	201	220
	94%	94%	93%	94%
No	11	16	14	13
	6%	6%	7%	6%
Don't know	-	-	-	-
	-%	-%	-%	-%

Columns Tested: a,b,c,d

Any break column with 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 (QC2). Do you ever use this landline phone handset at home yourself to make calls? (SINGLE CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
Yes	291 70%	252 83%	253 94%	505 88%	689 65%	1203 53%	131 51%	338 69%	59 72%	82 80%	150 75%	924 50%	421 89%	43 87%	28 88%	13 74%
		a	abd	ab				e	e	ae	e		d	d	d	
No	60 14%	28 9%	7 2%	35 6%	152 14%	563 25%	49 19%	73 15%	14 17%	14 13%	23 11%	492 27%	28 6%	3 6%	2 6%	2 12%
	bcd	c		c								acd				a
Don't know	- -%	- -%	- -%	- -%	- -%	- -%	1 1%	1 *%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%
							a	e								

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (QC2). Do you ever use this landline phone handset at home yourself to make calls? (SINGLE CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
	a	b	c	d
Significance Level: 95%				
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
Yes	184	237	201	220
	87%	91%	90%	88%
No	11	16	14	13
	5%	6%	6%	5%
Don't know	-	-	-	-
	-%	-%	-%	-%

Columns Tested: a,b,c,d

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

Base : Those with a landline phone at home - including those who pay line rental for fixed broadband

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	~d
Unweighted total	525	486	485	971	1555	3030	205	731	130	168	298	2274	614	115	150	92
Effective Weighted Sample	357	322	313	634	1042	2030	164	500	83	119	222	1552	487	64	91	77
Weighted total	369	284	260	545	911	1981	212	434	75	100	179	1619	453	47	30	15
BT	141 38%	138 49%	148 57%	286 53%	397 44%	768 39%	58 27%	201 46%	35 46%	54 54%	83 46%	577 36%	231 51%	26 56%	17 57%	** **
		a	ab	a		b		e		e	e					
Sky	68 18%	37 13%	30 12%	67 12%	159 17%	418 21%	37 17%	70 16%	13 18%	13 13%	32 18%	349 22%	56 12%	7 16%	2 8%	** **
	cd											ac				
Virgin Media	74 20%	37 13%	24 9%	61 11%	130 14%	322 16%	49 23%	51 12%	5 7%	9 9%	25 14%	293 18%	56 12%	3 5%	2 7%	** **
	bcd						a					abc				
TalkTalk	25 7%	24 9%	21 8%	45 8%	78 9%	155 8%	32 15%	39 9%	6 8%	4 4%	14 8%	135 8%	40 9%	2 5%	2 7%	** **
							a									
EE	14 4%	6 2%	6 2%	12 2%	26 3%	68 3%	6 3%	14 3%	2 3%	3 3%	6 3%	55 3%	9 2%	1 3%	2 5%	** **
Plusnet	15 4%	7 2%	4 1%	11 2%	16 2%	53 3%	4 2%	8 2%	3 4%	2 2%	3 1%	45 3%	9 2%	* 1%	1 3%	** **
	c															
Post Office	3 1%	8 3%	9 3%	16 3%	22 2%	29 1%	8 4%	9 2%	3 4%	1 1%	4 2%	28 2%	14 3%	1 2%	2 6%	** **
			a	a			a									
Utility Warehouse	8 2%	8 3%	4 1%	12 2%	15 2%	31 2%	2 1%	9 2%	1 1%	3 3%	3 2%	24 1%	8 2%	3 7%	1 2%	** **
														a		
Vodafone	5 1%	5 2%	1 *%	6 1%	14 2%	29 1%	2 1%	8 2%	1 1%	1 1%	1 1%	23 1%	6 1%	- -%	* *%	** **

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

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

Base : Those with a landline phone at home - including those who pay line rental for fixed broadband

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	~d
Unweighted total	525	486	485	971	1555	3030	205	731	130	168	298	2274	614	115	150	92
Effective Weighted Sample	357	322	313	634	1042	2030	164	500	83	119	222	1552	487	64	91	77
Weighted total	369	284	260	545	911	1981	212	434	75	100	179	1619	453	47	30	15
KCOM	6 2%	5 2%	3 1%	8 2%	13 1%	21 1%	- -%	10 2% e	2 3% e	4 4% e	3 1%	14 1%	8 2%	- -%	- -%	** **
NOW TV	2 1%	2 1%	2 1%	4 1%	8 1%	17 1%	5 2%	* *% a	* *% a	* *% a	* *% a	21 1%	3 1%	- -%	* 1%	** **
SSE	4 1%	1 *%	2 1%	3 1%	5 1%	10 *%	- -%	3 1%	1 1%	1 1%	- -%	6 *%	2 *%	1 2%	- -%	** **
Tesco	- -%	* *%	- -%	* *%	* *%	2 *%	- -%	- -%	- -%	- -%	- -%	2 *%	* *%	- -%	- -%	** **
The Phone Co-op/ The Co-operative	- -%	- -%	1 1%	1 *%	1 *%	1 *%	- -%	1 *%	- -%	1 1% e	- -%	* *%	1 *%	* *%	- -%	** **
Primus	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	** **
Fuel Broadband	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	** **
Other	2 1%	2 1%	3 1%	5 1%	10 1%	21 1%	- -%	7 2%	1 2%	2 2%	4 2%	13 1%	3 1%	1 3%	* 1%	** **
Don't know	1 *%	5 2% a	2 1%	6 1%	17 2%	37 2%	10 5% a	4 1%	1 1%	1 1%	2 1%	33 2%	6 1%	* *%	* 1%	** **

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

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

Base : Those with a landline phone at home - including those who pay line rental for fixed broadband

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	294	320	292	322
Effective Weighted Sample	231	258	239	248
Weighted total	198	255	217	236
BT	102	130	104	128
	51%	51%	48%	54%
Sky	20	35	30	26
	10%	14%	14%	11%
Virgin Media	30	26	23	33
	15%	10%	10%	14%
TalkTalk	15	25	20	20
	8%	10%	9%	8%
EE	6	3	6	3
	3%	1%	3%	1%
Plusnet	4	5	7	2
	2%	2%	3%	1%
			d	
Post Office	4	10	4	10
	2%	4%	2%	4%
Utility Warehouse	5	3	5	3
	3%	1%	2%	1%
Vodafone	4	2	4	2
	2%	1%	2%	1%
KCOM	3	5	5	3
	1%	2%	2%	1%
NOW TV	-	3	3	1
	-%	1%	1%	*%
SSE	*	2	-	2
	*%	1%	-%	1%
Tesco	-	*	-	*
	-%	*%	-%	*%

Columns Tested: a,b,c,d

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

Base : Those with a landline phone at home - including those who pay line rental for fixed broadband

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	294	320	292	322
Effective Weighted Sample	231	258	239	248
Weighted total	198	255	217	236
The Phone Co-op/ The Co-operative	-	1	1	-
	-%	*%	1%	-%
Primus	-	-	-	-
	-%	-%	-%	-%
Fuel Broadband	-	-	-	-
	-%	-%	-%	-%
Other	2	1	1	2
	1%	*%	1%	1%
Don't know	2	4	4	2
	1%	2%	2%	1%

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : All respondents

		AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
							WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP									
		55-64	65-74	75+	65+	65+ OR DE			ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
		a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Significance Level: 95%																	
Unweighted total		606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample		415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total		417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
One	(1.0)	113	108	135	243	406	616	32	196	29	41	99	407	203	20	14	5
		27%	36%	50%	42%	38%	27%	13%	40%	35%	40%	49%	22%	43%	41%	44%	31%
			a	abd	ab		b		e	e	e	abe		d			
Two	(2.0)	182	149	78	227	405	904	91	149	26	29	48	774	187	17	14	8
		44%	49%	29%	40%	38%	40%	36%	30%	31%	29%	24%	42%	40%	35%	43%	48%
			c	cd	c								abcd				
Three	(3.0)	67	20	2	22	96	371	50	47	7	6	13	336	19	2	1	1
		16%	6%	1%	4%	9%	16%	20%	10%	9%	6%	7%	18%	4%	3%	2%	3%
			bcd	c	c								abcd				
Four or more	(4.0)	43	5	3	9	77	284	79	36	5	9	6	303	8	*	*	*
		10%	2%	1%	1%	7%	13%	31%	7%	6%	9%	3%	16%	2%	*%	1%	2%
			bcd				a		d		d		abcd				
None	(0.0)	12	20	52	72	81	86	1	64	15	17	35	25	57	10	3	3
		3%	7%	19%	13%	8%	4%	*%	13%	18%	17%	17%	1%	12%	20%	10%	16%
			a	abd	ab		b		e	e	e	e					
Don't know		1	-	-	-	1	4	*	*	-	-	-	4	-	-	-	-
		*%	-%	-%	-%	*%	*%	*%	*%	-%	-%	-%	*%	-%	-%	-%	-%
Mean mobiles in household		2.0	1.6	1.1	1.4	1.7	2.1	2.7	1.6	1.5	1.5	1.3	2.3	1.4	1.2	1.4	1.4
			bcd		c			a	d		d		abcd				
Standard deviation		.98	.78	.78	.81	.99	1.04	1.06	1.07	1.08	1.11	.93	1.02	.81	.83	.74	.90
Standard error		.04	.03	.03	.03	.02	.02	.07	.04	.09	.08	.05	.02	.03	.07	.06	.09

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : All respondents

		65+ AGE GROUP ENGLAND				
		MALE	FEMALE	ABC1	C2DE	
Significance Level: 95%		a	b	c	d	
Unweighted total		325	334	303	356	
Effective Weighted Sample		251	269	247	269	
Weighted total		211	262	223	251	
One	(1.0)	80	123	84	119	
		38%	47%	38%	47%	
			ac		ac	
Two	(2.0)	99	89	110	77	
		47%	34%	49%	31%	
		bd		bd		
Three	(3.0)	10	9	9	10	
		5%	4%	4%	4%	
Four or more	(4.0)	4	4	3	5	
		2%	1%	1%	2%	
None	(0.0)	19	37	16	41	
		9%	14%	7%	16%	
			c		ac	
Don't know		-	-	-	-	
		-%	-%	-%	-%	
Mean mobiles in household		1.5	1.3	1.6	1.3	
		bd		bd		
Standard deviation		.80	.81	.75	.84	
Standard error		.04	.04	.04	.04	
Columns Tested: a,b,c,d						

Any break column with 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? IF YES: 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

		AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
		55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
		a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Significance Level: 95%																	
Unweighted total		606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample		415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total		417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
No	(0.0)	9 2%	18 6%	18 7%	35 6%	47 4%	42 2%	5 2%	14 3%	2 3%	2 2%	7 3%	27 1%	28 6%	4 8%	2 7%	1 6%
			a	a	a				e			e					
1	(1.0)	365 87% cd	258 85% cd	194 72% c	452 79% c	915 86%	2008 89%	234 92%	400 81%	62 77%	79 77%	158 79%	1685 91% abcd	377 79%	36 72%	26 83%	13 75%
2	(2.0)	25 6% bcd	5 2%	5 2%	10 2%	15 1%	105 5%	11 4%	11 2% d	1 2%	4 4% d	- -%	95 5% ad	10 2%	- -%	* *%	* 3%
3	(3.0)	4 1%	1 *%	- -%	1 *%	5 *%	10 *%	2 1%	2 *%	1 1%	* *%	1 *%	8 *%	1 *%	- -%	- -%	- -%
4 or more	(4.0)	2 1%	- -%	1 *%	1 *%	3 *%	10 *%	1 *%	2 *%	- -%	- -%	- -%	6 *%	1 *%	- -%	- -%	- -%
No mobiles in household	(0.0)	12 3%	20 7% a	52 19% abd	72 13% ab	82 8%	90 4% b	2 1%	64 13% e	15 18% e	17 17% e	35 17% e	29 2%	57 12%	10 20%	3 10%	3 16%
Mean mobiles used		1.0 bcd	.9 cd	.8	.8 c	.9	1.0	1.0	.9 d	.8	.9	.8	1.0 abcd	.9 b	.7	.8	.8
Standard deviation		.44	.39	.51	.45	.41	.40	.35	.47	.50	.47	.44	.36	.46	.45	.39	.47
Standard error		.02	.02	.02	.01	.01	.01	.02	.02	.04	.04	.02	.01	.02	.04	.03	.05
PERSONALLY USE MOBILE																	
Yes		396 95% bcd	264 87% cd	200 74%	465 81% c	937 88%	2133 94%	247 97%	414 84%	65 79%	83 81%	159 79%	1795 97% abcd	389 82%	36 72%	27 83%	13 78%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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? IF YES: 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

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
						WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP									
	55-64	65-74	75+	65+	65+ OR DE	a	b	a	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
No	21	38	70	108	128	132	7	78	17	20	42	56	85	14	5	4
	5%	13%	26%	19%	12%	6%	3%	16%	21%	19%	21%	3%	18%	28%	17%	22%
		a	abd	ab				e	e	e	e					

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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? IF YES: 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

		65+ AGE GROUP ENGLAND			
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total		325	334	303	356
Effective Weighted Sample		251	269	247	269
Weighted total		211	262	223	251
No	(0.0)	16 7%	13 5%	12 6%	16 6%
1	(1.0)	170 80%	206 79%	186 84%	190 76%
				d	
2	(2.0)	5 2%	5 2%	8 4%	2 1%
				d	
3	(3.0)	* *0%	1 *0%	* *0%	1 *0%
4 or more	(4.0)	1 *0%	- -0%	- -0%	1 *0%
No mobiles in household	(0.0)	19 9%	37 14%	16 7%	41 16%
			c		ac
Mean mobiles used		.9	.8	.9	.8
				bd	
Standard deviation		.47	.45	.40	.49
Standard error		.03	.02	.02	.03
PERSONALLY USE MOBILE					
Yes		176 83%	212 81%	195 87%	194 77%
				bd	
No		35 17%	50 19%	28 13%	57 23%
			c		c

Columns Tested: a,b,c,d

Any break column with 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 (QD46). SHOWCARD Which of these describes how you acquired your mobile phone? (SINGLE CODE)

Base : Those who personally use a mobile phone

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	~b	c	~d
Unweighted total	578	460	370	830	1600	3236	247	710	111	139	266	2518	525	93	134	78
Effective Weighted Sample	393	298	238	536	1085	2198	197	477	69	99	197	1747	414	50	82	65
Weighted total	396	264	200	465	937	2133	247	414	65	83	159	1795	389	36	27	13
It was bought as a brand new phone (as part of contract including calls, texts and data)	252 64% bcd	134 51%	88 44%	221 48%	498 53%	1425 67%	159 64%	213 51%	35 54%	37 44%	74 46%	1257 70% abcd	189 49%	** **	13 50%	** **
It was bought as a brand new phone (not as part of a contract, just the phone itself)	73 18%	82 31% a	63 32% a	145 31% a	243 26%	400 19%	58 23%	104 25% e	16 25%	24 28% e	40 25% e	332 18%	122 32%	** **	8 29%	** **
It was bought as a refurbished/ used phone	22 6%	15 6%	6 3%	20 4%	66 7%	113 5%	15 6%	32 8% e	4 6%	4 4%	9 5%	80 4%	18 5%	** **	* 1%	** **
It was passed on to me/ hand me down	44 11%	29 11%	37 19% ab	66 14%	115 12%	173 8%	16 7%	59 14% e	9 14% e	17 20% e	34 22% ae	113 6%	49 13%	** **	5 19%	** **
Something else	5 1%	4 1%	6 3%	9 2%	11 1%	18 1%	- -%	4 1%	1 2%	2 2%	1 1%	12 1%	9 2%	** **	- -%	** **
Don't know	- -%	2 1%	1 *%	2 1%	3 *%	3 *%	- -%	2 *% e	* *% e	1 1% e	1 1% e	1 *% e	1 *% e	** **	* *% e	** **

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (QD46). SHOWCARD Which of these describes how you acquired your mobile phone? (SINGLE CODE)

Base : Those who personally use a mobile phone

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	267	258	259	266
Effective Weighted Sample	208	209	211	203
Weighted total	176	212	195	194
It was bought as a brand new phone (as part of contract including calls, texts and data)	90 51%	99 47%	107 55%	82 42%
It was bought as a brand new phone (not as part of a contract, just the phone itself)	46 26%	76 36% ac	52 27%	70 36% ac
It was bought as a refurbished/ used phone	9 5%	9 4%	10 5%	8 4%
It was passed on to me/ hand me down	30 17% b	19 9%	22 11%	27 14%
Something else	1 1%	8 4% a	4 2%	5 3%
Don't know	- -%	1 1%	- -%	1 1%

Columns Tested: a,b,c,d

Any break column with 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 (QD10). SHOWCARD Which mobile network do you use most often? (SINGLE CODE)

Base : Those who personally use a mobile phone

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	~b	c	~d
Unweighted total	578	460	370	830	1600	3236	247	710	111	139	266	2518	525	93	134	78
Effective Weighted Sample	393	298	238	536	1085	2198	197	477	69	99	197	1747	414	50	82	65
Weighted total	396	264	200	465	937	2133	247	414	65	83	159	1795	389	36	27	13
EE/ Orange/ T-Mobile	105 26%	59 23%	41 21%	101 22%	223 24%	577 27%	77 31%	98 24%	11 17%	19 22%	36 23%	497 28% b	87 22%	** **	6 23%	** **
O2	104 26% bcd	51 19%	34 17%	84 18%	193 21%	479 22% b	34 14%	83 20%	18 28%	16 19%	29 18%	395 22%	68 18%	** **	4 15%	** **
Vodafone	48 12%	37 14%	42 21% ab	79 17% a	140 15%	338 16%	33 13%	73 18%	11 16%	19 23% e	25 15%	278 15%	68 18%	** **	4 16%	** **
'3'	26 7% cd	12 5%	5 2%	17 4%	70 7%	172 8%	43 18% a	18 4%	2 3%	4 5%	5 3%	184 10% ad	14 4%	** **	1 2%	** **
Tesco	37 9%	43 16% a	32 16% a	75 16% a	113 12%	178 8% b	8 3%	61 15% e	7 10%	11 13% e	26 16% e	113 6%	59 15%	** **	5 21%	** **
Virgin Media/ Any Virgin	27 7%	15 6%	11 5%	26 6%	45 5%	111 5%	19 8%	22 5%	4 7%	2 3%	9 6%	99 6%	24 6%	** **	* 2%	** **
Giffgaff	8 2%	6 2%	1 *%	7 1%	38 4%	75 4%	8 3%	8 2%	* *%	2 3%	3 2%	69 4%	6 2%	** **	* *%	** **
Sky Mobile	11 3%	6 2%	5 3%	12 3%	27 3%	54 3% b	* *%	12 3%	2 4%	3 4%	8 5% e	36 2%	8 2%	** **	1 3%	** **
BT	10 2%	12 4%	11 5%	23 5%	25 3%	42 2%	4 2%	12 3%	3 5%	3 4%	6 4%	35 2%	19 5%	** **	3 10%	** **

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (QD10). SHOWCARD Which mobile network do you use most often? (SINGLE CODE)

Base : Those who personally use a mobile phone

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	~b	c	~d
Unweighted total	578	460	370	830	1600	3236	247	710	111	139	266	2518	525	93	134	78
Effective Weighted Sample	393	298	238	536	1085	2198	197	477	69	99	197	1747	414	50	82	65
Weighted total	396	264	200	465	937	2133	247	414	65	83	159	1795	389	36	27	13
iD Mobile (Carphone Warehouse)	3 1%	2 1%	* *%	2 *%	5 1%	13 1%	2 1%	3 1%	- -%	- -%	* *%	11 1%	2 *%	** **	* *%	** **
Plusnet	3 1%	2 1%	1 *%	2 *%	5 1%	14 1%	1 *%	2 *%	* *%	* *%	1 *%	11 1%	2 1%	** **	* *%	** **
TalkTalk	3 1%	2 1%	2 1%	4 1%	6 1%	13 1%	2 1%	3 1%	2 3% e	1 1%	1 1%	10 1%	3 1%	** **	* 2%	** **
Utility Warehouse	4 1%	3 1%	3 1%	5 1%	7 1%	15 1%	- -%	4 1%	1 2%	1 2%	1 1%	10 1%	5 1%	** **	* 1%	** **
Lebara	1 *%	1 *%	* *%	1 *%	7 1%	6 *%	6 3% a	3 1%	1 1%	1 1%	2 1%	9 1%	1 *%	** **	- -%	** **
Asda Mobile	1 *%	5 2% a	2 1%	7 1% a	7 1%	9 *%	1 1%	* *%	* *%	* *%	* *%	9 *%	7 2%	** **	* *%	** **
Lyca Mobile	- -%	- -%	1 *%	1 *%	4 *%	4 *%	4 2% a	1 *%	- -%	- -%	1 *%	6 *%	1 *%	** **	- -%	** **
Smarty	2 1%	2 1%	- -%	2 *%	2 *%	4 *%	1 1%	- -%	- -%	- -%	- -%	5 *%	2 *%	** **	- -%	** **
Talk Mobile	1 *%	2 1%	- -%	2 *%	3 *%	4 *%	- -%	1 *%	* *%	- -%	- -%	2 *%	2 1%	** **	* *%	** **
Voxi	- -%	- -%	- -%	- -%	- -%	3 *%	1 *%	1 *%	- -%	- -%	1 *%	3 *%	- -%	** **	- -%	** **

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (QD10). SHOWCARD Which mobile network do you use most often? (SINGLE CODE)

Base : Those who personally use a mobile phone

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	~b	c	~d
Unweighted total	578	460	370	830	1600	3236	247	710	111	139	266	2518	525	93	134	78
Effective Weighted Sample	393	298	238	536	1085	2198	197	477	69	99	197	1747	414	50	82	65
Weighted total	396	264	200	465	937	2133	247	414	65	83	159	1795	389	36	27	13
Other	-	2	1	3	3	4	1	-	-	-	-	4	2	**	-	**
	-%	1%	*%	1%	*%	*%	*%	-%	-%	-%	-%	*%	1%	**	-%	**
Don't know	3	3	9	12	15	17	-	8	3	1	6	7	9	**	1	**
	1%	1%	5%	3%	2%	1%	-%	2%	4%	2%	4%	*%	2%	**	5%	**
			ab					e	e	e	e					

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (QD10). SHOWCARD Which mobile network do you use most often? (SINGLE CODE)

Base : Those who personally use a mobile phone

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	267	258	259	266
Effective Weighted Sample	208	209	211	203
Weighted total	176	212	195	194
EE/ Orange/ T-Mobile	45 26%	42 20%	40 21%	47 24%
O2	24 13%	45 21%	36 18%	33 17%
Vodafone	29 17%	39 18%	34 17%	35 18%
'3'	7 4%	7 3%	6 3%	9 4%
Tesco	22 12%	37 17%	30 15%	29 15%
Virgin Media/ Any Virgin	13 8%	10 5%	13 7%	11 6%
Giffgaff	6 3%	1 *%	2 1%	5 2%
Sky Mobile	6 4%	2 1%	5 3%	3 2%
BT	5 3%	14 6%	12 6%	6 3%
iD Mobile (Carphone Warehouse)	2 1%	- -%	- -%	2 1%
Plusnet	2 1%	* *%	2 1%	* *%
TalkTalk	2 1%	1 *%	3 1%	1 *%

Columns Tested: a,b,c,d

Any break column with 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 (QD10). SHOWCARD Which mobile network do you use most often? (SINGLE CODE)

Base : Those who personally use a mobile phone

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	267	258	259	266
Effective Weighted Sample	208	209	211	203
Weighted total	176	212	195	194
Utility Warehouse	3 2%	2 1%	4 2%	1 1%
Lebara	1 1%	- -%	* *%	1 *%
Asda Mobile	3 2%	4 2%	4 2%	3 2%
Lyca Mobile	1 *%	- -%	- -%	1 *%
Smarty	- -%	2 1%	- -%	2 1%
Talk Mobile	1 *%	1 1%	1 1%	1 *%
Voxi	- -%	- -%	- -%	- -%
Other	1 1%	1 *%	1 1%	1 *%
Don't know	3 2%	6 3%	3 1%	6 3%

Columns Tested: a,b,c,d

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

Base : Those who personally use a mobile phone

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	~b	c	~d
Unweighted total	578	460	370	830	1600	3236	247	710	111	139	266	2518	525	93	134	78
Effective Weighted Sample	393	298	238	536	1085	2198	197	477	69	99	197	1747	414	50	82	65
Weighted total	396	264	200	465	937	2133	247	414	65	83	159	1795	389	36	27	13
Yes	327	183	90	273	689	1833	233	281	37	52	94	1634	232	**	14	**
	83%	69%	45%	59%	73%	86%	94%	68%	57%	62%	59%	91%	60%	**	53%	**
	bcd	cd		c			a	d				abcd				
No	68	80	110	189	244	296	14	130	27	31	64	159	155	**	12	**
	17%	30%	55%	41%	26%	14%	6%	31%	42%	38%	40%	9%	40%	**	47%	**
		a	abd	ab		b		e	e	e	ae					
Don't know	1	2	1	2	5	5	-	3	1	-	1	1	2	**	-	**
	*%	1%	*%	*%	1%	*%	-%	1%	1%	-%	1%	*%	1%	**	-%	**
								e	e							
DO NOT PERSONALLY USE A MOBILE PHONE	-	-	-	-	-	-	-	-	-	-	-	-	-	**	-	**
	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	**	-%	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

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

Base : Those who personally use a mobile phone

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	267	258	259	266
Effective Weighted Sample	208	209	211	203
Weighted total	176	212	195	194
Yes	108	125	132	100
	61%	59%	68%	52%
			bd	
No	69	86	61	93
	39%	40%	32%	48%
				c
Don't know	-	2	1	1
	-%	1%	1%	1%
DO NOT PERSONALLY USE A MOBILE PHONE	-	-	-	-
	-%	-%	-%	-%

Columns Tested: a,b,c,d

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

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
Yes	327	183	90	273	689	1833	233	281	37	52	94	1634	232	18	14	9
	78%	61%	33%	48%	65%	81%	92%	57%	45%	50%	47%	88%	49%	36%	44%	50%
	bcd	cd		c			a	bd				abcd	b			
No	68	80	110	189	244	296	14	130	27	31	64	159	155	18	12	5
	16%	26%	41%	33%	23%	13%	6%	26%	33%	30%	32%	9%	33%	36%	39%	26%
		a	abd	ab		b		e	e	e	e					
Don't know	1	2	1	2	5	5	-	3	1	-	1	1	2	-	-	*
	*%	1%	*%	*%	*%	*%	-%	1%	1%	-%	*%	*%	*%	-%	-%	1%
								e								
DO NOT PERSONALLY USE A MOBILE PHONE	21	38	70	108	128	132	7	78	17	20	42	56	85	14	5	4
	5%	13%	26%	19%	12%	6%	3%	16%	21%	19%	21%	3%	18%	28%	17%	22%
		a	abd	ab				e	e	e	e					

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

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

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
Yes	108	125	132	100
	51%	47%	59%	40%
	d		bd	
No	69	86	61	93
	32%	33%	28%	37%
				c
Don't know	-	2	1	1
	-%	1%	*%	*%
DO NOT PERSONALLY USE A MOBILE PHONE	35	50	28	57
	17%	19%	13%	23%
		c		c

Columns Tested: a,b,c,d

Any break column with 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. (SINGLE CODE)

Base : Those with a smartphone

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	~b	~c	d	e	a	~b	~c	~d
Unweighted total	462	293	157	450	1125	2693	230	466	62	73	149	2249	295	39	68	48
Effective Weighted Sample	316	199	107	306	783	1831	183	315	39	55	111	1561	242	22	42	41
Weighted total	327	183	90	273	689	1833	233	281	37	52	94	1634	232	18	14	9
Yes	289	139	55	194	569	1664	211	228	**	**	72	1512	167	**	**	**
	88%	76%	61%	71%	83%	91%	91%	81%	**	**	76%	93%	72%	**	**	**
	bcd	c		c								ad				
No	22	11	16	27	56	93	16	25	**	**	9	70	25	**	**	**
	7%	6%	18%	10%	8%	5%	7%	9%	**	**	9%	4%	11%	**	**	**
			abd					e			e					
Don't know	16	33	19	52	64	76	6	28	**	**	13	52	40	**	**	**
	5%	18%	21%	19%	9%	4%	3%	10%	**	**	14%	3%	17%	**	**	**
		a	a	a				e			e					

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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. (SINGLE CODE)

Base : Those with a smartphone

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	151	144	166	129
Effective Weighted Sample	124	120	139	104
Weighted total	108	125	132	100
Yes	85	82	101	66
	79%	66%	76%	66%
	bd			
No	12	13	15	10
	11%	10%	11%	10%
Don't know	11	29	17	24
	10%	24%	13%	24%
		ac		ac

Columns Tested: a,b,c,d

Any break column with 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 (QD47). Do you have a 5G service? This is the latest generation of mobile access which is being rolled out across UK towns and cities. (SINGLE CODE)

Base : Those with a smartphone

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	~b	~c	d	e	a	~b	~c	~d
Unweighted total	462	293	157	450	1125	2693	230	466	62	73	149	2249	295	39	68	48
Effective Weighted Sample	316	199	107	306	783	1831	183	315	39	55	111	1561	242	22	42	41
Weighted total	327	183	90	273	689	1833	233	281	37	52	94	1634	232	18	14	9
Yes	20 6% d	5 3%	2 2%	7 3%	33 5%	104 6%	13 6%	17 6%	** **	** **	3 4%	96 6%	6 3%	** **	** **	** **
No	285 87% bcd	142 78%	68 76%	210 77%	582 84%	1601 87%	207 89%	231 82%	** **	** **	77 81%	1435 88% ad	184 79%	** **	** **	** **
Don't know	22 7%	36 19% a	20 22% a	55 20% a	74 11%	128 7%	14 6%	33 12% e	** **	** **	14 15% e	103 6%	42 18%	** **	** **	** **

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (QD47). Do you have a 5G service? This is the latest generation of mobile access which is being rolled out across UK towns and cities. (SINGLE CODE)

Base : Those with a smartphone

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	151	144	166	129
Effective Weighted Sample	124	120	139	104
Weighted total	108	125	132	100
Yes	3	3	4	2
	3%	2%	3%	2%
No	95	89	107	76
	88%	71%	81%	76%
	bd			
Don't know	9	33	20	22
	9%	26%	15%	22%
		ac		a

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who personally use a mobile phone

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	~b	c	~d
Unweighted total	578	460	370	830	1600	3236	247	710	111	139	266	2518	525	93	134	78
Effective Weighted Sample	393	298	238	536	1085	2198	197	477	69	99	197	1747	414	50	82	65
Weighted total	396	264	200	465	937	2133	247	414	65	83	159	1795	389	36	27	13
Prepay/ pay as you go – using top-ups	89	95	102	197	348	453	37	153	27	32	66	290	159	**	11	**
	22%	36%	51%	42%	37%	21%	15%	37%	42%	39%	41%	16%	41%	**	40%	**
		a	abd	a		b		e	e	e	e					
Monthly contract/ SIM-only – paying monthly	303	166	97	263	584	1669	209	257	36	49	92	1496	225	**	16	**
	76%	63%	48%	57%	62%	78%	85%	62%	56%	59%	58%	83%	58%	**	59%	**
	bcd	c		c			a					abcd				
Other	2	3	-	3	4	7	-	2	-	1	-	5	3	**	*	**
	1%	1%	-%	1%	*%	*%	-%	*%	-%	1%	-%	*%	1%	**	*%	**
Don't know	2	-	2	2	2	4	1	2	1	1	2	4	2	**	-	**
	1%	-%	1%	*%	*%	*%	1%	1%	2%	1%	1%	*%	*%	**	-%	**
									e		e					
CONTRACT TYPE																
Subsidised handset	210	109	69	178	416	1261	135	175	27	34	63	1123	154	**	9	**
	53%	41%	34%	38%	44%	59%	55%	42%	42%	41%	40%	63%	40%	**	34%	**
	bcd											abcd				
SIM only	91	55	25	79	159	392	71	78	8	15	27	360	65	**	6	**
	23%	21%	12%	17%	17%	18%	29%	19%	13%	18%	17%	20%	17%	**	23%	**
	cd	c					a									

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who personally use a mobile phone

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	267	258	259	266
Effective Weighted Sample	208	209	211	203
Weighted total	176	212	195	194
Prepay/ pay as you go – using top-ups	77 43% c	83 39%	66 34%	94 48% c
Monthly contract/ SIM-only – paying monthly	98 56%	127 60%	128 66% ad	97 50%
Other	2 1%	1 1%	1 *%	2 1%
Don't know	- -%	2 1%	* *%	1 1%

CONTRACT TYPE

Subsidised handset	68 39%	86 41%	91 47% d	63 32%
SIM only	27 16%	38 18%	34 17%	31 16%

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who use a postpay/ contract mobile phone

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	~b	~c	d	e	a	~b	~c	~d
Unweighted total	419	280	167	447	951	2424	207	422	61	74	150	2033	291	43	72	41
Effective Weighted Sample	289	186	110	296	655	1654	165	289	42	55	111	1418	234	22	45	35
Weighted total	303	166	97	263	584	1669	209	257	36	49	92	1496	225	15	16	7
Handset and contract	210	109	69	178	416	1261	135	175	**	**	63	1123	154	**	**	**
	69%	65%	71%	68%	71%	76%	65%	68%	**	**	69%	75%	69%	**	**	**
						b						a				
SIM card only	91	55	25	79	159	392	71	78	**	**	27	360	65	**	**	**
	30%	33%	26%	30%	27%	23%	34%	30%	**	**	29%	24%	29%	**	**	**
						a		e								
Don't know	1	3	3	6	8	16	3	4	**	**	1	12	5	**	**	**
	*%	2%	3%	2%	1%	1%	1%	2%	**	**	2%	1%	2%	**	**	**
			a													

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who use a postpay/ contract mobile phone

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
	a	b	c	d
Significance Level: 95%				
Unweighted total	142	149	160	131
Effective Weighted Sample	114	122	133	101
Weighted total	98	127	128	97
Handset and contract	68	86	91	63
	69%	68%	72%	65%
SIM card only	27	38	34	31
	28%	30%	26%	32%
Don't know	3	3	2	3
	3%	2%	2%	3%

Columns Tested: a,b,c,d

Any break column with 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 (QD28A). SHOWCARD Which, if any, of the following activities do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	IRELAND
	a	b	c	d		a	b	a	b	c	d	e	a	~b	c	~d
Significance Level: 95%																
Unweighted total	578	460	370	830	1600	3236	247	710	111	139	266	2518	525	93	134	78
Effective Weighted Sample	393	298	238	536	1085	2198	197	477	69	99	197	1747	414	50	82	65
Weighted total	396	264	200	465	937	2133	247	414	65	83	159	1795	389	36	27	13
Make calls	373 94%	247 93%	184 92%	431 93%	879 94%	2021 95%	233 94%	391 94%	59 91%	78 94%	150 94%	1707 95%	360 93%	** **	24 91%	** **
Send/ receive text messages	360 91% bcd	218 83% cd	126 63%	344 74% c	778 83%	1931 91%	224 90%	341 82% c	47 73%	61 73%	125 79%	1662 93% abcd	291 75%	** **	19 70%	** **
Take photos	271 68% bcd	143 54% cd	72 36%	215 46% c	574 61%	1589 74%	190 77%	236 57% d	31 47%	45 54%	73 46%	1416 79% abcd	186 48%	** **	13 48%	** **
General browsing/ surfing the internet	248 63% bcd	112 42% cd	36 18%	148 32% c	481 51%	1510 71%	194 79% a	189 46% cd	24 37%	27 32%	59 37%	1397 78% abcd	134 34% c	** **	5 20%	** **
Send/ receive emails	236 60% bcd	113 43% cd	41 21%	155 33% c	465 50%	1482 69%	196 79% a	188 45% bd	21 32%	33 39%	58 36%	1364 76% abcd	139 36% c	** **	6 23%	** **
Use IM/ instant Messaging (e.g. WhatsApp, Facebook messenger, Snapchat, iMessage)	192 48% bcd	87 33% cd	34 17%	120 26% c	394 42%	1269 59%	176 71% a	160 39%	21 32%	27 33%	49 31%	1191 66% abcd	105 27%	** **	5 20%	** **
Using social networking e.g. Facebook, Twitter, LinkedIn, Snapchat, Instagram	147 37% bcd	60 23% cd	17 8%	77 17% c	354 38%	1122 53%	159 64% a	137 33% c	16 24%	19 23%	41 26%	1061 59% abcd	68 17%	** **	3 13%	** **
Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d																

Any break column with 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 (QD28A). SHOWCARD Which, if any, of the following activities do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	~b	c	~d
Unweighted total	578	460	370	830	1600	3236	247	710	111	139	266	2518	525	93	134	78
Effective Weighted Sample	393	298	238	536	1085	2198	197	477	69	99	197	1747	414	50	82	65
Weighted total	396	264	200	465	937	2133	247	414	65	83	159	1795	389	36	27	13
Record video clips	99	45	14	59	252	883	133	110	16	19	30	833	52	**	3	**
	25%	17%	7%	13%	27%	41%	54%	26%	25%	23%	19%	46%	13%	**	11%	**
	bcd	c		c			a	d				abcd				
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	105	41	9	50	253	857	143	103	16	16	27	830	46	**	1	**
	26%	16%	5%	11%	27%	40%	58%	25%	25%	19%	17%	46%	12%	**	5%	**
	bcd	cd		c			a	d				abcd				
Accessing/ receiving news	147	66	20	86	224	835	107	110	16	20	29	776	76	**	4	**
	37%	25%	10%	18%	24%	39%	43%	27%	24%	24%	18%	43%	19%	**	15%	**
	bcd	cd		c				d				abcd				
Use your phone for Sat Nav or directions	137	46	11	57	198	807	109	96	12	17	20	772	50	**	3	**
	35%	18%	5%	12%	21%	38%	44%	23%	19%	21%	13%	43%	13%	**	10%	**
	bcd	cd		c				d				abcd				
Making video calls e.g. via FaceTime, Skype or WhatsApp	91	45	14	59	227	757	122	91	14	15	26	732	53	**	2	**
	23%	17%	7%	13%	24%	35%	49%	22%	22%	18%	16%	41%	14%	**	9%	**
	bcd	c		c			a					abcd				
Listen to music (not radio)	83	36	7	43	235	788	130	94	15	13	20	755	37	**	2	**
	21%	14%	3%	9%	25%	37%	53%	23%	23%	16%	13%	42%	9%	**	7%	**
	bcd	cd		c			a	d	d			abcd				

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

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QD10 (QD28A). SHOWCARD Which, if any, of the following activities do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	~b	c	~d
Unweighted total	578	460	370	830	1600	3236	247	710	111	139	266	2518	525	93	134	78
Effective Weighted Sample	393	298	238	536	1085	2198	197	477	69	99	197	1747	414	50	82	65
Weighted total	396	264	200	465	937	2133	247	414	65	83	159	1795	389	36	27	13
Making voice calls using a VoIP service e.g. Viber, Skype or WhatsApp	82 21% cd	44 17% c	15 8%	59 13% c	214 23%	699 33%	126 51% a	80 19%	16 25%	13 15%	26 17%	701 39% abcd	54 14%	** **	2 7%	** **
Play games	68 17% cd	35 13% c	12 6%	48 10%	234 25%	669 31%	82 33%	100 24%	13 19%	15 18%	32 20%	582 32% abcd	43 11%	** **	2 9%	** **
Accessing/ receiving sports/ team news/ scores	73 18% bcd	30 11% c	9 4%	38 8%	113 12%	484 23%	54 22%	48 12%	10 15%	10 12%	12 7%	462 26% abcd	34 9%	** **	2 9%	** **
Contactless mobile payment at point of sale/ checkouts e.g. Apple Pay, Google Wallet or contactless bank cards	40 10% bcd	14 5% c	3 1%	17 4%	102 11%	447 21%	62 25%	43 10% d	5 7%	6 7%	7 4%	442 25% abcd	15 4%	** **	1 4%	** **
Watching TV programmes/ film content online e.g. Netflix, BBC iPlayer, Sky Go	33 8% cd	13 5% c	3 2%	16 3%	112 12%	422 20%	57 23%	54 13% d	8 13%	7 9%	10 6%	390 22% acd	13 3%	** **	1 2%	** **

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

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QD10 (QD28A). SHOWCARD Which, if any, of the following activities do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN-ORITY GROUP	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	~b	c	~d
Unweighted total	578	460	370	830	1600	3236	247	710	111	139	266	2518	525	93	134	78
Effective Weighted Sample	393	298	238	536	1085	2198	197	477	69	99	197	1747	414	50	82	65
Weighted total	396	264	200	465	937	2133	247	414	65	83	159	1795	389	36	27	13
Listen to radio	49 12% cd	24 9% c	8 4%	31 7%	95 10%	317 15%	37 15%	48 12% d	11 17% d	8 9%	9 6%	277 15% ad	29 7%	** **	1 5%	** **
Listen to podcasts	30 8% cd	13 5%	6 3%	19 4%	50 5%	272 13%	26 10%	19 5%	6 10% cd	1 1%	5 3%	251 14% acd	17 4%	** **	1 4%	** **
Listen to or read an e-book	27 7% c	13 5%	6 3%	19 4%	53 6%	225 11%	36 14%	31 8%	5 8%	6 7%	10 6%	211 12% ad	15 4%	** **	1 4%	** **
Other	3 1%	2 1%	2 1%	4 1%	6 1%	12 1%	1 *%	8 2% e	3 4% e	3 4% e	4 2% e	3 *%	4 1%	** **	* 2%	** **
MESSAGING	364 92% bcd	221 84% cd	129 64%	349 75% c	793 85%	1961 92%	235 95%	343 83% c	47 73%	61 73%	126 79%	1693 94% abcd	296 76%	** **	19 70%	** **
WEB/ DATA ACCESS	292 74% bcd	155 59% cd	53 26%	208 45% c	594 63%	1707 80%	218 88% a	236 57% bd	28 43%	39 47%	73 46%	1547 86% abcd	184 47% c	** **	8 29%	** **
ENTERTAINMENT	282 71% bcd	150 57% cd	76 38%	226 49% c	613 65%	1692 79%	207 84%	251 61% d	32 50%	47 56%	77 49%	1505 84% abcd	195 50%	** **	13 48%	** **
WATCHING AV CONTENT	111 28% bcd	45 17% cd	9 5%	54 12% c	274 29%	922 43%	155 63% a	115 28% d	16 25%	19 23%	29 18%	889 50% abcd	49 13% c	** **	1 5%	** **

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

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QD10 (QD28A). SHOWCARD Which, if any, of the following activities do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	~b	c	~d
Unweighted total	578	460	370	830	1600	3236	247	710	111	139	266	2518	525	93	134	78
Effective Weighted Sample	393	298	238	536	1085	2198	197	477	69	99	197	1747	414	50	82	65
Weighted total	396	264	200	465	937	2133	247	414	65	83	159	1795	389	36	27	13
VIDEO OR VOICE CALLS USING VOIP	119	61	17	78	278	911	151	108	17	17	34	885	71	**	3	**
	30%	23%	9%	17%	30%	43%	61%	26%	27%	21%	22%	49%	18%	**	12%	**
	bcd	cd		c			a					abcd				
LISTEN TO AUDIO CONTENT	99	49	13	62	274	902	137	106	17	16	24	849	54	**	2	**
	25%	19%	6%	13%	29%	42%	56%	25%	26%	19%	15%	47%	14%	**	9%	**
	bcd	cd		c			a	d				abcd				
None of these	7	3	6	9	14	16	-	5	2	1	3	9	7	**	*	**
	2%	1%	3%	2%	1%	1%	-%	1%	4%	1%	2%	1%	2%	**	2%	**
									e		e					
Don't know	-	-	-	-	-	1	-	1	-	-	-	-	-	**	-	**
	-%	-%	-%	-%	-%	*%	-%	*%	-%	-%	-%	-%	-%	**	-%	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (QD28A). SHOWCARD Which, if any, of the following activities do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	267	258	259	266
Effective Weighted Sample	208	209	211	203
Weighted total	176	212	195	194
Make calls	165 93%	196 92%	183 94%	177 91%
Send/ receive text messages	128 73%	163 77%	157 81% ad	133 69%
Take photos	78 44%	108 51% d	113 58% ad	72 37%
General browsing/ surfing the internet	59 34% d	75 35% d	92 47% abd	42 22%
Send/ receive emails	66 38% d	72 34%	86 44% bd	52 27%
Use IM/ instant Messaging (e.g. WhatsApp, Facebook messenger, Snapchat, iMessage)	41 23% d	64 30% d	77 40% abd	28 15%
Using social networking e.g. Facebook, Twitter, LinkedIn, Snapchat, Instagram	25 14%	43 20% d	46 24% ad	21 11%
Record video clips	24 13% d	28 13% d	38 20% d	13 7%

Columns Tested: a,b,c,d

Any break column with 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 (QD28A). SHOWCARD Which, if any, of the following activities do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	267	258	259	266
Effective Weighted Sample	208	209	211	203
Weighted total	176	212	195	194
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	19 11%	28 13% d	33 17% d	14 7%
Accessing/ receiving news	31 17% d	45 21% d	58 30% abd	18 9%
Use your phone for Sat Nav or directions	22 12% d	29 13% d	39 20% ad	12 6%
Making video calls e.g. via FaceTime, Skype or WhatsApp	24 13%	29 14%	37 19% d	16 8%
Listen to music (not radio)	18 10% d	18 8%	28 14% d	9 5%
Making voice calls using a VoIP service e.g. Viber, Skype or WhatsApp	22 13% d	32 15% d	43 22% ad	11 6%
Play games	11 6%	31 15% ad	26 14% a	16 8%

Columns Tested: a,b,c,d

Any break column with 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 (QD28A). SHOWCARD Which, if any, of the following activities do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	267	258	259	266
Effective Weighted Sample	208	209	211	203
Weighted total	176	212	195	194
Accessing/ receiving sports/ team news/ scores	24 13% bd	10 5%	24 12% bd	9 5%
Contactless mobile payment at point of sale/ checkouts e.g. Apple Pay, Google Wallet or contactless bank cards	7 4%	8 4%	12 6% d	3 2%
Watching TV programmes/ film content online e.g. Netflix, BBC iPlayer, Sky Go	5 3% d	8 4% d	13 7% d	1 *% *
Listen to radio	15 8% d	14 7%	22 11% d	7 4%
Listen to podcasts	5 3%	12 6% d	16 8% ad	2 1%
Listen to or read an e-book	6 3%	9 4%	12 6% d	3 2%
Other	1 *%	3 1%	2 1%	2 1%

Columns Tested: a,b,c,d

Any break column with 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 (QD28A). SHOWCARD Which, if any, of the following activities do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	267	258	259	266
Effective Weighted Sample	208	209	211	203
Weighted total	176	212	195	194
MESSAGING	132	164	160	136
	75%	77%	82%	70%
			d	
WEB/ DATA ACCESS	86	97	117	67
	49%	46%	60%	34%
	d	d	abd	
ENTERTAINMENT	83	112	118	77
	47%	53%	61%	40%
		d	ad	
WATCHING AV CONTENT	20	28	35	14
	12%	13%	18%	7%
		d	d	
VIDEO OR VOICE CALLS USING VOIP	31	40	51	20
	18%	19%	26%	10%
	d	d	ad	
LISTEN TO AUDIO CONTENT	27	27	43	11
	15%	13%	22%	6%
	d	d	bd	
None of these	2	4	1	6
	1%	2%	1%	3%
Don't know	-	-	-	-
	-%	-%	-%	-%

Columns Tested: a,b,c,d

Any break column with 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 (QD28A). SHOWCARD Which, if any, of the following activities do you use your mobile for? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
Make calls	373 89% bcd	247 82% cd	184 68% c	431 75% c	879 82%	2021 89%	233 92%	391 79%	59 72%	78 76%	150 74%	1707 92% abcd	360 76%	34 69%	24 75%	13 72%
Send/ receive text messages	360 86% bcd	218 72% cd	126 47% c	344 60% c	778 73%	1931 85%	224 88%	341 69% bcd	47 58%	61 59%	125 62%	1662 90% abcd	291 61%	25 50%	19 58%	10 57%
Take photos	271 65% bcd	143 47% cd	72 26% c	215 38% c	574 54%	1589 70%	190 75%	236 48% d	31 38%	45 43%	73 36%	1416 76% abcd	186 39% b	11 23%	13 39% b	5 31%
General browsing/ surfing the internet	248 60% bcd	112 37% cd	36 13% c	148 26% c	481 45%	1510 67%	194 76% a	189 38% cd	24 29%	27 26%	59 29%	1397 75% abcd	134 28% bc	5 10%	5 17%	4 22% b
Send/ receive emails	236 57% bcd	113 38% cd	41 15% c	155 27% c	465 44%	1482 65%	196 77% a	188 38% bd	21 26%	33 32%	58 29%	1364 74% abcd	139 29% bcd	8 16%	6 19%	2 13%
Use IM/ instant Messaging (e.g. WhatsApp, Facebook messenger, Snapchat, iMessage)	192 46% bcd	87 29% cd	34 12% c	120 21% c	394 37%	1269 56%	176 69% a	160 32% d	21 25%	27 27%	49 24%	1191 64% abcd	105 22% d	8 17%	5 16%	2 10%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

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QD10 (QD28A). SHOWCARD Which, if any, of the following activities do you use your mobile for? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	IRELAND
	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Significance Level: 95%																
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
Using social networking e.g. Facebook, Twitter, LinkedIn, Snapchat, Instagram	147 35% bcd	60 20% cd	17 6% c	77 13% c	354 33%	1122 50%	159 62% a	137 28% cd	16 19%	19 18%	41 20%	1061 57% abcd	68 14%	4 8%	3 11%	2 10%
Record video clips	99 24% bcd	45 15% cd	14 5%	59 10% c	252 24%	883 39%	133 52% a	110 22% d	16 20%	19 18%	30 15%	833 45% abcd	52 11%	4 8%	3 9%	1 5%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	105 25% bcd	41 14% cd	9 3% c	50 9% c	253 24%	857 38%	143 56% a	103 21% d	16 20%	16 15%	27 14%	830 45% abcd	46 10%	2 3%	1 4%	1 5%
Accessing/ receiving news	147 35% bcd	66 22% cd	20 7% c	86 15% c	224 21%	835 37%	107 42%	110 22% d	16 19%	20 20%	29 14%	776 42% abcd	76 16%	5 10%	4 12%	2 9%
Use your phone for Sat Nav or directions	137 33% bcd	46 15% cd	11 4%	57 10% c	198 19%	807 36%	109 43% a	96 20% d	12 15%	17 17%	20 10%	772 42% abcd	50 11%	3 7%	3 8%	1 6%
Making video calls e.g. via FaceTime, Skype or WhatsApp	91 22% bcd	45 15% cd	14 5%	59 10% c	227 21%	757 33%	122 48% a	91 18%	14 17%	15 15%	26 13%	732 40% abcd	53 11% d	3 7%	2 8%	* 3%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

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QD10 (QD28A). SHOWCARD Which, if any, of the following activities do you use your mobile for? (MULTI CODE)

Base : All respondents

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	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
Listen to music (not radio)	83 20% bcd	36 12% cd	7 2% c	43 7% c	235 22% c	788 35% a	130 51% a	94 19% d	15 19% d	13 13% c	20 10% c	755 41% abcd	37 8% c	4 7% c	2 6% c	1 4% c
Making voice calls using a VoIP service e.g. Viber, Skype or WhatsApp	82 20% cd	44 15% cd	15 6% c	59 10% c	214 20% c	699 31% a	126 50% a	80 16% c	16 20% c	13 12% c	26 13% c	701 38% abcd	54 11% c	2 5% c	2 6% c	1 5% c
Play games	68 16% cd	35 12% c	12 5% c	48 8% c	234 22% c	669 30% c	82 32% c	100 20% c	13 15% c	15 15% c	32 16% c	582 31% abcd	43 9% c	2 4% c	2 7% c	1 4% c
Accessing/ receiving sports/ team news/ scores	73 17% bcd	30 10% c	9 3% c	38 7% c	113 11% c	484 21% c	54 21% c	48 10% c	10 12% c	10 9% c	12 6% c	462 25% abcd	34 7% c	1 3% c	2 8% c	1 5% c
Contactless mobile payment at point of sale/ checkouts e.g. Apple Pay, Google Wallet or contactless bank cards	40 10% bcd	14 5% c	3 1% c	17 3% c	102 10% c	447 20% c	62 25% c	43 9% d	5 6% c	6 5% c	7 4% c	442 24% abcd	15 3% c	* *% c	1 3% c	1 4% c

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

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QD10 (QD28A). SHOWCARD Which, if any, of the following activities do you use your mobile for? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
Watching TV programmes/ film content online e.g. Netflix, BBC iPlayer, Sky Go	33 8% bcd	13 4% c	3 1%	16 3%	112 11%	422 19%	57 23%	54 11% d	8 10%	7 7%	10 5%	390 21% abcd	13 3%	1 2%	1 2%	1 3%
Listen to radio	49 12% cd	24 8% c	8 3%	31 5%	95 9%	317 14%	37 14%	48 10% d	11 14% d	8 8%	9 5%	277 15% acd	29 6%	1 2%	1 4%	1 3%
Listen to podcasts	30 7% cd	13 4%	6 2%	19 3%	50 5%	272 12%	26 10%	19 4%	6 8% cd	1 1%	5 2%	251 14% acd	17 4%	* 1%	1 3%	* 1%
Listen to or read an e-book	27 7% cd	13 4%	6 2%	19 3%	53 5%	225 10%	36 14%	31 6%	5 6%	6 5%	10 5%	211 11% acd	15 3%	3 5%	1 3%	1 3%
Other	3 1%	2 1%	2 1%	4 1%	6 1%	12 1%	1 *%	8 2% e	3 4% e	3 3% e	4 2% e	3 *%	4 1%	- -%	* 1%	* 1%
MESSAGING	364 87% bcd	221 73% cd	129 48%	349 61% c	793 74%	1961 87%	235 92% a	343 70% bcd	47 58%	61 59%	126 63%	1693 91% abcd	296 62%	25 50%	19 58%	10 59%
WEB/ DATA ACCESS	292 70% bcd	155 51% cd	53 20%	208 36% c	594 56%	1707 75%	218 86% a	236 48% bcd	28 34%	39 38%	73 36%	1547 84% abcd	184 39% bc	11 22%	8 24%	6 33%
ENTERTAINMENT	282 68% bcd	150 50% cd	76 28%	226 40% c	613 58%	1692 75%	207 81% a	251 51% bd	32 39%	47 45%	77 38%	1505 81% abcd	195 41% b	13 26%	13 40%	6 32%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (QD28A). SHOWCARD Which, if any, of the following activities do you use your mobile for? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
WATCHING AV CONTENT	111 27% bcd	45 15% cd	9 3% c	54 9% c	274 26% c	922 41% a	155 61% a	115 23% d	16 20% d	19 18% d	29 14% d	889 48% abcd	49 10% d	2 5% d	1 4% d	1 8% d
VIDEO OR VOICE CALLS USING VOIP	119 29% bcd	61 20% cd	17 6% c	78 14% c	278 26% c	911 40% a	151 59% a	108 22% d	17 21% d	17 17% d	34 17% d	885 48% abcd	71 15% d	3 7% d	3 10% d	1 5% d
LISTEN TO AUDIO CONTENT	99 24% bcd	49 16% cd	13 5% c	62 11% c	274 26% c	902 40% a	137 54% a	106 21% d	17 21% d	16 15% d	24 12% d	849 46% abcd	54 11% d	4 8% d	2 7% d	1 9% d
None of these	7 2%	3 1%	6 2%	9 2%	14 1%	16 1%	- -%	5 1%	2 3% e	1 1%	3 1%	9 *%	7 1%	2 3%	* 1%	- -%
Don't know	- -%	- -%	- -%	- -%	- -%	1 *%	- -%	1 *%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (QD28A). SHOWCARD Which, if any, of the following activities do you use your mobile for? (MULTI CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
Make calls	165	196	183	177
	78%	75%	82%	71%
			bd	
Send/ receive text messages	128	163	157	133
	61%	62%	71%	53%
		d	abd	
Take photos	78	108	113	72
	37%	41%	51%	29%
	d	d	abd	
General browsing/ surfing the internet	59	75	92	42
	28%	28%	41%	17%
	d	d	abd	
Send/ receive emails	66	72	86	52
	31%	27%	39%	21%
	d		bd	
Use IM/ instant Messaging (e.g. WhatsApp, Facebook messenger, Snapchat, iMessage)	41	64	77	28
	19%	25%	35%	11%
	d	d	abd	
Using social networking e.g. Facebook, Twitter, LinkedIn, Snapchat, Instagram	25	43	46	21
	12%	16%	21%	9%
		d	ad	
Record video clips	24	28	38	13
	11%	11%	17%	5%
	d	d	bd	

Columns Tested: a,b,c,d

Any break column with 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 (QD28A). SHOWCARD Which, if any, of the following activities do you use your mobile for? (MULTI CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	19 9%	28 11% d	33 15% ad	14 5%
Accessing/ receiving news	31 15% d	45 17% d	58 26% abd	18 7%
Use your phone for Sat Nav or directions	22 10% d	29 11% d	39 17% abd	12 5%
Making video calls e.g. via FaceTime, Skype or WhatsApp	24 11% d	29 11%	37 17% d	16 6%
Listen to music (not radio)	18 9% d	18 7%	28 12% bd	9 4%
Making voice calls using a VoIP service e.g. Viber, Skype or WhatsApp	22 11% d	32 12% d	43 19% abd	11 5%
Play games	11 5%	31 12% ad	26 12% ad	16 6%

Columns Tested: a,b,c,d

Any break column with 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 (QD28A). SHOWCARD Which, if any, of the following activities do you use your mobile for? (MULTI CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
Accessing/ receiving sports/ team news/ scores	24 11% bd	10 4%	24 11% bd	9 4%
Contactless mobile payment at point of sale/ checkouts e.g. Apple Pay, Google Wallet or contactless bank cards	7 3%	8 3%	12 5% d	3 1%
Watching TV programmes/ film content online e.g. Netflix, BBC iPlayer, Sky Go	5 3% d	8 3% d	13 6% d	1 *% *
Listen to radio	15 7% d	14 5%	22 10% d	7 3%
Listen to podcasts	5 3%	12 5% d	16 7% ad	2 1%
Listen to or read an e-book	6 3%	9 3%	12 5% d	3 1%
Other	1 *% *	3 1%	2 1%	2 1%

Columns Tested: a,b,c,d

Any break column with 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 (QD28A). SHOWCARD Which, if any, of the following activities do you use your mobile for? (MULTI CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
MESSAGING	132	164	160	136
	63%	62%	72%	54%
			abd	
WEB/ DATA ACCESS	86	97	117	67
	41%	37%	52%	27%
	d	d	abd	
ENTERTAINMENT	83	112	118	77
	39%	43%	53%	31%
	d	d	abd	
WATCHING AV CONTENT	20	28	35	14
	10%	11%	16%	5%
		d	ad	
VIDEO OR VOICE CALLS USING VOIP	31	40	51	20
	15%	15%	23%	8%
	d	d	abd	
LISTEN TO AUDIO CONTENT	27	27	43	11
	13%	10%	19%	5%
	d	d	abd	
None of these	2	4	1	6
	1%	2%	*%	2%
Don't know	-	-	-	-
	-%	-%	-%	-%

Columns Tested: a,b,c,d

Any break column with 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 (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

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	~b	c	~d
Unweighted total	578	460	370	830	1600	3236	247	710	111	139	266	2518	525	93	134	78
Effective Weighted Sample	393	298	238	536	1085	2198	197	477	69	99	197	1747	414	50	82	65
Weighted total	396	264	200	465	937	2133	247	414	65	83	159	1795	389	36	27	13
Make calls	351 88% bcd	216 82% c	147 74%	363 78%	787 84%	1876 88%	221 89%	358 87%	54 83%	74 88%	135 85%	1595 89%	299 77%	** **	21 80%	** **
Send/ receive text messages	339 86% bcd	194 74% cd	95 47%	289 62% c	694 74%	1793 84%	205 83%	301 73%	42 64%	57 68%	106 67%	1552 87% abcd	248 64%	** **	14 54%	** **
General browsing/ surfing the internet	207 52% bcd	92 35% cd	27 13%	119 26% c	419 45%	1340 63%	179 72% a	166 40% d	19 29%	26 31%	45 29%	1255 70% abcd	109 28% c	** **	4 16%	** **
Send/ receive emails	214 54% bcd	99 38% cd	34 17%	133 29% c	404 43%	1326 62%	177 72% a	160 39% bd	16 25%	29 35%	43 27%	1240 69% abcd	120 31% c	** **	5 19%	** **
Take photos	181 46% bcd	83 31% cd	28 14%	111 24% c	362 39%	1137 53%	155 63% a	152 37% d	23 36%	31 37% d	40 25%	1046 58% abcd	98 25%	** **	5 19%	** **
Use IM/ instant Messaging (e.g. WhatsApp, Facebook messenger, Snapchat, iMessage)	153 39% bcd	68 26% cd	19 10%	87 19% c	320 34%	1068 50%	158 64% a	130 31%	19 29%	24 29%	38 24%	1021 57% abcd	76 19%	** **	4 16%	** **

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (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

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	~b	c	~d
Unweighted total	578	460	370	830	1600	3236	247	710	111	139	266	2518	525	93	134	78
Effective Weighted Sample	393	298	238	536	1085	2198	197	477	69	99	197	1747	414	50	82	65
Weighted total	396	264	200	465	937	2133	247	414	65	83	159	1795	389	36	27	13
Using social networking e.g. Facebook, Twitter, LinkedIn, Snapchat, Instagram	123 31% bcd	49 19% cd	11 5% c	60 13% c	306 33%	980 46%	134 54% a	122 29% d	15 23%	18 22%	32 20%	923 51% abcd	52 13%	** **	3 11%	** **
Accessing/ receiving news	111 28% bcd	49 18% c	14 7% c	63 14% c	171 18%	653 31%	79 32%	88 21% d	14 22%	18 21%	20 13%	611 34% abcd	54 14%	** **	3 12%	** **
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	64 16% bcd	24 9% c	6 3%	30 7%	172 18%	587 28%	112 45% a	77 19% d	14 22% d	14 17%	15 10%	572 32% acd	28 7%	** **	1 4%	** **
Listen to music (not radio)	54 14% cd	25 9% cd	1 1% c	26 6% c	180 19%	620 29%	105 42% a	74 18% d	11 17%	9 11%	14 9%	598 33% abcd	23 6%	** **	2 6%	** **
Record video clips	47 12% cd	21 8% c	5 2% c	25 5% c	133 14%	500 23%	89 36% a	68 16% d	11 18%	12 14%	16 10%	472 26% acd	21 6%	** **	2 7%	** **
Play games	47 12% cd	22 8% c	7 3% c	29 6% c	181 19%	517 24%	62 25%	79 19%	11 17%	12 14%	22 14%	448 25% acd	25 6%	** **	2 7%	** **

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (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

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	~b	c	~d
Unweighted total	578	460	370	830	1600	3236	247	710	111	139	266	2518	525	93	134	78
Effective Weighted Sample	393	298	238	536	1085	2198	197	477	69	99	197	1747	414	50	82	65
Weighted total	396	264	200	465	937	2133	247	414	65	83	159	1795	389	36	27	13
Making voice calls using a VoIP service e.g. Viber, Skype or WhatsApp	51 13% bcd	21 8%	8 4%	30 6%	132 14%	466 22%	90 36% a	53 13%	10 15%	9 11%	16 10%	478 27% abcd	27 7%	** **	2 6%	** **
Use your phone for Sat Nav or directions	67 17% bcd	19 7% c	4 2%	23 5%	108 12%	467 22%	73 30% a	58 14% d	9 14%	9 11%	11 7%	456 25% abcd	21 5%	** **	2 7%	** **
Making video calls e.g. via FaceTime, Skype or WhatsApp	44 11% bcd	16 6%	5 3%	22 5%	132 14%	455 21%	84 34% a	58 14%	9 13%	10 12%	14 9%	451 25% abcd	20 5%	** **	1 4%	** **
Accessing/ receiving sports/ team news/ scores	60 15% bcd	21 8% c	7 3%	28 6%	81 9%	368 17%	37 15%	40 10%	8 12%	8 10%	8 5%	351 20% acd	24 6%	** **	2 9%	** **
Contactless mobile payment at point of sale/ checkouts e.g. Apple Pay, Google Wallet or contactless bank cards	30 8% bcd	10 4%	3 1%	12 3%	80 9%	344 16%	49 20%	33 8% d	4 6%	6 7%	5 3%	342 19% abcd	10 3%	** **	1 4%	** **
Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d																

Any break column with 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 (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

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	~b	c	~d
Unweighted total	578	460	370	830	1600	3236	247	710	111	139	266	2518	525	93	134	78
Effective Weighted Sample	393	298	238	536	1085	2198	197	477	69	99	197	1747	414	50	82	65
Weighted total	396	264	200	465	937	2133	247	414	65	83	159	1795	389	36	27	13
Watching TV programmes/ film content online e.g. Netflix, BBC iPlayer, Sky Go	22 5% bcd	4 2%	1 1%	6 1%	81 9%	298 14%	46 19%	41 10%	6 10%	4 4%	9 6%	280 16% acd	5 1%	** **	1 2%	** **
Listen to radio	30 8% cd	14 5% c	4 2%	17 4%	62 7%	211 10%	29 12%	35 8% d	9 14% d	5 6%	6 3%	183 10% d	16 4%	** **	1 3%	** **
Listen to podcasts	18 5% bcd	5 2%	2 1%	6 1%	26 3%	183 9%	16 6%	15 4%	6 9% acd	- -%	4 3%	167 9% acd	5 1%	** **	1 2%	** **
Listen to or read an e-book	17 4%	9 3%	3 2%	12 3%	32 3%	140 7%	22 9%	22 5%	4 7%	5 6%	6 4%	131 7%	10 2%	** **	1 3%	** **
Other	1 *% e	2 1%	* *% e	2 *% e	3 *% e	5 *% e	- -% e	3 1% e	* 1%	* *% e	2 1% e	1 *% e	2 1%	** **	- -% e	** **
MESSAGING	377 95% bcd	240 91% cd	160 80%	400 86% c	855 91%	2024 95%	241 98%	375 91%	57 88%	75 91%	141 89%	1731 96% abcd	333 86%	** **	22 83%	** **
WEB/ DATA ACCESS	244 61% bcd	124 47% cd	32 16%	156 34% c	512 55%	1531 72%	207 84% a	197 48% bcd	21 33%	29 35%	54 34%	1417 79% abcd	139 36% c	** **	6 21%	** **
ENTERTAINMENT	209 53% bcd	105 40% cd	31 16%	136 29% c	463 49%	1380 65%	184 74% a	183 44% d	25 38%	35 42%	51 32%	1259 70% abcd	121 31%	** **	6 23%	** **

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (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

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	~b	c	~d
Unweighted total	578	460	370	830	1600	3236	247	710	111	139	266	2518	525	93	134	78
Effective Weighted Sample	393	298	238	536	1085	2198	197	477	69	99	197	1747	414	50	82	65
Weighted total	396	264	200	465	937	2133	247	414	65	83	159	1795	389	36	27	13
VIDEO OR VOICE CALLS USING VOIP	81	32	8	40	216	722	133	96	15	18	23	699	37	**	1	**
	21%	12%	4%	9%	23%	34%	54%	23%	23%	22%	14%	39%	10%	**	6%	**
	bcd	c		c			a	d				abcd				
WATCHING AV CONTENT	119	50	15	65	206	751	91	100	16	19	24	697	55	**	3	**
	30%	19%	7%	14%	22%	35%	37%	24%	25%	23%	15%	39%	14%	**	12%	**
	bcd	c		c				d				abcd				
LISTEN TO AUDIO CONTENT	69	33	4	38	210	714	114	84	12	10	17	677	34	**	2	**
	17%	13%	2%	8%	22%	33%	46%	20%	18%	12%	11%	38%	9%	**	6%	**
	cd	cd		c			a	d				abcd				
None of these	17	22	37	60	69	82	2	31	7	5	17	46	52	**	4	**
	4%	8%	19%	13%	7%	4%	1%	7%	11%	6%	11%	3%	13%	**	16%	**
		a	abd	a		b		e	e	e	e					
Don't know	-	-	2	2	2	2	-	1	-	1	-	*	2	**	-	**
	-%	-%	1%	*%	*%	*%	-%	*%	-%	1%	-%	*%	*%	**	-%	**
										e						

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (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

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	267	258	259	266
Effective Weighted Sample	208	209	211	203
Weighted total	176	212	195	194
Make calls	137 78%	162 76%	148 76%	151 78%
Send/ receive text messages	108 61%	139 66%	137 70%	111 57%
			d	
General browsing/ surfing the internet	44 25%	65 31%	72 37%	37 19%
		d	ad	
Send/ receive emails	54 30%	66 31%	75 39%	45 23%
			d	
Take photos	39 22%	59 28%	61 32%	36 19%
		d	ad	
Use IM/ instant Messaging (e.g. WhatsApp, Facebook messenger, Snapchat, iMessage)	28 16%	48 23%	57 29%	19 10%
		d	ad	
Using social networking e.g. Facebook, Twitter, LinkedIn, Snapchat, Instagram	18 10%	34 16%	34 17%	18 9%
		d	ad	
Accessing/ receiving news	25 14%	29 14%	42 22%	12 6%
	d	d	abd	

Columns Tested: a,b,c,d

Any break column with 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 (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

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	267	258	259	266
Effective Weighted Sample	208	209	211	203
Weighted total	176	212	195	194
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	11 6%	16 8%	18 9%	9 5%
Listen to music (not radio)	13 7% d	10 5%	19 10% d	4 2%
Record video clips	10 6%	11 5%	15 8%	6 3%
Play games	9 5%	16 8%	18 9% d	7 4%
Making voice calls using a VoIP service e.g. Viber, Skype or WhatsApp	13 7% d	15 7% d	23 12% d	5 2%
Use your phone for Sat Nav or directions	9 5%	11 5%	14 7%	6 3%
Making video calls e.g. via FaceTime, Skype or WhatsApp	9 5%	11 5%	13 7%	7 4%
Accessing/ receiving sports/ team news/ scores	16 9% bd	8 4%	16 8%	8 4%

Columns Tested: a,b,c,d

Any break column with 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 (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

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	267	258	259	266
Effective Weighted Sample	208	209	211	203
Weighted total	176	212	195	194
Contactless mobile payment at point of sale/ checkouts e.g. Apple Pay, Google Wallet or contactless bank cards	5 3%	5 2%	9 5% d	1 1%
Watching TV programmes/ film content online e.g. Netflix, BBC iPlayer, Sky Go	3 1%	2 1%	4 2%	1 *%
Listen to radio	10 6%	5 3%	11 6%	5 2%
Listen to podcasts	3 1%	3 1%	5 2%	1 *%
Listen to or read an e-book	2 1%	7 3%	7 4%	2 1%
Other	* *%	2 1%	2 1%	- -%
MESSAGING	148 84%	185 87%	170 88%	163 84%
WEB/ DATA ACCESS	58 33%	81 38% d	91 47% ad	48 25%
ENTERTAINMENT	49 28%	71 34% d	77 40% ad	44 23%

Columns Tested: a,b,c,d

Any break column with 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 (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

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	267	258	259	266
Effective Weighted Sample	208	209	211	203
Weighted total	176	212	195	194
VIDEO OR VOICE CALLS USING VOIP	17	20	23	14
	9%	10%	12%	7%
WATCHING AV CONTENT	26	30	43	12
	14%	14%	22%	6%
	d	d	abd	
LISTEN TO AUDIO CONTENT	19	15	26	7
	11%	7%	14%	4%
	d		bd	
None of these	27	24	23	29
	16%	11%	12%	15%
Don't know	*	1	-	2
	*%	*%	-%	1%

Columns Tested: a,b,c,d

Any break column with 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 (QD28B). SHOWCARD And which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
Make calls	351 84% bcd	216 71% cd	147 55% c	363 64% c	787 74% c	1876 83% c	221 87% c	358 73% c	54 66% c	74 72% c	135 67% c	1595 86% abcd	299 63% c	31 63% c	21 66% c	12 72% c
Send/ receive text messages	339 81% bcd	194 64% cd	95 35% c	289 50% c	694 65% c	1793 79% c	205 81% c	301 61% d	42 51% c	57 55% c	106 53% c	1552 84% abcd	248 52% b	19 38% c	14 44% c	8 45% c
General browsing/ surfing the internet	207 50% bcd	92 31% cd	27 10% c	119 21% c	419 39% c	1340 59% c	179 70% a	166 34% bd	19 23% c	26 25% c	45 23% c	1255 68% abcd	109 23% bc	3 7% c	4 13% c	3 16% c
Send/ receive emails	214 51% bcd	99 33% cd	34 12% c	133 23% c	404 38% c	1326 59% c	177 70% a	160 33% bd	16 20% c	29 28% c	43 21% c	1240 67% abcd	120 25% bcd	7 13% c	5 16% c	1 8% c
Take photos	181 43% bcd	83 27% cd	28 10% c	111 19% c	362 34% c	1137 50% c	155 61% a	152 31% d	23 29% c	31 30% d	40 20% c	1046 57% abcd	98 21% d	6 13% c	5 16% c	2 11% c
Use IM/ instant Messaging (e.g. WhatsApp, Facebook messenger, Snapchat, iMessage)	153 37% bcd	68 22% cd	19 7% c	87 15% c	320 30% c	1068 47% c	158 62% a	130 26% d	19 23% c	24 24% c	38 19% c	1021 55% abcd	76 16% d	6 12% c	4 14% c	1 6% c

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (QD28B). SHOWCARD And which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	IRELAND
	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Significance Level: 95%																
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
Using social networking e.g. Facebook, Twitter, LinkedIn, Snapchat, Instagram	123 29% bcd	49 16% cd	11 4%	60 10% c	306 29%	980 43%	134 53% a	122 25% d	15 19%	18 18%	32 16%	923 50% abcd	52 11%	4 8%	3 9%	2 9%
Accessing/ receiving news	111 27% bcd	49 16% cd	14 5%	63 11% c	171 16%	653 29%	79 31%	88 18% d	14 18%	18 17% d	20 10%	611 33% abcd	54 11%	5 9%	3 10%	2 9%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	64 15% bcd	24 8% c	6 2%	30 5% c	172 16%	587 26%	112 44% a	77 16% d	14 17% d	14 14%	15 8%	572 31% abcd	28 6%	1 2%	1 4%	* 1%
Listen to music (not radio)	54 13% bcd	25 8% cd	1 *%	26 5% c	180 17%	620 27%	105 41% a	74 15% d	11 14%	9 9%	14 7%	598 32% abcd	23 5%	2 3%	2 5%	* 1%
Record video clips	47 11% bcd	21 7% c	5 2%	25 4% c	133 13%	500 22%	89 35% a	68 14% d	11 14%	12 11%	16 8%	472 26% abcd	21 5% d	2 4%	2 6% d	- -%
Play games	47 11% cd	22 7% c	7 2%	29 5%	181 17%	517 23%	62 24%	79 16%	11 13%	12 11%	22 11%	448 24% abcd	25 5%	1 2%	2 6%	* 2%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (QD28B). SHOWCARD And which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
Making voice calls using a VoIP service e.g. Viber, Skype or WhatsApp	51 12% bcd	21 7% c	8 3%	30 5%	132 12%	466 21%	90 35% a	53 11%	10 12%	9 9%	16 8%	478 26% abcd	27 6%	* 1%	2 5%	* 2%
Use your phone for Sat Nav or directions	67 16% bcd	19 6% c	4 2%	23 4% c	108 10%	467 21%	73 29% a	58 12% d	9 11%	9 9%	11 6%	456 25% abcd	21 4%	* *%	2 6% b	* 2%
Making video calls e.g. via FaceTime, Skype or WhatsApp	44 11% bcd	16 5% c	5 2%	22 4%	132 12%	455 20%	84 33% a	58 12% d	9 10%	10 9%	14 7%	451 24% abcd	20 4%	* *%	1 4%	* 1%
Accessing/ receiving sports/ team news/ scores	60 14% bcd	21 7% c	7 3%	28 5%	81 8%	368 16%	37 15%	40 8% d	8 10% d	8 8%	8 4%	351 19% abcd	24 5%	1 2%	2 7%	1 3%
Contactless mobile payment at point of sale/ checkouts e.g. Apple Pay, Google Wallet or contactless bank cards	30 7% bcd	10 3% c	3 1%	12 2%	80 8%	344 15%	49 19%	33 7% d	4 5%	6 5%	5 2%	342 18% abcd	10 2%	* *%	1 3%	1 4%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (QD28B). SHOWCARD And which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	IRELAND
	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Significance Level: 95%																
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
Watching TV programmes/ film content online e.g. Netflix, BBC iPlayer, Sky Go	22 5% bcd	4 1%	1 *%	6 1%	81 8%	298 13%	46 18% a	41 8%	6 8%	4 4%	9 5%	280 15% acd	5 1%	- -%	1 2%	1 3%
Listen to radio	30 7% cd	14 5% c	4 1%	17 3%	62 6%	211 9%	29 11%	35 7% d	9 11% d	5 5%	6 3%	183 10% ad	16 3%	1 2%	1 3%	- -%
Listen to podcasts	18 4% bcd	5 1%	2 1%	6 1%	26 2%	183 8%	16 6%	15 3%	6 7% acd	- -%	4 2%	167 9% acd	5 1%	- -%	1 2%	* 1%
Listen to or read an e-book	17 4% c	9 3%	3 1%	12 2%	32 3%	140 6%	22 9%	22 5%	4 5%	5 5%	6 3%	131 7% ad	10 2%	1 2%	1 3%	* 1%
Other	1 *%	2 1%	* *%	2 *%	3 *%	5 *%	- -%	3 1% e	* *%	* *%	2 1% e	1 *%	2 *%	- -%	- -%	* *%
MESSAGING	377 90% bcd	240 79% cd	160 59%	400 70% c	855 80%	2024 89%	241 95% a	375 76%	57 70%	75 73%	141 70%	1731 94% abcd	333 70%	31 63%	22 69%	13 78% b
WEB/ DATA ACCESS	244 58% bcd	124 41% cd	32 12%	156 27% c	512 48%	1531 68%	207 82% a	197 40% bcd	21 26%	29 28%	54 27%	1417 77% abcd	139 29% bc	7 14%	6 17%	4 24%
ENTERTAINMENT	209 50% bcd	105 35% cd	31 12%	136 24% c	463 43%	1380 61%	184 72% a	183 37% d	25 30%	35 34%	51 25%	1259 68% abcd	121 25% b	7 13%	6 19%	3 17%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (QD28B). SHOWCARD And which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
VIDEO OR VOICE CALLS USING VOIP	81 20% bcd	32 11% cd	8 3% c	40 7% c	216 20% c	722 32% a	133 52% a	96 19% d	15 18% d	18 18% d	23 11% d	699 38% abcd	37 8% d	1 3% d	1 5% d	* 2% d
WATCHING AV CONTENT	119 29% bcd	50 17% cd	15 5% c	65 11% c	206 19% c	751 33% a	91 36% a	100 20% d	16 20% d	19 19% d	24 12% d	697 38% abcd	55 12% d	5 9% d	3 10% d	2 10% d
LISTEN TO AUDIO CONTENT	69 16% bcd	33 11% cd	4 2% c	38 7% c	210 20% c	714 32% b	114 45% a	84 17% cd	12 14% cd	10 9% cd	17 8% cd	677 37% abcd	34 7% d	2 4% d	2 5% d	* 2% d
None of these	17 4%	22 7%	37 14% ab	60 10% a	69 6% a	82 4% b	2 1% b	31 6% e	7 9% e	5 5% e	17 9% e	46 2% e	52 11% d	4 8% d	4 13% d	- -% d
Don't know	- -%	- -%	2 1%	2 *%	2 *%	2 *%	- -%	1 *%	- -%	1 1% e	- -%	* *%	2 *%	- -%	- -%	- -%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (QD28B). SHOWCARD And which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
Make calls	137 65%	162 62%	148 66%	151 60%
Send/ receive text messages	108 51%	139 53%	137 62%	111 44%
		d	ad	
General browsing/ surfing the internet	44 21%	65 25%	72 32%	37 15%
		d	ad	
Send/ receive emails	54 25%	66 25%	75 34%	45 18%
	d	d	abd	
Take photos	39 18%	59 23%	61 28%	36 14%
		d	ad	
Use IM/ instant Messaging (e.g. WhatsApp, Facebook messenger, Snapchat, iMessage)	28 13%	48 18%	57 26%	19 7%
	d	d	abd	
Using social networking e.g. Facebook, Twitter, LinkedIn, Snapchat, Instagram	18 8%	34 13%	34 15%	18 7%
		d	ad	
Accessing/ receiving news	25 12%	29 11%	42 19%	12 5%
	d	d	abd	

Columns Tested: a,b,c,d

Any break column with 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 (QD28B). SHOWCARD And which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	11 5%	16 6%	18 8% d	9 4%
Listen to music (not radio)	13 6% d	10 4%	19 8% bd	4 2%
Record video clips	10 5%	11 4%	15 7% d	6 3%
Play games	9 4%	16 6%	18 8% d	7 3%
Making voice calls using a VoIP service e.g. Viber, Skype or WhatsApp	13 6% d	15 6% d	23 10% d	5 2%
Use your phone for Sat Nav or directions	9 4%	11 4%	14 6% d	6 3%
Making video calls e.g. via FaceTime, Skype or WhatsApp	9 4%	11 4%	13 6%	7 3%

Columns Tested: a,b,c,d

Any break column with 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 (QD28B). SHOWCARD And which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
Accessing/ receiving sports/ team news/ scores	16 7% bd	8 3%	16 7% bd	8 3%
Contactless mobile payment at point of sale/ checkouts e.g. Apple Pay, Google Wallet or contactless bank cards	5 2%	5 2%	9 4% d	1 1%
Watching TV programmes/ film content online e.g. Netflix, BBC iPlayer, Sky Go	3 1%	2 1%	4 2%	1 *%
Listen to radio	10 5%	5 2%	11 5%	5 2%
Listen to podcasts	3 1%	3 1%	5 2%	1 *%
Listen to or read an e-book	2 1%	7 3%	7 3%	2 1%
Other	* *%	2 1%	2 1%	- -%
MESSAGING	148 70%	185 71%	170 77% d	163 65%

Columns Tested: a,b,c,d

Any break column with 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 (QD28B). SHOWCARD And which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
WEB/ DATA ACCESS	58	81	91	48
	27%	31%	41%	19%
	d	d	abd	
ENTERTAINMENT	49	71	77	44
	23%	27%	35%	17%
		d	ad	
VIDEO OR VOICE CALLS USING VOIP	17	20	23	14
	8%	8%	10%	6%
			d	
WATCHING AV CONTENT	26	30	43	12
	12%	11%	19%	5%
	d	d	abd	
LISTEN TO AUDIO CONTENT	19	15	26	7
	9%	6%	12%	3%
	d		bd	
None of these	27	24	23	29
	13%	9%	10%	11%
Don't know	*	1	-	2
	*%	*%	-%	1%

Columns Tested: a,b,c,d

Any break column with 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 (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

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	~c	d		a	b	a	~b	~c	d	e	a	~b	~c	~d
Unweighted total	401	235	87	322	940	2456	217	387	46	56	115	2097	223	26	39	34
Effective Weighted Sample	279	164	61	225	663	1678	171	261	28	42	83	1463	187	15	26	28
Weighted total	292	155	53	208	594	1707	218	236	28	39	73	1547	184	11	8	6
I only use in the home	17	22	**	29	46	76	9	14	**	**	6	56	28	**	**	**
	6%	14%	**	14%	8%	4%	4%	6%	**	**	8%	4%	15%	**	**	**
		a		a												
I mainly use in the home	63	54	**	74	152	351	40	73	**	**	32	273	65	**	**	**
	22%	35%	**	36%	26%	21%	18%	31%	**	**	44%	18%	35%	**	**	**
		a		a				e			ae					
I use equally in the home and outside the home	166	66	**	85	356	1139	146	126	**	**	28	1089	74	**	**	**
	57%	43%	**	41%	60%	67%	67%	53%	**	**	38%	70%	40%	**	**	**
	bd							d				ad				
I mainly use outside the home	41	9	**	12	30	120	22	19	**	**	5	116	10	**	**	**
	14%	6%	**	6%	5%	7%	10%	8%	**	**	7%	7%	6%	**	**	**
	bd															
I only use outside the home	5	1	**	3	6	16	1	2	**	**	1	11	3	**	**	**
	2%	1%	**	1%	1%	1%	%	1%	**	**	1%	1%	1%	**	**	**
ONLY/ MAINLY USE IN THE HOME	80	76	**	103	198	426	49	87	**	**	38	329	93	**	**	**
	28%	49%	**	50%	33%	25%	22%	37%	**	**	52%	21%	51%	**	**	**
		a		a				e			ae					
ONLY/ MAINLY USE OUTSIDE THE HOME	45	10	**	15	35	136	23	21	**	**	6	127	13	**	**	**
	16%	7%	**	7%	6%	8%	11%	9%	**	**	8%	8%	7%	**	**	**
	bd															

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (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

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	~c	d		a	b	a	~b	~c	d	e	a	~b	~c	~d
Unweighted total	401	235	87	322	940	2456	217	387	46	56	115	2097	223	26	39	34
Effective Weighted Sample	279	164	61	225	663	1678	171	261	28	42	83	1463	187	15	26	28
Weighted total	292	155	53	208	594	1707	218	236	28	39	73	1547	184	11	8	6
EVER USE OUTSIDE THE HOME	275	131	**	174	543	1626	209	220	**	**	66	1489	152	**	**	**
	94%	84%	**	84%	91%	95%	96%	93%	**	**	91%	96%	83%	**	**	**
	bd											ad				
Don't know	*	3	**	5	5	5	-	2	**	**	1	2	4	**	**	**
	*%	2%	**	2%	1%	*%	-%	1%	**	**	2%	*%	2%	**	**	**
		a		a				e			e					

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (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

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	~d
Unweighted total	117	106	139	84
Effective Weighted Sample	100	89	119	67
Weighted total	86	97	117	67
I only use in the home	13	15	16	**
	15%	16%	14%	**
I mainly use in the home	26	39	37	**
	30%	40%	32%	**
I use equally in the home and outside the home	35	39	53	**
	41%	40%	45%	**
I mainly use outside the home	9	1	7	**
	10%	1%	6%	**
	b			
I only use outside the home	2	1	3	**
	2%	1%	2%	**
ONLY/ MAINLY USE IN THE HOME	39	54	54	**
	45%	56%	46%	**
ONLY/ MAINLY USE OUTSIDE THE HOME	10	2	10	**
	12%	3%	8%	**
	b			
EVER USE OUTSIDE THE HOME	71	81	100	**
	83%	83%	86%	**
Don't know	2	1	1	**
	2%	1%	1%	**

Columns Tested: a,b,c,d

Any break column with 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 (QD28G). SHOWCARD Do you use any of the following types of apps or applications on your smartphone? (MULTI CODE)

Base : Those with a smartphone

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	~b	~c	d	e	a	~b	~c	~d
Unweighted total	462	293	157	450	1125	2693	230	466	62	73	149	2249	295	39	68	48
Effective Weighted Sample	316	199	107	306	783	1831	183	315	39	55	111	1561	242	22	42	41
Weighted total	327	183	90	273	689	1833	233	281	37	52	94	1634	232	18	14	9
Messaging apps (e.g. WhatsApp, Facebook Messenger)	197	96	29	125	424	1297	178	175	**	**	56	1200	109	**	**	**
	60%	52%	32%	46%	62%	71%	76%	62%	**	**	60%	73%	47%	**	**	**
	cd	c		c								ad				
Social media (e.g. Facebook, Twitter, Instagram, Snapchat, LinkedIn)	157	70	19	89	376	1181	161	151	**	**	45	1112	78	**	**	**
	48%	38%	21%	32%	55%	64%	69%	54%	**	**	48%	68%	33%	**	**	**
	bcd	c		c								ad				
Banking	157	56	13	69	307	1119	141	137	**	**	40	1048	60	**	**	**
	48%	31%	15%	25%	45%	61%	60%	49%	**	**	43%	64%	26%	**	**	**
	bcd	c		c								ad				
Navigation/ Maps	167	73	25	97	285	1011	136	131	**	**	34	944	86	**	**	**
	51%	40%	28%	36%	41%	55%	58%	47%	**	**	36%	58%	37%	**	**	**
	bcd	c						d				ad				
Shopping (e.g. Amazon, Ocado, eBay)	117	37	16	54	257	909	81	118	**	**	37	817	45	**	**	**
	36%	20%	18%	20%	37%	50%	35%	42%	**	**	39%	50%	19%	**	**	**
	bcd					b						ad				
Music	96	36	9	45	245	850	130	109	**	**	27	800	40	**	**	**
	29%	19%	10%	16%	36%	46%	56%	39%	**	**	29%	49%	17%	**	**	**
	bcd	c					a					ad				
Games	72	35	9	44	231	699	95	111	**	**	37	616	40	**	**	**
	22%	19%	10%	16%	34%	38%	41%	39%	**	**	39%	38%	17%	**	**	**
	c															

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (QD28G). SHOWCARD Do you use any of the following types of apps or applications on your smartphone? (MULTI CODE)

Base : Those with a smartphone

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	~b	~c	d	e	a	~b	~c	~d
Unweighted total	462	293	157	450	1125	2693	230	466	62	73	149	2249	295	39	68	48
Effective Weighted Sample	316	199	107	306	783	1831	183	315	39	55	111	1561	242	22	42	41
Weighted total	327	183	90	273	689	1833	233	281	37	52	94	1634	232	18	14	9
News/ newspapers	102	42	23	65	176	635	89	102	**	**	27	582	57	**	**	**
	31%	23%	25%	24%	26%	35%	38%	36%	**	**	29%	36%	25%	**	**	**
	bd															
Payment services (e.g. Apple Pay, PayPal)	73	23	7	29	158	642	71	69	**	**	16	611	25	**	**	**
	22%	12%	8%	11%	23%	35%	31%	24%	**	**	17%	37%	11%	**	**	**
	bcd											ad				
TV & video (e.g. Netflix, BBC iPlayer, Amazon Prime, YouTube)	53	21	8	29	153	561	72	71	**	**	16	518	25	**	**	**
	16%	11%	9%	11%	22%	31%	31%	25%	**	**	17%	32%	11%	**	**	**
	d											ad				
Food delivery (e.g. Deliveroo, Uber Eats, Just Eat)	49	8	8	16	137	506	98	61	**	**	19	500	15	**	**	**
	15%	4%	9%	6%	20%	28%	42%	22%	**	**	20%	31%	6%	**	**	**
	bd						a					ad				
Taxi booking (e.g. Uber, Ola)	49	11	9	20	90	372	63	43	**	**	12	373	18	**	**	**
	15%	6%	10%	7%	13%	20%	27%	15%	**	**	13%	23%	8%	**	**	**
	bd						a					ad				
Record TV programmes remotely	15	7	3	10	29	108	10	16	**	**	4	93	7	**	**	**
	4%	4%	3%	4%	4%	6%	4%	6%	**	**	4%	6%	3%	**	**	**
None of these	45	44	39	83	117	168	19	49	**	**	22	116	66	**	**	**
	14%	24%	44%	30%	17%	9%	8%	17%	**	**	23%	7%	29%	**	**	**
		a	abd	a				e			e					

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (QD28G). SHOWCARD Do you use any of the following types of apps or applications on your smartphone? (MULTI CODE)

Base : Those with a smartphone

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	~b	~c	d	e	a	~b	~c	~d
Unweighted total	462	293	157	450	1125	2693	230	466	62	73	149	2249	295	39	68	48
Effective Weighted Sample	316	199	107	306	783	1831	183	315	39	55	111	1561	242	22	42	41
Weighted total	327	183	90	273	689	1833	233	281	37	52	94	1634	232	18	14	9
Don't know	2	1	-	1	4	2	1	1	**	**	1	2	-	**	**	**
	1%	*%	-%	*%	1%	*%	*%	*%	**	**	1%	*%	-%	**	**	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (QD28G). SHOWCARD Do you use any of the following types of apps or applications on your smartphone? (MULTI CODE)

Base : Those with a smartphone

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	151	144	166	129
Effective Weighted Sample	124	120	139	104
Weighted total	108	125	132	100
Messaging apps (e.g. WhatsApp, Facebook Messenger)	44 41%	65 52%	69 52%	40 40%
Social media (e.g. Facebook, Twitter, Instagram, Snapchat, LinkedIn)	26 24%	52 42% ad	50 38% a	28 28%
Banking	30 28%	30 24%	36 27%	24 24%
Navigation/ Maps	45 42% d	41 33%	62 47% bd	24 24%
Shopping (e.g. Amazon, Ocado, eBay)	18 17%	27 21%	33 25% d	12 12%
Music	19 17%	22 18%	29 22% d	12 12%
Games	14 13%	26 21%	24 18%	15 15%
News/ newspapers	29 27% d	28 22%	41 31% d	16 16%
Payment services (e.g. Apple Pay, PayPal)	12 11%	13 11%	16 12%	9 9%

Columns Tested: a,b,c,d

Any break column with 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 (QD28G). SHOWCARD Do you use any of the following types of apps or applications on your smartphone? (MULTI CODE)

Base : Those with a smartphone

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	151	144	166	129
Effective Weighted Sample	124	120	139	104
Weighted total	108	125	132	100
TV & video (e.g. Netflix, BBC iPlayer, Amazon Prime, YouTube)	15	10	19	5
	14%	8%	15%	5%
	d		d	
Food delivery (e.g. Deliveroo, Uber Eats, Just Eat)	5	10	9	6
	5%	8%	7%	6%
Taxi booking (e.g. Uber, Ola)	8	10	14	4
	7%	8%	10%	4%
Record TV programmes remotely	5	2	7	1
	5%	2%	5%	1%
None of these	30	37	31	35
	28%	29%	24%	35%
Don't know	-	-	-	-
	-%	-%	-%	-%

Columns Tested: a,b,c,d

Any break column with 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 any type of PC, laptop, netbook or tablet computer? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
Yes - PC (including iMacs)	131 31% cd	81 27% b	55 21% c	137 24% d	211 20% de	566 25% a	77 30% b	120 24% d	22 27% b	29 28% d	36 18% d	476 26% d	118 25% d	9 19% b	7 22% c	2 14% d
Yes - laptop (including Macbooks)	267 64% bcd	141 47% cd	66 25% c	208 36% c	411 39% de	1239 55% a	173 68% a	199 40% d	35 42% b	41 40% d	67 33% d	1122 61% abcd	178 37% d	16 32% b	10 32% c	4 26% d
Yes - netbook	29 7% bcd	7 2% a	3 1% a	10 2% a	28 3% de	117 5% a	20 8% b	23 5% d	7 8% b	6 6% d	7 3% d	102 5% d	7 2% d	* *% b	2 7% ab	1 3% d
Yes - tablet computer e.g. iPad	215 52% bcd	132 44% c	95 35% c	227 40% d	440 41% de	1203 53% b	109 43% b	211 43% d	33 40% b	47 45% d	81 40% d	1021 55% abcd	192 41% d	18 37% b	13 40% d	4 24% d
TOTAL YES	350 84% bcd	226 75% cd	156 58% c	382 67% c	719 68% de	1821 80% a	216 85% a	330 67% d	51 62% b	70 68% d	126 63% d	1564 85% abcd	325 69% bd	26 53% b	21 65% c	10 56% d
PC ONLY	16 4% a	23 8% a	26 10% a	49 9% a	68 6% de	107 5% a	14 5% b	36 7% e	6 8% b	10 9% e	15 7% e	68 4% d	42 9% d	2 5% b	3 8% c	2 12% d
LAPTOP ONLY	85 20% c	59 20% c	31 11% c	90 16% d	177 17% de	401 18% a	66 26% a	69 14% d	8 10% b	12 11% d	27 13% d	358 19% abcd	77 16% d	6 12% b	5 14% c	3 17% d
TABLET ONLY	46 11% a	35 12% a	50 18% ab	85 15% d	183 17% de	367 16% b	19 7% b	74 15% d	10 12% b	16 15% d	35 17% d	284 15% d	71 15% d	6 12% b	5 16% c	2 14% d

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 any type of PC, laptop, netbook or tablet computer? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
No	67	76	114	190	345	442	38	162	31	33	75	283	148	23	11	8
	16%	25%	42%	33%	32%	19%	15%	33%	38%	32%	37%	15%	31%	47%	35%	44%
		a	abd	ab				e	e	e	e			a		a
Don't know	1	-	*	*	1	3	1	-	-	-	-	3	*	-	-	-
	*%	-%	*%	*%	*%	*%	*%	-%	-%	-%	-%	*%	*%	-%	-%	-%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 any type of PC, laptop, netbook or tablet computer? (MULTI CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
Yes - PC (including iMacs)	72	46	81	37
	34%	17%	36%	15%
	bd		bd	
Yes - laptop (including Macbooks)	79	98	102	75
	38%	37%	46%	30%
			d	
Yes - netbook	5	3	4	3
	2%	1%	2%	1%
Yes - tablet computer e.g. iPad	84	108	110	82
	40%	41%	50%	33%
		d	ad	
TOTAL YES	152	173	180	145
	72%	66%	81%	58%
	d	d	abd	
PC ONLY	27	15	24	18
	13%	6%	11%	7%
	bd		b	
LAPTOP ONLY	34	43	35	42
	16%	16%	16%	17%
TABLET ONLY	24	48	29	43
	11%	18%	13%	17%
		a		
No	59	89	43	105
	28%	34%	19%	42%
	c	c		ac
Don't know	*	-	-	*
	*%	-%	-%	*%

Columns Tested: a,b,c,d

Any break column with 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. Do you or does anyone in your household have access to the internet at HOME (via any device, e.g. PC, mobile phone etc)? IF YES: And do you personally use the internet at home?

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
Yes – have access and use at home	362 87% bcd	231 76% cd	152 56% c	383 67% c	804 75%	1961 87%	234 92% a	350 71% d	56 68%	69 67%	128 64%	1686 91% abcd	327 69% bd	25 50%	21 66% b	10 56%
Yes – have access but don't use at home	9 2%	11 4%	13 5% a	24 4%	35 3%	41 2%	5 2%	12 2%	* *%	3 3%	7 4% e	30 2%	16 3%	4 9% a	1 4%	2 13% ac
No do not have access at home	45 11%	60 20% a	105 39% abd	165 29% ab	226 21%	255 11% b	15 6%	130 26% e	25 31% e	30 29% e	66 33% e	129 7%	130 27%	20 41% a	9 29%	5 32%
Don't know	2 *%	* *%	* *%	1 *%	1 *%	9 *%	- -%	1 *%	- -%	- -%	* *%	6 *%	* *%	- -%	* *%	- -%
INTERNET ACCESS AT HOME																
YES	370 89% bcd	242 80% cd	165 61% c	407 71% c	839 79%	2002 88%	239 94% a	362 73%	56 69%	73 71%	135 67%	1715 93% abcd	344 73% b	29 59%	22 70%	12 68%
NO	45 11%	60 20% a	105 39% abd	165 29% ab	226 21%	255 11% b	15 6%	130 26% e	25 31% e	30 29% e	66 33% e	129 7%	130 27%	20 41% a	9 29%	5 32%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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. Do you or does anyone in your household have access to the internet at HOME (via any device, e.g. PC, mobile phone etc)? IF YES: And do you personally use the internet at home?

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
Yes – have access and use at home	149	178	176	151
	70%	68%	79%	60%
	d		abd	
Yes – have access but don't use at home	10	6	10	6
	5%	2%	5%	2%
No do not have access at home	53	77	36	94
	25%	29%	16%	37%
	c	c		ac
Don't know	-	*	-	*
	-%	*%	-%	*%

INTERNET ACCESS AT HOME

YES	159	185	187	157
	75%	70%	84%	62%
	d		abd	
NO	53	77	36	94
	25%	29%	16%	37%
	c	c		ac

Columns Tested: a,b,c,d

Any break column with 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 (IN6). SHOWCARD Do you ever access the internet anywhere other than in your home at all? IF YES: Where is that? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
While travelling	145 35% bcd	61 20% cd	19 7% c	80 14% c	259 24% c	873 39% a	121 48% a	107 22% d	14 17% d	21 21% d	25 13% d	831 45% abcd	70 15% a	5 9% b	4 13% c	2 9% d
Your workplace	150 36% bcd	22 7% cd	3 1% c	24 4% c	135 13% c	868 38% a	106 42% a	68 14% d	14 17% d	15 14% d	3 2% d	854 46% abcd	20 4% a	1 3% b	1 4% c	1 5% d
In someone else's home	122 29% bcd	59 20% c	28 10% c	87 15% c	289 27% c	885 39% a	110 43% a	126 26% c	14 17% d	15 15% d	39 19% d	809 44% abcd	73 16% a	6 12% b	4 13% c	4 21% d
In cafes/ restaurants/ pubs/ bars	129 31% bcd	38 13% c	14 5% c	52 9% c	225 21% c	793 35% a	90 35% a	103 21% d	13 16% d	19 18% d	25 12% d	731 39% abcd	44 9% a	2 4% b	3 10% c	3 15% d
In shops or shopping centres	101 24% bcd	35 12% cd	10 4% c	45 8% c	189 18% c	629 28% a	93 36% a	81 16% d	13 16% d	20 19% d	19 9% d	597 32% abcd	41 9% a	2 4% b	1 4% c	1 6% d
On public transport	62 15% bcd	20 7% c	13 5% c	33 6% c	152 14% c	480 21% a	74 29% a	67 14% d	11 13% d	11 11% d	10 5% d	455 25% abcd	28 6% a	1 3% b	3 8% c	1 6% d
Outdoor areas such as parks	52 12% bcd	20 6% c	6 2% c	25 4% c	97 9% c	365 16% a	43 17% a	51 10% d	9 11% d	9 9% d	11 5% d	331 18% acd	22 5% a	1 2% b	1 4% c	1 5% d

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (IN6). SHOWCARD Do you ever access the internet anywhere other than in your home at all? IF YES: Where is that? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
In leisure centres/ gyms/ sports grounds	22 5% cd	9 3% c	3 1%	12 2%	55 5%	276 12%	42 17%	26 5% d	6 8% d	3 3%	4 2%	273 15% acd	11 2%	* *%	1 3%	* 3%
School/ college/ University	9 2% bcd	1 *% bcd	- -%	1 *% bcd	35 3%	176 8%	63 25% a	14 3% d	2 2%	- -%	1 *% abcd	191 10% abcd	1 *% abcd	- -%	* 1%	* *% abcd
Library	13 3%	15 5%	6 2%	21 4%	54 5%	129 6%	30 12% a	26 5%	3 3%	3 3%	8 4%	120 6%	17 4%	1 2%	1 4%	1 8%
Internet café	12 3% c	9 3%	2 1%	11 2%	37 3%	125 6%	13 5%	13 3% d	4 4% d	2 2%	1 *% ad	116 6% ad	8 2%	1 2%	1 2%	1 5%
UK culture centre/ Learn Direct/ other online learning centres	3 1%	1 *% a	1 *% a	2 *% a	13 1%	30 1%	13 5% a	4 1%	1 1%	1 1%	- -% d	31 2% d	2 *% d	- -%	- -%	- -%
Other	7 2%	3 1%	1 *% a	4 1%	6 1%	17 1%	2 1%	5 1%	- -%	- -%	2 1%	11 1%	3 1%	* 1%	* *% a	* 1%
No, do not	141 34%	183 60% a	224 83% abd	407 71% ab	558 52%	691 30% b	46 18%	279 57% e	55 67% e	66 64% e	138 69% ae	401 22%	331 70%	41 82% ad	25 78% d	11 62%
EVER USE INTERNET AT HOME OR ELSEWHERE	378 91% bcd	239 79% cd	158 59%	397 69% c	850 80%	2040 90%	243 96% a	367 75% d	57 70%	71 69%	135 67%	1748 94% abcd	338 71% b	26 52%	22 69% b	11 63%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (IN6). SHOWCARD Do you ever access the internet anywhere other than in your home at all? IF YES: Where is that? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
EVER USE INTERNET ELSEWHERE BUT NOT AT HOME	16	8	6	14	46	79	9	17	1	1	7	62	11	1	1	1
	4%	3%	2%	2%	4%	3%	4%	3%	1%	1%	4%	3%	2%	2%	3%	7% a

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (IN6). SHOWCARD Do you ever access the internet anywhere other than in your home at all? IF YES: Where is that? (MULTI CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
While travelling	32	38	51	19
	15%	14%	23%	7%
	d	d	abd	
Your workplace	10	11	15	5
	5%	4%	7%	2%
			d	
In someone else's home	29	45	46	28
	14%	17%	20%	11%
		d	ad	
In cafes/ restaurants/ pubs/ bars	26	18	35	9
	12%	7%	16%	4%
	bd		bd	
In shops or shopping centres	25	16	30	11
	12%	6%	13%	4%
	bd		bd	
On public transport	13	16	22	6
	6%	6%	10%	2%
	d	d	d	
Outdoor areas such as parks	15	7	21	2
	7%	3%	9%	1%
	bd	d	bd	
In leisure centres/ gyms/ sports grounds	3	7	5	5
	2%	3%	2%	2%
School/ college/ University	1	-	1	-
	*%	-%	*%	-%

Columns Tested: a,b,c,d

Any break column with 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 (IN6). SHOWCARD Do you ever access the internet anywhere other than in your home at all? IF YES: Where is that? (MULTI CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
Library	11 5%	6 2%	8 4%	9 4%
Internet café	2 1%	7 3%	6 2%	3 1%
UK culture centre/ Learn Direct/ other online learning centres	2 1%	* *%	2 1%	- -%
Other	3 2% b	- -%	3 1%	* *%
No, do not	147 70% c	183 70% c	127 57%	203 81% abc
EVER USE INTERNET AT HOME OR ELSEWHERE	155 73% d	184 70%	180 81% abd	158 63%
EVER USE INTERNET ELSEWHERE BUT NOT AT HOME	6 3%	5 2%	4 2%	7 3%

Columns Tested: a,b,c,d

Any break column with 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 (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

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	~b	c	d	e	a	~b	c	~d
Unweighted total	534	383	260	643	1369	3006	239	596	91	104	216	2414	415	64	102	62
Effective Weighted Sample	366	257	170	427	945	2057	190	406	57	78	160	1680	338	33	63	51
Weighted total	378	239	158	397	850	2040	243	367	57	71	135	1748	338	26	22	11
Every day	283	148	77	225	607	1703	217	253	**	47	81	1523	201	**	12	**
	75%	62%	49%	57%	71%	83%	89%	69%	**	66%	60%	87%	59%	**	55%	**
	bcd	c					a	d				acd				
Several times a week	56	42	29	71	109	183	18	47	**	8	22	140	56	**	4	**
	15%	18%	18%	18%	13%	9%	7%	13%	**	11%	16%	8%	17%	**	18%	**
								e			e					
At least once a week	24	28	24	52	67	86	3	34	**	8	15	49	43	**	2	**
	6%	12%	15%	13%	8%	4%	1%	9%	**	11%	11%	3%	13%	**	11%	**
		a	a	a		b		e		e	e					
At least once a month	6	5	14	18	28	31	-	12	**	3	6	18	14	**	1	**
	2%	2%	9%	5%	3%	2%	-%	3%	**	5%	4%	1%	4%	**	3%	**
			ab	a				e		e	e					
A few times a year	4	5	4	10	13	14	4	8	**	1	4	7	8	**	1	**
	1%	2%	3%	2%	2%	1%	2%	2%	**	2%	3%	*%	2%	**	3%	**
								e			e					
Less than once a year	*	2	2	3	3	3	-	*	**	*	*	2	2	**	1	**
	*%	1%	1%	1%	*%	*%	-%	*%	**	*%	*%	*%	1%	**	4%	**
															a	
Never	6	9	9	18	22	21	2	12	**	4	7	9	15	**	1	**
	1%	4%	5%	4%	3%	1%	1%	3%	**	5%	5%	1%	4%	**	7%	**
			a	a				e		e	e					
Don't know	-	-	-	-	*	-	-	-	**	-	-	-	-	**	-	**
	-%	-%	-%	-%	*%	-%	-%	-%	**	-%	-%	-%	-%	**	-%	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (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

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	~b	c	d	e	a	~b	c	~d
Unweighted total	534	383	260	643	1369	3006	239	596	91	104	216	2414	415	64	102	62
Effective Weighted Sample	366	257	170	427	945	2057	190	406	57	78	160	1680	338	33	63	51
Weighted total	378	239	158	397	850	2040	243	367	57	71	135	1748	338	26	22	11
TOTAL AT LEAST ONCE A WEEK	363	218	130	348	783	1972	237	333	**	62	118	1712	300	**	19	**
	96%	91%	82%	88%	92%	97%	98%	91%	**	88%	87%	98%	89%	**	83%	**
	bcd	c										acd				
TOTAL EVER	372	230	150	380	827	2019	241	354	**	67	128	1739	324	**	21	**
	99%	96%	95%	96%	97%	99%	99%	97%	**	95%	95%	99%	96%	**	93%	**
	cd											acd				

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (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

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	212	203	229	186
Effective Weighted Sample	173	168	190	149
Weighted total	155	184	180	158
Every day	92	109	125	76
	60%	59%	70%	48%
	d	d	abd	
Several times a week	27	30	28	28
	17%	16%	16%	18%
At least once a week	19	23	17	26
	12%	13%	9%	16%
At least once a month	6	7	3	10
	4%	4%	2%	6%
				c
A few times a year	3	4	2	6
	2%	2%	1%	4%
Less than once a year	-	2	1	2
	-%	1%	*%	1%
Never	7	8	4	11
	4%	4%	2%	7%
				c
Don't know	-	-	-	-
	-%	-%	-%	-%
TOTAL AT LEAST ONCE A WEEK	138	162	170	130
	89%	88%	95%	82%
			bd	
TOTAL EVER	148	176	176	147
	96%	96%	98%	93%
			d	

Columns Tested: a,b,c,d

Any break column with 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 (QE36). Do you personally use the tablet computer? (SINGLE CODE)

Base : Those with a tablet computer in the household

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	~b	~c	d	e	a	~b	~c	~d
Unweighted total	288	200	147	347	694	1755	107	311	42	58	122	1426	227	38	58	24
Effective Weighted Sample	202	136	102	239	477	1192	85	219	27	48	95	972	189	21	36	19
Weighted total	215	132	95	227	440	1203	109	211	33	47	81	1021	192	18	13	4
Yes	180	113	77	190	342	936	81	172	**	**	67	791	159	**	**	**
	84%	86%	81%	84%	78%	78%	74%	82%	**	**	82%	78%	83%	**	**	**
No	35	19	18	37	97	265	28	38	**	**	15	229	34	**	**	**
	16%	14%	19%	16%	22%	22%	26%	18%	**	**	18%	22%	17%	**	**	**
Don't know	-	-	-	-	-	2	-	1	**	**	-	-	-	**	**	**
	-%	-%	-%	-%	-%	*%	-%	1%	**	**	-%	-%	-%	**	**	**
								e								

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (QE36). Do you personally use the tablet computer? (SINGLE CODE)

Base : Those with a tablet computer in the household

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	~d
Unweighted total	108	119	137	90
Effective Weighted Sample	92	99	115	75
Weighted total	84	108	110	82
Yes	63	96	95	**
	75%	88%	86%	**
		a	a	
No	21	13	15	**
	25%	12%	14%	**
	bc			
Don't know	-	-	-	**
	-%	-%	-%	**

Columns Tested: a,b,c,d

Any break column with 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 (QE54). Do you personally use the PC or desktop computer? (SINGLE CODE)

Base : Those with a PC or desktop computer in the household

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	~c	d		a	~b	a	~b	~c	~d	e	a	~b	~c	~d
Unweighted total	161	121	89	210	306	751	62	174	32	41	52	585	141	20	34	15
Effective Weighted Sample	117	83	57	140	215	534	52	116	18	31	39	429	114	10	22	11
Weighted total	131	81	55	137	211	566	77	120	22	29	36	476	118	9	7	2
Yes	110	68	**	110	169	453	**	93	**	**	**	379	96	**	**	**
	84%	84%	**	80%	80%	80%	**	78%	**	**	**	80%	81%	**	**	**
No	21	13	**	27	43	113	**	27	**	**	**	96	22	**	**	**
	16%	16%	**	20%	20%	20%	**	22%	**	**	**	20%	19%	**	**	**
Don't know	-	-	**	-	-	-	**	-	**	**	**	1	-	**	**	**
	-%	-%	**	-%	-%	-%	**	-%	**	**	**	*%	-%	**	**	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (QE54). Do you personally use the PC or desktop computer? (SINGLE CODE)

Base : Those with a PC or desktop computer in the household

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	c	~d
Unweighted total	96	45	104	37
Effective Weighted Sample	80	36	86	30
Weighted total	72	46	81	37
Yes	**	**	67	**
	**	**	82%	**
No	**	**	14	**
	**	**	18%	**
Don't know	**	**	-	**
	**	**	-%	**

Columns Tested: a,b,c,d

Any break column with 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 (QE55). Do you personally use the laptop computer? (SINGLE CODE)

Base : Those with a laptop computer in the household

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	~b	~c	d	e	a	~b	~c	~d
Unweighted total	340	208	103	311	610	1683	161	296	48	55	102	1424	205	35	48	23
Effective Weighted Sample	243	143	70	213	432	1183	129	202	31	43	75	1026	170	19	30	21
Weighted total	267	141	66	208	411	1239	173	199	35	41	67	1122	178	16	10	4
Yes	214	114	49	163	307	985	139	141	**	**	46	916	140	**	**	**
	80%	81%	75%	79%	75%	80%	80%	71%	**	**	69%	82%	79%	**	**	**
												ad				
No	53	27	17	44	104	253	34	58	**	**	21	206	38	**	**	**
	20%	19%	25%	21%	25%	20%	20%	29%	**	**	31%	18%	21%	**	**	**
								e			e					
Don't know	-	-	-	-	-	-	-	-	**	**	-	-	-	**	**	**
	-%	-%	-%	-%	-%	-%	-%	-%	**	**	-%	-%	-%	**	**	**
Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d																

Any break column with 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 (QE55). Do you personally use the laptop computer? (SINGLE CODE)

Base : Those with a laptop computer in the household

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	~b	c	~d
Unweighted total	106	99	126	79
Effective Weighted Sample	87	85	104	67
Weighted total	79	98	102	75
Yes	68	**	80	**
	86%	**	78%	**
No	11	**	23	**
	14%	**	22%	**
Don't know	-	**	-	**
	-%	**	-%	**

Columns Tested: a,b,c,d

Any break column with 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 (QE56). Do you personally use the netbook? (SINGLE CODE)

Base : Those with a netbook in the household

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
	~a	~b	~c	~d		a	~b	~a	~b	~c	~d	e	~a	~b	~c	~d
Significance Level: 95%																
Unweighted total	35	14	6	20	48	155	17	32	8	8	9	127	9	1	7	3
Effective Weighted Sample	26	9	4	12	32	113	14	21	5	6	7	97	7	1	5	3
Weighted total	29	7	3	10	28	117	20	23	7	6	7	102	7	*	2	1
Yes	**	**	**	**	**	61	**	**	**	**	**	57	**	**	**	**
	**	**	**	**	**	52%	**	**	**	**	**	56%	**	**	**	**
No	**	**	**	**	**	55	**	**	**	**	**	44	**	**	**	**
	**	**	**	**	**	48%	**	**	**	**	**	44%	**	**	**	**
Don't know	**	**	**	**	**	-	**	**	**	**	**	-	**	**	**	**
	**	**	**	**	**	-%	**	**	**	**	**	-%	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (QE56). Do you personally use the netbook? (SINGLE CODE)

Base : Those with a netbook in the household

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d
Unweighted total	6	3	6	3
Effective Weighted Sample	5	3	5	3
Weighted total	5	3	4	3
Yes	**	**	**	**
	**	**	**	**
No	**	**	**	**
	**	**	**	**
Don't know	**	**	**	**
	**	**	**	**

Columns Tested: a,b,c,d

Any break column with 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 (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

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	~b	c	d	e	a	~b	c	~d
Unweighted total	534	383	260	643	1369	3006	239	596	91	104	216	2414	415	64	102	62
Effective Weighted Sample	366	257	170	427	945	2057	190	406	57	78	160	1680	338	33	63	51
Weighted total	378	239	158	397	850	2040	243	367	57	71	135	1748	338	26	22	11
Smartphone	155 41% bcd	57 24% c	23 14%	80 20%	414 49%	1182 58%	158 65%	155 42% d	** **	28 39%	42 31%	1098 63% acd	69 20%	** **	4 17%	** **
Laptop	93 25%	60 25%	37 23%	97 24%	133 16%	321 16%	47 19%	53 15%	** **	12 17%	21 15%	281 16%	87 26%	** **	4 20%	** **
Tablet computer (e.g. iPad)	77 21%	56 23%	52 33% ab	107 27% a	145 17%	271 13% b	9 4%	87 24% e	** **	13 18% e	44 33% ace	181 10%	89 26%	** **	6 27%	** **
Desktop PC	38 10%	47 19% a	31 20% a	78 20% a	102 12%	180 9%	14 6%	46 13% e	** **	14 19% e	17 12% e	122 7%	66 19%	** **	5 24%	** **
TV set	3 1%	4 2%	3 2%	6 2%	8 1%	20 1%	3 1%	6 2%	** **	1 1%	2 2%	16 1%	4 1%	** **	* *%	** **
Netbook	3 1%	1 *%	- -%	1 *%	2 *%	7 *%	7 3% a	* *%	** **	- -%	- -%	10 1%	- -%	** **	* 2% a	** **
Games console	- -%	- -%	- -%	- -%	4 *%	8 *%	- -%	1 *%	** **	- -%	- -%	5 *%	- -%	** **	- -%	** **
E-reader (e.g. Kindle)	* *%	2 1%	3 2% a	5 1%	5 1%	7 *%	- -%	1 *%	** **	1 1%	1 *%	4 *%	4 1%	** **	- -%	** **

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (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

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	~b	c	d	e	a	~b	c	~d
Unweighted total	534	383	260	643	1369	3006	239	596	91	104	216	2414	415	64	102	62
Effective Weighted Sample	366	257	170	427	945	2057	190	406	57	78	160	1680	338	33	63	51
Weighted total	378	239	158	397	850	2040	243	367	57	71	135	1748	338	26	22	11
Other portable/ handheld device (e.g. portable games console/ iPod Touch)	-	-	-	-	*	1	1	-	**	-	-	2	-	**	-	**
	-%	-%	-%	-%	*%	*%	*%	-%	**	-%	-%	*%	-%	**	-%	**
Smart speaker (e.g. Amazon Echo, Google Home)	-	1	*	1	1	2	-	-	**	-	-	2	1	**	-	**
	-%	*%	*%	*%	*%	*%	-%	-%	**	-%	-%	*%	*%	**	-%	**
Smart watch (e.g. Apple Watch, Pebble, Samsung, Sony)	-	-	-	-	-	*	-	*	**	-	-	-	-	**	-	**
	-%	-%	-%	-%	-%	*%	-%	*%	**	-%	-%	-%	-%	**	-%	**
Other device	2	3	*	3	6	8	-	3	**	-	-	5	3	**	*	**
	*%	1%	*%	1%	1%	*%	-%	1%	**	-%	-%	*%	1%	**	*%	**
None	5	10	9	19	26	24	4	13	**	3	9	14	16	**	2	**
	1%	4%	6%	5%	3%	1%	2%	4%	**	4%	6%	1%	5%	**	8%	**
		a	a	a				e		e	e					
Don't know	1	-	1	1	4	8	1	1	**	-	1	8	-	**	-	**
	*%	-%	1%	*%	*%	*%	1%	*%	**	-%	1%	*%	-%	**	-%	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (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

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	212	203	229	186
Effective Weighted Sample	173	168	190	149
Weighted total	155	184	180	158
Smartphone	27 17%	42 23%	35 19%	34 21%
Laptop	44 28%	43 23%	48 26%	39 25%
Tablet computer (e.g. iPad)	29 19%	60 33%	45 25%	45 28%
		a		a
Desktop PC	42 27% bd	23 13%	43 24% bd	23 15%
TV set	1 1%	3 1%	1 1%	3 2%
Netbook	- -%	- -%	- -%	- -%
Games console	- -%	- -%	- -%	- -%
E-reader (e.g. Kindle)	1 1%	3 2%	4 2%	1 1%
Other portable/ handheld device (e.g. portable games console/ iPod Touch)	- -%	- -%	- -%	- -%
Smart speaker (e.g. Amazon Echo, Google Home)	* *%	1 *%	* *%	1 *%

Columns Tested: a,b,c,d

Any break column with 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 (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

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
	a	b	c	d
Significance Level: 95%				
Unweighted total	212	203	229	186
Effective Weighted Sample	173	168	190	149
Weighted total	155	184	180	158
Smart watch (e.g. Apple Watch, Pebble, Samsung, Sony)	-	-	-	-
	-%	-%	-%	-%
Other device	2	1	2	1
	1%	1%	1%	1%
None	7	8	4	12
	5%	4%	2%	7%
				c
Don't know	-	-	-	-
	-%	-%	-%	-%

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QE10 (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

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	~b	c	d	e	a	~b	c	~d
Unweighted total	527	389	263	652	1343	2954	234	588	90	107	214	2369	416	67	101	68
Effective Weighted Sample	360	261	176	437	926	2018	186	399	57	80	160	1647	342	36	63	57
Weighted total	370	242	165	407	839	2002	239	362	56	73	135	1715	344	29	22	12
Ordinary phone line – dial-up access	5 1%	2 1%	4 3%	6 2%	13 2%	21 1%	4 2%	4 1%	** **	2 2%	- -%	18 1%	5 2%	** **	- -%	** **
Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device.	340 92%	228 94%	156 94%	384 94%	731 87%	1802 90%	210 88%	322 89%	** **	69 96%	121 89%	1569 91%	323 94%	** **	21 96%	** **
Mobile Broadband from a mobile network – connecting via a USB stick or dongle or Mobile Wi-Fi router, or built in connectivity in a laptop or netbook or tablet computer with a SIM card	11 3% bd	2 1%	2 1%	3 1%	23 3%	77 4%	8 3%	10 3%	** **	2 2%	4 3%	59 3%	2 1%	** **	1 3%	** **
Access to the internet using a mobile phone or smartphone – using your phone's 3G or 4G or 5G mobile network	104 28% cd	62 26% cd	15 9%	77 19% c	243 29%	648 32%	96 40% a	91 25%	** **	13 18%	29 21%	593 35% acd	71 21% c	** **	1 6%	** **

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QE10 (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

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN-ORITY GROUP	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	~b	c	d	e	a	~b	c	~d
Unweighted total	527	389	263	652	1343	2954	234	588	90	107	214	2369	416	67	101	68
Effective Weighted Sample	360	261	176	437	926	2018	186	399	57	80	160	1647	342	36	63	57
Weighted total	370	242	165	407	839	2002	239	362	56	73	135	1715	344	29	22	12
Accessing the internet on a device such as a laptop or tablet using your mobile phone's internet connection – known as tethering	5 1%	1 *%	1 1%	2 1%	16 2%	58 3%	8 3%	9 3%	** **	1 2%	3 2%	61 4%	2 1%	** **	- -%	** **
TOTAL BROADBAND (INC. USING MOBILE PHONE)	364 98%	235 97%	162 98%	397 98%	815 97%	1969 98%	233 98%	352 97%	** **	70 96%	130 96%	1689 98% d	334 97%	** **	22 100%	** **
TOTAL BROADBAND (EXC. USING MOBILE PHONE)	348 94%	230 95%	157 95%	387 95%	748 89%	1851 92%	216 90%	329 91%	** **	70 96%	124 91%	1606 94%	325 95%	** **	22 98%	** **
MOBILE BROADBAND ONLY, NOT FIXED OR NARROWBAND	9 2% d	1 *%	2 1%	3 1%	16 2%	48 2%	5 2%	7 2%	** **	1 1%	3 2%	36 2%	2 *%	** **	1 3%	** **
SMARTPHONE ACCESS ONLY, NOT FIXED OR NARROWBAND OR MOBILE BROADBAND	16 4%	4 2%	4 3%	8 2%	63 8%	112 6%	16 7%	22 6% c	** **	- -%	6 4%	79 5% c	7 2%	** **	* 2%	** **

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QE10 (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

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	~b	c	d	e	a	~b	c	~d
Unweighted total	527	389	263	652	1343	2954	234	588	90	107	214	2369	416	67	101	68
Effective Weighted Sample	360	261	176	437	926	2018	186	399	57	80	160	1647	342	36	63	57
Weighted total	370	242	165	407	839	2002	239	362	56	73	135	1715	344	29	22	12
ONLY MOBILE ACCESS, NOT FIXED OR NARROWBAND	25 7% bd	6 3%	7 4%	13 3%	84 10%	166 8%	22 9%	31 8% c	** **	1 1%	10 7% c	119 7% c	11 3%	** **	1 4%	** **
Other	2 *% a	* *%	- -%	* *%	4 *%	7 *%	1 *%	2 1%	** **	1 1%	1 1% e	3 *%	* *%	** **	- -%	** **
Don't know	2 1%	6 2% a	2 1%	8 2%	13 2%	15 1%	4 2%	8 2% e	** **	2 3% e	4 3% e	10 1%	7 2%	** **	- -%	** **

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QE10 (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

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	213	203	236	180
Effective Weighted Sample	175	169	197	146
Weighted total	159	185	187	157
Ordinary phone line – dial-up access	3 2%	2 1%	2 1%	4 2%
Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device.	148 93%	176 95%	180 96% d	143 91%
Mobile Broadband from a mobile network – connecting via a USB stick or dongle or Mobile Wi-Fi router, or built in connectivity in a laptop or netbook or tablet computer with a SIM card	2 1%	* *%	1 *%	2 1%
Access to the internet using a mobile phone or smartphone – using your phone's 3G or 4G or 5G mobile network	32 20%	39 21%	39 21%	31 20%

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QE10 (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

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	213	203	236	180
Effective Weighted Sample	175	169	197	146
Weighted total	159	185	187	157
Accessing the internet on a device such as a laptop or tablet using your mobile phone's internet connection – known as tethering	*	2	2	-
	*%	1%	1%	-%
TOTAL BROADBAND (INC. USING MOBILE PHONE)	154	180	184	151
	97%	98%	98%	96%
TOTAL BROADBAND (EXC. USING MOBILE PHONE)	149	176	180	145
	94%	95%	97%	92%
MOBILE BROADBAND ONLY, NOT FIXED OR NARROWBAND	1	*	*	1
	1%	*%	*%	1%
SMARTPHONE ACCESS ONLY, NOT FIXED OR NARROWBAND OR MOBILE BROADBAND	5	3	1	6
	3%	1%	1%	4%
				c
ONLY MOBILE ACCESS, NOT FIXED OR NARROWBAND	6	5	3	7
	4%	2%	2%	5%
Other	*	-	-	*
	*%	-%	-%	*%

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QE10 (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

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
	a	b	c	d
Significance Level: 95%				
Unweighted total	213	203	236	180
Effective Weighted Sample	175	169	197	146
Weighted total	159	185	187	157
Don't know	3	4	2	5
	2%	2%	1%	3%

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QE10 (QE9). SHOWCARD Which of these methods does your household use to connect to the internet at home? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
Ordinary phone line – dial-up access	5 1%	2 1%	4 2%	6 1%	13 1%	21 1%	4 2%	4 1%	* **%	2 2%	- -%	18 1%	5 1%	1 1%	- -%	* 1%
Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device.	340 81% bcd	228 76% cd	156 58%	384 67% c	731 69%	1802 80%	210 82%	322 65%	51 63%	69 67%	121 60%	1569 85% abcd	323 68%	29 58%	21 67%	11 61%
Mobile Broadband from a mobile network – connecting via a USB stick or dongle or Mobile Wi-Fi router, or built in connectivity in a laptop or netbook or tablet computer with a SIM card	11 3% bcd	2 1%	2 1%	3 1%	23 2%	77 3%	8 3%	10 2%	2 2%	2 2%	4 2%	59 3%	2 1%	* **%	1 2%	* 1%
Access to the internet using a mobile phone or smartphone – using your phone's 3G or 4G or 5G mobile network	104 25% cd	62 20% cd	15 6%	77 14% c	243 23%	648 29%	96 38% a	91 18% b	8 9%	13 13%	29 14%	593 32% abcd	71 15% c	3 6%	1 4%	2 14% c

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QE10 (QE9). SHOWCARD Which of these methods does your household use to connect to the internet at home? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
Accessing the internet on a device such as a laptop or tablet using your mobile phone's internet connection – known as tethering	5 1%	1 *%	1 *%	2 *%	16 2%	58 3%	8 3%	9 2%	* *%	1 1%	3 2%	61 3%	2 *%	- -%	- -%	* *%
TOTAL BROADBAND (INC. USING MOBILE PHONE)	364 87% bcd	235 78% cd	162 60%	397 69% c	815 77%	1969 87%	233 92%	352 72% d	55 67%	70 68%	130 65%	1689 91% abcd	334 71%	29 59%	22 70%	11 64%
TOTAL BROADBAND (EXC. USING MOBILE PHONE)	348 83% bcd	230 76% cd	157 58%	387 68% c	748 70%	1851 82%	216 85%	329 67%	53 65%	70 68%	124 61%	1606 87% abcd	325 69%	29 58%	22 69%	11 63%
MOBILE BROADBAND ONLY, NOT FIXED OR NARROWBAND	9 2% bd	1 *%	2 1%	3 *%	16 2%	48 2%	5 2%	7 1%	2 2%	1 1%	3 1%	36 2%	2 *%	* *%	1 2%	* 1%
SMARTPHONE ACCESS ONLY, NOT FIXED OR NARROWBAND OR MOBILE BROADBAND	16 4% bd	4 1%	4 2%	8 1%	63 6%	112 5%	16 6%	22 4% c	2 2%	- -%	6 3%	79 4% c	7 2%	* 1%	* 1%	* 1%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QE10 (QE9). SHOWCARD Which of these methods does your household use to connect to the internet at home? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
ONLY MOBILE ACCESS, NOT FIXED OR NARROWBAND	25 6% bcd	6 2%	7 2%	13 2%	84 8%	166 7%	22 9%	31 6% c	3 4%	1 1%	10 5% c	119 6% c	11 2%	1 1%	1 3%	* 2%
Other	2 *% *	* *% -	- -% *	* *% -	4 *% *	7 *% *	1 *% *	2 *% -	- -% 1	1 1%	1 1%	3 *% *	* *% -	- -% -	- -% -	- -% -
Don't know	2 *% e	6 2%	2 1%	8 1%	13 1%	15 1%	4 2%	8 2% e	2 2%	2 2%	4 2% e	10 1%	7 1%	- -%	- -%	1 4% c

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QE10 (QE9). SHOWCARD Which of these methods does your household use to connect to the internet at home? (MULTI CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
Ordinary phone line – dial-up access	3 1%	2 1%	2 1%	4 1%
Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device.	148 70% d	176 67% d	180 81% abd	143 57%
Mobile Broadband from a mobile network – connecting via a USB stick or dongle or Mobile Wi-Fi router, or built in connectivity in a laptop or netbook or tablet computer with a SIM card	2 1%	* *%	1 *%	2 1%
Access to the internet using a mobile phone or smartphone – using your phone's 3G or 4G or 5G mobile network	32 15%	39 15%	39 18%	31 12%

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QE10 (QE9). SHOWCARD Which of these methods does your household use to connect to the internet at home? (MULTI CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
Accessing the internet on a device such as a laptop or tablet using your mobile phone's internet connection – known as tethering	*	2	2	-
	*%	1%	1%	-%
TOTAL BROADBAND (INC. USING MOBILE PHONE)	154	180	184	151
	73%	69%	82%	60%
	d	d	abd	
TOTAL BROADBAND (EXC. USING MOBILE PHONE)	149	176	180	145
	71%	67%	81%	58%
	d	d	abd	
MOBILE BROADBAND ONLY, NOT FIXED OR NARROWBAND	1	*	*	1
	1%	*%	*%	1%
SMARTPHONE ACCESS ONLY, NOT FIXED OR NARROWBAND OR MOBILE BROADBAND	5	3	1	6
	2%	1%	1%	2%
ONLY MOBILE ACCESS, NOT FIXED OR NARROWBAND	6	5	3	7
	3%	2%	2%	3%
Other	*	-	-	*
	*%	-%	-%	*%

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QE10 (QE9). SHOWCARD Which of these methods does your household use to connect to the internet at home? (MULTI CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
	a	b	c	d
Significance Level: 95%				
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
Don't know	3	4	2	5
	1%	1%	1%	2%

Columns Tested: a,b,c,d

Any break column with 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 (QE7). SHOWCARD Which internet service provider (ISP) does your household currently use as its MAIN supplier at home? (SINGLE CODE)

Base : Those with access to the internet at home

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	~b	c	d	e	a	~b	c	~d
Unweighted total	527	389	263	652	1343	2954	234	588	90	107	214	2369	416	67	101	68
Effective Weighted Sample	360	261	176	437	926	2018	186	399	57	80	160	1647	342	36	63	57
Weighted total	370	242	165	407	839	2002	239	362	56	73	135	1715	344	29	22	12
BT	100 27%	94 39%	59 36%	153 38%	228 27%	515 26%	40 17%	105 29%	** **	23 32%	36 26%	407 24%	126 37%	** **	9 39%	** **
		a	a	a		b		e								
Sky	80 22%	40 17%	33 20%	73 18%	179 21%	477 24%	51 21%	80 22%	** **	17 24%	36 27%	415 24%	60 18%	** **	3 14%	** **
Virgin Media	85 23%	36 15%	23 14%	59 14%	142 17%	380 19%	65 27%	52 14%	** **	6 9%	28 21%	355 21%	52 15%	** **	3 13%	** **
	bcd						a				c	ac				
TalkTalk	30 8%	25 10%	20 12%	45 11%	86 10%	179 9%	29 12%	39 11%	** **	5 7%	16 12%	153 9%	40 12%	** **	3 12%	** **
EE/ Orange/ T-Mobile	17 5%	8 3%	5 3%	13 3%	51 6%	117 6%	14 6%	19 5%	** **	4 6%	5 4%	97 6%	10 3%	** **	2 10%	** **
															a	
Plusnet	17 5%	6 2%	4 2%	10 2%	15 2%	61 3%	6 3%	7 2%	** **	2 3%	3 2%	56 3%	8 2%	** **	1 6%	** **
Vodafone	7 2%	6 2%	2 1%	8 2%	24 3%	54 3%	4 2%	11 3%	** **	2 2%	1 1%	47 3%	8 2%	** **	* *%	** **
Utility Warehouse	6 2%	7 3%	4 2%	11 3%	14 2%	28 1%	2 1%	8 2%	** **	3 4%	2 2%	22 1%	7 2%	** **	1 3%	** **
Post Office	2 *%	3 1%	2 1%	5 1%	9 1%	17 1%	8 3%	4 1%	** **	- -%	* *%	22 1%	5 1%	** **	- -%	** **
							a									
NOW TV/ NOW Broadband	3 1%	2 1%	2 1%	4 1%	9 1%	18 1%	5 2%	* *%	** **	* 1%	* *%	22 1%	3 1%	** **	* 1%	** **
												a				

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (QE7). SHOWCARD Which internet service provider (ISP) does your household currently use as its MAIN supplier at home? (SINGLE CODE)

Base : Those with access to the internet at home

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	~b	c	d	e	a	~b	c	~d
Unweighted total	527	389	263	652	1343	2954	234	588	90	107	214	2369	416	67	101	68
Effective Weighted Sample	360	261	176	437	926	2018	186	399	57	80	160	1647	342	36	63	57
Weighted total	370	242	165	407	839	2002	239	362	56	73	135	1715	344	29	22	12
KCOM	6 2%	4 2%	2 1%	6 1%	11 1%	19 1%	- -%	8 2% e	** **	3 4% e	1 1%	13 1%	6 2%	** **	- -%	** **
O2	3 1%	* *%	- -%	* *%	11 1%	14 1%	1 *%	3 1%	** **	- -%	1 1%	9 1%	- -%	** **	- -%	** **
'3'	2 1%	* *%	* *%	* *%	6 1%	16 1%	3 1%	1 *%	** **	- -%	- -%	17 1%	- -%	** **	* *%	** **
GiffGaff	1 *%	- -%	- -%	- -%	6 1%	8 *%	2 1%	* *%	** **	- -%	- -%	9 1%	- -%	** **	- -%	** **
Tesco	1 *%	1 *%	1 *%	1 *%	6 1%	10 *%	- -%	3 1%	** **	- -%	- -%	5 *%	1 *%	** **	- -%	** **
SSE	4 1%	1 *%	1 *%	1 *%	4 *%	8 *%	- -%	3 1%	** **	1 2% e	- -%	5 *%	1 *%	** **	- -%	** **
Gigaclear	- -%	- -%	- -%	- -%	* *%	2 *%	2 1%	- -%	** **	- -%	- -%	3 *%	- -%	** **	- -%	** **
Quickline	- -%	- -%	- -%	- -%	1 *%	1 *%	- -%	- -%	** **	- -%	- -%	1 *%	- -%	** **	- -%	** **
Zen	1 *%	- -%	- -%	- -%	- -%	1 *%	- -%	- -%	** **	- -%	- -%	1 *%	- -%	** **	- -%	** **
First Utility	- -%	- -%	- -%	- -%	- -%	* *%	- -%	- -%	** **	- -%	- -%	* *%	- -%	** **	- -%	** **
Fuel Broadband	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	** **	- -%	- -%	- -%	- -%	** **	- -%	** **

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (QE7). SHOWCARD Which internet service provider (ISP) does your household currently use as its MAIN supplier at home? (SINGLE CODE)

Base : Those with access to the internet at home

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	~b	c	d	e	a	~b	c	~d
Unweighted total	527	389	263	652	1343	2954	234	588	90	107	214	2369	416	67	101	68
Effective Weighted Sample	360	261	176	437	926	2018	186	399	57	80	160	1647	342	36	63	57
Weighted total	370	242	165	407	839	2002	239	362	56	73	135	1715	344	29	22	12
Hyperoptic	-	-	-	-	-	-	-	-	**	-	-	-	-	**	-	**
	-%	-%	-%	-%	-%	-%	-%	-%	**	-%	-%	-%	-%	**	-%	**
Boundless Networks	-	-	-	-	-	-	-	-	**	-	-	-	-	**	-	**
	-%	-%	-%	-%	-%	-%	-%	-%	**	-%	-%	-%	-%	**	-%	**
Relish	-	-	-	-	-	-	-	-	**	-	-	-	-	**	-	**
	-%	-%	-%	-%	-%	-%	-%	-%	**	-%	-%	-%	-%	**	-%	**
Lothian Broadband	-	-	-	-	-	-	-	-	**	-	-	-	-	**	-	**
	-%	-%	-%	-%	-%	-%	-%	-%	**	-%	-%	-%	-%	**	-%	**
Airband	-	-	-	-	-	-	-	-	**	-	-	-	-	**	-	**
	-%	-%	-%	-%	-%	-%	-%	-%	**	-%	-%	-%	-%	**	-%	**
Other	2	1	4	6	13	24	1	8	**	2	2	17	4	**	*	**
	1%	1%	3%	1%	2%	1%	1%	2%	**	3%	1%	1%	1%	**	1%	**
			a					e								
Don't know	3	8	5	13	24	51	6	8	**	4	2	39	12	**	*	**
	1%	3%	3%	3%	3%	3%	3%	2%	**	5%	2%	2%	3%	**	1%	**
		a	a	a												

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (QE7). SHOWCARD Which internet service provider (ISP) does your household currently use as its MAIN supplier at home? (SINGLE CODE)

Base : Those with access to the internet at home

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	213	203	236	180
Effective Weighted Sample	175	169	197	146
Weighted total	159	185	187	157
BT	58 36%	68 37%	67 36%	59 38%
Sky	21 13%	40 21%	33 18%	27 17%
Virgin Media	31 20%	21 11%	25 13%	27 17%
TalkTalk	18 11%	22 12%	19 10%	21 13%
EE/ Orange/ T-Mobile	7 4%	4 2%	6 3%	4 2%
Plusnet	4 2%	5 3%	7 4%	2 1%
Vodafone	5 3%	3 1%	5 3%	3 2%
Utility Warehouse	4 3%	3 2%	5 3%	2 1%
Post Office	2 1%	3 2%	1 *%	4 2%
NOW TV/ NOW Broadband	- -%	3 2%	3 2%	1 *%
KCOM	1 1%	5 3%	4 2%	2 1%
O2	- -%	- -%	- -%	- -%

Columns Tested: a,b,c,d

Any break column with 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 (QE7). SHOWCARD Which internet service provider (ISP) does your household currently use as its MAIN supplier at home? (SINGLE CODE)

Base : Those with access to the internet at home

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	213	203	236	180
Effective Weighted Sample	175	169	197	146
Weighted total	159	185	187	157
'3'	-	-	-	-
	-%	-%	-%	-%
GiffGaff	-	-	-	-
	-%	-%	-%	-%
Tesco	1	*	1	-
	*%	*%	1%	-%
SSE	-	1	-	1
	-%	*%	-%	*%
Gigaclear	-	-	-	-
	-%	-%	-%	-%
Quickline	-	-	-	-
	-%	-%	-%	-%
Zen	-	-	-	-
	-%	-%	-%	-%
First Utility	-	-	-	-
	-%	-%	-%	-%
Fuel Broadband	-	-	-	-
	-%	-%	-%	-%
Hyperoptic	-	-	-	-
	-%	-%	-%	-%
Boundless Networks	-	-	-	-
	-%	-%	-%	-%
Relish	-	-	-	-
	-%	-%	-%	-%
Lothian Broadband	-	-	-	-
	-%	-%	-%	-%

Columns Tested: a,b,c,d

Any break column with 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 (QE7). SHOWCARD Which internet service provider (ISP) does your household currently use as its MAIN supplier at home? (SINGLE CODE)

Base : Those with access to the internet at home

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	213	203	236	180
Effective Weighted Sample	175	169	197	146
Weighted total	159	185	187	157
Airband	-	-	-	-
	-%	-%	-%	-%
Other	2	2	3	1
	1%	1%	2%	*%
Don't know	6	6	7	5
	4%	3%	4%	3%

Columns Tested: a,b,c,d

Any break column with 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 (QE5A). SHOWCARD Which, if any, of these do you do online? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	~b	c	d	e	a	~b	c	~d
Unweighted total	534	383	260	643	1369	3006	239	596	91	104	216	2414	415	64	102	62
Effective Weighted Sample	366	257	170	427	945	2057	190	406	57	78	160	1680	338	33	63	51
Weighted total	378	239	158	397	850	2040	243	367	57	71	135	1748	338	26	22	11
Send/ receive e-mails	315	180	109	289	634	1722	207	281	**	54	100	1516	255	**	12	**
	83%	75%	69%	73%	75%	84%	85%	77%	**	76%	74%	87%	75%	**	55%	**
	bcd											acd	c			
General searching/ surfing/ browsing the internet	304	186	106	292	657	1683	199	284	**	51	100	1474	254	**	15	**
	80%	78%	67%	73%	77%	83%	82%	77%	**	72%	74%	84%	75%	**	69%	**
	cd	c										acd				
Online shopping (purchasing goods/ services/ tickets etc.)	249	138	62	201	486	1429	166	217	**	35	72	1270	174	**	9	**
	66%	58%	39%	50%	57%	70%	68%	59%	**	50%	53%	73%	51%	**	43%	**
	bcd	c		c								acd				
Banking/ paying bills	231	112	51	163	427	1358	157	197	**	34	67	1215	147	**	7	**
	61%	47%	32%	41%	50%	67%	65%	54%	**	49%	49%	69%	43%	**	30%	**
	bcd	c		c								acd				
Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat, WhatsApp	194	93	44	137	424	1299	178	178	**	32	54	1200	117	**	8	**
	51%	39%	28%	34%	50%	64%	73%	48%	**	45%	40%	69%	35%	**	37%	**
	bcd	c					a					acd				

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (QE5A). SHOWCARD Which, if any, of these do you do online? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	~b	c	d	e	a	~b	c	~d
Unweighted total	534	383	260	643	1369	3006	239	596	91	104	216	2414	415	64	102	62
Effective Weighted Sample	366	257	170	427	945	2057	190	406	57	78	160	1680	338	33	63	51
Weighted total	378	239	158	397	850	2040	243	367	57	71	135	1748	338	26	22	11
Using social media sites or apps (such as Facebook, Twitter, LinkedIn, Instagram or Snapchat)	172 45% bcd	85 35% c	36 23%	121 30%	405 48%	1177 58%	154 63%	182 50% c	** **	26 36%	55 41%	1071 61% acd	105 31%	** **	8 37%	** **
Accessing news	213 56% bcd	104 44% c	51 33%	156 39%	337 40%	1018 50%	136 56%	161 44%	** **	33 46%	52 38%	917 52% ad	135 40%	** **	8 37%	** **
Finding/ downloading information for work/ business/ school/ college/ university/ homework	154 41% bcd	59 24% c	20 12%	78 20% c	241 28%	931 46%	149 61% a	116 32% d	** **	24 34% d	25 19%	888 51% acd	73 22% c	** **	2 11%	** **
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo, or Facebook)	126 33% bcd	62 26% c	22 14%	84 21% c	277 33%	864 42%	146 60% a	115 31%	** **	18 25%	34 25%	828 47% acd	74 22%	** **	4 16%	** **

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (QE5A). SHOWCARD Which, if any, of these do you do online? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	~b	c	d	e	a	~b	c	~d
Unweighted total	534	383	260	643	1369	3006	239	596	91	104	216	2414	415	64	102	62
Effective Weighted Sample	366	257	170	427	945	2057	190	406	57	78	160	1680	338	33	63	51
Weighted total	378	239	158	397	850	2040	243	367	57	71	135	1748	338	26	22	11
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	177 47% bcd	90 38% c	42 26%	132 33%	295 35%	903 44%	100 41%	139 38%	** **	22 31%	43 32%	801 46% acd	122 36%	** **	6 27%	** **
To find information on health related issues	166 44% bcd	80 33%	47 30%	127 32%	288 34%	855 42%	119 49%	158 43%	** **	27 37%	50 37%	760 43%	114 34%	** **	7 33%	** **
Making video calls e.g. via FaceTime, Skype	79 21% c	48 20% c	18 12%	66 17%	232 27%	709 35%	137 56% a	99 27%	** **	15 22%	33 24%	698 40% acd	59 17%	** **	3 15%	** **
Watching TV programmes/ films content online (e.g. Netflix, BBC iPlayer, or Sky Go)	102 27% cd	48 20% c	19 12%	68 17%	208 24%	728 36%	92 38%	117 32%	** **	16 23%	35 26%	651 37% acd	57 17%	** **	3 15%	** **
Trading/ auctions e.g. eBay	96 25% bcd	40 17%	17 10%	56 14%	197 23%	674 33%	90 37%	92 25%	** **	18 26%	32 24%	621 36% ad	50 15%	** **	3 15%	** **

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (QE5A). SHOWCARD Which, if any, of these do you do online? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	~b	c	d	e	a	~b	c	~d
Unweighted total	534	383	260	643	1369	3006	239	596	91	104	216	2414	415	64	102	62
Effective Weighted Sample	366	257	170	427	945	2057	190	406	57	78	160	1680	338	33	63	51
Weighted total	378	239	158	397	850	2040	243	367	57	71	135	1748	338	26	22	11
Making voice calls using a VoIP service e.g. Skype	63 17%	44 18%	22 14%	66 17%	192 23%	599 29%	114 47% a	78 21%	** **	14 20%	26 19%	596 34% acd	60 18%	** **	3 12%	** **
Uploading/ adding content to the internet e.g. photos, videos, blog posts	80 21% cd	38 16% c	13 8%	51 13%	172 20%	627 31%	84 34%	87 24%	** **	10 15%	24 18%	569 33% acd	45 13%	** **	3 14%	** **
Playing games online/ interactively	68 18%	35 15%	18 11%	53 13%	194 23%	536 26%	53 22%	103 28% c	** **	11 16%	37 28% c	444 25%	48 14%	** **	3 13%	** **
Streamed audio services e.g. Spotify or Deezer or Apple Music	54 14% bcd	14 6%	4 2%	18 4%	115 14%	530 26%	69 28%	59 16%	** **	8 11%	13 10%	495 28% acd	16 5%	** **	1 5%	** **
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	64 17% cd	29 12%	12 8%	40 10%	118 14%	509 25%	52 22%	58 16% d	** **	7 10%	12 9%	469 27% acd	35 10%	** **	2 11%	** **
Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d																

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QE12 (QE5A). SHOWCARD Which, if any, of these do you do online? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	~b	c	d	e	a	~b	c	~d
Unweighted total	534	383	260	643	1369	3006	239	596	91	104	216	2414	415	64	102	62
Effective Weighted Sample	366	257	170	427	945	2057	190	406	57	78	160	1680	338	33	63	51
Weighted total	378	239	158	397	850	2040	243	367	57	71	135	1748	338	26	22	11
Listening to live radio through a website or app	58 15% cd	29 12%	11 7%	41 10%	107 13%	382 19%	50 21%	60 16%	** **	9 12%	15 11%	346 20% d	36 11%	** **	3 14%	** **
Listening to catch-up or on-demand radio through a website or app	49 13% d	22 9%	11 7%	34 8%	79 9%	320 16%	36 15%	41 11% d	** **	6 8%	7 5%	300 17% acd	31 9%	** **	2 8%	** **
Watching live sports content on a streaming service such as SkyGo, NOW TV or Eurosport Player	41 11% cd	18 7% c	3 2%	21 5%	59 7%	279 14%	33 13%	33 9%	** **	5 8%	8 6%	261 15% ad	18 5%	** **	2 8%	** **
Online dating sites/ apps	10 3% bd	1 *%	1 1%	2 *%	18 2%	64 3%	6 3%	11 3%	** **	2 2%	3 2%	53 3%	1 *%	** **	* 1%	** **
Other	4 1%	2 1%	2 1%	4 1%	5 1%	10 *%	1 *%	2 1%	** **	* *%	1 *%	7 *%	3 1%	** **	1 2%	** **
USE SOCIAL NETWORKING SITES	184 49% bcd	93 39% c	41 26%	133 34%	423 50%	1239 61%	156 64%	188 51% cd	** **	27 38%	56 42%	1121 64% acd	117 35%	** **	9 39%	** **

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

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QE12 (QE5A). SHOWCARD Which, if any, of these do you do online? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	~b	c	d	e	a	~b	c	~d
Unweighted total	534	383	260	643	1369	3006	239	596	91	104	216	2414	415	64	102	62
Effective Weighted Sample	366	257	170	427	945	2057	190	406	57	78	160	1680	338	33	63	51
Weighted total	378	239	158	397	850	2040	243	367	57	71	135	1748	338	26	22	11
TV/ VIDEO VIEWING	162	80	32	112	344	1082	161	153	**	26	47	1009	97	**	6	**
	43%	34%	20%	28%	41%	53%	66%	42%	**	37%	35%	58%	29%	**	25%	**
	bcd	c		c			a					acd				
VOICE OR VIDEO CALLS USING A VOIP SERVICE E.G. SKYPE	98	63	31	94	280	831	148	117	**	20	40	808	85	**	5	**
	26%	26%	19%	24%	33%	41%	61%	32%	**	28%	30%	46%	25%	**	21%	**
							a					acd				
STREAMED AUDIO SERVICES	54	14	4	18	115	530	69	59	**	8	13	495	16	**	1	**
	14%	6%	2%	4%	14%	26%	28%	16%	**	11%	10%	28%	5%	**	5%	**
	bcd											acd				
None of these	6	15	13	27	38	42	5	15	**	4	9	30	24	**	2	**
	2%	6%	8%	7%	4%	2%	2%	4%	**	5%	7%	2%	7%	**	7%	**
		a	a	a				e		e	e					
Don't know	-	-	-	-	1	1	-	-	**	-	-	1	-	**	-	**
	-%	-%	-%	-%	*%	*%	-%	-%	**	-%	-%	*%	-%	**	-%	**
COMMUNICATION	334	190	120	311	701	1838	219	304	**	57	106	1609	272	**	15	**
	88%	80%	76%	78%	82%	90%	90%	83%	**	80%	78%	92%	80%	**	66%	**
	bcd											acd	c			
INFORMATION	338	196	118	313	706	1818	218	303	**	58	103	1591	271	**	17	**
	89%	82%	74%	79%	83%	89%	90%	83%	**	82%	76%	91%	80%	**	75%	**
	bcd											acd				
PURCHASING/ FINANCES	294	161	82	242	579	1655	179	264	**	49	87	1441	213	**	11	**
	78%	67%	52%	61%	68%	81%	74%	72%	**	70%	64%	82%	63%	**	49%	**
	bcd	c		c		b						acd	c			

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (QE5A). SHOWCARD Which, if any, of these do you do online? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	~b	c	d	e	a	~b	c	~d
Unweighted total	534	383	260	643	1369	3006	239	596	91	104	216	2414	415	64	102	62
Effective Weighted Sample	366	257	170	427	945	2057	190	406	57	78	160	1680	338	33	63	51
Weighted total	378	239	158	397	850	2040	243	367	57	71	135	1748	338	26	22	11
ENTERTAINMENT	193	98	54	152	434	1261	169	199	**	35	68	1129	133	**	8	**
	51%	41%	34%	38%	51%	62%	69%	54%	**	49%	50%	65%	39%	**	34%	**
	bcd						a					acd				
SOCIAL	184	93	41	133	423	1239	156	188	**	27	56	1121	117	**	9	**
	49%	39%	26%	34%	50%	61%	64%	51%	**	38%	42%	64%	35%	**	39%	**
	bcd	c						cd				acd				

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (QE5A). SHOWCARD Which, if any, of these do you do online? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	212	203	229	186
Effective Weighted Sample	173	168	190	149
Weighted total	155	184	180	158
Send/ receive e-mails	114	141	158	97
	73%	77%	88%	61%
	d	d	abd	
General searching/ surfing/ browsing the internet	116	138	151	103
	75%	75%	84%	65%
	d	d	abd	
Online shopping (purchasing goods/services/ tickets etc.)	77	97	116	59
	50%	53%	64%	37%
	d	d	abd	
Banking/ paying bills	69	78	93	54
	45%	42%	51%	34%
			d	
Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat, WhatsApp	44	73	80	37
	29%	40%	45%	23%
		ad	ad	
Using social media sites or apps (such as Facebook, Twitter, LinkedIn, Instagram or Snapchat)	36	69	64	41
	23%	38%	35%	26%
		ad	a	

Columns Tested: a,b,c,d

Any break column with 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 (QE5A). SHOWCARD Which, if any, of these do you do online? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	212	203	229	186
Effective Weighted Sample	173	168	190	149
Weighted total	155	184	180	158
Accessing news	57	78	92	43
	37%	43%	51%	27%
		d	ad	
Finding/ downloading information for work/ business/ school/ college/ university/ homework	36	37	53	20
	24%	20%	29%	13%
	d		bd	
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo, or Facebook)	36	39	55	20
	23%	21%	30%	12%
	d	d	bd	
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	56	66	84	38
	36%	36%	47%	24%
	d	d	abd	
To find information on health related issues	50	64	80	34
	32%	35%	44%	22%
	d	d	ad	
Making video calls e.g. via FaceTime, Skype	24	35	44	15
	16%	19%	24%	10%
		d	ad	

Columns Tested: a,b,c,d

Any break column with 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 (QE5A). SHOWCARD Which, if any, of these do you do online? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	212	203	229	186
Effective Weighted Sample	173	168	190	149
Weighted total	155	184	180	158
Watching TV programmes/ films content online (e.g. Netflix, BBC iPlayer, or Sky Go)	29 19% d	28 15%	44 24% bd	13 8%
Trading/ auctions e.g. eBay	24 16%	26 14%	35 19% d	16 10%
Making voice calls using a VoIP service e.g. Skype	24 15%	37 20%	38 21%	23 14%
Uploading/ adding content to the internet e.g. photos, videos, blog posts	17 11%	29 16% d	34 19% ad	12 7%
Playing games online/ interactively	15 10%	33 18% a	29 16%	19 12%
Streamed audio services e.g. Spotify or Deezer or Apple Music	12 8% bd	4 2%	14 8% bd	2 1%

Columns Tested: a,b,c,d

Any break column with 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 (QE5A). SHOWCARD Which, if any, of these do you do online? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	212	203	229	186
Effective Weighted Sample	173	168	190	149
Weighted total	155	184	180	158
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	20 13% d	15 8%	29 16% bd	6 4%
Listening to live radio through a website or app	20 13% d	16 9%	30 17% bd	5 3%
Listening to catch-up or on-demand radio through a website or app	17 11% d	15 8%	25 14% d	7 4%
Watching live sports content on a streaming service such as SkyGo, NOW TV or Eurosport Player	12 8% d	6 3%	16 9% bd	2 1%
Online dating sites/ apps	- -%	1 1%	1 1%	- -%
Other	1 1%	1 1%	2 1%	1 *%

Columns Tested: a,b,c,d

Any break column with 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 (QE5A). SHOWCARD Which, if any, of these do you do online? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	212	203	229	186
Effective Weighted Sample	173	168	190	149
Weighted total	155	184	180	158
USE SOCIAL NETWORKING SITES	43	74	74	43
	28%	40%	41%	27%
		ad	ad	
TV/ VIDEO VIEWING	48	49	71	26
	31%	27%	39%	16%
	d	d	bd	
VOICE OR VIDEO CALLS USING A VOIP SERVICE E.G. SKYPE	36	48	58	27
	23%	26%	32%	17%
		d	d	
STREAMED AUDIO SERVICES	12	4	14	2
	8%	2%	8%	1%
	bd		bd	
None of these	11	13	6	17
	7%	7%	4%	11%
				c
Don't know	-	-	-	-
	-%	-%	-%	-%
COMMUNICATION	118	154	163	109
	76%	84%	91%	69%
		d	ad	
INFORMATION	125	146	158	113
	81%	79%	88%	72%
	d		bd	
PURCHASING/ FINANCES	99	115	133	80
	64%	62%	74%	50%
	d	d	abd	

Columns Tested: a,b,c,d

Any break column with 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 (QE5A). SHOWCARD Which, if any, of these do you do online? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	212	203	229	186
Effective Weighted Sample	173	168	190	149
Weighted total	155	184	180	158
ENTERTAINMENT	61	73	92	42
	39%	40%	51%	26%
	d	d	abd	
SOCIAL	43	74	74	43
	28%	40%	41%	27%
		ad	ad	

Columns Tested: a,b,c,d

Any break column with 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 (QE5A). SHOWCARD Which, if any, of these do you do online? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
Send/ receive e-mails	315	180	109	289	634	1722	207	281	43	54	100	1516	255	16	12	6
	75%	59%	41%	51%	59%	76%	82%	57%	52%	53%	49%	82%	54%	32%	38%	36%
	bcd	cd		c				d				abcd	bcd			
General searching/ surfing/ browsing the internet	304	186	106	292	657	1683	199	284	38	51	100	1474	254	17	15	6
	73%	62%	39%	51%	62%	74%	78%	58%	47%	49%	49%	80%	54%	34%	48%	35%
	bcd	cd		c				d				abcd	bd			
Online shopping (purchasing goods/ services/ tickets etc.)	249	138	62	201	486	1429	166	217	29	35	72	1270	174	12	9	5
	60%	46%	23%	35%	46%	63%	65%	44%	36%	34%	36%	69%	37%	23%	30%	31%
	bcd	cd		c				cd				abcd	b			
Banking/ paying bills	231	112	51	163	427	1358	157	197	25	34	67	1215	147	7	7	3
	55%	37%	19%	28%	40%	60%	62%	40%	30%	33%	33%	66%	31%	14%	21%	15%
	bcd	cd		c								abcd	bcd			
Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat, WhatsApp	194	93	44	137	424	1299	178	178	25	32	54	1200	117	10	8	2
	47%	31%	16%	24%	40%	57%	70%	36%	30%	31%	27%	65%	25%	19%	26%	11%
	bcd	cd		c			a	d				abcd	d		d	

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (QE5A). SHOWCARD Which, if any, of these do you do online? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
Using social media sites or apps (such as Facebook, Twitter, LinkedIn, Instagram or Snapchat)	172 41% bcd	85 28% cd	36 13% c	121 21% c	405 38%	1177 52%	154 60% a	182 37% cd	28 35%	26 25%	55 27%	1071 58% abcd	105 22% d	6 12%	8 26% bd	2 10%
Accessing news	213 51% bcd	104 34% cd	51 19%	156 27% c	337 32%	1018 45%	136 54% a	161 33% d	23 28%	33 32%	52 26%	917 50% abcd	135 29% b	8 16%	8 26%	4 23%
Finding/ downloading information for work/ business/ school/ college/ university/ homework	154 37% bcd	59 19% cd	20 7% c	78 14% c	241 23%	931 41%	149 58% a	116 24% d	18 22% d	24 23% d	25 12%	888 48% abcd	73 15% bc	1 2%	2 7%	1 9%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo, or Facebook)	126 30% bcd	62 20% cd	22 8% c	84 15% c	277 26%	864 38%	146 57% a	115 23% d	18 22%	18 17%	34 17%	828 45% abcd	74 16% d	5 11%	4 11%	1 4%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (QE5A). SHOWCARD Which, if any, of these do you do online? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	177 43% bcd	90 30% cd	42 16%	132 23% c	295 28%	903 40%	100 39%	139 28% d	21 25%	22 21%	43 21%	801 43% abcd	122 26% bd	2 4%	6 19% b	2 11%
To find information on health related issues	166 40% bcd	80 26% c	47 18%	127 22%	288 27%	855 38%	119 47% a	158 32% d	22 27%	27 26%	50 25%	760 41% abcd	114 24% b	3 6%	7 23% b	3 16% b
Making video calls e.g. via FaceTime, Skype	79 19% cd	48 16% c	18 7%	66 12% c	232 22%	709 31%	137 54% a	99 20%	15 19%	15 15%	33 16%	698 38% abcd	59 12%	3 5%	3 10%	1 8%
Watching TV programmes/ films content online (e.g. Netflix, BBC iPlayer, or Sky Go)	102 24% bcd	48 16% c	19 7%	68 12% c	208 20%	728 32%	92 36%	117 24%	16 20%	16 16%	35 18%	651 35% abcd	57 12% d	6 12%	3 10%	1 4%
Trading/ auctions e.g. eBay	96 23% bcd	40 13% c	17 6%	56 10%	197 19%	674 30%	90 35%	92 19%	15 19%	18 18%	32 16%	621 34% abcd	50 11%	2 3%	3 10%	1 7%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (QE5A). SHOWCARD Which, if any, of these do you do online? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
Making voice calls using a VoIP service e.g. Skype	63 15% c	44 15% c	22 8%	66 12%	192 18%	599 26%	114 45% a	78 16%	16 19%	14 13%	26 13%	596 32% abcd	60 13% d	3 5%	3 9%	1 4%
Uploading/ adding content to the internet e.g. photos, videos, blog posts	80 19% bcd	38 13% c	13 5%	51 9% c	172 16%	627 28%	84 33%	87 18% cd	12 14%	10 10%	24 12%	569 31% abcd	45 10% d	2 4%	3 10% d	* 2%
Playing games online/ interactively	68 16% cd	35 12% c	18 7%	53 9%	194 18%	536 24%	53 21%	103 21% c	12 15%	11 11%	37 19%	444 24% bc	48 10% d	2 4%	3 9% d	* 1%
Streamed audio services e.g. Spotify or Deezer or Apple Music	54 13% bcd	14 5% c	4 1%	18 3%	115 11%	530 23%	69 27%	59 12% d	10 13%	8 8%	13 6%	495 27% abcd	16 3%	1 1%	1 3%	- -%
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	64 15% bcd	29 9% c	12 4%	40 7%	118 11%	509 22%	52 21%	58 12% d	6 7%	7 7%	12 6%	469 25% abcd	35 7% d	2 5%	2 8%	* 1%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (QE5A). SHOWCARD Which, if any, of these do you do online? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
Listening to live radio through a website or app	58 14% cd	29 10% c	11 4%	41 7%	107 10%	382 17%	50 20%	60 12%	13 15% d	9 8%	15 8%	346 19% acd	36 8%	1 2%	3 9%	1 4%
Listening to catch-up or on-demand radio through a website or app	49 12% bcd	22 7%	11 4%	34 6%	79 7%	320 14%	36 14%	41 8% d	12 15% acd	6 6%	7 4%	300 16% acd	31 7% b	- -%	2 5% b	* 2%
Watching live sports content on a streaming service such as SkyGo, NOW TV or Eurosport Player	41 10% bcd	18 6% c	3 1%	21 4% c	59 6%	279 12%	33 13%	33 7%	8 10% d	5 5%	8 4%	261 14% acd	18 4%	1 2%	2 6%	1 4%
Online dating sites/ apps	10 2% bcd	1 *%	1 *%	2 *%	18 2%	64 3%	6 2%	11 2%	3 4%	2 2%	3 1%	53 3%	1 *%	- -%	* 1%	* 1%
Other	4 1%	2 1%	2 1%	4 1%	5 *%	10 *%	1 *%	2 *%	1 1%	* *%	1 *%	7 *%	3 1%	* *%	1 2%	1 3% a
USE SOCIAL NETWORKING SITES	184 44% bcd	93 31% cd	41 15%	133 23% c	423 40%	1239 55%	156 61%	188 38% cd	28 35%	27 26%	56 28%	1121 61% abcd	117 25% bd	6 12%	9 27% bd	2 11%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (QE5A). SHOWCARD Which, if any, of these do you do online? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
TV/ VIDEO VIEWING	162 39% bcd	80 27% cd	32 12%	112 20% c	344 32%	1082 48%	161 63% a	153 31% d	22 27%	26 25%	47 23%	1009 55% abcd	97 20% d	8 16%	6 17%	2 9%
VOICE OR VIDEO CALLS USING A VOIP SERVICE E.G. SKYPE	98 23% cd	63 21% c	31 11%	94 16% c	280 26%	831 37%	148 58% a	117 24%	19 23%	20 19%	40 20%	808 44% abcd	85 18% bd	3 5%	5 15%	2 9%
STREAMED AUDIO SERVICES	54 13% bcd	14 5% c	4 1%	18 3%	115 11%	530 23%	69 27%	59 12% d	10 13%	8 8%	13 6%	495 27% abcd	16 3%	1 1%	1 3%	- -%
None of these	6 1%	15 5% a	13 5% a	27 5% a	38 4%	42 2%	5 2%	15 3% e	3 4%	4 4%	9 5% e	30 2%	24 5%	2 3%	2 5%	1 3%
Don't know	- -%	- -%	- -%	- -%	1 *%	1 *%	- -%	- -%	- -%	- -%	- -%	1 *%	- -%	- -%	- -%	- -%
COMMUNICATION	334 80% bcd	190 63% cd	120 45%	311 54% c	701 66%	1838 81%	219 86%	304 62% d	47 57%	57 55%	106 53%	1609 87% abcd	272 57% bcd	17 35%	15 46%	7 38%
INFORMATION	338 81% bcd	196 65% cd	118 44%	313 55% c	706 66%	1818 80%	218 86%	303 62% d	44 54%	58 56%	103 51%	1591 86% abcd	271 57% bd	18 35%	17 52% b	8 45%
PURCHASING/ FINANCES	294 70% bcd	161 53% cd	82 30%	242 42% c	579 54%	1655 73%	179 70%	264 54% d	40 49%	49 48%	87 43%	1441 78% abcd	213 45% bc	12 25%	11 34%	6 35%
Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d																

Any break column with 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 (QE5A). SHOWCARD Which, if any, of these do you do online? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
ENTERTAINMENT	193	98	54	152	434	1261	169	199	27	35	68	1129	133	8	8	2
	46%	32%	20%	27%	41%	56%	66%	40%	33%	34%	34%	61%	28%	17%	24%	14%
	bcd	c		c			a					abcd	bd			
SOCIAL	184	93	41	133	423	1239	156	188	28	27	56	1121	117	6	9	2
	44%	31%	15%	23%	40%	55%	61%	38%	35%	26%	28%	61%	25%	12%	27%	11%
	bcd	cd		c				cd				abcd	bd		bd	

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (QE5A). SHOWCARD Which, if any, of these do you do online? (MULTI CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
Send/ receive e-mails	114	141	158	97
	54%	54%	71%	39%
	d	d	abd	
General searching/ surfing/ browsing the internet	116	138	151	103
	55%	53%	68%	41%
	d	d	abd	
Online shopping (purchasing goods/services/ tickets etc.)	77	97	116	59
	36%	37%	52%	23%
	d	d	abd	
Banking/ paying bills	69	78	93	54
	33%	30%	42%	22%
	d	d	abd	
Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat, WhatsApp	44	73	80	37
	21%	28%	36%	15%
		d	abd	
Using social media sites or apps (such as Facebook, Twitter, LinkedIn, Instagram or Snapchat)	36	69	64	41
	17%	26%	29%	16%
		ad	ad	

Columns Tested: a,b,c,d

Any break column with 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 (QE5A). SHOWCARD Which, if any, of these do you do online? (MULTI CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
Accessing news	57	78	92	43
	27%	30%	41%	17%
	d	d	abd	
Finding/ downloading information for work/ business/ school/ college/ university/ homework	36	37	53	20
	17%	14%	24%	8%
	d	d	bd	
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo, or Facebook)	36	39	55	20
	17%	15%	25%	8%
	d	d	abd	
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	56	66	84	38
	27%	25%	38%	15%
	d	d	abd	
To find information on health related issues	50	64	80	34
	24%	24%	36%	14%
	d	d	abd	
Making video calls e.g. via FaceTime, Skype	24	35	44	15
	11%	13%	20%	6%
	d	d	abd	

Columns Tested: a,b,c,d

Any break column with 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 (QE5A). SHOWCARD Which, if any, of these do you do online? (MULTI CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
Watching TV programmes/ films content online (e.g. Netflix, BBC iPlayer, or Sky Go)	29 14% d	28 11% d	44 20% bd	13 5%
Trading/ auctions e.g. eBay	24 11% d	26 10%	35 16% d	16 6%
Making voice calls using a VoIP service e.g. Skype	24 11%	37 14%	38 17% d	23 9%
Uploading/ adding content to the internet e.g. photos, videos, blog posts	17 8%	29 11% d	34 15% ad	12 5%
Playing games online/ interactively	15 7%	33 13% a	29 13% ad	19 8%
Streamed audio services e.g. Spotify or Deezer or Apple Music	12 6% bd	4 2%	14 6% bd	2 1%

Columns Tested: a,b,c,d

Any break column with 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 (QE5A). SHOWCARD Which, if any, of these do you do online? (MULTI CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	20 10% d	15 6%	29 13% bd	6 2%
Listening to live radio through a website or app	20 9% d	16 6% d	30 14% bd	5 2%
Listening to catch-up or on-demand radio through a website or app	17 8% d	15 6%	25 11% bd	7 3%
Watching live sports content on a streaming service such as SkyGo, NOW TV or Eurosport Player	12 6% bd	6 2%	16 7% bd	2 1%
Online dating sites/ apps	- -%	1 1%	1 1%	- -%
Other	1 1%	1 *%	2 1%	1 *%

Columns Tested: a,b,c,d

Any break column with 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 (QE5A). SHOWCARD Which, if any, of these do you do online? (MULTI CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
USE SOCIAL NETWORKING SITES	43	74	74	43
	20%	28%	33%	17%
		ad	ad	
TV/ VIDEO VIEWING	48	49	71	26
	23%	19%	32%	10%
	d	d	abd	
VOICE OR VIDEO CALLS USING A VOIP SERVICE E.G. SKYPE	36	48	58	27
	17%	18%	26%	11%
	d	d	abd	
STREAMED AUDIO SERVICES	12	4	14	2
	6%	2%	6%	1%
	bd		bd	
None of these	11	13	6	17
	5%	5%	3%	7%
				c
Don't know	-	-	-	-
	-%	-%	-%	-%
COMMUNICATION	118	154	163	109
	56%	59%	73%	43%
	d	d	abd	
INFORMATION	125	146	158	113
	59%	56%	71%	45%
	d	d	abd	
PURCHASING/ FINANCES	99	115	133	80
	47%	44%	60%	32%
	d	d	abd	

Columns Tested: a,b,c,d

Any break column with 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 (QE5A). SHOWCARD Which, if any, of these do you do online? (MULTI CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
ENTERTAINMENT	61	73	92	42
	29%	28%	41%	17%
	d	d	abd	
SOCIAL	43	74	74	43
	20%	28%	33%	17%
		ad	ad	

Columns Tested: a,b,c,d

Any break column with 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 (QE5B). SHOWCARD And, which, if any, of these activities have you done online in the LAST WEEK? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	~b	c	d	e	a	~b	c	~d
Unweighted total	534	383	260	643	1369	3006	239	596	91	104	216	2414	415	64	102	62
Effective Weighted Sample	366	257	170	427	945	2057	190	406	57	78	160	1680	338	33	63	51
Weighted total	378	239	158	397	850	2040	243	367	57	71	135	1748	338	26	22	11
Send/ receive e-mails	289	152	85	237	529	1521	177	243	**	49	81	1340	212	**	10	**
	77%	63%	54%	60%	62%	75%	73%	66%	**	69%	60%	77%	63%	**	43%	**
	bcd	c										ad	c			
General searching/ surfing/ browsing the internet	263	151	82	233	550	1445	177	245	**	47	80	1275	207	**	12	**
	70%	63%	52%	59%	65%	71%	73%	67%	**	66%	59%	73%	61%	**	53%	**
	cd	c										ad				
Banking/ paying bills	186	89	32	121	332	1094	122	157	**	26	50	973	109	**	5	**
	49%	37%	20%	30%	39%	54%	50%	43%	**	36%	37%	56%	32%	**	24%	**
	bcd	c		c								acd				
Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat, WhatsApp	148	73	29	101	334	1058	150	148	**	29	43	973	86	**	5	**
	39%	30%	18%	26%	39%	52%	62%	40%	**	41%	31%	56%	25%	**	22%	**
	bcd	c					a					acd				
Using social media sites or apps (such as Facebook, Twitter, LinkedIn, Instagram or Snapchat)	136	64	29	93	344	1004	129	155	**	22	47	915	79	**	8	**
	36%	27%	18%	23%	40%	49%	53%	42%	**	31%	35%	52%	23%	**	35%	**
	bcd	c										acd			a	

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (QE5B). SHOWCARD And, which, if any, of these activities have you done online in the LAST WEEK? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	~b	c	d	e	a	~b	c	~d
Unweighted total	534	383	260	643	1369	3006	239	596	91	104	216	2414	415	64	102	62
Effective Weighted Sample	366	257	170	427	945	2057	190	406	57	78	160	1680	338	33	63	51
Weighted total	378	239	158	397	850	2040	243	367	57	71	135	1748	338	26	22	11
Online shopping (purchasing goods/ services/ tickets etc.)	154 41% bcd	77 32% c	34 22%	111 28%	288 34%	907 44%	102 42%	142 39%	** **	26 37%	42 31%	796 46% ad	99 29%	** **	6 28%	** **
Accessing news	164 43% bcd	78 32% c	32 20%	109 28%	231 27%	733 36%	84 34%	121 33%	** **	28 40%	37 27%	646 37% d	94 28%	** **	7 33%	** **
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo, or Facebook)	82 22% cd	41 17% c	11 7%	52 13% c	186 22%	596 29%	106 44% a	92 25% d	** **	13 19%	23 17%	565 32% acd	46 14%	** **	2 9%	** **
Finding/ downloading information for work/ business/ school/ college/ university/ homework	104 27% bcd	34 14% c	10 7%	44 11%	142 17%	605 30%	105 43% a	78 21% d	** **	14 20% d	14 10%	585 33% acd	42 13%	** **	1 6%	** **
Watching TV programmes/ films content online (e.g. Netflix, BBC iPlayer, or Sky Go)	69 18% bcd	27 11% c	9 5%	36 9%	138 16%	502 25%	65 27%	78 21%	** **	11 15%	24 18%	458 26% acd	29 8%	** **	2 7%	** **

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (QE5B). SHOWCARD And, which, if any, of these activities have you done online in the LAST WEEK? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	~b	c	d	e	a	~b	c	~d
Unweighted total	534	383	260	643	1369	3006	239	596	91	104	216	2414	415	64	102	62
Effective Weighted Sample	366	257	170	427	945	2057	190	406	57	78	160	1680	338	33	63	51
Weighted total	378	239	158	397	850	2040	243	367	57	71	135	1748	338	26	22	11
Making video calls e.g. via FaceTime, Skype	42 11% c	24 10% c	7 4%	30 8%	142 17%	415 20%	84 34% a	60 16%	** **	6 8%	18 13%	407 23% acd	27 8%	** **	1 6%	** **
Making voice calls using a VoIP service e.g. Skype	42 11%	17 7%	13 8%	30 8%	116 14%	381 19%	70 29% a	44 12%	** **	6 8%	15 11%	384 22% acd	28 8%	** **	1 5%	** **
To find information on health related issues	79 21% bcd	31 13%	16 10%	47 12%	131 15%	388 19%	64 26% a	83 22% cd	** **	8 12%	20 15%	351 20%	45 13%	** **	2 8%	** **
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	75 20% cd	37 16%	16 10%	53 13%	129 15%	409 20%	55 23%	66 18%	** **	12 17%	19 14%	359 21% d	50 15%	** **	3 14%	** **
Playing games online/ interactively	42 11%	27 11%	15 10%	42 11%	150 18%	384 19%	38 16%	77 21%	** **	10 14%	24 18%	324 19%	39 11%	** **	2 9%	** **

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (QE5B). SHOWCARD And, which, if any, of these activities have you done online in the LAST WEEK? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	~b	c	d	e	a	~b	c	~d
Unweighted total	534	383	260	643	1369	3006	239	596	91	104	216	2414	415	64	102	62
Effective Weighted Sample	366	257	170	427	945	2057	190	406	57	78	160	1680	338	33	63	51
Weighted total	378	239	158	397	850	2040	243	367	57	71	135	1748	338	26	22	11
Streamed audio services e.g. Spotify or Deezer or Apple Music	30 8% bcd	7 3%	1 1%	8 2%	81 9%	371 18%	48 20%	42 12%	** **	4 6%	11 8%	344 20% acd	7 2%	** **	1 4%	** **
Uploading/ adding content to the internet e.g. photos, videos, blog posts	38 10% cd	16 7%	5 3%	21 5%	87 10%	346 17%	43 18%	47 13%	** **	6 8%	10 8%	313 18% acd	18 5%	** **	2 10%	** **
Trading/ auctions e.g. eBay	48 13% bcd	18 7%	6 4%	23 6%	86 10%	296 14%	34 14%	49 13%	** **	10 15%	16 12%	252 14%	20 6%	** **	2 11%	** **
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	43 11% cd	16 7%	4 3%	21 5%	66 8%	291 14%	27 11%	35 10%	** **	4 5%	9 6%	264 15% acd	18 5%	** **	2 7%	** **
Listening to live radio through a website or app	37 10% c	18 8%	6 4%	24 6%	68 8%	230 11%	28 12%	36 10%	** **	5 7%	12 9%	208 12%	22 6%	** **	2 7%	** **
Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d																

Any break column with 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 (QE5B). SHOWCARD And, which, if any, of these activities have you done online in the LAST WEEK? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	~b	c	d	e	a	~b	c	~d
Unweighted total	534	383	260	643	1369	3006	239	596	91	104	216	2414	415	64	102	62
Effective Weighted Sample	366	257	170	427	945	2057	190	406	57	78	160	1680	338	33	63	51
Weighted total	378	239	158	397	850	2040	243	367	57	71	135	1748	338	26	22	11
Listening to catch-up or on-demand radio through a website or app	22 6% cd	9 4% cd	2 1% cd	10 3% cd	35 4% cd	183 9% cd	20 8% cd	22 6% d	** ** cd	2 3% cd	3 2% cd	173 10% acd	9 3% cd	** ** cd	1 5% cd	** ** cd
Watching live sports content on a streaming service such as SkyGo, NOW TV or Eurosport Player	28 7% cd	11 4% cd	2 1% cd	12 3% cd	35 4% cd	176 9% cd	17 7% cd	22 6% cd	** ** cd	3 5% cd	7 5% cd	161 9% a	10 3% cd	** ** cd	1 7% cd	** ** cd
Online dating sites/ apps	8 2% bd	* *% bd	1 1% bd	1 *% bd	11 1% bd	34 2% bd	3 1% bd	8 2% bd	** ** bd	2 2% bd	1 1% bd	29 2% bd	1 *% bd	** ** bd	* 1% bd	** ** bd
Other	1 *% cd	- -% cd	1 1% cd	1 *% cd	2 *% cd	2 *% cd	- -% cd	1 *% cd	** ** cd	- -% cd	- -% cd	1 *% cd	1 *% cd	** ** cd	- -% cd	** ** cd
USE SOCIAL NETWORKING SITES	141 37% bcd	67 28% c	31 19% cd	98 25% cd	350 41% cd	1036 51% cd	129 53% cd	157 43% cd	** ** cd	22 31% cd	47 35% cd	939 54% acd	83 25% cd	** ** cd	8 36% cd	** ** cd
TV/ VIDEO VIEWING	114 30% cd	60 25% c	16 10% cd	76 19% c	248 29% cd	802 39% cd	130 53% a	119 32% cd	** ** cd	17 24% cd	37 27% cd	757 43% acd	66 20% cd	** ** cd	3 13% cd	** ** cd

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (QE5B). SHOWCARD And, which, if any, of these activities have you done online in the LAST WEEK? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	~b	c	d	e	a	~b	c	~d
Unweighted total	534	383	260	643	1369	3006	239	596	91	104	216	2414	415	64	102	62
Effective Weighted Sample	366	257	170	427	945	2057	190	406	57	78	160	1680	338	33	63	51
Weighted total	378	239	158	397	850	2040	243	367	57	71	135	1748	338	26	22	11
VOICE OR VIDEO CALLS USING A VOIP SERVICE E.G. SKYPE	59 16% d	28 12%	15 10%	43 11%	171 20%	527 26%	98 40% a	75 20% c	** **	7 10%	24 18%	517 30% acd	39 12%	** **	2 10%	** **
STREAMED AUDIO SERVICES	30 8% bcd	7 3%	1 1%	8 2%	81 9%	371 18%	48 20%	42 12%	** **	4 6%	11 8%	344 20% acd	7 2%	** **	1 4%	** **
None of these	20 5%	34 14% a	28 17% a	61 15% a	85 10%	100 5%	11 5%	35 10% e	** **	7 10% e	20 15% e	70 4%	48 14%	** **	5 21%	** **
Don't know	- -%	- -%	* *%	* *%	1 *%	3 *%	- -%	- -%	** **	- -%	- -%	3 *%	* *%	** **	- -%	** **
COMMUNICATION	312 82% bcd	171 72% c	97 61%	268 67%	626 74%	1714 84%	209 86%	272 74%	** **	52 73%	90 67%	1518 87% acd	237 70% c	** **	10 46%	** **
INFORMATION	298 79% bcd	167 70% c	90 57%	257 65%	603 71%	1602 79%	202 83%	264 72%	** **	51 71%	88 65%	1419 81% acd	226 67%	** **	13 60%	** **
PURCHASING/ FINANCES	238 63% bcd	119 50% c	51 32%	170 43% c	431 51%	1347 66% b	141 58%	212 58%	** **	38 54%	67 50%	1172 67% acd	152 45%	** **	8 35%	** **
SOCIAL	141 37% bcd	67 28% c	31 19%	98 25%	350 41%	1036 51%	129 53%	157 43%	** **	22 31%	47 35%	939 54% acd	83 25%	** **	8 36%	** **

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (QE5B). SHOWCARD And, which, if any, of these activities have you done online in the LAST WEEK? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	~b	c	d	e	a	~b	c	~d
Unweighted total	534	383	260	643	1369	3006	239	596	91	104	216	2414	415	64	102	62
Effective Weighted Sample	366	257	170	427	945	2057	190	406	57	78	160	1680	338	33	63	51
Weighted total	378	239	158	397	850	2040	243	367	57	71	135	1748	338	26	22	11
ENTERTAINMENT	140	77	32	109	333	990	140	158	**	24	52	900	97	**	4	**
	37%	32%	20%	27%	39%	49%	58%	43%	**	34%	38%	51%	29%	**	19%	**
	cd	c					a					acd				

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (QE5B). SHOWCARD And, which, if any, of these activities have you done online in the LAST WEEK? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	212	203	229	186
Effective Weighted Sample	173	168	190	149
Weighted total	155	184	180	158
Send/ receive e-mails	94 61% d	118 64% d	134 75% abd	78 49%
General searching/ surfing/ browsing the internet	98 63% d	109 60%	126 70% bd	81 51%
Banking/ paying bills	51 33% d	59 32% d	76 42% bd	33 21%
Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat, WhatsApp	33 21%	53 29% d	60 33% ad	26 16%
Using social media sites or apps (such as Facebook, Twitter, LinkedIn, Instagram or Snapchat)	30 19%	50 27%	46 26%	33 21%
Online shopping (purchasing goods/services/ tickets etc.)	45 29%	54 29%	61 34% d	38 24%

Columns Tested: a,b,c,d

Any break column with 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 (QE5B). SHOWCARD And, which, if any, of these activities have you done online in the LAST WEEK? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	212	203	229	186
Effective Weighted Sample	173	168	190	149
Weighted total	155	184	180	158
Accessing news	42 27%	51 28%	63 35% d	31 19%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo, or Facebook)	23 15%	22 12%	33 18% d	13 8%
Finding/ downloading information for work/ business/ school/ college/ university/ homework	23 15% d	20 11%	34 19% bd	8 5%
Watching TV programmes/ films content online (e.g. Netflix, BBC iPlayer, or Sky Go)	17 11% d	12 6%	22 12% d	7 4%
Making video calls e.g. via FaceTime, Skype	12 8%	16 8%	18 10%	10 6%
Making voice calls using a VoIP service e.g. Skype	12 8%	17 9%	18 10%	10 7%

Columns Tested: a,b,c,d

Any break column with 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 (QE5B). SHOWCARD And, which, if any, of these activities have you done online in the LAST WEEK? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	212	203	229	186
Effective Weighted Sample	173	168	190	149
Weighted total	155	184	180	158
To find information on health related issues	23	22	33	11
	15%	12%	19%	7%
	d		d	
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	22	27	33	16
	14%	15%	19%	10%
			d	
Playing games online/ interactively	11	27	23	15
	7%	15%	13%	10%
		a		
Streamed audio services e.g. Spotify or Deezer or Apple Music	5	2	7	-
	3%	1%	4%	-%
	d		d	
Uploading/ adding content to the internet e.g. photos, videos, blog posts	6	12	13	5
	4%	6%	7%	3%
Trading/ auctions e.g. eBay	13	7	13	7
	8%	4%	7%	4%

Columns Tested: a,b,c,d

Any break column with 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 (QE5B). SHOWCARD And, which, if any, of these activities have you done online in the LAST WEEK? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	212	203	229	186
Effective Weighted Sample	173	168	190	149
Weighted total	155	184	180	158
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	13 9% bd	4 2% bd	15 8% bd	3 2%
Listening to live radio through a website or app	13 9% d	8 5%	17 10% d	4 3%
Listening to catch-up or on-demand radio through a website or app	5 3%	4 2%	8 4%	1 1%
Watching live sports content on a streaming service such as SkyGo, NOW TV or Eurosport Player	9 6% bd	1 1%	10 5% bd	1 1%
Online dating sites/ apps	- -%	1 *%	1 *%	- -%
Other	1 1%	- -%	1 1%	- -%

Columns Tested: a,b,c,d

Any break column with 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 (QE5B). SHOWCARD And, which, if any, of these activities have you done online in the LAST WEEK? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	212	203	229	186
Effective Weighted Sample	173	168	190	149
Weighted total	155	184	180	158
USE SOCIAL NETWORKING SITES	32	51	50	33
	21%	28%	28%	21%
TV/ VIDEO VIEWING	37	29	49	17
	24%	16%	27%	11%
	d		bd	
VOICE OR VIDEO CALLS USING A VOIP SERVICE E.G. SKYPE	16	23	24	15
	11%	12%	13%	10%
STREAMED AUDIO SERVICES	5	2	7	-
	3%	1%	4%	-%
	d		d	
None of these	25	23	14	34
	16%	13%	8%	22%
	c			bc
Don't know	*	-	-	*
	*%	-%	-%	*%
COMMUNICATION	102	135	146	91
	66%	74%	81%	58%
		d	ad	
INFORMATION	106	120	134	92
	68%	66%	74%	58%
			d	
PURCHASING/ FINANCES	72	80	97	56
	47%	44%	54%	35%
	d		d	
SOCIAL	32	51	50	33
	21%	28%	28%	21%

Columns Tested: a,b,c,d

Any break column with 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 (QE5B). SHOWCARD And, which, if any, of these activities have you done online in the LAST WEEK? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	212	203	229	186
Effective Weighted Sample	173	168	190	149
Weighted total	155	184	180	158
ENTERTAINMENT	46	51	70	27
	30%	28%	39%	17%
	d	d	bd	

Columns Tested: a,b,c,d

Any break column with 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 (QE5B). SHOWCARD And, which, if any, of these activities have you done online in the LAST WEEK? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN-ORITY GROUP	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
Send/ receive e-mails	289	152	85	237	529	1521	177	243	38	49	81	1340	212	11	10	4
	69%	50%	32%	41%	50%	67%	70%	49%	47%	48%	40%	72%	45%	21%	30%	25%
	bcd	cd		c				d				abcd	bcd			
General searching/ surfing/ browsing the internet	263	151	82	233	550	1445	177	245	34	47	80	1275	207	10	12	4
	63%	50%	30%	41%	52%	64%	69%	50%	42%	46%	40%	69%	44%	20%	37%	26%
	bcd	cd		c				d				abcd	bd		b	
Banking/ paying bills	186	89	32	121	332	1094	122	157	17	26	50	973	109	5	5	1
	45%	30%	12%	21%	31%	48%	48%	32%	20%	25%	25%	53%	23%	10%	17%	7%
	bcd	cd		c				bd				abcd	bd		d	
Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat, WhatsApp	148	73	29	101	334	1058	150	148	23	29	43	973	86	9	5	1
	35%	24%	11%	18%	31%	47%	59%	30%	28%	28%	21%	53%	18%	19%	15%	8%
	bcd	cd		c			a	d				abcd	d	d		
Using social media sites or apps (such as Facebook, Twitter, LinkedIn, Instagram or Snapchat)	136	64	29	93	344	1004	129	155	23	22	47	915	79	5	8	1
	32%	21%	11%	16%	32%	44%	51%	31%	28%	21%	24%	49%	17%	10%	24%	9%
	bcd	cd		c				cd				abcd			bd	

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (QE5B). SHOWCARD And, which, if any, of these activities have you done online in the LAST WEEK? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
Online shopping (purchasing goods/ services/ tickets etc.)	154 37% bcd	77 26% cd	34 13% c	111 19% c	288 27%	907 40%	102 40%	142 29% d	23 28%	26 25%	42 21%	796 43% abcd	99 21% bd	4 9%	6 19%	2 11%
Accessing news	164 39% bcd	78 26% cd	32 12%	109 19% c	231 22%	733 32%	84 33%	121 25% d	21 26%	28 27% d	37 18%	646 35% ad	94 20%	6 13%	7 23%	2 13%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo, or Facebook)	82 20% bcd	41 14% cd	11 4%	52 9% c	186 17%	596 26%	106 42% a	92 19% d	16 20%	13 13%	23 12%	565 31% abcd	46 10% d	4 7%	2 6%	* 3%
Finding/ downloading information for work/ business/ school/ college/ university/ homework	104 25% bcd	34 11% c	10 4%	44 8% c	142 13%	605 27%	105 41% a	78 16% d	17 20% d	14 14% d	14 7%	585 32% abcd	42 9% b	* *%	1 4%	* 3%
Watching TV programmes/ films content online (e.g. Netflix, BBC iPlayer, or Sky Go)	69 16% bcd	27 9% c	9 3%	36 6% c	138 13%	502 22%	65 26%	78 16%	13 16%	11 10%	24 12%	458 25% acd	29 6%	5 10%	2 5%	1 4%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (QE5B). SHOWCARD And, which, if any, of these activities have you done online in the LAST WEEK? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN-ORITY GROUP	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
Making video calls e.g. via FaceTime, Skype	42 10% cd	24 8% c	7 2%	30 5% c	142 13%	415 18%	84 33% a	60 12% c	8 9%	6 6%	18 9%	407 22% abcd	27 6%	1 2%	1 4%	* 3%
Making voice calls using a VoIP service e.g. Skype	42 10% bcd	17 6%	13 5%	30 5%	116 11%	381 17%	70 27% a	44 9%	10 13%	6 5%	15 8%	384 21% acd	28 6% b	* *%	1 4%	* 2%
To find information on health related issues	79 19% bcd	31 10% c	16 6%	47 8%	131 12%	388 17%	64 25% a	83 17% cd	13 15%	8 8%	20 10%	351 19% cd	45 9% bd	* *%	2 6%	* 1%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	75 18% bcd	37 12% c	16 6%	53 9%	129 12%	409 18%	55 22%	66 13%	12 15%	12 12%	19 9%	359 19% acd	50 10% bd	* 1%	3 10% b	* 2%
Playing games online/ interactively	42 10% c	27 9%	15 6%	42 7%	150 14%	384 17%	38 15%	77 16%	9 12%	10 10%	24 12%	324 17% cd	39 8% d	1 2%	2 6%	* 1%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (QE5B). SHOWCARD And, which, if any, of these activities have you done online in the LAST WEEK? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
Streamed audio services e.g. Spotify or Deezer or Apple Music	30 7% bcd	7 2% c	1 *% c	8 1% c	81 8% c	371 16% c	48 19% c	42 9% c	6 8% c	4 4% c	11 5% c	344 19% abcd	7 1% c	* 1% c	1 3% c	- -% c
Uploading/ adding content to the internet e.g. photos, videos, blog posts	38 9% bcd	16 5% c	5 2% c	21 4% c	87 8% c	346 15% c	43 17% c	47 10% d	8 10% c	6 5% c	10 5% c	313 17% acd	18 4% c	1 2% c	2 7% d	* 1% c
Trading/ auctions e.g. eBay	48 12% bcd	18 6% c	6 2% c	23 4% c	86 8% c	296 13% c	34 13% c	49 10% c	10 12% c	10 10% c	16 8% c	252 14% ad	20 4% c	* 1% c	2 7% b	* 3% c
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	43 10% bcd	16 5% c	4 2% c	21 4% c	66 6% c	291 13% c	27 11% c	35 7% c	6 7% c	4 4% c	9 4% c	264 14% acd	18 4% c	1 2% c	2 5% c	* 1% c
Listening to live radio through a website or app	37 9% cd	18 6% c	6 2% c	24 4% c	68 6% c	230 10% c	28 11% c	36 7% c	7 9% c	5 5% c	12 6% c	208 11% acd	22 5% c	1 1% c	2 5% c	* 2% c
Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d																

Any break column with 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 (QE5B). SHOWCARD And, which, if any, of these activities have you done online in the LAST WEEK? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
Listening to catch-up or on-demand radio through a website or app	22 5% cd	9 3% c	2 1%	10 2%	35 3%	183 8%	20 8%	22 4% d	7 9% cd	2 2%	3 1%	173 9% acd	9 2%	- -%	1 4%	- -%
Watching live sports content on a streaming service such as SkyGo, NOW TV or Eurosport Player	28 7% bcd	11 4% c	2 1%	12 2%	35 3%	176 8%	17 7%	22 4%	6 7%	3 3%	7 3%	161 9% acd	10 2%	- -%	1 5%	1 3%
Online dating sites/ apps	8 2% bd	* *%	1 *%	1 *%	11 1%	34 2%	3 1%	8 2%	2 2%	2 2%	1 1%	29 2%	1 *%	- -%	* 1%	* *%
Other	1 *%	- -%	1 *%	1 *%	2 *%	2 *%	- -%	1 *%	- -%	- -%	- -%	1 *%	1 *%	- -%	- -%	- -%
USE SOCIAL NETWORKING SITES	141 34% bcd	67 22% c	31 11%	98 17% c	350 33%	1036 46%	129 51%	157 32% cd	23 28%	22 21%	47 24%	939 51% abcd	83 18% d	5 10%	8 25% bd	1 9%
TV/ VIDEO VIEWING	114 27% bcd	60 20% cd	16 6%	76 13% c	248 23%	802 35%	130 51% a	119 24%	19 23%	17 17%	37 18%	757 41% abcd	66 14%	6 12%	3 9%	1 7%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (QE5B). SHOWCARD And, which, if any, of these activities have you done online in the LAST WEEK? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
VOICE OR VIDEO CALLS USING A VOIP SERVICE E.G. SKYPE	59 14% bcd	28 9%	15 6%	43 7%	171 16%	527 23%	98 38% a	75 15% c	13 15%	7 7%	24 12%	517 28% abcd	39 8%	1 2%	2 7%	1 3%
STREAMED AUDIO SERVICES	30 7% bcd	7 2% c	1 *%	8 1%	81 8%	371 16%	48 19%	42 9%	6 8%	4 4%	11 5%	344 19% abcd	7 1%	* 1%	1 3%	- -%
None of these	20 5%	34 11% a	28 10% a	61 11% a	85 8%	100 4%	11 4%	35 7% e	5 6%	7 7%	20 10% e	70 4%	48 10%	7 14%	5 15%	2 11%
Don't know	- -%	- -%	* *%	* *%	1 *%	3 *%	- -%	- -%	- -%	- -%	- -%	3 *%	* *%	- -%	- -%	- -%
COMMUNICATION	312 75% bcd	171 57% cd	97 36%	268 47% c	626 59%	1714 76%	209 82% a	272 55% d	44 54%	52 50%	90 45%	1518 82% abcd	237 50% bcd	16 31%	10 32%	5 28%
INFORMATION	298 72% bcd	167 55% cd	90 33%	257 45% c	603 57%	1602 71%	202 79% a	264 54% d	37 46%	51 49%	88 44%	1419 77% abcd	226 48% bd	12 24%	13 41% b	6 32%
PURCHASING/ FINANCES	238 57% bcd	119 39% cd	51 19%	170 30% c	431 40%	1347 59%	141 55%	212 43% d	30 36%	38 37%	67 33%	1172 63% abcd	152 32% bd	7 14%	8 25%	3 15%
SOCIAL	141 34% bcd	67 22% c	31 11%	98 17% c	350 33%	1036 46%	129 51%	157 32% cd	23 28%	22 21%	47 24%	939 51% abcd	83 18% d	5 10%	8 25% bd	1 9%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (QE5B). SHOWCARD And, which, if any, of these activities have you done online in the LAST WEEK? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
ENTERTAINMENT	140	77	32	109	333	990	140	158	22	24	52	900	97	6	4	2
	34%	25%	12%	19%	31%	44%	55%	32%	27%	24%	26%	49%	21%	12%	13%	11%
	bcd	cd		c			a					abcd	d			

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (QE5B). SHOWCARD And, which, if any, of these activities have you done online in the LAST WEEK? (MULTI CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
Send/ receive e-mails	94	118	134	78
	45%	45%	60%	31%
	d	d	abd	
General searching/ surfing/ browsing the internet	98	109	126	81
	46%	42%	57%	32%
	d	d	abd	
Banking/ paying bills	51	59	76	33
	24%	22%	34%	13%
	d	d	abd	
Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat, WhatsApp	33	53	60	26
	16%	20%	27%	10%
		d	ad	
Using social media sites or apps (such as Facebook, Twitter, LinkedIn, Instagram or Snapchat)	30	50	46	33
	14%	19%	21%	13%
			ad	
Online shopping (purchasing goods/services/ tickets etc.)	45	54	61	38
	21%	21%	28%	15%
			d	

Columns Tested: a,b,c,d

Any break column with 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 (QE5B). SHOWCARD And, which, if any, of these activities have you done online in the LAST WEEK? (MULTI CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
Accessing news	42	51	63	31
	20%	19%	28%	12%
	d	d	abd	
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo, or Facebook)	23	22	33	13
	11%	9%	15%	5%
	d		bd	
Finding/ downloading information for work/ business/ school/ college/ university/ homework	23	20	34	8
	11%	8%	15%	3%
	d	d	bd	
Watching TV programmes/ films content online (e.g. Netflix, BBC iPlayer, or Sky Go)	17	12	22	7
	8%	4%	10%	3%
	d		bd	
Making video calls e.g. via FaceTime, Skype	12	16	18	10
	6%	6%	8%	4%
			d	
Making voice calls using a VoIP service e.g. Skype	12	17	18	10
	6%	6%	8%	4%

Columns Tested: a,b,c,d

Any break column with 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 (QE5B). SHOWCARD And, which, if any, of these activities have you done online in the LAST WEEK? (MULTI CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
To find information on health related issues	23	22	33	11
	11%	8%	15%	5%
	d		bd	
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	22	27	33	16
	11%	10%	15%	6%
			d	
Playing games online/ interactively	11	27	23	15
	5%	10%	10%	6%
		a	a	
Streamed audio services e.g. Spotify or Deezer or Apple Music	5	2	7	-
	2%	1%	3%	-%
	d		d	
Uploading/ adding content to the internet e.g. photos, videos, blog posts	6	12	13	5
	3%	5%	6%	2%
			d	
Trading/ auctions e.g. eBay	13	7	13	7
	6%	3%	6%	3%

Columns Tested: a,b,c,d

Any break column with 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 (QE5B). SHOWCARD And, which, if any, of these activities have you done online in the LAST WEEK? (MULTI CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	13 6% bd	4 2%	15 7% bd	3 1%
Listening to live radio through a website or app	13 6% d	8 3%	17 8% bd	4 2%
Listening to catch-up or on-demand radio through a website or app	5 2%	4 1%	8 3% d	1 1%
Watching live sports content on a streaming service such as SkyGo, NOW TV or Eurosport Player	9 4% bd	1 *%	10 4% bd	1 *%
Online dating sites/ apps	- -%	1 *%	1 *%	- -%
Other	1 *%	- -%	1 *%	- -%

Columns Tested: a,b,c,d

Any break column with 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 (QE5B). SHOWCARD And, which, if any, of these activities have you done online in the LAST WEEK? (MULTI CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
USE SOCIAL NETWORKING SITES	32	51	50	33
	15%	20%	22%	13%
		d	ad	
TV/ VIDEO VIEWING	37	29	49	17
	18%	11%	22%	7%
	bd		bd	
VOICE OR VIDEO CALLS USING A VOIP SERVICE E.G. SKYPE	16	23	24	15
	8%	9%	11%	6%
STREAMED AUDIO SERVICES	5	2	7	-
	2%	1%	3%	-%
	d		d	
None of these	25	23	14	34
	12%	9%	6%	14%
	c			c
Don't know	*	-	-	*
	*%	-%	-%	*%
COMMUNICATION	102	135	146	91
	48%	52%	66%	36%
	d	d	abd	
INFORMATION	106	120	134	92
	50%	46%	60%	37%
	d	d	abd	
PURCHASING/ FINANCES	72	80	97	56
	34%	31%	43%	22%
	d	d	abd	
SOCIAL	32	51	50	33
	15%	20%	22%	13%
		d	ad	

Columns Tested: a,b,c,d

Any break column with 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 (QE5B). SHOWCARD And, which, if any, of these activities have you done online in the LAST WEEK? (MULTI CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
	a	b	c	d
Significance Level: 95%				
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
ENTERTAINMENT	46	51	70	27
	22%	19%	32%	11%
	d	d	abd	

Columns Tested: a,b,c,d

OFCOM DIGITAL PARTICIPATION CONSORTIUM TECH TRACKER 2020 - SUBSET 65+, DE, EMG, IMPACTING OR LIMITING CONDITIONS ONLY - 9th January to 7th March 2020

Table 61

Any break column with 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 ONLINE ACTIVITIES EVER USE - MOBILE (QD28A) OR ONLINE (QE5A)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN-ORITY GROUP	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
GENERAL SEARCHING/ SURFING/ BROWSING THE INTERNET	328	196	113	309	708	1851	224	298	42	51	104	1630	269	17	16	7
	79% bcd	65% cd	42% c	54% c	66%	82%	88% a	60% cd	52%	50%	52%	88% abcd	57% bd	34%	50% b	39%
SEND/ RECEIVE EMAILS	329	194	116	309	683	1828	220	298	45	61	104	1602	272	17	14	6
	79% bcd	64% cd	43% c	54% c	64%	81%	86% a	61% d	56%	59%	51%	87% abcd	57% bcd	35%	43%	36%
INSTANT MESSAGING (E.G. WHATSAPP, FACEBOOK MESSENGER, SNAPCHAT, WHATSAPP)	231	113	50	163	498	1493	202	194	25	34	62	1384	142	10	9	3
	55% bcd	38% cd	19% c	29% c	47%	66%	80% a	39% d	31%	33%	31%	75% abcd	30% d	21%	27% d	15%
USING SOCIAL NETWORKING (E.G. FACEBOOK, TWITTER, LINKEDIN, INSTAGRAM, SNAPCHAT)	204	103	44	147	475	1386	178	199	28	28	59	1257	129	7	9	2
	49% bcd	34% cd	16% c	26% c	45%	61%	70% a	40% cd	35%	27%	29%	68% abcd	27% bd	15%	29% bd	13%
ACCESSING NEWS	234	117	55	171	386	1181	154	179	24	35	57	1070	148	9	9	5
	56% bcd	39% cd	20% c	30% c	36%	52%	61% a	36% d	30%	34%	28%	58% abcd	31% b	19%	28%	26%
WATCHING SHORT VIDEO CLIPS (E.G. ON YOUTUBE, DAILYMOTION, VIMEO OR FACEBOOK)	162	72	25	97	354	1101	170	143	22	23	41	1032	86	6	4	1
	39% bcd	24% cd	9% c	17% c	33%	49%	67% a	29% d	27%	22%	20%	56% abcd	18% d	11%	13%	7%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 ONLINE ACTIVITIES EVER USE - MOBILE (QD28A) OR ONLINE (QE5A)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
MAKING VIDEO CALLS (E.G. FACETIME, SKYPE)	119 28% bcd	63 21% cd	25 9% c	88 15% c	298 28%	917 40%	160 63% a	120 24%	19 24%	22 21%	38 19%	887 48% abcd	79 17% bd	4 7%	3 11%	1 8%
MAKING VOICE CALLS USING A VOIP SERVICE (E.G. SKYPE)	98 23% cd	60 20% c	27 10%	87 15% c	269 25%	825 36%	145 57% a	103 21%	19 23%	18 17%	36 18%	808 44% abcd	79 17% bd	3 5%	4 13%	1 6%
AUDIO STREAMING (E.G. RADIO, PODCASTS, SPOTIFY, DEEZER)	115 28% bcd	49 16% c	24 9%	73 13%	236 22%	835 37%	101 40%	113 23% cd	22 27% cd	15 15%	31 15%	757 41% abcd	67 14% bd	1 3%	3 11% b	1 6%
WATCHING TV PROGRAMMES/ FILM CONTENT ONLINE	110 26% bcd	54 18% cd	21 8%	75 13% c	232 22%	801 35%	103 40%	121 25% cd	17 21%	16 16%	36 18%	722 39% abcd	65 14% d	6 13%	3 10%	1 4%
TOTAL ONLINE TV/ VIDEO VIEWING	192 46% bcd	89 29% cd	35 13%	124 22% c	407 38%	1264 56%	185 73% a	177 36% d	25 30%	30 29%	54 27%	1166 63% abcd	108 23% d	8 17%	6 19%	2 12%
TOTAL MAKING VOICE OR VIDEO CALLS (E.G. SKYPE, FACETIME)	143 34% bcd	81 27% cd	36 13%	116 20% c	351 33%	1063 47%	177 70% a	140 28%	22 27%	24 24%	47 23%	1019 55% abcd	105 22% bd	4 7%	5 17%	2 11%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 ONLINE ACTIVITIES EVER USE - MOBILE (QD28A) OR ONLINE (QE5A)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
ANY OF THESE ACTIVITIES	367	229	144	374	815	2007	238	348	52	67	124	1730	319	24	21	10
	88%	76%	53%	65%	77%	89%	93%	71%	64%	65%	62%	93%	67%	49%	64%	55%
	bcd	cd		c			a	d				abcd	bd			

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 ONLINE ACTIVITIES EVER USE - MOBILE (QD28A) OR ONLINE (QE5A)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
GENERAL SEARCHING/ SURFING/ BROWSING THE INTERNET	122 58% d	147 56% d	161 72% abd	108 43%
SEND/ RECEIVE EMAILS	123 58% d	149 57% d	163 73% abd	109 43%
INSTANT MESSAGING (E.G. WHATSAPP, FACEBOOK MESSENGER, SNAPCHAT, WHATSAPP)	55 26% d	88 33% d	98 44% abd	44 17%
USING SOCIAL NETWORKING (E.G. FACEBOOK, TWITTER, LINKEDIN, INSTAGRAM, SNAPCHAT)	48 23% ad	80 31% ad	82 37% ad	46 19%
ACCESSING NEWS	65 31% d	83 32% d	99 44% abd	49 20%
WATCHING SHORT VIDEO CLIPS (E.G. ON YOUTUBE, DAILYMOTION, VIMEO OR FACEBOOK)	40 19% d	47 18% d	62 28% abd	24 10%

Columns Tested: a,b,c,d

Any break column with 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 ONLINE ACTIVITIES EVER USE - MOBILE (QD28A) OR ONLINE (QE5A)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
MAKING VIDEO CALLS (E.G. FACETIME, SKYPE)	33	46	56	23
	16%	17%	25%	9%
	d	d	abd	
MAKING VOICE CALLS USING A VOIP SERVICE (E.G. SKYPE)	34	44	54	24
	16%	17%	24%	10%
	d	d	abd	
AUDIO STREAMING (E.G. RADIO, PODCASTS, SPOTIFY, DEEZER)	33	33	51	16
	16%	13%	23%	6%
	d	d	abd	
WATCHING TV PROGRAMMES/ FILM CONTENT ONLINE	30	35	51	14
	14%	13%	23%	6%
	d	d	abd	
TOTAL ONLINE TV/ VIDEO VIEWING	51	57	77	31
	24%	22%	35%	12%
	d	d	abd	
TOTAL MAKING VOICE OR VIDEO CALLS (E.G. SKYPE, FACETIME)	46	59	71	34
	22%	22%	32%	13%
	d	d	abd	
ANY OF THESE ACTIVITIES	145	174	177	142
	68%	66%	79%	57%
	d	d	abd	

Columns Tested: a,b,c,d

OFCOM DIGITAL PARTICIPATION CONSORTIUM TECH TRACKER 2020 - SUBSET 65+, DE, EMG, IMPACTING OR LIMITING CONDITIONS ONLY - 9th January to 7th March 2020Table 62

Any break column with 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 ONLINE ACTIVITIES USED IN LAST WEEK - MOBILE (QD28A) OR ONLINE (QE5A)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
GENERAL SEARCHING/ SURFING/ BROWSING THE INTERNET	295 71% bcd	169 56% cd	87 32% c	256 45% c	622 58%	1681 74%	213 84% a	262 53% d	36 44%	49 47%	84 42%	1504 81% abcd	228 48% bd	10 21%	13 41% b	5 29%
SEND/ RECEIVE EMAILS	305 73% bcd	169 56% cd	92 34%	261 46% c	591 55%	1670 74%	206 81% a	259 53% d	40 48%	54 52% d	83 41%	1482 80% abcd	233 49% bcd	13 27%	10 32%	5 26%
INSTANT MESSAGING (E.G. WHATSAPP, FACEBOOK MESSENGER, SNAPCHAT, WHATSAPP)	188 45% bcd	91 30% cd	35 13%	126 22% c	414 39%	1287 57%	186 73% a	169 34% d	24 30%	31 30%	51 25%	1205 65% abcd	109 23% d	10 20% d	6 19% d	1 8%
USING SOCIAL NETWORKING (E.G. FACEBOOK, TWITTER, LINKEDIN, INSTAGRAM, SNAPCHAT)	172 41% bcd	82 27% cd	34 12%	116 20% c	412 39%	1222 54%	153 60%	173 35% cd	24 30%	24 23%	50 25%	1111 60% abcd	99 21% d	6 13%	9 27% bd	2 10%
ACCESSING NEWS	190 46% bcd	94 31% cd	36 13%	129 23% c	290 27%	924 41%	116 46%	142 29% d	23 29%	31 30% d	40 20%	845 46% abcd	112 24%	7 15%	8 24%	3 15%
WATCHING SHORT VIDEO CLIPS (E.G. ON YOUTUBE, DAILYMOTION, VIMEO OR FACEBOOK)	108 26% bcd	46 15% cd	15 6%	61 11% c	250 23%	810 36%	137 54% a	116 24% d	20 24% d	19 19%	27 13%	759 41% abcd	55 12% d	4 7%	2 7%	* 3%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 ONLINE ACTIVITIES USED IN LAST WEEK - MOBILE (QD28A) OR ONLINE (QE5A)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
AUDIO STREAMING (E.G. RADIO, PODCASTS, SPOTIFY, DEEZER)	74 18% bcd	32 11% c	10 4% c	42 7% c	168 16%	618 27%	76 30%	81 17% cd	14 17%	10 10%	22 11%	560 30% abcd	39 8%	1 2%	2 6%	1 3%
MAKING VIDEO CALLS (E.G. FACETIME, SKYPE)	62 15% cd	32 11% c	9 3%	41 7% c	183 17%	572 25%	110 43% a	77 16% d	10 12%	12 12%	21 10%	561 30% abcd	38 8%	1 2%	2 5%	* 3%
MAKING VOICE CALLS USING A VOIP SERVICE (E.G. SKYPE)	62 15% bcd	29 10%	18 7%	47 8%	175 16%	561 25%	107 42% a	70 14%	13 16%	11 11%	22 11%	565 31% abcd	44 9% b	* 1%	2 7%	1 3%
WATCHING TV PROGRAMMES/ FILM CONTENT ONLINE	77 19% bcd	30 10% c	9 3%	39 7% c	160 15%	589 26%	74 29%	87 18%	14 17%	12 11%	26 13%	535 29% abcd	32 7%	5 10%	2 5%	1 4%
TOTAL ONLINE TV/ VIDEO VIEWING	138 33% bcd	65 22% cd	19 7%	85 15% c	305 29%	980 43%	154 60% a	142 29% d	22 27%	22 21%	41 20%	914 49% abcd	74 16% d	6 12%	3 10%	1 7%
TOTAL MAKING VOICE OR VIDEO CALLS (E.G. SKYPE, FACETIME)	89 21% bcd	44 14% c	19 7%	62 11% c	233 22%	725 32%	138 54% a	97 20% d	15 18%	14 13%	28 14%	712 38% abcd	57 12% bd	1 3%	3 9%	1 5%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 ONLINE ACTIVITIES USED IN LAST WEEK - MOBILE (QD28A) OR ONLINE (QE5A)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
ANY OF THESE ACTIVITIES	358	213	127	339	769	1951	236	326	48	62	112	1697	293	20	18	9
	86%	70%	47%	59%	72%	86%	93%	66%	59%	60%	56%	92%	62%	41%	56%	51%
	bcd	cd		c			a	d				abcd	bd			

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 ONLINE ACTIVITIES USED IN LAST WEEK - MOBILE (QD28A) OR ONLINE (QE5A)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
GENERAL SEARCHING/ SURFING/ BROWSING THE INTERNET	103 49% d	124 47% d	138 62% abd	89 36%
SEND/ RECEIVE EMAILS	104 49% d	130 49% d	145 65% abd	89 35%
INSTANT MESSAGING (E.G. WHATSAPP, FACEBOOK MESSENGER, SNAPCHAT, WHATSAPP)	41 19%	68 26% d	76 34% abd	33 13%
USING SOCIAL NETWORKING (E.G. FACEBOOK, TWITTER, LINKEDIN, INSTAGRAM, SNAPCHAT)	39 18%	60 23% d	63 28% ad	36 14%
ACCESSING NEWS	51 24% d	61 23% d	75 34% abd	36 15%
WATCHING SHORT VIDEO CLIPS (E.G. ON YOUTUBE, DAILYMOTION, VIMEO OR FACEBOOK)	26 12% d	29 11%	38 17% d	17 7%

Columns Tested: a,b,c,d

Any break column with 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 ONLINE ACTIVITIES USED IN LAST WEEK - MOBILE (QD28A) OR ONLINE (QE5A)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
AUDIO STREAMING (E.G. RADIO, PODCASTS, SPOTIFY, DEEZER)	24 11% bd	15 6%	31 14% bd	8 3%
MAKING VIDEO CALLS (E.G. FACETIME, SKYPE)	16 8%	22 8%	24 11% d	14 5%
MAKING VOICE CALLS USING A VOIP SERVICE (E.G. SKYPE)	18 9%	26 10% d	31 14% d	12 5%
WATCHING TV PROGRAMMES/ FILM CONTENT ONLINE	19 9% d	13 5%	24 11% bd	7 3%
TOTAL ONLINE TV/ VIDEO VIEWING	40 19% d	35 13%	53 24% bd	21 8%
TOTAL MAKING VOICE OR VIDEO CALLS (E.G. SKYPE, FACETIME)	25 12%	32 12%	38 17% d	20 8%
ANY OF THESE ACTIVITIES	131 62% d	162 62% d	170 76% abd	123 49%

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QE14A (QE51). SHOWCARD Which of these fixed broadband services does your household have? (SINGLE CODE)

Base : Those with fixed broadband at home

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	~b	c	d	e	a	~b	~c	~d
Unweighted total	480	364	245	609	1168	2664	206	512	81	101	188	2166	386	64	98	61
Effective Weighted Sample	326	244	163	407	793	1801	165	347	50	76	140	1493	318	35	61	51
Weighted total	340	228	156	384	731	1802	210	322	51	69	121	1569	323	29	21	11
Standard broadband – Broadband through a phone line or cable service - which is not superfast, so the download speed is less than 30MB/second	120 35%	101 44% a	88 57% ab	189 49% a	314 43%	615 34%	99 47% a	129 40%	** **	31 44%	52 43% e	543 35%	157 48%	** **	** **	** **
Superfast broadband – A premium service that delivers higher speeds through either fibre optic or cable service – so the download speed is 30MB/second or higher	164 48% bcd	88 39% c	39 25%	127 33%	282 39%	866 48% b	77 37%	135 42%	** **	30 43%	46 38%	759 48% ad	111 34%	** **	** **	** **
Ultrafast broadband – the download speed is 100MB/second or higher	23 7% cd	8 3%	2 1%	10 3%	32 4%	112 6%	9 4%	11 3%	** **	1 1%	4 3%	103 7% a	8 2%	** **	** **	** **
Don't know	34 10%	32 14%	27 17% a	58 15% a	103 14%	210 12%	25 12%	47 15% e	** **	8 11%	18 15%	164 10%	48 15%	** **	** **	** **

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QE14A (QE51). SHOWCARD Which of these fixed broadband services does your household have? (SINGLE CODE)

Base : Those with fixed broadband at home

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
	a	b	c	d
Significance Level: 95%				
Unweighted total	196	190	226	160
Effective Weighted Sample	162	159	189	131
Weighted total	148	176	180	143
Standard broadband – Broadband through a phone line or cable service - which is not superfast, so the download speed is less than 30MB/second	69 47%	88 50%	85 47%	72 50%
Superfast broadband – A premium service that delivers higher speeds through either fibre optic or cable service – so the download speed is 30MB/second or higher	53 36%	57 33%	66 36%	45 31%
Ultrafast broadband – the download speed is 100MB/second or higher	4 2%	4 3%	7 4%	1 1%
Don't know	22 15%	26 15%	23 13%	25 17%

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QE14B (QE11C). Do you know how to find out what speeds you are getting through your fixed broadband at home? (SINGLE CODE)

Base : Those with fixed broadband at home

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	~b	c	d	e	a	~b	~c	~d
Unweighted total	480	364	245	609	1168	2664	206	512	81	101	188	2166	386	64	98	61
Effective Weighted Sample	326	244	163	407	793	1801	165	347	50	76	140	1493	318	35	61	51
Weighted total	340	228	156	384	731	1802	210	322	51	69	121	1569	323	29	21	11
Yes	153	83	40	122	258	858	114	122	**	27	43	791	110	**	**	**
	45%	36%	25%	32%	35%	48%	54%	38%	**	39%	36%	50%	34%	**	**	**
	bcd	c										ad				
No	165	134	111	245	437	852	85	188	**	42	74	692	197	**	**	**
	49%	59%	71%	64%	60%	47%	41%	58%	**	61%	61%	44%	61%	**	**	**
		a	ab	a				e		e	e					
Don't know	21	12	5	17	36	93	11	12	**	*	4	86	16	**	**	**
	6%	5%	3%	4%	5%	5%	5%	4%	**	*%	3%	5%	5%	**	**	**
												c				

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QE14B (QE11C). Do you know how to find out what speeds you are getting through your fixed broadband at home? (SINGLE CODE)

Base : Those with fixed broadband at home

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	196	190	226	160
Effective Weighted Sample	162	159	189	131
Weighted total	148	176	180	143
Yes	66	44	69	41
	45%	25%	38%	29%
	bd		b	
No	74	124	100	97
	50%	70%	56%	68%
		ac		ac
Don't know	8	8	11	4
	5%	5%	6%	3%

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QE14C (QE12). SHOWCARD Thinking about the speed of your household's fixed broadband internet, is this faster, slower or about the same as you expected it to be when you first got it? (SINGLE CODE)

Base : Those with fixed broadband at home

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	~b	c	d	e	a	~b	~c	~d
Unweighted total	480	364	245	609	1168	2664	206	512	81	101	188	2166	386	64	98	61
Effective Weighted Sample	326	244	163	407	793	1801	165	347	50	76	140	1493	318	35	61	51
Weighted total	340	228	156	384	731	1802	210	322	51	69	121	1569	323	29	21	11
A lot faster	21 6%	13 6%	4 3%	17 5%	35 5%	109 6% b	4 2%	18 6%	** **	3 5%	6 5%	83 5%	16 5%	** **	** **	** **
A little faster	45 13%	28 12%	16 10%	44 11%	84 11%	220 12%	24 11%	39 12%	** **	13 19%	14 12%	183 12%	39 12%	** **	** **	** **
TOTAL FASTER	66 20%	41 18%	20 13%	61 16%	119 16%	329 18%	28 13%	57 18%	** **	16 23%	20 17%	266 17%	56 17%	** **	** **	** **
About the same	187 55%	129 56%	84 54%	213 55%	408 56%	1025 57%	134 64%	173 54%	** **	31 45%	62 51%	925 59% c	183 56%	** **	** **	** **
A little slower	43 13%	23 10%	17 11%	40 10%	82 11%	222 12%	19 9%	38 12%	** **	11 15%	14 12%	198 13%	34 11%	** **	** **	** **
A lot slower	20 6%	12 5%	7 5%	20 5%	38 5%	90 5%	12 6%	21 7%	** **	7 10% e	7 6%	70 4%	17 5%	** **	** **	** **
TOTAL SLOWER	63 19%	36 16%	24 15%	60 16%	120 16%	312 17%	31 15%	59 18%	** **	17 25%	21 18%	268 17%	51 16%	** **	** **	** **
Don't know	23 7%	23 10%	27 18% ab	50 13% a	85 12%	136 8%	17 8%	32 10% e	** **	5 7%	18 15% e	109 7%	34 11%	** **	** **	** **

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QE14C (QE12). SHOWCARD Thinking about the speed of your household's fixed broadband internet, is this faster, slower or about the same as you expected it to be when you first got it? (SINGLE CODE)

Base : Those with fixed broadband at home

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	196	190	226	160
Effective Weighted Sample	162	159	189	131
Weighted total	148	176	180	143
A lot faster	10	6	13	3
	7%	4%	7%	2%
			d	
A little faster	15	24	22	17
	10%	14%	12%	12%
TOTAL FASTER	25	31	35	21
	17%	17%	19%	14%
About the same	84	99	99	83
	57%	56%	55%	58%
A little slower	17	17	21	13
	11%	10%	12%	9%
A lot slower	8	8	9	7
	6%	5%	5%	5%
TOTAL SLOWER	25	25	30	20
	17%	14%	17%	14%
Don't know	13	21	16	19
	9%	12%	9%	13%

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QE14D (QE35). READ OUT DESCRIPTION OF WIRELESS ROUTER. Do you or anyone in your household use a fixed wireless internet connection at home (Wi-Fi)? (SINGLE CODE)

Base : Those with fixed broadband at home

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	~b	c	d	e	a	~b	~c	~d
Unweighted total	480	364	245	609	1168	2664	206	512	81	101	188	2166	386	64	98	61
Effective Weighted Sample	326	244	163	407	793	1801	165	347	50	76	140	1493	318	35	61	51
Weighted total	340	228	156	384	731	1802	210	322	51	69	121	1569	323	29	21	11
Yes	320	215	137	352	676	1691	206	295	**	61	110	1497	298	**	**	**
	94%	94%	88%	92%	92%	94%	98%	92%	**	88%	91%	95%	92%	**	**	**
	c	c					a					acd				
No	17	9	13	22	43	89	4	19	**	7	6	59	19	**	**	**
	5%	4%	8%	6%	6%	5%	2%	6%	**	11%	5%	4%	6%	**	**	**
										e						
Don't know	3	4	6	10	13	22	1	8	**	1	5	13	7	**	**	**
	1%	2%	4%	3%	2%	1%	*%	2%	**	1%	4%	1%	2%	**	**	**
			a					e			e					

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QE14D (QE35). READ OUT DESCRIPTION OF WIRELESS ROUTER. Do you or anyone in your household use a fixed wireless internet connection at home (Wi-Fi)? (SINGLE CODE)

Base : Those with fixed broadband at home

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	196	190	226	160
Effective Weighted Sample	162	159	189	131
Weighted total	148	176	180	143
Yes	135	163	170	128
	91%	93%	94%	89%
No	9	9	6	12
	6%	5%	3%	9%
				c
Don't know	3	4	4	3
	2%	2%	2%	2%

Columns Tested: a,b,c,d

Any break column with 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 (QE11D) SHOWCARD. Which of these devices use your household's Wi-Fi connection? (MULTI CODE)

Base : Those using a wireless internet connection at home

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	~b	~c	d	e	a	~b	~c	~d
Unweighted total	448	339	223	562	1079	2501	201	473	74	89	171	2062	357	57	92	56
Effective Weighted Sample	307	228	149	377	739	1699	161	321	46	67	131	1429	295	30	57	46
Weighted total	320	215	137	352	676	1691	206	295	47	61	110	1497	298	24	20	10
Smartphone/ mobile phone	244 76% bcd	135 63% cd	55 40% c	189 54% c	451 67%	1353 80%	187 91% a	188 64%	** **	** **	60 55%	1265 84% ad	163 55%	** **	** **	** **
Laptop	225 70% bcd	126 59% c	55 40% c	181 51% c	353 52%	1083 64%	145 71%	173 58%	** **	** **	58 52%	996 67% ad	154 52%	** **	** **	** **
Tablet computer (e.g. iPad)	191 60%	118 55%	80 59%	198 56%	370 55%	1013 60% b	96 47%	174 59%	** **	** **	65 59%	878 59%	167 56%	** **	** **	** **
TV set	142 44% bcd	70 33% c	25 18% c	95 27% c	227 34%	809 48%	114 56%	117 40%	** **	** **	35 32%	764 51% ad	81 27%	** **	** **	** **
Games console	42 13% bcd	11 5%	2 2%	13 4%	128 19%	484 29%	54 26%	65 22% d	** **	** **	14 12%	451 30% ad	9 3%	** **	** **	** **
Desktop PC	99 31%	58 27%	43 31%	101 29%	162 24%	440 26%	52 25%	84 28%	** **	** **	25 23%	376 25%	88 30%	** **	** **	** **
Smart speaker (e.g. Amazon Echo, Google Home)	54 17% bcd	22 10%	9 7%	31 9%	77 11%	357 21% b	15 7%	47 16%	** **	** **	15 14%	310 21% a	23 8%	** **	** **	** **
E-reader (e.g. Kindle)	43 13%	32 15%	12 9%	44 13%	64 9%	226 13% b	8 4%	38 13%	** **	** **	11 10%	186 12%	38 13%	** **	** **	** **

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (QE11D) SHOWCARD. Which of these devices use your household's Wi-Fi connection? (MULTI CODE)

Base : Those using a wireless internet connection at home

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	~b	~c	d	e	a	~b	~c	~d
Unweighted total	448	339	223	562	1079	2501	201	473	74	89	171	2062	357	57	92	56
Effective Weighted Sample	307	228	149	377	739	1699	161	321	46	67	131	1429	295	30	57	46
Weighted total	320	215	137	352	676	1691	206	295	47	61	110	1497	298	24	20	10
Smart watch (e.g. Apple Watch, Pebble, Samsung, Sony)	18 6% c	10 5%	1 1%	12 3%	27 4%	165 10%	16 8%	25 9%	** **	** **	5 4%	151 10% d	9 3%	** **	** **	** **
Netbook	26 8% bcd	7 3%	3 2%	10 3%	25 4%	111 7%	13 7%	22 7%	** **	** **	6 5%	100 7%	8 3%	** **	** **	** **
Smart home technology – such as for heating, lighting or video doorbell	18 6% c	10 5% c	1 1%	11 3%	21 3%	109 6%	10 5%	15 5%	** **	** **	3 3%	95 6%	9 3%	** **	** **	** **
Other portable/ handheld device (e.g. portable games console/ iPod Touch)	13 4% bcd	2 1%	- -%	2 *%	14 2%	98 6%	7 3%	18 6%	** **	** **	3 3%	85 6%	1 *%	** **	** **	** **
None of these	1 *% bcd	* *%	1 1%	1 *%	2 *%	4 *%	- -%	1 *%	** **	** **	* *%	3 *%	1 *%	** **	** **	** **
Don't know	* *%	2 1%	2 1%	4 1%	5 1%	4 *%	- -%	2 1% e	** **	** **	2 2% e	2 *%	2 1%	** **	** **	** **
Mean number of types of devices	3.5 bcd	2.8 cd	2.1	2.5 c	2.8	3.7	3.5	3.3 d	**	**	2.7	3.8 ad	2.5	**	**	**
Standard deviation	1.99	1.75	1.53	1.70	1.82	2.21	1.74	2.39	**	**	2.01	2.12	1.68	**	**	**
Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d																

Any break column with 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 (QE11D) SHOWCARD. Which of these devices use your household's Wi-Fi connection? (MULTI CODE)

Base : Those using a wireless internet connection at home

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	~b	~c	d	e	a	~b	~c	~d
Standard error	.09	.10	.10	.07	.06	.04	.12	.11	**	**	.15	.05	.09	**	**	**
Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d																

Any break column with 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 (QE11D) SHOWCARD. Which of these devices use your household's Wi-Fi connection? (MULTI CODE)

Base : Those using a wireless internet connection at home

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	180	177	213	144
Effective Weighted Sample	150	149	179	118
Weighted total	135	163	170	128
Smartphone/ mobile phone	69	94	108	55
	51%	57%	63%	43%
		d	ad	
Laptop	75	79	90	64
	56%	48%	53%	50%
Tablet computer (e.g. iPad)	70	96	102	64
	52%	59%	60%	50%
TV set	43	38	50	31
	32%	23%	30%	24%
Games console	3	6	5	4
	2%	4%	3%	3%
Desktop PC	49	39	64	24
	37%	24%	38%	19%
	bd		bd	
Smart speaker (e.g. Amazon Echo, Google Home)	13	11	20	4
	9%	7%	12%	3%
	d		d	
E-reader (e.g. Kindle)	11	27	30	8
	8%	17%	18%	6%
		ad	ad	
Smart watch (e.g. Apple Watch, Pebble, Samsung, Sony)	5	4	7	2
	3%	3%	4%	1%
Netbook	3	5	7	1
	2%	3%	4%	1%

Columns Tested: a,b,c,d

Any break column with 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 (QE11D) SHOWCARD. Which of these devices use your household's Wi-Fi connection? (MULTI CODE)

Base : Those using a wireless internet connection at home

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	180	177	213	144
Effective Weighted Sample	150	149	179	118
Weighted total	135	163	170	128
Smart home technology – such as for heating, lighting or video doorbell	6 4%	4 2%	8 5% d	1 1%
Other portable/ handheld device (e.g. portable games console/ iPod Touch)	1 1%	- -%	1 1%	- -%
None of these	1 *% *%	- -%	1 *% *%	- -%
Don't know	* *%	2 1%	2 1%	* *%
Mean number of types of devices	2.6 d	2.5 d	2.9 bd	2.0
Standard deviation	1.72	1.64	1.83	1.28
Standard error	.13	.12	.13	.11
Columns Tested: a,b,c,d				

Any break column with 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 (QE57). SHOWCARD Do you ever use free public Wi-Fi services outside the home in any of these situations? Some of these may require you to register or to log in to gain access to the public Wi-Fi. (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN-ORITY GROUP	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	~b	c	d	e	a	~b	c	~d
Unweighted total	534	383	260	643	1369	3006	239	596	91	104	216	2414	415	64	102	62
Effective Weighted Sample	366	257	170	427	945	2057	190	406	57	78	160	1680	338	33	63	51
Weighted total	378	239	158	397	850	2040	243	367	57	71	135	1748	338	26	22	11
In cafes, restaurants, pubs or bars	143 38% bcd	53 22% c	16 10% c	69 17% c	249 29%	851 42% b	80 33%	100 27%	** **	16 22%	27 20%	766 44% acd	60 18%	** **	4 17%	** **
In shops or shopping centres	99 26% bcd	30 12% c	9 6%	39 10%	188 22%	627 31%	71 29%	74 20%	** **	13 18%	25 18%	580 33% acd	31 9%	** **	3 14%	** **
In hotels	113 30% bcd	43 18%	21 13%	64 16%	141 17%	578 28%	57 23%	65 18% d	** **	15 21% d	14 11%	532 30% ad	56 17%	** **	2 11%	** **
On trains/ buses/ trams	68 18% bcd	25 10%	16 10%	41 10%	165 19%	516 25%	47 19%	71 19% d	** **	13 18%	16 12%	453 26% ad	35 10%	** **	3 13%	** **
In airports	83 22% bcd	28 12% c	7 4%	35 9%	81 10%	396 19%	56 23%	36 10%	** **	8 11%	9 6%	397 23% acd	31 9%	** **	2 10%	** **
In rail stations/ bus stations/ tram stops	54 14% bcd	14 6%	7 5%	22 5%	84 10%	315 15%	38 16%	32 9%	** **	6 8%	6 4%	302 17% acd	18 5%	** **	2 7%	** **
In leisure centres/ gyms/ sports grounds	23 6%	12 5%	5 3%	18 4%	62 7%	261 13%	35 14%	21 6%	** **	5 7%	5 3%	259 15% ad	15 5%	** **	1 5%	** **

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (QE57). SHOWCARD Do you ever use free public Wi-Fi services outside the home in any of these situations? Some of these may require you to register or to log in to gain access to the public Wi-Fi. (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	~b	c	d	e	a	~b	c	~d
Unweighted total	534	383	260	643	1369	3006	239	596	91	104	216	2414	415	64	102	62
Effective Weighted Sample	366	257	170	427	945	2057	190	406	57	78	160	1680	338	33	63	51
Weighted total	378	239	158	397	850	2040	243	367	57	71	135	1748	338	26	22	11
In hospitals/ doctors' surgeries/ dentists	46 12% bcd	17 7%	7 4%	23 6%	72 8%	235 12%	40 17% a	44 12%	** **	6 9%	16 12%	211 12%	21 6%	** **	* 2%	** **
In libraries	15 4%	12 5%	4 3%	16 4%	52 6%	150 7%	32 13% a	27 7%	** **	4 5%	9 7%	139 8%	13 4%	** **	1 5%	** **
Internet café	15 4%	6 2%	2 1%	8 2%	29 3%	115 6%	13 5%	9 2%	** **	2 3%	2 2%	109 6% ad	5 2%	** **	1 3%	** **
On aeroplanes	26 7% bcd	5 2%	2 1%	7 2%	19 2%	107 5%	11 5%	13 4%	** **	3 4%	2 1%	99 6% d	6 2%	** **	1 4%	** **
Other public Wi-Fi services	5 1%	2 1%	* *%	3 1%	7 1%	24 1%	5 2%	5 1%	** **	2 2%	1 1%	20 1%	2 1%	** **	* 2%	** **
ANY USE OF FREE PUBLIC WI-FI SERVICES OUTSIDE THE HOME	206 55% bcd	82 34% c	38 24%	120 30%	384 45%	1201 59%	135 56%	152 42% d	** **	28 39%	41 31%	1088 62% acd	104 31%	** **	6 28%	** **
No, never use public Wi-Fi services	171 45%	154 65% a	119 75% ab	273 69% a	457 54%	824 40%	107 44%	211 57% e	** **	43 60% e	93 68% ae	652 37%	232 69%	** **	16 72%	** **

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (QE57). SHOWCARD Do you ever use free public Wi-Fi services outside the home in any of these situations? Some of these may require you to register or to log in to gain access to the public Wi-Fi. (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	~b	c	d	e	a	~b	c	~d
Unweighted total	534	383	260	643	1369	3006	239	596	91	104	216	2414	415	64	102	62
Effective Weighted Sample	366	257	170	427	945	2057	190	406	57	78	160	1680	338	33	63	51
Weighted total	378	239	158	397	850	2040	243	367	57	71	135	1748	338	26	22	11
Don't know	1	2	1	4	8	15	1	4	**	*	1	8	3	**	*	**
	*%	1%	1%	1%	1%	1%	*%	1%	**	*%	1%	*%	1%	**	*%	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (QE57). SHOWCARD Do you ever use free public Wi-Fi services outside the home in any of these situations? Some of these may require you to register or to log in to gain access to the public Wi-Fi. (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	212	203	229	186
Effective Weighted Sample	173	168	190	149
Weighted total	155	184	180	158
In cafes, restaurants, pubs or bars	29	31	46	14
	19%	17%	25%	9%
	d	d	bd	
In shops or shopping centres	18	13	22	8
	12%	7%	12%	5%
	d		d	
In hotels	33	24	41	15
	21%	13%	23%	9%
	bd		bd	
On trains/ buses/ trams	19	16	26	9
	13%	9%	15%	6%
	d		d	
In airports	16	15	26	6
	10%	8%	14%	4%
	d		d	
In rail stations/ bus stations/ tram stops	10	8	16	2
	7%	4%	9%	1%
	d		d	
In leisure centres/ gyms/ sports grounds	7	8	10	6
	4%	5%	5%	4%
In hospitals/ doctors' surgeries/ dentists	11	10	16	5
	7%	6%	9%	3%
			d	

Columns Tested: a,b,c,d

Any break column with 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 (QE57). SHOWCARD Do you ever use free public Wi-Fi services outside the home in any of these situations? Some of these may require you to register or to log in to gain access to the public Wi-Fi. (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	212	203	229	186
Effective Weighted Sample	173	168	190	149
Weighted total	155	184	180	158
In libraries	8	5	6	7
	5%	3%	4%	4%
Internet café	1	4	3	2
	1%	2%	2%	1%
On aeroplanes	4	2	6	-
	2%	1%	3%	-%
			d	
Other public Wi-Fi services	1	1	1	1
	1%	1%	*%	1%
ANY USE OF FREE PUBLIC WI-FI SERVICES OUTSIDE THE HOME	51	53	73	31
	33%	29%	40%	19%
	d	d	bd	
No, never use public Wi-Fi services	102	130	107	125
	66%	71%	60%	79%
		c		ac
Don't know	2	1	-	3
	1%	1%	-%	2%

Columns Tested: a,b,c,d

Any break column with 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 (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

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	~a	b	c	d		a	~b	a	~b	~c	d	e	a	~b	~c	~d
Unweighted total	78	147	251	398	507	525	19	266	53	69	128	239	242	61	59	36
Effective Weighted Sample	57	94	167	261	343	377	17	192	38	47	97	171	189	35	36	30
Weighted total	45	60	105	165	226	255	15	130	25	30	66	129	130	20	9	5
Certain to	**	*	-	*	2	6	**	1	**	**	1	5	-	**	**	**
	**	1%	-%	*%	1%	3%	**	1%	**	**	1%	4%	-%	**	**	**
												a				
Very likely	**	-	-	-	8	10	**	3	**	**	-	6	-	**	**	**
	**	-%	-%	-%	4%	4%	**	2%	**	**	-%	5%	-%	**	**	**
												d				
Likely	**	1	1	2	12	14	**	6	**	**	2	9	2	**	**	**
	**	2%	1%	1%	5%	5%	**	5%	**	**	2%	7%	1%	**	**	**
Unlikely	**	8	6	14	21	23	**	7	**	**	2	19	11	**	**	**
	**	13%	6%	8%	9%	9%	**	6%	**	**	3%	15%	8%	**	**	**
		c										ad				
Very unlikely	**	11	19	30	40	45	**	22	**	**	11	21	24	**	**	**
	**	18%	18%	18%	18%	18%	**	17%	**	**	17%	17%	19%	**	**	**
Certain not to	**	36	77	113	134	141	**	87	**	**	50	56	89	**	**	**
	**	60%	74%	69%	59%	55%	**	67%	**	**	76%	43%	69%	**	**	**
			b					e			e					
TOTAL LIKELY	**	2	1	3	22	30	**	10	**	**	2	20	2	**	**	**
	**	3%	1%	2%	10%	12%	**	8%	**	**	4%	16%	1%	**	**	**
												ad				
TOTAL UNLIKELY	**	55	102	157	195	209	**	117	**	**	62	96	124	**	**	**
	**	91%	98%	95%	86%	82%	**	90%	**	**	95%	74%	96%	**	**	**
			b					e			e					
Don't know	**	3	2	5	9	16	**	3	**	**	1	13	4	**	**	**
	**	6%	2%	3%	4%	6%	**	2%	**	**	2%	10%	3%	**	**	**
												ad				

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (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

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	~c	d
Unweighted total	112	130	67	175
Effective Weighted Sample	80	110	55	135
Weighted total	53	77	36	94
Certain to	-	-	**	-
	-%	-%	**	-%
Very likely	-	-	**	-
	-%	-%	**	-%
Likely	1	1	**	1
	2%	1%	**	1%
Unlikely	6	5	**	8
	11%	7%	**	9%
Very unlikely	12	12	**	16
	22%	16%	**	17%
Certain not to	32	57	**	67
	60%	75%	**	71%
		a		
TOTAL LIKELY	1	1	**	1
	2%	1%	**	1%
TOTAL UNLIKELY	49	75	**	91
	94%	97%	**	97%
Don't know	2	2	**	1
	4%	2%	**	2%

Columns Tested: a,b,c,d

Any break column with 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 (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

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	~a	b	c	d		a	~b	a	~b	~c	d	e	a	~b	~c	~d
Unweighted total	67	132	244	376	447	447	12	242	48	65	120	186	231	58	53	34
Effective Weighted Sample	49	84	161	246	299	323	10	174	35	44	91	132	180	33	31	28
Weighted total	38	55	102	157	195	209	9	117	23	29	62	96	124	19	8	5
No need to go online/ not interested	**	44	84	128	151	162	**	99	**	**	56	66	102	**	**	**
	**	80%	82%	82%	77%	77%	**	84%	**	**	89%	68%	82%	**	**	**
								e			e					
Don't know how to use a computer/ how to use the internet	**	15	26	41	48	50	**	35	**	**	21	15	34	**	**	**
	**	27%	26%	26%	24%	24%	**	30%	**	**	34%	15%	27%	**	**	**
								e			e					
Equipment/ service is too expensive	**	6	4	10	27	31	**	12	**	**	4	19	9	**	**	**
	**	11%	4%	6%	14%	15%	**	10%	**	**	6%	20%	7%	**	**	**
												ad				
Someone else can go online for me if necessary	**	6	14	20	24	25	**	13	**	**	9	11	15	**	**	**
	**	10%	14%	13%	12%	12%	**	12%	**	**	15%	11%	12%	**	**	**
Concerned about security/ fraud/ privacy	**	2	3	5	6	11	**	5	**	**	3	4	4	**	**	**
	**	4%	3%	3%	3%	5%	**	4%	**	**	4%	4%	4%	**	**	**
Poor eyesight	**	1	6	7	7	10	**	9	**	**	4	-	5	**	**	**
	**	2%	6%	4%	4%	5%	**	8%	**	**	7%	-%	4%	**	**	**
								e			e					
Happy to use the internet at work/ elsewhere	**	1	1	2	3	5	**	1	**	**	1	4	1	**	**	**
	**	2%	1%	1%	2%	2%	**	1%	**	**	1%	4%	1%	**	**	**
												a				

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (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

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
	~a	b	c	d		a	~b	a	~b	~c	d	e	a	~b	~c	~d
Significance Level: 95%																
Unweighted total	67	132	244	376	447	447	12	242	48	65	120	186	231	58	53	34
Effective Weighted Sample	49	84	161	246	299	323	10	174	35	44	91	132	180	33	31	28
Weighted total	38	55	102	157	195	209	9	117	23	29	62	96	124	19	8	5
Don't have broadband where I live	**	1	*	1	1	2	**	2	**	**	1	-	1	**	**	**
	**	1%	*%	1%	1%	1%	**	2%	**	**	1%	-%	1%	**	**	**
Concerned about harmful/ offensive content	**	-	*	*	*	1	**	-	**	**	-	-	*	**	**	**
	**	-%	*%	*%	*%	*%	**	-%	**	**	-%	-%	*%	**	**	**
Broadband is too slow where I live	**	-	-	-	-	*	**	*	**	**	-	*	-	**	**	**
	**	-%	-%	-%	-%	*%	**	*%	**	**	-%	*%	-%	**	**	**
Happy to use the internet on my mobile phone	**	-	-	-	1	2	**	-	**	**	-	2	-	**	**	**
	**	-%	-%	-%	1%	1%	**	-%	**	**	-%	2%	-%	**	**	**
Live in rented property	**	-	-	-	-	-	**	-	**	**	-	1	-	**	**	**
	**	-%	-%	-%	-%	-%	**	-%	**	**	-%	1%	-%	**	**	**
Other	**	-	-	-	-	-	**	-	**	**	-	-	-	**	**	**
	**	-%	-%	-%	-%	-%	**	-%	**	**	-%	-%	-%	**	**	**
Don't know	**	1	1	2	3	1	**	*	**	**	-	1	2	**	**	**
	**	2%	1%	1%	1%	1%	**	*%	**	**	-%	1%	1%	**	**	**
ANY INVOLUNTARY REASONS	**	21	35	56	77	86	**	50	**	**	25	37	45	**	**	**
	**	38%	34%	36%	39%	41%	**	42%	**	**	40%	39%	36%	**	**	**
ANY VOLUNTARY REASONS	**	45	91	136	161	173	**	102	**	**	58	73	108	**	**	**
	**	82%	89%	86%	82%	83%	**	87%	**	**	94%	76%	87%	**	**	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (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

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	~a	b	c	d		a	~b	a	~b	~c	d	e	a	~b	~c	~d
Unweighted total	67	132	244	376	447	447	12	242	48	65	120	186	231	58	53	34
Effective Weighted Sample	49	84	161	246	299	323	10	174	35	44	91	132	180	33	31	28
Weighted total	38	55	102	157	195	209	9	117	23	29	62	96	124	19	8	5
ONLY VOLUNTARY REASONS	**	34	67	101	117	122	**	68	**	**	38	58	79	**	**	**
	**	61%	66%	64%	60%	59%	**	58%	**	**	61%	61%	64%	**	**	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (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

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	~c	d
Unweighted total	105	126	63	168
Effective Weighted Sample	74	106	51	129
Weighted total	49	75	33	91
No need to go online/ not interested	42	60	**	76
	85%	80%	**	83%
Don't know how to use a computer/ how to use the internet	13	21	**	25
	26%	28%	**	27%
Equipment/ service is too expensive	3	6	**	5
	6%	8%	**	6%
Someone else can go online for me if necessary	5	10	**	9
	9%	14%	**	10%
Concerned about security/ fraud/ privacy	2	3	**	2
	4%	3%	**	3%
Poor eyesight	2	3	**	4
	4%	4%	**	5%
Happy to use the internet at work/ elsewhere	1	1	**	1
	1%	1%	**	1%
Don't have broadband where I live	-	1	**	1
	-%	2%	**	1%
Concerned about harmful/ offensive content	*	-	**	-
	1%	-%	**	-%

Columns Tested: a,b,c,d

Any break column with 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 (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

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	~c	d
Unweighted total	105	126	63	168
Effective Weighted Sample	74	106	51	129
Weighted total	49	75	33	91
Broadband is too slow where I live	-	-	**	-
	-%	-%	**	-%
Happy to use the internet on my mobile phone	-	-	**	-
	-%	-%	**	-%
Live in rented property	-	-	**	-
	-%	-%	**	-%
Other	-	-	**	-
	-%	-%	**	-%
Don't know	1	1	**	2
	2%	1%	**	2%
ANY INVOLUNTARY REASONS	16	30	**	32
	32%	40%	**	35%
ANY VOLUNTARY REASONS	44	64	**	79
	88%	86%	**	86%
ONLY VOLUNTARY REASONS	33	45	**	59
	68%	61%	**	65%

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QE19 (QE25B). And, which one of these reasons is your MAIN reason for not getting internet access at home? (SINGLE CODE)

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

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	~a	b	c	d		a	~b	a	~b	~c	d	e	a	~b	~c	~d
Unweighted total	67	132	244	376	447	447	12	242	48	65	120	186	231	58	53	34
Effective Weighted Sample	49	84	161	246	299	323	10	174	35	44	91	132	180	33	31	28
Weighted total	38	55	102	157	195	209	9	117	23	29	62	96	124	19	8	5
No need to go online/ not interested	**	40	73	112	131	139	**	85	**	**	47	59	89	**	**	**
	**	72%	71%	72%	67%	67%	**	73%	**	**	76%	61%	71%	**	**	**
								e			e					
Don't know how to use a computer/ how to use the internet	**	8	13	21	24	25	**	14	**	**	6	10	17	**	**	**
	**	15%	13%	14%	12%	12%	**	12%	**	**	10%	10%	14%	**	**	**
Equipment/ service is too expensive	**	3	2	5	17	19	**	5	**	**	2	14	4	**	**	**
	**	6%	2%	3%	9%	9%	**	5%	**	**	3%	15%	3%	**	**	**
												ad				
Someone else can go online for me if necessary	**	1	9	11	12	11	**	6	**	**	5	4	9	**	**	**
	**	2%	9%	7%	6%	5%	**	5%	**	**	7%	4%	7%	**	**	**
			b													
Concerned about security/ fraud/ privacy	**	1	1	1	2	5	**	1	**	**	-	3	1	**	**	**
	**	1%	1%	1%	1%	2%	**	1%	**	**	-%	3%	1%	**	**	**
Poor eyesight	**	*	3	4	4	4	**	4	**	**	2	-	2	**	**	**
	**	1%	3%	2%	2%	2%	**	3%	**	**	3%	-%	2%	**	**	**
								e								
Happy to use the internet at work/ elsewhere	**	1	-	1	2	2	**	1	**	**	1	2	1	**	**	**
	**	1%	-%	*%	1%	1%	**	1%	**	**	1%	2%	*%	**	**	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QE19 (QE25B). And, which one of these reasons is your MAIN reason for not getting internet access at home? (SINGLE CODE)

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

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	~a	b	c	d		a	~b	a	~b	~c	d	e	a	~b	~c	~d
Unweighted total	67	132	244	376	447	447	12	242	48	65	120	186	231	58	53	34
Effective Weighted Sample	49	84	161	246	299	323	10	174	35	44	91	132	180	33	31	28
Weighted total	38	55	102	157	195	209	9	117	23	29	62	96	124	19	8	5
Concerned about harmful/ offensive content	**	-	*	*	*	1	**	-	**	**	-	-	*	**	**	**
	**	-%	*%	*%	*%	*%	**	-%	**	**	-%	-%	*%	**	**	**
Broadband is too slow where I live	**	-	-	-	-	*	**	*	**	**	-	*	-	**	**	**
	**	-%	-%	-%	-%	*%	**	*%	**	**	-%	*%	-%	**	**	**
Don't have broadband where I live	**	-	-	-	-	-	**	-	**	**	-	-	-	**	**	**
	**	-%	-%	-%	-%	-%	**	-%	**	**	-%	-%	-%	**	**	**
Happy to use the internet on my mobile phone	**	-	-	-	1	2	**	-	**	**	-	2	-	**	**	**
	**	-%	-%	-%	1%	1%	**	-%	**	**	-%	2%	-%	**	**	**
Live in rented property	**	-	-	-	-	-	**	-	**	**	-	1	-	**	**	**
	**	-%	-%	-%	-%	-%	**	-%	**	**	-%	1%	-%	**	**	**
Other	**	-	-	-	-	-	**	-	**	**	-	-	-	**	**	**
	**	-%	-%	-%	-%	-%	**	-%	**	**	-%	-%	-%	**	**	**
Don't know	**	1	1	2	3	1	**	*	**	**	-	1	2	**	**	**
	**	2%	1%	1%	1%	1%	**	*%	**	**	-%	1%	1%	**	**	**
ANY INVOLUNTARY REASONS	**	12	19	31	47	53	**	25	**	**	10	28	24	**	**	**
	**	23%	19%	20%	24%	26%	**	21%	**	**	16%	29%	20%	**	**	**

d

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QE19 (QE25B). And, which one of these reasons is your MAIN reason for not getting internet access at home? (SINGLE CODE)

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

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	~a	b	c	d		a	~b	a	~b	~c	d	e	a	~b	~c	~d
Unweighted total	67	132	244	376	447	447	12	242	48	65	120	186	231	58	53	34
Effective Weighted Sample	49	84	161	246	299	323	10	174	35	44	91	132	180	33	31	28
Weighted total	38	55	102	157	195	209	9	117	23	29	62	96	124	19	8	5
ANY VOLUNTARY REASONS	**	41	82	124	145	154	**	92	**	**	53	67	98	**	**	**
	**	75%	81%	79%	74%	74%	**	79%	**	**	84%	70%	79%	**	**	**
											e					

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QE19 (QE25B). And, which one of these reasons is your MAIN reason for not getting internet access at home? (SINGLE CODE)

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

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	~c	d
Unweighted total	105	126	63	168
Effective Weighted Sample	74	106	51	129
Weighted total	49	75	33	91
No need to go online/ not interested	36	53	**	65
	73%	70%	**	71%
Don't know how to use a computer/ how to use the internet	7	10	**	12
	15%	13%	**	13%
Equipment/ service is too expensive	1	3	**	2
	2%	4%	**	3%
Someone else can go online for me if necessary	2	6	**	7
	4%	9%	**	7%
Concerned about security/ fraud/ privacy	*	1	**	*
	1%	1%	**	1%
Poor eyesight	1	2	**	2
	1%	2%	**	2%
Happy to use the internet at work/ elsewhere	-	1	**	1
	-%	1%	**	1%
Concerned about harmful/ offensive content	*	-	**	-
	1%	-%	**	-%
Broadband is too slow where I live	-	-	**	-
	-%	-%	**	-%

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QE19 (QE25B). And, which one of these reasons is your MAIN reason for not getting internet access at home? (SINGLE CODE)

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

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	~c	d
Unweighted total	105	126	63	168
Effective Weighted Sample	74	106	51	129
Weighted total	49	75	33	91
Don't have broadband where I live	-	-	**	-
	-%	-%	**	-%
Happy to use the internet on my mobile phone	-	-	**	-
	-%	-%	**	-%
Live in rented property	-	-	**	-
	-%	-%	**	-%
Other	-	-	**	-
	-%	-%	**	-%
Don't know	1	1	**	2
	2%	1%	**	2%
ANY INVOLUNTARY REASONS	10	15	**	17
	20%	20%	**	19%
ANY VOLUNTARY REASONS	38	60	**	72
	78%	80%	**	79%

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QE20 (QE29). EXPLAIN THAT PHONE CALLS CAN BE MADE USING THE INTERNET USING SERVICES SUCH AS SKYPE, FACETIME, WHATSAPP AND FACEBOOK MESSENGER. Before now, were you aware that you could make voice calls or video calls using the internet? (SINGLE CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
Yes	356	222	142	364	805	1977	239	352	49	65	131	1704	307	26	21	10
	85%	73%	53%	64%	76%	87%	94%	71%	60%	63%	65%	92%	65%	53%	65%	58%
	bcd	cd		c			a	b				abcd				
No	57	76	121	196	247	272	15	130	32	34	64	141	157	22	11	7
	14%	25%	45%	34%	23%	12%	6%	26%	39%	33%	32%	8%	33%	44%	33%	39%
		a	abd	ab		b		e	ae	e	e					
Don't know	4	5	7	12	14	16	-	11	1	4	6	6	10	1	*	*
	1%	2%	3%	2%	1%	1%	-%	2%	1%	4%	3%	*%	2%	2%	1%	3%
								e		e	e					

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QE20 (QE29). EXPLAIN THAT PHONE CALLS CAN BE MADE USING THE INTERNET USING SERVICES SUCH AS SKYPE, FACETIME, WHATSAPP AND FACEBOOK MESSENGER. Before now, were you aware that you could make voice calls or video calls using the internet? (SINGLE CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
Yes	141	165	171	136
	67%	63%	77%	54%
	d	d	abd	
No	65	92	49	107
	31%	35%	22%	43%
	c	c		ac
Don't know	5	5	2	8
	2%	2%	1%	3%

Columns Tested: a,b,c,d

Any break column with 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 (QE30). Have you or anyone in your household ever used one of these services to make voice calls or video calls using the internet at home? (SINGLE CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
Yes	222	126	62	188	514	1437	213	211	29	42	73	1328	164	11	9	4
	53%	42%	23%	33%	48%	63%	84%	43%	36%	41%	36%	72%	35%	21%	30%	21%
	bcd	cd		c			a					abcd	bd			
No, never used	184	172	200	372	532	798	41	271	50	58	123	503	302	33	23	14
	44%	57%	74%	65%	50%	35%	16%	55%	62%	57%	61%	27%	64%	68%	70%	79%
		a	abd	ab		b		e	e	e	e					a
Don't know	11	5	8	13	19	31	1	9	2	2	5	20	7	5	-	-
	3%	2%	3%	2%	2%	1%	*%	2%	2%	2%	3%	1%	2%	11%	-%	-%
											e			acd		

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (QE30). Have you or anyone in your household ever used one of these services to make voice calls or video calls using the internet at home? (SINGLE CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
Yes	71	93	99	66
	34%	36%	44%	26%
		d	abd	
No, never used	137	165	122	180
	65%	63%	55%	72%
	c			bc
Don't know	3	4	2	5
	1%	2%	1%	2%

Columns Tested: a,b,c,d

Any break column with 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 (QE31). SHOWCARD Which supplier or service does/ did your household use to make voice calls or video calls using the internet? (MULTI CODE)

Base : Those who have ever used a service to make voice or video calls using the internet at home

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	~b	~c	d	e	a	~b	~c	~d
Unweighted total	300	180	104	284	803	2050	204	346	47	56	117	1767	193	24	45	22
Effective Weighted Sample	212	129	70	199	566	1406	163	231	30	44	87	1247	164	13	28	18
Weighted total	222	126	62	188	514	1437	213	211	29	42	73	1328	164	11	9	4
WhatsApp	140 63% bcd	63 50%	22 36%	85 45%	318 62%	986 69%	185 87% a	118 56%	** **	** **	40 55%	980 74% ad	75 45%	** **	** **	** **
FaceTime	65 29% c	40 31% c	10 16%	50 26%	145 28%	524 36%	64 30%	60 28%	** **	** **	16 23%	483 36% ad	45 28%	** **	** **	** **
Facebook Messenger	66 30% cd	28 22%	8 13%	36 19%	179 35%	536 37%	69 33%	88 42%	** **	** **	28 39%	478 36%	29 18%	** **	** **	** **
Skype	75 34%	46 37%	28 45%	75 40%	121 24%	361 25%	51 24%	51 24%	** **	** **	14 19%	338 25%	66 40%	** **	** **	** **
Viber	8 4% d	1 1%	- -%	1 1%	12 2%	34 2%	29 14% a	4 2%	** **	** **	2 2%	59 4% a	1 1%	** **	** **	** **
BT	5 2%	5 4%	4 6%	9 5%	13 2%	44 3%	2 1%	5 2%	** **	** **	* *% %	40 3%	8 5%	** **	** **	** **
Google Hangouts	3 1%	- -%	- -%	- -%	1 *% %	12 1%	- -%	2 1%	** **	** **	* *% %	9 1%	- -%	** **	** **	** **
Plusnet	3 1%	* *% %	- -%	* *% %	1 *% %	9 1%	- -%	* *% %	** **	** **	- -%	9 1%	* *% %	** **	** **	** **
Vonage	2 1%	- -%	- -%	- -%	1 *% %	- -%	3 1% a	- -%	** **	** **	- -%	3 *% %	- -%	** **	** **	** **
Voipfone	1 1%	- -%	- -%	- -%	1 *% %	1 *% %	- -%	- -%	** **	** **	- -%	1 *% %	- -%	** **	** **	** **

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (QE31). SHOWCARD Which supplier or service does/ did your household use to make voice calls or video calls using the internet? (MULTI CODE)

Base : Those who have ever used a service to make voice or video calls using the internet at home

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	~b	~c	d	e	a	~b	~c	~d
Unweighted total	300	180	104	284	803	2050	204	346	47	56	117	1767	193	24	45	22
Effective Weighted Sample	212	129	70	199	566	1406	163	231	30	44	87	1247	164	13	28	18
Weighted total	222	126	62	188	514	1437	213	211	29	42	73	1328	164	11	9	4
Other	3	1	*	1	9	28	2	11	**	**	2	17	1	**	**	**
	2%	1%	*%	*%	2%	2%	1%	5%	**	**	2%	1%	*%	**	**	**
								e								
Don't know	5	7	5	13	15	26	2	9	**	**	2	19	10	**	**	**
	2%	6%	8%	7%	3%	2%	1%	4%	**	**	3%	1%	6%	**	**	**
			a	a				e								

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (QE31). SHOWCARD Which supplier or service does/ did your household use to make voice calls or video calls using the internet? (MULTI CODE)

Base : Those who have ever used a service to make voice or video calls using the internet at home

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	b	c	~d
Unweighted total	91	102	121	72
Effective Weighted Sample	79	86	104	61
Weighted total	71	93	99	66
WhatsApp	**	43	50	**
	**	46%	50%	**
FaceTime	**	29	32	**
	**	31%	33%	**
Facebook Messenger	**	15	19	**
	**	16%	19%	**
Skype	**	39	43	**
	**	42%	44%	**
Viber	**	1	1	**
	**	1%	1%	**
BT	**	6	2	**
	**	6%	2%	**
Google Hangouts	**	-	-	**
	**	-%	-%	**
Plusnet	**	-	*	**
	**	-%	*%	**
Vonage	**	-	-	**
	**	-%	-%	**
Voipfone	**	-	-	**
	**	-%	-%	**
Other	**	-	1	**
	**	-%	1%	**
Don't know	**	5	5	**
	**	6%	6%	**

Columns Tested: a,b,c,d

Any break column with 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 (QE50). SHOWCARD How often do you or does anyone in your household use these services? (SINGLE CODE)

Base : Those who have ever used a service to make voice or video calls using the internet at home

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
	a	b	c	d		a	b	a	~b	~c	d	e	a	~b	~c	~d
Significance Level: 95%																
Unweighted total	300	180	104	284	803	2050	204	346	47	56	117	1767	193	24	45	22
Effective Weighted Sample	212	129	70	199	566	1406	163	231	30	44	87	1247	164	13	28	18
Weighted total	222	126	62	188	514	1437	213	211	29	42	73	1328	164	11	9	4
Every day	36	15	7	22	98	280	72	42	**	**	10	284	21	**	**	**
	16%	12%	11%	11%	19%	19%	34%	20%	**	**	13%	21%	12%	**	**	**
							a									
At least once a week	100	43	17	61	199	595	95	79	**	**	25	569	53	**	**	**
	45%	34%	28%	32%	39%	41%	44%	37%	**	**	35%	43%	32%	**	**	**
	cd															
At least once a month	34	22	16	37	101	286	25	42	**	**	18	245	34	**	**	**
	15%	17%	25%	20%	20%	20%	12%	20%	**	**	24%	18%	20%	**	**	**
						b										
A few times a year	30	29	14	44	78	181	10	31	**	**	15	149	37	**	**	**
	14%	23%	23%	23%	15%	13%	5%	15%	**	**	21%	11%	23%	**	**	**
		a		a		b					e					
Less than once a year	18	13	6	20	29	64	10	14	**	**	5	55	15	**	**	**
	8%	11%	10%	10%	6%	4%	5%	7%	**	**	7%	4%	9%	**	**	**
Don't know	3	4	2	6	10	30	1	3	**	**	-	26	4	**	**	**
	1%	3%	3%	3%	2%	2%	*%	1%	**	**	-%	2%	3%	**	**	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (QE50). SHOWCARD How often do you or does anyone in your household use these services? (SINGLE CODE)

Base : Those who have ever used a service to make voice or video calls using the internet at home

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	b	c	~d
Unweighted total	91	102	121	72
Effective Weighted Sample	79	86	104	61
Weighted total	71	93	99	66
Every day	**	11	12	**
	**	12%	13%	**
At least once a week	**	32	34	**
	**	35%	35%	**
At least once a month	**	20	20	**
	**	22%	21%	**
A few times a year	**	22	21	**
	**	23%	21%	**
Less than once a year	**	7	10	**
	**	7%	10%	**
Don't know	**	1	1	**
	**	1%	1%	**

Columns Tested: a,b,c,d

Any break column with 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 (QE33). SHOWCARD Which device or devices does your household use to make voice calls using the internet? (MULTI CODE)

Base : Those who have ever used a service to make voice or video calls using the internet at home

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	~b	~c	d	e	a	~b	~c	~d
Unweighted total	300	180	104	284	803	2050	204	346	47	56	117	1767	193	24	45	22
Effective Weighted Sample	212	129	70	199	566	1406	163	231	30	44	87	1247	164	13	28	18
Weighted total	222	126	62	188	514	1437	213	211	29	42	73	1328	164	11	9	4
Smartphone	173 78% bcd	80 64% c	27 43%	107 57%	400 78%	1228 86%	199 93% a	152 72%	** **	** **	45 62%	1178 89% ad	96 59%	** **	** **	** **
Tablet computer (e.g. iPad)	52 23%	34 27%	16 26%	50 27%	93 18%	257 18% b	14 7%	50 23% e	** **	** **	21 29% e	207 16%	40 24%	** **	** **	** **
Laptop	43 19%	24 19%	15 23%	38 20%	68 13%	210 15%	24 11%	35 16%	** **	** **	8 11%	187 14%	35 21%	** **	** **	** **
Desktop PC	14 7%	8 7%	12 20% ab	21 11%	29 6%	66 5%	7 3%	17 8% e	** **	** **	5 7%	56 4%	19 12%	** **	** **	** **
Standard landline phone	3 1%	6 5%	2 3%	7 4%	11 2%	21 1%	1 1%	3 1%	** **	** **	- -%	14 1%	7 4%	** **	** **	** **
Smart speaker (e.g. Amazon Echo, Google Home, Apple HomePod)	* *%	- -%	1 1%	1 *%	4 1%	15 1%	1 *%	4 2%	** **	** **	- -%	12 1%	1 *%	** **	** **	** **
TV set	* *%	2 2%	1 1%	3 2%	5 1%	11 1%	- -%	2 1%	** **	** **	1 1%	11 1%	3 2%	** **	** **	** **
Smart watch (e.g. Apple Watch, Pebble, Samsung, Sony)	- -%	- -%	1 2%	1 1%	3 1%	11 1%	2 1%	2 1%	** **	** **	1 1%	11 1%	1 1%	** **	** **	** **
Netbook	3 1%	- -%	- -%	- -%	3 1%	13 1%	1 1%	2 1%	** **	** **	- -%	9 1%	- -%	** **	** **	** **

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (QE33). SHOWCARD Which device or devices does your household use to make voice calls using the internet? (MULTI CODE)

Base : Those who have ever used a service to make voice or video calls using the internet at home

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
	a	b	c	d		a	b	a	~b	~c	d	e	a	~b	~c	~d
Significance Level: 95%																
Unweighted total	300	180	104	284	803	2050	204	346	47	56	117	1767	193	24	45	22
Effective Weighted Sample	212	129	70	199	566	1406	163	231	30	44	87	1247	164	13	28	18
Weighted total	222	126	62	188	514	1437	213	211	29	42	73	1328	164	11	9	4
Other	3	2	1	3	4	6	1	2	**	**	1	5	2	**	**	**
	1%	1%	2%	1%	1%	*%	*%	1%	**	**	1%	*%	1%	**	**	**
Don't know	3	1	1	3	3	9	*	1	**	**	*	7	2	**	**	**
	1%	1%	2%	1%	1%	1%	*%	*%	**	**	*%	1%	1%	**	**	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (QE33). SHOWCARD Which device or devices does your household use to make voice calls using the internet? (MULTI CODE)

Base : Those who have ever used a service to make voice or video calls using the internet at home

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	b	c	~d
Unweighted total	91	102	121	72
Effective Weighted Sample	79	86	104	61
Weighted total	71	93	99	66
Smartphone	**	58	62	**
	**	62%	62%	**
Tablet computer (e.g. iPad)	**	23	24	**
	**	24%	24%	**
Laptop	**	19	17	**
	**	21%	17%	**
Desktop PC	**	7	11	**
	**	8%	11%	**
Standard landline phone	**	3	6	**
	**	4%	6%	**
Smart speaker (e.g. Amazon Echo, Google Home, Apple HomePod)	**	1	1	**
	**	1%	1%	**
TV set	**	*	1	**
	**	*%	1%	**
Smart watch (e.g. Apple Watch, Pebble, Samsung, Sony)	**	-	-	**
	**	-%	-%	**
Netbook	**	-	-	**
	**	-%	-%	**
Other	**	-	2	**
	**	-%	2%	**
Don't know	**	1	1	**
	**	1%	1%	**

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QV1. SHOWCARD Which of these do you, or does anyone in your household, have in your home at the moment? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MINORITY GROUP	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
Smart speakers which can respond to voice commands (e.g. Amazon Echo, Google Home, Apple HomePod)	81 19% cd	44 15% c	22 8%	66 11%	158 15%	540 24% b	23 9%	84 17%	15 18%	20 20%	29 15%	447 24% ad	52 11%	8 16%	4 12%	2 11%
A smart watch or wearable tech such as fitness trackers. Brands include Apple Watch, Pebble, Fitbit and Garmin	54 13% cd	28 9% c	8 3%	35 6% c	85 8%	400 18%	45 18%	54 11% d	7 9%	13 12% d	9 4%	362 20% abcd	31 6%	2 3%	2 7%	1 6%
Smart home security such as security cameras, alarms and video doorbells which can send alerts to your mobile phone, tablet or smart speaker	14 3%	12 4%	4 2%	16 3%	32 3%	121 5%	22 9% a	19 4%	4 5%	6 6% d	4 2%	111 6% ad	13 3%	1 2%	1 3%	1 5%
Smart heating which you can control remotely using an app on your mobile phone or smart speaker	15 4%	10 3%	5 2%	15 3%	24 2%	109 5% b	3 1%	11 2%	1 1%	2 2%	1 1%	93 5% ad	12 2%	3 5%	1 2%	* 1%
Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d																

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QV1. SHOWCARD Which of these do you, or does anyone in your household, have in your home at the moment? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
Smart lighting which you can control remotely using an app on your mobile phone or smart speaker	6 1%	9 3% c	2 1%	11 2%	23 2%	96 4%	8 3%	12 2%	2 2%	2 2%	4 2%	86 5% a	8 2%	2 4%	* 1%	* 2%
Smart plugs which allow you to control home appliances remotely so you can turn them on or off using an app	5 1% c	7 2% c	- -%	7 1% c	20 2%	65 3%	3 1%	7 1%	3 3%	2 2%	2 1%	53 3%	7 2%	- -%	- -%	- -%
Smart video calling devices such as Facebook Portal with cameras that move to keep you in the frame and allow you to have video calls with others on their phone or tablet	3 1%	4 1% c	- -%	4 1%	9 1%	39 2%	3 1%	3 1%	* *%	1 1%	1 *%	37 2% a	4 1%	* *%	- -%	- -%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QV1. SHOWCARD Which of these do you, or does anyone in your household, have in your home at the moment? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
Smart bathroom scales which work with an app to keep a record of measurements and set goals	7 2%	3 1%	1 *%	4 1%	7 1%	30 1%	1 1%	7 1%	2 2%	1 1%	* *%	23 1%	3 1%	* *%	- -%	* 1%
Smart smoke alarms which send an alert to your phone	4 1%	3 1%	- -%	3 *%	5 *%	23 1%	3 1%	3 1%	1 1%	1 1%	- -%	18 1%	3 1%	- -%	- -%	- -%
Smart baby monitors which you can view and talk through on your mobile phone or smart speaker	2 *%	- -%	- -%	- -%	3 *%	17 1%	1 *%	1 *%	1 1%	- -%	- -%	15 1%	- -%	- -%	- -%	- -%
Smart fridge freezer with cameras to see what's inside using your phone while you're out shopping	* *%	- -%	- -%	- -%	2 *%	5 *%	- -%	* *%	- -%	- -%	* *%	4 *%	- -%	- -%	- -%	- -%
ANY OF THESE SMART DEVICES	121 29% bcd	64 21% cd	29 11% c	93 16% c	210 20%	758 33%	70 28%	111 23% d	19 23%	23 22%	30 15%	665 36% abcd	76 16%	8 17%	5 16%	3 16%
ANY 'SMART HOME' TECHNOLOGY	34 8% c	23 8% c	10 4%	33 6%	69 6%	244 11%	31 12%	34 7% d	7 9% d	10 9% d	6 3%	221 12% ad	27 6%	4 7%	1 4%	1 5%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QV1. SHOWCARD Which of these do you, or does anyone in your household, have in your home at the moment? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
None of these	294	238	241	479	851	1498	182	377	63	80	169	1180	397	41	26	14
	70%	79%	89%	84%	80%	66%	72%	77%	77%	78%	84%	64%	84%	83%	83%	83%
		a	abd	a				e	e	e	ae					
Don't know	3	*	1	1	5	9	2	3	*	-	3	5	*	-	*	*
	1%	*%	*%	*%	*%	*%	1%	1%	*%	-%	2%	*%	*%	-%	1%	1%
											e				a	

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QV1. SHOWCARD Which of these do you, or does anyone in your household, have in your home at the moment? (MULTI CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
Smart speakers which can respond to voice commands (e.g. Amazon Echo, Google Home, Apple HomePod)	28 13% d	24 9%	36 16% bd	16 7%
A smart watch or wearable tech such as fitness trackers. Brands include Apple Watch, Pebble, Fitbit and Garmin	17 8% d	14 5%	25 11% bd	6 2%
Smart home security such as security cameras, alarms and video doorbells which can send alerts to your mobile phone, tablet or smart speaker	7 3%	6 2%	8 4%	5 2%
Smart heating which you can control remotely using an app on your mobile phone or smart speaker	5 3%	6 2%	10 5% d	1 1%

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QV1. SHOWCARD Which of these do you, or does anyone in your household, have in your home at the moment? (MULTI CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
	a	b	c	d
Significance Level: 95%				
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
Smart lighting which you can control remotely using an app on your mobile phone or smart speaker	3 1%	5 2%	7 3% d	1 *%
Smart plugs which allow you to control home appliances remotely so you can turn them on or off using an app	1 1%	6 2% d	7 3% ad	- -%
Smart video calling devices such as Facebook Portal with cameras that move to keep you in the frame and allow you to have video calls with others on their phone or tablet	2 1%	2 1%	4 2% d	- -%
Smart bathroom scales which work with an app to keep a record of measurements and set goals	3 2% bd	- -%	3 2% bd	- -%

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QV1. SHOWCARD Which of these do you, or does anyone in your household, have in your home at the moment? (MULTI CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
Smart smoke alarms which send an alert to your phone	2 1%	1 *%	3 1%	- -%
Smart baby monitors which you can view and talk through on your mobile phone or smart speaker	- -%	- -%	- -%	- -%
Smart fridge freezer with cameras to see what's inside using your phone while you're out shopping	- -%	- -%	- -%	- -%
ANY OF THESE SMART DEVICES	40 19% d	37 14% d	55 25% bd	22 9%
ANY 'SMART HOME' TECHNOLOGY	13 6%	14 5%	20 9% d	7 3%
None of these	171 81%	225 86% c	168 75%	229 91% ac
Don't know	* *%	- -%	- -%	* *%

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QV2. SHOWCARD And do you personally use...? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MINORITY GROUP	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
Smart speakers which can respond to voice commands (e.g. Amazon Echo, Google Home, Apple HomePod)	70 17% bcd	35 11%	20 7%	55 10%	134 13%	451 20% b	19 7%	70 14%	13 15%	17 16%	24 12%	375 20% ad	45 9%	5 10%	3 10%	2 10%
A smart watch or wearable tech such as fitness trackers. Brands include Apple Watch, Pebble, Fitbit and Garmin	30 7% cd	19 6% c	4 1%	23 4% c	55 5%	266 12%	28 11%	39 8% d	6 8% d	8 8% d	6 3%	239 13% ad	18 4%	2 3%	2 6%	1 5%
Smart home security such as security cameras, alarms and video doorbells which can send alerts to your mobile phone, tablet or smart speaker	13 3%	10 3%	4 2%	15 3%	27 3%	103 5%	18 7%	15 3%	4 5%	4 4%	4 2%	97 5% ad	12 3%	1 2%	1 3%	1 4%
Smart heating which you can control remotely using an app on your mobile phone or smart speaker	13 3% c	8 3% c	1 *%	9 2%	17 2%	83 4% b	1 1%	11 2%	* *%	2 2%	1 1%	69 4% d	7 1%	1 3%	1 2%	* 1%
Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d																

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QV2. SHOWCARD And do you personally use...? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
Smart lighting which you can control remotely using an app on your mobile phone or smart speaker	5 1%	7 2%	2 1%	9 2%	20 2%	79 3%	8 3%	11 2%	2 2%	2 2%	4 2%	72 4% a	6 1%	2 4%	* 1%	* 1%
Smart plugs which allow you to control home appliances remotely so you can turn them on or off using an app	5 1% c	5 2% c	- -%	5 1%	15 1%	49 2%	3 1%	5 1%	1 1%	2 2%	2 1%	41 2%	5 1%	- -%	- -%	- -%
Smart video calling devices such as Facebook Portal with cameras that move to keep you in the frame and allow you to have video calls with others on their phone or tablet	2 1%	2 1%	- -%	2 *%	6 1%	28 1%	3 1%	2 *%	* *%	- -%	1 *%	27 1% a	2 *%	* *%	- -%	- -%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QV2. SHOWCARD And do you personally use...? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
Smart bathroom scales which work with an app to keep a record of measurements and set goals	5 1%	3 1%	1 *%	4 1%	5 *%	25 1%	- -%	7 1%	2 2%	1 1%	* *%	17 1%	3 1%	* *%	- -%	- -%
Smart smoke alarms which send an alert to your phone	4 1%	2 1%	- -%	2 *%	3 *%	11 1%	3 1%	2 *%	1 1%	1 1%	- -%	12 1%	2 *%	- -%	- -%	- -%
Smart baby monitors which you can view and talk through on your mobile phone or smart speaker	- -%	- -%	- -%	- -%	2 *%	13 1%	1 *%	1 *%	* *%	- -%	- -%	11 1%	- -%	- -%	- -%	- -%
Smart fridge freezer with cameras to see what's inside using your phone while you're out shopping	- -%	- -%	- -%	- -%	2 *%	4 *%	- -%	* *%	- -%	- -%	* *%	4 *%	- -%	- -%	- -%	- -%
ANY OF THESE SMART DEVICES	99 24% cd	55 18% c	24 9%	79 14% c	177 17%	637 28%	56 22%	99 20% d	17 21%	21 21%	27 13%	553 30% acd	65 14%	6 13%	5 14%	3 15%
ANY 'SMART HOME' TECHNOLOGY	31 7% cd	18 6% c	6 2%	24 4%	53 5%	191 8%	26 10%	29 6%	7 9% d	8 8% d	6 3%	175 9% ad	20 4%	2 5%	1 4%	1 4%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QV2. SHOWCARD And do you personally use...? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
None of these	315	247	245	492	882	1619	196	389	64	82	171	1292	408	43	27	14
	76%	82%	91%	86%	83%	71%	77%	79%	79%	79%	85%	70%	86%	87%	84%	83%
		a	abd	a				e		e	ae					
Don't know	3	*	1	1	6	10	2	4	*	-	3	5	*	-	*	*
	1%	*%	*%	*%	1%	*%	1%	1%	*%	-%	2%	*%	*%	-%	1%	1%
											e				a	

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QV2. SHOWCARD And do you personally use...? (MULTI CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
Smart speakers which can respond to voice commands (e.g. Amazon Echo, Google Home, Apple HomePod)	23	22	32	12
	11%	8%	15%	5%
	d		bd	
A smart watch or wearable tech such as fitness trackers. Brands include Apple Watch, Pebble, Fitbit and Garmin	9	9	16	2
	4%	4%	7%	1%
	d	d	d	
Smart home security such as security cameras, alarms and video doorbells which can send alerts to your mobile phone, tablet or smart speaker	7	5	8	4
	3%	2%	4%	2%
Smart heating which you can control remotely using an app on your mobile phone or smart speaker	5	3	7	-
	2%	1%	3%	-%
	d		d	

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QV2. SHOWCARD And do you personally use...? (MULTI CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
	a	b	c	d
Significance Level: 95%				
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
Smart lighting which you can control remotely using an app on your mobile phone or smart speaker	2 1%	4 2% d	6 3% d	- -%
Smart plugs which allow you to control home appliances remotely so you can turn them on or off using an app	1 1%	4 2% d	5 2% d	- -%
Smart video calling devices such as Facebook Portal with cameras that move to keep you in the frame and allow you to have video calls with others on their phone or tablet	2 1%	- -%	2 1%	- -%
Smart bathroom scales which work with an app to keep a record of measurements and set goals	3 2% bd	- -%	3 2% bd	- -%

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QV2. SHOWCARD And do you personally use...? (MULTI CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
Smart smoke alarms which send an alert to your phone	1 *%	1 *%	2 1%	- -%
Smart baby monitors which you can view and talk through on your mobile phone or smart speaker	- -%	- -%	- -%	- -%
Smart fridge freezer with cameras to see what's inside using your phone while you're out shopping	- -%	- -%	- -%	- -%
ANY OF THESE SMART DEVICES	32 15% d	33 13% d	49 22% abd	16 6%
ANY 'SMART HOME' TECHNOLOGY	11 5% d	9 3%	16 7% d	4 2%
None of these	179 85%	229 87% c	173 78%	235 93% abc
Don't know	* *%	- -%	- -%	* *%

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QV2L (QV10). SHOWCARD Which of these reasons describe why this smart device or technology/ these smart devices or technology were purchased, rather than a non-internet connected option? (MULTI CODE)

Base : Those with any smart devices in the household

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
	a	~b	~c	d		a	~b	a	~b	~c	~d	e	~a	~b	~c	~d
Significance Level: 95%																
Unweighted total	160	98	45	143	327	1082	64	175	29	30	45	906	86	16	24	17
Effective Weighted Sample	112	65	31	96	229	747	53	122	19	24	35	627	74	9	15	14
Weighted total	121	64	29	93	210	758	70	111	19	23	30	665	76	8	5	3
PROMPTED REASONS																
It's more convenient and so makes life easier	50	**	**	31	80	331	**	45	**	**	**	296	**	**	**	**
	42%	**	**	34%	38%	44%	**	40%	**	**	**	44%	**	**	**	**
Enjoy trying new technology	39	**	**	17	50	238	**	31	**	**	**	211	**	**	**	**
	32%	**	**	18%	24%	31%	**	28%	**	**	**	32%	**	**	**	**
	d															
Thought it would be fun to use	38	**	**	18	51	239	**	40	**	**	**	195	**	**	**	**
	31%	**	**	20%	24%	32%	**	36%	**	**	**	29%	**	**	**	**
It offers more/ better features than a non-internet connected option	36	**	**	24	49	205	**	22	**	**	**	203	**	**	**	**
	30%	**	**	26%	24%	27%	**	20%	**	**	**	31%	**	**	**	**
												a				
It makes it easier to control devices in the home	21	**	**	16	46	202	**	23	**	**	**	189	**	**	**	**
	17%	**	**	18%	22%	27%	**	21%	**	**	**	28%	**	**	**	**
It was a gift	33	**	**	31	63	208	**	37	**	**	**	172	**	**	**	**
	27%	**	**	34%	30%	27%	**	33%	**	**	**	26%	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QV2L (QV10). SHOWCARD Which of these reasons describe why this smart device or technology/ these smart devices or technology were purchased, rather than a non-internet connected option? (MULTI CODE)

Base : Those with any smart devices in the household

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
	a	~b	~c	d		a	~b	a	~b	~c	~d	e	~a	~b	~c	~d
Significance Level: 95%																
Unweighted total	160	98	45	143	327	1082	64	175	29	30	45	906	86	16	24	17
Effective Weighted Sample	112	65	31	96	229	747	53	122	19	24	35	627	74	9	15	14
Weighted total	121	64	29	93	210	758	70	111	19	23	30	665	76	8	5	3
It was the same price or cheaper than a non-internet connected option	4 3%	** **	** **	2 2%	7 3%	28 4%	** **	5 4%	** **	** **	** **	25 4%	** **	** **	** **	** **
There weren't any non-internet connected options available	3 2%	** **	** **	- -%	3 1%	24 3%	** **	3 2%	** **	** **	** **	19 3%	** **	** **	** **	** **
UNPROMPTED REASONS																
It came with the appliance	3 2%	** **	** **	3 3%	3 2%	9 1%	** **	3 2%	** **	** **	** **	7 1%	** **	** **	** **	** **
Other	- -%	** **	** **	- -%	- -%	- -%	** **	- -%	** **	** **	** **	- -%	** **	** **	** **	** **
Don't know	3 2%	** **	** **	6 6%	13 6%	26 3%	** **	5 4%	** **	** **	** **	17 3%	** **	** **	** **	** **

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QV2L (QV10). SHOWCARD Which of these reasons describe why this smart device or technology/ these smart devices or technology were purchased, rather than a non-internet connected option? (MULTI CODE)

Base : Those with any smart devices in the household

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d
Unweighted total	50	36	64	22
Effective Weighted Sample	45	30	54	20
Weighted total	40	37	55	22
PROMPTED REASONS				
It's more convenient and so makes life easier	**	**	**	**
	**	**	**	**
Enjoy trying new technology	**	**	**	**
	**	**	**	**
Thought it would be fun to use	**	**	**	**
	**	**	**	**
It offers more/ better features than a non-internet connected option	**	**	**	**
	**	**	**	**
It makes it easier to control devices in the home	**	**	**	**
	**	**	**	**
It was a gift	**	**	**	**
	**	**	**	**
It was the same price or cheaper than a non-internet connected option	**	**	**	**
	**	**	**	**

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QV2L (QV10). SHOWCARD Which of these reasons describe why this smart device or technology/ these smart devices or technology were purchased, rather than a non-internet connected option? (MULTI CODE)

Base : Those with any smart devices in the household

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d
Unweighted total	50	36	64	22
Effective Weighted Sample	45	30	54	20
Weighted total	40	37	55	22
There weren't any non-internet connected options available	**	**	**	**
	**	**	**	**
UNPROMPTED REASONS				
It came with the appliance	**	**	**	**
	**	**	**	**
Other	**	**	**	**
	**	**	**	**
Don't know	**	**	**	**
	**	**	**	**

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QV3. SHOWCARD Which brands or types of smart speakers do you have in your household? (MULTI CODE)

Base : Those with a smart speaker in the household

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
	a	~b	~c	d		a	~b	a	~b	~c	~d	e	~a	~b	~c	~d
Significance Level: 95%																
Unweighted total	114	67	36	103	242	788	27	136	22	26	43	638	60	14	17	12
Effective Weighted Sample	77	44	25	68	172	546	21	99	15	22	34	437	50	9	10	10
Weighted total	81	44	22	66	158	540	23	84	15	20	29	447	52	8	4	2
Amazon Echo	62	**	**	55	126	426	**	68	**	**	**	342	**	**	**	**
	77%	**	**	84%	80%	79%	**	80%	**	**	**	76%	**	**	**	**
Google Home/ Google Nest	11	**	**	3	18	68	**	14	**	**	**	59	**	**	**	**
	14%	**	**	4%	11%	13%	**	17%	**	**	**	13%	**	**	**	**
	d															
Sonos	5	**	**	4	4	43	**	4	**	**	**	38	**	**	**	**
	6%	**	**	6%	3%	8%	**	4%	**	**	**	9%	**	**	**	**
Bose	5	**	**	*	3	20	**	3	**	**	**	19	**	**	**	**
	6%	**	**	*%	2%	4%	**	4%	**	**	**	4%	**	**	**	**
	d															
Samsung	-	**	**	1	2	15	**	2	**	**	**	12	**	**	**	**
	-%	**	**	1%	1%	3%	**	2%	**	**	**	3%	**	**	**	**
Sony	-	**	**	-	2	12	**	*	**	**	**	12	**	**	**	**
	-%	**	**	-%	1%	2%	**	*%	**	**	**	3%	**	**	**	**
Apple HomePod	-	**	**	1	2	9	**	-	**	**	**	9	**	**	**	**
	-%	**	**	1%	1%	2%	**	-%	**	**	**	2%	**	**	**	**
Zolo	1	**	**	-	-	1	**	-	**	**	**	1	**	**	**	**
	2%	**	**	-%	-%	*%	**	-%	**	**	**	*%	**	**	**	**
Pure	-	**	**	-	-	-	**	-	**	**	**	-	**	**	**	**
	-%	**	**	-%	-%	-%	**	-%	**	**	**	-%	**	**	**	**
Other	1	**	**	1	3	8	**	1	**	**	**	6	**	**	**	**
	2%	**	**	1%	2%	1%	**	2%	**	**	**	1%	**	**	**	**
Don't know	4	**	**	4	7	12	**	2	**	**	**	11	**	**	**	**
	5%	**	**	5%	4%	2%	**	3%	**	**	**	2%	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QV3. SHOWCARD Which brands or types of smart speakers do you have in your household? (MULTI CODE)

Base : Those with a smart speaker in the household

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d
Unweighted total	35	25	43	17
Effective Weighted Sample	31	20	35	15
Weighted total	28	24	36	16
Amazon Echo	**	**	**	**
	**	**	**	**
Google Home/ Google Nest	**	**	**	**
	**	**	**	**
Sonos	**	**	**	**
	**	**	**	**
Bose	**	**	**	**
	**	**	**	**
Samsung	**	**	**	**
	**	**	**	**
Sony	**	**	**	**
	**	**	**	**
Apple HomePod	**	**	**	**
	**	**	**	**
Zolo	**	**	**	**
	**	**	**	**
Pure	**	**	**	**
	**	**	**	**
Other	**	**	**	**
	**	**	**	**
Don't know	**	**	**	**
	**	**	**	**

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QV3. SHOWCARD Which brands or types of smart speakers do you have in your household? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
Amazon Echo	62 15% cd	36 12% c	19 7%	55 10%	126 12%	426 19% b	15 6%	68 14%	10 12%	16 16%	23 12%	342 18% ad	43 9%	8 16%	3 9%	2 10%
Google Home/ Google Nest	11 3% cd	3 1%	* *%	3 *%	18 2%	68 3%	6 2%	14 3%	6 7% d	2 2%	3 1%	59 3%	2 *%	* *%	* 1%	* 1%
Sonos	5 1%	3 1%	1 *%	4 1%	4 *%	43 2%	1 *%	4 1%	2 3% d	1 1%	- -%	38 2% ad	4 1%	- -%	* 1%	- -%
Bose	5 1% cd	* *%	- -%	* *%	3 *%	20 1%	1 *%	3 1%	1 1%	- -%	1 1%	19 1%	- -%	- -%	* *%	- -%
Samsung	- -%	1 *%	- -%	1 *%	2 *%	15 1%	1 *%	2 *%	- -%	- -%	* *%	12 1%	- -%	- -%	1 2% a	- -%
Sony	- -%	- -%	- -%	- -%	2 *%	12 1%	- -%	* *%	- -%	- -%	- -%	12 1%	- -%	- -%	- -%	- -%
Apple HomePod	- -%	1 *%	- -%	1 *%	2 *%	9 *%	- -%	- -%	- -%	- -%	- -%	9 *%	1 *%	- -%	- -%	- -%
Zolo	1 *%	- -%	- -%	- -%	- -%	1 *%	- -%	- -%	- -%	- -%	- -%	1 *%	- -%	- -%	- -%	- -%
Pure	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%
Other	1 *%	1 *%	- -%	1 *%	3 *%	8 *%	- -%	1 *%	1 2%	1 1%	1 1%	6 *%	1 *%	- -%	- -%	- -%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QV3. SHOWCARD Which brands or types of smart speakers do you have in your household? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
Don't know	4	2	2	4	7	12	1	2	-	-	1	11	3	-	1	-
	1%	1%	1%	1%	1%	1%	*%	*%	-%	-%	1%	1%	1%	-%	2%	-%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QV3. SHOWCARD Which brands or types of smart speakers do you have in your household? (MULTI CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
Amazon Echo	24 11% d	19 7%	28 13% bd	15 6%
Google Home/ Google Nest	1 *%	1 *%	1 1%	1 *%
Sonos	2 1%	2 1%	4 2% d	- -%
Bose	- -%	- -%	- -%	- -%
Samsung	- -%	- -%	- -%	- -%
Sony	- -%	- -%	- -%	- -%
Apple HomePod	- -%	1 *%	- -%	1 *%
Zolo	- -%	- -%	- -%	- -%
Pure	- -%	- -%	- -%	- -%
Other	1 *%	- -%	1 *%	- -%
Don't know	- -%	3 1%	3 1% d	- -%

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QV4. SHOWCARD Thinking of your household's smart speaker – such as an Amazon Echo, Google Home, or Apple HomePod... Which of these do you use your smart speaker for? (MULTI CODE)

Base : Those who personally use a smart speaker

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	~a	~b	~c	~d		a	~b	a	~b	~c	~d	e	~a	~b	~c	~d
Unweighted total	99	52	33	85	202	654	21	111	19	22	35	533	51	10	14	10
Effective Weighted Sample	67	34	22	56	144	453	16	80	13	18	28	366	42	5	9	8
Weighted total	70	35	20	55	134	451	19	70	13	17	24	375	45	5	3	2
Listen to music via a streaming service – like Spotify, Apple Music or Deezer	**	**	**	**	75	296	**	38	**	**	**	257	**	**	**	**
	**	**	**	**	56%	66%	**	55%	**	**	**	68% a	**	**	**	**
Listen to a live radio station	**	**	**	**	82	282	**	46	**	**	**	229	**	**	**	**
	**	**	**	**	61%	63%	**	66%	**	**	**	61%	**	**	**	**
Get weather reports	**	**	**	**	57	224	**	37	**	**	**	175	**	**	**	**
	**	**	**	**	42%	50%	**	52%	**	**	**	47%	**	**	**	**
Searching for information online or asking general questions	**	**	**	**	52	199	**	30	**	**	**	159	**	**	**	**
	**	**	**	**	39%	44%	**	43%	**	**	**	42%	**	**	**	**
Get news reports	**	**	**	**	35	143	**	19	**	**	**	119	**	**	**	**
	**	**	**	**	26%	32%	**	27%	**	**	**	32%	**	**	**	**
As an alarm, personal schedule reminder or to make a shopping list	**	**	**	**	32	143	**	22	**	**	**	114	**	**	**	**
	**	**	**	**	24%	32%	**	31%	**	**	**	30%	**	**	**	**
Get travel information or updates	**	**	**	**	21	102	**	13	**	**	**	85	**	**	**	**
	**	**	**	**	16%	23%	**	18%	**	**	**	23%	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QV4. SHOWCARD Thinking of your household's smart speaker – such as an Amazon Echo, Google Home, or Apple HomePod... Which of these do you use your smart speaker for? (MULTI CODE)

Base : Those who personally use a smart speaker

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	~a	~b	~c	~d		a	~b	a	~b	~c	~d	e	~a	~b	~c	~d
Unweighted total	99	52	33	85	202	654	21	111	19	22	35	533	51	10	14	10
Effective Weighted Sample	67	34	22	56	144	453	16	80	13	18	28	366	42	5	9	8
Weighted total	70	35	20	55	134	451	19	70	13	17	24	375	45	5	3	2
To control smart home devices such as heating or lighting	**	**	**	**	17	66	**	7	**	**	**	57	**	**	**	**
	**	**	**	**	13%	15%	**	10%	**	**	**	15%	**	**	**	**
To control a household device, such as the TV or set top box	**	**	**	**	19	71	**	7	**	**	**	57	**	**	**	**
	**	**	**	**	14%	16%	**	11%	**	**	**	15%	**	**	**	**
Listen to a podcast	**	**	**	**	7	59	**	7	**	**	**	50	**	**	**	**
	**	**	**	**	5%	13%	**	10%	**	**	**	13%	**	**	**	**
To make calls, send texts or emails by pairing the speaker with contacts on your mobile phone	**	**	**	**	9	45	**	5	**	**	**	39	**	**	**	**
	**	**	**	**	7%	10%	**	7%	**	**	**	10%	**	**	**	**
To call other people's smart speakers	**	**	**	**	7	34	**	2	**	**	**	29	**	**	**	**
	**	**	**	**	5%	8%	**	3%	**	**	**	8%	**	**	**	**
Purchase a product from a retailer	**	**	**	**	4	25	**	4	**	**	**	19	**	**	**	**
	**	**	**	**	3%	6%	**	6%	**	**	**	5%	**	**	**	**
Play an interactive audio game	**	**	**	**	2	23	**	5	**	**	**	19	**	**	**	**
	**	**	**	**	1%	5%	**	6%	**	**	**	5%	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QV4. SHOWCARD Thinking of your household's smart speaker – such as an Amazon Echo, Google Home, or Apple HomePod... Which of these do you use your smart speaker for? (MULTI CODE)

Base : Those who personally use a smart speaker

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	~a	~b	~c	~d		a	~b	a	~b	~c	~d	e	~a	~b	~c	~d
Unweighted total	99	52	33	85	202	654	21	111	19	22	35	533	51	10	14	10
Effective Weighted Sample	67	34	22	56	144	453	16	80	13	18	28	366	42	5	9	8
Weighted total	70	35	20	55	134	451	19	70	13	17	24	375	45	5	3	2
To search for health advice from the NHS	**	**	**	**	4	14	**	2	**	**	**	9	**	**	**	**
	**	**	**	**	3%	3%	**	3%	**	**	**	3%	**	**	**	**
ANY OF THESE USES	**	**	**	**	127	437	**	66	**	**	**	365	**	**	**	**
	**	**	**	**	95%	97%	**	94%	**	**	**	97%	**	**	**	**
None of these	**	**	**	**	7	11	**	3	**	**	**	9	**	**	**	**
	**	**	**	**	5%	2%	**	4%	**	**	**	2%	**	**	**	**
Don't know	**	**	**	**	1	3	**	1	**	**	**	1	**	**	**	**
	**	**	**	**	1%	1%	**	1%	**	**	**	0%	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QV4. SHOWCARD Thinking of your household's smart speaker – such as an Amazon Echo, Google Home, or Apple HomePod... Which of these do you use your smart speaker for? (MULTI CODE)

Base : Those who personally use a smart speaker

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d
Unweighted total	28	23	38	13
Effective Weighted Sample	25	18	31	11
Weighted total	23	22	32	12
Listen to music via a streaming service – like Spotify, Apple Music or Deezer	**	**	**	**
	**	**	**	**
Listen to a live radio station	**	**	**	**
	**	**	**	**
Get weather reports	**	**	**	**
	**	**	**	**
Searching for information online or asking general questions	**	**	**	**
	**	**	**	**
Get news reports	**	**	**	**
	**	**	**	**
As an alarm, personal schedule reminder or to make a shopping list	**	**	**	**
	**	**	**	**
Get travel information or updates	**	**	**	**
	**	**	**	**
To control smart home devices such as heating or lighting	**	**	**	**
	**	**	**	**

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QV4. SHOWCARD Thinking of your household's smart speaker – such as an Amazon Echo, Google Home, or Apple HomePod... Which of these do you use your smart speaker for? (MULTI CODE)

Base : Those who personally use a smart speaker

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d
Unweighted total	28	23	38	13
Effective Weighted Sample	25	18	31	11
Weighted total	23	22	32	12
To control a household device, such as the TV or set top box	**	**	**	**
	**	**	**	**
Listen to a podcast	**	**	**	**
	**	**	**	**
To make calls, send texts or emails by pairing the speaker with contacts on your mobile phone	**	**	**	**
	**	**	**	**
To call other people's smart speakers	**	**	**	**
	**	**	**	**
Purchase a product from a retailer	**	**	**	**
	**	**	**	**
Play an interactive audio game	**	**	**	**
	**	**	**	**
To search for health advice from the NHS	**	**	**	**
	**	**	**	**
ANY OF THESE USES	**	**	**	**
	**	**	**	**
None of these	**	**	**	**
	**	**	**	**

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QV4. SHOWCARD Thinking of your household's smart speaker – such as an Amazon Echo, Google Home, or Apple HomePod... Which of these do you use your smart speaker for? (MULTI CODE)

Base : Those who personally use a smart speaker

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d
Unweighted total	28	23	38	13
Effective Weighted Sample	25	18	31	11
Weighted total	23	22	32	12
Don't know	**	**	**	**
	**	**	**	**

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QV4. SHOWCARD Thinking of your household's smart speaker – such as an Amazon Echo, Google Home, or Apple HomePod... Which of these do you use your smart speaker for? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
Listen to music via a streaming service – like Spotify, Apple Music or Deezer	41 10% bcd	15 5%	10 4%	25 4%	75 7%	296 13% b	12 5%	38 8%	7 8%	11 10%	10 5%	257 14% ad	21 4% d	2 5%	2 5%	- -%
Listen to a live radio station	52 12% bcd	24 8% c	10 4%	35 6%	82 8%	282 12% b	11 4%	46 9%	7 9%	11 11%	15 7%	229 12% d	31 7%	2 3%	1 4%	1 6%
Get weather reports	40 9% bcd	13 4%	8 3%	21 4%	57 5%	224 10% b	4 2%	37 7%	7 9%	8 8%	13 6%	175 9%	17 4%	2 4%	1 5%	1 5%
Searching for information online or asking general questions	33 8% bcd	8 3%	8 3%	15 3%	52 5%	199 9% b	4 2%	30 6%	5 6%	5 5%	9 5%	159 9% d	12 3%	2 4%	1 3%	1 4%
Get news reports	26 6% cd	10 3%	3 1%	13 2%	35 3%	143 6% b	4 2%	19 4%	4 5%	3 3%	5 3%	119 6% ad	11 2%	1 1%	1 3%	1 5%
As an alarm, personal schedule reminder or to make a shopping list	20 5% bcd	5 2%	4 1%	9 2%	32 3%	143 6% b	3 1%	22 4%	5 6%	3 3%	6 3%	114 6%	8 2%	* *%	1 3%	* 1%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QV4. SHOWCARD Thinking of your household's smart speaker – such as an Amazon Echo, Google Home, or Apple HomePod... Which of these do you use your smart speaker for? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
Get travel information or updates	16 4% bcd	4 1%	2 1%	6 1%	21 2%	102 5% b	* *%	13 3%	2 3%	3 3%	4 2%	85 5% a	5 1%	* 1%	1 3%	1 3%
To control smart home devices such as heating or lighting	4 1%	6 2%	2 1%	8 1%	17 2%	66 3%	2 1%	7 1%	1 1%	1 1%	5 2%	57 3% a	4 1%	3 7% ad	1 2%	- -%
To control a household device, such as the TV or set top box	7 2%	5 2%	1 1%	7 1%	19 2%	71 3% b	* *%	7 2%	2 3%	2 2%	1 *% ad	57 3% ad	4 1%	2 3%	1 2%	* 1%
Listen to a podcast	5 1% d	* *%	1 *%	1 *%	7 1%	59 3%	2 1%	7 1%	3 4% cd	- -%	* *%	50 3% d	1 *%	- -%	* *%	- -%
To make calls, send texts or emails by pairing the speaker with contacts on your mobile phone	5 1%	1 *%	* *%	1 *%	9 1%	45 2% b	- -%	5 1%	1 1%	1 1%	2 1%	39 2%	- -%	- -%	1 3% a	* 2% a

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QV4. SHOWCARD Thinking of your household's smart speaker – such as an Amazon Echo, Google Home, or Apple HomePod... Which of these do you use your smart speaker for? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
To call other people's smart speakers	2 *% a	1 *% a	- -% a	1 *% a	7 1% a	34 1% a	- -% a	2 *% a	1 1% a	- -% a	1 *% a	29 2% a	1 *% a	- -% a	- -% a	- -% a
Purchase a product from a retailer	* *% a	1 *% a	1 *% a	1 *% a	4 *% a	25 1% a	- -% a	4 1% a	* *% a	1 1% a	2 1% a	19 1% a	1 *% a	- -% a	- -% a	* 1% a
Play an interactive audio game	4 1% d	* *% a	- -% a	* *% a	2 *% a	23 1% a	* *% a	5 1% a	1 1% a	- -% a	2 1% a	19 1% a	- -% a	- -% a	* *% a	* 1% a
To search for health advice from the NHS	3 1% d	* *% a	- -% a	* *% a	4 *% a	14 1% a	- -% a	2 *% a	* *% a	- -% a	* *% a	9 1% a	* *% a	- -% a	- -% a	- -% a
ANY OF THESE USES	68 16% bcd	30 10% a	19 7% a	49 9% a	127 12% a	437 19% b	19 7% a	66 13% a	12 14% a	16 15% a	22 11% a	365 20% ad	41 9% a	4 9% a	3 10% a	1 8% a
None of these	2 1% c	4 1% c	* *% a	4 1% a	7 1% a	11 *% a	- -% a	3 1% a	1 1% a	- -% a	1 *% a	9 *% a	4 1% a	- -% a	* *% a	* 1% a
Don't know	- -% a	* *% a	1 *% a	1 *% a	1 *% a	3 *% a	- -% a	1 *% a	- -% a	1 1% e	1 *% a	1 *% a	- -% a	1 1% a	- -% a	* 1% a

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QV4. SHOWCARD Thinking of your household's smart speaker – such as an Amazon Echo, Google Home, or Apple HomePod... Which of these do you use your smart speaker for? (MULTI CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
Listen to music via a streaming service – like Spotify, Apple Music or Deezer	10	11	18	3
	5%	4%	8%	1%
	d	d	d	
Listen to a live radio station	16	15	24	7
	7%	6%	11%	3%
	d		bd	
Get weather reports	8	9	13	4
	4%	3%	6%	2%
			d	
Searching for information online or asking general questions	5	7	8	4
	3%	2%	4%	1%
Get news reports	4	6	10	1
	2%	2%	4%	*%
		d	d	
As an alarm, personal schedule reminder or to make a shopping list	3	5	6	2
	2%	2%	3%	1%
Get travel information or updates	2	3	4	1
	1%	1%	2%	*%

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QV4. SHOWCARD Thinking of your household's smart speaker – such as an Amazon Echo, Google Home, or Apple HomePod... Which of these do you use your smart speaker for? (MULTI CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
To control smart home devices such as heating or lighting	3 1%	1 1%	4 2% d	- -%
To control a household device, such as the TV or set top box	1 1%	3 1%	4 2% d	- -%
Listen to a podcast	* *%	1 *%	1 1%	- -%
To make calls, send texts or emails by pairing the speaker with contacts on your mobile phone	- -%	- -%	- -%	- -%
To call other people's smart speakers	1 *%	* *%	1 *%	- -%
Purchase a product from a retailer	1 *%	1 *%	1 *%	1 *%
Play an interactive audio game	- -%	- -%	- -%	- -%
To search for health advice from the NHS	- -%	* *%	* *%	- -%

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QV4. SHOWCARD Thinking of your household's smart speaker – such as an Amazon Echo, Google Home, or Apple HomePod... Which of these do you use your smart speaker for? (MULTI CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
ANY OF THESE USES	22	19	31	10
	10%	7%	14%	4%
	d		bd	
None of these	1	3	2	2
	*%	1%	1%	1%
Don't know	-	-	-	-
	-%	-%	-%	-%

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QV5. SHOWCARD And which of these have you used your smart speaker for in the last week? (MULTI CODE)

Base : Those who personally use a smart speaker

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	~a	~b	~c	~d		a	~b	a	~b	~c	~d	e	~a	~b	~c	~d
Unweighted total	99	52	33	85	202	654	21	111	19	22	35	533	51	10	14	10
Effective Weighted Sample	67	34	22	56	144	453	16	80	13	18	28	366	42	5	9	8
Weighted total	70	35	20	55	134	451	19	70	13	17	24	375	45	5	3	2
Listen to a live radio station	**	**	**	**	70	239	**	40	**	**	**	195	**	**	**	**
	**	**	**	**	52%	53%	**	58%	**	**	**	52%	**	**	**	**
Listen to music via a streaming service – like Spotify, Apple Music or Deezer	**	**	**	**	57	240	**	26	**	**	**	209	**	**	**	**
	**	**	**	**	42%	53%	**	37%	**	**	**	56% a	**	**	**	**
Get weather reports	**	**	**	**	34	152	**	21	**	**	**	124	**	**	**	**
	**	**	**	**	25%	34%	**	29%	**	**	**	33%	**	**	**	**
Searching for information online or asking general questions	**	**	**	**	33	119	**	16	**	**	**	101	**	**	**	**
	**	**	**	**	24%	26%	**	22%	**	**	**	27%	**	**	**	**
As an alarm, personal schedule reminder or to make a shopping list	**	**	**	**	22	97	**	14	**	**	**	78	**	**	**	**
	**	**	**	**	16%	21%	**	20%	**	**	**	21%	**	**	**	**
Get news reports	**	**	**	**	21	80	**	12	**	**	**	70	**	**	**	**
	**	**	**	**	16%	18%	**	17%	**	**	**	19%	**	**	**	**
Get travel information or updates	**	**	**	**	9	61	**	7	**	**	**	56	**	**	**	**
	**	**	**	**	7%	14%	**	9%	**	**	**	15%	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QV5. SHOWCARD And which of these have you used your smart speaker for in the last week? (MULTI CODE)

Base : Those who personally use a smart speaker

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	~a	~b	~c	~d		a	~b	a	~b	~c	~d	e	~a	~b	~c	~d
Unweighted total	99	52	33	85	202	654	21	111	19	22	35	533	51	10	14	10
Effective Weighted Sample	67	34	22	56	144	453	16	80	13	18	28	366	42	5	9	8
Weighted total	70	35	20	55	134	451	19	70	13	17	24	375	45	5	3	2
To control smart home devices such as heating or lighting	**	**	**	**	17	60	**	7	**	**	**	50	**	**	**	**
	**	**	**	**	12%	13%	**	10%	**	**	**	13%	**	**	**	**
To control a household device, such as the TV or set top box	**	**	**	**	12	45	**	3	**	**	**	37	**	**	**	**
	**	**	**	**	9%	10%	**	5%	**	**	**	10%	**	**	**	**
Listen to a podcast	**	**	**	**	4	37	**	5	**	**	**	34	**	**	**	**
	**	**	**	**	3%	8%	**	7%	**	**	**	9%	**	**	**	**
To make calls, send texts or emails by pairing the speaker with contacts on your mobile phone	**	**	**	**	6	24	**	4	**	**	**	21	**	**	**	**
	**	**	**	**	4%	5%	**	6%	**	**	**	6%	**	**	**	**
To call other people's smart speakers	**	**	**	**	5	15	**	1	**	**	**	12	**	**	**	**
	**	**	**	**	4%	3%	**	1%	**	**	**	3%	**	**	**	**
Purchase a product from a retailer	**	**	**	**	2	13	**	2	**	**	**	11	**	**	**	**
	**	**	**	**	2%	3%	**	2%	**	**	**	3%	**	**	**	**
Play an interactive audio game	**	**	**	**	2	10	**	3	**	**	**	8	**	**	**	**
	**	**	**	**	1%	2%	**	4%	**	**	**	2%	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QV5. SHOWCARD And which of these have you used your smart speaker for in the last week? (MULTI CODE)

Base : Those who personally use a smart speaker

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	~a	~b	~c	~d		a	~b	a	~b	~c	~d	e	~a	~b	~c	~d
Unweighted total	99	52	33	85	202	654	21	111	19	22	35	533	51	10	14	10
Effective Weighted Sample	67	34	22	56	144	453	16	80	13	18	28	366	42	5	9	8
Weighted total	70	35	20	55	134	451	19	70	13	17	24	375	45	5	3	2
To search for health advice from the NHS	**	**	**	**	2	7	**	2	**	**	**	4	**	**	**	**
	**	**	**	**	2%	1%	**	3%	**	**	**	1%	**	**	**	**
ANY OF THESE USES	**	**	**	**	112	404	**	57	**	**	**	340	**	**	**	**
	**	**	**	**	83%	90%	**	82%	**	**	**	91% a	**	**	**	**
None of these	**	**	**	**	15	32	**	8	**	**	**	24	**	**	**	**
	**	**	**	**	11%	7%	**	11%	**	**	**	6%	**	**	**	**
Don't know	**	**	**	**	1	1	**	1	**	**	**	1	**	**	**	**
	**	**	**	**	1%	*%	**	2%	**	**	**	*%	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QV5. SHOWCARD And which of these have you used your smart speaker for in the last week? (MULTI CODE)

Base : Those who personally use a smart speaker

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d
Unweighted total	28	23	38	13
Effective Weighted Sample	25	18	31	11
Weighted total	23	22	32	12
Listen to a live radio station	**	**	**	**
	**	**	**	**
Listen to music via a streaming service – like Spotify, Apple Music or Deezer	**	**	**	**
	**	**	**	**
Get weather reports	**	**	**	**
	**	**	**	**
Searching for information online or asking general questions	**	**	**	**
	**	**	**	**
As an alarm, personal schedule reminder or to make a shopping list	**	**	**	**
	**	**	**	**
Get news reports	**	**	**	**
	**	**	**	**
Get travel information or updates	**	**	**	**
	**	**	**	**
To control smart home devices such as heating or lighting	**	**	**	**
	**	**	**	**

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QV5. SHOWCARD And which of these have you used your smart speaker for in the last week? (MULTI CODE)

Base : Those who personally use a smart speaker

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d
Unweighted total	28	23	38	13
Effective Weighted Sample	25	18	31	11
Weighted total	23	22	32	12
To control a household device, such as the TV or set top box	**	**	**	**
	**	**	**	**
Listen to a podcast	**	**	**	**
	**	**	**	**
To make calls, send texts or emails by pairing the speaker with contacts on your mobile phone	**	**	**	**
	**	**	**	**
To call other people's smart speakers	**	**	**	**
	**	**	**	**
Purchase a product from a retailer	**	**	**	**
	**	**	**	**
Play an interactive audio game	**	**	**	**
	**	**	**	**
To search for health advice from the NHS	**	**	**	**
	**	**	**	**
ANY OF THESE USES	**	**	**	**
	**	**	**	**
None of these	**	**	**	**
	**	**	**	**

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QV5. SHOWCARD And which of these have you used your smart speaker for in the last week? (MULTI CODE)

Base : Those who personally use a smart speaker

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d
Unweighted total	28	23	38	13
Effective Weighted Sample	25	18	31	11
Weighted total	23	22	32	12
Don't know	**	**	**	**
	**	**	**	**

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QV5. SHOWCARD And which of these have you used your smart speaker for in the last week? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
Listen to a live radio station	43 10% cd	21 7% c	9 3%	29 5%	70 7%	239 11% b	11 4%	40 8%	7 9%	10 9%	12 6%	195 11% d	27 6%	1 2%	1 2%	1 5%
Listen to music via a streaming service – like Spotify, Apple Music or Deezer	30 7% bcd	10 3%	7 3%	17 3%	57 5%	240 11% b	8 3%	26 5%	5 7%	8 8% d	5 3%	209 11% ad	14 3%	2 5%	1 3%	- -%
Get weather reports	27 7% bcd	3 1%	7 3%	10 2%	34 3%	152 7% b	3 1%	21 4%	7 9% d	4 3%	6 3%	124 7% ad	6 1%	2 3%	1 3%	1 5% a
Searching for information online or asking general questions	21 5% bd	4 1%	7 3%	11 2%	33 3%	119 5% b	2 1%	16 3%	4 5%	1 1%	6 3%	101 5% ac	9 2%	2 3%	* *%	* 2%
As an alarm, personal schedule reminder or to make a shopping list	11 3%	4 1%	4 1%	8 1%	22 2%	97 4% b	3 1%	14 3%	4 5%	1 1%	5 3%	78 4%	7 1%	* *%	1 2%	- -%
Get news reports	13 3% cd	4 1%	3 1%	7 1%	21 2%	80 4%	3 1%	12 2%	4 5% d	1 1%	3 1%	70 4%	5 1%	* *%	1 3%	1 5% a

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QV5. SHOWCARD And which of these have you used your smart speaker for in the last week? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
Get travel information or updates	8 2% bd	1 *% a	1 *% a	2 *% a	9 1% a	61 3% b	- -% a	7 1% a	2 2% a	1 1% a	3 1% a	56 3% a	1 *% a	- -% a	1 2% a	- -% a
To control smart home devices such as heating or lighting	4 1% a	6 2% a	2 1% a	8 1% a	17 2% a	60 3% a	2 1% a	7 1% a	1 1% a	1 1% a	5 2% a	50 3% a	4 1% a	3 7% ad	1 2% a	- -% a
To control a household device, such as the TV or set top box	3 1% a	2 1% a	- -% a	2 *% a	12 1% a	45 2% a	* *% a	3 1% a	- -% a	1 1% a	1 *% a	37 2% a	1 *% a	* 1% a	1 2% a	* 1% a
Listen to a podcast	4 1% a	* *% a	1 *% a	1 *% a	4 *% a	37 2% a	1 *% a	5 1% a	3 4% acd	- -% a	* *% a	34 2% a	1 *% a	- -% a	* *% a	- -% a
To make calls, send texts or emails by pairing the speaker with contacts on your mobile phone	2 *% a	1 *% a	- -% a	1 *% a	6 1% a	24 1% a	- -% a	4 1% a	1 1% a	1 1% a	2 1% a	21 1% a	- -% a	- -% a	1 3% a	- -% a
To call other people's smart speakers	1 *% a	* *% a	- -% a	* *% a	5 1% a	15 1% a	- -% a	1 *% a	* *% a	- -% a	- -% a	12 1% a	* *% a	- -% a	- -% a	- -% a

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QV5. SHOWCARD And which of these have you used your smart speaker for in the last week? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
Purchase a product from a retailer	- -%	- -%	1 *%	1 *%	2 *%	13 1%	- -%	2 *%	* *%	- -%	- -%	11 1%	1 *%	- -%	- -%	- -%
Play an interactive audio game	1 *%	* *%	- -%	* *%	2 *%	10 *%	* *%	3 1%	* 1%	- -%	2 1%	8 *%	- -%	- -%	* *%	- -%
To search for health advice from the NHS	2 *%	* *%	- -%	* *%	2 *%	7 *%	- -%	2 *%	- -%	- -%	* *%	4 *%	* *%	- -%	- -%	- -%
ANY OF THESE USES	64 15% bcd	24 8%	16 6%	40 7%	112 10%	404 18% b	18 7%	57 12%	12 14%	14 13%	17 8%	340 18% ad	32 7%	4 9%	2 6%	1 8%
None of these	3 1%	5 2%	4 1%	9 2%	15 1%	32 1%	1 *%	8 2%	- -%	1 1%	5 3%	24 1%	8 2%	- -%	1 4%	- -%
Don't know	1 *%	1 *%	- -%	1 *%	1 *%	1 *%	- -%	1 *%	- -%	1 1%	- -%	1 *%	1 *%	- -%	- -%	- -%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QV5. SHOWCARD And which of these have you used your smart speaker for in the last week? (MULTI CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
Listen to a live radio station	14	13	20	7
	7%	5%	9%	3%
	d		d	
Listen to music via a streaming service – like Spotify, Apple Music or Deezer	7	7	12	2
	4%	3%	6%	1%
	d		d	
Get weather reports	4	3	4	3
	2%	1%	2%	1%
Searching for information online or asking general questions	4	5	5	3
	2%	2%	2%	1%
As an alarm, personal schedule reminder or to make a shopping list	2	5	5	2
	1%	2%	2%	1%
Get news reports	2	3	4	1
	1%	1%	2%	*%
Get travel information or updates	1	-	-	1
	*%	-%	-%	*%
To control smart home devices such as heating or lighting	3	1	4	-
	1%	1%	2%	-%
			d	

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QV5. SHOWCARD And which of these have you used your smart speaker for in the last week? (MULTI CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
To control a household device, such as the TV or set top box	1 1%	- -%	1 1%	- -%
Listen to a podcast	- -%	1 *%	1 *%	- -%
To make calls, send texts or emails by pairing the speaker with contacts on your mobile phone	- -%	- -%	- -%	- -%
To call other people's smart speakers	- -%	* *%	* *%	- -%
Purchase a product from a retailer	1 *%	- -%	- -%	1 *%
Play an interactive audio game	- -%	- -%	- -%	- -%
To search for health advice from the NHS	- -%	* *%	* *%	- -%
ANY OF THESE USES	18 9% d	14 5%	25 11% bd	8 3%
None of these	3 1%	5 2%	5 2%	3 1%

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QV5. SHOWCARD And which of these have you used your smart speaker for in the last week? (MULTI CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
	a	b	c	d
Significance Level: 95%				
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
Don't know	1	-	1	-
	*%	-%	*%	-%

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QV6. Does anyone in your household ever use voice controls – perhaps to search for information, to control devices or to set alarms or reminders? This would include using commands such as ‘Alexa’, ‘Hey Siri’ or ‘Hey or OK Google’, or using voice controls with smart speakers, mobile phones or smart TV remote controls such as Sky Q to search for something or ask a question. (SINGLE CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
Yes	100	50	20	70	182	670	46	104	14	23	27	563	56	7	5	2
	24%	17%	7%	12%	17%	30%	18%	21%	17%	22%	14%	30%	12%	14%	16%	12%
	bcd	c		c		b		d		d		abcd				
No	309	249	246	495	870	1563	203	383	66	79	172	1260	411	42	27	15
	74%	82%	91%	86%	82%	69%	80%	78%	81%	76%	85%	68%	87%	86%	83%	88%
		a	abd	a			a	e	e		ace					
Don't know	8	3	4	7	14	32	6	6	1	2	2	27	7	-	*	-
	2%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	-%	1%	-%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QV6. Does anyone in your household ever use voice controls – perhaps to search for information, to control devices or to set alarms or reminders? This would include using commands such as ‘Alexa’, ‘Hey Siri’ or ‘Hey or OK Google’, or using voice controls with smart speakers, mobile phones or smart TV remote controls such as Sky Q to search for something or ask a question. (SINGLE CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
	a	b	c	d
Significance Level: 95%				
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
Yes	25	31	37	19
	12%	12%	17%	7%
			d	
No	185	226	184	227
	87%	86%	82%	91%
				c
Don't know	2	5	2	5
	1%	2%	1%	2%

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QV7. SHOWCARD Which of these types of information or tasks are achieved using voice controls in your household? (MULTI CODE)

Base : Those in a household where someone uses voice controls

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	~b	~c	d		a	~b	a	~b	~c	~d	e	~a	~b	~c	~d
Unweighted total	147	82	40	122	296	974	49	165	23	29	42	795	71	15	24	12
Effective Weighted Sample	97	55	27	81	210	658	38	113	15	24	31	535	60	8	15	10
Weighted total	100	50	20	70	182	670	46	104	14	23	27	563	56	7	5	2
PROMPTED RESPONSES																
Weather information	46	**	**	38	98	371	**	53	**	**	**	321	**	**	**	**
	46%	**	**	54%	54%	55%	**	51%	**	**	**	57%	**	**	**	**
Playing music – e.g. Spotify	44	**	**	29	81	350	**	51	**	**	**	296	**	**	**	**
	44%	**	**	42%	44%	52%	**	49%	**	**	**	53%	**	**	**	**
Travel information	29	**	**	17	53	216	**	30	**	**	**	193	**	**	**	**
	29%	**	**	25%	29%	32%	**	29%	**	**	**	34%	**	**	**	**
Setting a reminder or alarm for a specific time	17	**	**	17	43	216	**	28	**	**	**	174	**	**	**	**
	17%	**	**	25%	24%	32%	**	27%	**	**	**	31%	**	**	**	**
Starting/ opening up a radio station	33	**	**	20	51	207	**	28	**	**	**	168	**	**	**	**
	33%	**	**	28%	28%	31%	**	27%	**	**	**	30%	**	**	**	**
Getting the news headlines	23	**	**	16	39	139	**	18	**	**	**	119	**	**	**	**
	23%	**	**	23%	22%	21%	**	17%	**	**	**	21%	**	**	**	**
Getting 'how to' instructions	19	**	**	7	30	125	**	13	**	**	**	110	**	**	**	**
	19%	**	**	9%	17%	19%	**	13%	**	**	**	20%	**	**	**	**
Finding out which music is being played	13	**	**	4	18	116	**	13	**	**	**	99	**	**	**	**
	13%	**	**	5%	10%	17%	**	12%	**	**	**	17%	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QV7. SHOWCARD Which of these types of information or tasks are achieved using voice controls in your household? (MULTI CODE)

Base : Those in a household where someone uses voice controls

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	~b	~c	d		a	~b	a	~b	~c	~d	e	~a	~b	~c	~d
Unweighted total	147	82	40	122	296	974	49	165	23	29	42	795	71	15	24	12
Effective Weighted Sample	97	55	27	81	210	658	38	113	15	24	31	535	60	8	15	10
Weighted total	100	50	20	70	182	670	46	104	14	23	27	563	56	7	5	2
Controlling lighting or heating in your home	5	**	**	10	20	91	**	12	**	**	**	77	**	**	**	**
	5%	**	**	15% a	11%	14%	**	12%	**	**	**	14%	**	**	**	**
Starting/ opening up a TV programme	12	**	**	6	16	79	**	15	**	**	**	64	**	**	**	**
	12%	**	**	9%	9%	12%	**	14%	**	**	**	11%	**	**	**	**
Playing games	5	**	**	1	13	69	**	5	**	**	**	65	**	**	**	**
	5%	**	**	1%	7%	10%	**	4%	**	**	**	12% a	**	**	**	**
Starting/ opening up an on-demand service like Netflix	3	**	**	2	9	63	**	8	**	**	**	59	**	**	**	**
	3%	**	**	2%	5%	9%	**	8%	**	**	**	10%	**	**	**	**
Starting/ opening up a podcast	3	**	**	1	8	60	**	8	**	**	**	49	**	**	**	**
	3%	**	**	2%	4%	9%	**	8%	**	**	**	9%	**	**	**	**
Finding a TV programme or channel or on-demand service	5	**	**	4	9	60	**	10	**	**	**	50	**	**	**	**
	5%	**	**	6%	5%	9%	**	9%	**	**	**	9%	**	**	**	**
SPONTANEOUS RESPONSES																
General information/ search	2	**	**	3	8	25	**	4	**	**	**	21	**	**	**	**
	2%	**	**	5%	4%	4%	**	3%	**	**	**	4%	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QV7. SHOWCARD Which of these types of information or tasks are achieved using voice controls in your household? (MULTI CODE)

Base : Those in a household where someone uses voice controls

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
	a	~b	~c	d		a	~b	a	~b	~c	~d	e	~a	~b	~c	~d
Significance Level: 95%																
Unweighted total	147	82	40	122	296	974	49	165	23	29	42	795	71	15	24	12
Effective Weighted Sample	97	55	27	81	210	658	38	113	15	24	31	535	60	8	15	10
Weighted total	100	50	20	70	182	670	46	104	14	23	27	563	56	7	5	2
Dictionary/ spelling	-	**	**	1	1	4	**	-	**	**	**	4	**	**	**	**
	-%	**	**	1%	*%	1%	**	-%	**	**	**	1%	**	**	**	**
Shopping lists	3	**	**	-	-	4	**	-	**	**	**	4	**	**	**	**
	3%	**	**	-%	-%	1%	**	-%	**	**	**	1%	**	**	**	**
Anything else	1	**	**	*	2	4	**	1	**	**	**	3	**	**	**	**
	1%	**	**	*%	1%	1%	**	1%	**	**	**	*%	**	**	**	**
Don't know	6	**	**	3	5	21	**	3	**	**	**	16	**	**	**	**
	6%	**	**	5%	3%	3%	**	3%	**	**	**	3%	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QV7. SHOWCARD Which of these types of information or tasks are achieved using voice controls in your household? (MULTI CODE)

Base : Those in a household where someone uses voice controls

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d
Unweighted total	35	36	48	23
Effective Weighted Sample	31	30	39	21
Weighted total	25	31	37	19

PROMPTED RESPONSES

Weather information	**	**	**	**
	**	**	**	**
Playing music – e.g. Spotify	**	**	**	**
	**	**	**	**
Travel information	**	**	**	**
	**	**	**	**
Setting a reminder or alarm for a specific time	**	**	**	**
	**	**	**	**
Starting/ opening up a radio station	**	**	**	**
	**	**	**	**
Getting the news headlines	**	**	**	**
	**	**	**	**
Getting 'how to' instructions	**	**	**	**
	**	**	**	**
Finding out which music is being played	**	**	**	**
	**	**	**	**
Controlling lighting or heating in your home	**	**	**	**
	**	**	**	**

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QV7. SHOWCARD Which of these types of information or tasks are achieved using voice controls in your household? (MULTI CODE)

Base : Those in a household where someone uses voice controls

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d
Unweighted total	35	36	48	23
Effective Weighted Sample	31	30	39	21
Weighted total	25	31	37	19
Starting/ opening up a TV programme	**	**	**	**
	**	**	**	**
Playing games	**	**	**	**
	**	**	**	**
Starting/ opening up an on-demand service like Netflix	**	**	**	**
	**	**	**	**
Starting/ opening up a podcast	**	**	**	**
	**	**	**	**
Finding a TV programme or channel or on-demand service	**	**	**	**
	**	**	**	**
SPONTANEOUS RESPONSES				
General information/ search	**	**	**	**
	**	**	**	**
Dictionary/ spelling	**	**	**	**
	**	**	**	**
Shopping lists	**	**	**	**
	**	**	**	**
Anything else	**	**	**	**
	**	**	**	**
Don't know	**	**	**	**
	**	**	**	**
Columns Tested: a,b,c,d				

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QV7. SHOWCARD Which of these types of information or tasks are achieved using voice controls in your household? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
PROMPTED RESPONSES																
Weather information	46 11% cd	27 9% c	11 4%	38 7%	98 9%	371 16% b	25 10%	53 11%	10 12%	11 11%	16 8%	321 17% ad	32 7%	2 4%	2 8%	1 8%
Playing music – e.g. Spotify	44 10% cd	20 7% c	9 3%	29 5%	81 8%	350 15% b	25 10%	51 10%	7 8%	14 13%	16 8%	296 16% abd	24 5%	4 7%	2 5%	* 2%
Travel information	29 7% cd	14 5% c	4 1%	17 3%	53 5%	216 10%	18 7%	30 6%	5 6%	6 6%	6 3%	193 10% ad	15 3%	* 1%	1 5%	1 5%
Setting a reminder or alarm for a specific time	17 4%	12 4%	6 2%	17 3%	43 4%	216 10% b	7 3%	28 6%	4 5%	5 5%	7 3%	174 9% ad	16 3%	* 1%	1 3%	* 2%
Starting/ opening up a radio station	33 8% cd	15 5% c	5 2%	20 3%	51 5%	207 9% b	6 2%	28 6% d	5 6%	6 6%	4 2%	168 9% ad	16 3%	2 4%	1 3%	1 5%
Getting the news headlines	23 5% cd	12 4%	4 2%	16 3%	39 4%	139 6% b	3 1%	18 4%	2 3%	5 5% d	3 1%	119 6% ad	14 3%	1 1%	1 3%	* 1%
Getting 'how to' instructions	19 4% bcd	3 1%	3 1%	7 1%	30 3%	125 6%	10 4%	13 3%	3 3%	3 2%	3 2%	110 6% ad	5 1%	2 4%	* *%	- -%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QV7. SHOWCARD Which of these types of information or tasks are achieved using voice controls in your household? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
Finding out which music is being played	13 3% bcd	2 1%	2 1%	4 1%	18 2%	116 5%	5 2%	13 3% d	2 3%	2 2%	1 *%	99 5% ad	3 1%	- -%	* 1%	- -%
Controlling lighting or heating in your home	5 1%	7 2%	3 1%	10 2%	20 2%	91 4% b	1 *%	12 2%	1 1%	1 1%	4 2%	77 4%	6 1%	3 7% ac	* 1%	* 1%
Starting/ opening up a TV programme	12 3% cd	4 1%	2 1%	6 1%	16 1%	79 3% b	2 1%	15 3%	4 5% d	3 3%	2 1%	64 3% d	3 1%	2 3% a	1 4% a	* 1%
Playing games	5 1% d	* *%	1 *%	1 *%	13 1%	69 3%	3 1%	5 1%	1 1%	- -%	1 1%	65 4% acd	1 *%	- -%	* *%	* 1% a
Starting/ opening up an on-demand service like Netflix	3 1%	2 1%	- -%	2 *%	9 1%	63 3%	3 1%	8 2%	* 1%	3 3%	2 1%	59 3% ad	2 *%	- -%	- -%	- -%
Starting/ opening up a podcast	3 1%	* *%	1 *%	1 *%	8 1%	60 3%	3 1%	8 2%	3 4% d	1 1%	* *%	49 3% d	1 *%	- -%	* *%	- -%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QV7. SHOWCARD Which of these types of information or tasks are achieved using voice controls in your household? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
Finding a TV programme or channel or on-demand service	5 1%	3 1%	1 *%	4 1%	9 1%	60 3%	2 1%	10 2%	1 1%	1 1%	3 1%	50 3%	3 1%	* *%	1 2%	- -%
SPONTANEOUS RESPONSES																
General information/ search	2 1%	2 1%	1 *%	3 1%	8 1%	25 1%	1 *%	4 1%	- -%	1 1%	1 *%	21 1%	3 1%	- -%	* 1%	- -%
Dictionary/ spelling	- -%	1 *%	- -%	1 *%	1 *%	4 *%	1 *%	- -%	- -%	- -%	- -%	4 *%	1 *%	- -%	- -%	- -%
Shopping lists	3 1%	- -%	- -%	- -%	- -%	4 *%	- -%	- -%	- -%	- -%	- -%	4 *%	- -%	- -%	- -%	- -%
Anything else	1 *%	- -%	* *%	* *%	2 *%	4 *%	- -%	1 *%	- -%	- -%	1 *%	3 *%	- -%	- -%	* *%	- -%
Don't know	6 1%	3 1%	- -%	3 1%	5 *%	21 1%	2 1%	3 1%	* *%	1 1%	- -%	16 1%	2 *%	1 2%	* *%	* 2%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QV7. SHOWCARD Which of these types of information or tasks are achieved using voice controls in your household? (MULTI CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
PROMPTED RESPONSES				
Weather information	12	20	25	7
	6%	8%	11%	3%
		d	ad	
Playing music – e.g. Spotify	14	10	16	8
	6%	4%	7%	3%
			d	
Travel information	5	9	11	4
	3%	4%	5%	1%
			d	
Setting a reminder or alarm for a specific time	7	9	15	1
	3%	3%	7%	*%
	d	d	d	
Starting/ opening up a radio station	6	11	15	2
	3%	4%	7%	1%
		d	ad	
Getting the news headlines	6	9	11	3
	3%	3%	5%	1%
			d	
Getting 'how to' instructions	3	2	4	1
	1%	1%	2%	*%
Finding out which music is being played	2	1	3	1
	1%	1%	1%	*%

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QV7. SHOWCARD Which of these types of information or tasks are achieved using voice controls in your household? (MULTI CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
Controlling lighting or heating in your home	5 2% d	2 1%	6 3% d	- -%
Starting/ opening up a TV programme	3 1%	- -%	3 1%	- -%
Playing games	- -%	1 *%	- -%	1 *%
Starting/ opening up an on-demand service like Netflix	2 1%	- -%	2 1%	- -%
Starting/ opening up a podcast	- -%	1 *%	1 *%	- -%
Finding a TV programme or channel or on-demand service	2 1%	1 *%	3 1%	1 *%

SPONTANEOUS RESPONSES

General information/ search	2 1%	1 1%	- -%	3 1%
Dictionary/ spelling	1 *%	- -%	1 *%	- -%
Shopping lists	- -%	- -%	- -%	- -%

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QV7. SHOWCARD Which of these types of information or tasks are achieved using voice controls in your household? (MULTI CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
	a	b	c	d
Significance Level: 95%				
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
Anything else	-	-	-	-
	-%	-%	-%	-%
Don't know	1	1	-	2
	*%	*%	-%	1%

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QV8. SHOWCARD Who in your household uses voice controls? (MULTI CODE)

Base : Those in a household where someone uses voice controls

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	~b	~c	d		a	~b	a	~b	~c	~d	e	~a	~b	~c	~d
Unweighted total	147	82	40	122	296	974	49	165	23	29	42	795	71	15	24	12
Effective Weighted Sample	97	55	27	81	210	658	38	113	15	24	31	535	60	8	15	10
Weighted total	100	50	20	70	182	670	46	104	14	23	27	563	56	7	5	2
Child aged under 5	1	**	**	-	5	34	**	4	**	**	**	26	**	**	**	**
	1%	**	**	-%	3%	5%	**	4%	**	**	**	5%	**	**	**	**
Child aged 5-7	3	**	**	-	10	64	**	6	**	**	**	59	**	**	**	**
	3%	**	**	-%	6%	10%	**	6%	**	**	**	11%	**	**	**	**
Child aged 8-11	1	**	**	2	22	94	**	8	**	**	**	85	**	**	**	**
	1%	**	**	3%	12%	14%	**	8%	**	**	**	15% a	**	**	**	**
Child aged 12-15	3	**	**	2	23	96	**	16	**	**	**	80	**	**	**	**
	3%	**	**	3%	13%	14%	**	16%	**	**	**	14%	**	**	**	**
Adult aged 16-24	16	**	**	2	43	187	**	24	**	**	**	172	**	**	**	**
	16% d	**	**	3%	24%	28%	**	23%	**	**	**	31%	**	**	**	**
Adult aged 25-44	14	**	**	7	60	287	**	34	**	**	**	254	**	**	**	**
	14%	**	**	11%	33%	43%	**	33%	**	**	**	45% a	**	**	**	**
Adult aged 45-64	86	**	**	8	47	263	**	42	**	**	**	215	**	**	**	**
	86% d	**	**	12%	26%	39%	**	41%	**	**	**	38%	**	**	**	**
Adult aged 65-74	7	**	**	45	46	54	**	17	**	**	**	36	**	**	**	**
	7%	**	**	64% a	25%	8%	**	16% e	**	**	**	6%	**	**	**	**
Adult aged 75 and over	*	**	**	23	24	20	**	11	**	**	**	8	**	**	**	**
	*% a	**	**	33% a	13%	3%	**	11% e	**	**	**	1%	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QV8. SHOWCARD Who in your household uses voice controls? (MULTI CODE)

Base : Those in a household where someone uses voice controls

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	~b	~c	d		a	~b	a	~b	~c	~d	e	~a	~b	~c	~d
Unweighted total	147	82	40	122	296	974	49	165	23	29	42	795	71	15	24	12
Effective Weighted Sample	97	55	27	81	210	658	38	113	15	24	31	535	60	8	15	10
Weighted total	100	50	20	70	182	670	46	104	14	23	27	563	56	7	5	2
Don't know	-	**	**	*	*	1	**	-	**	**	**	*	**	**	**	**
	-%	**	**	*%	*%	*%	**	-%	**	**	**	*%	**	**	**	**
Refused	-	**	**	1	2	2	**	*	**	**	**	3	**	**	**	**
	-%	**	**	2%	1%	*%	**	*%	**	**	**	1%	**	**	**	**
ANY CHILDREN AGED UNDER 16	7	**	**	3	42	205	**	25	**	**	**	179	**	**	**	**
	7%	**	**	5%	23%	31%	**	24%	**	**	**	32%	**	**	**	**
ANY ADULTS AGED 16 AND OVER	99	**	**	51	158	613	**	91	**	**	**	519	**	**	**	**
	99%	**	**	73%	87%	92%	**	88%	**	**	**	92%	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QV8. SHOWCARD Who in your household uses voice controls? (MULTI CODE)

Base : Those in a household where someone uses voice controls

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d
Unweighted total	35	36	48	23
Effective Weighted Sample	31	30	39	21
Weighted total	25	31	37	19
Child aged under 5	**	**	**	**
	**	**	**	**
Child aged 5-7	**	**	**	**
	**	**	**	**
Child aged 8-11	**	**	**	**
	**	**	**	**
Child aged 12-15	**	**	**	**
	**	**	**	**
Adult aged 16-24	**	**	**	**
	**	**	**	**
Adult aged 25-44	**	**	**	**
	**	**	**	**
Adult aged 45-64	**	**	**	**
	**	**	**	**
Adult aged 65-74	**	**	**	**
	**	**	**	**
Adult aged 75 and over	**	**	**	**
	**	**	**	**
Don't know	**	**	**	**
	**	**	**	**
Refused	**	**	**	**
	**	**	**	**
ANY CHILDREN AGED UNDER 16	**	**	**	**
	**	**	**	**

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QV8. SHOWCARD Who in your household uses voice controls? (MULTI CODE)

Base : Those in a household where someone uses voice controls

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d
Unweighted total	35	36	48	23
Effective Weighted Sample	31	30	39	21
Weighted total	25	31	37	19
ANY ADULTS AGED 16 AND OVER	**	**	**	**
	**	**	**	**

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QV9. SHOWCARD Does anyone in your household have a car? IF YES: Does any car used by someone in your household have any of these features? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN-ORITY GROUP	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
No car used by someone in the household	51 12%	53 17% a	85 31% abd	138 24% ab	317 30%	435 19%	59 23%	163 33% e	33 40% e	29 29% e	77 38% e	294 16%	106 22%	19 38% ad	10 30%	3 19%
FEATURES IN CAR																
A DAB digital radio	192 46% bcd	113 37% c	72 27%	185 32%	298 28%	963 42%	103 41%	157 32% d	26 32%	37 36% d	47 24%	846 46% abcd	157 33%	15 30%	8 25%	5 27%
The ability to make and receive calls 'hands free' on a mobile phone via the car's dashboard using bluetooth	167 40% bcd	85 28% cd	36 13%	121 21% c	226 21%	840 37% b	57 23%	110 22%	11 14%	28 27% bd	34 17%	743 40% abcd	101 21%	10 20%	7 23%	3 17%
Built-in satellite navigation with a screen in the car's dashboard (CC)	111 27% cd	64 21% cd	26 10%	90 16% c	146 14%	549 24%	65 26%	71 14%	13 16%	24 23% ad	20 10%	511 28% abd	74 16%	10 19% d	4 14%	1 8%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QV9. SHOWCARD Does anyone in your household have a car? IF YES: Does any car used by someone in your household have any of these features? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
Automated driving features such as adaptive cruise control, collision avoidance, assisted parking or lane centering (CC)	101 24% bcd	52 17% c	27 10%	79 14%	135 13%	485 21% b	30 12%	82 17%	8 10%	26 25% abd	23 11%	412 22% abd	65 14%	7 14%	5 15%	2 12%
The ability to stream music and other audio content from a phone through the car's audio system (CC)	76 18% cd	41 14% cd	9 3%	50 9% c	106 10%	464 20%	42 17%	73 15% d	8 10%	19 19% d	16 8%	407 22% abd	43 9%	4 8%	3 9%	1 4%
An in-built 'infotainment system' with a touchscreen to control this in the dashboard of the car (CC)	82 20% cd	44 15% cd	13 5%	57 10% c	101 9%	420 19% b	32 13%	64 13%	7 9%	15 15%	18 9%	365 20% abd	46 10%	6 12%	4 13%	1 6%
A dash cam (dashboard camera) mounted on the car windscreen to record the road ahead	49 12% c	38 13% c	20 7%	58 10%	93 9%	282 12%	24 9%	36 7%	6 7%	14 14% ad	10 5%	249 13% ad	47 10%	6 12%	3 10%	2 10%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QV9. SHOWCARD Does anyone in your household have a car? IF YES: Does any car used by someone in your household have any of these features? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN-ORITY GROUP	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
The ability to stream apps from a smartphone by connecting your phone to the car's dashboard – using software such as Apple CarPlay or Android Auto (CC)	45 11% bcd	17 6% c	6 2%	24 4%	52 5%	247 11%	23 9%	45 9% d	7 9%	13 12% d	8 4%	216 12% d	19 4%	2 3%	2 6%	* 2%
Remote monitoring of the car using a smartphone – for example enabling you to lock or unlock the car, check fuel levels, monitor the car's performance, identify faults or remind you where you parked (CC)	23 5% bcd	5 2%	3 1%	8 1%	17 2%	110 5%	10 4%	16 3% d	2 2%	2 2%	2 1%	98 5% d	7 2%	* *%	* *%	* 2%
In-built Wi-Fi 'hotspot' – so you and others can use the car's own data connection to go online (CC)	22 5% bcd	5 2%	2 1%	8 1%	19 2%	103 5%	14 5%	18 4%	4 5%	4 4%	4 2%	94 5% d	5 1%	1 1%	1 4%	* 2%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QV9. SHOWCARD Does anyone in your household have a car? IF YES: Does any car used by someone in your household have any of these features? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
None of these	120 29%	86 29%	84 31%	171 30%	310 29%	544 24%	57 22%	121 25%	19 23%	22 22%	56 28%	427 23%	144 30% b	9 18%	11 34% b	7 42% ab
Don't know	6 2%	10 3%	13 5% a	23 4% a	33 3%	48 2%	10 4%	11 2%	1 1%	3 3%	6 3%	38 2%	18 4%	5 9% ac	* 1%	* 3%
ANY CONNECTED CAR FEATURES (CC)	162 39% bcd	97 32% cd	40 15%	137 24% c	243 23%	854 38%	92 36%	124 25% d	17 20%	34 33% bd	35 17%	777 42% abcd	115 24%	11 22%	8 25%	3 17%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QV9. SHOWCARD Does anyone in your household have a car? IF YES: Does any car used by someone in your household have any of these features? (MULTI CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
No car used by someone in the household	42	63	41	65
	20%	24%	18%	26%
				c
FEATURES IN CAR				
A DAB digital radio	85	72	89	68
	40%	28%	40%	27%
	bd		bd	
The ability to make and receive calls 'hands free' on a mobile phone via the car's dashboard using bluetooth	61	40	60	41
	29%	15%	27%	16%
	bd		bd	
Built-in satellite navigation with a screen in the car's dashboard (CC)	46	29	49	25
	22%	11%	22%	10%
	bd		bd	
Automated driving features such as adaptive cruise control, collision avoidance, assisted parking or lane centering (CC)	42	23	41	24
	20%	9%	19%	10%
	bd		bd	

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QV9. SHOWCARD Does anyone in your household have a car? IF YES: Does any car used by someone in your household have any of these features? (MULTI CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
The ability to stream music and other audio content from a phone through the car's audio system (CC)	24 11% d	19 7%	31 14% bd	12 5%
An in-built 'infotainment system' with a touchscreen to control this in the dashboard of the car (CC)	29 14% bd	16 6%	29 13% bd	16 6%
A dash cam (dashboard camera) mounted on the car windscreen to record the road ahead	26 12%	22 8%	27 12%	20 8%
The ability to stream apps from a smartphone by connecting your phone to the car's dashboard – using software such as Apple CarPlay or Android Auto (CC)	16 8% bd	4 1%	14 6% bd	6 2%

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QV9. SHOWCARD Does anyone in your household have a car? IF YES: Does any car used by someone in your household have any of these features? (MULTI CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
Remote monitoring of the car using a smartphone – for example enabling you to lock or unlock the car, check fuel levels, monitor the car's performance, identify faults or remind you where you parked (CC)	5 2%	2 1%	6 3%	2 1%
In-built Wi-Fi 'hotspot' – so you and others can use the car's own data connection to go online (CC)	4 2% d	1 *% d	5 2% d	- -% d
None of these	55 26%	88 34%	59 26%	85 34%
Don't know	7 3%	11 4%	6 3%	12 5%
ANY CONNECTED CAR FEATURES (CC)	65 31% bd	50 19%	75 34% bd	40 16%

Columns Tested: a,b,c,d

OFCOM DIGITAL PARTICIPATION CONSORTIUM TECH TRACKER 2020 - SUBSET 65+, DE, EMG, IMPACTING OR LIMITING CONDITIONS ONLY - 9th January to 7th March 2020 Table 91

Any break column with 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 (QP24). SHOWCARD Some devices, as well as radio sets, can receive digital radio which allow access to a greater number of stations than available on AM/ FM radio. Examples of digital radio stations include Absolute 80s, BBC 6 Music, Radio 5 live sports extra. Before today, which of these ways of listening to digital radio were you aware of? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
DAB radio	350	232	180	412	775	1839	188	357	58	75	133	1542	353	31	20	9
	84%	77%	67%	72%	73%	81%	74%	73%	71%	73%	66%	83%	75%	62%	62%	52%
	bcd	c				b						abcd	bcd			
On TV via Freeview, cable or satellite TV services	277	169	90	259	558	1415	164	252	35	49	95	1219	220	21	14	4
	66%	56%	33%	45%	52%	62%	64%	51%	43%	47%	47%	66%	46%	42%	43%	23%
	bcd	cd		c								abcd	d	d	d	
Online via an app or web browser on a smartphone, tablet or computer	203	106	42	148	401	1179	148	186	28	34	55	1054	130	9	7	2
	49%	35%	15%	26%	38%	52%	58%	38%	34%	33%	27%	57%	27%	18%	22%	13%
	bcd	cd		c				d				abcd	d			
On a smart speaker such as Amazon Echo, Google Home	188	86	47	132	336	1046	108	166	25	35	57	926	113	9	7	3
	45%	28%	17%	23%	32%	46%	42%	34%	30%	34%	28%	50%	24%	19%	22%	17%
	bcd	c		c								abcd				
I wasn't aware of digital radio before today	34	52	73	125	183	222	30	95	19	21	52	143	98	11	10	7
	8%	17%	27%	22%	17%	10%	12%	19%	23%	20%	26%	8%	21%	22%	31%	38%
		a	ab	a				e	e	e	ae				a	ab

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (QP24). SHOWCARD Some devices, as well as radio sets, can receive digital radio which allow access to a greater number of stations than available on AM/ FM radio. Examples of digital radio stations include Absolute 80s, BBC 6 Music, Radio 5 live sports extra. Before today, which of these ways of listening to digital radio were you aware of? (MULTI CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
DAB radio	171	182	179	174
	81%	70%	81%	69%
	bd		bd	
On TV via Freeview, cable or satellite TV services	107	113	126	94
	51%	43%	57%	37%
	d		bd	
Online via an app or web browser on a smartphone, tablet or computer	68	62	86	44
	32%	24%	39%	18%
	bd		bd	
On a smart speaker such as Amazon Echo, Google Home	57	56	74	39
	27%	21%	33%	15%
	d		bd	
I wasn't aware of digital radio before today	34	64	32	66
	16%	24%	15%	26%
		ac		ac

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP2 (QP4). SHOWCARD I'm now going to ask about any radios that you have at home (EXPLANATION PROVIDED, EXCLUDING CAR RADIOS, LISTENING THROUGH A COMPUTER, TV OR PHONE). In which of these rooms at home do you have any radios? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
Kitchen/ kitchen diner/ dining room	176 42%	152 50% a	127 47%	279 49% a	388 36%	838 37% b	44 17%	184 37% d	39 48% de	52 50% ade	61 30%	639 35%	234 49%	18 37%	15 46%	12 70% abc
Living room/ lounge	138 33%	92 30%	104 39% b	196 34%	301 28%	625 28% b	32 12%	163 33% e	34 42% e	39 38% e	71 35% e	446 24%	170 36% b	11 22%	11 34%	4 26%
Bedroom	129 31%	93 31%	92 34%	185 32%	250 23%	544 24% b	26 10%	144 29% e	29 35% e	36 35% e	61 30% e	388 21%	152 32%	18 36%	11 35%	4 22%
Study/ home office	18 4%	19 6%	10 4%	29 5%	32 3%	91 4%	6 3%	9 2%	2 2%	3 3%	1 1%	83 4% ad	26 6%	1 3%	1 4%	1 3%
Bathroom/ shower room	17 4%	11 4%	8 3%	19 3%	25 2%	71 3%	2 1%	10 2%	3 3%	4 4%	5 2%	55 3%	17 4%	1 1%	1 3%	1 3%
Garage/ shed	20 5%	14 5%	12 5%	26 5%	31 3%	61 3%	5 2%	14 3%	4 4%	5 5%	3 2%	46 2%	23 5%	* 1%	2 7% b	* 2%
Hallway/ landing	5 1%	2 1%	2 1%	4 1%	4 *%	19 1%	4 2%	6 1%	3 3% e	- -%	1 1%	18 1%	4 1%	* *%	- -%	* *%
Move around as needed/ portable	24 6%	20 7%	17 6%	37 7%	54 5%	104 5%	5 2%	23 5%	4 5%	8 7%	8 4%	76 4%	36 8% bc	* *%	* *%	1 4%
Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d																

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP2 (QP4). SHOWCARD I'm now going to ask about any radios that you have at home (EXPLANATION PROVIDED, EXCLUDING CAR RADIOS, LISTENING THROUGH A COMPUTER, TV OR PHONE). In which of these rooms at home do you have any radios? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
Other	4	6	5	11	12	23	-	8	3	3	2	13	11	-	*	-
	1%	2%	2%	2%	1%	1%	-%	2%	3%	3%	1%	1%	2%	-%	1%	-%
									e	e						
None – do not have any radios at home	116	63	43	106	378	839	165	143	12	17	61	791	85	10	7	3
	28%	21%	16%	18%	36%	37%	65%	29%	14%	17%	30%	43%	18%	21%	22%	19%
	bcd						a	bc			bc	abcd				

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP2 (QP4). SHOWCARD I'm now going to ask about any radios that you have at home (EXPLANATION PROVIDED, EXCLUDING CAR RADIOS, LISTENING THROUGH A COMPUTER, TV OR PHONE). In which of these rooms at home do you have any radios? (MULTI CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
Kitchen/ kitchen diner/ dining room	93 44%	141 54% ad	124 56% ad	109 44%
Living room/ lounge	84 40%	86 33%	70 32%	100 40%
Bedroom	72 34%	79 30%	84 38% d	68 27%
Study/ home office	17 8% bd	9 4%	22 10% bd	4 2%
Bathroom/ shower room	12 6% b	5 2%	11 5%	6 2%
Garage/ shed	10 5%	13 5%	9 4%	14 6%
Hallway/ landing	2 1%	2 1%	1 1%	2 1%
Move around as needed/ portable	22 10% b	15 6%	21 9%	16 6%
Other	7 3%	3 1%	8 3%	3 1%
None – do not have any radios at home	37 17%	48 18%	36 16%	49 19%

Columns Tested: a,b,c,d

Any break column with 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 (QP5). How many radios do you have in your home that you, or someone in your household, listen to in most weeks? (SINGLE CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
None	21 5%	7 2%	14 5%	21 4%	35 3%	92 4% b	2 1%	24 5%	7 8% e	5 5%	8 4%	64 3%	18 4%	1 2%	2 5% d	- -%
1	159 38%	123 41%	112 42%	235 41%	384 36%	747 33% b	66 26%	191 39% e	29 36%	44 43% e	84 41% e	560 30%	185 39%	29 58% ac	13 41%	9 50%
2-3	95 23%	98 33% a	86 32% a	184 32% a	233 22%	494 22% b	19 7%	119 24% e	29 36% ade	33 32% de	43 22%	363 20%	162 34% b	9 18%	9 27%	4 26%
4-5	19 5%	8 3%	11 4%	19 3%	25 2%	62 3%	3 1%	11 2%	4 4%	4 4%	4 2%	51 3%	17 4%	* *% *	1 3%	1 5%
6-10	4 1%	3 1%	4 1%	6 1%	8 1%	16 1%	- -%	3 1%	* *% *	- -%	* *% *	11 1%	6 1%	* *% *	* 1%	- -%
11 or more	2 *% *	- -%	- -%	- -%	- -%	3 *% *	- -%	- -%	- -%	- -%	- -%	1 *% *	- -%	- -%	- -%	- -%
ANY 'ACTIVE' RADIO SETS IN THE HOME	279 67%	232 77% a	212 79% a	445 78% a	649 61%	1322 58% b	88 35%	323 66% e	62 76% ae	81 79% ade	132 65% e	985 53%	370 78%	38 76%	23 72%	14 81%
NO RADIO SETS IN THE HOME	116 28% bcd	63 21%	43 16%	106 18%	378 36%	839 37%	165 65% a	143 29% bc	12 14%	17 17%	61 30% bc	791 43% abcd	85 18%	10 21%	7 22%	3 19%
Don't know	1 *% *	- -%	1 *% *	1 *% *	3 *% *	12 1%	- -%	2 *% *	1 1%	- -%	1 *% *	9 1%	1 *% *	- -%	- -%	- -%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (QP5). How many radios do you have in your home that you, or someone in your household, listen to in most weeks? (SINGLE CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP				
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	IRELAND	N
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d	
Mean number of 'active' radio sets	1.3	1.4	1.4	1.4	1.0	1.0	.5	1.1	1.4	1.4	1.0	.9	1.4	1.0	1.2	1.3	
						b		e	ade	ade			b			b	
Standard deviation	2.23	1.17	1.25	1.20	1.13	1.43	.78	1.09	1.18	1.15	1.01	1.17	1.23	.84	1.19	1.11	
Standard error	.09	.05	.05	.04	.03	.02	.05	.04	.10	.09	.05	.02	.05	.07	.09	.11	

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (QP5). How many radios do you have in your home that you, or someone in your household, listen to in most weeks? (SINGLE CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
None	7 3%	11 4%	8 4%	10 4%
1	87 41%	98 37%	79 35%	106 42%
2-3	69 33%	93 35%	83 37%	79 32%
4-5	7 3%	10 4%	13 6%	4 1%
6-10	4 2%	2 1%	4 2%	2 1%
11 or more	- -%	- -%	- -%	- -%
ANY 'ACTIVE' RADIO SETS IN THE HOME	167 79%	202 77%	179 80%	191 76%
NO RADIO SETS IN THE HOME	37 17%	48 18%	36 16%	49 19%
Don't know	- -%	1 *%	- -%	1 *%
Mean number of 'active' radio sets	1.5 d	1.4	1.6 bd	1.3
Standard deviation	1.31	1.17	1.37	1.08
Standard error	.07	.06	.08	.06

Columns Tested: a,b,c,d

Any break column with 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 (QP5). How many radios do you have in your home that you, or someone in your household, listen to in most weeks? (SINGLE CODE)

Base : Those with any 'active' radio sets in the home

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	~b	a	b	c	d	e	a	~b	c	~d
Unweighted total	393	403	395	798	1116	1973	82	537	110	135	221	1352	497	93	124	84
Effective Weighted Sample	271	261	249	510	741	1358	65	371	69	92	167	946	391	51	76	70
Weighted total	279	232	212	445	649	1322	88	323	62	81	132	985	370	38	23	14
None	-	-	-	-	-	-	**	-	-	-	-	-	-	**	-	**
	-%	-%	-%	-%	-%	-%	**	-%	-%	-%	-%	-%	-%	**	-%	**
1	159	123	112	235	384	747	**	191	29	44	84	560	185	**	13	**
	57%	53%	53%	53%	59%	57%	**	59%	47%	55%	63%	57%	50%	**	57%	**
											b					
2-3	95	98	86	184	233	494	**	119	29	33	43	363	162	**	9	**
	34%	42%	40%	41%	36%	37%	**	37%	47%	40%	33%	37%	44%	**	37%	**
				a					d							
4-5	19	8	11	19	25	62	**	11	4	4	4	51	17	**	1	**
	7%	4%	5%	4%	4%	5%	**	3%	6%	5%	3%	5%	5%	**	4%	**
6-10	4	3	4	6	8	16	**	3	*	-	*	11	6	**	*	**
	1%	1%	2%	1%	1%	1%	**	1%	1%	-%	*%	1%	2%	**	2%	**
11 or more	2	-	-	-	-	3	**	-	-	-	-	1	-	**	-	**
	1%	-%	-%	-%	-%	*%	**	-%	-%	-%	-%	*%	-%	**	-%	**
ANY 'ACTIVE' RADIO SETS IN THE HOME	279	232	212	445	649	1322	**	323	62	81	132	985	370	**	23	**
	100%	100%	100%	100%	100%	100%	**	100%	100%	100%	100%	100%	100%	**	100%	**
NO RADIO SETS IN THE HOME	-	-	-	-	-	-	**	-	-	-	-	-	-	**	-	**
	-%	-%	-%	-%	-%	-%	**	-%	-%	-%	-%	-%	-%	**	-%	**
Don't know	-	-	-	-	-	-	**	-	-	-	-	-	-	**	-	**
	-%	-%	-%	-%	-%	-%	**	-%	-%	-%	-%	-%	-%	**	-%	**
Mean number of 'active' radio sets	1.9	1.8	1.8	1.8	1.7	1.8	**	1.6	1.9	1.8	1.5	1.7	1.8	**	1.7	**
									ad	d		d				
Standard deviation	2.50	1.03	1.14	1.08	1.02	1.50	**	.94	1.00	1.00	.86	1.09	1.11	**	1.07	**
Standard error	.13	.05	.06	.04	.03	.03	**	.04	.10	.09	.06	.03	.05	**	.10	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (QP5). How many radios do you have in your home that you, or someone in your household, listen to in most weeks? (SINGLE CODE)

Base : Those with any 'active' radio sets in the home

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	255	242	236	261
Effective Weighted Sample	197	197	194	197
Weighted total	167	202	179	191
None	-	-	-	-
	-%	-%	-%	-%
1	87	98	79	106
	52%	48%	44%	56%
			c	
2-3	69	93	83	79
	41%	46%	46%	41%
4-5	7	10	13	4
	4%	5%	7%	2%
			d	
6-10	4	2	4	2
	3%	1%	2%	1%
11 or more	-	-	-	-
	-%	-%	-%	-%
ANY 'ACTIVE' RADIO SETS IN THE HOME	167	202	179	191
	100%	100%	100%	100%
NO RADIO SETS IN THE HOME	-	-	-	-
	-%	-%	-%	-%
Don't know	-	-	-	-
	-%	-%	-%	-%
Mean number of 'active' radio sets	1.9	1.8	2.0	1.6
	d		bd	
Standard deviation	1.21	1.02	1.24	.95
Standard error	.08	.07	.08	.06
Columns Tested: a,b,c,d				

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP4 (QP7). You said that you have (NUMBER AT QP5) radios in your home that someone in the household listens to in most weeks. How many of these radios are DAB radio sets? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
None	77	80	96	177	251	361	24	128	32	30	61	229	135	23	11	7
	18%	27%	36%	31%	24%	16%	10%	26%	39%	29%	30%	12%	29%	46%	35%	43%
		a	ab	a		b		e	ae	e	e			a		a
1	118	86	61	147	237	581	40	116	17	29	45	456	125	11	8	4
	28%	28%	23%	26%	22%	26%	16%	24%	21%	28%	22%	25%	26%	22%	24%	22%
						b										
2	47	39	27	66	86	203	14	41	7	8	14	166	61	1	3	1
	11%	13%	10%	12%	8%	9%	5%	8%	9%	8%	7%	9%	13%	2%	10%	3%
													bd		b	
3	18	14	6	21	24	71	1	12	3	5	1	55	20	-	*	*
	4%	5%	2%	4%	2%	3%	*%	2%	4%	5%	*%	3%	4%	-%	1%	2%
						b			d	d		d				
4-5	9	3	5	8	11	31	2	7	1	2	1	24	8	*	*	*
	2%	1%	2%	1%	1%	1%	1%	1%	1%	2%	*%	1%	2%	*%	*%	1%
6-10	1	-	-	-	-	2	-	-	-	-	-	2	-	-	-	-
	*%	-%	-%	-%	-%	*%	-%	-%	-%	-%	-%	*%	-%	-%	-%	-%
11 or more	-	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-
	-%	-%	-%	-%	-%	*%	-%	-%	-%	-%	-%	*%	-%	-%	-%	-%
ANY 'ACTIVE' DAB RADIO SETS IN THE HOME	192	142	100	242	359	890	57	175	28	45	61	704	214	12	11	5
	46%	47%	37%	42%	34%	39%	22%	36%	35%	43%	30%	38%	45%	24%	34%	29%
	c	c				b				d		d	bcd			
NO 'ACTIVE' RADIO SETS IN THE HOME	22	7	15	22	38	105	2	26	7	5	9	74	19	1	2	-
	5%	2%	5%	4%	4%	5%	1%	5%	9%	5%	4%	4%	4%	2%	5%	-%
	b		b			b			e						d	

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP4 (QP7). You said that you have (NUMBER AT QP5) radios in your home that someone in the household listens to in most weeks. How many of these radios are DAB radio sets? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
NO RADIO SETS IN THE HOME	116	63	43	106	378	839	165	143	12	17	61	791	85	10	7	3
	28%	21%	16%	18%	36%	37%	65%	29%	14%	17%	30%	43%	18%	21%	22%	19%
	bcd						a	bc			bc	abcd				
Don't know	11	10	16	26	39	71	7	19	2	6	9	53	20	3	1	2
	3%	3%	6%	5%	4%	3%	3%	4%	2%	6%	5%	3%	4%	7%	3%	9%
			a													
Mean number of DAB radio sets	.7	.7	.6	.7	.5	.6	.3	.5	.5	.7	.4	.6	.7	.3	.5	.4
	c	c				b		d		d		d	bcd		b	
Standard deviation	1.06	.96	.93	.95	.84	.96	.67	.87	.89	.96	.71	.96	.99	.52	.71	.79
Standard error	.04	.04	.04	.03	.02	.02	.04	.03	.07	.07	.04	.02	.04	.05	.06	.08

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP4 (QP7). You said that you have (NUMBER AT QP5) radios in your home that someone in the household listens to in most weeks. How many of these radios are DAB radio sets? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
None	53	82	52	84
	25%	31%	23%	33%
		c		ac
1	64	61	70	55
	30%	23%	31%	22%
	d		bd	
2	24	37	30	31
	11%	14%	14%	12%
3	14	7	12	8
	6%	3%	6%	3%
	b			
4-5	3	5	8	-
	1%	2%	4%	-%
		d	d	
6-10	-	-	-	-
	-%	-%	-%	-%
11 or more	-	-	-	-
	-%	-%	-%	-%
ANY 'ACTIVE' DAB RADIO SETS IN THE HOME	104	110	120	94
	49%	42%	54%	37%
	d		bd	
NO 'ACTIVE' RADIO SETS IN THE HOME	7	12	8	11
	3%	5%	4%	4%
NO RADIO SETS IN THE HOME	37	48	36	49
	17%	18%	16%	19%

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP4 (QP7). You said that you have (NUMBER AT QP5) radios in your home that someone in the household listens to in most weeks. How many of these radios are DAB radio sets? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
Don't know	10	10	6	14
	5%	4%	3%	5%
Mean number of DAB radio sets	.8	.7	.9	.6
	d		bd	
Standard deviation	.99	.99	1.12	.83
Standard error	.05	.05	.06	.04
Columns Tested: a,b,c,d				

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP4 (QP7). You said that you have (NUMBER AT QP5) radios in your home that someone in the household listens to in most weeks. How many of these radios are DAB radio sets? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE)

Base : Those with any 'active' radio sets in the home

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	~b	a	b	c	d	e	a	~b	c	~d
Unweighted total	393	403	395	798	1116	1973	82	537	110	135	221	1352	497	93	124	84
Effective Weighted Sample	271	261	249	510	741	1358	65	371	69	92	167	946	391	51	76	70
Weighted total	279	232	212	445	649	1322	88	323	62	81	132	985	370	38	23	14
None	77 27%	80 35%	96 45% ab	177 40% a	251 39%	361 27%	** **	128 40% e	32 51% e	30 37% e	61 47% e	229 23%	135 37%	** **	11 49% a	** **
1	118 42% cd	86 37%	61 29%	147 33%	237 37%	581 44%	** **	116 36%	17 28%	29 36%	45 34%	456 46% abd	125 34%	** **	8 33%	** **
2	47 17%	39 17%	27 13%	66 15%	86 13%	203 15%	** **	41 13%	7 12%	8 10%	14 11%	166 17%	61 17%	** **	3 13%	** **
3	18 6%	14 6%	6 3%	21 5%	24 4%	71 5%	** **	12 4%	3 5% d	5 6% d	1 1%	55 6% d	20 5%	** **	* 1%	** **
4-5	9 3%	3 2%	5 2%	8 2%	11 2%	31 2%	** **	7 2%	1 1%	2 3%	1 1%	24 2%	8 2%	** **	* *%	** **
6-10	1 *%	- -%	- -%	- -%	- -%	2 *%	** **	- -%	- -%	- -%	- -%	2 *%	- -%	** **	- -%	** **
11 or more	- -%	- -%	- -%	- -%	- -%	1 *%	** **	- -%	- -%	- -%	- -%	1 *%	- -%	** **	- -%	** **
ANY 'ACTIVE' DAB RADIO SETS IN THE HOME	192 69% cd	142 61% c	100 47%	242 54%	359 55%	890 67%	** **	175 54%	28 46%	45 55%	61 46%	704 71% abcd	214 58%	** **	11 47%	** **
NO 'ACTIVE' RADIO SETS IN THE HOME	- -%	- -%	- -%	- -%	- -%	- -%	** **	- -%	- -%	- -%	- -%	- -%	- -%	** **	- -%	** **

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP4 (QP7). You said that you have (NUMBER AT QP5) radios in your home that someone in the household listens to in most weeks. How many of these radios are DAB radio sets? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE)

Base : Those with any 'active' radio sets in the home

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N
	a	b	c	d		a	~b	a	b	c	d	e	a	~b	c	~d
Significance Level: 95%																
Unweighted total	393	403	395	798	1116	1973	82	537	110	135	221	1352	497	93	124	84
Effective Weighted Sample	271	261	249	510	741	1358	65	371	69	92	167	946	391	51	76	70
Weighted total	279	232	212	445	649	1322	88	323	62	81	132	985	370	38	23	14
NO RADIO SETS IN THE HOME	-	-	-	-	-	-	**	-	-	-	-	-	-	**	-	**
	-%	-%	-%	-%	-%	-%	**	-%	-%	-%	-%	-%	-%	**	-%	**
Don't know	11	10	16	26	39	71	**	19	2	6	9	53	20	**	1	**
	4%	4%	8%	6%	6%	5%	**	6%	3%	7%	7%	5%	5%	**	4%	**
Mean number of DAB radio sets	1.1	1.0	.7	.9	.8	1.0	**	.8	.7	.9	.6	1.1	.9	**	.6	**
	bcd	c						d		d		abcd	c			
Standard deviation	1.13	1.00	.99	1.00	.95	1.06	**	.97	.96	1.01	.80	1.07	1.03	**	.77	**
Standard error	.06	.05	.05	.04	.03	.02	**	.04	.09	.09	.05	.03	.05	**	.07	**
Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d																

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP4 (QP7). You said that you have (NUMBER AT QP5) radios in your home that someone in the household listens to in most weeks. How many of these radios are DAB radio sets? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE)

Base : Those with any 'active' radio sets in the home

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	255	242	236	261
Effective Weighted Sample	197	197	194	197
Weighted total	167	202	179	191
None	53	82	52	84
	32%	41%	29%	44%
		c		ac
1	64	61	70	55
	38%	30%	39%	29%
			d	
2	24	37	30	31
	14%	18%	17%	16%
3	14	7	12	8
	8%	3%	7%	4%
	b			
4-5	3	5	8	-
	2%	2%	4%	-%
		d	d	
6-10	-	-	-	-
	-%	-%	-%	-%
11 or more	-	-	-	-
	-%	-%	-%	-%
ANY 'ACTIVE' DAB RADIO SETS IN THE HOME	104	110	120	94
	62%	55%	67%	49%
	d		bd	
NO 'ACTIVE' RADIO SETS IN THE HOME	-	-	-	-
	-%	-%	-%	-%
NO RADIO SETS IN THE HOME	-	-	-	-
	-%	-%	-%	-%

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP4 (QP7). You said that you have (NUMBER AT QP5) radios in your home that someone in the household listens to in most weeks. How many of these radios are DAB radio sets? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE)

Base : Those with any 'active' radio sets in the home

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	255	242	236	261
Effective Weighted Sample	197	197	194	197
Weighted total	167	202	179	191
Don't know	10	10	6	14
	6%	5%	4%	7%
Mean number of DAB radio sets	1.0	.9	1.1	.7
	d		bd	
Standard deviation	1.02	1.05	1.15	.88
Standard error	.06	.07	.07	.05
Columns Tested: a,b,c,d				

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP4 (QP7). You said that you have (NUMBER AT QP5) radios in your home that someone in the household listens to in most weeks. How many of these radios are DAB radio sets? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE)

Base : Those who listen to radio

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
	a	b	c	d		a	b	a	b	c	d	e	a	~b	c	~d
Significance Level: 95%																
Unweighted total	526	456	421	877	1441	2882	176	679	119	148	270	2149	546	98	136	97
Effective Weighted Sample	362	297	264	560	960	1945	141	457	76	102	199	1479	430	52	82	81
Weighted total	371	260	221	481	832	1895	180	397	70	87	159	1538	401	37	26	16
None	76	78	91	169	237	344	24	125	32	29	60	217	131	**	11	**
	20%	30%	41%	35%	29%	18%	13%	31%	45%	33%	37%	14%	33%	**	41%	**
		a	ab	a				e	ae	e	e					
1	113	84	60	144	232	562	40	112	17	28	43	441	122	**	8	**
	30%	32%	27%	30%	28%	30%	22%	28%	25%	32%	27%	29%	30%	**	29%	**
2	45	38	27	65	84	198	14	41	7	8	14	161	61	**	3	**
	12%	15%	12%	14%	10%	10%	8%	10%	11%	10%	9%	10%	15%	**	12%	**
3	18	14	6	21	24	71	1	12	3	5	1	55	20	**	*	**
	5%	5%	3%	4%	3%	4%	*%	3%	4%	6%	1%	4%	5%	**	1%	**
						b			d	d		d				
4-5	8	3	5	8	11	30	2	7	1	2	1	22	8	**	*	**
	2%	1%	2%	2%	1%	2%	1%	2%	1%	2%	1%	1%	2%	**	*%	**
6-10	1	-	-	-	-	2	-	-	-	-	-	2	-	**	-	**
	*%	-%	-%	-%	-%	*%	-%	-%	-%	-%	-%	*%	-%	**	-%	**
11 or more	-	-	-	-	-	1	-	-	-	-	-	1	-	**	-	**
	-%	-%	-%	-%	-%	*%	-%	-%	-%	-%	-%	*%	-%	**	-%	**
ANY 'ACTIVE' DAB RADIO SETS IN THE HOME	185	140	98	238	351	865	56	171	28	43	59	684	211	**	11	**
	50%	54%	45%	50%	42%	46%	31%	43%	40%	50%	37%	44%	53%	**	42%	**
		c				b				d		d				
NO 'ACTIVE' RADIO SETS IN THE HOME	19	5	6	11	23	81	1	15	5	3	3	60	9	**	1	**
	5%	2%	3%	2%	3%	4%	*%	4%	7%	4%	2%	4%	2%	**	4%	**
	bd					b			d							

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP4 (QP7). You said that you have (NUMBER AT QP5) radios in your home that someone in the household listens to in most weeks. How many of these radios are DAB radio sets? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE)

Base : Those who listen to radio

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	IRELAND
	a	b	c	d		a	b	a	b	c	d	e	a	~b	c	~d
Significance Level: 95%																
Unweighted total	526	456	421	877	1441	2882	176	679	119	148	270	2149	546	98	136	97
Effective Weighted Sample	362	297	264	560	960	1945	141	457	76	102	199	1479	430	52	82	81
Weighted total	371	260	221	481	832	1895	180	397	70	87	159	1538	401	37	26	16
NO RADIO SETS IN THE HOME	82	30	11	40	186	545	93	69	4	6	29	534	33	**	3	**
	22%	11%	5%	8%	22%	29%	52%	17%	5%	7%	18%	35%	8%	**	12%	**
	bcd	c					a	bc			bc	abcd				
Don't know	9	8	14	22	34	60	5	17	2	6	8	42	18	**	*	**
	2%	3%	6%	5%	4%	3%	3%	4%	2%	6%	5%	3%	5%	**	2%	**
			a							e						
Mean number of DAB radio sets	.8	.8	.7	.8	.6	.7	.4	.7	.6	.8	.5	.7	.8	**	.6	**
		c				b		d		d		d	c			
Standard deviation	1.08	.99	.99	.99	.91	1.00	.77	.93	.93	1.00	.77	1.00	1.03	**	.75	**
Standard error	.05	.05	.05	.03	.02	.02	.06	.04	.09	.08	.05	.02	.04	**	.06	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP4 (QP7). You said that you have (NUMBER AT QP5) radios in your home that someone in the household listens to in most weeks. How many of these radios are DAB radio sets? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE)

Base : Those who listen to radio

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	280	266	263	283
Effective Weighted Sample	216	217	215	215
Weighted total	183	218	196	205
None	52	78	49	82
	29%	36%	25%	40%
		c		ac
1	62	60	70	52
	34%	28%	36%	25%
			d	
2	24	37	30	31
	13%	17%	15%	15%
3	14	7	12	8
	7%	3%	6%	4%
	b			
4-5	3	5	8	-
	2%	2%	4%	-%
		d	d	
6-10	-	-	-	-
	-%	-%	-%	-%
11 or more	-	-	-	-
	-%	-%	-%	-%
ANY 'ACTIVE' DAB RADIO SETS IN THE HOME	102	109	120	91
	56%	50%	61%	44%
	d		bd	
NO 'ACTIVE' RADIO SETS IN THE HOME	5	4	4	4
	3%	2%	2%	2%
NO RADIO SETS IN THE HOME	15	17	16	16
	8%	8%	8%	8%

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP4 (QP7). You said that you have (NUMBER AT QP5) radios in your home that someone in the household listens to in most weeks. How many of these radios are DAB radio sets? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE)

Base : Those who listen to radio

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	280	266	263	283
Effective Weighted Sample	216	217	215	215
Weighted total	183	218	196	205
Don't know	8	10	6	12
	5%	5%	3%	6%
Mean number of DAB radio sets	.9	.8	1.0	.7
	d		bd	
Standard deviation	1.02	1.04	1.14	.87
Standard error	.06	.06	.07	.05
Columns Tested: a,b,c,d				

Any break column with 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 DAB RADIO OWNERSHIP IN HOME OR IN VEHICLE

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
None	225 54%	160 53%	170 63% ab	330 58%	706 66%	1375 61%	198 78% a	317 64%	53 65%	58 57%	140 70% ce	1147 62%	259 55%	38 76% a	21 66% a	12 71% a
1	118 28%	86 28%	61 23%	147 26%	237 22%	581 26% b	40 16%	116 24%	17 21%	29 28%	45 22%	456 25%	125 26%	11 22%	8 24%	4 22%
2	47 11%	39 13%	27 10%	66 12%	86 8%	203 9%	14 5%	41 8%	7 9%	8 8%	14 7%	166 9%	61 13% bd	1 2%	3 10% b	1 3%
3	18 4%	14 5%	6 2%	21 4%	24 2%	71 3% b	1 *% b	12 2%	3 4% d	5 5% d	1 *% d	55 3% d	20 4% d	- -%	* 1%	* 2%
4 or more	10 2%	3 1%	5 2%	8 1%	11 1%	35 2%	2 1%	7 1%	1 1%	2 2%	1 *% d	27 1%	8 2%	* *% d	* *% d	* 1%
ANY 'ACTIVE' DAB RADIO SETS IN THE HOME	192 46% c	142 47% c	100 37%	242 42%	359 34%	890 39% b	57 22%	175 36%	28 35%	45 43% d	61 30%	704 38% d	214 45% bcd	12 24%	11 34%	5 29%
LISTEN TO DAB RADIO IN A CAR	168 40% cd	101 34% c	65 24%	166 29%	272 26%	805 36% b	73 29%	142 29%	20 24%	31 30%	46 23%	696 38% abd	142 30%	12 24%	8 25%	4 24%
ANY DAB RADIOS	255 61% cd	167 55% c	121 45%	288 50%	465 44%	1235 55% b	96 38%	237 48%	36 44%	52 51%	87 43%	1015 55% abd	248 52% bd	20 40%	13 42%	7 41%
Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d																

Any break column with 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 DAB RADIO OWNERSHIP IN HOME OR IN VEHICLE

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 DAB RADIO OWNERSHIP IN HOME OR IN VEHICLE

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
None	107	152	102	157
	51%	58%	46%	63%
		c		ac
1	64	61	70	55
	30%	23%	31%	22%
	d		bd	
2	24	37	30	31
	11%	14%	14%	12%
3	14	7	12	8
	6%	3%	6%	3%
	b			
4 or more	3	5	8	-
	1%	2%	4%	-%
		d	d	
ANY 'ACTIVE' DAB RADIO SETS IN THE HOME	104	110	120	94
	49%	42%	54%	37%
	d		bd	
LISTEN TO DAB RADIO IN A CAR	70	72	81	61
	33%	27%	36%	24%
	d		bd	
ANY DAB RADIOS	121	126	136	112
	57%	48%	61%	45%
	bd		bd	
Don't know	-	-	-	-
	-%	-%	-%	-%

Columns Tested: a,b,c,d

Any break column with 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 DAB RADIO OWNERSHIP IN HOME OR IN VEHICLE

Base : Those who listen to radio

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	~b	c	~d
Unweighted total	526	456	421	877	1441	2882	176	679	119	148	270	2149	546	98	136	97
Effective Weighted Sample	362	297	264	560	960	1945	141	457	76	102	199	1479	430	52	82	81
Weighted total	371	260	221	481	832	1895	180	397	70	87	159	1538	401	37	26	16
None	186	120	122	243	481	1030	123	225	42	43	100	854	190	**	15	**
	50%	46%	55%	50%	58%	54%	69%	57%	60%	50%	63%	56%	47%	**	58%	**
			b				a				ce					
1	113	84	60	144	232	562	40	112	17	28	43	441	122	**	8	**
	30%	32%	27%	30%	28%	30%	22%	28%	25%	32%	27%	29%	30%	**	29%	**
2	45	38	27	65	84	198	14	41	7	8	14	161	61	**	3	**
	12%	15%	12%	14%	10%	10%	8%	10%	11%	10%	9%	10%	15%	**	12%	**
3	18	14	6	21	24	71	1	12	3	5	1	55	20	**	*	**
	5%	5%	3%	4%	3%	4%	*%	3%	4%	6%	1%	4%	5%	**	1%	**
						b			d	d		d				
4 or more	9	3	5	8	11	33	2	7	1	2	1	26	8	**	*	**
	2%	1%	2%	2%	1%	2%	1%	2%	1%	2%	1%	2%	2%	**	*%	**
ANY 'ACTIVE' DAB RADIO SETS IN THE HOME	185	140	98	238	351	865	56	171	28	43	59	684	211	**	11	**
	50%	54%	45%	50%	42%	46%	31%	43%	40%	50%	37%	44%	53%	**	42%	**
		c				b				d		d				
LISTEN TO DAB RADIO IN A CAR	168	101	65	166	272	805	73	142	20	31	46	696	142	**	8	**
	45%	39%	29%	35%	33%	42%	40%	36%	28%	36%	29%	45%	35%	**	30%	**
	cd	c										abd				
ANY DAB RADIOS	249	165	119	284	457	1210	96	233	36	51	85	994	244	**	13	**
	67%	63%	54%	59%	55%	64%	54%	59%	51%	59%	53%	65%	61%	**	51%	**
	cd	c				b						abd				
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	**	-	**
	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	**	-%	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 DAB RADIO OWNERSHIP IN HOME OR IN VEHICLE

Base : Those who listen to radio

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	280	266	263	283
Effective Weighted Sample	216	217	215	215
Weighted total	183	218	196	205
None	81	109	76	114
	44%	50%	39%	56%
		c		ac
1	62	60	70	52
	34%	28%	36%	25%
			d	
2	24	37	30	31
	13%	17%	15%	15%
3	14	7	12	8
	7%	3%	6%	4%
	b			
4 or more	3	5	8	-
	2%	2%	4%	-%
		d	d	
ANY 'ACTIVE' DAB RADIO SETS IN THE HOME	102	109	120	91
	56%	50%	61%	44%
	d		bd	
LISTEN TO DAB RADIO IN A CAR	70	72	81	61
	38%	33%	41%	30%
			d	
ANY DAB RADIOS	119	125	135	109
	65%	57%	69%	53%
	d		bd	
Don't know	-	-	-	-
	-%	-%	-%	-%

Columns Tested: a,b,c,d

Any break column with 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 (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, on a smart speaker or any other way)? (SINGLE CODE)

Base : All respondents

		AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
		55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN-ORITY GROUP	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND
		a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Significance Level: 95%																	
Unweighted total		606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample		415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total		417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
7 days a week	(7.0)	201	136	122	258	402	919	64	217	42	53	85	695	215	17	16	9
		48%	45%	45%	45%	38%	41%	25%	44%	52%	52%	42%	38%	45%	35%	50%	55%
6 days a week	(6.0)	12	18	9	27	41	80	8	18	4	3	7	70	24	1	1	*
		3%	6%	3%	5%	4%	4%	3%	4%	5%	3%	4%	4%	5%	2%	3%	3%
5 days a week	(5.0)	45	20	18	38	77	244	21	28	3	5	9	225	31	5	1	1
		11%	7%	7%	7%	7%	11%	8%	6%	4%	5%	4%	12%	7%	9%	4%	8%
3 or 4 days a week	(3.5)	44	31	28	59	112	259	31	50	6	10	21	226	46	6	4	3
		11%	10%	10%	10%	10%	11%	12%	10%	8%	10%	11%	12%	10%	12%	12%	17%
1 or 2 days a week	(1.5)	42	35	29	64	123	247	26	53	11	11	22	197	56	5	2	2
		10%	12%	11%	11%	11%	11%	10%	11%	13%	11%	11%	11%	12%	10%	6%	10%
Less often	(0.5)	27	19	16	35	78	146	29	31	3	3	16	125	29	4	2	*
		7%	6%	6%	6%	7%	6%	12%	6%	4%	3%	8%	7%	6%	7%	7%	3%
Never/ do not listen to the radio	(0.0)	45	41	49	90	229	361	75	94	11	16	41	308	71	12	6	1
		11%	14%	18%	16%	22%	16%	29%	19%	14%	16%	20%	17%	15%	25%	18%	5%
Don't know		1	1	1	2	4	9	*	2	-	-	1	5	2	-	-	-
		*%	*%	*%	*%	*%	*%	*%	*%	-%	-%	*%	*%	*%	-%	-%	-%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (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, on a smart speaker or any other way)? (SINGLE CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
Mean number of days	4.6	4.4	4.2	4.3	3.8	4.2	3.0	4.2	4.6	4.6	4.0	4.1	4.4	3.6	4.5	5.1
						b				de			b			ab
Standard deviation	2.71	2.82	2.92	2.87	2.95	2.82	2.88	2.95	2.86	2.85	3.00	2.80	2.86	2.97	2.97	2.45
Standard error	.11	.12	.13	.09	.07	.05	.18	.10	.24	.21	.16	.05	.11	.26	.23	.24

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (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, on a smart speaker or any other way)? (SINGLE CODE)

Base : All respondents

		65+ AGE GROUP ENGLAND			
		MALE	FEMALE	ABC1	C2DE
		a	b	c	d
Significance Level: 95%					
Unweighted total		325	334	303	356
Effective Weighted Sample		251	269	247	269
Weighted total		211	262	223	251
7 days a week	(7.0)	100	115	117	98
		48%	44%	53% bd	39%
6 days a week	(6.0)	10	14	8	16
		5%	5%	4%	6%
5 days a week	(5.0)	12	19	18	13
		6%	7%	8%	5%
3 or 4 days a week	(3.5)	23	24	17	29
		11%	9%	8%	12%
1 or 2 days a week	(1.5)	20	35	26	30
		10%	13%	12%	12%
Less often	(0.5)	16	12	9	19
		8%	5%	4%	8%
Never/ do not listen to the radio	(0.0)	27	44	26	45
		13%	17%	12%	18% c
Don't know		2	-	1	1
		1%	-%	*/%	*/%
Mean number of days		4.5	4.3	4.8	4.0
		d		bd	
Standard deviation		2.83	2.88	2.74	2.91
Standard error		.16	.16	.16	.15
Columns Tested: a,b,c,d					

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP6A (QP25A). SHOWCARD How often, if at all, do you... Listen to live radio (so at the same time as the show is broadcast)? (SINGLE CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
At least daily	210 50%	152 50%	121 45%	272 48%	426 40%	988 44% b	82 32%	218 44%	41 50%	52 50%	86 43%	782 42%	229 48% b	17 34%	17 52% b	10 59% b
At least weekly	105 25%	70 23%	62 23%	133 23%	256 24%	615 27%	63 25%	117 24%	18 23%	20 20%	47 23%	519 28% ac	107 23%	14 28%	7 21%	5 30%
At least monthly	11 3%	10 3%	8 3%	18 3%	31 3%	66 3%	7 3%	14 3%	1 1%	3 2%	6 3%	57 3%	14 3%	3 6%	* 1%	1 4%
Less than once a month	22 5%	18 6%	16 6%	34 6%	72 7%	123 5%	23 9% a	28 6%	4 5%	5 5%	14 7%	107 6%	31 6%	1 2%	2 5%	* 2%
Never	62 15%	51 17%	61 23% a	112 20%	267 25%	448 20%	74 29% a	107 22%	16 20%	23 23%	45 22%	371 20%	89 19% d	15 30% ad	6 20% d	1 5%
Don't know	6 2%	1 *%	3 1%	4 1%	14 1%	26 1%	5 2%	8 2%	1 1%	- -%	3 2%	15 1%	4 1%	- -%	- -%	- -%
EVER	348 84% c	250 83% c	206 76%	457 80%	785 74%	1792 79% b	176 69%	377 77%	64 79%	80 77%	153 76%	1465 79%	380 80% b	34 70%	26 80%	16 95% abc
AT LEAST ONCE A MONTH	326 78% c	233 77%	191 71%	423 74%	713 67%	1669 74% b	153 60%	349 71%	61 74%	74 72%	139 69%	1358 73%	350 74%	34 68%	24 74%	16 93% abc
AT LEAST ONCE A WEEK	316 76% c	222 74%	183 68%	405 71%	682 64%	1603 71% b	145 57%	335 68%	60 73%	72 70%	134 66%	1301 70%	336 71%	31 62%	24 73%	15 89% abc

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP6A (QP25A). SHOWCARD How often, if at all, do you... Listen to live radio (so at the same time as the show is broadcast)? (SINGLE CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
At least daily	101	128	124	105
	48%	49%	55%	42%
			d	
At least weekly	52	55	49	58
	25%	21%	22%	23%
At least monthly	6	8	8	7
	3%	3%	3%	3%
Less than once a month	14	16	9	21
	7%	6%	4%	8%
Never	37	53	30	59
	17%	20%	13%	24%
		c		c
Don't know	1	3	3	1
	*%	1%	1%	*%
EVER	174	207	190	191
	82%	79%	85%	76%
			d	
AT LEAST ONCE A MONTH	159	190	180	170
	75%	73%	81%	68%
			bd	
AT LEAST ONCE A WEEK	153	183	173	163
	72%	70%	77%	65%
			bd	

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP6B (QP25B). SHOWCARD How often, if at all, do you... Listen to catch-up radio (so after the show was originally broadcast)? (SINGLE CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
At least daily	10 2% c	4 1% b	1 1% c	6 1% d	10 1% e	51 2% f	7 3% g	10 2% h	4 4% i	1 1% j	1 *% k	43 2% l	5 1% m	- -% n	* 1% o	* 1% p
At least weekly	30 7% q	18 6% r	14 5% s	32 6% t	51 5% u	150 7% v	36 14% w	20 4% x	6 7% y	3 3% z	4 2% aa	148 8% ab	31 7% ac	* 1% ad	* 1% ae	- -% af
At least monthly	11 3% ag	12 4% ah	4 1% ai	16 3% aj	32 3% ak	82 4% al	10 4% am	11 2% an	2 3% ao	3 3% ap	1 *% aq	78 4% ar	15 3% as	* *% at	* 1% au	* 1% av
Less than once a month	21 5% c	16 5% c	6 2% d	22 4% e	40 4% f	122 5% g	15 6% h	13 3% i	2 3% j	1 1% k	5 2% l	122 7% acd	20 4% m	1 3% n	1 3% o	* 1% p
Never	339 81% q	247 82% r	237 88% ab	484 84% c	910 85% d	1824 81% e	183 72% f	433 88% g	66 81% h	94 91% i	189 94% j	1434 77% k	391 82% l	47 94% a	30 94% a	16 94% a
Don't know	5 1% r	5 2% s	8 3% t	13 2% u	22 2% v	36 2% w	3 1% x	6 1% y	1 1% z	1 1% aa	2 1% ab	26 1% ac	12 2% ad	1 2% ae	- -% af	* 2% ag
EVER	73 17% c	50 17% c	26 9% d	76 13% e	133 12% f	405 18% g	68 27% a	53 11% d	14 17% cd	8 8% e	10 5% f	391 21% acd	71 15% bcd	2 4% c	2 6% d	1 4% e
AT LEAST ONCE A MONTH	51 12% c	34 11% d	19 7% e	54 9% f	93 9% g	283 12% h	53 21% a	41 8% d	12 14% d	7 7% e	5 3% f	269 15% acd	52 11% bcd	1 1% c	1 3% d	* 2% e
AT LEAST ONCE A WEEK	40 10% r	22 7% s	16 6% t	38 7% u	61 6% v	201 9% w	43 17% a	30 6% d	9 11% cd	4 4% e	5 2% f	191 10% acd	36 8% bd	* 1% c	1 2% d	* 1% e

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP6B (QP25B). SHOWCARD How often, if at all, do you... Listen to catch-up radio (so after the show was originally broadcast)? (SINGLE CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
At least daily	2 1%	4 1%	3 1%	3 1%
At least weekly	10 5%	21 8%	12 5%	19 8%
At least monthly	8 4%	7 3%	10 4%	6 2%
Less than once a month	9 4%	10 4%	15 7%	5 2%
Never	177 84%	214 82%	178 80%	213 85%
Don't know	5 3%	6 2%	6 3%	6 2%
EVER	30 14%	42 16%	39 18%	32 13%
AT LEAST ONCE A MONTH	20 10%	32 12%	24 11%	28 11%
AT LEAST ONCE A WEEK	12 6%	25 9%	15 7%	22 9%

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP6C (QP25C). SHOWCARD How often, if at all, do you... Listen to podcasts - audio shows available online? (SINGLE CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Significance Level: 95%																
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
At least daily	11 3% bcd	1 *% bcd	1 *% bcd	2 *% bcd	12 1% bcd	60 3% bcd	5 2% bcd	6 1% bcd	1 1% bcd	* *% bcd	1 1% bcd	45 2% bcd	2 *% bcd	- -% bcd	* 1% bcd	* 1% bcd
At least weekly	21 5% bcd	6 2% bcd	4 1% bcd	10 2% bcd	35 3% bcd	178 8% bcd	29 11% bcd	12 2% bcd	3 4% bcd	1 1% bcd	2 1% bcd	177 10% acd	10 2% acd	- -% acd	- -% acd	* *% acd
At least monthly	17 4% c	11 4% c	3 1% c	15 3% c	29 3% c	92 4% c	7 3% c	14 3% c	3 3% c	2 2% c	4 2% c	79 4% c	14 3% c	- -% c	1 2% c	- -% c
Less than once a month	31 7% bcd	12 4% bcd	7 3% bcd	19 3% bcd	45 4% bcd	141 6% bcd	19 7% bcd	15 3% bcd	2 3% bcd	1 1% bcd	5 2% bcd	131 7% acd	18 4% acd	* 1% acd	* 2% acd	* 3% acd
Never	332 79% a	267 88% a	252 93% ab	519 91% a	933 88% a	1768 78% a	192 75% a	443 90% e	72 89% e	98 95% e	188 94% e	1395 75% e	423 89% a	49 99% a	31 95% a	17 96% a
Don't know	6 1% bcd	4 1% bcd	3 1% bcd	7 1% bcd	12 1% bcd	27 1% bcd	3 1% bcd	2 *% bcd	* *% bcd	1 1% bcd	1 *% bcd	22 1% bcd	7 2% bcd	- -% bcd	* *% bcd	- -% bcd
EVER	79 19% bcd	31 10% c	15 6% c	46 8% c	120 11% c	471 21% c	60 24% c	47 10% c	9 11% c	5 4% c	12 6% c	433 23% abcd	44 9% b	* 1% b	1 4% b	1 4% b
AT LEAST ONCE A MONTH	49 12% bcd	19 6% c	8 3% c	27 5% c	75 7% c	330 15% c	41 16% c	32 7% c	7 8% c	4 4% c	7 4% c	302 16% abcd	26 5% b	- -% b	1 3% b	* 1% b
AT LEAST ONCE A WEEK	32 8% bcd	8 3% bcd	5 2% bcd	13 2% bcd	47 4% bcd	237 10% bcd	34 13% bcd	18 4% bcd	4 5% bcd	2 2% bcd	3 1% bcd	223 12% abcd	12 3% bcd	- -% bcd	* 1% bcd	* 1% bcd

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP6C (QP25C). SHOWCARD How often, if at all, do you... Listen to podcasts - audio shows available online? (SINGLE CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
At least daily	1	1	-	2
	*%	*%	-%	1%
At least weekly	5	6	8	2
	2%	2%	4%	1%
			d	
At least monthly	5	9	7	7
	2%	3%	3%	3%
Less than once a month	9	9	10	8
	4%	3%	4%	3%
Never	189	234	194	228
	89%	89%	87%	91%
Don't know	3	4	4	4
	1%	2%	2%	1%
EVER	19	25	25	19
	9%	9%	11%	8%
AT LEAST ONCE A MONTH	10	16	15	11
	5%	6%	7%	4%
AT LEAST ONCE A WEEK	6	6	8	4
	3%	2%	4%	2%

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP6D (QP25D). SHOWCARD How often, if at all, do you... Listen to a paid-for subscription music service - e.g. Spotify Premium or Apple Music? (SINGLE CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
At least daily	20 5% bcd	4 1%	1 *% bcd	4 1%	39 4%	226 10%	27 11%	23 5%	6 7%	3 3%	6 3%	213 11% acd	2 *% acd	2 3% a	1 2%	* 1%
At least weekly	37 9% bcd	10 3%	4 1%	14 2%	35 3%	192 8%	15 6%	17 3%	1 1%	1 1%	4 2%	175 9% abcd	12 2%	1 2%	1 2%	- -%
At least monthly	14 3% c	7 2%	2 1%	10 2%	22 2%	57 3%	1 1%	10 2%	1 1%	2 2%	4 2%	46 2%	9 2%	* *% a	* 1%	- -%
Less than once a month	5 1%	5 2%	3 1%	8 1%	20 2%	49 2%	8 3%	6 1%	1 1%	1 1%	2 1%	45 2%	8 2%	- -%	* 1%	* 1%
Never	338 81%	272 90% a	258 96% ab	530 93% a	940 88%	1715 76%	201 79%	433 88% e	72 89% e	96 93% e	183 91% e	1351 73%	437 92%	46 94%	30 93%	17 98%
Don't know	3 1%	4 1%	2 1%	6 1%	9 1%	26 1%	2 1%	3 1%	- -%	- -%	2 1%	21 1%	6 1%	- -%	* 1%	- -%
EVER	76 18% bcd	26 9% c	10 4%	36 6%	116 11%	525 23%	51 20%	56 11%	9 11%	7 7%	16 8%	478 26% abcd	31 7%	3 6%	2 5%	* 2%
AT LEAST ONCE A MONTH	71 17% bcd	21 7% c	7 3%	28 5%	96 9%	476 21%	44 17%	50 10%	8 10%	6 6%	14 7%	434 23% abcd	23 5%	3 6%	2 5%	* 1%
AT LEAST ONCE A WEEK	57 14% bcd	13 4% c	5 2%	18 3%	74 7%	419 18%	42 17%	40 8%	7 9%	4 3%	11 5%	388 21% abcd	14 3%	3 6%	1 4%	* 1%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP6D (QP25D). SHOWCARD How often, if at all, do you... Listen to a paid-for subscription music service - e.g. Spotify Premium or Apple Music? (SINGLE CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
	a	b	c	d
Significance Level: 95%				
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
At least daily	2	-	1	1
	1%	-%	*%	*%
At least weekly	7	5	8	4
	3%	2%	3%	2%
At least monthly	3	6	6	3
	1%	2%	3%	1%
Less than once a month	3	5	3	5
	1%	2%	1%	2%
Never	195	242	204	233
	92%	92%	92%	93%
Don't know	2	3	2	4
	1%	1%	1%	2%
EVER	14	17	17	14
	7%	6%	8%	5%
AT LEAST ONCE A MONTH	11	12	15	8
	5%	4%	7%	3%
AT LEAST ONCE A WEEK	9	5	9	5
	4%	2%	4%	2%

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP6E (QP25E). SHOWCARD How often, if at all, do you... Listen to a free music streaming service - e.g. Spotify Free? (SINGLE CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
At least daily	16 4% bcd	4 1% bcd	1 1% bcd	5 1% bcd	43 4% bcd	157 7% bcd	20 8% bcd	20 4% bcd	6 8% bcd	3 3% bcd	3 2% bcd	145 8% bcd	5 1% bcd	* *% bcd	* *% bcd	* 2% bcd
At least weekly	37 9% bcd	14 5% bcd	10 4% bcd	24 4% bcd	83 8% bcd	265 12% bcd	51 20% bcd	35 7% bcd	5 6% bcd	7 7% bcd	9 4% bcd	265 14% bcd	23 5% bcd	* *% bcd	1 2% bcd	* 1% bcd
At least monthly	17 4% c	13 4% c	4 1% c	16 3% c	39 4% c	103 5% c	8 3% c	18 4% c	2 3% c	3 3% c	4 2% c	86 5% d	15 3% d	1 2% d	* *% d	- -% d
Less than once a month	17 4% bcd	5 2% bcd	1 *% bcd	6 1% bcd	25 2% bcd	85 4% bcd	17 7% bcd	4 1% bcd	* *% bcd	* *% bcd	1 1% bcd	87 5% bcd	6 1% bcd	- -% bcd	* 1% bcd	* *% bcd
Never	324 78% a	264 87% a	249 92% ab	513 90% a	863 81% a	1623 72% b	158 62% b	410 83% e	68 83% e	89 87% e	182 90% ae	1239 67% ae	417 88% a	48 97% a	31 97% a	17 96% a
Don't know	5 1% bcd	3 1% bcd	5 2% bcd	8 1% bcd	12 1% bcd	34 1% bcd	1 *% bcd	4 1% bcd	- -% bcd	1 1% bcd	2 1% bcd	29 2% bcd	8 2% bcd	- -% bcd	- -% bcd	* 1% bcd
EVER	88 21% bcd	35 12% c	16 6% c	51 9% c	190 18% c	609 27% a	95 37% a	78 16% d	14 17% d	13 13% d	17 9% d	583 31% bcd	48 10% bcd	1 3% bcd	1 3% bcd	1 3% bcd
AT LEAST ONCE A MONTH	71 17% bcd	30 10% c	15 6% c	45 8% c	165 15% c	524 23% a	78 31% a	74 15% d	13 17% d	13 13% d	16 8% d	495 27% bcd	43 9% c	1 3% c	1 3% c	* 3% c
AT LEAST ONCE A WEEK	53 13% bcd	18 6% bcd	12 4% bcd	29 5% bcd	126 12% bcd	421 19% a	70 28% a	56 11% d	11 14% d	10 10% d	12 6% d	409 22% acd	28 6% acd	* 1% acd	1 2% acd	* 3% acd

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP6E (QP25E). SHOWCARD How often, if at all, do you... Listen to a free music streaming service - e.g. Spotify Free? (SINGLE CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
At least daily	3 1%	2 1%	3 1%	2 1%
At least weekly	12 6%	11 4%	13 6%	10 4%
At least monthly	5 2%	10 4%	6 3%	8 3%
Less than once a month	4 2%	1 *%	3 1%	3 1%
Never	183 86%	235 90%	195 88%	222 88%
Don't know	4 2%	4 1%	3 1%	5 2%
EVER	25 12%	24 9%	25 11%	24 9%
AT LEAST ONCE A MONTH	20 10%	22 9%	22 10%	21 8%
AT LEAST ONCE A WEEK	15 7%	13 5%	15 7%	13 5%

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP6F (QP25F). SHOWCARD How often, if at all, do you... Listen to an audiobook - perhaps from apps like Audible? (SINGLE CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
At least daily	10 2%	4 1%	4 1%	7 1%	11 1%	42 2%	2 1%	8 2%	3 4%	3 3%	2 1%	30 2%	7 1%	- -%	- -%	1 4% c
At least weekly	13 3%	7 2%	5 2%	12 2%	18 2%	87 4%	21 8% a	10 2%	2 2%	3 3%	3 2%	91 5% ad	10 2%	1 2%	1 3%	* 1%
At least monthly	6 1%	7 2%	4 2%	11 2%	20 2%	64 3%	4 2%	7 1%	2 2%	1 1%	2 1%	60 3% ad	11 2%	* *%	* *%	* 1%
Less than once a month	18 4% cd	6 2%	3 1%	9 2%	17 2%	79 3%	9 3%	11 2%	3 3%	2 2%	4 2%	69 4%	7 2%	1 2%	* 1%	* 1%
Never	365 88%	276 91%	252 93% a	528 92% a	992 93%	1969 87%	217 85%	453 92% e	72 88%	93 90%	189 94% e	1580 85%	435 92%	46 94%	31 95%	16 93%
Don't know	5 1%	2 1%	3 1%	4 1%	6 1%	24 1%	2 1%	3 1%	- -%	1 1%	1 *%	21 1%	3 1%	1 1%	- -%	- -%
EVER	47 11% cd	24 8%	16 6%	40 7%	67 6%	272 12%	35 14%	36 7%	10 12%	9 9%	11 6%	251 14% ad	35 7%	2 5%	2 5%	1 7%
AT LEAST ONCE A MONTH	29 7%	18 6%	13 5%	31 5%	49 5%	193 9%	27 11%	25 5%	7 8%	7 7%	7 4%	181 10% ad	27 6%	1 3%	1 3%	1 6%
AT LEAST ONCE A WEEK	23 6%	11 4%	9 3%	19 3%	30 3%	129 6%	23 9%	18 4%	5 6%	6 6%	5 3%	121 7% ad	17 3%	1 2%	1 3%	1 5%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP6F (QP25F). SHOWCARD How often, if at all, do you... Listen to an audiobook - perhaps from apps like Audible? (SINGLE CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
At least daily	-	7	4	2
	-%	3%	2%	1%
		a	a	
At least weekly	4	6	5	5
	2%	2%	2%	2%
At least monthly	4	7	4	7
	2%	3%	2%	3%
Less than once a month	2	5	5	2
	1%	2%	2%	1%
Never	201	235	203	232
	95%	89%	91%	93%
	b			
Don't know	1	3	2	2
	*%	1%	1%	1%
EVER	10	25	18	17
	5%	10%	8%	7%
		a		
AT LEAST ONCE A MONTH	8	20	13	14
	4%	8%	6%	6%
AT LEAST ONCE A WEEK	4	13	9	8
	2%	5%	4%	3%

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP6G (QP25G). SHOWCARD How often, if at all, do you... Listen to music videos online or through music TV channels as background listening? (SINGLE CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
At least daily	15 3% bd	3 1%	5 2%	8 1%	45 4%	131 6%	15 6%	24 5%	7 9%	5 5%	7 4%	104 6%	8 2%	- -%	* 1%	* 2%
At least weekly	25 6% cd	11 4%	8 3%	19 3%	84 8%	280 12%	32 13%	33 7% d	6 8% d	6 6%	5 2%	260 14% acd	18 4%	- -%	1 3%	* 2%
At least monthly	10 2%	9 3%	5 2%	14 2%	39 4%	129 6%	16 6%	20 4%	4 5%	5 4%	6 3%	112 6% d	14 3%	* 1%	* *%	- -%
Less than once a month	17 4% c	11 4% c	2 1%	13 2%	35 3%	117 5%	20 8%	18 4%	3 4%	2 2%	6 3%	115 6% acd	10 2%	2 4%	1 3%	* 2%
Never	344 82%	261 87%	247 91% ab	508 89% a	850 80%	1573 69%	166 65%	394 80% e	61 75%	85 83% e	177 88% abe	1231 67%	415 88%	47 95%	30 92%	16 94%
Don't know	7 2%	6 2%	4 2%	10 2%	13 1%	35 2%	4 2%	3 1%	- -%	* *%	1 *%	28 2%	9 2%	* *%	* 1%	- -%
EVER	67 16% cd	35 12%	19 7%	54 9%	203 19%	657 29%	84 33%	95 19% d	21 25% d	17 17%	24 12%	592 32% acd	49 10%	2 4%	2 6%	1 6%
AT LEAST ONCE A MONTH	50 12% cd	24 8%	17 6%	41 7%	168 16%	540 24%	64 25%	78 16% d	18 22% d	15 15%	18 9%	476 26% acd	39 8% b	* 1%	1 4%	1 3%
AT LEAST ONCE A WEEK	40 10% bcd	15 5%	12 5%	27 5%	129 12%	411 18%	48 19%	57 12% d	13 16% d	11 11%	12 6%	364 20% acd	26 5% b	- -%	1 3%	1 3%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP6G (QP25G). SHOWCARD How often, if at all, do you... Listen to music videos online or through music TV channels as background listening? (SINGLE CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
At least daily	4 2%	4 1%	5 2%	3 1%
At least weekly	10 5%	8 3%	7 3%	11 5%
At least monthly	4 2%	9 4%	5 2%	9 3%
Less than once a month	5 2%	6 2%	7 3%	3 1%
Never	184 87%	231 88%	193 87%	222 89%
Don't know	4 2%	5 2%	6 3%	3 1%
EVER	23 11%	26 10%	24 11%	26 10%
AT LEAST ONCE A MONTH	19 9%	20 8%	17 7%	23 9%
AT LEAST ONCE A WEEK	14 7%	11 4%	12 5%	14 6%

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP6H (QP25H). SHOWCARD How often, if at all, do you... Play an interactive audio game using only your voice - such as The Inspection Chamber or Jeopardy? (SINGLE CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Significance Level: 95%																
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
At least daily	3 1%	1 *%	* *%	1 *%	3 *%	11 1%	* *%	1 *%	1 1%	- -%	* *%	9 *%	1 *%	- -%	- -%	* 1%
At least weekly	4 1%	1 *%	3 1%	4 1%	10 1%	31 1%	3 1%	3 1%	1 1%	1 1%	1 1%	28 1%	4 1%	- -%	- -%	- -%
At least monthly	2 *%	4 1%	2 1%	6 1%	8 1%	19 1%	1 *%	2 *%	1 2%	- -%	1 *%	17 1%	5 1%	- -%	- -%	* 1%
Less than once a month	3 1%	3 1%	* *%	3 1%	9 1%	29 1%	1 1%	3 1%	* *%	1 1%	* *%	27 1%	3 1%	- -%	- -%	- -%
Never	398 96%	294 97%	259 96%	553 97%	1024 96%	2145 95%	245 96%	480 98%	79 97%	101 98%	198 98%	1742 94%	454 96%	49 100%	32 100%	17 97%
Don't know	6 2%	1 *%	5 2% b	6 1%	11 1%	31 1%	3 1%	2 *%	* *%	* *%	1 *%	29 2% a	6 1%	- -%	- -%	- -%
EVER	12 3%	8 3%	6 2%	13 2%	30 3%	90 4%	6 2%	10 2%	3 3%	2 2%	3 1%	79 4% ad	13 3%	- -%	- -%	* 3%
AT LEAST ONCE A MONTH	9 2%	5 2%	5 2%	10 2%	21 2%	61 3%	5 2%	7 1%	2 3%	1 1%	2 1%	53 3%	10 2%	- -%	- -%	* 3%
AT LEAST ONCE A WEEK	7 2%	2 1%	3 1%	5 1%	13 1%	42 2%	4 1%	5 1%	1 1%	1 1%	2 1%	36 2%	5 1%	- -%	- -%	* 1%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP6H (QP25H). SHOWCARD How often, if at all, do you... Play an interactive audio game using only your voice - such as The Inspection Chamber or Jeopardy? (SINGLE CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
At least daily	1 *%	- -%	1 *%	- -%
At least weekly	* *%	3 1%	- -%	4 1%
At least monthly	- -%	5 2%	1 1%	4 2%
		a		a
Less than once a month	1 *%	2 1%	1 *%	2 1%
Never	207 98% bd	247 94%	218 98% bd	237 94%
Don't know	2 1%	4 2%	2 1%	5 2%
EVER	2 1%	11 4% a	3 2%	10 4% a
AT LEAST ONCE A MONTH	1 1%	9 3% a	2 1%	8 3% a
AT LEAST ONCE A WEEK	1 1%	3 1%	1 *%	4 1%

Columns Tested: a,b,c,d

Any break column with 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 FREQUENCY OF NON-LIVE LISTENING ACTIVITIES FROM QP25B-QP25H

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
USE ANY AT LEAST DAILY	49 12% bcd	16 5%	12 4%	28 5%	110 10%	424 19%	46 18%	62 13%	18 22% ad	13 12%	17 8%	364 20% acd	24 5%	2 4%	1 3%	1 5%
USE ANY AT LEAST WEEKLY	118 28% bcd	60 20% c	34 13%	94 16%	271 25%	910 40%	108 42%	124 25% d	27 33% d	24 24%	32 16%	815 44% abcd	85 18% bd	3 7%	4 12%	1 8%
USE ANY EVER	170 41% bcd	98 33% cd	49 18%	148 26% c	386 36%	1165 51%	146 58%	167 34% d	32 40% d	35 34% d	48 24%	1055 57% abcd	133 28% bcd	7 14%	5 16%	2 13%
DO NOT USE ANY	247 59%	204 67% a	221 82% abd	425 74% ab	680 64%	1101 49%	108 42%	325 66% e	49 60% e	68 66% e	153 76% abce	796 43%	341 72%	42 86% a	27 84% a	15 87% a

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 FREQUENCY OF NON-LIVE LISTENING ACTIVITIES FROM QP25B-QP25H

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
	a	b	c	d
Significance Level: 95%				
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
USE ANY AT LEAST DAILY	10	14	13	11
	5%	5%	6%	4%
USE ANY AT LEAST WEEKLY	38	48	45	40
	18%	18%	20%	16%
USE ANY EVER	59	75	76	58
	28%	28%	34%	23%
			d	
DO NOT USE ANY	153	188	147	193
	72%	72%	66%	77%
			c	

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP7A (QP26A). SHOWCARD Which devices do you ever use to... Listen to live radio (so at the same time as the show is broadcast)? (MULTI CODE)

Base : Those who ever listen to live radio

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	~b	c	~d
Unweighted total	500	435	395	830	1360	2742	171	646	112	139	257	2059	512	88	133	97
Effective Weighted Sample	342	283	245	529	905	1844	137	434	70	95	191	1412	403	48	82	81
Weighted total	348	250	206	457	785	1792	176	377	64	80	153	1465	380	34	26	16
DAB radio	199	140	90	230	364	960	71	182	28	46	65	788	199	**	11	**
	57%	56%	44%	50%	46%	54%	40%	48%	43%	58%	42%	54%	52%	**	42%	**
	cd	c				b				d		d				
FM/ AM radio	170	136	133	269	407	796	78	185	40	42	77	636	216	**	16	**
	49%	54%	64%	59%	52%	44%	44%	49%	62%	53%	50%	43%	57%	**	62%	**
			ab	a				e	ae							
TV set	56	42	19	60	121	285	15	60	13	11	30	222	53	**	3	**
	16%	17%	9%	13%	15%	16%	8%	16%	20%	14%	19%	15%	14%	**	11%	**
	c	c				b										
Mobile phone	20	11	1	12	85	253	35	36	8	4	7	229	11	**	1	**
	6%	4%	1%	3%	11%	14%	20%	10%	13%	5%	4%	16%	3%	**	3%	**
	cd	c						d	d			acd				
Smart speaker	40	14	8	22	71	256	10	31	5	6	10	217	16	**	1	**
	12%	6%	4%	5%	9%	14%	6%	8%	7%	8%	6%	15%	4%	**	6%	**
	bcd					b						ad				
Internet/ WiFi radio set	17	6	2	8	17	99	11	15	9	4	1	91	7	**	1	**
	5%	3%	1%	2%	2%	6%	6%	4%	14%	5%	1%	6%	2%	**	2%	**
	cd							d	ade	d		d				
Laptop/ desktop computer	8	7	4	11	18	62	2	10	3	1	4	48	10	**	-	**
	2%	3%	2%	2%	2%	3%	1%	3%	5%	2%	2%	3%	3%	**	-%	**
Tablet computer	3	9	*	9	20	51	4	8	2	1	3	39	8	**	1	**
	1%	3%	*%	2%	3%	3%	2%	2%	3%	1%	2%	3%	2%	**	2%	**
		ac		c												
Other device/s	5	4	*	5	10	27	2	5	1	2	2	19	5	**	*	**
	1%	2%	*%	1%	1%	2%	1%	1%	2%	3%	1%	1%	1%	**	1%	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP7A (QP26A). SHOWCARD Which devices do you ever use to... Listen to live radio (so at the same time as the show is broadcast)? (MULTI CODE)

Base : Those who ever listen to live radio

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	~b	c	~d
Unweighted total	500	435	395	830	1360	2742	171	646	112	139	257	2059	512	88	133	97
Effective Weighted Sample	342	283	245	529	905	1844	137	434	70	95	191	1412	403	48	82	81
Weighted total	348	250	206	457	785	1792	176	377	64	80	153	1465	380	34	26	16
Don't know	8	3	7	10	18	43	6	11	2	2	4	35	9	**	1	**
	2%	1%	4%	2%	2%	2%	3%	3%	3%	3%	2%	2%	2%	**	4%	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP7A (QP26A). SHOWCARD Which devices do you ever use to... Listen to live radio (so at the same time as the show is broadcast)? (MULTI CODE)

Base : Those who ever listen to live radio

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	263	249	250	262
Effective Weighted Sample	203	203	205	198
Weighted total	174	207	190	191
DAB radio	96	103	107	93
	55%	50%	56%	49%
FM/ AM radio	93	123	98	118
	54%	60%	52%	62%
				c
TV set	31	22	37	16
	18%	11%	20%	8%
	d		bd	
Mobile phone	9	2	8	3
	5%	1%	4%	1%
	bd		b	
Smart speaker	6	10	15	1
	3%	5%	8%	1%
	d	d	d	
Internet/ WiFi radio set	5	2	5	2
	3%	1%	3%	1%
Laptop/ desktop computer	6	5	10	-
	3%	2%	5%	-%
	d	d	d	
Tablet computer	6	2	7	1
	3%	1%	4%	1%
	d		d	
Other device/s	4	*	3	2
	2%	*%	2%	1%
Don't know	4	5	5	4
	2%	2%	2%	2%

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP7B (QP26B). SHOWCARD Which devices do you ever use to... Listen to catch-up radio (so after the show was originally broadcast)? (MULTI CODE)

Base : Those who ever listen to catch-up radio

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
	~a	~b	~c	d		a	~b	~a	~b	~c	~d	e	~a	~b	~c	~d
Significance Level: 95%																
Unweighted total	97	71	38	109	196	522	65	84	19	12	20	463	85	7	13	4
Effective Weighted Sample	69	49	27	76	138	371	53	53	10	10	15	346	69	3	7	4
Weighted total	73	50	26	76	133	405	68	53	14	8	10	391	71	2	2	1
DAB radio	**	**	**	31	41	113	**	**	**	**	**	109	**	**	**	**
	**	**	**	40%	31%	28%	**	**	**	**	**	28%	**	**	**	**
Mobile phone	**	**	**	10	31	132	**	**	**	**	**	130	**	**	**	**
	**	**	**	13%	23%	33%	**	**	**	**	**	33%	**	**	**	**
FM/ AM radio	**	**	**	15	22	54	**	**	**	**	**	67	**	**	**	**
	**	**	**	20%	17%	13%	**	**	**	**	**	17%	**	**	**	**
Smart speaker	**	**	**	4	16	69	**	**	**	**	**	63	**	**	**	**
	**	**	**	6%	12%	17%	**	**	**	**	**	16%	**	**	**	**
Laptop/ desktop computer	**	**	**	13	18	49	**	**	**	**	**	39	**	**	**	**
	**	**	**	17%	14%	12%	**	**	**	**	**	10%	**	**	**	**
Internet/ WiFi radio set	**	**	**	1	4	39	**	**	**	**	**	38	**	**	**	**
	**	**	**	1%	3%	10%	**	**	**	**	**	10%	**	**	**	**
TV set	**	**	**	6	13	40	**	**	**	**	**	39	**	**	**	**
	**	**	**	8%	10%	10%	**	**	**	**	**	10%	**	**	**	**
Tablet computer	**	**	**	5	8	26	**	**	**	**	**	25	**	**	**	**
	**	**	**	7%	6%	7%	**	**	**	**	**	6%	**	**	**	**
Other device/s	**	**	**	*	*	2	**	**	**	**	**	2	**	**	**	**
	**	**	**	%	%	%	**	**	**	**	**	%	**	**	**	**
Don't know	**	**	**	7	15	40	**	**	**	**	**	35	**	**	**	**
	**	**	**	9%	11%	10%	**	**	**	**	**	9%	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP7B (QP26B). SHOWCARD Which devices do you ever use to... Listen to catch-up radio (so after the show was originally broadcast)? (MULTI CODE)

Base : Those who ever listen to catch-up radio

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d
Unweighted total	42	43	46	39
Effective Weighted Sample	34	37	39	30
Weighted total	30	42	39	32
DAB radio	**	**	**	**
	**	**	**	**
Mobile phone	**	**	**	**
	**	**	**	**
FM/ AM radio	**	**	**	**
	**	**	**	**
Smart speaker	**	**	**	**
	**	**	**	**
Laptop/ desktop computer	**	**	**	**
	**	**	**	**
Internet/ WiFi radio set	**	**	**	**
	**	**	**	**
TV set	**	**	**	**
	**	**	**	**
Tablet computer	**	**	**	**
	**	**	**	**
Other device/s	**	**	**	**
	**	**	**	**
Don't know	**	**	**	**
	**	**	**	**

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP7C (QP26C). SHOWCARD Which devices do you ever use to... Listen to podcasts - audio shows available online? (MULTI CODE)

Base : Those who ever listen to podcasts

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
	~a	~b	~c	~d		a	~b	~a	~b	~c	~d	e	~a	~b	~c	~d
Significance Level: 95%																
Unweighted total	93	43	21	64	169	582	58	78	15	8	18	510	52	2	5	5
Effective Weighted Sample	70	31	16	46	123	423	46	51	8	6	15	379	42	2	4	4
Weighted total	79	31	15	46	120	471	60	47	9	5	12	433	44	*	1	1
Mobile phone	**	**	**	**	54	237	**	**	**	**	**	227	**	**	**	**
	**	**	**	**	45%	50%	**	**	**	**	**	52%	**	**	**	**
DAB radio	**	**	**	**	28	82	**	**	**	**	**	78	**	**	**	**
	**	**	**	**	23%	17%	**	**	**	**	**	18%	**	**	**	**
Smart speaker	**	**	**	**	13	87	**	**	**	**	**	73	**	**	**	**
	**	**	**	**	11%	19%	**	**	**	**	**	17%	**	**	**	**
Laptop/ desktop computer	**	**	**	**	12	49	**	**	**	**	**	40	**	**	**	**
	**	**	**	**	10%	10%	**	**	**	**	**	9%	**	**	**	**
FM/ AM radio	**	**	**	**	11	30	**	**	**	**	**	25	**	**	**	**
	**	**	**	**	9%	6%	**	**	**	**	**	6%	**	**	**	**
Tablet computer	**	**	**	**	12	45	**	**	**	**	**	34	**	**	**	**
	**	**	**	**	10%	10%	**	**	**	**	**	8%	**	**	**	**
Internet/ WiFi radio set	**	**	**	**	4	30	**	**	**	**	**	34	**	**	**	**
	**	**	**	**	3%	6%	**	**	**	**	**	8%	**	**	**	**
TV set	**	**	**	**	9	33	**	**	**	**	**	26	**	**	**	**
	**	**	**	**	8%	7%	**	**	**	**	**	6%	**	**	**	**
Other device/s	**	**	**	**	1	5	**	**	**	**	**	4	**	**	**	**
	**	**	**	**	1%	1%	**	**	**	**	**	1%	**	**	**	**
Don't know	**	**	**	**	9	21	**	**	**	**	**	18	**	**	**	**
	**	**	**	**	7%	4%	**	**	**	**	**	4%	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP7C (QP26C). SHOWCARD Which devices do you ever use to... Listen to podcasts - audio shows available online? (MULTI CODE)

Base : Those who ever listen to podcasts

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d
Unweighted total	27	25	32	20
Effective Weighted Sample	21	22	27	16
Weighted total	19	25	25	19
Mobile phone	**	**	**	**
	**	**	**	**
DAB radio	**	**	**	**
	**	**	**	**
Smart speaker	**	**	**	**
	**	**	**	**
Laptop/ desktop computer	**	**	**	**
	**	**	**	**
FM/ AM radio	**	**	**	**
	**	**	**	**
Tablet computer	**	**	**	**
	**	**	**	**
Internet/ WiFi radio set	**	**	**	**
	**	**	**	**
TV set	**	**	**	**
	**	**	**	**
Other device/s	**	**	**	**
	**	**	**	**
Don't know	**	**	**	**
	**	**	**	**

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP7D (QP26D). SHOWCARD Which devices do you ever use to... Listen to a paid-for subscription music service - e.g. Spotify Premium or Apple Music? (MULTI CODE)

Base : Those who ever listen to a paid-for subscription music service

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N
	~a	~b	~c	~d		a	~b	~a	~b	~c	~d	e	~a	~b	~c	~d
Significance Level: 95%																
Unweighted total	89	32	17	49	175	685	48	93	17	10	25	599	32	5	9	3
Effective Weighted Sample	66	24	11	34	123	485	39	61	9	8	18	431	28	3	5	2
Weighted total	76	26	10	36	116	525	51	56	9	7	16	478	31	3	2	*
Mobile phone	**	**	**	**	64	318	**	**	**	**	**	300	**	**	**	**
	**	**	**	**	55%	61%	**	**	**	**	**	63%	**	**	**	**
Smart speaker	**	**	**	**	30	180	**	**	**	**	**	155	**	**	**	**
	**	**	**	**	26%	34%	**	**	**	**	**	32%	**	**	**	**
DAB radio	**	**	**	**	12	49	**	**	**	**	**	44	**	**	**	**
	**	**	**	**	10%	9%	**	**	**	**	**	9%	**	**	**	**
Laptop/ desktop computer	**	**	**	**	14	60	**	**	**	**	**	44	**	**	**	**
	**	**	**	**	12%	12%	**	**	**	**	**	9%	**	**	**	**
Tablet computer	**	**	**	**	9	37	**	**	**	**	**	27	**	**	**	**
	**	**	**	**	7%	7%	**	**	**	**	**	6%	**	**	**	**
TV set	**	**	**	**	10	37	**	**	**	**	**	28	**	**	**	**
	**	**	**	**	9%	7%	**	**	**	**	**	6%	**	**	**	**
Internet/ WiFi radio set	**	**	**	**	3	29	**	**	**	**	**	34	**	**	**	**
	**	**	**	**	2%	6%	**	**	**	**	**	7%	**	**	**	**
FM/ AM radio	**	**	**	**	4	24	**	**	**	**	**	17	**	**	**	**
	**	**	**	**	4%	5%	**	**	**	**	**	4%	**	**	**	**
Other device/s	**	**	**	**	2	6	**	**	**	**	**	7	**	**	**	**
	**	**	**	**	1%	1%	**	**	**	**	**	2%	**	**	**	**
Don't know	**	**	**	**	10	18	**	**	**	**	**	14	**	**	**	**
	**	**	**	**	9%	3%	**	**	**	**	**	3%	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP7D (QP26D). SHOWCARD Which devices do you ever use to... Listen to a paid-for subscription music service - e.g. Spotify Premium or Apple Music? (MULTI CODE)

Base : Those who ever listen to a paid-for subscription music service

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d
Unweighted total	17	15	17	15
Effective Weighted Sample	14	14	16	12
Weighted total	14	17	17	14
Mobile phone	**	**	**	**
	**	**	**	**
Smart speaker	**	**	**	**
	**	**	**	**
DAB radio	**	**	**	**
	**	**	**	**
Laptop/ desktop computer	**	**	**	**
	**	**	**	**
Tablet computer	**	**	**	**
	**	**	**	**
TV set	**	**	**	**
	**	**	**	**
Internet/ WiFi radio set	**	**	**	**
	**	**	**	**
FM/ AM radio	**	**	**	**
	**	**	**	**
Other device/s	**	**	**	**
	**	**	**	**
Don't know	**	**	**	**
	**	**	**	**

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP7E (QP26E). SHOWCARD Which devices do you ever use to... Listen to a free music streaming service - e.g. Spotify Free? (MULTI CODE)

Base : Those who ever listen to a free music streaming service

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	~b	~c	~d		a	~b	a	~b	~c	~d	e	~a	~b	~c	~d
Unweighted total	105	49	25	74	292	849	87	132	21	19	30	758	59	4	6	5
Effective Weighted Sample	78	36	17	53	207	574	70	88	13	14	24	525	48	2	3	4
Weighted total	88	35	16	51	190	609	95	78	14	13	17	583	48	1	1	1
Mobile phone	32	**	**	**	112	361	**	39	**	**	**	353	**	**	**	**
	37%	**	**	**	59%	59%	**	49%	**	**	**	61%	**	**	**	**
												a				
Smart speaker	15	**	**	**	34	141	**	16	**	**	**	128	**	**	**	**
	17%	**	**	**	18%	23%	**	20%	**	**	**	22%	**	**	**	**
DAB radio	17	**	**	**	31	65	**	12	**	**	**	65	**	**	**	**
	19%	**	**	**	17%	11%	**	16%	**	**	**	11%	**	**	**	**
FM/ AM radio	6	**	**	**	14	38	**	5	**	**	**	35	**	**	**	**
	7%	**	**	**	7%	6%	**	7%	**	**	**	6%	**	**	**	**
Laptop/ desktop computer	6	**	**	**	17	54	**	11	**	**	**	45	**	**	**	**
	6%	**	**	**	9%	9%	**	14%	**	**	**	8%	**	**	**	**
								e								
Internet/ WiFi radio set	4	**	**	**	5	32	**	3	**	**	**	50	**	**	**	**
	4%	**	**	**	2%	5%	**	3%	**	**	**	9%	**	**	**	**
TV set	4	**	**	**	14	46	**	8	**	**	**	40	**	**	**	**
	4%	**	**	**	7%	8%	**	10%	**	**	**	7%	**	**	**	**
Tablet computer	15	**	**	**	15	45	**	11	**	**	**	34	**	**	**	**
	17%	**	**	**	8%	7%	**	13%	**	**	**	6%	**	**	**	**
								e								
Other device/s	4	**	**	**	4	10	**	4	**	**	**	7	**	**	**	**
	5%	**	**	**	2%	2%	**	5%	**	**	**	1%	**	**	**	**
								e								
Don't know	9	**	**	**	5	25	**	3	**	**	**	18	**	**	**	**
	10%	**	**	**	3%	4%	**	4%	**	**	**	3%	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP7E (QP26E). SHOWCARD Which devices do you ever use to... Listen to a free music streaming service - e.g. Spotify Free? (MULTI CODE)

Base : Those who ever listen to a free music streaming service

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d
Unweighted total	33	26	34	25
Effective Weighted Sample	27	22	29	20
Weighted total	25	24	25	24
Mobile phone	**	**	**	**
	**	**	**	**
Smart speaker	**	**	**	**
	**	**	**	**
DAB radio	**	**	**	**
	**	**	**	**
FM/ AM radio	**	**	**	**
	**	**	**	**
Laptop/ desktop computer	**	**	**	**
	**	**	**	**
Internet/ WiFi radio set	**	**	**	**
	**	**	**	**
TV set	**	**	**	**
	**	**	**	**
Tablet computer	**	**	**	**
	**	**	**	**
Other device/s	**	**	**	**
	**	**	**	**
Don't know	**	**	**	**
	**	**	**	**

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP7F (QP26F). SHOWCARD Which devices do you ever use... Listen to an audiobook - perhaps from apps like Audible? (MULTI CODE)

Base : Those who ever listen to an audiobook

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	~a	~b	~c	~d		a	~b	~a	~b	~c	~d	e	~a	~b	~c	~d
Unweighted total	53	37	25	62	107	342	30	63	18	16	18	284	43	3	8	8
Effective Weighted Sample	39	24	18	41	72	241	25	42	10	12	14	210	34	2	5	7
Weighted total	47	24	16	40	67	272	35	36	10	9	11	251	35	2	2	1
Mobile phone	**	**	**	**	23	135	**	**	**	**	**	124	**	**	**	**
	**	**	**	**	34%	50%	**	**	**	**	**	49%	**	**	**	**
DAB radio	**	**	**	**	17	34	**	**	**	**	**	33	**	**	**	**
	**	**	**	**	25%	12%	**	**	**	**	**	13%	**	**	**	**
Smart speaker	**	**	**	**	7	45	**	**	**	**	**	40	**	**	**	**
	**	**	**	**	10%	16%	**	**	**	**	**	16%	**	**	**	**
FM/ AM radio	**	**	**	**	6	15	**	**	**	**	**	15	**	**	**	**
	**	**	**	**	9%	6%	**	**	**	**	**	6%	**	**	**	**
Tablet computer	**	**	**	**	7	28	**	**	**	**	**	20	**	**	**	**
	**	**	**	**	10%	10%	**	**	**	**	**	8%	**	**	**	**
Internet/ WiFi radio set	**	**	**	**	1	12	**	**	**	**	**	19	**	**	**	**
	**	**	**	**	2%	4%	**	**	**	**	**	8%	**	**	**	**
Laptop/ desktop computer	**	**	**	**	4	18	**	**	**	**	**	15	**	**	**	**
	**	**	**	**	6%	7%	**	**	**	**	**	6%	**	**	**	**
TV set	**	**	**	**	1	7	**	**	**	**	**	4	**	**	**	**
	**	**	**	**	2%	3%	**	**	**	**	**	1%	**	**	**	**
Other device/s	**	**	**	**	4	20	**	**	**	**	**	17	**	**	**	**
	**	**	**	**	6%	7%	**	**	**	**	**	7%	**	**	**	**
Don't know	**	**	**	**	8	17	**	**	**	**	**	13	**	**	**	**
	**	**	**	**	12%	6%	**	**	**	**	**	5%	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP7F (QP26F). SHOWCARD Which devices do you ever use... Listen to an audiobook - perhaps from apps like Audible? (MULTI CODE)

Base : Those who ever listen to an audiobook

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d
Unweighted total	17	26	23	20
Effective Weighted Sample	13	22	18	16
Weighted total	10	25	18	17
Mobile phone	**	**	**	**
	**	**	**	**
DAB radio	**	**	**	**
	**	**	**	**
Smart speaker	**	**	**	**
	**	**	**	**
FM/ AM radio	**	**	**	**
	**	**	**	**
Tablet computer	**	**	**	**
	**	**	**	**
Internet/ WiFi radio set	**	**	**	**
	**	**	**	**
Laptop/ desktop computer	**	**	**	**
	**	**	**	**
TV set	**	**	**	**
	**	**	**	**
Other device/s	**	**	**	**
	**	**	**	**
Don't know	**	**	**	**
	**	**	**	**

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP7G (QP26G). SHOWCARD Which devices do you ever use to... Listen to music videos online or through music TV channels as background listening? (MULTI CODE)

Base : Those who ever listen to music videos online or through music TV channels as background listening

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	~b	~c	~d		a	~b	a	~b	~c	~d	e	~a	~b	~c	~d
Unweighted total	103	52	32	84	317	901	81	160	28	23	42	765	57	5	14	8
Effective Weighted Sample	70	35	19	54	218	616	64	97	16	17	28	542	46	3	8	7
Weighted total	67	35	19	54	203	657	84	95	21	17	24	592	49	2	2	1
TV set	29	**	**	**	87	291	**	43	**	**	**	253	**	**	**	**
	43%	**	**	**	43%	44%	**	45%	**	**	**	43%	**	**	**	**
Mobile phone	14	**	**	**	62	230	**	27	**	**	**	224	**	**	**	**
	21%	**	**	**	30%	35%	**	29%	**	**	**	38%	**	**	**	**
DAB radio	13	**	**	**	31	62	**	15	**	**	**	51	**	**	**	**
	19%	**	**	**	15%	9%	**	16%	**	**	**	9%	**	**	**	**
								e								
Laptop/ desktop computer	6	**	**	**	19	81	**	16	**	**	**	66	**	**	**	**
	9%	**	**	**	9%	12%	**	16%	**	**	**	11%	**	**	**	**
Smart speaker	5	**	**	**	15	57	**	6	**	**	**	45	**	**	**	**
	7%	**	**	**	7%	9%	**	7%	**	**	**	8%	**	**	**	**
FM/ AM radio	7	**	**	**	15	33	**	4	**	**	**	25	**	**	**	**
	10%	**	**	**	7%	5%	**	4%	**	**	**	4%	**	**	**	**
Tablet computer	8	**	**	**	12	53	**	9	**	**	**	42	**	**	**	**
	12%	**	**	**	6%	8%	**	9%	**	**	**	7%	**	**	**	**
Internet/ WiFi radio set	3	**	**	**	9	29	**	6	**	**	**	38	**	**	**	**
	5%	**	**	**	4%	4%	**	6%	**	**	**	6%	**	**	**	**
Other device/s	*	**	**	**	*	7	**	4	**	**	**	2	**	**	**	**
	*%	**	**	**	*%	1%	**	5%	**	**	**	*%	**	**	**	**
								e								
Don't know	4	**	**	**	12	28	**	3	**	**	**	24	**	**	**	**
	5%	**	**	**	6%	4%	**	4%	**	**	**	4%	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP7G (QP26G). SHOWCARD Which devices do you ever use to... Listen to music videos online or through music TV channels as background listening? (MULTI CODE)

Base : Those who ever listen to music videos online or through music TV channels as background listening

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d
Unweighted total	30	27	31	26
Effective Weighted Sample	25	22	27	21
Weighted total	23	26	24	26
TV set	**	**	**	**
	**	**	**	**
Mobile phone	**	**	**	**
	**	**	**	**
DAB radio	**	**	**	**
	**	**	**	**
Laptop/ desktop computer	**	**	**	**
	**	**	**	**
Smart speaker	**	**	**	**
	**	**	**	**
FM/ AM radio	**	**	**	**
	**	**	**	**
Tablet computer	**	**	**	**
	**	**	**	**
Internet/ WiFi radio set	**	**	**	**
	**	**	**	**
Other device/s	**	**	**	**
	**	**	**	**
Don't know	**	**	**	**
	**	**	**	**

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP7H (QP26H). SHOWCARD Which devices do you ever use to... Play an interactive audio game using only your voice - such as The Inspection Chamber or Jeopardy? (MULTI CODE)

Base : Those who ever play an interactive audio game using only your voice

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS				65+ AGE GROUP		65+ AGE GROUP ENGLAND				
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN-ORITY GROUP	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	N IRELAND	MALE	FEMALE	ABC1	C2DE
	~a	~b	~c	~d		a	~b	~a	~b	~c	~d	~e	~a	~b	~a	~b	~c	~d
Significance Level: 95%																		
Unweighted total	17	10	7	17	46	119	7	21	6	4	6	96	15	2	4	11	4	11
Effective Weighted Sample	13	7	5	13	32	84	5	15	5	3	5	70	12	2	3	9	3	9
Weighted total	12	8	6	13	30	90	6	10	3	2	3	79	13	*	2	11	3	10
DAB radio	**	**	**	**	**	11	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	12%	**	**	**	**	**	**	**	**	**	**	**	**
Mobile phone	**	**	**	**	**	22	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	25%	**	**	**	**	**	**	**	**	**	**	**	**
Smart speaker	**	**	**	**	**	25	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	27%	**	**	**	**	**	**	**	**	**	**	**	**
FM/ AM radio	**	**	**	**	**	10	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	11%	**	**	**	**	**	**	**	**	**	**	**	**
Internet/ WiFi radio set	**	**	**	**	**	7	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	8%	**	**	**	**	**	**	**	**	**	**	**	**
Laptop/ desktop computer	**	**	**	**	**	8	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	9%	**	**	**	**	**	**	**	**	**	**	**	**
TV set	**	**	**	**	**	7	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	7%	**	**	**	**	**	**	**	**	**	**	**	**
Tablet computer	**	**	**	**	**	6	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	7%	**	**	**	**	**	**	**	**	**	**	**	**
Other device/s	**	**	**	**	**	2	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	2%	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	15	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	16%	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP8 (QP22). SHOWCARD Do you personally use a car at all - as a driver or passenger? IF YES: Which of these ways of listening do you ever use in a car? (MULTI CODE)

Base : Those who listen to radio

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
	a	b	c	d		a	b	a	b	c	d	e	a	~b	c	~d
Significance Level: 95%																
Unweighted total	526	456	421	877	1441	2882	176	679	119	148	270	2149	546	98	136	97
Effective Weighted Sample	362	297	264	560	960	1945	141	457	76	102	199	1479	430	52	82	81
Weighted total	371	260	221	481	832	1895	180	397	70	87	159	1538	401	37	26	16
WAYS OF LISTENING IN A CAR																
Listen to live radio on an in-car FM or AM radio	195	137	84	220	378	901	91	156	23	45	52	788	189	**	12	**
	53%	52%	38%	46%	45%	48%	51%	39%	33%	52%	33%	51%	47%	**	46%	**
	cd	c		c						abd		abd				
Listen to live radio on an in-car DAB radio	168	101	65	166	272	805	73	142	20	31	46	696	142	**	8	**
	45%	39%	29%	35%	33%	42%	40%	36%	28%	36%	29%	45%	35%	**	30%	**
	cd	c										abd				
Listen to music on an in-car CD, tape or minidisc player	71	40	29	69	127	316	36	73	8	16	24	270	63	**	5	**
	19%	15%	13%	14%	15%	17%	20%	18%	12%	19%	15%	18%	16%	**	17%	**
	cd															
Listen to music stored on a phone	31	11	4	14	45	220	26	24	2	3	3	208	13	**	1	**
	8%	4%	2%	3%	5%	12%	14%	6%	3%	4%	2%	14%	3%	**	5%	**
	bcd							d				abcd				
Listen to music using a streaming service like Spotify, Apple Music or Deezer	9	1	-	1	32	174	9	19	3	3	2	153	1	**	1	**
	2%	*%	-%	*%	4%	9%	5%	5%	5%	3%	1%	10%	*%	**	2%	**
	bcd							d				acd			a	

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP8 (QP22). SHOWCARD Do you personally use a car at all - as a driver or passenger? IF YES: Which of these ways of listening do you ever use in a car? (MULTI CODE)

Base : Those who listen to radio

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	~b	c	~d
Unweighted total	526	456	421	877	1441	2882	176	679	119	148	270	2149	546	98	136	97
Effective Weighted Sample	362	297	264	560	960	1945	141	457	76	102	199	1479	430	52	82	81
Weighted total	371	260	221	481	832	1895	180	397	70	87	159	1538	401	37	26	16
Listen to live FM radio on a mobile phone	7 2%	6 2%	2 1%	8 2%	22 3%	63 3%	5 3%	11 3%	- -%	1 1%	4 3%	56 4%	7 2%	** **	1 2%	** **
Listen to a podcast via a mobile phone	5 1%	2 1%	2 1%	4 1%	11 1%	48 3%	4 2%	8 2%	3 4%	1 1%	* *%	44 3%	3 1%	** **	1 2%	** **
Listen to digital radio on a mobile phone via an app such as RadioPlayer or TuneIn	7 2% bd	- -%	2 1%	2 *%	11 1%	44 2%	6 3%	8 2%	2 3%	1 1%	2 1%	43 3%	2 *%	** **	- -%	** **
None of these	21 6%	28 11% a	35 16% a	63 13% a	97 12%	131 7%	15 8%	38 9% e	7 10%	9 10%	23 15% e	87 6%	54 13%	** **	3 10%	** **
Don't use a car	34 9%	34 13%	55 25% abd	89 18% ab	171 21%	248 13%	24 13%	100 25% ce	26 37% ace	12 14%	43 27% ce	143 9%	67 17%	** **	7 26%	** **

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP8 (QP22). SHOWCARD Do you personally use a car at all - as a driver or passenger? IF YES: Which of these ways of listening do you ever use in a car? (MULTI CODE)

Base : Those who listen to radio

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
	a	b	c	d
Significance Level: 95%				
Unweighted total	280	266	263	283
Effective Weighted Sample	216	217	215	215
Weighted total	183	218	196	205
WAYS OF LISTENING IN A CAR				
Listen to live radio on an in-car FM or AM radio	86	104	96	94
	47%	47%	49%	46%
Listen to live radio on an in-car DAB radio	70	72	81	61
	38%	33%	41%	30%
			d	
Listen to music on an in-car CD, tape or minidisc player	33	30	38	25
	18%	14%	19%	12%
			d	
Listen to music stored on a phone	7	6	9	4
	4%	3%	4%	2%
Listen to music using a streaming service like Spotify, Apple Music or Deezer	1	-	1	-
	*%	-%	*%	-%
Listen to live FM radio on a mobile phone	2	5	3	4
	1%	2%	2%	2%
Listen to a podcast via a mobile phone	3	1	2	2
	1%	*%	1%	1%

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP8 (QP22). SHOWCARD Do you personally use a car at all - as a driver or passenger? IF YES: Which of these ways of listening do you ever use in a car? (MULTI CODE)

Base : Those who listen to radio

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
	a	b	c	d
Significance Level: 95%				
Unweighted total	280	266	263	283
Effective Weighted Sample	216	217	215	215
Weighted total	183	218	196	205
Listen to digital radio on a mobile phone via an app such as RadioPlayer or TuneIn	1	1	1	1
	1%	*%	*%	*%
None of these	22	32	22	32
	12%	15%	11%	15%
Don't use a car	26	41	20	47
	14%	19%	10%	23%
		c		ac

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP8 (QP22). SHOWCARD Do you personally use a car at all - as a driver or passenger? IF YES: Which of these ways of listening do you ever use in a car? (MULTI CODE)

Base : Those who listen to radio and who use a car

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
	a	b	c	d		a	b	a	~b	c	d	e	a	~b	c	~d
Significance Level: 95%																
Unweighted total	472	388	299	687	1121	2471	154	504	76	116	193	1927	434	67	106	80
Effective Weighted Sample	325	254	187	441	744	1657	123	339	49	84	140	1322	347	33	65	66
Weighted total	337	226	166	392	661	1647	156	297	44	74	116	1395	334	24	20	14
WAYS OF LISTENING IN A CAR																
Listen to live radio on an in-car FM or AM radio	195	137	84	220	378	901	91	156	**	45	52	788	189	**	12	**
	58%	60%	50%	56%	57%	55%	59%	53%	**	60%	45%	56%	57%	**	61%	**
		c								d		d				
Listen to live radio on an in-car DAB radio	168	101	65	166	272	805	73	142	**	31	46	696	142	**	8	**
	50%	45%	39%	42%	41%	49%	47%	48%	**	42%	40%	50%	42%	**	40%	**
	cd											d				
Listen to music on an in-car CD, tape or minidisc player	71	40	29	69	127	316	36	73	**	16	24	270	63	**	5	**
	21%	18%	17%	18%	19%	19%	23%	24%	**	22%	21%	19%	19%	**	23%	**
								e								
Listen to music stored on a phone	31	11	4	14	45	220	26	24	**	3	3	208	13	**	1	**
	9%	5%	2%	4%	7%	13%	16%	8%	**	4%	2%	15%	4%	**	7%	**
	bcd							d				acd				
Listen to music using a streaming service like Spotify, Apple Music or Deezer	9	1	-	1	32	174	9	19	**	3	2	153	1	**	1	**
	3%	*%	-%	*%	5%	11%	6%	6%	**	4%	2%	11%	*%	**	3%	**
	bcd							d				acd			a	

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP8 (QP22). SHOWCARD Do you personally use a car at all - as a driver or passenger? IF YES: Which of these ways of listening do you ever use in a car? (MULTI CODE)

Base : Those who listen to radio and who use a car

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	~b	c	d	e	a	~b	c	~d
Unweighted total	472	388	299	687	1121	2471	154	504	76	116	193	1927	434	67	106	80
Effective Weighted Sample	325	254	187	441	744	1657	123	339	49	84	140	1322	347	33	65	66
Weighted total	337	226	166	392	661	1647	156	297	44	74	116	1395	334	24	20	14
Listen to live FM radio on a mobile phone	7	6	2	8	22	63	5	11	**	1	4	56	7	**	1	**
	2%	3%	1%	2%	3%	4%	3%	4%	**	1%	4%	4%	2%	**	3%	**
Listen to a podcast via a mobile phone	5	2	2	4	11	48	4	8	**	1	*	44	3	**	1	**
	1%	1%	1%	1%	2%	3%	3%	3%	**	1%	*%	3%	1%	**	3%	**
												d				
Listen to digital radio on a mobile phone via an app such as RadioPlayer or TuneIn	7	-	2	2	11	44	6	8	**	1	2	43	2	**	-	**
	2%	-%	1%	*%	2%	3%	4%	3%	**	1%	1%	3%	1%	**	-%	**
	bd															
None of these	21	28	35	63	97	131	15	38	**	9	23	87	54	**	3	**
	6%	12%	21%	16%	15%	8%	10%	13%	**	12%	20%	6%	16%	**	13%	**
		a	ab	a				e		e	ae					
Don't use a car	-	-	-	-	-	-	-	-	**	-	-	-	-	**	-	**
	-%	-%	-%	-%	-%	-%	-%	-%	**	-%	-%	-%	-%	**	-%	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP8 (QP22). SHOWCARD Do you personally use a car at all - as a driver or passenger? IF YES: Which of these ways of listening do you ever use in a car? (MULTI CODE)

Base : Those who listen to radio and who use a car

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
	a	b	c	d
Significance Level: 95%				
Unweighted total	227	207	226	208
Effective Weighted Sample	180	170	187	160
Weighted total	157	177	176	158
WAYS OF LISTENING IN A CAR				
Listen to live radio on an in-car FM or AM radio	86	104	96	94
	55%	58%	54%	59%
Listen to live radio on an in-car DAB radio	70	72	81	61
	45%	41%	46%	39%
Listen to music on an in-car CD, tape or minidisc player	33	30	38	25
	21%	17%	21%	16%
Listen to music stored on a phone	7	6	9	4
	4%	3%	5%	3%
Listen to music using a streaming service like Spotify, Apple Music or Deezer	1	-	1	-
	*%	-%	*%	-%
Listen to live FM radio on a mobile phone	2	5	3	4
	1%	3%	2%	3%
Listen to a podcast via a mobile phone	3	1	2	2
	2%	*%	1%	1%

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP8 (QP22). SHOWCARD Do you personally use a car at all - as a driver or passenger? IF YES: Which of these ways of listening do you ever use in a car? (MULTI CODE)

Base : Those who listen to radio and who use a car

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
	a	b	c	d
Significance Level: 95%				
Unweighted total	227	207	226	208
Effective Weighted Sample	180	170	187	160
Weighted total	157	177	176	158
Listen to digital radio on a mobile phone via an app such as RadioPlayer or TuneIn	1	1	1	1
	1%	*%	1%	*%
None of these	22	32	22	32
	14%	18%	13%	20%
Don't use a car	-	-	-	-
	-%	-%	-%	-%

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP9 (QP14). SHOWCARD I'm now going to ask you about digital radio. Which, if any, of these features did you associate with digital radio before today? (MULTI CODE)

Base : Those who listen to radio

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
	a	b	c	d		a	b	a	b	c	d	e	a	~b	c	~d
Significance Level: 95%																
Unweighted total	526	456	421	877	1441	2882	176	679	119	148	270	2149	546	98	136	97
Effective Weighted Sample	362	297	264	560	960	1945	141	457	76	102	199	1479	430	52	82	81
Weighted total	371	260	221	481	832	1895	180	397	70	87	159	1538	401	37	26	16
Clear and high quality sound	229	139	92	231	416	1107	113	205	30	44	68	949	198	**	11	**
	62%	53%	42%	48%	50%	58%	63%	52%	42%	51%	43%	62%	49%	**	43%	**
	bcd	c						d				abcd				
A wider choice of radio stations/ digital-only radio stations	193	115	55	170	337	959	101	167	25	37	59	842	150	**	6	**
	52%	44%	25%	35%	40%	51%	56%	42%	36%	43%	37%	55%	37%	**	24%	**
	bcd	cd		c								abcd	c			
Interference free/ no dropped signal	114	67	51	119	212	609	61	103	17	30	35	538	97	**	8	**
	31%	26%	23%	25%	25%	32%	34%	26%	24%	35%	22%	35%	24%	**	30%	**
	cd									d		ad				
Ease of use (e.g. find your station by name, not frequency)	128	64	39	103	201	588	42	105	19	22	35	492	91	**	5	**
	34%	25%	18%	22%	24%	31%	24%	26%	27%	25%	22%	32%	23%	**	18%	**
	bcd	c										ad				
Scrolling text information about the programme (e.g. track and artist name, phone numbers, topics, guests)	76	43	23	66	132	404	43	67	14	17	22	366	61	**	1	**
	20%	16%	10%	14%	16%	21%	24%	17%	19%	19%	14%	24%	15%	**	5%	**
	cd	c										ad	c			

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP9 (QP14). SHOWCARD I'm now going to ask you about digital radio. Which, if any, of these features did you associate with digital radio before today? (MULTI CODE)

Base : Those who listen to radio

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
	a	b	c	d		a	b	a	b	c	d	e	a	~b	c	~d
Significance Level: 95%																
Unweighted total	526	456	421	877	1441	2882	176	679	119	148	270	2149	546	98	136	97
Effective Weighted Sample	362	297	264	560	960	1945	141	457	76	102	199	1479	430	52	82	81
Weighted total	371	260	221	481	832	1895	180	397	70	87	159	1538	401	37	26	16
Extra features (including ability to pause and rewind live radio, programme guides)	61 16%	33 13%	25 11%	58 12%	115 14%	331 17%	41 23%	49 12%	9 13%	10 11%	21 13%	315 20% acd	50 12%	** **	4 16%	** **
Future-proof/ ready for switchover	35 10%	25 9%	14 6%	38 8%	72 9%	209 11%	13 7%	32 8%	5 7%	6 7%	12 7%	185 12% a	30 8%	** **	3 13%	** **
Being able to get rid of a standalone radio set by replacing it with a smart speaker or another online device	33 9% cd	16 6%	7 3%	23 5%	59 7%	180 9%	9 5%	32 8%	2 2%	7 9%	10 6%	149 10% b	19 5%	** **	1 2%	** **
ANY FEATURES ASSOCIATED WITH DIGITAL RADIO	303 82% bcd	193 74% cd	120 54% c	313 65% c	578 70%	1529 81%	147 82%	271 68% d	41 59%	62 71%	95 60%	1305 85% abcd	269 67% c	** **	14 52%	** **
None of these	68 18%	67 26% a	101 46% abd	168 35% ab	253 30%	366 19%	32 18%	126 32% e	29 41% e	25 29% e	64 40% ae	233 15%	132 33%	** **	13 48% a	** **

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP9 (QP14). SHOWCARD I'm now going to ask you about digital radio. Which, if any, of these features did you associate with digital radio before today? (MULTI CODE)

Base : Those who listen to radio

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	280	266	263	283
Effective Weighted Sample	216	217	215	215
Weighted total	183	218	196	205
Clear and high quality sound	108	90	104	94
	59%	41%	53%	46%
	bd		b	
A wider choice of radio stations/ digital-only radio stations	87	63	78	72
	47%	29%	40%	35%
	bd		b	
Interference free/ no dropped signal	45	52	51	46
	25%	24%	26%	22%
Ease of use (e.g. find your station by name, not frequency)	44	47	52	39
	24%	22%	26%	19%
Scrolling text information about the programme (e.g. track and artist name, phone numbers, topics, guests)	31	30	35	26
	17%	14%	18%	12%
Extra features (including ability to pause and rewind live radio, programme guides)	24	26	25	25
	13%	12%	13%	12%
Future-proof/ ready for switchover	14	16	13	17
	7%	8%	7%	8%

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP9 (QP14). SHOWCARD I'm now going to ask you about digital radio. Which, if any, of these features did you associate with digital radio before today? (MULTI CODE)

Base : Those who listen to radio

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	280	266	263	283
Effective Weighted Sample	216	217	215	215
Weighted total	183	218	196	205
Being able to get rid of a standalone radio set by replacing it with a smart speaker or another online device	12 7%	7 3%	11 6%	8 4%
ANY FEATURES ASSOCIATED WITH DIGITAL RADIO	137 75% bd	132 60%	139 71% b	130 63%
None of these	46 25%	87 40% ac	57 29%	75 37% a

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP10 (QP12). SHOWCARD How likely is it that your household will get a DAB radio in the next 12 months? (SINGLE CODE)

Base : Those with any 'active' radio sets in the home who listen to radio but do not have any DAB sets at home

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
	a	b	c	d		a	~b	a	~b	~c	d	e	a	~b	~c	~d
Significance Level: 95%																
Unweighted total	127	145	190	335	443	606	22	227	56	55	109	355	189	45	57	44
Effective Weighted Sample	79	94	114	208	285	390	19	151	33	35	82	231	148	24	35	36
Weighted total	76	78	91	169	237	344	24	125	32	29	60	217	131	20	11	7
Certain to	-	1	-	1	1	2	**	1	**	**	-	1	1	**	**	**
	-%	2%	-%	1%	1%	1%	**	1%	**	**	-%	*%	1%	**	**	**
Very likely	2	1	1	2	4	9	**	3	**	**	1	6	2	**	**	**
	3%	1%	1%	1%	2%	2%	**	2%	**	**	1%	3%	1%	**	**	**
Likely	1	6	1	7	15	28	**	9	**	**	2	18	5	**	**	**
	2%	8%	2%	4%	6%	8%	**	7%	**	**	4%	8%	4%	**	**	**
		c														
TOTAL LIKELY	4	8	3	11	21	38	**	13	**	**	3	24	8	**	**	**
	5%	10%	3%	6%	9%	11%	**	10%	**	**	5%	11%	6%	**	**	**
		c														
Unlikely	18	12	12	25	35	58	**	22	**	**	7	34	21	**	**	**
	24%	16%	13%	15%	15%	17%	**	18%	**	**	12%	16%	16%	**	**	**
Very unlikely	22	16	27	44	58	90	**	29	**	**	16	60	31	**	**	**
	28%	21%	30%	26%	25%	26%	**	23%	**	**	26%	27%	24%	**	**	**
Certain not to	18	25	39	64	80	90	**	42	**	**	26	50	53	**	**	**
	24%	32%	43%	38%	34%	26%	**	34%	**	**	43%	23%	40%	**	**	**
			a	a				e			e					
TOTAL UNLIKELY	58	54	79	132	173	238	**	93	**	**	49	144	105	**	**	**
	76%	69%	86%	78%	73%	69%	**	74%	**	**	81%	66%	81%	**	**	**
			b								e					
Don't know	14	16	10	26	43	69	**	19	**	**	8	49	17	**	**	**
	19%	21%	11%	16%	18%	20%	**	15%	**	**	13%	23%	13%	**	**	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP10 (QP12). SHOWCARD How likely is it that your household will get a DAB radio in the next 12 months? (SINGLE CODE)

Base : Those with any 'active' radio sets in the home who listen to radio but do not have any DAB sets at home

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	b	~c	d
Unweighted total	83	106	73	116
Effective Weighted Sample	60	88	61	88
Weighted total	52	78	49	82
Certain to	**	-	**	1
	**	-%	**	2%
Very likely	**	1	**	1
	**	1%	**	1%
Likely	**	4	**	5
	**	6%	**	6%
TOTAL LIKELY	**	5	**	8
	**	6%	**	9%
Unlikely	**	16	**	10
	**	20%	**	12%
Very unlikely	**	15	**	16
	**	19%	**	20%
Certain not to	**	33	**	37
	**	42%	**	45%
TOTAL UNLIKELY	**	63	**	63
	**	81%	**	77%
Don't know	**	10	**	12
	**	13%	**	14%

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP11 (QP14A). Why are you unlikely to get a DAB radio in the next 12 months? (MULTI CODE) UNPROMPTED

Base : Those with any 'active' radio sets in the home who listen to radio who are unlikely to get DAB radio in the next 12 months

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	~a	~b	c	d		a	~b	a	~b	~c	~d	e	a	~b	~c	~d
Unweighted total	86	98	157	255	317	413	14	164	40	41	88	232	148	36	45	26
Effective Weighted Sample	57	66	94	160	208	272	12	109	24	27	66	156	118	19	27	21
Weighted total	58	54	79	132	173	238	16	93	25	24	49	144	105	15	8	4
No need	**	**	52	79	100	139	**	51	**	**	**	89	61	**	**	**
	**	**	66%	60%	58%	59%	**	55%	**	**	**	62%	58%	**	**	**
Happy to use existing service	**	**	37	66	91	124	**	62	**	**	**	67	51	**	**	**
	**	**	48%	50%	52%	52%	**	67%	**	**	**	46%	48%	**	**	**
								e								
Happy to use analogue radio service	**	**	5	14	21	31	**	10	**	**	**	21	10	**	**	**
	**	**	6%	11%	12%	13%	**	11%	**	**	**	15%	10%	**	**	**
Don't know why I should	**	**	7	9	13	13	**	7	**	**	**	9	5	**	**	**
	**	**	10%	7%	7%	6%	**	8%	**	**	**	6%	4%	**	**	**
Too expensive generally	**	**	3	7	10	12	**	5	**	**	**	8	6	**	**	**
	**	**	4%	5%	6%	5%	**	6%	**	**	**	5%	6%	**	**	**
Would never listen	**	**	2	2	3	8	**	*	**	**	**	9	2	**	**	**
	**	**	3%	2%	2%	3%	**	*%	**	**	**	6%	2%	**	**	**
								a								
Can't afford it	**	**	1	3	7	8	**	7	**	**	**	1	3	**	**	**
	**	**	1%	3%	4%	4%	**	7%	**	**	**	1%	3%	**	**	**
								e								
Poor reception in our area	**	**	*	3	5	8	**	1	**	**	**	5	3	**	**	**
	**	**	*%	2%	3%	3%	**	1%	**	**	**	3%	3%	**	**	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP11 (QP14A). Why are you unlikely to get a DAB radio in the next 12 months? (MULTI CODE) UNPROMPTED

Base : Those with any 'active' radio sets in the home who listen to radio who are unlikely to get DAB radio in the next 12 months

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	~a	~b	c	d		a	~b	a	~b	~c	~d	e	a	~b	~c	~d
Unweighted total	86	98	157	255	317	413	14	164	40	41	88	232	148	36	45	26
Effective Weighted Sample	57	66	94	160	208	272	12	109	24	27	66	156	118	19	27	21
Weighted total	58	54	79	132	173	238	16	93	25	24	49	144	105	15	8	4
Can receive through digital TV service	**	**	-	*	2	6	**	3	**	**	**	3	*	**	**	**
	**	**	-%	*%	1%	2%	**	4%	**	**	**	2%	*%	**	**	**
Will get it when I have to/ when switchover	**	**	1	3	3	4	**	*	**	**	**	3	1	**	**	**
	**	**	1%	2%	1%	2%	**	*%	**	**	**	2%	1%	**	**	**
Poor experience/ perceived experience	**	**	2	2	3	3	**	2	**	**	**	1	2	**	**	**
	**	**	3%	2%	2%	1%	**	3%	**	**	**	*%	2%	**	**	**
Not available in our area	**	**	*	1	1	3	**	1	**	**	**	1	1	**	**	**
	**	**	*%	1%	1%	1%	**	1%	**	**	**	1%	1%	**	**	**
Listen in the car/ on phone/ online/ elsewhere	**	**	1	1	1	2	**	-	**	**	**	2	-	**	**	**
	**	**	1%	1%	1%	1%	**	-%	**	**	**	1%	-%	**	**	**
Never thought of it	**	**	-	*	*	*	**	-	**	**	**	*	-	**	**	**
	**	**	-%	*%	*%	*%	**	-%	**	**	**	*%	-%	**	**	**
Haven't heard of it/ don't understand it	**	**	-	-	-	-	**	-	**	**	**	-	-	**	**	**
	**	**	-%	-%	-%	-%	**	-%	**	**	**	-%	-%	**	**	**
Moving abroad/ moving	**	**	-	-	-	-	**	-	**	**	**	-	-	**	**	**
	**	**	-%	-%	-%	-%	**	-%	**	**	**	-%	-%	**	**	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP11 (QP14A). Why are you unlikely to get a DAB radio in the next 12 months? (MULTI CODE) UNPROMPTED

Base : Those with any 'active' radio sets in the home who listen to radio who are unlikely to get DAB radio in the next 12 months

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	~a	~b	c	d		a	~b	a	~b	~c	~d	e	a	~b	~c	~d
Unweighted total	86	98	157	255	317	413	14	164	40	41	88	232	148	36	45	26
Effective Weighted Sample	57	66	94	160	208	272	12	109	24	27	66	156	118	19	27	21
Weighted total	58	54	79	132	173	238	16	93	25	24	49	144	105	15	8	4
I'm too old to use it	**	**	-	-	-	-	**	-	**	**	**	-	-	**	**	**
	**	**	-%	-%	-%	-%	**	-%	**	**	**	-%	-%	**	**	**
Too much technology - have enough already	**	**	-	-	-	-	**	-	**	**	**	-	-	**	**	**
	**	**	-%	-%	-%	-%	**	-%	**	**	**	-%	-%	**	**	**
No time	**	**	-	-	-	-	**	-	**	**	**	-	-	**	**	**
	**	**	-%	-%	-%	-%	**	-%	**	**	**	-%	-%	**	**	**
Children would break it	**	**	-	-	-	-	**	-	**	**	**	-	-	**	**	**
	**	**	-%	-%	-%	-%	**	-%	**	**	**	-%	-%	**	**	**
Other	**	**	-	-	-	-	**	-	**	**	**	-	-	**	**	**
	**	**	-%	-%	-%	-%	**	-%	**	**	**	-%	-%	**	**	**
ANY INVOLUNTARY REASONS	**	**	3	13	21	28	**	12	**	**	**	13	12	**	**	**
	**	**	4%	10%	12%	12%	**	13%	**	**	**	9%	12%	**	**	**
ANY VOLUNTARY REASONS	**	**	74	117	154	215	**	85	**	**	**	132	92	**	**	**
	**	**	95%	89%	89%	90%	**	91%	**	**	**	91%	88%	**	**	**
ONLY VOLUNTARY REASONS	**	**	71	111	144	199	**	76	**	**	**	125	87	**	**	**
	**	**	91%	84%	83%	84%	**	82%	**	**	**	87%	82%	**	**	**
Don't know	**	**	1	3	3	3	**	1	**	**	**	2	3	**	**	**
	**	**	1%	3%	2%	1%	**	1%	**	**	**	1%	3%	**	**	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP11 (QP14A). Why are you unlikely to get a DAB radio in the next 12 months? (MULTI CODE) UNPROMPTED

Base : Those with any 'active' radio sets in the home who listen to radio who are unlikely to get DAB radio in the next 12 months

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d
Unweighted total	63	85	60	88
Effective Weighted Sample	47	70	51	67
Weighted total	42	63	42	63
No need	**	**	**	**
	**	**	**	**
Happy to use existing service	**	**	**	**
	**	**	**	**
Happy to use analogue radio service	**	**	**	**
	**	**	**	**
Don't know why I should	**	**	**	**
	**	**	**	**
Too expensive generally	**	**	**	**
	**	**	**	**
Would never listen	**	**	**	**
	**	**	**	**
Can't afford it	**	**	**	**
	**	**	**	**
Poor reception in our area	**	**	**	**
	**	**	**	**
Can receive through digital TV service	**	**	**	**
	**	**	**	**
Will get it when I have to/ when switchover	**	**	**	**
	**	**	**	**

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP11 (QP14A). Why are you unlikely to get a DAB radio in the next 12 months? (MULTI CODE) UNPROMPTED

Base : Those with any 'active' radio sets in the home who listen to radio who are unlikely to get DAB radio in the next 12 months

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d
Unweighted total	63	85	60	88
Effective Weighted Sample	47	70	51	67
Weighted total	42	63	42	63
Poor experience/ perceived experience	**	**	**	**
	**	**	**	**
Not available in our area	**	**	**	**
	**	**	**	**
Listen in the car/ on phone/ online/elsewhere	**	**	**	**
	**	**	**	**
Never thought of it	**	**	**	**
	**	**	**	**
Haven't heard of it/ don't understand it	**	**	**	**
	**	**	**	**
Moving abroad/ moving	**	**	**	**
	**	**	**	**
I'm too old to use it	**	**	**	**
	**	**	**	**
Too much technology - have enough already	**	**	**	**
	**	**	**	**
No time	**	**	**	**
	**	**	**	**
Children would break it	**	**	**	**
	**	**	**	**

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP11 (QP14A). Why are you unlikely to get a DAB radio in the next 12 months? (MULTI CODE) UNPROMPTED

Base : Those with any 'active' radio sets in the home who listen to radio who are unlikely to get DAB radio in the next 12 months

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d
Unweighted total	63	85	60	88
Effective Weighted Sample	47	70	51	67
Weighted total	42	63	42	63
Other	**	**	**	**
	**	**	**	**
ANY INVOLUNTARY REASONS	**	**	**	**
	**	**	**	**
ANY VOLUNTARY REASONS	**	**	**	**
	**	**	**	**
ONLY VOLUNTARY REASONS	**	**	**	**
	**	**	**	**
Don't know	**	**	**	**
	**	**	**	**

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP12A (QP27A). SHOWCARD How often, if at all, do you listen to... Podcasts that are catch-up versions of BBC radio programmes e.g. Desert Island Discs, The Archers, Kermode and Mayo's Film Review? (SINGLE CODE)

Base : Those who ever listen to podcasts

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
	~a	~b	~c	~d		a	~b	~a	~b	~c	~d	e	~a	~b	~c	~d
Significance Level: 95%																
Unweighted total	93	43	21	64	169	582	58	78	15	8	18	510	52	2	5	5
Effective Weighted Sample	70	31	16	46	123	423	46	51	8	6	15	379	42	2	4	4
Weighted total	79	31	15	46	120	471	60	47	9	5	12	433	44	*	1	1
At least daily	**	**	**	**	3	27	**	**	**	**	**	20	**	**	**	**
	**	**	**	**	3%	6%	**	**	**	**	**	5%	**	**	**	**
At least weekly	**	**	**	**	20	103	**	**	**	**	**	103	**	**	**	**
	**	**	**	**	17%	22%	**	**	**	**	**	24%	**	**	**	**
At least monthly	**	**	**	**	20	73	**	**	**	**	**	68	**	**	**	**
	**	**	**	**	16%	15%	**	**	**	**	**	16%	**	**	**	**
Less than once a month	**	**	**	**	28	86	**	**	**	**	**	87	**	**	**	**
	**	**	**	**	23%	18%	**	**	**	**	**	20%	**	**	**	**
Never	**	**	**	**	49	177	**	**	**	**	**	152	**	**	**	**
	**	**	**	**	41%	38%	**	**	**	**	**	35%	**	**	**	**
Don't know	**	**	**	**	*	4	**	**	**	**	**	3	**	**	**	**
	**	**	**	**	*%	1%	**	**	**	**	**	1%	**	**	**	**
EVER	**	**	**	**	71	289	**	**	**	**	**	278	**	**	**	**
	**	**	**	**	59%	61%	**	**	**	**	**	64%	**	**	**	**
AT LEAST ONCE A MONTH	**	**	**	**	43	203	**	**	**	**	**	191	**	**	**	**
	**	**	**	**	36%	43%	**	**	**	**	**	44%	**	**	**	**
AT LEAST ONCE A WEEK	**	**	**	**	23	130	**	**	**	**	**	123	**	**	**	**
	**	**	**	**	19%	28%	**	**	**	**	**	28%	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP12A (QP27A). SHOWCARD How often, if at all, do you listen to... Podcasts that are catch-up versions of BBC radio programmes e.g. Desert Island Discs, The Archers, Kermode and Mayo's Film Review? (SINGLE CODE)

Base : Those who ever listen to podcasts

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d
Unweighted total	27	25	32	20
Effective Weighted Sample	21	22	27	16
Weighted total	19	25	25	19
At least daily	**	**	**	**
	**	**	**	**
At least weekly	**	**	**	**
	**	**	**	**
At least monthly	**	**	**	**
	**	**	**	**
Less than once a month	**	**	**	**
	**	**	**	**
Never	**	**	**	**
	**	**	**	**
Don't know	**	**	**	**
	**	**	**	**
EVER	**	**	**	**
	**	**	**	**
AT LEAST ONCE A MONTH	**	**	**	**
	**	**	**	**
AT LEAST ONCE A WEEK	**	**	**	**
	**	**	**	**

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP12B (QP27B). SHOWCARD How often, if at all, do you listen to... Podcasts from non BBC radio stations e.g. The Frank Skinner Show, Heart Breakfast Show? (SINGLE CODE)

Base : Those who ever listen to podcasts

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
	~a	~b	~c	~d		a	~b	~a	~b	~c	~d	e	~a	~b	~c	~d
Significance Level: 95%																
Unweighted total	93	43	21	64	169	582	58	78	15	8	18	510	52	2	5	5
Effective Weighted Sample	70	31	16	46	123	423	46	51	8	6	15	379	42	2	4	4
Weighted total	79	31	15	46	120	471	60	47	9	5	12	433	44	*	1	1
At least daily	**	**	**	**	5	23	**	**	**	**	**	16	**	**	**	**
	**	**	**	**	4%	5%	**	**	**	**	**	4%	**	**	**	**
At least weekly	**	**	**	**	17	71	**	**	**	**	**	69	**	**	**	**
	**	**	**	**	14%	15%	**	**	**	**	**	16%	**	**	**	**
At least monthly	**	**	**	**	23	54	**	**	**	**	**	57	**	**	**	**
	**	**	**	**	19%	11%	**	**	**	**	**	13%	**	**	**	**
Less than once a month	**	**	**	**	20	97	**	**	**	**	**	96	**	**	**	**
	**	**	**	**	17%	21%	**	**	**	**	**	22%	**	**	**	**
Never	**	**	**	**	55	217	**	**	**	**	**	188	**	**	**	**
	**	**	**	**	46%	46%	**	**	**	**	**	43%	**	**	**	**
Don't know	**	**	**	**	*	7	**	**	**	**	**	7	**	**	**	**
	**	**	**	**	*%	2%	**	**	**	**	**	2%	**	**	**	**
EVER	**	**	**	**	65	246	**	**	**	**	**	238	**	**	**	**
	**	**	**	**	54%	52%	**	**	**	**	**	55%	**	**	**	**
AT LEAST ONCE A MONTH	**	**	**	**	45	149	**	**	**	**	**	142	**	**	**	**
	**	**	**	**	37%	32%	**	**	**	**	**	33%	**	**	**	**
AT LEAST ONCE A WEEK	**	**	**	**	22	95	**	**	**	**	**	85	**	**	**	**
	**	**	**	**	18%	20%	**	**	**	**	**	20%	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP12B (QP27B). SHOWCARD How often, if at all, do you listen to... Podcasts from non BBC radio stations e.g. The Frank Skinner Show, Heart Breakfast Show? (SINGLE CODE)

Base : Those who ever listen to podcasts

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d
Unweighted total	27	25	32	20
Effective Weighted Sample	21	22	27	16
Weighted total	19	25	25	19
At least daily	**	**	**	**
	**	**	**	**
At least weekly	**	**	**	**
	**	**	**	**
At least monthly	**	**	**	**
	**	**	**	**
Less than once a month	**	**	**	**
	**	**	**	**
Never	**	**	**	**
	**	**	**	**
Don't know	**	**	**	**
	**	**	**	**
EVER	**	**	**	**
	**	**	**	**
AT LEAST ONCE A MONTH	**	**	**	**
	**	**	**	**
AT LEAST ONCE A WEEK	**	**	**	**
	**	**	**	**

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP12C (QP27C). SHOWCARD How often, if at all, do you listen to... Podcasts made by newspapers or magazines e.g. The Guardian, The New York Times, The Economist? (SINGLE CODE)

Base : Those who ever listen to podcasts

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
	~a	~b	~c	~d		a	~b	~a	~b	~c	~d	e	~a	~b	~c	~d
Significance Level: 95%																
Unweighted total	93	43	21	64	169	582	58	78	15	8	18	510	52	2	5	5
Effective Weighted Sample	70	31	16	46	123	423	46	51	8	6	15	379	42	2	4	4
Weighted total	79	31	15	46	120	471	60	47	9	5	12	433	44	*	1	1
At least daily	**	**	**	**	4	19	**	**	**	**	**	11	**	**	**	**
	**	**	**	**	4%	4%	**	**	**	**	**	3%	**	**	**	**
At least weekly	**	**	**	**	9	40	**	**	**	**	**	41	**	**	**	**
	**	**	**	**	8%	8%	**	**	**	**	**	9%	**	**	**	**
At least monthly	**	**	**	**	13	48	**	**	**	**	**	47	**	**	**	**
	**	**	**	**	11%	10%	**	**	**	**	**	11%	**	**	**	**
Less than once a month	**	**	**	**	22	74	**	**	**	**	**	82	**	**	**	**
	**	**	**	**	18%	16%	**	**	**	**	**	19%	**	**	**	**
Never	**	**	**	**	70	280	**	**	**	**	**	242	**	**	**	**
	**	**	**	**	58%	60%	**	**	**	**	**	56%	**	**	**	**
Don't know	**	**	**	**	2	10	**	**	**	**	**	9	**	**	**	**
	**	**	**	**	1%	2%	**	**	**	**	**	2%	**	**	**	**
EVER	**	**	**	**	48	181	**	**	**	**	**	182	**	**	**	**
	**	**	**	**	40%	38%	**	**	**	**	**	42%	**	**	**	**
AT LEAST ONCE A MONTH	**	**	**	**	27	107	**	**	**	**	**	100	**	**	**	**
	**	**	**	**	22%	23%	**	**	**	**	**	23%	**	**	**	**
AT LEAST ONCE A WEEK	**	**	**	**	14	59	**	**	**	**	**	52	**	**	**	**
	**	**	**	**	11%	13%	**	**	**	**	**	12%	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP12C (QP27C). SHOWCARD How often, if at all, do you listen to... Podcasts made by newspapers or magazines e.g. The Guardian, The New York Times, The Economist? (SINGLE CODE)

Base : Those who ever listen to podcasts

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d
Unweighted total	27	25	32	20
Effective Weighted Sample	21	22	27	16
Weighted total	19	25	25	19
At least daily	**	**	**	**
	**	**	**	**
At least weekly	**	**	**	**
	**	**	**	**
At least monthly	**	**	**	**
	**	**	**	**
Less than once a month	**	**	**	**
	**	**	**	**
Never	**	**	**	**
	**	**	**	**
Don't know	**	**	**	**
	**	**	**	**
EVER	**	**	**	**
	**	**	**	**
AT LEAST ONCE A MONTH	**	**	**	**
	**	**	**	**
AT LEAST ONCE A WEEK	**	**	**	**
	**	**	**	**

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP12D (QP27D). SHOWCARD How often, if at all, do you listen to... Podcasts linked to TV programmes e.g. Strictly Come Dancing, Love Island? (SINGLE CODE)

Base : Those who ever listen to podcasts

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
	~a	~b	~c	~d		a	~b	~a	~b	~c	~d	e	~a	~b	~c	~d
Significance Level: 95%																
Unweighted total	93	43	21	64	169	582	58	78	15	8	18	510	52	2	5	5
Effective Weighted Sample	70	31	16	46	123	423	46	51	8	6	15	379	42	2	4	4
Weighted total	79	31	15	46	120	471	60	47	9	5	12	433	44	*	1	1
At least daily	**	**	**	**	1	14	**	**	**	**	**	7	**	**	**	**
	**	**	**	**	1%	3%	**	**	**	**	**	2%	**	**	**	**
At least weekly	**	**	**	**	13	38	**	**	**	**	**	36	**	**	**	**
	**	**	**	**	11%	8%	**	**	**	**	**	8%	**	**	**	**
At least monthly	**	**	**	**	13	44	**	**	**	**	**	48	**	**	**	**
	**	**	**	**	11%	9%	**	**	**	**	**	11%	**	**	**	**
Less than once a month	**	**	**	**	24	64	**	**	**	**	**	69	**	**	**	**
	**	**	**	**	20%	14%	**	**	**	**	**	16%	**	**	**	**
Never	**	**	**	**	67	303	**	**	**	**	**	265	**	**	**	**
	**	**	**	**	56%	64%	**	**	**	**	**	61%	**	**	**	**
Don't know	**	**	**	**	2	8	**	**	**	**	**	7	**	**	**	**
	**	**	**	**	1%	2%	**	**	**	**	**	2%	**	**	**	**
EVER	**	**	**	**	52	160	**	**	**	**	**	161	**	**	**	**
	**	**	**	**	43%	34%	**	**	**	**	**	37%	**	**	**	**
AT LEAST ONCE A MONTH	**	**	**	**	28	95	**	**	**	**	**	91	**	**	**	**
	**	**	**	**	23%	20%	**	**	**	**	**	21%	**	**	**	**
AT LEAST ONCE A WEEK	**	**	**	**	14	51	**	**	**	**	**	43	**	**	**	**
	**	**	**	**	12%	11%	**	**	**	**	**	10%	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP12D (QP27D). SHOWCARD How often, if at all, do you listen to... Podcasts linked to TV programmes e.g. Strictly Come Dancing, Love Island? (SINGLE CODE)

Base : Those who ever listen to podcasts

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d
Unweighted total	27	25	32	20
Effective Weighted Sample	21	22	27	16
Weighted total	19	25	25	19
At least daily	**	**	**	**
	**	**	**	**
At least weekly	**	**	**	**
	**	**	**	**
At least monthly	**	**	**	**
	**	**	**	**
Less than once a month	**	**	**	**
	**	**	**	**
Never	**	**	**	**
	**	**	**	**
Don't know	**	**	**	**
	**	**	**	**
EVER	**	**	**	**
	**	**	**	**
AT LEAST ONCE A MONTH	**	**	**	**
	**	**	**	**
AT LEAST ONCE A WEEK	**	**	**	**
	**	**	**	**

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP12E (QP27E). SHOWCARD How often, if at all, do you listen to... Other podcasts from the BBC but not originally broadcast on radio and not linked to TV programmes e.g. That Peter Crouch Podcast and You're Dead To Me? (SINGLE CODE)

Base : Those who ever listen to podcasts

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
	~a	~b	~c	~d		a	~b	~a	~b	~c	~d	e	~a	~b	~c	~d
Significance Level: 95%																
Unweighted total	93	43	21	64	169	582	58	78	15	8	18	510	52	2	5	5
Effective Weighted Sample	70	31	16	46	123	423	46	51	8	6	15	379	42	2	4	4
Weighted total	79	31	15	46	120	471	60	47	9	5	12	433	44	*	1	1
At least daily	**	**	**	**	3	20	**	**	**	**	**	15	**	**	**	**
	**	**	**	**	2%	4%	**	**	**	**	**	4%	**	**	**	**
At least weekly	**	**	**	**	20	67	**	**	**	**	**	65	**	**	**	**
	**	**	**	**	17%	14%	**	**	**	**	**	15%	**	**	**	**
At least monthly	**	**	**	**	14	69	**	**	**	**	**	56	**	**	**	**
	**	**	**	**	11%	15%	**	**	**	**	**	13%	**	**	**	**
Less than once a month	**	**	**	**	23	83	**	**	**	**	**	98	**	**	**	**
	**	**	**	**	19%	18%	**	**	**	**	**	23%	**	**	**	**
Never	**	**	**	**	56	220	**	**	**	**	**	190	**	**	**	**
	**	**	**	**	46%	47%	**	**	**	**	**	44%	**	**	**	**
Don't know	**	**	**	**	5	11	**	**	**	**	**	9	**	**	**	**
	**	**	**	**	4%	2%	**	**	**	**	**	2%	**	**	**	**
EVER	**	**	**	**	60	240	**	**	**	**	**	234	**	**	**	**
	**	**	**	**	50%	51%	**	**	**	**	**	54%	**	**	**	**
AT LEAST ONCE A MONTH	**	**	**	**	36	156	**	**	**	**	**	136	**	**	**	**
	**	**	**	**	30%	33%	**	**	**	**	**	31%	**	**	**	**
AT LEAST ONCE A WEEK	**	**	**	**	23	87	**	**	**	**	**	80	**	**	**	**
	**	**	**	**	19%	19%	**	**	**	**	**	19%	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP12E (QP27E). SHOWCARD How often, if at all, do you listen to... Other podcasts from the BBC but not originally broadcast on radio and not linked to TV programmes e.g. That Peter Crouch Podcast and You're Dead To Me? (SINGLE CODE)

Base : Those who ever listen to podcasts

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d
Unweighted total	27	25	32	20
Effective Weighted Sample	21	22	27	16
Weighted total	19	25	25	19
At least daily	**	**	**	**
	**	**	**	**
At least weekly	**	**	**	**
	**	**	**	**
At least monthly	**	**	**	**
	**	**	**	**
Less than once a month	**	**	**	**
	**	**	**	**
Never	**	**	**	**
	**	**	**	**
Don't know	**	**	**	**
	**	**	**	**
EVER	**	**	**	**
	**	**	**	**
AT LEAST ONCE A MONTH	**	**	**	**
	**	**	**	**
AT LEAST ONCE A WEEK	**	**	**	**
	**	**	**	**

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP12F (QP27F). SHOWCARD How often, if at all, do you listen to... Podcasts that also have video versions e.g. TED Talks? (SINGLE CODE)

Base : Those who ever listen to podcasts

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
	~a	~b	~c	~d		a	~b	~a	~b	~c	~d	e	~a	~b	~c	~d
Significance Level: 95%																
Unweighted total	93	43	21	64	169	582	58	78	15	8	18	510	52	2	5	5
Effective Weighted Sample	70	31	16	46	123	423	46	51	8	6	15	379	42	2	4	4
Weighted total	79	31	15	46	120	471	60	47	9	5	12	433	44	*	1	1
At least daily	**	**	**	**	2	13	**	**	**	**	**	11	**	**	**	**
	**	**	**	**	1%	3%	**	**	**	**	**	3%	**	**	**	**
At least weekly	**	**	**	**	9	36	**	**	**	**	**	36	**	**	**	**
	**	**	**	**	8%	8%	**	**	**	**	**	8%	**	**	**	**
At least monthly	**	**	**	**	18	74	**	**	**	**	**	66	**	**	**	**
	**	**	**	**	15%	16%	**	**	**	**	**	15%	**	**	**	**
Less than once a month	**	**	**	**	16	78	**	**	**	**	**	84	**	**	**	**
	**	**	**	**	14%	16%	**	**	**	**	**	19%	**	**	**	**
Never	**	**	**	**	71	258	**	**	**	**	**	223	**	**	**	**
	**	**	**	**	59%	55%	**	**	**	**	**	52%	**	**	**	**
Don't know	**	**	**	**	4	12	**	**	**	**	**	13	**	**	**	**
	**	**	**	**	3%	3%	**	**	**	**	**	3%	**	**	**	**
EVER	**	**	**	**	45	200	**	**	**	**	**	197	**	**	**	**
	**	**	**	**	38%	43%	**	**	**	**	**	45%	**	**	**	**
AT LEAST ONCE A MONTH	**	**	**	**	29	123	**	**	**	**	**	113	**	**	**	**
	**	**	**	**	24%	26%	**	**	**	**	**	26%	**	**	**	**
AT LEAST ONCE A WEEK	**	**	**	**	11	49	**	**	**	**	**	47	**	**	**	**
	**	**	**	**	9%	10%	**	**	**	**	**	11%	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP12F (QP27F). SHOWCARD How often, if at all, do you listen to... Podcasts that also have video versions e.g. TED Talks? (SINGLE CODE)

Base : Those who ever listen to podcasts

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d
Unweighted total	27	25	32	20
Effective Weighted Sample	21	22	27	16
Weighted total	19	25	25	19
At least daily	**	**	**	**
	**	**	**	**
At least weekly	**	**	**	**
	**	**	**	**
At least monthly	**	**	**	**
	**	**	**	**
Less than once a month	**	**	**	**
	**	**	**	**
Never	**	**	**	**
	**	**	**	**
Don't know	**	**	**	**
	**	**	**	**
EVER	**	**	**	**
	**	**	**	**
AT LEAST ONCE A MONTH	**	**	**	**
	**	**	**	**
AT LEAST ONCE A WEEK	**	**	**	**
	**	**	**	**

Columns Tested: a,b,c,d

Any break column with 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 PODCAST FREQUENCY OF LISTENING FROM QP27A-QP27F

Base : Those who ever listen to podcasts

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	~a	~b	~c	~d		a	~b	~a	~b	~c	~d	e	~a	~b	~c	~d
Unweighted total	93	43	21	64	169	582	58	78	15	8	18	510	52	2	5	5
Effective Weighted Sample	70	31	16	46	123	423	46	51	8	6	15	379	42	2	4	4
Weighted total	79	31	15	46	120	471	60	47	9	5	12	433	44	*	1	1
USE ANY AT LEAST DAILY	**	**	**	**	15	57	**	**	**	**	**	43	**	**	**	**
	**	**	**	**	12%	12%	**	**	**	**	**	10%	**	**	**	**
USE ANY AT LEAST WEEKLY	**	**	**	**	51	213	**	**	**	**	**	194	**	**	**	**
	**	**	**	**	42%	45%	**	**	**	**	**	45%	**	**	**	**
USE ANY EVER	**	**	**	**	105	422	**	**	**	**	**	393	**	**	**	**
	**	**	**	**	87%	90%	**	**	**	**	**	91%	**	**	**	**
DO NOT USE ANY	**	**	**	**	15	49	**	**	**	**	**	40	**	**	**	**
	**	**	**	**	13%	10%	**	**	**	**	**	9%	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 PODCAST FREQUENCY OF LISTENING FROM QP27A-QP27F

Base : Those who ever listen to podcasts

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d
Unweighted total	27	25	32	20
Effective Weighted Sample	21	22	27	16
Weighted total	19	25	25	19
USE ANY AT LEAST DAILY	**	**	**	**
	**	**	**	**
USE ANY AT LEAST WEEKLY	**	**	**	**
	**	**	**	**
USE ANY EVER	**	**	**	**
	**	**	**	**
DO NOT USE ANY	**	**	**	**
	**	**	**	**

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP13 (QP28). SHOWCARD Which of the following types of podcast do you listen to? (MULTI CODE)

Base : Those who ever listen to podcasts

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
	~a	~b	~c	~d		a	~b	~a	~b	~c	~d	e	~a	~b	~c	~d
Significance Level: 95%																
Unweighted total	93	43	21	64	169	582	58	78	15	8	18	510	52	2	5	5
Effective Weighted Sample	70	31	16	46	123	423	46	51	8	6	15	379	42	2	4	4
Weighted total	79	31	15	46	120	471	60	47	9	5	12	433	44	*	1	1
Entertainment	**	**	**	**	44	194	**	**	**	**	**	180	**	**	**	**
	**	**	**	**	36%	41%	**	**	**	**	**	42%	**	**	**	**
Comedy	**	**	**	**	46	225	**	**	**	**	**	202	**	**	**	**
	**	**	**	**	38%	48%	**	**	**	**	**	47%	**	**	**	**
Music	**	**	**	**	43	159	**	**	**	**	**	146	**	**	**	**
	**	**	**	**	36%	34%	**	**	**	**	**	34%	**	**	**	**
News and Current Affairs	**	**	**	**	32	114	**	**	**	**	**	111	**	**	**	**
	**	**	**	**	27%	24%	**	**	**	**	**	26%	**	**	**	**
Sports	**	**	**	**	32	125	**	**	**	**	**	110	**	**	**	**
	**	**	**	**	27%	27%	**	**	**	**	**	25%	**	**	**	**
Health and Wellbeing	**	**	**	**	20	118	**	**	**	**	**	123	**	**	**	**
	**	**	**	**	16%	25%	**	**	**	**	**	28%	**	**	**	**
Education	**	**	**	**	18	111	**	**	**	**	**	112	**	**	**	**
	**	**	**	**	15%	24%	**	**	**	**	**	26%	**	**	**	**
Discussion and Talk Shows	**	**	**	**	27	116	**	**	**	**	**	107	**	**	**	**
	**	**	**	**	22%	25%	**	**	**	**	**	25%	**	**	**	**
Arts or music discussion	**	**	**	**	22	112	**	**	**	**	**	107	**	**	**	**
	**	**	**	**	19%	24%	**	**	**	**	**	25%	**	**	**	**
Politics	**	**	**	**	24	90	**	**	**	**	**	86	**	**	**	**
	**	**	**	**	20%	19%	**	**	**	**	**	20%	**	**	**	**
Fiction/ Drama	**	**	**	**	19	83	**	**	**	**	**	81	**	**	**	**
	**	**	**	**	16%	18%	**	**	**	**	**	19%	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP13 (QP28). SHOWCARD Which of the following types of podcast do you listen to? (MULTI CODE)

Base : Those who ever listen to podcasts

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
	~a	~b	~c	~d		a	~b	~a	~b	~c	~d	e	~a	~b	~c	~d
Significance Level: 95%																
Unweighted total	93	43	21	64	169	582	58	78	15	8	18	510	52	2	5	5
Effective Weighted Sample	70	31	16	46	123	423	46	51	8	6	15	379	42	2	4	4
Weighted total	79	31	15	46	120	471	60	47	9	5	12	433	44	*	1	1
Science and Technology	**	**	**	**	13	65	**	**	**	**	**	66	**	**	**	**
	**	**	**	**	11%	14%	**	**	**	**	**	15%	**	**	**	**
Food	**	**	**	**	12	68	**	**	**	**	**	68	**	**	**	**
	**	**	**	**	10%	14%	**	**	**	**	**	16%	**	**	**	**
Business	**	**	**	**	5	66	**	**	**	**	**	70	**	**	**	**
	**	**	**	**	4%	14%	**	**	**	**	**	16%	**	**	**	**
TV and Film	**	**	**	**	16	72	**	**	**	**	**	63	**	**	**	**
	**	**	**	**	13%	15%	**	**	**	**	**	15%	**	**	**	**
Society and Culture	**	**	**	**	14	73	**	**	**	**	**	67	**	**	**	**
	**	**	**	**	11%	15%	**	**	**	**	**	16%	**	**	**	**
Travel	**	**	**	**	14	54	**	**	**	**	**	56	**	**	**	**
	**	**	**	**	12%	12%	**	**	**	**	**	13%	**	**	**	**
Hobbies	**	**	**	**	7	47	**	**	**	**	**	42	**	**	**	**
	**	**	**	**	6%	10%	**	**	**	**	**	10%	**	**	**	**
Professional Development	**	**	**	**	2	33	**	**	**	**	**	40	**	**	**	**
	**	**	**	**	2%	7%	**	**	**	**	**	9%	**	**	**	**
True Crime	**	**	**	**	9	46	**	**	**	**	**	37	**	**	**	**
	**	**	**	**	7%	10%	**	**	**	**	**	9%	**	**	**	**
Other	**	**	**	**	5	19	**	**	**	**	**	13	**	**	**	**
	**	**	**	**	4%	4%	**	**	**	**	**	3%	**	**	**	**
ANY TYPES	**	**	**	**	116	458	**	**	**	**	**	423	**	**	**	**
	**	**	**	**	96%	97%	**	**	**	**	**	98%	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP13 (QP28). SHOWCARD Which of the following types of podcast do you listen to? (MULTI CODE)

Base : Those who ever listen to podcasts

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	~a	~b	~c	~d		a	~b	~a	~b	~c	~d	e	~a	~b	~c	~d
Unweighted total	93	43	21	64	169	582	58	78	15	8	18	510	52	2	5	5
Effective Weighted Sample	70	31	16	46	123	423	46	51	8	6	15	379	42	2	4	4
Weighted total	79	31	15	46	120	471	60	47	9	5	12	433	44	*	1	1
Don't know	**	**	**	**	5	12	**	**	**	**	**	10	**	**	**	**
	**	**	**	**	4%	3%	**	**	**	**	**	2%	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP13 (QP28). SHOWCARD Which of the following types of podcast do you listen to? (MULTI CODE)

Base : Those who ever listen to podcasts

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d
Unweighted total	27	25	32	20
Effective Weighted Sample	21	22	27	16
Weighted total	19	25	25	19
Entertainment	**	**	**	**
	**	**	**	**
Comedy	**	**	**	**
	**	**	**	**
Music	**	**	**	**
	**	**	**	**
News and Current Affairs	**	**	**	**
	**	**	**	**
Sports	**	**	**	**
	**	**	**	**
Health and Wellbeing	**	**	**	**
	**	**	**	**
Education	**	**	**	**
	**	**	**	**
Discussion and Talk Shows	**	**	**	**
	**	**	**	**
Arts or music discussion	**	**	**	**
	**	**	**	**
Politics	**	**	**	**
	**	**	**	**
Fiction/ Drama	**	**	**	**
	**	**	**	**
Science and Technology	**	**	**	**
	**	**	**	**

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP13 (QP28). SHOWCARD Which of the following types of podcast do you listen to? (MULTI CODE)

Base : Those who ever listen to podcasts

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d
Unweighted total	27	25	32	20
Effective Weighted Sample	21	22	27	16
Weighted total	19	25	25	19
Food	**	**	**	**
	**	**	**	**
Business	**	**	**	**
	**	**	**	**
TV and Film	**	**	**	**
	**	**	**	**
Society and Culture	**	**	**	**
	**	**	**	**
Travel	**	**	**	**
	**	**	**	**
Hobbies	**	**	**	**
	**	**	**	**
Professional Development	**	**	**	**
	**	**	**	**
True Crime	**	**	**	**
	**	**	**	**
Other	**	**	**	**
	**	**	**	**
ANY TYPES	**	**	**	**
	**	**	**	**
Don't know	**	**	**	**
	**	**	**	**

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH1 (QH86). How many TV sets are used by anyone in your household?

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
One TV set	152 36%	129 43%	151 56% abd	280 49% a	488 46%	855 38%	142 56% a	218 44% e	37 45%	46 44%	96 48% e	715 39%	232 49%	26 53%	14 44%	7 42%
Two TV sets	153 37% cd	99 33%	75 28%	173 30%	312 29%	725 32%	68 27%	149 30%	23 28%	34 33%	62 31%	591 32%	143 30%	16 33%	7 23%	6 37% c
Three or more TV sets	107 26% cd	71 23% c	42 16%	113 20%	241 23%	643 28% b	35 14%	113 23%	21 26%	24 23%	39 19%	509 27% ad	92 19%	7 14%	10 32% ab	4 21%
ANY TV SETS	412 99%	298 99%	268 99%	566 99%	1041 98%	2223 98%	245 96%	480 98%	81 99%	103 100%	197 98%	1814 98%	468 99%	49 99%	32 99%	17 100%
None – no-one watches a TV set in the household	5 1%	4 1%	2 1%	6 1%	24 2%	43 2%	10 4%	12 2%	1 1%	* *%	4 2%	37 2%	6 1%	* 1%	* 1%	- -%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH1 (QH86). How many TV sets are used by anyone in your household?

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
One TV set	105	128	99	133
	50%	49%	44%	53%
				c
Two TV sets	66	77	74	69
	31%	29%	33%	28%
Three or more TV sets	39	53	47	45
	18%	20%	21%	18%
ANY TV SETS	210	258	220	247
	99%	98%	99%	99%
None – no-one watches a TV set in the household	2	4	2	4
	1%	2%	1%	1%

Columns Tested: a,b,c,d

Any break column with 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

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN-ORITY GROUP	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	MALE	FEMALE	ABC1	C2DE
	~a	~b	~c	~d		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~a	~b	~c	~d
Significance Level: 95%																			
Unweighted total	7	13	5	18	41	67	11	22	2	1	8	50	11	3	4	4	7	5	6
Effective Weighted Sample	5	8	3	12	30	48	9	14	1	1	6	39	10	3	4	4	7	5	6
Weighted total	5	4	2	6	24	43	10	12	1	*	4	37	6	*	*	2	4	2	4
Not interested in watching TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't want to pay the TV Licence	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Busy with other interests	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't afford to pay the TV Licence	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Have a paid subscription to an online TV or video streaming service (e.g. Netflix, Amazon Prime, NOW TV) which I watch on another device (not a TV set)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Watch other types of online TV/ video on another device (not a TV set)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Recently moved home	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c - a,b,c,d

Any break column with 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

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN-ORITY GROUP	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	MALE	FEMALE	ABC1	C2DE
	~a	~b	~c	~d		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~a	~b	~c	~d
Significance Level: 95%																			
Unweighted total	7	13	5	18	41	67	11	22	2	1	8	50	11	3	4	4	7	5	6
Effective Weighted Sample	5	8	3	12	30	48	9	14	1	1	6	39	10	3	4	4	7	5	6
Weighted total	5	4	2	6	24	43	10	12	1	*	4	37	6	*	*	2	4	2	4
Too expensive to buy and install	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't afford to replace broken TV set	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't want the children to watch TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Live in a rented property	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ANY INVOLUNTARY REASONS	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ANY VOLUNTARY REASONS	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ONLY VOLUNTARY REASONS	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c - a,b,c,d

Any break column with 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

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	599	524	510	1034	1811	3422	242	834	141	175	335	2564	648	125	157	104
Effective Weighted Sample	410	341	327	667	1219	2319	193	569	90	123	249	1772	508	68	97	86
Weighted total	412	298	268	566	1041	2223	245	480	81	103	197	1814	468	49	32	17
Yes, the main TV in the household is an HDTV set or HD ready	341	217	158	375	725	1778	195	316	49	66	124	1515	317	30	21	7
	83%	73%	59%	66%	70%	80%	80%	66%	61%	65%	63%	84%	68%	60%	65%	43%
	bcd	cd		c								abcd	d	d	d	
No	45	53	68	121	202	286	31	114	23	24	45	186	96	13	7	5
	11%	18%	25%	21%	19%	13%	13%	24%	28%	24%	23%	10%	21%	26%	21%	32%
		a	ab	a				e	e	e	e					a
Don't know	26	29	42	70	113	159	19	50	8	12	28	113	54	7	5	4
	6%	10%	16%	12%	11%	7%	8%	10%	11%	12%	14%	6%	12%	14%	14%	25%
			ab	a				e		e	e					a

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	321	327	298	350
Effective Weighted Sample	248	263	243	265
Weighted total	210	258	220	247
Yes, the main TV in the household is an HDTV set or HD ready	145 69%	172 67%	164 75% d	153 62%
No	47 22%	50 19%	36 16%	60 24% c
Don't know	18 9%	36 14% a	20 9%	34 14%

Columns Tested: a,b,c,d

Any break column with 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 (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 TV? (SINGLE CODE)

Base : Those whose main TV set is an HDTV or HD-ready

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	~b	c	d	e	a	~b	c	~d
Unweighted total	474	363	270	633	1208	2647	188	529	80	101	199	2096	410	76	103	44
Effective Weighted Sample	326	240	176	416	822	1795	149	361	54	75	148	1444	328	39	64	37
Weighted total	341	217	158	375	725	1778	195	316	49	66	124	1515	317	30	21	7
Yes, the main TV in the household is an UHDTV set or UHD ready	177	108	62	170	341	902	82	154	**	38	56	747	147	**	8	**
	52%	50%	39%	45%	47%	51%	42%	49%	**	57%	45%	49%	46%	**	39%	**
	c	c				b										
No	136	84	78	162	307	694	96	127	**	23	54	622	137	**	9	**
	40%	39%	49%	43%	42%	39%	49%	40%	**	35%	43%	41%	43%	**	46%	**
			ab				a									
Don't know	28	25	18	43	77	183	17	35	**	5	14	146	33	**	3	**
	8%	12%	11%	11%	11%	10%	9%	11%	**	8%	11%	10%	10%	**	15%	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (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 TV? (SINGLE CODE)

Base : Those whose main TV set is an HDTV or HD-ready

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	212	198	206	204
Effective Weighted Sample	169	163	171	157
Weighted total	145	172	164	153
Yes, the main TV in the household is an UHDTV set or UHD ready	74	73	75	72
	51%	43%	46%	47%
No	63	74	68	69
	43%	43%	41%	45%
Don't know	9	24	21	12
	6%	14%	13%	8%
		a	a	

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH5 (QH74). Although you have an Ultra HD (4K) ready TV set, to actually watch TV channels and programmes that are broadcast in ultra high definition, you need a TV service or an on-demand service that provides Ultra HD or 4K content. For the main TV set, does your household have an Ultra HD or 4K service? (SINGLE CODE)

Base : Those whose main TV set is a UHDTV set or UHD-ready

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	~b	a	~b	~c	~d	e	a	~b	~c	~d
Unweighted total	252	184	106	290	560	1362	81	263	45	54	89	1049	198	28	41	23
Effective Weighted Sample	168	122	69	191	381	911	63	175	34	42	65	705	155	14	26	20
Weighted total	177	108	62	170	341	902	82	154	27	38	56	747	147	11	8	4
Yes, the main TV in the household has a UHD/ 4K service	125 71% bcd	58 54%	36 57%	94 55%	214 63%	635 70%	** **	97 63%	** **	** **	** **	537 72% a	80 54%	** **	** **	** **
No	32 18%	33 31% a	17 28%	51 30% a	86 25%	177 20%	** **	28 18%	** **	** **	** **	148 20%	46 31%	** **	** **	** **
Don't know	20 11%	16 15%	9 15%	25 15%	40 12%	90 10%	** **	29 19% e	** **	** **	** **	63 8%	22 15%	** **	** **	** **

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH5 (QH74). Although you have an Ultra HD (4K) ready TV set, to actually watch TV channels and programmes that are broadcast in ultra high definition, you need a TV service or an on-demand service that provides Ultra HD or 4K content. For the main TV set, does your household have an Ultra HD or 4K service? (SINGLE CODE)

Base : Those whose main TV set is a UHDTV set or UHD-ready

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	~b	c	~d
Unweighted total	109	89	101	97
Effective Weighted Sample	86	70	83	72
Weighted total	74	73	75	72
Yes, the main TV in the household has a UHD/ 4K service	41	**	43	**
	56%	**	58%	**
No	26	**	19	**
	35%	**	26%	**
Don't know	6	**	13	**
	8%	**	17%	**

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH6A (QH87A). SHOWCARD Which of these TV services does anyone in your household ever use to watch programmes, films or other video content? Please think about watching on any type of device (EXAMPLES GIVEN). Please also think about watching while away from home, perhaps when travelling. (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
TV SERVICES																
Freeview or Freeview Play	183 44%	147 49%	155 57% ab	301 53% a	487 46%	909 40% b	58 23%	241 49% e	42 51% e	48 47% e	98 49% e	663 36%	256 54% d	24 49% d	16 49% d	6 33%
Sky TV (with a monthly subscription)	131 31% c	84 28%	66 24%	149 26%	293 28%	740 33%	75 30%	135 27%	20 25%	33 32%	57 28%	622 34% a	117 25%	18 37% ad	10 32%	4 21%
Virgin Media (cable TV subscription)	68 16% cd	37 12%	24 9%	61 11%	121 11%	325 14%	42 17%	49 10%	8 10%	9 9%	23 11%	291 16% ac	56 12% c	3 6%	1 4%	1 8%
BT TV	39 9% c	22 7%	15 5%	36 6%	62 6%	182 8%	16 6%	28 6%	7 8%	4 4%	11 5%	153 8% a	30 6%	1 3%	2 8%	2 13% ab
TalkTalk TV/ EE TV/ YouView/ Plusnet TV	11 3%	16 5%	10 4%	25 4%	44 4%	101 4%	15 6%	21 4%	5 6%	2 2%	6 3%	91 5%	23 5%	- -%	2 5% b	* 1%
Freesat/ Sky TV (free service, no subscription)	23 6% cd	10 3%	7 2%	16 3%	35 3%	97 4%	13 5%	27 6%	2 3%	8 8% de	6 3%	73 4%	14 3%	2 4%	1 3%	* 1%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH6A (QH87A). SHOWCARD Which of these TV services does anyone in your household ever use to watch programmes, films or other video content? Please think about watching on any type of device (EXAMPLES GIVEN). Please also think about watching while away from home, perhaps when travelling. (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
BROADCASTER VOD SERVICES																
BBC iPlayer	198 47% bcd	118 39% cd	41 15% c	160 28% c	317 30%	1009 45% b	94 37%	160 33% d	25 31%	29 28%	52 26%	883 48% abcd	135 29% d	12 25%	9 30% d	2 13%
ITV Hub or STV Player (free)	143 34% bcd	83 28% cd	29 11% c	112 20% c	228 21%	758 33% b	58 23%	119 24%	20 25%	20 19%	39 19%	656 35% abcd	94 20%	8 16%	9 27% d	2 13%
All 4 (free)	87 21% cd	49 16% cd	15 6% c	64 11% c	147 14%	530 23%	50 20%	76 15%	13 16%	12 11%	21 11%	470 25% abcd	55 12%	4 8%	4 13%	1 9%
My5	70 17% bcd	30 10% c	13 5%	44 8%	103 10%	355 16%	34 13%	63 13%	11 13%	11 10%	19 9%	316 17% acd	37 8%	2 3%	4 13% b	1 6%
ITV Hub+ (premium paid service with no ad's)	14 3% bcd	1 *% c	3 1%	4 1%	14 1%	63 3%	5 2%	12 2%	2 2%	4 4%	5 2%	56 3%	3 1%	- -%	1 2%	- -%
All 4+ (premium paid service with no ad's)	8 2%	3 1%	2 1%	4 1%	11 1%	49 2%	1 *% c	6 1%	2 2%	1 1%	2 1%	42 2%	4 1%	- -%	* 1%	* 1%
SUBSCRIPTION VOD SERVICES																
Netflix	146 35% bcd	72 24% cd	17 6%	89 16% c	274 26%	964 43%	111 44%	133 27% d	20 24%	30 29% d	36 18%	867 47% abcd	73 15%	8 17%	6 20%	2 12%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH6A (QH87A). SHOWCARD Which of these TV services does anyone in your household ever use to watch programmes, films or other video content? Please think about watching on any type of device (EXAMPLES GIVEN). Please also think about watching while away from home, perhaps when travelling. (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
Amazon Prime	103 25% bcd	35 11% cd	9 3%	43 8% c	122 11%	538 24%	54 21%	89 18%	15 18%	16 15%	27 13%	468 25% acd	37 8%	2 4%	4 13% d	* 2%
NOW TV	28 7% bcd	10 3%	4 1%	14 3%	56 5%	173 8%	12 5%	27 5%	6 7%	4 4%	8 4%	150 8% ad	12 3%	- -%	2 6% b	* 2%
Apple TV+	9 2% cd	3 1%	1 *%	4 1%	12 1%	44 2%	5 2%	6 1%	1 1%	2 2%	3 2%	38 2%	4 1%	- -%	- -%	- -%
Eurosport Player	6 1%	2 1%	1 *%	4 1%	7 1%	28 1%	- -%	4 1%	- -%	1 1%	2 1%	21 1%	3 1%	- -%	* 1%	- -%
Disney Life	3 1%	* *%	* *%	1 *%	4 *%	20 1%	4 1%	3 1%	1 1%	1 1%	1 *%	19 1%	- -%	- -%	1 2% a	- -%
Hayu	2 *%	- -%	- -%	- -%	2 *%	13 1%	1 *%	1 *%	* *%	- -%	1 *%	11 1%	- -%	- -%	- -%	- -%
Britbox	* *%	- -%	- -%	- -%	1 *%	5 *%	1 *%	- -%	- -%	- -%	- -%	6 *%	- -%	- -%	- -%	- -%
YOUTUBE SERVICES																
YouTube (standard, no subscription charge)	155 37% bcd	75 25% cd	21 8%	97 17% c	313 29%	996 44%	158 62% a	153 31% d	24 30%	24 24%	46 23%	924 50% abcd	80 17%	9 17%	6 19%	2 13%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH6A (QH87A). SHOWCARD Which of these TV services does anyone in your household ever use to watch programmes, films or other video content? Please think about watching on any type of device (EXAMPLES GIVEN). Please also think about watching while away from home, perhaps when travelling. (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
YouTube Premium (monthly subscription, ad free)	5 1% c	2 1%	- -%	2 *%	8 1%	23 1%	- -%	4 1%	- -%	2 2%	1 *%	13 1%	2 *%	- -%	- -%	* 1%
Any other services	- -%	1 *%	1 *%	1 *%	4 *%	6 *%	2 1%	2 1%	- -%	- -%	2 1%	6 *%	1 *%	- -%	- -%	- -%
None of these	13 3%	23 7% a	23 8% a	45 8% a	70 7%	98 4%	7 3%	37 8% e	8 10% e	10 9% e	17 9% e	59 3%	35 7%	2 4%	4 14% ab	4 21% ab
Don't know	* *%	2 1%	1 *%	3 1%	5 *%	6 *%	5 2% a	1 *%	* *%	* *%	1 *%	8 *%	3 1%	- -%	- -%	* 1%
ANY TV SERVICES	384 92%	270 89%	245 91%	515 90%	927 87%	2023 89% b	212 83%	430 87%	73 89%	90 87%	176 87%	1649 89%	431 91% cd	45 91% d	27 83%	13 73%
TRADITIONAL PAID TV SERVICES	238 57% cd	153 51% c	113 42%	266 46%	506 47%	1301 57%	147 58%	223 45%	38 47%	47 46%	92 46%	1126 61% abcd	222 47%	22 45%	15 46%	7 41%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH6A (QH87A). SHOWCARD Which of these TV services does anyone in your household ever use to watch programmes, films or other video content? Please think about watching on any type of device (EXAMPLES GIVEN). Please also think about watching while away from home, perhaps when travelling. (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
TRADITIONAL FREE TV SERVICES	196 47%	151 50%	158 59% ab	309 54% a	510 48%	969 43% b	70 28%	254 52% e	43 52% e	55 53% e	101 50% e	715 39%	262 55% d	25 51% d	16 50% d	6 34%
ANY BROADCASTER VOD SERVICES	208 50% bcd	124 41% cd	44 16%	168 29% c	342 32%	1077 48% b	100 39%	169 34% d	27 33%	31 30%	53 26%	938 51% abcd	141 30% d	14 27% d	11 35% d	2 14%
FREE CATCH-UP SERVICES	207 50% bcd	124 41% cd	44 16%	168 29% c	341 32%	1074 47% b	100 39%	169 34% d	27 33%	31 30%	53 26%	936 51% abcd	141 30% d	14 27% d	11 35% d	2 14%
ANY SUBSCRIPTION VOD SERVICES	182 44% bcd	90 30% cd	25 9%	115 20% c	328 31%	1104 49%	120 47%	163 33% d	26 32%	34 33% d	46 23%	978 53% abcd	96 20%	8 17%	9 27% d	2 14%
ANY YOUTUBE SERVICES	158 38% bcd	77 26% cd	21 8%	99 17% c	320 30%	1011 45%	158 62% a	156 32% d	24 30%	26 25%	47 23%	934 50% abcd	82 17%	9 17%	6 19%	2 14%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH6A (QH87A). SHOWCARD Which of these TV services does anyone in your household ever use to watch programmes, films or other video content? Please think about watching on any type of device (EXAMPLES GIVEN). Please also think about watching while away from home, perhaps when travelling. (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
ANY SERVICES	404	277	247	524	991	2162	242	454	73	93	183	1784	436	47	28	13
	97% bcd	92%	91%	92%	93%	95%	95%	92%	90%	90%	91%	96% abcd	92% d	96% cd	86%	77%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH6A (QH87A). SHOWCARD Which of these TV services does anyone in your household ever use to watch programmes, films or other video content? Please think about watching on any type of device (EXAMPLES GIVEN). Please also think about watching while away from home, perhaps when travelling. (MULTI CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
TV SERVICES				
Freeview or Freeview Play	113 54%	142 54%	125 56%	130 52%
Sky TV (with a monthly subscription)	51 24%	66 25%	58 26%	59 23%
Virgin Media (cable TV subscription)	29 14%	26 10%	21 10%	34 14%
BT TV	13 6%	17 7%	16 7%	14 6%
TalkTalk TV/ EE TV/ YouView/ Plusnet TV	12 6%	11 4%	13 6%	10 4%
Freesat/ Sky TV (free service, no subscription)	6 3%	8 3%	10 5%	3 1%
			d	
BROADCASTER VOD SERVICES				
BBC iPlayer	61 29% d	75 28% d	89 40% abd	46 19%
ITV Hub or STV Player (free)	44 21% d	50 19%	61 27% bd	33 13%

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH6A (QH87A). SHOWCARD Which of these TV services does anyone in your household ever use to watch programmes, films or other video content? Please think about watching on any type of device (EXAMPLES GIVEN). Please also think about watching while away from home, perhaps when travelling. (MULTI CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
All 4 (free)	24	31	41	14
	11%	12%	18%	6%
	d	d	abd	
My5	15	22	23	14
	7%	8%	10%	6%
			d	
ITV Hub+ (premium paid service with no ad's)	2	1	1	2
	1%	*%	1%	1%
All 4+ (premium paid service with no ad's)	2	2	2	2
	1%	1%	1%	1%
SUBSCRIPTION VOD SERVICES				
Netflix	31	41	49	23
	15%	16%	22%	9%
	d	d	ad	
Amazon Prime	20	17	28	9
	10%	6%	12%	4%
	d		bd	
NOW TV	4	8	9	3
	2%	3%	4%	1%
Apple TV+	2	2	4	-
	1%	1%	2%	-%
			d	
Eurosport Player	3	-	1	3
	2%	-%	*%	1%
	b			

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH6A (QH87A). SHOWCARD Which of these TV services does anyone in your household ever use to watch programmes, films or other video content? Please think about watching on any type of device (EXAMPLES GIVEN). Please also think about watching while away from home, perhaps when travelling. (MULTI CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
Disney Life	- -%	- -%	- -%	- -%
Hayu	- -%	- -%	- -%	- -%
Britbox	- -%	- -%	- -%	- -%
YOUTUBE SERVICES				
YouTube (standard, no subscription charge)	41 19% d	39 15%	51 23% bd	28 11%
YouTube Premium (monthly subscription, ad free)	1 *%	1 *%	1 *%	1 *%
Any other services	1 *%	1 *%	1 *%	1 *%
None of these	16 7%	19 7%	15 7%	20 8%
Don't know	- -%	3 1%	1 1%	1 1%
ANY TV SERVICES	193 91%	238 91%	202 91%	228 91%

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH6A (QH87A). SHOWCARD Which of these TV services does anyone in your household ever use to watch programmes, films or other video content? Please think about watching on any type of device (EXAMPLES GIVEN). Please also think about watching while away from home, perhaps when travelling. (MULTI CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
TRADITIONAL PAID TV SERVICES	100 47%	121 46%	107 48%	115 46%
TRADITIONAL FREE TV SERVICES	115 55%	147 56%	130 59%	132 53%
ANY BROADCASTER VOD SERVICES	64 30% d	77 29% d	93 42% abd	48 19%
FREE CATCH-UP SERVICES	64 30% d	77 29% d	93 42% abd	48 19%
ANY SUBSCRIPTION VOD SERVICES	44 21% d	52 20% d	64 29% abd	32 13%
ANY YOUTUBE SERVICES	42 20% d	39 15%	52 24% bd	29 12%

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH6A (QH87A). SHOWCARD Which of these TV services does anyone in your household ever use to watch programmes, films or other video content? Please think about watching on any type of device (EXAMPLES GIVEN). Please also think about watching while away from home, perhaps when travelling. (MULTI CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
	a	b	c	d
Significance Level: 95%				
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
ANY SERVICES	196	240	207	229
	93%	92%	93%	91%

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH6B (QH87B). SHOWCARD And which of these TV services do you think you personally use the most? (SINGLE CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
TV SERVICES																
Sky TV (with a monthly subscription)	118 28%	75 25%	61 23%	136 24%	248 23%	609 27%	60 24%	114 23%	19 23%	29 29%	51 26%	514 28% a	107 23%	17 35% ad	9 27%	3 16%
Freeview or Freeview Play	118 28%	107 35% a	128 47% ab	235 41% a	361 34%	532 23% b	38 15%	174 35% e	30 36% e	35 34% e	76 38% e	360 19%	197 42% d	21 42%	12 37%	5 30%
Virgin Media (cable TV subscription)	55 13% c	33 11%	22 8%	55 10%	101 9%	242 11%	31 12%	42 9%	6 7%	9 9%	21 11%	211 11%	49 10%	3 6%	1 4%	1 6%
BT TV	19 5%	11 4%	12 4%	23 4%	37 4%	81 4%	15 6%	19 4%	5 6%	3 3%	9 4%	73 4%	20 4%	1 3%	1 2%	1 4%
TalkTalk TV/ EE TV/ YouView/ Plusnet TV	6 1%	10 3%	7 3%	17 3%	28 3%	57 2%	11 4%	10 2%	3 4%	2 2%	3 1%	57 3%	16 3%	- -%	1 2%	* 1%
Freesat/ Sky TV (free service, no subscription)	9 2%	5 2%	6 2%	11 2%	20 2%	41 2%	9 4%	15 3% e	2 3%	6 5% e	5 2%	28 2%	10 2%	1 3%	* 1%	* 1%
BROADCASTER VOD SERVICES																
BBC iPlayer	20 5% cd	9 3% c	1 1%	10 2%	16 2%	77 3%	5 2%	13 3%	3 4% d	* *%	1 1%	65 4% d	8 2%	1 2%	* 1%	* 2%
Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d																

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH6B (QH87B). SHOWCARD And which of these TV services do you think you personally use the most? (SINGLE CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
NOW TV	2 *%	2 1%	- -%	2 *%	12 1%	23 1%	1 1%	4 1%	- -%	2 2%	1 1%	19 1%	2 *%	- -%	- -%	* 2% a
ITV Hub or STV Player (free)	2 1%	2 1%	- -%	2 *%	6 1%	14 1%	- -%	2 *%	- -%	- -%	1 *%	11 1%	1 *%	* 1%	1 2% a	* 2%
All 4 (free)	1 *%	1 *%	- -%	1 *%	4 *%	10 *%	1 *%	1 *%	- -%	- -%	* *%	8 *%	1 *%	- -%	- -%	- -%
My5	1 *%	* *%	- -%	* *%	1 *%	1 *%	- -%	1 *% e	1 1% e	- -%	* *%	- -%	- -%	* *%	- -%	- -%
ITV Hub+ (premium paid service with no ad's)	1 *%	- -%	- -%	- -%	- -%	1 *%	- -%	1 *%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%
All 4+ (premium paid service with no ad's)	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%
SUBSCRIPTION VOD SERVICES																
Netflix	29 7% cd	16 5% c	4 1%	19 3%	94 9%	315 14%	40 16%	33 7% d	3 4%	4 3%	4 2%	296 16% abcd	15 3%	2 4%	1 5%	1 8% a
Amazon Prime	9 2% d	3 1%	2 1%	4 1%	11 1%	36 2%	3 1%	6 1%	- -%	- -%	4 2%	31 2%	4 1%	* *%	* 1%	- -%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH6B (QH87B). SHOWCARD And which of these TV services do you think you personally use the most? (SINGLE CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
Hayu	- -%	- -%	- -%	- -%	- -%	2 *%	- -%	- -%	- -%	- -%	- -%	* *%	- -%	- -%	- -%	- -%
Apple TV+	- -%	- -%	- -%	- -%	- -%	1 *%	- -%	- -%	- -%	- -%	- -%	1 *%	- -%	- -%	- -%	- -%
Disney Life	- -%	- -%	- -%	- -%	- -%	1 *%	- -%	- -%	- -%	- -%	- -%	1 *%	- -%	- -%	- -%	- -%
Britbox	* *%	- -%	- -%	- -%	- -%	* *%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%
Eurosport Player	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%
YOUTUBE SERVICES																
YouTube (standard, no subscription charge)	9 2% cd	3 1%	1 *%	3 1%	37 3%	84 4%	25 10% a	12 2%	1 1%	3 3%	3 1%	83 4% ad	3 1%	- -%	* 1%	* 2%
YouTube Premium (monthly subscription, ad free)	- -%	- -%	- -%	- -%	2 *%	3 *%	- -%	1 *%	- -%	1 1% e	1 *%	1 *%	- -%	- -%	- -%	- -%
Any other services	- -%	1 *%	1 *%	1 *%	4 *%	2 *%	2 1% a	2 *%	- -%	- -%	2 1% e	3 *%	1 *%	- -%	- -%	- -%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH6B (QH87B). SHOWCARD And which of these TV services do you think you personally use the most? (SINGLE CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
None of these	16 4%	23 8%	25 9%	48 8%	75 7%	114 5%	8 3%	39 8%	8 10%	10 9%	18 9%	72 4%	37 8%	2 4%	4 14%	4 22%
		a	a	a				e	e	e	e				b	ab
Don't know	2 *%	3 1%	2 1%	4 1%	8 1%	18 1%	5 2%	2 *%	1 1%	* *%	1 *%	18 1%	3 1%	- -%	1 3%	1 4%
																a
ANY TV SERVICES	325 78%	240 80%	236 87%	476 83%	795 75%	1562 69%	163 64%	375 76%	65 79%	84 81%	165 82%	1242 67%	399 84%	44 88%	24 73%	10 58%
			ab	a				e	e	e	e		cd	cd	d	
TRADITIONAL PAID TV SERVICES	198 48%	128 42%	102 38%	230 40%	414 39%	989 44%	116 46%	186 38%	33 40%	43 42%	84 42%	854 46%	192 41%	22 44%	11 36%	5 28%
	cd											a	d	d		
TRADITIONAL FREE TV SERVICES	127 30%	112 37%	134 50%	246 43%	381 36%	573 25%	47 18%	189 38%	32 39%	40 39%	81 40%	388 21%	207 44%	22 45%	12 38%	5 31%
			abd	a		b		e	e	e	e		d			
ANY BROADCASTER VOD SERVICES	25 6%	12 4%	1 1%	13 2%	27 3%	103 5%	6 2%	17 3%	4 5%	* *%	2 1%	83 4%	10 2%	2 3%	1 3%	1 3%
	cd	c		c					cd			cd				

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH6B (QH87B). SHOWCARD And which of these TV services do you think you personally use the most? (SINGLE CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
FREE CATCH-UP SERVICES	24 6% cd	12 4% c	1 1%	13 2% c	27 3%	102 5%	6 2%	16 3%	4 5% cd	* *%	2 1%	83 4% cd	10 2%	2 3%	1 3%	1 3%
ANY SUBSCRIPTION VOD SERVICES	40 10% cd	20 7% c	5 2%	26 4% c	117 11%	379 17%	45 18%	43 9% d	3 4%	5 5%	10 5%	349 19% abcd	20 4%	2 4%	2 6%	2 10% a
ANY YOUTUBE SERVICES	9 2% cd	3 1%	1 *%	3 1%	39 4%	86 4%	25 10% a	14 3%	1 1%	4 4%	3 2%	84 5% d	3 1%	- -%	* 1%	* 2%
ANY SERVICES	399 96% bcd	276 91%	244 90%	520 91%	982 92%	2133 94%	241 95%	450 92%	73 89%	93 90%	182 91%	1761 95% abcd	434 92% cd	47 96% cd	27 83%	13 74%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH6B (QH87B). SHOWCARD And which of these TV services do you think you personally use the most? (SINGLE CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
TV SERVICES				
Sky TV (with a monthly subscription)	44 21%	63 24%	55 25%	52 21%
Freeview or Freeview Play	85 40%	112 43%	86 39%	111 44%
Virgin Media (cable TV subscription)	24 11%	26 10%	18 8%	31 12%
BT TV	8 4%	12 4%	12 5%	8 3%
TalkTalk TV/ EE TV/ YouView/ Plusnet TV	9 4%	7 3%	7 3%	9 3%
Freesat/ Sky TV (free service, no subscription)	5 2%	5 2%	7 3%	3 1%
BROADCASTER VOD SERVICES				
BBC iPlayer	6 3%	2 1%	6 3%	3 1%
NOW TV	- -%	2 1%	1 *%	1 *%
ITV Hub or STV Player (free)	- -%	1 *%	1 *%	- -%

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH6B (QH87B). SHOWCARD And which of these TV services do you think you personally use the most? (SINGLE CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
All 4 (free)	-	1	1	-
	-%	*%	*%	-%
My5	-	-	-	-
	-%	-%	-%	-%
ITV Hub+ (premium paid service with no ad's)	-	-	-	-
	-%	-%	-%	-%
All 4+ (premium paid service with no ad's)	-	-	-	-
	-%	-%	-%	-%
SUBSCRIPTION VOD SERVICES				
Netflix	8	7	8	7
	4%	3%	4%	3%
Amazon Prime	3	1	2	2
	2%	*%	1%	1%
Hayu	-	-	-	-
	-%	-%	-%	-%
Apple TV+	-	-	-	-
	-%	-%	-%	-%
Disney Life	-	-	-	-
	-%	-%	-%	-%
Britbox	-	-	-	-
	-%	-%	-%	-%
Eurosport Player	-	-	-	-
	-%	-%	-%	-%

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH6B (QH87B). SHOWCARD And which of these TV services do you think you personally use the most? (SINGLE CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
YOUTUBE SERVICES				
YouTube (standard, no subscription charge)	2	1	3	-
	1%	*%	1%	-%
YouTube Premium (monthly subscription, ad free)	-	-	-	-
	-%	-%	-%	-%
Any other services	1	1	1	1
	*%	*%	*%	*%
None of these	17	21	15	23
	8%	8%	7%	9%
Don't know	-	3	1	1
	-%	1%	1%	1%
ANY TV SERVICES				
	175	224	185	214
	83%	86%	83%	85%
TRADITIONAL PAID TV SERVICES				
	85	107	92	100
	40%	41%	41%	40%
TRADITIONAL FREE TV SERVICES				
	90	117	93	114
	42%	45%	42%	45%

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH6B (QH87B). SHOWCARD And which of these TV services do you think you personally use the most? (SINGLE CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
	a	b	c	d
Significance Level: 95%				
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
ANY BROADCASTER VOD SERVICES	6 3%	4 1%	7 3%	3 1%
FREE CATCH-UP SERVICES	6 3%	4 1%	7 3%	3 1%
ANY SUBSCRIPTION VOD SERVICES	11 5%	9 3%	11 5%	9 4%
ANY YOUTUBE SERVICES	2 1%	1 *%	3 1%	- -%
ANY SERVICES	195 92%	239 91%	207 93%	227 90%

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUBSCRIPTION VOD OVERLAP

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
NETFLIX ONLY	62 15% cd	46 15% cd	12 5% c	58 10% c	169 16%	474 21%	58 23%	61 12%	8 9%	15 14%	17 8%	430 23% abcd	48 10%	6 13%	2 8%	2 9%
AMAZON PRIME ONLY	28 7% cd	12 4%	4 2%	16 3%	33 3%	100 4%	8 3%	22 4%	4 5%	2 2%	7 3%	81 4%	15 3%	* *%	1 4%	* 1%
NOW TV ONLY	4 1%	4 1%	1 *%	5 1%	15 1%	25 1%	- -%	2 *%	1 1%	- -%	* *%	23 1%	4 1%	- -%	* 1%	* 1%
NETFLIX AND AMAZON PRIME AND NOW TV	13 3% bcd	2 1%	1 *%	3 1%	22 2%	90 4%	4 2%	15 3%	3 4%	2 2%	4 2%	74 4%	3 1%	- -%	* 1%	- -%
NETFLIX AND NOW TV	10 2% cd	4 1%	1 *%	5 1%	17 2%	55 2%	8 3%	8 2%	1 2%	2 2%	2 1%	51 3%	4 1%	- -%	1 3% a	* 1%
NETFLIX AND AMAZON PRIME	60 14% bcd	20 7% c	3 1%	23 4% c	65 6%	345 15%	42 16%	50 10%	7 9%	11 11%	14 7%	311 17% abd	18 4%	2 4%	2 8%	* 1%
AMAZON PRIME AND NOW TV	1 *%	1 *%	1 *%	1 *%	2 *%	4 *%	- -%	2 1%	- -%	- -%	2 1% e	2 *%	1 *%	- -%	* 1%	- -%
OTHER OTT ONLY	2 1%	2 1%	2 1%	4 1%	5 *%	11 *%	1 *%	3 1%	1 1%	2 2% e	1 *%	6 *%	3 1%	- -%	1 2%	- -%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUBSCRIPTION VOD OVERLAP

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
NETFLIX ONLY	19	29	29	19
	9%	11%	13%	7%
			d	
AMAZON PRIME ONLY	9	6	10	5
	4%	2%	4%	2%
NOW TV ONLY	1	4	2	2
	*%	1%	1%	1%
NETFLIX AND AMAZON PRIME AND NOW TV	2	1	2	1
	1%	*%	1%	*%
NETFLIX AND NOW TV	1	3	3	1
	1%	1%	2%	*%
NETFLIX AND AMAZON PRIME	10	8	15	3
	5%	3%	7%	1%
	d		d	
AMAZON PRIME AND NOW TV	*	1	1	-
	*%	*%	*%	-%
OTHER OTT ONLY	3	-	1	2
	1%	-%	1%	1%

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH7 (QH93). Does your household pay to receive any sports channels from Sky Sports, BT Sport or any other paid sports channels? IF NECESSARY – This would include NOW TV Sports passes and BT Sport Monthly Passes. (SINGLE CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
Yes	92 22% bcd	47 16% c	27 10%	74 13%	139 13%	465 21%	45 18%	68 14%	11 14%	12 11%	23 11%	409 22% acd	64 14% d	5 11%	3 11%	1 6%
No	323 77%	251 83%	242 90% ab	493 86% a	915 86%	1780 79%	198 78%	422 86% e	71 86% e	91 89% e	178 89% e	1420 77%	405 85%	44 89%	28 89%	16 94% a
Don't know	2 *%	4 1%	1 *%	5 1%	12 1%	20 1%	12 5% a	2 *%	- -%	- -%	* *%	22 1%	5 1%	* 1%	* *%	- -%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH7 (QH93). Does your household pay to receive any sports channels from Sky Sports, BT Sport or any other paid sports channels? IF NECESSARY – This would include NOW TV Sports passes and BT Sport Monthly Passes. (SINGLE CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
Yes	39	25	34	30
	18%	10%	15%	12%
	bd		b	
No	171	234	186	219
	81%	89%	83%	87%
		a		
Don't know	1	4	3	2
	1%	1%	1%	1%

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH8A (QR1A). Does your household have Sky+? (SINGLE CODE)

Base : Those with Sky Satellite TV

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	~b	a	~b	~c	~d	e	a	~b	~c	~d
Unweighted total	203	145	118	263	499	1200	75	238	36	44	99	944	148	40	55	20
Effective Weighted Sample	138	94	75	169	333	780	59	162	25	37	70	617	121	22	34	18
Weighted total	131	84	66	149	293	740	75	135	20	33	57	622	117	18	10	4
Yes	75	51	33	83	156	443	**	78	**	**	**	373	64	**	**	**
	57%	61%	50%	56%	53%	60%	**	58%	**	**	**	60%	55%	**	**	**
No	53	30	29	60	127	277	**	49	**	**	**	232	48	**	**	**
	40%	36%	45%	40%	43%	37%	**	36%	**	**	**	37%	41%	**	**	**
Don't know	3	2	4	6	11	20	**	8	**	**	**	17	5	**	**	**
	2%	3%	6%	4%	4%	3%	**	6%	**	**	**	3%	4%	**	**	**
								e								

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH8A (QR1A). Does your household have Sky+? (SINGLE CODE)

Base : Those with Sky Satellite TV

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d
Unweighted total	71	77	72	76
Effective Weighted Sample	58	64	60	61
Weighted total	51	66	58	59
Yes	**	**	**	**
	**	**	**	**
No	**	**	**	**
	**	**	**	**
Don't know	**	**	**	**
	**	**	**	**

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH8B (QR1H). Does your household have Sky Q? (SINGLE CODE)

Base : Those with Sky Satellite TV

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	~b	a	~b	~c	~d	e	a	~b	~c	~d
Unweighted total	203	145	118	263	499	1200	75	238	36	44	99	944	148	40	55	20
Effective Weighted Sample	138	94	75	169	333	780	59	162	25	37	70	617	121	22	34	18
Weighted total	131	84	66	149	293	740	75	135	20	33	57	622	117	18	10	4
Yes	62	33	19	51	108	333	**	60	**	**	**	264	37	**	**	**
	47%	39%	28%	34%	37%	45%	**	45%	**	**	**	42%	31%	**	**	**
	cd															
No	66	47	41	88	167	374	**	62	**	**	**	331	72	**	**	**
	50%	56%	62%	59%	57%	51%	**	46%	**	**	**	53%	62%	**	**	**
Don't know	3	4	6	10	18	32	**	12	**	**	**	27	8	**	**	**
	2%	4%	10%	7%	6%	4%	**	9%	**	**	**	4%	7%	**	**	**
			a					e								

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH8B (QR1H). Does your household have Sky Q? (SINGLE CODE)

Base : Those with Sky Satellite TV

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d
Unweighted total	71	77	72	76
Effective Weighted Sample	58	64	60	61
Weighted total	51	66	58	59
Yes	**	**	**	**
	**	**	**	**
No	**	**	**	**
	**	**	**	**
Don't know	**	**	**	**
	**	**	**	**

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH8A/QH8B (QR1A/QR1H). Does your household have Sky+ / Sky Q? (SINGLE CODE)

Base : Those with Sky Satellite TV

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	~b	a	~b	~c	~d	e	a	~b	~c	~d
Unweighted total	203	145	118	263	499	1200	75	238	36	44	99	944	148	40	55	20
Effective Weighted Sample	138	94	75	169	333	780	59	162	25	37	70	617	121	22	34	18
Weighted total	131	84	66	149	293	740	75	135	20	33	57	622	117	18	10	4
Yes - Sky+	75	51	33	83	156	443	**	78	**	**	**	373	64	**	**	**
	57%	61%	50%	56%	53%	60%	**	58%	**	**	**	60%	55%	**	**	**
Yes - Sky Q	62	33	19	51	108	333	**	60	**	**	**	264	37	**	**	**
	47%	39%	28%	34%	37%	45%	**	45%	**	**	**	42%	31%	**	**	**
	cd															
HAVE EITHER	105	65	39	104	208	576	**	104	**	**	**	479	78	**	**	**
	80%	78%	59%	70%	71%	78%	**	77%	**	**	**	77%	67%	**	**	**
	cd	c														
Neither	25	17	24	41	78	153	**	26	**	**	**	134	35	**	**	**
	19%	20%	37%	27%	27%	21%	**	19%	**	**	**	22%	30%	**	**	**
			ab													
Don't know	1	2	3	4	7	11	**	5	**	**	**	10	4	**	**	**
	1%	2%	4%	3%	3%	2%	**	4%	**	**	**	2%	3%	**	**	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH8A/QH8B (QR1A/QR1H). Does your household have Sky+ / Sky Q? (SINGLE CODE)

Base : Those with Sky Satellite TV

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d
Unweighted total	71	77	72	76
Effective Weighted Sample	58	64	60	61
Weighted total	51	66	58	59
Yes - Sky+	**	**	**	**
	**	**	**	**
Yes - Sky Q	**	**	**	**
	**	**	**	**
HAVE EITHER	**	**	**	**
	**	**	**	**
Neither	**	**	**	**
	**	**	**	**
Don't know	**	**	**	**
	**	**	**	**

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH8C (QR1B). Does your household have Virgin TiVo or V+ or the Virgin V6 box? (SINGLE CODE)

Base : Those with Virgin Media (Cable TV)

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
	~a	~b	~c	~d		a	~b	~a	~b	~c	~d	e	~a	~b	~c	~d
Significance Level: 95%																
Unweighted total	79	53	32	85	163	385	39	70	12	12	30	318	70	5	4	6
Effective Weighted Sample	61	39	25	64	125	303	30	55	9	9	26	255	56	3	3	6
Weighted total	68	37	24	61	121	325	42	49	8	9	23	291	56	3	1	1
Yes	**	**	**	**	73	207	**	**	**	**	**	187	**	**	**	**
	**	**	**	**	60%	64%	**	**	**	**	**	64%	**	**	**	**
No	**	**	**	**	41	104	**	**	**	**	**	91	**	**	**	**
	**	**	**	**	34%	32%	**	**	**	**	**	31%	**	**	**	**
Don't know	**	**	**	**	7	14	**	**	**	**	**	12	**	**	**	**
	**	**	**	**	6%	4%	**	**	**	**	**	4%	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH8C (QR1B). Does your household have Virgin TiVo or V+ or the Virgin V6 box? (SINGLE CODE)

Base : Those with Virgin Media (Cable TV)

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d
Unweighted total	37	33	31	39
Effective Weighted Sample	30	26	26	31
Weighted total	29	26	21	34
Yes	**	**	**	**
	**	**	**	**
No	**	**	**	**
	**	**	**	**
Don't know	**	**	**	**
	**	**	**	**

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH8D (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

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
	~a	~b	~c	~d		a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d
Significance Level: 95%																
Unweighted total	30	21	12	33	59	131	11	41	5	12	11	90	20	7	5	1
Effective Weighted Sample	22	15	8	23	43	93	9	27	4	9	7	67	17	6	4	1
Weighted total	23	10	7	16	35	97	13	27	2	8	6	73	14	2	1	*
Yes	**	**	**	**	**	46	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	48%	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	49	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	51%	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	1	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	1%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH8D (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

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d
Unweighted total	10	10	14	6
Effective Weighted Sample	9	8	12	5
Weighted total	6	8	10	3
Yes	**	**	**	**
	**	**	**	**
No	**	**	**	**
	**	**	**	**
Don't know	**	**	**	**
	**	**	**	**

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH8E (QR1D). Does your Freeview box or Freeview TV set allow you to record and store TV programmes, and also pause and rewind live TV programmes (this includes Freeview Playback and Freeview Plus boxes or separate DVR boxes)?
(SINGLE CODE)

Base : Those with Freeview

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
	a	b	c	d		a	~b	a	~b	~c	d	e	a	~b	~c	~d
Significance Level: 95%																
Unweighted total	259	256	288	544	858	1404	61	416	67	85	172	953	359	67	79	39
Effective Weighted Sample	183	166	189	355	579	980	50	286	43	60	129	679	280	36	46	29
Weighted total	183	147	155	301	487	909	58	241	42	48	98	663	256	24	16	6
Yes	67	51	37	88	139	295	**	68	**	**	22	220	83	**	**	**
	37%	35%	24%	29%	28%	32%	**	28%	**	**	23%	33%	32%	**	**	**
	c	c										d				
No	107	88	103	192	321	565	**	158	**	**	70	412	154	**	**	**
	58%	60%	67%	64%	66%	62%	**	66%	**	**	71%	62%	60%	**	**	**
Don't know	9	7	14	22	27	49	**	15	**	**	7	32	19	**	**	**
	5%	5%	9%	7%	6%	5%	**	6%	**	**	7%	5%	7%	**	**	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH8E (QR1D). Does your Freeview box or Freeview TV set allow you to record and store TV programmes, and also pause and rewind live TV programmes (this includes Freeview Playback and Freeview Plus boxes or separate DVR boxes)?
(SINGLE CODE)

Base : Those with Freeview

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
	a	b	c	d
Significance Level: 95%				
Unweighted total	180	179	167	192
Effective Weighted Sample	138	144	138	143
Weighted total	113	142	125	130
Yes	37	46	46	37
	33%	32%	36%	29%
No	73	82	67	87
	64%	57%	54%	67%
				c
Don't know	3	15	12	6
	3%	11%	10%	5%
		a	a	

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH8F (QR1E). Does your TV service allow you to record and store TV programmes, and also pause and rewind live TV programmes? (SINGLE CODE)

Base : Those with BT TV, TalkTalk TV, EE TV, YouView or Plusnet TV

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
	~a	~b	~c	d		a	~b	~a	~b	~c	~d	e	~a	~b	~c	~d
Significance Level: 95%																
Unweighted total	68	62	39	101	168	394	30	69	16	8	24	323	68	6	14	13
Effective Weighted Sample	47	40	25	65	110	267	24	49	12	7	17	222	52	3	10	12
Weighted total	50	37	24	61	107	281	30	49	12	5	17	243	53	1	4	2
Yes	**	**	**	44	69	197	**	**	**	**	**	172	**	**	**	**
	**	**	**	72%	65%	70%	**	**	**	**	**	71%	**	**	**	**
No	**	**	**	16	36	80	**	**	**	**	**	69	**	**	**	**
	**	**	**	26%	34%	29%	**	**	**	**	**	28%	**	**	**	**
Don't know	**	**	**	1	1	4	**	**	**	**	**	2	**	**	**	**
	**	**	**	2%	1%	1%	**	**	**	**	**	1%	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH8F (QR1E). Does your TV service allow you to record and store TV programmes, and also pause and rewind live TV programmes? (SINGLE CODE)

Base : Those with BT TV, TalkTalk TV, EE TV, YouView or Plusnet TV

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d
Unweighted total	35	33	38	30
Effective Weighted Sample	30	24	30	23
Weighted total	25	29	29	24
Yes	**	**	**	**
	**	**	**	**
No	**	**	**	**
	**	**	**	**
Don't know	**	**	**	**
	**	**	**	**

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

DVR HOUSEHOLD OWNERSHIP

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
DVR IN HOUSEHOLD	229	149	96	246	445	1148	106	219	36	49	84	958	209	21	11	5
	55%	49%	36%	43%	42%	51%	41%	44%	44%	48%	42%	52%	44%	42%	34%	30%
	cd	cd		c		b						ad	d			
NO DVR IN HOUSEHOLD	179	142	160	302	583	1052	141	254	42	49	110	845	243	27	21	11
	43%	47%	59%	53%	55%	46%	55%	52%	51%	48%	55%	46%	51%	55%	64%	66%
			abd	a			a	e			e				a	a
UNSURE	9	11	14	25	37	65	8	19	4	4	7	48	22	2	1	1
	2%	4%	5%	4%	3%	3%	3%	4%	5%	4%	4%	3%	5%	4%	2%	5%
			a													

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

DVR HOUSEHOLD OWNERSHIP

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
DVR IN HOUSEHOLD	101	108	106	103
	48%	41%	48%	41%
NO DVR IN HOUSEHOLD	106	137	104	138
	50%	52%	47%	55%
UNSURE	4	18	12	9
	2%	7%	6%	4%
		a	a	

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

DVR HOUSEHOLD OWNERSHIP

Base : Those with any TV service

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	~d
Unweighted total	546	469	446	915	1572	3056	208	725	120	142	293	2295	591	115	134	75
Effective Weighted Sample	381	307	290	597	1067	2096	166	502	80	107	220	1600	463	62	81	62
Weighted total	384	270	245	515	927	2023	212	430	73	90	176	1649	431	45	27	13
DVR IN HOUSEHOLD	229	149	96	246	445	1148	106	219	36	49	84	958	209	21	11	**
	60%	55%	39%	48%	48%	57%	50%	51%	49%	55%	48%	58%	49%	46%	41%	**
	cd	cd		c								ad				
NO DVR IN HOUSEHOLD	147	109	135	244	445	810	99	193	33	36	85	643	200	23	15	**
	38%	40%	55%	47%	48%	40%	46%	45%	45%	40%	48%	39%	46%	50%	57%	**
			abd	ab				e			e					
UNSURE	9	11	14	25	37	65	8	19	4	4	7	48	22	2	1	**
	2%	4%	6%	5%	4%	3%	4%	4%	5%	5%	4%	3%	5%	4%	2%	**
			a	a												

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

DVR HOUSEHOLD OWNERSHIP

Base : Those with any TV service

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	293	298	270	321
Effective Weighted Sample	228	239	220	243
Weighted total	193	238	202	228
DVR IN HOUSEHOLD	101	108	106	103
	53%	45%	52%	45%
NO DVR IN HOUSEHOLD	87	113	84	116
	45%	47%	42%	51%
				c
UNSURE	4	18	12	9
	2%	7%	6%	4%
		a	a	

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH9 (QH88). SHOWCARD You mentioned your household has Netflix and Sky TV. How is Netflix paid for as far as you know? (SINGLE CODE)

Base : Those with paid for Sky Satellite TV who have Netflix

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
	~a	~b	~c	~d		a	~b	a	~b	~c	~d	e	~a	~b	~c	~d
Significance Level: 95%																
Unweighted total	90	47	9	56	188	634	36	110	12	17	35	522	35	6	11	4
Effective Weighted Sample	60	34	6	41	129	408	28	77	8	15	25	331	29	5	8	4
Weighted total	61	31	5	36	115	400	34	64	7	15	21	340	27	5	3	1
Pay Netflix direct	**	**	**	**	58	235	**	34	**	**	**	209	**	**	**	**
	**	**	**	**	51%	59%	**	53%	**	**	**	62%	**	**	**	**
Pay Sky TV to receive Netflix	**	**	**	**	32	106	**	18	**	**	**	84	**	**	**	**
	**	**	**	**	28%	27%	**	28%	**	**	**	25%	**	**	**	**
Pay mobile phone provider to receive Netflix	**	**	**	**	2	3	**	-	**	**	**	5	**	**	**	**
	**	**	**	**	2%	1%	**	-%	**	**	**	1%	**	**	**	**
Something else	**	**	**	**	9	24	**	7	**	**	**	15	**	**	**	**
	**	**	**	**	8%	6%	**	11%	**	**	**	4%	**	**	**	**
								e								
Don't know	**	**	**	**	13	31	**	5	**	**	**	27	**	**	**	**
	**	**	**	**	11%	8%	**	8%	**	**	**	8%	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH9 (QH88). SHOWCARD You mentioned your household has Netflix and Sky TV. How is Netflix paid for as far as you know? (SINGLE CODE)

Base : Those with paid for Sky Satellite TV who have Netflix

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d
Unweighted total	16	19	22	13
Effective Weighted Sample	14	17	19	11
Weighted total	10	18	18	9
Pay Netflix direct	**	**	**	**
	**	**	**	**
Pay Sky TV to receive Netflix	**	**	**	**
	**	**	**	**
Pay mobile phone provider to receive Netflix	**	**	**	**
	**	**	**	**
Something else	**	**	**	**
	**	**	**	**
Don't know	**	**	**	**
	**	**	**	**

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH10 (QH89). SHOWCARD You mentioned your household has Netflix and Virgin Media TV. How is Netflix paid for as far as you know? (SINGLE CODE)

Base : Those with Virgin Media TV who have Netflix

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN-ORITY GROUP	ANY	VISION	HEAR-ING	MOBI-LITY	NO e	ENGLAND	SCOT-LAND	WALES	MALE	FEMALE	ABC1	C2DE
	~a	~b	~c	~d		a	~b	~a	~b	~c	~d	e	~a	~b	~c	~a	~b	~c	~d
Significance Level: 95%																			
Unweighted total	31	13	6	19	52	196	15	19	2	4	7	175	17	1	1	12	5	8	9
Effective Weighted Sample	23	11	5	16	43	156	12	15	2	4	5	141	14	1	1	10	4	7	8
Weighted total	27	11	5	16	41	174	18	13	2	4	4	162	14	1	*	10	5	6	9
Pay Netflix direct	**	**	**	**	**	117	**	**	**	**	**	115	**	**	**	**	**	**	**
	**	**	**	**	**	67%	**	**	**	**	**	71%	**	**	**	**	**	**	**
Pay Virgin Media TV to receive Netflix	**	**	**	**	**	33	**	**	**	**	**	28	**	**	**	**	**	**	**
	**	**	**	**	**	19%	**	**	**	**	**	17%	**	**	**	**	**	**	**
Pay mobile phone provider to receive Netflix	**	**	**	**	**	-	**	**	**	**	**	-	**	**	**	**	**	**	**
	**	**	**	**	**	-%	**	**	**	**	**	-%	**	**	**	**	**	**	**
Something else	**	**	**	**	**	8	**	**	**	**	**	4	**	**	**	**	**	**	**
	**	**	**	**	**	4%	**	**	**	**	**	2%	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	16	**	**	**	**	**	15	**	**	**	**	**	**	**
	**	**	**	**	**	9%	**	**	**	**	**	9%	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH11 (QH90). SHOWCARD You mentioned your household has Amazon Prime and Sky TV. How is Amazon Prime paid for as far as you know? (SINGLE CODE)

Base : Those with paid for Sky Satellite TV who have Amazon Prime Video

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
	~a	~b	~c	~d		a	~b	~a	~b	~c	~d	e	~a	~b	~c	~d
Significance Level: 95%																
Unweighted total	52	28	5	33	85	316	10	65	6	7	21	246	16	2	14	1
Effective Weighted Sample	36	17	4	21	58	212	8	45	4	6	15	164	14	1	9	1
Weighted total	38	15	3	19	55	213	11	41	4	6	15	172	15	1	3	*
Pay Amazon direct	**	**	**	**	**	172	**	**	**	**	**	135	**	**	**	**
	**	**	**	**	**	80%	**	**	**	**	**	79%	**	**	**	**
Pay mobile phone provider to receive Amazon Prime	**	**	**	**	**	13	**	**	**	**	**	12	**	**	**	**
	**	**	**	**	**	6%	**	**	**	**	**	7%	**	**	**	**
Something else	**	**	**	**	**	9	**	**	**	**	**	6	**	**	**	**
	**	**	**	**	**	4%	**	**	**	**	**	3%	**	**	**	**
Don't know	**	**	**	**	**	20	**	**	**	**	**	19	**	**	**	**
	**	**	**	**	**	9%	**	**	**	**	**	11%	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH11 (QH90). SHOWCARD You mentioned your household has Amazon Prime and Sky TV. How is Amazon Prime paid for as far as you know? (SINGLE CODE)

Base : Those with paid for Sky Satellite TV who have Amazon Prime Video

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d
Unweighted total	8	8	14	2
Effective Weighted Sample	8	7	12	2
Weighted total	6	9	13	2
Pay Amazon direct	**	**	**	**
	**	**	**	**
Pay mobile phone provider to receive Amazon Prime	**	**	**	**
	**	**	**	**
Something else	**	**	**	**
	**	**	**	**
Don't know	**	**	**	**
	**	**	**	**

Columns Tested: a,b,c,d

Any break column with 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 (QH91). SHOWCARD You mentioned your household has Amazon Prime and Virgin Media TV. How is Amazon Prime paid for as far as you know? (SINGLE CODE)

Base : Those with Virgin Media TV who have Amazon Prime Video

	AGE					AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP	65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE		WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN-ORITY GROUP	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	MALE	FEMALE	ABC1	C2DE
	~a	~b	~c	~d			~a	~b	~a	~b	~c	~d	~e		~a	~b	~c	~d
Significance Level: 95%																		
Unweighted total	18	3	5	8	19		92	6	10	1	1	3	80	8	6	2	5	3
Effective Weighted Sample	14	2	5	6	15		75	6	9	1	1	2	66	6	5	2	5	3
Weighted total	17	3	3	7	14		88	6	7	1	1	2	78	7	4	3	3	4
Pay Amazon direct	**	**	**	**	**		**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**		**	**	**	**	**	**	**	**	**	**	**	**
Pay Virgin Media TV to receive Amazon Prime	**	**	**	**	**		**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**		**	**	**	**	**	**	**	**	**	**	**	**
Pay mobile phone provider to receive Amazon Prime	**	**	**	**	**		**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**		**	**	**	**	**	**	**	**	**	**	**	**
Something else	**	**	**	**	**		**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**		**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**		**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**		**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH13 (QH92). SHOWCARD In the past 12 months, has anyone in your household bought a NOW TV Sports Pass to watch Sky Sports coverage? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
Yes - a day pass/ 24 hours	9 2% bcd	* *% bcd	1 *% bcd	1 *% bcd	7 1% bcd	42 2% bcd	3 1% bcd	7 1% bcd	3 3% bcd	- -% bcd	2 1% bcd	31 2% bcd	1 *% bcd	- -% bcd	* 1% bcd	- -% bcd
Yes - a week pass/ 7 days	2 *% bcd	1 *% bcd	1 *% bcd	2 *% bcd	5 *% bcd	17 1% bcd	1 1% bcd	1 *% bcd	* *% bcd	- -% bcd	1 *% bcd	16 1% bcd	2 *% bcd	- -% bcd	- -% bcd	- -% bcd
Yes - a month pass	7 2% cd	1 *% cd	* *% cd	1 *% cd	5 *% cd	31 1% cd	2 1% cd	3 1% cd	1 1% cd	1 1% cd	1 *% cd	30 2% a	1 *% cd	* *% cd	- -% cd	* 2% a
Yes - a mobile month pass – available on smartphone only	* *% bcd	1 *% bcd	* *% bcd	1 *% bcd	2 *% bcd	10 *% bcd	1 1% bcd	1 *% bcd	- -% bcd	1 1% bcd	- -% bcd	9 *% bcd	1 *% bcd	- -% bcd	* *% bcd	- -% bcd
TOTAL 'YES'	18 4% bcd	4 1% bcd	2 1% bcd	6 1% bcd	18 2% bcd	94 4% bcd	7 3% bcd	11 2% bcd	4 4% bcd	1 1% bcd	3 2% bcd	80 4% ad	5 1% bcd	* *% bcd	1 2% bcd	* 2% bcd
No, none of these	391 94% a	295 97% a	267 99% a	562 98% a	1035 97% a	2118 94% a	238 94% a	473 96% e	77 94% e	101 98% e	198 98% be	1728 93% e	465 98% e	49 99% e	31 97% e	17 96% e
Don't know	8 2% d	4 1% d	1 *% d	5 1% d	12 1% d	53 2% d	9 4% d	8 2% d	1 2% d	1 1% d	* *% d	43 2% d	4 1% d	* *% d	* 1% d	* 2% d

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH13 (QH92). SHOWCARD In the past 12 months, has anyone in your household bought a NOW TV Sports Pass to watch Sky Sports coverage? (MULTI CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
	a	b	c	d
Significance Level: 95%				
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
Yes - a day pass/ 24 hours	-	1	1	-
	-%	*%	*%	-%
Yes - a week pass/ 7 days	1	1	1	*
	1%	*%	1%	*%
Yes - a month pass	1	-	1	-
	*%	-%	*%	-%
Yes - a mobile month pass – available on smartphone only	1	-	1	-
	1%	-%	*%	-%
TOTAL 'YES'	3	1	4	*
	2%	*%	2%	*%
			d	
No, none of these	206	259	217	248
	97%	99%	97%	99%
Don't know	3	2	2	2
	1%	1%	1%	1%

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH13A (QH94). In the past 12 months, has anyone in your household bought a BT Sport Monthly Pass to watch BT Sport coverage? (SINGLE CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
Yes	15 3%	7 2%	5 2%	12 2%	22 2%	89 4%	10 4%	11 2%	2 2%	1 1%	3 1%	80 4% acd	12 2%	* *%	* *%	* 3%
No	391 94%	288 95%	264 98% a	552 96% a	1028 97%	2115 93%	233 91%	475 97% e	80 98%	102 99% e	197 98% e	1715 93%	455 96%	49 99%	31 97%	17 97%
Don't know	11 3% c	7 2%	1 *%	8 1%	15 1%	62 3%	12 5%	6 1%	- -%	- -%	1 *%	57 3% acd	7 1%	* *%	1 2%	- -%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH13A (QH94). In the past 12 months, has anyone in your household bought a BT Sport Monthly Pass to watch BT Sport coverage? (SINGLE CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
	a	b	c	d
Significance Level: 95%				
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
Yes	5	7	7	4
	2%	3%	3%	2%
No	204	251	213	242
	97%	96%	96%	96%
Don't know	2	5	2	5
	1%	2%	1%	2%

Columns Tested: a,b,c,d

Any break column with 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 (QH77). SHOWCARD Here is a list of other services which can be used to view online TV programmes or films. Apart from the services you have already mentioned, do you use any of these services to view online TV programmes or films via any type of device (including a mobile phone, tablet, or TV set)? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
Sky Go	30 7% cd	15 5% c	3 1% c	18 3% c	42 4% c	162 7% b	6 3%	28 6%	5 6%	7 7%	7 4%	126 7%	17 4%	- -%	1 3%	* 1%
Facebook/ Facebook Watch	14 3%	5 2%	5 2%	10 2%	39 4%	116 5%	12 5%	28 6%	7 8% d	7 7%	6 3%	83 5%	9 2%	1 2%	* 1%	- -%
UKTV Play	10 2%	10 3% c	2 1%	12 2%	23 2%	67 3%	3 1%	15 3%	4 4%	1 1%	3 1%	46 2%	11 2%	- -%	1 2%	- -%
Twitter	3 1%	- -%	1 *% c	1 *% c	8 1%	45 2%	4 1%	7 2%	4 4% d	2 2%	2 1%	34 2%	1 *% c	- -%	- -%	- -%
S4C Clic (online or via an app)	1 *% c	* *% c	- -%	* *% c	* *% c	3 *% c	- -%	* *% c	- -%	- -%	* *% c	3 *% c	- -%	- -%	* *% c	- -%
Any other services	* *% c	1 *% c	- -%	1 *% c	2 *% c	6 *% c	* *% c	1 *% c	1 1% c	1 *% c	- -%	6 *% c	1 *% c	- -%	- -%	- -%
ANY OF THESE SERVICES	52 13% cd	28 9% c	10 4%	38 7%	96 9%	327 14% b	22 8%	57 12% d	12 14% d	12 11%	11 6%	252 14% d	35 7% d	1 2%	2 5%	* 1%
None of these	359 86%	271 90%	259 96% ab	530 93% a	956 90%	1903 84%	225 88%	431 88%	70 86%	91 89%	189 94% abe	1568 85%	434 92%	48 98%	30 95%	17 96%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (QH77). SHOWCARD Here is a list of other services which can be used to view online TV programmes or films. Apart from the services you have already mentioned, do you use any of these services to view online TV programmes or films via any type of device (including a mobile phone, tablet, or TV set)? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
Don't know	5	3	2	5	13	35	8	4	-	-	*	31	4	-	-	1
	1%	1%	1%	1%	1%	2%	3%	1%	-%	-%	*%	2%	1%	-%	-%	3%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (QH77). SHOWCARD Here is a list of other services which can be used to view online TV programmes or films. Apart from the services you have already mentioned, do you use any of these services to view online TV programmes or films via any type of device (including a mobile phone, tablet, or TV set)? (MULTI CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
Sky Go	11	6	15	2
	5%	2%	7%	1%
	d		bd	
Facebook/ Facebook Watch	3	6	1	8
	1%	2%	1%	3%
				c
UKTV Play	3	8	10	2
	1%	3%	4%	1%
		d	d	
Twitter	-	1	1	-
	-%	*%	*%	-%
S4C Clic (online or via an app)	-	-	-	-
	-%	-%	-%	-%
Any other services	1	-	1	-
	1%	-%	1%	-%
ANY OF THESE SERVICES	17	18	25	10
	8%	7%	11%	4%
			d	
None of these	194	241	197	237
	92%	92%	88%	95%
				c
Don't know	1	4	1	3
	*%	1%	*%	1%

Columns Tested: a,b,c,d

Any break column with 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 (QH78). SHOWCARD And which of these services, if any, have you used in the past week? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
Sky Go	17 4% cd	8 3% c	- -%	8 1% c	21 2%	90 4%	5 2%	12 2%	2 2%	3 3%	2 1%	72 4% d	7 2%	- -%	1 2%	* 1%
Facebook/ Facebook Watch	9 2%	4 1%	3 1%	7 1%	27 3%	80 4%	8 3%	20 4%	4 5%	6 5%	4 2%	57 3%	6 1%	1 2%	* *%	- -%
UKTV Play	7 2%	3 1%	1 *%	4 1%	10 1%	33 1%	1 *%	6 1%	2 3% d	1 1%	* *%	24 1%	4 1%	- -%	* *%	- -%
Twitter	3 1%	- -%	1 *%	1 *%	5 *%	30 1%	4 1%	5 1%	1 2%	2 2%	2 1%	24 1%	1 *%	- -%	- -%	- -%
S4C Clic (online or via an app)	1 *% cd	* *%	- -%	* *%	* *%	2 *%	- -%	* *%	- -%	- -%	* *%	2 *%	- -%	- -%	* *%	- -%
Any other services	* *%	1 *%	- -%	1 *%	1 *%	3 *%	* *%	1 *%	1 1%	1 *%	- -%	4 *%	1 *%	- -%	- -%	- -%
ANY OF THESE SERVICES	34 8% cd	15 5% c	4 2%	19 3% ab	58 5%	207 9%	15 6%	36 7% d	9 10% d	7 7%	7 4%	160 9% d	17 4%	1 2%	1 3%	* 1%
None of these	377 90%	284 94%	264 98% ab	548 96% a	993 93%	2022 89%	231 91%	452 92%	73 90%	96 93%	194 96% abe	1659 90%	452 95%	48 98%	31 97%	17 96%
Don't know	5 1%	3 1%	2 1%	5 1%	14 1%	36 2%	8 3%	4 1%	- -%	- -%	* *%	31 2%	4 1%	- -%	- -%	1 3%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (QH78). SHOWCARD And which of these services, if any, have you used in the past week? (MULTI CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
Sky Go	4	4	7	-
	2%	1%	3%	-%
	d		d	
Facebook/ Facebook Watch	1	5	-	6
	*%	2%	-%	2%
		c		c
UKTV Play	-	4	2	2
	-%	1%	1%	1%
Twitter	-	1	1	-
	-%	*%	*%	-%
S4C Clic (online or via an app)	-	-	-	-
	-%	-%	-%	-%
Any other services	1	-	1	-
	*%	-%	*%	-%
ANY OF THESE SERVICES	5	12	11	6
	2%	5%	5%	3%
None of these	205	247	211	241
	97%	94%	95%	96%
Don't know	1	4	1	3
	*%	1%	*%	1%

Columns Tested: a,b,c,d

Any break column with 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 (QH79). SHOWCARD Do you ever use any of these online TV services to watch channels or programmes live at the time they are broadcast? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
BBC iPlayer	64 15% cd	35 12% c	14 5%	49 9%	96 9%	340 15%	39 15%	56 11%	16 19% acd	10 10%	14 7%	298 16% ad	43 9%	3 6%	1 4%	1 8%
YouTube (standard, no subscription charge)	16 4%	10 3%	5 2%	15 3%	52 5%	151 7%	68 27% a	22 5%	5 7%	4 4%	5 2%	179 10% acd	15 3%	- -%	* 1%	1 3%
Amazon Prime Video	41 10% bcd	5 2%	2 1%	8 1%	21 2%	135 6%	24 9% a	22 4%	4 5%	1 1%	5 3%	131 7% acd	6 1%	- -%	2 6% abd	- -%
ITV Hub or STV Player	26 6%	13 4%	10 4%	22 4%	41 4%	139 6%	17 7%	21 4%	4 4%	4 4%	6 3%	124 7% ad	19 4%	1 2%	2 6%	1 6%
All 4	13 3%	12 4%	6 2%	18 3%	29 3%	91 4%	17 7%	10 2%	3 4% d	1 1%	1 1%	90 5% acd	16 3%	* *%	1 3%	1 6% b
Sky Go	13 3% c	9 3% c	2 1%	11 2%	23 2%	85 4%	6 2%	14 3%	2 3%	2 2%	3 2%	67 4%	11 2%	- -%	1 2%	* 1%
BT TV (including BT Sport)	24 6% cd	11 4%	4 1%	15 3%	26 2%	72 3%	6 3%	11 2%	3 3%	* *%	4 2%	62 3%	12 3%	* 1%	1 4%	1 7% ab
NOW TV	8 2%	2 1%	2 1%	4 1%	15 1%	55 2%	3 1%	10 2%	3 4% c	- -%	3 2%	45 2%	3 1%	- -%	* 2%	- -%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (QH79). SHOWCARD Do you ever use any of these online TV services to watch channels or programmes live at the time they are broadcast? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
Facebook/ Facebook Watch	4 1%	1 *%	2 1%	3 1%	11 1%	34 1%	1 *%	8 2%	4 5%	1 *%	2 1%	19 1%	3 1%	* *%	* *%	- -%
									acde							
Twitter	- -%	- -%	- -%	- -%	4 *%	10 *%	1 *%	4 1%	2 3%	- -%	* *%	7 *%	- -%	- -%	- -%	- -%
									de							
YouTube Premium (monthly subscription, ad free)	* *%	- -%	- -%	- -%	2 *%	4 *%	- -%	1 *%	- -%	- -%	- -%	3 *%	- -%	- -%	- -%	- -%
ANY OF THESE SERVICES	125 30% bcd	63 21% cd	26 10% c	89 16% c	202 19%	647 29%	107 42% a	95 19% d	19 24% d	16 16%	25 12%	599 32% acd	77 16%	5 9%	4 13%	3 18%
None of these	287 69%	238 79% a	242 90% abd	480 84% ab	855 80%	1588 70% b	145 57%	391 79% e	62 76%	85 82% e	176 87% abe	1229 66%	394 83%	45 91%	27 86%	14 82%
Don't know	5 1%	1 *%	2 1%	3 1%	9 1%	30 1%	2 1%	6 1%	* *%	2 2%	* *%	23 1%	3 1%	- -%	* 1%	- -%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (QH79). SHOWCARD Do you ever use any of these online TV services to watch channels or programmes live at the time they are broadcast? (MULTI CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
BBC iPlayer	20	24	28	16
	9%	9%	12%	6%
			d	
YouTube (standard, no subscription charge)	8	7	9	6
	4%	3%	4%	2%
Amazon Prime Video	6	-	2	4
	3%	-%	1%	1%
	b			
ITV Hub or STV Player	10	9	10	8
	5%	3%	5%	3%
All 4	6	10	10	6
	3%	4%	5%	2%
Sky Go	6	5	11	-
	3%	2%	5%	-%
	d	d	d	
BT TV (including BT Sport)	6	6	9	3
	3%	2%	4%	1%
			d	
NOW TV	2	2	2	2
	1%	1%	1%	1%
Facebook/ Facebook Watch	1	2	-	3
	*%	1%	-%	1%
Twitter	-	-	-	-
	-%	-%	-%	-%

Columns Tested: a,b,c,d

Any break column with 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 (QH79). SHOWCARD Do you ever use any of these online TV services to watch channels or programmes live at the time they are broadcast? (MULTI CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
	a	b	c	d
Significance Level: 95%				
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
YouTube Premium (monthly subscription, ad free)	-	-	-	-
	-%	-%	-%	-%
ANY OF THESE SERVICES	37	40	47	31
	17%	15%	21%	12%
			d	
None of these	174	220	175	218
	82%	84%	79%	87%
				c
Don't know	1	1	1	2
	1%	1%	*%	1%

Columns Tested: a,b,c,d

Any break column with 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 (QH83). SHOWCARD You said earlier that your household subscribes to some online on-demand service to watch TV programmes and films (DETAILS PROVIDED). Which one of these services does your household use the most? (SINGLE CODE)

Base : Those in a household using any subscription video on-demand services to watch TV programmes and films

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN-ORITY GROUP	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	SCOT-LAND	WALES	N IRELAND
Significance Level: 95%	a	b	~c	d		a	b	a	~b	~c	~d	e	a	~b	~c	~d
Unweighted total	249	148	43	191	557	1644	115	279	41	46	81	1375	124	13	39	15
Effective Weighted Sample	170	101	31	132	379	1094	92	186	26	36	58	930	103	9	27	13
Weighted total	185	93	28	121	336	1116	120	166	27	35	49	988	102	8	9	2
Netflix	115	57	**	71	227	793	98	100	**	**	**	724	57	**	**	**
	62%	61%	**	58%	68%	71%	82% a	61%	**	**	**	73% a	56%	**	**	**
Amazon Prime	39	18	**	23	43	154	14	29	**	**	**	134	20	**	**	**
	21%	19%	**	19%	13%	14%	12%	17%	**	**	**	14%	19%	**	**	**
NOW TV	6	6	**	8	24	49	2	10	**	**	**	39	7	**	**	**
	3%	6%	**	6%	7%	4%	2%	6%	**	**	**	4%	7%	**	**	**
ITV Hub+	2	1	**	2	3	7	-	3	**	**	**	5	1	**	**	**
	1%	1%	**	2%	1%	1%	-%	2%	**	**	**	-%	1%	**	**	**
Eurosport Player	2	1	**	2	2	6	-	2	**	**	**	4	2	**	**	**
	1%	1%	**	2%	1%	1%	-%	1%	**	**	**	-%	2%	**	**	**
All 4+	-	2	**	3	3	4	-	1	**	**	**	4	3	**	**	**
	-%	2% a	**	3% a	1%	-%	-%	-%	**	**	**	-%	3%	**	**	**
YouTube Premium	*	1	**	1	2	3	-	1	**	**	**	1	1	**	**	**
	-%	1%	**	1%	1%	-%	-%	1%	**	**	**	-%	1%	**	**	**
Apple TV+	1	1	**	1	1	3	-	-	**	**	**	3	1	**	**	**
	1%	1%	**	1%	-%	-%	-%	-%	**	**	**	-%	1%	**	**	**
Disney Life	1	-	**	*	2	3	1	1	**	**	**	2	-	**	**	**
	-%	-%	**	-%	1%	-%	-%	1%	**	**	**	-%	-%	**	**	**
Hayu	-	-	**	-	-	2	-	-	**	**	**	*	-	**	**	**
	-%	-%	**	-%	-%	-%	-%	-%	**	**	**	-%	-%	**	**	**
Britbox	*	-	**	-	-	*	-	-	**	**	**	-	-	**	**	**
	-%	-%	**	-%	-%	-%	-%	-%	**	**	**	-%	-%	**	**	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (QH83). SHOWCARD You said earlier that your household subscribes to some online on-demand service to watch TV programmes and films (DETAILS PROVIDED). Which one of these services does your household use the most? (SINGLE CODE)

Base : Those in a household using any subscription video on-demand services to watch TV programmes and films

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	IRELAND
	a	b	~c	d		a	b	a	~b	~c	~d	e	a	~b	~c	~d
Significance Level: 95%																
Unweighted total	249	148	43	191	557	1644	115	279	41	46	81	1375	124	13	39	15
Effective Weighted Sample	170	101	31	132	379	1094	92	186	26	36	58	930	103	9	27	13
Weighted total	185	93	28	121	336	1116	120	166	27	35	49	988	102	8	9	2
All used the same amount	15	7	**	10	24	78	5	15	**	**	**	65	9	**	**	**
	8%	7%	**	8%	7%	7%	4%	9%	**	**	**	7%	9%	**	**	**
Don't know	2	1	**	1	3	11	-	3	**	**	**	7	1	**	**	**
	1%	2%	**	1%	1%	1%	-%	2%	**	**	**	1%	1%	**	**	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (QH83). SHOWCARD You said earlier that your household subscribes to some online on-demand service to watch TV programmes and films (DETAILS PROVIDED). Which one of these services does your household use the most? (SINGLE CODE)

Base : Those in a household using any subscription video on-demand services to watch TV programmes and films

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d
Unweighted total	66	58	82	42
Effective Weighted Sample	57	49	68	34
Weighted total	47	55	67	34
Netflix	**	**	**	**
	**	**	**	**
Amazon Prime	**	**	**	**
	**	**	**	**
NOW TV	**	**	**	**
	**	**	**	**
ITV Hub+	**	**	**	**
	**	**	**	**
Eurosport Player	**	**	**	**
	**	**	**	**
All 4+	**	**	**	**
	**	**	**	**
YouTube Premium	**	**	**	**
	**	**	**	**
Apple TV+	**	**	**	**
	**	**	**	**
Disney Life	**	**	**	**
	**	**	**	**
Hayu	**	**	**	**
	**	**	**	**
Britbox	**	**	**	**
	**	**	**	**
All used the same amount	**	**	**	**
	**	**	**	**
Don't know	**	**	**	**
	**	**	**	**

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH18A (QH84A). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to NOW TV? (MULTI CODE)

Base : Those whose household uses NOW TV the most of all subscription video on-demand services to watch TV programmes and films

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN-ORITY GROUP	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~a	~b	~c	~d
Unweighted total	11	10	3	13	36	66	2	14	3	3	4	53	9	2	2	2	7	5	4
Effective Weighted Sample	8	8	3	10	30	51	2	12	3	2	3	40	8	2	2	2	6	5	4
Weighted total	6	6	2	8	24	49	2	10	2	2	2	39	7	*	*	1	5	4	2
PROMPTED REASONS																			
Cheaper than a subscription to pay TV (e.g. Sky, Virgin, BT TV)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch a specific programme/ series	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To take advantage of a free trial or promotional offer	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To access new movie releases	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cheaper than renting/ buying DVDs	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch something different to the programmes on main TV/ broadcast TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch at a time that suits	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH18A (QH84A). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to NOW TV? (MULTI CODE)

Base : Those whose household uses NOW TV the most of all subscription video on-demand services to watch TV programmes and films

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN-ORITY GROUP	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
	~a	~b	~c	~d		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~a	~b	~c	~d
Significance Level: 95%																			
Unweighted total	11	10	3	13	36	66	2	14	3	3	4	53	9	2	2	2	7	5	4
Effective Weighted Sample	8	8	3	10	30	51	2	12	3	2	3	40	8	2	2	2	6	5	4
Weighted total	6	6	2	8	24	49	2	10	2	2	2	39	7	*	*	1	5	4	2
To watch exclusive TV content not available elsewhere/ original series made by the provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I saw it advertised and it looked interesting	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To access a back catalogue of films	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Recommendation from a friend/ family member	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To access a back catalogue of TV programmes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can watch it when I'm away from home/ abroad/ on holiday	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch multiple episodes in a row/ to watch box sets	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH18A (QH84A). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to NOW TV? (MULTI CODE)

Base : Those whose household uses NOW TV the most of all subscription video on-demand services to watch TV programmes and films

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN-ORITY GROUP	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
	~a	~b	~c	~d		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~a	~b	~c	~d
Significance Level: 95%																			
Unweighted total	11	10	3	13	36	66	2	14	3	3	4	53	9	2	2	2	7	5	4
Effective Weighted Sample	8	8	3	10	30	51	2	12	3	2	3	40	8	2	2	2	6	5	4
Weighted total	6	6	2	8	24	49	2	10	2	2	2	39	7	*	*	1	5	4	2
No advertising breaks in the programmes/ shows	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To obtain free delivery	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To replace a TV subscription that I/we cancelled	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
UNPROMPTED REASONS																			
Initially a gift	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
For children to watch/ children's programmes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Share subscription with others/ guest login	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't need an aerial/ dish	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH18A (QH84A). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to NOW TV? (MULTI CODE)

Base : Those whose household uses NOW TV the most of all subscription video on-demand services to watch TV programmes and films

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN-ORITY GROUP	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	WALES	IRELAND	MALE	FEMALE	ABC1	C2DE
	~a	~b	~c	~d		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~a	~b	~c	~d
Significance Level: 95%																			
Unweighted total	11	10	3	13	36	66	2	14	3	3	4	53	9	2	2	2	7	5	4
Effective Weighted Sample	8	8	3	10	30	51	2	12	3	2	3	40	8	2	2	2	6	5	4
Weighted total	6	6	2	8	24	49	2	10	2	2	2	39	7	*	*	1	5	4	2
Don't need a TV licence	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can pause, stop, rewind	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other reasons	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY OF PROMPTED REASONS																			
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
CHEAPER THAN ALTERNATIVE/ REPLACED PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH18A (QH84A). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to NOW TV? (MULTI CODE)

Base : Those whose household uses NOW TV the most of all subscription video on-demand services to watch TV programmes and films

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			65+ AGE GROUP ENGLAND			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN-ORITY GROUP	ANY	VISION	HEAR-ING	MOBI-LITY	NO	ENGLAND	WALES	N IRELAND	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~a	~b	~c	~d
Unweighted total	11	10	3	13	36	66	2	14	3	3	4	53	9	2	2	2	7	5	4
Effective Weighted Sample	8	8	3	10	30	51	2	12	3	2	3	40	8	2	2	2	6	5	4
Weighted total	6	6	2	8	24	49	2	10	2	2	2	39	7	*	*	1	5	4	2
PROMOTION/ MARKETING/ RECOMMENDATION	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FREE SHIPPING	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH18B (QH84B). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Netflix? (MULTI CODE)

Base : Those whose household uses Netflix the most of all subscription video on-demand services to watch TV programmes and films

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	~b	~c	d		a	~b	a	~b	~c	~d	e	~a	~b	~c	~d
Unweighted total	155	86	21	107	383	1188	94	179	25	30	45	1019	66	11	19	11
Effective Weighted Sample	103	59	13	72	253	774	75	116	14	24	30	677	54	8	13	10
Weighted total	115	57	14	71	227	793	98	100	16	23	23	724	57	8	4	2
PROMPTED REASONS																
To watch a specific programme/ series	39	**	**	10	67	305	**	28	**	**	**	288	**	**	**	**
	34%	**	**	15%	29%	38%	**	28%	**	**	**	40%	**	**	**	**
	d											a				
To watch exclusive TV content not available elsewhere/ original series made by the provider	45	**	**	16	76	309	**	42	**	**	**	272	**	**	**	**
	39%	**	**	23%	33%	39%	**	42%	**	**	**	38%	**	**	**	**
	d															
To watch at a time that suits	43	**	**	17	71	281	**	34	**	**	**	280	**	**	**	**
	37%	**	**	23%	31%	35%	**	34%	**	**	**	39%	**	**	**	**
To watch multiple episodes in a row/ to watch box sets	36	**	**	11	60	256	**	28	**	**	**	235	**	**	**	**
	31%	**	**	15%	26%	32%	**	28%	**	**	**	32%	**	**	**	**
	d															
To access a back catalogue of films	31	**	**	19	59	230	**	32	**	**	**	201	**	**	**	**
	27%	**	**	26%	26%	29%	**	32%	**	**	**	28%	**	**	**	**
To access new movie releases	28	**	**	14	54	216	**	25	**	**	**	202	**	**	**	**
	24%	**	**	19%	24%	27%	**	25%	**	**	**	28%	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

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QH18B (QH84B). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Netflix? (MULTI CODE)

Base : Those whose household uses Netflix the most of all subscription video on-demand services to watch TV programmes and films

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	~b	~c	d		a	~b	a	~b	~c	~d	e	~a	~b	~c	~d
Unweighted total	155	86	21	107	383	1188	94	179	25	30	45	1019	66	11	19	11
Effective Weighted Sample	103	59	13	72	253	774	75	116	14	24	30	677	54	8	13	10
Weighted total	115	57	14	71	227	793	98	100	16	23	23	724	57	8	4	2
To watch something different to the programmes on main TV/ broadcast TV	33 28%	** **	** **	11 16%	43 19%	206 26%	** **	22 22%	** **	** **	** **	191 26%	** **	** **	** **	** **
To access a back catalogue of TV programmes	30 26% d	** **	** **	8 11%	42 19%	196 25%	** **	26 26%	** **	** **	** **	171 24%	** **	** **	** **	** **
No advertising breaks in the programmes/ shows	14 12%	** **	** **	12 17%	38 16%	123 15%	** **	22 22%	** **	** **	** **	108 15%	** **	** **	** **	** **
Recommendation from a friend/ family member	21 18%	** **	** **	24 34% a	43 19%	122 15%	** **	21 21%	** **	** **	** **	101 14%	** **	** **	** **	** **
To take advantage of a free trial or promotional offer	12 10%	** **	** **	8 11%	29 13%	109 14%	** **	11 11%	** **	** **	** **	103 14%	** **	** **	** **	** **
Cheaper than renting/ buying DVDs	16 14%	** **	** **	6 8%	24 10%	107 14%	** **	15 15%	** **	** **	** **	90 12%	** **	** **	** **	** **

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

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	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
	a	~b	~c	d		a	~b	a	~b	~c	~d	e	~a	~b	~c	~d
Significance Level: 95%																
Unweighted total	155	86	21	107	383	1188	94	179	25	30	45	1019	66	11	19	11
Effective Weighted Sample	103	59	13	72	253	774	75	116	14	24	30	677	54	8	13	10
Weighted total	115	57	14	71	227	793	98	100	16	23	23	724	57	8	4	2
Cheaper than a subscription to pay TV (e.g. Sky, Virgin, BT TV)	13	**	**	4	29	96	**	18	**	**	**	83	**	**	**	**
	11%	**	**	5%	13%	12%	**	18%	**	**	**	11%	**	**	**	**
								e								
Can watch it when I'm away from home/ abroad/ on holiday	11	**	**	6	23	100	**	16	**	**	**	83	**	**	**	**
	10%	**	**	8%	10%	13%	**	16%	**	**	**	11%	**	**	**	**
I saw it advertised and it looked interesting	5	**	**	7	13	38	**	7	**	**	**	32	**	**	**	**
	4%	**	**	9%	6%	5%	**	7%	**	**	**	4%	**	**	**	**
To replace a TV subscription that I/ we cancelled	*	**	**	1	5	23	**	5	**	**	**	19	**	**	**	**
	*%	**	**	2%	2%	3%	**	5%	**	**	**	3%	**	**	**	**
To obtain free delivery	2	**	**	-	5	18	**	3	**	**	**	17	**	**	**	**
	1%	**	**	-%	2%	2%	**	3%	**	**	**	2%	**	**	**	**
UNPROMPTED REASONS																
Share subscription with others/ guest login	2	**	**	3	6	14	**	3	**	**	**	10	**	**	**	**
	2%	**	**	4%	2%	2%	**	3%	**	**	**	1%	**	**	**	**

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	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
	a	~b	~c	d		a	~b	a	~b	~c	~d	e	~a	~b	~c	~d
Significance Level: 95%																
Unweighted total	155	86	21	107	383	1188	94	179	25	30	45	1019	66	11	19	11
Effective Weighted Sample	103	59	13	72	253	774	75	116	14	24	30	677	54	8	13	10
Weighted total	115	57	14	71	227	793	98	100	16	23	23	724	57	8	4	2
Part of TV subscription package	-	**	**	2	3	5	**	2	**	**	**	3	**	**	**	**
	-%	**	**	3%	1%	1%	**	2%	**	**	**	*/%	**	**	**	**
Initially a gift	-	**	**	2	2	3	**	1	**	**	**	2	**	**	**	**
	-%	**	**	2%	1%	*/%	**	1%	**	**	**	*/%	**	**	**	**
For children to watch/ children's programmes	-	**	**	1	2	1	**	1	**	**	**	1	**	**	**	**
	-%	**	**	2%	1%	*/%	**	1%	**	**	**	*/%	**	**	**	**
Don't need a TV licence	-	**	**	-	1	1	**	1	**	**	**	1	**	**	**	**
	-%	**	**	-%	*/%	*/%	**	1%	**	**	**	*/%	**	**	**	**
Don't need an aerial/ dish	-	**	**	-	-	1	**	-	**	**	**	1	**	**	**	**
	-%	**	**	-%	-%	*/%	**	-%	**	**	**	*/%	**	**	**	**
Other reasons	1	**	**	*	1	3	**	1	**	**	**	2	**	**	**	**
	1%	**	**	*/%	*/%	*/%	**	1%	**	**	**	*/%	**	**	**	**
Don't know	4	**	**	1	8	29	**	4	**	**	**	20	**	**	**	**
	4%	**	**	2%	4%	4%	**	4%	**	**	**	3%	**	**	**	**
SUMMARY OF PROMPTED REASONS																
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT	76	**	**	35	141	553	**	59	**	**	**	518	**	**	**	**
	66%	**	**	49%	62%	70%	**	58%	**	**	**	72%	**	**	**	**
	d											a				

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

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QH18B (QH84B). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Netflix? (MULTI CODE)

Base : Those whose household uses Netflix the most of all subscription video on-demand services to watch TV programmes and films

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	~b	~c	d		a	~b	a	~b	~c	~d	e	~a	~b	~c	~d
Unweighted total	155	86	21	107	383	1188	94	179	25	30	45	1019	66	11	19	11
Effective Weighted Sample	103	59	13	72	253	774	75	116	14	24	30	677	54	8	13	10
Weighted total	115	57	14	71	227	793	98	100	16	23	23	724	57	8	4	2
BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE	67	**	**	34	125	475	**	56	**	**	**	453	**	**	**	**
	58%	**	**	48%	55%	60%	**	56%	**	**	**	63%	**	**	**	**
PROMOTION/ MARKETING/ RECOMMENDATION	34	**	**	29	71	232	**	30	**	**	**	206	**	**	**	**
	30%	**	**	41%	31%	29%	**	30%	**	**	**	28%	**	**	**	**
CHEAPER THAN ALTERNATIVE/ REPLACED PAY TV	24	**	**	8	44	162	**	24	**	**	**	142	**	**	**	**
	21%	**	**	12%	19%	20%	**	23%	**	**	**	20%	**	**	**	**
FREE SHIPPING	2	**	**	-	5	18	**	3	**	**	**	17	**	**	**	**
	1%	**	**	-%	2%	2%	**	3%	**	**	**	2%	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

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QH18B (QH84B). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Netflix? (MULTI CODE)

Base : Those whose household uses Netflix the most of all subscription video on-demand services to watch TV programmes and films

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d
Unweighted total	29	37	41	25
Effective Weighted Sample	24	31	34	20
Weighted total	21	36	37	20
PROMPTED REASONS				
To watch a specific programme/ series	**	**	**	**
	**	**	**	**
To watch exclusive TV content not available elsewhere/ original series made by the provider	**	**	**	**
	**	**	**	**
To watch at a time that suits	**	**	**	**
	**	**	**	**
To watch multiple episodes in a row/ to watch box sets	**	**	**	**
	**	**	**	**
To access a back catalogue of films	**	**	**	**
	**	**	**	**
To access new movie releases	**	**	**	**
	**	**	**	**
To watch something different to the programmes on main TV/ broadcast TV	**	**	**	**
	**	**	**	**
To access a back catalogue of TV programmes	**	**	**	**
	**	**	**	**

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH18B (QH84B). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Netflix? (MULTI CODE)

Base : Those whose household uses Netflix the most of all subscription video on-demand services to watch TV programmes and films

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d
Unweighted total	29	37	41	25
Effective Weighted Sample	24	31	34	20
Weighted total	21	36	37	20
No advertising breaks in the programmes/ shows	**	**	**	**
	**	**	**	**
Recommendation from a friend/ family member	**	**	**	**
	**	**	**	**
To take advantage of a free trial or promotional offer	**	**	**	**
	**	**	**	**
Cheaper than renting/ buying DVDs	**	**	**	**
	**	**	**	**
Cheaper than a subscription to pay TV (e.g. Sky, Virgin, BT TV)	**	**	**	**
	**	**	**	**
Can watch it when I'm away from home/ abroad/ on holiday	**	**	**	**
	**	**	**	**
I saw it advertised and it looked interesting	**	**	**	**
	**	**	**	**
To replace a TV subscription that I/ we cancelled	**	**	**	**
	**	**	**	**

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH18B (QH84B). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Netflix? (MULTI CODE)

Base : Those whose household uses Netflix the most of all subscription video on-demand services to watch TV programmes and films

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d
Unweighted total	29	37	41	25
Effective Weighted Sample	24	31	34	20
Weighted total	21	36	37	20
To obtain free delivery	**	**	**	**
	**	**	**	**
UNPROMPTED REASONS				
Share subscription with others/ guest login	**	**	**	**
	**	**	**	**
Part of TV subscription package	**	**	**	**
	**	**	**	**
Initially a gift	**	**	**	**
	**	**	**	**
For children to watch/ children's programmes	**	**	**	**
	**	**	**	**
Don't need a TV licence	**	**	**	**
	**	**	**	**
Don't need an aerial/ dish	**	**	**	**
	**	**	**	**
Other reasons	**	**	**	**
	**	**	**	**
Don't know	**	**	**	**
	**	**	**	**

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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Base : Those whose household uses Netflix the most of all subscription video on-demand services to watch TV programmes and films

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d
Unweighted total	29	37	41	25
Effective Weighted Sample	24	31	34	20
Weighted total	21	36	37	20

SUMMARY OF PROMPTED REASONS

SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT
CONTENT

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

BACK CATALOGUE/ BOX SETS/ WATCH
ON DEMAND/ NO AD'S/ WATCH
ANYWHERE

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

PROMOTION/ MARKETING/
RECOMMENDATION

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

CHEAPER THAN ALTERNATIVE/
REPLACED PAY TV

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

FREE SHIPPING

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

Columns Tested: a,b,c,d

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QH18C (QH84C). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Amazon Prime? (MULTI CODE)

Base : Those whose household uses Amazon Prime Video the most of all subscription video on-demand services to watch TV programmes and films

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
	~a	~b	~c	~d		a	~b	~a	~b	~c	~d	e	~a	~b	~c	~d
Significance Level: 95%																
Unweighted total	49	29	8	37	71	205	12	43	6	4	16	164	24	1	11	1
Effective Weighted Sample	36	18	7	25	48	148	10	31	4	2	13	121	20	1	7	1
Weighted total	39	18	5	23	43	154	14	29	5	2	12	134	20	*	3	*
PROMPTED REASONS																
To obtain free delivery	**	**	**	**	**	106	**	**	**	**	**	86	**	**	**	**
	**	**	**	**	**	69%	**	**	**	**	**	65%	**	**	**	**
To take advantage of a free trial or promotional offer	**	**	**	**	**	44	**	**	**	**	**	40	**	**	**	**
	**	**	**	**	**	29%	**	**	**	**	**	30%	**	**	**	**
To watch a specific programme/ series	**	**	**	**	**	34	**	**	**	**	**	34	**	**	**	**
	**	**	**	**	**	22%	**	**	**	**	**	26%	**	**	**	**
To watch at a time that suits	**	**	**	**	**	35	**	**	**	**	**	31	**	**	**	**
	**	**	**	**	**	23%	**	**	**	**	**	23%	**	**	**	**
To watch exclusive TV content not available elsewhere/ original series made by the provider	**	**	**	**	**	36	**	**	**	**	**	27	**	**	**	**
	**	**	**	**	**	23%	**	**	**	**	**	20%	**	**	**	**
To access a back catalogue of films	**	**	**	**	**	32	**	**	**	**	**	29	**	**	**	**
	**	**	**	**	**	21%	**	**	**	**	**	21%	**	**	**	**
To watch something different to the programmes on main TV/ broadcast TV	**	**	**	**	**	27	**	**	**	**	**	23	**	**	**	**
	**	**	**	**	**	18%	**	**	**	**	**	17%	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

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	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	~a	~b	~c	~d		a	~b	~a	~b	~c	~d	e	~a	~b	~c	~d
Unweighted total	49	29	8	37	71	205	12	43	6	4	16	164	24	1	11	1
Effective Weighted Sample	36	18	7	25	48	148	10	31	4	2	13	121	20	1	7	1
Weighted total	39	18	5	23	43	154	14	29	5	2	12	134	20	*	3	*
To access new movie releases	**	**	**	**	**	22	**	**	**	**	**	24	**	**	**	**
	**	**	**	**	**	15%	**	**	**	**	**	18%	**	**	**	**
To watch multiple episodes in a row/ to watch box sets	**	**	**	**	**	24	**	**	**	**	**	21	**	**	**	**
	**	**	**	**	**	15%	**	**	**	**	**	16%	**	**	**	**
To access a back catalogue of TV programmes	**	**	**	**	**	23	**	**	**	**	**	20	**	**	**	**
	**	**	**	**	**	15%	**	**	**	**	**	15%	**	**	**	**
No advertising breaks in the programmes/ shows	**	**	**	**	**	18	**	**	**	**	**	14	**	**	**	**
	**	**	**	**	**	12%	**	**	**	**	**	11%	**	**	**	**
Cheaper than a subscription to pay TV (e.g. Sky, Virgin, BT TV)	**	**	**	**	**	18	**	**	**	**	**	18	**	**	**	**
	**	**	**	**	**	11%	**	**	**	**	**	13%	**	**	**	**
Can watch it when I'm away from home/ abroad/ on holiday	**	**	**	**	**	13	**	**	**	**	**	14	**	**	**	**
	**	**	**	**	**	8%	**	**	**	**	**	10%	**	**	**	**
Cheaper than renting/ buying DVDs	**	**	**	**	**	13	**	**	**	**	**	13	**	**	**	**
	**	**	**	**	**	8%	**	**	**	**	**	10%	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

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	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	~a	~b	~c	~d		a	~b	~a	~b	~c	~d	e	~a	~b	~c	~d
Unweighted total	49	29	8	37	71	205	12	43	6	4	16	164	24	1	11	1
Effective Weighted Sample	36	18	7	25	48	148	10	31	4	2	13	121	20	1	7	1
Weighted total	39	18	5	23	43	154	14	29	5	2	12	134	20	*	3	*
I saw it advertised and it looked interesting	**	**	**	**	**	10	**	**	**	**	**	12	**	**	**	**
	**	**	**	**	**	7%	**	**	**	**	**	9%	**	**	**	**
Recommendation from a friend/ family member	**	**	**	**	**	9	**	**	**	**	**	9	**	**	**	**
	**	**	**	**	**	6%	**	**	**	**	**	7%	**	**	**	**
To replace a TV subscription that I/ we cancelled	**	**	**	**	**	5	**	**	**	**	**	3	**	**	**	**
	**	**	**	**	**	4%	**	**	**	**	**	2%	**	**	**	**
UNPROMPTED REASONS																
Initially a gift	**	**	**	**	**	3	**	**	**	**	**	1	**	**	**	**
	**	**	**	**	**	2%	**	**	**	**	**	1%	**	**	**	**
For children to watch/ children's programmes	**	**	**	**	**	-	**	**	**	**	**	-	**	**	**	**
	**	**	**	**	**	-%	**	**	**	**	**	-%	**	**	**	**
Share subscription with others/ guest login	**	**	**	**	**	-	**	**	**	**	**	-	**	**	**	**
	**	**	**	**	**	-%	**	**	**	**	**	-%	**	**	**	**
Don't need an aerial/ dish	**	**	**	**	**	-	**	**	**	**	**	-	**	**	**	**
	**	**	**	**	**	-%	**	**	**	**	**	-%	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (QH84C). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Amazon Prime? (MULTI CODE)

Base : Those whose household uses Amazon Prime Video the most of all subscription video on-demand services to watch TV programmes and films

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP				
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	IRELAND	N
	~a	~b	~c	~d		a	~b	~a	~b	~c	~d	e	~a	~b	~c		~d
Significance Level: 95%																	
Unweighted total	49	29	8	37	71	205	12	43	6	4	16	164	24	1	11		1
Effective Weighted Sample	36	18	7	25	48	148	10	31	4	2	13	121	20	1	7		1
Weighted total	39	18	5	23	43	154	14	29	5	2	12	134	20	*	3		*
Don't need a TV licence	**	**	**	**	**	-	**	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	**	-%	**	**	**	**	**	-%	**	**	**	**	**
Part of TV subscription package	**	**	**	**	**	-	**	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	**	-%	**	**	**	**	**	-%	**	**	**	**	**
Other reasons	**	**	**	**	**	1	**	**	**	**	**	1	**	**	**	**	**
	**	**	**	**	**	1%	**	**	**	**	**	1%	**	**	**	**	**
Don't know	**	**	**	**	**	6	**	**	**	**	**	7	**	**	**	**	**
	**	**	**	**	**	4%	**	**	**	**	**	5%	**	**	**	**	**
SUMMARY OF PROMPTED REASONS																	
FREE SHIPPING	**	**	**	**	**	103	**	**	**	**	**	85	**	**	**	**	**
	**	**	**	**	**	67%	**	**	**	**	**	63%	**	**	**	**	**
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT	**	**	**	**	**	68	**	**	**	**	**	63	**	**	**	**	**
	**	**	**	**	**	44%	**	**	**	**	**	47%	**	**	**	**	**
BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE	**	**	**	**	**	58	**	**	**	**	**	53	**	**	**	**	**
	**	**	**	**	**	38%	**	**	**	**	**	39%	**	**	**	**	**
PROMOTION/ MARKETING/ RECOMMENDATION	**	**	**	**	**	54	**	**	**	**	**	51	**	**	**	**	**
	**	**	**	**	**	35%	**	**	**	**	**	38%	**	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

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QH18C (QH84C). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Amazon Prime? (MULTI CODE)

Base : Those whose household uses Amazon Prime Video the most of all subscription video on-demand services to watch TV programmes and films

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	~a	~b	~c	~d		a	~b	~a	~b	~c	~d	e	~a	~b	~c	~d
Unweighted total	49	29	8	37	71	205	12	43	6	4	16	164	24	1	11	1
Effective Weighted Sample	36	18	7	25	48	148	10	31	4	2	13	121	20	1	7	1
Weighted total	39	18	5	23	43	154	14	29	5	2	12	134	20	*	3	*
CHEAPER THAN ALTERNATIVE/ REPLACED PAY TV	**	**	**	**	**	26	**	**	**	**	**	24	**	**	**	**
	**	**	**	**	**	17%	**	**	**	**	**	18%	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

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QH18C (QH84C). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Amazon Prime? (MULTI CODE)

Base : Those whose household uses Amazon Prime Video the most of all subscription video on-demand services to watch TV programmes and films

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d
Unweighted total	16	8	20	4
Effective Weighted Sample	14	7	17	4
Weighted total	11	9	15	5
PROMPTED REASONS				
To obtain free delivery	**	**	**	**
	**	**	**	**
To take advantage of a free trial or promotional offer	**	**	**	**
	**	**	**	**
To watch a specific programme/ series	**	**	**	**
	**	**	**	**
To watch at a time that suits	**	**	**	**
	**	**	**	**
To watch exclusive TV content not available elsewhere/ original series made by the provider	**	**	**	**
	**	**	**	**
To access a back catalogue of films	**	**	**	**
	**	**	**	**
To watch something different to the programmes on main TV/ broadcast TV	**	**	**	**
	**	**	**	**
To access new movie releases	**	**	**	**
	**	**	**	**

Columns Tested: a,b,c,d

Any break column with 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 (QH84C). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Amazon Prime? (MULTI CODE)

Base : Those whose household uses Amazon Prime Video the most of all subscription video on-demand services to watch TV programmes and films

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d
Unweighted total	16	8	20	4
Effective Weighted Sample	14	7	17	4
Weighted total	11	9	15	5
To watch multiple episodes in a row/ to watch box sets	**	**	**	**
	**	**	**	**
To access a back catalogue of TV programmes	**	**	**	**
	**	**	**	**
No advertising breaks in the programmes/ shows	**	**	**	**
	**	**	**	**
Cheaper than a subscription to pay TV (e.g. Sky, Virgin, BT TV)	**	**	**	**
	**	**	**	**
Can watch it when I'm away from home/ abroad/ on holiday	**	**	**	**
	**	**	**	**
Cheaper than renting/ buying DVDs	**	**	**	**
	**	**	**	**
I saw it advertised and it looked interesting	**	**	**	**
	**	**	**	**
Recommendation from a friend/ family member	**	**	**	**
	**	**	**	**

Columns Tested: a,b,c,d

Any break column with 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 (QH84C). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Amazon Prime? (MULTI CODE)

Base : Those whose household uses Amazon Prime Video the most of all subscription video on-demand services to watch TV programmes and films

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d
Unweighted total	16	8	20	4
Effective Weighted Sample	14	7	17	4
Weighted total	11	9	15	5
To replace a TV subscription that I/ we cancelled	**	**	**	**
	**	**	**	**
UNPROMPTED REASONS				
Initially a gift	**	**	**	**
	**	**	**	**
For children to watch/ children's programmes	**	**	**	**
	**	**	**	**
Share subscription with others/ guest login	**	**	**	**
	**	**	**	**
Don't need an aerial/ dish	**	**	**	**
	**	**	**	**
Don't need a TV licence	**	**	**	**
	**	**	**	**
Part of TV subscription package	**	**	**	**
	**	**	**	**
Other reasons	**	**	**	**
	**	**	**	**
Don't know	**	**	**	**
	**	**	**	**
Columns Tested: a,b,c,d				

Any break column with 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 (QH84C). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Amazon Prime? (MULTI CODE)

Base : Those whose household uses Amazon Prime Video the most of all subscription video on-demand services to watch TV programmes and films

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d
Unweighted total	16	8	20	4
Effective Weighted Sample	14	7	17	4
Weighted total	11	9	15	5
SUMMARY OF PROMPTED REASONS				
FREE SHIPPING	**	**	**	**
	**	**	**	**
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT	**	**	**	**
	**	**	**	**
BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE	**	**	**	**
	**	**	**	**
PROMOTION/ MARKETING/ RECOMMENDATION	**	**	**	**
	**	**	**	**
CHEAPER THAN ALTERNATIVE/ REPLACED PAY TV	**	**	**	**
	**	**	**	**

Columns Tested: a,b,c,d

Any break column with 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 (QH84D). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Eurosport Player? (MULTI CODE)

Base : Those whose household uses Eurosport Player the most of all subscription video on-demand services to watch TV programmes and films

	AGE				AGE/SEG	ETHNICITY	IMPACTING/ LIMITING CONDITIONS			65+ AGE GROUP		65+ AGE GROUP ENGLAND		
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ANY	HEAR- ING	NO	ENGLAND	WALES	MALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d			~a	~b	~c	~a	~b	~a	~b	~c
Unweighted total	2	2	2	4	5	9	4	1	5	3	1	3	1	2
Effective Weighted Sample	2	1	2	3	3	7	3	1	4	3	1	3	1	2
Weighted total	2	1	1	2	2	6	2	1	4	2	*	2	1	1
PROMPTED REASONS														
To watch exclusive TV content not available elsewhere/ original series made by the provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch at a time that suits	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Recommendation from a friend/ family member	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch a specific programme/ series	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch something different to the programmes on main TV/ broadcast TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cheaper than a subscription to pay TV (e.g. Sky, Virgin, BT TV)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b,c - a,b - a,b,c

Any break column with 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 (QH84D). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Eurosport Player? (MULTI CODE)

Base : Those whose household uses Eurosport Player the most of all subscription video on-demand services to watch TV programmes and films

	AGE				AGE/SEG	ETHNICITY	IMPACTING/ LIMITING CONDITIONS			65+ AGE GROUP		65+ AGE GROUP ENGLAND		
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ANY	HEAR- ING	NO	ENGLAND	WALES	MALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d			~a	~b	~c	~a	~b	~a	~b	~c
Unweighted total	2	2	2	4	5	9	4	1	5	3	1	3	1	2
Effective Weighted Sample	2	1	2	3	3	7	3	1	4	3	1	3	1	2
Weighted total	2	1	1	2	2	6	2	1	4	2	*	2	1	1
To access a back catalogue of TV programmes	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To obtain free delivery	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To replace a TV subscription that I/ we cancelled	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To take advantage of a free trial or promotional offer	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To access a back catalogue of films	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To access new movie releases	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch multiple episodes in a row/ to watch box sets	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b,c - a,b - a,b,c

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QH18D (QH84D). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Eurosport Player? (MULTI CODE)

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	AGE				AGE/SEG	ETHNICITY	IMPACTING/ LIMITING CONDITIONS			65+ AGE GROUP		65+ AGE GROUP ENGLAND		
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ANY	HEAR- ING	NO	ENGLAND	WALES	MALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d			~a	~b	~c	~a	~b	~a	~b	~c
Unweighted total	2	2	2	4	5	9	4	1	5	3	1	3	1	2
Effective Weighted Sample	2	1	2	3	3	7	3	1	4	3	1	3	1	2
Weighted total	2	1	1	2	2	6	2	1	4	2	*	2	1	1
Cheaper than renting/ buying DVDs	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I saw it advertised and it looked interesting	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No advertising breaks in the programmes/ shows	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can watch it when I'm away from home/ abroad/ on holiday	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
UNPROMPTED REASONS														
Part of TV subscription package	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
For children to watch/ children's programmes	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Share subscription with others/ guest login	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b,c - a,b - a,b,c

Any break column with 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 (QH84D). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Eurosport Player? (MULTI CODE)

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	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ANY	HEAR- ING	NO	ENGLAND	WALES	MALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d			~a	~b	~c	~a	~b	~a	~b	~c
Unweighted total	2	2	2	4	5	9	4	1	5	3	1	3	1	2
Effective Weighted Sample	2	1	2	3	3	7	3	1	4	3	1	3	1	2
Weighted total	2	1	1	2	2	6	2	1	4	2	*	2	1	1
Initially a gift	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't need an aerial/ dish	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't need a TV licence	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other reasons	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY OF PROMPTED REASONS														
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
PROMOTION/ MARKETING/ RECOMMENDATION	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b,c - a,b - a,b,c

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QH18D (QH84D). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Eurosport Player? (MULTI CODE)

Base : Those whose household uses Eurosport Player the most of all subscription video on-demand services to watch TV programmes and films

	AGE				AGE/SEG	ETHNICITY	IMPACTING/ LIMITING CONDITIONS			65+ AGE GROUP		65+ AGE GROUP ENGLAND		
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ANY	HEAR- ING	NO	ENGLAND	WALES	MALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d			~a	~b	~c	~a	~b	~a	~b	~c
Unweighted total	2	2	2	4	5	9	4	1	5	3	1	3	1	2
Effective Weighted Sample	2	1	2	3	3	7	3	1	4	3	1	3	1	2
Weighted total	2	1	1	2	2	6	2	1	4	2	*	2	1	1
CHEAPER THAN ALTERNATIVE/ REPLACED PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FREE SHIPPING	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b,c - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH18E (QH84E). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Britbox? (MULTI CODE)

Base : Those whose household uses Britbox the most of all subscription video on-demand services to watch TV programmes and films

	AGE	ETHNICITY
		WHITE (WHITE BRITISH AND WHITE OTHER)
Significance Level: 95%	~a	
Unweighted total	1	1
Effective Weighted Sample	1	1
Weighted total	*	*
PROMPTED REASONS		
To watch exclusive TV content not available elsewhere/ original series made by the provider	**	**
	**	**
To watch a specific programme/ series	**	**
	**	**
To access new movie releases	**	**
	**	**
To watch at a time that suits	**	**
	**	**
To watch multiple episodes in a row/ to watch box sets	**	**
	**	**
Recommendation from a friend/ family member	**	**
	**	**
To obtain free delivery	**	**
	**	**
Columns Tested: None		

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH18E (QH84E). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Britbox? (MULTI CODE)

Base : Those whose household uses Britbox the most of all subscription video on-demand services to watch TV programmes and films

	AGE	ETHNICITY
		WHITE (WHITE BRITISH AND WHITE OTHER)
Significance Level: 95%	~a	
Unweighted total	1	1
Effective Weighted Sample	1	1
Weighted total	*	*
To take advantage of a free trial or promotional offer	**	**
	**	**
To access a back catalogue of TV programmes	**	**
	**	**
To access a back catalogue of films	**	**
	**	**
To watch something different to the programmes on main TV/ broadcast TV	**	**
	**	**
Cheaper than a subscription to pay TV (e.g. Sky, Virgin, BT TV)	**	**
	**	**
Cheaper than renting/ buying DVDs	**	**
	**	**
I saw it advertised and it looked interesting	**	**
	**	**

Columns Tested: None

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH18E (QH84E). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Britbox? (MULTI CODE)

Base : Those whose household uses Britbox the most of all subscription video on-demand services to watch TV programmes and films

	AGE	ETHNICITY
		WHITE (WHITE BRITISH AND WHITE OTHER)
Significance Level: 95%	~a	
Unweighted total	1	1
Effective Weighted Sample	1	1
Weighted total	*	*
No advertising breaks in the programmes/ shows	**	**
	**	**
Can watch it when I'm away from home/ abroad/ on holiday	**	**
	**	**
To replace a TV subscription that I/ we cancelled	**	**
	**	**
UNPROMPTED REASONS		
For children to watch/ children's programmes	**	**
	**	**
Share subscription with others/ guest login	**	**
	**	**
Initially a gift	**	**
	**	**
Don't need an aerial/ dish	**	**
	**	**

Columns Tested: None

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH18E (QH84E). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Britbox? (MULTI CODE)

Base : Those whose household uses Britbox the most of all subscription video on-demand services to watch TV programmes and films

	AGE	ETHNICITY
		WHITE (WHITE BRITISH AND WHITE OTHER)
Significance Level: 95%	~a	
Unweighted total	1	1
Effective Weighted Sample	1	1
Weighted total	*	*
Don't need a TV licence	**	**
	**	**
Part of TV subscription package	**	**
	**	**
Other reasons	**	**
	**	**
Don't know	**	**
	**	**
SUMMARY OF PROMPTED REASONS		
PROMOTION/ MARKETING/ RECOMMENDATION	**	**
	**	**
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT	**	**
	**	**
BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE	**	**
	**	**
FREE SHIPPING	**	**
	**	**

Columns Tested: None

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH18E (QH84E). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Britbox? (MULTI CODE)

Base : Those whose household uses Britbox the most of all subscription video on-demand services to watch TV programmes and films

	<u>AGE</u>	<u>ETHNICITY</u>
		WHITE (WHITE BRITISH AND WHITE OTHER)
	55-64	
Significance Level: 95%	~a	
Unweighted total	1	1
Effective Weighted Sample	1	1
Weighted total	*	*
CHEAPER THAN ALTERNATIVE/ REPLACED PAY TV	**	**
	**	**

Columns Tested: None

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH18F (QH84F). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Apple TV+? (MULTI CODE)

Base : Those whose household uses Apple TV+ the most of all subscription video on-demand services to watch TV programmes and films

	AGE			AGE/SEG	ETHNICITY	IMPACTING/ LIMITING CONDITIONS	65+ AGE GROUP	65+ AGE GROUP ENGLAND	
	55-64	65-74	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	NO	ENGLAND	MALE	ABC1
Significance Level: 95%	~a	~b	~c					~a	~b
Unweighted total	1	1	1	1	3	3	1	1	1
Effective Weighted Sample	1	1	1	1	3	3	1	1	1
Weighted total	1	1	1	1	3	3	1	1	1
PROMPTED REASONS									
To watch a specific programme/ series	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Cheaper than a subscription to pay TV (e.g. Sky, Virgin, BT TV)	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Cheaper than renting/ buying DVDs	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
To access a back catalogue of TV programmes	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
To access a back catalogue of films	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
To watch at a time that suits	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH18F (QH84F). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Apple TV+? (MULTI CODE)

Base : Those whose household uses Apple TV+ the most of all subscription video on-demand services to watch TV programmes and films

	AGE			AGE/SEG	ETHNICITY	IMPACTING/ LIMITING CONDITIONS	65+ AGE GROUP	65+ AGE GROUP ENGLAND	
	55-64	65-74	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	NO	ENGLAND	MALE	ABC1
Significance Level: 95%	~a	~b	~c					~a	~b
Unweighted total	1	1	1	1	3	3	1	1	1
Effective Weighted Sample	1	1	1	1	3	3	1	1	1
Weighted total	1	1	1	1	3	3	1	1	1
To obtain free delivery	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
To take advantage of a free trial or promotional offer	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
To watch exclusive TV content not available elsewhere/ original series made by the provider	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
To access new movie releases	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
To watch multiple episodes in a row/ to watch box sets	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
To watch something different to the programmes on main TV/ broadcast TV	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH18F (QH84F). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Apple TV+? (MULTI CODE)

Base : Those whose household uses Apple TV+ the most of all subscription video on-demand services to watch TV programmes and films

	AGE			AGE/SEG	ETHNICITY	IMPACTING/ LIMITING CONDITIONS	65+ AGE GROUP	65+ AGE GROUP ENGLAND	
	55-64	65-74	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	NO	ENGLAND	MALE	ABC1
Significance Level: 95%	~a	~b	~c					~a	~b
Unweighted total	1	1	1	1	3	3	1	1	1
Effective Weighted Sample	1	1	1	1	3	3	1	1	1
Weighted total	1	1	1	1	3	3	1	1	1
I saw it advertised and it looked interesting	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
No advertising breaks in the programmes/ shows	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Can watch it when I'm away from home/ abroad/ on holiday	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
To replace a TV subscription that I/ we cancelled	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Recommendation from a friend/ family member	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH18F (QH84F). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Apple TV+? (MULTI CODE)

Base : Those whose household uses Apple TV+ the most of all subscription video on-demand services to watch TV programmes and films

	AGE			AGE/SEG	ETHNICITY	IMPACTING/ LIMITING CONDITIONS	65+ AGE GROUP	65+ AGE GROUP ENGLAND	
	55-64	65-74	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	NO	ENGLAND	MALE	ABC1
Significance Level: 95%	~a	~b	~c					~a	~b
Unweighted total	1	1	1	1	3	3	1	1	1
Effective Weighted Sample	1	1	1	1	3	3	1	1	1
Weighted total	1	1	1	1	3	3	1	1	1
UNPROMPTED REASONS									
For children to watch/ children's programmes	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Share subscription with others/ guest login	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Initially a gift	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Don't need an aerial/ dish	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Don't need a TV licence	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Part of TV subscription package	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Other reasons	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH18F (QH84F). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Apple TV+? (MULTI CODE)

Base : Those whose household uses Apple TV+ the most of all subscription video on-demand services to watch TV programmes and films

	AGE			AGE/SEG	ETHNICITY	IMPACTING/ LIMITING CONDITIONS	65+ AGE GROUP	65+ AGE GROUP ENGLAND	
	55-64	65-74	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	NO	ENGLAND	MALE	ABC1
Significance Level: 95%	~a	~b	~c					~a	~b
Unweighted total	1	1	1	1	3	3	1	1	1
Effective Weighted Sample	1	1	1	1	3	3	1	1	1
Weighted total	1	1	1	1	3	3	1	1	1
Don't know	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
SUMMARY OF PROMPTED REASONS									
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
CHEAPER THAN ALTERNATIVE/ REPLACED PAY TV	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
FREE SHIPPING	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
PROMOTION/ MARKETING/ RECOMMENDATION	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH18G (QH84G). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Disney Life? (MULTI CODE)

Base : Those whose household uses Disney Life the most of all subscription video on-demand services to watch TV programmes and films

	AGE			AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP
	55-64	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN-ORITY GROUP	ANY	VISION	HEAR-ING	MOBI-LITY	NO	WALES
Significance Level: 95%	~a	~b	~c		~a	~b	~a	~b	~c	~d	~e	
Unweighted total	1	1	1	4	7	1	2	2	1	1	6	1
Effective Weighted Sample	1	1	1	3	5	1	2	2	1	1	4	1
Weighted total	1	*	*	2	3	1	1	1	1	1	2	*
PROMPTED REASONS												
To watch a specific programme/ series	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
To access a back catalogue of films	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
To watch at a time that suits	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
To watch multiple episodes in a row/ to watch box sets	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Cheaper than a subscription to pay TV (e.g. Sky, Virgin, BT TV)	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
To obtain free delivery	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
To take advantage of a free trial or promotional offer	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH18G (QH84G). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Disney Life? (MULTI CODE)

Base : Those whose household uses Disney Life the most of all subscription video on-demand services to watch TV programmes and films

	AGE			AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP
	55-64	75+	65+	65+ OR DE	WHITE (WHITE AND WHITE OTHER)	BRITISH ETHNIC MIN-ORITY GROUP	ANY	VISION	HEAR-ING	MOBI-LITY	NO	WALES
Significance Level: 95%	~a	~b	~c		~a	~b	~a	~b	~c	~d	~e	
Unweighted total	1	1	1	4	7	1	2	2	1	1	6	1
Effective Weighted Sample	1	1	1	3	5	1	2	2	1	1	4	1
Weighted total	1	*	*	2	3	1	1	1	1	1	2	*
To watch exclusive TV content not available elsewhere/ original series made by the provider	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
To access a back catalogue of TV programmes	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
To access new movie releases	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
To watch something different to the programmes on main TV/ broadcast TV	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Cheaper than renting/ buying DVDs	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
I saw it advertised and it looked interesting	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH18G (QH84G). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Disney Life? (MULTI CODE)

Base : Those whose household uses Disney Life the most of all subscription video on-demand services to watch TV programmes and films

	AGE			AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP
	55-64	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN-ORITY GROUP	ANY	VISION	HEAR-ING	MOBI-LITY	NO	WALES
Significance Level: 95%	~a	~b	~c		~a	~b	~a	~b	~c	~d	~e	
Unweighted total	1	1	1	4	7	1	2	2	1	1	6	1
Effective Weighted Sample	1	1	1	3	5	1	2	2	1	1	4	1
Weighted total	1	*	*	2	3	1	1	1	1	1	2	*
No advertising breaks in the programmes/ shows	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Can watch it when I'm away from home/ abroad/ on holiday	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
To replace a TV subscription that I/ we cancelled	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Recommendation from a friend/ family member	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
UNPROMPTED REASONS												
For children to watch/ children's programmes	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Share subscription with others/ guest login	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Initially a gift	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Columns Tested: a,b,c - a,b - a,b,c,d,e												

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH18G (QH84G). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Disney Life? (MULTI CODE)

Base : Those whose household uses Disney Life the most of all subscription video on-demand services to watch TV programmes and films

	AGE			AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP
	55-64	75+	65+	65+ OR DE	WHITE (WHITE BRITISH ETHNIC MIN- AND WHITE OTHER)	ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	WALES
	~a	~b	~c		~a	~b	~a	~b	~c	~d	~e	
Significance Level: 95%												
Unweighted total	1	1	1	4	7	1	2	2	1	1	6	1
Effective Weighted Sample	1	1	1	3	5	1	2	2	1	1	4	1
Weighted total	1	*	*	2	3	1	1	1	1	1	2	*
Don't need an aerial/ dish	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Don't need a TV licence	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Part of TV subscription package	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Other reasons	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY OF PROMPTED REASONS												
BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH18G (QH84G). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Disney Life? (MULTI CODE)

Base : Those whose household uses Disney Life the most of all subscription video on-demand services to watch TV programmes and films

	AGE			AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP
	55-64	75+	65+	65+ OR DE	WHITE (WHITE AND WHITE OTHER)	BRITISH ETHNIC MIN-ORORITY GROUP	ANY	VISION	HEAR-ING	MOBI-LITY	NO	WALES
Significance Level: 95%	~a	~b	~c		~a	~b	~a	~b	~c	~d	~e	
Unweighted total	1	1	1	4	7	1	2	2	1	1	6	1
Effective Weighted Sample	1	1	1	3	5	1	2	2	1	1	4	1
Weighted total	1	*	*	2	3	1	1	1	1	1	2	*
CHEAPER THAN ALTERNATIVE/ REPLACED PAY TV	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
FREE SHIPPING	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
PROMOTION/ MARKETING/ RECOMMENDATION	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH18H (QH84H). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to YouTube Premium? (MULTI CODE)

Base : Those whose household uses YouTube Premium the most of all subscription video on-demand services to watch TV programmes and films

	AGE			AGE/SEG	ETHNICITY	IMPACTING/ LIMITING CONDITIONS				65+ AGE GROUP	65+ AGE GROUP ENGLAND	
	55-64	65-74	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ANY	HEAR-ING	MOBI-LITY	NO	ENGLAND	FEMALE	C2DE
Significance Level: 95%	~a	~b	~c			~a	~b	~c	~d		~a	~b
Unweighted total	1	1	1	3	5	2	1	1	2	1	1	1
Effective Weighted Sample	1	1	1	3	4	2	1	1	2	1	1	1
Weighted total	*	1	1	2	3	1	1	1	1	1	1	1
PROMPTED REASONS												
No advertising breaks in the programmes/ shows	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Can watch it when I'm away from home/ abroad/ on holiday	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
To watch a specific programme/ series	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
To obtain free delivery	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
To take advantage of a free trial or promotional offer	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
To watch exclusive TV content not available elsewhere/ original series made by the provider	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Columns Tested: a,b,c - a,b,c,d - a,b												

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH18H (QH84H). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to YouTube Premium? (MULTI CODE)

Base : Those whose household uses YouTube Premium the most of all subscription video on-demand services to watch TV programmes and films

	AGE			AGE/SEG	ETHNICITY	IMPACTING/ LIMITING CONDITIONS				65+ AGE GROUP	65+ AGE GROUP ENGLAND	
	55-64	65-74	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ANY	HEAR-ING	MOBI-LITY	NO	ENGLAND	FEMALE	C2DE
Significance Level: 95%	~a	~b	~c			~a	~b	~c	~d		~a	~b
Unweighted total	1	1	1	3	5	2	1	1	2	1	1	1
Effective Weighted Sample	1	1	1	3	4	2	1	1	2	1	1	1
Weighted total	*	1	1	2	3	1	1	1	1	1	1	1
To access a back catalogue of TV programmes	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
To access a back catalogue of films	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
To access new movie releases	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
To watch at a time that suits	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
To watch multiple episodes in a row/ to watch box sets	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
To watch something different to the programmes on main TV/ broadcast TV	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Cheaper than a subscription to pay TV (e.g. Sky, Virgin, BT TV)	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c - a,b,c,d - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH18H (QH84H). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to YouTube Premium? (MULTI CODE)

Base : Those whose household uses YouTube Premium the most of all subscription video on-demand services to watch TV programmes and films

	AGE			AGE/SEG	ETHNICITY	IMPACTING/ LIMITING CONDITIONS				65+ AGE GROUP	65+ AGE GROUP ENGLAND	
	55-64	65-74	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ANY	HEAR-ING	MOBI-LITY	NO	ENGLAND	FEMALE	C2DE
Significance Level: 95%	~a	~b	~c			~a	~b	~c	~d		~a	~b
Unweighted total	1	1	1	3	5	2	1	1	2	1	1	1
Effective Weighted Sample	1	1	1	3	4	2	1	1	2	1	1	1
Weighted total	*	1	1	2	3	1	1	1	1	1	1	1
Cheaper than renting/ buying DVDs	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
I saw it advertised and it looked interesting	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
To replace a TV subscription that I/ we cancelled	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Recommendation from a friend/ family member	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
UNPROMPTED REASONS												
For children to watch/ children's programmes	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Share subscription with others/ guest login	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Initially a gift	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c - a,b,c,d - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH18H (QH84H). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to YouTube Premium? (MULTI CODE)

Base : Those whose household uses YouTube Premium the most of all subscription video on-demand services to watch TV programmes and films

	AGE			AGE/SEG	ETHNICITY	IMPACTING/ LIMITING CONDITIONS				65+ AGE GROUP	65+ AGE GROUP ENGLAND	
	55-64	65-74	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ANY	HEAR-ING	MOBI-LITY	NO	ENGLAND	FEMALE	C2DE
Significance Level: 95%	~a	~b	~c			~a	~b	~c	~d		~a	~b
Unweighted total	1	1	1	3	5	2	1	1	2	1	1	1
Effective Weighted Sample	1	1	1	3	4	2	1	1	2	1	1	1
Weighted total	*	1	1	2	3	1	1	1	1	1	1	1
Don't need an aerial/ dish	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Don't need a TV licence	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Part of TV subscription package	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Other reasons	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY OF PROMPTED REASONS												
BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
FREE SHIPPING	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c - a,b,c,d - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH18H (QH84H). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to YouTube Premium? (MULTI CODE)

Base : Those whose household uses YouTube Premium the most of all subscription video on-demand services to watch TV programmes and films

	AGE			AGE/SEG	ETHNICITY	IMPACTING/ LIMITING CONDITIONS				65+ AGE GROUP	65+ AGE GROUP ENGLAND	
	55-64	65-74	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ANY	HEAR-ING	MOBI-LITY	NO	ENGLAND	FEMALE	C2DE
Significance Level: 95%	~a	~b	~c			~a	~b	~c	~d		~a	~b
Unweighted total	1	1	1	3	5	2	1	1	2	1	1	1
Effective Weighted Sample	1	1	1	3	4	2	1	1	2	1	1	1
Weighted total	*	1	1	2	3	1	1	1	1	1	1	1
PROMOTION/ MARKETING/ RECOMMENDATION	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
CHEAPER THAN ALTERNATIVE/ REPLACED PAY TV	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c - a,b,c,d - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH18I (QH84I). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Hayu? (MULTI CODE)

Base : Those whose household uses Hayu the most of all subscription video on-demand services to watch TV programmes and films

	<u>ETHNICITY</u>	<u>IMPACTING/ LIMITING CONDITIONS</u>
	WHITE (WHITE BRITISH AND WHITE OTHER)	NO
Significance Level: 95%	~a	
Unweighted total	3	2
Effective Weighted Sample	1	2
Weighted total	2	*
PROMPTED REASONS		
I saw it advertised and it looked interesting	**	**
	**	**
To watch exclusive TV content not available elsewhere/ original series made by the provider	**	**
	**	**
To watch a specific programme/ series	**	**
	**	**
To access a back catalogue of TV programmes	**	**
	**	**
To obtain free delivery	**	**
	**	**
Columns Tested: None		

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH18I (QH84I). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Hayu? (MULTI CODE)

Base : Those whose household uses Hayu the most of all subscription video on-demand services to watch TV programmes and films

	<u>ETHNICITY</u>	<u>IMPACTING/ LIMITING CONDITIONS</u>
	WHITE (WHITE BRITISH AND WHITE OTHER)	NO
Significance Level: 95%	~a	
Unweighted total	3	2
Effective Weighted Sample	1	2
Weighted total	2	*
To take advantage of a free trial or promotional offer	**	**
	**	**
To access a back catalogue of films	**	**
	**	**
To access new movie releases	**	**
	**	**
To watch at a time that suits	**	**
	**	**
To watch multiple episodes in a row/ to watch box sets	**	**
	**	**
To watch something different to the programmes on main TV/ broadcast TV	**	**
	**	**

Columns Tested: None

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH18I (QH84I). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Hayu? (MULTI CODE)

Base : Those whose household uses Hayu the most of all subscription video on-demand services to watch TV programmes and films

	<u>ETHNICITY</u>	<u>IMPACTING/ LIMITING CONDITIONS</u>
	WHITE (WHITE BRITISH AND WHITE OTHER)	NO
Significance Level: 95%	~a	
Unweighted total	3	2
Effective Weighted Sample	1	2
Weighted total	2	*
Cheaper than a subscription to pay TV (e.g. Sky, Virgin, BT TV)	**	**
	**	**
Cheaper than renting/ buying DVDs	**	**
	**	**
No advertising breaks in the programmes/ shows	**	**
	**	**
Can watch it when I'm away from home/ abroad/ on holiday	**	**
	**	**
To replace a TV subscription that I/ we cancelled	**	**
	**	**
Recommendation from a friend/ family member	**	**
	**	**

Columns Tested: None

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH18I (QH84I). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Hayu? (MULTI CODE)

Base : Those whose household uses Hayu the most of all subscription video on-demand services to watch TV programmes and films

	<u>ETHNICITY</u>	<u>IMPACTING/ LIMITING CONDITIONS</u>
	WHITE (WHITE BRITISH AND WHITE OTHER)	NO
Significance Level: 95%	~a	
Unweighted total	3	2
Effective Weighted Sample	1	2
Weighted total	2	*
UNPROMPTED REASONS		
For children to watch/ children's programmes	**	**
	**	**
Share subscription with others/ guest login	**	**
	**	**
Initially a gift	**	**
	**	**
Don't need an aerial/ dish	**	**
	**	**
Don't need a TV licence	**	**
	**	**
Part of TV subscription package	**	**
	**	**
Other reasons	**	**
	**	**
Columns Tested: None		

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH18I (QH84I). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to Hayu? (MULTI CODE)

Base : Those whose household uses Hayu the most of all subscription video on-demand services to watch TV programmes and films

	ETHNICITY WHITE (WHITE BRITISH AND WHITE OTHER)	IMPACTING/ LIMITING CONDITIONS
Significance Level: 95%	~a	NO
Unweighted total	3	2
Effective Weighted Sample	1	2
Weighted total	2	*
Don't know	**	**
	**	**
SUMMARY OF PROMPTED REASONS		
PROMOTION/ MARKETING/ RECOMMENDATION	**	**
	**	**
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT	**	**
	**	**
BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE	**	**
	**	**
FREE SHIPPING	**	**
	**	**
CHEAPER THAN ALTERNATIVE/ REPLACED PAY TV	**	**
	**	**

Columns Tested: None

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH18J (QH84J). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to ITV Hub+? (MULTI CODE)

Base : Those whose household uses ITV Hub+ the most of all subscription video on-demand services to watch TV programmes and films

	AGE				AGE/SEG	ETHNICITY	IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP		65+ AGE GROUP ENGLAND		
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	WALES	MALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d			~a	~b	~c	~d	~e	~a	~b	~a	~b	~c
Unweighted total	3	2	2	4	5	11	4	2	2	3	7	2	2	2	1	1
Effective Weighted Sample	2	2	1	3	3	8	3	2	2	2	5	2	2	2	1	1
Weighted total	2	1	1	2	3	7	3	1	1	3	5	1	*	1	1	*
PROMPTED REASONS																
To watch at a time that suits	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch exclusive TV content not available elsewhere/ original series made by the provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch a specific programme/ series	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To obtain free delivery	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To replace a TV subscription that I/ we cancelled	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No advertising breaks in the programmes/ shows	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b,c,d,e - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH18J (QH84J). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to ITV Hub+? (MULTI CODE)

Base : Those whose household uses ITV Hub+ the most of all subscription video on-demand services to watch TV programmes and films

	AGE				AGE/SEG	ETHNICITY	IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP		65+ AGE GROUP ENGLAND		
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	WALES	MALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d			~a	~b	~c	~d	~e	~a	~b	~a	~b	~c
Unweighted total	3	2	2	4	5	11	4	2	2	3	7	2	2	2	1	1
Effective Weighted Sample	2	2	1	3	3	8	3	2	2	2	5	2	2	2	1	1
Weighted total	2	1	1	2	3	7	3	1	1	3	5	1	*	1	1	*
To access a back catalogue of TV programmes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To take advantage of a free trial or promotional offer	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To access a back catalogue of films	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To access new movie releases	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch multiple episodes in a row/ to watch box sets	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cheaper than a subscription to pay TV (e.g. Sky, Virgin, BT TV)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cheaper than renting/ buying DVDs	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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QH18J (QH84J). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to ITV Hub+? (MULTI CODE)

Base : Those whose household uses ITV Hub+ the most of all subscription video on-demand services to watch TV programmes and films

	AGE				AGE/SEG	ETHNICITY	IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP		65+ AGE GROUP ENGLAND		
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	WALES	MALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d			~a	~b	~c	~d	~e	~a	~b	~a	~b	~c
Unweighted total	3	2	2	4	5	11	4	2	2	3	7	2	2	2	1	1
Effective Weighted Sample	2	2	1	3	3	8	3	2	2	2	5	2	2	2	1	1
Weighted total	2	1	1	2	3	7	3	1	1	3	5	1	*	1	1	*
To watch something different to the programmes on main TV/ broadcast TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I saw it advertised and it looked interesting	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can watch it when I'm away from home/ abroad/ on holiday	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Recommendation from a friend/ family member	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
UNPROMPTED REASONS																
For children to watch/ children's programmes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Share subscription with others/ guest login	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b,c,d,e - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH18J (QH84J). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to ITV Hub+? (MULTI CODE)

Base : Those whose household uses ITV Hub+ the most of all subscription video on-demand services to watch TV programmes and films

	AGE				AGE/SEG	ETHNICITY	IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP		65+ AGE GROUP ENGLAND		
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	WALES	MALE	ABC1	C2DE
	~a	~b	~c	~d			~a	~b	~c	~d	~e	~a	~b	~a	~b	~c
Significance Level: 95%																
Unweighted total	3	2	2	4	5	11	4	2	2	3	7	2	2	2	1	1
Effective Weighted Sample	2	2	1	3	3	8	3	2	2	2	5	2	2	2	1	1
Weighted total	2	1	1	2	3	7	3	1	1	3	5	1	*	1	1	*
Initially a gift	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't need an aerial/ dish	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't need a TV licence	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Part of TV subscription package	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other reasons	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY OF PROMPTED REASONS																
BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b,c,d,e - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH18J (QH84J). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to ITV Hub+? (MULTI CODE)

Base : Those whose household uses ITV Hub+ the most of all subscription video on-demand services to watch TV programmes and films

	AGE				AGE/SEG	ETHNICITY	IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP		65+ AGE GROUP ENGLAND		
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	WALES	MALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c	~d			~a	~b	~c	~d	~e	~a	~b	~a	~b	~c
Unweighted total	3	2	2	4	5	11	4	2	2	3	7	2	2	2	1	1
Effective Weighted Sample	2	2	1	3	3	8	3	2	2	2	5	2	2	2	1	1
Weighted total	2	1	1	2	3	7	3	1	1	3	5	1	*	1	1	*
CHEAPER THAN ALTERNATIVE/ REPLACED PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FREE SHIPPING	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
PROMOTION/ MARKETING/ RECOMMENDATION	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b,c,d,e - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH18K (QH84K). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to All 4+? (MULTI CODE)

Base : Those whose household uses All4+ the most of all subscription video on-demand services to watch TV programmes and films

	AGE			AGE/SEG	ETHNICITY	IMPACTING/ LIMITING CONDITIONS				65+ AGE GROUP		65+ AGE GROUP ENGLAND			
	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ANY	HEAR- ING	MOBI- LITY	NO	ENGLAND	WALES	MALE	FEMALE	ABC1	C2DE
	~a	~b	~c			~a	~b	~c	~d	~a	~b	~a	~b	~c	~d
Significance Level: 95%															
Unweighted total	3	1	4	4	6	2	1	1	4	3	1	2	1	2	1
Effective Weighted Sample	2	1	3	3	4	1	1	1	3	3	1	2	1	2	1
Weighted total	2	1	3	3	4	1	1	1	4	3	*	2	1	2	1
PROMPTED REASONS															
To watch at a time that suits	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To access new movie releases	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch a specific programme/ series	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Recommendation from a friend/ family member	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To take advantage of a free trial or promotional offer	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cheaper than a subscription to pay TV (e.g. Sky, Virgin, BT TV)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I saw it advertised and it looked interesting	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c - a,b,c,d - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH18K (QH84K). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to All 4+? (MULTI CODE)

Base : Those whose household uses All4+ the most of all subscription video on-demand services to watch TV programmes and films

	AGE			AGE/SEG	ETHNICITY	IMPACTING/ LIMITING CONDITIONS				65+ AGE GROUP		65+ AGE GROUP ENGLAND			
	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ANY	HEAR- ING	MOBI- LITY	NO	ENGLAND	WALES	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c			~a	~b	~c	~d	~a	~b	~a	~b	~c	~d
Unweighted total	3	1	4	4	6	2	1	1	4	3	1	2	1	2	1
Effective Weighted Sample	2	1	3	3	4	1	1	1	3	3	1	2	1	2	1
Weighted total	2	1	3	3	4	1	1	1	4	3	*	2	1	2	1
Can watch it when I'm away from home/ abroad/ on holiday	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch something different to the programmes on main TV/ broadcast TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No advertising breaks in the programmes/ shows	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To obtain free delivery	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch exclusive TV content not available elsewhere/ original series made by the provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To access a back catalogue of TV programmes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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Significance Level: 95%	~a	~b	~c			~a	~b	~c	~d	~a	~b	~a	~b	~c	~d
Unweighted total	3	1	4	4	6	2	1	1	4	3	1	2	1	2	1
Effective Weighted Sample	2	1	3	3	4	1	1	1	3	3	1	2	1	2	1
Weighted total	2	1	3	3	4	1	1	1	4	3	*	2	1	2	1
To access a back catalogue of films	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To watch multiple episodes in a row/ to watch box sets	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cheaper than renting/ buying DVDs	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To replace a TV subscription that I/ we cancelled	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
UNPROMPTED REASONS															
For children to watch/ children's programmes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Share subscription with others/ guest login	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Initially a gift	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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Base : Those whose household uses All4+ the most of all subscription video on-demand services to watch TV programmes and films

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Significance Level: 95%	~a	~b	~c			~a	~b	~c	~d	~a	~b	~a	~b	~c	~d
Unweighted total	3	1	4	4	6	2	1	1	4	3	1	2	1	2	1
Effective Weighted Sample	2	1	3	3	4	1	1	1	3	3	1	2	1	2	1
Weighted total	2	1	3	3	4	1	1	1	4	3	*	2	1	2	1
Don't need an aerial/ dish	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't need a TV licence	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Part of TV subscription package	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other reasons	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY OF PROMPTED REASONS															
BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c - a,b,c,d - a,b - a,b,c,d

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QH18K (QH84K). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to All 4+? (MULTI CODE)

Base : Those whose household uses All4+ the most of all subscription video on-demand services to watch TV programmes and films

	AGE			AGE/SEG	ETHNICITY	IMPACTING/ LIMITING CONDITIONS				65+ AGE GROUP		65+ AGE GROUP ENGLAND			
	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ANY	HEAR- ING	MOBI- LITY	NO	ENGLAND	WALES	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	~a	~b	~c			~a	~b	~c	~d	~a	~b	~a	~b	~c	~d
Unweighted total	3	1	4	4	6	2	1	1	4	3	1	2	1	2	1
Effective Weighted Sample	2	1	3	3	4	1	1	1	3	3	1	2	1	2	1
Weighted total	2	1	3	3	4	1	1	1	4	3	*	2	1	2	1
PROMOTION/ MARKETING/ RECOMMENDATION	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
CHEAPER THAN ALTERNATIVE/ REPLACED PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FREE SHIPPING	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c - a,b,c,d - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH19 (QH75). SHOWCARD Which, if any, of these would encourage you to watch more online TV programmes or films than you currently do – using broadcaster services like BBC iPlayer or subscription services like Netflix or Amazon Prime Video, or pay per view services like iTunes or Google Play? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
PROMPTED RESPONSES																
Cheaper subscriptions/ cost of pay per view	84 20% bcd	41 13% c	19 7%	60 10%	182 17%	498 22%	70 28%	88 18%	15 18%	19 19%	27 13%	448 24% ad	54 11%	2 5%	2 6%	1 8%
More exclusive content	40 10% cd	21 7% c	5 2%	25 4% c	82 8%	319 14%	41 16%	38 8%	9 11% d	6 6%	8 4%	296 16% acd	22 5%	1 2%	1 3%	1 5%
More back catalogues of TV series	39 9% cd	20 7% c	8 3%	28 5%	61 6%	267 12%	30 12%	37 8%	8 10%	7 7%	8 4%	231 12% ad	26 5% c	1 3%	* 1%	* 2%
Faster broadband	33 8% cd	14 5% c	4 1%	18 3%	53 5%	187 8%	49 19% a	24 5%	5 6%	3 3%	10 5%	194 11% acd	16 3%	* 1%	1 2%	* 2%
Higher mobile data allowance	10 2%	6 2%	2 1%	8 1%	30 3%	97 4%	16 6%	15 3% d	4 5% d	2 2%	1 1%	93 5% ad	7 2%	- -%	- -%	1 3% c
UNPROMPTED RESPONSES																
If I had more free time	4 1% d	1 *% d	- -%	1 *% d	4 *% d	15 1%	- -%	1 *% d	- -%	- -%	- -%	12 1%	- -%	- -%	1 2% a	- -%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

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QH19 (QH75). SHOWCARD Which, if any, of these would encourage you to watch more online TV programmes or films than you currently do – using broadcaster services like BBC iPlayer or subscription services like Netflix or Amazon Prime Video, or pay per view services like iTunes or Google Play? (MULTI CODE)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
Better programmes	2 *%	1 *%	1 *%	1 *%	4 *%	11 *%	- -%	3 1%	- -%	1 1%	1 *%	7 *%	1 *%	* 1%	* *%	- -%
Better films	1 *%	* *%	- -%	* *%	1 *%	6 *%	1 1%	1 *%	- -%	1 1%	* *%	6 *%	- -%	- -%	* *%	- -%
If there was no advertising	1 *%	- -%	* *%	* *%	* *%	4 *%	- -%	1 *%	- -%	1 1%	- -%	3 *%	- -%	- -%	* *%	- -%
If it was free of charge	- -%	1 *%	1 *%	1 *%	2 *%	4 *%	- -%	2 *%	- -%	- -%	2 1%	1 *%	1 *%	- -%	- -%	- -%
Cheaper mobile data	- -%	1 *%	- -%	1 *%	1 *%	3 *%	- -%	- -%	- -%	- -%	- -%	2 *%	1 *%	- -%	- -%	- -%
If it was easier to use/ understand	- -%	1 *%	- -%	1 *%	1 *%	2 *%	- -%	* *%	* *%	- -%	- -%	2 *%	1 *%	- -%	- -%	* 1%
Something else	* *%	* *%	* *%	1 *%	2 *%	4 *%	1 *%	2 *%	1 2% e	1 1%	- -%	3 *%	1 *%	- -%	* *%	- -%
Nothing would encourage me	237 57%	216 71% a	225 83% abd	440 77% a	698 66%	1225 54% b	116 46%	332 67% e	50 61% e	67 65% e	156 77% abce	920 50%	360 76% d	42 85% d	27 84% d	11 66%
Don't know	23 6%	12 4%	15 6%	27 5%	67 6%	124 5%	14 6%	21 4%	5 6%	5 5%	7 4%	103 6%	20 4%	3 5%	* 1%	4 21% abc

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

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QH19 (QH75). SHOWCARD Which, if any, of these would encourage you to watch more online TV programmes or films than you currently do – using broadcaster services like BBC iPlayer or subscription services like Netflix or Amazon Prime Video, or pay per view services like iTunes or Google Play? (MULTI CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
PROMPTED RESPONSES				
Cheaper subscriptions/ cost of pay per view	32 15% b	23 9%	28 12%	27 11%
More exclusive content	9 4%	13 5%	13 6%	10 4%
More back catalogues of TV series	12 6%	14 5%	17 8% d	9 3%
Faster broadband	7 3%	9 4%	10 4%	7 3%
Higher mobile data allowance	3 1%	4 2%	1 *%	6 3%
UNPROMPTED RESPONSES				
If I had more free time	- -%	- -%	- -%	- -%
Better programmes	1 *%	- -%	1 *%	* *%
Better films	- -%	- -%	- -%	- -%
If there was no advertising	- -%	- -%	- -%	- -%
Columns Tested: a,b,c,d				

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH19 (QH75). SHOWCARD Which, if any, of these would encourage you to watch more online TV programmes or films than you currently do – using broadcaster services like BBC iPlayer or subscription services like Netflix or Amazon Prime Video, or pay per view services like iTunes or Google Play? (MULTI CODE)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
If it was free of charge	1 *%	1 *%	1 *%	1 *%
Cheaper mobile data	1 *%	- -%	1 *%	- -%
If it was easier to use/ understand	- -%	1 *%	1 *%	- -%
Something else	* *%	* *%	* *%	* *%
Nothing would encourage me	161 76%	199 76%	166 75%	194 77%
Don't know	3 2%	17 6%	7 3%	13 5%
		a		a

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH20 (QH62). Are any of your TV sets 'Smart TVs'? These are 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. IF NECESSARY – For now we're just interested in knowing whether any of your household's TVs are Smart TVs, not whether they have been used to connect to the internet. (SINGLE CODE)

Base : Those with a TV in the household

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	599	524	510	1034	1811	3422	242	834	141	175	335	2564	648	125	157	104
Effective Weighted Sample	410	341	327	667	1219	2319	193	569	90	123	249	1772	508	68	97	86
Weighted total	412	298	268	566	1041	2223	245	480	81	103	197	1814	468	49	32	17
Yes	243	128	74	202	446	1308	152	210	37	47	75	1160	174	14	10	4
	59%	43%	28%	36%	43%	59%	62%	44%	46%	46%	38%	64%	37%	29%	32%	24%
	bcd	cd		c								abcd	d			
No	151	146	171	316	532	813	82	238	39	51	103	588	254	33	18	11
	37%	49%	64%	56%	51%	37%	34%	49%	48%	49%	52%	32%	54%	67%	58%	67%
		a	abd	ab				e	e	e	e			a		a
Don't know	16	24	23	47	62	101	11	33	5	5	19	64	40	2	3	2
	4%	8%	9%	8%	6%	5%	4%	7%	6%	5%	10%	4%	9%	4%	10%	10%
		a	a	a				e			e					

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH20 (QH62). Are any of your TV sets 'Smart TVs'? These are 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. IF NECESSARY – For now we're just interested in knowing whether any of your household's TVs are Smart TVs, not whether they have been used to connect to the internet. (SINGLE CODE)

Base : Those with a TV in the household

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	321	327	298	350
Effective Weighted Sample	248	263	243	265
Weighted total	210	258	220	247
Yes	78	96	108	66
	37%	37%	49%	27%
	d	d	abd	
No	122	132	95	158
	58%	51%	43%	64%
	c			bc
Don't know	10	30	17	23
	5%	12%	8%	9%
		a		a

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH21 (QH80). And are any of your Smart TV sets connected to your home broadband service? EXPLANATION PROVIDED IF NECESSARY (SINGLE CODE)

Base : Those with a 'Smart TV' in the household

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	~b	~c	d	e	a	~b	~c	~d
Unweighted total	319	198	115	313	690	1855	138	326	54	64	114	1533	223	28	41	21
Effective Weighted Sample	226	140	81	221	488	1274	114	232	39	51	87	1064	179	17	28	19
Weighted total	243	128	74	202	446	1308	152	210	37	47	75	1160	174	14	10	4
Yes, connected	216	105	54	159	367	1174	134	177	**	**	62	1054	135	**	**	**
	89%	82%	72%	79%	82%	90%	89%	84%	**	**	83%	91%	78%	**	**	**
	cd											ad				
No, not connected	23	20	16	36	70	116	17	30	**	**	10	93	32	**	**	**
	9%	16%	21%	18%	16%	9%	11%	14%	**	**	13%	8%	18%	**	**	**
			a	a				e								
Don't know	4	3	5	7	9	18	1	4	**	**	3	13	7	**	**	**
	2%	2%	6%	4%	2%	1%	*%	2%	**	**	4%	1%	4%	**	**	**
			a								e					

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH21 (QH80). And are any of your Smart TV sets connected to your home broadband service? EXPLANATION PROVIDED IF NECESSARY (SINGLE CODE)

Base : Those with a 'Smart TV' in the household

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	~d
Unweighted total	113	110	134	89
Effective Weighted Sample	91	90	110	69
Weighted total	78	96	108	66
Yes, connected	63	72	89	**
	81%	76%	82%	**
No, not connected	13	19	14	**
	16%	20%	13%	**
Don't know	3	4	5	**
	3%	4%	5%	**

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH22 (QH45). SHOWCARD Have you or has anyone in your household connected your TV to the internet to watch something on the TV screen - using any of these devices - in the last 12 months? Please note this does not include access to the internet via a 'Smart TV' set. (MULTI CODE)

Base : Those with a TV in the household

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	599	524	510	1034	1811	3422	242	834	141	175	335	2564	648	125	157	104
Effective Weighted Sample	410	341	327	667	1219	2319	193	569	90	123	249	1772	508	68	97	86
Weighted total	412	298	268	566	1041	2223	245	480	81	103	197	1814	468	49	32	17
Games console	43	16	1	17	145	546	73	68	8	10	15	510	13	2	2	*
	11%	5%	1%	3%	14%	25%	30%	14%	10%	10%	8%	28%	3%	5%	5%	1%
	bcd	c		c				d				abcd				
Set top box with access to digital or cable TV broadcasts (such as Sky Plus, Virgin TiVo, BT TV, YouView)	81	33	12	44	116	432	35	54	6	11	19	396	38	5	1	*
	20%	11%	4%	8%	11%	19%	14%	11%	8%	11%	10%	22%	8%	10%	5%	2%
	bcd	c		c								abcd				
Laptop/ desktop PC	39	18	6	24	63	256	42	40	6	6	14	243	21	1	1	1
	10%	6%	2%	4%	6%	12%	17%	8%	8%	6%	7%	13%	4%	3%	4%	5%
	cd	c					a					acd				
Streaming stick (such as Roku, Google Chromecast, Amazon Fire TV Stick)	39	14	4	18	66	261	17	46	9	7	10	211	15	-	2	*
	9%	5%	1%	3%	6%	12%	7%	9%	11%	7%	5%	12%	3%	-%	7%	2%
	bcd	c				b		d				d			b	
Internet-connected set-top box (such as NOW TV set-top box, Apple TV, Amazon Fire TV)	30	6	*	6	40	152	12	26	4	4	7	131	5	-	1	*
	7%	2%	*%	1%	4%	7%	5%	5%	5%	4%	3%	7%	1%	-%	2%	3%
	bcd	c										d				

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH22 (QH45). SHOWCARD Have you or has anyone in your household connected your TV to the internet to watch something on the TV screen - using any of these devices - in the last 12 months? Please note this does not include access to the internet via a 'Smart TV' set. (MULTI CODE)

Base : Those with a TV in the household

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	599	524	510	1034	1811	3422	242	834	141	175	335	2564	648	125	157	104
Effective Weighted Sample	410	341	327	667	1219	2319	193	569	90	123	249	1772	508	68	97	86
Weighted total	412	298	268	566	1041	2223	245	480	81	103	197	1814	468	49	32	17
None of these	232	221	239	460	703	1106	116	319	59	75	146	809	377	42	26	14
	56%	74%	89%	81%	68%	50%	47%	66%	73%	73%	74%	45%	81%	86%	83%	84%
		a	abd	ab				e	e	e	ae					
Don't know	8	9	7	16	29	57	9	11	2	2	2	46	14	1	1	1
	2%	3%	2%	3%	3%	3%	4%	2%	3%	2%	1%	3%	3%	1%	2%	5%
ANY DEVICES CONNECTING TV TO THE INTERNET INCLUDING SMART TV AT QH80	253	124	61	186	462	1444	160	221	34	41	75	1277	158	13	10	5
	62%	42%	23%	33%	44%	65%	65%	46%	42%	40%	38%	70%	34%	27%	32%	27%
	bcd	cd		c				d				abcd				
INTERNET CONNECTED STREAMING STICK OR SET TOP BOX	59	19	4	23	98	356	26	56	11	8	15	299	19	-	3	1
	14%	6%	1%	4%	9%	16%	10%	12%	13%	8%	8%	16%	4%	-%	10%	5%
	bcd	c		c		b						acd			ab	b

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH22 (QH45). SHOWCARD Have you or has anyone in your household connected your TV to the internet to watch something on the TV screen - using any of these devices - in the last 12 months? Please note this does not include access to the internet via a 'Smart TV' set. (MULTI CODE)

Base : Those with a TV in the household

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	321	327	298	350
Effective Weighted Sample	248	263	243	265
Weighted total	210	258	220	247
Games console	7	6	8	5
	3%	3%	4%	2%
Set top box with access to digital or cable TV broadcasts (such as Sky Plus, Virgin TiVo, BT TV, YouView)	19	19	21	17
	9%	7%	10%	7%
Laptop/ desktop PC	8	12	17	4
	4%	5%	8%	1%
		d	d	
Streaming stick (such as Roku, Google Chromecast, Amazon Fire TV Stick)	8	7	12	4
	4%	3%	5%	2%
			d	
Internet-connected set-top box (such as NOW TV set-top box, Apple TV, Amazon Fire TV)	2	3	4	1
	1%	1%	2%	*%
None of these	166	211	162	215
	79%	82%	74%	87%
		c		ac
Don't know	5	9	6	7
	2%	4%	3%	3%

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH22 (QH45). SHOWCARD Have you or has anyone in your household connected your TV to the internet to watch something on the TV screen - using any of these devices - in the last 12 months? Please note this does not include access to the internet via a 'Smart TV' set. (MULTI CODE)

Base : Those with a TV in the household

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	321	327	298	350
Effective Weighted Sample	248	263	243	265
Weighted total	210	258	220	247
ANY DEVICES CONNECTING TV TO THE INTERNET INCLUDING SMART TV AT QH80	75 36% d	83 32% d	103 47% abd	55 22%
INTERNET CONNECTED STREAMING STICK OR SET TOP BOX	10 5%	9 3%	14 7% d	5 2%

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH23A (QH65A). How frequently, if at all, do you watch each of these channels - RTE One? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household

	AGE				AGE/SEG	ETHNICITY	IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ANY	VISION	HEAR- ING	MOBI- LITY	NO	N
	~a	~b	~c	d			~a	~b	~c	~d	e	IRELAND
Significance Level: 95%												
Unweighted total	72	51	53	104	219	434	89	27	23	27	313	104
Effective Weighted Sample	66	42	44	86	189	396	76	24	20	24	285	86
Weighted total	12	8	9	17	33	62	13	5	4	4	45	17
Every day	**	**	**	1	1	1	**	**	**	**	*	1
	**	**	**	5%	2%	1%	**	**	**	**	1%	5%
At least weekly	**	**	**	2	4	6	**	**	**	**	3	2
	**	**	**	13%	12%	10%	**	**	**	**	6%	13%
At least monthly	**	**	**	2	3	4	**	**	**	**	2	2
	**	**	**	14%	9%	6%	**	**	**	**	4%	14%
Less often than monthly	**	**	**	3	5	11	**	**	**	**	9	3
	**	**	**	16%	16%	18%	**	**	**	**	20%	16%
Never	**	**	**	9	19	39	**	**	**	**	31	9
	**	**	**	50%	59%	64%	**	**	**	**	68%	50%
AT LEAST MONTHLY	**	**	**	5	8	11	**	**	**	**	5	5
	**	**	**	32%	24%	18%	**	**	**	**	11%	32%
EVER WATCH	**	**	**	8	13	22	**	**	**	**	14	8
	**	**	**	47%	40%	36%	**	**	**	**	31%	47%
Don't know	**	**	**	*	*	*	**	**	**	**	*	*
	**	**	**	2%	2%	1%	**	**	**	**	1%	2%

Columns Tested: a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH23B (QH65B). How frequently, if at all, do you watch each of these channels - RTE Two? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household

	AGE				AGE/SEG	ETHNICITY	IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ANY	VISION	HEAR- ING	MOBI- LITY	NO	N
	~a	~b	~c	d			~a	~b	~c	~d	e	IRELAND
Significance Level: 95%												
Unweighted total	72	51	53	104	219	434	89	27	23	27	313	104
Effective Weighted Sample	66	42	44	86	189	396	76	24	20	24	285	86
Weighted total	12	8	9	17	33	62	13	5	4	4	45	17
Every day	**	**	**	1	1	1	**	**	**	**	*	1
	**	**	**	4%	2%	1%	**	**	**	**	1%	4%
At least weekly	**	**	**	2	3	6	**	**	**	**	3	2
	**	**	**	10%	10%	9%	**	**	**	**	6%	10%
At least monthly	**	**	**	2	3	4	**	**	**	**	2	2
	**	**	**	14%	10%	6%	**	**	**	**	5%	14%
Less often than monthly	**	**	**	3	5	10	**	**	**	**	9	3
	**	**	**	16%	16%	16%	**	**	**	**	19%	16%
Never	**	**	**	9	20	41	**	**	**	**	31	9
	**	**	**	53%	61%	67%	**	**	**	**	69%	53%
AT LEAST MONTHLY	**	**	**	5	7	10	**	**	**	**	5	5
	**	**	**	28%	22%	16%	**	**	**	**	11%	28%
EVER WATCH	**	**	**	8	13	20	**	**	**	**	14	8
	**	**	**	45%	38%	33%	**	**	**	**	30%	45%
Don't know	**	**	**	*	*	*	**	**	**	**	*	*
	**	**	**	2%	1%	*%	**	**	**	**	*%	2%

Columns Tested: a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH23C (QH65C). How frequently, if at all, do you watch each of these channels - Virgin Media One? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household

	AGE				AGE/SEG	ETHNICITY	IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ANY	VISION	HEAR- ING	MOBI- LITY	NO	N
Significance Level: 95%	~a	~b	~c	d			~a	~b	~c	~d	e	IRELAND
Unweighted total	72	51	53	104	219	434	89	27	23	27	313	104
Effective Weighted Sample	66	42	44	86	189	396	76	24	20	24	285	86
Weighted total	12	8	9	17	33	62	13	5	4	4	45	17
Every day	**	**	**	-	-	-	**	**	**	**	-	-
	**	**	**	-%	-%	-%	**	**	**	**	-%	-%
At least weekly	**	**	**	-	-	1	**	**	**	**	1	-
	**	**	**	-%	-%	2%	**	**	**	**	2%	-%
At least monthly	**	**	**	*	1	1	**	**	**	**	1	*
	**	**	**	2%	2%	2%	**	**	**	**	2%	2%
Less often than monthly	**	**	**	1	1	3	**	**	**	**	2	1
	**	**	**	4%	3%	5%	**	**	**	**	4%	4%
Never	**	**	**	15	30	55	**	**	**	**	40	15
	**	**	**	90%	90%	89%	**	**	**	**	90%	90%
AT LEAST MONTHLY	**	**	**	*	1	2	**	**	**	**	2	*
	**	**	**	2%	2%	4%	**	**	**	**	4%	2%
EVER WATCH	**	**	**	1	2	5	**	**	**	**	3	1
	**	**	**	6%	6%	8%	**	**	**	**	8%	6%
Don't know	**	**	**	1	1	2	**	**	**	**	1	1
	**	**	**	5%	4%	3%	**	**	**	**	2%	5%

Columns Tested: a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH23D (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

	AGE				AGE/SEG	ETHNICITY	IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ANY	VISION	HEAR- ING	MOBI- LITY	NO	N
	~a	~b	~c	d			~a	~b	~c	~d	e	IRELAND
Significance Level: 95%												
Unweighted total	72	51	53	104	219	434	89	27	23	27	313	104
Effective Weighted Sample	66	42	44	86	189	396	76	24	20	24	285	86
Weighted total	12	8	9	17	33	62	13	5	4	4	45	17
Every day	**	**	**	*	*	*	**	**	**	**	*	*
	**	**	**	%	%	%	**	**	**	**	%	%
At least weekly	**	**	**	1	2	3	**	**	**	**	2	1
	**	**	**	4%	5%	5%	**	**	**	**	4%	4%
At least monthly	**	**	**	1	2	2	**	**	**	**	1	1
	**	**	**	8%	5%	3%	**	**	**	**	2%	8%
Less often than monthly	**	**	**	1	3	6	**	**	**	**	5	1
	**	**	**	5%	8%	10%	**	**	**	**	11%	5%
Never	**	**	**	14	26	50	**	**	**	**	37	14
	**	**	**	80%	80%	80%	**	**	**	**	82%	80%
AT LEAST MONTHLY	**	**	**	2	3	5	**	**	**	**	3	2
	**	**	**	12%	10%	8%	**	**	**	**	6%	12%
EVER WATCH	**	**	**	3	6	11	**	**	**	**	7	3
	**	**	**	17%	18%	18%	**	**	**	**	17%	17%
Don't know	**	**	**	1	1	1	**	**	**	**	1	1
	**	**	**	3%	2%	1%	**	**	**	**	1%	3%

Columns Tested: a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH23 (QH85). SHOWCARD Do you ever watch TV programmes or films via scheduled TV - so TV programmes that you watch at the time they are broadcast? IF YES How do you choose what TV programmes or films to watch via scheduled TV? (MULTI CODE)

Base : Those with a TV in the household

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	599	524	510	1034	1811	3422	242	834	141	175	335	2564	648	125	157	104
Effective Weighted Sample	410	341	327	667	1219	2319	193	569	90	123	249	1772	508	68	97	86
Weighted total	412	298	268	566	1041	2223	245	480	81	103	197	1814	468	49	32	17
I have specific programmes I watch regularly	299 73%	215 72%	205 76%	419 74%	695 67%	1411 63%	146 60%	347 72% e	59 74% e	77 74% e	153 78% e	1118 62%	340 73%	44 89% ad	25 77% d	11 63%
I browse through the channels or listings to see what's available	244 59% c	181 61% c	139 52%	319 56% a	553 53%	1166 52% b	99 40%	279 58% e	42 53%	63 61% e	112 57%	912 50%	275 59% bd	19 38%	19 61% bd	6 34%
Friends or family tell me about them/ recommend them	141 34%	95 32%	80 30%	175 31% a	334 32%	760 34%	76 31%	173 36%	26 32%	38 36%	64 32%	627 35%	146 31% b	9 18%	14 43% ab	7 40% b
I like to watch a specific channel	107 26%	94 32%	91 34% a	185 33% a	302 29%	589 26%	63 26%	139 29%	20 25%	31 30%	64 33% e	471 26%	163 35% cd	14 29% c	5 15%	3 20%
I see it promoted in trailers or adverts	107 26% cd	64 22%	53 20%	117 21% a	221 21%	530 24% b	37 15%	110 23%	19 24%	22 22%	40 20%	433 24%	95 20%	10 19%	8 26%	4 24%
I look in newspapers or magazines to see what's available	88 21%	108 36% a	123 46% ab	231 41% a	300 29%	452 20% b	26 11%	136 28% e	27 34% e	36 35% e	62 31% e	323 18%	196 42% d	19 39% d	13 40% d	3 17%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH23 (QH85). SHOWCARD Do you ever watch TV programmes or films via scheduled TV - so TV programmes that you watch at the time they are broadcast? IF YES How do you choose what TV programmes or films to watch via scheduled TV? (MULTI CODE)

Base : Those with a TV in the household

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	599	524	510	1034	1811	3422	242	834	141	175	335	2564	648	125	157	104
Effective Weighted Sample	410	341	327	667	1219	2319	193	569	90	123	249	1772	508	68	97	86
Weighted total	412	298	268	566	1041	2223	245	480	81	103	197	1814	468	49	32	17
It's discussed or reviewed on TV, radio or in newspapers or magazines	63 15%	43 15%	35 13%	79 14%	114 11%	275 12% b	13 5%	70 15%	16 20% e	21 21% e	27 14%	212 12%	66 14%	5 11%	4 13%	3 18%
If it's listed at the top of the page of the on-screen TV guide	35 9%	26 9%	27 10%	53 9%	88 8%	182 8%	16 7%	34 7%	6 8%	10 10%	13 6%	157 9%	44 9%	4 7%	4 11%	2 12%
Somebody mentions it on social media	28 7% bcd	7 3%	7 3%	15 3%	77 7%	238 11%	19 8%	34 7%	6 8%	7 7%	8 4%	212 12% ad	11 2%	2 5%	2 5%	- -%
Other	4 1%	1 *%	2 1%	3 *%	7 1%	13 1%	3 1%	5 1%	1 1%	* *%	1 1%	10 1%	3 1%	- -%	- -%	* 1%
Don't know	2 *%	2 1%	5 2%	7 1%	19 2%	35 2%	3 1%	9 2%	1 2%	2 2%	2 1%	21 1%	5 1%	1 2%	* *%	1 5% ac
I don't watch scheduled TV	25 6% c	14 5%	7 3%	21 4%	88 8%	227 10%	41 17% a	29 6%	2 3%	6 6%	7 3%	214 12% abcd	19 4%	1 2%	* *%	1 4%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH23 (QH85). SHOWCARD Do you ever watch TV programmes or films via scheduled TV - so TV programmes that you watch at the time they are broadcast? IF YES How do you choose what TV programmes or films to watch via scheduled TV? (MULTI CODE)

Base : Those with a TV in the household

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	321	327	298	350
Effective Weighted Sample	248	263	243	265
Weighted total	210	258	220	247
I have specific programmes I watch regularly	150 72%	189 73%	163 74%	177 71%
I browse through the channels or listings to see what's available	123 59%	152 59%	141 64%	134 54%
Friends or family tell me about them/ recommend them	56 27%	90 35%	81 37%	64 26%
I like to watch a specific channel	75 36%	88 34%	78 36%	85 34%
I see it promoted in trailers or adverts	35 17%	60 23%	53 24%	42 17%
I look in newspapers or magazines to see what's available	79 37%	117 45%	92 42%	104 42%
It's discussed or reviewed on TV, radio or in newspapers or magazines	28 13%	39 15%	38 17%	28 11%

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH23 (QH85). SHOWCARD Do you ever watch TV programmes or films via scheduled TV - so TV programmes that you watch at the time they are broadcast? IF YES How do you choose what TV programmes or films to watch via scheduled TV? (MULTI CODE)

Base : Those with a TV in the household

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
	a	b	c	d
Significance Level: 95%				
Unweighted total	321	327	298	350
Effective Weighted Sample	248	263	243	265
Weighted total	210	258	220	247
If it's listed at the top of the page of the on-screen TV guide	18 9%	26 10%	19 9%	25 10%
Somebody mentions it on social media	4 2%	6 3%	8 4%	3 1%
Other	2 1%	1 *%	2 1%	1 *%
Don't know	3 1%	2 1%	2 1%	3 1%
I don't watch scheduled TV	9 4%	10 4%	7 3%	12 5%

Columns Tested: a,b,c,d

OFCOM DIGITAL PARTICIPATION CONSORTIUM TECH TRACKER 2020 - SUBSET 65+, DE, EMG, IMPACTING OR LIMITING CONDITIONS ONLY - 9th January to 7th March 2020
Table 179

Any break column with 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

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
Base for %	415	295	264	560	1044	2220	251	486	81	99	199	1815	462	49	32	17
LANDLINE, BROADBAND AND PAY TV	129 31% cd	76 26% c	42 16%	118 21% c	260 25%	734 33%	73 29%	103 21%	14 17%	16 16%	42 21%	652 36% abcd	103 22%	8 17%	5 15%	2 14%
LANDLINE AND BROADBAND	122 29%	95 32%	68 26%	163 29%	274 26%	578 26%	71 28%	131 27%	21 26%	27 27%	43 21%	482 27%	135 29%	14 28%	9 29%	5 29%
BROADBAND AND PAY TV	18 4%	7 2%	7 3%	14 2%	31 3%	109 5%	19 7%	14 3%	2 3%	7 7% a	7 3%	109 6% a	13 3%	- -%	1 3%	1 3%
LANDLINE, BROADBAND, MOBILE AND PAY TV	23 6%	13 4%	15 6%	28 5%	47 4%	98 4%	12 5%	27 6%	5 6%	4 4%	13 7%	78 4%	23 5%	2 4%	1 2%	1 8%
LANDLINE, MOBILE AND BROADBAND	23 6% c	13 4%	7 3%	20 4%	36 3%	95 4%	8 3%	19 4%	4 6%	6 6%	6 3%	78 4%	15 3%	* 1%	3 10% ab	1 4%
MOBILE AND BROADBAND	11 3%	5 2%	6 2%	11 2%	27 3%	60 3%	9 4%	10 2%	3 4%	3 4%	4 2%	51 3%	9 2%	* 1%	1 3%	* *%
LANDLINE AND PAY TV	8 2%	8 3%	7 3%	15 3%	25 2%	50 2%	2 1%	14 3% e	6 7% ae	5 5% e	5 3%	29 2%	12 3%	1 2%	1 3%	1 5%
LANDLINE AND MOBILE	4 1%	3 1%	4 1%	7 1%	9 1%	15 1%	2 1%	4 1%	* *%	1 1%	3 1%	11 1%	6 1%	* 1%	1 3%	* 2%

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
MOBILE, BROADBAND AND PAY TV	-	2	*	2	3	11	-	1	-	-	-	10	2	*	-	-
	-%	1%	*%	*%	*%	1%	-%	*%	-%	-%	-%	1%	*%	*%	-%	-%
MOBILE AND PAY TV	2	*	*	1	5	7	2	1	1	1	1	7	1	*	-	-
	*%	*%	*%	*%	*%	*%	1%	*%	1%	1%	1%	*%	*%	*%	-%	-%
LANDLINE, MOBILE AND PAY TV	1	-	1	1	2	3	-	1	1	-	1	1	1	-	-	*
	*%	-%	*%	*%	*%	*%	-%	*%	1%	-%	1%	*%	*%	-%	-%	1%
									e		e					
NO BUNDLE	78	73	110	183	334	470	52	164	25	32	75	317	144	22	11	6
	19%	25%	41%	33%	32%	21%	21%	34%	31%	32%	38%	17%	31%	46%	34%	35%
		a	abd	ab				e	e	e	e			a		
DON'T KNOW FOR ANY PROVIDER	2	7	6	13	21	46	4	6	1	4	2	35	12	1	*	*
Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d																

Any break column with 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

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
Base for %	207	255	216	246
LANDLINE, BROADBAND AND PAY TV	44	58	52	50
	21%	23%	24%	20%
LANDLINE AND BROADBAND	63	72	73	62
	30%	28%	34%	25%
			d	
BROADBAND AND PAY TV	1	11	6	6
	1%	4%	3%	3%
		a		
LANDLINE, BROADBAND, MOBILE AND PAY TV	13	10	13	10
	6%	4%	6%	4%
LANDLINE, MOBILE AND BROADBAND	5	10	10	6
	3%	4%	4%	2%
MOBILE AND BROADBAND	6	3	8	1
	3%	1%	4%	1%
	d		d	
LANDLINE AND PAY TV	5	7	3	9
	3%	3%	1%	4%
LANDLINE AND MOBILE	3	3	3	2
	2%	1%	2%	1%
MOBILE, BROADBAND AND PAY TV	2	*	2	*
	1%	*%	1%	*%
MOBILE AND PAY TV	1	-	*	*
	*%	-%	*%	*%

Columns Tested: a,b,c,d

Any break column with 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

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
	a	b	c	d
Significance Level: 95%				
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
LANDLINE, MOBILE AND PAY TV	-	1	1	-
	-%	*%	*%	-%
NO BUNDLE	63	81	46	98
	31%	32%	21%	40%
	c	c		abc
DON'T KNOW FOR ANY PROVIDER	5	7	7	5

Columns Tested: a,b,c,d

Any break column with 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 BUNDLE OWNERSHIP - DEFINED BY SAME SUPPLIER USED FOR A NUMBER OF SERVICES

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
Base for %	415	295	264	560	1044	2220	251	486	81	99	199	1815	462	49	32	17
DOUBLE PLAY	161	118	90	208	363	808	105	171	31	41	61	681	174	15	12	7
	39%	40%	34%	37%	35%	36%	42%	35%	39%	42% d	31%	37% d	38%	32%	39%	39%
TRIPLE PLAY	153	92	49	141	301	842	82	124	20	22	49	740	121	9	8	3
	37% cd	31% cd	19%	25% c	29%	38%	33%	26%	24%	22%	25%	41% abcd	26%	18%	25%	18%
QUAD PLAY	23	13	15	28	47	98	12	27	5	4	13	78	23	2	1	1
	6%	4%	6%	5%	4%	4%	5%	6%	6%	4%	7%	4%	5%	4%	2%	8%
NO BUNDLE	78	73	110	183	334	470	52	164	25	32	75	317	144	22	11	6
	19%	25% a	41% abd	33% ab	32%	21%	21%	34% e	31% e	32% e	38% e	17%	31%	46% a	34%	35%
DON'T KNOW FOR ANY PROVIDER	2	7	6	13	21	46	4	6	1	4	2	35	12	1	*	*
Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d																

Any break column with 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 BUNDLE OWNERSHIP - DEFINED BY SAME SUPPLIER USED FOR A NUMBER OF SERVICES

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
Base for %	207	255	216	246
DOUBLE PLAY	78	95	92	81
	38%	37%	43%	33%
			d	
TRIPLE PLAY	52	69	64	56
	25%	27%	30%	23%
QUAD PLAY	13	10	13	10
	6%	4%	6%	4%
NO BUNDLE	63	81	46	98
	31%	32%	21%	40%
	c	c		abc
DON'T KNOW FOR ANY PROVIDER	5	7	7	5
Columns Tested: a,b,c,d				

Any break column with 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 : Those using the same supplier for two or more services

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	~b	c	d	e	a	~b	c	~d
Unweighted total	483	368	252	620	1154	2595	192	522	89	100	194	2073	391	64	101	64
Effective Weighted Sample	329	239	166	405	775	1746	153	351	56	75	143	1422	316	34	64	54
Weighted total	337	222	155	377	710	1749	199	322	56	68	124	1498	318	26	21	11
Base for %	337	222	155	377	710	1749	199	322	56	68	124	1498	318	26	21	11
LANDLINE, BROADBAND AND PAY TV	129 38% c	76 34%	42 27%	118 31%	260 37%	734 42%	73 37%	103 32%	** **	16 24%	42 34%	652 44% acd	103 32%	** **	5 23%	** **
LANDLINE AND BROADBAND	122 36%	95 43%	68 44%	163 43% a	274 39%	578 33%	71 36%	131 41% e	** **	27 40%	43 34%	482 32%	135 43%	** **	9 44%	** **
BROADBAND AND PAY TV	18 5%	7 3%	7 4%	14 4%	31 4%	109 6%	19 9%	14 4%	** **	7 10% a	7 5%	109 7% a	13 4%	** **	1 4%	** **
LANDLINE, BROADBAND, MOBILE AND PAY TV	23 7%	13 6%	15 10%	28 7%	47 7%	98 6%	12 6%	27 8% e	** **	4 6%	13 11% e	78 5%	23 7%	** **	1 3%	** **
LANDLINE, MOBILE AND BROADBAND	23 7%	13 6%	7 4%	20 5%	36 5%	95 5%	8 4%	19 6%	** **	6 9%	6 5%	78 5%	15 5%	** **	3 15% a	** **
MOBILE AND BROADBAND	11 3%	5 2%	6 4%	11 3%	27 4%	60 3%	9 5%	10 3%	** **	3 5%	4 3%	51 3%	9 3%	** **	1 4%	** **
LANDLINE AND PAY TV	8 2%	8 4%	7 4%	15 4%	25 4%	50 3%	2 1%	14 4% e	** **	5 7% e	5 4%	29 2%	12 4%	** **	1 5%	** **
LANDLINE AND MOBILE	4 1%	3 2%	4 3%	7 2%	9 1%	15 1%	2 1%	4 1%	** **	1 2%	3 2%	11 1%	6 2%	** **	1 4%	** **

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 : Those using the same supplier for two or more services

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	~b	c	d	e	a	~b	c	~d
Unweighted total	483	368	252	620	1154	2595	192	522	89	100	194	2073	391	64	101	64
Effective Weighted Sample	329	239	166	405	775	1746	153	351	56	75	143	1422	316	34	64	54
Weighted total	337	222	155	377	710	1749	199	322	56	68	124	1498	318	26	21	11
MOBILE, BROADBAND AND PAY TV	-	2	*	2	3	11	-	1	**	-	-	10	2	**	-	**
	-%	1%	*%	1%	*%	1%	-%	*%	**	-%	-%	1%	1%	**	-%	**
MOBILE AND PAY TV	2	*	*	1	5	7	2	1	**	1	1	7	1	**	-	**
	1%	*%	*%	*%	1%	*%	1%	*%	**	1%	1%	*%	*%	**	-%	**
LANDLINE, MOBILE AND PAY TV	1	-	1	1	2	3	-	1	**	-	1	1	1	**	-	**
	*%	-%	1%	*%	*%	*%	-%	*%	**	-%	1%	*%	*%	**	-%	**
											e					
NO BUNDLE	-	-	-	-	-	-	-	-	**	-	-	-	-	**	-	**
	-%	-%	-%	-%	-%	-%	-%	-%	**	-%	-%	-%	-%	**	-%	**
DON'T KNOW FOR ANY PROVIDER	-	-	-	-	-	-	-	-	**	-	-	-	-	**	-	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 : Those using the same supplier for two or more services

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	194	197	218	173
Effective Weighted Sample	158	160	180	138
Weighted total	143	175	170	148
Base for %	143	175	170	148
LANDLINE, BROADBAND AND PAY TV	44	58	52	50
	31%	33%	31%	34%
LANDLINE AND BROADBAND	63	72	73	62
	44%	42%	43%	42%
BROADBAND AND PAY TV	1	11	6	6
	1%	6%	4%	4%
		a		
LANDLINE, BROADBAND, MOBILE AND PAY TV	13	10	13	10
	9%	6%	8%	7%
LANDLINE, MOBILE AND BROADBAND	5	10	10	6
	4%	6%	6%	4%
MOBILE AND BROADBAND	6	3	8	1
	4%	2%	5%	1%
LANDLINE AND PAY TV	5	7	3	9
	4%	4%	2%	6%
				c
LANDLINE AND MOBILE	3	3	3	2
	2%	1%	2%	2%
MOBILE, BROADBAND AND PAY TV	2	*	2	*
	1%	*%	1%	*%
MOBILE AND PAY TV	1	-	*	*
	*%	-%	*%	*%

Columns Tested: a,b,c,d

Any break column with 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 : Those using the same supplier for two or more services

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	194	197	218	173
Effective Weighted Sample	158	160	180	138
Weighted total	143	175	170	148
LANDLINE, MOBILE AND PAY TV	-	1	1	-
	-%	*%	*%	-%
NO BUNDLE	-	-	-	-
	-%	-%	-%	-%
DON'T KNOW FOR ANY PROVIDER	-	-	-	-

Columns Tested: a,b,c,d

Any break column with 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 BUNDLE OWNERSHIP - DEFINED BY SAME SUPPLIER USED FOR A NUMBER OF SERVICES

Base : Those using the same supplier for two or more services

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	~b	c	d	e	a	~b	c	~d
Unweighted total	483	368	252	620	1154	2595	192	522	89	100	194	2073	391	64	101	64
Effective Weighted Sample	329	239	166	405	775	1746	153	351	56	75	143	1422	316	34	64	54
Weighted total	337	222	155	377	710	1749	199	322	56	68	124	1498	318	26	21	11
Base for %	337	222	155	377	710	1749	199	322	56	68	124	1498	318	26	21	11
DOUBLE PLAY	161	118	90	208	363	808	105	171	**	41	61	681	174	**	12	**
	48%	53%	58%	55%	51%	46%	53%	53%	**	61%	49%	45%	55%	**	58%	**
			a	a				e		e						
TRIPLE PLAY	153	92	49	141	301	842	82	124	**	22	49	740	121	**	8	**
	45%	41%	32%	37%	42%	48%	41%	38%	**	33%	40%	49%	38%	**	38%	**
	cd											acd				
QUAD PLAY	23	13	15	28	47	98	12	27	**	4	13	78	23	**	1	**
	7%	6%	10%	7%	7%	6%	6%	8%	**	6%	11%	5%	7%	**	3%	**
								e			e					
NO BUNDLE	-	-	-	-	-	-	-	-	**	-	-	-	-	**	-	**
	-%	-%	-%	-%	-%	-%	-%	-%	**	-%	-%	-%	-%	**	-%	**
DON'T KNOW FOR ANY PROVIDER	-	-	-	-	-	-	-	-	**	-	-	-	-	**	-	**
Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d																

Any break column with 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 BUNDLE OWNERSHIP - DEFINED BY SAME SUPPLIER USED FOR A NUMBER OF SERVICES

Base : Those using the same supplier for two or more services

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	194	197	218	173
Effective Weighted Sample	158	160	180	138
Weighted total	143	175	170	148
Base for %	143	175	170	148
DOUBLE PLAY	78	95	92	81
	55%	55%	54%	55%
TRIPLE PLAY	52	69	64	56
	36%	40%	38%	38%
QUAD PLAY	13	10	13	10
	9%	6%	8%	7%
NO BUNDLE	-	-	-	-
	-%	-%	-%	-%
DON'T KNOW FOR ANY PROVIDER	-	-	-	-
Columns Tested: a,b,c,d				

Any break column with 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

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	~b	c	d	e	a	~b	~c	~d
Unweighted total	480	364	245	609	1168	2664	206	512	81	101	188	2166	386	64	98	61
Effective Weighted Sample	326	244	163	407	793	1801	165	347	50	76	140	1493	318	35	61	51
Weighted total	340	228	156	384	731	1802	210	322	51	69	121	1569	323	29	21	11
Base for %	336	218	151	369	707	1750	199	317	51	67	119	1520	310	28	21	10
FIXED BROADBAND STANDALONE - DON'T USE FIXED BROADBAND SUPPLIER FOR ANY OTHER SERVICE	18 5%	10 4%	8 5%	17 5%	47 7%	111 6%	16 8%	19 6%	** **	** **	8 6%	102 7%	12 4%	** **	** **	** **
SAME PROVIDER FOR ANY OTHER SERVICE	318 95%	209 96%	143 95%	352 95%	660 93%	1639 94%	183 92%	298 94%	** **	** **	111 94%	1418 93%	298 96%	** **	** **	** **
DON'T KNOW AT ANY SERVICE	3	10	5	15	24	52	11	5	**	**	2	49	14	**	**	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
	a	b	c	d
Significance Level: 95%				
Unweighted total	196	190	226	160
Effective Weighted Sample	162	159	189	131
Weighted total	148	176	180	143
Base for %	143	167	173	137
FIXED BROADBAND STANDALONE - DON'T USE FIXED BROADBAND SUPPLIER FOR ANY OTHER SERVICE	8 6%	4 2%	8 5%	4 3%
SAME PROVIDER FOR ANY OTHER SERVICE	134 94%	163 98%	164 95%	133 97%
DON'T KNOW AT ANY SERVICE	5	9	8	6
Columns Tested: a,b,c,d				

Any break column with 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

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
Base for %	414	292	265	557	1041	2213	244	487	82	100	199	1802	460	49	32	17
FIXED BROADBAND STANDALONE - DON'T USE FIXED BROADBAND SUPPLIER FOR ANY OTHER SERVICE	18 4%	10 3%	8 3%	17 3%	47 5%	111 5%	16 7%	19 4%	3 4%	3 3%	8 4%	102 6%	12 3%	3 7%	2 5%	* 1%
SAME PROVIDER FOR ANY OTHER SERVICE	318 77% cd	209 71% cd	143 54%	352 63% c	660 63%	1639 74%	183 75%	298 61%	48 59%	63 63%	111 56%	1418 79% abcd	298 65% b	25 51%	20 62%	10 59%
DON'T KNOW AT ANY SERVICE	3	10	5	15	24	52	11	5	-	3	2	49	14	1	*	*

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
Base for %	206	253	215	245
FIXED BROADBAND STANDALONE - DON'T USE FIXED BROADBAND SUPPLIER FOR ANY OTHER SERVICE	8 4%	4 2%	8 4%	4 1%
SAME PROVIDER FOR ANY OTHER SERVICE	134 65% d	163 64% d	164 76% abd	133 54%
DON'T KNOW AT ANY SERVICE	5	9	8	6

Columns Tested: a,b,c,d

Any break column with 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 (INCLUDING THOSE WHO PAY LINE RENTAL AT QC32)

Base : Those with a landline phone at home - including those who pay line rental for fixed broadband

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	~d
Unweighted total	525	486	485	971	1555	3030	205	731	130	168	298	2274	614	115	150	92
Effective Weighted Sample	357	322	313	634	1042	2030	164	500	83	119	222	1552	487	64	91	77
Weighted total	369	284	260	545	911	1981	212	434	75	100	179	1619	453	47	30	15
Base for %	365	272	254	526	878	1924	199	426	74	96	176	1569	436	46	30	15
FIXED LINE STANDALONE - DON'T USE LANDLINE SUPPLIER FOR ANY OTHER SERVICE	57 16%	66 24% a	111 44% abd	177 34% ab	223 25%	344 18%	31 16%	125 29% e	23 30% e	35 37% e	62 35% e	236 15%	143 33%	20 43%	10 33%	** **
SAME PROVIDER FOR ANY OTHER SERVICE	308 84% bcd	206 76% cd	143 56%	349 66% c	650 74%	1567 81%	168 84%	299 70%	52 70%	60 62%	113 64%	1323 84% abcd	293 67%	26 56%	20 67%	** **
DON'T KNOW AT ANY SERVICE	4	12	6	19	33	57	13	8	1	4	4	49	17	1	*	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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 (INCLUDING THOSE WHO PAY LINE RENTAL AT QC32)

Base : Those with a landline phone at home - including those who pay line rental for fixed broadband

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	294	320	292	322
Effective Weighted Sample	231	258	239	248
Weighted total	198	255	217	236
Base for %	190	246	208	227
FIXED LINE STANDALONE - DON'T USE LANDLINE SUPPLIER FOR ANY OTHER SERVICE	56 29%	87 35% c	54 26%	89 39% ac
SAME PROVIDER FOR ANY OTHER SERVICE	134 71% d	159 65%	155 74% bd	138 61%
DON'T KNOW AT ANY SERVICE	8	9	9	8

Columns Tested: a,b,c,d

Any break column with 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 (INCLUDING THOSE WHO PAY LINE RENTAL AT QC32)

Base : All respondents

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
Base for %	413	290	264	554	1033	2209	242	484	81	99	198	1802	457	49	32	17
FIXED LINE STANDALONE - DON'T USE LANDLINE SUPPLIER FOR ANY OTHER SERVICE	57 14%	66 23% a	111 42% abd	177 32% ab	223 22%	344 16%	31 13%	125 26% e	23 28% e	35 36% ae	62 31% e	236 13%	143 31%	20 41%	10 31%	5 28%
SAME PROVIDER FOR ANY OTHER SERVICE	308 74% cd	206 71% cd	143 54%	349 63% c	650 63%	1567 71%	168 69%	299 62%	52 64%	60 60%	113 57%	1323 73% acd	293 64%	26 53%	20 63%	10 61%
DON'T KNOW AT ANY SERVICE	4	12	6	19	33	57	13	8	1	4	4	49	17	1	*	*
Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d																

Any break column with 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 (INCLUDING THOSE WHO PAY LINE RENTAL AT QC32)

Base : All respondents

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
Base for %	204	253	214	243
FIXED LINE STANDALONE - DON'T USE LANDLINE SUPPLIER FOR ANY OTHER SERVICE	56 27%	87 34% c	54 25%	89 37% ac
SAME PROVIDER FOR ANY OTHER SERVICE	134 66% d	159 63%	155 72% bd	138 57%
DON'T KNOW AT ANY SERVICE	8	9	9	8
Columns Tested: a,b,c,d				

Any break column with 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

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	~b	c	~d
Unweighted total	578	460	370	830	1600	3236	247	710	111	139	266	2518	525	93	134	78
Effective Weighted Sample	393	298	238	536	1085	2198	197	477	69	99	197	1747	414	50	82	65
Weighted total	396	264	200	465	937	2133	247	414	65	83	159	1795	389	36	27	13
Base for %	391	254	197	450	905	2065	233	406	64	80	157	1737	376	35	26	13
MOBILE (PERSONAL) STANDALONE - DON'T USE MOBILE NETWORK FOR ANY OTHER SERVICE	327 84%	219 86%	163 83%	382 85%	780 86%	1778 86%	201 86%	341 84%	49 76%	65 80%	127 81%	1508 87% bd	319 85%	** **	20 77%	** **
SAME PROVIDER FOR ANY OTHER SERVICE	64 16%	35 14%	33 17%	67 15%	124 14%	286 14%	32 14%	64 16%	14 23% e	16 19%	28 18%	230 13%	56 15%	** **	6 21%	** **
DON'T KNOW AT ANY SERVICE	5	11	4	14	32	68	14	8	1	3	2	58	13	**	*	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	267	258	259	266
Effective Weighted Sample	208	209	211	203
Weighted total	176	212	195	194
Base for %	172	203	187	189
MOBILE (PERSONAL) STANDALONE - DON'T USE MOBILE NETWORK FOR ANY OTHER SERVICE	143 83%	176 87%	150 81%	169 89% c
SAME PROVIDER FOR ANY OTHER SERVICE	29 17%	27 13%	36 19% d	20 11%
DON'T KNOW AT ANY SERVICE	4	9	8	5
Columns Tested: a,b,c,d				

Any break column with 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

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
Base for %	412	292	266	558	1033	2197	240	484	81	100	199	1793	461	49	32	17
MOBILE (PERSONAL) STANDALONE - DON'T USE MOBILE NETWORK FOR ANY OTHER SERVICE	327 79% cd	219 75% cd	163 61% c	382 68% c	780 75%	1778 81%	201 84%	341 70%	49 60%	65 64%	127 64%	1508 84% abcd	319 69%	32 65%	20 64%	11 64%
SAME PROVIDER FOR ANY OTHER SERVICE	64 16%	35 12%	33 12%	67 12%	124 12%	286 13%	32 13%	64 13%	14 18%	16 16%	28 14%	230 13%	56 12%	4 7%	6 17%	2 13%
DON'T KNOW AT ANY SERVICE	5	11	4	14	32	68	14	8	1	3	2	58	13	1	*	*

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
	a	b	c	d
Significance Level: 95%				
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
Base for %	207	253	215	246
MOBILE (PERSONAL) STANDALONE - DON'T USE MOBILE NETWORK FOR ANY OTHER SERVICE	143 69%	176 70%	150 70%	169 69%
SAME PROVIDER FOR ANY OTHER SERVICE	29 14% d	27 11%	36 17% bd	20 8%
DON'T KNOW AT ANY SERVICE	4	9	8	5

Columns Tested: a,b,c,d

Any break column with 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

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	~b	~c	d	e	a	~b	~c	~d
Unweighted total	334	251	185	436	804	1917	143	359	60	64	145	1545	278	51	70	37
Effective Weighted Sample	233	166	123	289	548	1301	113	253	42	54	107	1061	223	27	44	34
Weighted total	238	153	113	266	506	1301	147	223	38	47	92	1126	222	22	15	7
Base for %	237	148	112	260	495	1277	141	221	38	46	91	1100	217	22	14	7
PAY TV STANDALONE - DON'T USE PAY TV SUPPLIER FOR ANY OTHER SERVICE	58 24%	43 29%	41 36% a	84 32% a	127 26%	274 21%	34 24%	60 27% e	** **	** **	22 24%	227 21%	65 30%	** **	** **	** **
SAME PROVIDER FOR ANY OTHER SERVICE	179 76% cd	105 71%	71 64%	176 68%	368 74%	1003 79%	106 76%	161 73%	** **	** **	69 76%	874 79% a	152 70%	** **	** **	** **
DON'T KNOW AT ANY SERVICE	1	5	1	5	11	23	7	2	**	**	1	26	5	**	**	**

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with 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

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	135	143	137	141
Effective Weighted Sample	111	114	113	111
Weighted total	100	121	107	115
Base for %	98	118	104	112
PAY TV STANDALONE - DON'T USE PAY TV SUPPLIER FOR ANY OTHER SERVICE	32	33	27	37
	32%	28%	26%	33%
SAME PROVIDER FOR ANY OTHER SERVICE	67	85	77	75
	68%	72%	74%	67%
DON'T KNOW AT ANY SERVICE	2	3	3	2

Columns Tested: a,b,c,d

Any break column with 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

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	606	537	515	1052	1852	3489	253	856	143	176	343	2614	659	128	161	104
Effective Weighted Sample	415	348	330	677	1249	2366	202	583	92	124	254	1810	517	69	98	86
Weighted total	417	302	270	572	1065	2265	254	492	82	103	201	1851	474	49	32	17
Base for %	417	298	269	567	1055	2242	248	490	81	102	200	1825	469	49	32	17
PAY TV STANDALONE - DON'T USE PAY TV SUPPLIER FOR ANY OTHER SERVICE	58 14%	43 15%	41 15%	84 15%	127 12%	274 12%	34 14%	60 12%	9 11%	13 13%	22 11%	227 12%	65 14%	11 22% d	7 22% ad	2 9%
SAME PROVIDER FOR ANY OTHER SERVICE	179 43% bcd	105 35% c	71 26%	176 31%	368 35%	1003 45%	106 43%	161 33%	28 35%	33 32%	69 35%	874 48% abcd	152 32%	12 24%	7 23%	5 30%
DON'T KNOW AT ANY SERVICE	1	5	1	5	11	23	7	2	1	1	1	26	5	-	*	-
Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d																

Any break column with 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

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
	a	b	c	d
Significance Level: 95%				
Unweighted total	325	334	303	356
Effective Weighted Sample	251	269	247	269
Weighted total	211	262	223	251
Base for %	210	259	220	248
PAY TV STANDALONE - DON'T USE PAY TV SUPPLIER FOR ANY OTHER SERVICE	32	33	27	37
	15%	13%	12%	15%
SAME PROVIDER FOR ANY OTHER SERVICE	67	85	77	75
	32%	33%	35%	30%
DON'T KNOW AT ANY SERVICE	2	3	3	2

Columns Tested: a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

	AGE				AGE/SEG	ETHNICITY		IMPACTING/ LIMITING CONDITIONS					65+ AGE GROUP			
	55-64	65-74	75+	65+	65+ OR DE	WHITE (WHITE BRITISH AND WHITE OTHER)	ETHNIC MIN- ORITY GROUP	ANY	VISION	HEAR- ING	MOBI- LITY	NO	ENGLAND	SCOT- LAND	WALES	N IRELAND
Significance Level: 95%	a	b	c	d		a	b	a	~b	c	d	e	a	~b	~c	~d
Unweighted total	303	241	226	467	883	1737	121	446	82	101	179	1317	322	48	57	40
Effective Weighted Sample	211	161	152	313	622	1212	96	310	54	74	135	943	251	26	39	32
Weighted total	213	139	126	265	529	1181	114	254	43	59	104	984	228	18	14	6
Most Financially Vulnerable	27	24	32	56	172	222	43	73	**	13	31	181	47	**	**	**
	13%	17%	25%	21%	32%	19%	38%	29%	**	22%	30%	18%	21%	**	**	**
			a	a			a	e			e					
Potentially Financially Vulnerable	119	100	83	183	317	654	32	151	**	36	67	502	157	**	**	**
	56%	72%	66%	69%	60%	55%	29%	60%	**	62%	64%	51%	69%	**	**	**
		a		a		b		e			e					
Least Financially Vulnerable	67	15	11	26	40	305	38	30	**	9	6	301	23	**	**	**
	31%	11%	9%	10%	8%	26%	33%	12%	**	16%	6%	31%	10%	**	**	**
	bcd									d		acd				

Columns Tested: a,b,c,d - a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

	65+ AGE GROUP ENGLAND			
	MALE	FEMALE	ABC1	C2DE
Significance Level: 95%	a	b	c	d
Unweighted total	169	153	128	194
Effective Weighted Sample	129	123	106	145
Weighted total	110	118	96	132
Most Financially Vulnerable	20	27	7	40
	19%	23%	7%	31%
	c	c		ac
Potentially Financially Vulnerable	76	81	72	86
	69%	69%	75%	65%
Least Financially Vulnerable	13	10	18	6
	12%	8%	18%	4%
	d		bd	

Columns Tested: a,b,c,d