

OFCON NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

NATION	1
Base : All respondents	
REGION	4
Base : All respondents	
URBANITY	10
Base : All respondents	
CABLE AREA	13
Base : All respondents	
DEPRIVATION LEVEL	16
Base : All respondents	
QZ7 (QZ17). SHOWCARD Which one of these options best describes your gender?	19
Base : All respondents	
SF. AGE OF RESPONDENT	22
Base : All respondents	
SG (QZ8). What is the occupation of the main income earner in your household? CODE SOCIAL GRADE. (SINGLE CODE)	28
Base : All respondents	
QZ4 (SG). WORKING STATUS	34
Base : All respondents	
QZ8. (SH). HOUSEHOLD STATUS (SINGLE CODE)	40
Base : All respondents	
SH (SI). Total number in household (including respondent and any children)	43
Base : All respondents	
SI (SK). HOUSEHOLD SIZE	46
Base : All respondents	
SJ. Total number of children in household (under 18), including respondent (if respondent is under 18)	49
Base : All respondents	
SK (SM). Can you speak or write in Welsh at all? (SINGLE CODE)	52
Base : All respondents in Wales	
SL (SN). What is your preferred language? (SINGLE CODE)	55
Base : All respondents in Wales	
QZ1 (QZ10). SHOWCARD How would you describe your national identity? (SINGLE CODE)	58
Base : All respondents (who gave their consent to answer this question)	
QZ2. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)	61
Base : All respondents (who gave their consent to answer this question)	
QZ3 (QZ16). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE)	73
Base : All respondents (who gave their consent to answer this question)	
QZ5 (SGA). Do you ever work from home? (SINGLE CODE)	82
Base : Those working full or part time	
QZ6 (QZ14). Are any other adults in the household working either full time or part time? (SINGLE CODE)	85
Base : Those who are not working who live in a household of two or more adults	

OFCCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

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)	88
Base : All respondents	
QB1. SHOWCARD Which of the following do you, or does anyone in your household, have in your home at the moment? (MULTI CODE)	93
Base : All respondents	
QB2. SHOWCARD And do you personally use...? (MULTI CODE)	99
Base : All respondents	
QC1. Is there a landline phone in your home that can be used to make and receive calls? (SINGLE CODE) PROMPTED	105
Base : All respondents	
QC2. (QC32). Does your household have a landline which you use to receive a fixed broadband service? (SINGLE CODE)	111
Base : Those who do not have a landline phone that can be used to make and receive calls	
QC3 (QC2). Do you ever use this landline phone handset at home yourself to make calls? (SINGLE CODE)	114
Base : Those with a landline phone at home that can used to make and receive calls	
QC3 (QC2). Do you ever use this landline phone handset at home yourself to make calls? (SINGLE CODE)	117
Base : All respondents	
QC4 (QC21B). SHOWCARD Which of these do you consider is your main supplier for your landline? (SINGLE CODE)	120
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)	126
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)	129
Base : All respondents	
QD3 (QD46). SHOWCARD Which of these describes how you acquired your mobile phone? (SINGLE CODE)	135
Base : Those who personally use a mobile phone	
QD4 (QD10). SHOWCARD Which mobile network do you use most often? (SINGLE CODE)	138
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)	147
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)	150
Base : All respondents	
QD6 (QD41). Do you have a 4G service? This is a service that enables faster mobile internet access. (SINGLE CODE)	153
Base : Those with a smartphone	
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)	156
Base : Those with a smartphone	
QD8 (QD11). SHOWCARD Which of these best describes the mobile package you personally use most often? (SINGLE CODE)	159
Base : Those who personally use a mobile phone	
QD9 (QD11A). When you signed up for your current mobile contract did you get a handset with the contract or did you only get a SIM card? (SINGLE CODE)	162
Base : Those who use a postpay/ contract mobile phone	
QD10 (QD28A). SHOWCARD Which, if any, of the following activities do you use your mobile for? (MULTI CODE)	165
Base : Those who personally use a mobile phone	
QD10 (QD28A). SHOWCARD Which, if any, of the following activities do you use your mobile for? (MULTI CODE)	180
Base : All respondents	

OFCCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

QD11 (QD28B). SHOWCARD And which of these activities have you used your mobile for in the last week? (MULTI CODE)	195
Base : Those who personally use a mobile phone	
QD11 (QD28B). SHOWCARD And which of these activities have you used your mobile for in the last week? (MULTI CODE)	210
Base : All respondents	
QD12 (QD28C). SHOWCARD Which one of these best describes where you use your mobile phone to access the internet? (SINGLE CODE)	225
Base : Those who use their mobile phone to access the internet	
QD13 (QD28G). SHOWCARD Do you use any of the following types of apps or applications on your smartphone? (MULTI CODE)	231
Base : Those with a smartphone	
QE1. Does your household have any type of PC, laptop, netbook or tablet computer? (MULTI CODE)	240
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?	246
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)	249
Base : All respondents	
QE4 (QE23). SHOWCARD And how often do you personally use the internet nowadays either at home or elsewhere? (SINGLE CODE)	258
Base : Those who use the internet at home or elsewhere	
QE5 (QE36). Do you personally use the tablet computer? (SINGLE CODE)	264
Base : Those with a tablet computer in the household	
QE6 (QE54). Do you personally use the PC or desktop computer? (SINGLE CODE)	267
Base : Those with a PC or desktop computer in the household	
QE7 (QE55). Do you personally use the laptop computer? (SINGLE CODE)	270
Base : Those with a laptop computer in the household	
QE8 (QE56). Do you personally use the netbook? (SINGLE CODE)	273
Base : Those with a netbook in the household	
QE9 (QE40). SHOWCARD Which is the most important device you use to connect to the internet, at home or elsewhere? (SINGLE CODE)	276
Base : Those who use the internet at home or elsewhere	
QE10 (QE9). SHOWCARD Which of these methods does your household use to connect to the internet at home? (MULTI CODE)	282
Base : Those with access to the internet at home	
QE10 (QE9). SHOWCARD Which of these methods does your household use to connect to the internet at home? (MULTI CODE)	290
Base : All respondents	
QE11 (QE7). SHOWCARD Which internet service provider (ISP) does your household currently use as its MAIN supplier at home? (SINGLE CODE)	298
Base : Those with access to the internet at home	
QE12 (QE5A). SHOWCARD Which, if any, of these do you do online? (MULTI CODE)	307
Base : Those who use the internet at home or elsewhere	
QE12 (QE5A). SHOWCARD Which, if any, of these do you do online? (MULTI CODE)	325
Base : All respondents	
QE13 (QE5B). SHOWCARD And, which, if any, of these activities have you done online in the LAST WEEK? (MULTI CODE)	343
Base : Those who use the internet at home or elsewhere	
QE13 (QE5B). SHOWCARD And, which, if any, of these activities have you done online in the LAST WEEK? (MULTI CODE)	361
Base : All respondents	

OFCON NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

SUMMARY OF ONLINE ACTIVITIES EVER USE - MOBILE (QD28A) OR ONLINE (QE5A)	379
Base : All respondents	
SUMMARY OF ONLINE ACTIVITIES USED IN LAST WEEK - MOBILE (QD28A) OR ONLINE (QE5A)	386
Base : All respondents	
QE14A (QE51). SHOWCARD Which of these fixed broadband services does your household have? (SINGLE CODE)	393
Base : Those with fixed broadband at home	
QE14B (QE11C). Do you know how to find out what speeds you are getting through your fixed broadband at home? (SINGLE CODE)	396
Base : Those with fixed broadband at home	
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)	399
Base : Those with fixed broadband at home	
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)	403
Base : Those with fixed broadband at home	
QE15 (QE11D) SHOWCARD. Which of these devices use your household's Wi-Fi connection? (MULTI CODE)	406
Base : Those using a wireless internet connection at home	
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)	414
Base : Those who use the internet at home or elsewhere	
QE17 (QE24). SHOWCARD How likely are you to get internet access at home in the next 12 months? (SINGLE CODE)	423
Base : Those without internet access at home	
QE18 (QE25A). Why are you unlikely to get internet access at home in the next 12 months? (MULTI CODE) UNPROMPTED	426
Base : Those unlikely to get internet access at home in the next 12 months	
QE19 (QE25B). And, which one of these reasons is your MAIN reason for not getting internet access at home? (SINGLE CODE)	435
Base : Those unlikely to get internet access at home in the next 12 months	
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)	441
Base : All respondents	
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)	444
Base : All respondents	
QE22 (QE31). SHOWCARD Which supplier or service does/ did your household use to make voice calls or video calls using the internet? (MULTI CODE)	447
Base : Those who have ever used a service to make voice or video calls using the internet at home	
QE23 (QE50). SHOWCARD How often do you or does anyone in your household use these services? (SINGLE CODE)	453
Base : Those who have ever used a service to make voice or video calls using the internet at home	
QE24 (QE33). SHOWCARD Which device or devices does your household use to make voice calls using the internet? (MULTI CODE)	456
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)	462
Base : All respondents	
QV2. SHOWCARD And do you personally use...? (MULTI CODE)	471
Base : All respondents	
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)	480
Base : Those with any smart devices in the household	
QV3. SHOWCARD Which brands or types of smart speakers do you have in your household? (MULTI CODE)	486
Base : Those with a smart speaker in the household	

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

QV3. SHOWCARD Which brands or types of smart speakers do you have in your household? (MULTI CODE)	492
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)	498
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)	507
Base : All respondents	
QV5. SHOWCARD And which of these have you used your smart speaker for in the last week? (MULTI CODE)	516
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)	525
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)	534
Base : All respondents	
QV7. SHOWCARD Which of these types of information or tasks are achieved using voice controls in your household? (MULTI CODE)	537
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)	546
Base : All respondents	
QV8. SHOWCARD Who in your household uses voice controls? (MULTI CODE)	555
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)	561
Base : All respondents	
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)	570
Base : Those in a household where someone uses a car	
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)	579
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)	582
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)	588
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)	594
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)	597
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)	603
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)	609
Base : Those who listen to radio	
SUMMARY OF DAB RADIO OWNERSHIP IN HOME OR IN VEHICLE	615
Base : All respondents	

OFCCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

SUMMARY OF DAB RADIO OWNERSHIP IN HOME OR IN VEHICLE	619
Base : Those who listen to radio	
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)	623
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)	629
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)	635
Base : All respondents	
QP6C (QP25C). SHOWCARD How often, if at all, do you... Listen to podcasts - audio shows available online? (SINGLE CODE)	641
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)	647
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)	653
Base : All respondents	
QP6F (QP25F). SHOWCARD How often, if at all, do you... Listen to an audiobook - perhaps from apps like Audible? (SINGLE CODE)	659
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)	665
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)	671
Base : All respondents	
SUMMARY OF FREQUENCY OF NON-LIVE LISTENING ACTIVITIES FROM QP25B-QP25H	677
Base : All respondents	
FREQUENCY OF LISTENING	680
by FREQUENCY OF LISTENING	
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)	682
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)	688
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)	694
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)	700
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)	706
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)	712
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)	718
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)	724
Base : Those who ever play an interactive audio game using only your voice	

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

DEVICES USED FOR LISTENING ACTIVITIES	729
by DEVICES USED FOR LISTENING ACTIVITIES	
Base : Those who ever do each activity	
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)	731
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)	737
Base : Those who listen to radio and who use a car	
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)	743
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)	749
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	755
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)	762
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)	767
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)	772
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)	778
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)	784
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)	789
Base : Those who ever listen to podcasts	
SUMMARY OF PODCAST FREQUENCY OF LISTENING FROM QP27A-QP27F	795
Base : Those who ever listen to podcasts	
FREQUENCY OF LISTENING	798
by FREQUENCY OF LISTENING	
Base : Those who ever listen to podcasts	
QP13 (QP28). SHOWCARD Which of the following types of podcast do you listen to? (MULTI CODE)	800
Base : Those who ever listen to podcasts	
QH1 (QH86). How many TV sets are used by anyone in your household?	809
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	812
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)	818
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)	821
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)	824
Base : Those whose main TV set is a UHD TV set or UHD-ready	

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

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)	827
Base : All respondents	
QH6B (QH87B). SHOWCARD And which of these TV services do you think you personally use the most? (SINGLE CODE)	845
Base : All respondents	
SUBSCRIPTION VOD OVERLAP	860
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)	863
Base : All respondents	
QH8A (QR1A). Does your household have Sky+? (SINGLE CODE)	866
Base : Those with Sky Satellite TV	
QH8B (QR1H). Does your household have Sky Q? (SINGLE CODE)	869
Base : Those with Sky Satellite TV	
QH8A/QH8B (QR1A/QR1H). Does your household have Sky+/- Sky Q? (SINGLE CODE)	872
Base : Those with Sky Satellite TV	
QH8C (QR1B). Does your household have Virgin TiVo or V+ or the Virgin V6 box? (SINGLE CODE)	875
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)	878
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)	881
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)	884
Base : Those with BT TV, TalkTalk TV, EE TV, YouView or Plusnet TV	
DVR HOUSEHOLD OWNERSHIP	887
Base : All respondents	
DVR HOUSEHOLD OWNERSHIP	890
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)	893
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)	896
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)	899
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)	902
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)	905
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)	908
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)	911
Base : All respondents	

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

QH15 (QH78). SHOWCARD And which of these services, if any, have you used in the past week? (MULTI CODE)	917
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)	923
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)	929
Base : Those in a household using any subscription video on-demand services to watch TV programmes and films	
QH18A (QH84A). SHOWCARD Which, if any, of these are reasons why your household took out a subscription to NOW TV? (MULTI CODE)	935
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)	947
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)	962
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)	974
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)	983
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)	989
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)	995
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)	1001
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)	1004
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)	1010
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)	1019
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)	1028
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)	1037
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)	1040
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)	1043
Base : Those with a TV in the household	

OFCON NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

QH23A (QH65A). How frequently, if at all, do you watch each of these channels - RTE One? (SINGLE CODE)	1049
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)	1052
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)	1055
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)	1058
Base : All respondents in Northern Ireland with a TV in the household	
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)	1061
Base : Those with a TV in the household	
BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE	1067
Base : All respondents	
SUMMARY OF BUNDLE OWNERSHIP - DEFINED BY SAME SUPPLIER USED FOR A NUMBER OF SERVICES	1073
Base : All respondents	
BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE	1076
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	1082
Base : Those using the same supplier for two or more services	
FIXED BROADBAND STANDALONE - DEFINED BY SUPPLIER USED FOR FIXED BROADBAND AND OTHER SERVICES	1085
Base : Those with fixed broadband at home	
FIXED BROADBAND STANDALONE - DEFINED BY SUPPLIER USED FOR FIXED BROADBAND AND OTHER SERVICES	1088
Base : All respondents	
LANDLINE STANDALONE - DEFINED BY SUPPLIER USED FOR LANDLINE AND OTHER SERVICES (INCLUDING THOSE WHO PAY LINE RENTAL AT QC32)	1091
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)	1094
Base : All respondents	
MOBILE (PERSONAL) STANDALONE - DEFINED BY SUPPLIER USED FOR MOBILE AND OTHER SERVICES	1097
Base : Those who personally use a mobile phone	
MOBILE (PERSONAL) STANDALONE - DEFINED BY SUPPLIER USED FOR MOBILE AND OTHER SERVICES	1100
Base : All respondents	
PAY TV STANDALONE - DEFINED BY SUPPLIER USED FOR PAY TV AND OTHER SERVICES	1103
Base : Those with a Pay TV service	
PAY TV STANDALONE - DEFINED BY SUPPLIER USED FOR PAY TV AND OTHER SERVICES	1106
Base : All respondents	
FINANCIAL VULNERABILITY	1109
Base : Those where it is possible to calculate the Financial Vulnerability Index	

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 4

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

NATION

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%																			
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
England	2236	1090	1139	325	332	756	823	118	190	228	669	613	602	479	541	2236	-	-	-
	84%	84%	83%	86%	82%	84%	83%	80%	84%	83%	87%	86%	84%	82%	82%	100%	-%	-%	-%
		49%	51%	15%	15%	34%	37%	5%	9%	10%	30%	27%	27%	21%	24%	100%	-%	-%	-%
Scotland	233	114	118	26	41	79	88	15	18	25	56	54	65	53	62	-	233	-	-
	9%	9%	9%	7%	10%	9%	9%	10%	8%	9%	7%	8%	9%	9%	9%	-%	100%	-%	-%
		49%	51%	11%	17%	34%	38%	6%	8%	11%	24%	23%	28%	23%	27%	-%	100%	-%	-%
Wales	132	63	69	15	22	43	53	13	14	17	27	30	34	31	38	-	-	132	-
	5%	5%	5%	4%	5%	5%	5%	9%	6%	6%	3%	4%	5%	5%	6%	-%	-%	100%	-%
		48%	52%	11%	17%	32%	40%	10%	11%	13%	20%	22%	25%	24%	28%	-%	-%	100%	-%
Northern Ireland	74	35	39	11	12	25	26	2	3	5	15	16	18	18	22	-	-	-	74
	3%	3%	3%	3%	3%	3%	3%	1%	1%	2%	2%	2%	3%	3%	3%	-%	-%	-%	100%
		48%	52%	14%	16%	34%	35%	3%	4%	7%	20%	22%	24%	24%	30%	-%	-%	-%	100%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 4

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NATION

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	NOT WORKING		MEDIUM/HIGH	
													WORKING	WORKING	LOW	HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
England	2236	334	368	229	188	237	246	220	116	299	1972	265	1306	926	955	1282
	84%	100%	100%	100%	100%	100%	100%	100%	100%	100%	85%	74%	84%	83%	84%	83%
		15%	16%	10%	8%	11%	11%	10%	5%	13%	b 88%	12%	58%	41%	43%	57%
Scotland	233	-	-	-	-	-	-	-	-	-	193	40	133	99	86	147
	9%	-%	-%	-%	-%	-%	-%	-%	-%	-%	8%	11%	9%	9%	8%	10%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	83%	17%	57%	42%	37%	63%
Wales	132	-	-	-	-	-	-	-	-	-	105	27	74	58	65	67
	5%	-%	-%	-%	-%	-%	-%	-%	-%	-%	5%	8%	5%	5%	6%	4%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	a 79%	21%	56%	44%	49%	51%
Northern Ireland	74	-	-	-	-	-	-	-	-	-	46	27	41	33	33	41
	3%	-%	-%	-%	-%	-%	-%	-%	-%	-%	2%	8%	3%	3%	3%	3%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	a 63%	37%	56%	44%	45%	55%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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NATION

Base : All respondents

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV- ICES	ANY SER- VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
England	2236	1306	908	1057	1056	1066	2140
	84%	85%	83%	86%	83%	85%	84%
		58%	41%	47%	47%	48%	96%
Scotland	233	124	97	85	105	98	225
	9%	8%	9%	7%	8%	8%	9%
		53%	42%	36%	45%	42%	97%
Wales	132	69	64	69	72	63	121
	5%	4%	6%	6%	6%	5%	5%
		52%	49%	52%	54%	48%	91%
Northern Ireland	74	42	20	24	41	27	65
	3%	3%	2%	2%	3%	2%	3%
		57%	27%	33%	55%	36%	88%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 5

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REGION

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
North East	116	56	59	19	22	36	39	6	14	13	31	33	29	21	33	116	-	-	-
	4%	4%	4%	5%	5%	4%	4%	4%	6%	5%	4%	5%	4%	4%	5%	5%	-%	-%	-%
		49%	51%	16%	19%	31%	34%	5%	12%	11%	27%	28%	25%	18%	29%	bcd	-%	-%	-%
North West	299	148	151	41	33	99	126	19	30	45	64	68	74	72	85	299	-	-	-
	11%	11%	11%	11%	8%	11%	13%	13%	13%	16%	8%	10%	10%	12%	13%	13%	-%	-%	-%
		49%	51%	14%	11%	33%	42%	6%	10%	15%	22%	23%	25%	24%	28%	bcd	-%	-%	-%
Yorkshire	220	109	112	51	20	54	96	17	24	17	37	54	62	35	68	220	-	-	-
	8%	8%	8%	14%	5%	6%	10%	12%	11%	6%	5%	8%	9%	6%	10%	10%	-%	-%	-%
		49%	51%	bcd		bc	cd	d	d					c		bcd	-%	-%	-%
		49%	51%	23%	9%	24%	43%	8%	11%	8%	17%	25%	28%	16%	31%	100%	-%	-%	-%
East Midlands	188	93	95	25	30	57	75	14	23	26	60	38	42	52	56	188	-	-	-
	7%	7%	7%	7%	7%	6%	8%	9%	10%	9%	8%	5%	6%	9%	8%	8%	-%	-%	-%
		49%	51%										ab	ab		bcd	-%	-%	-%
West Midlands	237	120	117	29	27	89	92	6	19	13	41	73	61	46	57	237	-	-	-
	9%	9%	9%	8%	7%	10%	9%	4%	9%	5%	5%	10%	9%	8%	9%	11%	-%	-%	-%
		51%	49%	12%	11%	38%	39%	2%	8%	6%	17%	31%	26%	19%	24%	bcd	-%	-%	-%
East of England	246	127	117	26	38	88	93	23	22	30	81	81	55	43	66	246	-	-	-
	9%	10%	9%	7%	9%	10%	9%	15%	10%	11%	11%	11%	8%	7%	10%	11%	-%	-%	-%
		52%	48%	11%	15%	36%	38%	9%	9%	12%	33%	33%	22%	18%	27%	bcd	-%	-%	-%
London	334	160	172	73	64	128	69	17	19	28	173	95	109	67	63	334	-	-	-
	12%	12%	13%	20%	16%	14%	7%	12%	8%	10%	23%	13%	15%	12%	10%	15%	-%	-%	-%
		48%	51%	cd	d	d					abc	d	d			bcd	-%	-%	-%
		48%	51%	22%	19%	38%	21%	5%	6%	8%	52%	28%	33%	20%	19%	100%	-%	-%	-%
South East	368	165	200	41	63	139	124	12	27	26	115	90	96	98	82	368	-	-	-
	14%	13%	15%	11%	16%	15%	13%	8%	12%	10%	15%	13%	13%	17%	12%	16%	-%	-%	-%
		45%	54%			a					ac		ad			bcd	-%	-%	-%
		45%	54%	11%	17%	38%	34%	3%	7%	7%	31%	25%	26%	27%	22%	100%	-%	-%	-%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

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REGION

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%																			
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
South West	229	113	116	20	37	65	108	5	13	29	66	81	73	44	31	229	-	-	-
	9%	9%	9%	5%	9%	7%	11%	3%	6%	11%	9%	11%	10%	8%	5%	10%	-%	-%	-%
		49%	51%	9%	a		ac			ab	a	cd	d	d		bcd	-%	-%	-%
Wales	132	63	69	15	22	43	53	13	14	17	27	30	34	31	38	-	-	132	-
	5%	5%	5%	4%	5%	5%	5%	9%	6%	6%	3%	4%	5%	5%	6%	-%	-%	100%	-%
		48%	52%	11%	17%	32%	40%	d	d									abd	
								10%	11%	13%	20%	22%	25%	24%	28%	-%	-%	100%	-%
Scotland	233	114	118	26	41	79	88	15	18	25	56	54	65	53	62	-	233	-	-
	9%	9%	9%	7%	10%	9%	9%	10%	8%	9%	7%	8%	9%	9%	9%	-%	100%	-%	-%
		49%	51%	11%	17%	34%	38%										acd		
								6%	8%	11%	24%	23%	28%	23%	27%	-%	100%	-%	-%
Northern Ireland	74	35	39	11	12	25	26	2	3	5	15	16	18	18	22	-	-	-	74
	3%	3%	3%	3%	3%	3%	3%	1%	1%	2%	2%	2%	3%	3%	3%	-%	-%	-%	100%
		48%	52%	14%	16%	34%	35%											abc	
								3%	4%	7%	20%	22%	24%	24%	30%	-%	-%	-%	100%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 5

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

REGION

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
North East	116	-	-	-	-	-	-	-	116	-	107	9	74	42	44	72
	4%	-%	-%	-%	-%	-%	-%	-%	100%	-%	5%	2%	5%	4%	4%	5%
								abcdefgi			b					
									100%	-%	93%	7%	64%	36%	38%	62%
North West	299	-	-	-	-	-	-	-	-	299	279	20	169	130	96	203
	11%	-%	-%	-%	-%	-%	-%	-%	-%	100%	12%	6%	11%	12%	8%	13%
									abcdefgh		b				a	
									-%	100%	93%	7%	57%	43%	32%	68%
Yorkshire	220	-	-	-	-	-	-	220	-	-	196	25	111	110	82	138
	8%	-%	-%	-%	-%	-%	-%	100%	-%	-%	8%	7%	7%	10%	7%	9%
								abcdefhi						a		
								100%	-%	-%	89%	11%	50%	50%	37%	63%
East Midlands	188	-	-	-	188	-	-	-	-	-	157	31	105	83	105	82
	7%	-%	-%	-%	100%	-%	-%	-%	-%	-%	7%	9%	7%	7%	9%	5%
					abcefgghi										b	
					100%	-%	-%	-%	-%	-%	84%	16%	56%	44%	56%	44%
West Midlands	237	-	-	-	-	237	-	-	-	-	210	27	135	102	108	129
	9%	-%	-%	-%	-%	100%	-%	-%	-%	-%	9%	8%	9%	9%	9%	8%
					abcdcfghi											
					100%	-%	-%	-%	-%	-%	89%	11%	57%	43%	45%	55%
East of England	246	-	-	-	-	-	246	-	-	-	197	48	133	112	145	100
	9%	-%	-%	-%	-%	-%	100%	-%	-%	-%	9%	13%	9%	10%	13%	7%
							abcdeghi					a			b	
							100%	-%	-%	-%	80%	20%	54%	46%	59%	41%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 5

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

REGION

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
London	334	334	-	-	-	-	-	-	-	-	334	-	223	109	33	301
	12%	100%	-%	-%	-%	-%	-%	-%	-%	-%	14%	-%	14%	10%	3%	20%
		bcdefghi									b		b			a
		100%	-%	-%	-%	-%	-%	-%	-%	-%	100%	-%	67%	33%	10%	90%
South East	368	-	368	-	-	-	-	-	-	-	318	49	238	127	191	177
	14%	-%	100%	-%	-%	-%	-%	-%	-%	-%	14%	14%	15%	11%	17%	12%
			acdefghi										b		b	
		-%	100%	-%	-%	-%	-%	-%	-%	-%	87%	13%	65%	35%	52%	48%
South West	229	-	-	229	-	-	-	-	-	-	173	56	118	111	151	79
	9%	-%	-%	100%	-%	-%	-%	-%	-%	-%	7%	16%	8%	10%	13%	5%
				abdefghi								a		a	b	
		-%	-%	100%	-%	-%	-%	-%	-%	-%	76%	24%	52%	48%	66%	34%
Wales	132	-	-	-	-	-	-	-	-	-	105	27	74	58	65	67
	5%	-%	-%	-%	-%	-%	-%	-%	-%	-%	5%	8%	5%	5%	6%	4%
												a				
		-%	-%	-%	-%	-%	-%	-%	-%	-%	79%	21%	56%	44%	49%	51%
Scotland	233	-	-	-	-	-	-	-	-	-	193	40	133	99	86	147
	9%	-%	-%	-%	-%	-%	-%	-%	-%	-%	8%	11%	9%	9%	8%	10%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	83%	17%	57%	42%	37%	63%
Northern Ireland	74	-	-	-	-	-	-	-	-	-	46	27	41	33	33	41
	3%	-%	-%	-%	-%	-%	-%	-%	-%	-%	2%	8%	3%	3%	3%	3%
												a				
		-%	-%	-%	-%	-%	-%	-%	-%	-%	63%	37%	56%	44%	45%	55%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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REGION

Base : All respondents

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD	FREE TRAD	FREE	SVOD	SERV-	ANY SER-
		TV	TV	CATCH-UP		ICES	VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
North East	116	81	33	30	51	39	111
	4%	5%	3%	2%	4%	3%	4%
		bce			c		c
		70%	28%	26%	44%	34%	96%
North West	299	156	148	149	118	126	274
	11%	10%	14%	12%	9%	10%	11%
			ade	d			
		52%	49%	50%	40%	42%	92%
Yorkshire	220	105	103	68	102	90	213
	8%	7%	9%	6%	8%	7%	8%
			ace		c		c
		48%	47%	31%	46%	41%	97%
East Midlands	188	108	79	80	94	76	183
	7%	7%	7%	6%	7%	6%	7%
		58%	42%	42%	50%	41%	97%
West Midlands	237	141	89	102	113	81	225
	9%	9%	8%	8%	9%	6%	9%
		e			e		e
		60%	38%	43%	48%	34%	95%
East of England	246	145	109	112	117	113	243
	9%	9%	10%	9%	9%	9%	10%
		59%	44%	45%	48%	46%	99%
London	334	207	98	170	150	235	319
	12%	13%	9%	14%	12%	19%	13%
		b		b	b	ab	b
		62%	29%	51%	45%	71%	96%
South East	368	234	135	213	190	192	355
	14%	15%	12%	17%	15%	15%	14%
		b		bf		b	
		64%	37%	58%	52%	52%	97%

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

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REGION

Base : All respondents

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d		e	f
Unweighted total	3959	2152	1624	1609	1810		1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220		1144	2568
Weighted total	2675	1541	1089	1235	1273		1254	2551
		58%	41%	46%	48%		47%	95%
South West	229	129	114	133	120		114	218
	9%	8%	10%	11%	9%		9%	9%
				af				
		56%	50%	58%	52%		50%	95%
Wales	132	69	64	69	72		63	121
	5%	4%	6%	6%	6%		5%	5%
		52%	49%	52%	54%		48%	91%
Scotland	233	124	97	85	105		98	225
	9%	8%	9%	7%	8%		8%	9%
							c	
		53%	42%	36%	45%		42%	97%
Northern Ireland	74	42	20	24	41		27	65
	3%	3%	2%	2%	3%		2%	3%
				b				
		57%	27%	33%	55%		36%	88%

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

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URBANITY

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
Urban	2316	1131	1179	347	359	783	828	133	200	230	678	608	622	490	594	1972	193	105	46
	87%	87%	86%	92%	88%	87%	84%	90%	89%	83%	88%	85%	87%	84%	90%	88%	83%	79%	63%
				cd	d			c			c				ac	bcd	d	d	
		49%	51%	15%	16%	34%	36%	6%	9%	10%	29%	26%	27%	21%	26%	85%	8%	5%	2%
Rural	359	172	186	29	48	120	162	15	26	46	89	103	96	90	69	265	40	27	27
	13%	13%	14%	8%	12%	13%	16%	10%	11%	17%	12%	15%	13%	16%	10%	12%	17%	21%	37%
						a	ab			ad		d		d			a	a	abc
		48%	52%	8%	13%	33%	45%	4%	7%	13%	25%	29%	27%	25%	19%	74%	11%	8%	8%

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

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URBANITY

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
Urban	2316	334	318	173	157	210	197	196	107	279	2316	-	1354	957	889	1427
	87%	100%	87%	76%	84%	89%	80%	89%	93%	93%	100%	-%	87%	86%	78%	93%
		bcdefghi	c		c	cf		cf	bcdf	bcdf	b				a	
		14%	14%	7%	7%	9%	9%	8%	5%	12%	100%	-%	58%	41%	38%	62%
Rural	359	-	49	56	31	27	48	25	9	20	-	359	200	159	250	109
	13%	-%	13%	24%	16%	11%	20%	11%	7%	7%	-%	100%	13%	14%	22%	7%
			ahi	abdegghi	ahi	a	aeghi	a	a	a		a			b	
		-%	14%	16%	9%	8%	13%	7%	2%	6%	-%	100%	56%	44%	70%	30%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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

URBANITY

Base : All respondents

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d		e	f
Unweighted total	3959	2152	1624	1609	1810		1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220		1144	2568
Weighted total	2675	1541	1089	1235	1273		1254	2551
		58%	41%	46%	48%		47%	95%
Urban	2316	1340	946	1047	1085		1091	2213
	87%	87%	87%	85%	85%		87%	87%
		58%	41%	45%	47%		47%	96%
Rural	359	201	142	188	188		163	338
	13%	13%	13%	15%	15%		13%	13%
		56%	40%	52%	52%		45%	94%

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

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

CABLE AREA

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
TELEWEST	522	262	260	80	96	192	154	29	33	51	198	156	144	94	128	463	60	-	-
	20%	20%	19%	21%	23%	21%	16%	20%	14%	18%	26%	22%	20%	16%	19%	21%	26%	-%	-%
				d	d	d					bc	c				cd	acd		
		50%	50%	15%	18%	37%	30%	6%	6%	10%	38%	30%	27%	18%	25%	89%	11%	-%	-%
NTL	799	389	407	134	113	262	290	56	80	77	186	176	201	190	231	724	25	33	17
	30%	30%	30%	36%	28%	29%	29%	38%	35%	28%	24%	25%	28%	33%	35%	32%	11%	25%	22%
				bcd				cd	d				a	ab		bcd		b	b
		49%	51%	17%	14%	33%	36%	7%	10%	10%	23%	22%	25%	24%	29%	91%	3%	4%	2%
NEITHER	1354	652	699	162	199	449	545	63	113	148	383	380	373	296	303	1049	149	99	57
	51%	50%	51%	43%	49%	50%	55%	42%	50%	54%	50%	53%	52%	51%	46%	47%	64%	75%	78%
						a	abc			a		d	d				a	ab	ab
		48%	52%	12%	15%	33%	40%	5%	8%	11%	28%	28%	28%	22%	22%	77%	11%	7%	4%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 7

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

CABLE AREA

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
TELEWEST	522	153	49	50	-	81	24	40	23	43	516	6	322	200	185	337
	20%	46%	13%	22%	-%	34%	10%	18%	20%	14%	22%	2%	21%	18%	16%	22%
		bcdefghi	d	bdfi		bcdfghi	d	df	bdf	d	b					a
		29%	9%	10%	-%	15%	5%	8%	4%	8%	99%	1%	62%	38%	35%	65%
NTL	799	106	148	11	111	68	85	37	28	130	797	2	467	330	300	498
	30%	32%	40%	5%	59%	29%	35%	17%	25%	44%	34%	*%	30%	30%	26%	32%
		cg	acegh		abcefg	cg	cgh	c	cg	acefgh	b					a
		13%	19%	1%	14%	8%	11%	5%	4%	16%	100%	*%	58%	41%	38%	62%
NEITHER	1354	76	170	168	77	89	136	143	64	126	1003	351	765	586	653	701
	51%	23%	46%	73%	41%	37%	55%	65%	56%	42%	43%	98%	49%	53%	57%	46%
			ae	abdefhi	a	a	abdei	abdefhi	abdei	a		a			b	
		6%	13%	12%	6%	7%	10%	11%	5%	9%	74%	26%	56%	43%	48%	52%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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

CABLE AREA

Base : All respondents

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d		e	f
Unweighted total	3959	2152	1624	1609	1810		1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220		1144	2568
Weighted total	2675	1541	1089	1235	1273		1254	2551
		58%	41%	46%	48%		47%	95%
TELEWEST	522	313	193	222	232		244	499
	20%	20%	18%	18%	18%		19%	20%
		60%	37%	42%	44%		47%	96%
NTL	799	493	305	361	371		390	769
	30%	32%	28%	29%	29%		31%	30%
		b						
		62%	38%	45%	47%		49%	96%
NEITHER	1354	736	590	652	670		620	1283
	51%	48%	54%	53%	53%		49%	50%
			aef	a	a			
		54%	44%	48%	49%		46%	95%

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

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

DEPRIVATION LEVEL

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
Low	1139	558	576	107	157	399	476	34	74	102	370	394	315	250	181	955	86	65	33
	43%	43%	42%	28%	39%	44%	48%	23%	33%	37%	48%	55%	44%	43%	27%	43%	37%	49%	45%
					a	a	ab		a	a	abc	bcd	d	d		b		ab	b
		49%	51%	9%	14%	35%	42%	3%	7%	9%	32%	35%	28%	22%	16%	84%	8%	6%	3%
Medium	1291	624	664	210	209	419	452	92	122	136	325	287	334	280	388	1057	133	62	39
	48%	48%	49%	56%	51%	46%	46%	62%	54%	49%	42%	40%	47%	48%	59%	47%	57%	47%	53%
				cd				cd	d	d			a	a	abc		ac		a
		48%	51%	16%	16%	32%	35%	7%	9%	11%	25%	22%	26%	22%	30%	82%	10%	5%	3%
High	245	120	125	58	41	85	61	22	29	37	72	31	69	50	94	225	14	5	2
	9%	9%	9%	16%	10%	9%	6%	15%	13%	13%	9%	4%	10%	9%	14%	10%	6%	3%	2%
				bcd	d	d		d					a	a	abc	bcd	d		
		49%	51%	24%	17%	35%	25%	9%	12%	15%	29%	13%	28%	21%	38%	92%	6%	2%	1%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 8

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

DEPRIVATION LEVEL

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
Low	1139	33	191	151	105	108	145	82	44	96	889	250	663	474	1139	-
	43%	10%	52%	66%	56%	45%	59%	37%	38%	32%	38%	70%	43%	42%	100%	-%
			aghi	abdegghi	aeghi	ai	aeghi	a	a	a		a			b	
		3%	17%	13%	9%	9%	13%	7%	4%	8%	78%	22%	58%	42%	100%	-%
Medium	1291	197	165	79	77	103	100	108	68	159	1182	109	741	547	-	1291
	48%	59%	45%	34%	41%	43%	41%	49%	59%	53%	51%	30%	48%	49%	-%	84%
		bcdefg	c			c		c	bcdefg	cdef	b				a	
		15%	13%	6%	6%	8%	8%	8%	5%	12%	92%	8%	57%	42%	-%	100%
High	245	104	11	-	5	26	-	31	4	44	245	-	149	95	-	245
	9%	31%	3%	-%	3%	11%	-%	14%	4%	15%	11%	-%	10%	9%	-%	16%
		bcdefghi	cf		cf	bcdfh		bcdfh	cf	bcdfh	b				a	
		42%	5%	-%	2%	11%	-%	12%	2%	18%	100%	-%	61%	39%	-%	100%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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

DEPRIVATION LEVEL

Base : All respondents

	Total	TV SERVICES					ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERV- ICES	
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
Low	1139	683	493	568	567	535	1098
	43%	44%	45%	46%	45%	43%	43%
		60%	43%	50%	50%	47%	96%
Medium	1291	731	498	584	617	612	1219
	48%	47%	46%	47%	48%	49%	48%
		57%	39%	45%	48%	47%	94%
High	245	128	98	83	90	107	234
	9%	8%	9%	7%	7%	8%	9%
							cd
		52%	40%	34%	37%	43%	95%

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

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

QZ7 (QZ17). SHOWCARD Which one of these options best describes your gender?

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
Male	1303	1303	-	195	170	437	501	72	98	138	423	346	305	351	299	1090	114	63	35
	49%	100%	-%	52%	42%	48%	51%	49%	43%	50%	55%	49%	42%	61%	45%	49%	49%	48%	48%
		b		b		b	b				b	b		abd					
		100%	-%	15%	13%	34%	38%	6%	7%	11%	32%	27%	23%	27%	23%	84%	9%	5%	3%
Female	1365	-	1365	177	236	466	486	76	128	137	342	364	409	229	362	1139	118	69	39
	51%	-%	100%	47%	58%	52%	49%	51%	57%	50%	45%	51%	57%	39%	55%	51%	51%	52%	52%
			a		acd				d			c	ac		c				
		-%	100%	13%	17%	34%	36%	6%	9%	10%	25%	27%	30%	17%	26%	83%	9%	5%	3%
Other/ prefer to use my own term – Please specify this term if you would like to	*	-	-	*	-	-	-	-	-	-	*	-	*	-	-	*	-	-	-
	*%	-%	-%	*%	-%	-%	-%	-%	-%	-%	*%	-%	*%	-%	-%	*%	-%	-%	-%
		-%	-%	100%	-%	-%	-%	-%	-%	-%	100%	-%	100%	-%	-%	100%	-%	-%	-%
Prefer not to say	7	-	-	3	1	-	3	-	-	1	1	1	4	-	2	6	1	-	*
	*%	-%	-%	1%	*%	-%	*%	-%	-%	*%	*%	*%	*%	-%	*%	*%	*%	-%	*%
				c															
		-%	-%	40%	20%	-%	39%	-%	-%	12%	15%	19%	51%	-%	29%	84%	15%	-%	1%

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

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

QZ7 (QZ17). SHOWCARD Which one of these options best describes your gender?

Base : All respondents

		ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
Male	1303	160	165	113	93	120	127	109	56	148	1131	172	793	509	558	744
	49%	48%	45%	49%	49%	51%	52%	49%	49%	49%	49%	48%	51%	46%	49%	48%
		12%	13%	9%	7%	9%	10%	8%	4%	11%	87%	13%	b 61%	39%	43%	57%
Female	1365	172	200	116	95	117	117	112	59	151	1179	186	759	603	576	789
	51%	51%	54%	51%	51%	49%	48%	51%	51%	51%	51%	52%	49%	54%	51%	51%
		13%	15%	9%	7%	9%	9%	8%	4%	11%	86%	14%	a 56%	44%	42%	58%
Other/ prefer to use my own term – Please specify this term if you would like to	*	-	-	-	-	-	-	-	*	-	*	-	*	-	-	*
	*%	-%	-%	-%	-%	-%	-%	-%	*%	-%	*%	-%	*%	-%	-%	*%
		-%	-%	-%	-%	-%	-%	-%	100%	-%	100%	-%	100%	-%	-%	100%
Prefer not to say	7	2	2	-	-	-	2	-	-	-	6	1	1	3	5	2
	*%	1%	*%	-%	-%	-%	1%	-%	-%	-%	*%	*%	*%	*%	*%	*%
		32%	26%	-%	-%	-%	27%	-%	-%	-%	85%	15%	19%	43%	68%	32%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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

QZ7 (QZ17). SHOWCARD Which one of these options best describes your gender?

Base : All respondents

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d		e	f
Unweighted total	3959	2152	1624	1609	1810		1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220		1144	2568
Weighted total	2675	1541	1089	1235	1273		1254	2551
		58%	41%	46%	48%		47%	95%
Male	1303	760	543	602	608		632	1242
	49%	49%	50%	49%	48%		50%	49%
		58%	42%	46%	47%		49%	95%
Female	1365	778	545	631	663		618	1305
	51%	50%	50%	51%	52%		49%	51%
		57%	40%	46%	49%		45%	96%
Other/ prefer to use my own term – Please specify this term if you would like to	*	*	-	-	-		*	*
	*%	*%	-%	-%	-%		*%	*%
		100%	-%	-%	-%		100%	100%
Prefer not to say	7	3	1	2	2		3	4
	*%	*%	*%	*%	*%		*%	*%
		44%	17%	31%	32%		40%	62%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 10

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

SF. AGE OF RESPONDENT

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%																			
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
16 - 17	70	38	32	70	-	-	-	-	1	2	2	18	18	14	19	62	4	2	2
	3%	3%	2%	19%	-%	-%	-%	-%	*%	1%	*%	3%	3%	2%	3%	3%	2%	1%	3%
				bcd															
		54%	46%	100%	-%	-%	-%	-%	1%	3%	3%	26%	26%	21%	27%	89%	5%	3%	4%
18 - 24	306	157	145	306	-	-	-	17	28	22	68	43	115	61	86	263	22	13	8
	11%	12%	11%	81%	-%	-%	-%	11%	12%	8%	9%	6%	16%	10%	13%	12%	9%	10%	11%
				bcd									ac	a	a				
		51%	47%	100%	-%	-%	-%	6%	9%	7%	22%	14%	38%	20%	28%	86%	7%	4%	3%
25 - 34	407	170	236	-	407	-	-	21	24	56	133	87	128	95	97	332	41	22	12
	15%	13%	17%	-%	100%	-%	-%	14%	10%	20%	17%	12%	18%	16%	15%	15%	17%	17%	16%
			a		acd					b	b		a	a					
		42%	58%	-%	100%	-%	-%	5%	6%	14%	33%	21%	31%	23%	24%	82%	10%	5%	3%
35 - 44	468	234	235	-	-	468	-	13	25	52	216	145	130	93	100	397	37	23	12
	18%	18%	17%	-%	-%	52%	-%	9%	11%	19%	28%	20%	18%	16%	15%	18%	16%	17%	16%
						abd				ab	abc	d							
		50%	50%	-%	-%	100%	-%	3%	5%	11%	46%	31%	28%	20%	21%	85%	8%	5%	3%
45 - 54	434	203	231	-	-	434	-	19	23	39	176	125	108	105	96	359	42	19	13
	16%	16%	17%	-%	-%	48%	-%	13%	10%	14%	23%	18%	15%	18%	14%	16%	18%	15%	18%
						abd				abc	abc								
		47%	53%	-%	-%	100%	-%	4%	5%	9%	41%	29%	25%	24%	22%	83%	10%	4%	3%
55 - 64	417	209	207	-	-	-	417	20	38	38	117	128	97	96	96	347	38	21	12
	16%	16%	15%	-%	-%	-%	42%	14%	17%	14%	15%	18%	14%	17%	14%	15%	16%	16%	16%
						abc						b							
		50%	50%	-%	-%	-%	100%	5%	9%	9%	28%	31%	23%	23%	23%	83%	9%	5%	3%
65 - 74	331	179	151	-	-	-	331	29	47	41	37	100	68	74	89	275	30	18	8
	12%	14%	11%	-%	-%	-%	33%	20%	21%	15%	5%	14%	9%	13%	13%	12%	13%	14%	11%
		b				abc		d	d	d		b			b				
		54%	46%	-%	-%	-%	100%	9%	14%	12%	11%	30%	21%	22%	27%	83%	9%	6%	2%
75+	241	114	128	-	-	-	241	29	40	27	18	66	53	42	81	202	20	13	7
	9%	9%	9%	-%	-%	-%	24%	19%	18%	10%	2%	9%	7%	7%	12%	9%	8%	10%	9%
						abc		cd	cd	d				bc					
		47%	53%	-%	-%	-%	100%	12%	17%	11%	7%	27%	22%	17%	33%	84%	8%	6%	3%

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

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

SF. AGE OF RESPONDENT

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%																			
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
AGE SUMMARY																			
16-24	376	195	177	376	-	-	-	17	28	24	70	61	134	75	104	325	26	15	11
	14%	15%	13%	100%	-%	-%	-%	11%	13%	9%	9%	9%	19%	13%	16%	15%	11%	11%	14%
		52%	47%	bcd 100%	-%	-%	-%	5%	8%	6%	19%	16%	ac 36%	a 20%	a 28%	86%	7%	4%	3%
25-34	407	170	236	-	407	-	-	21	24	56	133	87	128	95	97	332	41	22	12
	15%	13%	17%	-%	100%	-%	-%	14%	10%	20%	17%	12%	18%	16%	15%	15%	17%	17%	16%
		a 42%	a 58%	-%	acd 100%	-%	-%	5%	6%	b 14%	b 33%	a 21%	a 31%	a 23%	a 24%	82%	10%	5%	3%
35-54	903	437	466	-	-	903	-	32	48	90	392	270	238	198	196	756	79	43	25
	34%	34%	34%	-%	-%	100%	-%	21%	21%	33%	51%	38%	33%	34%	30%	34%	34%	32%	34%
		48%	52%	-%	-%	abd 100%	-%	4%	5%	ab 10%	abc 43%	d 30%	d 26%	d 22%	d 22%	84%	9%	5%	3%
55-64	417	209	207	-	-	-	417	20	38	38	117	128	97	96	96	347	38	21	12
	16%	16%	15%	-%	-%	-%	42%	14%	17%	14%	15%	18%	14%	17%	14%	15%	16%	16%	16%
		50%	50%	-%	-%	-%	abc 100%	5%	9%	9%	28%	b 31%	b 23%	b 23%	b 23%	83%	9%	5%	3%
65+	572	292	279	-	-	-	572	58	88	67	55	166	121	116	170	476	50	32	15
	21%	22%	20%	-%	-%	-%	58%	39%	39%	24%	7%	23%	17%	20%	26%	21%	21%	24%	20%
		51%	49%	-%	-%	-%	abc 100%	cd 10%	cd 15%	d 12%	10%	b 29%	b 21%	bc 20%	bc 30%	83%	9%	6%	3%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 10

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SF. AGE OF RESPONDENT

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
16 - 17	70	14	9	3	5	6	3	8	3	11	65	5	8	62	22	48
	3%	4%	2%	1%	3%	2%	1%	3%	2%	4%	3%	1%	1%	6%	2%	3%
														a		a
		21%	13%	5%	8%	8%	5%	11%	4%	16%	93%	7%	12%	88%	31%	69%
18 - 24	306	59	32	16	20	24	23	43	16	30	282	24	190	113	85	220
	11%	18%	9%	7%	11%	10%	9%	20%	14%	10%	12%	7%	12%	10%	7%	14%
		bcdefi						bcdefi	c		b					a
		19%	10%	5%	6%	8%	7%	14%	5%	10%	92%	8%	62%	37%	28%	72%
25 - 34	407	64	63	37	30	27	38	20	22	33	359	48	318	87	157	250
	15%	19%	17%	16%	16%	11%	15%	9%	19%	11%	16%	13%	20%	8%	14%	16%
		egi	g	g	g		g		egi				b			
		16%	16%	9%	7%	7%	9%	5%	5%	8%	88%	12%	78%	21%	39%	61%
35 - 44	468	71	74	29	31	46	51	31	17	46	409	59	388	80	204	264
	18%	21%	20%	13%	17%	19%	21%	14%	15%	15%	18%	17%	25%	7%	18%	17%
		cg	c				cg						b			
		15%	16%	6%	7%	10%	11%	7%	4%	10%	87%	13%	83%	17%	44%	56%
45 - 54	434	57	65	36	26	44	37	23	19	52	374	61	358	76	195	239
	16%	17%	18%	16%	14%	18%	15%	10%	16%	18%	16%	17%	23%	7%	17%	16%
		g	g			g			g	g			b			
		13%	15%	8%	6%	10%	9%	5%	4%	12%	86%	14%	82%	18%	45%	55%
55 - 64	417	29	57	36	36	37	35	40	18	59	347	70	246	171	196	221
	16%	9%	16%	16%	19%	16%	14%	18%	15%	20%	15%	19%	16%	15%	17%	14%
			a	a	a	a	a	a	a	a		a			b	
		7%	14%	9%	9%	9%	8%	10%	4%	14%	83%	17%	59%	41%	47%	53%
65 - 74	331	20	32	47	22	35	33	31	13	42	276	55	42	289	165	166
	12%	6%	9%	21%	12%	15%	14%	14%	11%	14%	12%	15%	3%	26%	15%	11%
				abdfgh	a	ab	a	a	a	a		a		a	b	
		6%	10%	14%	7%	11%	10%	9%	4%	13%	83%	17%	13%	87%	50%	50%
75+	241	20	35	25	18	20	25	25	9	25	204	37	4	238	115	127
	9%	6%	10%	11%	10%	8%	10%	11%	8%	8%	9%	10%	*%	21%	10%	8%
								a						a		
		8%	15%	10%	8%	8%	10%	10%	4%	10%	85%	15%	1%	99%	48%	52%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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SF. AGE OF RESPONDENT

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
AGE SUMMARY																
16-24	376	73	41	20	25	29	26	51	19	41	347	29	199	175	107	269
	14%	22%	11%	9%	13%	12%	11%	23%	16%	14%	15%	8%	13%	16%	9%	18%
		bcdefi						bcdefhi	c		b		a			a
		20%	11%	5%	7%	8%	7%	14%	5%	11%	92%	8%	53%	47%	28%	72%
25-34	407	64	63	37	30	27	38	20	22	33	359	48	318	87	157	250
	15%	19%	17%	16%	16%	11%	15%	9%	19%	11%	16%	13%	20%	8%	14%	16%
		egi	g	g	g		g		egi				b			
		16%	16%	9%	7%	7%	9%	5%	5%	8%	88%	12%	78%	21%	39%	61%
35-54	903	128	139	65	57	89	88	54	36	99	783	120	746	157	399	504
	34%	38%	38%	28%	30%	38%	36%	24%	31%	33%	34%	33%	48%	14%	35%	33%
		cg	cg			cg	g			g			b			
		14%	15%	7%	6%	10%	10%	6%	4%	11%	87%	13%	83%	17%	44%	56%
55-64	417	29	57	36	36	37	35	40	18	59	347	70	246	171	196	221
	16%	9%	16%	16%	19%	16%	14%	18%	15%	20%	15%	19%	16%	15%	17%	14%
			a	a	a	a	a	a	a	a		a			b	
		7%	14%	9%	9%	9%	8%	10%	4%	14%	83%	17%	59%	41%	47%	53%
65+	572	40	67	72	40	55	58	56	22	67	480	92	46	527	280	292
	21%	12%	18%	31%	21%	23%	24%	25%	19%	22%	21%	26%	3%	47%	25%	19%
				abdehi	a	a	a	a	a	a		a		a	b	
		7%	12%	13%	7%	10%	10%	10%	4%	12%	84%	16%	8%	92%	49%	51%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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SF. AGE OF RESPONDENT

Base : All respondents

	Total	TV SERVICES					
		PAID TRAD	FREE TRAD	FREE	SVOD	YOUTUBE	ANY SER-
		TV	TV	CATCH-UP		SERV-ICES	VICES
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
16 - 17	70	50	17	40	48	50	68
	3%	3%	2%	3%	4%	4%	3%
		b		b	b	bf	b
		71%	24%	57%	69%	71%	97%
18 - 24	306	171	99	139	189	191	292
	11%	11%	9%	11%	15%	15%	11%
				abcf	abcf	abcf	b
		56%	33%	46%	62%	63%	96%
25 - 34	407	239	129	198	256	247	393
	15%	15%	12%	16%	20%	20%	15%
		b		b	abcf	abcf	b
		59%	32%	49%	63%	61%	96%
35 - 44	468	320	151	263	259	276	449
	18%	21%	14%	21%	20%	22%	18%
		bf		bf	bf	bf	b
		68%	32%	56%	55%	59%	96%
45 - 54	434	275	183	217	223	226	423
	16%	18%	17%	18%	18%	18%	17%
		63%	42%	50%	51%	52%	98%
55 - 64	417	238	196	207	182	158	404
	16%	15%	18%	17%	14%	13%	16%
		e	de	e			e
		57%	47%	50%	44%	38%	97%
65 - 74	331	156	171	130	95	84	304
	12%	10%	16%	10%	7%	7%	12%
		de	acdef	de			de
		47%	52%	39%	29%	25%	92%
75+	241	92	144	42	22	22	219
	9%	6%	13%	3%	2%	2%	9%
		cde	acdef	de			acde
		38%	60%	17%	9%	9%	91%

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

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SF. AGE OF RESPONDENT

Base : All respondents

	Total	TV SERVICES					
		PAID TRAD	FREE TRAD	FREE	SVOD	YOUTUBE	ANY SER-
		TV	TV	CATCH-UP		SERV-ICES	VICES
		a	b	c	d	e	f
Significance Level: 95%							
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
AGE SUMMARY							
16-24	376	221	116	179	237	241	361
	14%	14%	11%	14%	19%	19%	14%
		b		b	abcf	abcf	b
		59%	31%	48%	63%	64%	96%
25-34	407	239	129	198	256	247	393
	15%	15%	12%	16%	20%	20%	15%
		b		b	abcf	abcf	b
		59%	32%	49%	63%	61%	96%
35-54	903	595	334	480	482	502	872
	34%	39%	31%	39%	38%	40%	34%
		bf		bf	bf	bf	b
		66%	37%	53%	53%	56%	97%
55-64	417	238	196	207	182	158	404
	16%	15%	18%	17%	14%	13%	16%
		e	de	e			e
		57%	47%	50%	44%	38%	97%
65+	572	249	315	171	118	106	522
	21%	16%	29%	14%	9%	8%	20%
		de	acdef	de			acde
		43%	55%	30%	21%	18%	91%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 11

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%																			
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
A	52	37	15	4	2	27	18	-	-	1	30	52	-	-	-	46	3	1	2
	2%	3%	1%	1%	1%	3%	2%	-%	-%	*%	4%	7%	-%	-%	-%	2%	1%	*%	2%
		b				b					abc	bcd				c			c
		71%	29%	8%	4%	52%	35%	-%	-%	2%	58%	100%	-%	-%	-%	90%	6%	1%	3%
B	660	310	349	57	85	243	275	6	17	48	286	660	-	-	-	566	51	29	14
	25%	24%	26%	15%	21%	27%	28%	4%	8%	17%	37%	93%	-%	-%	-%	25%	22%	22%	19%
					a	ab	ab			ab	abc	bcd				d			
		47%	53%	9%	13%	37%	42%	1%	3%	7%	43%	100%	-%	-%	-%	86%	8%	4%	2%
C1	718	305	409	134	128	238	218	17	41	71	228	-	718	-	-	602	65	34	18
	27%	23%	30%	36%	31%	26%	22%	12%	18%	26%	30%	-%	100%	-%	-%	27%	28%	25%	24%
			a	cd	d	d				ab	ab		acd						
		42%	57%	19%	18%	33%	30%	2%	6%	10%	32%	-%	100%	-%	-%	84%	9%	5%	3%
C2	580	351	229	75	95	198	212	21	58	73	162	-	-	580	-	479	53	31	18
	22%	27%	17%	20%	23%	22%	21%	14%	26%	27%	21%	-%	-%	100%	-%	21%	23%	24%	24%
		b				a			a	a	a			abd					
		61%	39%	13%	16%	34%	37%	4%	10%	13%	28%	-%	-%	100%	-%	82%	9%	5%	3%
D	353	167	185	64	64	122	103	26	55	62	54	-	-	-	353	286	34	23	11
	13%	13%	14%	17%	16%	14%	10%	17%	24%	22%	7%	-%	-%	-%	53%	13%	15%	17%	15%
				d	d	d		d	d	d					abc			a	
		47%	53%	18%	18%	35%	29%	7%	15%	18%	15%	-%	-%	-%	100%	81%	10%	6%	3%
E	309	131	176	40	33	74	163	78	55	21	5	-	-	-	309	256	28	15	11
	12%	10%	13%	11%	8%	8%	16%	52%	24%	8%	1%	-%	-%	-%	47%	11%	12%	11%	15%
			a			abc		bcd	cd	d				abc				a	
		42%	57%	13%	11%	24%	53%	25%	18%	7%	2%	-%	-%	-%	100%	83%	9%	5%	4%
Refused	2	1	1	1	1	-	*	-	-	-	1	-	-	-	-	2	-	-	*
	*%	*%	*%	*%	*%	-%	*%	-%	-%	-%	*%	-%	-%	-%	-%	*%	-%	-%	*%
		59%	41%	59%	34%	-%	6%	-%	-%	-%	34%	-%	-%	-%	-%	94%	-%	-%	6%
SOCIAL GROUP																			
AB	712	346	364	61	87	270	294	6	17	48	316	712	-	-	-	613	54	30	16
	27%	27%	27%	16%	21%	30%	30%	4%	8%	18%	41%	100%	-%	-%	-%	27%	23%	22%	22%
						ab	ab			ab	abc	bcd				cd			
		49%	51%	9%	12%	38%	41%	1%	2%	7%	44%	100%	-%	-%	-%	86%	8%	4%	2%

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

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

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
C1C2	1298	656	638	209	223	437	430	39	99	144	390	-	718	580	-	1080	117	65	36
	49%	50%	47%	56%	55%	48%	44%	26%	44%	52%	51%	-%	100%	100%	-%	48%	50%	49%	49%
		51%	49%	cd	cd	d		3%	a	ab	a	-%	ad	ad	-%	83%	9%	5%	3%
DE	662	299	362	104	97	196	265	103	109	83	59	-	-	-	662	541	62	38	22
	25%	23%	26%	28%	24%	22%	27%	70%	49%	30%	8%	-%	-%	-%	100%	24%	27%	28%	30%
		a	a	c		c		bcd	cd	d				abc					a
		45%	55%	16%	15%	30%	40%	16%	17%	13%	9%	-%	-%	-%	100%	82%	9%	6%	3%

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

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Table 11

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
A	52	5	6	4	2	10	7	2	4	5	45	7	34	17	24	28
	2%	2%	2%	2%	1%	4%	3%	1%	3%	2%	2%	2%	2%	2%	2%	2%
						dg			g							
		10%	12%	8%	4%	20%	14%	4%	7%	10%	86%	14%	67%	33%	46%	54%
B	660	89	84	77	36	62	73	53	29	63	564	96	410	251	370	290
	25%	27%	23%	34%	19%	26%	30%	24%	25%	21%	24%	27%	26%	22%	32%	19%
		d		bdghi		di							b		b	
		14%	13%	12%	6%	9%	11%	8%	4%	9%	85%	15%	62%	38%	56%	44%
C1	718	109	96	73	42	61	55	62	29	74	622	96	481	234	315	403
	27%	33%	26%	32%	22%	26%	22%	28%	25%	25%	27%	27%	31%	21%	28%	26%
		dfh		df									b			
		15%	13%	10%	6%	9%	8%	9%	4%	10%	87%	13%	67%	33%	44%	56%
C2	580	67	98	44	52	46	43	35	21	72	490	90	393	186	250	331
	22%	20%	27%	19%	27%	19%	18%	16%	18%	24%	21%	25%	25%	17%	22%	22%
			fgh		cefgh					g			b			
		12%	17%	8%	9%	8%	7%	6%	4%	12%	84%	16%	68%	32%	43%	57%
D	353	32	60	16	32	26	26	34	19	39	318	35	233	120	87	266
	13%	10%	16%	7%	17%	11%	10%	16%	16%	13%	14%	10%	15%	11%	8%	17%
			ac		acf			ac	ac	c	b		b		a	
		9%	17%	5%	9%	7%	7%	10%	5%	11%	90%	10%	66%	34%	25%	75%
E	309	31	22	15	24	30	40	34	14	45	275	34	2	307	93	216
	12%	9%	6%	6%	13%	13%	16%	15%	12%	15%	12%	10%	*%	28%	8%	14%
					bc	bc	abc	abc	bc	bc			a		a	
		10%	7%	5%	8%	10%	13%	11%	5%	15%	89%	11%	1%	99%	30%	70%
Refused	2	-	1	-	-	-	1	1	-	-	2	-	-	2	-	2
	*%	-%	*%	-%	-%	-%	*%	*%	-%	-%	*%	-%	-%	*%	-%	*%
		-%	34%	-%	-%	-%	29%	30%	-%	-%	100%	-%	-%	66%	-%	100%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
SOCIAL GROUP																
AB	712	95	90	81	38	73	81	54	33	68	608	103	444	268	394	318
	27%	28%	25%	35%	20%	31%	33%	25%	28%	23%	26%	29%	29%	24%	35%	21%
		d		bdgi		di	bdgi		d				b		b	
		13%	13%	11%	5%	10%	11%	8%	5%	10%	85%	15%	62%	38%	55%	45%
C1C2	1298	176	194	117	94	107	98	97	49	146	1112	187	875	420	564	734
	49%	53%	53%	51%	50%	45%	40%	44%	43%	49%	48%	52%	56%	38%	50%	48%
		fgh	fgh	f	f				f				b			
		14%	15%	9%	7%	8%	8%	7%	4%	11%	86%	14%	67%	32%	43%	57%
DE	662	63	82	31	56	57	66	68	33	85	594	69	235	427	181	482
	25%	19%	22%	14%	30%	24%	27%	31%	29%	28%	26%	19%	15%	38%	16%	31%
			c		ac	c	ac	abc	ac	ac	b		a		a	
		10%	12%	5%	8%	9%	10%	10%	5%	13%	90%	10%	35%	64%	27%	73%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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

Base : All respondents

	Total	TV SERVICES					
		PAID TRAD	FREE TRAD	FREE	SVOD	YOUTUBE	ANY SER-
		TV	TV	CATCH-UP		SERV-ICES	VICES
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
A	52	32	19	32	30	27	52
	2%	2%	2%	3%	2%	2%	2%
		62%	38%	63%	59%	52%	100%
B	660	410	263	386	356	346	639
	25%	27%	24%	31%	28%	28%	25%
				abf	b		
		62%	40%	59%	54%	52%	97%
C1	718	451	272	358	382	375	691
	27%	29%	25%	29%	30%	30%	27%
		b		b	b	b	
		63%	38%	50%	53%	52%	96%
C2	580	346	235	254	270	262	548
	22%	22%	22%	21%	21%	21%	21%
		60%	41%	44%	46%	45%	94%
D	353	188	129	125	139	147	333
	13%	12%	12%	10%	11%	12%	13%
							c
		53%	37%	35%	39%	42%	94%
E	309	113	169	78	95	96	286
	12%	7%	16%	6%	7%	8%	11%
			acdef				acde
		36%	55%	25%	31%	31%	92%
Refused	2	2	1	1	1	1	2
	*%	*%	*%	*%	*%	*%	*%
		94%	36%	30%	59%	30%	100%
SOCIAL GROUP							
AB	712	442	283	419	387	373	690
	27%	29%	26%	34%	30%	30%	27%
				abef	bf	b	
		62%	40%	59%	54%	52%	97%

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

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

Base : All respondents

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d	e	f	
Unweighted total	3959	2152	1624	1609	1810	1621	3714	
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568	
Weighted total	2675	1541	1089	1235	1273	1254	2551	
		58%	41%	46%	48%	47%	95%	
C1C2	1298	797	507	613	651	637	1239	
	49%	52%	47%	50%	51%	51%	49%	
		b			b	b		
		61%	39%	47%	50%	49%	95%	
DE	662	300	298	203	234	243	619	
	25%	19%	27%	16%	18%	19%	24%	
		c	acdef				acde	
		45%	45%	31%	35%	37%	93%	

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

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Q24 (SG). WORKING STATUS

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
Working full time (30hrs/wk+)	1171	681	489	135	250	596	190	7	44	126	553	358	369	283	162	971	108	57	35
	44%	52%	36%	36%	61%	66%	19%	5%	20%	46%	72%	50%	51%	49%	24%	43%	46%	43%	47%
		b		d	ad	ad			a	ab	abc	d	d	d					
		58%	42%	12%	21%	51%	16%	1%	4%	11%	47%	31%	31%	24%	14%	83%	9%	5%	3%
Working part time (8-29 hrs/wk)	382	112	270	63	68	150	101	25	33	40	95	86	113	110	74	335	25	17	6
	14%	9%	20%	17%	17%	17%	10%	17%	14%	15%	12%	12%	16%	19%	11%	15%	11%	13%	8%
		a		d	d	d							d	ad		bd		d	
		29%	71%	17%	18%	39%	27%	7%	9%	11%	25%	22%	29%	29%	19%	88%	7%	4%	2%
Not working (i.e. under 8hrs/wk) – retired	590	307	282	1	2	8	580	55	88	70	61	199	126	106	160	498	47	33	13
	22%	24%	21%	*%	*%	1%	59%	37%	39%	25%	8%	28%	18%	18%	24%	22%	20%	25%	17%
						abc		cd	cd	d		bc			bc	d		d	
		52%	48%	*%	*%	1%	98%	9%	15%	12%	10%	34%	21%	18%	27%	84%	8%	6%	2%
Not working (i.e. under 8hrs/wk) – unemployed (registered/ not registered but looking for work)	122	68	54	28	21	44	29	20	17	9	8	9	13	14	87	93	15	8	6
	5%	5%	4%	7%	5%	5%	3%	13%	7%	3%	1%	1%	2%	2%	13%	4%	7%	6%	8%
				d	d	d		bcd	cd	d				abc			a		a
		55%	44%	23%	17%	36%	24%	16%	14%	7%	6%	7%	10%	11%	71%	76%	13%	7%	5%
Not working (i.e. under 8hrs/wk) – student	149	80	69	127	16	6	1	4	6	4	16	33	61	28	25	132	7	5	4
	6%	6%	5%	34%	4%	1%	*%	3%	3%	1%	2%	5%	9%	5%	4%	6%	3%	4%	6%
				bcd	cd	d							acd			b			b
		54%	46%	85%	11%	4%	*%	3%	4%	3%	11%	22%	41%	19%	17%	88%	5%	4%	3%
Not working (i.e. under 8hrs/wk) – housewife/ disabled/ other	254	55	199	20	48	98	88	37	38	27	33	27	34	38	155	203	29	12	10
	9%	4%	15%	5%	12%	11%	9%	25%	17%	10%	4%	4%	5%	7%	23%	9%	13%	9%	13%
			a		a	a	a	bcd	cd	d				a	abc		a		ac
		22%	78%	8%	19%	39%	34%	15%	15%	10%	13%	11%	13%	15%	61%	80%	11%	5%	4%

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

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Q24 (SG). WORKING STATUS

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
Don't know	6	-	3	2	3	-	1	-	-	-	1	-	3	1	1	4	2	-	-
	*%	-%	*%	*%	1%	-%	*%	-%	-%	-%	*%	-%	*%	*%	*%	*%	1%	-%	-%
				c	cd														
		-%	53%	32%	53%	-%	16%	-%	-%	-%	19%	-%	52%	21%	12%	72%	28%	-%	-%
WORKING STATUS SUMMARY																			
WORKING	1554	793	759	199	318	746	291	32	77	166	648	444	481	393	235	1306	133	74	41
	58%	61%	56%	53%	78%	83%	29%	22%	34%	60%	85%	62%	67%	68%	35%	58%	57%	56%	56%
		b		d	ad	ad			a	ab	abc	d	d	d					
		51%	49%	13%	20%	48%	19%	2%	5%	11%	42%	29%	31%	25%	15%	84%	9%	5%	3%
NOT WORKING	1116	509	603	175	87	157	697	116	149	109	117	268	234	186	427	926	99	58	33
	42%	39%	44%	47%	21%	17%	70%	78%	66%	40%	15%	38%	33%	32%	64%	41%	42%	44%	44%
		a		bc			abc	bcd	cd	d		bc		abc					
		46%	54%	16%	8%	14%	62%	10%	13%	10%	11%	24%	21%	17%	38%	83%	9%	5%	3%

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

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Q24 (SG). WORKING STATUS

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
Working full time (30hrs/wk+)	1171	177	187	76	75	95	101	71	51	138	1020	151	1171	-	500	672
	44%	53%	51%	33%	40%	40%	41%	32%	44%	46%	44%	42%	75%	-%	44%	44%
		cdefg	cdefg			g	g		cg	cg			b			
		15%	16%	6%	6%	8%	9%	6%	4%	12%	87%	13%	100%	-%	43%	57%
Working part time (8-29 hrs/wk)	382	47	50	43	29	40	33	40	23	31	334	48	382	-	164	218
	14%	14%	14%	19%	16%	17%	13%	18%	20%	10%	14%	13%	25%	-%	14%	14%
				i		i		i	i				b			
		12%	13%	11%	8%	10%	9%	11%	6%	8%	87%	13%	100%	-%	43%	57%
Not working (i.e. under 8hrs/wk) – retired	590	36	69	80	46	55	58	57	18	78	485	106	-	590	303	288
	22%	11%	19%	35%	24%	23%	23%	26%	16%	26%	21%	29%	-%	53%	27%	19%
			a	abdefgh	ah	ah	ah	ah		ah		a		a	b	
		6%	12%	13%	8%	9%	10%	10%	3%	13%	82%	18%	-%	100%	51%	49%
Not working (i.e. under 8hrs/wk) – unemployed (registered/ not registered but looking for work)	122	15	13	7	12	13	11	9	1	13	108	14	-	122	41	81
	5%	4%	4%	3%	6%	5%	4%	4%	1%	4%	5%	4%	-%	11%	4%	5%
		h			h	h	h	h		h			a		a	
		12%	11%	6%	9%	11%	9%	7%	1%	11%	88%	12%	-%	100%	34%	66%
Not working (i.e. under 8hrs/wk) – student	149	33	17	8	6	11	15	21	3	18	139	10	-	149	47	102
	6%	10%	5%	3%	3%	5%	6%	9%	3%	6%	6%	3%	-%	13%	4%	7%
		bcdeh						bcdeh			b		a		a	
		22%	12%	5%	4%	8%	10%	14%	2%	12%	93%	7%	-%	100%	32%	68%
Not working (i.e. under 8hrs/wk) – housewife/ disabled/ other	254	25	27	17	20	23	29	23	18	21	225	29	-	254	82	172
	9%	8%	7%	7%	11%	9%	12%	10%	16%	7%	10%	8%	-%	23%	7%	11%
									abcei				a		a	
		10%	11%	7%	8%	9%	12%	9%	7%	8%	89%	11%	-%	100%	32%	68%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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Q24 (SG). WORKING STATUS

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
Don't know	6	1	3	-	-	-	-	-	*	-	5	*	-	-	2	4
	*%	*%	1%	-%	-%	-%	-%	-%	*%	-%	*%	*%	-%	-%	*%	*%
		21%	46%	-%	-%	-%	-%	-%	5%	-%	95%	5%	-%	-%	32%	68%
WORKING STATUS SUMMARY																
WORKING	1554	223	238	118	105	135	133	111	74	169	1354	200	1554	-	663	890
	58%	67%	65%	52%	56%	57%	54%	50%	64%	57%	58%	56%	100%	-%	58%	58%
		cdefgi	cdfg						cfg				b			
		14%	15%	8%	7%	9%	9%	7%	5%	11%	87%	13%	100%	-%	43%	57%
NOT WORKING	1116	109	127	111	83	102	112	110	42	130	957	159	-	1116	474	642
	42%	33%	35%	48%	44%	43%	46%	50%	36%	43%	41%	44%	-%	100%	42%	42%
				abh	ab	ab	abh	abh		ab			a			
		10%	11%	10%	7%	9%	10%	10%	4%	12%	86%	14%	-%	100%	42%	58%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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Q24 (SG). WORKING STATUS

Base : All respondents

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
Working full time (30hrs/wk+)	1171	802	387	616	644	638	1144
	44%	52%	36%	50%	51%	51%	45%
		bf		bf	bf	bf	b
		68%	33%	53%	55%	54%	98%
Working part time (8-29 hrs/wk)	382	208	159	207	225	216	366
	14%	13%	15%	17%	18%	17%	14%
				a	abf	af	
		54%	41%	54%	59%	56%	96%
Not working (i.e. under 8hrs/wk) – retired	590	257	332	197	144	130	544
	22%	17%	30%	16%	11%	10%	21%
		de	acdef	de			acde
		44%	56%	33%	24%	22%	92%
Not working (i.e. under 8hrs/wk) – unemployed (registered/ not registered but looking for work)	122	53	58	41	49	53	113
	5%	3%	5%	3%	4%	4%	4%
			ac				
		43%	47%	33%	40%	43%	92%
Not working (i.e. under 8hrs/wk) – student	149	87	44	78	99	102	143
	6%	6%	4%	6%	8%	8%	6%
				b	abf	abf	b
		59%	29%	52%	67%	68%	96%
Not working (i.e. under 8hrs/wk) – housewife/ disabled/ other	254	131	110	96	112	115	239
	9%	9%	10%	8%	9%	9%	9%
		52%	43%	38%	44%	45%	94%

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

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Q24 (SG). WORKING STATUS

Base : All respondents

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d		e	f
Unweighted total	3959	2152	1624	1609	1810		1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220		1144	2568
Weighted total	2675	1541	1089	1235	1273		1254	2551
		58%	41%	46%	48%		47%	95%
Don't know	6	2	-	-	*		-	2
	*%	*%	-%	-%	*%		-%	*%
		36%	-%	-%	5%		-%	41%
WORKING STATUS SUMMARY								
WORKING	1554	1010	546	823	869		854	1509
	58%	66%	50%	67%	68%		68%	59%
		bf		bf	bf		bf	b
		65%	35%	53%	56%		55%	97%
NOT WORKING	1116	529	543	412	404		400	1039
	42%	34%	50%	33%	32%		32%	41%
			acdef					acde
		47%	49%	37%	36%		36%	93%

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

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

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

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
Being bought on mortgage	793	397	396	105	146	434	108	5	11	36	383	293	256	172	71	664	68	30	30
	30%	30%	29%	28%	36%	48%	11%	4%	5%	13%	50%	41%	36%	30%	11%	30%	29%	23%	41%
				d	ad	abd				ab	abc	bcd	cd	d		c			abc
		50%	50%	13%	18%	55%	14%	1%	1%	5%	48%	37%	32%	22%	9%	84%	9%	4%	4%
Owned outright by household	702	351	350	21	21	90	570	21	65	87	158	285	163	136	118	594	51	39	18
	26%	27%	26%	6%	5%	10%	58%	14%	29%	31%	21%	40%	23%	23%	18%	27%	22%	29%	25%
						ab	abc		ad	ad	a	bcd	d	d				b	
		50%	50%	3%	3%	13%	81%	3%	9%	12%	22%	41%	23%	19%	17%	85%	7%	6%	3%
Rented from Local Authority/ Housing Association/ Trust	631	290	340	93	97	207	235	98	109	80	80	35	130	148	317	504	67	48	13
	24%	22%	25%	25%	24%	23%	24%	66%	48%	29%	10%	5%	18%	26%	48%	23%	29%	36%	17%
								bcd	cd	d			a	ab	abc	d	ad	abd	
		46%	54%	15%	15%	33%	37%	15%	17%	13%	13%	6%	21%	24%	50%	80%	11%	8%	2%
Rented from private landlord	457	216	240	112	131	163	51	23	37	71	144	60	149	107	139	399	35	12	11
	17%	17%	18%	30%	32%	18%	5%	15%	16%	26%	19%	8%	21%	18%	21%	18%	15%	9%	14%
				cd	cd	d				abd			a	a	a	c	c		c
		47%	53%	25%	29%	36%	11%	5%	8%	16%	32%	13%	33%	23%	30%	87%	8%	3%	2%
Other	33	18	15	7	3	6	16	1	4	2	2	12	6	6	8	23	8	1	1
	1%	1%	1%	2%	1%	1%	2%	1%	2%	1%	2%	2%	1%	1%	1%	1%	3%	1%	1%
								d									ac		
		56%	44%	21%	10%	19%	50%	4%	11%	5%	5%	38%	18%	19%	25%	71%	23%	3%	3%
Don't know	59	31	25	38	8	3	10	-	-	-	*	26	13	10	9	52	5	2	1
	2%	2%	2%	10%	2%	1%	1%	-%	-%	-%	1%	4%	2%	2%	1%	2%	2%	1%	2%
				bcd	c							bcd							
		52%	41%	64%	14%	5%	18%	-%	-%	-%	1%	44%	23%	17%	15%	88%	8%	3%	2%

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

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

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
Being bought on mortgage	793	105	111	60	60	85	73	50	38	82	682	111	691	101	420	372
	30%	31%	30%	26%	32%	36%	30%	23%	33%	28%	29%	31%	44%	9%	37%	24%
		g			g	cg			g				b		b	
		13%	14%	8%	8%	11%	9%	6%	5%	10%	86%	14%	87%	13%	53%	47%
Owned outright by household	702	45	92	99	53	59	72	65	27	82	583	120	236	465	384	318
	26%	13%	25%	43%	28%	25%	29%	29%	23%	28%	25%	33%	15%	42%	34%	21%
		a	abdefghi		a	a	a	a	a	a		a		a	b	
		6%	13%	14%	8%	8%	10%	9%	4%	12%	83%	17%	34%	66%	55%	45%
Rented from Local Authority/ Housing Association/ Trust	631	67	88	30	54	48	66	46	28	78	548	83	266	365	157	474
	24%	20%	24%	13%	29%	20%	27%	21%	24%	26%	24%	23%	17%	33%	14%	31%
		c	c		aceg	c	c	c	c	c			a		a	
		11%	14%	5%	9%	8%	11%	7%	4%	12%	87%	13%	42%	58%	25%	75%
Rented from private landlord	457	107	64	34	20	34	24	46	22	47	424	32	328	128	141	316
	17%	32%	17%	15%	11%	14%	10%	21%	19%	16%	18%	9%	21%	11%	12%	21%
		bcdefghi	df					def	df		b		b		a	
		23%	14%	7%	4%	7%	5%	10%	5%	10%	93%	7%	72%	28%	31%	69%
Other	33	-	3	2	2	6	2	5	*	2	27	6	14	19	15	18
	1%	-%	1%	1%	1%	3%	1%	2%	*%	1%	1%	2%	1%	2%	1%	1%
						ah		ah					a			
		-%	9%	6%	5%	19%	7%	16%	1%	7%	81%	19%	41%	59%	44%	56%
Don't know	59	10	9	4	-	6	8	8	*	7	53	7	19	37	22	38
	2%	3%	2%	2%	-%	2%	3%	4%	*%	2%	2%	2%	1%	3%	2%	2%
		dh	dh	d		dh	dh	dh		dh			a			
		17%	15%	7%	-%	10%	13%	13%	1%	12%	89%	11%	32%	63%	37%	63%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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

Base : All respondents

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV- ICES	ANY SER- VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
Being bought on mortgage	793	595	251	469	500	460	781
	30%	39%	23%	38%	39%	37%	31%
		bf		bf	bf	bf	b
		75%	32%	59%	63%	58%	99%
Owned outright by household	702	374	350	316	251	221	662
	26%	24%	32%	26%	20%	18%	26%
		de	acdef	de			de
		53%	50%	45%	36%	32%	94%
Rented from Local Authority/ Housing Association/ Trust	631	304	271	223	261	259	594
	24%	20%	25%	18%	20%	21%	23%
			acde				ac
		48%	43%	35%	41%	41%	94%
Rented from private landlord	457	223	182	184	218	269	434
	17%	14%	17%	15%	17%	21%	17%
						abcdf	a
		49%	40%	40%	48%	59%	95%
Other	33	14	12	13	12	12	29
	1%	1%	1%	1%	1%	1%	1%
		43%	38%	38%	36%	36%	88%
Don't know	59	32	22	31	32	33	52
	2%	2%	2%	3%	3%	3%	2%
		53%	37%	53%	54%	56%	87%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 14

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
1	547	259	288	22	44	111	371	88	83	68	65	128	117	99	203	452	57	29	10
	20%	20%	21%	6%	11%	12%	37%	60%	37%	25%	8%	18%	16%	17%	31%	20%	24%	22%	14%
					a	a	abc	bcd	cd	d				abc		d	d	d	
		47%	53%	4%	8%	20%	68%	16%	15%	12%	12%	23%	21%	18%	37%	83%	10%	5%	2%
2	952	486	463	99	115	246	492	29	94	100	265	263	268	208	213	777	97	48	30
	36%	37%	34%	26%	28%	27%	50%	19%	42%	36%	35%	37%	37%	36%	32%	35%	42%	37%	41%
							abc		ad	a	a		d				a		a
		51%	49%	10%	12%	26%	52%	3%	10%	10%	28%	28%	28%	22%	22%	82%	10%	5%	3%
3	482	230	248	112	102	197	71	18	22	41	170	129	140	107	106	406	38	24	13
	18%	18%	18%	30%	25%	22%	7%	12%	10%	15%	22%	18%	19%	19%	16%	18%	16%	18%	18%
				cd	d	d					abc								
		48%	52%	23%	21%	41%	15%	4%	5%	9%	35%	27%	29%	22%	22%	84%	8%	5%	3%
4	463	215	247	86	99	238	39	8	17	41	196	140	123	121	77	397	31	20	13
	17%	16%	18%	23%	24%	26%	4%	5%	8%	15%	26%	20%	17%	21%	12%	18%	13%	15%	18%
				d	d	d				ab	abc	d	d	d		b			
		46%	53%	19%	21%	51%	8%	2%	4%	9%	42%	30%	27%	26%	17%	86%	7%	4%	3%
5+	231	112	119	56	47	112	16	5	10	26	70	51	70	45	63	204	10	10	7
	9%	9%	9%	15%	11%	12%	2%	3%	4%	9%	9%	7%	10%	8%	10%	9%	4%	8%	9%
				d	d	d				ab	ab					b		b	b
		49%	51%	24%	20%	49%	7%	2%	4%	11%	30%	22%	30%	20%	27%	88%	4%	5%	3%
Mean number of people	2.6	2.6	2.6	3.3	3.1	3.0	1.8	1.8	2.0	2.6	3.0	2.6	2.7	2.7	2.5	2.7	2.3	2.5	2.7
				cd	d	d			a	ab	abc	d	d	d		b		b	b
Standard deviation	1.40	1.47	1.33	1.43	1.70	1.30	.88	1.21	1.13	1.91	1.21	1.25	1.32	1.27	1.69	1.43	1.15	1.30	1.25
Standard error	.02	.03	.03	.06	.07	.04	.02	.08	.06	.10	.04	.04	.04	.04	.05	.03	.05	.06	.06

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 14

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

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
1	547	45	73	40	34	43	45	64	21	87	476	71	200	346	218	330
	20%	13%	20%	18%	18%	18%	18%	29%	18%	29%	21%	20%	13%	31%	19%	21%
			a					abcdefh		abcdefh				a		
		8%	13%	7%	6%	8%	8%	12%	4%	16%	87%	13%	37%	63%	40%	60%
2	952	94	122	97	68	87	85	68	47	108	814	138	527	425	433	519
	36%	28%	33%	42%	36%	37%	35%	31%	40%	36%	35%	38%	34%	38%	38%	34%
			abg		a	a			ag					a	b	
		10%	13%	10%	7%	9%	9%	7%	5%	11%	86%	14%	55%	45%	45%	55%
3	482	70	75	31	31	50	47	33	26	42	421	61	338	142	205	277
	18%	21%	21%	13%	17%	21%	19%	15%	23%	14%	18%	17%	22%	13%	18%	18%
		c	c			ci			cgi				b			
		14%	16%	6%	6%	10%	10%	7%	5%	9%	87%	13%	70%	30%	43%	57%
4	463	78	69	48	34	28	47	30	15	48	402	60	343	119	205	257
	17%	23%	19%	21%	18%	12%	19%	13%	13%	16%	17%	17%	22%	11%	18%	17%
		eghi	e	egh	e		e						b			
		17%	15%	10%	7%	6%	10%	6%	3%	10%	87%	13%	74%	26%	44%	56%
5+	231	48	28	13	20	29	21	25	7	14	202	29	146	84	78	153
	9%	14%	8%	6%	11%	12%	8%	11%	6%	5%	9%	8%	9%	8%	7%	10%
		bcfhi			i	chi		chi							a	
		21%	12%	6%	9%	13%	9%	11%	3%	6%	88%	12%	63%	36%	34%	66%
Mean number of people	2.6	3.0	2.6	2.6	2.8	2.7	2.7	2.5	2.5	2.3	2.6	2.6	2.8	2.3	2.6	2.6
		bcefghi	i	i	i	i	i		i				b			
Standard deviation	1.40	1.40	1.25	1.24	2.09	1.41	1.43	1.53	1.21	1.20	1.42	1.27	1.27	1.51	1.41	1.39
Standard error	.02	.08	.08	.08	.13	.08	.09	.09	.07	.08	.03	.04	.03	.03	.03	.03

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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

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

Base : All respondents

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
1	547	182	311	163	129	138	496
	20%	12%	29%	13%	10%	11%	19%
			acdef	d			acde
		33%	57%	30%	24%	25%	91%
2	952	549	392	421	406	389	912
	36%	36%	36%	34%	32%	31%	36%
		de	de				de
		58%	41%	44%	43%	41%	96%
3	482	322	170	261	298	295	465
	18%	21%	16%	21%	23%	24%	18%
		bf		bf	bf	bf	b
		67%	35%	54%	62%	61%	97%
4	463	347	152	270	293	279	452
	17%	22%	14%	22%	23%	22%	18%
		bf		bf	bf	bf	b
		75%	33%	58%	63%	60%	98%
5+	231	142	64	121	149	153	225
	9%	9%	6%	10%	12%	12%	9%
		b		b	abf	abf	b
		62%	28%	52%	64%	66%	98%
Mean number of people	2.6	2.9	2.4	2.9	3.0	3.0	2.7
		bf		bf	abcf	abcf	b
Standard deviation	1.40	1.28	1.43	1.42	1.44	1.45	1.40
Standard error	.02	.03	.04	.04	.03	.04	.02
Columns Tested: a,b,c,d,e,f							

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

SI (SK). HOUSEHOLD SIZE

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
Small (1-2 people)	1500	745	751	121	159	356	863	117	176	168	330	391	385	307	416	1229	154	77	40
	56%	57%	55%	32%	39%	39%	87%	79%	78%	61%	43%	55%	54%	53%	63%	55%	66%	58%	55%
						a	abc	cd	cd	d				abc			acd		
		50%	50%	8%	11%	24%	58%	8%	12%	11%	22%	26%	26%	20%	28%	82%	10%	5%	3%
Medium (3-4 people)	944	445	495	199	201	434	110	26	39	82	366	269	263	229	183	804	69	45	27
	35%	34%	36%	53%	49%	48%	11%	18%	17%	30%	48%	38%	37%	39%	28%	36%	30%	34%	36%
				d	d	d				ab	abc	d	d	d		b			b
		47%	52%	21%	21%	46%	12%	3%	4%	9%	39%	28%	28%	24%	19%	85%	7%	5%	3%
Large (5+ people)	231	112	119	56	47	112	16	5	10	26	70	51	70	45	63	204	10	10	7
	9%	9%	9%	15%	11%	12%	2%	3%	4%	9%	9%	7%	10%	8%	10%	9%	4%	8%	9%
				d	d	d				ab	ab					b		b	b
		49%	51%	24%	20%	49%	7%	2%	4%	11%	30%	22%	30%	20%	27%	88%	4%	5%	3%

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

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

SI (SK). HOUSEHOLD SIZE

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
Small (1-2 people)	1500	139	195	137	102	130	130	132	67	195	1290	209	727	771	651	849
	56%	42%	53%	60%	55%	55%	53%	60%	58%	65%	56%	58%	47%	69%	57%	55%
			a	a	a	a	a	a	a	abdef			a			
		9%	13%	9%	7%	9%	9%	9%	4%	13%	86%	14%	48%	51%	43%	57%
Medium (3-4 people)	944	147	145	79	66	78	95	63	41	90	824	121	681	261	410	534
	35%	44%	39%	34%	35%	33%	39%	29%	36%	30%	36%	34%	44%	23%	36%	35%
		cdegi	gi				g						b			
		16%	15%	8%	7%	8%	10%	7%	4%	10%	87%	13%	72%	28%	43%	57%
Large (5+ people)	231	48	28	13	20	29	21	25	7	14	202	29	146	84	78	153
	9%	14%	8%	6%	11%	12%	8%	11%	6%	5%	9%	8%	9%	8%	7%	10%
		bcfhi			i	chi		chi								a
		21%	12%	6%	9%	13%	9%	11%	3%	6%	88%	12%	63%	36%	34%	66%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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

SI (SK). HOUSEHOLD SIZE

Base : All respondents

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d		e	f
Unweighted total	3959	2152	1624	1609	1810		1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220		1144	2568
Weighted total	2675	1541	1089	1235	1273		1254	2551
		58%	41%	46%	48%		47%	95%
Small (1-2 people)	1500	730	703	584	535		527	1408
	56%	47%	65%	47%	42%		42%	55%
		de	acdef	de				acde
		49%	47%	39%	36%		35%	94%
Medium (3-4 people)	944	669	322	531	590		574	917
	35%	43%	30%	43%	46%		46%	36%
		bf		bf	bf		bf	b
		71%	34%	56%	63%		61%	97%
Large (5+ people)	231	142	64	121	149		153	225
	9%	9%	6%	10%	12%		12%	9%
		b		b	abf		abf	b
		62%	28%	52%	64%		66%	98%

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

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

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

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
None	1785	924	854	226	184	421	953	120	171	176	434	477	470	384	453	1486	171	81	47
	67%	71%	63%	60%	45%	47%	96%	81%	76%	64%	57%	67%	65%	66%	68%	66%	74%	61%	64%
		b		bc		abc		cd	cd	d						c	acd		
		52%	48%	13%	10%	24%	53%	7%	10%	10%	24%	27%	26%	22%	25%	83%	10%	5%	3%
1	375	152	222	91	89	171	24	15	29	35	120	98	111	77	89	315	23	23	13
	14%	12%	16%	24%	22%	19%	2%	10%	13%	13%	16%	14%	15%	13%	13%	14%	10%	18%	17%
		a		cd	d	d										b		b	
		41%	59%	24%	24%	46%	6%	4%	8%	9%	32%	26%	30%	20%	24%	84%	6%	6%	3%
2	366	160	205	36	91	227	11	10	15	41	164	109	94	92	69	303	32	21	9
	14%	12%	15%	10%	22%	25%	1%	7%	6%	15%	21%	15%	13%	16%	10%	14%	14%	16%	12%
		a		d	ad	ad				ab	abc	d		d					
		44%	56%	10%	25%	62%	3%	3%	4%	11%	45%	30%	26%	25%	19%	83%	9%	6%	2%
3	106	48	59	12	29	63	2	1	7	15	39	22	31	22	31	91	7	4	4
	4%	4%	4%	3%	7%	7%	*%	1%	3%	6%	5%	3%	4%	4%	5%	4%	3%	3%	5%
				d	ad	ad				a	a								
		45%	55%	12%	27%	60%	2%	1%	6%	14%	37%	20%	30%	20%	30%	86%	6%	4%	4%
4	33	13	19	3	10	20	-	1	4	7	5	4	9	6	14	30	*	1	1
	1%	1%	1%	1%	2%	2%	-%	1%	2%	3%	1%	1%	1%	1%	2%	1%	*%	1%	1%
				d	d	d				d				a		b		b	
		40%	60%	10%	30%	60%	-%	3%	13%	21%	17%	12%	27%	18%	42%	92%	*%	4%	3%
5+	12	6	6	7	3	1	-	1	-	2	4	1	3	1	6	11	-	1	*
	*%	*%	*%	2%	1%	*%	-%	1%	-%	1%	1%	*%	*%	*%	1%	*%	-%	*%	*%
		52%	48%	cd	d														
				59%	30%	11%	-%	7%	-%	17%	33%	10%	28%	8%	53%	94%	-%	5%	1%
Mean number of children	.6	.5	.7	.7	1.0	1.0	.1	.3	.4	.7	.8	.6	.6	.6	.6	.6	.5	.7	.6
		a		d	ad	ad				ab	ab					b		b	
Standard deviation	1.00	.98	1.02	1.08	1.15	1.10	.29	.80	.88	1.13	1.04	.91	1.00	.97	1.11	1.02	.84	.99	1.00
Standard error	.02	.02	.02	.05	.05	.03	.01	.05	.05	.06	.03	.03	.03	.03	.03	.02	.04	.04	.04

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 16

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

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
None	1785	199	253	154	122	151	159	157	80	212	1541	244	926	855	755	1030
	67%	60%	69%	67%	65%	64%	65%	71%	69%	71%	67%	68%	60%	77%	66%	67%
			a					a	a	a				a		
		11%	14%	9%	7%	8%	9%	9%	4%	12%	86%	14%	52%	48%	42%	58%
1	375	53	42	35	23	40	37	29	18	39	326	49	256	119	163	212
	14%	16%	11%	15%	12%	17%	15%	13%	16%	13%	14%	14%	16%	11%	14%	14%
													b			
		14%	11%	9%	6%	11%	10%	8%	5%	10%	87%	13%	68%	32%	43%	57%
2	366	56	53	30	28	30	34	21	12	38	319	46	273	92	167	199
	14%	17%	15%	13%	15%	13%	14%	9%	11%	13%	14%	13%	18%	8%	15%	13%
		gh											b			
		15%	15%	8%	8%	8%	9%	6%	3%	10%	87%	13%	75%	25%	46%	54%
3	106	18	13	4	13	9	11	10	4	8	91	15	73	32	44	62
	4%	5%	4%	2%	7%	4%	4%	5%	4%	3%	4%	4%	5%	3%	4%	4%
					ci								b			
		17%	13%	4%	12%	9%	10%	10%	4%	8%	86%	14%	68%	31%	42%	58%
4	33	4	6	5	2	5	3	2	1	1	28	5	21	11	10	23
	1%	1%	2%	2%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		14%	18%	14%	7%	16%	11%	6%	3%	3%	85%	15%	66%	34%	31%	69%
5+	12	3	-	1	1	2	2	2	1	1	11	*	5	7	1	11
	*%	1%	-%	*%	*%	1%	1%	1%	1%	*%	*%	*%	*%	1%	*%	1%
															a	
		30%	-%	7%	5%	13%	14%	13%	6%	7%	98%	2%	42%	58%	6%	94%
Mean number of children	.6	.8	.6	.6	.7	.7	.7	.5	.5	.5	.6	.6	.7	.4	.6	.6
		bcghi			i								b			
Standard deviation	1.00	1.10	.98	.97	1.06	1.05	1.10	.98	.97	.89	1.01	.96	1.03	.93	.94	1.04
Standard error	.02	.07	.06	.06	.07	.06	.07	.06	.06	.06	.02	.03	.02	.02	.02	.02

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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

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

Base : All respondents

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
None	1785	928	799	740	709	688	1684
	67%	60%	73%	60%	56%	55%	66%
		de	acdef	de			acde
		52%	45%	41%	40%	39%	94%
1	375	257	122	212	241	237	363
	14%	17%	11%	17%	19%	19%	14%
		bf		bf	bf	bf	b
		69%	32%	57%	64%	63%	97%
2	366	263	129	210	226	231	358
	14%	17%	12%	17%	18%	18%	14%
		bf		bf	bf	bf	
		72%	35%	57%	62%	63%	98%
3	106	68	27	52	69	70	105
	4%	4%	2%	4%	5%	6%	4%
		b		b	b	bf	b
		64%	25%	49%	65%	66%	99%
4	33	17	10	15	23	22	31
	1%	1%	1%	1%	2%	2%	1%
		54%	32%	46%	70%	66%	97%
5+	12	8	2	6	6	7	10
	*%	1%	*%	1%	*%	1%	*%
		67%	19%	54%	54%	56%	88%
Mean number of children	.6	.7	.5	.7	.8	.8	.6
		bf		bf	abcf	abcf	b
Standard deviation	1.00	1.04	.89	1.03	1.08	1.09	1.00
Standard error	.02	.02	.02	.03	.03	.03	.02

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

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

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

Base : All respondents in Wales

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
	Total	a	b	~a	~b	c	d	~a	~b	~c	~d	a	b	c	d	~a	~b	c	~d
Significance Level: 95%																			
Unweighted total	518	251	267	46	70	152	250	44	52	56	91	121	151	107	139	-	-	518	-
Effective Weighted Sample	365	177	189	35	53	110	175	36	42	43	66	80	105	78	105	-	-	365	-
Weighted total	132	63	69	15	22	43	53	13	14	17	27	30	34	31	38	-	-	132	-
		48%	52%	**	**	32%	40%	**	**	**	**	22%	25%	24%	28%	**	**	100%	**
Yes, and fluent	10	4	6	**	**	3	4	**	**	**	**	3	3	3	1	**	**	10	**
	7%	7%	8%	**	**	7%	8%	**	**	**	**	10%	9%	8%	3%	**	**	7%	**
		43%	57%	**	**	29%	43%	**	**	**	**	31%	31%	26%	12%	**	**	100%	**
Yes, but not fluent	12	4	9	**	**	2	5	**	**	**	**	3	4	2	3	**	**	12	**
	9%	6%	13%	**	**	4%	10%	**	**	**	**	12%	11%	8%	7%	**	**	9%	**
			a																
		30%	70%	**	**	15%	42%	**	**	**	**	28%	30%	19%	22%	**	**	100%	**
No	110	55	54	**	**	38	43	**	**	**	**	23	27	26	34	**	**	110	**
	83%	87%	79%	**	**	89%	82%	**	**	**	**	78%	80%	84%	89%	**	**	83%	**
		b													a				
		50%	50%	**	**	34%	39%	**	**	**	**	21%	24%	24%	31%	**	**	100%	**

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

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

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

Base : All respondents in Wales

		ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Unweighted total	518	-	-	-	-	-	-	-	-	-	259	259	272	246	317	201
Effective Weighted Sample	365	-	-	-	-	-	-	-	-	-	245	246	193	173	206	165
Weighted total	132	-	-	-	-	-	-	-	-	-	105	27	74	58	65	67
		**	**	**	**	**	**	**	**	**	79%	21%	56%	44%	49%	51%
Yes, and fluent	10	**	**	**	**	**	**	**	**	**	4	6	6	4	7	3
	7%	**	**	**	**	**	**	**	**	**	4%	22%	8%	6%	11%	4%
		**	**	**	**	**	**	**	**	**	39%	a 61%	62%	38%	b 74%	26%
Yes, but not fluent	12	**	**	**	**	**	**	**	**	**	9	3	7	5	7	6
	9%	**	**	**	**	**	**	**	**	**	9%	12%	10%	9%	11%	8%
		**	**	**	**	**	**	**	**	**	74%	26%	57%	43%	55%	45%
No	110	**	**	**	**	**	**	**	**	**	92	18	60	49	51	59
	83%	**	**	**	**	**	**	**	**	**	b 88%	66%	82%	85%	a 78%	88%
		**	**	**	**	**	**	**	**	**	84%	16%	55%	45%	a 46%	54%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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

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

Base : All respondents in Wales

	Total	TV SERVICES					
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERV- ICES	ANY SER- VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	518	256	249	261	259	223	473
Effective Weighted Sample	365	179	176	181	184	162	332
Weighted total	132	69	64	69	72	63	121
		52%	49%	52%	54%	48%	91%
Yes, and fluent	10	4	5	6	6	6	9
	7%	7%	8%	9%	9%	9%	8%
		46%	56%	62%	63%	57%	96%
Yes, but not fluent	12	6	6	7	8	6	12
	9%	9%	10%	10%	11%	10%	10%
		47%	51%	56%	61%	48%	99%
No	110	58	53	56	58	51	99
	83%	85%	82%	81%	81%	82%	82%
		53%	48%	51%	53%	47%	90%

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

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

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

Base : All respondents in Wales

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~a	~b	c	d	~a	~b	~c	~d	a	b	c	d	~a	~b	c	~d
Unweighted total	518	251	267	46	70	152	250	44	52	56	91	121	151	107	139	-	-	518	-
Effective Weighted Sample	365	177	189	35	53	110	175	36	42	43	66	80	105	78	105	-	-	365	-
Weighted total	132	63	69	15	22	43	53	13	14	17	27	30	34	31	38	-	-	132	-
		48%	52%	**	**	32%	40%	**	**	**	**	22%	25%	24%	28%	**	**	100%	**
PREFERRED LANGUAGE FOR THOSE WHO CAN SPEAK OR WRITE IN WELSH																			
English	17	5	12	**	**	3	7	**	**	**	**	5	6	3	3	**	**	17	**
	13%	9%	17%	**	**	6%	14%	**	**	**	**	17%	18%	10%	8%	**	**	13%	**
		a	a									d	d	d	d				
		31%	69%	**	**	15%	41%	**	**	**	**	29%	35%	19%	17%	**	**	100%	**
Welsh	4	2	2	**	**	2	2	**	**	**	**	1	1	2	1	**	**	4	**
	3%	3%	4%	**	**	4%	4%	**	**	**	**	3%	2%	5%	3%	**	**	3%	**
		46%	54%	**	**	36%	52%	**	**	**	**	23%	15%	38%	25%	**	**	100%	**
Don't know	1	1	-	**	**	1	-	**	**	**	**	1	-	-	-	**	**	1	**
	*%	1%	-%	**	**	1%	-%	**	**	**	**	2%	-%	-%	-%	**	**	*%	**
		100%	-%	**	**	100%	-%	**	**	**	**	100%	-%	-%	-%	**	**	100%	**
CANNOT SPEAK OR WRITE IN WELSH	110	55	54	**	**	38	43	**	**	**	**	23	27	26	34	**	**	110	**
	83%	87%	79%	**	**	89%	82%	**	**	**	**	78%	80%	84%	89%	**	**	83%	**
		b	b									a	a	a	a				
		50%	50%	**	**	34%	39%	**	**	**	**	21%	24%	24%	31%	**	**	100%	**

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

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

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

Base : All respondents in Wales

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	518	-	-	-	-	-	-	-	-	-	259	259	272	246	317	201
Effective Weighted Sample	365	-	-	-	-	-	-	-	-	-	245	246	193	173	206	165
Weighted total	132	-	-	-	-	-	-	-	-	-	105	27	74	58	65	67
		**	**	**	**	**	**	**	**	**	79%	21%	56%	44%	49%	51%
PREFERRED LANGUAGE FOR THOSE WHO CAN SPEAK OR WRITE IN WELSH																
English	17	**	**	**	**	**	**	**	**	**	10	7	10	8	12	6
	13%	**	**	**	**	**	**	**	**	**	10%	25%	13%	13%	18%	9%
		**	**	**	**	**	**	**	**	**	60%	40%	56%	44%	67%	33%
Welsh	4	**	**	**	**	**	**	**	**	**	2	2	3	1	2	2
	3%	**	**	**	**	**	**	**	**	**	2%	9%	4%	2%	3%	4%
		**	**	**	**	**	**	**	**	**	48%	52%	70%	30%	47%	53%
Don't know	1	**	**	**	**	**	**	**	**	**	1	-	1	-	1	-
	*%	**	**	**	**	**	**	**	**	**	*%	-%	1%	-%	1%	-%
		**	**	**	**	**	**	**	**	**	100%	-%	100%	-%	100%	-%
CANNOT SPEAK OR WRITE IN WELSH	110	**	**	**	**	**	**	**	**	**	92	18	60	49	51	59
	83%	**	**	**	**	**	**	**	**	**	88%	66%	82%	85%	78%	88%
		**	**	**	**	**	**	**	**	**	84%	16%	55%	45%	46%	54%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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

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

Base : All respondents in Wales

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d		e	f
Unweighted total	518	256	249	261	259		223	473
Effective Weighted Sample	365	179	176	181	184		162	332
Weighted total	132	69	64	69	72		63	121
		52%	49%	52%	54%		48%	91%
PREFERRED LANGUAGE FOR THOSE WHO CAN SPEAK OR WRITE IN WELSH								
English	17	9	9	11	11		9	17
	13%	13%	14%	15%	15%		14%	14%
		52%	51%	61%	63%		52%	98%
Welsh	4	1	3	2	2		2	4
	3%	2%	4%	3%	3%		3%	4%
		31%	56%	45%	53%		45%	95%
Don't know	1	-	1	1	1		1	1
	*%	-%	1%	1%	1%		1%	*%
		-%	100%	100%	100%		100%	100%
CANNOT SPEAK OR WRITE IN WELSH	110	58	53	56	58		51	99
	83%	85%	82%	81%	81%		82%	82%
		53%	48%	51%	53%		47%	90%

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

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

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

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3757	1811	1942	491	520	1151	1595	245	367	387	856	797	1072	808	1078	2285	513	513	446
Effective Weighted Sample	2587	1255	1329	349	360	795	1106	187	266	278	613	557	758	551	776	1958	348	362	406
Weighted total	2530	1233	1294	356	381	840	952	140	220	264	690	666	671	559	633	2107	228	131	64
		49%	51%	14%	15%	33%	38%	6%	9%	10%	27%	26%	27%	22%	25%	83%	9%	5%	3%
English	1556	749	805	220	223	486	627	89	139	158	410	414	411	338	393	1523	14	16	2
	62%	61%	62%	62%	58%	58%	66%	63%	63%	60%	59%	62%	61%	60%	62%	72%	6%	12%	3%
							bc									bcd	d	bd	
		48%	52%	14%	14%	31%	40%	6%	9%	10%	26%	27%	26%	22%	25%	98%	1%	1%	*%
Scottish	199	94	105	19	28	67	86	13	15	21	47	42	52	52	53	18	180	1	1
	8%	8%	8%	5%	7%	8%	9%	10%	7%	8%	7%	6%	8%	9%	8%	1%	79%	*%	1%
							a										acd		
		47%	53%	9%	14%	33%	43%	7%	7%	11%	23%	21%	26%	26%	26%	9%	90%	*%	*%
Welsh	100	51	49	13	17	30	40	9	11	11	26	23	24	25	27	16	*	84	*
	4%	4%	4%	4%	4%	4%	4%	6%	5%	4%	4%	4%	4%	4%	4%	1%	*%	64%	*%
																		abd	
		51%	49%	13%	17%	30%	40%	9%	11%	11%	26%	23%	24%	25%	28%	16%	*%	84%	*%
Northern Irish	25	12	12	6	4	7	8	1	1	3	6	5	7	6	6	3	2	1	20
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	*%	31%
																		abc	
		48%	48%	25%	15%	29%	31%	6%	5%	12%	24%	21%	29%	24%	25%	13%	6%	2%	78%
British	487	255	231	76	59	186	165	22	41	42	175	146	136	108	97	415	22	27	22
	19%	21%	18%	21%	16%	22%	17%	16%	19%	16%	25%	22%	20%	19%	15%	20%	10%	21%	35%
						bd					abc	d	d			b		b	abc
		52%	47%	16%	12%	38%	34%	5%	8%	9%	36%	30%	28%	22%	20%	85%	4%	6%	5%
Irish	36	14	22	6	5	10	15	2	2	2	8	3	16	7	10	13	2	1	20
	1%	1%	2%	2%	1%	1%	2%	1%	1%	1%	1%	*%	2%	1%	2%	1%	1%	1%	32%
													a	a				abc	
		38%	62%	18%	13%	28%	41%	5%	5%	6%	21%	8%	43%	20%	28%	37%	4%	2%	57%
Other	153	71	82	19	48	66	20	5	14	29	30	38	32	31	52	136	13	4	1
	6%	6%	6%	5%	13%	8%	2%	3%	6%	11%	4%	6%	5%	6%	8%	6%	6%	3%	1%
				d	acd	d				abd				b		cd	d	d	
		47%	53%	12%	32%	43%	13%	3%	9%	19%	20%	25%	21%	20%	34%	89%	8%	3%	*%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 19

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

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

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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3757	220	261	228	256	269	260	282	273	236	2737	1020	1947	1807	1721	2036
Effective Weighted Sample	2587	205	245	215	243	252	246	261	253	220	2171	430	1335	1296	1109	1478
Weighted total	2530	254	361	223	183	229	243	215	112	288	2182	348	1452	1075	1076	1453
		10%	14%	9%	7%	9%	10%	8%	4%	11%	86%	14%	57%	43%	43%	57%
English	1556	81	297	156	137	187	163	180	107	217	1346	210	882	674	722	834
	62%	32%	82%	70%	75%	82%	67%	84%	95%	75%	62%	60%	61%	63%	67%	57%
			acf	a	af	acf	a	acdfi	abcdefgi	af					b	
		5%	19%	10%	9%	12%	10%	12%	7%	14%	87%	13%	57%	43%	46%	54%
Scottish	199	-	2	2	5	-	2	3	1	5	166	33	105	93	76	124
	8%	-%	*%	1%	3%	-%	1%	1%	1%	2%	8%	9%	7%	9%	7%	9%
					ae					e						
		-%	1%	1%	2%	-%	1%	1%	*%	2%	83%	17%	53%	47%	38%	62%
Welsh	100	-	2	3	3	1	-	1	-	6	86	14	55	44	44	56
	4%	-%	*%	1%	2%	*%	-%	1%	-%	2%	4%	4%	4%	4%	4%	4%
					fh					afh						
		-%	2%	3%	3%	1%	-%	1%	-%	6%	86%	14%	55%	45%	44%	56%
Northern Irish	25	-	-	-	-	-	1	1	*	1	19	7	14	11	13	13
	1%	-%	-%	-%	-%	-%	*%	*%	*%	*%	1%	2%	1%	1%	1%	1%
		-%	-%	-%	-%	-%	4%	2%	2%	5%	74%	26%	56%	44%	50%	50%
British	487	133	34	51	22	27	66	24	2	56	430	57	280	205	174	313
	19%	52%	10%	23%	12%	12%	27%	11%	2%	19%	20%	16%	19%	19%	16%	22%
		bcdefghi	h	bdegh	h	h	bdeghi	h		bdegh					a	
		27%	7%	10%	5%	6%	14%	5%	*%	11%	88%	12%	58%	42%	36%	64%
Irish	36	3	3	-	1	2	2	1	-	-	24	12	19	17	16	19
	1%	1%	1%	-%	1%	1%	1%	*%	-%	-%	1%	3%	1%	2%	2%	1%
												a				
		9%	9%	-%	4%	5%	6%	3%	-%	-%	66%	34%	53%	47%	46%	54%
Other	153	39	27	13	15	14	11	7	2	8	136	17	113	40	43	110
	6%	15%	7%	6%	8%	6%	4%	3%	2%	3%	6%	5%	8%	4%	4%	8%
		bcdefghi	ghi	h	ghi	h							b		a	
		25%	18%	9%	10%	9%	7%	5%	1%	5%	89%	11%	74%	26%	28%	72%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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

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

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

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV- ICES	ANY SER- VICES
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	3757	2063	1552	1552	1752	1542	3538
Effective Weighted Sample	2587	1421	1096	1079	1187	1085	2450
Weighted total	2530	1458	1037	1178	1233	1177	2415
		58%	41%	47%	49%	47%	95%
English	1556	928	648	724	753	684	1495
	62%	64%	63%	61%	61%	58%	62%
		e	e				e
		60%	42%	47%	48%	44%	96%
Scottish	199	103	89	71	86	78	192
	8%	7%	9%	6%	7%	7%	8%
			c				c
		51%	45%	36%	43%	39%	97%
Welsh	100	51	46	48	50	44	88
	4%	3%	4%	4%	4%	4%	4%
		51%	47%	49%	50%	44%	89%
Northern Irish	25	12	9	8	12	10	22
	1%	1%	1%	1%	1%	1%	1%
		49%	34%	31%	49%	38%	88%
British	487	302	191	273	257	290	468
	19%	21%	18%	23%	21%	25%	19%
				bf		abdf	
		62%	39%	56%	53%	60%	96%
Irish	36	17	13	14	20	11	32
	1%	1%	1%	1%	2%	1%	1%
		49%	36%	40%	55%	30%	90%
Other	153	60	51	52	69	76	143
	6%	4%	5%	4%	6%	6%	6%
						ac	a
		39%	34%	34%	45%	49%	93%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 20

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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)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3742	1799	1940	486	520	1149	1587	246	368	390	854	793	1067	804	1075	2284	510	513	435
Effective Weighted Sample	2581	1249	1330	348	361	794	1101	186	267	280	610	554	757	548	775	1958	345	362	396
Weighted total	2520	1225	1294	354	382	836	948	141	220	265	683	659	671	557	632	2102	225	131	62
		49%	51%	14%	15%	33%	38%	6%	9%	11%	27%	26%	27%	22%	25%	83%	9%	5%	2%
WHITE																			
English/ Welsh/ Scottish/ Northern Irish/ British Irish	2148	1038	1108	276	286	694	893	127	193	217	583	585	562	469	530	1773	209	126	41
	85%	85%	86%	78%	75%	83%	94%	90%	88%	82%	85%	89%	84%	84%	84%	84%	93%	96%	65%
						ab	abc	c				bcd				d	ad	ad	
		48%	52%	13%	13%	32%	42%	6%	9%	10%	27%	27%	26%	22%	25%	83%	10%	6%	2%
Irish	36	17	19	7	5	10	14	4	1	2	10	4	13	7	11	13	2	*	21
	1%	1%	1%	2%	1%	1%	1%	3%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	34%
													a					abc	
		47%	53%	19%	14%	28%	39%	10%	4%	5%	28%	12%	37%	20%	31%	37%	4%	1%	59%
Gypsy or Irish traveller	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%
Roma	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%
Any other White background	81	31	51	10	35	30	7	1	6	17	21	22	18	19	22	71	9	1	1
	3%	2%	4%	3%	9%	4%	1%	1%	3%	6%	3%	3%	3%	3%	3%	3%	4%	1%	1%
			a	d	acd	d				abd						cd	cd		
		37%	63%	12%	42%	37%	9%	1%	7%	21%	26%	27%	23%	23%	27%	87%	10%	2%	1%
MIXED/ MULTIPLE																			
White and Black Caribbean	17	8	9	6	4	6	*	*	2	1	1	3	5	5	4	16	1	*	-
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	3%	1%	1%	1%	1%	1%	1%	1%
				d	d	d			d										
		45%	55%	36%	25%	36%	3%	3%	14%	4%	5%	16%	32%	28%	24%	94%	4%	2%	1%
White and Black African	3	2	*	1	1	1	-	-	*	-	1	*	1	1	*	2	-	*	-
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		85%	15%	45%	19%	35%	1%	1%	15%	1%	40%	4%	35%	45%	15%	96%	1%	4%	1%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

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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)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3742	1799	1940	486	520	1149	1587	246	368	390	854	793	1067	804	1075	2284	510	513	435
Effective Weighted Sample	2581	1249	1330	348	361	794	1101	186	267	280	610	554	757	548	775	1958	345	362	396
Weighted total	2520	1225	1294	354	382	836	948	141	220	265	683	659	671	557	632	2102	225	131	62
		49%	51%	14%	15%	33%	38%	6%	9%	11%	27%	26%	27%	22%	25%	83%	9%	5%	2%
White and Asian	6	3	3	3	3	-	-	-	1	-	1	3	2	-	1	6	-	-	-
	*%	*%	*%	1%	1%	-%	-%	-%	*%	-%	*%	*%	*%	-%	*%	*%	-%	-%	-%
		52%	48%	cd	cd	-%	-%	-%	13%	-%	24%	52%	35%	-%	13%	100%	-%	-%	-%
Any other Mixed background	3	1	1	-	*	2	-	-	-	-	1	1	-	1	-	2	-	*	-
	*%	*%	*%	-%	*%	*%	-%	-%	-%	-%	*%	*%	-%	*%	-%	*%	-%	*%	-%
		54%	46%	-%	11%	89%	-%	-%	-%	-%	54%	54%	-%	46%	-%	89%	-%	11%	-%
BLACK AND BLACK BRITISH																			
Caribbean	30	17	13	7	6	12	6	1	2	3	16	6	5	15	4	30	-	-	-
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%	3%	1%	1%	-%	-%	-%
		56%	44%	d	19%	39%	20%	3%	8%	11%	53%	20%	16%	abd	14%	bcd	-%	-%	-%
African	30	16	15	8	7	10	6	3	1	3	5	6	11	2	10	29	*	1	-
	1%	1%	1%	2%	2%	1%	1%	2%	1%	1%	1%	1%	2%	*%	2%	1%	*%	1%	-%
		52%	48%	d	21%	35%	19%	9%	5%	9%	15%	21%	36%	c	c	bd	-%	-%	-%
				25%	21%	35%	19%	9%	5%	9%	15%	21%	36%	8%	34%	96%	*%	3%	-%
Any other Black, Black British or Caribbean background	2	1	1	1	-	1	-	-	-	1	-	-	1	-	1	2	-	-	-
	*%	*%	*%	*%	-%	*%	-%	-%	-%	*%	-%	-%	*%	-%	*%	*%	-%	-%	-%
		57%	43%	43%	-%	57%	-%	-%	-%	57%	-%	-%	57%	-%	43%	100%	-%	-%	-%
ASIAN AND BRITISH ASIAN																			
Indian	64	32	31	12	13	28	10	-	7	5	16	12	15	14	23	61	3	-	-
	3%	3%	2%	3%	3%	3%	1%	-%	3%	2%	2%	2%	2%	2%	4%	3%	1%	-%	-%
		51%	49%	d	d	d	16%	-%	a	8%	a	18%	24%	22%	a	cd	cd	-%	-%
				19%	21%	44%	16%	-%	11%	8%	24%	18%	24%	22%	36%	96%	4%	-%	-%
Pakistani	45	26	19	13	14	15	3	2	*	8	13	7	17	8	12	44	1	-	-
	2%	2%	1%	4%	4%	2%	*%	2%	*%	3%	2%	1%	3%	1%	2%	2%	*%	-%	-%
		58%	42%	cd	d	d	6%	5%	*%	b	b	16%	39%	18%	28%	bcd	2%	-%	-%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

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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)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3742	1799	1940	486	520	1149	1587	246	368	390	854	793	1067	804	1075	2284	510	513	435
Effective Weighted Sample	2581	1249	1330	348	361	794	1101	186	267	280	610	554	757	548	775	1958	345	362	396
Weighted total	2520	1225	1294	354	382	836	948	141	220	265	683	659	671	557	632	2102	225	131	62
		49%	51%	14%	15%	33%	38%	6%	9%	11%	27%	26%	27%	22%	25%	83%	9%	5%	2%
Bangladeshi	12	9	3	-	4	8	-	-	2	2	1	-	9	2	1	12	-	-	-
	%	1%	%	-%	1%	1%	-%	-%	1%	1%	%	-%	1%	%	%	1%	-%	-%	-%
		74%	26%	-%	31%	69%	-%	-%	21%	20%	11%	-%	73%	20%	7%	100%	-%	-%	-%
Chinese	2	-	2	-	-	-	2	-	-	-	2	2	-	-	-	2	-	-	-
	%	-%	%	-%	-%	-%	%	-%	-%	-%	%	%	-%	-%	-%	%	-%	-%	-%
		-%	100%	-%	-%	-%	100%	-%	-%	-%	100%	100%	-%	-%	-%	100%	-%	-%	-%
Any other Asian background	16	6	10	3	2	9	1	2	-	3	4	1	8	3	4	15	1	-	-
	1%	%	1%	1%	1%	1%	%	2%	-%	1%	1%	%	1%	1%	1%	1%	%	-%	-%
		36%	64%	21%	15%	56%	7%	15%	-%	17%	23%	9%	48%	18%	25%	96%	4%	-%	-%
OTHER																			
Arab	5	5	-	5	-	*	-	-	2	-	2	-	-	5	*	5	-	*	-
	%	%	-%	1%	-%	%	-%	-%	1%	-%	%	-%	-%	1%	%	%	-%	%	-%
		b		bcd									abd						
		100%	-%	92%	-%	8%	-%	-%	32%	-%	33%	-%	-%	92%	8%	92%	-%	8%	-%
Any other background	21	13	8	3	3	9	6	1	2	3	5	6	3	5	8	19	1	2	-
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	%	1%	1%	1%	%	1%	-%
		63%	37%	14%	16%	41%	29%	4%	8%	15%	25%	27%	14%	23%	36%	89%	4%	8%	-%
Prefer not to say/ Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%
TOTAL MIXED/ MULTIPLE	28	14	14	10	8	9	*	*	4	1	5	7	8	7	5	26	1	1	-
	1%	1%	1%	3%	2%	1%	%	%	2%	%	1%	1%	1%	1%	1%	1%	%	1%	-%
		51%	49%	36%	29%	33%	2%	2%	13%	3%	17%	26%	29%	26%	19%	95%	2%	3%	-%
TOTAL BLACK/ BLACK BRITISH	62	34	28	15	12	23	12	4	4	7	21	12	17	18	15	61	*	1	-
	2%	3%	2%	4%	3%	3%	1%	3%	2%	3%	3%	2%	3%	3%	2%	3%	%	1%	-%
		54%	46%	24%	20%	38%	19%	6%	6%	11%	33%	20%	27%	28%	25%	bcd	%	2%	-%

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

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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)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3742	1799	1940	486	520	1149	1587	246	368	390	854	793	1067	804	1075	2284	510	513	435
Effective Weighted Sample	2581	1249	1330	348	361	794	1101	186	267	280	610	554	757	548	775	1958	345	362	396
Weighted total	2520	1225	1294	354	382	836	948	141	220	265	683	659	671	557	632	2102	225	131	62
		49%	51%	14%	15%	33%	38%	6%	9%	11%	27%	26%	27%	22%	25%	83%	9%	5%	2%
TOTAL ASIAN/ BRITISH ASIAN	138	73	65	29	33	60	16	5	10	18	36	22	49	27	40	134	4	-	-
	5%	6%	5%	8%	9%	7%	2%	3%	4%	7%	5%	3%	7%	5%	6%	6%	2%	-%	-%
				d	d	d							a	a		bcd	cd		
		53%	47%	21%	24%	44%	11%	3%	7%	13%	26%	16%	35%	20%	29%	97%	3%	-%	-%
TOTAL OTHER ETHNIC GROUP	26	19	8	8	3	9	6	1	3	3	7	6	3	10	8	24	1	2	-
	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	*%	2%	1%	1%	*%	2%	-%
		b		d									b			d		d	
		70%	30%	29%	13%	34%	23%	3%	12%	12%	27%	22%	11%	36%	31%	89%	3%	8%	-%

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

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Table 20

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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)

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3742	213	262	228	258	267	259	282	278	237	2727	1015	1938	1801	1724	2018
Effective Weighted Sample	2581	199	246	215	245	250	245	262	258	220	2166	430	1332	1292	1112	1469
Weighted total	2520	246	361	223	184	227	243	214	114	290	2172	348	1445	1073	1078	1441
		10%	14%	9%	7%	9%	10%	9%	5%	11%	86%	14%	57%	43%	43%	57%
WHITE																
English/ Welsh/ Scottish/ Northern Irish/ British Irish	2148	109	319	200	164	183	209	200	111	277	1839	309	1181	965	993	1155
	85%	44%	88%	90%	89%	80%	86%	93%	97%	96%	85%	89%	82%	90%	92%	80%
			ae	ae	ae	a	a	abef	abcdef	abcdef		a		a	b	
		5%	15%	9%	8%	9%	10%	9%	5%	13%	86%	14%	55%	45%	46%	54%
Irish	36	5	1	-	1	3	2	1	-	-	24	12	18	18	15	21
	1%	2%	*%	-%	*%	1%	1%	1%	-%	-%	1%	3%	1%	2%	1%	1%
		chi										a				
		14%	2%	-%	2%	9%	6%	3%	-%	-%	68%	32%	51%	49%	42%	58%
Gypsy or Irish traveller	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%
			-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%
Roma	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%
			-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%
Any other White background	81	28	13	4	10	3	5	5	1	4	70	12	61	21	17	64
	3%	11%	3%	2%	5%	1%	2%	2%	1%	1%	3%	3%	4%	2%	2%	4%
		bcdefghi			efhi								b			a
		34%	15%	5%	12%	3%	6%	6%	1%	5%	86%	14%	75%	25%	21%	79%
MIXED/ MULTIPLE																
White and Black Caribbean	17	4	-	1	-	4	2	2	-	1	16	1	13	4	2	15
	1%	2%	-%	1%	-%	2%	1%	1%	-%	*%	1%	*%	1%	*%	*%	1%
		bdh				bdh										a
		26%	-%	7%	-%	24%	15%	15%	-%	7%	93%	7%	78%	22%	13%	87%
White and Black African	3	2	-	-	-	-	-	-	*	-	2	*	2	*	*	2
	*%	1%	-%	-%	-%	-%	-%	-%	*%	-%	*%	*%	*%	*%	*%	*%
		81%	-%	-%	-%	-%	-%	-%	15%	-%	96%	4%	85%	15%	4%	96%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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)

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	3742	213	262	228	258	267	259	282	278	237	2727	1015	1938	1801	1724	2018
Effective Weighted Sample	2581	199	246	215	245	250	245	262	258	220	2166	430	1332	1292	1112	1469
Weighted total	2520	246	361	223	184	227	243	214	114	290	2172	348	1445	1073	1078	1441
		10%	14%	9%	7%	9%	10%	9%	5%	11%	86%	14%	57%	43%	43%	57%
White and Asian	6	2	3	1	-	-	1	-	-	-	4	1	3	3	3	2
	*%	1%	1%	*%	-%	-%	*%	-%	-%	-%	*%	*%	*%	*%	*%	*%
		28%	44%	13%	-%	-%	15%	-%	-%	-%	76%	24%	52%	48%	57%	43%
Any other Mixed background	3	1	-	-	-	-	1	-	-	-	1	2	3	-	*	2
	*%	*%	-%	-%	-%	-%	1%	-%	-%	-%	*%	*%	*%	-%	*%	*%
		41%	-%	-%	-%	-%	48%	-%	-%	-%	41%	59%	100%	-%	11%	89%
BLACK AND BLACK BRITISH																
Caribbean	30	19	3	-	-	2	3	-	-	2	30	-	26	3	-	30
	1%	8%	1%	-%	-%	1%	1%	-%	-%	1%	1%	-%	2%	*%	-%	2%
		bcdefghi									b		b			a
		63%	11%	-%	-%	7%	10%	-%	-%	8%	100%	-%	89%	11%	-%	100%
African	30	14	2	2	2	2	4	2	-	2	29	1	20	10	6	25
	1%	6%	1%	1%	1%	1%	2%	1%	-%	1%	1%	*%	1%	1%	1%	2%
		bcdefghi					h									a
		45%	7%	7%	7%	6%	14%	5%	-%	5%	97%	3%	66%	34%	19%	81%
Any other Black, Black British or Caribbean background	2	1	-	1	-	-	-	-	-	-	1	1	1	1	1	1
	*%	*%	-%	*%	-%	-%	-%	-%	-%	-%	*%	*%	*%	*%	*%	*%
		43%	-%	57%	-%	-%	-%	-%	-%	-%	43%	57%	57%	43%	57%	43%
ASIAN AND BRITISH ASIAN																
Indian	64	20	15	2	3	17	3	*	1	-	62	2	45	19	12	52
	3%	8%	4%	1%	2%	7%	1%	*%	*%	-%	3%	1%	3%	2%	1%	4%
		cdfghi	cghi		i	cdfighi					b		b			a
		32%	23%	3%	5%	26%	5%	1%	1%	-%	97%	3%	70%	30%	19%	81%
Pakistani	45	21	-	5	1	4	10	3	1	-	42	2	31	13	7	37
	2%	8%	-%	2%	*%	2%	4%	1%	1%	-%	2%	1%	2%	1%	1%	3%
		bcdegghi		bi		b	bdi									a
		46%	-%	10%	2%	8%	22%	7%	3%	-%	95%	5%	71%	29%	16%	84%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 20

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

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)

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	3742	213	262	228	258	267	259	282	278	237	2727	1015	1938	1801	1724	2018
Effective Weighted Sample	2581	199	246	215	245	250	245	262	258	220	2166	430	1332	1292	1112	1469
Weighted total	2520	246	361	223	184	227	243	214	114	290	2172	348	1445	1073	1078	1441
		10%	14%	9%	7%	9%	10%	9%	5%	11%	86%	14%	57%	43%	43%	57%
Bangladeshi	12	5	-	1	-	3	1	-	-	2	11	1	10	2	2	10
	%	2%	-%	%	-%	1%	%	-%	-%	1%	%	%	1%	%	%	1%
		bdgh														
		45%	-%	9%	-%	25%	8%	-%	-%	14%	91%	9%	81%	19%	17%	83%
Chinese	2	2	-	-	-	-	-	-	-	-	2	-	2	-	-	2
	%	1%	-%	-%	-%	-%	-%	-%	-%	-%	%	-%	%	-%	-%	%
		100%	-%	-%	-%	-%	-%	-%	-%	-%	100%	-%	100%	-%	-%	100%
Any other Asian background	16	10	1	1	-	-	1	-	-	2	15	1	10	6	2	14
	1%	4%	%	%	-%	-%	%	-%	-%	1%	1%	%	1%	1%	%	1%
		bcdefghi														a
		64%	9%	7%	-%	-%	5%	-%	-%	11%	93%	7%	62%	38%	12%	88%
OTHER																
Arab	5	3	2	-	-	-	-	-	-	-	5	-	4	1	2	3
	%	1%	%	-%	-%	-%	-%	-%	-%	-%	%	-%	%	%	%	%
		60%	32%	-%	-%	-%	-%	-%	-%	-%	100%	-%	73%	27%	32%	68%
Any other background	21	-	3	4	4	7	-	1	-	-	19	3	15	7	15	6
	1%	-%	1%	2%	2%	3%	-%	%	-%	-%	1%	1%	1%	1%	1%	%
				afhi	afhi	afghi									b	
		-%	14%	20%	17%	34%	-%	4%	-%	-%	87%	13%	70%	30%	72%	28%
Prefer not to say/ Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%
TOTAL MIXED/ MULTIPLE	28	9	3	2	-	4	5	2	*	1	24	4	21	7	6	22
	1%	4%	1%	1%	-%	2%	2%	1%	%	%	1%	1%	1%	1%	1%	2%
		bdhi				d	d						b			a
		33%	9%	7%	-%	15%	17%	9%	1%	4%	84%	16%	75%	25%	21%	79%
TOTAL BLACK/ BLACK BRITISH	62	33	5	3	2	4	7	2	-	4	60	2	48	15	7	55
	2%	14%	2%	1%	1%	2%	3%	1%	-%	1%	3%	1%	3%	1%	1%	4%
		bcdefghi	h			h	h				b		b			a
		54%	9%	5%	4%	6%	12%	3%	-%	6%	97%	3%	76%	24%	11%	89%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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)

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3742	213	262	228	258	267	259	282	278	237	2727	1015	1938	1801	1724	2018
Effective Weighted Sample	2581	199	246	215	245	250	245	262	258	220	2166	430	1332	1292	1112	1469
Weighted total	2520	246	361	223	184	227	243	214	114	290	2172	348	1445	1073	1078	1441
TOTAL ASIAN/ BRITISH ASIAN		10%	14%	9%	7%	9%	10%	9%	5%	11%	86%	14%	57%	43%	43%	57%
	138	58	16	9	4	23	15	4	2	3	131	7	98	40	23	115
	5%	24%	5%	4%	2%	10%	6%	2%	2%	1%	6%	2%	7%	4%	2%	8%
TOTAL OTHER ETHNIC GROUP		bcdefghi	i			bcdghi	dghi				b		b			a
		42%	12%	6%	3%	17%	11%	3%	1%	2%	95%	5%	71%	29%	17%	83%
	26	3	5	4	4	7	-	1	-	-	24	3	19	8	17	9
	1%	1%	1%	2%	2%	3%	-%	*%	-%	-%	1%	1%	1%	1%	2%	1%
			fhi	fhi	fhi	fghi									b	
		12%	17%	16%	14%	27%	-%	3%	-%	-%	90%	10%	70%	30%	64%	36%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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)

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3742	2060	1556	1558	1743	1536	3534
Effective Weighted Sample	2581	1421	1098	1083	1179	1080	2448
Weighted total	2520	1452	1036	1178	1226	1169	2406
		58%	41%	47%	49%	46%	95%
WHITE							
English/ Welsh/ Scottish/ Northern Irish/ British Irish	2148	1259	926	1034	1042	956	2055
	85%	87%	89%	88%	85%	82%	85%
		e	ade	e	e	e	e
		59%	43%	48%	49%	44%	96%
Irish	36	19	14	14	20	13	34
	1%	1%	1%	1%	2%	1%	1%
		52%	38%	40%	55%	35%	95%
Gypsy or Irish traveller	-	-	-	-	-	-	-
	-%	-%	-%	-%	-%	-%	-%
		-%	-%	-%	-%	-%	-%
Roma	-	-	-	-	-	-	-
	-%	-%	-%	-%	-%	-%	-%
		-%	-%	-%	-%	-%	-%
Any other White background	81	23	29	26	41	43	73
	3%	2%	3%	2%	3%	4%	3%
			a	a	a	ac	a
		29%	36%	32%	51%	53%	90%
MIXED/ MULTIPLE							
White and Black Caribbean	17	11	3	9	14	11	16
	1%	1%	*%	1%	1%	1%	1%
				b	b	b	
		68%	16%	51%	81%	66%	95%
White and Black African	3	2	1	1	2	3	3
	*%	*%	*%	*%	*%	*%	*%
		85%	35%	40%	85%	100%	100%

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

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

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)

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3742	2060	1556	1558	1743	1536	3534
Effective Weighted Sample	2581	1421	1098	1083	1179	1080	2448
Weighted total	2520	1452	1036	1178	1226	1169	2406
		58%	41%	47%	49%	46%	95%
White and Asian	6	2	1	2	4	2	5
	*%	*%	*%	*%	*%	*%	*%
		28%	15%	38%	65%	41%	80%
Any other Mixed background	3	*	1	2	2	2	2
	*%	*%	*%	*%	*%	*%	*%
		6%	48%	59%	59%	59%	59%
BLACK AND BLACK BRITISH							
Caribbean	30	17	9	18	12	20	28
	1%	1%	1%	1%	1%	2%	1%
		55%	31%	59%	39%	69%	95%
African	30	16	9	17	19	20	30
	1%	1%	1%	1%	2%	2%	1%
		53%	29%	55%	61%	67%	100%
Any other Black, Black British or Caribbean background	2	2	-	1	2	2	2
	*%	*%	-%	*%	*%	*%	*%
		100%	-%	57%	100%	100%	100%
ASIAN AND BRITISH ASIAN							
Indian	64	41	16	25	29	32	62
	3%	3%	2%	2%	2%	3%	3%
		b					
		65%	26%	40%	46%	50%	98%
Pakistani	45	27	13	9	13	29	42
	2%	2%	1%	1%	1%	2%	2%
		c				bcd	c
		60%	29%	21%	29%	64%	95%
Bangladeshi	12	10	2	4	6	6	12
	*%	1%	*%	*%	*%	1%	*%
		b					
		86%	14%	31%	49%	53%	100%

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

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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)

	Total	TV SERVICES				YOUTUBE	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV- ICES	
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3742	2060	1556	1558	1743	1536	3534
Effective Weighted Sample	2581	1421	1098	1083	1179	1080	2448
Weighted total	2520	1452	1036	1178	1226	1169	2406
		58%	41%	47%	49%	46%	95%
Chinese	2	-	2	2	2	2	2
	*%	-%	*%	*%	*%	*%	*%
		-%	100%	100%	100%	100%	100%
Any other Asian background	16	8	3	7	7	13	14
	1%	1%	*%	1%	1%	1%	1%
						b	
		51%	17%	45%	47%	81%	91%
OTHER							
Arab	5	3	-	2	3	5	5
	*%	*%	-%	*%	*%	*%	*%
						b	
		68%	-%	33%	60%	92%	100%
Any other background	21	12	7	7	9	11	21
	1%	1%	1%	1%	1%	1%	1%
		56%	34%	31%	41%	52%	98%
Prefer not to say/ Refused	-	-	-	-	-	-	-
	-%	-%	-%	-%	-%	-%	-%
		-%	-%	-%	-%	-%	-%
TOTAL MIXED/ MULTIPLE	28	15	6	13	21	18	25
	1%	1%	1%	1%	2%	2%	1%
					b	b	
		55%	21%	48%	76%	63%	89%
TOTAL BLACK/ BLACK BRITISH	62	34	18	35	32	43	61
	2%	2%	2%	3%	3%	4%	3%
						b	
		55%	29%	57%	52%	69%	98%
TOTAL ASIAN/ BRITISH ASIAN	138	86	36	47	57	81	133
	5%	6%	3%	4%	5%	7%	6%
		bc				bcd	b
		63%	26%	34%	42%	59%	96%

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

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

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)

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV a	FREE TRAD TV b	FREE CATCH-UP c	SVOD d			
Significance Level: 95%							e	f
Unweighted total	3742	2060	1556	1558	1743		1536	3534
Effective Weighted Sample	2581	1421	1098	1083	1179		1080	2448
Weighted total	2520	1452	1036	1178	1226		1169	2406
		58%	41%	47%	49%		46%	95%
TOTAL OTHER ETHNIC GROUP	26	15	7	8	12		16	26
	1%	1%	1%	1%	1%		1%	1%
		58%	27%	31%	44%		60%	98%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 21

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

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)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3485	1654	1827	462	487	1072	1464	237	352	370	812	746	993	747	996	2107	489	484	405
Effective Weighted Sample	2402	1150	1249	326	335	742	1019	180	255	264	580	521	700	510	722	1811	332	344	369
Weighted total	2357	1133	1221	333	355	785	885	136	211	251	649	624	620	517	594	1958	216	125	57
		48%	52%	14%	15%	33%	38%	6%	9%	11%	28%	26%	26%	22%	25%	83%	9%	5%	2%
Hearing? Poor hearing, partial hearing, or are deaf	98	58	40	1	3	9	84	11	16	10	19	20	23	21	33	78	10	7	3
	4%	5%	3%	*%	1%	1%	9%	8%	8%	4%	3%	3%	4%	4%	6%	4%	5%	5%	6%
		b					abc	cd	d						a				
		59%	41%	1%	3%	10%	86%	12%	17%	10%	20%	20%	24%	21%	34%	80%	10%	7%	3%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	77	40	36	1	4	12	60	9	9	9	14	20	14	11	30	62	5	6	4
	3%	4%	3%	*%	1%	2%	7%	6%	4%	4%	2%	3%	2%	2%	5%	3%	2%	5%	7%
							abc	d							bc			b	ab
		53%	47%	1%	5%	16%	78%	11%	12%	12%	18%	27%	19%	15%	40%	80%	6%	8%	6%
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	193	90	103	2	2	35	154	29	47	15	11	22	37	38	96	156	20	13	4
	8%	8%	8%	*%	1%	4%	17%	21%	22%	6%	2%	4%	6%	7%	16%	8%	9%	10%	6%
						ab	abc	cd	cd	d				a	abc				
		47%	53%	1%	1%	18%	80%	15%	24%	8%	6%	11%	19%	20%	50%	81%	11%	7%	2%
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	45	18	27	1	1	9	35	5	9	4	5	8	11	8	18	36	5	3	1
	2%	2%	2%	*%	*%	1%	4%	4%	4%	2%	1%	1%	2%	2%	3%	2%	2%	2%	2%
							abc	d	d						a				
		41%	59%	2%	1%	19%	78%	12%	19%	9%	11%	17%	24%	18%	41%	80%	10%	6%	3%
Breathing? Breathlessness or chest pains	92	46	46	2	2	17	71	11	17	7	14	13	12	22	45	74	8	6	3
	4%	4%	4%	1%	1%	2%	8%	8%	8%	3%	2%	2%	2%	4%	8%	4%	4%	5%	5%
							abc	cd	cd					b	abc				
		50%	50%	2%	2%	18%	78%	12%	19%	7%	15%	14%	13%	24%	49%	81%	9%	7%	3%

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

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

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)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3485	1654	1827	462	487	1072	1464	237	352	370	812	746	993	747	996	2107	489	484	405
Effective Weighted Sample	2402	1150	1249	326	335	742	1019	180	255	264	580	521	700	510	722	1811	332	344	369
Weighted total	2357	1133	1221	333	355	785	885	136	211	251	649	624	620	517	594	1958	216	125	57
		48%	52%	14%	15%	33%	38%	6%	9%	11%	28%	26%	26%	22%	25%	83%	9%	5%	2%
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	52	24	28	7	6	22	17	11	5	6	4	8	6	8	31	42	6	3	*
	2%	2%	2%	2%	2%	3%	2%	8%	2%	2%	1%	1%	1%	2%	5%	2%	3%	3%	1%
								bcd	d	d					abc		d		
		46%	54%	13%	11%	43%	32%	21%	10%	11%	7%	15%	12%	15%	59%	81%	11%	6%	1%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	14	9	4	7	1	5	*	1	1	1	2	4	1	-	9	11	2	1	*
	1%	1%	*%	2%	*%	1%	*%	1%	*%	*%	*%	1%	*%	-%	1%	1%	1%	1%	*%
				cd		d								bc					
		68%	32%	50%	11%	37%	2%	10%	6%	7%	18%	28%	9%	-%	63%	78%	11%	9%	1%
Your mental health? Anxiety, depression, or trauma-related conditions, for example	114	59	55	20	19	38	36	14	15	15	10	14	19	20	61	92	13	7	2
	5%	5%	5%	6%	5%	5%	4%	10%	7%	6%	2%	2%	3%	4%	10%	5%	6%	6%	4%
								d	d	d				abc					
		51%	49%	18%	17%	34%	32%	12%	13%	13%	9%	12%	17%	18%	54%	81%	11%	6%	2%
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	135	62	73	4	10	42	79	19	20	15	18	23	18	30	64	104	15	13	3
	6%	5%	6%	1%	3%	5%	9%	14%	10%	6%	3%	4%	3%	6%	11%	5%	7%	10%	5%
						a	abc	cd	d	d				b	abc			ad	
		46%	54%	3%	7%	31%	58%	14%	15%	11%	13%	17%	13%	22%	47%	77%	11%	10%	2%
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	1851	877	972	298	318	665	571	72	131	200	580	535	526	414	375	1552	162	92	45
	79%	77%	80%	89%	90%	85%	65%	53%	62%	80%	89%	86%	85%	80%	63%	79%	75%	74%	78%
				cd	cd	d				ab	abc	cd	cd	d		c			
		47%	52%	16%	17%	36%	31%	4%	7%	11%	31%	29%	28%	22%	20%	84%	9%	5%	2%

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

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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)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3485	1654	1827	462	487	1072	1464	237	352	370	812	746	993	747	996	2107	489	484	405
Effective Weighted Sample	2402	1150	1249	326	335	742	1019	180	255	264	580	521	700	510	722	1811	332	344	369
Weighted total	2357	1133	1221	333	355	785	885	136	211	251	649	624	620	517	594	1958	216	125	57
		48%	52%	14%	15%	33%	38%	6%	9%	11%	28%	26%	26%	22%	25%	83%	9%	5%	2%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%
Don't know	14	6	8	3	-	8	3	1	-	-	7	3	5	4	3	14	-	-	*
	1%	1%	1%	1%	-%	1%	*%	1%	-%	-%	1%	*%	1%	1%	1%	1%	-%	-%	*%
		41%	59%	24%	-%	57%	19%	10%	-%	-%	48%	19%	32%	25%	24%	98%	-%	-%	2%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 21

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

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)

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3485	206	249	187	245	250	254	259	235	222	2539	946	1821	1663	1606	1879
Effective Weighted Sample	2402	192	234	176	232	234	240	240	218	206	2020	399	1248	1196	1035	1367
Weighted total	2357	238	343	182	175	214	239	198	98	272	2039	318	1360	996	1001	1356
		10%	15%	8%	7%	9%	10%	8%	4%	12%	87%	13%	58%	42%	42%	58%
Hearing? Poor hearing, partial hearing, or are deaf	98	2	16	9	9	8	11	10	2	8	81	16	22	76	43	54
	4%	1%	5%	5%	5%	4%	5%	5%	2%	3%	4%	5%	2%	8%	4%	4%
			a	a	a	a	a	a						a		
		2%	17%	10%	10%	9%	12%	11%	2%	8%	83%	17%	23%	77%	45%	55%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	77	2	14	4	5	7	10	8	3	9	68	9	17	60	28	48
	3%	1%	4%	2%	3%	3%	4%	4%	3%	3%	3%	3%	1%	6%	3%	4%
														a		
		3%	18%	5%	6%	9%	13%	10%	4%	12%	89%	11%	22%	78%	37%	63%
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	193	9	24	16	21	18	21	21	6	21	169	24	13	180	74	119
	8%	4%	7%	9%	12%	8%	9%	10%	6%	8%	8%	8%	1%	18%	7%	9%
				a	ah	a	a	a						a		
		4%	12%	8%	11%	9%	11%	11%	3%	11%	87%	13%	7%	93%	39%	61%
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	45	-	6	3	4	3	5	8	2	5	38	7	3	42	18	28
	2%	-%	2%	2%	3%	1%	2%	4%	2%	2%	2%	2%	-%	4%	2%	2%
					a		a	a	a					a		
		-%	13%	7%	10%	6%	11%	17%	5%	11%	85%	15%	8%	92%	39%	61%
Breathing? Breathlessness or chest pains	92	5	12	8	9	7	11	6	1	14	76	16	11	81	33	59
	4%	2%	4%	5%	5%	3%	5%	3%	1%	5%	4%	5%	1%	8%	3%	4%
			h	h	h	h	h			h				a		
		6%	13%	9%	10%	8%	12%	6%	1%	16%	82%	18%	12%	88%	36%	64%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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)

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3485	206	249	187	245	250	254	259	235	222	2539	946	1821	1663	1606	1879
Effective Weighted Sample	2402	192	234	176	232	234	240	240	218	206	2020	399	1248	1196	1035	1367
Weighted total	2357	238	343	182	175	214	239	198	98	272	2039	318	1360	996	1001	1356
		10%	15%	8%	7%	9%	10%	8%	4%	12%	87%	13%	58%	42%	42%	58%
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	52	4	11	3	2	3	7	8	3	2	47	5	10	42	21	31
	2%	1%	3%	2%	1%	1%	3%	4%	3%	1%	2%	2%	1%	4%	2%	2%
		7%	21%	6%	5%	5%	13%	15%	5%	5%	90%	10%	19%	81%	40%	60%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	14	2	3	-	-	-	3	2	1	-	12	1	4	10	5	9
	1%	1%	1%	-%	-%	-%	1%	1%	1%	-%	1%	*%	*%	1%	1%	1%
		13%	23%	-%	-%	-%	19%	15%	7%	-%	91%	9%	28%	72%	37%	63%
Your mental health? Anxiety, depression, or trauma-related conditions, for example	114	7	16	8	7	4	11	13	5	21	102	12	39	75	33	81
	5%	3%	5%	4%	4%	2%	5%	7%	5%	8%	5%	4%	3%	8%	3%	6%
		6%	14%	7%	6%	3%	10%	11%	4%	19%	89%	11%	34%	66%	29%	71%
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	135	6	24	4	12	10	24	13	*	10	109	26	31	104	57	78
	6%	3%	7%	2%	7%	5%	10%	7%	*%	4%	5%	8%	2%	10%	6%	6%
		h	ach	ach	ach	h	acehi	ch	h	h	5%	a	2%	a	42%	58%
		5%	18%	3%	9%	7%	17%	10%	*%	8%	81%	19%	23%	77%		

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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)

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3485	206	249	187	245	250	254	259	235	222	2539	946	1821	1663	1606	1879
Effective Weighted Sample	2402	192	234	176	232	234	240	240	218	206	2020	399	1248	1196	1035	1367
Weighted total	2357	238	343	182	175	214	239	198	98	272	2039	318	1360	996	1001	1356
		10%	15%	8%	7%	9%	10%	8%	4%	12%	87%	13%	58%	42%	42%	58%
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	1851	214	263	145	126	174	187	145	80	219	1604	247	1236	613	807	1043
	79%	90%	77%	80%	72%	81%	78%	73%	82%	80%	79%	78%	91%	62%	81%	77%
		bcdefghi				d			dg	d			b		b	
		12%	14%	8%	7%	9%	10%	8%	4%	12%	87%	13%	67%	33%	44%	56%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%
Don't know	14	2	3	-	1	4	-	1	-	3	13	2	11	3	4	10
	1%	1%	1%	-%	1%	2%	-%	*%	-%	1%	1%	1%	1%	*%	*%	1%
					f											
		16%	24%	-%	9%	25%	-%	6%	-%	18%	89%	11%	80%	20%	27%	73%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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

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)

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3485	1915	1454	1476	1646	1446	3291
Effective Weighted Sample	2402	1318	1029	1022	1114	1019	2280
Weighted total	2357	1360	968	1114	1160	1107	2253
		58%	41%	47%	49%	47%	96%
Hearing? Poor hearing, partial hearing, or are deaf	98	45	52	29	32	26	88
	4%	3%	5%	3%	3%	2%	4%
			acde				e
		46%	53%	30%	33%	27%	90%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	77	36	39	25	25	24	69
	3%	3%	4%	2%	2%	2%	3%
			cde				
		48%	51%	33%	32%	32%	90%
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	193	88	96	53	47	48	176
	8%	6%	10%	5%	4%	4%	8%
		de	acdef				cde
		46%	50%	28%	25%	25%	91%
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	45	20	24	9	12	8	42
	2%	1%	2%	1%	1%	1%	2%
			cde				ce
		45%	53%	20%	27%	17%	94%
Breathing? Breathlessness or chest pains	92	44	48	34	27	29	84
	4%	3%	5%	3%	2%	3%	4%
			acde				d
		48%	52%	37%	30%	32%	91%

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

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

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)

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3485	1915	1454	1476	1646	1446	3291
Effective Weighted Sample	2402	1318	1029	1022	1114	1019	2280
Weighted total	2357	1360	968	1114	1160	1107	2253
		58%	41%	47%	49%	47%	96%
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	52	25	26	18	20	22	49
	2%	2%	3%	2%	2%	2%	2%
		48%	50%	34%	38%	41%	94%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	14	8	6	6	6	8	13
	1%	1%	1%	1%	1%	1%	1%
		61%	45%	44%	43%	55%	95%
Your mental health? Anxiety, depression, or trauma-related conditions, for example	114	46	59	43	51	54	105
	5%	3%	6%	4%	4%	5%	5%
			ac				
		40%	52%	38%	45%	47%	92%
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	135	62	74	58	55	61	128
	6%	5%	8%	5%	5%	6%	6%
			acdef				
		46%	55%	43%	40%	45%	95%
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	1851	1126	715	936	978	934	1784
	79%	83%	74%	84%	84%	84%	79%
		bf		bf	bf	bf	b
		61%	39%	51%	53%	50%	96%

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

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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)

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
		a	b	c	d		e	f
Significance Level: 95%								
Unweighted total	3485	1915	1454	1476	1646		1446	3291
Effective Weighted Sample	2402	1318	1029	1022	1114		1019	2280
Weighted total	2357	1360	968	1114	1160		1107	2253
		58%	41%	47%	49%		47%	96%
Prefer not to say	-	-	-	-	-		-	-
	-%	-%	-%	-%	-%		-%	-%
		-%	-%	-%	-%		-%	-%
Don't know	14	11	3	6	7		5	14
	1%	1%	*%	1%	1%		*%	1%
		77%	23%	43%	53%		36%	100%

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

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

QZ5 (SGA). Do you ever work from home? (SINGLE CODE)

Base : Those working full or part time

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	~a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2063	1051	1010	253	415	978	417	41	108	231	769	486	717	521	339	1223	291	272	277
Effective Weighted Sample	1416	728	686	180	285	674	279	32	79	164	556	341	502	353	243	1080	197	193	253
Weighted total	1554	793	759	199	318	746	291	32	77	166	648	444	481	393	235	1306	133	74	41
		51%	49%	13%	20%	48%	19%	**	5%	11%	42%	29%	31%	25%	15%	84%	9%	5%	3%
Yes	461	238	223	19	86	253	103	**	11	27	226	226	156	57	22	387	40	20	14
	30%	30%	29%	10%	27%	34%	35%	**	15%	17%	35%	51%	32%	15%	9%	30%	30%	27%	35%
					a	ab	ab				bc	bcd	cd						
		52%	48%	4%	19%	55%	22%	**	2%	6%	49%	49%	34%	12%	5%	84%	9%	4%	3%
No	1093	555	536	180	232	493	189	**	66	139	421	218	326	336	213	920	92	54	27
	70%	70%	71%	90%	73%	66%	65%	**	85%	83%	65%	49%	68%	85%	91%	70%	70%	73%	65%
				bcd	cd				d	d			a	ab	ab				
		51%	49%	16%	21%	45%	17%	**	6%	13%	39%	20%	30%	31%	19%	84%	8%	5%	2%

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

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QZ5 (SGA). Do you ever work from home? (SINGLE CODE)

Base : Those working full or part time

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	-b	a	b
Unweighted total	2063	171	153	107	129	140	123	124	157	119	1495	568	2063	-	952	1111
Effective Weighted Sample	1416	164	148	104	126	135	120	118	150	115	1199	226	1416	-	613	803
Weighted total	1554	223	238	118	105	135	133	111	74	169	1354	200	1554	-	663	890
		14%	15%	8%	7%	9%	9%	7%	5%	11%	87%	13%	100%	**	43%	57%
Yes	461	59	84	55	27	34	39	31	14	43	396	65	461	**	234	227
	30%	26%	36%	47%	26%	25%	30%	28%	18%	26%	29%	32%	30%	**	35%	26%
			h	adeefghi			h								b	
		13%	18%	12%	6%	7%	9%	7%	3%	9%	86%	14%	100%	**	51%	49%
No	1093	165	153	63	77	101	94	80	60	125	958	135	1093	**	430	663
	70%	74%	64%	53%	74%	75%	70%	72%	82%	74%	71%	68%	70%	**	65%	74%
		c			c	c	c	c	bcd	c					a	
		15%	14%	6%	7%	9%	9%	7%	6%	11%	88%	12%	100%	**	39%	61%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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

Q25 (SGA). Do you ever work from home? (SINGLE CODE)

Base : Those working full or part time

	Total	TV SERVICES					
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERVICES	ANY SERVICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2063	1305	708	1018	1190	1053	1980
Effective Weighted Sample	1416	904	502	703	789	734	1370
Weighted total	1554	1010	546	823	869	854	1509
		65%	35%	53%	56%	55%	97%
Yes	461	315	163	301	309	279	450
	30%	31%	30%	37%	36%	33%	30%
				abf	bf		
		68%	35%	65%	67%	61%	98%
No	1093	695	383	523	560	575	1059
	70%	69%	70%	63%	64%	67%	70%
		c	cd				cd
		64%	35%	48%	51%	53%	97%

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

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

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	~a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	1244	572	667	249	132	195	668	72	139	124	138	252	283	218	488	765	132	158	189
Effective Weighted Sample	881	410	468	178	93	138	473	56	107	93	103	178	210	161	348	673	93	110	174
Weighted total	774	362	408	170	83	124	397	41	86	78	105	195	170	143	264	647	62	40	26
		47%	53%	22%	11%	16%	51%	**	11%	10%	14%	25%	22%	18%	34%	83%	8%	5%	3%
Yes, somebody in the household is working	340	138	201	118	47	73	102	**	11	30	67	90	96	82	70	288	25	16	11
	44%	38%	49%	69%	57%	59%	26%	**	13%	38%	64%	46%	56%	57%	26%	45%	41%	40%	43%
			a	bd	d	d				b	bc	d	ad	ad					
		41%	59%	35%	14%	22%	30%	**	3%	9%	20%	26%	28%	24%	20%	85%	7%	5%	3%
No members of the household are working	427	220	206	47	36	51	293	**	75	48	38	103	70	60	193	353	35	24	15
	55%	61%	50%	28%	43%	41%	74%	**	87%	62%	36%	53%	41%	42%	73%	55%	56%	60%	56%
		b			a	a	abc		cd	d		bc			abc				
		52%	48%	11%	8%	12%	69%	**	18%	11%	9%	24%	16%	14%	45%	83%	8%	6%	3%
Don't know/ refused to say	8	4	1	5	*	-	3	**	-	-	-	2	4	1	1	6	2	-	*
	1%	1%	*%	3%	*%	-%	1%	**	-%	-%	-%	1%	2%	1%	*%	1%	3%	-%	1%
				cd									d						
		48%	18%	66%	1%	-%	33%	**	-%	-%	-%	24%	52%	12%	11%	73%	23%	-%	3%

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

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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

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	~a	b	a	b
Unweighted total	1244	76	74	90	84	89	98	98	79	77	925	319	-	1239	540	704
Effective Weighted Sample	881	71	70	85	81	85	94	93	76	73	738	145	-	878	366	516
Weighted total	774	82	90	82	56	70	84	70	28	86	663	112	-	769	329	445
		**	**	**	**	**	**	**	**	**	86%	14%	**	99%	43%	57%
Yes, somebody in the household is working	340	**	**	**	**	**	**	**	**	**	298	42	**	338	134	206
	44%	**	**	**	**	**	**	**	**	**	45%	38%	**	44%	41%	46%
		**	**	**	**	**	**	**	**	**	88%	12%	**	99%	39%	61%
No members of the household are working	427	**	**	**	**	**	**	**	**	**	359	67	**	427	191	236
	55%	**	**	**	**	**	**	**	**	**	54%	60%	**	55%	58%	53%
		**	**	**	**	**	**	**	**	**	84%	16%	**	100%	45%	55%
Don't know/ refused to say	8	**	**	**	**	**	**	**	**	**	6	2	**	5	4	4
	1%	**	**	**	**	**	**	**	**	**	1%	2%	**	1%	1%	1%
		**	**	**	**	**	**	**	**	**	76%	24%	**	66%	54%	46%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d		e	f
Unweighted total	1244	656	528	463	523		470	1154
Effective Weighted Sample	881	465	386	337	369		349	828
Weighted total	774	424	338	330	345		338	732
		55%	44%	43%	45%		44%	94%
Yes, somebody in the household is working	340	209	130	174	194		199	327
	44%	49%	39%	53%	56%		59%	45%
		b		bf	abf		abf	b
		61%	38%	51%	57%		59%	96%
No members of the household are working	427	213	206	153	149		136	400
	55%	50%	61%	46%	43%		40%	55%
		de	acdef					cde
		50%	48%	36%	35%		32%	94%
Don't know/ refused to say	8	3	2	3	3		3	4
	1%	1%	*%	1%	1%		1%	1%
		33%	21%	33%	35%		34%	55%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 24

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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

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
Up to £199 per week/ £10,399 per year	148	72	76	17	21	32	78	148	-	-	-	6	17	21	103	118	15	13	2
	6%	6%	6%	5%	5%	4%	8%	100%	-%	-%	-%	1%	2%	4%	16%	5%	6%	10%	3%
							ac	bcd					a	a	abc	d	d	ad	
		49%	51%	11%	14%	21%	53%	100%	-%	-%	-%	4%	12%	14%	70%	80%	10%	9%	1%
From £200 to £299 per week/ £10,400 to £15,599 per year	226	98	128	28	24	48	125	-	226	-	-	17	41	58	109	190	18	14	3
	8%	7%	9%	8%	6%	5%	13%	-%	100%	-%	-%	2%	6%	10%	17%	9%	8%	11%	4%
							abc		acd				a	ab	abc	d	d	d	
		43%	57%	13%	10%	21%	56%	-%	100%	-%	-%	8%	18%	26%	49%	84%	8%	6%	1%
From £300 to £499 per week/ £15,600 to £25,599 per year	276	138	137	24	56	90	106	-	-	276	-	48	71	73	83	228	25	17	5
	10%	11%	10%	6%	14%	10%	11%	-%	-%	100%	-%	7%	10%	13%	13%	10%	11%	13%	7%
					a	a	a			abd			a	a	a	d		d	
		50%	50%	9%	20%	33%	38%	-%	-%	100%	-%	18%	26%	27%	30%	83%	9%	6%	2%
From £500 to £699 per week/ £26,000 to £36,399 per year	282	139	143	27	51	124	80	-	-	-	282	73	85	85	40	242	20	14	6
	11%	11%	11%	7%	13%	14%	8%	-%	-%	-%	37%	10%	12%	15%	6%	11%	9%	11%	7%
					ad	ad					abc	d	d	ad		d			
		49%	51%	9%	18%	44%	28%	-%	-%	-%	100%	26%	30%	30%	14%	86%	7%	5%	2%
From £700 to £999 per week/ £36,400 to £51,999 per year	255	145	109	20	48	145	43	-	-	-	255	102	91	47	14	224	18	7	7
	10%	11%	8%	5%	12%	16%	4%	-%	-%	-%	33%	14%	13%	8%	2%	10%	8%	5%	9%
		b			ad	abd					abc	cd	cd	d		c			
		57%	43%	8%	19%	57%	17%	-%	-%	-%	100%	40%	36%	18%	6%	88%	7%	3%	3%
£1,000 per week and above/ £52,000 and above per year	229	138	90	24	34	123	48	-	-	-	229	141	52	31	6	203	18	5	3
	9%	11%	7%	6%	8%	14%	5%	-%	-%	-%	30%	20%	7%	5%	1%	9%	8%	4%	4%
		b			d	abd					abc	bcd	d	d		cd	cd		
		60%	39%	10%	15%	54%	21%	-%	-%	-%	100%	61%	23%	13%	3%	89%	8%	2%	1%

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

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
Don't know/ Refused	1259	573	681	236	173	341	510	-	-	-	-	324	360	266	307	1030	120	62	49
	47%	44%	50%	63%	43%	38%	51%	-%	-%	-%	-%	46%	50%	46%	46%	46%	51%	47%	66%
		a	a	bcd			bc												abc
		46%	54%	19%	14%	27%	40%	-%	-%	-%	-%	26%	29%	21%	24%	82%	10%	5%	4%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 24

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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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
Up to £199 per week/ £10,399 per year	148	17	12	5	14	6	23	17	6	19	133	15	32	116	34	114
	6%	5%	3%	2%	7%	2%	9%	8%	5%	6%	6%	4%	2%	10%	3%	7%
					bce		bce	bce		ce				a		a
		12%	8%	3%	9%	4%	15%	12%	4%	13%	90%	10%	22%	78%	23%	77%
From £200 to £299 per week/ £10,400 to £15,599 per year	226	19	27	13	23	19	22	24	14	30	200	26	77	149	74	151
	8%	6%	7%	5%	12%	8%	9%	11%	12%	10%	9%	7%	5%	13%	7%	10%
					ac			ac	ac					a		a
		8%	12%	6%	10%	9%	10%	11%	6%	13%	89%	11%	34%	66%	33%	67%
From £300 to £499 per week/ £15,600 to £25,599 per year	276	28	26	29	26	13	30	17	13	45	230	46	166	109	102	174
	10%	8%	7%	13%	14%	6%	12%	8%	11%	15%	10%	13%	11%	10%	9%	11%
				be	beg		e		e	abeg						a
		10%	10%	11%	9%	5%	11%	6%	5%	16%	83%	17%	60%	40%	37%	63%
From £500 to £699 per week/ £26,000 to £36,399 per year	282	49	45	16	25	20	30	12	15	30	246	37	225	57	132	150
	11%	15%	12%	7%	13%	9%	12%	6%	13%	10%	11%	10%	14%	5%	12%	10%
		ceg	g		cg		g		cg				b			
		17%	16%	6%	9%	7%	11%	4%	5%	11%	87%	13%	80%	20%	47%	53%
From £700 to £999 per week/ £36,400 to £51,999 per year	255	69	41	13	19	14	25	12	15	15	234	21	225	30	115	140
	10%	21%	11%	6%	10%	6%	10%	6%	13%	5%	10%	6%	14%	3%	10%	9%
		bcdefghi	cegi		i		i		cegi		b		b			
		27%	16%	5%	7%	6%	10%	5%	6%	6%	92%	8%	88%	12%	45%	55%
£1,000 per week and above/ £52,000 and above per year	229	56	29	37	17	6	26	13	1	19	198	31	198	31	122	107
	9%	17%	8%	16%	9%	3%	11%	6%	1%	6%	9%	9%	13%	3%	11%	7%
		bdefghi	eh	bdeghi	eh		egh	h		eh			b		b	
		24%	13%	16%	7%	3%	11%	6%	1%	8%	86%	14%	87%	13%	53%	47%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

		ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
Don't know/ Refused	1259	97	188	116	65	158	90	124	52	140	1075	184	630	625	558	701
	47%	29%	51%	51%	35%	67%	37%	56%	45%	47%	46%	51%	41%	56%	49%	46%
			adf	adf		abcdfghi		adfhi	ad	adf				a		
		8%	15%	9%	5%	13%	7%	10%	4%	11%	85%	15%	50%	50%	44%	56%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
Up to £199 per week/ £10,399 per year	148	42	86	36	36	48	131
	6%	3%	8%	3%	3%	4%	5%
			acdef				acd
		28%	58%	24%	24%	32%	88%
From £200 to £299 per week/ £10,400 to £15,599 per year	226	103	98	76	79	80	212
	8%	7%	9%	6%	6%	6%	8%
			acde				cde
		46%	43%	34%	35%	36%	94%
From £300 to £499 per week/ £15,600 to £25,599 per year	276	157	112	118	123	125	266
	10%	10%	10%	10%	10%	10%	10%
		57%	41%	43%	45%	45%	96%
From £500 to £699 per week/ £26,000 to £36,399 per year	282	180	103	145	151	147	274
	11%	12%	9%	12%	12%	12%	11%
		64%	36%	51%	54%	52%	97%
From £700 to £999 per week/ £36,400 to £51,999 per year	255	187	93	150	137	156	253
	10%	12%	9%	12%	11%	12%	10%
		bf		bf		bf	
		73%	36%	59%	53%	61%	99%
£1,000 per week and above/ £52,000 and above per year	229	167	79	174	169	171	228
	9%	11%	7%	14%	13%	14%	9%
		bf		abf	bf	abf	
		73%	35%	76%	74%	75%	100%
Don't know/ Refused	1259	704	518	537	578	527	1187
	47%	46%	48%	43%	45%	42%	47%
			ce				e
		56%	41%	43%	46%	42%	94%

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

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
A DVD player- standard, Blu Ray or HD DVD	1430	709	717	177	186	516	550	63	112	135	464	441	397	307	283	1211	115	84	19
	53%	54%	53%	47%	46%	57%	56%	43%	50%	49%	61%	62%	55%	53%	43%	54%	49%	64%	26%
						ab	ab				abc	bcd	d	d		d	d	abd	
		50%	50%	12%	13%	36%	38%	4%	8%	9%	32%	31%	28%	21%	20%	85%	8%	6%	1%
Video games console connected to a TV (e.g. Sony PlayStation, Nintendo Wii or Microsoft Xbox)	1110	577	531	246	240	479	146	45	62	102	402	295	316	252	245	924	98	62	26
	41%	44%	39%	65%	59%	53%	15%	31%	28%	37%	52%	41%	44%	43%	37%	41%	42%	47%	35%
		b		cd	d	d				b	abc		d	d		d	d	ad	
		52%	48%	22%	22%	43%	13%	4%	6%	9%	36%	27%	28%	23%	22%	83%	9%	6%	2%
E-reader – digital book reader (e.g. Kindle, Sony Reader, Kobo eReader, Nook eReader)	650	293	353	84	100	237	228	11	34	53	254	292	186	99	73	554	42	39	14
	24%	23%	26%	22%	25%	26%	23%	7%	15%	19%	33%	41%	26%	17%	11%	25%	18%	30%	19%
			a						a	a	abc	bcd	cd	d		bd		abd	
		45%	54%	13%	15%	36%	35%	2%	5%	8%	39%	45%	29%	15%	11%	85%	6%	6%	2%
An MP3 player/ iPod	526	260	264	88	93	216	129	10	19	49	232	218	162	78	68	466	30	25	6
	20%	20%	19%	23%	23%	24%	13%	7%	9%	18%	30%	31%	23%	13%	10%	21%	13%	19%	8%
				d	d	d				ab	abc	bcd	cd			bd	d	bd	
		49%	50%	17%	18%	41%	25%	2%	4%	9%	44%	41%	31%	15%	13%	89%	6%	5%	1%
Handheld/ portable games player (e.g. Nintendo Switch)	444	230	213	86	106	209	43	12	29	41	172	118	141	102	83	373	29	28	14
	17%	18%	16%	23%	26%	23%	4%	8%	13%	15%	22%	17%	20%	18%	12%	17%	13%	21%	19%
				d	d	d				a	abc	d	d	d		b		ab	b
		52%	48%	19%	24%	47%	10%	3%	7%	9%	39%	26%	32%	23%	19%	84%	7%	6%	3%
VR or virtual reality headsets (e.g. Oculus, PS VR, Samsung Gear VR, or HTC Vive)	148	82	64	37	27	65	19	3	4	10	61	48	45	30	24	130	10	4	3
	6%	6%	5%	10%	7%	7%	2%	2%	2%	4%	8%	7%	6%	5%	4%	6%	4%	3%	5%
				d	d	d					abc	d	d			c			
		56%	43%	25%	18%	44%	13%	2%	3%	7%	41%	32%	31%	21%	16%	88%	7%	3%	2%

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

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
ANY GAMES CONSOLE	1168	599	566	253	258	505	151	48	68	110	425	307	335	267	257	974	100	65	29
	44%	46%	41%	67%	63%	56%	15%	32%	30%	40%	55%	43%	47%	46%	39%	44%	43%	49%	40%
		b		cd	cd	d				b	abc		d	d				d	
		51%	48%	22%	22%	43%	13%	4%	6%	9%	36%	26%	29%	23%	22%	83%	9%	6%	3%
None of these	682	315	367	69	87	172	354	62	78	75	121	131	164	153	234	571	58	25	28
	26%	24%	27%	18%	21%	19%	36%	42%	35%	27%	16%	18%	23%	26%	35%	26%	25%	19%	38%
						abc		cd	d	d			a	a	abc	c			abc
		46%	54%	10%	13%	25%	52%	9%	11%	11%	18%	19%	24%	22%	34%	84%	8%	4%	4%
Don't know	3	1	2	-	-	-	3	*	-	-	-	2	*	1	*	2	-	1	*
	*%	*%	*%	-%	-%	-%	*%	*%	-%	-%	-%	*%	*%	*%	*%	*%	-%	*%	*%
		23%	77%	-%	-%	-%	100%	9%	-%	-%	-%	51%	6%	34%	9%	74%	-%	18%	8%

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

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

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
A DVD player- standard, Blu Ray or HD DVD	1430	178	227	140	86	135	141	122	63	118	1250	179	862	565	680	750
	53%	53%	62%	61%	46%	57%	58%	55%	55%	39%	54%	50%	55%	51%	60%	49%
		i	di	di		di	di	di	i				b		b	
		12%	16%	10%	6%	9%	10%	9%	4%	8%	87%	13%	60%	40%	48%	52%
Video games console connected to a TV (e.g. Sony PlayStation, Nintendo Wii or Microsoft Xbox)	1110	133	176	85	83	92	114	87	42	112	968	142	785	324	468	642
	41%	40%	48%	37%	44%	39%	47%	39%	36%	38%	42%	40%	51%	29%	41%	42%
			cehi				chi						b			
		12%	16%	8%	7%	8%	10%	8%	4%	10%	87%	13%	71%	29%	42%	58%
E-reader – digital book reader (e.g. Kindle, Sony Reader, Kobo eReader, Nook eReader)	650	79	101	81	48	62	62	43	20	57	559	91	409	239	348	302
	24%	24%	28%	35%	26%	26%	25%	20%	18%	19%	24%	25%	26%	21%	31%	20%
			ghi	adeefghi	h	h	h						b		b	
		12%	16%	12%	7%	10%	10%	7%	3%	9%	86%	14%	63%	37%	54%	46%
An MP3 player/ iPod	526	80	88	53	39	41	53	47	25	40	467	59	375	149	269	258
	20%	24%	24%	23%	21%	17%	22%	21%	21%	13%	20%	17%	24%	13%	24%	17%
		i	i	i	i		i	i	i				b		b	
		15%	17%	10%	7%	8%	10%	9%	5%	8%	89%	11%	71%	28%	51%	49%
Handheld/ portable games player (e.g. Nintendo Switch)	444	54	69	32	33	44	47	28	22	43	378	66	325	119	206	238
	17%	16%	19%	14%	18%	19%	19%	13%	19%	14%	16%	18%	21%	11%	18%	16%
							g		g				b			
		12%	16%	7%	7%	10%	11%	6%	5%	10%	85%	15%	73%	27%	46%	54%
VR or virtual reality headsets (e.g. Oculus, PS VR, Samsung Gear VR, or HTC Vive)	148	19	25	12	18	13	10	16	8	9	131	17	113	33	64	84
	6%	6%	7%	5%	9%	5%	4%	7%	7%	3%	6%	5%	7%	3%	6%	5%
					fi		i						b			
		13%	17%	8%	12%	8%	7%	11%	5%	6%	88%	12%	76%	22%	43%	57%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
ANY GAMES CONSOLE	1168	146	182	88	85	94	120	91	47	121	1016	151	824	342	494	673
	44%	44%	49%	39%	45%	40%	49%	41%	40%	40%	44%	42%	53%	31%	43%	44%
			cehi				ce						b			
		12%	16%	8%	7%	8%	10%	8%	4%	10%	87%	13%	71%	29%	42%	58%
None of these	682	86	81	44	60	62	44	52	30	111	587	95	324	355	242	440
	26%	26%	22%	19%	32%	26%	18%	24%	26%	37%	25%	27%	21%	32%	21%	29%
		f			bcfg	f			f	abcefg			a			a
		13%	12%	6%	9%	9%	6%	8%	4%	16%	86%	14%	48%	52%	35%	65%
Don't know	3	2	-	-	-	1	-	-	-	-	3	*	2	1	1	3
	*%	*%	-%	-%	-%	*%	-%	-%	-%	-%	*%	*%	*%	*%	*%	*%
		48%	-%	-%	-%	26%	-%	-%	-%	-%	91%	9%	56%	44%	18%	82%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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

Base : All respondents

	Total	TV SERVICES				YOUTUBE	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV- ICES	
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
A DVD player- standard, Blu Ray or HD DVD	1430	918	602	771	747	735	1402
	53%	60%	55%	62%	59%	59%	55%
		bf		bf	f	f	
		64%	42%	54%	52%	51%	98%
Video games console connected to a TV (e.g. Sony PlayStation, Nintendo Wii or Microsoft Xbox)	1110	764	370	668	758	713	1089
	41%	50%	34%	54%	60%	57%	43%
		bf		abf	abcf	abf	b
		69%	33%	60%	68%	64%	98%
E-reader – digital book reader (e.g. Kindle, Sony Reader, Kobo eReader, Nook eReader)	650	464	253	442	449	399	643
	24%	30%	23%	36%	35%	32%	25%
		bf		abef	abf	bf	
		71%	39%	68%	69%	61%	99%
An MP3 player/ iPod	526	361	190	359	356	355	516
	20%	23%	17%	29%	28%	28%	20%
		bf		abf	abf	abf	b
		69%	36%	68%	68%	67%	98%
Handheld/ portable games player (e.g. Nintendo Switch)	444	326	151	277	318	298	437
	17%	21%	14%	22%	25%	24%	17%
		bf		bf	abf	bf	b
		73%	34%	62%	72%	67%	99%
VR or virtual reality headsets (e.g. Oculus, PS VR, Samsung Gear VR, or HTC Vive)	148	108	48	93	107	105	142
	6%	7%	4%	8%	8%	8%	6%
		b		bf	bf	bf	
		73%	33%	63%	72%	71%	96%

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

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

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

Base : All respondents

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d		e	f
Unweighted total	3959	2152	1624	1609	1810		1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220		1144	2568
Weighted total	2675	1541	1089	1235	1273		1254	2551
		58%	41%	46%	48%		47%	95%
ANY GAMES CONSOLE	1168	799	391	699	793		746	1144
	44%	52%	36%	57%	62%		60%	45%
		bf		abf	abcf		abf	b
		68%	33%	60%	68%		64%	98%
None of these	682	280	306	164	163		185	608
	26%	18%	28%	13%	13%		15%	24%
		cde	acdef					acde
		41%	45%	24%	24%		27%	89%
Don't know	3	1	2	2	2		-	3
	*%	*%	*%	*%	*%		-%	*%
		26%	63%	51%	77%		-%	92%

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

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

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

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
A DVD player- standard, Blu Ray or HD DVD	1047	535	511	109	126	391	422	47	81	102	363	331	286	225	204	896	73	64	13
	39%	41%	37%	29%	31%	43%	43%	32%	36%	37%	47%	47%	40%	39%	31%	40%	32%	49%	18%
						ab	ab				abc	bcd	d	d		bd	d	abd	
		51%	49%	10%	12%	37%	40%	5%	8%	10%	35%	32%	27%	21%	19%	86%	7%	6%	1%
Video games console connected to a TV (e.g. Sony PlayStation, Nintendo Wii or Microsoft Xbox)	568	385	183	185	154	184	45	29	27	52	182	152	161	127	128	479	48	29	12
	21%	30%	13%	49%	38%	20%	5%	20%	12%	19%	24%	21%	22%	22%	19%	21%	21%	22%	16%
		b		bcd	cd	d		b		b	b					d		d	
		68%	32%	33%	27%	32%	8%	5%	5%	9%	32%	27%	28%	22%	22%	84%	8%	5%	2%
E-reader – digital book reader (e.g. Kindle, Sony Reader, Kobo eReader, Nook eReader)	399	149	250	30	60	147	162	9	26	36	164	194	117	40	48	344	24	22	9
	15%	11%	18%	8%	15%	16%	16%	6%	11%	13%	21%	27%	16%	7%	7%	15%	10%	17%	12%
			a		a	a	a			a	abc	bcd	cd			bd		bd	
		37%	63%	7%	15%	37%	41%	2%	6%	9%	41%	49%	29%	10%	12%	86%	6%	6%	2%
An MP3 player/ iPod	324	163	159	52	66	121	85	6	12	30	149	139	102	40	43	290	16	16	3
	12%	13%	12%	14%	16%	13%	9%	4%	5%	11%	19%	20%	14%	7%	7%	13%	7%	12%	4%
				d	d	d				ab	abc	bcd	cd			bd		bd	
		50%	49%	16%	20%	37%	26%	2%	4%	9%	46%	43%	31%	12%	13%	89%	5%	5%	1%
Handheld/ portable games player (e.g. Nintendo Switch)	189	122	66	60	48	66	15	6	14	17	70	47	63	32	46	161	11	13	4
	7%	9%	5%	16%	12%	7%	2%	4%	6%	6%	9%	7%	9%	6%	7%	7%	5%	10%	5%
		b		cd	cd	d					a		c					bd	
		64%	35%	32%	25%	35%	8%	3%	8%	9%	37%	25%	34%	17%	24%	85%	6%	7%	2%
VR or virtual reality headsets (e.g. Oculus, PS VR, Samsung Gear VR, or HTC Vive)	60	45	15	18	13	23	6	2	3	3	21	23	17	9	11	53	5	2	1
	2%	3%	1%	5%	3%	3%	1%	1%	1%	1%	3%	3%	2%	2%	2%	2%	2%	1%	1%
		b		cd	d	d					d								
		74%	26%	30%	22%	38%	11%	3%	4%	5%	34%	39%	28%	15%	17%	87%	9%	3%	1%

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

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

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
ANY GAMES CONSOLE	604	398	205	196	163	195	51	30	31	57	195	161	173	129	140	509	50	31	14
	23%	31%	15%	52%	40%	22%	5%	20%	14%	21%	25%	23%	24%	22%	21%	23%	21%	24%	19%
		b		bcd	cd	d				b	b					d			
		66%	34%	32%	27%	32%	8%	5%	5%	9%	32%	27%	29%	21%	23%	84%	8%	5%	2%
None of these	1089	465	622	114	151	351	473	82	114	122	232	207	281	251	350	887	108	51	42
	41%	36%	46%	30%	37%	39%	48%	55%	51%	44%	30%	29%	39%	43%	53%	40%	47%	39%	58%
		a		a		a	abc	cd	d	d			a	a	abc		ac		abc
		43%	57%	11%	14%	32%	43%	7%	10%	11%	21%	19%	26%	23%	32%	81%	10%	5%	4%
Don't know	4	1	3	-	-	-	4	*	-	-	-	2	*	1	1	3	-	1	*
	*%	*%	*%	-%	-%	-%	*%	*%	-%	-%	-%	*%	*%	*%	*%	*%	-%	*%	*%
		20%	80%	-%	-%	-%	100%	8%	-%	-%	-%	44%	5%	29%	23%	78%	-%	16%	7%

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

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
A DVD player- standard, Blu Ray or HD DVD		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
	1047	157	166	98	61	102	100	82	37	93	923	124	640	407	510	537
	39%	47%	45%	43%	32%	43%	41%	37%	32%	31%	40%	35%	41%	36%	45%	35%
Video games console connected to a TV (e.g. Sony PlayStation, Nintendo Wii or Microsoft Xbox)		dghi	dhi	dhi		dhi	hi				b		b		b	
		15%	16%	9%	6%	10%	10%	8%	4%	9%	88%	12%	61%	39%	49%	51%
	568	73	91	47	44	39	62	41	24	58	497	71	391	177	227	342
E-reader – digital book reader (e.g. Kindle, Sony Reader, Kobo eReader, Nook eReader)		21%	22%	21%	23%	17%	25%	19%	21%	20%	21%	20%	25%	16%	20%	22%
			e				e						b			
		13%	16%	8%	8%	7%	11%	7%	4%	10%	87%	13%	69%	31%	40%	60%
An MP3 player/ iPod	399	48	67	46	28	43	40	24	13	36	342	57	240	158	212	187
	15%	14%	18%	20%	15%	18%	16%	11%	12%	12%	15%	16%	15%	14%	19%	12%
		12%	gh	ghi	7%	gh	10%	6%	3%	9%	86%	14%	60%	40%	53%	47%
Handheld/ portable games player (e.g. Nintendo Switch)	324	61	58	29	19	21	29	29	14	30	301	23	229	93	161	163
	12%	18%	16%	13%	10%	9%	12%	13%	12%	10%	13%	6%	15%	8%	14%	11%
		defhi	e								b		b		b	
VR or virtual reality headsets (e.g. Oculus, PS VR, Samsung Gear VR, or HTC Vive)		19%	18%	9%	6%	6%	9%	9%	4%	9%	93%	7%	71%	29%	50%	50%
	189	25	29	18	13	14	23	13	9	17	165	24	122	67	83	106
	7%	8%	8%	8%	7%	6%	9%	6%	8%	6%	7%	7%	8%	6%	7%	7%
Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b		13%	15%	10%	7%	8%	12%	7%	5%	9%	87%	13%	65%	35%	44%	56%
	60	5	10	7	7	6	4	6	3	4	52	9	43	17	27	33
	2%	2%	3%	3%	4%	2%	2%	3%	2%	1%	2%	2%	3%	2%	2%	2%
													b			
		9%	16%	12%	12%	10%	6%	11%	5%	7%	86%	14%	71%	29%	45%	55%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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

Base : All respondents

		ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
ANY GAMES CONSOLE	604	79	96	51	47	40	67	45	26	60	527	77	411	193	244	360
	23%	24%	26%	22%	25%	17%	27%	20%	23%	20%	23%	21%	26%	17%	21%	23%
			e		e		e						b			
		13%	16%	8%	8%	7%	11%	7%	4%	10%	87%	13%	68%	32%	40%	60%
None of these	1089	115	125	76	92	92	94	95	51	147	928	161	573	514	410	680
	41%	34%	34%	33%	49%	39%	38%	43%	44%	49%	40%	45%	37%	46%	36%	44%
					abcef			abc	abc	abcef			a		a	
		11%	11%	7%	8%	8%	9%	9%	5%	14%	85%	15%	53%	47%	38%	62%
Don't know	4	2	-	-	-	1	-	1	-	-	3	*	2	2	1	3
	*%	*%	-%	-%	-%	*%	-%	*%	-%	-%	*%	*%	*%	*%	*%	*%
		41%	-%	-%	-%	22%	-%	15%	-%	-%	93%	7%	47%	53%	30%	70%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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

Base : All respondents

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
A DVD player- standard, Blu Ray or HD DVD	1047	669	444	572	534	544	1027
	39%	43%	41%	46%	42%	43%	40%
				bdf			
		64%	42%	55%	51%	52%	98%
Video games console connected to a TV (e.g. Sony PlayStation, Nintendo Wii or Microsoft Xbox)	568	379	194	328	389	367	555
	21%	25%	18%	27%	31%	29%	22%
		bf		bf	abcf	abf	b
		67%	34%	58%	69%	65%	98%
E-reader – digital book reader (e.g. Kindle, Sony Reader, Kobo eReader, Nook eReader)	399	280	161	277	276	240	396
	15%	18%	15%	22%	22%	19%	16%
		bf		abf	abf	bf	
		70%	40%	69%	69%	60%	99%
An MP3 player/ iPod	324	221	107	219	216	228	316
	12%	14%	10%	18%	17%	18%	12%
		b		abf	bf	abf	b
		68%	33%	67%	67%	70%	97%
Handheld/ portable games player (e.g. Nintendo Switch)	189	137	60	123	144	136	187
	7%	9%	5%	10%	11%	11%	7%
		b		bf	abf	bf	b
		72%	32%	65%	76%	72%	99%
VR or virtual reality headsets (e.g. Oculus, PS VR, Samsung Gear VR, or HTC Vive)	60	44	21	37	45	42	58
	2%	3%	2%	3%	4%	3%	2%
					bf	b	
		73%	34%	61%	75%	70%	96%

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

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

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

Base : All respondents

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d		e	f
Unweighted total	3959	2152	1624	1609	1810		1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220		1144	2568
Weighted total	2675	1541	1089	1235	1273		1254	2551
		58%	41%	46%	48%		47%	95%
ANY GAMES CONSOLE	604	402	203	350	413		389	590
	23%	26%	19%	28%	32%		31%	23%
		bf		bf	abcf		abf	b
		66%	34%	58%	68%		64%	98%
None of these	1089	541	459	363	381		392	1005
	41%	35%	42%	29%	30%		31%	39%
		cde	acde					acde
		50%	42%	33%	35%		36%	92%
Don't know	4	1	2	2	2		-	3
	*%	*%	*%	*%	*%		-%	*%
		37%	54%	43%	66%		-%	93%

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

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

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
Can use to make and receive calls	1964	952	1007	208	225	669	862	82	156	205	595	591	526	418	428	1652	159	99	53
	73%	73%	74%	55%	55%	74%	87%	56%	69%	74%	78%	83%	73%	72%	65%	74%	68%	75%	72%
						ab	abc		a	a	ab	bcd	d	d		b		b	
		48%	51%	11%	11%	34%	44%	4%	8%	10%	30%	30%	27%	21%	22%	84%	8%	5%	3%
Can receive but not make calls/ incoming only	92	36	54	15	23	38	16	1	9	7	31	18	26	29	19	69	13	6	4
	3%	3%	4%	4%	6%	4%	2%	1%	4%	3%	4%	3%	4%	5%	3%	3%	6%	4%	6%
				d	d	d					a			ad		a		a	
		39%	58%	17%	25%	42%	17%	1%	9%	8%	33%	19%	29%	32%	20%	75%	15%	6%	4%
Line not working properly/ needs to be repaired	20	8	12	4	2	9	4	3	1	3	7	6	4	3	6	15	2	1	1
	1%	1%	1%	1%	1%	1%	*%	2%	*%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%
		41%	59%	20%	13%	46%	21%	13%	5%	15%	33%	33%	20%	14%	33%	78%	13%	5%	5%
No, do not have landline phone	583	297	286	136	153	186	108	61	60	59	130	89	160	127	206	483	58	26	16
	22%	23%	21%	36%	37%	21%	11%	41%	27%	21%	17%	12%	22%	22%	31%	22%	25%	20%	21%
				cd	cd	d		bcd	d				a	a	abc				
		51%	49%	23%	26%	32%	19%	11%	10%	10%	22%	15%	27%	22%	35%	83%	10%	5%	3%
Don't know	17	10	7	12	4	*	*	*	-	2	4	8	2	4	3	17	-	-	*
	1%	1%	1%	3%	1%	*%	*%	*%	-%	1%	1%	1%	*%	1%	*%	1%	-%	-%	*%
				bcd	cd														
		59%	41%	71%	25%	3%	1%	3%	-%	12%	25%	44%	12%	22%	18%	98%	-%	-%	2%
HOUSEHOLD PHONE OWNERSHIP																			
FIXED ONLY	93	43	49	2	3	1	88	17	13	7	2	16	19	18	40	76	12	3	2
	3%	3%	4%	*%	1%	*%	9%	11%	6%	3%	*%	2%	3%	3%	6%	3%	5%	3%	3%
					c		abc	bcd	d	d				abc					
		46%	53%	2%	3%	1%	94%	18%	14%	8%	3%	17%	20%	20%	43%	81%	13%	4%	2%
FIXED & MOBILE	1982	953	1023	225	247	716	794	69	153	208	630	599	538	432	413	1661	163	102	56
	74%	73%	75%	60%	61%	79%	80%	47%	68%	75%	82%	84%	75%	74%	62%	74%	70%	78%	75%
						ab	ab		a	ab	abc	bcd	d	d				b	
		48%	52%	11%	12%	36%	40%	4%	8%	10%	32%	30%	27%	22%	21%	84%	8%	5%	3%

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

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

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
MOBILE ONLY	593	302	291	147	157	185	103	62	60	61	134	96	160	130	204	495	56	26	16
	22%	23%	21%	39%	39%	21%	10%	42%	26%	22%	18%	14%	22%	22%	31%	22%	24%	20%	21%
				cd	cd	d		bcd	d				a	a	abc				
		51%	49%	25%	26%	31%	17%	10%	10%	10%	23%	16%	27%	22%	34%	84%	9%	4%	3%
ALL FIXED	2075	996	1072	227	250	717	881	86	165	215	632	615	556	450	453	1736	175	106	58
	78%	76%	79%	60%	61%	79%	89%	58%	73%	78%	82%	86%	77%	77%	68%	78%	75%	80%	78%
						ab	abc		a	a	ab	bcd	d	d					
		48%	52%	11%	12%	35%	42%	4%	8%	10%	30%	30%	27%	22%	22%	84%	8%	5%	3%
ALL MOBILE	2575	1255	1314	372	404	901	897	131	212	269	764	696	698	561	618	2156	219	129	71
	96%	96%	96%	99%	99%	100%	91%	89%	94%	97%	100%	98%	97%	97%	93%	96%	94%	97%	97%
				d	d	d			a	ab	abc	d	d	d		b		b	
		49%	51%	14%	16%	35%	35%	5%	8%	10%	30%	27%	27%	22%	24%	84%	9%	5%	3%
NEITHER	7	5	2	1	-	1	5	*	1	-	-	-	1	1	5	5	2	*	*
	*%	*%	*%	*%	-%	*%	*%	*%	*%	-%	-%	-%	*%	*%	1%	*%	1%	*%	*%
		68%	32%	20%	-%	11%	69%	2%	10%	-%	-%	-%	20%	13%	67%	67%	a		
																29%			
ALL FIXED PLUS BB RENTAL	2332	1114	1211	286	331	809	907	102	186	240	713	667	639	505	520	1955	196	114	68
	87%	86%	89%	76%	81%	90%	92%	69%	82%	87%	93%	94%	89%	87%	78%	87%	84%	86%	92%
			a			ab	ab		a	a	abc	bcd	d	d					abc
		48%	52%	12%	14%	35%	39%	4%	8%	10%	31%	29%	27%	22%	22%	84%	8%	5%	3%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 27

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

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

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
Can use to make and receive calls	1964	248	298	164	143	181	186	139	73	220	1676	287	1108	854	886	1077
	73%	74%	81%	72%	76%	76%	76%	63%	63%	73%	72%	80%	71%	77%	78%	70%
		gh	cghi	h	gh	gh	gh			gh		a		a	b	
		13%	15%	8%	7%	9%	9%	7%	4%	11%	85%	15%	56%	43%	45%	55%
Can receive but not make calls/ incoming only	92	8	17	9	4	7	7	3	9	5	77	15	63	26	42	50
	3%	2%	5%	4%	2%	3%	3%	1%	8%	2%	3%	4%	4%	2%	4%	3%
			g						ade fgi				b			
		8%	19%	10%	5%	8%	7%	3%	10%	5%	84%	16%	69%	29%	46%	54%
Line not working properly/ needs to be repaired	20	1	-	3	5	1	2	3	1	-	18	1	9	11	11	9
	1%	*%	-%	2%	2%	*%	1%	1%	*%	-%	1%	*%	1%	1%	1%	1%
					abi											
		3%	-%	18%	23%	6%	9%	16%	3%	-%	93%	7%	46%	54%	54%	46%
No, do not have landline phone	583	72	52	52	36	46	50	72	31	73	530	53	366	216	196	386
	22%	22%	14%	23%	19%	19%	20%	32%	26%	24%	23%	15%	24%	19%	17%	25%
		b		b				abcde fgi	bd	b	b		b		a	
		12%	9%	9%	6%	8%	9%	12%	5%	12%	91%	9%	63%	37%	34%	66%
Don't know	17	5	-	1	-	2	1	3	2	2	15	2	8	9	4	14
	1%	2%	-%	*%	-%	1%	*%	1%	2%	1%	1%	1%	1%	1%	*%	1%
		bd							bd							
		31%	-%	5%	-%	13%	4%	19%	14%	12%	86%	14%	47%	53%	21%	79%
HOUSEHOLD PHONE OWNERSHIP																
FIXED ONLY	93	10	10	3	9	8	6	9	1	20	78	16	8	85	36	57
	3%	3%	3%	1%	5%	3%	2%	4%	1%	7%	3%	4%	1%	8%	3%	4%
					ch			h		bcfh				a		
		11%	11%	3%	9%	8%	6%	9%	1%	22%	83%	17%	9%	91%	38%	62%
FIXED & MOBILE	1982	246	305	174	143	181	189	137	82	204	1694	288	1172	806	903	1079
	74%	74%	83%	76%	76%	76%	77%	62%	70%	68%	73%	80%	75%	72%	79%	70%
		g	aghi	g	g	gi	gi		g			a			b	
		12%	15%	9%	7%	9%	10%	7%	4%	10%	85%	15%	59%	41%	46%	54%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
MOBILE ONLY	593	78	52	53	36	46	51	73	32	75	538	55	372	220	198	395
	22%	23%	14%	23%	19%	19%	21%	33%	28%	25%	23%	15%	24%	20%	17%	26%
		b		b				abcdefi	bde	b	b		b		a	
		13%	9%	9%	6%	8%	9%	12%	5%	13%	91%	9%	63%	37%	33%	67%
ALL FIXED	2075	256	315	177	152	189	195	146	83	224	1771	304	1180	891	939	1136
	78%	77%	86%	77%	81%	80%	79%	66%	71%	75%	76%	85%	76%	80%	82%	74%
		g	acghi	g	gh	gh	gh			g		a		a	b	
		12%	15%	9%	7%	9%	9%	7%	4%	11%	85%	15%	57%	43%	45%	55%
ALL MOBILE	2575	324	357	226	179	227	240	210	114	279	2232	343	1543	1026	1101	1474
	96%	97%	97%	99%	95%	96%	98%	95%	98%	93%	96%	96%	99%	92%	97%	96%
			i	dgi			i		i				b			
		13%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	60%	40%	43%	57%
NEITHER	7	-	-	-	-	2	-	2	1	-	7	*	2	5	2	5
	^%	-%	-%	-%	-%	1%	-%	1%	1%	-%	^%	^%	^%	^%	^%	^%
		-%	-%	-%	-%	30%	-%	25%	12%	-%	97%	3%	31%	69%	31%	69%
ALL FIXED PLUS BB RENTAL	2332	282	342	207	172	213	217	169	102	249	2007	325	1362	966	1047	1285
	87%	84%	93%	90%	92%	90%	88%	77%	88%	83%	87%	91%	88%	87%	92%	84%
		g	agi	gi	agi	gi	g		g			a			b	
		12%	15%	9%	7%	9%	9%	7%	4%	11%	86%	14%	58%	41%	45%	55%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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

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

Base : All respondents

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
Can use to make and receive calls	1964	1230	797	977	936	921	1887
	73%	80%	73%	79%	74%	73%	74%
		bdef		bdef			
		63%	41%	50%	48%	47%	96%
Can receive but not make calls/ incoming only	92	56	25	43	49	54	87
	3%	4%	2%	4%	4%	4%	3%
		b			b	b	
		61%	27%	47%	53%	59%	95%
Line not working properly/ needs to be repaired	20	14	3	7	11	10	17
	1%	1%	*%	1%	1%	1%	1%
		b			b		
		69%	15%	35%	59%	53%	89%
No, do not have landline phone	583	232	259	203	266	255	543
	22%	15%	24%	16%	21%	20%	21%
			ace		ac	ac	ac
		40%	44%	35%	46%	44%	93%
Don't know	17	9	4	6	11	14	17
	1%	1%	*%	*%	1%	1%	1%
						b	
		55%	25%	33%	63%	82%	96%
HOUSEHOLD PHONE OWNERSHIP							
FIXED ONLY	93	16	56	6	5	4	73
	3%	1%	5%	*%	*%	*%	3%
		de	acdef				acde
		18%	60%	6%	6%	5%	79%
FIXED & MOBILE	1982	1283	769	1021	991	980	1918
	74%	83%	71%	83%	78%	78%	75%
		bdef		bdef	b	bf	b
		65%	39%	52%	50%	49%	97%

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

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

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

Base : All respondents

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d		e	f
Effective Weighted Sample	2714	1487	1146	1124	1220		1144	2568
MOBILE ONLY	593	240	259	207	276		268	554
	22%	16%	24%	17%	22%		21%	22%
			ac		ac		ac	ac
		40%	44%	35%	47%		45%	93%
ALL FIXED	2075	1300	825	1027	996		985	1991
	78%	84%	76%	83%	78%		79%	78%
		bdef		bdef				
		63%	40%	49%	48%		47%	96%
ALL MOBILE	2575	1523	1028	1229	1267		1248	2472
	96%	99%	94%	99%	99%		100%	97%
		bf		bf	bf		bf	b
		59%	40%	48%	49%		48%	96%
NEITHER	7	2	4	1	1		1	6
	*%	*%	*%	*%	*%		*%	*%
		25%	61%	14%	20%		20%	87%
ALL FIXED PLUS BB RENTAL	2332	1475	893	1163	1163		1132	2242
	87%	96%	82%	94%	91%		90%	88%
		bdef		bdef	bf		bf	b
		63%	38%	50%	50%		49%	96%

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

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

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	-c	d
Unweighted total	969	495	473	226	239	289	215	111	111	104	183	119	274	196	377	609	129	96	135
Effective Weighted Sample	703	356	347	173	170	214	151	83	81	72	137	87	206	140	282	535	98	75	125
Weighted total	600	307	293	149	157	186	108	62	60	61	134	96	162	131	209	500	58	26	16
		51%	49%	25%	26%	31%	18%	10%	10%	10%	22%	16%	27%	22%	35%	83%	10%	**	3%
Yes	257	118	139	59	81	92	25	16	21	26	81	51	82	55	66	218	21	**	10
	43%	39%	47%	40%	51%	49%	24%	26%	34%	42%	60%	53%	51%	42%	32%	44%	36%	**	61%
			a	d	ad	d				a	abc	d	d	d					ab
		46%	54%	23%	31%	36%	10%	6%	8%	10%	32%	20%	32%	21%	26%	85%	8%	**	4%
No	315	173	142	75	71	88	81	46	38	33	46	38	74	68	134	255	37	**	6
	52%	56%	49%	51%	45%	47%	75%	74%	62%	54%	34%	39%	46%	52%	64%	51%	63%	**	37%
		b					abc	cd	d	d				abc		d	ad		
		55%	45%	24%	22%	28%	26%	14%	12%	11%	14%	12%	24%	22%	43%	81%	12%	**	2%
Don't know	28	16	12	14	6	6	2	-	2	2	8	7	5	7	8	26	1	**	*
	5%	5%	4%	10%	4%	3%	2%	-%	4%	4%	6%	7%	3%	6%	4%	5%	1%	**	2%
				bcd							a								
		57%	43%	51%	21%	22%	6%	-%	8%	8%	27%	25%	18%	27%	30%	94%	2%	**	1%

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

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

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

		ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	g	~h	~i	a	b	a	b	a	b
Unweighted total	969	75	41	56	55	66	58	105	86	67	764	205	543	424	355	614
Effective Weighted Sample	703	72	40	54	54	63	56	101	82	64	626	80	400	312	236	467
Weighted total	600	78	52	53	36	48	51	75	33	75	545	55	374	225	200	400
		**	**	**	**	**	**	12%	**	**	91%	9%	62%	37%	33%	67%
Yes	257	**	**	**	**	**	**	24	**	**	235	22	182	75	108	149
	43%	**	**	**	**	**	**	32%	**	**	43%	39%	49%	33%	54%	37%
		**	**	**	**	**	**	9%	**	**	92%	8%	b 71%	29%	b 42%	58%
No	315	**	**	**	**	**	**	47	**	**	289	26	174	140	82	233
	52%	**	**	**	**	**	**	63%	**	**	53%	47%	47%	a 62%	41%	a 58%
		**	**	**	**	**	**	15%	**	**	92%	8%	55%	a 45%	26%	a 74%
Don't know	28	**	**	**	**	**	**	4	**	**	21	7	18	10	9	19
	5%	**	**	**	**	**	**	6%	**	**	4%	13%	5%	4%	5%	5%
		**	**	**	**	**	**	15%	**	**	a 74%	26%	65%	a 35%	33%	67%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	TV SERVICES				YOUTUBE	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV- ICES	
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	969	386	433	307	441	410	900
Effective Weighted Sample	703	274	326	227	317	297	659
Weighted total	600	241	263	208	277	269	560
		40%	44%	35%	46%	45%	93%
Yes	257	175	68	136	167	147	251
	43%	73%	26%	65%	60%	55%	45%
		bdef		bef	bf	bf	b
		68%	26%	53%	65%	57%	98%
No	315	55	189	64	91	105	282
	52%	23%	72%	31%	33%	39%	50%
			acdef	a	a	ac	acde
		17%	60%	20%	29%	33%	90%
Don't know	28	11	7	9	20	17	27
	5%	5%	3%	4%	7%	6%	5%
					b	b	
		41%	24%	31%	70%	60%	95%

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

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2990	1409	1573	288	320	939	1443	147	265	298	741	723	860	641	765	1794	393	422	381
Effective Weighted Sample	2026	966	1054	199	217	640	1000	114	193	219	537	501	599	430	538	1540	259	290	351
Weighted total	2075	996	1072	227	250	717	881	86	165	215	632	615	556	450	453	1736	175	106	58
		48%	52%	11%	12%	35%	42%	4%	8%	10%	30%	30%	27%	22%	22%	84%	8%	5%	3%
Yes	1439	670	765	79	110	464	786	67	135	148	425	428	386	299	326	1194	128	80	37
	69%	67%	71%	35%	44%	65%	89%	78%	82%	69%	67%	70%	69%	67%	72%	69%	73%	76%	63%
			a			ab	abc	d	cd							d	d	ad	
		47%	53%	5%	8%	32%	55%	5%	9%	10%	30%	30%	27%	21%	23%	83%	9%	6%	3%
No	635	326	305	148	138	252	95	19	30	66	207	187	169	151	128	541	47	25	21
	31%	33%	28%	65%	55%	35%	11%	22%	18%	31%	33%	30%	30%	33%	28%	31%	27%	24%	37%
		b		bcd	cd	d			b		ab					c			abc
		51%	48%	23%	22%	40%	15%	3%	5%	10%	33%	29%	27%	24%	20%	85%	7%	4%	3%
Don't know	1	-	1	-	1	-	-	-	-	-	-	-	1	-	-	1	-	-	-
	*%	-%	*%	-%	1%	-%	-%	-%	-%	-%	-%	-%	*%	-%	-%	*%	-%	-%	-%
					d														
		-%	100%	-%	100%	-%	-%	-%	-%	-%	-%	-%	100%	-%	-%	100%	-%	-%	-%

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

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

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

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	2990	209	225	178	208	213	204	184	195	178	2136	854	1520	1466	1438	1552
Effective Weighted Sample	2026	195	211	167	196	199	192	168	179	165	1675	367	1027	1040	926	1101
Weighted total	2075	256	315	177	152	189	195	146	83	224	1771	304	1180	891	939	1136
		12%	15%	9%	7%	9%	9%	7%	4%	11%	85%	15%	57%	43%	45%	55%
Yes	1439	197	202	133	108	136	143	91	40	145	1221	218	725	712	679	760
	69%	77%	64%	75%	71%	72%	73%	62%	48%	65%	69%	72%	61%	80%	72%	67%
		bghi	h	bghi	h	h	bgh	h		h			a		b	
		14%	14%	9%	8%	9%	10%	6%	3%	10%	85%	15%	50%	49%	47%	53%
No	635	58	113	44	44	53	52	55	43	79	549	86	453	179	260	374
	31%	23%	36%	25%	29%	28%	27%	38%	52%	35%	31%	28%	38%	20%	28%	33%
			acf					acf	abcdefgi	ac			b		a	
		9%	18%	7%	7%	8%	8%	9%	7%	12%	87%	13%	71%	28%	41%	59%
Don't know	1	1	-	-	-	-	-	-	-	-	1	-	1	-	-	1
	*%	1%	-%	-%	-%	-%	-%	-%	-%	-%	*%	-%	*%	-%	-%	*%
		100%	-%	-%	-%	-%	-%	-%	-%	-%	100%	-%	100%	-%	-%	100%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d		e	f
Unweighted total	2990	1766	1191	1302	1369		1211	2814
Effective Weighted Sample	2026	1220	829	904	914		857	1926
Weighted total	2075	1300	825	1027	996		985	1991
		63%	40%	49%	48%		47%	96%
Yes	1439	854	639	680	581		602	1374
	69%	66%	77%	66%	58%		61%	69%
		de	acdef	de				de
		59%	44%	47%	40%		42%	96%
No	635	446	186	347	414		381	616
	31%	34%	23%	34%	42%		39%	31%
		bf		b	abcf		abcf	b
		70%	29%	55%	65%		60%	97%
Don't know	1	-	-	-	1		1	1
	*%	-%	-%	-%	*%		*%	*%
		-%	-%	-%	100%		100%	100%

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

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

QC3 (QC2). Do you ever use this landline phone handset at home yourself to make calls? (SINGLE CODE)

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
Yes	1439	670	765	79	110	464	786	67	135	148	425	428	386	299	326	1194	128	80	37
	54%	51%	56%	21%	27%	51%	79%	46%	60%	54%	56%	60%	54%	52%	49%	53%	55%	61%	50%
			a			ab	abc		a		a	bcd						ad	
		47%	53%	5%	8%	32%	55%	5%	9%	10%	30%	30%	27%	21%	23%	83%	9%	6%	3%
No	635	326	305	148	138	252	95	19	30	66	207	187	169	151	128	541	47	25	21
	24%	25%	22%	39%	34%	28%	10%	13%	13%	24%	27%	26%	24%	26%	19%	24%	20%	19%	29%
				cd	cd	d				ab	ab	d	d	d		c			abc
		51%	48%	23%	22%	40%	15%	3%	5%	10%	33%	29%	27%	24%	20%	85%	7%	4%	3%
Don't know	1	-	1	-	1	-	-	-	-	-	-	-	1	-	-	1	-	-	-
	*%	-%	*%	-%	*%	-%	-%	-%	-%	-%	-%	-%	*%	-%	-%	*%	-%	-%	-%
					d														
		-%	100%	-%	100%	-%	-%	-%	-%	-%	-%	-%	100%	-%	-%	100%	-%	-%	-%

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

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QC3 (QC2). Do you ever use this landline phone handset at home yourself to make calls? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
Yes	1439	197	202	133	108	136	143	91	40	145	1221	218	725	712	679	760
	54%	59%	55%	58%	58%	57%	58%	41%	34%	49%	53%	61%	47%	64%	60%	50%
		ghi	gh	gh	ghi	gh	ghi			h		a		a	b	
		14%	14%	9%	8%	9%	10%	6%	3%	10%	85%	15%	50%	49%	47%	53%
No	635	58	113	44	44	53	52	55	43	79	549	86	453	179	260	374
	24%	17%	31%	19%	23%	22%	21%	25%	37%	26%	24%	24%	29%	16%	23%	24%
			acef					a	acdefgi	a			b			
		9%	18%	7%	7%	8%	8%	9%	7%	12%	87%	13%	71%	28%	41%	59%
Don't know	1	1	-	-	-	-	-	-	-	-	1	-	1	-	-	1
	*%	*%	-%	-%	-%	-%	-%	-%	-%	-%	*%	-%	*%	-%	-%	*%
		100%	-%	-%	-%	-%	-%	-%	-%	-%	100%	-%	100%	-%	-%	100%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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QC3 (QC2). Do you ever use this landline phone handset at home yourself to make calls? (SINGLE CODE)

Base : All respondents

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d		e	f
Unweighted total	3959	2152	1624	1609	1810		1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220		1144	2568
Weighted total	2675	1541	1089	1235	1273		1254	2551
		58%	41%	46%	48%		47%	95%
Yes	1439	854	639	680	581		602	1374
	54%	55%	59%	55%	46%		48%	54%
		de	def	de				de
		59%	44%	47%	40%		42%	96%
No	635	446	186	347	414		381	616
	24%	29%	17%	28%	32%		30%	24%
		bf		bf	abcf		bf	b
		70%	29%	55%	65%		60%	97%
Don't know	1	-	-	-	1		1	1
	*%	-%	-%	-%	*%		*%	*%
		-%	-%	-%	100%		100%	100%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 31

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

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3419	1611	1799	388	451	1084	1496	175	305	350	859	788	1007	727	893	2060	440	453	466
Effective Weighted Sample	2319	1102	1211	266	304	741	1034	133	220	251	621	548	701	490	628	1767	293	315	426
Weighted total	2332	1114	1211	286	331	809	907	102	186	240	713	667	639	505	520	1955	196	114	68
		48%	52%	12%	14%	35%	39%	4%	8%	10%	31%	29%	27%	22%	22%	84%	8%	5%	3%
BT	882	418	460	98	93	265	425	43	70	93	241	269	227	180	205	730	76	39	37
	38%	38%	38%	34%	28%	33%	47%	42%	37%	39%	34%	40%	36%	36%	39%	37%	39%	34%	54%
							abc												abc
		47%	52%	11%	11%	30%	48%	5%	8%	11%	27%	31%	26%	20%	23%	83%	9%	4%	4%
Sky	503	228	273	58	91	224	130	16	39	62	165	138	153	102	108	395	59	30	20
	22%	20%	23%	20%	28%	28%	14%	16%	21%	26%	23%	21%	24%	20%	21%	20%	30%	26%	29%
				d	ad	ad				a							a	a	a
		45%	54%	12%	18%	44%	26%	3%	8%	12%	33%	27%	31%	20%	22%	78%	12%	6%	4%
Virgin Media	392	197	195	53	58	146	135	18	25	32	147	99	122	88	82	358	21	10	4
	17%	18%	16%	18%	18%	18%	15%	17%	13%	13%	21%	15%	19%	17%	16%	18%	11%	9%	5%
											bc		a			bcd	d		
		50%	50%	13%	15%	37%	34%	5%	6%	8%	38%	25%	31%	22%	21%	91%	5%	3%	1%
TalkTalk	188	86	102	28	33	59	68	6	23	18	38	38	49	56	44	160	12	12	4
	8%	8%	8%	10%	10%	7%	8%	6%	12%	7%	5%	6%	8%	11%	8%	8%	6%	10%	6%
									ad					ab					
		46%	54%	15%	17%	31%	36%	3%	12%	10%	20%	20%	26%	30%	23%	85%	7%	6%	2%
EE	75	32	41	7	11	29	28	6	8	6	24	24	17	17	16	65	6	3	*
	3%	3%	3%	2%	3%	4%	3%	6%	4%	2%	3%	4%	3%	3%	3%	3%	3%	3%	1%
																d	d	d	
		43%	55%	9%	15%	38%	37%	8%	10%	8%	33%	32%	23%	23%	22%	87%	8%	4%	1%
Plusnet	58	30	28	2	6	22	27	1	6	4	23	25	16	10	6	50	3	4	1
	2%	3%	2%	1%	2%	3%	3%	1%	3%	2%	3%	4%	3%	2%	1%	3%	1%	3%	1%
						a	a					d				d		d	
		52%	48%	3%	11%	39%	47%	2%	10%	8%	40%	44%	29%	17%	10%	88%	5%	7%	1%
Post Office	39	18	21	5	6	9	18	2	5	3	12	10	6	15	8	32	3	3	1
	2%	2%	2%	2%	2%	1%	2%	2%	3%	1%	2%	1%	1%	3%	1%	2%	1%	3%	1%
													b						
		47%	53%	14%	15%	24%	47%	5%	13%	7%	31%	25%	15%	39%	20%	82%	7%	8%	2%
Utility Warehouse	33	17	16	1	4	7	21	1	2	3	12	14	5	8	5	28	3	2	-
	1%	2%	1%	*%	1%	1%	2%	1%	1%	1%	2%	2%	1%	2%	1%	1%	1%	2%	-%
							ac									d	d	d	
		51%	49%	2%	12%	22%	64%	4%	7%	10%	37%	42%	17%	25%	16%	86%	8%	6%	-%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 31

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

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3419	1611	1799	388	451	1084	1496	175	305	350	859	788	1007	727	893	2060	440	453	466
Effective Weighted Sample	2319	1102	1211	266	304	741	1034	133	220	251	621	548	701	490	628	1767	293	315	426
Weighted total	2332	1114	1211	286	331	809	907	102	186	240	713	667	639	505	520	1955	196	114	68
		48%	52%	12%	14%	35%	39%	4%	8%	10%	31%	29%	27%	22%	22%	84%	8%	5%	3%
Vodafone	32	19	13	2	6	14	11	2	1	3	19	11	7	6	9	26	1	4	*
	1%	2%	1%	1%	2%	2%	1%	2%	1%	1%	3%	2%	1%	1%	2%	1%	1%	4%	1%
																d		abd	
		59%	41%	5%	18%	43%	33%	5%	3%	10%	60%	33%	22%	18%	27%	82%	4%	13%	1%
KCOM	23	12	11	1	5	4	13	1	2	3	6	7	4	3	8	23	-	-	-
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	-	-	-
							c									d			
		53%	47%	3%	21%	17%	59%	6%	10%	12%	26%	30%	20%	15%	36%	100%	-	-	-
NOW TV	22	6	16	2	5	8	7	1	1	4	11	10	7	*	5	17	4	1	*
	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	2%	2%	1%	1%	1%	1%	2%	1%	1%
			a									c	c	c					
		27%	73%	10%	24%	36%	29%	6%	3%	18%	50%	45%	32%	1%	22%	77%	16%	5%	1%
SSE	10	7	3	-	1	1	7	1	1	4	1	2	2	1	5	6	2	1	-
	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%
								d		d							d		
		69%	31%	1%	15%	15%	70%	14%	14%	45%	12%	19%	23%	10%	48%	67%	24%	10%	1%
Tesco	2	2	1	2	-	-	1	1	-	-	-	2	*	-	1	2	-	-	*
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
				cd															
		79%	21%	79%	1%	1%	21%	21%	1%	1%	1%	73%	6%	1%	21%	94%	1%	1%	6%
The Phone Co-op/ The Co-operative	1	*	1	-	-	*	1	-	-	-	-	1	*	-	-	1	*	-	-
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		14%	86%	1%	1%	14%	86%	1%	1%	1%	1%	86%	14%	1%	1%	73%	27%	1%	1%
Other	23	14	9	2	4	10	8	2	2	2	7	6	7	4	7	19	3	2	-
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%
				d												d	d	d	
		62%	38%	8%	18%	41%	32%	7%	9%	9%	28%	24%	30%	18%	28%	80%	12%	8%	1%
Don't know	51	28	22	27	7	10	7	1	1	2	6	12	13	13	12	43	3	3	1
	2%	2%	2%	9%	2%	1%	1%	1%	1%	1%	1%	2%	2%	3%	2%	2%	2%	3%	1%
				bcd															
		54%	43%	52%	14%	20%	15%	3%	2%	5%	12%	24%	26%	26%	24%	85%	7%	7%	2%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 31

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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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3419	234	247	210	239	246	229	214	243	198	2467	952	1804	1610	1635	1784
Effective Weighted Sample	2319	218	231	198	227	230	216	197	226	185	1935	402	1219	1140	1051	1269
Weighted total	2332	282	342	207	172	213	217	169	102	249	2007	325	1362	966	1047	1285
		12%	15%	9%	7%	9%	9%	7%	4%	11%	86%	14%	58%	41%	45%	55%
BT	882	96	119	73	62	86	91	52	35	117	720	162	459	421	412	470
	38%	34%	35%	35%	36%	40%	42%	30%	34%	47%	36%	50%	34%	44%	39%	37%
		11%	14%	8%	7%	g	g	6%	4%	abcdgh	82%	a	52%	a	47%	53%
Sky	503	71	66	49	29	37	39	35	19	49	428	75	338	163	220	283
	22%	25%	19%	24%	17%	17%	18%	21%	18%	20%	21%	23%	25%	17%	21%	22%
		de	14%	13%	10%	6%	7%	8%	4%	10%	85%	15%	67%	32%	44%	56%
Virgin Media	392	55	64	36	46	39	32	23	20	42	381	11	262	130	169	223
	17%	20%	19%	17%	27%	18%	15%	14%	19%	17%	19%	3%	19%	13%	16%	17%
		14%	16%	9%	bcefgi	12%	10%	8%	5%	11%	97%	3%	67%	33%	43%	57%
TalkTalk	188	23	41	16	8	23	12	9	13	14	161	27	96	90	78	110
	8%	8%	12%	8%	5%	11%	6%	5%	13%	6%	8%	8%	7%	9%	7%	9%
		12%	dfgi	22%	9%	4%	dfgi	6%	5%	7%	86%	14%	51%	a	42%	58%
EE	75	3	13	4	9	12	12	6	4	2	61	14	47	28	44	31
	3%	1%	4%	2%	5%	6%	6%	3%	4%	1%	3%	4%	3%	3%	4%	2%
		4%	18%	5%	ai	aci	aci	8%	5%	3%	82%	18%	63%	37%	b	41%
Plusnet	58	8	8	7	1	6	6	4	4	8	47	10	32	26	28	30
	2%	3%	2%	3%	*%	3%	3%	2%	4%	3%	2%	3%	2%	3%	3%	2%
		13%	13%	d	12%	1%	10%	10%	d	d	82%	18%	56%	44%	48%	52%
Post Office	39	6	5	2	4	2	5	3	-	4	37	2	22	17	14	25
	2%	2%	2%	1%	3%	1%	2%	2%	-%	2%	2%	1%	2%	2%	1%	2%
		h	17%	14%	5%	h	14%	7%	-%	10%	95%	5%	56%	44%	36%	64%
Utility Warehouse	33	3	9	4	1	-	6	3	-	3	28	5	18	14	15	18
	1%	1%	3%	2%	1%	-%	3%	2%	-%	1%	1%	1%	1%	1%	1%	1%
		8%	eh	eh	3%	-%	17%	9%	-%	9%	86%	14%	56%	44%	46%	54%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

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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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3419	234	247	210	239	246	229	214	243	198	2467	952	1804	1610	1635	1784
Effective Weighted Sample	2319	218	231	198	227	230	216	197	226	185	1935	402	1219	1140	1051	1269
Weighted total	2332	282	342	207	172	213	217	169	102	249	2007	325	1362	966	1047	1285
		12%	15%	9%	7%	9%	9%	7%	4%	11%	86%	14%	58%	41%	45%	55%
Vodafone	32	5	5	4	1	2	8	-	1	1	27	5	24	8	14	18
	1%	2%	1%	2%	*%	1%	4%	-%	1%	*%	1%	2%	2%	1%	1%	1%
							deg									
		16%	14%	12%	2%	6%	26%	-%	3%	4%	84%	16%	74%	26%	44%	56%
KCOM	23	-	-	-	-	-	-	23	-	-	23	-	12	11	12	11
	1%	-%	-%	-%	-%	-%	-%	13%	-%	-%	1%	-%	1%	1%	1%	1%
							abcde				b					
		-%	-%	-%	-%	-%	-%	100%	-%	-%	100%	-%	52%	48%	52%	48%
NOW TV	22	4	4	-	1	3	1	2	1	1	19	3	13	10	8	15
	1%	1%	1%	-%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		19%	19%	-%	6%	13%	3%	8%	4%	6%	86%	14%	57%	43%	35%	65%
SSE	10	1	1	1	1	-	1	-	-	2	8	2	4	5	4	6
	*%	*%	*%	*%	1%	-%	*%	-%	-%	1%	*%	1%	*%	1%	*%	*%
		6%	9%	10%	14%	-%	11%	-%	-%	18%	80%	20%	43%	57%	40%	60%
Tesco	2	2	-	-	-	-	-	1	-	-	2	-	-	2	-	2
	*%	1%	-%	-%	-%	-%	-%	*%	-%	-%	*%	-%	-%	*%	-%	*%
		73%	-%	-%	-%	-%	-%	21%	-%	-%	100%	-%	-%	100%	-%	100%
The Phone Co-op/ The Co-operative	1	-	-	1	-	-	-	-	-	-	1	*	*	1	*	1
	*%	-%	-%	*%	-%	-%	-%	-%	-%	-%	*%	*%	*%	*%	*%	*%
		-%	-%	73%	-%	-%	-%	-%	-%	-%	73%	27%	14%	86%	27%	73%
Other	23	1	3	4	4	1	2	2	1	-	17	6	13	10	9	14
	1%	*%	1%	2%	2%	1%	1%	1%	1%	-%	1%	2%	1%	1%	1%	1%
				i	i											
		5%	13%	19%	16%	5%	10%	9%	4%	-%	75%	25%	56%	44%	39%	61%
Don't know	51	5	5	5	5	3	3	8	5	5	47	4	22	29	22	29
	2%	2%	2%	3%	3%	1%	1%	5%	5%	2%	2%	1%	2%	3%	2%	2%
							bef		abef				a			
		9%	10%	10%	9%	6%	5%	16%	11%	9%	92%	8%	43%	57%	43%	57%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3419	2060	1299	1507	1654	1460	3230
Effective Weighted Sample	2319	1416	906	1047	1102	1018	2211
Weighted total	2332	1475	893	1163	1163	1132	2242
		63%	38%	50%	50%	49%	96%
BT	882	453	427	397	367	373	830
	38%	31%	48%	34%	32%	33%	37%
			acdef				ade
		51%	48%	45%	42%	42%	94%
Sky	503	462	95	280	284	271	497
	22%	31%	11%	24%	24%	24%	22%
		bcdef		b	b	b	b
		92%	19%	56%	57%	54%	99%
Virgin Media	392	324	98	210	218	205	387
	17%	22%	11%	18%	19%	18%	17%
		bcdef		b	b	b	b
		83%	25%	54%	56%	52%	99%
TalkTalk	188	119	69	89	92	89	183
	8%	8%	8%	8%	8%	8%	8%
		63%	37%	47%	49%	47%	97%
EE	75	24	42	41	45	43	73
	3%	2%	5%	4%	4%	4%	3%
			a	a	a	a	a
		32%	56%	55%	60%	57%	98%
Plusnet	58	14	38	30	30	28	55
	2%	1%	4%	3%	3%	2%	2%
			acdef	a	a	a	a
		24%	66%	52%	51%	48%	95%
Post Office	39	11	26	18	13	19	36
	2%	1%	3%	2%	1%	2%	2%
			acdf			a	a
		29%	67%	47%	34%	49%	94%
Utility Warehouse	33	12	20	21	21	23	33
	1%	1%	2%	2%	2%	2%	1%
			a	a	a	a	
		37%	60%	65%	64%	69%	100%

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

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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

	Total	TV SERVICES				YOUTUBE	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV- ICES	
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3419	2060	1299	1507	1654	1460	3230
Effective Weighted Sample	2319	1416	906	1047	1102	1018	2211
Weighted total	2332	1475	893	1163	1163	1132	2242
		63%	38%	50%	50%	49%	96%
Vodafone	32	9	20	23	23	20	30
	1%	1%	2%	2%	2%	2%	1%
		a	a	a	a	a	a
		30%	63%	72%	71%	62%	95%
KCOM	23	10	14	5	9	10	22
	1%	1%	2%	*%	1%	1%	1%
		ac	ac				
		45%	63%	24%	39%	43%	97%
NOW TV	22	4	15	13	19	16	22
	1%	*%	2%	1%	2%	1%	1%
		a	a	a	a	a	a
		18%	68%	60%	85%	72%	99%
SSE	10	2	7	6	5	6	9
	*%	*%	1%	*%	*%	*%	*%
		a	a				
		21%	72%	59%	53%	59%	95%
Tesco	2	2	1	2	2	2	2
	*%	*%	*%	*%	*%	*%	*%
		73%	21%	73%	79%	73%	100%
The Phone Co-op/ The Co-operative	1	-	1	-	-	-	1
	*%	-%	*%	-%	-%	-%	*%
		-%	86%	-%	-%	-%	86%
Other	23	5	10	10	13	9	20
	1%	*%	1%	1%	1%	1%	1%
		a	a	a	a	a	a
		21%	44%	41%	54%	40%	85%
Don't know	51	23	11	17	24	19	42
	2%	2%	1%	1%	2%	2%	2%
		45%	21%	33%	48%	37%	82%

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

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

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

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION					
		Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI	
			a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d	
Significance Level: 95%																					
Unweighted total		3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516	
Effective Weighted Sample		2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471	
Weighted total		2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74	
			49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%	
One	(1.0)	666	303	361	53	73	154	387	89	112	91	82	146	141	122	257	551	63	37	15	
		25%	23%	26%	14%	18%	17%	39%	60%	50%	33%	11%	20%	20%	21%	39%	25%	27%	28%	20%	
								abc	bcd	cd	d				abc			d	d		
			45%	54%	8%	11%	23%	58%	13%	17%	14%	12%	22%	21%	18%	39%	83%	9%	6%	2%	
Two	(2.0)	1059	527	531	102	229	357	372	29	72	125	345	297	308	241	213	863	103	59	35	
		40%	40%	39%	27%	56%	40%	38%	19%	32%	45%	45%	42%	43%	42%	32%	39%	44%	45%	47%	
						acd	a	a		a	ab	ab	d	d	d			a	a		
			50%	50%	10%	22%	34%	35%	3%	7%	12%	33%	28%	29%	23%	20%	81%	10%	6%	3%	
Three	(3.0)	460	238	221	103	57	213	87	9	14	33	186	144	123	115	78	394	37	15	14	
		17%	18%	16%	28%	14%	24%	9%	6%	6%	12%	24%	20%	17%	20%	12%	18%	16%	12%	18%	
					bd	d	bd				ab	abc	d	d	d		c			c	
			52%	48%	22%	12%	46%	19%	2%	3%	7%	40%	31%	27%	25%	17%	86%	8%	3%	3%	
Four or more	(4.0)	389	188	201	115	45	178	51	4	14	19	151	109	125	83	70	349	16	17	8	
		15%	14%	15%	31%	11%	20%	5%	3%	6%	7%	20%	15%	17%	14%	11%	16%	7%	13%	11%	
					bcd	d	bd					abc	d	d	d		bd		b	b	
			48%	52%	30%	12%	46%	13%	1%	4%	5%	39%	28%	32%	21%	18%	90%	4%	4%	2%	
None	(0.0)	94	44	50	1	1	1	92	17	13	7	2	13	18	19	44	75	14	3	2	
		4%	3%	4%	*%	*%	*%	9%	11%	6%	3%	*%	2%	3%	3%	7%	3%	6%	3%	3%	
								abc	bcd	cd	d				abc			acd			
			46%	53%	1%	1%	1%	97%	18%	14%	7%	3%	14%	19%	20%	47%	79%	15%	4%	2%	
Don't know		6	3	1	3	2	*	1	*	-	-	-	3	2	-	1	6	-	-	*	
		*%	*%	*%	1%	1%	*%	*%	*%	*%	-%	-%	-%	*%	*%	-%	*%	*%	-%	-%	*%
					cd	c															
			60%	17%	47%	38%	2%	13%	2%	-%	-%	-%	53%	32%	-%	15%	98%	-%	-%	2%	
Mean mobiles in household		2.1	2.2	2.1	2.7	2.2	2.5	1.6	1.3	1.6	1.9	2.5	2.3	2.3	2.2	1.8	2.2	1.9	2.0	2.1	
					bcd	d	bd			a	ab	abc	d	d	d		bc			b	
Standard deviation		1.06	1.05	1.07	1.05	.86	1.00	.95	.86	.93	.90	.94	1.01	1.05	1.04	1.08	1.07	.97	1.01	.97	
Standard error		.02	.02	.02	.05	.04	.03	.02	.05	.05	.04	.03	.03	.03	.04	.03	.02	.04	.04	.04	

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 32

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

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

Base : All respondents

		ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%			a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total		3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample		2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total		2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
			12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
One	(1.0)	666	46	89	54	37	59	71	68	29	99	565	102	254	410	278	389
		25%	14%	24%	24%	20%	25%	29%	31%	25%	33%	24%	28%	16%	37%	24%	25%
				a	a		a	ad	ad	a	abcdeh			a			
			7%	13%	8%	6%	9%	11%	10%	4%	15%	85%	15%	38%	62%	42%	58%
Two	(2.0)	1059	123	137	108	83	85	101	68	54	103	916	143	688	369	483	576
		40%	37%	37%	47%	44%	36%	41%	31%	46%	35%	40%	40%	44%	33%	42%	38%
			12%	13%	10%	8%	8%	10%	6%	5%	10%	86%	14%	65%	35%	46%	54%
Three	(3.0)	460	85	74	32	28	42	35	35	20	43	406	54	330	131	177	283
		17%	26%	20%	14%	15%	18%	14%	16%	18%	14%	18%	15%	21%	12%	16%	18%
			cdefghi											b		a	
			19%	16%	7%	6%	9%	8%	8%	4%	9%	88%	12%	72%	28%	38%	62%
Four or more	(4.0)	389	70	58	32	31	42	33	40	11	33	345	44	271	117	164	225
		15%	21%	16%	14%	16%	18%	14%	18%	9%	11%	15%	12%	17%	10%	14%	15%
			cfhi	h		h	hi		hi					b			
			18%	15%	8%	8%	11%	9%	10%	3%	8%	89%	11%	70%	30%	42%	58%
None	(0.0)	94	7	10	3	9	10	6	8	2	20	78	16	7	88	37	57
		4%	2%	3%	1%	5%	4%	2%	4%	2%	7%	3%	4%	7%	8%	3%	4%
						c					abcfh			a			
			8%	11%	3%	9%	10%	6%	8%	2%	21%	83%	17%	7%	93%	39%	61%
Don't know		6	3	-	-	-	-	-	3	-	-	6	-	4	2	1	5
		7%	1%	0%	0%	0%	0%	0%	1%	0%	0%	7%	0%	7%	7%	0%	0%
			53%	0%	0%	0%	0%	0%	0%	45%	0%	0%	100%	0%	68%	32%	13%
Mean mobiles in household		2.1	2.5	2.2	2.2	2.2	2.2	2.1	2.1	2.1	1.9	2.2	2.0	2.4	1.8	2.1	2.2
			bcdefghi	i	i	i	i		i	i		b		b			
Standard deviation		1.06	1.04	1.07	.98	1.08	1.12	1.03	1.15	.94	1.09	1.06	1.05	.97	1.09	1.04	1.07
Standard error		.02	.06	.07	.06	.07	.07	.06	.07	.06	.07	.02	.03	.02	.03	.02	.02

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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

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

Base : All respondents

			TV SERVICES						
			PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SER- VICES	ANY SER- VICES	
Significance Level: 95%			Total	a	b	c	d	e	f
Unweighted total			3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample			2714	1487	1146	1124	1220	1144	2568
Weighted total			2675	1541	1089	1235	1273	1254	2551
				58%	41%	46%	48%	47%	95%
One	(1.0)	666	277	342	228	190	191	616	
		25%	18%	31%	18%	15%	15%	24%	
			d	acdef	de			acde	
			42%	51%	34%	28%	29%	92%	
Two	(2.0)	1059	647	410	503	528	507	1024	
		40%	42%	38%	41%	41%	40%	40%	
			b						
			61%	39%	48%	50%	48%	97%	
Three	(3.0)	460	328	154	259	282	297	451	
		17%	21%	14%	21%	22%	24%	18%	
			bf		bf	bf	bf	b	
			71%	33%	56%	61%	64%	98%	
Four or more	(4.0)	389	271	123	238	268	254	381	
		15%	18%	11%	19%	21%	20%	15%	
			bf		bf	abf	bf	b	
			70%	31%	61%	69%	65%	98%	
None	(0.0)	94	13	59	3	2	3	74	
		4%	1%	5%	3%	2%	3%	3%	
			cde	acdef				acde	
			14%	63%	3%	2%	3%	78%	
Don't know		6	5	1	4	5	3	6	
		2%	2%	1%	2%	2%	2%	2%	
			85%	13%	69%	85%	47%	98%	
Mean mobiles in household		2.1	2.4	1.9	2.4	2.5	2.5	2.2	
			bf		bf	abcf	abf	b	
Standard deviation		1.06	1.00	1.06	1.01	.99	.99	1.05	
Standard error		.02	.02	.03	.03	.02	.02	.02	

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

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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

			GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
			MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total		3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample		2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total		2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
			49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
No	(0.0)	50	28	22	3	2	7	37	1	9	8	5	8	12	14	17	43	3	3	1
		2%	2%	2%	1%	%	1%	4%	1%	4%	3%	1%	1%	2%	2%	3%	2%	1%	2%	2%
							abc			d	d				a					
			57%	43%	7%	4%	14%	75%	3%	17%	15%	11%	15%	23%	27%	34%	85%	6%	6%	2%
1	(1.0)	2361	1133	1223	359	370	816	817	127	198	247	676	625	627	517	590	1967	206	122	66
		88%	87%	90%	96%	91%	90%	83%	86%	88%	90%	88%	88%	87%	89%	89%	88%	88%	92%	89%
				a	bcd	d	d											a		
			48%	52%	15%	16%	35%	35%	5%	8%	10%	29%	26%	27%	22%	25%	83%	9%	5%	3%
2	(2.0)	136	75	62	7	30	65	35	1	5	14	68	54	52	25	5	121	8	3	4
		5%	6%	5%	2%	7%	7%	3%	1%	2%	5%	9%	8%	7%	4%	1%	5%	3%	3%	5%
						ad	ad				a	abc	cd	cd	d		c			
			55%	45%	5%	22%	48%	25%	1%	4%	10%	50%	40%	38%	18%	4%	89%	6%	3%	3%
3	(3.0)	16	12	4	2	1	8	6	1	-	-	7	6	5	3	3	15	*	*	*
		1%	1%	%	%	%	1%	1%	1%	-%	-%	1%	1%	1%	%	%	1%	%	%	%
			b																	
			76%	24%	10%	8%	48%	34%	6%	-%	-%	46%	36%	28%	17%	19%	95%	2%	1%	2%
4 or more	(4.0)	12	8	4	1	2	5	3	1	-	*	7	3	3	4	2	10	1	*	*
		%	1%	%	%	%	1%	%	%	-%	%	1%	%	%	1%	%	%	1%	%	%
			67%	33%	12%	17%	45%	26%	4%	-%	1%	59%	22%	28%	31%	20%	87%	10%	1%	2%
No mobiles in household	(0.0)	100	47	51	3	3	1	93	17	13	7	2	16	20	19	45	80	14	3	2
		4%	4%	4%	1%	1%	%	9%	11%	6%	3%	%	2%	3%	3%	7%	4%	6%	3%	3%
							abc		bcd	cd	d				abc			ac		
			47%	51%	3%	3%	1%	93%	17%	13%	7%	2%	16%	20%	19%	45%	80%	14%	3%	2%
Mean mobiles used		1.0	1.0	1.0	1.0	1.1	1.1	.9	.9	.9	1.0	1.1	1.1	1.1	1.0	.9	1.0	1.0	1.0	1.0
					d	ad	ad				ab	abc	cd	d	d					
Standard deviation		.41	.45	.37	.30	.36	.40	.46	.43	.34	.33	.45	.41	.42	.42	.38	.42	.40	.30	.39
Standard error		.01	.01	.01	.01	.02	.01	.01	.03	.02	.02	.01	.01	.01	.01	.01	.01	.02	.01	.02

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

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

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

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%																			
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
PERSONALLY USE MOBILE																			
Yes	2525	1227	1292	369	402	894	860	130	204	261	759	688	686	548	601	2113	216	126	70
	94%	94%	95%	98%	99%	99%	87%	88%	90%	95%	99%	97%	96%	94%	91%	95%	93%	95%	95%
				d	d	d				ab	abc	d	d	d					
No		49%	51%	15%	16%	35%	34%	5%	8%	10%	30%	27%	27%	22%	24%	84%	9%	5%	3%
	150	75	73	7	5	8	130	18	22	15	8	24	32	33	62	123	17	6	4
	6%	6%	5%	2%	1%	1%	13%	12%	10%	5%	1%	3%	4%	6%	9%	5%	7%	5%	5%
							abc	cd	cd	d				abc					
		50%	49%	4%	3%	6%	87%	12%	15%	10%	5%	16%	21%	22%	41%	82%	11%	4%	2%

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

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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

		Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
			LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
			a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																	
Unweighted total		3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample		2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total		2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
			12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
No	(0.0)	50	5	7	6	4	7	1	5	2	7	43	7	7	42	18	32
		2%	1%	2%	3%	2%	3%	1%	2%	1%	2%	2%	2%	*%	4%	2%	2%
							f								a		
			9%	13%	12%	8%	14%	3%	9%	3%	13%	86%	14%	14%	84%	36%	64%
1	(1.0)	2361	287	328	204	161	207	225	187	106	264	2045	316	1394	962	1007	1355
		88%	86%	89%	89%	86%	87%	91%	85%	91%	88%	88%	88%	90%	86%	88%	88%
							adg			adg				b			
			12%	14%	9%	7%	9%	10%	8%	4%	11%	87%	13%	59%	41%	43%	57%
2	(2.0)	136	28	18	13	13	8	10	16	6	8	118	18	119	17	65	71
		5%	8%	5%	6%	7%	3%	4%	7%	5%	3%	5%	5%	8%	1%	6%	5%
			ei			ei			ei					b			
			21%	13%	9%	10%	6%	8%	12%	4%	6%	87%	13%	88%	12%	48%	52%
3	(3.0)	16	4	2	2	1	4	1	1	-	-	15	1	12	4	6	11
		1%	1%	*%	1%	*%	2%	1%	*%	-%	-%	1%	*%	1%	*%	*%	1%
							hi										
			26%	11%	14%	5%	26%	9%	4%	-%	-%	91%	9%	77%	23%	35%	65%
4 or more	(4.0)	12	-	3	1	-	2	2	1	*	-	11	1	10	2	6	6
		*%	-%	1%	*%	-%	1%	1%	1%	*%	-%	*%	*%	1%	*%	1%	*%
			-%	27%	8%	-%	18%	20%	11%	3%	-%	94%	6%	83%	17%	49%	51%
No mobiles in household	(0.0)	100	10	10	3	9	10	6	10	2	20	84	16	11	89	38	62
		4%	3%	3%	1%	5%	4%	2%	5%	2%	7%	4%	4%	1%	8%	3%	4%
						c			c		bcfh			a			
			10%	10%	3%	9%	10%	6%	10%	2%	20%	84%	16%	11%	89%	38%	62%
Mean mobiles used		1.0	1.1	1.0	1.0	1.0	1.0	1.1	1.0	1.0	.9	1.0	1.0	1.1	.9	1.0	1.0
			i	i	i	i	i	i	i	i				b			
Standard deviation		.41	.42	.44	.41	.40	.50	.42	.46	.33	.34	.42	.38	.41	.39	.41	.41
Standard error		.01	.02	.03	.03	.02	.03	.03	.03	.02	.02	.01	.01	.01	.01	.01	.01

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
PERSONALLY USE MOBILE																
Yes	2525	319	351	220	175	220	239	205	112	272	2189	336	1536	984	1083	1442
	94%	96%	95%	96%	93%	93%	97%	93%	97%	91%	95%	94%	99%	88%	95%	94%
		i		i			degi		ei				b			
		13%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	61%	39%	43%	57%
No	150	15	17	9	13	17	7	15	4	27	127	23	18	131	55	94
	6%	4%	5%	4%	7%	7%	3%	7%	3%	9%	5%	6%	1%	12%	5%	6%
					f	fh		f		acfh				a		
		10%	11%	6%	9%	11%	5%	10%	2%	18%	85%	15%	12%	88%	37%	63%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

			TV SERVICES						
			PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERV-ICES	ANY SER-VICES	
Significance Level: 95%			Total	a	b	c	d	e	f
Unweighted total			3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample			2714	1487	1146	1124	1220	1144	2568
Weighted total			2675	1541	1089	1235	1273	1254	2551
				58%	41%	46%	48%	47%	95%
No	(0.0)	50	26	29	17	15	12	47	
		2%	2%	3%	1%	1%	1%	2%	
				cde					
1	(1.0)		52%	58%	35%	30%	25%	95%	
		2361	1400	940	1119	1154	1139	2264	
		88%	91%	86%	91%	91%	91%	89%	
2	(2.0)		bf	b	b	b	b	b	
			59%	40%	47%	49%	48%	96%	
		136	83	49	84	91	85	134	
3	(3.0)		5%	4%	7%	7%	7%	5%	
				b	bf	b	b		
			61%	36%	62%	67%	62%	98%	
4 or more	(4.0)	16	8	6	5	3	8	15	
		1%	1%	1%	*%	*%	1%	1%	
			51%	35%	33%	20%	51%	92%	
No mobiles in household	(0.0)	12	6	5	3	5	3	11	
		*%	*%	*%	*%	*%	*%	*%	
			52%	46%	27%	41%	28%	94%	
Mean mobiles used	(0.0)	100	18	60	7	7	6	79	
		4%	1%	6%	1%	1%	*%	3%	
				acdef				acde	
Standard deviation			18%	60%	7%	7%	6%	79%	
		1.0	1.0	1.0	1.1	1.1	1.1	1.0	
			b	bf	bf	bf	bf	b	
Standard error		.41	.37	.44	.35	.36	.36	.40	
		.01	.01	.01	.01	.01	.01	.01	

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

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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

	Total	TV SERVICES					
		PAID TRAD	FREE TRAD	FREE	SVOD	YOUTUBE	ANY SER-
		TV	TV	CATCH-UP		SERV-ICES	VICES
Significance Level: 95%		a	b	c	d	e	f
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
PERSONALLY USE MOBILE							
Yes	2525	1497	1000	1211	1252	1235	2424
	94%	97%	92%	98%	98%	99%	95%
		bf		bf	abf	abf	b
		59%	40%	48%	50%	49%	96%
No	150	44	89	24	21	18	127
	6%	3%	8%	2%	2%	1%	5%
		de	acdef				acde
		29%	59%	16%	14%	12%	85%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 34

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QD3 (QD46). SHOWCARD Which of these describes how you acquired your mobile phone? (SINGLE CODE)

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3679	1778	1895	504	553	1214	1408	218	337	379	915	804	1076	776	1019	2230	479	485	485
Effective Weighted Sample	2527	1226	1296	360	378	836	972	167	245	273	663	566	758	528	730	1923	325	344	443
Weighted total	2525	1227	1292	369	402	894	860	130	204	261	759	688	686	548	601	2113	216	126	70
		49%	51%	15%	16%	35%	34%	5%	8%	10%	30%	27%	27%	22%	24%	84%	9%	5%	3%
It was bought as a brand new phone (as part of contract including calls, texts and data)	1679	798	878	260	301	649	469	55	118	178	582	486	504	362	325	1421	132	78	47
	66%	65%	68%	71%	75%	73%	55%	42%	58%	68%	77%	71%	74%	66%	54%	67%	61%	62%	67%
				d	d	d			a	ab	abc	d	cd	d		b			
		48%	52%	16%	18%	39%	28%	3%	7%	11%	35%	29%	30%	22%	19%	85%	8%	5%	3%
It was bought as a brand new phone (not as part of a contract, just the phone itself)	496	250	244	58	66	158	214	33	41	50	124	130	121	104	141	417	43	23	13
	20%	20%	19%	16%	16%	18%	25%	26%	20%	19%	16%	19%	18%	19%	23%	20%	20%	19%	18%
							abc	d							b				
		50%	49%	12%	13%	32%	43%	7%	8%	10%	25%	26%	24%	21%	28%	84%	9%	5%	3%
It was bought as a refurbished/ used phone	135	74	61	28	21	43	43	19	11	16	20	26	24	30	55	110	15	5	4
	5%	6%	5%	8%	5%	5%	5%	15%	5%	6%	3%	4%	3%	5%	9%	5%	7%	4%	6%
								bcd		d					abc				
		55%	45%	21%	15%	32%	32%	14%	8%	12%	15%	19%	18%	22%	41%	82%	11%	4%	3%
It was passed on to me/ hand me down	193	96	96	22	13	41	117	22	31	17	29	40	32	46	75	146	24	17	6
	8%	8%	7%	6%	3%	5%	14%	17%	15%	6%	4%	6%	5%	8%	12%	7%	11%	13%	8%
							abc	cd	cd					b	abc		a	ad	
		50%	50%	12%	7%	21%	61%	11%	16%	9%	15%	21%	17%	24%	39%	76%	13%	9%	3%
Something else	18	7	10	1	*	3	14	1	*	*	3	6	4	2	5	15	1	2	*
	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
							abc												
		42%	58%	3%	1%	17%	79%	4%	3%	1%	17%	34%	23%	14%	29%	84%	6%	9%	1%
Don't know	5	2	3	-	2	1	2	-	1	-	1	1	1	3	*	4	1	*	*
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		38%	62%	1%	35%	21%	45%	1%	26%	1%	21%	14%	25%	58%	3%	78%	14%	2%	6%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 34

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QD3 (QD46). SHOWCARD Which of these describes how you acquired your mobile phone? (SINGLE CODE)

Base : Those who personally use a mobile phone

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3679	268	250	222	238	253	251	263	269	216	2700	979	2037	1637	1676	2003
Effective Weighted Sample	2527	251	236	210	228	238	238	245	250	203	2132	410	1398	1168	1087	1440
Weighted total	2525	319	351	220	175	220	239	205	112	272	2189	336	1536	984	1083	1442
		13%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	61%	39%	43%	57%
It was bought as a brand new phone (as part of contract including calls, texts and data)	1679	226	227	144	111	151	163	113	83	204	1462	217	1153	523	739	940
	66%	71%	65%	65%	63%	68%	68%	55%	74%	75%	67%	65%	75%	53%	68%	65%
		g	g	g		g	g		bcdg	bcdg			b			
		13%	14%	9%	7%	9%	10%	7%	5%	12%	87%	13%	69%	31%	44%	56%
It was bought as a brand new phone (not as part of a contract, just the phone itself)	496	79	73	47	45	26	49	58	14	26	424	72	246	248	204	292
	20%	25%	21%	21%	25%	12%	21%	28%	12%	10%	19%	21%	16%	25%	19%	20%
		ehi	ehi	ehi	ehi		ehi	ehi					a			
		16%	15%	10%	9%	5%	10%	12%	3%	5%	85%	15%	50%	50%	41%	59%
It was bought as a refurbished/ used phone	135	6	27	10	8	16	15	9	6	14	121	14	66	69	45	90
	5%	2%	8%	4%	5%	7%	6%	4%	6%	5%	6%	4%	4%	7%	4%	6%
			a			a	a		a				a		a	
		4%	20%	7%	6%	12%	11%	7%	5%	10%	90%	10%	49%	51%	33%	67%
It was passed on to me/ hand me down	193	8	21	14	10	25	11	22	8	27	167	26	64	129	83	110
	8%	2%	6%	6%	6%	11%	5%	11%	7%	10%	8%	8%	4%	13%	8%	8%
			a			abdf		abf	a	af			a			
		4%	11%	7%	5%	13%	6%	12%	4%	14%	86%	14%	33%	67%	43%	57%
Something else	18	-	2	4	1	2	1	2	1	2	12	6	7	11	10	8
	1%	-%	1%	2%	*%	1%	*%	1%	1%	1%	1%	2%	*%	1%	1%	1%
			a									a	a			
		-%	10%	24%	5%	11%	6%	13%	6%	9%	65%	35%	36%	64%	54%	46%
Don't know	5	-	2	1	1	1	-	-	-	-	4	1	1	4	3	2
	*%	-%	*%	*%	*%	*%	-%	-%	-%	-%	*%	*%	*%	*%	*%	*%
		-%	31%	21%	10%	16%	-%	-%	-%	-%	78%	22%	24%	76%	54%	46%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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QD3 (QD46). SHOWCARD Which of these describes how you acquired your mobile phone? (SINGLE CODE)

Base : Those who personally use a mobile phone

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
		a	b	c	d		e	f
Significance Level: 95%								
Unweighted total	3679	2073	1459	1575	1782		1599	3477
Effective Weighted Sample	2527	1437	1031	1101	1200		1127	2411
Weighted total	2525	1497	1000	1211	1252		1235	2424
		59%	40%	48%	50%		49%	96%
It was bought as a brand new phone (as part of contract including calls, texts and data)	1679	1116	587	887	922		888	1632
	66%	75%	59%	73%	74%		72%	67%
		bf		bf	bf		bf	b
		66%	35%	53%	55%		53%	97%
It was bought as a brand new phone (not as part of a contract, just the phone itself)	496	253	229	200	215		227	469
	20%	17%	23%	16%	17%		18%	19%
			acdef					c
		51%	46%	40%	43%		46%	95%
It was bought as a refurbished/ used phone	135	44	70	50	54		61	124
	5%	3%	7%	4%	4%		5%	5%
			acdef				a	a
		33%	52%	37%	40%		45%	92%
It was passed on to me/ hand me down	193	74	105	68	55		54	180
	8%	5%	11%	6%	4%		4%	7%
			acdef					acde
		38%	55%	35%	29%		28%	93%
Something else	18	8	7	6	5		4	16
	1%	1%	1%	*%	*%		*%	1%
		44%	41%	31%	28%		24%	87%
Don't know	5	2	1	1	1		1	4
	*%	*%	*%	*%	*%		*%	*%
		39%	26%	21%	24%		21%	69%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 35

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

QD4 (QD10). SHOWCARD Which mobile network do you use most often? (SINGLE CODE)

Base : Those who personally use a mobile phone

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3679	1778	1895	504	553	1214	1408	218	337	379	915	804	1076	776	1019	2230	479	485	485
Effective Weighted Sample	2527	1226	1296	360	378	836	972	167	245	273	663	566	758	528	730	1923	325	344	443
Weighted total	2525	1227	1292	369	402	894	860	130	204	261	759	688	686	548	601	2113	216	126	70
		49%	51%	15%	16%	35%	34%	5%	8%	10%	30%	27%	27%	22%	24%	84%	9%	5%	3%
EE/ Orange/ T-Mobile	694	341	352	117	115	255	207	32	45	68	233	183	205	156	150	591	46	51	6
	27%	28%	27%	32%	28%	29%	24%	24%	22%	26%	31%	27%	30%	28%	25%	28%	21%	41%	9%
		49%	51%	d	17%	d	30%	5%	7%	10%	b	26%	d	22%	22%	bd	d	abd	1%
O2	548	229	317	77	86	197	188	21	42	53	161	175	132	112	128	428	67	18	34
	22%	19%	25%	21%	21%	22%	22%	16%	21%	20%	21%	25%	19%	21%	21%	20%	31%	15%	49%
		42%	a	14%	16%	36%	34%	4%	8%	10%	29%	b	32%	24%	21%	c	ac	abc	6%
		58%	58%	14%	16%	36%	34%	4%	8%	10%	29%	32%	24%	21%	23%	78%	12%	3%	6%
Vodafone	409	213	196	55	52	176	125	21	30	37	161	106	126	95	81	354	26	18	11
	16%	17%	15%	15%	13%	20%	15%	16%	15%	14%	21%	15%	18%	17%	13%	17%	12%	14%	16%
		52%	48%	13%	13%	abd	31%	5%	7%	9%	bc	26%	d	31%	23%	b	6%	4%	3%
		43%	43%	18%	25%	43%	19%	4%	9%	12%	39%	26%	31%	23%	20%	87%	11%	2%	2%
'3'	230	131	99	42	57	88	43	9	20	27	85	50	66	56	58	196	25	5	4
	9%	11%	8%	11%	14%	10%	5%	7%	10%	10%	11%	7%	10%	10%	10%	9%	11%	4%	5%
		b	d	d	cd	d	19%	4%	9%	12%	37%	22%	29%	24%	25%	cd	cd		
		57%	43%	18%	25%	38%	19%	4%	9%	12%	37%	22%	29%	24%	25%	86%	11%	2%	2%
Tesco	187	80	107	19	19	41	109	9	24	21	28	39	43	42	61	148	22	11	5
	7%	7%	8%	5%	5%	5%	13%	7%	12%	8%	4%	6%	6%	8%	10%	7%	10%	9%	8%
		43%	57%	10%	10%	22%	58%	d	d	d	15%	21%	23%	23%	33%	ab	a		
		57%	43%	23%	29%	32%	17%	5%	13%	11%	15%	21%	23%	23%	33%	79%	12%	6%	3%
Virgin Media/ Any Virgin	134	67	67	20	15	46	54	12	11	16	37	45	36	29	25	125	5	3	1
	5%	5%	5%	5%	4%	5%	6%	9%	6%	6%	5%	7%	5%	5%	4%	6%	2%	2%	2%
		50%	50%	15%	11%	34%	40%	d	8%	12%	27%	33%	27%	21%	19%	bcd	4%	2%	1%
Giffgaff	86	49	37	19	25	28	14	9	8	10	14	15	16	19	36	71	9	4	1
	3%	4%	3%	5%	6%	3%	2%	7%	4%	4%	2%	2%	2%	4%	6%	3%	4%	3%	2%
		57%	43%	d	cd	d	17%	d	d	d	16%	17%	19%	22%	41%	ab	d		
		57%	43%	23%	29%	32%	17%	10%	10%	12%	16%	17%	19%	22%	41%	83%	11%	5%	1%
Sky Mobile	57	27	30	3	8	21	24	4	4	7	9	16	15	7	19	44	7	4	2
	2%	2%	2%	1%	2%	2%	3%	3%	2%	3%	1%	2%	2%	1%	3%	2%	3%	3%	4%
		47%	52%	6%	14%	37%	43%	a	8%	13%	16%	29%	26%	12%	34%	c			
		47%	52%	6%	14%	37%	43%	7%	8%	13%	16%	29%	26%	12%	34%	77%	12%	7%	4%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 35

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QD4 (QD10). SHOWCARD Which mobile network do you use most often? (SINGLE CODE)

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3679	1778	1895	504	553	1214	1408	218	337	379	915	804	1076	776	1019	2230	479	485	485
Effective Weighted Sample	2527	1226	1296	360	378	836	972	167	245	273	663	566	758	528	730	1923	325	344	443
Weighted total	2525	1227	1292	369	402	894	860	130	204	261	759	688	686	548	601	2113	216	126	70
		49%	51%	15%	16%	35%	34%	5%	8%	10%	30%	27%	27%	22%	24%	84%	9%	5%	3%
BT	50	22	28	4	5	8	33	2	5	8	13	19	18	5	7	40	2	4	3
	2%	2%	2%	1%	1%	1%	4%	1%	3%	3%	2%	3%	3%	1%	1%	2%	1%	4%	4%
							abc					cd	cd					b	ab
		43%	57%	8%	10%	17%	66%	3%	11%	15%	26%	39%	37%	10%	14%	81%	5%	9%	5%
iD Mobile (Carphone Warehouse)	15	8	7	3	3	5	4	2	2	1	3	5	3	2	5	14	*	1	-
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		54%	46%	18%	20%	33%	29%	12%	13%	5%	20%	34%	20%	11%	30%	92%	1%	7%	7%
Plusnet	15	12	3	2	1	6	5	-	*	2	5	6	3	4	2	15	-	*	-
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		b																	
		82%	18%	14%	9%	42%	35%	1%	1%	14%	33%	43%	18%	23%	16%	97%	1%	3%	3%
TalkTalk	15	10	5	2	4	2	8	1	4	3	-	3	4	4	4	12	*	2	*
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%
								d	d	d								ab	
		65%	35%	11%	23%	15%	50%	7%	23%	22%	1%	21%	26%	29%	23%	82%	1%	14%	3%
Utility Warehouse	15	8	6	-	1	3	10	1	1	2	5	7	3	1	2	14	*	*	-
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
							ac												
		57%	43%	1%	10%	20%	70%	6%	10%	10%	33%	51%	22%	10%	17%	97%	1%	2%	1%
Lebara	13	7	6	-	5	4	4	*	2	3	-	1	2	2	8	12	1	-	-
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
					a				d	d					ab				
		55%	45%	1%	39%	33%	28%	3%	12%	21%	1%	7%	19%	16%	59%	93%	7%	1%	1%
Asda Mobile	10	3	6	*	1	2	7	2	*	2	-	4	1	3	1	7	2	*	-
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
								d		d							d		
		35%	65%	5%	8%	18%	68%	19%	1%	18%	1%	41%	8%	36%	15%	74%	23%	3%	1%
Lyca Mobile	9	5	4	3	2	2	1	1	1	1	-	-	2	2	4	8	1	-	-
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
				d				d	d						a				
		53%	47%	36%	29%	23%	13%	13%	16%	9%	1%	1%	26%	25%	49%	91%	9%	1%	1%

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

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

QD4 (QD10). SHOWCARD Which mobile network do you use most often? (SINGLE CODE)

Base : Those who personally use a mobile phone

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%																			
Unweighted total	3679	1778	1895	504	553	1214	1408	218	337	379	915	804	1076	776	1019	2230	479	485	485
Effective Weighted Sample	2527	1226	1296	360	378	836	972	167	245	273	663	566	758	528	730	1923	325	344	443
Weighted total	2525	1227	1292	369	402	894	860	130	204	261	759	688	686	548	601	2113	216	126	70
		49%	51%	15%	16%	35%	34%	5%	8%	10%	30%	27%	27%	22%	24%	84%	9%	5%	3%
Smarty	6	2	4	2	*	-	3	-	-	-	2	2	2	1	1	5	-	*	-
	*%	*%	*%	1%	*%	-%	*%	-%	-%	-%	*%	*%	*%	*%	*%	*%	-%	*%	-%
				c															
		30%	70%	39%	3%	-%	58%	-%	-%	-%	27%	40%	27%	12%	21%	97%	-%	3%	-%
Talk Mobile	5	2	3	-	-	2	3	-	1	*	-	3	*	1	1	4	1	*	*
	*%	*%	*%	-%	-%	*%	*%	-%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%
		34%	66%	-%	-%	41%	59%	-%	14%	4%	-%	64%	6%	16%	14%	80%	14%	2%	4%
Voxi	4	3	1	-	2	2	-	-	-	-	2	4	*	-	-	3	-	1	*
	*%	*%	*%	-%	*%	*%	-%	-%	-%	-%	*%	1%	*%	-%	-%	*%	-%	*%	*%
												d							
		82%	18%	-%	39%	61%	-%	-%	-%	-%	47%	95%	5%	-%	-%	82%	-%	13%	5%
Other	5	2	3	-	-	2	3	1	-	1	*	*	2	2	1	4	1	*	*
	*%	*%	*%	-%	-%	*%	*%	1%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
								d											
		35%	65%	-%	-%	47%	53%	22%	-%	10%	2%	2%	34%	41%	22%	84%	10%	2%	4%
Don't know	19	8	11	2	*	2	15	3	2	-	1	2	6	4	7	15	1	2	1
	1%	1%	1%	*%	*%	*%	2%	2%	1%	-%	*%	*%	1%	1%	1%	1%	1%	2%	1%
							bc	cd	d										
		42%	58%	9%	1%	13%	77%	13%	11%	-%	6%	10%	34%	18%	37%	78%	7%	11%	4%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 35

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

QD4 (QD10). SHOWCARD Which mobile network do you use most often? (SINGLE CODE)

Base : Those who personally use a mobile phone

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3679	268	250	222	238	253	251	263	269	216	2700	979	2037	1637	1676	2003
Effective Weighted Sample	2527	251	236	210	228	238	238	245	250	203	2132	410	1398	1168	1087	1440
Weighted total	2525	319	351	220	175	220	239	205	112	272	2189	336	1536	984	1083	1442
		13%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	61%	39%	43%	57%
EE/ Orange/ T-Mobile	694	100	77	52	48	82	72	38	39	82	595	99	460	233	300	395
	27%	31%	22%	24%	28%	37%	30%	19%	35%	30%	27%	29%	30%	24%	28%	27%
		bg			g	bcdg	bg		bcdg	g			b			
		14%	11%	7%	7%	12%	10%	5%	6%	12%	86%	14%	66%	34%	43%	57%
O2	548	50	80	37	46	42	39	47	21	65	468	80	342	203	244	304
	22%	16%	23%	17%	26%	19%	16%	23%	19%	24%	21%	24%	22%	21%	23%	21%
			a		acf			a		a						
		9%	15%	7%	8%	8%	7%	9%	4%	12%	85%	15%	62%	37%	45%	55%
Vodafone	409	66	73	43	21	20	50	41	11	31	351	57	260	149	175	234
	16%	21%	21%	20%	12%	9%	21%	20%	9%	11%	16%	17%	17%	15%	16%	16%
		dehi	dehi	dehi			dehi	dehi								
		16%	18%	11%	5%	5%	12%	10%	3%	7%	86%	14%	64%	36%	43%	57%
'3'	230	43	23	19	14	19	19	21	12	27	208	22	163	67	80	150
	9%	13%	7%	8%	8%	9%	8%	10%	11%	10%	9%	7%	11%	7%	7%	10%
		bdf											b			a
		19%	10%	8%	6%	8%	8%	9%	5%	12%	90%	10%	71%	29%	35%	65%
Tesco	187	8	29	30	12	13	14	11	4	28	168	19	82	104	89	98
	7%	2%	8%	14%	7%	6%	6%	6%	4%	10%	8%	6%	5%	11%	8%	7%
			ah	adehgh	a					ah				a		
		4%	15%	16%	6%	7%	7%	6%	2%	15%	90%	10%	44%	56%	47%	53%
Virgin Media/ Any Virgin	134	24	25	8	14	11	15	12	9	8	123	11	77	58	55	79
	5%	8%	7%	3%	8%	5%	6%	6%	8%	3%	6%	3%	5%	6%	5%	6%
		i	i		ci				i		b					
		18%	19%	6%	10%	8%	11%	9%	6%	6%	92%	8%	57%	43%	41%	59%
Giffgaff	86	9	12	7	7	7	8	12	4	6	78	8	54	32	27	59
	3%	3%	3%	3%	4%	3%	3%	6%	4%	2%	4%	2%	3%	3%	3%	4%
																a
		11%	14%	8%	8%	8%	10%	14%	5%	7%	91%	9%	62%	38%	32%	68%
Sky Mobile	57	2	7	5	2	6	9	4	4	7	48	9	27	30	24	33
	2%	*%	2%	2%	1%	3%	4%	2%	4%	3%	2%	3%	2%	3%	2%	2%
						a	ad		ad				a			
		3%	12%	8%	3%	11%	15%	6%	8%	13%	85%	15%	48%	52%	43%	57%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 35

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

QD4 (QD10). SHOWCARD Which mobile network do you use most often? (SINGLE CODE)

Base : Those who personally use a mobile phone

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	3679	268	250	222	238	253	251	263	269	216	2700	979	2037	1637	1676	2003
Effective Weighted Sample	2527	251	236	210	228	238	238	245	250	203	2132	410	1398	1168	1087	1440
Weighted total	2525	319	351	220	175	220	239	205	112	272	2189	336	1536	984	1083	1442
		13%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	61%	39%	43%	57%
BT	50	4	5	6	5	5	7	3	3	3	33	17	19	31	32	18
	2%	1%	1%	3%	3%	2%	3%	1%	2%	1%	1%	5%	1%	3%	3%	1%
												a		a	b	
		9%	10%	11%	10%	11%	14%	6%	5%	5%	66%	34%	38%	62%	64%	36%
iD Mobile (Carphone Warehouse)	15	1	3	1	1	1	1	4	*	3	14	2	4	11	6	10
	1%	*%	1%	1%	*%	*%	*%	2%	*%	1%	1%	1%	*%	1%	1%	1%
														a		
		5%	20%	9%	5%	4%	6%	23%	3%	18%	89%	11%	25%	75%	37%	63%
Plusnet	15	1	-	2	2	1	1	3	1	4	15	*	9	6	6	9
	1%	*%	-%	1%	1%	*%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%
		9%	-%	14%	12%	6%	8%	17%	5%	26%	99%	1%	59%	41%	42%	58%
TalkTalk	15	2	2	2	-	4	1	-	1	1	10	5	4	11	9	7
	1%	1%	*%	1%	-%	2%	*%	-%	1%	*%	*%	1%	*%	1%	1%	*%
						dg						a		a		
		14%	10%	12%	-%	25%	6%	-%	8%	7%	69%	31%	27%	73%	57%	43%
Utility Warehouse	15	-	3	3	-	-	3	2	-	3	14	*	8	7	7	8
	1%	-%	1%	1%	-%	-%	1%	1%	-%	1%	1%	*%	1%	1%	1%	1%
		-%	22%	22%	-%	-%	18%	14%	-%	21%	97%	3%	55%	45%	46%	54%
Lebara	13	2	3	-	-	6	1	-	*	-	13	*	5	8	3	10
	1%	1%	1%	-%	-%	3%	*%	-%	*%	-%	1%	*%	*%	1%	*%	1%
						cdgghi										
		16%	20%	-%	-%	48%	5%	-%	3%	-%	99%	1%	39%	61%	22%	78%
Asda Mobile	10	-	3	2	-	-	-	1	-	2	9	*	2	8	7	3
	*%	-%	1%	1%	-%	-%	-%	1%	-%	1%	*%	*%	*%	1%	1%	*%
														a		
		-%	28%	17%	-%	-%	-%	13%	-%	17%	96%	4%	17%	83%	72%	28%
Lyca Mobile	9	4	-	-	3	1	-	-	-	-	9	*	5	4	1	8
	*%	1%	-%	-%	2%	*%	-%	-%	-%	-%	*%	*%	*%	*%	*%	1%
					bfigh										a	
		46%	-%	-%	34%	11%	-%	-%	-%	-%	99%	1%	52%	48%	9%	91%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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QD4 (QD10). SHOWCARD Which mobile network do you use most often? (SINGLE CODE)

Base : Those who personally use a mobile phone

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3679	268	250	222	238	253	251	263	269	216	2700	979	2037	1637	1676	2003
Effective Weighted Sample	2527	251	236	210	228	238	238	245	250	203	2132	410	1398	1168	1087	1440
Weighted total	2525	319	351	220	175	220	239	205	112	272	2189	336	1536	984	1083	1442
		13%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	61%	39%	43%	57%
Smarty	6	2	2	-	1	-	-	-	-	1	5	*	4	2	3	3
	*%	*%	1%	-%	*%	-%	-%	-%	-%	*%	*%	*%	*%	*%	*%	*%
		27%	37%	-%	12%	-%	-%	-%	-%	21%	97%	3%	67%	33%	52%	48%
Talk Mobile	5	-	2	2	-	-	-	-	-	-	4	1	2	3	3	2
	*%	-%	1%	1%	-%	-%	-%	-%	-%	-%	*%	*%	*%	*%	*%	*%
		-%	41%	40%	-%	-%	-%	-%	-%	-%	74%	26%	44%	56%	62%	38%
Voxi	4	-	2	-	-	1	-	-	1	-	4	-	3	1	*	4
	*%	-%	*%	-%	-%	*%	-%	-%	1%	-%	*%	-%	*%	*%	*%	*%
		-%	39%	-%	-%	28%	-%	-%	15%	-%	100%	-%	87%	13%	5%	95%
Other	5	1	1	1	-	-	-	-	-	1	3	2	4	2	3	2
	*%	*%	*%	*%	-%	-%	-%	-%	-%	*%	*%	1%	*%	*%	*%	*%
		21%	21%	20%	-%	-%	-%	-%	-%	22%	53%	a 47%	68%	32%	65%	35%
Don't know	19	1	-	1	2	2	-	6	1	2	17	2	3	16	11	8
	1%	*%	-%	1%	1%	1%	-%	3%	1%	1%	1%	1%	*%	2%	1%	1%
		3%	-%	8%	9%	9%	-%	abf 33%	6%	9%	88%	12%	17%	a 83%	56%	44%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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

QD4 (QD10). SHOWCARD Which mobile network do you use most often? (SINGLE CODE)

Base : Those who personally use a mobile phone

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3679	2073	1459	1575	1782	1599	3477
Effective Weighted Sample	2527	1437	1031	1101	1200	1127	2411
Weighted total	2525	1497	1000	1211	1252	1235	2424
		59%	40%	48%	50%	49%	96%
EE/ Orange/ T-Mobile	694	420	268	349	363	346	671
	27%	28%	27%	29%	29%	28%	28%
		61%	39%	50%	52%	50%	97%
O2	548	348	201	268	288	254	528
	22%	23%	20%	22%	23%	21%	22%
		63%	37%	49%	53%	46%	96%
Vodafone	409	238	184	205	204	221	391
	16%	16%	18%	17%	16%	18%	16%
		58%	45%	50%	50%	54%	96%
'3'	230	143	84	102	112	133	227
	9%	10%	8%	8%	9%	11%	9%
		62%	37%	44%	49%	58%	99%
Tesco	187	90	92	78	60	62	176
	7%	6%	9%	6%	5%	5%	7%
			acde				de
		48%	49%	42%	32%	33%	94%
Virgin Media/ Any Virgin	134	89	49	70	67	68	130
	5%	6%	5%	6%	5%	6%	5%
		66%	37%	52%	50%	51%	97%
Giffgaff	86	37	28	31	36	46	79
	3%	2%	3%	3%	3%	4%	3%
		43%	33%	36%	42%	53%	92%
Sky Mobile	57	51	10	38	40	32	57
	2%	3%	1%	3%	3%	3%	2%
		bf		b	b	b	b
		90%	18%	66%	70%	55%	100%
BT	50	26	21	20	22	17	48
	2%	2%	2%	2%	2%	1%	2%
		53%	42%	41%	44%	35%	96%

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

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

QD4 (QD10). SHOWCARD Which mobile network do you use most often? (SINGLE CODE)

Base : Those who personally use a mobile phone

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	3679	2073	1459	1575	1782	1599	3477
Effective Weighted Sample	2527	1437	1031	1101	1200	1127	2411
Weighted total	2525	1497	1000	1211	1252	1235	2424
		59%	40%	48%	50%	49%	96%
iD Mobile (Carphone Warehouse)	15	9	8	7	11	9	15
	1%	1%	1%	1%	1%	1%	1%
		61%	51%	49%	69%	62%	100%
Plusnet	15	8	9	8	9	7	15
	1%	1%	1%	1%	1%	1%	1%
		51%	59%	56%	57%	45%	98%
TalkTalk	15	10	6	9	9	7	14
	1%	1%	1%	1%	1%	1%	1%
		69%	39%	63%	62%	49%	95%
Utility Warehouse	15	5	12	6	6	7	15
	1%	*%	1%	*%	*%	1%	1%
			a				
		33%	81%	41%	41%	47%	100%
Lebara	13	3	7	3	3	4	13
	1%	*%	1%	*%	*%	*%	1%
		24%	55%	23%	23%	34%	100%
Asda Mobile	10	4	4	3	5	3	8
	*%	*%	*%	*%	*%	*%	*%
		43%	42%	36%	47%	35%	85%
Lyca Mobile	9	2	2	1	2	5	7
	*%	*%	*%	*%	*%	*%	*%
		24%	26%	8%	20%	56%	82%
Smarty	6	3	2	4	6	5	6
	*%	*%	*%	*%	*%	*%	*%
		48%	40%	79%	100%	97%	100%
Talk Mobile	5	4	2	4	3	2	5
	*%	*%	*%	*%	*%	*%	*%
		82%	41%	82%	57%	44%	100%

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

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

QD4 (QD10). SHOWCARD Which mobile network do you use most often? (SINGLE CODE)

Base : Those who personally use a mobile phone

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d		e	f
Unweighted total	3679	2073	1459	1575	1782		1599	3477
Effective Weighted Sample	2527	1437	1031	1101	1200		1127	2411
Weighted total	2525	1497	1000	1211	1252		1235	2424
		59%	40%	48%	50%		49%	96%
Voxi	4	1	1	1	3		3	4
	*%	*%	*%	*%	*%		*%	*%
		18%	15%	18%	87%		85%	100%
Other	5	-	3	1	1		1	3
	*%	-%	*%	*%	*%		*%	*%
		-%	50%	22%	24%		22%	54%
Don't know	19	5	7	2	2		1	13
	1%	*%	1%	*%	*%		*%	1%
			de					e
		26%	37%	10%	11%		6%	70%

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

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3679	1778	1895	504	553	1214	1408	218	337	379	915	804	1076	776	1019	2230	479	485	485
Effective Weighted Sample	2527	1226	1296	360	378	836	972	167	245	273	663	566	758	528	730	1923	325	344	443
Weighted total	2525	1227	1292	369	402	894	860	130	204	261	759	688	686	548	601	2113	216	126	70
		49%	51%	15%	16%	35%	34%	5%	8%	10%	30%	27%	27%	22%	24%	84%	9%	5%	3%
Yes	2204	1074	1125	364	395	847	598	90	159	217	736	626	625	472	479	1852	181	107	64
	87%	88%	87%	99%	98%	95%	70%	69%	78%	83%	97%	91%	91%	86%	80%	88%	84%	85%	91%
				cd	cd	d			a	a	abc	cd	cd	d					bc
		49%	51%	17%	18%	38%	27%	4%	7%	10%	33%	28%	28%	21%	22%	84%	8%	5%	3%
No	317	152	164	5	7	45	259	40	44	43	23	62	61	76	118	257	35	19	6
	13%	12%	13%	1%	2%	5%	30%	31%	22%	17%	3%	9%	9%	14%	20%	12%	16%	15%	9%
						ab	abc	bcd	d	d				ab	abc		d	d	
		48%	52%	2%	2%	14%	82%	13%	14%	14%	7%	20%	19%	24%	37%	81%	11%	6%	2%
Don't know	5	1	4	-	-	2	3	*	-	1	-	-	1	*	4	4	-	-	*
	*%	*%	*%	-%	-%	*%	*%	*%	-%	*%	-%	-%	*%	*%	1%	*%	-%	-%	*%
		18%	82%	-%	-%	40%	60%	9%	-%	26%	-%	-%	16%	2%	82%	97%	-%	-%	3%

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

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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

		ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3679	268	250	222	238	253	251	263	269	216	2700	979	2037	1637	1676	2003
Effective Weighted Sample	2527	251	236	210	228	238	238	245	250	203	2132	410	1398	1168	1087	1440
Weighted total	2525	319	351	220	175	220	239	205	112	272	2189	336	1536	984	1083	1442
		13%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	61%	39%	43%	57%
Yes	2204	300	309	188	155	189	208	175	98	230	1923	281	1461	739	943	1261
	87%	94%	88%	85%	88%	86%	87%	85%	87%	85%	88%	84%	95%	75%	87%	87%
		bcdefghi									b		b			
		14%	14%	9%	7%	9%	9%	8%	4%	10%	87%	13%	66%	34%	43%	57%
No	317	19	40	32	20	30	30	29	14	42	263	54	75	242	140	176
	13%	6%	11%	15%	12%	14%	13%	14%	12%	15%	12%	16%	5%	25%	13%	12%
			a	a	a	a	a	a	a	a		a		a		
		6%	13%	10%	6%	9%	10%	9%	4%	13%	83%	17%	24%	76%	44%	56%
Don't know	5	-	1	-	-	1	-	1	*	-	4	1	1	4	*	4
	*%	-%	*%	-%	-%	*%	-%	1%	*%	-%	*%	*%	*%	*%	*%	*%
		-%	30%	-%	-%	24%	-%	33%	10%	-%	81%	19%	17%	83%	3%	97%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	TV SERVICES					
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERVICES	ANY SERVICES
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	3679	2073	1459	1575	1782	1599	3477
Effective Weighted Sample	2527	1437	1031	1101	1200	1127	2411
Weighted total	2525	1497	1000	1211	1252	1235	2424
		59%	40%	48%	50%	49%	96%
Yes	2204	1390	800	1142	1207	1185	2135
	87%	93%	80%	94%	96%	96%	88%
		bf		bf	abcf	abf	b
		63%	36%	52%	55%	54%	97%
No	317	105	198	67	42	49	284
	13%	7%	20%	6%	3%	4%	12%
		de	acdef	d			acde
		33%	62%	21%	13%	16%	90%
Don't know	5	3	2	2	3	1	5
	*%	*%	*%	*%	*%	*%	*%
		57%	41%	45%	62%	15%	100%

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

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
Yes	2204	1074	1125	364	395	847	598	90	159	217	736	626	625	472	479	1852	181	107	64
	82%	82%	82%	97%	97%	94%	60%	61%	71%	79%	96%	88%	87%	81%	72%	83%	78%	81%	86%
				cd	cd	d			a	ab	abc	cd	cd	d		b			bc
		49%	51%	17%	18%	38%	27%	4%	7%	10%	33%	28%	28%	21%	22%	84%	8%	5%	3%
No	317	152	164	5	7	45	259	40	44	43	23	62	61	76	118	257	35	19	6
	12%	12%	12%	1%	2%	5%	26%	27%	20%	16%	3%	9%	8%	13%	18%	11%	15%	14%	9%
						ab	abc	cd	d	d				ab	abc		d	d	
		48%	52%	2%	2%	14%	82%	13%	14%	14%	7%	20%	19%	24%	37%	81%	11%	6%	2%
Don't know	5	1	4	-	-	2	3	*	-	1	-	-	1	*	4	4	-	-	*
	*%	*%	*%	-%	-%	*%	*%	*%	-%	*%	-%	-%	*%	*%	1%	*%	-%	-%	*%
		18%	82%	-%	-%	40%	60%	9%	-%	26%	-%	-%	16%	2%	82%	97%	-%	-%	3%
DO NOT PERSONALLY USE A MOBILE PHONE	150	75	73	7	5	8	130	18	22	15	8	24	32	33	62	123	17	6	4
	6%	6%	5%	2%	1%	1%	13%	12%	10%	5%	1%	3%	4%	6%	9%	5%	7%	5%	5%
						abc		cd	cd	d				abc					
		50%	49%	4%	3%	6%	87%	12%	15%	10%	5%	16%	21%	22%	41%	82%	11%	4%	2%

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

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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

		ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
Yes	2204	300	309	188	155	189	208	175	98	230	1923	281	1461	739	943	1261
	82%	90%	84%	82%	82%	80%	85%	79%	84%	77%	83%	78%	94%	66%	83%	82%
		cdegi	i				i		i		b		b			
		14%	14%	9%	7%	9%	9%	8%	4%	10%	87%	13%	66%	34%	43%	57%
No	317	19	40	32	20	30	30	29	14	42	263	54	75	242	140	176
	12%	6%	11%	14%	11%	13%	12%	13%	12%	14%	11%	15%	5%	22%	12%	11%
			a	a	a	a	a	a	a	a		a		a		
		6%	13%	10%	6%	9%	10%	9%	4%	13%	83%	17%	24%	76%	44%	56%
Don't know	5	-	1	-	-	1	-	1	*	-	4	1	1	4	*	4
	*%	-%	*%	-%	-%	*%	-%	1%	*%	-%	*%	*%	*%	*%	*%	*%
		-%	30%	-%	-%	24%	-%	33%	10%	-%	81%	19%	17%	83%	3%	97%
DO NOT PERSONALLY USE A MOBILE PHONE	150	15	17	9	13	17	7	15	4	27	127	23	18	131	55	94
	6%	4%	5%	4%	7%	7%	3%	7%	3%	9%	5%	6%	1%	12%	5%	6%
					f	fh		f		acfh				a		
		10%	11%	6%	9%	11%	5%	10%	2%	18%	85%	15%	12%	88%	37%	63%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	TV SERVICES					
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERVICES	ANY SERVICES
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
Yes	2204	1390	800	1142	1207	1185	2135
	82%	90%	73%	92%	95%	95%	84%
		bf		abf	abcf	abcf	b
		63%	36%	52%	55%	54%	97%
No	317	105	198	67	42	49	284
	12%	7%	18%	5%	3%	4%	11%
		de	acdef	d			acde
		33%	62%	21%	13%	16%	90%
Don't know	5	3	2	2	3	1	5
	*%	*%	*%	*%	*%	*%	*%
		57%	41%	45%	62%	15%	100%
DO NOT PERSONALLY USE A MOBILE PHONE	150	44	89	24	21	18	127
	6%	3%	8%	2%	2%	1%	5%
		de	acdef				acde
		29%	59%	16%	14%	12%	85%

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

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

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

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3102	1497	1600	496	542	1152	912	150	244	308	877	709	950	645	795	1880	388	396	438
Effective Weighted Sample	2140	1040	1095	353	370	789	634	113	182	224	639	504	675	440	564	1636	267	283	400
Weighted total	2204	1074	1125	364	395	847	598	90	159	217	736	626	625	472	479	1852	181	107	64
		49%	51%	17%	18%	38%	27%	4%	7%	10%	33%	28%	28%	21%	22%	84%	8%	5%	3%
Yes	2008	996	1007	354	377	790	488	72	136	199	702	573	588	430	414	1685	166	99	58
	91%	93%	90%	97%	95%	93%	82%	81%	85%	92%	95%	92%	94%	91%	86%	91%	91%	92%	92%
		b		cd	d	d				ab	abc	d	d	d					
		50%	50%	18%	19%	39%	24%	4%	7%	10%	35%	29%	29%	21%	21%	84%	8%	5%	3%
No	110	51	59	7	15	40	48	8	13	10	21	32	20	23	35	100	4	4	2
	5%	5%	5%	2%	4%	5%	8%	9%	8%	5%	3%	5%	3%	5%	7%	5%	2%	4%	3%
						a	abc	d	d					b		b			
		46%	54%	6%	13%	36%	44%	7%	11%	10%	19%	29%	18%	21%	32%	90%	4%	4%	2%
Don't know	86	28	58	3	3	18	61	9	11	7	12	21	16	19	30	67	12	4	3
	4%	3%	5%	1%	1%	2%	10%	10%	7%	3%	2%	3%	3%	4%	6%	4%	6%	4%	5%
			a			abc	cd	d	d					ab			a		
		32%	68%	4%	4%	21%	72%	11%	13%	9%	14%	24%	19%	22%	35%	78%	13%	5%	4%

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

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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

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3102	243	213	184	206	207	213	216	225	173	2293	809	1933	1164	1400	1702
Effective Weighted Sample	2140	231	203	176	198	197	204	202	211	165	1817	336	1324	836	916	1224
Weighted total	2204	300	309	188	155	189	208	175	98	230	1923	281	1461	739	943	1261
		14%	14%	9%	7%	9%	9%	8%	4%	10%	87%	13%	66%	34%	43%	57%
Yes	2008	287	281	184	136	153	190	154	84	217	1753	255	1377	626	862	1146
	91%	96%	91%	98%	88%	81%	91%	88%	86%	94%	91%	91%	94%	85%	91%	91%
		bdefgh	e	bdefgh			e	e		degh			b			
		14%	14%	9%	7%	8%	9%	8%	4%	11%	87%	13%	69%	31%	43%	57%
No	110	6	20	2	13	28	9	8	8	6	94	17	54	56	49	62
	5%	2%	7%	1%	9%	15%	4%	5%	8%	2%	5%	6%	4%	8%	5%	5%
			ac		aci	abcfghi		c	aci				a			
		5%	18%	2%	12%	25%	8%	7%	7%	5%	85%	15%	49%	51%	44%	56%
Don't know	86	7	8	2	6	9	10	13	6	7	76	10	30	56	32	54
	4%	2%	3%	1%	4%	5%	5%	7%	6%	3%	4%	4%	2%	8%	3%	4%
						c	c	abc	ac				a			
		8%	10%	2%	6%	10%	12%	15%	7%	9%	88%	12%	35%	65%	37%	63%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d		e	f
Unweighted total	3102	1878	1114	1475	1713		1530	2962
Effective Weighted Sample	2140	1309	789	1032	1150		1076	2063
Weighted total	2204	1390	800	1142	1207		1185	2135
		63%	36%	52%	55%		54%	97%
Yes	2008	1286	721	1058	1139		1125	1954
	91%	93%	90%	93%	94%		95%	91%
					bf		abcf	
		64%	36%	53%	57%		56%	97%
No	110	62	42	53	47		39	105
	5%	4%	5%	5%	4%		3%	5%
			e					e
		56%	38%	48%	43%		35%	95%
Don't know	86	42	37	30	21		21	77
	4%	3%	5%	3%	2%		2%	4%
		de	cde					de
		49%	43%	35%	25%		24%	90%

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

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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

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3102	1497	1600	496	542	1152	912	150	244	308	877	709	950	645	795	1880	388	396	438
Effective Weighted Sample	2140	1040	1095	353	370	789	634	113	182	224	639	504	675	440	564	1636	267	283	400
Weighted total	2204	1074	1125	364	395	847	598	90	159	217	736	626	625	472	479	1852	181	107	64
		49%	51%	17%	18%	38%	27%	4%	7%	10%	33%	28%	28%	21%	22%	84%	8%	5%	3%
Yes	142	69	70	39	17	59	28	2	10	11	66	52	41	22	26	120	13	3	6
	6%	6%	6%	11%	4%	7%	5%	2%	6%	5%	9%	8%	7%	5%	5%	6%	7%	2%	9%
		49%	49%	bcd	12%	42%	19%	1%	7%	8%	a	c	29%	16%	18%	c	c		ac
				27%							47%	37%				84%	9%	2%	4%
No	1908	947	959	315	359	735	499	81	138	192	631	532	543	413	418	1616	148	98	46
	87%	88%	85%	87%	91%	87%	84%	90%	86%	89%	86%	85%	87%	87%	87%	87%	82%	91%	73%
		50%	50%	cd	19%	39%	26%	4%	7%	10%	33%	28%	28%	22%	22%	bd	d	bd	
				17%												85%	8%	5%	2%
Don't know	154	58	96	10	20	53	71	7	12	14	38	42	40	37	35	116	19	7	11
	7%	5%	9%	3%	5%	6%	12%	8%	7%	6%	5%	7%	6%	8%	7%	6%	11%	6%	18%
		a	a			a	abc										a		abc
		38%	62%	7%	13%	35%	46%	5%	8%	9%	25%	27%	26%	24%	23%	76%	13%	4%	7%

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

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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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	3102	243	213	184	206	207	213	216	225	173	2293	809	1933	1164	1400	1702
Effective Weighted Sample	2140	231	203	176	198	197	204	202	211	165	1817	336	1324	836	916	1224
Weighted total	2204	300	309	188	155	189	208	175	98	230	1923	281	1461	739	943	1261
		14%	14%	9%	7%	9%	9%	8%	4%	10%	87%	13%	66%	34%	43%	57%
Yes	142	27	30	2	8	9	8	14	7	14	128	14	117	23	54	88
	6%	9%	10%	1%	5%	5%	4%	8%	8%	6%	7%	5%	8%	3%	6%	7%
		cf	cf		c	c		c	c	c			b			
		19%	21%	1%	6%	7%	6%	10%	5%	10%	90%	10%	83%	16%	38%	62%
No	1908	254	267	181	144	162	188	138	79	204	1660	249	1258	647	832	1076
	87%	84%	86%	96%	93%	86%	90%	79%	81%	89%	86%	88%	86%	88%	88%	85%
			g	abefghi	abegh		gh			g						
		13%	14%	9%	8%	8%	10%	7%	4%	11%	87%	13%	66%	34%	44%	56%
Don't know	154	19	12	5	3	18	13	23	11	13	135	19	86	68	57	97
	7%	6%	4%	3%	2%	9%	6%	13%	11%	5%	7%	7%	6%	9%	6%	8%
		d				bcd	d	abcdfi	bcd				a			
		12%	8%	3%	2%	12%	8%	15%	7%	8%	88%	12%	56%	44%	37%	63%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d		e	f
Unweighted total	3102	1878	1114	1475	1713		1530	2962
Effective Weighted Sample	2140	1309	789	1032	1150		1076	2063
Weighted total	2204	1390	800	1142	1207		1185	2135
		63%	36%	52%	55%		54%	97%
Yes	142	103	29	73	83		72	135
	6%	7%	4%	6%	7%		6%	6%
		b		b	b		b	b
		72%	20%	52%	59%		51%	95%
No	1908	1195	722	1012	1069		1058	1855
	87%	86%	90%	89%	89%		89%	87%
			af				a	
		63%	38%	53%	56%		55%	97%
Don't know	154	92	49	56	55		55	145
	7%	7%	6%	5%	5%		5%	7%
		de						cde
		60%	32%	37%	36%		36%	94%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 40

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

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

Base : Those who personally use a mobile phone

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3679	1778	1895	504	553	1214	1408	218	337	379	915	804	1076	776	1019	2230	479	485	485
Effective Weighted Sample	2527	1226	1296	360	378	836	972	167	245	273	663	566	758	528	730	1923	325	344	443
Weighted total	2525	1227	1292	369	402	894	860	130	204	261	759	688	686	548	601	2113	216	126	70
		49%	51%	15%	16%	35%	34%	5%	8%	10%	30%	27%	27%	22%	24%	84%	9%	5%	3%
Prepay/ pay as you go – using top-ups	518	260	257	55	57	122	284	62	66	58	64	97	95	103	222	419	54	25	19
	20%	21%	20%	15%	14%	14%	33%	48%	33%	22%	8%	14%	14%	19%	37%	20%	25%	20%	27%
						abc	bcd		cd	d				ab	abc		a		ac
		50%	50%	11%	11%	24%	55%	12%	13%	11%	12%	19%	18%	20%	43%	81%	10%	5%	4%
Monthly contract/ SIM-only – paying monthly	1994	957	1032	314	344	769	566	68	136	203	689	587	587	440	376	1682	161	99	51
	79%	78%	80%	85%	85%	86%	66%	52%	67%	78%	91%	85%	86%	80%	63%	80%	75%	79%	72%
				d	d	d			a	ab	abc	cd	cd	d		bd		d	
		48%	52%	16%	17%	39%	28%	3%	7%	10%	35%	29%	29%	22%	19%	84%	8%	5%	3%
Other	7	5	2	-	*	1	6	-	1	*	2	2	2	3	1	6	1	1	*
	*%	*%	*%	-%	*%	*%	1%	-%	1%	*%	*%	*%	*%	1%	*%	*%	*%	1%	*%
		72%	28%	-%	2%	18%	80%	-%	16%	2%	33%	29%	21%	39%	11%	78%	9%	12%	2%
Don't know	7	5	2	-	2	2	4	-	-	*	3	2	2	2	1	6	-	*	*
	*%	*%	*%	-%	*%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%	*%	-%	*%	1%
		76%	24%	-%	24%	23%	54%	-%	-%	1%	48%	26%	29%	28%	17%	92%	-%	1%	7%
CONTRACT TYPE																			
Subsidised handset	1490	708	779	230	271	606	382	45	104	157	541	435	456	325	271	1252	123	70	45
	59%	58%	60%	62%	67%	68%	44%	35%	51%	60%	71%	63%	66%	59%	45%	59%	57%	55%	64%
				d	d	d			a	ab	abc	d	cd	d					c
		48%	52%	15%	18%	41%	26%	3%	7%	11%	36%	29%	31%	22%	18%	84%	8%	5%	3%
SIM only	486	236	248	77	72	160	177	23	32	45	147	147	126	113	101	413	38	29	6
	19%	19%	19%	21%	18%	18%	21%	17%	16%	17%	19%	21%	18%	21%	17%	20%	18%	23%	8%
											d					d	d	d	
		49%	51%	16%	15%	33%	36%	5%	7%	9%	30%	30%	26%	23%	21%	85%	8%	6%	1%
Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																			

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 40

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

Base : Those who personally use a mobile phone

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3679	268	250	222	238	253	251	263	269	216	2700	979	2037	1637	1676	2003
Effective Weighted Sample	2527	251	236	210	228	238	238	245	250	203	2132	410	1398	1168	1087	1440
Weighted total	2525	319	351	220	175	220	239	205	112	272	2189	336	1536	984	1083	1442
		13%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	61%	39%	43%	57%
Prepay/ pay as you go – using top-ups	518	51	62	39	34	53	48	49	25	59	447	70	181	336	189	328
	20%	16%	18%	18%	19%	24%	20%	24%	22%	22%	20%	21%	12%	34%	17%	23%
						a		a					a		a	
		10%	12%	8%	7%	10%	9%	10%	5%	11%	86%	14%	35%	65%	37%	63%
Monthly contract/ SIM-only – paying monthly	1994	268	285	179	140	166	190	155	87	212	1730	264	1346	643	887	1107
	79%	84%	81%	81%	80%	75%	80%	75%	77%	78%	79%	79%	88%	65%	82%	77%
		eg											b		b	
		13%	14%	9%	7%	8%	10%	8%	4%	11%	87%	13%	68%	32%	44%	56%
Other	7	-	-	1	1	1	1	1	1	-	5	2	5	2	3	4
	*%	-%	-%	1%	*%	*%	*%	*%	1%	-%	*%	*%	*%	*%	*%	*%
		-%	-%	17%	11%	12%	14%	13%	11%	-%	77%	23%	72%	28%	48%	52%
Don't know	7	-	3	*	-	1	-	-	-	1	7	*	4	3	4	3
	*%	-%	1%	*%	-%	*%	-%	-%	-%	1%	*%	*%	*%	*%	*%	*%
		-%	50%	7%	-%	15%	-%	-%	-%	20%	97%	3%	51%	49%	59%	41%
CONTRACT TYPE																
Subsidised handset	1490	195	200	122	108	131	144	98	76	179	1290	199	1061	426	688	802
	59%	61%	57%	55%	62%	59%	60%	48%	68%	66%	59%	59%	69%	43%	64%	56%
		g	g		g	g	g		bcg	cg			b		b	
		13%	13%	8%	7%	9%	10%	7%	5%	12%	87%	13%	71%	29%	46%	54%
SIM only	486	72	85	56	32	35	46	50	11	25	422	65	281	204	192	294
	19%	23%	24%	25%	18%	16%	19%	25%	10%	9%	19%	19%	18%	21%	18%	20%
		hi	ehi	ehi	hi	hi	hi	ehi								
		15%	18%	11%	7%	7%	10%	10%	2%	5%	87%	13%	58%	42%	40%	60%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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

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

Base : Those who personally use a mobile phone

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV- ICES	ANY SER- VICES
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	3679	2073	1459	1575	1782	1599	3477
Effective Weighted Sample	2527	1437	1031	1101	1200	1127	2411
Weighted total	2525	1497	1000	1211	1252	1235	2424
		59%	40%	48%	50%	49%	96%
Prepay/ pay as you go – using top-ups	518	190	289	153	135	178	479
	20%	13%	29%	13%	11%	14%	20%
			acdef			d	acde
		37%	56%	30%	26%	34%	93%
Monthly contract/ SIM-only – paying monthly	1994	1303	702	1053	1112	1052	1933
	79%	87%	70%	87%	89%	85%	80%
		bf		bf	bef	bf	b
		65%	35%	53%	56%	53%	97%
Other	7	2	4	3	3	3	7
	*%	*%	*%	*%	*%	*%	*%
		34%	63%	37%	37%	37%	98%
Don't know	7	1	4	3	3	3	4
	*%	*%	*%	*%	*%	*%	*%
		20%	65%	46%	46%	46%	65%
CONTRACT TYPE							
Subsidised handset	1490	1017	508	801	847	793	1446
	59%	68%	51%	66%	68%	64%	60%
		bef		bf	bf	bf	b
		68%	34%	54%	57%	53%	97%
SIM only	486	277	187	242	257	252	469
	19%	18%	19%	20%	21%	20%	19%
		57%	39%	50%	53%	52%	96%

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

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

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

Base : Those who use a postpay/ contract mobile phone

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2772	1317	1450	416	464	1026	866	111	210	291	818	667	887	600	615	1697	355	366	354
Effective Weighted Sample	1923	922	996	300	317	710	603	83	155	214	598	472	635	415	438	1480	239	261	324
Weighted total	1994	957	1032	314	344	769	566	68	136	203	689	587	587	440	376	1682	161	99	51
Handset and contract		48%	52%	16%	17%	39%	28%	3%	7%	10%	35%	29%	29%	22%	19%	84%	8%	5%	3%
	1490	708	779	230	271	606	382	45	104	157	541	435	456	325	271	1252	123	70	45
	75%	74%	75%	73%	79%	79%	67%	66%	76%	77%	79%	74%	78%	74%	72%	74%	76%	70%	88%
SIM card only		48%	52%	15%	18%	41%	26%	3%	7%	11%	36%	29%	31%	22%	18%	84%	8%	5%	3%
	486	236	248	77	72	160	177	23	32	45	147	147	126	113	101	413	38	29	6
	24%	25%	24%	24%	21%	21%	31%	33%	23%	22%	21%	25%	21%	26%	27%	25%	24%	30%	12%
Don't know		49%	51%	16%	15%	33%	36%	5%	7%	9%	30%	30%	26%	23%	21%	85%	8%	6%	1%
	18	13	5	8	-	2	7	1	1	1	-	6	5	2	5	17	-	*	*
	1%	1%	*%	2%	-%	*%	1%	1%	*%	*%	-%	1%	1%	*%	1%	1%	-%	*%	*%
		b		bc			bc	d											
		73%	27%	44%	-%	14%	42%	4%	3%	5%	-%	32%	31%	11%	26%	98%	-%	2%	*%

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

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

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

Base : Those who use a postpay/ contract mobile phone

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	2772	216	199	177	186	179	192	190	198	160	2030	742	1766	1001	1305	1467
Effective Weighted Sample	1923	205	189	168	179	171	184	178	186	151	1623	311	1216	722	861	1061
Weighted total	1994	268	285	179	140	166	190	155	87	212	1730	264	1346	643	887	1107
Handset and contract		13%	14%	9%	7%	8%	10%	8%	4%	11%	87%	13%	68%	32%	44%	56%
	1490	195	200	122	108	131	144	98	76	179	1290	199	1061	426	688	802
	75%	73%	70%	68%	77%	79%	76%	63%	87%	84%	75%	76%	79%	66%	78%	72%
SIM card only		g			g	cg	g		abcdefg	abcfg			b		b	
		13%	13%	8%	7%	9%	10%	7%	5%	12%	87%	13%	71%	29%	46%	54%
	486	72	85	56	32	35	46	50	11	25	422	65	281	204	192	294
Don't know		24%														
		hi	hi	ehi	hi	hi	hi	dehi					a		a	
		15%	18%	11%	7%	7%	10%	10%	2%	5%	87%	13%	58%	42%	40%	60%
Don't know	18	1	-	2	-	-	-	7	-	8	18	*	4	13	6	12
	1%	*%	-%	1%	-%	-%	-%	4%	-%	4%	1%	*%	*%	2%	1%	1%
								abdefh		abdefh			a			
		5%	-%	9%	-%	-%	-%	37%	-%	47%	100%	*%	25%	75%	34%	66%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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

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

Base : Those who use a postpay/ contract mobile phone

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d		e	f
Unweighted total	2772	1760	960	1351	1548		1348	2653
Effective Weighted Sample	1923	1231	684	951	1051		950	1853
Weighted total	1994	1303	702	1053	1112		1052	1933
		65%	35%	53%	56%		53%	97%
Handset and contract	1490	1017	508	801	847		793	1446
	75%	78%	72%	76%	76%		75%	75%
		bf						
		68%	34%	54%	57%		53%	97%
SIM card only	486	277	187	242	257		252	469
	24%	21%	27%	23%	23%		24%	24%
		a						
		57%	39%	50%	53%		52%	96%
Don't know	18	9	6	10	7		7	18
	1%	1%	1%	1%	1%		1%	1%
		51%	35%	59%	42%		38%	100%

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

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

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3679	1778	1895	504	553	1214	1408	218	337	379	915	804	1076	776	1019	2230	479	485	485
Effective Weighted Sample	2527	1226	1296	360	378	836	972	167	245	273	663	566	758	528	730	1923	325	344	443
Weighted total	2525	1227	1292	369	402	894	860	130	204	261	759	688	686	548	601	2113	216	126	70
		49%	51%	15%	16%	35%	34%	5%	8%	10%	30%	27%	27%	22%	24%	84%	9%	5%	3%
Make calls	2395	1163	1227	359	380	852	805	122	196	246	724	660	655	515	564	2002	210	118	65
	95%	95%	95%	97%	94%	95%	94%	94%	96%	94%	95%	96%	95%	94%	94%	95%	97%	94%	92%
				d												d	d		
		49%	51%	15%	16%	36%	34%	5%	8%	10%	30%	28%	27%	22%	24%	84%	9%	5%	3%
Send/ receive text messages	2289	1100	1186	352	390	842	705	109	169	237	716	630	636	493	527	1921	196	109	62
	91%	90%	92%	95%	97%	94%	82%	84%	83%	91%	94%	92%	93%	90%	88%	91%	91%	87%	89%
				d	cd	d				ab	ab	d	d			c			
		48%	52%	15%	17%	37%	31%	5%	7%	10%	31%	28%	28%	22%	23%	84%	9%	5%	3%
Take photos	1896	889	1005	334	343	733	487	70	140	189	660	542	553	390	408	1627	134	87	48
	75%	72%	78%	90%	85%	82%	57%	54%	69%	73%	87%	79%	81%	71%	68%	77%	62%	69%	68%
			a	bcd	d	d			a	a	abc	cd	cd			bcd		b	
		47%	53%	18%	18%	39%	26%	4%	7%	10%	35%	29%	29%	21%	22%	86%	7%	5%	3%
General browsing/ surfing the internet	1821	874	945	338	351	731	400	64	120	174	649	540	541	379	360	1550	143	80	49
	72%	71%	73%	92%	87%	82%	47%	49%	59%	67%	86%	78%	79%	69%	60%	73%	66%	64%	70%
				cd	cd	d			a	a	abc	cd	cd	d		bc			
		48%	52%	19%	19%	40%	22%	3%	7%	10%	36%	30%	30%	21%	20%	85%	8%	4%	3%
Send/ receive emails	1805	862	939	318	350	742	395	62	122	175	653	543	545	369	346	1533	152	80	40
	71%	70%	73%	86%	87%	83%	46%	48%	60%	67%	86%	79%	79%	67%	58%	73%	70%	64%	57%
				d	d	d			a	a	abc	cd	cd	d		cd	d		
		48%	52%	18%	19%	41%	22%	3%	7%	10%	36%	30%	30%	20%	19%	85%	8%	4%	2%
Use IM/ instant Messaging (e.g. WhatsApp, Facebook messenger, Snapchat, iMessage)	1545	704	839	303	316	611	314	48	107	152	558	466	481	302	297	1290	142	74	39
	61%	57%	65%	82%	79%	68%	37%	37%	53%	58%	74%	68%	70%	55%	49%	61%	66%	59%	56%
			a	cd	cd	d			a	a	abc	cd	cd	d			d		
		46%	54%	20%	20%	40%	20%	3%	7%	10%	36%	30%	31%	20%	19%	83%	9%	5%	3%
Using social networking e.g. Facebook, Twitter, LinkedIn, Snapchat, Instagram	1382	624	755	301	297	560	224	53	93	135	504	381	426	277	296	1156	119	69	37
	55%	51%	58%	82%	74%	63%	26%	41%	46%	52%	66%	55%	62%	51%	49%	55%	55%	55%	53%
			a	bcd	cd	d				a	abc	d	acd						
		45%	55%	22%	22%	41%	16%	4%	7%	10%	36%	28%	31%	20%	21%	84%	9%	5%	3%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 42

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

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3679	1778	1895	504	553	1214	1408	218	337	379	915	804	1076	776	1019	2230	479	485	485
Effective Weighted Sample	2527	1226	1296	360	378	836	972	167	245	273	663	566	758	528	730	1923	325	344	443
Weighted total	2525	1227	1292	369	402	894	860	130	204	261	759	688	686	548	601	2113	216	126	70
		49%	51%	15%	16%	35%	34%	5%	8%	10%	30%	27%	27%	22%	24%	84%	9%	5%	3%
Record video clips	1102	512	586	258	238	441	166	33	66	104	413	321	365	212	203	944	75	52	31
	44%	42%	45%	70%	59%	49%	19%	26%	32%	40%	54%	47%	53%	39%	34%	45%	35%	41%	44%
				bcd	cd	d				a	abc	cd	acd			b			b
		47%	53%	23%	22%	40%	15%	3%	6%	9%	37%	29%	33%	19%	18%	86%	7%	5%	3%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	1098	531	564	254	248	439	155	34	68	114	431	318	349	217	212	950	74	51	22
	43%	43%	44%	69%	62%	49%	18%	26%	33%	44%	57%	46%	51%	40%	35%	45%	34%	41%	32%
				bcd	cd	d				ab	abc	cd	cd			bd		d	
		48%	51%	23%	23%	40%	14%	3%	6%	10%	39%	29%	32%	20%	19%	87%	7%	5%	2%
Accessing/ receiving news	1040	521	518	165	193	446	236	24	56	86	450	367	330	190	151	899	65	50	25
	41%	42%	40%	45%	48%	50%	27%	19%	28%	33%	59%	53%	48%	35%	25%	43%	30%	40%	35%
				d	d	d			a	a	abc	cd	cd	d		bd		b	
		50%	50%	16%	19%	43%	23%	2%	5%	8%	43%	35%	32%	18%	15%	86%	6%	5%	2%
Use your phone for Sat Nav or directions	1020	503	516	181	203	437	198	28	54	84	467	355	332	184	148	915	55	33	16
	40%	41%	40%	49%	50%	49%	23%	21%	27%	32%	62%	52%	48%	34%	25%	43%	25%	27%	23%
				d	d	d				a	abc	cd	cd	d		bcd			
		49%	51%	18%	20%	43%	19%	3%	5%	8%	46%	35%	33%	18%	15%	90%	5%	3%	2%
Making video calls e.g. via FaceTime, Skype or WhatsApp	968	424	542	225	224	366	153	30	65	97	391	295	316	176	180	841	66	41	19
	38%	35%	42%	61%	56%	41%	18%	23%	32%	37%	52%	43%	46%	32%	30%	40%	31%	33%	28%
			a	cd	cd	d				a	abc	cd	cd			bcd			
		44%	56%	23%	23%	38%	16%	3%	7%	10%	40%	30%	33%	18%	19%	87%	7%	4%	2%
Listen to music (not radio)	964	467	495	263	225	348	128	35	57	93	360	273	309	181	201	844	68	39	14
	38%	38%	38%	71%	56%	39%	15%	27%	28%	35%	48%	40%	45%	33%	33%	40%	31%	31%	20%
				bcd	cd	d					abc	cd	cd			bcd	d	d	
		48%	51%	27%	23%	36%	13%	4%	6%	10%	37%	28%	32%	19%	21%	88%	7%	4%	1%
Making voice calls using a VoIP service e.g. Viber, Skype or WhatsApp	914	434	480	194	197	380	143	28	56	84	379	286	285	178	164	785	69	38	21
	36%	35%	37%	52%	49%	42%	17%	21%	27%	32%	50%	42%	42%	33%	27%	37%	32%	30%	30%
				cd	cd	d				a	abc	cd	cd	d		cd			
		47%	53%	21%	22%	42%	16%	3%	6%	9%	41%	31%	31%	20%	18%	86%	8%	4%	2%

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

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

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3679	1778	1895	504	553	1214	1408	218	337	379	915	804	1076	776	1019	2230	479	485	485
Effective Weighted Sample	2527	1226	1296	360	378	836	972	167	245	273	663	566	758	528	730	1923	325	344	443
Weighted total	2525	1227	1292	369	402	894	860	130	204	261	759	688	686	548	601	2113	216	126	70
		49%	51%	15%	16%	35%	34%	5%	8%	10%	30%	27%	27%	22%	24%	84%	9%	5%	3%
Play games	835	399	435	233	183	308	112	34	64	90	301	198	266	172	197	731	53	33	18
	33%	33%	34%	63%	46%	34%	13%	26%	32%	34%	40%	29%	39%	31%	33%	35%	25%	27%	26%
		48%	52%	bcd	cd	d					ab		acd			bcd			
				28%	22%	37%	13%	4%	8%	11%	36%	24%	32%	21%	24%	87%	6%	4%	2%
Accessing/ receiving sports/ team news/ scores	619	427	191	129	116	258	117	14	33	53	277	200	198	140	79	531	45	28	15
	25%	35%	15%	35%	29%	29%	14%	11%	16%	20%	37%	29%	29%	26%	13%	25%	21%	22%	22%
		b		cd	d	d				a	abc	d	d	d					
		69%	31%	21%	19%	42%	19%	2%	5%	9%	45%	32%	32%	23%	13%	86%	7%	5%	2%
Contactless mobile payment at point of sale/ checkouts e.g. Apple Pay, Google Wallet or contactless bank cards	570	280	289	149	141	221	60	15	33	50	253	186	203	94	87	498	45	14	12
	23%	23%	22%	40%	35%	25%	7%	12%	16%	19%	33%	27%	30%	17%	15%	24%	21%	11%	18%
				cd	cd	d				a	abc	cd	cd			cd	c		c
		49%	51%	26%	25%	39%	10%	3%	6%	9%	44%	33%	36%	17%	15%	87%	8%	3%	2%
Watching TV programmes/ film content online e.g. Netflix, BBC iPlayer, Sky Go	560	275	285	140	153	218	49	17	31	45	253	168	192	100	98	495	33	21	11
	22%	22%	22%	38%	38%	24%	6%	13%	15%	17%	33%	24%	28%	18%	16%	23%	15%	17%	16%
				cd	cd	d					abc	cd	cd			bcd			
		49%	51%	25%	27%	39%	9%	3%	5%	8%	45%	30%	34%	18%	17%	88%	6%	4%	2%
Listen to radio	376	189	186	67	70	155	83	12	18	26	185	137	103	65	70	337	20	14	5
	15%	15%	14%	18%	17%	17%	10%	9%	9%	10%	24%	20%	15%	12%	12%	16%	9%	11%	6%
				d	d	d					abc	bcd				bcd		d	
		50%	50%	18%	19%	41%	22%	3%	5%	7%	49%	37%	27%	17%	19%	90%	5%	4%	1%
Listen to podcasts	316	176	139	68	78	121	48	8	11	19	157	139	103	41	33	282	16	16	3
	12%	14%	11%	18%	19%	14%	6%	6%	5%	7%	21%	20%	15%	7%	5%	13%	7%	12%	4%
		b		cd	cd	d					abc	bcd	cd			bd	d	bd	
		56%	44%	21%	25%	38%	15%	2%	3%	6%	50%	44%	32%	13%	10%	89%	5%	5%	1%
Listen to or read an e-book	303	137	166	53	58	146	46	6	14	23	158	130	95	41	37	268	18	12	6
	12%	11%	13%	14%	15%	16%	5%	5%	7%	9%	21%	19%	14%	7%	6%	13%	8%	10%	8%
				d	d	d					abc	bcd	cd			bd			
		45%	55%	17%	19%	48%	15%	2%	5%	7%	52%	43%	31%	13%	12%	88%	6%	4%	2%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 42

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

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3679	1778	1895	504	553	1214	1408	218	337	379	915	804	1076	776	1019	2230	479	485	485
Effective Weighted Sample	2527	1226	1296	360	378	836	972	167	245	273	663	566	758	528	730	1923	325	344	443
Weighted total	2525	1227	1292	369	402	894	860	130	204	261	759	688	686	548	601	2113	216	126	70
		49%	51%	15%	16%	35%	34%	5%	8%	10%	30%	27%	27%	22%	24%	84%	9%	5%	3%
Other	14	7	7	-	2	4	8	3	1	1	1	4	3	3	3	12	1	1	*
	1%	1%	1%	-%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		52%	48%	-%	12%	29%	59%	20%	5%	6%	10%	31%	23%	23%	23%	85%	6%	7%	2%
MESSAGING	2330	1124	1203	360	397	859	714	109	173	239	732	645	646	499	538	1957	198	111	64
	92%	92%	93%	98%	99%	96%	83%	84%	85%	91%	97%	94%	94%	91%	90%	93%	92%	88%	92%
		48%	52%	15%	17%	37%	31%	5%	7%	10%	31%	28%	28%	21%	23%	84%	8%	5%	3%
WEB/ DATA ACCESS	2058	1002	1051	359	386	810	503	75	141	207	707	595	602	429	430	1739	167	94	57
	81%	82%	81%	97%	96%	91%	59%	58%	69%	79%	93%	86%	88%	78%	72%	82%	78%	75%	82%
		49%	51%	17%	19%	39%	24%	4%	7%	10%	34%	29%	29%	21%	21%	85%	8%	5%	3%
ENTERTAINMENT	2022	964	1054	360	374	781	507	77	146	211	694	575	585	421	439	1728	150	93	52
	80%	79%	82%	97%	93%	87%	59%	59%	72%	81%	92%	84%	85%	77%	73%	82%	69%	74%	74%
		48%	52%	18%	19%	39%	25%	4%	7%	10%	34%	28%	29%	21%	22%	85%	7%	5%	3%
WATCHING AV CONTENT	1175	571	602	269	262	478	166	37	76	121	457	340	375	229	229	1017	79	54	24
	47%	47%	47%	73%	65%	53%	19%	29%	37%	46%	60%	49%	55%	42%	38%	48%	37%	43%	34%
		49%	51%	23%	22%	41%	14%	3%	6%	10%	39%	29%	32%	19%	20%	87%	7%	5%	2%
VIDEO OR VOICE CALLS USING VOIP	1158	530	626	248	257	451	202	36	76	114	455	354	370	218	215	1001	84	48	25
	46%	43%	48%	67%	64%	50%	23%	28%	37%	44%	60%	51%	54%	40%	36%	47%	39%	38%	36%
		46%	54%	21%	22%	39%	17%	3%	7%	10%	39%	31%	32%	19%	19%	86%	7%	4%	2%
LISTEN TO AUDIO CONTENT	1092	538	551	278	243	406	164	41	64	104	413	321	342	203	223	956	77	43	16
	43%	44%	43%	75%	60%	45%	19%	32%	31%	40%	54%	47%	50%	37%	37%	45%	36%	34%	23%
		49%	50%	25%	22%	37%	15%	4%	6%	10%	38%	29%	31%	19%	20%	88%	7%	4%	1%
None of these	17	9	8	-	-	1	15	2	2	3	1	2	2	3	9	14	2	1	*
	1%	1%	1%	-%	-%	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		55%	45%	-%	-%	7%	93%	13%	11%	17%	8%	14%	13%	20%	53%	86%	10%	3%	1%

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

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%																			
Unweighted total	3679	1778	1895	504	553	1214	1408	218	337	379	915	804	1076	776	1019	2230	479	485	485
Effective Weighted Sample	2527	1226	1296	360	378	836	972	167	245	273	663	566	758	528	730	1923	325	344	443
Weighted total	2525	1227	1292	369	402	894	860	130	204	261	759	688	686	548	601	2113	216	126	70
		49%	51%	15%	16%	35%	34%	5%	8%	10%	30%	27%	27%	22%	24%	84%	9%	5%	3%
Don't know	1	1	-	1	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-
	*%	*%	-%	*%	-%	-%	-%	-%	-%	-%	-%	*%	-%	-%	-%	*%	-%	-%	-%
		100%	-%	100%	-%	-%	-%	-%	-%	-%	-%	100%	-%	-%	-%	100%	-%	-%	-%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 42

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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

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3679	268	250	222	238	253	251	263	269	216	2700	979	2037	1637	1676	2003
Effective Weighted Sample	2527	251	236	210	228	238	238	245	250	203	2132	410	1398	1168	1087	1440
Weighted total	2525	319	351	220	175	220	239	205	112	272	2189	336	1536	984	1083	1442
		13%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	61%	39%	43%	57%
Make calls	2395	305	337	209	171	204	218	191	103	265	2075	320	1469	922	1033	1362
	95%	96%	96%	95%	98%	92%	91%	93%	92%	97%	95%	95%	96%	94%	95%	94%
			f		efgh					efgh			b			
		13%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	61%	38%	43%	57%
Send/ receive text messages	2289	299	320	200	161	202	208	187	98	245	1992	297	1458	828	981	1308
	91%	94%	91%	91%	92%	92%	87%	91%	87%	90%	91%	88%	95%	84%	91%	91%
		fh											b			
		13%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	64%	36%	43%	57%
Take photos	1896	267	265	171	136	161	183	155	82	206	1656	240	1267	627	813	1083
	75%	84%	76%	78%	78%	73%	77%	75%	73%	76%	76%	71%	82%	64%	75%	75%
		beghi											b			
		14%	14%	9%	7%	9%	10%	8%	4%	11%	87%	13%	67%	33%	43%	57%
General browsing/ surfing the internet	1821	259	263	161	125	166	171	131	69	204	1587	234	1271	549	798	1023
	72%	81%	75%	73%	72%	75%	72%	64%	62%	75%	73%	70%	83%	56%	74%	71%
		cdfgh	gh	gh	h	gh	h			gh			b			
		14%	14%	9%	7%	9%	9%	7%	4%	11%	87%	13%	70%	30%	44%	56%
Send/ receive emails	1805	267	275	160	124	156	171	135	72	173	1579	226	1271	529	784	1021
	71%	84%	78%	73%	71%	71%	72%	66%	64%	64%	72%	67%	83%	54%	72%	71%
		cdefghi	ghi								b		b			
		15%	15%	9%	7%	9%	9%	7%	4%	10%	87%	13%	70%	29%	43%	57%
Use IM/ instant Messaging (e.g. WhatsApp, Facebook messenger, Snapchat, iMessage)	1545	220	203	152	115	125	157	111	55	153	1343	202	1078	464	645	900
	61%	69%	58%	69%	66%	57%	66%	54%	49%	56%	61%	60%	70%	47%	60%	62%
		beghi	h	beghi	eghi		eghi						b			
		14%	13%	10%	7%	8%	10%	7%	4%	10%	87%	13%	70%	30%	42%	58%
Using social networking e.g. Facebook, Twitter, LinkedIn, Snapchat, Instagram	1382	215	185	131	88	106	136	105	54	136	1210	172	982	399	570	813
	55%	67%	53%	59%	51%	48%	57%	51%	48%	50%	55%	51%	64%	41%	53%	56%
		bdefghi		eh			h						b			
		16%	13%	9%	6%	8%	10%	8%	4%	10%	88%	12%	71%	29%	41%	59%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	3679	268	250	222	238	253	251	263	269	216	2700	979	2037	1637	1676	2003
Effective Weighted Sample	2527	251	236	210	228	238	238	245	250	203	2132	410	1398	1168	1087	1440
Weighted total	2525	319	351	220	175	220	239	205	112	272	2189	336	1536	984	1083	1442
		13%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	61%	39%	43%	57%
Record video clips	1102	195	156	100	66	88	109	95	43	91	971	131	767	332	472	630
	44%	61%	44%	46%	38%	40%	46%	46%	38%	34%	44%	39%	50%	34%	44%	44%
		bcdefghi	i	i			i	i			b		b			
		18%	14%	9%	6%	8%	10%	9%	4%	8%	88%	12%	70%	30%	43%	57%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	1098	214	154	100	75	72	122	72	46	95	966	131	791	305	462	635
	43%	67%	44%	45%	43%	33%	51%	35%	41%	35%	44%	39%	51%	31%	43%	44%
		bcdefghi	eg	egi	e		eghi						b			
		19%	14%	9%	7%	7%	11%	7%	4%	9%	88%	12%	72%	28%	42%	58%
Accessing/ receiving news	1040	185	174	102	84	62	110	48	36	97	908	132	747	292	494	546
	41%	58%	50%	46%	48%	28%	46%	24%	32%	36%	41%	39%	49%	30%	46%	38%
		cdefghi	eghi	eghi	eghi		eghi		g	g			b		b	
		18%	17%	10%	8%	6%	11%	5%	3%	9%	87%	13%	72%	28%	48%	52%
Use your phone for Sat Nav or directions	1020	188	173	107	72	75	105	76	31	89	902	118	786	232	477	542
	40%	59%	49%	49%	41%	34%	44%	37%	28%	33%	41%	35%	51%	24%	44%	38%
		bcdefghi	eghi	eghi	h		ehi	h			b		b		b	
		18%	17%	10%	7%	7%	10%	7%	3%	9%	88%	12%	77%	23%	47%	53%
Making video calls e.g. via FaceTime, Skype or WhatsApp	968	199	139	102	69	52	112	68	35	65	861	107	679	287	401	567
	38%	63%	40%	46%	39%	24%	47%	33%	31%	24%	39%	32%	44%	29%	37%	39%
		bcdefghi	ehi	eghi	ei		eghi	ei			b		b			
		21%	14%	11%	7%	5%	12%	7%	4%	7%	89%	11%	70%	30%	41%	59%
Listen to music (not radio)	964	156	135	98	69	63	113	81	41	88	864	100	663	299	413	551
	38%	49%	39%	44%	40%	29%	47%	39%	37%	32%	39%	30%	43%	30%	38%	38%
		bdeghi	e	ei	e		ehi	e	e		b		b			
		16%	14%	10%	7%	7%	12%	8%	4%	9%	90%	10%	69%	31%	43%	57%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	3679	268	250	222	238	253	251	263	269	216	2700	979	2037	1637	1676	2003
Effective Weighted Sample	2527	251	236	210	228	238	238	245	250	203	2132	410	1398	1168	1087	1440
Weighted total	2525	319	351	220	175	220	239	205	112	272	2189	336	1536	984	1083	1442
		13%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	61%	39%	43%	57%
Making voice calls using a VoIP service e.g. Viber, Skype or WhatsApp	914	203	134	100	59	49	111	44	17	69	815	99	649	264	393	521
	36%	63%	38%	45%	34%	22%	46%	21%	15%	25%	37%	29%	42%	27%	36%	36%
		bcdefghi	eghi	degghi	egh		degghi			h	b		b			
		22%	15%	11%	6%	5%	12%	5%	2%	8%	89%	11%	71%	29%	43%	57%
Play games	835	158	119	67	71	55	87	68	41	65	755	80	569	265	336	500
	33%	49%	34%	30%	40%	25%	37%	33%	37%	24%	34%	24%	37%	27%	31%	35%
		bcdefghi	ei		cei		ei	ei	ei		b		b			
		19%	14%	8%	8%	7%	10%	8%	5%	8%	90%	10%	68%	32%	40%	60%
Accessing/ receiving sports/ team news/ scores	619	122	80	58	51	40	60	35	22	62	546	73	465	155	283	336
	25%	38%	23%	26%	29%	18%	25%	17%	20%	23%	25%	22%	30%	16%	26%	23%
		bcdefghi		eg	egh		g						b			
		20%	13%	9%	8%	6%	10%	6%	4%	10%	88%	12%	75%	25%	46%	54%
Contactless mobile payment at point of sale/ checkouts e.g. Apple Pay, Google Wallet or contactless bank cards	570	108	67	60	30	41	60	42	24	66	503	67	444	126	257	313
	23%	34%	19%	27%	17%	19%	25%	20%	21%	24%	23%	20%	29%	13%	24%	22%
		bdefghi		bde			d						b			
		19%	12%	11%	5%	7%	11%	7%	4%	12%	88%	12%	78%	22%	45%	55%
Watching TV programmes/ film content online e.g. Netflix, BBC iPlayer, Sky Go	560	130	63	61	41	24	64	45	22	44	501	59	420	140	246	314
	22%	41%	18%	28%	24%	11%	27%	22%	19%	16%	23%	18%	27%	14%	23%	22%
		bcdefghi	e	behi	e		bei	e	e		b		b			
		23%	11%	11%	7%	4%	11%	8%	4%	8%	89%	11%	75%	25%	44%	56%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	3679	268	250	222	238	253	251	263	269	216	2700	979	2037	1637	1676	2003
Effective Weighted Sample	2527	251	236	210	228	238	238	245	250	203	2132	410	1398	1168	1087	1440
Weighted total	2525	319	351	220	175	220	239	205	112	272	2189	336	1536	984	1083	1442
		13%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	61%	39%	43%	57%
Listen to radio	376	61	65	54	29	19	45	28	12	25	327	49	256	120	193	183
	15%	19%	18%	24%	17%	8%	19%	13%	11%	9%	15%	15%	17%	12%	18%	13%
		ehi	ehi	deg	ei		ehi						b		b	
		16%	17%	14%	8%	5%	12%	7%	3%	7%	87%	13%	68%	32%	51%	49%
Listen to podcasts	316	52	36	48	28	17	47	13	15	27	272	43	224	92	170	146
	12%	16%	10%	22%	16%	8%	20%	6%	13%	10%	12%	13%	15%	9%	16%	10%
		beg		beg	eg		beg		eg				b		b	
		16%	11%	15%	9%	5%	15%	4%	5%	9%	86%	14%	71%	29%	54%	46%
Listen to or read an e-book	303	61	44	38	31	11	43	6	9	25	262	41	226	77	147	156
	12%	19%	13%	17%	18%	5%	18%	3%	8%	9%	12%	12%	15%	8%	14%	11%
		beg	eg	eg	eg		eg		g	g			b		b	
		20%	15%	13%	10%	4%	14%	2%	3%	8%	87%	13%	75%	25%	48%	52%
Other	14	-	3	1	-	1	1	4	*	2	9	5	7	8	7	7
	1%	-%	1%	*%	-%	*%	1%	2%	*%	1%	*%	1%	*%	1%	1%	1%
								ad				a				
		-%	19%	8%	-%	4%	9%	26%	2%	17%	66%	34%	46%	54%	49%	51%
MESSAGING	2330	305	326	202	162	203	221	189	99	249	2025	305	1481	846	997	1333
	92%	96%	93%	92%	93%	92%	93%	92%	89%	91%	93%	91%	96%	86%	92%	92%
		h											b			
		13%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	64%	36%	43%	57%
WEB/ DATA ACCESS	2058	285	298	178	143	180	190	158	88	219	1800	258	1406	647	882	1176
	81%	89%	85%	81%	82%	82%	80%	77%	78%	81%	82%	77%	92%	66%	81%	82%
		cdefghi	gh								b		b			
		14%	15%	9%	7%	9%	9%	8%	4%	11%	87%	13%	68%	31%	43%	57%
ENTERTAINMENT	2022	281	283	182	142	170	203	163	88	216	1760	263	1356	663	866	1156
	80%	88%	81%	83%	81%	77%	85%	79%	78%	79%	80%	78%	88%	67%	80%	80%
		bdeg					e						b			
		14%	14%	9%	7%	8%	10%	8%	4%	11%	87%	13%	67%	33%	43%	57%
WATCHING AV CONTENT	1175	221	165	110	78	75	130	87	49	103	1030	145	842	332	494	681
	47%	69%	47%	50%	45%	34%	54%	42%	43%	38%	47%	43%	55%	34%	46%	47%
		bcdefghi	e	ei	e		deg		e				b			
		19%	14%	9%	7%	6%	11%	7%	4%	9%	88%	12%	72%	28%	42%	58%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

		ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3679	268	250	222	238	253	251	263	269	216	2700	979	2037	1637	1676	2003
Effective Weighted Sample	2527	251	236	210	228	238	238	245	250	203	2132	410	1398	1168	1087	1440
Weighted total	2525	319	351	220	175	220	239	205	112	272	2189	336	1536	984	1083	1442
		13%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	61%	39%	43%	57%
VIDEO OR VOICE CALLS USING VOIP	1158	227	165	120	79	67	136	77	38	92	1025	133	811	345	492	666
	46%	71%	47%	54%	45%	30%	57%	38%	34%	34%	47%	40%	53%	35%	45%	46%
		bcdefghi	eghi	eghi	ehi		bdeghi				b		b			
		20%	14%	10%	7%	6%	12%	7%	3%	8%	88%	12%	70%	30%	42%	58%
LISTEN TO AUDIO CONTENT	1092	175	161	114	77	72	129	89	45	94	969	123	749	341	470	622
	43%	55%	46%	52%	44%	33%	54%	43%	40%	34%	44%	37%	49%	35%	43%	43%
		deghi	ei	ehi	ei		deghi	e			b		b			
		16%	15%	10%	7%	7%	12%	8%	4%	9%	89%	11%	69%	31%	43%	57%
None of these	17	1	2	2	-	1	3	1	2	3	16	*	6	11	7	9
	1%	*%	*%	1%	-%	1%	1%	1%	1%	1%	1%	*%	*%	1%	1%	1%
														a		
		4%	9%	15%	-%	8%	16%	6%	9%	18%	98%	2%	33%	67%	43%	57%
Don't know	1	-	-	-	-	1	-	-	-	-	1	-	-	1	-	1
	*%	-%	-%	-%	-%	*%	-%	-%	-%	-%	*%	-%	-%	*%	-%	*%
		-%	-%	-%	-%	100%	-%	-%	-%	-%	100%	-%	-%	100%	-%	100%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3679	2073	1459	1575	1782	1599	3477
Effective Weighted Sample	2527	1437	1031	1101	1200	1127	2411
Weighted total	2525	1497	1000	1211	1252	1235	2424
		59%	40%	48%	50%	49%	96%
Make calls	2395	1432	957	1169	1207	1188	2308
	95%	96%	96%	96%	96%	96%	95%
		60%	40%	49%	50%	50%	96%
Send/ receive text messages	2289	1398	897	1157	1204	1185	2217
	91%	93%	90%	96%	96%	96%	91%
		bf		abf	abf	abf	
		61%	39%	51%	53%	52%	97%
Take photos	1896	1209	705	1035	1085	1089	1854
	75%	81%	71%	85%	87%	88%	76%
		bf		abf	abf	abf	b
		64%	37%	55%	57%	57%	98%
General browsing/ surfing the internet	1821	1175	659	1020	1087	1077	1779
	72%	79%	66%	84%	87%	87%	73%
		bf		abf	abf	abcf	b
		65%	36%	56%	60%	59%	98%
Send/ receive emails	1805	1170	642	996	1063	1054	1761
	71%	78%	64%	82%	85%	85%	73%
		bf		abf	abf	abcf	b
		65%	36%	55%	59%	58%	98%
Use IM/ instant Messaging (e.g. WhatsApp, Facebook messenger, Snapchat, iMessage)	1545	1007	548	899	984	939	1508
	61%	67%	55%	74%	79%	76%	62%
		bf		abf	abcf	abf	b
		65%	35%	58%	64%	61%	98%
Using social networking e.g. Facebook, Twitter, LinkedIn, Snapchat, Instagram	1382	912	486	808	911	881	1357
	55%	61%	49%	67%	73%	71%	56%
		bf		abf	abcf	abcf	b
		66%	35%	58%	66%	64%	98%

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

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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

	Total	TV SERVICES				YOUTUBE	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV- ICES	
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3679	2073	1459	1575	1782	1599	3477
Effective Weighted Sample	2527	1437	1031	1101	1200	1127	2411
Weighted total	2525	1497	1000	1211	1252	1235	2424
		59%	40%	48%	50%	49%	96%
Record video clips	1102	741	390	671	722	758	1085
	44%	49%	39%	55%	58%	61%	45%
		bf		abf	abf	abcf	b
		67%	35%	61%	65%	69%	98%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	1098	743	383	669	724	783	1081
	43%	50%	38%	55%	58%	63%	45%
		bf		abf	abf	abcdf	b
		68%	35%	61%	66%	71%	99%
Accessing/ receiving news	1040	714	392	669	667	691	1027
	41%	48%	39%	55%	53%	56%	42%
		bf		abf	abf	abf	
		69%	38%	64%	64%	66%	99%
Use your phone for Sat Nav or directions	1020	686	362	669	712	705	1011
	40%	46%	36%	55%	57%	57%	42%
		bf		abf	abf	abf	b
		67%	36%	66%	70%	69%	99%
Making video calls e.g. via FaceTime, Skype or WhatsApp	968	646	337	599	630	664	951
	38%	43%	34%	49%	50%	54%	39%
		bf		abf	abf	abcf	b
		67%	35%	62%	65%	69%	98%
Listen to music (not radio)	964	637	324	594	666	658	950
	38%	43%	32%	49%	53%	53%	39%
		bf		abf	abcf	abcf	b
		66%	34%	62%	69%	68%	99%

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

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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

	Total	TV SERVICES				YOUTUBE	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV- ICES	
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3679	2073	1459	1575	1782	1599	3477
Effective Weighted Sample	2527	1437	1031	1101	1200	1127	2411
Weighted total	2525	1497	1000	1211	1252	1235	2424
		59%	40%	48%	50%	49%	96%
Making voice calls using a VoIP service e.g. Viber, Skype or WhatsApp	914	613	327	563	583	636	900
	36%	41%	33%	46%	47%	51%	37%
		bf		abf	abf	abcdf	b
		67%	36%	62%	64%	70%	99%
Play games	835	551	285	464	530	548	820
	33%	37%	28%	38%	42%	44%	34%
		b		bf	abcf	abcf	b
		66%	34%	56%	64%	66%	98%
Accessing/ receiving sports/ team news/ scores	619	455	219	411	428	418	615
	25%	30%	22%	34%	34%	34%	25%
		bf		bf	abf	bf	b
		73%	35%	66%	69%	67%	99%
Contactless mobile payment at point of sale/ checkouts e.g. Apple Pay, Google Wallet or contactless bank cards	570	408	179	389	417	397	564
	23%	27%	18%	32%	33%	32%	23%
		bf		abf	abf	abf	b
		72%	31%	68%	73%	70%	99%
Watching TV programmes/ film content online e.g. Netflix, BBC iPlayer, Sky Go	560	369	185	375	413	424	551
	22%	25%	19%	31%	33%	34%	23%
		b		abf	abf	abf	b
		66%	33%	67%	74%	76%	98%
Listen to radio	376	258	141	254	261	249	374
	15%	17%	14%	21%	21%	20%	15%
		b		abf	abf	bf	
		69%	37%	68%	69%	66%	99%

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

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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

	Total	TV SERVICES				YOUTUBE	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV- ICES	
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3679	2073	1459	1575	1782	1599	3477
Effective Weighted Sample	2527	1437	1031	1101	1200	1127	2411
Weighted total	2525	1497	1000	1211	1252	1235	2424
		59%	40%	48%	50%	49%	96%
Listen to podcasts	316	211	112	235	245	226	313
	12%	14%	11%	19%	20%	18%	13%
		b		abf	abf	abf	
		67%	35%	74%	78%	72%	99%
Listen to or read an e-book	303	198	109	206	214	212	296
	12%	13%	11%	17%	17%	17%	12%
				abf	abf	abf	
		65%	36%	68%	71%	70%	98%
Other	14	6	7	5	5	5	13
	1%	*%	1%	*%	*%	*%	1%
		46%	53%	32%	37%	39%	95%
MESSAGING	2330	1425	907	1172	1224	1202	2255
	92%	95%	91%	97%	98%	97%	93%
		bf		abf	abf	abf	b
		61%	39%	50%	53%	52%	97%
WEB/ DATA ACCESS	2058	1316	744	1103	1174	1158	2004
	81%	88%	74%	91%	94%	94%	83%
		bf		abf	abcf	abcf	b
		64%	36%	54%	57%	56%	97%
ENTERTAINMENT	2022	1288	740	1086	1150	1151	1971
	80%	86%	74%	90%	92%	93%	81%
		bf		abf	abf	abcf	b
		64%	37%	54%	57%	57%	97%
WATCHING AV CONTENT	1175	790	403	711	777	831	1158
	47%	53%	40%	59%	62%	67%	48%
		bf		abf	abf	abcdf	b
		67%	34%	61%	66%	71%	99%
VIDEO OR VOICE CALLS USING VOIP	1158	768	409	704	739	774	1136
	46%	51%	41%	58%	59%	63%	47%
		bf		abf	abf	abcf	b
		66%	35%	61%	64%	67%	98%

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

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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

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV- ICES	ANY SER- VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3679	2073	1459	1575	1782	1599	3477
Effective Weighted Sample	2527	1437	1031	1101	1200	1127	2411
Weighted total	2525	1497	1000	1211	1252	1235	2424
		59%	40%	48%	50%	49%	96%
LISTEN TO AUDIO CONTENT	1092	725	366	667	745	725	1076
	43%	48%	37%	55%	59%	59%	44%
		bf		abf	abcf	abf	b
		66%	34%	61%	68%	66%	99%
None of these	17	5	8	1	-	1	13
	1%	*%	1%	*%	-%	*%	1%
		d	cde				de
		32%	46%	7%	-%	5%	77%
Don't know	1	-	-	1	1	1	1
	*%	-%	-%	*%	*%	*%	*%
		-%	-%	100%	100%	100%	100%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 43

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

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
Make calls	2395	1163	1227	359	380	852	805	122	196	246	724	660	655	515	564	2002	210	118	65
	90%	89%	90%	95%	93%	94%	81%	82%	87%	89%	94%	93%	91%	89%	85%	90%	90%	90%	88%
				d	d	d				a	abc	cd	d						
		49%	51%	15%	16%	36%	34%	5%	8%	10%	30%	28%	27%	22%	24%	84%	9%	5%	3%
Send/ receive text messages	2289	1100	1186	352	390	842	705	109	169	237	716	630	636	493	527	1921	196	109	62
	86%	84%	87%	94%	96%	93%	71%	74%	75%	86%	93%	88%	89%	85%	80%	86%	84%	83%	84%
				d	d	d				ab	abc	d	cd	d					
		48%	52%	15%	17%	37%	31%	5%	7%	10%	31%	28%	28%	22%	23%	84%	9%	5%	3%
Take photos	1896	889	1005	334	343	733	487	70	140	189	660	542	553	390	408	1627	134	87	48
	71%	68%	74%	89%	84%	81%	49%	47%	62%	69%	86%	76%	77%	67%	62%	73%	58%	66%	65%
			a	cd	d	d			a	a	abc	cd	cd	d		bcd		b	b
		47%	53%	18%	18%	39%	26%	4%	7%	10%	35%	29%	29%	21%	22%	86%	7%	5%	3%
General browsing/ surfing the internet	1821	874	945	338	351	731	400	64	120	174	649	540	541	379	360	1550	143	80	49
	68%	67%	69%	90%	86%	81%	40%	43%	53%	63%	85%	76%	75%	65%	54%	69%	61%	61%	66%
				cd	cd	d			a	ab	abc	cd	cd	d		bc			
		48%	52%	19%	19%	40%	22%	3%	7%	10%	36%	30%	30%	21%	20%	85%	8%	4%	3%
Send/ receive emails	1805	862	939	318	350	742	395	62	122	175	653	543	545	369	346	1533	152	80	40
	67%	66%	69%	85%	86%	82%	40%	42%	54%	64%	85%	76%	76%	64%	52%	69%	65%	61%	54%
				d	d	d			a	ab	abc	cd	cd	d		cd	d		
		48%	52%	18%	19%	41%	22%	3%	7%	10%	36%	30%	30%	20%	19%	85%	8%	4%	2%
Use IM/ instant Messaging (e.g. WhatsApp, Facebook messenger, Snapchat, iMessage)	1545	704	839	303	316	611	314	48	107	152	558	466	481	302	297	1290	142	74	39
	58%	54%	61%	81%	78%	68%	32%	33%	47%	55%	73%	65%	67%	52%	45%	58%	61%	56%	53%
			a	cd	cd	d			a	a	abc	cd	cd	d			d		
		46%	54%	20%	20%	40%	20%	3%	7%	10%	36%	30%	31%	20%	19%	83%	9%	5%	3%
Using social networking e.g. Facebook, Twitter, LinkedIn, Snapchat, Instagram	1382	624	755	301	297	560	224	53	93	135	504	381	426	277	296	1156	119	69	37
	52%	48%	55%	80%	73%	62%	23%	36%	41%	49%	66%	54%	59%	48%	45%	52%	51%	53%	51%
			a	bcd	cd	d				a	abc	cd	acd						
		45%	55%	22%	22%	41%	16%	4%	7%	10%	36%	28%	31%	20%	21%	84%	9%	5%	3%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 43

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
Record video clips	1102	512	586	258	238	441	166	33	66	104	413	321	365	212	203	944	75	52	31
	41%	39%	43%	69%	58%	49%	17%	22%	29%	38%	54%	45%	51%	37%	31%	42%	32%	39%	42%
				bcd	cd	d				ab	abc	cd	acd	d		b		b	b
		47%	53%	23%	22%	40%	15%	3%	6%	9%	37%	29%	33%	19%	18%	86%	7%	5%	3%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	1098	531	564	254	248	439	155	34	68	114	431	318	349	217	212	950	74	51	22
	41%	41%	41%	68%	61%	49%	16%	23%	30%	41%	56%	45%	49%	37%	32%	42%	32%	39%	30%
				cd	cd	d				ab	abc	cd	cd	d		bd		bd	
		48%	51%	23%	23%	40%	14%	3%	6%	10%	39%	29%	32%	20%	19%	87%	7%	5%	2%
Accessing/ receiving news	1040	521	518	165	193	446	236	24	56	86	450	367	330	190	151	899	65	50	25
	39%	40%	38%	44%	47%	49%	24%	16%	25%	31%	59%	52%	46%	33%	23%	40%	28%	38%	33%
				d	d	d			a	a	abc	bcd	cd	d		bd		b	
		50%	50%	16%	19%	43%	23%	2%	5%	8%	43%	35%	32%	18%	15%	86%	6%	5%	2%
Use your phone for Sat Nav or directions	1020	503	516	181	203	437	198	28	54	84	467	355	332	184	148	915	55	33	16
	38%	39%	38%	48%	50%	48%	20%	19%	24%	31%	61%	50%	46%	32%	22%	41%	24%	25%	22%
				d	d	d				a	abc	cd	cd	d		bcd			
		49%	51%	18%	20%	43%	19%	3%	5%	8%	46%	35%	33%	18%	15%	90%	5%	3%	2%
Making video calls e.g. via FaceTime, Skype or WhatsApp	968	424	542	225	224	366	153	30	65	97	391	295	316	176	180	841	66	41	19
	36%	33%	40%	60%	55%	41%	15%	20%	29%	35%	51%	41%	44%	30%	27%	38%	28%	31%	26%
			a	cd	cd	d			a	a	abc	cd	cd			bcd			
		44%	56%	23%	23%	38%	16%	3%	7%	10%	40%	30%	33%	18%	19%	87%	7%	4%	2%
Listen to music (not radio)	964	467	495	263	225	348	128	35	57	93	360	273	309	181	201	844	68	39	14
	36%	36%	36%	70%	55%	39%	13%	23%	25%	34%	47%	38%	43%	31%	30%	38%	29%	29%	19%
				bcd	cd	d				ab	abc	cd	cd			bcd	d	d	
		48%	51%	27%	23%	36%	13%	4%	6%	10%	37%	28%	32%	19%	21%	88%	7%	4%	1%
Making voice calls using a VoIP service e.g. Viber, Skype or WhatsApp	914	434	480	194	197	380	143	28	56	84	379	286	285	178	164	785	69	38	21
	34%	33%	35%	52%	48%	42%	14%	19%	25%	31%	49%	40%	40%	31%	25%	35%	30%	29%	29%
				cd	cd	d				a	abc	cd	cd	d		bcd			
		47%	53%	21%	22%	42%	16%	3%	6%	9%	41%	31%	31%	20%	18%	86%	8%	4%	2%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 43

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

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
Play games	835	399	435	233	183	308	112	34	64	90	301	198	266	172	197	731	53	33	18
	31%	31%	32%	62%	45%	34%	11%	23%	28%	32%	39%	28%	37%	30%	30%	33%	23%	25%	25%
		48%	52%	bcd	cd	d				a	abc		acd			bcd			
				28%	22%	37%	13%	4%	8%	11%	36%	24%	32%	21%	24%	87%	6%	4%	2%
Accessing/ receiving sports/ team news/ scores	619	427	191	129	116	258	117	14	33	53	277	200	198	140	79	531	45	28	15
	23%	33%	14%	34%	28%	29%	12%	9%	15%	19%	36%	28%	28%	24%	12%	24%	19%	21%	21%
		b		cd	d	d				a	abc	d	d	d					
		69%	31%	21%	19%	42%	19%	2%	5%	9%	45%	32%	32%	23%	13%	86%	7%	5%	2%
Contactless mobile payment at point of sale/ checkouts e.g. Apple Pay, Google Wallet or contactless bank cards	570	280	289	149	141	221	60	15	33	50	253	186	203	94	87	498	45	14	12
	21%	21%	21%	40%	35%	24%	6%	10%	14%	18%	33%	26%	28%	16%	13%	22%	19%	11%	17%
				cd	cd	d				a	abc	cd	cd			cd	c		c
		49%	51%	26%	25%	39%	10%	3%	6%	9%	44%	33%	36%	17%	15%	87%	8%	3%	2%
Watching TV programmes/ film content online e.g. Netflix, BBC iPlayer, Sky Go	560	275	285	140	153	218	49	17	31	45	253	168	192	100	98	495	33	21	11
	21%	21%	21%	37%	38%	24%	5%	11%	14%	16%	33%	24%	27%	17%	15%	22%	14%	16%	15%
				cd	cd	d					abc	cd	cd			bcd			
		49%	51%	25%	27%	39%	9%	3%	5%	8%	45%	30%	34%	18%	17%	88%	6%	4%	2%
Listen to radio	376	189	186	67	70	155	83	12	18	26	185	137	103	65	70	337	20	14	5
	14%	14%	14%	18%	17%	17%	8%	8%	8%	10%	24%	19%	14%	11%	11%	15%	9%	11%	6%
				d	d	d					abc	bcd	d			bcd		d	
		50%	50%	18%	19%	41%	22%	3%	5%	7%	49%	37%	27%	17%	19%	90%	5%	4%	1%
Listen to podcasts	316	176	139	68	78	121	48	8	11	19	157	139	103	41	33	282	16	16	3
	12%	14%	10%	18%	19%	13%	5%	5%	5%	7%	21%	20%	14%	7%	5%	13%	7%	12%	3%
		b		cd	cd	d					abc	bcd	cd			bd	d	bd	
		56%	44%	21%	25%	38%	15%	2%	3%	6%	50%	44%	32%	13%	10%	89%	5%	5%	1%
Listen to or read an e-book	303	137	166	53	58	146	46	6	14	23	158	130	95	41	37	268	18	12	6
	11%	10%	12%	14%	14%	16%	5%	4%	6%	8%	21%	18%	13%	7%	6%	12%	8%	9%	7%
				d	d	d					abc	bcd	cd			bd			
		45%	55%	17%	19%	48%	15%	2%	5%	7%	52%	43%	31%	13%	12%	88%	6%	4%	2%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 43

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
Other	14	7	7	-	2	4	8	3	1	1	1	4	3	3	3	12	1	1	*
	1%	1%	*%	-%	*%	*%	1%	2%	*%	*%	*%	1%	*%	1%	*%	1%	*%	1%	*%
		52%	48%	-%	12%	29%	59%	20%	5%	6%	10%	31%	23%	23%	23%	85%	6%	7%	2%
MESSAGING	2330	1124	1203	360	397	859	714	109	173	239	732	645	646	499	538	1957	198	111	64
	87%	86%	88%	96%	98%	95%	72%	74%	77%	87%	96%	91%	90%	86%	81%	87%	85%	84%	87%
		48%	52%	15%	17%	37%	31%	5%	7%	10%	31%	28%	28%	21%	23%	84%	8%	5%	3%
WEB/ DATA ACCESS	2058	1002	1051	359	386	810	503	75	141	207	707	595	602	429	430	1739	167	94	57
	77%	77%	77%	95%	95%	90%	51%	51%	63%	75%	92%	84%	84%	74%	65%	78%	72%	71%	78%
		49%	51%	17%	19%	39%	24%	4%	7%	10%	34%	29%	29%	21%	21%	85%	8%	5%	3%
ENTERTAINMENT	2022	964	1054	360	374	781	507	77	146	211	694	575	585	421	439	1728	150	93	52
	76%	74%	77%	96%	92%	87%	51%	52%	65%	76%	91%	81%	82%	72%	66%	77%	64%	70%	70%
		48%	52%	18%	19%	39%	25%	4%	7%	10%	34%	28%	29%	21%	22%	85%	7%	5%	3%
WATCHING AV CONTENT	1175	571	602	269	262	478	166	37	76	121	457	340	375	229	229	1017	79	54	24
	44%	44%	44%	72%	64%	53%	17%	25%	34%	44%	60%	48%	52%	39%	35%	45%	34%	41%	33%
		49%	51%	23%	22%	41%	14%	3%	6%	10%	39%	29%	32%	19%	20%	87%	7%	5%	2%
VIDEO OR VOICE CALLS USING VOIP	1158	530	626	248	257	451	202	36	76	114	455	354	370	218	215	1001	84	48	25
	43%	41%	46%	66%	63%	50%	20%	24%	34%	41%	59%	50%	52%	38%	32%	45%	36%	36%	34%
		46%	54%	21%	22%	39%	17%	3%	7%	10%	39%	31%	32%	19%	19%	86%	7%	4%	2%
LISTEN TO AUDIO CONTENT	1092	538	551	278	243	406	164	41	64	104	413	321	342	203	223	956	77	43	16
	41%	41%	40%	74%	60%	45%	17%	28%	28%	38%	54%	45%	48%	35%	34%	43%	33%	33%	22%
		49%	50%	25%	22%	37%	15%	4%	6%	10%	38%	29%	31%	19%	20%	88%	7%	4%	1%
None of these	17	9	8	-	-	1	15	2	2	3	1	2	2	3	9	14	2	1	*
	1%	1%	1%	-%	-%	*%	2%	1%	1%	1%	*%	*%	*%	1%	1%	1%	1%	*%	*%
		55%	45%	-%	-%	7%	93%	13%	11%	17%	8%	14%	13%	20%	53%	86%	10%	3%	1%

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
Don't know	1	1	-	1	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-
	*%	*%	-%	*%	-%	-%	-%	-%	-%	-%	-%	*%	-%	-%	-%	*%	-%	-%	-%
		100%	-%	100%	-%	-%	-%	-%	-%	-%	-%	100%	-%	-%	-%	100%	-%	-%	-%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

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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

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
Make calls	2395	305	337	209	171	204	218	191	103	265	2075	320	1469	922	1033	1362
	90%	91%	92%	91%	91%	86%	89%	87%	89%	89%	90%	89%	95%	83%	91%	89%
			e										b			
		13%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	61%	38%	43%	57%
Send/ receive text messages	2289	299	320	200	161	202	208	187	98	245	1992	297	1458	828	981	1308
	86%	90%	87%	87%	86%	85%	85%	85%	85%	82%	86%	83%	94%	74%	86%	85%
		i											b			
		13%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	64%	36%	43%	57%
Take photos	1896	267	265	171	136	161	183	155	82	206	1656	240	1267	627	813	1083
	71%	80%	72%	75%	72%	68%	75%	70%	71%	69%	72%	67%	82%	56%	71%	70%
		bdeghi									b		b			
		14%	14%	9%	7%	9%	10%	8%	4%	11%	87%	13%	67%	33%	43%	57%
General browsing/ surfing the internet	1821	259	263	161	125	166	171	131	69	204	1587	234	1271	549	798	1023
	68%	78%	71%	70%	67%	70%	70%	60%	60%	68%	69%	65%	82%	49%	70%	67%
		defghi	gh	gh		gh	gh			gh			b			
		14%	14%	9%	7%	9%	9%	7%	4%	11%	87%	13%	70%	30%	44%	56%
Send/ receive emails	1805	267	275	160	124	156	171	135	72	173	1579	226	1271	529	784	1021
	67%	80%	75%	70%	66%	66%	70%	61%	62%	58%	68%	63%	82%	47%	69%	66%
		cdefghi	deghi	gi			gi				b		b			
		15%	15%	9%	7%	9%	9%	7%	4%	10%	87%	13%	70%	29%	43%	57%
Use IM/ instant Messaging (e.g. WhatsApp, Facebook messenger, Snapchat, iMessage)	1545	220	203	152	115	125	157	111	55	153	1343	202	1078	464	645	900
	58%	66%	55%	66%	61%	53%	64%	50%	47%	51%	58%	56%	69%	42%	57%	59%
		beghi		beghi	ghi		beghi						b			
		14%	13%	10%	7%	8%	10%	7%	4%	10%	87%	13%	70%	30%	42%	58%
Using social networking e.g. Facebook, Twitter, LinkedIn, Snapchat, Instagram	1382	215	185	131	88	106	136	105	54	136	1210	172	982	399	570	813
	52%	64%	50%	57%	47%	45%	55%	48%	46%	46%	52%	48%	63%	36%	50%	53%
		bdefghi		deghi			ehi						b			
		16%	13%	9%	6%	8%	10%	8%	4%	10%	88%	12%	71%	29%	41%	59%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
Record video clips		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
	1102	195	156	100	66	88	109	95	43	91	971	131	767	332	472	630
	41%	58%	42%	44%	35%	37%	44%	43%	37%	31%	42%	36%	49%	30%	41%	41%
		bcdefghi	i	i			di	i			b		b			
		18%	14%	9%	6%	8%	10%	9%	4%	8%	88%	12%	70%	30%	43%	57%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)																
	1098	214	154	100	75	72	122	72	46	95	966	131	791	305	462	635
	41%	64%	42%	43%	40%	31%	50%	33%	40%	32%	42%	37%	51%	27%	41%	41%
		bcdefghi	egi	egi	e		degghi		e		b		b			
		19%	14%	9%	7%	7%	11%	7%	4%	9%	88%	12%	72%	28%	42%	58%
Accessing/ receiving news																
	1040	185	174	102	84	62	110	48	36	97	908	132	747	292	494	546
	39%	55%	47%	45%	45%	26%	45%	22%	31%	32%	39%	37%	48%	26%	43%	36%
		cdefghi	eghi	eghi	eghi		eghi		g	g			b		b	
		18%	17%	10%	8%	6%	11%	5%	3%	9%	87%	13%	72%	28%	48%	52%
Use your phone for Sat Nav or directions																
	1020	188	173	107	72	75	105	76	31	89	902	118	786	232	477	542
	38%	56%	47%	47%	38%	31%	43%	34%	27%	30%	39%	33%	51%	21%	42%	35%
		bcdefghi	degghi	eghi	h		eghi				b		b		b	
		18%	17%	10%	7%	7%	10%	7%	3%	9%	88%	12%	77%	23%	47%	53%
Making video calls e.g. via FaceTime, Skype or WhatsApp																
	968	199	139	102	69	52	112	68	35	65	861	107	679	287	401	567
	36%	60%	38%	45%	37%	22%	45%	31%	30%	22%	37%	30%	44%	26%	35%	37%
		bcdefghi	ei	eghi	ei		degghi	ei	ei		b		b			
		21%	14%	11%	7%	5%	12%	7%	4%	7%	89%	11%	70%	30%	41%	59%
Listen to music (not radio)																
	964	156	135	98	69	63	113	81	41	88	864	100	663	299	413	551
	36%	47%	37%	43%	37%	27%	46%	37%	36%	30%	37%	28%	43%	27%	36%	36%
		bdegghi	e	ei	e		bdegghi	e	e		b		b			
		16%	14%	10%	7%	7%	12%	8%	4%	9%	90%	10%	69%	31%	43%	57%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 43

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

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
Making voice calls using a VoIP service e.g. Viber, Skype or WhatsApp	914	203	134	100	59	49	111	44	17	69	815	99	649	264	393	521
	34%	61%	36%	44%	31%	21%	45%	20%	15%	23%	35%	28%	42%	24%	35%	34%
		bcdefghi	eghi	deg	eghi		bdeg			h	b		b			
		22%	15%	11%	6%	5%	12%	5%	2%	8%	89%	11%	71%	29%	43%	57%
Play games	835	158	119	67	71	55	87	68	41	65	755	80	569	265	336	500
	31%	47%	32%	29%	38%	23%	36%	31%	36%	22%	33%	22%	37%	24%	29%	33%
		bcdefghi	ei		ei		ei	ei	ei		b		b			
		19%	14%	8%	8%	7%	10%	8%	5%	8%	90%	10%	68%	32%	40%	60%
Accessing/ receiving sports/ team news/ scores	619	122	80	58	51	40	60	35	22	62	546	73	465	155	283	336
	23%	37%	22%	25%	27%	17%	24%	16%	19%	21%	24%	20%	30%	14%	25%	22%
		bcdefghi		eg	egh		eg						b			
		20%	13%	9%	8%	6%	10%	6%	4%	10%	88%	12%	75%	25%	46%	54%
Contactless mobile payment at point of sale/ checkouts e.g. Apple Pay, Google Wallet or contactless bank cards	570	108	67	60	30	41	60	42	24	66	503	67	444	126	257	313
	21%	32%	18%	26%	16%	17%	24%	19%	20%	22%	22%	19%	29%	11%	23%	20%
		bdefghi		bde			de						b			
		19%	12%	11%	5%	7%	11%	7%	4%	12%	88%	12%	78%	22%	45%	55%
Watching TV programmes/ film content online e.g. Netflix, BBC iPlayer, Sky Go	560	130	63	61	41	24	64	45	22	44	501	59	420	140	246	314
	21%	39%	17%	27%	22%	10%	26%	20%	19%	15%	22%	16%	27%	13%	22%	20%
		bcdefghi	e	beh	ei		beh	e	e		b		b			
		23%	11%	11%	7%	4%	11%	8%	4%	8%	89%	11%	75%	25%	44%	56%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 43

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

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
Listen to radio	376	61	65	54	29	19	45	28	12	25	327	49	256	120	193	183
	14%	18%	18%	23%	15%	8%	18%	12%	11%	8%	14%	14%	16%	11%	17%	12%
		ehi	ehi	deg	ei		ehi						b		b	
		16%	17%	14%	8%	5%	12%	7%	3%	7%	87%	13%	68%	32%	51%	49%
Listen to podcasts	316	52	36	48	28	17	47	13	15	27	272	43	224	92	170	146
	12%	15%	10%	21%	15%	7%	19%	6%	13%	9%	12%	12%	14%	8%	15%	9%
		begi		beghi	egi		begi		eg				b		b	
		16%	11%	15%	9%	5%	15%	4%	5%	9%	86%	14%	71%	29%	54%	46%
Listen to or read an e-book	303	61	44	38	31	11	43	6	9	25	262	41	226	77	147	156
	11%	18%	12%	17%	16%	5%	17%	3%	8%	8%	11%	11%	15%	7%	13%	10%
		beghi	eg	eghi	eghi		eghi		g	g			b		b	
		20%	15%	13%	10%	4%	14%	2%	3%	8%	87%	13%	75%	25%	48%	52%
Other	14	-	3	1	-	1	1	4	*	2	9	5	7	8	7	7
	1%	-%	1%	*%	-%	*%	1%	2%	*%	1%	*%	1%	*%	1%	1%	*%
								ad				a				
		-%	19%	8%	-%	4%	9%	26%	2%	17%	66%	34%	46%	54%	49%	51%
MESSAGING	2330	305	326	202	162	203	221	189	99	249	2025	305	1481	846	997	1333
	87%	91%	89%	88%	86%	86%	90%	86%	86%	83%	87%	85%	95%	76%	88%	87%
		eghi					i						b			
		13%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	64%	36%	43%	57%
WEB/ DATA ACCESS	2058	285	298	178	143	180	190	158	88	219	1800	258	1406	647	882	1176
	77%	85%	81%	77%	76%	76%	78%	72%	76%	73%	78%	72%	91%	58%	77%	77%
		cdefghi	gi								b		b			
		14%	15%	9%	7%	9%	9%	8%	4%	11%	87%	13%	68%	31%	43%	57%
ENTERTAINMENT	2022	281	283	182	142	170	203	163	88	216	1760	263	1356	663	866	1156
	76%	84%	77%	79%	75%	72%	83%	74%	76%	72%	76%	73%	87%	59%	76%	75%
		bdeg					deg						b			
		14%	14%	9%	7%	8%	10%	8%	4%	11%	87%	13%	67%	33%	43%	57%
WATCHING AV CONTENT	1175	221	165	110	78	75	130	87	49	103	1030	145	842	332	494	681
	44%	66%	45%	48%	42%	32%	53%	39%	42%	35%	44%	40%	54%	30%	43%	44%
		bcdefghi	ei	ei	e		deg		e				b			
		19%	14%	9%	7%	6%	11%	7%	4%	9%	88%	12%	72%	28%	42%	58%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
VIDEO OR VOICE CALLS USING VOIP	1158	227	165	120	79	67	136	77	38	92	1025	133	811	345	492	666
	43%	68%	45%	52%	42%	28%	55%	35%	32%	31%	44%	37%	52%	31%	43%	43%
		bcdefghi	eghi	degghi	ehi		bdegghi				b		b			
		20%	14%	10%	7%	6%	12%	7%	3%	8%	88%	12%	70%	30%	42%	58%
LISTEN TO AUDIO CONTENT	1092	175	161	114	77	72	129	89	45	94	969	123	749	341	470	622
	41%	53%	44%	50%	41%	30%	53%	40%	39%	31%	42%	34%	48%	31%	41%	40%
		degghi	ei	egghi	ei		degghi	ei	e		b		b			
		16%	15%	10%	7%	7%	12%	8%	4%	9%	89%	11%	69%	31%	43%	57%
None of these	17	1	2	2	-	1	3	1	2	3	16	*	6	11	7	9
	1%	*%	*%	1%	-%	1%	1%	*%	1%	1%	1%	*%	*%	1%	1%	1%
														a		
		4%	9%	15%	-%	8%	16%	6%	9%	18%	98%	2%	33%	67%	43%	57%
Don't know	1	-	-	-	-	1	-	-	-	-	1	-	-	1	-	1
	*%	-%	-%	-%	-%	*%	-%	-%	-%	-%	*%	-%	-%	*%	-%	*%
		-%	-%	-%	-%	100%	-%	-%	-%	-%	100%	-%	-%	100%	-%	100%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	TV SERVICES				YOUTUBE	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV- ICES	
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
Make calls	2395	1432	957	1169	1207	1188	2308
	90%	93%	88%	95%	95%	95%	90%
		bf		bf	abf	abf	b
		60%	40%	49%	50%	50%	96%
Send/ receive text messages	2289	1398	897	1157	1204	1185	2217
	86%	91%	82%	94%	95%	95%	87%
		bf		abf	abf	abf	b
		61%	39%	51%	53%	52%	97%
Take photos	1896	1209	705	1035	1085	1089	1854
	71%	78%	65%	84%	85%	87%	73%
		bf		abf	abf	abcf	b
		64%	37%	55%	57%	57%	98%
General browsing/ surfing the internet	1821	1175	659	1020	1087	1077	1779
	68%	76%	61%	83%	85%	86%	70%
		bf		abf	abf	abcf	b
		65%	36%	56%	60%	59%	98%
Send/ receive emails	1805	1170	642	996	1063	1054	1761
	67%	76%	59%	81%	83%	84%	69%
		bf		abf	abf	abcf	b
		65%	36%	55%	59%	58%	98%
Use IM/ instant Messaging (e.g. WhatsApp, Facebook messenger, Snapchat, iMessage)	1545	1007	548	899	984	939	1508
	58%	65%	50%	73%	77%	75%	59%
		bf		abf	abcf	abf	b
		65%	35%	58%	64%	61%	98%
Using social networking e.g. Facebook, Twitter, LinkedIn, Snapchat, Instagram	1382	912	486	808	911	881	1357
	52%	59%	45%	65%	72%	70%	53%
		bf		abf	abcf	abcf	b
		66%	35%	58%	66%	64%	98%

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

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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

	Total	TV SERVICES				YOUTUBE	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV- ICES	
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
Record video clips	1102	741	390	671	722	758	1085
	41%	48%	36%	54%	57%	60%	43%
		bf		abf	abf	abcf	b
		67%	35%	61%	65%	69%	98%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	1098	743	383	669	724	783	1081
	41%	48%	35%	54%	57%	62%	42%
		bf		abf	abf	abcdf	b
		68%	35%	61%	66%	71%	99%
Accessing/ receiving news	1040	714	392	669	667	691	1027
	39%	46%	36%	54%	52%	55%	40%
		bf		abf	abf	abf	b
		69%	38%	64%	64%	66%	99%
Use your phone for Sat Nav or directions	1020	686	362	669	712	705	1011
	38%	45%	33%	54%	56%	56%	40%
		bf		abf	abf	abf	b
		67%	36%	66%	70%	69%	99%
Making video calls e.g. via FaceTime, Skype or WhatsApp	968	646	337	599	630	664	951
	36%	42%	31%	48%	49%	53%	37%
		bf		abf	abf	abcf	b
		67%	35%	62%	65%	69%	98%
Listen to music (not radio)	964	637	324	594	666	658	950
	36%	41%	30%	48%	52%	52%	37%
		bf		abf	abcf	abcf	b
		66%	34%	62%	69%	68%	99%

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

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

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

Base : All respondents

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
Making voice calls using a VoIP service e.g. Viber, Skype or WhatsApp	914	613	327	563	583	636	900
	34%	40%	30%	46%	46%	51%	35%
		bf		abf	abf	abcdf	b
		67%	36%	62%	64%	70%	99%
Play games	835	551	285	464	530	548	820
	31%	36%	26%	38%	42%	44%	32%
		bf		bf	abcf	abcf	b
		66%	34%	56%	64%	66%	98%
Accessing/ receiving sports/ team news/ scores	619	455	219	411	428	418	615
	23%	29%	20%	33%	34%	33%	24%
		bf		abf	abf	abf	b
		73%	35%	66%	69%	67%	99%
Contactless mobile payment at point of sale/ checkouts e.g. Apple Pay, Google Wallet or contactless bank cards	570	408	179	389	417	397	564
	21%	26%	16%	31%	33%	32%	22%
		bf		abf	abf	abf	b
		72%	31%	68%	73%	70%	99%
Watching TV programmes/ film content online e.g. Netflix, BBC iPlayer, Sky Go	560	369	185	375	413	424	551
	21%	24%	17%	30%	32%	34%	22%
		b		abf	abf	abf	b
		66%	33%	67%	74%	76%	98%
Listen to radio	376	258	141	254	261	249	374
	14%	17%	13%	21%	20%	20%	15%
		b		abf	abf	abf	
		69%	37%	68%	69%	66%	99%

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

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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

	Total	TV SERVICES				YOUTUBE	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV- ICES	
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
Listen to podcasts	316	211	112	235	245	226	313
	12%	14%	10%	19%	19%	18%	12%
		b		abf	abf	abf	
		67%	35%	74%	78%	72%	99%
Listen to or read an e-book	303	198	109	206	214	212	296
	11%	13%	10%	17%	17%	17%	12%
		b		abf	abf	abf	
		65%	36%	68%	71%	70%	98%
Other	14	6	7	5	5	5	13
	1%	*%	1%	*%	*%	*%	1%
		46%	53%	32%	37%	39%	95%
MESSAGING	2330	1425	907	1172	1224	1202	2255
	87%	92%	83%	95%	96%	96%	88%
		bf		abf	abf	abf	b
		61%	39%	50%	53%	52%	97%
WEB/ DATA ACCESS	2058	1316	744	1103	1174	1158	2004
	77%	85%	68%	89%	92%	92%	79%
		bf		abf	abcf	abcf	b
		64%	36%	54%	57%	56%	97%
ENTERTAINMENT	2022	1288	740	1086	1150	1151	1971
	76%	84%	68%	88%	90%	92%	77%
		bf		abf	abf	abcf	b
		64%	37%	54%	57%	57%	97%
WATCHING AV CONTENT	1175	790	403	711	777	831	1158
	44%	51%	37%	58%	61%	66%	45%
		bf		abf	abf	abcdf	b
		67%	34%	61%	66%	71%	99%
VIDEO OR VOICE CALLS USING VOIP	1158	768	409	704	739	774	1136
	43%	50%	38%	57%	58%	62%	45%
		bf		abf	abf	abcf	b
		66%	35%	61%	64%	67%	98%

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

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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

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV- ICES	ANY SER- VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
LISTEN TO AUDIO CONTENT	1092	725	366	667	745	725	1076
	41%	47%	34%	54%	58%	58%	42%
		bf		abf	abcf	abf	b
		66%	34%	61%	68%	66%	99%
None of these	17	5	8	1	-	1	13
	1%	*%	1%	*%	-%	*%	1%
		d	cde				de
		32%	46%	7%	-%	5%	77%
Don't know	1	-	-	1	1	1	1
	*%	-%	-%	*%	*%	*%	*%
		-%	-%	100%	100%	100%	100%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 44

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

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3679	1778	1895	504	553	1214	1408	218	337	379	915	804	1076	776	1019	2230	479	485	485
Effective Weighted Sample	2527	1226	1296	360	378	836	972	167	245	273	663	566	758	528	730	1923	325	344	443
Weighted total	2525	1227	1292	369	402	894	860	130	204	261	759	688	686	548	601	2113	216	126	70
		49%	51%	15%	16%	35%	34%	5%	8%	10%	30%	27%	27%	22%	24%	84%	9%	5%	3%
Make calls	2232	1081	1146	342	358	816	715	112	176	223	696	624	605	473	528	1858	201	112	61
	88%	88%	89%	93%	89%	91%	83%	86%	87%	86%	92%	91%	88%	86%	88%	88%	93%	89%	87%
				d	d	d					abc	c					ad		
		48%	51%	15%	16%	37%	32%	5%	8%	10%	31%	28%	27%	21%	24%	83%	9%	5%	3%
Send/ receive text messages	2119	1005	1111	329	370	791	629	100	155	214	679	587	599	452	479	1784	184	97	54
	84%	82%	86%	89%	92%	88%	73%	77%	76%	82%	89%	85%	87%	83%	80%	84%	85%	77%	76%
			a	d	d	d					abc	d	cd			cd	cd		
		47%	52%	16%	17%	37%	30%	5%	7%	10%	32%	28%	28%	21%	23%	84%	9%	5%	3%
General browsing/ surfing the internet	1632	776	854	301	324	679	327	58	106	152	596	476	493	338	323	1388	129	75	41
	65%	63%	66%	82%	81%	76%	38%	45%	52%	58%	79%	69%	72%	62%	54%	66%	60%	59%	58%
				cd	d	d				a	abc	cd	cd	d		bcd			
		48%	52%	18%	20%	42%	20%	4%	7%	9%	37%	29%	30%	21%	20%	85%	8%	5%	3%
Send/ receive emails	1627	779	846	286	318	673	350	54	104	155	613	505	493	325	303	1390	135	72	30
	64%	63%	65%	77%	79%	75%	41%	41%	51%	59%	81%	73%	72%	59%	50%	66%	63%	57%	43%
				d	d	d			a	a	abc	cd	cd	d		cd	d	d	
		48%	52%	18%	20%	41%	22%	3%	6%	10%	38%	31%	30%	20%	19%	85%	8%	4%	2%
Take photos	1395	632	762	270	276	555	295	52	90	131	527	427	420	266	280	1219	90	57	28
	55%	52%	59%	73%	69%	62%	34%	40%	44%	50%	70%	62%	61%	49%	47%	58%	42%	45%	40%
			a	cd	cd	d				a	abc	cd	cd			bcd			
		45%	55%	19%	20%	40%	21%	4%	6%	9%	38%	31%	30%	19%	20%	87%	6%	4%	2%
Use IM/ instant Messaging (e.g. WhatsApp, Facebook messenger, Snapchat, iMessage)	1301	573	726	269	278	510	245	43	88	132	460	388	404	257	251	1080	123	67	31
	52%	47%	56%	73%	69%	57%	28%	33%	43%	51%	61%	56%	59%	47%	42%	51%	57%	53%	44%
			a	cd	cd	d			a	a	abc	cd	cd			d	ad	d	
		44%	56%	21%	21%	39%	19%	3%	7%	10%	35%	30%	31%	20%	19%	83%	9%	5%	2%
Using social networking e.g. Facebook, Twitter, LinkedIn, Snapchat, Instagram	1199	534	663	270	266	481	182	45	84	121	428	329	366	242	262	996	107	65	32
	47%	43%	51%	73%	66%	54%	21%	35%	41%	46%	56%	48%	53%	44%	44%	47%	50%	52%	45%
			a	bcd	cd	d				a	abc		acd						
		44%	55%	23%	22%	40%	15%	4%	7%	10%	36%	27%	30%	20%	22%	83%	9%	5%	3%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3679	1778	1895	504	553	1214	1408	218	337	379	915	804	1076	776	1019	2230	479	485	485
Effective Weighted Sample	2527	1226	1296	360	378	836	972	167	245	273	663	566	758	528	730	1923	325	344	443
Weighted total	2525	1227	1292	369	402	894	860	130	204	261	759	688	686	548	601	2113	216	126	70
		49%	51%	15%	16%	35%	34%	5%	8%	10%	30%	27%	27%	22%	24%	84%	9%	5%	3%
Accessing/ receiving news	811	423	388	126	155	352	178	18	38	64	369	298	256	138	117	707	46	42	16
	32%	34%	30%	34%	39%	39%	21%	14%	19%	24%	49%	43%	37%	25%	19%	33%	21%	34%	22%
		b		d	d	d				a	abc	bcd	cd	d		bd		bd	
		52%	48%	15%	19%	43%	22%	2%	5%	8%	46%	37%	32%	17%	14%	87%	6%	5%	2%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	779	391	388	189	184	310	95	27	44	79	325	235	243	152	148	682	47	38	12
	31%	32%	30%	51%	46%	35%	11%	21%	22%	30%	43%	34%	35%	28%	25%	32%	22%	30%	17%
				cd	cd	d				ab	abc	cd	cd			bd		bd	
		50%	50%	24%	24%	40%	12%	3%	6%	10%	42%	30%	31%	19%	19%	88%	6%	5%	2%
Listen to music (not radio)	749	368	380	222	174	270	83	28	42	67	286	218	231	140	159	664	46	32	8
	30%	30%	29%	60%	43%	30%	10%	22%	20%	26%	38%	32%	34%	25%	26%	31%	21%	25%	12%
				bcd	cd	d					abc	cd	cd			bcd	d	d	
		49%	51%	30%	23%	36%	11%	4%	6%	9%	38%	29%	31%	19%	21%	89%	6%	4%	1%
Record video clips	649	299	350	156	152	266	75	22	34	60	275	202	223	109	112	572	38	27	12
	26%	24%	27%	42%	38%	30%	9%	17%	17%	23%	36%	29%	33%	20%	19%	27%	18%	21%	17%
				cd	cd	d					abc	cd	cd			bcd			
		46%	54%	24%	23%	41%	12%	3%	5%	9%	42%	31%	34%	17%	17%	88%	6%	4%	2%
Play games	646	328	318	198	139	234	76	29	47	73	234	142	210	133	159	569	38	30	10
	26%	27%	25%	54%	35%	26%	9%	23%	23%	28%	31%	21%	31%	24%	26%	27%	17%	24%	14%
				bcd	cd	d					ab		ac	a		bd		bd	
		51%	49%	31%	22%	36%	12%	5%	7%	11%	36%	22%	32%	21%	25%	88%	6%	5%	2%
Making voice calls using a VoIP service e.g. Viber, Skype or WhatsApp	634	299	335	127	150	274	83	18	40	61	283	200	199	127	107	542	54	27	12
	25%	24%	26%	34%	37%	31%	10%	14%	20%	23%	37%	29%	29%	23%	18%	26%	25%	21%	16%
				d	cd	d				a	abc	cd	cd	d		d	d		
		47%	53%	20%	24%	43%	13%	3%	6%	10%	45%	32%	31%	20%	17%	85%	9%	4%	2%
Use your phone for Sat Nav or directions	623	319	304	108	122	300	92	17	25	46	325	221	207	105	89	560	34	23	5
	25%	26%	24%	29%	30%	34%	11%	13%	12%	18%	43%	32%	30%	19%	15%	27%	16%	18%	8%
				d	d	d					abc	cd	cd	d		bcd	d	d	
		51%	49%	17%	20%	48%	15%	3%	4%	7%	52%	35%	33%	17%	14%	90%	5%	4%	1%

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

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3679	1778	1895	504	553	1214	1408	218	337	379	915	804	1076	776	1019	2230	479	485	485
Effective Weighted Sample	2527	1226	1296	360	378	836	972	167	245	273	663	566	758	528	730	1923	325	344	443
Weighted total	2525	1227	1292	369	402	894	860	130	204	261	759	688	686	548	601	2113	216	126	70
		49%	51%	15%	16%	35%	34%	5%	8%	10%	30%	27%	27%	22%	24%	84%	9%	5%	3%
Making video calls e.g. via FaceTime, Skype or WhatsApp	611	266	344	136	160	247	67	19	37	62	257	186	201	109	115	539	40	25	8
	24%	22%	27%	37%	40%	28%	8%	15%	18%	24%	34%	27%	29%	20%	19%	25%	18%	20%	11%
		a	a	cd	cd	d				a	abc	cd	cd			bcd	d	d	
		44%	56%	22%	26%	40%	11%	3%	6%	10%	42%	30%	33%	18%	19%	88%	6%	4%	1%
Accessing/ receiving sports/ team news/ scores	465	335	129	93	84	198	91	11	23	40	216	154	141	111	58	399	34	23	9
	18%	27%	10%	25%	21%	22%	11%	8%	11%	15%	28%	22%	21%	20%	10%	19%	16%	18%	13%
		b		d	d	d				a	abc	d	d	d		d		d	
		72%	28%	20%	18%	42%	19%	2%	5%	9%	46%	33%	30%	24%	12%	86%	7%	5%	2%
Contactless mobile payment at point of sale/ checkouts e.g. Apple Pay, Google Wallet or contactless bank cards	431	209	222	116	110	162	44	10	24	42	184	140	153	68	70	374	36	12	10
	17%	17%	17%	31%	27%	18%	5%	8%	12%	16%	24%	20%	22%	12%	12%	18%	17%	9%	14%
				cd	cd	d				a	abc	cd	cd			cd	c		
		49%	51%	27%	25%	38%	10%	2%	6%	10%	43%	33%	36%	16%	16%	87%	8%	3%	2%
Watching TV programmes/ film content online e.g. Netflix, BBC iPlayer, Sky Go	403	199	204	100	113	161	28	13	20	35	183	112	138	75	76	362	20	16	5
	16%	16%	16%	27%	28%	18%	3%	10%	10%	13%	24%	16%	20%	14%	13%	17%	9%	13%	7%
				cd	cd	d					abc		cd			bd		d	
		49%	51%	25%	28%	40%	7%	3%	5%	9%	45%	28%	34%	19%	19%	90%	5%	4%	1%
Listen to radio	251	129	121	44	51	105	50	10	12	20	124	92	73	37	49	222	14	12	2
	10%	10%	9%	12%	13%	12%	6%	7%	6%	8%	16%	13%	11%	7%	8%	11%	6%	10%	3%
				d	d	d					abc	cd	c			bd	d	d	
		51%	48%	18%	20%	42%	20%	4%	5%	8%	49%	37%	29%	15%	20%	89%	6%	5%	1%
Listen to podcasts	206	122	83	50	58	73	24	4	9	8	106	91	68	25	21	180	12	12	2
	8%	10%	6%	13%	15%	8%	3%	3%	4%	3%	14%	13%	10%	5%	3%	9%	6%	10%	3%
		b		cd	cd	d					abc	cd	cd			d	d	d	
		59%	41%	24%	28%	36%	12%	2%	4%	4%	51%	44%	33%	12%	10%	87%	6%	6%	1%

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

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3679	1778	1895	504	553	1214	1408	218	337	379	915	804	1076	776	1019	2230	479	485	485
Effective Weighted Sample	2527	1226	1296	360	378	836	972	167	245	273	663	566	758	528	730	1923	325	344	443
Weighted total	2525	1227	1292	369	402	894	860	130	204	261	759	688	686	548	601	2113	216	126	70
		49%	51%	15%	16%	35%	34%	5%	8%	10%	30%	27%	27%	22%	24%	84%	9%	5%	3%
Listen to or read an e-book	178	68	110	28	37	85	29	3	11	11	86	74	61	21	22	155	13	8	2
	7%	6%	8%	7%	9%	10%	3%	2%	5%	4%	11%	11%	9%	4%	4%	7%	6%	6%	3%
			a	d	d	d					abc	cd	cd			d			
		38%	62%	16%	21%	48%	16%	1%	6%	6%	48%	42%	34%	12%	12%	87%	8%	4%	1%
Other	5	2	3	-	-	1	3	1	*	-	-	3	1	*	*	4	*	*	*
	*%	*%	*%	-%	-%	*%	*%	d	*%	-%	-%	*%	*%	*%	*%	*%	*%	*%	*%
		43%	57%	-%	-%	28%	72%	28%	10%	-%	-%	66%	22%	4%	8%	86%	4%	8%	2%
MESSAGING	2408	1159	1244	365	397	873	775	119	188	251	741	658	660	523	565	2011	209	119	69
	95%	94%	96%	99%	99%	98%	90%	91%	92%	96%	98%	96%	96%	95%	94%	95%	97%	95%	98%
			a	d	d	d				a	ab								ac
		48%	52%	15%	16%	36%	32%	5%	8%	10%	31%	27%	27%	22%	23%	84%	9%	5%	3%
WEB/ DATA ACCESS	1857	890	965	337	365	754	401	67	124	185	653	542	542	385	387	1577	146	86	49
	74%	73%	75%	91%	91%	84%	47%	52%	61%	71%	86%	79%	79%	70%	64%	75%	68%	68%	69%
				cd	cd	d				ab	abc	cd	cd	d		bcd			
		48%	52%	18%	20%	41%	22%	4%	7%	10%	35%	29%	29%	21%	21%	85%	8%	5%	3%
ENTERTAINMENT	1675	792	881	333	336	656	349	65	110	166	607	488	490	333	361	1447	118	74	37
	66%	65%	68%	90%	84%	73%	41%	50%	54%	64%	80%	71%	71%	61%	60%	68%	55%	59%	52%
				bcd	cd	d				ab	abc	cd	cd			bcd			
		47%	53%	20%	20%	39%	21%	4%	7%	10%	36%	29%	29%	20%	22%	86%	7%	4%	2%
VIDEO OR VOICE CALLS USING VOIP	941	443	497	225	219	374	123	32	55	94	369	276	294	185	185	819	64	44	15
	37%	36%	38%	61%	54%	42%	14%	25%	27%	36%	49%	40%	43%	34%	31%	39%	29%	35%	22%
				cd	cd	d				ab	abc	cd	cd			bd	d	d	
		47%	53%	24%	23%	40%	13%	3%	6%	10%	39%	29%	31%	20%	20%	87%	7%	5%	2%
WATCHING AV CONTENT	927	473	453	167	182	390	188	22	47	76	406	318	290	167	150	808	54	46	19
	37%	39%	35%	45%	45%	44%	22%	17%	23%	29%	53%	46%	42%	30%	25%	38%	25%	37%	27%
				d	d	d				a	abc	cd	cd	d		bd		bd	
		51%	49%	18%	20%	42%	20%	2%	5%	8%	44%	34%	31%	18%	16%	87%	6%	5%	2%
LISTEN TO AUDIO CONTENT	854	425	428	236	196	313	110	33	50	76	331	256	263	153	180	755	55	36	9
	34%	35%	33%	64%	49%	35%	13%	26%	25%	29%	44%	37%	38%	28%	30%	36%	25%	28%	14%
				bcd	cd	d					abc	cd	cd			bcd	d	d	
		50%	50%	28%	23%	37%	13%	4%	6%	9%	39%	30%	31%	18%	21%	88%	6%	4%	1%

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

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3679	1778	1895	504	553	1214	1408	218	337	379	915	804	1076	776	1019	2230	479	485	485
Effective Weighted Sample	2527	1226	1296	360	378	836	972	167	245	273	663	566	758	528	730	1923	325	344	443
Weighted total	2525	1227	1292	369	402	894	860	130	204	261	759	688	686	548	601	2113	216	126	70
		49%	51%	15%	16%	35%	34%	5%	8%	10%	30%	27%	27%	22%	24%	84%	9%	5%	3%
None of these	86	49	37	-	1	6	78	8	12	7	6	19	21	20	25	76	4	5	1
	3%	4%	3%	-%	*%	1%	9%	6%	6%	3%	1%	3%	3%	4%	4%	4%	2%	4%	1%
							abc	d	d	d						d		d	
		57%	43%	-%	1%	7%	91%	9%	14%	8%	7%	22%	24%	24%	30%	89%	5%	6%	1%
Don't know	2	1	1	1	-	-	1	-	*	-	-	1	-	-	1	2	-	-	-
	*%	*%	*%	*%	-%	-%	*%	-%	*%	-%	-%	*%	-%	-%	*%	*%	-%	-%	-%
		69%	31%	51%	-%	-%	49%	-%	18%	-%	-%	51%	-%	-%	49%	100%	-%	-%	-%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 44

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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

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3679	268	250	222	238	253	251	263	269	216	2700	979	2037	1637	1676	2003
Effective Weighted Sample	2527	251	236	210	228	238	238	245	250	203	2132	410	1398	1168	1087	1440
Weighted total	2525	319	351	220	175	220	239	205	112	272	2189	336	1536	984	1083	1442
		13%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	61%	39%	43%	57%
Make calls	2232	295	326	191	149	179	194	180	96	249	1956	276	1406	823	950	1282
	88%	92%	93%	87%	85%	81%	81%	88%	85%	92%	89%	82%	92%	84%	88%	89%
		defh	cdefh					ef		defh	b		b			
		13%	15%	9%	7%	8%	9%	8%	4%	11%	88%	12%	63%	37%	43%	57%
Send/ receive text messages	2119	280	312	188	146	185	180	178	91	224	1856	263	1375	741	914	1205
	84%	88%	89%	85%	84%	84%	76%	87%	81%	82%	85%	78%	90%	75%	84%	84%
		fh	fhi	f	f	f		f			b		b			
		13%	15%	9%	7%	9%	9%	8%	4%	11%	88%	12%	65%	35%	43%	57%
General browsing/ surfing the internet	1632	248	241	147	106	150	155	114	59	167	1436	196	1158	472	721	911
	65%	78%	69%	67%	61%	68%	65%	56%	52%	61%	66%	58%	75%	48%	67%	63%
		bcdefghi	gh	gh		gh	gh				b		b			
		15%	15%	9%	7%	9%	9%	7%	4%	10%	88%	12%	71%	29%	44%	56%
Send/ receive emails	1627	256	261	146	103	137	151	122	59	154	1434	194	1167	458	719	908
	64%	80%	74%	66%	59%	62%	63%	59%	53%	56%	65%	58%	76%	47%	66%	63%
		cdefghi	defghi	hi		h	h				b		b			
		16%	16%	9%	6%	8%	9%	8%	4%	9%	88%	12%	72%	28%	44%	56%
Take photos	1395	236	198	139	91	113	147	117	63	115	1239	156	967	427	622	773
	55%	74%	57%	63%	52%	51%	62%	57%	56%	42%	57%	46%	63%	43%	57%	54%
		bcdefghi	i	dei	i		dei	i	i		b		b			
		17%	14%	10%	7%	8%	11%	8%	5%	8%	89%	11%	69%	31%	45%	55%
Use IM/ instant Messaging (e.g. WhatsApp, Facebook messenger, Snapchat, iMessage)	1301	183	174	138	101	97	131	92	41	123	1137	164	908	392	548	753
	52%	57%	50%	63%	58%	44%	55%	45%	37%	45%	52%	49%	59%	40%	51%	52%
		eghi	h	beghi	eghi		eghi				b		b			
		14%	13%	11%	8%	7%	10%	7%	3%	9%	87%	13%	70%	30%	42%	58%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3679	268	250	222	238	253	251	263	269	216	2700	979	2037	1637	1676	2003
Effective Weighted Sample	2527	251	236	210	228	238	238	245	250	203	2132	410	1398	1168	1087	1440
Weighted total	2525	319	351	220	175	220	239	205	112	272	2189	336	1536	984	1083	1442
		13%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	61%	39%	43%	57%
Using social networking e.g. Facebook, Twitter, LinkedIn, Snapchat, Instagram	1199	186	171	117	76	81	116	91	47	111	1056	144	854	344	488	712
	47%	58%	49%	53%	43%	37%	49%	44%	41%	41%	48%	43%	56%	35%	45%	49%
		bdefghi	e	dehi			e				b		b		a	
		15%	14%	10%	6%	7%	10%	8%	4%	9%	88%	12%	71%	29%	41%	59%
Accessing/ receiving news	811	140	150	85	72	37	85	38	25	75	708	103	590	220	407	404
	32%	44%	43%	39%	41%	17%	36%	19%	23%	28%	32%	31%	38%	22%	38%	28%
		eghi	eghi	eghi	eghi		egh			eg			b		b	
		17%	19%	10%	9%	5%	10%	5%	3%	9%	87%	13%	73%	27%	50%	50%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	779	177	95	80	55	35	91	54	31	64	694	85	566	213	341	438
	31%	56%	27%	36%	32%	16%	38%	26%	28%	24%	32%	25%	37%	22%	31%	30%
		bdefghi	e	beghi	e		beghi	e	e	e	b		b			
		23%	12%	10%	7%	4%	12%	7%	4%	8%	89%	11%	73%	27%	44%	56%
Listen to music (not radio)	749	120	105	77	53	42	91	67	33	76	673	77	517	231	329	420
	30%	38%	30%	35%	30%	19%	38%	33%	29%	28%	31%	23%	34%	23%	30%	29%
		ei	e	e	e		ehi	e	e	e	b		b			
		16%	14%	10%	7%	6%	12%	9%	4%	10%	90%	10%	69%	31%	44%	56%
Record video clips	649	141	89	67	45	29	70	58	22	52	584	65	460	188	294	355
	26%	44%	25%	31%	26%	13%	29%	28%	19%	19%	27%	19%	30%	19%	27%	25%
		bdefghi	e	ehi	e		ehi	ehi			b		b			
		22%	14%	10%	7%	4%	11%	9%	3%	8%	90%	10%	71%	29%	45%	55%
Play games	646	124	93	55	56	34	65	55	31	56	595	52	435	210	255	391
	26%	39%	27%	25%	32%	15%	27%	27%	28%	21%	27%	15%	28%	21%	24%	27%
		bcefgi	e	e	ei		e	e	e		b		b		a	
		19%	14%	9%	9%	5%	10%	8%	5%	9%	92%	8%	67%	33%	40%	60%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	3679	268	250	222	238	253	251	263	269	216	2700	979	2037	1637	1676	2003
Effective Weighted Sample	2527	251	236	210	228	238	238	245	250	203	2132	410	1398	1168	1087	1440
Weighted total	2525	319	351	220	175	220	239	205	112	272	2189	336	1536	984	1083	1442
		13%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	61%	39%	43%	57%
Making voice calls using a VoIP service e.g. Viber, Skype or WhatsApp	634	162	80	71	41	28	79	27	9	44	572	62	472	162	276	358
	25%	51%	23%	32%	24%	13%	33%	13%	8%	16%	26%	18%	31%	17%	25%	25%
		bcdefghi	egh	bdeghi	egh		bdeghi			h	b		b			
		26%	13%	11%	7%	4%	12%	4%	1%	7%	90%	10%	74%	26%	43%	57%
Use your phone for Sat Nav or directions	623	142	104	74	36	33	70	35	14	54	555	68	516	106	298	325
	25%	44%	30%	34%	20%	15%	29%	17%	12%	20%	25%	20%	34%	11%	27%	23%
		bcdefghi	deghi	deghi	h		deghi			h	b		b		b	
		23%	17%	12%	6%	5%	11%	6%	2%	9%	89%	11%	83%	17%	48%	52%
Making video calls e.g. via FaceTime, Skype or WhatsApp	611	139	96	73	44	23	73	36	14	41	548	63	441	168	264	347
	24%	43%	27%	33%	25%	11%	30%	18%	12%	15%	25%	19%	29%	17%	24%	24%
		bcdefghi	eghi	eghi	eghi		eghi	e			b		b			
		23%	16%	12%	7%	4%	12%	6%	2%	7%	90%	10%	72%	28%	43%	57%
Accessing/ receiving sports/ team news/ scores	465	86	67	43	37	26	50	28	15	48	412	54	353	113	216	250
	18%	27%	19%	19%	21%	12%	21%	14%	14%	17%	19%	16%	23%	11%	20%	17%
		beghi	e	e	egh		egh						b			
		18%	14%	9%	8%	5%	11%	6%	3%	10%	88%	12%	76%	24%	46%	54%
Contactless mobile payment at point of sale/ checkouts e.g. Apple Pay, Google Wallet or contactless bank cards	431	79	56	46	25	24	47	29	15	52	383	48	338	93	203	228
	17%	25%	16%	21%	14%	11%	20%	14%	14%	19%	17%	14%	22%	9%	19%	16%
		bdegh		eh			e			e			b		b	
		18%	13%	11%	6%	6%	11%	7%	4%	12%	89%	11%	78%	22%	47%	53%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	3679	268	250	222	238	253	251	263	269	216	2700	979	2037	1637	1676	2003
Effective Weighted Sample	2527	251	236	210	228	238	238	245	250	203	2132	410	1398	1168	1087	1440
Weighted total	2525	319	351	220	175	220	239	205	112	272	2189	336	1536	984	1083	1442
		13%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	61%	39%	43%	57%
Watching TV programmes/ film content online e.g. Netflix, BBC iPlayer, Sky Go	403	94	53	40	33	15	49	33	12	32	364	38	299	104	179	224
	16%	30%	15%	18%	19%	7%	21%	16%	11%	12%	17%	11%	19%	11%	16%	16%
		bcdefghi	e	eh	ehi		ehi	e			b		b			
		23%	13%	10%	8%	4%	12%	8%	3%	8%	90%	10%	74%	26%	44%	56%
Listen to radio	251	39	41	40	22	9	27	18	10	17	220	31	174	76	133	118
	10%	12%	12%	18%	13%	4%	11%	9%	9%	6%	10%	9%	11%	8%	12%	8%
		ei	ei	efghi	ei		e	e	e				b		b	
		15%	16%	16%	9%	4%	11%	7%	4%	7%	88%	12%	70%	30%	53%	47%
Listen to podcasts	206	32	25	29	18	6	28	8	12	21	183	23	149	57	113	93
	8%	10%	7%	13%	10%	3%	12%	4%	11%	8%	8%	7%	10%	6%	10%	6%
		eg	e	beg	eg		eg		eg	e			b		b	
		16%	12%	14%	9%	3%	13%	4%	6%	10%	89%	11%	72%	28%	55%	45%
Listen to or read an e-book	178	30	28	23	18	7	24	2	5	16	156	22	127	52	85	93
	7%	9%	8%	10%	10%	3%	10%	1%	5%	6%	7%	7%	8%	5%	8%	6%
		egh	eg	egh	egh		egh		g	g			b			
		17%	16%	13%	10%	4%	14%	1%	3%	9%	87%	13%	71%	29%	48%	52%
Other	5	-	-	1	-	-	1	1	-	1	3	2	1	3	1	4
	*%	-%	-%	*%	-%	-%	1%	*%	-%	*%	*%	*%	*%	*%	*%	*%
		-%	-%	23%	-%	-%	28%	15%	-%	20%	66%	34%	32%	68%	20%	80%
MESSAGING	2408	312	344	208	162	205	220	195	103	263	2098	311	1504	900	1022	1387
	95%	98%	98%	94%	93%	93%	92%	95%	92%	97%	96%	92%	98%	91%	94%	96%
		cdefh	cdefh							fh			b		a	
		13%	14%	9%	7%	8%	9%	8%	4%	11%	87%	13%	62%	37%	42%	58%
WEB/ DATA ACCESS	1857	274	267	166	123	161	180	136	70	200	1620	238	1291	564	805	1052
	74%	86%	76%	76%	70%	73%	75%	66%	63%	74%	74%	71%	84%	57%	74%	73%
		bcdefghi	gh	gh		h	gh			h			b			
		15%	14%	9%	7%	9%	10%	7%	4%	11%	87%	13%	70%	30%	43%	57%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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

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

		ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3679	268	250	222	238	253	251	263	269	216	2700	979	2037	1637	1676	2003
Effective Weighted Sample	2527	251	236	210	228	238	238	245	250	203	2132	410	1398	1168	1087	1440
Weighted total	2525	319	351	220	175	220	239	205	112	272	2189	336	1536	984	1083	1442
		13%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	61%	39%	43%	57%
ENTERTAINMENT	1675	263	243	156	113	130	178	130	76	158	1480	195	1151	523	727	948
	66%	82%	69%	71%	65%	59%	74%	63%	68%	58%	68%	58%	75%	53%	67%	66%
		bcdefghi	ei	ei			degi		ei		b		b			
		16%	15%	9%	7%	8%	11%	8%	5%	9%	88%	12%	69%	31%	43%	57%
VIDEO OR VOICE CALLS USING VOIP	941	202	127	97	65	45	108	65	34	75	834	107	676	263	397	544
	37%	63%	36%	44%	37%	20%	45%	32%	30%	28%	38%	32%	44%	27%	37%	38%
		bcdefghi	e	eghi	ei		beghi	e	e		b		b			
		21%	14%	10%	7%	5%	12%	7%	4%	8%	89%	11%	72%	28%	42%	58%
WATCHING AV CONTENT	927	156	161	96	82	43	100	54	30	85	810	117	668	258	448	479
	37%	49%	46%	44%	47%	20%	42%	26%	27%	31%	37%	35%	43%	26%	41%	33%
		eghi	eghi	eghi	eghi		eghi		e				b		b	
		17%	17%	10%	9%	5%	11%	6%	3%	9%	87%	13%	72%	28%	48%	52%
LISTEN TO AUDIO CONTENT	854	139	119	94	60	48	104	74	39	78	764	90	587	266	379	475
	34%	43%	34%	43%	35%	22%	44%	36%	34%	29%	35%	27%	38%	27%	35%	33%
		bdehi	e	ei	e		bdehi	e	e		b		b			
		16%	14%	11%	7%	6%	12%	9%	5%	9%	89%	11%	69%	31%	44%	56%
None of these	86	2	7	12	12	11	13	8	4	8	65	21	13	73	55	31
	3%	1%	2%	6%	7%	5%	5%	4%	4%	3%	3%	6%	1%	7%	5%	2%
				ab	ab	a	ab	a	a			a		a	b	
		2%	8%	14%	14%	13%	15%	9%	5%	9%	75%	25%	15%	85%	64%	36%
Don't know	2	-	-	-	-	1	-	-	*	-	2	-	-	2	-	2
	*%	-%	-%	-%	-%	1%	-%	-%	*%	-%	*%	-%	-%	*%	-%	*%
		-%	-%	-%	-%	82%	-%	-%	18%	-%	100%	-%	-%	100%	-%	100%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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

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

	Total	TV SERVICES				YOUTUBE	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV- ICES	
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	3679	2073	1459	1575	1782	1599	3477
Effective Weighted Sample	2527	1437	1031	1101	1200	1127	2411
Weighted total	2525	1497	1000	1211	1252	1235	2424
		59%	40%	48%	50%	49%	96%
Make calls	2232	1366	877	1114	1151	1143	2154
	88%	91%	88%	92%	92%	92%	89%
		bf		bf	bf	bf	
		61%	39%	50%	52%	51%	97%
Send/ receive text messages	2119	1307	821	1088	1142	1124	2055
	84%	87%	82%	90%	91%	91%	85%
		bf		bf	abf	abf	
		62%	39%	51%	54%	53%	97%
General browsing/ surfing the internet	1632	1065	591	934	997	998	1600
	65%	71%	59%	77%	80%	81%	66%
		bf		abf	abf	abcf	b
		65%	36%	57%	61%	61%	98%
Send/ receive emails	1627	1057	571	924	980	986	1589
	64%	71%	57%	76%	78%	80%	66%
		bf		abf	abf	abcf	b
		65%	35%	57%	60%	61%	98%
Take photos	1395	889	486	820	882	896	1366
	55%	59%	49%	68%	70%	73%	56%
		b		abf	abf	abcf	b
		64%	35%	59%	63%	64%	98%
Use IM/ instant Messaging (e.g. WhatsApp, Facebook messenger, Snapchat, iMessage)	1301	843	469	779	875	815	1268
	52%	56%	47%	64%	70%	66%	52%
		bf		abf	abcef	abf	b
		65%	36%	60%	67%	63%	97%
Using social networking e.g. Facebook, Twitter, LinkedIn, Snapchat, Instagram	1199	791	424	718	806	790	1179
	47%	53%	42%	59%	64%	64%	49%
		bf		abf	abcf	abcf	b
		66%	35%	60%	67%	66%	98%

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

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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

	Total	TV SERVICES				YOUTUBE	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV- ICES	
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3679	2073	1459	1575	1782	1599	3477
Effective Weighted Sample	2527	1437	1031	1101	1200	1127	2411
Weighted total	2525	1497	1000	1211	1252	1235	2424
		59%	40%	48%	50%	49%	96%
Accessing/ receiving news	811	557	313	536	539	562	800
	32%	37%	31%	44%	43%	45%	33%
		bf		abf	abf	abf	
		69%	39%	66%	66%	69%	99%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	779	521	279	492	543	587	767
	31%	35%	28%	41%	43%	48%	32%
		bf		abf	abf	abcdf	b
		67%	36%	63%	70%	75%	98%
Listen to music (not radio)	749	494	238	483	547	534	738
	30%	33%	24%	40%	44%	43%	30%
		b		abf	abf	abf	b
		66%	32%	65%	73%	71%	98%
Record video clips	649	440	230	437	471	498	640
	26%	29%	23%	36%	38%	40%	26%
		bf		abf	abf	abcf	b
		68%	35%	67%	73%	77%	99%
Play games	646	436	225	376	430	436	636
	26%	29%	22%	31%	34%	35%	26%
		b		bf	abf	abcf	b
		67%	35%	58%	66%	67%	98%
Making voice calls using a VoIP service e.g. Viber, Skype or WhatsApp	634	428	225	414	422	459	624
	25%	29%	22%	34%	34%	37%	26%
		b		abf	abf	abf	b
		67%	35%	65%	67%	72%	98%
Use your phone for Sat Nav or directions	623	442	206	428	450	460	618
	25%	30%	21%	35%	36%	37%	25%
		bf		abf	abf	abf	b
		71%	33%	69%	72%	74%	99%

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

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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

	Total	TV SERVICES				YOUTUBE	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV- ICES	
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3679	2073	1459	1575	1782	1599	3477
Effective Weighted Sample	2527	1437	1031	1101	1200	1127	2411
Weighted total	2525	1497	1000	1211	1252	1235	2424
		59%	40%	48%	50%	49%	96%
Making video calls e.g. via FaceTime, Skype or WhatsApp	611	398	217	401	416	452	600
	24%	27%	22%	33%	33%	37%	25%
		b		abf	abf	abf	
		65%	36%	66%	68%	74%	98%
Accessing/ receiving sports/ team news/ scores	465	352	177	318	328	317	463
	18%	23%	18%	26%	26%	26%	19%
		bf		bf	bf	bf	
		76%	38%	68%	70%	68%	100%
Contactless mobile payment at point of sale/ checkouts e.g. Apple Pay, Google Wallet or contactless bank cards	431	312	139	311	320	312	426
	17%	21%	14%	26%	26%	25%	18%
		bf		abf	abf	abf	b
		72%	32%	72%	74%	72%	99%
Watching TV programmes/ film content online e.g. Netflix, BBC iPlayer, Sky Go	403	264	135	278	300	319	395
	16%	18%	13%	23%	24%	26%	16%
		b		abf	abf	abf	b
		66%	34%	69%	75%	79%	98%
Listen to radio	251	174	98	178	180	176	249
	10%	12%	10%	15%	14%	14%	10%
				abf	abf	abf	
		69%	39%	71%	72%	70%	99%
Listen to podcasts	206	140	72	158	167	155	204
	8%	9%	7%	13%	13%	13%	8%
				abf	abf	abf	
		68%	35%	77%	81%	75%	99%

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

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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

	Total	TV SERVICES				YOUTUBE	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV- ICES	
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3679	2073	1459	1575	1782	1599	3477
Effective Weighted Sample	2527	1437	1031	1101	1200	1127	2411
Weighted total	2525	1497	1000	1211	1252	1235	2424
		59%	40%	48%	50%	49%	96%
Listen to or read an e-book	178	113	65	131	143	125	176
	7%	8%	7%	11%	11%	10%	7%
				abf	abf	abf	
		63%	37%	74%	80%	70%	98%
Other	5	1	3	3	1	2	5
	*%	*%	*%	*%	*%	*%	*%
		27%	73%	63%	12%	40%	100%
MESSAGING	2408	1455	938	1181	1226	1210	2318
	95%	97%	94%	97%	98%	98%	96%
		bf		bf	bf	bf	b
		60%	39%	49%	51%	50%	96%
WEB/ DATA ACCESS	1857	1202	670	1033	1104	1096	1815
	74%	80%	67%	85%	88%	89%	75%
		bf		abf	abcf	abcf	b
		65%	36%	56%	59%	59%	98%
ENTERTAINMENT	1675	1079	580	948	1037	1041	1637
	66%	72%	58%	78%	83%	84%	68%
		bf		abf	abcf	abcf	b
		64%	35%	57%	62%	62%	98%
VIDEO OR VOICE CALLS USING VOIP	941	620	339	593	635	675	926
	37%	41%	34%	49%	51%	55%	38%
		bf		abf	abf	abcf	b
		66%	36%	63%	67%	72%	98%
WATCHING AV CONTENT	927	627	351	605	624	645	913
	37%	42%	35%	50%	50%	52%	38%
		bf		abf	abf	abf	
		68%	38%	65%	67%	70%	98%
LISTEN TO AUDIO CONTENT	854	570	275	546	612	592	841
	34%	38%	28%	45%	49%	48%	35%
		bf		abf	abf	abf	b
		67%	32%	64%	72%	69%	98%

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

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

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

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d		e	f
Unweighted total	3679	2073	1459	1575	1782		1599	3477
Effective Weighted Sample	2527	1437	1031	1101	1200		1127	2411
Weighted total	2525	1497	1000	1211	1252		1235	2424
		59%	40%	48%	50%		49%	96%
None of these	86	26	51	19	12		12	77
	3%	2%	5%	2%	1%		1%	3%
			acdef					acde
		31%	60%	22%	14%		14%	89%
Don't know	2	1	-	1	1		1	2
	*%	*%	-%	*%	*%		*%	*%
		49%	-%	51%	51%		51%	100%

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

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

QD11 (QD28B). SHOWCARD And which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
Make calls	2232	1081	1146	342	358	816	715	112	176	223	696	624	605	473	528	1858	201	112	61
	83%	83%	84%	91%	88%	90%	72%	75%	78%	81%	91%	88%	84%	82%	80%	83%	86%	85%	83%
				d	d	d					abc	cd	d						
		48%	51%	15%	16%	37%	32%	5%	8%	10%	31%	28%	27%	21%	24%	83%	9%	5%	3%
Send/ receive text messages	2119	1005	1111	329	370	791	629	100	155	214	679	587	599	452	479	1784	184	97	54
	79%	77%	81%	88%	91%	88%	64%	68%	69%	78%	89%	82%	83%	78%	72%	80%	79%	74%	73%
			a	d	d	d				ab	abc	d	cd	d		cd	d		
		47%	52%	16%	17%	37%	30%	5%	7%	10%	32%	28%	28%	21%	23%	84%	9%	5%	3%
General browsing/ surfing the internet	1632	776	854	301	324	679	327	58	106	152	596	476	493	338	323	1388	129	75	41
	61%	60%	63%	80%	80%	75%	33%	39%	47%	55%	78%	67%	69%	58%	49%	62%	55%	57%	55%
				d	d	d				a	abc	cd	cd	d		bcd			
		48%	52%	18%	20%	42%	20%	4%	7%	9%	37%	29%	30%	21%	20%	85%	8%	5%	3%
Send/ receive emails	1627	779	846	286	318	673	350	54	104	155	613	505	493	325	303	1390	135	72	30
	61%	60%	62%	76%	78%	75%	35%	36%	46%	56%	80%	71%	69%	56%	46%	62%	58%	55%	41%
				d	d	d			a	ab	abc	cd	cd	d		cd	d	d	
		48%	52%	18%	20%	41%	22%	3%	6%	10%	38%	31%	30%	20%	19%	85%	8%	4%	2%
Take photos	1395	632	762	270	276	555	295	52	90	131	527	427	420	266	280	1219	90	57	28
	52%	49%	56%	72%	68%	61%	30%	35%	40%	47%	69%	60%	58%	46%	42%	55%	39%	43%	38%
			a	cd	cd	d				a	abc	cd	cd			bcd			
		45%	55%	19%	20%	40%	21%	4%	6%	9%	38%	31%	30%	19%	20%	87%	6%	4%	2%
Use IM/ instant Messaging (e.g. WhatsApp, Facebook messenger, Snapchat, iMessage)	1301	573	726	269	278	510	245	43	88	132	460	388	404	257	251	1080	123	67	31
	49%	44%	53%	71%	68%	57%	25%	29%	39%	48%	60%	55%	56%	44%	38%	48%	53%	51%	42%
			a	cd	cd	d			a	ab	abc	cd	cd	d		d	d	d	
		44%	56%	21%	21%	39%	19%	3%	7%	10%	35%	30%	31%	20%	19%	83%	9%	5%	2%
Using social networking e.g. Facebook, Twitter, LinkedIn, Snapchat, Instagram	1199	534	663	270	266	481	182	45	84	121	428	329	366	242	262	996	107	65	32
	45%	41%	49%	72%	65%	53%	18%	31%	37%	44%	56%	46%	51%	42%	40%	45%	46%	49%	43%
			a	cd	cd	d				a	abc	d	cd						
		44%	55%	23%	22%	40%	15%	4%	7%	10%	36%	27%	30%	20%	22%	83%	9%	5%	3%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 45

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

QD11 (QD28B). SHOWCARD And which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
Accessing/ receiving news	811	423	388	126	155	352	178	18	38	64	369	298	256	138	117	707	46	42	16
	30%	32%	28%	33%	38%	39%	18%	12%	17%	23%	48%	42%	36%	24%	18%	32%	20%	32%	21%
		b		d	d	d				a	abc	bcd	cd	d		bd		bd	
		52%	48%	15%	19%	43%	22%	2%	5%	8%	46%	37%	32%	17%	14%	87%	6%	5%	2%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	779	391	388	189	184	310	95	27	44	79	325	235	243	152	148	682	47	38	12
	29%	30%	28%	50%	45%	34%	10%	18%	19%	29%	42%	33%	34%	26%	22%	30%	20%	29%	17%
				cd	cd	d				ab	abc	cd	cd			bd		bd	
		50%	50%	24%	24%	40%	12%	3%	6%	10%	42%	30%	31%	19%	19%	88%	6%	5%	2%
Listen to music (not radio)	749	368	380	222	174	270	83	28	42	67	286	218	231	140	159	664	46	32	8
	28%	28%	28%	59%	43%	30%	8%	19%	18%	24%	37%	31%	32%	24%	24%	30%	20%	24%	11%
				bcd	cd	d					abc	cd	cd			bcd	d	d	
		49%	51%	30%	23%	36%	11%	4%	6%	9%	38%	29%	31%	19%	21%	89%	6%	4%	1%
Record video clips	649	299	350	156	152	266	75	22	34	60	275	202	223	109	112	572	38	27	12
	24%	23%	26%	41%	37%	29%	8%	15%	15%	22%	36%	28%	31%	19%	17%	26%	16%	20%	16%
				cd	cd	d				b	abc	cd	cd			bcd			
		46%	54%	24%	23%	41%	12%	3%	5%	9%	42%	31%	34%	17%	17%	88%	6%	4%	2%
Play games	646	328	318	198	139	234	76	29	47	73	234	142	210	133	159	569	38	30	10
	24%	25%	23%	53%	34%	26%	8%	20%	21%	27%	31%	20%	29%	23%	24%	25%	16%	23%	14%
				bcd	cd	d					ab		acd			bd		bd	
		51%	49%	31%	22%	36%	12%	5%	7%	11%	36%	22%	32%	21%	25%	88%	6%	5%	2%
Making voice calls using a VoIP service e.g. Viber, Skype or WhatsApp	634	299	335	127	150	274	83	18	40	61	283	200	199	127	107	542	54	27	12
	24%	23%	25%	34%	37%	30%	8%	12%	18%	22%	37%	28%	28%	22%	16%	24%	23%	20%	16%
				d	cd	d				a	abc	cd	cd	d		d	d		
		47%	53%	20%	24%	43%	13%	3%	6%	10%	45%	32%	31%	20%	17%	85%	9%	4%	2%
Use your phone for Sat Nav or directions	623	319	304	108	122	300	92	17	25	46	325	221	207	105	89	560	34	23	5
	23%	24%	22%	29%	30%	33%	9%	12%	11%	17%	42%	31%	29%	18%	13%	25%	15%	17%	7%
				d	d	d					abc	cd	cd	d		bcd	d	d	
		51%	49%	17%	20%	48%	15%	3%	4%	7%	52%	35%	33%	17%	14%	90%	5%	4%	1%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 45

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

QD11 (QD28B). SHOWCARD And which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
Making video calls e.g. via FaceTime, Skype or WhatsApp	611	266	344	136	160	247	67	19	37	62	257	186	201	109	115	539	40	25	8
	23%	20%	25%	36%	39%	27%	7%	13%	17%	22%	34%	26%	28%	19%	17%	24%	17%	19%	10%
		a	a	cd	cd	d				a	abc	cd	cd			bcd	d	d	
		44%	56%	22%	26%	40%	11%	3%	6%	10%	42%	30%	33%	18%	19%	88%	6%	4%	1%
Accessing/ receiving sports/ team news/ scores	465	335	129	93	84	198	91	11	23	40	216	154	141	111	58	399	34	23	9
	17%	26%	9%	25%	21%	22%	9%	7%	10%	15%	28%	22%	20%	19%	9%	18%	15%	18%	12%
		b		d	d	d				a	abc	d	d	d		d		d	
		72%	28%	20%	18%	42%	19%	2%	5%	9%	46%	33%	30%	24%	12%	86%	7%	5%	2%
Contactless mobile payment at point of sale/ checkouts e.g. Apple Pay, Google Wallet or contactless bank cards	431	209	222	116	110	162	44	10	24	42	184	140	153	68	70	374	36	12	10
	16%	16%	16%	31%	27%	18%	4%	7%	11%	15%	24%	20%	21%	12%	10%	17%	15%	9%	13%
				cd	cd	d				a	abc	cd	cd			c	c		
		49%	51%	27%	25%	38%	10%	2%	6%	10%	43%	33%	36%	16%	16%	87%	8%	3%	2%
Watching TV programmes/ film content online e.g. Netflix, BBC iPlayer, Sky Go	403	199	204	100	113	161	28	13	20	35	183	112	138	75	76	362	20	16	5
	15%	15%	15%	27%	28%	18%	3%	9%	9%	13%	24%	16%	19%	13%	12%	16%	8%	12%	7%
				cd	cd	d					abc	d	cd			bd		d	
		49%	51%	25%	28%	40%	7%	3%	5%	9%	45%	28%	34%	19%	19%	90%	5%	4%	1%
Listen to radio	251	129	121	44	51	105	50	10	12	20	124	92	73	37	49	222	14	12	2
	9%	10%	9%	12%	12%	12%	5%	6%	6%	7%	16%	13%	10%	6%	7%	10%	6%	9%	3%
				d	d	d					abc	cd	c			bd	d	d	
		51%	48%	18%	20%	42%	20%	4%	5%	8%	49%	37%	29%	15%	20%	89%	6%	5%	1%
Listen to podcasts	206	122	83	50	58	73	24	4	9	8	106	91	68	25	21	180	12	12	2
	8%	9%	6%	13%	14%	8%	2%	3%	4%	3%	14%	13%	10%	4%	3%	8%	5%	9%	2%
		b		cd	cd	d					abc	cd	cd			d	d	bd	
		59%	41%	24%	28%	36%	12%	2%	4%	4%	51%	44%	33%	12%	10%	87%	6%	6%	1%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

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QD11 (QD28B). SHOWCARD And which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
Listen to or read an e-book	178	68	110	28	37	85	29	3	11	11	86	74	61	21	22	155	13	8	2
	7%	5%	8%	7%	9%	9%	3%	2%	5%	4%	11%	10%	8%	4%	3%	7%	6%	6%	3%
			a	d	d	d					abc	cd	cd			d			
		38%	62%	16%	21%	48%	16%	1%	6%	6%	48%	42%	34%	12%	12%	87%	8%	4%	1%
Other	5	2	3	-	-	1	3	1	*	-	-	3	1	*	*	4	*	*	*
	*%	*%	*%	-%	-%	*%	*%	1%	*%	-%	-%	*%	*%	*%	*%	*%	*%	*%	*%
								d											
		43%	57%	-%	-%	28%	72%	28%	10%	-%	-%	66%	22%	4%	8%	86%	4%	8%	2%
MESSAGING	2408	1159	1244	365	397	873	775	119	188	251	741	658	660	523	565	2011	209	119	69
	90%	89%	91%	97%	97%	97%	78%	80%	83%	91%	97%	92%	92%	90%	85%	90%	90%	90%	93%
				d	d	d				ab	abc	d	d	d					a
		48%	52%	15%	16%	36%	32%	5%	8%	10%	31%	27%	27%	22%	23%	84%	9%	5%	3%
WEB/ DATA ACCESS	1857	890	965	337	365	754	401	67	124	185	653	542	542	385	387	1577	146	86	49
	69%	68%	71%	90%	90%	84%	41%	45%	55%	67%	85%	76%	75%	66%	58%	71%	63%	65%	66%
				cd	cd	d			a	ab	abc	cd	cd	d		bc			
		48%	52%	18%	20%	41%	22%	4%	7%	10%	35%	29%	29%	21%	21%	85%	8%	5%	3%
ENTERTAINMENT	1675	792	881	333	336	656	349	65	110	166	607	488	490	333	361	1447	118	74	37
	63%	61%	65%	89%	83%	73%	35%	44%	49%	60%	79%	69%	68%	57%	55%	65%	51%	56%	50%
			a	bcd	cd	d				ab	abc	cd	cd			bcd			
		47%	53%	20%	20%	39%	21%	4%	7%	10%	36%	29%	29%	20%	22%	86%	7%	4%	2%
VIDEO OR VOICE CALLS USING VOIP	941	443	497	225	219	374	123	32	55	94	369	276	294	185	185	819	64	44	15
	35%	34%	36%	60%	54%	41%	12%	22%	25%	34%	48%	39%	41%	32%	28%	37%	27%	33%	21%
				cd	cd	d				ab	abc	cd	cd			bd	d	d	
		47%	53%	24%	23%	40%	13%	3%	6%	10%	39%	29%	31%	20%	20%	87%	7%	5%	2%
WATCHING AV CONTENT	927	473	453	167	182	390	188	22	47	76	406	318	290	167	150	808	54	46	19
	35%	36%	33%	44%	45%	43%	19%	15%	21%	28%	53%	45%	40%	29%	23%	36%	23%	35%	25%
				d	d	d				a	abc	cd	cd	d		bd		bd	
		51%	49%	18%	20%	42%	20%	2%	5%	8%	44%	34%	31%	18%	16%	87%	6%	5%	2%
LISTEN TO AUDIO CONTENT	854	425	428	236	196	313	110	33	50	76	331	256	263	153	180	755	55	36	9
	32%	33%	31%	63%	48%	35%	11%	22%	22%	27%	43%	36%	37%	26%	27%	34%	23%	27%	13%
				bcd	cd	d					abc	cd	cd			bcd	d	d	
		50%	50%	28%	23%	37%	13%	4%	6%	9%	39%	30%	31%	18%	21%	88%	6%	4%	1%

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

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QD11 (QD28B). SHOWCARD And which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
None of these	86	49	37	-	1	6	78	8	12	7	6	19	21	20	25	76	4	5	1
	3%	4%	3%	-%	*%	1%	8%	5%	5%	2%	1%	3%	3%	4%	4%	3%	2%	4%	1%
						abc		d	d	d						d		d	
		57%	43%	-%	1%	7%	91%	9%	14%	8%	7%	22%	24%	24%	30%	89%	5%	6%	1%
Don't know	2	1	1	1	-	-	1	-	*	-	-	1	-	-	1	2	-	-	-
	*%	*%	*%	*%	-%	-%	*%	-%	*%	-%	-%	*%	-%	-%	*%	*%	-%	-%	-%
		69%	31%	51%	-%	-%	49%	-%	18%	-%	-%	51%	-%	-%	49%	100%	-%	-%	-%

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

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QD11 (QD28B). SHOWCARD And which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
Make calls	2232	295	326	191	149	179	194	180	96	249	1956	276	1406	823	950	1282
	83%	88%	89%	84%	79%	75%	79%	82%	83%	83%	84%	77%	90%	74%	83%	83%
		defg	defg	e					e	e	b		b			
		13%	15%	9%	7%	8%	9%	8%	4%	11%	88%	12%	63%	37%	43%	57%
Send/ receive text messages	2119	280	312	188	146	185	180	178	91	224	1856	263	1375	741	914	1205
	79%	84%	85%	82%	78%	78%	73%	81%	78%	75%	80%	73%	89%	66%	80%	78%
		fi	defi	f				f			b		b			
		13%	15%	9%	7%	9%	9%	8%	4%	11%	88%	12%	65%	35%	43%	57%
General browsing/ surfing the internet	1632	248	241	147	106	150	155	114	59	167	1436	196	1158	472	721	911
	61%	74%	65%	64%	57%	63%	63%	52%	51%	56%	62%	55%	75%	42%	63%	59%
		bcdefghi	dghi	gh		gh	gh				b		b		b	
		15%	15%	9%	7%	9%	9%	7%	4%	10%	88%	12%	71%	29%	44%	56%
Send/ receive emails	1627	256	261	146	103	137	151	122	59	154	1434	194	1167	458	719	908
	61%	77%	71%	64%	55%	58%	62%	55%	51%	51%	62%	54%	75%	41%	63%	59%
		cdefghi	defghi	hi			hi				b		b		b	
		16%	16%	9%	6%	8%	9%	8%	4%	9%	88%	12%	72%	28%	44%	56%
Take photos	1395	236	198	139	91	113	147	117	63	115	1239	156	967	427	622	773
	52%	71%	54%	60%	49%	48%	60%	53%	55%	39%	54%	43%	62%	38%	55%	50%
		bcdefghi	i	dei	i	i	dei	i	i		b		b		b	
		17%	14%	10%	7%	8%	11%	8%	5%	8%	89%	11%	69%	31%	45%	55%
Use IM/ instant Messaging (e.g. WhatsApp, Facebook messenger, Snapchat, iMessage)	1301	183	174	138	101	97	131	92	41	123	1137	164	908	392	548	753
	49%	55%	47%	60%	54%	41%	54%	42%	36%	41%	49%	46%	58%	35%	48%	49%
		eghi	h	beghi	eghi		eghi				b		b			
		14%	13%	11%	8%	7%	10%	7%	3%	9%	87%	13%	70%	30%	42%	58%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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QD11 (QD28B). SHOWCARD And which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
Using social networking e.g. Facebook, Twitter, LinkedIn, Snapchat, Instagram	1199	186	171	117	76	81	116	91	47	111	1056	144	854	344	488	712
	45%	56%	47%	51%	40%	34%	47%	41%	40%	37%	46%	40%	55%	31%	43%	46%
		bdeg	ei	deg			ei				b		b			
		15%	14%	10%	6%	7%	10%	8%	4%	9%	88%	12%	71%	29%	41%	59%
Accessing/ receiving news	811	140	150	85	72	37	85	38	25	75	708	103	590	220	407	404
	30%	42%	41%	37%	38%	16%	35%	17%	22%	25%	31%	29%	38%	20%	36%	26%
		eg	eg	eg	eg		eg			eg			b		b	
		17%	19%	10%	9%	5%	10%	5%	3%	9%	87%	13%	73%	27%	50%	50%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	779	177	95	80	55	35	91	54	31	64	694	85	566	213	341	438
	29%	53%	26%	35%	30%	15%	37%	24%	27%	21%	30%	24%	36%	19%	30%	29%
		bcdefg	e	beg	ei		beg	e	e		b		b			
		23%	12%	10%	7%	4%	12%	7%	4%	8%	89%	11%	73%	27%	44%	56%
Listen to music (not radio)	749	120	105	77	53	42	91	67	33	76	673	77	517	231	329	420
	28%	36%	29%	34%	28%	18%	37%	30%	29%	25%	29%	21%	33%	21%	29%	27%
		ei	e	e	e		bde	e	e	e	b		b			
		16%	14%	10%	7%	6%	12%	9%	4%	10%	90%	10%	69%	31%	44%	56%
Record video clips	649	141	89	67	45	29	70	58	22	52	584	65	460	188	294	355
	24%	42%	24%	29%	24%	12%	28%	26%	19%	17%	25%	18%	30%	17%	26%	23%
		bcdefg	e	eh	e		eh	eh	e		b		b			
		22%	14%	10%	7%	4%	11%	9%	3%	8%	90%	10%	71%	29%	45%	55%
Play games	646	124	93	55	56	34	65	55	31	56	595	52	435	210	255	391
	24%	37%	25%	24%	30%	14%	26%	25%	27%	19%	26%	14%	28%	19%	22%	25%
		bcefg	e	e	ei		e	e	ei		b		b			
		19%	14%	9%	9%	5%	10%	8%	5%	9%	92%	8%	67%	33%	40%	60%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 45

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QD11 (QD28B). SHOWCARD And which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
Making voice calls using a VoIP service e.g. Viber, Skype or WhatsApp	634	162	80	71	41	28	79	27	9	44	572	62	472	162	276	358
	24%	49%	22%	31%	22%	12%	32%	12%	8%	15%	25%	17%	30%	15%	24%	23%
		bcdefghi	egh	bdeghi	eghi		bdeghi			h	b		b			
		26%	13%	11%	7%	4%	12%	4%	1%	7%	90%	10%	74%	26%	43%	57%
Use your phone for Sat Nav or directions	623	142	104	74	36	33	70	35	14	54	555	68	516	106	298	325
	23%	42%	28%	32%	19%	14%	29%	16%	12%	18%	24%	19%	33%	10%	26%	21%
		bcdefghi	deghi	deghi	h		deghi				b		b		b	
		23%	17%	12%	6%	5%	11%	6%	2%	9%	89%	11%	83%	17%	48%	52%
Making video calls e.g. via FaceTime, Skype or WhatsApp	611	139	96	73	44	23	73	36	14	41	548	63	441	168	264	347
	23%	41%	26%	32%	23%	10%	30%	16%	12%	14%	24%	18%	28%	15%	23%	23%
		bcdefghi	eghi	deghi	eghi		eghi	e			b		b			
		23%	16%	12%	7%	4%	12%	6%	2%	7%	90%	10%	72%	28%	43%	57%
Accessing/ receiving sports/ team news/ scores	465	86	67	43	37	26	50	28	15	48	412	54	353	113	216	250
	17%	26%	18%	19%	20%	11%	20%	13%	13%	16%	18%	15%	23%	10%	19%	16%
		beghi	e	e	eg		egh						b			
		18%	14%	9%	8%	5%	11%	6%	3%	10%	88%	12%	76%	24%	46%	54%
Contactless mobile payment at point of sale/ checkouts e.g. Apple Pay, Google Wallet or contactless bank cards	431	79	56	46	25	24	47	29	15	52	383	48	338	93	203	228
	16%	24%	15%	20%	13%	10%	19%	13%	13%	17%	17%	13%	22%	8%	18%	15%
		bdegh		degh			e			e			b		b	
		18%	13%	11%	6%	6%	11%	7%	4%	12%	89%	11%	78%	22%	47%	53%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 45

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

QD11 (QD28B). SHOWCARD And which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
Watching TV programmes/ film content online e.g. Netflix, BBC iPlayer, Sky Go	403	94	53	40	33	15	49	33	12	32	364	38	299	104	179	224
	15%	28%	14%	18%	17%	6%	20%	15%	10%	11%	16%	11%	19%	9%	16%	15%
		bcdefghi	e	ehi	ehi		ehi	e			b		b			
		23%	13%	10%	8%	4%	12%	8%	3%	8%	90%	10%	74%	26%	44%	56%
Listen to radio	251	39	41	40	22	9	27	18	10	17	220	31	174	76	133	118
	9%	12%	11%	17%	12%	4%	11%	8%	8%	6%	9%	9%	11%	7%	12%	8%
		ei	ei	befghi	ei		ei	e	e				b		b	
		15%	16%	16%	9%	4%	11%	7%	4%	7%	88%	12%	70%	30%	53%	47%
Listen to podcasts	206	32	25	29	18	6	28	8	12	21	183	23	149	57	113	93
	8%	10%	7%	13%	9%	3%	11%	4%	11%	7%	8%	6%	10%	5%	10%	6%
		eg	e	beg	eg		eg		eg	e			b		b	
		16%	12%	14%	9%	3%	13%	4%	6%	10%	89%	11%	72%	28%	55%	45%
Listen to or read an e-book	178	30	28	23	18	7	24	2	5	16	156	22	127	52	85	93
	7%	9%	8%	10%	9%	3%	10%	1%	5%	5%	7%	6%	8%	5%	7%	6%
		egh	eg	egh	egh		egh		g	g			b			
		17%	16%	13%	10%	4%	14%	1%	3%	9%	87%	13%	71%	29%	48%	52%
Other	5	-	-	1	-	-	1	1	-	1	3	2	1	3	1	4
	*%	-%	-%	*%	-%	-%	1%	*%	-%	*%	*%	*%	*%	*%	*%	*%
		-%	-%	23%	-%	-%	28%	15%	-%	20%	66%	34%	32%	68%	20%	80%
MESSAGING	2408	312	344	208	162	205	220	195	103	263	2098	311	1504	900	1022	1387
	90%	94%	94%	91%	86%	86%	90%	88%	89%	88%	91%	87%	97%	81%	90%	90%
		degi	degi								b		b			
		13%	14%	9%	7%	8%	9%	8%	4%	11%	87%	13%	62%	37%	42%	58%
WEB/ DATA ACCESS	1857	274	267	166	123	161	180	136	70	200	1620	238	1291	564	805	1052
	69%	82%	73%	73%	65%	68%	73%	62%	61%	67%	70%	66%	83%	51%	71%	69%
		bcdefghi	gh	gh			gh						b			
		15%	14%	9%	7%	9%	10%	7%	4%	11%	87%	13%	70%	30%	43%	57%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

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QD11 (QD28B). SHOWCARD And which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
ENTERTAINMENT	1675	263	243	156	113	130	178	130	76	158	1480	195	1151	523	727	948
	63%	79%	66%	68%	60%	55%	72%	59%	66%	53%	64%	54%	74%	47%	64%	62%
		bcdeghi	ei	egi			degi		ei		b		b			
		16%	15%	9%	7%	8%	11%	8%	5%	9%	88%	12%	69%	31%	43%	57%
VIDEO OR VOICE CALLS USING VOIP	941	202	127	97	65	45	108	65	34	75	834	107	676	263	397	544
	35%	61%	35%	42%	35%	19%	44%	30%	29%	25%	36%	30%	44%	24%	35%	35%
		bcdefghi	ei	eghi	ei		bdeghi	e	e		b		b			
		21%	14%	10%	7%	5%	12%	7%	4%	8%	89%	11%	72%	28%	42%	58%
WATCHING AV CONTENT	927	156	161	96	82	43	100	54	30	85	810	117	668	258	448	479
	35%	47%	44%	42%	44%	18%	41%	25%	26%	28%	35%	33%	43%	23%	39%	31%
		eghi	eghi	eghi	eghi		eghi		e	e			b		b	
		17%	17%	10%	9%	5%	11%	6%	3%	9%	87%	13%	72%	28%	48%	52%
LISTEN TO AUDIO CONTENT	854	139	119	94	60	48	104	74	39	78	764	90	587	266	379	475
	32%	42%	32%	41%	32%	20%	42%	33%	33%	26%	33%	25%	38%	24%	33%	31%
		bdei	e	dei	e		bdeghi	e	e		b		b			
		16%	14%	11%	7%	6%	12%	9%	5%	9%	89%	11%	69%	31%	44%	56%
None of these	86	2	7	12	12	11	13	8	4	8	65	21	13	73	55	31
	3%	1%	2%	5%	6%	5%	5%	3%	4%	3%	3%	6%	1%	7%	5%	2%
				ab	ab	a	ab	a	a			a		a	b	
		2%	8%	14%	14%	13%	15%	9%	5%	9%	75%	25%	15%	85%	64%	36%
Don't know	2	-	-	-	-	1	-	-	*	-	2	-	-	2	-	2
	*%	-%	-%	-%	-%	1%	-%	-%	*%	-%	*%	-%	-%	*%	-%	*%
		-%	-%	-%	-%	82%	-%	-%	18%	-%	100%	-%	-%	100%	-%	100%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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QD11 (QD28B). SHOWCARD And which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : All respondents

	Total	TV SERVICES				YOUTUBE	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV- ICES	
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
Make calls	2232	1366	877	1114	1151	1143	2154
	83%	89%	81%	90%	90%	91%	84%
		bf		bf	bf	abf	b
		61%	39%	50%	52%	51%	97%
Send/ receive text messages	2119	1307	821	1088	1142	1124	2055
	79%	85%	75%	88%	90%	90%	81%
		bf		abf	abf	abf	b
		62%	39%	51%	54%	53%	97%
General browsing/ surfing the internet	1632	1065	591	934	997	998	1600
	61%	69%	54%	76%	78%	80%	63%
		bf		abf	abf	abcf	b
		65%	36%	57%	61%	61%	98%
Send/ receive emails	1627	1057	571	924	980	986	1589
	61%	69%	52%	75%	77%	79%	62%
		bf		abf	abf	abcf	b
		65%	35%	57%	60%	61%	98%
Take photos	1395	889	486	820	882	896	1366
	52%	58%	45%	66%	69%	71%	54%
		bf		abf	abf	abcf	b
		64%	35%	59%	63%	64%	98%
Use IM/ instant Messaging (e.g. WhatsApp, Facebook messenger, Snapchat, iMessage)	1301	843	469	779	875	815	1268
	49%	55%	43%	63%	69%	65%	50%
		bf		abf	abcf	abf	b
		65%	36%	60%	67%	63%	97%
Using social networking e.g. Facebook, Twitter, LinkedIn, Snapchat, Instagram	1199	791	424	718	806	790	1179
	45%	51%	39%	58%	63%	63%	46%
		bf		abf	abcf	abcf	b
		66%	35%	60%	67%	66%	98%

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

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QD11 (QD28B). SHOWCARD And which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : All respondents

	Total	TV SERVICES				YOUTUBE	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV- ICES	
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
Accessing/ receiving news	811	557	313	536	539	562	800
	30%	36%	29%	43%	42%	45%	31%
		bf		abf	abf	abf	
		69%	39%	66%	66%	69%	99%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	779	521	279	492	543	587	767
	29%	34%	26%	40%	43%	47%	30%
		bf		abf	abf	abcdf	b
		67%	36%	63%	70%	75%	98%
Listen to music (not radio)	749	494	238	483	547	534	738
	28%	32%	22%	39%	43%	43%	29%
		bf		abf	abf	abf	b
		66%	32%	65%	73%	71%	98%
Record video clips	649	440	230	437	471	498	640
	24%	29%	21%	35%	37%	40%	25%
		bf		abf	abf	abcf	b
		68%	35%	67%	73%	77%	99%
Play games	646	436	225	376	430	436	636
	24%	28%	21%	30%	34%	35%	25%
		bf		bf	abf	abcf	b
		67%	35%	58%	66%	67%	98%
Making voice calls using a VoIP service e.g. Viber, Skype or WhatsApp	634	428	225	414	422	459	624
	24%	28%	21%	33%	33%	37%	24%
		bf		abf	abf	abf	b
		67%	35%	65%	67%	72%	98%
Use your phone for Sat Nav or directions	623	442	206	428	450	460	618
	23%	29%	19%	35%	35%	37%	24%
		bf		abf	abf	abf	b
		71%	33%	69%	72%	74%	99%

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

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QD11 (QD28B). SHOWCARD And which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : All respondents

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
Making video calls e.g. via FaceTime, Skype or WhatsApp	611	398	217	401	416	452	600
	23%	26%	20%	32%	33%	36%	24%
		b		abf	abf	abf	b
		65%	36%	66%	68%	74%	98%
Accessing/ receiving sports/ team news/ scores	465	352	177	318	328	317	463
	17%	23%	16%	26%	26%	25%	18%
		bf		bf	bf	bf	
		76%	38%	68%	70%	68%	100%
Contactless mobile payment at point of sale/ checkouts e.g. Apple Pay, Google Wallet or contactless bank cards	431	312	139	311	320	312	426
	16%	20%	13%	25%	25%	25%	17%
		bf		abf	abf	abf	b
		72%	32%	72%	74%	72%	99%
Watching TV programmes/ film content online e.g. Netflix, BBC iPlayer, Sky Go	403	264	135	278	300	319	395
	15%	17%	12%	23%	24%	25%	16%
		b		abf	abf	abf	b
		66%	34%	69%	75%	79%	98%
Listen to radio	251	174	98	178	180	176	249
	9%	11%	9%	14%	14%	14%	10%
				abf	abf	abf	
		69%	39%	71%	72%	70%	99%
Listen to podcasts	206	140	72	158	167	155	204
	8%	9%	7%	13%	13%	12%	8%
		b		abf	abf	abf	
		68%	35%	77%	81%	75%	99%

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

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QD11 (QD28B). SHOWCARD And which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : All respondents

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD	FREE TRAD	FREE	SVOD	SERV-	ANY SER-
		TV	TV	CATCH-UP		ICES	VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
Listen to or read an e-book	178	113	65	131	143	125	176
	7%	7%	6%	11%	11%	10%	7%
				abf	abf	abf	
		63%	37%	74%	80%	70%	98%
Other	5	1	3	3	1	2	5
	*%	*%	*%	*%	*%	*%	*%
		27%	73%	63%	12%	40%	100%
MESSAGING	2408	1455	938	1181	1226	1210	2318
	90%	94%	86%	96%	96%	96%	91%
		bf		bf	abf	abf	b
		60%	39%	49%	51%	50%	96%
WEB/ DATA ACCESS	1857	1202	670	1033	1104	1096	1815
	69%	78%	62%	84%	87%	87%	71%
		bf		abf	abcf	abcf	b
		65%	36%	56%	59%	59%	98%
ENTERTAINMENT	1675	1079	580	948	1037	1041	1637
	63%	70%	53%	77%	81%	83%	64%
		bf		abf	abcf	abcf	b
		64%	35%	57%	62%	62%	98%
VIDEO OR VOICE CALLS USING VOIP	941	620	339	593	635	675	926
	35%	40%	31%	48%	50%	54%	36%
		bf		abf	abf	abcf	b
		66%	36%	63%	67%	72%	98%
WATCHING AV CONTENT	927	627	351	605	624	645	913
	35%	41%	32%	49%	49%	51%	36%
		bf		abf	abf	abf	b
		68%	38%	65%	67%	70%	98%
LISTEN TO AUDIO CONTENT	854	570	275	546	612	592	841
	32%	37%	25%	44%	48%	47%	33%
		bf		abf	abf	abf	b
		67%	32%	64%	72%	69%	98%

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

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QD11 (QD28B). SHOWCARD And which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : All respondents

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d		e	f
Unweighted total	3959	2152	1624	1609	1810		1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220		1144	2568
Weighted total	2675	1541	1089	1235	1273		1254	2551
		58%	41%	46%	48%		47%	95%
None of these	86	26	51	19	12		12	77
	3%	2%	5%	1%	1%		1%	3%
			acdef					acde
		31%	60%	22%	14%		14%	89%
Don't know	2	1	-	1	1		1	2
	*%	*%	-%	*%	*%		*%	*%
		49%	-%	51%	51%		51%	100%

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

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

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

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2829	1353	1471	488	526	1092	723	121	215	290	841	662	897	572	695	1732	363	338	396
Effective Weighted Sample	1968	955	1009	347	361	749	515	92	160	210	612	473	644	395	496	1517	247	244	361
Weighted total	2058	1002	1051	359	386	810	503	75	141	207	707	595	602	429	430	1739	167	94	57
		49%	51%	17%	19%	39%	24%	4%	7%	10%	34%	29%	29%	21%	21%	85%	8%	5%	3%
I only use in the home	87	35	50	9	9	25	44	8	10	10	12	15	28	21	24	80	4	2	1
	4%	3%	5%	3%	2%	3%	9%	11%	7%	5%	2%	2%	5%	5%	5%	5%	2%	2%	2%
						abc	cd	cd	d	d				a		d			
		40%	58%	11%	10%	29%	50%	10%	12%	11%	14%	17%	32%	24%	27%	92%	4%	2%	1%
I mainly use in the home	391	176	214	47	57	149	137	15	31	47	111	107	95	91	96	342	21	15	13
	19%	18%	20%	13%	15%	18%	27%	20%	22%	23%	16%	18%	16%	21%	22%	20%	13%	16%	22%
						a	abc	d						b	b	b			b
		45%	55%	12%	15%	38%	35%	4%	8%	12%	29%	27%	24%	23%	25%	87%	5%	4%	3%
I use equally in the home and outside the home	1406	676	729	286	296	567	256	45	91	138	508	409	426	286	285	1169	129	68	40
	68%	67%	69%	80%	77%	70%	51%	60%	64%	67%	72%	69%	71%	67%	66%	67%	77%	72%	69%
				cd	cd	d					a						ad		
		48%	52%	20%	21%	40%	18%	3%	6%	10%	36%	29%	30%	20%	20%	83%	9%	5%	3%
I mainly use outside the home	151	100	50	12	24	61	54	2	8	12	68	59	46	26	20	127	12	9	3
	7%	10%	5%	3%	6%	8%	11%	2%	6%	6%	10%	10%	8%	6%	5%	7%	7%	10%	5%
		b				a	ab				a	cd	d					d	
		66%	33%	8%	16%	41%	36%	1%	5%	8%	45%	39%	30%	17%	13%	84%	8%	6%	2%
I only use outside the home	18	12	5	2	*	7	8	2	1	*	7	5	7	3	3	17	-	*	-
	1%	1%	1%	1%	1%	1%	2%	3%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
						b	c												
		71%	29%	13%	1%	42%	44%	13%	5%	1%	38%	28%	40%	17%	16%	99%	1%	1%	1%
ONLY/ MAINLY USE IN THE HOME	477	211	265	57	66	174	181	24	41	57	123	121	123	112	120	422	25	17	14
	23%	21%	25%	16%	17%	21%	36%	31%	29%	28%	17%	20%	20%	26%	28%	24%	15%	18%	24%
		a				a	abc	d	d	d				ab	ab	bc			b
		44%	55%	12%	14%	36%	38%	5%	9%	12%	26%	25%	26%	23%	25%	88%	5%	4%	3%
ONLY/ MAINLY USE OUTSIDE THE HOME	168	113	55	15	24	69	61	4	9	12	75	64	52	29	23	145	12	9	3
	8%	11%	5%	4%	6%	8%	12%	5%	7%	6%	11%	11%	9%	7%	5%	8%	7%	10%	5%
		b				a	abc				c	cd	d					d	
		67%	33%	9%	14%	41%	36%	2%	5%	7%	45%	38%	31%	17%	13%	86%	7%	5%	2%

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

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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

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2829	1353	1471	488	526	1092	723	121	215	290	841	662	897	572	695	1732	363	338	396
Effective Weighted Sample	1968	955	1009	347	361	749	515	92	160	210	612	473	644	395	496	1517	247	244	361
Weighted total	2058	1002	1051	359	386	810	503	75	141	207	707	595	602	429	430	1739	167	94	57
		49%	51%	17%	19%	39%	24%	4%	7%	10%	34%	29%	29%	21%	21%	85%	8%	5%	3%
EVER USE OUTSIDE THE HOME	1966	964	998	348	377	785	455	64	131	197	694	579	573	407	404	1656	162	92	55
	96%	96%	95%	97%	98%	97%	90%	86%	93%	95%	98%	97%	95%	95%	94%	95%	97%	98%	97%
				d	d	d				a	abc	d						a	
		49%	51%	18%	19%	40%	23%	3%	7%	10%	35%	29%	29%	21%	21%	84%	8%	5%	3%
Don't know	5	3	2	1	-	*	4	2	-	*	*	1	1	1	2	3	1	-	1
	*%	*%	*%	*%	-%	*%	1%	3%	-%	*%	*%	*%	*%	*%	1%	*%	1%	-%	1%
							c	bcd										a	
		56%	44%	16%	-%	2%	82%	43%	-%	2%	9%	21%	13%	23%	43%	63%	26%	-%	12%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 46

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

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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	2829	229	205	172	188	194	192	192	197	163	2101	728	1845	979	1278	1551
Effective Weighted Sample	1968	218	195	165	181	186	184	181	186	155	1677	302	1269	712	844	1124
Weighted total	2058	285	298	178	143	180	190	158	88	219	1800	258	1406	647	882	1176
		14%	15%	9%	7%	9%	9%	8%	4%	11%	87%	13%	68%	31%	43%	57%
I only use in the home	87	7	7	5	4	15	7	11	6	18	76	11	34	51	29	58
	4%	2%	2%	3%	3%	8%	4%	7%	7%	8%	4%	4%	2%	8%	3%	5%
		8%	8%	6%	4%	17%	8%	13%	7%	21%	87%	13%	40%	58%	34%	66%
I mainly use in the home	391	34	47	43	39	21	43	44	20	51	345	45	217	172	173	218
	19%	12%	16%	24%	27%	11%	23%	28%	23%	23%	19%	18%	15%	27%	20%	19%
		9%	12%	ae	abe	5%	11%	11%	5%	13%	88%	12%	56%	44%	44%	56%
I use equally in the home and outside the home	1406	226	208	119	88	134	124	84	53	135	1229	178	1027	378	600	807
	68%	79%	70%	67%	62%	74%	65%	53%	60%	61%	68%	69%	73%	58%	68%	69%
		bcd	g	g	dfghi	g	g	6%	4%	10%	87%	13%	73%	27%	43%	57%
I mainly use outside the home	151	18	32	8	7	9	13	17	9	13	130	21	118	33	68	83
	7%	6%	11%	5%	5%	5%	7%	11%	10%	6%	7%	8%	8%	5%	8%	7%
		12%	21%	6%	5%	6%	9%	11%	6%	9%	86%	14%	78%	22%	45%	55%
I only use outside the home	18	-	3	2	4	2	3	2	-	2	15	2	10	7	7	10
	1%	-%	1%	1%	3%	1%	1%	1%	-%	1%	1%	1%	1%	1%	1%	1%
		-%	16%	11%	23%	11%	16%	13%	-%	9%	87%	13%	59%	41%	43%	57%
ONLY/ MAINLY USE IN THE HOME	477	41	54	48	43	36	50	55	26	69	421	57	252	223	202	275
	23%	14%	18%	27%	30%	20%	27%	35%	29%	31%	23%	22%	18%	34%	23%	23%
		9%	11%	ab	abe	7%	11%	12%	5%	14%	88%	12%	53%	47%	42%	58%
ONLY/ MAINLY USE OUTSIDE THE HOME	168	18	35	10	12	10	16	20	9	15	145	23	128	41	76	93
	8%	6%	12%	6%	8%	6%	9%	12%	10%	7%	8%	9%	9%	6%	9%	8%
		11%	21%	6%	7%	6%	10%	12%	5%	9%	86%	14%	76%	24%	45%	55%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

		ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	2829	229	205	172	188	194	192	192	197	163	2101	728	1845	979	1278	1551
Effective Weighted Sample	1968	218	195	165	181	186	184	181	186	155	1677	302	1269	712	844	1124
Weighted total	2058	285	298	178	143	180	190	158	88	219	1800	258	1406	647	882	1176
		14%	15%	9%	7%	9%	9%	8%	4%	11%	87%	13%	68%	31%	43%	57%
EVER USE OUTSIDE THE HOME	1966	278	291	172	139	165	183	147	82	200	1719	246	1372	591	848	1117
	96%	98%	97%	97%	97%	92%	96%	93%	93%	91%	96%	96%	98%	91%	96%	95%
		eghi	eghi	i	ei								b			
		14%	15%	9%	7%	8%	9%	7%	4%	10%	87%	13%	70%	30%	43%	57%
Don't know	5	-	1	1	-	-	-	-	*	1	5	*	*	5	4	2
	*%	-%	*%	*%	-%	-%	-%	-%	*%	1%	*%	*%	*%	1%	*%	*%
													a			
		-%	19%	16%	-%	-%	-%	-%	6%	21%	95%	5%	2%	98%	70%	30%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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

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

	Total	TV SERVICES				YOUTUBE	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV- ICES	
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2829	1753	1011	1411	1651	1484	2729
Effective Weighted Sample	1968	1225	723	990	1111	1048	1909
Weighted total	2058	1316	744	1103	1174	1158	2004
		64%	36%	54%	57%	56%	97%
I only use in the home	87	47	31	24	27	26	78
	4%	4%	4%	2%	2%	2%	4%
			cde				cde
		54%	36%	27%	31%	30%	89%
I mainly use in the home	391	236	161	203	212	195	381
	19%	18%	22%	18%	18%	17%	19%
			ae				
		60%	41%	52%	54%	50%	98%
I use equally in the home and outside the home	1406	926	483	778	832	838	1375
	68%	70%	65%	71%	71%	72%	69%
		b		b	b	bf	
		66%	34%	55%	59%	60%	98%
I mainly use outside the home	151	98	55	88	93	86	149
	7%	7%	7%	8%	8%	7%	7%
		65%	37%	59%	61%	57%	99%
I only use outside the home	18	5	9	8	10	10	15
	1%	*%	1%	1%	1%	1%	1%
			a				
		30%	53%	46%	57%	60%	83%
ONLY/ MAINLY USE IN THE HOME	477	283	193	226	239	221	459
	23%	21%	26%	21%	20%	19%	23%
			acde				e
		59%	40%	47%	50%	46%	96%
ONLY/ MAINLY USE OUTSIDE THE HOME	168	103	65	96	103	97	164
	8%	8%	9%	9%	9%	8%	8%
		61%	38%	57%	61%	57%	97%
EVER USE OUTSIDE THE HOME	1966	1266	709	1077	1146	1130	1920
	96%	96%	95%	98%	98%	98%	96%
				abf	abf	bf	
		64%	36%	55%	58%	57%	98%

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

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

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

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d		e	f
Unweighted total	2829	1753	1011	1411	1651		1484	2729
Effective Weighted Sample	1968	1225	723	990	1111		1048	1909
Weighted total	2058	1316	744	1103	1174		1158	2004
		64%	36%	54%	57%		56%	97%
Don't know	5	4	4	2	1		2	5
	*%	*%	1%	*%	*%		*%	*%
		65%	75%	36%	23%		39%	100%

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

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

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3102	1497	1600	496	542	1152	912	150	244	308	877	709	950	645	795	1880	388	396	438
Effective Weighted Sample	2140	1040	1095	353	370	789	634	113	182	224	639	504	675	440	564	1636	267	283	400
Weighted total	2204	1074	1125	364	395	847	598	90	159	217	736	626	625	472	479	1852	181	107	64
		49%	51%	17%	18%	38%	27%	4%	7%	10%	33%	28%	28%	21%	22%	84%	8%	5%	3%
Messaging apps (e.g. WhatsApp, Facebook Messenger)	1573	733	839	302	321	628	323	56	109	157	554	443	484	315	329	1317	139	76	42
	71%	68%	75%	83%	81%	74%	54%	63%	68%	73%	75%	71%	78%	67%	69%	71%	77%	71%	66%
		a	a	cd	cd	d					a	acd				d	ad		
		47%	53%	19%	20%	40%	21%	4%	7%	10%	35%	28%	31%	20%	21%	84%	9%	5%	3%
Social media (e.g. Facebook, Twitter, Instagram, Snapchat, LinkedIn)	1436	641	794	297	316	580	243	50	98	140	504	406	429	288	310	1190	131	75	40
	65%	60%	71%	82%	80%	68%	41%	56%	61%	65%	69%	65%	69%	61%	65%	64%	72%	71%	63%
			a	cd	cd	d					a		c				ad	ad	
		45%	55%	21%	22%	40%	17%	3%	7%	10%	35%	28%	30%	20%	22%	83%	9%	5%	3%
Banking	1354	651	701	240	313	572	229	35	88	131	538	398	428	274	253	1145	128	49	33
	61%	61%	62%	66%	79%	67%	38%	39%	55%	60%	73%	64%	69%	58%	53%	62%	70%	46%	51%
				d	acd	d			a	a	abc	d	cd			cd	acd		
		48%	52%	18%	23%	42%	17%	3%	6%	10%	40%	29%	32%	20%	19%	85%	9%	4%	2%
Navigation/ Maps	1251	643	607	204	267	509	272	33	76	114	518	413	390	241	204	1104	85	40	21
	57%	60%	54%	56%	68%	60%	45%	37%	48%	53%	70%	66%	62%	51%	43%	60%	47%	38%	33%
		b		d	acd	d				a	abc	cd	cd	d		bcd	cd		
		51%	49%	16%	21%	41%	22%	3%	6%	9%	41%	33%	31%	19%	16%	88%	7%	3%	2%
Shopping (e.g. Amazon, Ocado, eBay)	1058	450	606	188	248	450	172	29	67	97	405	324	324	196	212	886	93	51	28
	48%	42%	54%	52%	63%	53%	29%	33%	42%	45%	55%	52%	52%	42%	44%	48%	51%	48%	44%
			a	d	acd	d				a	abc	cd	cd						
		43%	57%	18%	23%	43%	16%	3%	6%	9%	38%	31%	31%	19%	20%	84%	9%	5%	3%
Music	1046	506	539	254	259	390	142	36	65	99	391	294	336	204	210	907	75	48	16
	47%	47%	48%	70%	65%	46%	24%	41%	41%	46%	53%	47%	54%	43%	44%	49%	41%	45%	25%
				cd	cd	d					ab		acd			bd	d	d	
		48%	52%	24%	25%	37%	14%	3%	6%	9%	37%	28%	32%	19%	20%	87%	7%	5%	1%
Games	867	419	444	221	203	328	115	34	65	93	296	213	262	191	198	765	53	34	15
	39%	39%	39%	61%	51%	39%	19%	38%	41%	43%	40%	34%	42%	41%	41%	41%	29%	32%	23%
				bcd	cd	d							a	a	a	bcd		d	
		48%	51%	25%	23%	38%	13%	4%	8%	11%	34%	25%	30%	22%	23%	88%	6%	4%	2%

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

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3102	1497	1600	496	542	1152	912	150	244	308	877	709	950	645	795	1880	388	396	438
Effective Weighted Sample	2140	1040	1095	353	370	789	634	113	182	224	639	504	675	440	564	1636	267	283	400
Weighted total	2204	1074	1125	364	395	847	598	90	159	217	736	626	625	472	479	1852	181	107	64
		49%	51%	17%	18%	38%	27%	4%	7%	10%	33%	28%	28%	21%	22%	84%	8%	5%	3%
News/ newspapers	793	428	364	120	150	356	167	17	45	74	358	278	242	149	122	706	37	37	13
	36%	40%	32%	33%	38%	42%	28%	19%	28%	34%	49%	44%	39%	32%	26%	38%	20%	35%	20%
		b			d	ad				a	abc	bcd	cd	d		bd		bd	
		54%	46%	15%	19%	45%	21%	2%	6%	9%	45%	35%	30%	19%	15%	89%	5%	5%	2%
Payment services (e.g. Apple Pay, PayPal)	780	371	409	167	191	318	103	19	48	70	319	232	256	156	135	666	72	26	16
	35%	34%	36%	46%	48%	38%	17%	21%	30%	32%	43%	37%	41%	33%	28%	36%	39%	25%	25%
				cd	cd	d				a	abc	d	cd			cd	cd		
		48%	52%	21%	24%	41%	13%	2%	6%	9%	41%	30%	33%	20%	17%	85%	9%	3%	2%
TV & video (e.g. Netflix, BBC iPlayer, Amazon Prime, YouTube)	694	353	340	158	181	271	85	24	34	65	290	213	223	127	129	603	49	27	15
	31%	33%	30%	43%	46%	32%	14%	27%	21%	30%	39%	34%	36%	27%	27%	33%	27%	25%	24%
				cd	cd	d				b	abc	cd	cd			cd			
		51%	49%	23%	26%	39%	12%	3%	5%	9%	42%	31%	32%	18%	19%	87%	7%	4%	2%
Food delivery (e.g. Deliveroo, Uber Eats, Just Eat)	636	285	350	159	183	229	64	16	47	59	234	177	218	113	125	541	57	22	16
	29%	27%	31%	44%	46%	27%	11%	17%	29%	27%	32%	28%	35%	24%	26%	29%	31%	21%	24%
			a	cd	cd	d			a	a	a		acd			c	cd		
		45%	55%	25%	29%	36%	10%	2%	7%	9%	37%	28%	34%	18%	20%	85%	9%	3%	2%
Taxi booking (e.g. Uber, Ola)	470	249	221	112	106	182	69	12	25	35	209	175	149	72	73	436	21	9	4
	21%	23%	20%	31%	27%	21%	12%	13%	16%	16%	28%	28%	24%	15%	15%	24%	11%	9%	6%
		b		cd	cd	d					abc	cd	cd			bcd	d		
		53%	47%	24%	23%	39%	15%	2%	5%	7%	44%	37%	32%	15%	16%	93%	4%	2%	1%
Record TV programmes remotely	153	103	49	21	33	74	26	2	4	11	88	63	46	23	20	135	11	5	2
	7%	10%	4%	6%	8%	9%	4%	2%	2%	5%	12%	10%	7%	5%	4%	7%	6%	4%	3%
		b			d	d					abc	cd	d			d			
		67%	32%	14%	21%	48%	17%	1%	2%	7%	58%	41%	30%	15%	13%	88%	7%	3%	1%
None of these	194	93	100	8	8	52	126	17	19	15	39	56	38	47	54	164	11	11	8
	9%	9%	9%	2%	2%	6%	21%	20%	12%	7%	5%	9%	6%	10%	11%	9%	6%	10%	12%
						ab	abc	cd	d					b	b			b	ab
		48%	52%	4%	4%	27%	65%	9%	10%	8%	20%	29%	20%	24%	28%	85%	5%	6%	4%

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

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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

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3102	1497	1600	496	542	1152	912	150	244	308	877	709	950	645	795	1880	388	396	438
Effective Weighted Sample	2140	1040	1095	353	370	789	634	113	182	224	639	504	675	440	564	1636	267	283	400
Weighted total	2204	1074	1125	364	395	847	598	90	159	217	736	626	625	472	479	1852	181	107	64
		49%	51%	17%	18%	38%	27%	4%	7%	10%	33%	28%	28%	21%	22%	84%	8%	5%	3%
Don't know	4	3	2	-	*	1	3	-	2	1	*	*	*	1	3	2	2	*	1
	4	3	2	-	*	1	3	-	2	1	*	*	*	1	3	2	2	*	1
	%	%	%	-%	%	%	1%	-%	1%	%	%	%	%	%	1%	%	1%	%	1%
									d								a		a
		63%	37%	-%	3%	26%	71%	-%	42%	19%	9%	5%	8%	24%	63%	39%	36%	12%	13%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 47

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

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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	3102	243	213	184	206	207	213	216	225	173	2293	809	1933	1164	1400	1702
Effective Weighted Sample	2140	231	203	176	198	197	204	202	211	165	1817	336	1324	836	916	1224
Weighted total	2204	300	309	188	155	189	208	175	98	230	1923	281	1461	739	943	1261
		14%	14%	9%	7%	9%	9%	8%	4%	10%	87%	13%	66%	34%	43%	57%
Messaging apps (e.g. WhatsApp, Facebook Messenger)	1573	222	201	148	115	139	154	124	54	160	1370	203	1091	480	667	906
	71%	74%	65%	79%	74%	73%	74%	71%	56%	69%	71%	72%	75%	65%	71%	72%
		bh		bh	bh	h	bh	h		h			b			
		14%	13%	9%	7%	9%	10%	8%	3%	10%	87%	13%	69%	31%	42%	58%
Social media (e.g. Facebook, Twitter, Instagram, Snapchat, LinkedIn)	1436	213	182	129	95	123	143	114	52	138	1258	178	1008	427	590	846
	65%	71%	59%	69%	62%	65%	69%	65%	53%	60%	65%	63%	69%	58%	63%	67%
		bdhi		bh		h	bh	h					b		a	
		15%	13%	9%	7%	9%	10%	8%	4%	10%	88%	12%	70%	30%	41%	59%
Banking	1354	193	204	124	85	108	133	101	59	140	1189	165	1040	311	575	779
	61%	64%	66%	66%	55%	57%	64%	58%	60%	61%	62%	59%	71%	42%	61%	62%
			d	d									b			
		14%	15%	9%	6%	8%	10%	7%	4%	10%	88%	12%	77%	23%	42%	58%
Navigation/ Maps	1251	201	188	127	105	104	147	94	32	106	1098	153	914	336	580	671
	57%	67%	61%	68%	68%	55%	70%	54%	33%	46%	57%	54%	63%	46%	62%	53%
		eghi	hi	eghi	eghi	h	beghi	h		h			b		b	
		16%	15%	10%	8%	8%	12%	8%	3%	9%	88%	12%	73%	27%	46%	54%
Shopping (e.g. Amazon, Ocado, eBay)	1058	112	183	96	90	68	107	86	46	99	917	140	796	259	476	582
	48%	37%	59%	51%	58%	36%	52%	49%	47%	43%	48%	50%	55%	35%	50%	46%
			aeghi	ae	aehi		ae	ae	ae				b		b	
		11%	17%	9%	9%	6%	10%	8%	4%	9%	87%	13%	75%	25%	45%	55%
Music	1046	171	163	98	80	69	117	76	41	92	921	125	743	302	466	580
	47%	57%	53%	52%	52%	36%	56%	44%	41%	40%	48%	44%	51%	41%	49%	46%
		eghi	ehi	ehi	ehi		eghi						b			
		16%	16%	9%	8%	7%	11%	7%	4%	9%	88%	12%	71%	29%	45%	55%
Games	867	148	131	76	79	51	97	78	36	70	771	95	589	274	371	496
	39%	49%	42%	40%	51%	27%	47%	44%	37%	30%	40%	34%	40%	37%	39%	39%
		ehi	ei	e	cehi		ehi	ei	e		b					
		17%	15%	9%	9%	6%	11%	9%	4%	8%	89%	11%	68%	32%	43%	57%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 47

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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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3102	243	213	184	206	207	213	216	225	173	2293	809	1933	1164	1400	1702
Effective Weighted Sample	2140	231	203	176	198	197	204	202	211	165	1817	336	1324	836	916	1224
Weighted total	2204	300	309	188	155	189	208	175	98	230	1923	281	1461	739	943	1261
		14%	14%	9%	7%	9%	9%	8%	4%	10%	87%	13%	66%	34%	43%	57%
News/ newspapers	793	136	146	86	72	46	85	45	26	65	703	90	576	216	370	423
	36%	45%	47%	46%	47%	24%	41%	26%	26%	28%	37%	32%	39%	29%	39%	34%
		eghi	eghi	eghi	eghi		eghi						b		b	
		17%	18%	11%	9%	6%	11%	6%	3%	8%	89%	11%	73%	27%	47%	53%
Payment services (e.g. Apple Pay, PayPal)	780	117	123	67	50	50	70	64	35	90	677	103	615	164	357	423
	35%	39%	40%	36%	32%	27%	33%	37%	35%	39%	35%	37%	42%	22%	38%	34%
		e	e					e		e			b		b	
		15%	16%	9%	6%	6%	9%	8%	4%	12%	87%	13%	79%	21%	46%	54%
TV & video (e.g. Netflix, BBC iPlayer, Amazon Prime, YouTube)	694	116	114	72	60	31	77	59	26	49	610	84	499	194	322	372
	31%	39%	37%	38%	39%	16%	37%	34%	26%	21%	32%	30%	34%	26%	34%	29%
		ehi	ehi	ehi	ehi		ehi	ei	e				b		b	
		17%	16%	10%	9%	4%	11%	8%	4%	7%	88%	12%	72%	28%	46%	54%
Food delivery (e.g. Deliveroo, Uber Eats, Just Eat)	636	116	90	51	47	44	71	50	28	43	580	56	472	162	259	376
	29%	38%	29%	27%	31%	23%	34%	29%	29%	19%	30%	20%	32%	22%	28%	30%
		bceghi	i		i		ei	i	i		b		b			
		18%	14%	8%	7%	7%	11%	8%	4%	7%	91%	9%	74%	25%	41%	59%
Taxi booking (e.g. Uber, Ola)	470	112	75	42	30	33	46	39	16	44	430	40	352	117	200	270
	21%	37%	24%	22%	19%	17%	22%	22%	16%	19%	22%	14%	24%	16%	21%	21%
		bcdefghi	h								b		b			
		24%	16%	9%	6%	7%	10%	8%	3%	9%	92%	8%	75%	25%	43%	57%
Record TV programmes remotely	153	36	13	23	13	10	24	7	5	3	136	17	116	36	85	68
	7%	12%	4%	13%	8%	5%	12%	4%	5%	1%	7%	6%	8%	5%	9%	5%
		beghi		beghi	i	i	beghi		i				b		b	
		23%	8%	15%	9%	7%	16%	4%	3%	2%	89%	11%	76%	24%	55%	45%
None of these	194	18	27	17	15	16	15	19	16	22	168	25	76	118	80	114
	9%	6%	9%	9%	10%	8%	7%	11%	16%	9%	9%	9%	5%	16%	8%	9%
									abcef				a			
		9%	14%	9%	8%	8%	8%	10%	8%	11%	87%	13%	39%	61%	41%	59%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

		ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL			
Total		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b	
Unweighted total		3102	243	213	184	206	207	213	216	225	173	2293	809	1933	1164	1400	1702
Effective Weighted Sample		2140	231	203	176	198	197	204	202	211	165	1817	336	1324	836	916	1224
Weighted total		2204	300	309	188	155	189	208	175	98	230	1923	281	1461	739	943	1261
			14%	14%	9%	7%	9%	9%	8%	4%	10%	87%	13%	66%	34%	43%	57%
Don't know		4	-	-	1	-	-	-	1	-	-	4	*	2	3	1	3
		*%	-%	-%	1%	-%	-%	-%	*%	-%	-%	*%	*%	*%	*%	*%	*%
			-%	-%	22%	-%	-%	-%	17%	-%	-%	97%	3%	35%	65%	30%	70%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	TV SERVICES				YOUTUBE	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV- ICES	
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3102	1878	1114	1475	1713	1530	2962
Effective Weighted Sample	2140	1309	789	1032	1150	1076	2063
Weighted total	2204	1390	800	1142	1207	1185	2135
		63%	36%	52%	55%	54%	97%
Messaging apps (e.g. WhatsApp, Facebook Messenger)	1573	1040	542	896	986	947	1544
	71%	75%	68%	78%	82%	80%	72%
		b		abf	abf	abf	b
		66%	34%	57%	63%	60%	98%
Social media (e.g. Facebook, Twitter, Instagram, Snapchat, LinkedIn)	1436	951	505	835	929	905	1409
	65%	68%	63%	73%	77%	76%	66%
		b		abf	abcf	abf	
		66%	35%	58%	65%	63%	98%
Banking	1354	920	444	799	864	838	1331
	61%	66%	55%	70%	72%	71%	62%
		bf		bf	abf	abf	b
		68%	33%	59%	64%	62%	98%
Navigation/ Maps	1251	819	448	778	817	819	1233
	57%	59%	56%	68%	68%	69%	58%
				abf	abf	abf	
		65%	36%	62%	65%	65%	99%
Shopping (e.g. Amazon, Ocado, eBay)	1058	718	355	642	716	676	1040
	48%	52%	44%	56%	59%	57%	49%
		b		abf	abf	abf	b
		68%	34%	61%	68%	64%	98%
Music	1046	700	335	650	719	702	1025
	47%	50%	42%	57%	60%	59%	48%
		b		abf	abf	abf	b
		67%	32%	62%	69%	67%	98%
Games	867	571	290	492	572	576	848
	39%	41%	36%	43%	47%	49%	40%
		b		b	abcf	abcf	
		66%	34%	57%	66%	66%	98%

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

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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

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3102	1878	1114	1475	1713	1530	2962
Effective Weighted Sample	2140	1309	789	1032	1150	1076	2063
Weighted total	2204	1390	800	1142	1207	1185	2135
		63%	36%	52%	55%	54%	97%
News/ newspapers	793	551	295	500	500	533	785
	36%	40%	37%	44%	41%	45%	37%
				abf	bf	abf	
		69%	37%	63%	63%	67%	99%
Payment services (e.g. Apple Pay, PayPal)	780	558	244	483	536	510	771
	35%	40%	31%	42%	44%	43%	36%
		bf		bf	abf	bf	b
		72%	31%	62%	69%	65%	99%
TV & video (e.g. Netflix, BBC iPlayer, Amazon Prime, YouTube)	694	462	236	465	501	518	686
	31%	33%	29%	41%	41%	44%	32%
				abf	abf	abf	
		67%	34%	67%	72%	75%	99%
Food delivery (e.g. Deliveroo, Uber Eats, Just Eat)	636	432	198	390	460	425	628
	29%	31%	25%	34%	38%	36%	29%
		b		bf	abf	abf	b
		68%	31%	61%	72%	67%	99%
Taxi booking (e.g. Uber, Ola)	470	322	138	319	330	335	463
	21%	23%	17%	28%	27%	28%	22%
		b		abf	abf	abf	b
		69%	29%	68%	70%	71%	98%
Record TV programmes remotely	153	123	45	110	102	115	151
	7%	9%	6%	10%	8%	10%	7%
		b		bf	b	bf	
		80%	29%	72%	66%	75%	99%
None of these	194	96	81	47	36	37	176
	9%	7%	10%	4%	3%	3%	8%
		cde	acde				cde
		49%	42%	24%	18%	19%	91%

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

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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

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d		e	f
Unweighted total	3102	1878	1114	1475	1713		1530	2962
Effective Weighted Sample	2140	1309	789	1032	1150		1076	2063
Weighted total	2204	1390	800	1142	1207		1185	2135
		63%	36%	52%	55%		54%	97%
Don't know	4	3	1	1	*		1	4
	*%	*%	*%	*%	*%		*%	*%
		68%	28%	22%	7%		22%	100%

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

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

QE1. Does your household have any type of PC, laptop, netbook or tablet computer? (MULTI CODE)

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
Yes - PC (including iMacs)	650	375	273	80	74	228	269	18	34	55	226	259	184	114	92	560	46	36	8
	24%	29%	20%	21%	18%	25%	27%	12%	15%	20%	29%	36%	26%	20%	14%	25%	20%	28%	11%
		b				b	ab			a	abc	bcd	cd	d		bd	d	bd	
		58%	42%	12%	11%	35%	41%	3%	5%	8%	35%	40%	28%	18%	14%	86%	7%	6%	1%
Yes - laptop (including Macbooks)	1523	756	762	225	253	576	469	41	82	152	561	513	439	329	240	1308	115	69	31
	57%	58%	56%	60%	62%	64%	47%	28%	37%	55%	73%	72%	61%	57%	36%	59%	49%	52%	42%
				d	d	d			a	ab	abc	bcd	d	d		bcd	d	d	
		50%	50%	15%	17%	38%	31%	3%	5%	10%	37%	34%	29%	22%	16%	86%	8%	5%	2%
Yes - netbook	136	70	65	22	17	59	39	4	7	11	54	59	41	15	21	117	8	8	2
	5%	5%	5%	6%	4%	6%	4%	3%	3%	4%	7%	8%	6%	3%	3%	5%	4%	6%	3%
						d					ab	cd	cd						
		52%	48%	16%	13%	43%	28%	3%	5%	8%	40%	44%	30%	11%	16%	86%	6%	6%	2%
Yes - tablet computer e.g. iPad	1395	673	718	206	216	541	431	36	99	134	495	456	405	281	252	1165	117	74	38
	52%	52%	53%	55%	53%	60%	44%	24%	44%	49%	65%	64%	56%	48%	38%	52%	50%	56%	52%
				d	d	bd			a	a	abc	bcd	cd	d					
		48%	52%	15%	15%	39%	31%	3%	7%	10%	36%	33%	29%	20%	18%	84%	8%	5%	3%
TOTAL YES	2159	1056	1099	315	342	784	718	67	158	223	708	663	618	465	412	1831	168	106	55
	81%	81%	80%	84%	84%	87%	73%	45%	70%	81%	92%	93%	86%	80%	62%	82%	72%	80%	74%
				d	d	d			a	ab	abc	bcd	cd	d		bd		bd	
		49%	51%	15%	16%	36%	33%	3%	7%	10%	33%	31%	29%	22%	19%	85%	8%	5%	3%
PC ONLY	122	75	48	15	12	34	62	5	15	14	29	31	36	26	29	105	8	6	3
	5%	6%	3%	4%	3%	4%	6%	3%	7%	5%	4%	4%	5%	4%	4%	5%	3%	5%	4%
		b					bc												
		61%	39%	12%	9%	27%	51%	4%	12%	12%	24%	25%	30%	21%	24%	86%	6%	5%	2%
LAPTOP ONLY	500	235	263	72	95	160	173	22	36	62	144	133	132	125	109	431	36	20	12
	19%	18%	19%	19%	23%	18%	17%	15%	16%	22%	19%	19%	18%	21%	17%	19%	16%	15%	16%
					cd					a				d					
		47%	53%	14%	19%	32%	35%	4%	7%	12%	29%	27%	27%	25%	22%	86%	7%	4%	2%

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

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QE1. Does your household have any type of PC, laptop, netbook or tablet computer? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
TABLET ONLY	396	163	232	63	64	145	123	15	50	47	86	79	109	87	121	318	38	21	19
	15%	13%	17%	17%	16%	16%	12%	10%	22%	17%	11%	11%	15%	15%	18%	14%	16%	16%	25%
			a	d		d			ad	ad			a	a	a				abc
		41%	59%	16%	16%	37%	31%	4%	13%	12%	22%	20%	27%	22%	31%	80%	10%	5%	5%
No	512	245	265	60	65	117	270	81	68	53	58	49	99	115	249	402	65	26	19
	19%	19%	19%	16%	16%	13%	27%	55%	30%	19%	8%	7%	14%	20%	38%	18%	28%	20%	26%
						abc		bcd	cd	d			a	ab	abc		ac		a
		48%	52%	12%	13%	23%	53%	16%	13%	10%	11%	10%	19%	22%	49%	79%	13%	5%	4%
Don't know	3	2	2	1	*	1	2	-	-	-	-	-	1	1	1	3	-	-	*
	*%	*%	*%	*%	*%	*%	*%	-%	-%	-%	-%	-%	*%	*%	*%	*%	-%	-%	*%
		50%	50%	20%	5%	29%	46%	-%	-%	-%	-%	-%	21%	29%	29%	95%	-%	-%	5%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 48

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

QE1. Does your household have any type of PC, laptop, netbook or tablet computer? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
Yes - PC (including iMacs)	650	57	118	92	52	48	72	40	21	60	547	104	381	268	322	328
	24%	17%	32%	40%	28%	20%	29%	18%	18%	20%	24%	29%	25%	24%	28%	21%
		9%	aeghi	adeefghi	aeghi	7%	aeghi	6%	3%	9%	84%	a	59%	41%	b	50%
Yes - laptop (including Macbooks)	1523	237	203	152	110	126	158	112	54	156	1314	209	1009	510	703	820
	57%	71%	55%	66%	59%	53%	64%	51%	47%	52%	57%	58%	65%	46%	62%	53%
		bdeg	16%	13%	10%	7%	8%	10%	7%	4%	10%	86%	14%	66%	34%	46%
Yes - netbook	136	16	15	15	16	14	18	9	5	9	111	25	92	44	70	66
	5%	5%	4%	6%	9%	6%	7%	4%	5%	3%	5%	7%	6%	4%	6%	4%
		12%	11%	11%	12%	10%	13%	7%	4%	6%	82%	18%	68%	32%	b	49%
Yes - tablet computer e.g. iPad	1395	166	204	124	105	129	139	97	64	137	1197	198	894	497	661	734
	52%	50%	55%	54%	56%	54%	56%	44%	55%	46%	52%	55%	58%	45%	58%	48%
		12%	gi	g	gi	g	gi	7%	gi	10%	86%	14%	b	36%	b	53%
TOTAL YES	2159	281	319	202	160	189	213	155	93	218	1859	300	1351	803	989	1170
	81%	84%	87%	88%	85%	80%	87%	70%	80%	73%	80%	84%	87%	72%	87%	76%
		gi	eghi	eghi	gi	g	eghi	7%	g	10%	86%	14%	b	37%	b	54%
PC ONLY	122	9	26	13	11	10	11	11	4	9	103	19	54	69	55	68
	5%	3%	7%	6%	6%	4%	5%	5%	4%	3%	4%	5%	3%	6%	5%	4%
		7%	ai	21%	11%	9%	9%	9%	4%	8%	84%	16%	a	56%	45%	55%
LAPTOP ONLY	500	88	71	36	34	34	49	40	19	61	439	60	312	186	203	297
	19%	26%	19%	16%	18%	14%	20%	18%	16%	20%	19%	17%	20%	17%	18%	19%
		cdegh	18%	14%	7%	7%	10%	8%	4%	12%	88%	12%	b	37%	41%	59%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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QE1. Does your household have any type of PC, laptop, netbook or tablet computer? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
TABLET ONLY	396	25	69	24	31	41	29	26	29	44	342	54	234	160	173	223
	15%	8%	19%	11%	16%	17%	12%	12%	25%	15%	15%	15%	15%	14%	15%	14%
			acfg		a	ac			acdefgi	a						
		6%	17%	6%	8%	10%	7%	7%	7%	11%	86%	14%	59%	41%	44%	56%
No	512	52	48	27	28	46	32	64	23	80	453	59	201	311	149	363
	19%	16%	13%	12%	15%	20%	13%	29%	20%	27%	20%	16%	13%	28%	13%	24%
					c			abcdefh	bcf	abcdf				a		a
		10%	9%	5%	5%	9%	6%	13%	5%	16%	88%	12%	39%	61%	29%	71%
Don't know	3	1	-	-	-	2	-	1	-	-	3	-	2	2	-	3
	*%	*%	-%	-%	-%	1%	-%	*%	-%	-%	*%	-%	*%	*%	-%	*%
		24%	-%	-%	-%	50%	-%	20%	-%	-%	100%	-%	55%	45%	-%	100%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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

QE1. Does your household have any type of PC, laptop, netbook or tablet computer? (MULTI CODE)

Base : All respondents

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
Yes - PC (including iMacs)	650	391	281	407	400	401	631
	24%	25%	26%	33%	31%	32%	25%
		abf	abf	abf	abf	abf	
		60%	43%	63%	62%	62%	97%
Yes - laptop (including Macbooks)	1523	1006	557	878	886	880	1482
	57%	65%	51%	71%	70%	70%	58%
		bf		abf	abf	abf	b
		66%	37%	58%	58%	58%	97%
Yes - netbook	136	93	51	84	103	88	132
	5%	6%	5%	7%	8%	7%	5%
				bf	abf	bf	
		68%	38%	62%	75%	64%	97%
Yes - tablet computer e.g. iPad	1395	964	537	818	830	786	1377
	52%	63%	49%	66%	65%	63%	54%
		bf		bf	bf	bf	b
		69%	38%	59%	60%	56%	99%
TOTAL YES	2159	1389	807	1163	1184	1161	2100
	81%	90%	74%	94%	93%	93%	82%
		bf		abf	abf	abf	b
		64%	37%	54%	55%	54%	97%
PC ONLY	122	54	50	40	51	47	113
	5%	4%	5%	3%	4%	4%	4%
		44%	41%	32%	42%	39%	92%
LAPTOP ONLY	500	291	166	225	227	240	475
	19%	19%	15%	18%	18%	19%	19%
		b				b	b
		58%	33%	45%	45%	48%	95%

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

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QE1. Does your household have any type of PC, laptop, netbook or tablet computer? (MULTI CODE)

Base : All respondents

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d		e	f
Unweighted total	3959	2152	1624	1609	1810		1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220		1144	2568
Weighted total	2675	1541	1089	1235	1273		1254	2551
		58%	41%	46%	48%		47%	95%
TABLET ONLY	396	265	145	174	182		165	389
	15%	17%	13%	14%	14%		13%	15%
		bcde						
		67%	37%	44%	46%		42%	98%
No	512	150	280	72	89		91	448
	19%	10%	26%	6%	7%		7%	18%
		cde	acdef					acde
		29%	55%	14%	17%		18%	87%
Don't know	3	2	2	1	1		2	3
	*%	*%	*%	*%	*%		*%	*%
		50%	66%	20%	25%		45%	100%

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

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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

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
Yes – have access and use at home	2322	1127	1190	357	379	853	734	89	176	247	742	667	656	493	504	1966	182	112	62
	87%	87%	87%	95%	93%	94%	74%	60%	78%	90%	97%	94%	91%	85%	76%	88%	78%	85%	84%
				d	d	d			a	ab	abc	cd	cd	d		bd		b	b
		49%	51%	15%	16%	37%	32%	4%	8%	11%	32%	29%	28%	21%	22%	85%	8%	5%	3%
Yes – have access but don't use at home	55	29	27	5	9	12	29	2	5	9	9	7	14	21	13	39	11	2	4
	2%	2%	2%	1%	2%	1%	3%	1%	2%	3%	1%	1%	2%	4%	2%	2%	5%	2%	5%
							c			d				ad			ac		ac
		52%	48%	9%	16%	22%	53%	4%	8%	15%	16%	13%	25%	38%	23%	70%	20%	4%	6%
No do not have access at home	287	142	144	13	18	33	224	56	44	20	11	33	46	63	145	222	40	17	8
	11%	11%	11%	3%	4%	4%	23%	38%	20%	7%	2%	5%	6%	11%	22%	10%	17%	13%	11%
							abc			d				ab	abc		ad		
		50%	50%	4%	6%	11%	78%	20%	15%	7%	4%	11%	16%	22%	51%	77%	14%	6%	3%
Don't know	10	4	4	1	1	5	3	-	1	-	5	5	1	3	1	9	-	*	*
	*%	*%	*%	*%	*%	1%	*%	-%	*%	-%	1%	1%	*%	1%	*%	*%	-%	*%	*%
												d							
		42%	45%	12%	13%	49%	26%	-%	6%	-%	45%	51%	12%	32%	6%	95%	-%	3%	2%
INTERNET ACCESS AT HOME																			
YES	2378	1156	1217	362	388	865	763	91	181	255	750	674	670	515	517	2005	193	115	66
	89%	89%	89%	96%	95%	96%	77%	62%	80%	93%	98%	95%	93%	89%	78%	90%	83%	87%	89%
				d	d	d			a	ab	abc	cd	cd	d		b			b
		49%	51%	15%	16%	36%	32%	4%	8%	11%	32%	28%	28%	22%	22%	84%	8%	5%	3%
NO	287	142	144	13	18	33	224	56	44	20	11	33	46	63	145	222	40	17	8
	11%	11%	11%	3%	4%	4%	23%	38%	20%	7%	2%	5%	6%	11%	22%	10%	17%	13%	11%
							abc			d				ab	abc		ad		
		50%	50%	4%	6%	11%	78%	20%	15%	7%	4%	11%	16%	22%	51%	77%	14%	6%	3%

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

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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

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
Yes – have access and use at home	2322	298	336	211	167	196	232	178	101	246	2007	315	1458	860	1021	1301
	87%	89%	91%	92%	89%	83%	94%	81%	87%	82%	87%	88%	94%	77%	90%	85%
		egi	egi	egi	egi		adeghi		g				b		b	
		13%	14%	9%	7%	8%	10%	8%	4%	11%	86%	14%	63%	37%	44%	56%
Yes – have access but don't use at home	55	3	7	6	5	6	-	7	2	3	46	10	26	29	18	38
	2%	1%	2%	2%	3%	2%	-%	3%	2%	1%	2%	3%	2%	3%	2%	2%
			f	f	f	f		af	f							
		5%	12%	10%	10%	10%	-%	13%	4%	5%	82%	18%	47%	53%	32%	68%
No do not have access at home	287	29	25	12	15	34	14	32	13	48	254	33	62	224	97	191
	11%	9%	7%	5%	8%	14%	6%	15%	11%	16%	11%	9%	4%	20%	9%	12%
						abcdf		abcdf	cf	abcdf				a		a
		10%	9%	4%	5%	12%	5%	11%	4%	17%	89%	11%	22%	78%	34%	66%
Don't know	10	4	-	-	-	1	-	3	-	2	9	1	8	2	3	7
	*%	1%	-%	-%	-%	*%	-%	1%	-%	1%	*%	*%	*%	*%	*%	*%
		41%	-%	-%	-%	10%	-%	27%	-%	16%	87%	13%	78%	22%	29%	71%
INTERNET ACCESS AT HOME																
YES	2378	301	343	217	173	202	232	186	103	249	2053	325	1484	889	1039	1339
	89%	90%	93%	95%	92%	85%	94%	84%	89%	83%	89%	90%	95%	80%	91%	87%
		gi	egi	eghi	egi		eghi						b		b	
		13%	14%	9%	7%	8%	10%	8%	4%	10%	86%	14%	62%	37%	44%	56%
NO	287	29	25	12	15	34	14	32	13	48	254	33	62	224	97	191
	11%	9%	7%	5%	8%	14%	6%	15%	11%	16%	11%	9%	4%	20%	9%	12%
						abcdf		abcdf	cf	abcdf				a		a
		10%	9%	4%	5%	12%	5%	11%	4%	17%	89%	11%	22%	78%	34%	66%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
Yes – have access and use at home	2322	1466	871	1206	1231	1217	2249
	87%	95%	80%	98%	97%	97%	88%
		bf		abf	abf	abf	b
		63%	37%	52%	53%	52%	97%
Yes – have access but don't use at home	55	27	24	9	18	17	51
	2%	2%	2%	1%	1%	1%	2%
		c	c				c
		48%	44%	17%	33%	31%	92%
No do not have access at home	287	42	194	16	16	17	241
	11%	3%	18%	1%	1%	1%	9%
		cde	acdef				acde
		15%	67%	5%	6%	6%	84%
Don't know	10	7	-	5	8	3	10
	*%	*%	-%	*%	1%	*%	*%
		b		b	b		b
		68%	-%	48%	80%	29%	97%
INTERNET ACCESS AT HOME							
YES	2378	1492	895	1215	1249	1234	2300
	89%	97%	82%	98%	98%	98%	90%
		bf		abf	abf	abf	b
		63%	38%	51%	53%	52%	97%
NO	287	42	194	16	16	17	241
	11%	3%	18%	1%	1%	1%	9%
		cde	acdef				acde
		15%	67%	5%	6%	6%	84%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 50

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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

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
While travelling	1088	566	521	192	218	452	226	31	62	101	431	354	317	223	192	951	53	56	28
	41%	43%	38%	51%	54%	50%	23%	21%	28%	37%	56%	50%	44%	38%	29%	43%	23%	42%	38%
		b		d	d	d				ab	abc	bcd	cd	d		b		b	b
		52%	48%	18%	20%	42%	21%	3%	6%	9%	40%	33%	29%	21%	18%	87%	5%	5%	3%
Your workplace	1069	547	519	168	229	498	174	10	37	91	502	376	355	224	114	908	84	48	29
	40%	42%	38%	45%	56%	55%	18%	7%	17%	33%	66%	53%	49%	39%	17%	41%	36%	36%	40%
		b		d	ad	ad			a	ab	abc	cd	cd	d					
		51%	49%	16%	21%	47%	16%	1%	3%	8%	47%	35%	33%	21%	11%	85%	8%	4%	3%
In someone else's home	1054	460	593	209	216	416	214	41	77	103	351	307	313	209	224	900	76	46	33
	39%	35%	43%	56%	53%	46%	22%	28%	34%	37%	46%	43%	44%	36%	34%	40%	32%	35%	45%
			a	cd	cd	d				a	abc	cd	cd			b			bc
		44%	56%	20%	20%	39%	20%	4%	7%	10%	33%	29%	30%	20%	21%	85%	7%	4%	3%
In cafes/ restaurants/ pubs/ bars	933	459	472	180	192	377	185	29	56	88	338	297	268	186	180	814	50	40	29
	35%	35%	35%	48%	47%	42%	19%	20%	25%	32%	44%	42%	37%	32%	27%	36%	22%	30%	40%
				cd	d	d				a	abc	cd	cd	d		bc		b	bc
		49%	51%	19%	21%	40%	20%	3%	6%	9%	36%	32%	29%	20%	19%	87%	5%	4%	3%
In shops or shopping centres	788	381	405	162	169	307	151	21	52	61	300	239	226	171	151	699	36	36	17
	29%	29%	30%	43%	41%	34%	15%	14%	23%	22%	39%	34%	31%	29%	23%	31%	16%	27%	22%
		48%	51%	21%	21%	39%	19%	3%	7%	8%	38%	30%	29%	22%	19%	89%	5%	5%	2%
On public transport	622	320	300	162	130	232	99	21	33	51	257	193	190	113	123	564	29	20	8
	23%	25%	22%	43%	32%	26%	10%	14%	15%	19%	34%	27%	27%	20%	19%	25%	13%	15%	11%
				bcd	cd	d				abc	cd	cd	cd			bcd			
		51%	48%	26%	21%	37%	16%	3%	5%	8%	41%	31%	31%	18%	20%	91%	5%	3%	1%
Outdoor areas such as parks	436	228	206	81	85	188	82	9	21	31	202	152	129	81	73	388	18	20	9
	16%	17%	15%	22%	21%	21%	8%	6%	9%	11%	26%	21%	18%	14%	11%	17%	8%	15%	13%
				d	d	d				a	abc	cd	cd			bd		b	b
		52%	47%	19%	20%	43%	19%	2%	5%	7%	46%	35%	29%	19%	17%	89%	4%	5%	2%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

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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

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
In leisure centres/ gyms/ sports grounds	366	205	160	116	74	143	33	5	13	31	166	135	120	64	46	333	12	14	7
	14%	16%	12%	31%	18%	16%	3%	3%	6%	11%	22%	19%	17%	11%	7%	15%	5%	11%	9%
		b		bcd	d	d				ab	abc	cd	cd	d		bcd		b	b
		56%	44%	32%	20%	39%	9%	1%	4%	8%	45%	37%	33%	17%	13%	91%	3%	4%	2%
School/ college/ University	241	117	124	162	32	36	10	7	7	11	54	75	97	34	34	213	14	8	5
	9%	9%	9%	43%	8%	4%	1%	5%	3%	4%	7%	11%	14%	6%	5%	10%	6%	6%	7%
				bcd	cd	d					b	cd	cd			bc			
		48%	52%	67%	13%	15%	4%	3%	3%	5%	22%	31%	40%	14%	14%	88%	6%	3%	2%
Library	174	87	86	71	25	43	36	14	12	14	44	32	72	27	42	155	9	7	4
	7%	7%	6%	19%	6%	5%	4%	10%	5%	5%	6%	5%	10%	5%	6%	7%	4%	5%	5%
				bcd	d								acd			b			
		50%	50%	41%	14%	25%	20%	8%	7%	8%	25%	19%	41%	16%	24%	89%	5%	4%	2%
Internet café	157	77	80	47	27	60	23	8	8	15	57	49	51	27	30	128	15	6	7
	6%	6%	6%	12%	7%	7%	2%	6%	3%	6%	7%	7%	7%	5%	4%	6%	6%	5%	9%
				bcd	d	d					b		d						ac
		49%	51%	30%	17%	38%	15%	5%	5%	10%	36%	31%	32%	17%	19%	82%	9%	4%	4%
UK culture centre/ Learn Direct/ other online learning centres	50	28	21	17	11	17	5	1	4	6	14	14	18	8	11	49	*	*	*
	2%	2%	2%	4%	3%	2%	1%	1%	2%	2%	2%	2%	2%	1%	2%	2%	1%	1%	1%
				cd	d	d										bcd			
		56%	42%	34%	22%	34%	10%	2%	8%	12%	29%	28%	35%	16%	21%	98%	1%	1%	1%
Other	19	14	5	1	-	4	14	2	2	5	5	8	5	3	3	13	4	1	*
	1%	1%	1%	1%	0%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%
		b				bc										a			
		74%	26%	5%	0%	21%	74%	8%	9%	25%	25%	44%	27%	13%	16%	70%	20%	7%	2%
No, do not	767	383	381	26	59	142	540	82	103	83	85	138	150	193	285	619	87	43	19
	29%	29%	28%	7%	14%	16%	55%	55%	46%	30%	11%	19%	21%	33%	43%	28%	37%	33%	25%
				a	a	abc	bcd	cd	d				ab	abc		ad	d		
		50%	50%	3%	8%	19%	70%	11%	13%	11%	11%	18%	20%	25%	37%	81%	11%	6%	2%

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

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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

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
EVER USE INTERNET AT HOME OR ELSEWHERE	2419	1174	1240	373	398	882	766	105	186	256	755	683	672	518	543	2039	196	118	66
	90%	90%	91%	99%	98%	98%	77%	71%	83%	93%	99%	96%	94%	89%	82%	91%	84%	89%	90%
				d	d	d			a	ab	abc	cd	cd	d		b		b	b
		49%	51%	15%	16%	36%	32%	4%	8%	11%	31%	28%	28%	21%	22%	84%	8%	5%	3%
EVER USE INTERNET ELSEWHERE BUT NOT AT HOME	96	47	50	16	19	30	32	15	10	9	14	17	16	25	39	73	14	5	4
	4%	4%	4%	4%	5%	3%	3%	10%	5%	3%	2%	2%	2%	4%	6%	3%	6%	4%	6%
								bcd	d					b	ab		a		a
		48%	52%	17%	19%	31%	33%	16%	11%	9%	14%	17%	17%	26%	41%	76%	15%	5%	4%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 50

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

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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
While travelling	1088	198	159	88	68	103	98	73	36	129	950	138	781	306	471	617
	41%	59%	43%	38%	36%	43%	40%	33%	31%	43%	41%	38%	50%	27%	41%	40%
		bcdefghi	gh			gh	h			gh			b			
		18%	15%	8%	6%	9%	9%	7%	3%	12%	87%	13%	72%	28%	43%	57%
Your workplace	1069	167	165	78	69	101	98	68	48	114	938	131	1014	51	470	600
	40%	50%	45%	34%	37%	43%	40%	31%	41%	38%	41%	36%	65%	5%	41%	39%
		cdfghi	cg			cg	g		g				b			
		16%	15%	7%	6%	9%	9%	6%	4%	11%	88%	12%	95%	5%	44%	56%
In someone else's home	1054	136	177	96	52	106	89	67	48	129	925	130	702	349	473	581
	39%	41%	48%	42%	28%	45%	36%	30%	41%	43%	40%	36%	45%	31%	42%	38%
		dg	dfg	dg		dg	d		dg	dg			b			
		13%	17%	9%	5%	10%	8%	6%	5%	12%	88%	12%	67%	33%	45%	55%
In cafes/ restaurants/ pubs/ bars	933	110	174	91	67	104	66	56	31	114	823	110	676	256	412	521
	35%	33%	47%	40%	35%	44%	27%	26%	27%	38%	36%	31%	43%	23%	36%	34%
			adefghi	fgh	fgh	adefgh				fgh			b			
		12%	19%	10%	7%	11%	7%	6%	3%	12%	88%	12%	72%	27%	44%	56%
In shops or shopping centres	788	147	117	68	54	97	69	37	31	80	699	89	556	231	338	451
	29%	44%	32%	29%	29%	41%	28%	17%	27%	27%	30%	25%	36%	21%	30%	29%
		bcdefghi	g	g	g	bcdefghi	g		g	g	b		b			
		19%	15%	9%	7%	12%	9%	5%	4%	10%	89%	11%	70%	29%	43%	57%
On public transport	622	149	101	56	32	41	55	46	21	63	556	66	425	196	250	372
	23%	45%	27%	24%	17%	17%	22%	21%	18%	21%	24%	18%	27%	18%	22%	24%
		bcdefghi	deh								b		b			
		24%	16%	9%	5%	7%	9%	7%	3%	10%	89%	11%	68%	31%	40%	60%
Outdoor areas such as parks	436	64	54	55	31	33	49	28	33	40	372	63	308	127	205	231
	16%	19%	15%	24%	17%	14%	20%	13%	29%	13%	16%	18%	20%	11%	18%	15%
		g		bdegi			g		abdefgi				b		b	
		15%	12%	13%	7%	8%	11%	7%	8%	9%	85%	15%	71%	29%	47%	53%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 50

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

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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
In leisure centres/ gyms/ sports grounds	366	88	51	32	26	19	27	19	20	52	326	40	270	96	163	203
	14%	26%	14%	14%	14%	8%	11%	9%	18%	17%	14%	11%	17%	9%	14%	13%
		bcdefghi	e	e	e				efg	efg			b			
		24%	14%	9%	7%	5%	7%	5%	6%	14%	89%	11%	74%	26%	44%	56%
School/ college/ University	241	57	24	12	14	18	27	32	9	22	221	20	104	137	86	155
	9%	17%	6%	5%	8%	7%	11%	14%	7%	7%	10%	5%	7%	12%	8%	10%
		bcdefhi					c	bcdehi			b			a		a
		24%	10%	5%	6%	7%	11%	13%	4%	9%	92%	8%	43%	57%	35%	65%
Library	174	37	28	16	11	14	9	18	6	16	152	22	81	93	68	106
	7%	11%	7%	7%	6%	6%	4%	8%	5%	5%	7%	6%	5%	8%	6%	7%
		defhi						f						a		
		21%	16%	9%	6%	8%	5%	10%	3%	9%	87%	13%	47%	53%	39%	61%
Internet café	157	25	31	19	7	7	10	7	2	21	132	25	109	48	77	79
	6%	8%	8%	8%	4%	3%	4%	3%	2%	7%	6%	7%	7%	4%	7%	5%
		egh	degh	egh						egh			b			
		16%	19%	12%	5%	5%	6%	4%	1%	13%	84%	16%	70%	30%	49%	51%
UK culture centre/ Learn Direct/ other online learning centres	50	14	7	7	7	2	6	2	1	3	36	13	32	18	24	26
	2%	4%	2%	3%	3%	1%	2%	1%	1%	1%	2%	4%	2%	2%	2%	2%
		eghi			g							a				
		28%	14%	14%	13%	5%	12%	4%	3%	6%	74%	26%	64%	36%	48%	52%
Other	19	-	3	5	1	3	-	1	-	1	17	2	6	13	8	11
	1%	-%	1%	2%	*%	1%	-%	*%	-%	*%	1%	1%	*%	1%	1%	1%
				afgh										a		
		-%	17%	26%	4%	14%	-%	3%	-%	7%	88%	12%	32%	68%	41%	59%
No, do not	767	55	82	83	58	60	67	75	42	97	656	111	216	551	332	435
	29%	16%	22%	36%	31%	25%	27%	34%	36%	32%	28%	31%	14%	49%	29%	28%
				abef	ab	a	a	abe	abef	ab				a		
		7%	11%	11%	7%	8%	9%	10%	5%	13%	86%	14%	28%	72%	43%	57%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

		ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
EVER USE INTERNET AT HOME OR ELSEWHERE	2419	309	350	214	174	204	234	192	106	257	2092	326	1510	903	1057	1362
	90%	93%	95%	93%	93%	86%	95%	87%	91%	86%	90%	91%	97%	81%	93%	89%
		egi	egi	egi	egi		egi						b		b	
		13%	14%	9%	7%	8%	10%	8%	4%	11%	87%	13%	62%	37%	44%	56%
EVER USE INTERNET ELSEWHERE BUT NOT AT HOME	96	11	14	3	6	7	2	14	5	11	85	12	52	43	36	61
	4%	3%	4%	1%	3%	3%	1%	6%	4%	4%	4%	3%	3%	4%	3%	4%
			f					cf	f	f						
		11%	14%	3%	7%	8%	2%	14%	5%	11%	88%	12%	54%	45%	37%	63%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
While travelling	1088	706	422	654	673	685	1069
	41%	46%	39%	53%	53%	55%	42%
		bf		abf	abf	abf	
		65%	39%	60%	62%	63%	98%
Your workplace	1069	736	357	627	644	639	1047
	40%	48%	33%	51%	51%	51%	41%
		bf		bf	bf	bf	b
		69%	33%	59%	60%	60%	98%
In someone else's home	1054	689	409	604	649	648	1035
	39%	45%	38%	49%	51%	52%	41%
		bf		abf	abf	abf	
		65%	39%	57%	62%	61%	98%
In cafes/ restaurants/ pubs/ bars	933	634	345	565	614	582	920
	35%	41%	32%	46%	48%	46%	36%
		bf		abf	abf	abf	b
		68%	37%	61%	66%	62%	99%
In shops or shopping centres	788	540	288	482	513	508	777
	29%	35%	26%	39%	40%	41%	30%
		bf		abf	abf	abf	b
		69%	36%	61%	65%	64%	99%
On public transport	622	396	240	376	390	423	615
	23%	26%	22%	30%	31%	34%	24%
		b		abf	abf	abf	
		64%	39%	61%	63%	68%	99%
Outdoor areas such as parks	436	284	175	293	310	302	431
	16%	18%	16%	24%	24%	24%	17%
				abf	abf	abf	
		65%	40%	67%	71%	69%	99%

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

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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

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
In leisure centres/ gyms/ sports grounds	366	255	138	234	240	267	359
	14%	17%	13%	19%	19%	21%	14%
		bf		bf	bf	abf	
		70%	38%	64%	66%	73%	98%
School/ college/ University	241	151	74	143	170	172	237
	9%	10%	7%	12%	13%	14%	9%
		b		bf	abf	abf	b
		63%	31%	59%	71%	71%	98%
Library	174	90	81	95	101	113	169
	7%	6%	7%	8%	8%	9%	7%
					a	af	
		52%	46%	55%	58%	65%	97%
Internet café	157	94	67	87	87	100	151
	6%	6%	6%	7%	7%	8%	6%
						f	
		60%	43%	55%	55%	64%	97%
UK culture centre/ Learn Direct/ other online learning centres	50	33	16	28	25	33	49
	2%	2%	1%	2%	2%	3%	2%
		66%	33%	57%	49%	67%	98%
Other	19	7	13	11	7	10	19
	1%	*%	1%	1%	1%	1%	1%
			a				
		35%	70%	56%	40%	55%	100%
No, do not	767	340	370	203	196	166	690
	29%	22%	34%	16%	15%	13%	27%
		cde	acdef	e			acde
		44%	48%	26%	26%	22%	90%

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

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

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

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
		a	b	c	d		e	f
Significance Level: 95%								
Unweighted total	3959	2152	1624	1609	1810		1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220		1144	2568
Weighted total	2675	1541	1089	1235	1273		1254	2551
		58%	41%	46%	48%		47%	95%
EVER USE INTERNET AT HOME OR ELSEWHERE	2419	1495	920	1221	1258		1244	2335
	90%	97%	85%	99%	99%		99%	92%
		bf		abf	abf		abf	b
		62%	38%	50%	52%		51%	97%
EVER USE INTERNET ELSEWHERE BUT NOT AT HOME	96	30	50	15	27		27	86
	4%	2%	5%	1%	2%		2%	3%
			acde					acde
		31%	52%	16%	28%		28%	89%

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

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

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

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3422	1641	1775	511	544	1190	1177	173	288	362	905	786	1034	711	888	2092	431	444	455
Effective Weighted Sample	2372	1147	1221	364	374	820	824	130	216	264	658	555	734	491	640	1823	292	316	416
Weighted total	2419	1174	1240	373	398	882	766	105	186	256	755	683	672	518	543	2039	196	118	66
		49%	51%	15%	16%	36%	32%	4%	8%	11%	31%	28%	28%	21%	22%	84%	8%	5%	3%
Every day	2031	986	1041	352	374	791	514	76	140	206	692	611	582	411	426	1728	155	102	47
	84%	84%	84%	94%	94%	90%	67%	72%	75%	81%	92%	89%	87%	79%	78%	85%	79%	86%	71%
				cd	cd	d					abc	cd	cd			bd	d	bd	
		49%	51%	17%	18%	39%	25%	4%	7%	10%	34%	30%	29%	20%	21%	85%	8%	5%	2%
Several times a week	215	102	112	16	12	61	125	9	26	26	43	41	58	58	58	168	27	9	11
	9%	9%	9%	4%	3%	7%	16%	9%	14%	10%	6%	6%	9%	11%	11%	8%	14%	8%	16%
						b	abc		d	d				a	a		ac		ac
		47%	52%	8%	6%	28%	58%	4%	12%	12%	20%	19%	27%	27%	27%	78%	13%	4%	5%
At least once a week	97	48	49	2	10	15	69	8	10	16	17	19	20	30	27	80	8	3	6
	4%	4%	4%	1%	3%	2%	9%	7%	6%	6%	2%	3%	3%	6%	5%	4%	4%	3%	8%
					a		abc	d	d	d				ab					abc
		49%	51%	2%	10%	16%	72%	8%	11%	16%	18%	20%	21%	31%	28%	83%	8%	3%	6%
At least once a month	34	19	15	3	1	8	22	3	3	5	1	4	5	10	14	28	3	1	2
	1%	2%	1%	1%	*%	1%	3%	3%	2%	2%	*%	1%	1%	2%	3%	1%	2%	*%	3%
							abc	d	d	d				b	ab				ac
		56%	44%	8%	3%	25%	64%	9%	9%	14%	3%	13%	14%	31%	41%	84%	9%	2%	5%
A few times a year	16	7	9	-	-	2	14	4	3	*	1	2	3	4	6	12	2	1	*
	1%	1%	1%	-%	-%	*%	2%	4%	2%	*%	*%	*%	*%	1%	1%	1%	1%	1%	*%
							abc	cd	d										
		45%	55%	-%	-%	14%	86%	26%	18%	2%	7%	15%	21%	23%	40%	79%	16%	4%	1%
Less than once a year	3	1	3	-	-	*	3	1	-	-	*	*	1	1	1	2	-	1	*
	*%	*%	*%	-%	-%	*%	*%	1%	-%	-%	*%	*%	*%	*%	*%	*%	-%	1%	*%
		24%	76%	-%	-%	4%	96%	19%	-%	-%	10%	8%	32%	24%	36%	68%	-%	23%	9%
Never	24	12	12	-	-	4	20	5	4	3	*	5	3	5	11	21	1	2	1
	1%	1%	1%	-%	-%	*%	3%	4%	2%	1%	*%	1%	1%	1%	2%	1%	*%	2%	1%
							abc	cd	d	d									
		49%	51%	-%	-%	16%	84%	20%	17%	11%	1%	20%	15%	20%	45%	87%	4%	7%	2%
Don't know	*	*	-	-	*	-	-	-	-	-	-	-	-	-	*	-	-	-	*
	*%	*%	-%	-%	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	*%	-%	-%	-%	*%
																			a
		100%	-%	-%	100%	-%	-%	-%	-%	-%	-%	-%	-%	-%	100%	-%	-%	-%	100%

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

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

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

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3422	1641	1775	511	544	1190	1177	173	288	362	905	786	1034	711	888	2092	431	444	455
Effective Weighted Sample	2372	1147	1221	364	374	820	824	130	216	264	658	555	734	491	640	1823	292	316	416
Weighted total	2419	1174	1240	373	398	882	766	105	186	256	755	683	672	518	543	2039	196	118	66
		49%	51%	15%	16%	36%	32%	4%	8%	11%	31%	28%	28%	21%	22%	84%	8%	5%	3%
TOTAL AT LEAST ONCE A WEEK	2342	1135	1202	370	396	868	708	92	177	248	753	671	660	498	511	1976	189	114	63
	97%	97%	97%	99%	100%	98%	92%	88%	95%	97%	100%	98%	98%	96%	94%	97%	97%	97%	95%
				d	d	d			a	a	abc	cd	cd						
		48%	51%	16%	17%	37%	30%	4%	8%	11%	32%	29%	28%	21%	22%	84%	8%	5%	3%
TOTAL EVER	2395	1162	1228	373	397	878	746	100	182	253	755	678	669	513	532	2019	195	116	66
	99%	99%	99%	100%	100%	100%	97%	96%	98%	99%	100%	99%	99%	99%	98%	99%	100%	98%	99%
				d	d	d				a	abc		d						
		49%	51%	16%	17%	37%	31%	4%	8%	11%	32%	28%	28%	21%	22%	84%	8%	5%	3%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 51

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

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

		ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3422	251	247	212	234	225	243	238	244	198	2509	913	1996	1420	1588	1834
Effective Weighted Sample	2372	238	234	202	225	214	232	223	230	187	1997	389	1370	1025	1045	1327
Weighted total	2419	309	350	214	174	204	234	192	106	257	2092	326	1510	903	1057	1362
		13%	14%	9%	7%	8%	10%	8%	4%	11%	87%	13%	62%	37%	44%	56%
Every day	2031	271	302	184	123	172	211	158	91	216	1769	262	1354	673	884	1147
	84%	88%	86%	86%	71%	84%	90%	83%	86%	84%	85%	80%	90%	75%	84%	84%
		d	d	d		d	dg	d	d	d	b		b			
		13%	15%	9%	6%	8%	10%	8%	4%	11%	87%	13%	67%	33%	44%	56%
Several times a week	215	25	24	15	25	21	9	19	8	21	188	27	101	114	85	130
	9%	8%	7%	7%	14%	10%	4%	10%	8%	8%	9%	8%	7%	13%	8%	10%
		f			abcfhi	f		f					a			
		12%	11%	7%	12%	10%	4%	9%	4%	10%	88%	12%	47%	53%	39%	61%
At least once a week	97	8	14	11	14	4	10	7	3	10	73	23	40	55	53	44
	4%	2%	4%	5%	8%	2%	4%	4%	3%	4%	4%	7%	3%	6%	5%	3%
					aegh							a		a	b	
		8%	14%	12%	14%	4%	10%	7%	3%	10%	76%	24%	41%	57%	54%	46%
At least once a month	34	1	5	2	5	1	2	4	1	6	25	8	9	25	18	16
	1%	*%	2%	1%	3%	*%	1%	2%	1%	2%	1%	2%	1%	3%	2%	1%
					ae					a			a			
		2%	16%	7%	15%	3%	6%	12%	4%	19%	76%	24%	27%	73%	53%	47%
A few times a year	16	3	2	-	1	2	1	1	1	1	13	3	1	14	7	9
	1%	1%	1%	-%	1%	1%	*%	*%	1%	1%	1%	1%	*%	2%	1%	1%
													a			
		18%	12%	-%	7%	15%	5%	6%	7%	9%	81%	19%	9%	91%	45%	55%
Less than once a year	3	-	1	-	-	1	1	-	-	-	3	*	*	3	2	1
	*%	-%	*%	-%	-%	*%	*%	-%	-%	-%	*%	*%	*%	*%	*%	*%
													a			
		-%	32%	-%	-%	19%	16%	-%	-%	-%	97%	3%	7%	93%	61%	39%
Never	24	1	2	1	6	3	1	2	1	3	20	4	5	19	9	15
	1%	*%	*%	1%	3%	1%	1%	1%	1%	1%	1%	1%	*%	2%	1%	1%
					abcf								a			
		6%	7%	5%	25%	12%	6%	9%	5%	12%	85%	15%	19%	81%	37%	63%
Don't know	*	-	-	-	-	-	-	-	-	-	*	-	*	-	-	*
	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	*%	-%	*%	-%	-%	*%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	100%	-%	100%	-%	-%	100%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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

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

		ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3422	251	247	212	234	225	243	238	244	198	2509	913	1996	1420	1588	1834
Effective Weighted Sample	2372	238	234	202	225	214	232	223	230	187	1997	389	1370	1025	1045	1327
Weighted total	2419	309	350	214	174	204	234	192	106	257	2092	326	1510	903	1057	1362
		13%	14%	9%	7%	8%	10%	8%	4%	11%	87%	13%	62%	37%	44%	56%
TOTAL AT LEAST ONCE A WEEK	2342	304	340	211	162	197	229	184	102	246	2031	312	1495	842	1021	1321
	97%	98%	97%	98%	93%	97%	98%	96%	97%	96%	97%	95%	99%	93%	97%	97%
		d	d	d			d						b			
		13%	15%	9%	7%	8%	10%	8%	4%	11%	87%	13%	64%	36%	44%	56%
TOTAL EVER	2395	308	348	213	168	201	233	190	105	254	2072	323	1506	884	1048	1347
	99%	100%	100%	99%	97%	99%	99%	99%	99%	99%	99%	99%	100%	98%	99%	99%
		d	d	d			d						b			
		13%	15%	9%	7%	8%	10%	8%	4%	11%	87%	13%	63%	37%	44%	56%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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

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

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3422	2044	1279	1582	1787	1608	3262
Effective Weighted Sample	2372	1427	916	1108	1204	1133	2281
Weighted total	2419	1495	920	1221	1258	1244	2335
		62%	38%	50%	52%	51%	97%
Every day	2031	1304	730	1126	1181	1162	1974
	84%	87%	79%	92%	94%	93%	85%
		bf		abf	abf	abf	b
		64%	36%	55%	58%	57%	97%
Several times a week	215	113	96	63	52	62	204
	9%	8%	10%	5%	4%	5%	9%
		cde	acde				cde
		53%	45%	29%	24%	29%	95%
At least once a week	97	47	49	19	16	12	89
	4%	3%	5%	2%	1%	1%	4%
		cde	acdef				cde
		49%	51%	20%	16%	12%	92%
At least once a month	34	11	21	5	4	5	30
	1%	1%	2%	*%	*%	*%	1%
			acde				cde
		34%	62%	16%	12%	15%	91%
A few times a year	16	6	10	2	2	1	14
	1%	*%	1%	*%	*%	*%	1%
			acde				e
		35%	62%	10%	12%	7%	88%
Less than once a year	3	*	2	*	-	-	2
	*%	*%	*%	*%	-%	-%	*%
		10%	64%	10%	-%	-%	64%
Never	24	13	12	6	4	2	22
	1%	1%	1%	*%	*%	*%	1%
		de	cde				de
		57%	52%	25%	15%	9%	94%
Don't know	*	-	-	-	*	-	*
	*%	-%	-%	-%	*%	-%	*%
		-%	-%	-%	100%	-%	100%

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

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

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

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d		e	f
Unweighted total	3422	2044	1279	1582	1787		1608	3262
Effective Weighted Sample	2372	1427	916	1108	1204		1133	2281
Weighted total	2419	1495	920	1221	1258		1244	2335
		62%	38%	50%	52%		51%	97%
TOTAL AT LEAST ONCE A WEEK	2342	1465	875	1208	1248		1236	2267
	97%	98%	95%	99%	99%		99%	97%
		b		bf	abf		abf	b
		63%	37%	52%	53%		53%	97%
TOTAL EVER	2395	1482	908	1215	1254		1242	2313
	99%	99%	99%	100%	100%		100%	99%
				b	bf		abf	
		62%	38%	51%	52%		52%	97%

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

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

QE5 (QE36). Do you personally use the tablet computer? (SINGLE CODE)

Base : Those with a tablet computer in the household

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	~a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	1962	920	1038	284	301	742	635	58	146	190	595	519	634	395	413	1172	266	265	259
Effective Weighted Sample	1345	642	700	193	199	505	453	44	110	139	435	371	445	266	291	1020	173	191	239
Weighted total	1395	673	718	206	216	541	431	36	99	134	495	456	405	281	252	1165	117	74	38
		48%	52%	15%	15%	39%	31%	**	7%	10%	36%	33%	29%	20%	18%	84%	8%	5%	3%
Yes	1090	499	588	136	158	430	366	**	82	102	388	365	328	213	184	907	97	56	31
	78%	74%	82%	66%	73%	80%	85%	**	82%	76%	78%	80%	81%	76%	73%	78%	83%	76%	81%
			a			a	abc					d	d						
		46%	54%	12%	14%	39%	34%	**	7%	9%	36%	34%	30%	20%	17%	83%	9%	5%	3%
No	302	172	131	68	58	111	65	**	18	32	107	89	77	68	68	257	20	18	7
	22%	26%	18%	33%	27%	20%	15%	**	18%	24%	22%	20%	19%	24%	27%	22%	17%	24%	19%
		b		cd	d	d									ab				
		57%	43%	23%	19%	37%	22%	**	6%	10%	35%	29%	25%	23%	22%	85%	7%	6%	2%
Don't know	2	2	-	2	-	-	-	**	-	-	-	2	-	-	-	2	-	-	-
	*%	*%	-%	1%	-%	-%	-%	**	-%	-%	-%	*%	-%	-%	-%	*%	-%	-%	-%
				c															
		100%	-%	100%	-%	-%	-%	**	-%	-%	-%	100%	-%	-%	-%	100%	-%	-%	-%

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

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

QE5 (QE36). Do you personally use the tablet computer? (SINGLE CODE)

Base : Those with a tablet computer in the household

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	1962	128	139	122	140	142	141	111	145	104	1413	549	1200	758	971	991
Effective Weighted Sample	1345	122	132	116	135	135	135	104	136	99	1118	237	808	545	645	701
Weighted total	1395	166	204	124	105	129	139	97	64	137	1197	198	894	497	661	734
		12%	15%	9%	8%	9%	10%	7%	5%	10%	86%	14%	64%	36%	47%	53%
Yes	1090	136	153	103	76	107	106	74	50	100	931	159	712	378	546	544
	78%	82%	75%	83%	73%	83%	77%	76%	79%	73%	78%	80%	80%	76%	83%	74%
						d									b	
		12%	14%	9%	7%	10%	10%	7%	5%	9%	85%	15%	65%	35%	50%	50%
No	302	30	49	21	28	22	33	23	14	37	264	39	183	118	113	190
	22%	18%	24%	17%	27%	17%	23%	24%	21%	27%	22%	20%	20%	24%	17%	26%
					e										a	
		10%	16%	7%	9%	7%	11%	8%	5%	12%	87%	13%	60%	39%	37%	63%
Don't know	2	-	2	-	-	-	-	-	-	-	2	-	-	2	2	-
	*%	-%	1%	-%	-%	-%	-%	-%	-%	-%	*%	-%	-%	*%	*%	-%
		-%	100%	-%	-%	-%	-%	-%	-%	-%	100%	-%	-%	100%	100%	-%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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QE5 (QE36). Do you personally use the tablet computer? (SINGLE CODE)

Base : Those with a tablet computer in the household

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d		e	f
Unweighted total	1962	1310	742	1080	1185		1018	1914
Effective Weighted Sample	1345	912	517	747	795		705	1323
Weighted total	1395	964	537	818	830		786	1377
		69%	38%	59%	60%		56%	99%
Yes	1090	755	406	648	626		612	1073
	78%	78%	76%	79%	75%		78%	78%
		69%	37%	59%	57%		56%	98%
No	302	208	129	168	202		171	302
	22%	22%	24%	21%	24%		22%	22%
		69%	43%	55%	67%		57%	100%
Don't know	2	2	2	2	2		2	2
	*%	*%	*%	*%	*%		*%	*%
		100%	100%	100%	100%		100%	100%

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

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

QE6 (QE54). Do you personally use the PC or desktop computer? (SINGLE CODE)

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

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	~a	~b	c	d	~a	~b	~c	d	a	b	c	d	a	~b	c	~d
Unweighted total	832	481	348	96	92	273	371	21	51	77	257	299	258	151	123	540	95	139	58
Effective Weighted Sample	602	347	252	74	65	196	269	17	37	55	196	213	193	106	96	480	63	97	54
Weighted total	650	375	273	80	74	228	269	18	34	55	226	259	184	114	92	560	46	36	8
		58%	42%	**	**	35%	41%	**	**	**	35%	40%	28%	18%	14%	86%	**	6%	**
Yes	515	315	198	**	**	178	225	**	**	**	188	220	143	81	71	451	**	27	**
	79%	84%	73%	**	**	78%	84%	**	**	**	83%	85%	78%	71%	77%	80%	**	74%	**
		b										c							
		61%	39%	**	**	35%	44%	**	**	**	37%	43%	28%	16%	14%	88%	**	5%	**
No	134	59	74	**	**	49	44	**	**	**	38	38	41	33	22	108	**	9	**
	21%	16%	27%	**	**	21%	16%	**	**	**	17%	15%	22%	29%	23%	19%	**	26%	**
		a											a	a					
		44%	55%	**	**	36%	33%	**	**	**	28%	28%	31%	25%	16%	81%	**	7%	**
Don't know	1	-	1	**	**	1	-	**	**	**	-	1	-	-	-	1	**	-	**
	*%	-%	*%	**	**	*%	-%	**	**	**	-%	*%	-%	-%	-%	*%	**	-%	**
		-%	100%	**	**	100%	-%	**	**	**	-%	100%	-%	-%	-%	100%	**	-%	**

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

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QE6 (QE54). Do you personally use the PC or desktop computer? (SINGLE CODE)

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

		ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Unweighted total	832	44	84	85	68	49	74	45	48	43	586	246	462	368	443	389
Effective Weighted Sample	602	42	79	81	65	47	71	43	45	42	490	116	328	277	302	300
Weighted total	650	57	118	92	52	48	72	40	21	60	547	104	381	268	322	328
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Yes	515	**	**	**	**	**	**	**	**	**	431	83	304	210	268	247
	79%	**	**	**	**	**	**	**	**	**	79%	81%	80%	78%	83%	75%
		**	**	**	**	**	**	**	**	**	**	**	**	**	b	
No	134	**	**	**	**	**	**	**	**	**	114	20	76	57	54	80
	21%	**	**	**	**	**	**	**	**	**	21%	19%	20%	21%	17%	24%
		**	**	**	**	**	**	**	**	**	**	**	**	**	a	
Don't know	1	**	**	**	**	**	**	**	**	**	1	-	-	1	-	1
	*%	**	**	**	**	**	**	**	**	**	*%	-%	-%	*%	-%	*%
		**	**	**	**	**	**	**	**	**	100%	-%	-%	100%	-%	100%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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QE6 (QE54). Do you personally use the PC or desktop computer? (SINGLE CODE)

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

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d		e	f
Unweighted total	832	510	345	490	500		461	803
Effective Weighted Sample	602	370	255	355	359		344	582
Weighted total	650	391	281	407	400		401	631
		60%	43%	63%	62%		62%	97%
Yes	515	313	223	324	312		320	500
	79%	80%	80%	79%	78%		80%	79%
		61%	43%	63%	61%		62%	97%
No	134	77	57	84	87		81	130
	21%	20%	20%	21%	22%		20%	21%
		57%	43%	62%	65%		60%	97%
Don't know	1	1	-	-	1		-	1
	*%	*%	-%	-%	*%		-%	*%
		100%	-%	-%	100%		-%	100%

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

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QE7 (QE55). Do you personally use the laptop computer? (SINGLE CODE)

Base : Those with a laptop computer in the household

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	~a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	1966	975	987	280	305	730	651	61	120	196	630	562	634	407	362	1261	245	260	200
Effective Weighted Sample	1408	701	703	209	224	510	469	48	93	148	473	405	463	299	265	1116	162	181	181
Weighted total	1523	756	762	225	253	576	469	41	82	152	561	513	439	329	240	1308	115	69	31
		50%	50%	15%	17%	38%	31%	**	5%	10%	37%	34%	29%	22%	16%	86%	8%	5%	2%
Yes	1228	635	590	174	205	469	379	**	67	120	482	440	362	250	174	1056	91	55	26
	81%	84%	77%	78%	81%	81%	81%	**	81%	79%	86%	86%	83%	76%	72%	81%	79%	80%	85%
		b									c	cd	cd						
		52%	48%	14%	17%	38%	31%	**	5%	10%	39%	36%	30%	20%	14%	86%	7%	4%	2%
No	294	120	172	51	47	107	90	**	15	31	78	73	76	79	67	251	24	14	5
	19%	16%	23%	22%	18%	19%	19%	**	19%	21%	14%	14%	17%	24%	28%	19%	21%	20%	15%
			a								d			ab	ab				
		41%	58%	17%	16%	36%	31%	**	5%	11%	26%	25%	26%	27%	23%	86%	8%	5%	2%
Don't know	1	1	-	-	1	-	-	**	-	-	1	-	1	-	-	1	-	-	-
	*%	*%	-%	-%	*%	-%	-%	**	-%	-%	*%	-%	*%	-%	-%	*%	-%	-%	-%
		100%	-%	-%	100%	-%	-%	**	-%	-%	100%	-%	100%	-%	-%	100%	-%	-%	-%

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

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

QE7 (QE55). Do you personally use the laptop computer? (SINGLE CODE)

Base : Those with a laptop computer in the household

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	1966	184	136	143	142	135	159	130	120	112	1436	530	1238	725	967	999
Effective Weighted Sample	1408	175	130	137	137	130	152	122	113	108	1179	239	875	543	660	748
Weighted total	1523	237	203	152	110	126	158	112	54	156	1314	209	1009	510	703	820
		16%	13%	10%	7%	8%	10%	7%	4%	10%	86%	14%	66%	34%	46%	54%
Yes	1228	213	167	123	72	102	124	86	40	128	1059	169	833	393	576	652
	81%	90%	82%	81%	65%	81%	78%	77%	74%	82%	81%	81%	83%	77%	82%	80%
		bcdefghi	d	d		d	d	d		d			b			
		17%	14%	10%	6%	8%	10%	7%	3%	10%	86%	14%	68%	32%	47%	53%
No	294	22	36	28	39	24	34	26	14	28	254	40	175	117	126	168
	19%	9%	18%	19%	35%	19%	22%	23%	26%	18%	19%	19%	17%	23%	18%	20%
			a	a	abcefgi	a	a	a	a	a			a			
		8%	12%	10%	13%	8%	12%	9%	5%	9%	87%	13%	60%	40%	43%	57%
Don't know	1	1	-	-	-	-	-	-	-	-	1	-	1	-	1	-
	*%	1%	-%	-%	-%	-%	-%	-%	-%	-%	*%	-%	*%	-%	*%	-%
		100%	-%	-%	-%	-%	-%	-%	-%	-%	100%	-%	100%	-%	100%	-%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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QE7 (QE55). Do you personally use the laptop computer? (SINGLE CODE)

Base : Those with a laptop computer in the household

	Total	TV SERVICES					
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERVICES	ANY SERVICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1966	1257	718	1057	1163	1050	1892
Effective Weighted Sample	1408	916	528	767	811	768	1366
Weighted total	1523	1006	557	878	886	880	1482
		66%	37%	58%	58%	58%	97%
Yes	1228	823	431	725	708	715	1195
	81%	82%	77%	83%	80%	81%	81%
		b	b	b			
		67%	35%	59%	58%	58%	97%
No	294	182	126	153	178	164	286
	19%	18%	23%	17%	20%	19%	19%
			ac				
		62%	43%	52%	61%	56%	97%
Don't know	1	1	-	-	-	1	1
	*%	*%	-%	-%	-%	*%	*%
		100%	-%	-%	-%	100%	100%

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

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

QE8 (QE56). Do you personally use the netbook? (SINGLE CODE)

Base : Those with a netbook in the household

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d	a	~b	~c	~d
Unweighted total	177	87	89	29	23	70	55	7	8	14	64	65	55	24	33	116	18	28	15
Effective Weighted Sample	130	65	65	22	18	53	38	6	7	10	49	50	43	16	23	103	12	21	14
Weighted total	136	70	65	22	17	59	39	4	7	11	54	59	41	15	21	117	8	8	2
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	86%	**	**	**
Yes	69	**	**	**	**	**	**	**	**	**	**	**	**	**	**	56	**	**	**
	51%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	48%	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	81%	**	**	**
No	67	**	**	**	**	**	**	**	**	**	**	**	**	**	**	61	**	**	**
	49%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	52%	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	91%	**	**	**

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

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

QE8 (QE56). Do you personally use the netbook? (SINGLE CODE)

Base : Those with a netbook in the household

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	~b	a	~b	~a	~b
Unweighted total	177	14	9	13	19	16	17	9	13	6	128	49	109	68	99	78
Effective Weighted Sample	130	14	9	13	18	15	16	9	12	6	104	27	83	48	72	59
Weighted total	136	16	15	15	16	14	18	9	5	9	111	25	92	44	70	66
		**	**	**	**	**	**	**	**	**	82%	**	68%	**	**	**
Yes	69	**	**	**	**	**	**	**	**	**	59	**	46	**	**	**
	51%	**	**	**	**	**	**	**	**	**	53%	**	50%	**	**	**
		**	**	**	**	**	**	**	**	**	85%	**	66%	**	**	**
No	67	**	**	**	**	**	**	**	**	**	52	**	47	**	**	**
	49%	**	**	**	**	**	**	**	**	**	47%	**	50%	**	**	**
		**	**	**	**	**	**	**	**	**	78%	**	70%	**	**	**

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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QE8 (QE56). Do you personally use the netbook? (SINGLE CODE)

Base : Those with a netbook in the household

	Total	TV SERVICES					
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERV- ICES	ANY SER- VICES
		a	~b	c	d	e	f
Significance Level: 95%							
Unweighted total	177	117	61	102	127	105	170
Effective Weighted Sample	130	86	46	75	94	78	125
Weighted total	136	93	51	84	103	88	132
		68%	**	62%	75%	64%	97%
Yes	69	49	**	46	54	45	67
	51%	53%	**	55%	52%	51%	51%
		71%	**	67%	78%	65%	97%
No	67	44	**	38	49	43	65
	49%	47%	**	45%	48%	49%	49%
		66%	**	57%	73%	64%	97%

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

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

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

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3422	1641	1775	511	544	1190	1177	173	288	362	905	786	1034	711	888	2092	431	444	455
Effective Weighted Sample	2372	1147	1221	364	374	820	824	130	216	264	658	555	734	491	640	1823	292	316	416
Weighted total	2419	1174	1240	373	398	882	766	105	186	256	755	683	672	518	543	2039	196	118	66
		49%	51%	15%	16%	36%	32%	4%	8%	11%	31%	28%	28%	21%	22%	84%	8%	5%	3%
Smartphone	1441	663	776	309	301	598	232	60	100	152	468	348	403	328	359	1218	110	66	47
	60%	57%	63%	83%	76%	68%	30%	57%	54%	59%	62%	51%	60%	63%	66%	60%	56%	56%	71%
			a	bcd	cd	d					b		a	a	ab				abc
		46%	54%	21%	21%	42%	16%	4%	7%	11%	32%	24%	28%	23%	25%	85%	8%	5%	3%
Laptop	388	217	171	28	45	123	192	14	27	39	135	156	108	69	54	341	25	16	6
	16%	18%	14%	8%	11%	14%	25%	13%	15%	15%	18%	23%	16%	13%	10%	17%	13%	13%	10%
		b				a	abc				bcd		d			d			
		56%	44%	7%	12%	32%	49%	3%	7%	10%	35%	40%	28%	18%	14%	88%	6%	4%	2%
Tablet computer (e.g. iPad)	294	108	183	14	23	79	179	12	33	32	79	91	78	61	64	236	33	18	6
	12%	9%	15%	4%	6%	9%	23%	12%	18%	13%	11%	13%	12%	12%	12%	12%	17%	16%	9%
			a			a	abc		d								ad	ad	
		37%	62%	5%	8%	27%	61%	4%	11%	11%	27%	31%	27%	21%	22%	81%	11%	6%	2%
Desktop PC	194	136	58	9	12	55	118	8	17	19	51	69	56	34	35	165	12	14	3
	8%	12%	5%	2%	3%	6%	15%	8%	9%	8%	7%	10%	8%	7%	7%	8%	6%	12%	4%
		b				ab	abc					cd				d		abd	
		70%	30%	5%	6%	28%	61%	4%	9%	10%	26%	35%	29%	18%	18%	85%	6%	7%	1%
TV set	23	15	8	1	2	11	9	3	3	2	5	3	8	8	4	18	3	*	2
	1%	1%	1%	*%	1%	1%	1%	3%	1%	1%	1%	*%	1%	1%	1%	1%	2%	*%	2%
								d									c		ac
		64%	36%	4%	9%	49%	37%	14%	12%	10%	23%	15%	35%	33%	17%	79%	14%	*%	7%
Netbook	11	3	7	4	3	1	3	-	-	-	5	2	6	2	2	7	3	1	*
	*%	*%	1%	1%	1%	*%	*%	-%	-%	-%	1%	*%	1%	*%	*%	*%	2%	1%	1%
				c													a		
		25%	66%	32%	26%	13%	29%	-%	-%	-%	42%	21%	48%	17%	14%	61%	28%	8%	3%
Games console	9	7	2	2	5	2	-	-	1	4	*	-	1	3	4	5	4	-	*
	*%	1%	*%	1%	1%	*%	-%	-%	*%	2%	*%	-%	*%	1%	1%	*%	2%	-%	*%
				d	cd					d				a			ac		
		81%	19%	27%	51%	21%	-%	-%	8%	44%	1%	-%	13%	40%	47%	55%	42%	-%	3%
E-reader (e.g. Kindle)	7	1	5	-	2	*	5	-	-	*	3	4	2	*	1	6	*	-	*
	*%	*%	*%	-%	*%	*%	1%	-%	-%	*%	*%	1%	*%	*%	*%	*%	*%	-%	1%
						c													
		22%	78%	-%	27%	4%	68%	-%	-%	7%	41%	59%	27%	2%	12%	88%	7%	-%	6%

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

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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

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3422	1641	1775	511	544	1190	1177	173	288	362	905	786	1034	711	888	2092	431	444	455
Effective Weighted Sample	2372	1147	1221	364	374	820	824	130	216	264	658	555	734	491	640	1823	292	316	416
Weighted total	2419	1174	1240	373	398	882	766	105	186	256	755	683	672	518	543	2039	196	118	66
		49%	51%	15%	16%	36%	32%	4%	8%	11%	31%	28%	28%	21%	22%	84%	8%	5%	3%
Other portable/ handheld device (e.g. portable games console/ iPod Touch)	3	2	1	1	1	1	-	-	1	*	1	-	2	1	*	3	-	-	-
	*%	*%	*%	*%	*%	*%	-%	-%	*%	*%	*%	-%	*%	*%	*%	*%	-%	-%	-%
		58%	42%	31%	39%	30%	-%	-%	19%	12%	39%	-%	58%	30%	12%	100%	-%	-%	-%
Smart speaker (e.g. Amazon Echo, Google Home)	2	1	1	1	1	-	1	-	*	-	2	*	*	1	1	1	1	-	*
	*%	*%	*%	*%	*%	-%	*%	-%	*%	-%	*%	*%	*%	*%	*%	*%	*%	-%	*%
		44%	56%	30%	36%	-%	34%	-%	19%	-%	66%	14%	11%	30%	45%	64%	30%	-%	6%
Smart watch (e.g. Apple Watch, Pebble, Samsung, Sony)	*	*	-	-	*	-	-	-	-	-	-	*	-	-	-	*	-	-	-
	*%	*%	-%	-%	*%	-%	-%	-%	-%	-%	-%	*%	-%	-%	-%	*%	-%	-%	-%
		100%	-%	-%	100%	-%	-%	-%	-%	-%	-%	100%	-%	-%	-%	100%	-%	-%	-%
Other device	8	3	4	-	-	2	5	1	1	2	-	1	2	2	2	7	1	*	-
	*%	*%	*%	-%	-%	*%	1%	1%	1%	1%	-%	*%	*%	*%	*%	*%	*%	*%	-%
		44%	56%	-%	-%	32%	68%	19%	17%	27%	-%	16%	25%	28%	31%	89%	10%	1%	-%
None	29	15	14	2	1	5	22	5	3	4	3	4	5	7	13	25	1	2	1
	1%	1%	1%	*%	*%	1%	3%	5%	1%	1%	*%	1%	1%	1%	2%	1%	1%	2%	1%
		52%	48%	6%	3%	17%	74%	18%	9%	13%	11%	13%	17%	24%	46%	84%	5%	8%	3%
Don't know	9	2	8	2	2	4	1	1	*	-	3	4	1	1	3	6	3	-	1
	*%	*%	1%	1%	*%	*%	*%	1%	*%	-%	*%	1%	*%	*%	*%	*%	1%	-%	1%
		21%	79%	25%	16%	44%	15%	8%	4%	-%	31%	43%	15%	15%	27%	65%	29%	-%	5%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 56

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

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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3422	251	247	212	234	225	243	238	244	198	2509	913	1996	1420	1588	1834
Effective Weighted Sample	2372	238	234	202	225	214	232	223	230	187	1997	389	1370	1025	1045	1327
Weighted total	2419	309	350	214	174	204	234	192	106	257	2092	326	1510	903	1057	1362
		13%	14%	9%	7%	8%	10%	8%	4%	11%	87%	13%	62%	37%	44%	56%
Smartphone	1441	202	206	109	102	132	142	127	55	142	1263	177	1024	414	586	854
	60%	65%	59%	51%	59%	65%	61%	66%	52%	55%	60%	54%	68%	46%	55%	63%
		chi				chi	c	chi			b		b			a
		14%	14%	8%	7%	9%	10%	9%	4%	10%	88%	12%	71%	29%	41%	59%
Laptop	388	70	50	42	18	29	39	33	13	47	342	47	229	159	182	207
	16%	23%	14%	20%	10%	14%	16%	17%	12%	18%	16%	14%	15%	18%	17%	15%
		bdeh		dh				d		d						
		18%	13%	11%	5%	8%	10%	9%	3%	12%	88%	12%	59%	41%	47%	53%
Tablet computer (e.g. iPad)	294	16	35	27	31	21	28	14	21	42	240	53	126	165	158	136
	12%	5%	10%	12%	18%	10%	12%	7%	20%	16%	11%	16%	8%	18%	15%	10%
			a	a	abeg	a	a		abcefg	ag		a		a	b	
		5%	12%	9%	11%	7%	10%	5%	7%	14%	82%	18%	43%	56%	54%	46%
Desktop PC	194	12	47	31	11	15	14	11	9	16	161	33	86	107	94	100
	8%	4%	13%	15%	6%	7%	6%	6%	8%	6%	8%	10%	6%	12%	9%	7%
			adefgi	adefghi					a					a		
		6%	24%	16%	6%	8%	7%	6%	4%	8%	83%	17%	45%	55%	48%	52%
TV set	23	3	4	-	1	4	5	-	-	2	20	3	14	9	7	16
	1%	1%	1%	-%	*%	2%	2%	-%	-%	1%	1%	1%	1%	1%	1%	1%
						gh	cgh									
		11%	19%	-%	3%	17%	23%	-%	-%	7%	87%	13%	59%	41%	30%	70%
Netbook	11	3	-	1	1	-	2	-	1	-	11	-	4	7	6	5
	*%	1%	-%	*%	*%	-%	1%	-%	1%	-%	1%	-%	*%	1%	1%	*%
		23%	-%	9%	5%	-%	18%	-%	6%	-%	100%	-%	39%	61%	56%	44%
Games console	9	-	2	1	1	-	-	-	1	1	8	1	5	4	2	7
	*%	-%	*%	*%	*%	-%	-%	-%	*%	*%	*%	*%	*%	*%	*%	1%
		-%	19%	10%	9%	-%	-%	-%	6%	11%	88%	12%	59%	41%	20%	80%
E-reader (e.g. Kindle)	7	1	3	-	-	-	1	1	-	-	6	1	*	6	3	4
	*%	*%	1%	-%	-%	-%	1%	*%	-%	-%	*%	*%	*%	1%	*%	*%
														a		
		13%	46%	-%	-%	-%	18%	11%	-%	-%	83%	17%	7%	93%	44%	56%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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

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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3422	251	247	212	234	225	243	238	244	198	2509	913	1996	1420	1588	1834
Effective Weighted Sample	2372	238	234	202	225	214	232	223	230	187	1997	389	1370	1025	1045	1327
Weighted total	2419	309	350	214	174	204	234	192	106	257	2092	326	1510	903	1057	1362
		13%	14%	9%	7%	8%	10%	8%	4%	11%	87%	13%	62%	37%	44%	56%
Other portable/ handheld device (e.g. portable games console/ iPod Touch)	3	-	-	1	1	-	-	1	*	-	1	2	3	1	1	2
	*%	-%	-%	1%	1%	-%	-%	*%	*%	-%	*%	1%	*%	*%	*%	*%
												a				
		-%	-%	39%	30%	-%	-%	19%	12%	-%	31%	69%	81%	19%	30%	70%
Smart speaker (e.g. Amazon Echo, Google Home)	2	-	-	-	-	-	-	-	1	-	2	*	1	1	2	1
	*%	-%	-%	-%	-%	-%	-%	-%	1%	-%	*%	*%	*%	*%	*%	*%
		-%	-%	-%	-%	-%	-%	-%	64%	-%	89%	11%	55%	34%	69%	31%
Smart watch (e.g. Apple Watch, Pebble, Samsung, Sony)	*	-	-	-	-	-	-	-	*	-	*	-	*	-	*	-
	*%	-%	-%	-%	-%	-%	-%	-%	*%	-%	*%	-%	*%	-%	*%	-%
		-%	-%	-%	-%	-%	-%	-%	100%	-%	100%	-%	100%	-%	100%	-%
Other device	8	-	-	2	1	-	1	2	-	1	4	4	4	4	4	4
	*%	-%	-%	1%	*%	-%	*%	1%	-%	*%	*%	1%	*%	*%	*%	*%
												a				
		-%	-%	28%	11%	-%	9%	26%	-%	16%	51%	49%	47%	53%	51%	49%
None	29	4	3	-	6	3	1	2	2	4	25	4	8	22	12	18
	1%	1%	1%	-%	3%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%
					bcf									a		
		14%	9%	-%	20%	9%	5%	8%	6%	12%	85%	15%	26%	74%	39%	61%
Don't know	9	-	-	-	1	-	-	1	3	2	9	*	5	4	1	8
	*%	-%	-%	-%	1%	-%	-%	*%	2%	1%	*%	*%	*%	*%	*%	1%
									abcef							
		-%	-%	-%	11%	-%	-%	8%	26%	20%	99%	1%	58%	42%	14%	86%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3422	2044	1279	1582	1787	1608	3262
Effective Weighted Sample	2372	1427	916	1108	1204	1133	2281
Weighted total	2419	1495	920	1221	1258	1244	2335
		62%	38%	50%	52%	51%	97%
Smartphone	1441	935	489	730	832	816	1402
	60%	63%	53%	60%	66%	66%	60%
		b	b	b	bcf	bcf	b
		65%	34%	51%	58%	57%	97%
Laptop	388	234	159	200	173	176	372
	16%	16%	17%	16%	14%	14%	16%
			d				
		60%	41%	52%	45%	45%	96%
Tablet computer (e.g. iPad)	294	179	128	165	136	129	281
	12%	12%	14%	13%	11%	10%	12%
			de	de			
		61%	44%	56%	46%	44%	96%
Desktop PC	194	100	92	99	80	89	182
	8%	7%	10%	8%	6%	7%	8%
			ade				
		52%	48%	51%	41%	46%	94%
TV set	23	10	14	7	7	8	22
	1%	1%	1%	1%	1%	1%	1%
			acd				
		42%	59%	29%	32%	33%	94%
Netbook	11	6	4	4	6	7	10
	*%	*%	*%	*%	*%	1%	*%
		57%	35%	37%	51%	63%	92%
Games console	9	4	5	4	5	4	9
	*%	*%	1%	*%	*%	*%	*%
		41%	57%	42%	56%	43%	100%
E-reader (e.g. Kindle)	7	2	5	3	4	2	7
	*%	*%	1%	*%	*%	*%	*%
		32%	72%	42%	52%	28%	100%

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

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

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

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d		e	f
Unweighted total	3422	2044	1279	1582	1787		1608	3262
Effective Weighted Sample	2372	1427	916	1108	1204		1133	2281
Weighted total	2419	1495	920	1221	1258		1244	2335
		62%	38%	50%	52%		51%	97%
Other portable/ handheld device (e.g. portable games console/ iPod Touch)	3	*	1	*	2		2	3
	*%	*%	*%	*%	*%		*%	*%
		12%	30%	12%	70%		70%	100%
Smart speaker (e.g. Amazon Echo, Google Home)	2	1	1	-	1		-	2
	*%	*%	*%	-%	*%		-%	*%
		44%	25%	-%	36%		-%	81%
Smart watch (e.g. Apple Watch, Pebble, Samsung, Sony)	*	*	-	-	-		-	*
	*%	*%	-%	-%	-%		-%	*%
		100%	-%	-%	-%		-%	100%
Other device	8	2	6	-	-		-	8
	*%	*%	1%	-%	-%		-%	*%
			cde					d
		28%	72%	-%	-%		-%	100%
None	29	15	14	5	5		5	28
	1%	1%	2%	*%	*%		*%	1%
			cde					cde
		52%	48%	19%	18%		16%	95%
Don't know	9	7	3	4	7		6	9
	*%	*%	*%	*%	1%		*%	*%
		69%	32%	47%	73%		66%	96%

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

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

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3363	1610	1747	494	527	1163	1179	151	282	361	902	775	1035	703	847	2054	424	434	451
Effective Weighted Sample	2330	1126	1200	351	363	802	825	112	210	264	655	549	734	487	604	1791	287	308	413
Weighted total	2378	1156	1217	362	388	865	763	91	181	255	750	674	670	515	517	2005	193	115	66
		49%	51%	15%	16%	36%	32%	4%	8%	11%	32%	28%	28%	22%	22%	84%	8%	5%	3%
Ordinary phone line – dial-up access	26	16	10	3	1	11	11	-	3	2	10	9	4	4	9	23	2	-	1
	1%	1%	1%	1%	%	1%	1%	-%	2%	1%	1%	1%	1%	1%	2% b	1%	1%	-%	1%
		61%	39%	13%	4%	41%	42%	-%	12%	7%	37%	34%	16%	16%	35%	88%	9%	-%	2%
Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device.	2142	1034	1102	303	345	785	709	74	153	221	715	634	611	468	426	1805	170	104	62
	90%	89%	91%	84%	89%	91%	93%	81%	85%	87%	95%	94%	91%	91%	82%	90%	88%	91%	94%
		48%	51%	14%	16%	37%	33%	3%	7%	10%	33%	30%	29%	22%	20%	84%	8%	5%	3%
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	87	45	41	20	17	36	15	2	7	10	27	24	26	16	20	77	7	2	2
	4%	4%	3%	5%	4%	4%	2%	2%	4%	4%	4%	4%	4%	3%	4%	4%	3%	2%	3%
		52%	47%	22%	19%	41%	17%	2%	8%	11%	31%	28%	30%	19%	23%	88%	8%	3%	2%
Access to the internet using a mobile phone or smartphone – using your phone's 3G or 4G or 5G mobile network	819	405	415	160	161	316	183	24	59	86	323	221	240	177	181	714	73	10	22
	34%	35%	34%	44%	42%	37%	24%	26%	32%	34%	43%	33%	36%	34%	35%	36%	38%	9%	33%
		49%	51%	19%	20%	39%	22%	3%	7%	10%	39%	27%	29%	22%	22%	87%	9%	1%	3%

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

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

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3363	1610	1747	494	527	1163	1179	151	282	361	902	775	1035	703	847	2054	424	434	451
Effective Weighted Sample	2330	1126	1200	351	363	802	825	112	210	264	655	549	734	487	604	1791	287	308	413
Weighted total	2378	1156	1217	362	388	865	763	91	181	255	750	674	670	515	517	2005	193	115	66
		49%	51%	15%	16%	36%	32%	4%	8%	11%	32%	28%	28%	22%	22%	84%	8%	5%	3%
Accessing the internet on a device such as a laptop or tablet using your mobile phone's internet connection – known as tethering	98	51	47	35	12	43	7	1	8	9	55	30	37	16	14	92	2	3	*
	4%	4%	4%	10%	3%	5%	1%	1%	4%	4%	7%	4%	6%	3%	3%	5%	1%	3%	***
				bcd	d	d					ac		cd			bd		d	
		52%	48%	36%	12%	44%	7%	1%	8%	10%	56%	31%	38%	17%	15%	94%	2%	4%	***
TOTAL BROADBAND (INC. USING MOBILE PHONE)	2334	1133	1196	353	384	849	747	88	177	248	745	664	659	508	501	1964	191	114	64
	98%	98%	98%	97%	99%	98%	98%	97%	98%	97%	99%	99%	98%	99%	97%	98%	99%	99%	98%
											ac								
		49%	51%	15%	16%	36%	32%	4%	8%	11%	32%	28%	28%	22%	21%	84%	8%	5%	3%
TOTAL BROADBAND (EXC. USING MOBILE PHONE)	2197	1063	1129	315	357	805	721	76	158	228	727	649	625	481	440	1854	174	106	63
	92%	92%	93%	87%	92%	93%	94%	83%	87%	89%	97%	96%	93%	93%	85%	93%	90%	93%	96%
				a	a	a	a				abc	bcd	d	d					ab
		48%	51%	14%	16%	37%	33%	3%	7%	10%	33%	30%	28%	22%	20%	84%	8%	5%	3%
MOBILE BROADBAND ONLY, NOT FIXED OR NARROWBAND	54	27	27	13	12	19	11	2	5	7	10	14	14	12	14	47	3	2	1
	2%	2%	2%	3%	3%	2%	1%	2%	3%	3%	1%	2%	2%	2%	3%	2%	2%	2%	2%
				d															
		51%	49%	23%	21%	35%	20%	3%	9%	13%	19%	25%	26%	23%	26%	88%	6%	4%	2%
SMARTPHONE ACCESS ONLY, NOT FIXED OR NARROWBAND OR MOBILE BROADBAND	129	67	62	35	27	43	25	12	15	18	18	15	30	27	58	107	16	5	1
	5%	6%	5%	10%	7%	5%	3%	13%	9%	7%	2%	2%	4%	5%	11%	5%	8%	4%	2%
				cd	d			cd	d	d			a	a	abc	d	acd		
		52%	48%	27%	21%	33%	19%	10%	12%	14%	14%	12%	23%	21%	45%	82%	13%	4%	1%
ONLY MOBILE ACCESS, NOT FIXED OR NARROWBAND	190	97	94	50	39	63	37	14	24	26	28	29	48	39	75	157	21	10	2
	8%	8%	8%	14%	10%	7%	5%	15%	13%	10%	4%	4%	7%	8%	14%	8%	11%	8%	4%
				cd	d	d		d	d	d			a	a	abc	d	d	d	
		51%	49%	26%	21%	33%	20%	7%	13%	14%	15%	15%	25%	21%	39%	83%	11%	5%	1%

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

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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

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%																			
Unweighted total	3363	1610	1747	494	527	1163	1179	151	282	361	902	775	1035	703	847	2054	424	434	451
Effective Weighted Sample	2330	1126	1200	351	363	802	825	112	210	264	655	549	734	487	604	1791	287	308	413
Weighted total	2378	1156	1217	362	388	865	763	91	181	255	750	674	670	515	517	2005	193	115	66
		49%	51%	15%	16%	36%	32%	4%	8%	11%	32%	28%	28%	22%	22%	84%	8%	5%	3%
Other	8	2	6	3	*	2	2	1	1	2	1	1	2	1	3	7	-	*	*
	%	%	%	1%	%	%	%	1%	%	1%	%	%	%	%	1%	%	-%	%	%
		22%	78%	43%	1%	24%	32%	8%	11%	24%	15%	17%	30%	12%	41%	97%	-%	2%	1%
Don't know	22	10	12	5	2	7	9	3	-	5	-	4	6	5	7	20	1	1	1
	1%	1%	1%	1%	1%	1%	1%	3%	-%	2%	-%	1%	1%	1%	1%	1%	1%	1%	2%
								bd		bd									
		47%	53%	22%	11%	29%	38%	11%	-%	22%	-%	20%	28%	20%	32%	88%	4%	3%	5%

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

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

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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3363	243	241	216	232	223	240	231	237	191	2457	906	1958	1400	1562	1801
Effective Weighted Sample	2330	231	229	206	223	212	229	217	223	181	1957	386	1344	1009	1028	1302
Weighted total	2378	301	343	217	173	202	232	186	103	249	2053	325	1484	889	1039	1339
		13%	14%	9%	7%	8%	10%	8%	4%	10%	86%	14%	62%	37%	44%	56%
Ordinary phone line – dial-up access	26	1	4	3	1	1	1	2	1	9	22	5	16	10	9	17
	1%	*%	1%	1%	1%	*%	1%	1%	1%	4%	1%	1%	1%	1%	1%	1%
										adef						
		5%	14%	10%	5%	2%	5%	9%	4%	34%	82%	18%	62%	38%	34%	66%
Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device.	2142	284	326	207	162	181	217	150	93	186	1835	306	1348	789	972	1170
	90%	94%	95%	95%	94%	90%	94%	81%	90%	75%	89%	94%	91%	89%	94%	87%
		gi	eghi	eghi	gi	gi	gi		gi			a			b	
		13%	15%	10%	8%	8%	10%	7%	4%	9%	86%	14%	63%	37%	45%	55%
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	87	8	11	10	4	4	11	10	4	14	74	14	58	29	36	52
	4%	3%	3%	5%	2%	2%	5%	5%	4%	6%	4%	4%	4%	3%	3%	4%
										e						
		9%	12%	11%	5%	4%	13%	11%	5%	16%	84%	16%	66%	34%	41%	59%
Access to the internet using a mobile phone or smartphone – using your phone's 3G or 4G or 5G mobile network	819	175	78	72	100	49	78	44	21	97	752	67	571	248	326	493
	34%	58%	23%	33%	58%	25%	33%	24%	20%	39%	37%	21%	38%	28%	31%	37%
		bcefg		bgh	bcefg		beg			beg	b		b		a	
		21%	10%	9%	12%	6%	9%	5%	3%	12%	92%	8%	70%	30%	40%	60%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3363	243	241	216	232	223	240	231	237	191	2457	906	1958	1400	1562	1801
Effective Weighted Sample	2330	231	229	206	223	212	229	217	223	181	1957	386	1344	1009	1028	1302
Weighted total	2378	301	343	217	173	202	232	186	103	249	2053	325	1484	889	1039	1339
		13%	14%	9%	7%	8%	10%	8%	4%	10%	86%	14%	62%	37%	44%	56%
Accessing the internet on a device such as a laptop or tablet using your mobile phone's internet connection – known as tethering	98	39	15	5	9	4	6	4	2	9	92	6	77	21	34	64
	4%	13%	4%	2%	5%	2%	3%	2%	1%	4%	4%	2%	5%	2%	3%	5%
		bcdefghi			eh						b		b			
		39%	15%	6%	10%	4%	6%	4%	2%	9%	94%	6%	79%	21%	35%	65%
TOTAL BROADBAND (INC. USING MOBILE PHONE)	2334	297	338	217	171	197	229	176	101	237	2015	319	1459	869	1028	1306
	98%	99%	99%	100%	99%	98%	99%	95%	98%	95%	98%	98%	98%	98%	99%	98%
		gi	gi	egi	gi		gi								b	
		13%	14%	9%	7%	8%	10%	8%	4%	10%	86%	14%	63%	37%	44%	56%
TOTAL BROADBAND (EXC. USING MOBILE PHONE)	2197	290	330	213	164	185	224	156	96	196	1883	314	1381	811	991	1207
	92%	96%	96%	98%	95%	91%	97%	84%	93%	79%	92%	97%	93%	91%	95%	90%
		egi	egi	eghi	gi	gi	egi		gi			a			b	
		13%	15%	10%	7%	8%	10%	7%	4%	9%	86%	14%	63%	37%	45%	55%
MOBILE BROADBAND ONLY, NOT FIXED OR NARROWBAND	54	6	5	6	2	3	6	7	3	10	47	7	32	22	19	35
	2%	2%	1%	3%	1%	2%	2%	4%	3%	4%	2%	2%	2%	2%	2%	3%
		11%	9%	12%	4%	6%	11%	12%	6%	18%	88%	12%	60%	40%	35%	65%
SMARTPHONE ACCESS ONLY, NOT FIXED OR NARROWBAND OR MOBILE BROADBAND	129	8	8	4	7	12	4	20	5	39	125	5	74	56	37	93
	5%	3%	2%	2%	4%	6%	2%	11%	5%	16%	6%	1%	5%	6%	4%	7%
						cf		abcdfh		abcdefh	b				a	
		6%	6%	3%	6%	9%	3%	15%	4%	30%	96%	4%	57%	43%	28%	72%
ONLY MOBILE ACCESS, NOT FIXED OR NARROWBAND	190	13	13	10	9	15	10	27	8	51	179	12	110	80	56	135
	8%	4%	4%	5%	5%	8%	4%	14%	8%	21%	9%	4%	7%	9%	5%	10%
							abcdefh		b	abcdefh	b				a	
		7%	7%	5%	5%	8%	5%	14%	4%	27%	94%	6%	58%	42%	29%	71%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3363	243	241	216	232	223	240	231	237	191	2457	906	1958	1400	1562	1801
Effective Weighted Sample	2330	231	229	206	223	212	229	217	223	181	1957	386	1344	1009	1028	1302
Weighted total	2378	301	343	217	173	202	232	186	103	249	2053	325	1484	889	1039	1339
		13%	14%	9%	7%	8%	10%	8%	4%	10%	86%	14%	62%	37%	44%	56%
Other	8	1	-	-	-	2	1	4	-	-	6	2	5	3	2	6
	*%	*%	-%	-%	-%	1%	*%	2%	-%	-%	*%	1%	*%	*%	*%	*%
								bcdh								
		12%	-%	-%	-%	25%	11%	50%	-%	-%	75%	25%	61%	39%	24%	76%
Don't know	22	2	1	-	-	4	2	4	1	5	19	3	8	14	6	17
	1%	1%	*%	-%	-%	2%	1%	2%	1%	2%	1%	1%	1%	2%	1%	1%
						cd		cd		cd				a		
		11%	5%	-%	-%	17%	10%	18%	6%	22%	85%	15%	37%	63%	25%	75%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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

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

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3363	2049	1237	1573	1773	1592	3216
Effective Weighted Sample	2330	1430	883	1102	1196	1123	2245
Weighted total	2378	1492	895	1215	1249	1234	2300
		63%	38%	51%	53%	52%	97%
Ordinary phone line – dial-up access	26	15	14	8	11	13	25
	1%	1%	2%	1%	1%	1%	1%
		57%	52%	30%	40%	50%	93%
Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device.	2142	1420	763	1152	1169	1134	2082
	90%	95%	85%	95%	94%	92%	91%
		bef	bef	bef	bf	b	b
		66%	36%	54%	55%	53%	97%
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	87	50	32	43	48	53	85
	4%	3%	4%	4%	4%	4%	4%
		57%	37%	50%	54%	61%	97%
Access to the internet using a mobile phone or smartphone – using your phone's 3G or 4G or 5G mobile network	819	500	341	455	458	515	800
	34%	34%	38%	37%	37%	42%	35%
		a	a	a		acdf	
		61%	42%	56%	56%	63%	98%
Accessing the internet on a device such as a laptop or tablet using your mobile phone's internet connection – known as tethering	98	75	39	68	54	80	98
	4%	5%	4%	6%	4%	6%	4%
						bdf	
		77%	40%	70%	56%	82%	100%

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

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

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

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV- ICES	ANY SER- VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3363	2049	1237	1573	1773	1592	3216
Effective Weighted Sample	2330	1430	883	1102	1196	1123	2245
Weighted total	2378	1492	895	1215	1249	1234	2300
		63%	38%	51%	53%	52%	97%
TOTAL BROADBAND (INC. USING MOBILE PHONE)	2334	1474	876	1203	1231	1213	2262
	98%	99%	98%	99%	99%	98%	98%
			b				
		63%	38%	52%	53%	52%	97%
TOTAL BROADBAND (EXC. USING MOBILE PHONE)	2197	1443	786	1172	1195	1167	2136
	92%	97%	88%	96%	96%	95%	93%
		bef	bef	bf	b	b	b
		66%	36%	53%	54%	53%	97%
MOBILE BROADBAND ONLY, NOT FIXED OR NARROWBAND	54	23	22	19	25	31	53
	2%	2%	2%	2%	2%	3%	2%
		42%	40%	34%	46%	58%	97%
SMARTPHONE ACCESS ONLY, NOT FIXED OR NARROWBAND OR MOBILE BROADBAND	129	29	84	30	33	43	118
	5%	2%	9%	2%	3%	3%	5%
			acdef			a	acde
		23%	65%	23%	25%	33%	92%
ONLY MOBILE ACCESS, NOT FIXED OR NARROWBAND	190	54	112	50	60	78	178
	8%	4%	13%	4%	5%	6%	8%
			acdef			ac	acd
		28%	59%	26%	32%	41%	93%
Other	8	2	6	6	4	7	8
	*%	*%	1%	*%	*%	1%	*%
			a				
		27%	75%	79%	54%	88%	100%
Don't know	22	10	5	3	9	8	18
	1%	1%	1%	*%	1%	1%	1%
		44%	23%	16%	42%	36%	82%

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

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

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
Ordinary phone line – dial-up access	26	16	10	3	1	11	11	-	3	2	10	9	4	4	9	23	2	-	1
	1%	1%	1%	1%	%	1%	1%	-%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-%	1%
		61%	39%	13%	4%	41%	42%	-%	12%	7%	37%	34%	16%	16%	35%	88%	9%	-%	2%
Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device.	2142	1034	1102	303	345	785	709	74	153	221	715	634	611	468	426	1805	170	104	62
	80%	79%	81%	81%	85%	87%	72%	50%	68%	80%	93%	89%	85%	81%	64%	81%	73%	79%	84%
		48%	51%	d	d	ad			a	ab	abc	bcd	cd	d		b			b
				14%	16%	37%	33%	3%	7%	10%	33%	30%	29%	22%	20%	84%	8%	5%	3%
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	87	45	41	20	17	36	15	2	7	10	27	24	26	16	20	77	7	2	2
	3%	3%	3%	5%	4%	4%	2%	1%	3%	4%	4%	3%	4%	3%	3%	3%	3%	2%	3%
				d	d	d													
		52%	47%	22%	19%	41%	17%	2%	8%	11%	31%	28%	30%	19%	23%	88%	8%	3%	2%
Access to the internet using a mobile phone or smartphone – using your phone's 3G or 4G or 5G mobile network	819	405	415	160	161	316	183	24	59	86	323	221	240	177	181	714	73	10	22
	31%	31%	30%	42%	40%	35%	18%	16%	26%	31%	42%	31%	33%	31%	27%	32%	31%	8%	29%
		49%	51%	cd	d	d			a	a	abc		d			c	c		c
				19%	20%	39%	22%	3%	7%	10%	39%	27%	29%	22%	22%	87%	9%	1%	3%

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

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

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
Accessing the internet on a device such as a laptop or tablet using your mobile phone's internet connection – known as tethering	98	51	47	35	12	43	7	1	8	9	55	30	37	16	14	92	2	3	*
	4%	4%	3%	9%	3%	5%	1%	1%	3%	3%	7%	4%	5%	3%	2%	4%	1%	3%	1%
				bcd	d	d					abc	d	cd			bd		d	
		52%	48%	36%	12%	44%	7%	1%	8%	10%	56%	31%	38%	17%	15%	94%	2%	4%	1%
TOTAL BROADBAND (INC. USING MOBILE PHONE)	2334	1133	1196	353	384	849	747	88	177	248	745	664	659	508	501	1964	191	114	64
	87%	87%	88%	94%	94%	94%	75%	60%	79%	90%	97%	93%	92%	87%	76%	88%	82%	86%	87%
				d	d	d			a	ab	abc	cd	cd	d		b		b	
		49%	51%	15%	16%	36%	32%	4%	8%	11%	32%	28%	28%	22%	21%	84%	8%	5%	3%
TOTAL BROADBAND (EXC. USING MOBILE PHONE)	2197	1063	1129	315	357	805	721	76	158	228	727	649	625	481	440	1854	174	106	63
	82%	82%	83%	84%	88%	89%	73%	51%	70%	83%	95%	91%	87%	83%	66%	83%	74%	81%	85%
				d	d	ad			a	ab	abc	bcd	cd	d		b		b	
		48%	51%	14%	16%	37%	33%	3%	7%	10%	33%	30%	28%	22%	20%	84%	8%	5%	3%
MOBILE BROADBAND ONLY, NOT FIXED OR NARROWBAND	54	27	27	13	12	19	11	2	5	7	10	14	14	12	14	47	3	2	1
	2%	2%	2%	3%	3%	2%	1%	1%	2%	2%	1%	2%	2%	2%	2%	2%	1%	2%	2%
				d	d														
		51%	49%	23%	21%	35%	20%	3%	9%	13%	19%	25%	26%	23%	26%	88%	6%	4%	2%
SMARTPHONE ACCESS ONLY, NOT FIXED OR NARROWBAND OR MOBILE BROADBAND	129	67	62	35	27	43	25	12	15	18	18	15	30	27	58	107	16	5	1
	5%	5%	5%	9%	7%	5%	3%	8%	7%	7%	2%	2%	4%	5%	9%	5%	7%	4%	2%
				cd	d	d		d	d	d			a	a	abc	d	d		
		52%	48%	27%	21%	33%	19%	10%	12%	14%	14%	12%	23%	21%	45%	82%	13%	4%	1%
ONLY MOBILE ACCESS, NOT FIXED OR NARROWBAND	190	97	94	50	39	63	37	14	24	26	28	29	48	39	75	157	21	10	2
	7%	7%	7%	13%	10%	7%	4%	9%	11%	10%	4%	4%	7%	7%	11%	7%	9%	7%	3%
				cd	d	d		d	d	d			a	a	abc	d	d	d	
		51%	49%	26%	21%	33%	20%	7%	13%	14%	15%	15%	25%	21%	39%	83%	11%	5%	1%

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

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

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
Other	8	2	6	3	*	2	2	1	1	2	1	1	2	1	3	7	-	*	*
	%	%	%	1%	%	%	%	%	%	1%	%	%	%	%	%	%	-%	%	%
		22%	78%	43%	1%	24%	32%	8%	11%	24%	15%	17%	30%	12%	41%	97%	-%	2%	1%
Don't know	22	10	12	5	2	7	9	3	-	5	-	4	6	5	7	20	1	1	1
	1%	1%	1%	1%	1%	1%	1%	2%	-%	2%	-%	1%	1%	1%	1%	1%	%	%	1%
								bd		bd									
		47%	53%	22%	11%	29%	38%	11%	-%	22%	-%	20%	28%	20%	32%	88%	4%	3%	5%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 58

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

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
Ordinary phone line – dial-up access	26	1	4	3	1	1	1	2	1	9	22	5	16	10	9	17
	1%	*%	1%	1%	1%	*%	1%	1%	1%	3%	1%	1%	1%	1%	1%	1%
										aef						
		5%	14%	10%	5%	2%	5%	9%	4%	34%	82%	18%	62%	38%	34%	66%
Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device.	2142	284	326	207	162	181	217	150	93	186	1835	306	1348	789	972	1170
	80%	85%	89%	90%	86%	77%	88%	68%	80%	62%	79%	85%	87%	71%	85%	76%
		egi	eghi	eghi	egi	gi	eghi		gi			a	b		b	
		13%	15%	10%	8%	8%	10%	7%	4%	9%	86%	14%	63%	37%	45%	55%
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	87	8	11	10	4	4	11	10	4	14	74	14	58	29	36	52
	3%	2%	3%	4%	2%	2%	5%	4%	4%	5%	3%	4%	4%	3%	3%	3%
										e						
		9%	12%	11%	5%	4%	13%	11%	5%	16%	84%	16%	66%	34%	41%	59%
Access to the internet using a mobile phone or smartphone – using your phone's 3G or 4G or 5G mobile network	819	175	78	72	100	49	78	44	21	97	752	67	571	248	326	493
	31%	52%	21%	31%	53%	21%	32%	20%	18%	32%	32%	19%	37%	22%	29%	32%
		bcefg		beg	bcefg		beg			beg	b		b			
		21%	10%	9%	12%	6%	9%	5%	3%	12%	92%	8%	70%	30%	40%	60%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
Accessing the internet on a device such as a laptop or tablet using your mobile phone's internet connection – known as tethering	98	39	15	5	9	4	6	4	2	9	92	6	77	21	34	64
	4%	12%	4%	2%	5%	2%	2%	2%	1%	3%	4%	2%	5%	2%	3%	4%
		bcdefghi			egh						b		b			
		39%	15%	6%	10%	4%	6%	4%	2%	9%	94%	6%	79%	21%	35%	65%
TOTAL BROADBAND (INC. USING MOBILE PHONE)	2334	297	338	217	171	197	229	176	101	237	2015	319	1459	869	1028	1306
	87%	89%	92%	95%	91%	83%	93%	80%	87%	79%	87%	89%	94%	78%	90%	85%
		egi	egi	aeghi	egi		eghi		gi				b		b	
		13%	14%	9%	7%	8%	10%	8%	4%	10%	86%	14%	63%	37%	44%	56%
TOTAL BROADBAND (EXC. USING MOBILE PHONE)	2197	290	330	213	164	185	224	156	96	196	1883	314	1381	811	991	1207
	82%	87%	90%	93%	87%	78%	91%	71%	83%	66%	81%	88%	89%	73%	87%	79%
		egi	eghi	adeghi	egi	i	eghi		gi			a	b		b	
		13%	15%	10%	7%	8%	10%	7%	4%	9%	86%	14%	63%	37%	45%	55%
MOBILE BROADBAND ONLY, NOT FIXED OR NARROWBAND	54	6	5	6	2	3	6	7	3	10	47	7	32	22	19	35
	2%	2%	1%	3%	1%	1%	2%	3%	3%	3%	2%	2%	2%	2%	2%	2%
		11%	9%	12%	4%	6%	11%	12%	6%	18%	88%	12%	60%	40%	35%	65%
SMARTPHONE ACCESS ONLY, NOT FIXED OR NARROWBAND OR MOBILE BROADBAND	129	8	8	4	7	12	4	20	5	39	125	5	74	56	37	93
	5%	2%	2%	2%	4%	5%	2%	9%	5%	13%	5%	1%	5%	5%	3%	6%
								abcdfh		abcdfh	b				a	
		6%	6%	3%	6%	9%	3%	15%	4%	30%	96%	4%	57%	43%	28%	72%
ONLY MOBILE ACCESS, NOT FIXED OR NARROWBAND	190	13	13	10	9	15	10	27	8	51	179	12	110	80	56	135
	7%	4%	3%	5%	5%	7%	4%	12%	7%	17%	8%	3%	7%	7%	5%	9%
								abcdef		abcdefh	b				a	
		7%	7%	5%	5%	8%	5%	14%	4%	27%	94%	6%	58%	42%	29%	71%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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

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

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
Other	8	1	-	-	-	2	1	4	-	-	6	2	5	3	2	6
	*%	*%	-%	-%	-%	1%	*%	2%	-%	-%	*%	1%	*%	*%	*%	*%
						bdhi										
		12%	-%	-%	-%	25%	11%	50%	-%	-%	75%	25%	61%	39%	24%	76%
Don't know	22	2	1	-	-	4	2	4	1	5	19	3	8	14	6	17
	1%	1%	*%	-%	-%	2%	1%	2%	1%	2%	1%	1%	1%	1%	*%	1%
						d		cd		d				a		
		11%	5%	-%	-%	17%	10%	18%	6%	22%	85%	15%	37%	63%	25%	75%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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

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

Base : All respondents

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
Ordinary phone line – dial-up access	26	15	14	8	11	13	25
	1%	1%	1%	1%	1%	1%	1%
		57%	52%	30%	40%	50%	93%
Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device.	2142	1420	763	1152	1169	1134	2082
	80%	92%	70%	93%	92%	90%	82%
		bf		bef	bf	bf	b
		66%	36%	54%	55%	53%	97%
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	87	50	32	43	48	53	85
	3%	3%	3%	4%	4%	4%	3%
		57%	37%	50%	54%	61%	97%
Access to the internet using a mobile phone or smartphone – using your phone's 3G or 4G or 5G mobile network	819	500	341	455	458	515	800
	31%	32%	31%	37%	36%	41%	31%
				abf	bf	abcdf	
		61%	42%	56%	56%	63%	98%
Accessing the internet on a device such as a laptop or tablet using your mobile phone's internet connection – known as tethering	98	75	39	68	54	80	98
	4%	5%	4%	6%	4%	6%	4%
				bf		bdf	
		77%	40%	70%	56%	82%	100%

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

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

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

Base : All respondents

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
TOTAL BROADBAND (INC. USING MOBILE PHONE)	2334	1474	876	1203	1231	1213	2262
	87%	96%	80%	97%	97%	97%	89%
		bf		abf	bf	bf	b
		63%	38%	52%	53%	52%	97%
TOTAL BROADBAND (EXC. USING MOBILE PHONE)	2197	1443	786	1172	1195	1167	2136
	82%	94%	72%	95%	94%	93%	84%
		bf		bf	bf	bf	b
		66%	36%	53%	54%	53%	97%
MOBILE BROADBAND ONLY, NOT FIXED OR NARROWBAND	54	23	22	19	25	31	53
	2%	1%	2%	2%	2%	2%	2%
		42%	40%	34%	46%	58%	97%
SMARTPHONE ACCESS ONLY, NOT FIXED OR NARROWBAND OR MOBILE BROADBAND	129	29	84	30	33	43	118
	5%	2%	8%	2%	3%	3%	5%
			acdef			a	acd
		23%	65%	23%	25%	33%	92%
ONLY MOBILE ACCESS, NOT FIXED OR NARROWBAND	190	54	112	50	60	78	178
	7%	3%	10%	4%	5%	6%	7%
			acdef			ac	acd
		28%	59%	26%	32%	41%	93%
Other	8	2	6	6	4	7	8
	*%	*%	1%	*%	*%	1%	*%
		27%	75%	79%	54%	88%	100%
Don't know	22	10	5	3	9	8	18
	1%	1%	*%	*%	1%	1%	1%
		44%	23%	16%	42%	36%	82%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 59

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3363	1610	1747	494	527	1163	1179	151	282	361	902	775	1035	703	847	2054	424	434	451
Effective Weighted Sample	2330	1126	1200	351	363	802	825	112	210	264	655	549	734	487	604	1791	287	308	413
Weighted total	2378	1156	1217	362	388	865	763	91	181	255	750	674	670	515	517	2005	193	115	66
		49%	51%	15%	16%	36%	32%	4%	8%	11%	32%	28%	28%	22%	22%	84%	8%	5%	3%
BT	584	280	304	78	67	194	245	15	40	62	193	208	158	109	108	478	51	27	27
	25%	24%	25%	22%	17%	22%	32%	16%	22%	24%	26%	31%	24%	21%	21%	24%	26%	24%	41%
						b	abc				a	bcd							abc
		48%	52%	13%	11%	33%	42%	3%	7%	11%	33%	36%	27%	19%	19%	82%	9%	5%	5%
Sky	582	267	313	66	110	260	146	16	43	70	192	151	180	128	122	462	64	33	23
	24%	23%	26%	18%	28%	30%	19%	17%	24%	27%	26%	22%	27%	25%	24%	23%	33%	29%	35%
					ad	ad				a							a	a	a
		46%	54%	11%	19%	45%	25%	3%	7%	12%	33%	26%	31%	22%	21%	79%	11%	6%	4%
Virgin Media	469	240	230	81	75	171	143	21	27	42	166	121	144	109	94	428	25	13	4
	20%	21%	19%	22%	19%	20%	19%	23%	15%	16%	22%	18%	22%	21%	18%	21%	13%	11%	5%
											bc					bcd	d	d	
		51%	49%	17%	16%	36%	30%	4%	6%	9%	35%	26%	31%	23%	20%	91%	5%	3%	1%
TalkTalk	212	105	107	36	41	63	72	7	23	21	43	43	56	62	51	182	14	12	5
	9%	9%	9%	10%	11%	7%	9%	7%	13%	8%	6%	6%	8%	12%	10%	9%	7%	10%	7%
									d					ab	a				
		50%	50%	17%	19%	30%	34%	3%	11%	10%	20%	20%	27%	29%	24%	86%	7%	5%	2%
EE/ Orange/ T-Mobile	136	67	70	26	22	55	33	11	14	18	37	32	32	31	42	120	8	8	1
	6%	6%	6%	7%	6%	6%	4%	12%	8%	7%	5%	5%	5%	6%	8%	6%	4%	7%	2%
				d				d							ab	d		d	
		49%	51%	19%	16%	41%	24%	8%	10%	13%	27%	23%	23%	23%	31%	88%	6%	6%	1%
Plusnet	70	33	37	5	9	28	29	2	6	6	26	29	20	16	5	63	2	4	1
	3%	3%	3%	1%	2%	3%	4%	3%	3%	2%	4%	4%	3%	3%	1%	3%	1%	3%	2%
						a						d	d	d					
		48%	52%	7%	13%	40%	41%	3%	9%	8%	38%	41%	28%	22%	8%	90%	3%	6%	1%
Vodafone	64	36	28	14	14	21	15	2	3	6	32	16	16	15	17	55	3	5	1
	3%	3%	2%	4%	4%	2%	2%	2%	2%	2%	4%	2%	2%	3%	3%	3%	2%	4%	1%
																		d	
		56%	44%	21%	22%	33%	24%	3%	5%	9%	50%	26%	25%	24%	26%	86%	5%	7%	1%
Utility Warehouse	30	16	14	1	4	7	19	1	2	3	10	12	5	8	5	26	3	2	-
	1%	1%	1%	*%	1%	1%	2%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	2%	-%
						ac										d	d	d	
		53%	47%	3%	12%	24%	61%	4%	7%	11%	32%	40%	18%	27%	15%	85%	8%	6%	-%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 59

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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

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3363	1610	1747	494	527	1163	1179	151	282	361	902	775	1035	703	847	2054	424	434	451
Effective Weighted Sample	2330	1126	1200	351	363	802	825	112	210	264	655	549	734	487	604	1791	287	308	413
Weighted total	2378	1156	1217	362	388	865	763	91	181	255	750	674	670	515	517	2005	193	115	66
		49%	51%	15%	16%	36%	32%	4%	8%	11%	32%	28%	28%	22%	22%	84%	8%	5%	3%
Post Office	27	15	11	5	6	10	6	*	3	2	9	7	3	9	6	22	2	2	1
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%
														b					
		57%	43%	20%	22%	36%	23%	1%	12%	8%	36%	28%	13%	36%	24%	82%	7%	6%	5%
NOW TV/ NOW Broadband	24	8	16	4	7	7	7	2	1	5	9	9	8	1	6	22	2	1	*
	1%	1%	1%	1%	2%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%
														c					
		32%	68%	15%	27%	28%	29%	8%	3%	19%	38%	39%	31%	4%	26%	89%	6%	4%	1%
KCOM	21	10	11	-	5	5	11	1	3	3	6	7	4	3	7	21	-	-	-
	1%	1%	1%	-%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-%	-%	-%
				a	a		a									d			
		47%	53%	-%	23%	22%	55%	3%	12%	13%	29%	33%	18%	16%	33%	100%	-%	-%	-%
O2	19	8	10	7	2	7	3	3	4	1	4	2	6	*	11	15	2	1	1
	1%	1%	1%	2%	1%	1%	1%	3%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%
				d				cd	d					ac					
		39%	52%	35%	10%	37%	17%	14%	21%	5%	22%	11%	30%	2%	57%	79%	11%	5%	5%
'3'	19	8	11	6	6	5	3	1	4	3	1	3	5	4	6	13	5	1	*
	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%
				d	d				d	d							ad		
		42%	58%	30%	30%	26%	14%	4%	19%	18%	7%	16%	27%	23%	33%	67%	25%	5%	2%
GiffGaff	10	8	2	2	3	5	1	2	2	2	2	1	1	2	6	7	2	1	-
	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		b			d			d						ab					
		84%	16%	16%	30%	48%	6%	15%	16%	17%	21%	12%	13%	17%	58%	74%	18%	8%	-%
Tesco	10	5	5	3	3	1	3	1	*	3	*	1	3	2	4	8	1	1	*
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
								d		d									
		46%	54%	31%	27%	15%	27%	11%	1%	27%	2%	9%	30%	17%	44%	82%	7%	8%	3%
SSE	8	6	2	-	1	1	5	1	1	3	*	2	2	*	4	5	2	1	-
	1%	1%	1%	-%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
								d	d	d							ad		
		74%	26%	-%	17%	18%	64%	10%	16%	43%	2%	22%	27%	2%	49%	61%	28%	12%	-%

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

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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

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%																			
Unweighted total	3363	1610	1747	494	527	1163	1179	151	282	361	902	775	1035	703	847	2054	424	434	451
Effective Weighted Sample	2330	1126	1200	351	363	802	825	112	210	264	655	549	734	487	604	1791	287	308	413
Weighted total	2378	1156	1217	362	388	865	763	91	181	255	750	674	670	515	517	2005	193	115	66
		49%	51%	15%	16%	36%	32%	4%	8%	11%	32%	28%	28%	22%	22%	84%	8%	5%	3%
Gigaclear	3	3	1	-	1	2	-	-	-	*	3	2	-	1	*	3	-	-	-
	*%	*%	*%	-%	*%	*%	-%	-%	-%	*%	*%	*%	-%	*%	*%	*%	-%	-%	-%
		78%	22%	-%	41%	59%	-%	-%	-%	13%	87%	63%	-%	24%	13%	100%	-%	-%	-%
Quickline	1	-	-	1	-	-	-	-	-	-	1	-	-	-	1	1	-	-	-
	*%	-%	-%	*%	-%	-%	-%	-%	-%	-%	*%	-%	-%	-%	*%	*%	-%	-%	-%
		-%	-%	100%	-%	-%	-%	-%	-%	-%	100%	-%	-%	-%	100%	100%	-%	-%	-%
Zen	1	-	1	-	-	*	1	-	-	-	*	*	1	-	-	1	-	*	-
	*%	-%	*%	-%	-%	*%	*%	-%	-%	-%	*%	*%	*%	-%	-%	*%	-%	*%	-%
		-%	100%	-%	-%	15%	85%	-%	-%	-%	15%	15%	85%	-%	-%	85%	-%	15%	-%
First Utility	*	-	*	-	*	-	-	-	-	-	-	-	-	*	-	-	*	-	-
	*%	-%	*%	-%	*%	-%	-%	-%	-%	-%	-%	-%	-%	*%	-%	-%	*%	-%	-%
		-%	100%	-%	100%	-%	-%	-%	-%	-%	-%	-%	-%	100%	-%	-%	100%	-%	-%
Other	26	13	12	4	3	11	7	2	1	1	6	8	7	3	8	18	5	2	*
	1%	1%	1%	1%	1%	1%	1%	3%	*%	1%	1%	1%	1%	1%	2%	1%	3%	2%	*%
		52%	48%	18%	13%	42%	27%	10%	3%	5%	25%	30%	28%	11%	31%	72%	20%	7%	*%
Don't know	62	30	32	25	9	12	16	5	4	5	8	19	18	11	13	55	4	2	1
	3%	3%	3%	7%	2%	1%	2%	5%	2%	2%	1%	3%	3%	2%	3%	3%	2%	2%	2%
				bcd				d											
		48%	52%	40%	14%	20%	25%	7%	6%	8%	13%	31%	30%	18%	21%	89%	6%	3%	2%

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

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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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3363	243	241	216	232	223	240	231	237	191	2457	906	1958	1400	1562	1801
Effective Weighted Sample	2330	231	229	206	223	212	229	217	223	181	1957	386	1344	1009	1028	1302
Weighted total	2378	301	343	217	173	202	232	186	103	249	2053	325	1484	889	1039	1339
		13%	14%	9%	7%	8%	10%	8%	4%	10%	86%	14%	62%	37%	44%	56%
BT	584	53	89	59	38	43	68	30	27	71	461	123	333	251	299	285
	25%	18%	26%	27%	22%	21%	29%	16%	26%	29%	22%	38%	22%	28%	29%	21%
			ag	ag			ag		ag	ag		a		a	b	
		9%	15%	10%	7%	7%	12%	5%	5%	12%	79%	21%	57%	43%	51%	49%
Sky	582	84	73	58	35	48	49	37	23	55	491	91	399	181	247	335
	24%	28%	21%	27%	20%	24%	21%	20%	22%	22%	24%	28%	27%	20%	24%	25%
		dg											b			
		15%	13%	10%	6%	8%	8%	6%	4%	9%	84%	16%	69%	31%	42%	58%
Virgin Media	469	81	69	40	53	42	44	29	22	48	454	16	310	159	187	282
	20%	27%	20%	18%	31%	21%	19%	16%	21%	19%	22%	5%	21%	18%	18%	21%
		cfg			bcefg						b					
		17%	15%	9%	11%	9%	9%	6%	5%	10%	97%	3%	66%	34%	40%	60%
TalkTalk	212	22	44	20	9	28	16	12	12	20	182	30	118	93	88	125
	9%	7%	13%	9%	5%	14%	7%	6%	12%	8%	9%	9%	8%	10%	8%	9%
			adfg			adfg			dg					a		
		10%	20%	9%	4%	13%	7%	6%	6%	9%	86%	14%	55%	44%	41%	59%
EE/ Orange/ T-Mobile	136	15	16	6	12	15	18	10	5	23	120	17	91	46	59	77
	6%	5%	5%	3%	7%	8%	8%	5%	5%	9%	6%	5%	6%	5%	6%	6%
					c	c	c			c						
		11%	12%	4%	9%	11%	13%	7%	4%	17%	88%	12%	66%	34%	43%	57%
Plusnet	70	8	10	8	2	7	7	5	5	11	58	12	46	24	33	37
	3%	3%	3%	4%	1%	3%	3%	3%	5%	5%	3%	4%	3%	3%	3%	3%
									d	d						
		11%	15%	11%	3%	9%	11%	7%	7%	16%	83%	17%	65%	35%	47%	53%
Vodafone	64	14	6	4	4	4	11	10	1	1	56	9	45	19	27	37
	3%	5%	2%	2%	2%	2%	5%	5%	1%	1%	3%	3%	3%	2%	3%	3%
		hi					hi	bhi								
		22%	10%	7%	6%	6%	17%	15%	2%	2%	87%	13%	70%	30%	42%	58%
Utility Warehouse	30	1	9	4	1	-	5	3	-	3	26	5	16	14	15	15
	1%	1%	3%	2%	1%	1%	2%	2%	1%	1%	1%	1%	1%	2%	1%	1%
			ae	eh			eh									
		3%	30%	13%	3%	1%	17%	9%	1%	10%	85%	15%	54%	46%	49%	51%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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Table 59

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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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	3363	243	241	216	232	223	240	231	237	191	2457	906	1958	1400	1562	1801
Effective Weighted Sample	2330	231	229	206	223	212	229	217	223	181	1957	386	1344	1009	1028	1302
Weighted total	2378	301	343	217	173	202	232	186	103	249	2053	325	1484	889	1039	1339
		13%	14%	9%	7%	8%	10%	8%	4%	10%	86%	14%	62%	37%	44%	56%
Post Office	27	6	3	2	2	1	4	1	-	3	26	1	19	8	10	16
	1%	2%	1%	1%	1%	*%	2%	*%	-%	1%	1%	*%	1%	1%	1%	1%
		h					h									
		24%	12%	7%	9%	3%	15%	2%	-%	10%	97%	3%	71%	29%	39%	61%
NOW TV/ NOW Broadband	24	4	6	1	2	3	1	2	1	1	21	3	12	12	7	18
	1%	1%	2%	*%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		17%	24%	4%	8%	14%	6%	7%	4%	5%	87%	13%	50%	50%	27%	73%
KCOM	21	-	-	-	-	-	-	21	-	-	21	-	12	8	11	10
	1%	-%	-%	-%	-%	-%	-%	11%	-%	-%	1%	-%	1%	1%	1%	1%
							abcdefhi				b					
		-%	-%	-%	-%	-%	-%	100%	-%	-%	100%	-%	60%	40%	53%	47%
O2	19	1	3	1	3	1	1	2	1	2	18	1	11	6	8	12
	1%	*%	1%	*%	2%	*%	*%	1%	1%	1%	1%	*%	1%	1%	1%	1%
		7%	18%	5%	17%	4%	4%	11%	4%	10%	94%	6%	59%	32%	40%	60%
'3'	19	1	-	-	1	3	2	4	1	2	17	2	10	9	8	11
	1%	*%	-%	-%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%
							bc									
		5%	-%	-%	7%	14%	9%	21%	3%	9%	90%	10%	53%	47%	41%	59%
GiffGaff	10	-	1	-	-	1	1	2	*	2	8	2	7	3	2	8
	*%	-%	*%	-%	-%	*%	1%	1%	*%	1%	*%	1%	*%	*%	*%	1%
		-%	14%	-%	-%	9%	12%	18%	4%	17%	83%	17%	75%	25%	23%	77%
Tesco	10	-	1	1	1	-	1	2	-	2	9	1	4	6	3	7
	*%	-%	*%	*%	*%	-%	*%	1%	-%	1%	*%	*%	*%	1%	*%	1%
		-%	13%	10%	7%	-%	7%	24%	-%	20%	88%	12%	40%	60%	27%	73%
SSE	8	1	-	1	1	-	-	-	-	2	6	2	4	4	3	5
	*%	*%	-%	*%	1%	-%	-%	-%	-%	1%	*%	1%	*%	*%	*%	*%
		13%	-%	12%	16%	-%	-%	-%	-%	21%	77%	23%	50%	50%	34%	66%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	3363	243	241	216	232	223	240	231	237	191	2457	906	1958	1400	1562	1801
Effective Weighted Sample	2330	231	229	206	223	212	229	217	223	181	1957	386	1344	1009	1028	1302
Weighted total	2378	301	343	217	173	202	232	186	103	249	2053	325	1484	889	1039	1339
		13%	14%	9%	7%	8%	10%	8%	4%	10%	86%	14%	62%	37%	44%	56%
Gigaclear	3	-	1	-	2	-	-	-	*	-	2	1	3	*	3	*
	*%	-%	*%	-%	1%	-%	-%	-%	*%	-%	*%	*%	*%	*%	*%	*%
		-%	41%	-%	46%	-%	-%	-%	13%	-%	59%	41%	87%	13%	87%	13%
Quickline	1	-	-	-	-	-	1	-	-	-	1	-	-	1	1	-
	*%	-%	-%	-%	-%	-%	*%	-%	-%	-%	*%	-%	-%	*%	*%	-%
		-%	-%	-%	-%	-%	100%	-%	-%	-%	100%	-%	-%	100%	100%	-%
Zen	1	-	-	-	1	-	-	-	-	-	-	1	1	-	1	-
	*%	-%	-%	-%	*%	-%	-%	-%	-%	-%	-%	*%	*%	-%	*%	-%
		-%	-%	-%	85%	-%	-%	-%	-%	-%	-%	100%	100%	-%	100%	-%
First Utility	*	-	-	-	-	-	-	-	-	-	-	*	*	-	*	-
	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	*%	*%	-%	*%	-%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	100%	100%	-%	100%	-%
Other	26	2	1	2	1	2	2	6	*	1	22	4	13	12	8	18
	1%	1%	*%	1%	1%	1%	1%	3%	*%	*%	1%	1%	1%	1%	1%	1%
								abhi								
		7%	6%	8%	6%	8%	9%	24%	1%	4%	86%	14%	52%	48%	31%	69%
Don't know	62	7	8	10	4	4	2	12	5	2	57	5	29	33	21	41
	3%	2%	2%	5%	2%	2%	1%	6%	5%	1%	3%	1%	2%	4%	2%	3%
				fi				abdefi	fi				a			
		12%	13%	16%	7%	7%	4%	19%	9%	4%	93%	7%	46%	54%	33%	67%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	TV SERVICES				YOUTUBE	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV- ICES	
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3363	2049	1237	1573	1773	1592	3216
Effective Weighted Sample	2330	1430	883	1102	1196	1123	2245
Weighted total	2378	1492	895	1215	1249	1234	2300
		63%	38%	51%	53%	52%	97%
BT	584	324	276	314	290	284	565
	25%	22%	31%	26%	23%	23%	25%
			acdef	a			a
		56%	47%	54%	50%	49%	97%
Sky	582	533	105	320	332	323	574
	24%	36%	12%	26%	27%	26%	25%
		bcdef		b	b	b	b
		92%	18%	55%	57%	56%	99%
Virgin Media	469	367	123	250	266	257	459
	20%	25%	14%	21%	21%	21%	20%
		bcdef		b	b	b	b
		78%	26%	53%	57%	55%	98%
TalkTalk	212	128	79	105	106	110	204
	9%	9%	9%	9%	8%	9%	9%
		60%	37%	49%	50%	52%	96%
EE/ Orange/ T-Mobile	136	40	76	53	61	64	133
	6%	3%	8%	4%	5%	5%	6%
			acdef	a	a	a	a
		29%	56%	39%	45%	47%	97%
Plusnet	70	19	46	40	38	34	68
	3%	1%	5%	3%	3%	3%	3%
			acdef	a	a	a	a
		28%	66%	57%	54%	48%	97%
Vodafone	64	18	40	33	36	38	61
	3%	1%	4%	3%	3%	3%	3%
			acdf	a	a	a	a
		28%	62%	52%	56%	59%	95%
Utility Warehouse	30	12	20	19	19	21	30
	1%	1%	2%	2%	2%	2%	1%
			a			a	
		40%	65%	64%	63%	69%	100%

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

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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

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV- ICES	ANY SER- VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3363	2049	1237	1573	1773	1592	3216
Effective Weighted Sample	2330	1430	883	1102	1196	1123	2245
Weighted total	2378	1492	895	1215	1249	1234	2300
		63%	38%	51%	53%	52%	97%
Post Office	27	10	15	16	14	18	26
	1%	1%	2%	1%	1%	1%	1%
		a	a			a	
		36%	58%	62%	51%	68%	98%
NOW TV/ NOW Broadband	24	2	17	12	21	17	24
	1%	*%	2%	1%	2%	1%	1%
		a	a	a	a	a	a
		7%	69%	49%	87%	69%	100%
KCOM	21	10	13	5	9	10	21
	1%	1%	1%	*%	1%	1%	1%
			c				
			50%	62%	26%	43%	48%
O2	19	4	13	3	5	5	17
	1%	*%	1%	*%	*%	*%	1%
			acde				
			22%	70%	14%	27%	25%
'3'	19	1	13	3	6	9	17
	1%	*%	1%	*%	*%	1%	1%
			acd		a	a	a
			5%	67%	14%	31%	48%
GiffGaff	10	-	8	-	1	2	8
	*%	-%	1%	-%	*%	*%	*%
			acde				ac
			-%	77%	-%	12%	15%
Tesco	10	2	8	3	2	3	10
	*%	*%	1%	*%	*%	*%	*%
			ad				
			17%	78%	29%	25%	31%
SSE	8	*	6	5	4	6	8
	*%	*%	1%	*%	*%	*%	*%
			a	a	a	a	a
			2%	77%	56%	50%	69%

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

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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

	Total	TV SERVICES					
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERVICES	ANY SERVICES
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	3363	2049	1237	1573	1773	1592	3216
Effective Weighted Sample	2330	1430	883	1102	1196	1123	2245
Weighted total	2378	1492	895	1215	1249	1234	2300
		63%	38%	51%	53%	52%	97%
Gigaclear	3	*	2	3	3	1	3
	*%	*%	*%	*%	*%	*%	*%
		13%	46%	87%	87%	24%	100%
Quickline	1	-	1	-	-	1	1
	*%	-%	*%	-%	-%	*%	*%
		-%	100%	-%	-%	100%	100%
Zen	1	-	*	*	1	*	1
	*%	-%	*%	*%	*%	*%	*%
		-%	15%	15%	100%	15%	100%
First Utility	*	*	*	-	*	*	*
	*%	*%	*%	-%	*%	*%	*%
		100%	100%	-%	100%	100%	100%
Other	26	6	14	12	11	9	23
	1%	*%	2%	1%	1%	1%	1%
			a				a
		23%	55%	47%	45%	36%	90%
Don't know	62	15	21	18	25	24	47
	3%	1%	2%	1%	2%	2%	2%
			a		a		a
		25%	33%	28%	40%	39%	76%

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

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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

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%																			
Unweighted total	3422	1641	1775	511	544	1190	1177	173	288	362	905	786	1034	711	888	2092	431	444	455
Effective Weighted Sample	2372	1147	1221	364	374	820	824	130	216	264	658	555	734	491	640	1823	292	316	416
Weighted total	2419	1174	1240	373	398	882	766	105	186	256	755	683	672	518	543	2039	196	118	66
		49%	51%	15%	16%	36%	32%	4%	8%	11%	31%	28%	28%	21%	22%	84%	8%	5%	3%
Send/ receive e-mails	2049	989	1059	317	356	770	606	74	150	217	691	622	607	419	398	1752	165	89	44
	85%	84%	85%	85%	90%	87%	79%	70%	80%	85%	91%	91%	90%	81%	73%	86%	84%	75%	66%
				d	d	d			a	a	abc	cd	cd	d		cd	cd	d	
		48%	52%	15%	17%	38%	30%	4%	7%	11%	34%	30%	30%	20%	19%	85%	8%	4%	2%
General searching/ surfing/ browsing the internet	1994	975	1016	323	326	747	598	81	154	204	644	574	574	422	422	1687	165	93	48
	82%	83%	82%	87%	82%	85%	78%	77%	83%	80%	85%	84%	85%	81%	78%	83%	84%	79%	73%
				d		d			ac	d	ac	d	d			d	d	d	
		49%	51%	16%	16%	37%	30%	4%	8%	10%	32%	29%	29%	21%	21%	85%	8%	5%	2%
Online shopping (purchasing goods/services/ tickets etc.)	1694	790	902	264	313	662	454	48	115	161	616	542	511	322	317	1431	142	76	44
	70%	67%	73%	71%	79%	75%	59%	46%	62%	63%	82%	79%	76%	62%	58%	70%	73%	65%	67%
			a	d	ad	d			a	a	abc	cd	cd			c	c		
		47%	53%	16%	18%	39%	27%	3%	7%	9%	36%	32%	30%	19%	19%	84%	8%	4%	3%
Banking/ paying bills	1623	768	853	240	327	654	401	46	113	168	619	520	488	323	291	1395	132	63	33
	67%	65%	69%	64%	82%	74%	52%	44%	61%	65%	82%	76%	73%	62%	54%	68%	67%	54%	50%
				d	acd	ad			a	a	abc	cd	cd	d		cd	cd		
		47%	53%	15%	20%	40%	25%	3%	7%	10%	38%	32%	30%	20%	18%	86%	8%	4%	2%
Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat, WhatsApp	1559	710	847	301	316	611	332	56	114	160	542	454	472	317	314	1302	140	79	38
	64%	60%	68%	81%	79%	69%	43%	54%	61%	62%	72%	66%	70%	61%	58%	64%	72%	67%	57%
			a	cd	cd	d					abc	d	cd			d	ad	d	
		46%	54%	19%	20%	39%	21%	4%	7%	10%	35%	29%	30%	20%	20%	84%	9%	5%	2%
Using social media sites or apps (such as Facebook, Twitter, LinkedIn, Instagram or Snapchat)	1418	625	791	276	291	562	290	55	100	153	495	410	410	285	311	1186	120	75	38
	59%	53%	64%	74%	73%	64%	38%	53%	54%	60%	66%	60%	61%	55%	57%	58%	61%	63%	57%
			a	cd	cd	d					ab		c						
		44%	56%	19%	20%	40%	20%	4%	7%	11%	35%	29%	29%	20%	22%	84%	8%	5%	3%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 60

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

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

Base : Those who use the internet at home or elsewhere

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%																			
Unweighted total	3422	1641	1775	511	544	1190	1177	173	288	362	905	786	1034	711	888	2092	431	444	455
Effective Weighted Sample	2372	1147	1221	364	374	820	824	130	216	264	658	555	734	491	640	1823	292	316	416
Weighted total	2419	1174	1240	373	398	882	766	105	186	256	755	683	672	518	543	2039	196	118	66
		49%	51%	15%	16%	36%	32%	4%	8%	11%	31%	28%	28%	21%	22%	84%	8%	5%	3%
Accessing news	1243	633	609	171	201	498	373	33	78	120	494	431	365	237	209	1080	78	57	27
	51%	54%	49%	46%	51%	56%	49%	31%	42%	47%	65%	63%	54%	46%	39%	53%	40%	49%	41%
		b				ad				a	abc	bcd	cd	d		bd		bd	
		51%	49%	14%	16%	40%	30%	3%	6%	10%	40%	35%	29%	19%	17%	87%	6%	5%	2%
Finding/ downloading information for work/ business/ school/ college/ university/ homework	1156	570	586	220	215	485	236	27	49	102	464	401	361	219	173	1016	76	48	15
	48%	49%	47%	59%	54%	55%	31%	26%	26%	40%	61%	59%	54%	42%	32%	50%	39%	41%	23%
				d	d	d				ab	abc	cd	cd	d		bcd	d	d	
		49%	51%	19%	19%	42%	20%	2%	4%	9%	40%	35%	31%	19%	15%	88%	7%	4%	1%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo, or Facebook)	1102	558	543	240	223	423	215	35	73	105	418	342	339	210	208	958	69	53	21
	46%	48%	44%	64%	56%	48%	28%	34%	39%	41%	55%	50%	50%	41%	38%	47%	35%	45%	32%
				bcd	cd	d					abc	cd	cd			bd		bd	
		51%	49%	22%	20%	38%	20%	3%	7%	10%	38%	31%	31%	19%	19%	87%	6%	5%	2%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	1084	533	551	128	194	445	317	35	68	100	452	386	310	203	185	967	60	45	12
	45%	45%	44%	34%	49%	50%	41%	33%	37%	39%	60%	57%	46%	39%	34%	47%	31%	38%	18%
					ad	ad	a				abc	bcd	cd			bcd	d	d	
		49%	51%	12%	18%	41%	29%	3%	6%	9%	42%	36%	29%	19%	17%	89%	6%	4%	1%
To find information on health related issues	1053	473	579	138	182	431	303	31	74	102	420	364	317	187	184	946	54	38	15
	44%	40%	47%	37%	46%	49%	39%	30%	40%	40%	56%	53%	47%	36%	34%	46%	27%	32%	23%
			a		ad	ad					abc	bcd	cd			bcd		d	
		45%	55%	13%	17%	41%	29%	3%	7%	10%	40%	35%	30%	18%	17%	90%	5%	4%	1%
Making video calls e.g. via FaceTime, Skype	927	423	504	195	202	383	147	28	61	98	382	293	290	166	177	812	57	40	18
	38%	36%	41%	52%	51%	43%	19%	27%	33%	38%	51%	43%	43%	32%	33%	40%	29%	34%	28%
		a		cd	cd	d				a	abc	cd	cd			bd			
		46%	54%	21%	22%	41%	16%	3%	7%	11%	41%	32%	31%	18%	19%	88%	6%	4%	2%

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

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

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

Base : Those who use the internet at home or elsewhere

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3422	1641	1775	511	544	1190	1177	173	288	362	905	786	1034	711	888	2092	431	444	455
Effective Weighted Sample	2372	1147	1221	364	374	820	824	130	216	264	658	555	734	491	640	1823	292	316	416
Weighted total	2419	1174	1240	373	398	882	766	105	186	256	755	683	672	518	543	2039	196	118	66
		49%	51%	15%	16%	36%	32%	4%	8%	11%	31%	28%	28%	21%	22%	84%	8%	5%	3%
Watching TV programmes/ films content online (e.g. Netflix, BBC iPlayer, or Sky Go)	913	459	453	181	191	367	174	30	51	83	389	305	293	162	151	799	65	32	17
	38%	39%	37%	49%	48%	42%	23%	28%	28%	33%	51%	45%	44%	31%	28%	39%	33%	27%	25%
				cd	cd	d					abc	cd	cd			cd	d		
		50%	50%	20%	21%	40%	19%	3%	6%	9%	43%	33%	32%	18%	17%	88%	7%	4%	2%
Trading/ auctions e.g. eBay	802	383	418	126	155	363	159	16	54	76	295	240	240	173	149	701	48	42	11
	33%	33%	34%	34%	39%	41%	21%	16%	29%	30%	39%	35%	36%	33%	27%	34%	24%	35%	17%
				d	d	ad			a	a	abc	d	d	d		bd	d	bd	
		48%	52%	16%	19%	45%	20%	2%	7%	9%	37%	30%	30%	22%	19%	87%	6%	5%	1%
Making voice calls using a VoIP service e.g. Skype	795	392	402	158	174	336	126	26	46	78	341	254	246	151	143	684	60	34	16
	33%	33%	32%	42%	44%	38%	16%	25%	25%	31%	45%	37%	37%	29%	26%	34%	31%	29%	24%
				d	d	d					abc	cd	cd			d	d		
		49%	51%	20%	22%	42%	16%	3%	6%	10%	43%	32%	31%	19%	18%	86%	8%	4%	2%
Uploading/ adding content to the internet e.g. photos, videos, blog posts	766	347	419	162	165	302	137	17	46	70	306	257	243	137	128	664	53	32	16
	32%	30%	34%	43%	42%	34%	18%	16%	24%	27%	41%	38%	36%	26%	24%	33%	27%	27%	25%
			a	cd	cd	d				a	abc	cd	cd			d			
		45%	55%	21%	22%	39%	18%	2%	6%	9%	40%	34%	32%	18%	17%	87%	7%	4%	2%
Playing games online/ interactively	670	347	323	154	144	254	118	27	52	75	254	184	203	131	151	596	40	26	8
	28%	30%	26%	41%	36%	29%	15%	26%	28%	29%	34%	27%	30%	25%	28%	29%	20%	23%	12%
				cd	cd	d										bcd	d	d	
		52%	48%	23%	21%	38%	18%	4%	8%	11%	38%	27%	30%	19%	23%	89%	6%	4%	1%
Streamed audio services e.g. Spotify or Deezer or Apple Music	640	331	308	171	153	240	77	19	33	49	283	214	215	110	99	567	33	32	7
	26%	28%	25%	46%	38%	27%	10%	18%	18%	19%	37%	31%	32%	21%	18%	28%	17%	28%	11%
				bcd	cd	d					abc	cd	cd			bd	d	bd	
		52%	48%	27%	24%	37%	12%	3%	5%	8%	44%	33%	34%	17%	16%	89%	5%	5%	1%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 60

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3422	1641	1775	511	544	1190	1177	173	288	362	905	786	1034	711	888	2092	431	444	455
Effective Weighted Sample	2372	1147	1221	364	374	820	824	130	216	264	658	555	734	491	640	1823	292	316	416
Weighted total	2419	1174	1240	373	398	882	766	105	186	256	755	683	672	518	543	2039	196	118	66
		49%	51%	15%	16%	36%	32%	4%	8%	11%	31%	28%	28%	21%	22%	84%	8%	5%	3%
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	606	305	301	113	138	247	108	13	27	55	280	238	198	88	81	520	45	31	9
	25%	26%	24%	30%	35%	28%	14%	12%	14%	21%	37%	35%	29%	17%	15%	25%	23%	27%	14%
				d	cd	d				ab	abc	bcd	cd			d	d	d	
		50%	50%	19%	23%	41%	18%	2%	4%	9%	46%	39%	33%	15%	13%	86%	7%	5%	2%
Listening to live radio through a website or app	469	241	227	72	89	203	105	11	25	35	217	169	150	77	72	418	23	22	6
	19%	20%	18%	19%	22%	23%	14%	10%	13%	14%	29%	25%	22%	15%	13%	21%	12%	18%	9%
				d	d	d					abc	cd	cd			bd		bd	
		51%	49%	15%	19%	43%	22%	2%	5%	7%	46%	36%	32%	16%	15%	89%	5%	5%	1%
Listening to catch-up or on-demand radio through a website or app	435	235	200	75	91	183	86	8	22	35	239	180	138	64	51	397	14	18	5
	18%	20%	16%	20%	23%	21%	11%	8%	12%	14%	32%	26%	20%	12%	9%	19%	7%	16%	8%
		b		d	d	d					abc	bcd	cd			bd		bd	
		54%	46%	17%	21%	42%	20%	2%	5%	8%	55%	41%	32%	15%	12%	91%	3%	4%	1%
Watching live sports content on a streaming service such as SkyGo, NOW TV or Eurosport Player	370	256	114	72	79	153	66	11	17	34	183	121	135	73	41	334	17	13	6
	15%	22%	9%	19%	20%	17%	9%	11%	9%	13%	24%	18%	20%	14%	8%	16%	9%	11%	9%
		b		d	d	d					abc	d	cd	d		bcd			
		69%	31%	19%	21%	41%	18%	3%	5%	9%	49%	33%	37%	20%	11%	90%	5%	3%	2%
Online dating sites/ apps	82	48	34	20	19	30	13	5	6	8	33	27	21	18	16	75	2	2	3
	3%	4%	3%	5%	5%	3%	2%	5%	3%	3%	4%	4%	3%	3%	3%	4%	1%	1%	4%
				d	d	d										bc			bc
		59%	41%	25%	23%	36%	16%	6%	7%	10%	40%	33%	26%	21%	20%	92%	3%	2%	3%
Other	10	6	4	-	*	2	8	*	3	*	1	2	4	3	1	8	2	1	1
	*%	1%	*%	-%	*%	*%	1%	*%	2%	*%	*%	*%	1%	1%	*%	*%	1%	1%	1%
						abc			d										
		60%	40%	-%	1%	18%	81%	1%	28%	2%	11%	22%	37%	27%	14%	72%	14%	7%	7%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%																			
Unweighted total	3422	1641	1775	511	544	1190	1177	173	288	362	905	786	1034	711	888	2092	431	444	455
Effective Weighted Sample	2372	1147	1221	364	374	820	824	130	216	264	658	555	734	491	640	1823	292	316	416
Weighted total	2419	1174	1240	373	398	882	766	105	186	256	755	683	672	518	543	2039	196	118	66
		49%	51%	15%	16%	36%	32%	4%	8%	11%	31%	28%	28%	21%	22%	84%	8%	5%	3%
USE SOCIAL NETWORKING SITES	1491	671	818	283	302	589	317	57	101	158	524	443	428	300	317	1253	123	76	40
	62%	57%	66%	76%	76%	67%	41%	54%	54%	62%	69%	65%	64%	58%	58%	61%	63%	64%	60%
			a	cd	cd	d					abc	cd	cd						
		45%	55%	19%	20%	40%	21%	4%	7%	11%	35%	30%	29%	20%	21%	84%	8%	5%	3%
TV/ VIDEO VIEWING	1345	680	664	272	267	525	282	48	85	135	510	406	421	265	251	1164	91	61	29
	56%	58%	54%	73%	67%	60%	37%	45%	46%	53%	68%	59%	63%	51%	46%	57%	47%	52%	44%
		b		cd	cd	d					abc	cd	cd			bd		d	
		51%	49%	20%	20%	39%	21%	4%	6%	10%	38%	30%	31%	20%	19%	87%	7%	5%	2%
VOICE OR VIDEO CALLS USING A VOIP SERVICE E.G. SKYPE	1069	509	559	213	224	441	191	37	68	113	422	333	328	200	207	931	71	46	22
	44%	43%	45%	57%	56%	50%	25%	35%	37%	44%	56%	49%	49%	39%	38%	46%	36%	39%	33%
				cd	cd	d					abc	cd	cd			bcd			
		48%	52%	20%	21%	41%	18%	3%	6%	11%	40%	31%	31%	19%	19%	87%	7%	4%	2%
STREAMED AUDIO SERVICES	640	331	308	171	153	240	77	19	33	49	283	214	215	110	99	567	33	32	7
	26%	28%	25%	46%	38%	27%	10%	18%	18%	19%	37%	31%	32%	21%	18%	28%	17%	28%	11%
				bcd	cd	d					abc	cd	cd			bd	d	bd	
		52%	48%	27%	24%	37%	12%	3%	5%	8%	44%	33%	34%	17%	16%	89%	5%	5%	1%
None of these	50	24	25	4	3	13	31	8	4	5	7	8	9	13	20	44	3	2	1
	2%	2%	2%	1%	1%	1%	4%	7%	2%	2%	1%	1%	1%	3%	4%	2%	2%	2%	1%
						abc	bcd							ab					
		48%	51%	8%	6%	25%	61%	15%	8%	9%	13%	16%	18%	26%	40%	88%	7%	4%	1%
Don't know	3	-	1	2	-	1	-	-	-	-	-	-	2	*	1	3	-	-	*
	*%	-%	*%	1%	-%	*%	-%	-%	-%	-%	-%	-%	*%	*%	*%	*%	-%	-%	*%
				d															
		-%	41%	63%	-%	37%	-%	-%	-%	-%	-%	-%	64%	5%	32%	90%	-%	-%	10%
COMMUNICATION	2178	1053	1123	349	375	811	643	81	160	237	712	641	624	459	452	1849	176	98	55
	90%	90%	91%	94%	94%	92%	84%	77%	86%	93%	94%	94%	93%	89%	83%	91%	90%	84%	83%
				d	d	d			a	ab	ab	cd	cd	d		cd	cd		
		48%	52%	16%	17%	37%	30%	4%	7%	11%	33%	29%	29%	21%	21%	85%	8%	5%	3%
INFORMATION	2154	1056	1095	342	357	801	653	84	162	228	692	631	609	456	456	1824	174	102	54
	89%	90%	88%	92%	90%	91%	85%	80%	87%	89%	92%	92%	91%	88%	84%	89%	89%	86%	82%
				d	d	d				a	ab	cd	d			d	d		
		49%	51%	16%	17%	37%	30%	4%	8%	11%	32%	29%	28%	21%	21%	85%	8%	5%	3%

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

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%																			
Unweighted total	3422	1641	1775	511	544	1190	1177	173	288	362	905	786	1034	711	888	2092	431	444	455
Effective Weighted Sample	2372	1147	1221	364	374	820	824	130	216	264	658	555	734	491	640	1823	292	316	416
Weighted total	2419	1174	1240	373	398	882	766	105	186	256	755	683	672	518	543	2039	196	118	66
		49%	51%	15%	16%	36%	32%	4%	8%	11%	31%	28%	28%	21%	22%	84%	8%	5%	3%
PURCHASING/ FINANCES	1950	923	1025	298	358	753	541	60	135	199	689	604	572	394	378	1653	162	85	50
	81%	79%	83%	80%	90%	85%	71%	58%	72%	78%	91%	88%	85%	76%	70%	81%	83%	73%	75%
			a	d	acd	ad			a	a	abc	cd	cd	d		cd	cd		
		47%	53%	15%	18%	39%	28%	3%	7%	10%	35%	31%	29%	20%	19%	85%	8%	4%	3%
ENTERTAINMENT	1533	762	768	299	292	592	349	60	105	156	559	452	466	304	308	1327	103	70	32
	63%	65%	62%	80%	74%	67%	46%	57%	56%	61%	74%	66%	69%	59%	57%	65%	53%	59%	48%
				bcd	cd	d					abc	cd	cd			bcd		d	
		50%	50%	19%	19%	39%	23%	4%	7%	10%	36%	30%	30%	20%	20%	87%	7%	5%	2%
SOCIAL	1491	671	818	283	302	589	317	57	101	158	524	443	428	300	317	1253	123	76	40
	62%	57%	66%	76%	76%	67%	41%	54%	54%	62%	69%	65%	64%	58%	58%	61%	63%	64%	60%
			a	cd	cd	d					abc	cd	cd						
		45%	55%	19%	20%	40%	21%	4%	7%	11%	35%	30%	29%	20%	21%	84%	8%	5%	3%

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

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3422	251	247	212	234	225	243	238	244	198	2509	913	1996	1420	1588	1834
Effective Weighted Sample	2372	238	234	202	225	214	232	223	230	187	1997	389	1370	1025	1045	1327
Weighted total	2419	309	350	214	174	204	234	192	106	257	2092	326	1510	903	1057	1362
		13%	14%	9%	7%	8%	10%	8%	4%	11%	87%	13%	62%	37%	44%	56%
Send/ receive e-mails	2049	283	300	196	152	168	206	151	74	221	1775	273	1336	711	931	1118
	85%	92%	86%	91%	87%	83%	88%	79%	70%	86%	85%	84%	88%	79%	88%	82%
		begh	h	egh	gh	h	gh	h	h	h	87%	13%	b		b	
		14%	15%	10%	7%	8%	10%	7%	4%	11%	87%	13%	65%	35%	45%	55%
General searching/ surfing/ browsing the internet	1994	267	284	190	151	166	198	153	71	208	1735	259	1277	716	882	1111
	82%	86%	81%	89%	87%	82%	85%	80%	67%	81%	83%	79%	85%	79%	83%	82%
		h	h	beghi	gh	h	h	h	h	h	87%	13%	b			
		13%	14%	10%	8%	8%	10%	8%	4%	10%	87%	13%	64%	36%	44%	56%
Online shopping (purchasing goods/services/ tickets etc.)	1694	224	248	171	125	139	176	127	66	154	1473	220	1156	536	761	932
	70%	73%	71%	80%	72%	68%	75%	67%	63%	60%	70%	68%	77%	59%	72%	68%
		hi	i	beghi	hi		ghi						b			
		13%	15%	10%	7%	8%	10%	8%	4%	9%	87%	13%	68%	32%	45%	55%
Banking/ paying bills	1623	233	254	162	113	115	164	121	59	174	1405	218	1151	471	741	882
	67%	75%	73%	76%	65%	56%	70%	63%	56%	68%	67%	67%	76%	52%	70%	65%
		deggh	egh	deggh			eh			eh			b		b	
		14%	16%	10%	7%	7%	10%	7%	4%	11%	87%	13%	71%	29%	46%	54%
Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat, WhatsApp	1559	219	215	151	114	123	163	107	50	160	1351	208	1066	491	655	904
	64%	71%	62%	70%	65%	60%	70%	56%	47%	62%	65%	64%	71%	54%	62%	66%
		begh	h	egh	gh	h	egh			h			b		a	
		14%	14%	10%	7%	8%	10%	7%	3%	10%	87%	13%	68%	32%	42%	58%
Using social media sites or apps (such as Facebook, Twitter, LinkedIn, Instagram or Snapchat)	1418	200	187	138	103	114	145	107	51	140	1236	182	961	456	604	814
	59%	65%	53%	65%	59%	56%	62%	56%	48%	54%	59%	56%	64%	51%	57%	60%
		bhi		bhi	h		h						b			
		14%	13%	10%	7%	8%	10%	8%	4%	10%	87%	13%	68%	32%	43%	57%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 60

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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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3422	251	247	212	234	225	243	238	244	198	2509	913	1996	1420	1588	1834
Effective Weighted Sample	2372	238	234	202	225	214	232	223	230	187	1997	389	1370	1025	1045	1327
Weighted total	2419	309	350	214	174	204	234	192	106	257	2092	326	1510	903	1057	1362
		13%	14%	9%	7%	8%	10%	8%	4%	11%	87%	13%	62%	37%	44%	56%
Accessing news	1243	205	186	125	98	82	133	75	38	137	1085	157	839	403	576	667
	51%	66%	53%	58%	56%	40%	57%	39%	36%	53%	52%	48%	56%	45%	55%	49%
		bdefghi	egh	egh	egh		egh			egh			b		b	
		17%	15%	10%	8%	7%	11%	6%	3%	11%	87%	13%	67%	32%	46%	54%
Finding/ downloading information for work/ business/ school/ college/ university/ homework	1156	207	184	123	87	74	121	71	38	113	1011	145	841	314	527	629
	48%	67%	53%	57%	50%	36%	52%	37%	36%	44%	48%	44%	56%	35%	50%	46%
		bcdefghi	egh	eghi	egh		egh						b			
		18%	16%	11%	7%	6%	10%	6%	3%	10%	87%	13%	73%	27%	46%	54%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo, or Facebook)	1102	207	160	106	90	72	112	70	37	104	972	130	763	338	484	618
	46%	67%	46%	50%	52%	36%	48%	36%	35%	41%	46%	40%	51%	37%	46%	45%
		bcdefghi	egh	egh	eghi		egh				b		b			
		19%	14%	10%	8%	7%	10%	6%	3%	9%	88%	12%	69%	31%	44%	56%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	1084	184	191	118	91	52	125	68	38	100	948	136	748	336	513	572
	45%	60%	55%	55%	52%	25%	53%	36%	36%	39%	45%	42%	50%	37%	49%	42%
		eghi	eghi	eghi	eghi		eghi	e	e	e			b		b	
		17%	18%	11%	8%	5%	12%	6%	4%	9%	87%	13%	69%	31%	47%	53%
To find information on health related issues	1053	185	180	117	72	71	123	64	42	90	931	122	699	353	480	573
	44%	60%	51%	55%	41%	35%	53%	34%	40%	35%	44%	37%	46%	39%	45%	42%
		degghi	degghi	degghi			degghi				b		b			
		18%	17%	11%	7%	7%	12%	6%	4%	9%	88%	12%	66%	34%	46%	54%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

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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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3422	251	247	212	234	225	243	238	244	198	2509	913	1996	1420	1588	1834
Effective Weighted Sample	2372	238	234	202	225	214	232	223	230	187	1997	389	1370	1025	1045	1327
Weighted total	2419	309	350	214	174	204	234	192	106	257	2092	326	1510	903	1057	1362
		13%	14%	9%	7%	8%	10%	8%	4%	11%	87%	13%	62%	37%	44%	56%
Making video calls e.g. via FaceTime, Skype	927	209	114	91	70	56	106	61	32	74	817	110	627	301	391	536
	38%	68%	33%	42%	41%	27%	45%	32%	30%	29%	39%	34%	41%	33%	37%	39%
		bcdefghi		beghi	eghi		beghi				b		b			
		23%	12%	10%	8%	6%	11%	7%	3%	8%	88%	12%	68%	32%	42%	58%
Watching TV programmes/ films content online (e.g. Netflix, BBC iPlayer, or Sky Go)	913	175	146	98	72	37	97	63	26	85	792	121	641	271	414	499
	38%	57%	42%	46%	41%	18%	41%	33%	24%	33%	38%	37%	42%	30%	39%	37%
		bcdefghi	egh	eghi	eh		eh	eh		e			b			
		19%	16%	11%	8%	4%	11%	7%	3%	9%	87%	13%	70%	30%	45%	55%
Trading/ auctions e.g. eBay	802	104	150	82	57	56	87	58	35	72	695	106	586	215	369	433
	33%	34%	43%	38%	33%	27%	37%	30%	33%	28%	33%	33%	39%	24%	35%	32%
			adeghi	ei			ei						b			
		13%	19%	10%	7%	7%	11%	7%	4%	9%	87%	13%	73%	27%	46%	54%
Making voice calls using a VoIP service e.g. Skype	795	192	106	87	55	41	94	35	13	63	708	87	565	230	343	452
	33%	62%	30%	41%	31%	20%	40%	18%	12%	24%	34%	27%	37%	25%	32%	33%
		bcdefghi	egh	bdeghi	egh	h	beghi			h	b		b			
		24%	13%	11%	7%	5%	12%	4%	2%	8%	89%	11%	71%	29%	43%	57%
Uploading/ adding content to the internet e.g. photos, videos, blog posts	766	132	105	92	63	43	93	52	29	54	668	98	536	229	366	400
	32%	43%	30%	43%	36%	21%	40%	27%	28%	21%	32%	30%	35%	25%	35%	29%
		beghi	ei	beghi	eghi		beghi				b		b		b	
		17%	14%	12%	8%	6%	12%	7%	4%	7%	87%	13%	70%	30%	48%	52%
Playing games online/ interactively	670	115	94	64	70	34	81	55	21	61	599	71	455	215	299	371
	28%	37%	27%	30%	40%	17%	35%	29%	20%	24%	29%	22%	30%	24%	28%	27%
		beghi	e	eh	bceghi		ehi	eh			b		b			
		17%	14%	10%	10%	5%	12%	8%	3%	9%	89%	11%	68%	32%	45%	55%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3422	251	247	212	234	225	243	238	244	198	2509	913	1996	1420	1588	1834
Effective Weighted Sample	2372	238	234	202	225	214	232	223	230	187	1997	389	1370	1025	1045	1327
Weighted total	2419	309	350	214	174	204	234	192	106	257	2092	326	1510	903	1057	1362
		13%	14%	9%	7%	8%	10%	8%	4%	11%	87%	13%	62%	37%	44%	56%
Streamed audio services e.g. Spotify or Deezer or Apple Music	640	115	84	76	49	36	74	43	21	69	565	75	465	174	288	352
	26%	37%	24%	35%	28%	18%	32%	23%	20%	27%	27%	23%	31%	19%	27%	26%
		bdeghi		begh	eh		egh		e				b			
		18%	13%	12%	8%	6%	12%	7%	3%	11%	88%	12%	73%	27%	45%	55%
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	606	101	89	70	56	35	65	35	17	52	539	67	443	162	290	316
	25%	33%	25%	33%	33%	17%	28%	18%	16%	20%	26%	21%	29%	18%	27%	23%
		eghi	eh	eghi	eghi		egh				b		b		b	
		17%	15%	12%	9%	6%	11%	6%	3%	9%	89%	11%	73%	27%	48%	52%
Listening to live radio through a website or app	469	78	87	63	39	20	55	30	12	34	402	67	341	128	239	230
	19%	25%	25%	29%	22%	10%	23%	16%	12%	13%	19%	21%	23%	14%	23%	17%
		eghi	eghi	eghi	ehi		eghi						b		b	
		17%	19%	13%	8%	4%	12%	6%	3%	7%	86%	14%	73%	27%	51%	49%
Listening to catch-up or on-demand radio through a website or app	435	106	48	53	39	25	55	24	7	39	380	54	321	113	221	213
	18%	34%	14%	25%	22%	12%	24%	13%	7%	15%	18%	17%	21%	12%	21%	16%
		bcdefghi	h	beghi	begh	h	beghi	h		h			b		b	
		24%	11%	12%	9%	6%	13%	6%	2%	9%	87%	13%	74%	26%	51%	49%
Watching live sports content on a streaming service such as SkyGo, NOW TV or Eurosport Player	370	89	52	41	31	23	41	22	11	24	322	48	280	90	180	190
	15%	29%	15%	19%	18%	11%	17%	11%	11%	9%	15%	15%	19%	10%	17%	14%
		bcdefghi		eghi	eghi		hi						b		b	
		24%	14%	11%	8%	6%	11%	6%	3%	7%	87%	13%	76%	24%	49%	51%

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OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

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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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3422	251	247	212	234	225	243	238	244	198	2509	913	1996	1420	1588	1834
Effective Weighted Sample	2372	238	234	202	225	214	232	223	230	187	1997	389	1370	1025	1045	1327
Weighted total	2419	309	350	214	174	204	234	192	106	257	2092	326	1510	903	1057	1362
		13%	14%	9%	7%	8%	10%	8%	4%	11%	87%	13%	62%	37%	44%	56%
Online dating sites/ apps	82	16	6	7	5	2	9	17	3	11	76	6	61	21	30	52
	3%	5%	2%	3%	3%	1%	4%	9%	2%	4%	4%	2%	4%	2%	3%	4%
		be						bcdefh		e			b			
		20%	7%	9%	6%	2%	11%	20%	3%	13%	93%	7%	75%	25%	37%	63%
Other	10	-	2	1	2	1	1	*	*	1	8	2	5	6	5	5
	*%	-%	*%	*%	1%	*%	*%	*%	*%	1%	*%	1%	*%	1%	1%	*%
		-%	16%	7%	16%	7%	6%	5%	2%	13%	77%	23%	46%	54%	52%	48%
USE SOCIAL NETWORKING SITES	1491	218	202	150	108	116	149	110	58	143	1297	194	1007	483	641	850
	62%	71%	58%	70%	62%	57%	63%	57%	54%	56%	62%	59%	67%	53%	61%	62%
		beghi		beghi			h						b			
		15%	14%	10%	7%	8%	10%	7%	4%	10%	87%	13%	68%	32%	43%	57%
TV/ VIDEO VIEWING	1345	227	202	139	103	87	138	93	45	130	1161	184	925	420	595	751
	56%	74%	58%	65%	59%	43%	59%	49%	42%	51%	56%	56%	61%	47%	56%	55%
		bcdefghi	eh	eghi	egh		egh						b			
		17%	15%	10%	8%	7%	10%	7%	3%	10%	86%	14%	69%	31%	44%	56%
VOICE OR VIDEO CALLS USING A VOIP SERVICE E.G. SKYPE	1069	221	131	112	79	68	131	65	35	88	936	133	720	349	468	601
	44%	71%	38%	52%	46%	33%	56%	34%	33%	34%	45%	41%	48%	39%	44%	44%
		bcdefghi		beghi	eghi		bdegghi						b			
		21%	12%	11%	7%	6%	12%	6%	3%	8%	88%	12%	67%	33%	44%	56%
STREAMED AUDIO SERVICES	640	115	84	76	49	36	74	43	21	69	565	75	465	174	288	352
	26%	37%	24%	35%	28%	18%	32%	23%	20%	27%	27%	23%	31%	19%	27%	26%
		bdegghi		begh	eh		egh			e			b			
		18%	13%	12%	8%	6%	12%	7%	3%	11%	88%	12%	73%	27%	45%	55%
None of these	50	6	6	1	5	7	1	6	4	7	45	5	15	34	18	33
	2%	2%	2%	1%	3%	3%	1%	3%	4%	3%	2%	2%	1%	4%	2%	2%
						cf		cf	cf				a			
		12%	11%	2%	10%	14%	3%	12%	9%	13%	90%	10%	29%	67%	35%	65%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3422	251	247	212	234	225	243	238	244	198	2509	913	1996	1420	1588	1834
Effective Weighted Sample	2372	238	234	202	225	214	232	223	230	187	1997	389	1370	1025	1045	1327
Weighted total	2419	309	350	214	174	204	234	192	106	257	2092	326	1510	903	1057	1362
		13%	14%	9%	7%	8%	10%	8%	4%	11%	87%	13%	62%	37%	44%	56%
Don't know	3	-	2	1	-	-	-	-	-	-	3	*	1	*	2	1
	*%	-%	1%	*%	-%	-%	-%	-%	-%	-%	*%	*%	*%	*%	*%	*%
		-%	59%	32%	-%	-%	-%	-%	-%	-%	95%	5%	36%	5%	59%	41%
COMMUNICATION	2178	288	319	201	160	185	220	162	82	232	1881	297	1406	771	979	1200
	90%	93%	91%	94%	92%	91%	94%	85%	78%	90%	90%	91%	93%	85%	93%	88%
		gh	gh	gh	gh	gh	gh			h			b		b	
		13%	15%	9%	7%	9%	10%	7%	4%	11%	86%	14%	65%	35%	45%	55%
INFORMATION	2154	283	317	199	164	179	219	164	78	222	1863	290	1378	775	964	1190
	89%	91%	91%	93%	94%	88%	94%	86%	74%	86%	89%	89%	91%	86%	91%	87%
		gh	h	ghi	eghi	h	eghi	h		h			b		b	
		13%	15%	9%	8%	8%	10%	8%	4%	10%	87%	13%	64%	36%	45%	55%
PURCHASING/ FINANCES	1950	249	291	188	144	155	195	148	80	203	1684	265	1320	628	882	1067
	81%	81%	83%	88%	83%	76%	83%	77%	76%	79%	80%	81%	87%	70%	83%	78%
			h	aeghi			h						b		b	
		13%	15%	10%	7%	8%	10%	8%	4%	10%	86%	14%	68%	32%	45%	55%
ENTERTAINMENT	1533	235	235	152	130	103	158	108	52	154	1326	207	1028	504	674	859
	63%	76%	67%	71%	75%	50%	68%	57%	49%	60%	63%	63%	68%	56%	64%	63%
		befghi	egh	eghi	eghi		egh			h			b			
		15%	15%	10%	8%	7%	10%	7%	3%	10%	87%	13%	67%	33%	44%	56%
SOCIAL	1491	218	202	150	108	116	149	110	58	143	1297	194	1007	483	641	850
	62%	71%	58%	70%	62%	57%	63%	57%	54%	56%	62%	59%	67%	53%	61%	62%
		beghi		beghi			h						b			
		15%	14%	10%	7%	8%	10%	7%	4%	10%	87%	13%	68%	32%	43%	57%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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

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

Base : Those who use the internet at home or elsewhere

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3422	2044	1279	1582	1787	1608	3262
Effective Weighted Sample	2372	1427	916	1108	1204	1133	2281
Weighted total	2419	1495	920	1221	1258	1244	2335
		62%	38%	50%	52%	51%	97%
Send/ receive e-mails	2049	1305	786	1130	1144	1147	2004
	85%	87%	85%	93%	91%	92%	86%
				abf	abf	abf	
		64%	38%	55%	56%	56%	98%
General searching/ surfing/ browsing the internet	1994	1268	758	1087	1109	1122	1946
	82%	85%	82%	89%	88%	90%	83%
				abf	abf	abf	
		64%	38%	55%	56%	56%	98%
Online shopping (purchasing goods/services/ tickets etc.)	1694	1118	607	990	1029	1011	1657
	70%	75%	66%	81%	82%	81%	71%
		bf		abf	abf	abf	b
		66%	36%	58%	61%	60%	98%
Banking/ paying bills	1623	1063	594	958	974	965	1593
	67%	71%	65%	78%	77%	78%	68%
		b		abf	abf	abf	b
		66%	37%	59%	60%	59%	98%
Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat, WhatsApp	1559	1006	574	912	985	976	1526
	64%	67%	62%	75%	78%	78%	65%
		b		abf	abcf	abcf	
		65%	37%	59%	63%	63%	98%
Using social media sites or apps (such as Facebook, Twitter, LinkedIn, Instagram or Snapchat)	1418	924	520	836	909	896	1390
	59%	62%	57%	68%	72%	72%	60%
		b		abf	abcf	abf	
		65%	37%	59%	64%	63%	98%

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

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

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

Base : Those who use the internet at home or elsewhere

	Total	TV SERVICES				YOUTUBE	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV- ICES	
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3422	2044	1279	1582	1787	1608	3262
Effective Weighted Sample	2372	1427	916	1108	1204	1133	2281
Weighted total	2419	1495	920	1221	1258	1244	2335
		62%	38%	50%	52%	51%	97%
Accessing news	1243	835	478	774	750	783	1227
	51%	56%	52%	63%	60%	63%	53%
		f		abf	bf	abf	
		67%	38%	62%	60%	63%	99%
Finding/ downloading information for work/ business/ school/ college/ university/ homework	1156	767	421	720	733	767	1135
	48%	51%	46%	59%	58%	62%	49%
		b		abf	abf	abf	
		66%	36%	62%	63%	66%	98%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo, or Facebook)	1102	716	412	706	718	795	1090
	46%	48%	45%	58%	57%	64%	47%
				abf	abf	abcdf	
		65%	37%	64%	65%	72%	99%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	1084	687	446	689	658	703	1066
	45%	46%	48%	56%	52%	57%	46%
				abdf	af	abdf	
		63%	41%	64%	61%	65%	98%
To find information on health related issues	1053	693	407	675	658	712	1043
	44%	46%	44%	55%	52%	57%	45%
				abf	abf	abdf	
		66%	39%	64%	63%	68%	99%
Columns Tested: a,b,c,d,e,f							

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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

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3422	2044	1279	1582	1787	1608	3262
Effective Weighted Sample	2372	1427	916	1108	1204	1133	2281
Weighted total	2419	1495	920	1221	1258	1244	2335
		62%	38%	50%	52%	51%	97%
Making video calls e.g. via FaceTime, Skype	927	618	316	587	601	659	909
	38%	41%	34%	48%	48%	53%	39%
		b		abf	abf	abcdf	b
		67%	34%	63%	65%	71%	98%
Watching TV programmes/ films content online (e.g. Netflix, BBC iPlayer, or Sky Go)	913	587	328	642	666	676	906
	38%	39%	36%	53%	53%	54%	39%
				abf	abf	abf	
		64%	36%	70%	73%	74%	99%
Trading/ auctions e.g. eBay	802	546	297	501	541	540	792
	33%	36%	32%	41%	43%	43%	34%
		b		abf	abf	abf	
		68%	37%	62%	68%	67%	99%
Making voice calls using a VoIP service e.g. Skype	795	519	286	506	523	578	782
	33%	35%	31%	41%	42%	46%	33%
				abf	abf	abcdf	
		65%	36%	64%	66%	73%	98%
Uploading/ adding content to the internet e.g. photos, videos, blog posts	766	522	268	511	543	545	757
	32%	35%	29%	42%	43%	44%	32%
		b		abf	abf	abf	
		68%	35%	67%	71%	71%	99%
Playing games online/ interactively	670	452	226	392	433	455	659
	28%	30%	25%	32%	34%	37%	28%
		b		bf	abf	abcf	b
		67%	34%	59%	65%	68%	98%

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

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

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

Base : Those who use the internet at home or elsewhere

	Total	TV SERVICES				YOUTUBE	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV- ICES	
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3422	2044	1279	1582	1787	1608	3262
Effective Weighted Sample	2372	1427	916	1108	1204	1133	2281
Weighted total	2419	1495	920	1221	1258	1244	2335
		62%	38%	50%	52%	51%	97%
Streamed audio services e.g. Spotify or Deezer or Apple Music	640	434	219	454	485	465	633
	26%	29%	24%	37%	39%	37%	27%
		b		abf	abf	abf	
		68%	34%	71%	76%	73%	99%
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	606	415	226	415	437	443	599
	25%	28%	25%	34%	35%	36%	26%
				abf	abf	abf	
		68%	37%	68%	72%	73%	99%
Listening to live radio through a website or app	469	309	181	352	332	338	466
	19%	21%	20%	29%	26%	27%	20%
				abf	abf	abf	
		66%	39%	75%	71%	72%	99%
Listening to catch-up or on-demand radio through a website or app	435	289	166	320	296	324	432
	18%	19%	18%	26%	24%	26%	18%
				abf	abf	abf	
		66%	38%	74%	68%	74%	99%
Watching live sports content on a streaming service such as SkyGo, NOW TV or Eurosport Player	370	271	120	248	253	271	365
	15%	18%	13%	20%	20%	22%	16%
		b		bf	bf	abf	
		73%	32%	67%	68%	73%	99%

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

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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

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3422	2044	1279	1582	1787	1608	3262
Effective Weighted Sample	2372	1427	916	1108	1204	1133	2281
Weighted total	2419	1495	920	1221	1258	1244	2335
		62%	38%	50%	52%	51%	97%
Online dating sites/ apps	82	44	29	51	53	58	81
	3%	3%	3%	4%	4%	5%	3%
		a					
		54%	35%	62%	64%	71%	100%
Other	10	4	7	2	3	3	9
	*%	*%	1%	*%	*%	*%	*%
			c				
		39%	66%	20%	30%	25%	89%
USE SOCIAL NETWORKING SITES	1491	973	544	878	946	942	1462
	62%	65%	59%	72%	75%	76%	63%
		b		abf	abf	abcf	
		65%	36%	59%	63%	63%	98%
TV/ VIDEO VIEWING	1345	874	498	850	883	930	1332
	56%	58%	54%	70%	70%	75%	57%
		b		abf	abf	abcdf	
		65%	37%	63%	66%	69%	99%
VOICE OR VIDEO CALLS USING A VOIP SERVICE E.G. SKYPE	1069	698	377	666	691	737	1050
	44%	47%	41%	55%	55%	59%	45%
		b		abf	abf	abcdf	b
		65%	35%	62%	65%	69%	98%
STREAMED AUDIO SERVICES	640	434	219	454	485	465	633
	26%	29%	24%	37%	39%	37%	27%
		b		abf	abf	abf	
		68%	34%	71%	76%	73%	99%
None of these	50	25	24	11	8	4	44
	2%	2%	3%	1%	1%	*%	2%
		de	cde				cde
		50%	49%	22%	17%	8%	88%

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

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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

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d		e	f
Unweighted total	3422	2044	1279	1582	1787		1608	3262
Effective Weighted Sample	2372	1427	916	1108	1204		1133	2281
Weighted total	2419	1495	920	1221	1258		1244	2335
		62%	38%	50%	52%		51%	97%
Don't know	3	*	-	*	*		1	1
	*%	*%	-%	*%	*%		*%	*%
		10%	-%	10%	10%		36%	41%
COMMUNICATION	2178	1375	834	1173	1196		1196	2124
	90%	92%	91%	96%	95%		96%	91%
				abf	abf		abf	
		63%	38%	54%	55%		55%	98%
INFORMATION	2154	1368	807	1149	1177		1186	2100
	89%	92%	88%	94%	94%		95%	90%
		b		abf	abf		abf	
		64%	37%	53%	55%		55%	98%
PURCHASING/ FINANCES	1950	1264	724	1100	1125		1115	1906
	81%	84%	79%	90%	89%		90%	82%
		bf		abf	abf		abf	
		65%	37%	56%	58%		57%	98%
ENTERTAINMENT	1533	997	554	925	968		1002	1510
	63%	67%	60%	76%	77%		81%	65%
		b		abf	abf		abcdf	b
		65%	36%	60%	63%		65%	99%
SOCIAL	1491	973	544	878	946		942	1462
	62%	65%	59%	72%	75%		76%	63%
		b		abf	abf		abcf	
		65%	36%	59%	63%		63%	98%

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

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

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
Send/ receive e-mails	2049	989	1059	317	356	770	606	74	150	217	691	622	607	419	398	1752	165	89	44
	77%	76%	78%	84%	87%	85%	61%	50%	66%	79%	90%	87%	85%	72%	60%	78%	71%	67%	59%
				d	d	d			a	ab	abc	cd	cd	d		bcd	d	d	
		48%	52%	15%	17%	38%	30%	4%	7%	11%	34%	30%	30%	20%	19%	85%	8%	4%	2%
General searching/ surfing/ browsing the internet	1994	975	1016	323	326	747	598	81	154	204	644	574	574	422	422	1687	165	93	48
	75%	75%	74%	86%	80%	83%	60%	55%	68%	74%	84%	81%	80%	73%	64%	75%	71%	71%	65%
				bd	d	d			a	a	abc	cd	cd	d		cd			
		49%	51%	16%	16%	37%	30%	4%	8%	10%	32%	29%	29%	21%	21%	85%	8%	5%	2%
Online shopping (purchasing goods/services/ tickets etc.)	1694	790	902	264	313	662	454	48	115	161	616	542	511	322	317	1431	142	76	44
	63%	61%	66%	70%	77%	73%	46%	33%	51%	58%	80%	76%	71%	55%	48%	64%	61%	58%	60%
			a	d	ad	d			a	a	abc	bcd	cd	d		c			
		47%	53%	16%	18%	39%	27%	3%	7%	9%	36%	32%	30%	19%	19%	84%	8%	4%	3%
Banking/ paying bills	1623	768	853	240	327	654	401	46	113	168	619	520	488	323	291	1395	132	63	33
	61%	59%	62%	64%	80%	72%	41%	31%	50%	61%	81%	73%	68%	56%	44%	62%	57%	48%	45%
				d	acd	ad			a	ab	abc	bcd	cd	d		bcd	cd		
		47%	53%	15%	20%	40%	25%	3%	7%	10%	38%	32%	30%	20%	18%	86%	8%	4%	2%
Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat, WhatsApp	1559	710	847	301	316	611	332	56	114	160	542	454	472	317	314	1302	140	79	38
	58%	54%	62%	80%	78%	68%	34%	38%	50%	58%	71%	64%	66%	55%	47%	58%	60%	60%	51%
			a	cd	cd	d			a	a	abc	cd	cd	d		d	d	d	
		46%	54%	19%	20%	39%	21%	4%	7%	10%	35%	29%	30%	20%	20%	84%	9%	5%	2%
Using social media sites or apps (such as Facebook, Twitter, LinkedIn, Instagram or Snapchat)	1418	625	791	276	291	562	290	55	100	153	495	410	410	285	311	1186	120	75	38
	53%	48%	58%	73%	71%	62%	29%	37%	45%	55%	65%	58%	57%	49%	47%	53%	52%	57%	51%
			a	cd	cd	d				ab	abc	cd	cd						
		44%	56%	19%	20%	40%	20%	4%	7%	11%	35%	29%	29%	20%	22%	84%	8%	5%	3%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 61

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

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

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%																			
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
Accessing news	1243	633	609	171	201	498	373	33	78	120	494	431	365	237	209	1080	78	57	27
	46%	49%	45%	45%	49%	55%	38%	22%	35%	44%	64%	61%	51%	41%	32%	48%	33%	43%	37%
		b		d	d	ad			a	ab	abc	bcd	cd	d		bd		b	
		51%	49%	14%	16%	40%	30%	3%	6%	10%	40%	35%	29%	19%	17%	87%	6%	5%	2%
Finding/ downloading information for work/ business/ school/ college/ university/ homework	1156	570	586	220	215	485	236	27	49	102	464	401	361	219	173	1016	76	48	15
	43%	44%	43%	58%	53%	54%	24%	18%	22%	37%	61%	56%	50%	38%	26%	45%	33%	36%	21%
				d	d	d				ab	abc	bcd	cd	d		bcd	d	d	
		49%	51%	19%	19%	42%	20%	2%	4%	9%	40%	35%	31%	19%	15%	88%	7%	4%	1%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo, or Facebook)	1102	558	543	240	223	423	215	35	73	105	418	342	339	210	208	958	69	53	21
	41%	43%	40%	64%	55%	47%	22%	24%	32%	38%	55%	48%	47%	36%	31%	43%	30%	40%	29%
				bcd	cd	d			a	a	abc	cd	cd			bd		bd	
		51%	49%	22%	20%	38%	20%	3%	7%	10%	38%	31%	31%	19%	19%	87%	6%	5%	2%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	1084	533	551	128	194	445	317	35	68	100	452	386	310	203	185	967	60	45	12
	41%	41%	40%	34%	48%	49%	32%	24%	30%	36%	59%	54%	43%	35%	28%	43%	26%	34%	16%
					ad	ad				a	abc	bcd	cd	d		bcd	d	bd	
		49%	51%	12%	18%	41%	29%	3%	6%	9%	42%	36%	29%	19%	17%	89%	6%	4%	1%
To find information on health related issues	1053	473	579	138	182	431	303	31	74	102	420	364	317	187	184	946	54	38	15
	39%	36%	42%	37%	45%	48%	31%	21%	33%	37%	55%	51%	44%	32%	28%	42%	23%	29%	21%
			a	d	ad	ad			a	a	abc	bcd	cd			bcd		d	
		45%	55%	13%	17%	41%	29%	3%	7%	10%	40%	35%	30%	18%	17%	90%	5%	4%	1%
Making video calls e.g. via FaceTime, Skype	927	423	504	195	202	383	147	28	61	98	382	293	290	166	177	812	57	40	18
	35%	32%	37%	52%	50%	42%	15%	19%	27%	36%	50%	41%	40%	29%	27%	36%	25%	30%	25%
		a		cd	cd	d			a	ab	abc	cd	cd			bcd			
		46%	54%	21%	22%	41%	16%	3%	7%	11%	41%	32%	31%	18%	19%	88%	6%	4%	2%

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

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

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
Watching TV programmes/ films content online (e.g. Netflix, BBC iPlayer, or Sky Go)	913	459	453	181	191	367	174	30	51	83	389	305	293	162	151	799	65	32	17
	34%	35%	33%	48%	47%	41%	18%	20%	23%	30%	51%	43%	41%	28%	23%	36%	28%	24%	22%
				cd	cd	d				ab	abc	cd	cd	d		bcd			
Trading/ auctions e.g. eBay		50%	50%	20%	21%	40%	19%	3%	6%	9%	43%	33%	32%	18%	17%	88%	7%	4%	2%
	802	383	418	126	155	363	159	16	54	76	295	240	240	173	149	701	48	42	11
	30%	29%	31%	33%	38%	40%	16%	11%	24%	28%	38%	34%	33%	30%	23%	31%	21%	31%	15%
Making voice calls using a VoIP service e.g. Skype				d	d	ad			a	a	abc	d	d	d		bd	d	bd	
		48%	52%	16%	19%	45%	20%	2%	7%	9%	37%	30%	30%	22%	19%	87%	6%	5%	1%
	795	392	402	158	174	336	126	26	46	78	341	254	246	151	143	684	60	34	16
Uploading/ adding content to the internet e.g. photos, videos, blog posts	30%	30%	29%	42%	43%	37%	13%	18%	20%	28%	44%	36%	34%	26%	22%	31%	26%	26%	22%
				d	d	d				ab	abc	cd	cd			d			
		49%	51%	20%	22%	42%	16%	3%	6%	10%	43%	32%	31%	19%	18%	86%	8%	4%	2%
Playing games online/ interactively	766	347	419	162	165	302	137	17	46	70	306	257	243	137	128	664	53	32	16
	29%	27%	31%	43%	41%	33%	14%	11%	20%	25%	40%	36%	34%	24%	19%	30%	23%	24%	22%
			a	cd	cd	d			a	a	abc	cd	cd			bcd			
Streamed audio services e.g. Spotify or Deezer or Apple Music		45%	55%	21%	22%	39%	18%	2%	6%	9%	40%	34%	32%	18%	17%	87%	7%	4%	2%
	670	347	323	154	144	254	118	27	52	75	254	184	203	131	151	596	40	26	8
	25%	27%	24%	41%	35%	28%	12%	19%	23%	27%	33%	26%	28%	22%	23%	27%	17%	20%	11%
Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d				cd	cd	d			a	a	ab		cd	cd		bcd	d	d	
		52%	48%	23%	21%	38%	18%	4%	8%	11%	38%	27%	30%	19%	23%	89%	6%	4%	1%
	640	331	308	171	153	240	77	19	33	49	283	214	215	110	99	567	33	32	7
	24%	25%	23%	45%	37%	27%	8%	13%	15%	18%	37%	30%	30%	19%	15%	25%	14%	25%	10%
				bcd	cd	d					abc	cd	cd	d		bd		bd	
				27%	24%	37%	12%	3%	5%	8%	44%	33%	34%	17%	16%	89%	5%	5%	1%

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	606	305	301	113	138	247	108	13	27	55	280	238	198	88	81	520	45	31	9
	23%	23%	22%	30%	34%	27%	11%	9%	12%	20%	37%	33%	28%	15%	12%	23%	19%	24%	13%
				d	cd	d				ab	abc	bcd	cd			d	d	d	
		50%	50%	19%	23%	41%	18%	2%	4%	9%	46%	39%	33%	15%	13%	86%	7%	5%	2%
Listening to live radio through a website or app	469	241	227	72	89	203	105	11	25	35	217	169	150	77	72	418	23	22	6
	18%	18%	17%	19%	22%	22%	11%	7%	11%	13%	28%	24%	21%	13%	11%	19%	10%	16%	8%
				d	d	d					abc	cd	cd			bd		bd	
		51%	49%	15%	19%	43%	22%	2%	5%	7%	46%	36%	32%	16%	15%	89%	5%	5%	1%
Listening to catch-up or on-demand radio through a website or app	435	235	200	75	91	183	86	8	22	35	239	180	138	64	51	397	14	18	5
	16%	18%	15%	20%	22%	20%	9%	6%	10%	13%	31%	25%	19%	11%	8%	18%	6%	14%	7%
		b		d	d	d				a	abc	bcd	cd	d		bd		bd	
		54%	46%	17%	21%	42%	20%	2%	5%	8%	55%	41%	32%	15%	12%	91%	3%	4%	1%
Watching live sports content on a streaming service such as SkyGo, NOW TV or Eurosport Player	370	256	114	72	79	153	66	11	17	34	183	121	135	73	41	334	17	13	6
	14%	20%	8%	19%	19%	17%	7%	8%	7%	12%	24%	17%	19%	13%	6%	15%	7%	10%	8%
		b		d	d	d					abc	cd	cd	d		bcd			
		69%	31%	19%	21%	41%	18%	3%	5%	9%	49%	33%	37%	20%	11%	90%	5%	3%	2%
Online dating sites/ apps	82	48	34	20	19	30	13	5	6	8	33	27	21	18	16	75	2	2	3
	3%	4%	2%	5%	5%	3%	1%	3%	2%	3%	4%	4%	3%	3%	2%	3%	1%	1%	3%
				d	d	d										bc			bc
		59%	41%	25%	23%	36%	16%	6%	7%	10%	40%	33%	26%	21%	20%	92%	3%	2%	3%
Other	10	6	4	-	*	2	8	*	3	*	1	2	4	3	1	8	2	1	1
	*%	*%	*%	-%	*%	*%	1%	*%	1%	*%	1%	2%	1%	1%	1%	*%	1%	1%	1%
		60%	40%	-%	1%	18%	81%	1%	28%	2%	11%	22%	37%	27%	14%	72%	14%	7%	7%

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

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
USE SOCIAL NETWORKING SITES	1491	671	818	283	302	589	317	57	101	158	524	443	428	300	317	1253	123	76	40
	56%	52%	60%	75%	74%	65%	32%	39%	45%	57%	68%	62%	60%	52%	48%	56%	53%	57%	54%
			a	cd	cd	d				ab	abc	cd	cd						
		45%	55%	19%	20%	40%	21%	4%	7%	11%	35%	30%	29%	20%	21%	84%	8%	5%	3%
TV/ VIDEO VIEWING	1345	680	664	272	267	525	282	48	85	135	510	406	421	265	251	1164	91	61	29
	50%	52%	49%	72%	66%	58%	28%	32%	38%	49%	67%	57%	59%	46%	38%	52%	39%	46%	40%
				bcd	cd	d				ab	abc	cd	cd	d		bcd			
		51%	49%	20%	20%	39%	21%	4%	6%	10%	38%	30%	31%	20%	19%	87%	7%	5%	2%
VOICE OR VIDEO CALLS USING A VOIP SERVICE E.G. SKYPE	1069	509	559	213	224	441	191	37	68	113	422	333	328	200	207	931	71	46	22
	40%	39%	41%	57%	55%	49%	19%	25%	30%	41%	55%	47%	46%	35%	31%	42%	30%	35%	30%
				cd	cd	d				ab	abc	cd	cd			bcd			
		48%	52%	20%	21%	41%	18%	3%	6%	11%	40%	31%	31%	19%	19%	87%	7%	4%	2%
STREAMED AUDIO SERVICES	640	331	308	171	153	240	77	19	33	49	283	214	215	110	99	567	33	32	7
	24%	25%	23%	45%	37%	27%	8%	13%	15%	18%	37%	30%	30%	19%	15%	25%	14%	25%	10%
				bcd	cd	d					abc	cd	cd	d		bd		bd	
		52%	48%	27%	24%	37%	12%	3%	5%	8%	44%	33%	34%	17%	16%	89%	5%	5%	1%
None of these	50	24	25	4	3	13	31	8	4	5	7	8	9	13	20	44	3	2	1
	2%	2%	2%	1%	1%	1%	3%	5%	2%	2%	1%	1%	1%	2%	3%	2%	1%	2%	1%
						abc	bcd							ab					
		48%	51%	8%	6%	25%	61%	15%	8%	9%	13%	16%	18%	26%	40%	88%	7%	4%	1%
Don't know	3	-	1	2	-	1	-	-	-	-	-	-	2	*	1	3	-	-	*
	*%	-%	*%	1%	-%	*%	-%	-%	-%	-%	-%	-%	*%	*%	*%	*%	-%	-%	*%
				d															
		-%	41%	63%	-%	37%	-%	-%	-%	-%	-%	-%	64%	5%	32%	90%	-%	-%	10%
COMMUNICATION	2178	1053	1123	349	375	811	643	81	160	237	712	641	624	459	452	1849	176	98	55
	81%	81%	82%	93%	92%	90%	65%	55%	71%	86%	93%	90%	87%	79%	68%	83%	75%	75%	75%
				d	d	d			a	ab	abc	cd	cd	d		bcd			
		48%	52%	16%	17%	37%	30%	4%	7%	11%	33%	29%	29%	21%	21%	85%	8%	5%	3%
INFORMATION	2154	1056	1095	342	357	801	653	84	162	228	692	631	609	456	456	1824	174	102	54
	81%	81%	80%	91%	88%	89%	66%	57%	72%	83%	90%	89%	85%	79%	69%	82%	75%	77%	74%
				d	d	d			a	ab	abc	bcd	cd	d		bcd			
		49%	51%	16%	17%	37%	30%	4%	8%	11%	32%	29%	28%	21%	21%	85%	8%	5%	3%

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

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
PURCHASING/ FINANCES	1950	923	1025	298	358	753	541	60	135	199	689	604	572	394	378	1653	162	85	50
	73%	71%	75%	79%	88%	83%	55%	41%	60%	72%	90%	85%	80%	68%	57%	74%	69%	65%	68%
			a	d	acd	d			a	ab	abc	bcd	cd	d		cd			
		47%	53%	15%	18%	39%	28%	3%	7%	10%	35%	31%	29%	20%	19%	85%	8%	4%	3%
ENTERTAINMENT	1533	762	768	299	292	592	349	60	105	156	559	452	466	304	308	1327	103	70	32
	57%	59%	56%	79%	72%	66%	35%	40%	47%	57%	73%	64%	65%	52%	46%	59%	44%	53%	44%
				bcd	cd	d				ab	abc	cd	cd	d		bcd		bd	
		50%	50%	19%	19%	39%	23%	4%	7%	10%	36%	30%	30%	20%	20%	87%	7%	5%	2%
SOCIAL	1491	671	818	283	302	589	317	57	101	158	524	443	428	300	317	1253	123	76	40
	56%	52%	60%	75%	74%	65%	32%	39%	45%	57%	68%	62%	60%	52%	48%	56%	53%	57%	54%
			a	cd	cd	d				ab	abc	cd	cd						
		45%	55%	19%	20%	40%	21%	4%	7%	11%	35%	30%	29%	20%	21%	84%	8%	5%	3%

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

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

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
Send/ receive e-mails	2049	283	300	196	152	168	206	151	74	221	1775	273	1336	711	931	1118
	77%	85%	82%	85%	81%	71%	84%	69%	64%	74%	77%	76%	86%	64%	82%	73%
		eghi	eghi	eghi	egh		eghi			h			b		b	
		14%	15%	10%	7%	8%	10%	7%	4%	11%	87%	13%	65%	35%	45%	55%
General searching/ surfing/ browsing the internet	1994	267	284	190	151	166	198	153	71	208	1735	259	1277	716	882	1111
	75%	80%	77%	83%	80%	70%	81%	69%	61%	70%	75%	72%	82%	64%	77%	72%
		eghi	gh	eghi	eghi	h	eghi	h		h			b		b	
		13%	14%	10%	8%	8%	10%	8%	4%	10%	87%	13%	64%	36%	44%	56%
Online shopping (purchasing goods/services/ tickets etc.)	1694	224	248	171	125	139	176	127	66	154	1473	220	1156	536	761	932
	63%	67%	67%	75%	67%	59%	72%	58%	57%	52%	64%	61%	74%	48%	67%	61%
		eghi	eghi	eghi	ghi		eghi						b		b	
		13%	15%	10%	7%	8%	10%	8%	4%	9%	87%	13%	68%	32%	45%	55%
Banking/ paying bills	1623	233	254	162	113	115	164	121	59	174	1405	218	1151	471	741	882
	61%	70%	69%	71%	60%	48%	67%	55%	51%	58%	61%	61%	74%	42%	65%	57%
		deghe	deghe	deghe	eh		egh			e			b		b	
		14%	16%	10%	7%	7%	10%	7%	4%	11%	87%	13%	71%	29%	46%	54%
Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat, WhatsApp	1559	219	215	151	114	123	163	107	50	160	1351	208	1066	491	655	904
	58%	66%	59%	66%	61%	52%	67%	49%	43%	53%	58%	58%	69%	44%	58%	59%
		eghi	gh	eghi	egh	h	eghi			h			b			
		14%	14%	10%	7%	8%	10%	7%	3%	10%	87%	13%	68%	32%	42%	58%
Using social media sites or apps (such as Facebook, Twitter, LinkedIn, Instagram or Snapchat)	1418	200	187	138	103	114	145	107	51	140	1236	182	961	456	604	814
	53%	60%	51%	60%	55%	48%	59%	49%	44%	47%	53%	51%	62%	41%	53%	53%
		beghi		beghi	h		eghi						b			
		14%	13%	10%	7%	8%	10%	8%	4%	10%	87%	13%	68%	32%	43%	57%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

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

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL			
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b	
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166	
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557	
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536	
Accessing news		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%	
	1243	205	186	125	98	82	133	75	38	137	1085	157	839	403	576	667	
	46%	61%	51%	54%	52%	35%	54%	34%	33%	46%	47%	44%	54%	36%	51%	43%	
Finding/ downloading information for work/ business/ school/ college/ university/ homework		bdeghi	egh	egh	egh		egh			egh			b		b		
		17%	15%	10%	8%	7%	11%	6%	3%	11%	87%	13%	67%	32%	46%	54%	
	1156	207	184	123	87	74	121	71	38	113	1011	145	841	314	527	629	
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo, or Facebook)		43%	62%	50%	53%	46%	49%	32%	33%	38%	44%	40%	54%	28%	46%	41%	
		bdefghi	eghi	eghi	egh		eghi						b		b		
		18%	16%	11%	7%	6%	10%	6%	3%	10%	87%	13%	73%	27%	46%	54%	
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP		1102	207	160	106	90	112	70	37	104	972	130	763	338	484	618	
		41%	62%	43%	46%	48%	46%	32%	32%	35%	42%	36%	49%	30%	42%	40%	
		bcdefghi	egh	eghi	eghi	eghi		eghi			b		b				
To find information on health related issues			19%	14%	10%	8%	7%	10%	6%	3%	9%	88%	12%	69%	31%	44%	56%
	1084	184	191	118	91	52	125	68	38	100	948	136	748	336	513	572	
	41%	55%	52%	52%	48%	22%	51%	31%	33%	33%	41%	38%	48%	30%	45%	37%	
		eghi	eghi	eghi	eghi		eghi	e	e	e			b		b		
		17%	18%	11%	8%	5%	12%	6%	4%	9%	87%	13%	69%	31%	47%	53%	
	1053	185	180	117	72	71	123	64	42	90	931	122	699	353	480	573	
		39%	55%	49%	51%	38%	50%	29%	37%	30%	40%	34%	45%	32%	42%	37%	
		degghi	degghi	degghi	eg		degghi				b		b		b		
		18%	17%	11%	7%	7%	12%	6%	4%	9%	88%	12%	66%	34%	46%	54%	

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
Making video calls e.g. via FaceTime, Skype	927	209	114	91	70	56	106	61	32	74	817	110	627	301	391	536
	35%	62%	31%	40%	38%	24%	43%	27%	27%	25%	35%	31%	40%	27%	34%	35%
		bcdefghi		eghi	eghi		beghi						b			
		23%	12%	10%	8%	6%	11%	7%	3%	8%	88%	12%	68%	32%	42%	58%
Watching TV programmes/ films content online (e.g. Netflix, BBC iPlayer, or Sky Go)	913	175	146	98	72	37	97	63	26	85	792	121	641	271	414	499
	34%	53%	40%	43%	38%	15%	39%	29%	22%	28%	34%	34%	41%	24%	36%	32%
		bcdefghi	eghi	eghi	eghi		eghi	e	e	e			b		b	
		19%	16%	11%	8%	4%	11%	7%	3%	9%	87%	13%	70%	30%	45%	55%
Trading/ auctions e.g. eBay	802	104	150	82	57	56	87	58	35	72	695	106	586	215	369	433
	30%	31%	41%	36%	30%	24%	35%	26%	30%	24%	30%	30%	38%	19%	32%	28%
			adeghi	egi			egi						b		b	
		13%	19%	10%	7%	7%	11%	7%	4%	9%	87%	13%	73%	27%	46%	54%
Making voice calls using a VoIP service e.g. Skype	795	192	106	87	55	41	94	35	13	63	708	87	565	230	343	452
	30%	57%	29%	38%	29%	17%	38%	16%	11%	21%	31%	24%	36%	21%	30%	29%
		bcdefghi	egh	bdeghi	eghi		bdeghi			h	b		b			
		24%	13%	11%	7%	5%	12%	4%	2%	8%	89%	11%	71%	29%	43%	57%
Uploading/ adding content to the internet e.g. photos, videos, blog posts	766	132	105	92	63	43	93	52	29	54	668	98	536	229	366	400
	29%	40%	29%	40%	34%	18%	38%	24%	25%	18%	29%	27%	34%	21%	32%	26%
		beghi	ei	beghi	eghi		beghi						b		b	
		17%	14%	12%	8%	6%	12%	7%	4%	7%	87%	13%	70%	30%	48%	52%
Playing games online/ interactively	670	115	94	64	70	34	81	55	21	61	599	71	455	215	299	371
	25%	35%	26%	28%	37%	14%	33%	25%	18%	20%	26%	20%	29%	19%	26%	24%
		beghi	eh	eh	bceghi		eghi	e			b		b			
		17%	14%	10%	10%	5%	12%	8%	3%	9%	89%	11%	68%	32%	45%	55%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

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

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
Streamed audio services e.g. Spotify or Deezer or Apple Music	640	115	84	76	49	36	74	43	21	69	565	75	465	174	288	352
	24%	35%	23%	33%	26%	15%	30%	20%	18%	23%	24%	21%	30%	16%	25%	23%
		bdeghi	e	beghi	eh		egh			e			b			
		18%	13%	12%	8%	6%	12%	7%	3%	11%	88%	12%	73%	27%	45%	55%
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	606	101	89	70	56	35	65	35	17	52	539	67	443	162	290	316
	23%	30%	24%	31%	30%	15%	27%	16%	15%	17%	23%	19%	29%	15%	25%	21%
		eghi	egh	eghi	eghi		eghi				b		b		b	
		17%	15%	12%	9%	6%	11%	6%	3%	9%	89%	11%	73%	27%	48%	52%
Listening to live radio through a website or app	469	78	87	63	39	20	55	30	12	34	402	67	341	128	239	230
	18%	23%	24%	27%	21%	9%	22%	14%	11%	12%	17%	19%	22%	11%	21%	15%
		eghi	eghi	eghi	eghi		eghi						b		b	
		17%	19%	13%	8%	4%	12%	6%	3%	7%	86%	14%	73%	27%	51%	49%
Listening to catch-up or on-demand radio through a website or app	435	106	48	53	39	25	55	24	7	39	380	54	321	113	221	213
	16%	32%	13%	23%	21%	10%	23%	11%	6%	13%	16%	15%	21%	10%	19%	14%
		bcdefghi	h	beghi	beghi		beghi	h		h			b		b	
		24%	11%	12%	9%	6%	13%	6%	2%	9%	87%	13%	74%	26%	51%	49%
Watching live sports content on a streaming service such as SkyGo, NOW TV or Eurosport Player	370	89	52	41	31	23	41	22	11	24	322	48	280	90	180	190
	14%	27%	14%	18%	17%	10%	17%	10%	10%	8%	14%	13%	18%	8%	16%	12%
		bcdefghi	i	eghi	eghi		eghi						b		b	
		24%	14%	11%	8%	6%	11%	6%	3%	7%	87%	13%	76%	24%	49%	51%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

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

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
Online dating sites/ apps	82	16	6	7	5	2	9	17	3	11	76	6	61	21	30	52
	3%	5%	2%	3%	3%	1%	4%	8%	2%	4%	3%	2%	4%	2%	3%	3%
		be					e	bcdeh		e			b			
		20%	7%	9%	6%	2%	11%	20%	3%	13%	93%	7%	75%	25%	37%	63%
Other	10	-	2	1	2	1	1	*	*	1	8	2	5	6	5	5
	*%	-%	*%	*%	1%	*%	*%	*%	*%	*%	*%	1%	*%	1%	*%	*%
		-%	16%	7%	16%	7%	6%	5%	2%	13%	77%	23%	46%	54%	52%	48%
USE SOCIAL NETWORKING SITES	1491	218	202	150	108	116	149	110	58	143	1297	194	1007	483	641	850
	56%	65%	55%	65%	57%	49%	60%	50%	50%	48%	56%	54%	65%	43%	56%	55%
		beghi		beghi	i		eghi						b			
		15%	14%	10%	7%	8%	10%	7%	4%	10%	87%	13%	68%	32%	43%	57%
TV/ VIDEO VIEWING	1345	227	202	139	103	87	138	93	45	130	1161	184	925	420	595	751
	50%	68%	55%	61%	55%	37%	56%	42%	39%	44%	50%	51%	60%	38%	52%	49%
		bdefghi	eghi	eghi	eghi		eghi						b			
		17%	15%	10%	8%	7%	10%	7%	3%	10%	86%	14%	69%	31%	44%	56%
VOICE OR VIDEO CALLS USING A VOIP SERVICE E.G. SKYPE	1069	221	131	112	79	68	131	65	35	88	936	133	720	349	468	601
	40%	66%	36%	49%	42%	29%	53%	29%	30%	29%	40%	37%	46%	31%	41%	39%
		bcdefghi		beghi	eghi		bdeghi						b			
		21%	12%	11%	7%	6%	12%	6%	3%	8%	88%	12%	67%	33%	44%	56%
STREAMED AUDIO SERVICES	640	115	84	76	49	36	74	43	21	69	565	75	465	174	288	352
	24%	35%	23%	33%	26%	15%	30%	20%	18%	23%	24%	21%	30%	16%	25%	23%
		bdeghi	e	beghi	eh		egh			e			b			
		18%	13%	12%	8%	6%	12%	7%	3%	11%	88%	12%	73%	27%	45%	55%
None of these	50	6	6	1	5	7	1	6	4	7	45	5	15	34	18	33
	2%	2%	2%	1%	3%	3%	1%	3%	4%	2%	2%	1%	1%	3%	2%	2%
						f			cf				a			
		12%	11%	2%	10%	14%	3%	12%	9%	13%	90%	10%	29%	67%	35%	65%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
Don't know	3	-	2	1	-	-	-	-	-	-	3	*	1	*	2	1
	*%	-%	*%	*%	-%	-%	-%	-%	-%	-%	*%	*%	*%	*%	*%	*%
		-%	59%	32%	-%	-%	-%	-%	-%	-%	95%	5%	36%	5%	59%	41%
COMMUNICATION	2178	288	319	201	160	185	220	162	82	232	1881	297	1406	771	979	1200
	81%	86%	87%	88%	85%	78%	89%	73%	71%	78%	81%	83%	90%	69%	86%	78%
		eghi	eghi	eghi	eghi		eghi						b		b	
		13%	15%	9%	7%	9%	10%	7%	4%	11%	86%	14%	65%	35%	45%	55%
INFORMATION	2154	283	317	199	164	179	219	164	78	222	1863	290	1378	775	964	1190
	81%	85%	86%	87%	87%	76%	89%	74%	67%	74%	80%	81%	89%	69%	85%	77%
		eghi	eghi	eghi	eghi	h	eghi						b		b	
		13%	15%	9%	8%	8%	10%	8%	4%	10%	87%	13%	64%	36%	45%	55%
PURCHASING/ FINANCES	1950	249	291	188	144	155	195	148	80	203	1684	265	1320	628	882	1067
	73%	75%	79%	82%	77%	65%	79%	67%	69%	68%	73%	74%	85%	56%	77%	69%
		e	eghi	aeghi	eghi		eghi						b		b	
		13%	15%	10%	7%	8%	10%	8%	4%	10%	86%	14%	68%	32%	45%	55%
ENTERTAINMENT	1533	235	235	152	130	103	158	108	52	154	1326	207	1028	504	674	859
	57%	71%	64%	66%	69%	43%	64%	49%	45%	51%	57%	58%	66%	45%	59%	56%
		eghi	eghi	eghi	eghi		eghi						b			
		15%	15%	10%	8%	7%	10%	7%	3%	10%	87%	13%	67%	33%	44%	56%
SOCIAL	1491	218	202	150	108	116	149	110	58	143	1297	194	1007	483	641	850
	56%	65%	55%	65%	57%	49%	60%	50%	50%	48%	56%	54%	65%	43%	56%	55%
		beghi		beghi	i		eghi						b			
		15%	14%	10%	7%	8%	10%	7%	4%	10%	87%	13%	68%	32%	43%	57%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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

Base : All respondents

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
Send/ receive e-mails	2049	1305	786	1130	1144	1147	2004
	77%	85%	72%	92%	90%	92%	79%
		bf		abf	abf	abf	b
		64%	38%	55%	56%	56%	98%
General searching/ surfing/ browsing the internet	1994	1268	758	1087	1109	1122	1946
	75%	82%	70%	88%	87%	89%	76%
		bf		abf	abf	abf	b
		64%	38%	55%	56%	56%	98%
Online shopping (purchasing goods/services/ tickets etc.)	1694	1118	607	990	1029	1011	1657
	63%	73%	56%	80%	81%	81%	65%
		bf		abf	abf	abf	b
		66%	36%	58%	61%	60%	98%
Banking/ paying bills	1623	1063	594	958	974	965	1593
	61%	69%	55%	78%	76%	77%	62%
		bf		abf	abf	abf	b
		66%	37%	59%	60%	59%	98%
Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat, WhatsApp	1559	1006	574	912	985	976	1526
	58%	65%	53%	74%	77%	78%	60%
		bf		abf	abcf	abcf	b
		65%	37%	59%	63%	63%	98%
Using social media sites or apps (such as Facebook, Twitter, LinkedIn, Instagram or Snapchat)	1418	924	520	836	909	896	1390
	53%	60%	48%	68%	71%	71%	54%
		bf		abf	abf	abcf	b
		65%	37%	59%	64%	63%	98%

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

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

Base : All respondents

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
		a	b	c	d		e	f
Significance Level: 95%								
Unweighted total	3959	2152	1624	1609	1810		1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220		1144	2568
Weighted total	2675	1541	1089	1235	1273		1254	2551
		58%	41%	46%	48%		47%	95%
Accessing news	1243	835	478	774	750		783	1227
	46%	54%	44%	63%	59%		62%	48%
		bf		abf	abf		abf	b
		67%	38%	62%	60%		63%	99%
Finding/ downloading information for work/ business/ school/ college/ university/ homework	1156	767	421	720	733		767	1135
	43%	50%	39%	58%	58%		61%	44%
		bf		abf	abf		abf	b
		66%	36%	62%	63%		66%	98%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo, or Facebook)	1102	716	412	706	718		795	1090
	41%	46%	38%	57%	56%		63%	43%
		bf		abf	abf		abcdf	b
		65%	37%	64%	65%		72%	99%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	1084	687	446	689	658		703	1066
	41%	45%	41%	56%	52%		56%	42%
				abdf	abf		abdf	
		63%	41%	64%	61%		65%	98%
To find information on health related issues	1053	693	407	675	658		712	1043
	39%	45%	37%	55%	52%		57%	41%
		bf		abf	abf		abdf	b
		66%	39%	64%	63%		68%	99%

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

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

Base : All respondents

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
Making video calls e.g. via FaceTime, Skype	927	618	316	587	601	659	909
	35%	40%	29%	48%	47%	53%	36%
		bf		abf	abf	abcdf	b
		67%	34%	63%	65%	71%	98%
Watching TV programmes/ films content online (e.g. Netflix, BBC iPlayer, or Sky Go)	913	587	328	642	666	676	906
	34%	38%	30%	52%	52%	54%	36%
		b		abf	abf	abf	b
		64%	36%	70%	73%	74%	99%
Trading/ auctions e.g. eBay	802	546	297	501	541	540	792
	30%	35%	27%	41%	43%	43%	31%
		bf		abf	abf	abf	b
		68%	37%	62%	68%	67%	99%
Making voice calls using a VoIP service e.g. Skype	795	519	286	506	523	578	782
	30%	34%	26%	41%	41%	46%	31%
		bf		abf	abf	abcdf	b
		65%	36%	64%	66%	73%	98%
Uploading/ adding content to the internet e.g. photos, videos, blog posts	766	522	268	511	543	545	757
	29%	34%	25%	41%	43%	44%	30%
		bf		abf	abf	abf	b
		68%	35%	67%	71%	71%	99%
Playing games online/ interactively	670	452	226	392	433	455	659
	25%	29%	21%	32%	34%	36%	26%
		bf		bf	abf	abcf	b
		67%	34%	59%	65%	68%	98%

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

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

Base : All respondents

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
Streamed audio services e.g. Spotify or Deezer or Apple Music	640	434	219	454	485	465	633
	24%	28%	20%	37%	38%	37%	25%
		bf		abf	abf	abf	b
		68%	34%	71%	76%	73%	99%
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	606	415	226	415	437	443	599
	23%	27%	21%	34%	34%	35%	23%
		bf		abf	abf	abf	
		68%	37%	68%	72%	73%	99%
Listening to live radio through a website or app	469	309	181	352	332	338	466
	18%	20%	17%	29%	26%	27%	18%
		b		abf	abf	abf	
		66%	39%	75%	71%	72%	99%
Listening to catch-up or on-demand radio through a website or app	435	289	166	320	296	324	432
	16%	19%	15%	26%	23%	26%	17%
		b		abf	abf	abf	
		66%	38%	74%	68%	74%	99%
Watching live sports content on a streaming service such as SkyGo, NOW TV or Eurosport Player	370	271	120	248	253	271	365
	14%	18%	11%	20%	20%	22%	14%
		bf		bf	bf	abf	b
		73%	32%	67%	68%	73%	99%

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

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

Base : All respondents

	Total	TV SERVICES				YOUTUBE	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV- ICES	
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
Online dating sites/ apps	82	44	29	51	53	58	81
	3%	3%	3%	4%	4%	5%	3%
					b	abf	
		54%	35%	62%	64%	71%	100%
Other	10	4	7	2	3	3	9
	*%	*%	1%	*%	*%	*%	*%
		39%	66%	20%	30%	25%	89%
USE SOCIAL NETWORKING SITES	1491	973	544	878	946	942	1462
	56%	63%	50%	71%	74%	75%	57%
		bf		abf	abf	abcf	b
		65%	36%	59%	63%	63%	98%
TV/ VIDEO VIEWING	1345	874	498	850	883	930	1332
	50%	57%	46%	69%	69%	74%	52%
		bf		abf	abf	abcdf	b
		65%	37%	63%	66%	69%	99%
VOICE OR VIDEO CALLS USING A VOIP SERVICE E.G. SKYPE	1069	698	377	666	691	737	1050
	40%	45%	35%	54%	54%	59%	41%
		bf		abf	abf	abcdf	b
		65%	35%	62%	65%	69%	98%
STREAMED AUDIO SERVICES	640	434	219	454	485	465	633
	24%	28%	20%	37%	38%	37%	25%
		bf		abf	abf	abf	b
		68%	34%	71%	76%	73%	99%
None of these	50	25	24	11	8	4	44
	2%	2%	2%	1%	1%	*%	2%
		de	cde				cde
		50%	49%	22%	17%	8%	88%
Don't know	3	*	-	*	*	1	1
	*%	*%	-%	*%	*%	*%	*%
		10%	-%	10%	10%	36%	41%

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

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

Base : All respondents

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV- ICES	ANY SER- VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
COMMUNICATION	2178	1375	834	1173	1196	1196	2124
	81%	89%	77%	95%	94%	95%	83%
		bf		abf	abf	abf	b
		63%	38%	54%	55%	55%	98%
INFORMATION	2154	1368	807	1149	1177	1186	2100
	81%	89%	74%	93%	92%	95%	82%
		bf		abf	abf	abdf	b
		64%	37%	53%	55%	55%	98%
PURCHASING/ FINANCES	1950	1264	724	1100	1125	1115	1906
	73%	82%	67%	89%	88%	89%	75%
		bf		abf	abf	abf	b
		65%	37%	56%	58%	57%	98%
ENTERTAINMENT	1533	997	554	925	968	1002	1510
	57%	65%	51%	75%	76%	80%	59%
		bf		abf	abf	abcdf	b
		65%	36%	60%	63%	65%	99%
SOCIAL	1491	973	544	878	946	942	1462
	56%	63%	50%	71%	74%	75%	57%
		bf		abf	abf	abcf	b
		65%	36%	59%	63%	63%	98%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 62

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

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

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3422	1641	1775	511	544	1190	1177	173	288	362	905	786	1034	711	888	2092	431	444	455
Effective Weighted Sample	2372	1147	1221	364	374	820	824	130	216	264	658	555	734	491	640	1823	292	316	416
Weighted total	2419	1174	1240	373	398	882	766	105	186	256	755	683	672	518	543	2039	196	118	66
		49%	51%	15%	16%	36%	32%	4%	8%	11%	31%	28%	28%	21%	22%	84%	8%	5%	3%
Send/ receive e-mails	1812	877	934	275	315	690	532	61	123	183	649	572	547	354	337	1558	143	78	33
	75%	75%	75%	74%	79%	78%	69%	59%	66%	72%	86%	84%	81%	68%	62%	76%	73%	66%	50%
					d	d				a	abc	cd	cd	d		cd	d	d	
		48%	52%	15%	17%	38%	29%	3%	7%	10%	36%	32%	30%	20%	19%	86%	8%	4%	2%
General searching/ surfing/ browsing the internet	1722	850	871	281	283	655	502	62	128	175	587	514	486	361	359	1460	139	83	39
	71%	72%	70%	75%	71%	74%	66%	59%	69%	68%	78%	75%	72%	70%	66%	72%	71%	71%	59%
				d		d					abc	cd	d			d	d	d	
		49%	51%	16%	16%	38%	29%	4%	7%	10%	34%	30%	28%	21%	21%	85%	8%	5%	2%
Banking/ paying bills	1312	626	684	187	273	535	317	37	78	131	536	439	396	251	225	1131	109	48	23
	54%	53%	55%	50%	69%	61%	41%	35%	42%	51%	71%	64%	59%	48%	41%	55%	56%	41%	35%
				d	acd	ad				ab	abc	cd	cd	d		cd	cd		
		48%	52%	14%	21%	41%	24%	3%	6%	10%	41%	33%	30%	19%	17%	86%	8%	4%	2%
Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat, WhatsApp	1268	573	693	252	275	490	252	46	93	125	458	366	382	266	252	1052	116	70	30
	52%	49%	56%	68%	69%	55%	33%	44%	50%	49%	61%	54%	57%	51%	46%	52%	59%	60%	45%
			a	cd	cd	d					abc	d	d			d	ad	ad	
		45%	55%	20%	22%	39%	20%	4%	7%	10%	36%	29%	30%	21%	20%	83%	9%	6%	2%
Using social media sites or apps (such as Facebook, Twitter, LinkedIn, Instagram or Snapchat)	1210	524	686	250	246	486	228	46	93	126	420	326	364	245	273	1006	103	71	31
	50%	45%	55%	67%	62%	55%	30%	44%	50%	49%	56%	48%	54%	47%	50%	49%	53%	60%	47%
			a	cd	cd	d					a		ac					ad	
		43%	57%	21%	20%	40%	19%	4%	8%	10%	35%	27%	30%	20%	23%	83%	8%	6%	3%
Online shopping (purchasing goods/services/ tickets etc.)	1082	490	591	158	223	434	268	26	62	100	429	382	314	190	194	922	87	48	24
	45%	42%	48%	42%	56%	49%	35%	25%	33%	39%	57%	56%	47%	37%	36%	45%	45%	41%	37%
			a	d	acd	ad				a	abc	bcd	cd			d	d		
		45%	55%	15%	21%	40%	25%	2%	6%	9%	40%	35%	29%	18%	18%	85%	8%	4%	2%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 62

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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

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3422	1641	1775	511	544	1190	1177	173	288	362	905	786	1034	711	888	2092	431	444	455
Effective Weighted Sample	2372	1147	1221	364	374	820	824	130	216	264	658	555	734	491	640	1823	292	316	416
Weighted total	2419	1174	1240	373	398	882	766	105	186	256	755	683	672	518	543	2039	196	118	66
		49%	51%	15%	16%	36%	32%	4%	8%	11%	31%	28%	28%	21%	22%	84%	8%	5%	3%
Accessing news	890	479	411	109	149	353	279	21	52	82	389	321	257	172	141	771	52	51	17
	37%	41%	33%	29%	38%	40%	36%	20%	28%	32%	52%	47%	38%	33%	26%	38%	27%	43%	26%
		b		a	a	a				a	abc	bcd	d	d		bd		bd	
		54%	46%	12%	17%	40%	31%	2%	6%	9%	44%	36%	29%	19%	16%	87%	6%	6%	2%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo, or Facebook)	782	420	361	175	171	299	136	21	50	74	309	242	229	167	144	688	42	40	12
	32%	36%	29%	47%	43%	34%	18%	20%	27%	29%	41%	35%	34%	32%	26%	34%	21%	34%	18%
		b		cd	cd	d					abc	d	d	d		bd		bd	
		54%	46%	22%	22%	38%	17%	3%	6%	9%	39%	31%	29%	21%	18%	88%	5%	5%	2%
Finding/ downloading information for work/ business/ school/ college/ university/ homework	761	377	385	162	138	310	151	20	26	57	312	276	245	137	103	681	37	35	8
	31%	32%	31%	44%	35%	35%	20%	20%	14%	22%	41%	40%	36%	26%	19%	33%	19%	30%	11%
				bcd	d	d				b	abc	cd	cd	d		bd	d	bd	
		49%	51%	21%	18%	41%	20%	3%	3%	7%	41%	36%	32%	18%	13%	89%	5%	5%	1%
Watching TV programmes/ films content online (e.g. Netflix, BBC iPlayer, or Sky Go)	638	324	313	130	146	253	109	19	38	55	273	217	207	105	108	562	43	24	10
	26%	28%	25%	35%	37%	29%	14%	18%	20%	22%	36%	32%	31%	20%	20%	28%	22%	20%	15%
				cd	cd	d					abc	cd	cd			bcd	d		
		51%	49%	20%	23%	40%	17%	3%	6%	9%	43%	34%	32%	16%	17%	88%	7%	4%	2%
Making video calls e.g. via FaceTime, Skype	575	254	320	122	140	241	72	15	41	56	250	190	169	95	119	507	37	22	8
	24%	22%	26%	33%	35%	27%	9%	15%	22%	22%	33%	28%	25%	18%	22%	25%	19%	19%	12%
		a		d	cd	d					abc	cd	c			bcd	d	d	
		44%	56%	21%	24%	42%	13%	3%	7%	10%	44%	33%	29%	17%	21%	88%	7%	4%	1%
Making voice calls using a VoIP service e.g. Skype	527	258	270	104	122	228	73	18	28	46	245	176	165	91	94	455	44	21	8
	22%	22%	22%	28%	31%	26%	10%	17%	15%	18%	32%	26%	25%	18%	17%	22%	22%	18%	12%
				d	d	d					abc	cd	cd			d	d	d	
		49%	51%	20%	23%	43%	14%	3%	5%	9%	46%	33%	31%	17%	18%	86%	8%	4%	1%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 62

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3422	1641	1775	511	544	1190	1177	173	288	362	905	786	1034	711	888	2092	431	444	455
Effective Weighted Sample	2372	1147	1221	364	374	820	824	130	216	264	658	555	734	491	640	1823	292	316	416
Weighted total	2419	1174	1240	373	398	882	766	105	186	256	755	683	672	518	543	2039	196	118	66
		49%	51%	15%	16%	36%	32%	4%	8%	11%	31%	28%	28%	21%	22%	84%	8%	5%	3%
To find information on health related issues	510	227	282	75	93	209	133	15	37	45	218	191	152	74	93	475	13	17	5
	21%	19%	23%	20%	23%	24%	17%	14%	20%	18%	29%	28%	23%	14%	17%	23%	7%	14%	7%
		a	a	d	d	d					abc	bcd	cd			bcd		bd	
		45%	55%	15%	18%	41%	26%	3%	7%	9%	43%	37%	30%	15%	18%	93%	3%	3%	1%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	503	253	249	56	107	206	133	19	36	40	227	183	146	88	86	451	26	22	4
	21%	22%	20%	15%	27%	23%	17%	18%	19%	16%	30%	27%	22%	17%	16%	22%	13%	19%	6%
					ad	ad					abc	bcd	cd			bd	d	d	
		50%	50%	11%	21%	41%	27%	4%	7%	8%	45%	36%	29%	17%	17%	90%	5%	4%	1%
Playing games online/ interactively	495	252	243	118	102	193	82	17	36	52	191	131	152	94	116	441	27	23	5
	20%	21%	20%	32%	26%	22%	11%	16%	19%	20%	25%	19%	23%	18%	21%	22%	14%	19%	7%
				cd	d	d					a					bd	d	d	
		51%	49%	24%	21%	39%	17%	3%	7%	11%	39%	26%	31%	19%	24%	89%	5%	5%	1%
Streamed audio services e.g. Spotify or Deezer or Apple Music	436	223	213	135	115	145	40	14	22	37	174	145	143	74	73	386	20	25	4
	18%	19%	17%	36%	29%	16%	5%	13%	12%	15%	23%	21%	21%	14%	14%	19%	10%	22%	6%
				bcd	cd	d					abc	cd	cd			bd		bd	
		51%	49%	31%	26%	33%	9%	3%	5%	9%	40%	33%	33%	17%	17%	89%	5%	6%	1%
Uploading/ adding content to the internet e.g. photos, videos, blog posts	420	172	247	97	109	153	61	9	25	36	168	137	148	67	69	365	30	18	7
	17%	15%	20%	26%	27%	17%	8%	9%	13%	14%	22%	20%	22%	13%	13%	18%	15%	15%	11%
			a	cd	cd	d					abc	cd	cd			d			
		41%	59%	23%	26%	36%	15%	2%	6%	9%	40%	33%	35%	16%	16%	87%	7%	4%	2%
Trading/ auctions e.g. eBay	344	170	174	46	77	144	77	9	21	31	134	101	106	72	65	300	20	21	3
	14%	14%	14%	12%	19%	16%	10%	9%	11%	12%	18%	15%	16%	14%	12%	15%	10%	18%	5%
				ad	d	d					abc					bd	d	bd	
		49%	51%	13%	22%	42%	22%	3%	6%	9%	39%	29%	31%	21%	19%	87%	6%	6%	1%

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

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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

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%																			
Unweighted total	3422	1641	1775	511	544	1190	1177	173	288	362	905	786	1034	711	888	2092	431	444	455
Effective Weighted Sample	2372	1147	1221	364	374	820	824	130	216	264	658	555	734	491	640	1823	292	316	416
Weighted total	2419	1174	1240	373	398	882	766	105	186	256	755	683	672	518	543	2039	196	118	66
		49%	51%	15%	16%	36%	32%	4%	8%	11%	31%	28%	28%	21%	22%	84%	8%	5%	3%
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	338	190	149	56	92	123	67	6	12	32	164	136	104	51	47	284	28	22	4
	14%	16%	12%	15%	23%	14%	9%	6%	7%	12%	22%	20%	16%	10%	9%	14%	14%	19%	7%
		b		d	acd	d				ab	abc	bcd	cd			d	d	ad	
		56%	44%	17%	27%	36%	20%	2%	4%	9%	48%	40%	31%	15%	14%	84%	8%	6%	1%
Listening to live radio through a website or app	281	145	135	38	59	115	68	8	14	23	131	104	87	40	49	251	12	14	3
	12%	12%	11%	10%	15%	13%	9%	7%	7%	9%	17%	15%	13%	8%	9%	12%	6%	12%	4%
				d	d	d					abc	cd	cd			bd		bd	
		52%	48%	14%	21%	41%	24%	3%	5%	8%	47%	37%	31%	14%	17%	90%	4%	5%	1%
Listening to catch-up or on-demand radio through a website or app	262	137	125	45	61	122	34	1	11	20	159	115	83	38	26	240	7	14	2
	11%	12%	10%	12%	15%	14%	5%	1%	6%	8%	21%	17%	12%	7%	5%	12%	3%	12%	3%
				d	d	d			a	a	abc	bcd	cd			bd		bd	
		52%	48%	17%	23%	46%	13%	1%	4%	8%	60%	44%	32%	14%	10%	92%	3%	5%	1%
Watching live sports content on a streaming service such as SkyGo, NOW TV or Eurosport Player	230	161	67	42	51	92	44	6	9	16	117	87	78	40	23	210	8	8	3
	9%	14%	5%	11%	13%	10%	6%	5%	5%	6%	15%	13%	12%	8%	4%	10%	4%	7%	5%
		b		d	d	d					abc	cd	cd	d		bd			
		70%	29%	18%	22%	40%	19%	2%	4%	7%	51%	38%	34%	18%	10%	92%	4%	4%	1%
Online dating sites/ apps	38	20	18	10	7	12	9	3	2	4	10	10	8	10	10	34	2	1	2
	2%	2%	1%	3%	2%	1%	1%	3%	1%	2%	1%	1%	1%	2%	2%	2%	1%	1%	3%
				d															
		52%	48%	27%	19%	31%	24%	9%	4%	12%	27%	26%	22%	26%	26%	88%	4%	4%	5%
Other	2	1	1	-	-	-	2	-	*	-	-	-	1	*	1	2	*	-	-
	*%	*%	*%	-%	-%	-%	*%	-%	*%	-%	-%	-%	*%	*%	*%	*%	*%	-%	-%
		57%	43%	-%	-%	-%	100%	-%	13%	-%	-%	-%	48%	8%	43%	92%	8%	-%	-%

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

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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

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3422	1641	1775	511	544	1190	1177	173	288	362	905	786	1034	711	888	2092	431	444	455
Effective Weighted Sample	2372	1147	1221	364	374	820	824	130	216	264	658	555	734	491	640	1823	292	316	416
Weighted total	2419	1174	1240	373	398	882	766	105	186	256	755	683	672	518	543	2039	196	118	66
		49%	51%	15%	16%	36%	32%	4%	8%	11%	31%	28%	28%	21%	22%	84%	8%	5%	3%
USE SOCIAL NETWORKING SITES	1247	541	705	253	254	501	239	48	94	131	431	344	378	249	276	1039	104	71	32
	52%	46%	57%	68%	64%	57%	31%	46%	50%	51%	57%	50%	56%	48%	51%	51%	53%	61%	48%
			a	cd	cd	d					a		acd					ad	
		43%	57%	20%	20%	40%	19%	4%	8%	10%	35%	28%	30%	20%	22%	83%	8%	6%	3%
TV/ VIDEO VIEWING	1023	542	479	221	210	396	197	32	65	100	398	320	314	203	184	897	61	47	19
	42%	46%	39%	59%	53%	45%	26%	31%	35%	39%	53%	47%	47%	39%	34%	44%	31%	40%	28%
		b		cd	cd	d					abc	cd	cd			bd		bd	
		53%	47%	22%	20%	39%	19%	3%	6%	10%	39%	31%	31%	20%	18%	88%	6%	5%	2%
VOICE OR VIDEO CALLS USING A VOIP SERVICE E.G. SKYPE	710	326	383	144	164	299	103	22	47	70	300	228	217	125	140	618	52	29	11
	29%	28%	31%	39%	41%	34%	13%	21%	25%	27%	40%	33%	32%	24%	26%	30%	26%	25%	17%
				d	cd	d					abc	cd	cd			cd	d	d	
		46%	54%	20%	23%	42%	15%	3%	7%	10%	42%	32%	31%	18%	20%	87%	7%	4%	2%
STREAMED AUDIO SERVICES	436	223	213	135	115	145	40	14	22	37	174	145	143	74	73	386	20	25	4
	18%	19%	17%	36%	29%	16%	5%	13%	12%	15%	23%	21%	21%	14%	14%	19%	10%	22%	6%
				bcd	cd	d					abc	cd	cd			bd		bd	
		51%	49%	31%	26%	33%	9%	3%	5%	9%	40%	33%	33%	17%	17%	89%	5%	6%	1%
None of these	116	53	62	11	7	23	76	15	13	9	15	21	23	28	44	97	10	5	4
	5%	5%	5%	3%	2%	3%	10%	15%	7%	4%	2%	3%	3%	5%	8%	5%	5%	5%	6%
						abc	bcd							ab					
		46%	53%	9%	6%	19%	65%	13%	11%	8%	13%	18%	20%	25%	38%	83%	9%	5%	3%
Don't know	5	*	3	2	-	2	*	-	*	-	-	-	3	*	1	3	1	-	*
	*%	*%	*%	1%	-%	*%	*%	-%	*%	-%	-%	-%	*%	*%	*%	*%	1%	-%	*%
		7%	55%	41%	-%	52%	7%	-%	7%	-%	-%	-%	70%	3%	28%	66%	28%	-%	6%
COMMUNICATION	2043	982	1059	333	361	769	580	73	139	216	694	612	596	420	412	1738	165	91	48
	84%	84%	85%	89%	91%	87%	76%	70%	75%	84%	92%	90%	89%	81%	76%	85%	84%	78%	72%
				d	d	d				ab	abc	cd	cd	d		cd	cd		
		48%	52%	16%	18%	38%	28%	4%	7%	11%	34%	30%	29%	21%	20%	85%	8%	4%	2%
INFORMATION	1915	955	959	310	318	724	562	67	139	200	644	580	537	402	395	1626	150	94	46
	79%	81%	77%	83%	80%	82%	73%	64%	74%	78%	85%	85%	80%	78%	73%	80%	77%	80%	69%
		b		d	d	d			a	a	abc	bcd	d			d	d	d	
		50%	50%	16%	17%	38%	29%	4%	7%	10%	34%	30%	28%	21%	21%	85%	8%	5%	2%

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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

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3422	1641	1775	511	544	1190	1177	173	288	362	905	786	1034	711	888	2092	431	444	455
Effective Weighted Sample	2372	1147	1221	364	374	820	824	130	216	264	658	555	734	491	640	1823	292	316	416
Weighted total	2419	1174	1240	373	398	882	766	105	186	256	755	683	672	518	543	2039	196	118	66
		49%	51%	15%	16%	36%	32%	4%	8%	11%	31%	28%	28%	21%	22%	84%	8%	5%	3%
PURCHASING/ FINANCES	1592	751	839	233	312	634	414	42	98	161	614	529	468	308	285	1358	134	65	35
	66%	64%	68%	62%	78%	72%	54%	40%	53%	63%	81%	77%	70%	60%	53%	67%	68%	56%	53%
				d	acd	ad			a	ab	abc	bcd	cd	d		cd	cd		
		47%	53%	15%	20%	40%	26%	3%	6%	10%	39%	33%	29%	19%	18%	85%	8%	4%	2%
SOCIAL	1247	541	705	253	254	501	239	48	94	131	431	344	378	249	276	1039	104	71	32
	52%	46%	57%	68%	64%	57%	31%	46%	50%	51%	57%	50%	56%	48%	51%	51%	53%	61%	48%
			a	cd	cd	d					a		acd					ad	
		43%	57%	20%	20%	40%	19%	4%	8%	10%	35%	28%	30%	20%	22%	83%	8%	6%	3%
ENTERTAINMENT	1223	627	595	260	242	465	257	44	84	123	449	358	380	243	241	1069	76	58	21
	51%	53%	48%	70%	61%	53%	34%	42%	45%	48%	59%	52%	57%	47%	44%	52%	39%	49%	32%
		b		bcd	cd	d					abc	d	cd			bd		bd	
		51%	49%	21%	20%	38%	21%	4%	7%	10%	37%	29%	31%	20%	20%	87%	6%	5%	2%

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

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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

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3422	251	247	212	234	225	243	238	244	198	2509	913	1996	1420	1588	1834
Effective Weighted Sample	2372	238	234	202	225	214	232	223	230	187	1997	389	1370	1025	1045	1327
Weighted total	2419	309	350	214	174	204	234	192	106	257	2092	326	1510	903	1057	1362
		13%	14%	9%	7%	8%	10%	8%	4%	11%	87%	13%	62%	37%	44%	56%
Send/ receive e-mails	1812	258	279	192	126	145	184	128	56	191	1576	236	1213	598	828	984
	75%	83%	80%	89%	73%	71%	79%	67%	53%	74%	75%	72%	80%	66%	78%	72%
		deg	gh	bdeg	h	h	gh	h		h			b		b	
		14%	15%	11%	7%	8%	10%	7%	3%	11%	87%	13%	67%	33%	46%	54%
General searching/ surfing/ browsing the internet	1722	245	255	174	124	139	164	123	59	176	1506	216	1114	608	779	943
	71%	79%	73%	81%	71%	68%	70%	64%	56%	69%	72%	66%	74%	67%	74%	69%
		deg	gh	bdeg	h	h	h			h	b		b		b	
		14%	15%	10%	7%	8%	10%	7%	3%	10%	87%	13%	65%	35%	45%	55%
Banking/ paying bills	1312	184	217	147	88	78	135	89	45	148	1149	163	942	369	608	704
	54%	60%	62%	69%	51%	38%	58%	47%	43%	57%	55%	50%	62%	41%	58%	52%
		eg	deg	deg	e		eg			eg			b		b	
		14%	17%	11%	7%	6%	10%	7%	3%	11%	88%	12%	72%	28%	46%	54%
Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat, WhatsApp	1268	185	177	133	92	88	130	81	37	130	1109	159	863	403	536	732
	52%	60%	50%	62%	53%	43%	56%	42%	35%	50%	53%	49%	57%	45%	51%	54%
		deg	h	deg	gh		eg			h			b		b	
		15%	14%	10%	7%	7%	10%	6%	3%	10%	87%	13%	68%	32%	42%	58%
Using social media sites or apps (such as Facebook, Twitter, LinkedIn, Instagram or Snapchat)	1210	178	156	120	86	91	118	88	48	121	1072	138	817	393	505	705
	50%	58%	45%	56%	50%	45%	50%	46%	45%	47%	51%	42%	54%	44%	48%	52%
		deg		deg						b			b			
		15%	13%	10%	7%	8%	10%	7%	4%	10%	89%	11%	67%	33%	42%	58%
Online shopping (purchasing goods/services/ tickets etc.)	1082	144	157	129	73	88	124	81	38	88	946	136	756	325	508	574
	45%	46%	45%	60%	42%	43%	53%	42%	36%	34%	45%	42%	50%	36%	48%	42%
		hi	i	abdeg			deg						b		b	
		13%	15%	12%	7%	8%	11%	8%	4%	8%	87%	13%	70%	30%	47%	53%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 62

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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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	3422	251	247	212	234	225	243	238	244	198	2509	913	1996	1420	1588	1834
Effective Weighted Sample	2372	238	234	202	225	214	232	223	230	187	1997	389	1370	1025	1045	1327
Weighted total	2419	309	350	214	174	204	234	192	106	257	2092	326	1510	903	1057	1362
		13%	14%	9%	7%	8%	10%	8%	4%	11%	87%	13%	62%	37%	44%	56%
Accessing news	890	147	142	95	78	50	86	52	20	101	778	112	613	278	437	453
	37%	48%	41%	44%	45%	25%	37%	27%	19%	39%	37%	34%	41%	31%	41%	33%
		efgh	egh	egh	egh		egh	h		egh			b		b	
		17%	16%	11%	9%	6%	10%	6%	2%	11%	87%	13%	69%	31%	49%	51%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo, or Facebook)	782	167	113	80	67	40	80	48	21	72	701	81	545	237	353	429
	32%	54%	32%	37%	38%	19%	34%	25%	20%	28%	33%	25%	36%	26%	33%	32%
		bcdefghi	eh	eghi	eghi		egh			e	b		b			
		21%	15%	10%	9%	5%	10%	6%	3%	9%	90%	10%	70%	30%	45%	55%
Finding/ downloading information for work/ business/ school/ college/ university/ homework	761	152	120	87	65	48	76	45	22	67	669	93	557	204	356	405
	31%	49%	34%	41%	37%	24%	32%	24%	21%	26%	32%	28%	37%	23%	34%	30%
		bdefghi	egh	eghi	eghi		egh						b		b	
		20%	16%	11%	8%	6%	10%	6%	3%	9%	88%	12%	73%	27%	47%	53%
Watching TV programmes/ films content online (e.g. Netflix, BBC iPlayer, or Sky Go)	638	125	95	63	59	22	78	39	14	66	563	75	457	181	292	346
	26%	40%	27%	29%	34%	11%	33%	20%	14%	26%	27%	23%	30%	20%	28%	25%
		bceghi	eh	egh	egh		egh	eh		eh			b			
		20%	15%	10%	9%	3%	12%	6%	2%	10%	88%	12%	72%	28%	46%	54%
Making video calls e.g. via FaceTime, Skype	575	144	74	53	48	33	72	39	12	34	513	61	406	169	244	331
	24%	46%	21%	25%	27%	16%	31%	20%	11%	13%	25%	19%	27%	19%	23%	24%
		bcdefghi	hi	ehi	ehi		beghi	h			b		b			
		25%	13%	9%	8%	6%	12%	7%	2%	6%	89%	11%	71%	29%	42%	58%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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

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

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3422	251	247	212	234	225	243	238	244	198	2509	913	1996	1420	1588	1834
Effective Weighted Sample	2372	238	234	202	225	214	232	223	230	187	1997	389	1370	1025	1045	1327
Weighted total	2419	309	350	214	174	204	234	192	106	257	2092	326	1510	903	1057	1362
		13%	14%	9%	7%	8%	10%	8%	4%	11%	87%	13%	62%	37%	44%	56%
Making voice calls using a VoIP service e.g. Skype	527	140	63	64	37	27	60	21	5	38	483	45	390	137	231	296
	22%	45%	18%	30%	21%	13%	25%	11%	4%	15%	23%	14%	26%	15%	22%	22%
		bcdefghi	gh	bdeghi	egh	h	eghi	h		h	b		b			
		27%	12%	12%	7%	5%	11%	4%	1%	7%	92%	8%	74%	26%	44%	56%
To find information on health related issues	510	115	80	59	45	23	64	29	15	44	468	43	339	172	241	269
	21%	37%	23%	27%	26%	11%	27%	15%	14%	17%	22%	13%	22%	19%	23%	20%
		bcdefghi	egh	eghi	eghi		eghi				b		b			
		23%	16%	12%	9%	5%	13%	6%	3%	9%	92%	8%	66%	34%	47%	53%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	503	95	77	63	55	14	70	23	12	43	441	62	354	149	250	253
	21%	31%	22%	29%	32%	7%	30%	12%	11%	17%	21%	19%	23%	16%	24%	19%
		beghi	egh	eghi	beghi		eghi			e			b		b	
		19%	15%	13%	11%	3%	14%	5%	2%	9%	88%	12%	70%	30%	50%	50%
Playing games online/ interactively	495	94	64	46	55	24	61	41	13	43	453	42	339	156	218	277
	20%	30%	18%	21%	32%	12%	26%	21%	13%	17%	22%	13%	22%	17%	21%	20%
		bceghi		eh	bceghi		beh	eh			b		b			
		19%	13%	9%	11%	5%	12%	8%	3%	9%	92%	8%	68%	32%	44%	56%
Streamed audio services e.g. Spotify or Deezer or Apple Music	436	66	58	52	38	21	58	29	11	53	392	44	321	115	205	231
	18%	22%	16%	24%	22%	10%	25%	15%	11%	21%	19%	14%	21%	13%	19%	17%
		eh		begh	eh		begh			eh	b		b			
		15%	13%	12%	9%	5%	13%	7%	3%	12%	90%	10%	74%	26%	47%	53%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 62

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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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3422	251	247	212	234	225	243	238	244	198	2509	913	1996	1420	1588	1834
Effective Weighted Sample	2372	238	234	202	225	214	232	223	230	187	1997	389	1370	1025	1045	1327
Weighted total	2419	309	350	214	174	204	234	192	106	257	2092	326	1510	903	1057	1362
		13%	14%	9%	7%	8%	10%	8%	4%	11%	87%	13%	62%	37%	44%	56%
Uploading/ adding content to the internet e.g. photos, videos, blog posts	420	69	45	57	42	19	61	26	21	27	381	39	302	118	209	211
	17%	22%	13%	27%	24%	9%	26%	14%	19%	10%	18%	12%	20%	13%	20%	16%
		begi		begi	begi		begi		ei		b		b		b	
		16%	11%	14%	10%	4%	14%	6%	5%	6%	91%	9%	72%	28%	50%	50%
Trading/ auctions e.g. eBay	344	32	59	39	36	30	45	24	10	25	300	44	243	101	149	195
	14%	10%	17%	18%	21%	15%	19%	12%	10%	10%	14%	14%	16%	11%	14%	14%
			ahi	ahi	aghi		aghi						b			
		9%	17%	11%	10%	9%	13%	7%	3%	7%	87%	13%	71%	29%	43%	57%
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	338	41	51	38	40	17	44	14	4	34	305	33	249	89	174	164
	14%	13%	14%	18%	23%	8%	19%	7%	4%	13%	15%	10%	17%	10%	16%	12%
		gh	egh	egh	abeghi		egh		h		b		b		b	
		12%	15%	11%	12%	5%	13%	4%	1%	10%	90%	10%	74%	26%	52%	48%
Listening to live radio through a website or app	281	38	51	43	26	12	37	17	7	20	247	33	206	74	145	136
	12%	12%	15%	20%	15%	6%	16%	9%	7%	8%	12%	10%	14%	8%	14%	10%
		e	ehi	aeghi	eghi		eghi						b		b	
		14%	18%	15%	9%	4%	13%	6%	3%	7%	88%	12%	73%	27%	52%	48%
Listening to catch-up or on-demand radio through a website or app	262	69	24	35	25	11	35	11	4	26	242	20	208	55	141	122
	11%	22%	7%	16%	15%	6%	15%	6%	3%	10%	12%	6%	14%	6%	13%	9%
		bdefghi		begh	begh		begh		h		b		b		b	
		26%	9%	13%	10%	4%	13%	4%	1%	10%	92%	8%	79%	21%	54%	46%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

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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

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3422	251	247	212	234	225	243	238	244	198	2509	913	1996	1420	1588	1834
Effective Weighted Sample	2372	238	234	202	225	214	232	223	230	187	1997	389	1370	1025	1045	1327
Weighted total	2419	309	350	214	174	204	234	192	106	257	2092	326	1510	903	1057	1362
		13%	14%	9%	7%	8%	10%	8%	4%	11%	87%	13%	62%	37%	44%	56%
Watching live sports content on a streaming service such as SkyGo, NOW TV or Eurosport Player	230	50	31	24	23	15	31	12	6	18	210	20	170	59	117	113
	9%	16%	9%	11%	13%	7%	13%	6%	6%	7%	10%	6%	11%	7%	11%	8%
		beghi		gh	eghi		egh				b		b		b	
		22%	14%	11%	10%	6%	13%	5%	3%	8%	91%	9%	74%	26%	51%	49%
Online dating sites/ apps	38	3	2	3	3	1	2	11	1	8	34	4	25	14	10	28
	2%	1%	1%	2%	2%	1%	1%	6%	1%	3%	2%	1%	2%	1%	1%	2%
							abcdefh									a
		7%	6%	9%	8%	4%	4%	28%	2%	21%	89%	11%	65%	35%	27%	73%
Other	2	-	-	-	-	1	1	-	*	-	1	1	*	2	1	1
	*%	-%	-%	-%	-%	*%	*%	-%	*%	-%	*%	*%	*%	*%	*%	*%
		-%	-%	-%	-%	43%	35%	-%	13%	-%	56%	44%	8%	92%	57%	43%
USE SOCIAL NETWORKING SITES	1247	186	159	127	89	91	120	89	54	125	1104	143	842	405	526	721
	52%	60%	45%	59%	51%	45%	51%	46%	51%	49%	53%	44%	56%	45%	50%	53%
		beghi		begi							b		b			
		15%	13%	10%	7%	7%	10%	7%	4%	10%	89%	11%	68%	32%	42%	58%
TV/ VIDEO VIEWING	1023	194	148	109	80	55	112	71	29	100	896	127	703	320	464	559
	42%	63%	42%	51%	46%	27%	48%	37%	27%	39%	43%	39%	47%	35%	44%	41%
		bcdefghi	eh	eghi	eh		egh	eh		eh			b			
		19%	14%	11%	8%	5%	11%	7%	3%	10%	88%	12%	69%	31%	45%	55%
VOICE OR VIDEO CALLS USING A VOIP SERVICE E.G. SKYPE	710	164	83	78	55	40	89	43	13	53	634	76	507	203	310	400
	29%	53%	24%	36%	31%	20%	38%	23%	12%	21%	30%	23%	34%	22%	29%	29%
		bcdefghi	h	beghi	eghi	h	beghi	h		h	b		b			
		23%	12%	11%	8%	6%	13%	6%	2%	7%	89%	11%	71%	29%	44%	56%
STREAMED AUDIO SERVICES	436	66	58	52	38	21	58	29	11	53	392	44	321	115	205	231
	18%	22%	16%	24%	22%	10%	25%	15%	11%	21%	19%	14%	21%	13%	19%	17%
		eh		begh	eh		begh			eh	b		b			
		15%	13%	12%	9%	5%	13%	7%	3%	12%	90%	10%	74%	26%	47%	53%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	3422	251	247	212	234	225	243	238	244	198	2509	913	1996	1420	1588	1834
Effective Weighted Sample	2372	238	234	202	225	214	232	223	230	187	1997	389	1370	1025	1045	1327
Weighted total	2419	309	350	214	174	204	234	192	106	257	2092	326	1510	903	1057	1362
		13%	14%	9%	7%	8%	10%	8%	4%	11%	87%	13%	62%	37%	44%	56%
None of these	116	10	16	4	10	11	7	13	10	15	100	16	35	79	50	66
	5%	3%	5%	2%	6%	5%	3%	7%	10%	6%	5%	5%	2%	9%	5%	5%
		9%	14%	4%	8%	10%	6%	11%	9%	13%	86%	14%	30%	68%	43%	57%
Don't know	5	-	2	1	-	-	-	-	*	-	4	*	2	*	2	3
	*%	-%	1%	*%	-%	-%	-%	-%	*%	-%	*%	*%	*%	*%	*%	*%
		-%	38%	21%	-%	-%	-%	-%	7%	-%	97%	3%	52%	10%	38%	62%
COMMUNICATION	2043	283	304	198	146	166	205	144	70	222	1769	273	1339	702	907	1136
	84%	92%	87%	92%	84%	82%	88%	75%	66%	86%	85%	84%	89%	78%	86%	83%
		deg	gh	deg	gh	h	gh	h		gh			b			
		14%	15%	10%	7%	8%	10%	7%	3%	11%	87%	13%	66%	34%	44%	56%
INFORMATION	1915	266	285	187	140	151	190	141	68	197	1661	254	1242	673	865	1050
	79%	86%	81%	87%	80%	74%	81%	74%	65%	77%	79%	78%	82%	75%	82%	77%
		eg	gh	eg	h	h	h	h		h			b		b	
		14%	15%	10%	7%	8%	10%	7%	4%	10%	87%	13%	65%	35%	45%	55%
PURCHASING/ FINANCES	1592	204	258	169	108	119	159	122	58	164	1380	212	1114	477	743	849
	66%	66%	74%	79%	62%	58%	68%	63%	54%	64%	66%	65%	74%	53%	70%	62%
		h	deg	ade			eh						b		b	
		13%	16%	11%	7%	7%	10%	8%	4%	10%	87%	13%	70%	30%	47%	53%
SOCIAL	1247	186	159	127	89	91	120	89	54	125	1104	143	842	405	526	721
	52%	60%	45%	59%	51%	45%	51%	46%	51%	49%	53%	44%	56%	45%	50%	53%
		beg		beg							b		b			
		15%	13%	10%	7%	7%	10%	7%	4%	10%	89%	11%	68%	32%	42%	58%
ENTERTAINMENT	1223	201	180	131	106	70	135	88	37	121	1069	154	824	399	547	677
	51%	65%	51%	61%	61%	34%	58%	46%	35%	47%	51%	47%	55%	44%	52%	50%
		beg	eh	beg	beg		eg	eh		eh			b			
		16%	15%	11%	9%	6%	11%	7%	3%	10%	87%	13%	67%	33%	45%	55%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	TV SERVICES				YOUTUBE	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV- ICES	
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3422	2044	1279	1582	1787	1608	3262
Effective Weighted Sample	2372	1427	916	1108	1204	1133	2281
Weighted total	2419	1495	920	1221	1258	1244	2335
		62%	38%	50%	52%	51%	97%
Send/ receive e-mails	1812	1162	694	1037	1030	1057	1773
	75%	78%	75%	85%	82%	85%	76%
				abf	abf	abdf	
		64%	38%	57%	57%	58%	98%
General searching/ surfing/ browsing the internet	1722	1103	657	975	989	1010	1685
	71%	74%	71%	80%	79%	81%	72%
				abf	abf	abf	
		64%	38%	57%	57%	59%	98%
Banking/ paying bills	1312	867	481	808	821	816	1291
	54%	58%	52%	66%	65%	66%	55%
		b		abf	abf	abf	
		66%	37%	62%	63%	62%	98%
Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat, WhatsApp	1268	821	471	782	844	819	1242
	52%	55%	51%	64%	67%	66%	53%
				abf	abf	abf	
		65%	37%	62%	67%	65%	98%
Using social media sites or apps (such as Facebook, Twitter, LinkedIn, Instagram or Snapchat)	1210	796	451	730	803	787	1188
	50%	53%	49%	60%	64%	63%	51%
		b		abf	abcf	abf	
		66%	37%	60%	66%	65%	98%
Online shopping (purchasing goods/services/ tickets etc.)	1082	732	384	678	715	672	1060
	45%	49%	42%	55%	57%	54%	45%
		bf		abf	abf	abf	
		68%	36%	63%	66%	62%	98%

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

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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

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	3422	2044	1279	1582	1787	1608	3262
Effective Weighted Sample	2372	1427	916	1108	1204	1133	2281
Weighted total	2419	1495	920	1221	1258	1244	2335
		62%	38%	50%	52%	51%	97%
Accessing news	890	600	363	581	546	572	879
	37%	40%	39%	48%	43%	46%	38%
				abdf	f	abf	
		67%	41%	65%	61%	64%	99%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo, or Facebook)	782	509	302	517	526	600	777
	32%	34%	33%	42%	42%	48%	33%
				abf	abf	abcdf	
		65%	39%	66%	67%	77%	99%
Finding/ downloading information for work/ business/ school/ college/ university/ homework	761	503	288	495	516	529	749
	31%	34%	31%	41%	41%	43%	32%
				abf	abf	abf	
		66%	38%	65%	68%	69%	98%
Watching TV programmes/ films content online (e.g. Netflix, BBC iPlayer, or Sky Go)	638	403	233	461	481	488	635
	26%	27%	25%	38%	38%	39%	27%
				abf	abf	abf	
		63%	36%	72%	75%	77%	100%
Making video calls e.g. via FaceTime, Skype	575	381	198	378	380	427	566
	24%	26%	22%	31%	30%	34%	24%
		b		abf	abf	abdf	
		66%	35%	66%	66%	74%	98%
Making voice calls using a VoIP service e.g. Skype	527	350	183	342	346	402	520
	22%	23%	20%	28%	27%	32%	22%
		b		abf	abf	abcdf	
		66%	35%	65%	66%	76%	99%

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

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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

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3422	2044	1279	1582	1787	1608	3262
Effective Weighted Sample	2372	1427	916	1108	1204	1133	2281
Weighted total	2419	1495	920	1221	1258	1244	2335
		62%	38%	50%	52%	51%	97%
To find information on health related issues	510	335	190	353	348	381	504
	21%	22%	21%	29%	28%	31%	22%
				abf	abf	abf	
		66%	37%	69%	68%	75%	99%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	503	315	208	335	347	353	496
	21%	21%	23%	27%	28%	28%	21%
				abf	abf	abf	
		63%	41%	67%	69%	70%	99%
Playing games online/ interactively	495	337	169	297	330	351	489
	20%	23%	18%	24%	26%	28%	21%
		b		bf	abf	abcf	
		68%	34%	60%	67%	71%	99%
Streamed audio services e.g. Spotify or Deezer or Apple Music	436	290	155	317	345	320	432
	18%	19%	17%	26%	27%	26%	19%
				abf	abf	abf	
		67%	36%	73%	79%	73%	99%
Uploading/ adding content to the internet e.g. photos, videos, blog posts	420	285	141	296	324	316	416
	17%	19%	15%	24%	26%	25%	18%
		b		abf	abf	abf	
		68%	34%	70%	77%	75%	99%
Trading/ auctions e.g. eBay	344	230	121	230	248	228	341
	14%	15%	13%	19%	20%	18%	15%
				abf	abf	abf	
		67%	35%	67%	72%	66%	99%

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

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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

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	3422	2044	1279	1582	1787	1608	3262
Effective Weighted Sample	2372	1427	916	1108	1204	1133	2281
Weighted total	2419	1495	920	1221	1258	1244	2335
		62%	38%	50%	52%	51%	97%
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	338	221	139	246	258	252	335
	14%	15%	15%	20%	20%	20%	14%
				abf	abf	abf	
		65%	41%	73%	76%	75%	99%
Listening to live radio through a website or app	281	192	108	216	204	208	279
	12%	13%	12%	18%	16%	17%	12%
				abf	abf	abf	
		69%	38%	77%	73%	74%	100%
Listening to catch-up or on-demand radio through a website or app	262	177	98	200	183	217	262
	11%	12%	11%	16%	15%	17%	11%
				abf	abf	abf	
		68%	37%	76%	70%	83%	100%
Watching live sports content on a streaming service such as SkyGo, NOW TV or Eurosport Player	230	173	76	165	161	172	229
	9%	12%	8%	13%	13%	14%	10%
		b		bf	bf	bf	
		75%	33%	72%	70%	75%	100%
Online dating sites/ apps	38	20	14	21	24	22	38
	2%	1%	1%	2%	2%	2%	2%
		52%	35%	54%	62%	58%	99%
Other	2	1	2	1	-	1	2
	*%	*%	*%	*%	-%	*%	*%
		48%	87%	52%	-%	43%	100%

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

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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

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3422	2044	1279	1582	1787	1608	3262
Effective Weighted Sample	2372	1427	916	1108	1204	1133	2281
Weighted total	2419	1495	920	1221	1258	1244	2335
		62%	38%	50%	52%	51%	97%
USE SOCIAL NETWORKING SITES	1247	824	463	758	825	811	1224
	52%	55%	50%	62%	66%	65%	52%
		b		abf	abf	abf	
		66%	37%	61%	66%	65%	98%
TV/ VIDEO VIEWING	1023	660	390	674	708	746	1015
	42%	44%	42%	55%	56%	60%	43%
				abf	abf	abcf	
		64%	38%	66%	69%	73%	99%
VOICE OR VIDEO CALLS USING A VOIP SERVICE E.G. SKYPE	710	465	247	456	471	514	700
	29%	31%	27%	37%	37%	41%	30%
		b		abf	abf	abf	
		65%	35%	64%	66%	72%	99%
STREAMED AUDIO SERVICES	436	290	155	317	345	320	432
	18%	19%	17%	26%	27%	26%	19%
				abf	abf	abf	
		67%	36%	73%	79%	73%	99%
None of these	116	54	52	24	23	15	102
	5%	4%	6%	2%	2%	1%	4%
		cde	acde				cde
		46%	45%	21%	20%	13%	88%
Don't know	5	1	-	1	2	2	3
	*%	*%	-%	*%	*%	*%	*%
		27%	-%	20%	34%	38%	62%
COMMUNICATION	2043	1298	781	1134	1147	1157	1994
	84%	87%	85%	93%	91%	93%	85%
				abf	abf	abf	
		64%	38%	55%	56%	57%	98%
INFORMATION	1915	1230	724	1064	1089	1099	1874
	79%	82%	79%	87%	87%	88%	80%
		b		abf	abf	abf	
		64%	38%	56%	57%	57%	98%

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

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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

	Total	TV SERVICES				YOUTUBE	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV- ICES	
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3422	2044	1279	1582	1787	1608	3262
Effective Weighted Sample	2372	1427	916	1108	1204	1133	2281
Weighted total	2419	1495	920	1221	1258	1244	2335
		62%	38%	50%	52%	51%	97%
PURCHASING/ FINANCES	1592	1048	586	953	977	958	1565
	66%	70%	64%	78%	78%	77%	67%
		b		abf	abf	abf	
		66%	37%	60%	61%	60%	98%
SOCIAL	1247	824	463	758	825	811	1224
	52%	55%	50%	62%	66%	65%	52%
		b		abf	abf	abf	
		66%	37%	61%	66%	65%	98%
ENTERTAINMENT	1223	799	455	773	812	842	1209
	51%	53%	49%	63%	65%	68%	52%
				abf	abf	abcf	
		65%	37%	63%	66%	69%	99%

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

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

QE13 (QE5B). SHOWCARD And, which, if any, of these activities have you done online in the LAST WEEK? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
Send/ receive e-mails	1812	877	934	275	315	690	532	61	123	183	649	572	547	354	337	1558	143	78	33
	68%	67%	68%	73%	77%	76%	54%	42%	55%	66%	85%	80%	76%	61%	51%	70%	61%	59%	45%
		48%	52%	d	d	d	29%	3%	a	ab	abc	cd	cd	d		bcd	d	d	
				15%	17%	38%			7%	10%	36%	32%	30%	20%	19%	86%	8%	4%	2%
General searching/ surfing/ browsing the internet	1722	850	871	281	283	655	502	62	128	175	587	514	486	361	359	1460	139	83	39
	64%	65%	64%	75%	70%	73%	51%	42%	57%	63%	77%	72%	68%	62%	54%	65%	60%	63%	53%
				d	d	d			a	a	abc	cd	cd	d		bd	d	d	
		49%	51%	16%	16%	38%	29%	4%	7%	10%	34%	30%	28%	21%	21%	85%	8%	5%	2%
Banking/ paying bills	1312	626	684	187	273	535	317	37	78	131	536	439	396	251	225	1131	109	48	23
	49%	48%	50%	50%	67%	59%	32%	25%	35%	47%	70%	62%	55%	43%	34%	51%	47%	37%	32%
				d	acd	ad			a	ab	abc	bcd	cd	d		cd	cd		
		48%	52%	14%	21%	41%	24%	3%	6%	10%	41%	33%	30%	19%	17%	86%	8%	4%	2%
Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat, WhatsApp	1268	573	693	252	275	490	252	46	93	125	458	366	382	266	252	1052	116	70	30
	47%	44%	51%	67%	68%	54%	25%	31%	41%	45%	60%	51%	53%	46%	38%	47%	50%	53%	41%
			a	cd	cd	d			a	a	abc	d	cd	d		d	d	ad	
		45%	55%	20%	22%	39%	20%	4%	7%	10%	36%	29%	30%	21%	20%	83%	9%	6%	2%
Using social media sites or apps (such as Facebook, Twitter, LinkedIn, Instagram or Snapchat)	1210	524	686	250	246	486	228	46	93	126	420	326	364	245	273	1006	103	71	31
	45%	40%	50%	66%	61%	54%	23%	31%	41%	46%	55%	46%	51%	42%	41%	45%	44%	53%	42%
			a	cd	cd	d			a	a	abc		cd					abd	
		43%	57%	21%	20%	40%	19%	4%	8%	10%	35%	27%	30%	20%	23%	83%	8%	6%	3%
Online shopping (purchasing goods/services/ tickets etc.)	1082	490	591	158	223	434	268	26	62	100	429	382	314	190	194	922	87	48	24
	40%	38%	43%	42%	55%	48%	27%	18%	28%	36%	56%	54%	44%	33%	29%	41%	37%	36%	33%
			a	d	acd	d			a	ab	abc	bcd	cd			d			
		45%	55%	15%	21%	40%	25%	2%	6%	9%	40%	35%	29%	18%	18%	85%	8%	4%	2%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 63

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

QE13 (QE5B). SHOWCARD And, which, if any, of these activities have you done online in the LAST WEEK? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
Accessing news	890	479	411	109	149	353	279	21	52	82	389	321	257	172	141	771	52	51	17
	33%	37%	30%	29%	37%	39%	28%	14%	23%	30%	51%	45%	36%	30%	21%	34%	22%	38%	23%
		b			ad	ad			a	a	abc	bcd	cd	d		bd		bd	
		54%	46%	12%	17%	40%	31%	2%	6%	9%	44%	36%	29%	19%	16%	87%	6%	6%	2%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo, or Facebook)	782	420	361	175	171	299	136	21	50	74	309	242	229	167	144	688	42	40	12
	29%	32%	26%	47%	42%	33%	14%	14%	22%	27%	40%	34%	32%	29%	22%	31%	18%	30%	16%
		b		cd	cd	d			a	a	abc	d	d	d		bd		bd	
		54%	46%	22%	22%	38%	17%	3%	6%	9%	39%	31%	29%	21%	18%	88%	5%	5%	2%
Finding/ downloading information for work/ business/ school/ college/ university/ homework	761	377	385	162	138	310	151	20	26	57	312	276	245	137	103	681	37	35	8
	28%	29%	28%	43%	34%	34%	15%	14%	12%	21%	41%	39%	34%	24%	15%	30%	16%	27%	10%
				bcd	d	d				b	abc	cd	cd	d		bd	d	bd	
		49%	51%	21%	18%	41%	20%	3%	3%	7%	41%	36%	32%	18%	13%	89%	5%	5%	1%
Watching TV programmes/ films content online (e.g. Netflix, BBC iPlayer, or Sky Go)	638	324	313	130	146	253	109	19	38	55	273	217	207	105	108	562	43	24	10
	24%	25%	23%	34%	36%	28%	11%	13%	17%	20%	36%	31%	29%	18%	16%	25%	18%	18%	13%
				cd	cd	d				a	abc	cd	cd			bcd	d		
		51%	49%	20%	23%	40%	17%	3%	6%	9%	43%	34%	32%	16%	17%	88%	7%	4%	2%
Making video calls e.g. via FaceTime, Skype	575	254	320	122	140	241	72	15	41	56	250	190	169	95	119	507	37	22	8
	21%	20%	23%	32%	34%	27%	7%	10%	18%	20%	33%	27%	24%	16%	18%	23%	16%	17%	11%
			a	cd	cd	d			a	a	abc	cd	cd			bcd	d	d	
		44%	56%	21%	24%	42%	13%	3%	7%	10%	44%	33%	29%	17%	21%	88%	7%	4%	1%
Making voice calls using a VoIP service e.g. Skype	527	258	270	104	122	228	73	18	28	46	245	176	165	91	94	455	44	21	8
	20%	20%	20%	28%	30%	25%	7%	12%	12%	17%	32%	25%	23%	16%	14%	20%	19%	16%	11%
				d	d	d					abc	cd	cd			d	d	d	
		49%	51%	20%	23%	43%	14%	3%	5%	9%	46%	33%	31%	17%	18%	86%	8%	4%	1%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 63

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

QE13 (QE5B). SHOWCARD And, which, if any, of these activities have you done online in the LAST WEEK? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
To find information on health related issues	510	227	282	75	93	209	133	15	37	45	218	191	152	74	93	475	13	17	5
	19%	17%	21%	20%	23%	23%	13%	10%	17%	16%	28%	27%	21%	13%	14%	21%	6%	13%	7%
			a	d	d	d					abc	bcd	cd			bcd		bd	
		45%	55%	15%	18%	41%	26%	3%	7%	9%	43%	37%	30%	15%	18%	93%	3%	3%	1%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	503	253	249	56	107	206	133	19	36	40	227	183	146	88	86	451	26	22	4
	19%	19%	18%	15%	26%	23%	13%	13%	16%	15%	30%	26%	20%	15%	13%	20%	11%	16%	5%
					ad	ad					abc	bcd	cd			bd	d	bd	
		50%	50%	11%	21%	41%	27%	4%	7%	8%	45%	36%	29%	17%	17%	90%	5%	4%	1%
Playing games online/ interactively	495	252	243	118	102	193	82	17	36	52	191	131	152	94	116	441	27	23	5
	19%	19%	18%	31%	25%	21%	8%	11%	16%	19%	25%	18%	21%	16%	18%	20%	11%	17%	6%
				bcd	d	d				a	abc		c			bd	d	bd	
		51%	49%	24%	21%	39%	17%	3%	7%	11%	39%	26%	31%	19%	24%	89%	5%	5%	1%
Streamed audio services e.g. Spotify or Deezer or Apple Music	436	223	213	135	115	145	40	14	22	37	174	145	143	74	73	386	20	25	4
	16%	17%	16%	36%	28%	16%	4%	10%	10%	13%	23%	20%	20%	13%	11%	17%	9%	19%	6%
				bcd	cd	d					abc	cd	cd			bd		bd	
		51%	49%	31%	26%	33%	9%	3%	5%	9%	40%	33%	33%	17%	17%	89%	5%	6%	1%
Uploading/ adding content to the internet e.g. photos, videos, blog posts	420	172	247	97	109	153	61	9	25	36	168	137	148	67	69	365	30	18	7
	16%	13%	18%	26%	27%	17%	6%	6%	11%	13%	22%	19%	21%	11%	10%	16%	13%	14%	10%
			a	cd	cd	d				a	abc	cd	cd			d			
		41%	59%	23%	26%	36%	15%	2%	6%	9%	40%	33%	35%	16%	16%	87%	7%	4%	2%
Trading/ auctions e.g. eBay	344	170	174	46	77	144	77	9	21	31	134	101	106	72	65	300	20	21	3
	13%	13%	13%	12%	19%	16%	8%	6%	9%	11%	18%	14%	15%	12%	10%	13%	9%	16%	5%
				d	ad	d					abc	d	d			bd	d	bd	
		49%	51%	13%	22%	42%	22%	3%	6%	9%	39%	29%	31%	21%	19%	87%	6%	6%	1%

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

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

QE13 (QE5B). SHOWCARD And, which, if any, of these activities have you done online in the LAST WEEK? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	338	190	149	56	92	123	67	6	12	32	164	136	104	51	47	284	28	22	4
	13%	15%	11%	15%	23%	14%	7%	4%	6%	12%	21%	19%	15%	9%	7%	13%	12%	17%	6%
		b		d	acd	d				ab	abc	bcd	cd			d	d	ad	
		56%	44%	17%	27%	36%	20%	2%	4%	9%	48%	40%	31%	15%	14%	84%	8%	6%	1%
Listening to live radio through a website or app	281	145	135	38	59	115	68	8	14	23	131	104	87	40	49	251	12	14	3
	10%	11%	10%	10%	15%	13%	7%	5%	6%	8%	17%	15%	12%	7%	7%	11%	5%	11%	4%
				d	d	d					abc	cd	cd			bd		bd	
		52%	48%	14%	21%	41%	24%	3%	5%	8%	47%	37%	31%	14%	17%	90%	4%	5%	1%
Listening to catch-up or on-demand radio through a website or app	262	137	125	45	61	122	34	1	11	20	159	115	83	38	26	240	7	14	2
	10%	11%	9%	12%	15%	13%	3%	1%	5%	7%	21%	16%	12%	7%	4%	11%	3%	10%	2%
				d	d	d			a	a	abc	bcd	cd	d		bd		bd	
		52%	48%	17%	23%	46%	13%	1%	4%	8%	60%	44%	32%	14%	10%	92%	3%	5%	1%
Watching live sports content on a streaming service such as SkyGo, NOW TV or Eurosport Player	230	161	67	42	51	92	44	6	9	16	117	87	78	40	23	210	8	8	3
	9%	12%	5%	11%	13%	10%	4%	4%	4%	6%	15%	12%	11%	7%	4%	9%	3%	6%	4%
		b		d	d	d					abc	cd	cd	d		bd			
		70%	29%	18%	22%	40%	19%	2%	4%	7%	51%	38%	34%	18%	10%	92%	4%	4%	1%
Online dating sites/ apps	38	20	18	10	7	12	9	3	2	4	10	10	8	10	10	34	2	1	2
	1%	2%	1%	3%	2%	1%	1%	2%	1%	2%	1%	1%	1%	2%	2%	2%	1%	1%	2%
				d															b
		52%	48%	27%	19%	31%	24%	9%	4%	12%	27%	26%	22%	26%	26%	88%	4%	4%	5%
Other	2	1	1	-	-	-	2	-	*	-	-	-	1	*	1	2	*	-	-
	*%	*%	*%	-%	-%	-%	*%	-%	*%	-%	-%	-%	*%	*%	*%	*%	*%	-%	-%
		57%	43%	-%	-%	-%	100%	-%	13%	-%	-%	-%	48%	8%	43%	92%	8%	-%	-%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 63

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

QE13 (QE5B). SHOWCARD And, which, if any, of these activities have you done online in the LAST WEEK? (MULTI CODE)

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%																			
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
USE SOCIAL NETWORKING SITES	1247	541	705	253	254	501	239	48	94	131	431	344	378	249	276	1039	104	71	32
	47%	42%	52%	67%	62%	56%	24%	33%	41%	47%	56%	48%	53%	43%	42%	46%	45%	54%	43%
			a	cd	cd	d			a	a	abc	d	cd					abd	
		43%	57%	20%	20%	40%	19%	4%	8%	10%	35%	28%	30%	20%	22%	83%	8%	6%	3%
TV/ VIDEO VIEWING	1023	542	479	221	210	396	197	32	65	100	398	320	314	203	184	897	61	47	19
	38%	42%	35%	59%	52%	44%	20%	22%	29%	36%	52%	45%	44%	35%	28%	40%	26%	35%	25%
		b		bcd	cd	d			a	abc	cd	cd	cd	d		bd		bd	
		53%	47%	22%	20%	39%	19%	3%	6%	10%	39%	31%	31%	20%	18%	88%	6%	5%	2%
VOICE OR VIDEO CALLS USING A VOIP SERVICE E.G. SKYPE	710	326	383	144	164	299	103	22	47	70	300	228	217	125	140	618	52	29	11
	27%	25%	28%	38%	40%	33%	10%	15%	21%	25%	39%	32%	30%	22%	21%	28%	22%	22%	15%
				d	cd	d				a	abc	cd	cd			bcd	d	d	
		46%	54%	20%	23%	42%	15%	3%	7%	10%	42%	32%	31%	18%	20%	87%	7%	4%	2%
STREAMED AUDIO SERVICES	436	223	213	135	115	145	40	14	22	37	174	145	143	74	73	386	20	25	4
	16%	17%	16%	36%	28%	16%	4%	10%	10%	13%	23%	20%	20%	13%	11%	17%	9%	19%	6%
				bcd	cd	d					abc	cd	cd			bd		bd	
		51%	49%	31%	26%	33%	9%	3%	5%	9%	40%	33%	33%	17%	17%	89%	5%	6%	1%
None of these	116	53	62	11	7	23	76	15	13	9	15	21	23	28	44	97	10	5	4
	4%	4%	5%	3%	2%	2%	8%	10%	6%	3%	2%	3%	3%	5%	7%	4%	4%	4%	5%
						abc		cd	d					ab					
		46%	53%	9%	6%	19%	65%	13%	11%	8%	13%	18%	20%	25%	38%	83%	9%	5%	3%
Don't know	5	*	3	2	-	2	*	-	*	-	-	-	3	*	1	3	1	-	*
	*%	*%	*%	1%	-%	*%	*%	-%	*%	-%	-%	-%	*%	*%	*%	*%	1%	-%	*%
				d															
		7%	55%	41%	-%	52%	7%	-%	7%	-%	-%	-%	70%	3%	28%	66%	28%	-%	6%
COMMUNICATION	2043	982	1059	333	361	769	580	73	139	216	694	612	596	420	412	1738	165	91	48
	76%	75%	78%	89%	89%	85%	59%	50%	62%	78%	91%	86%	83%	72%	62%	78%	71%	69%	65%
				d	d	d			a	ab	abc	cd	cd	d		bcd			
		48%	52%	16%	18%	38%	28%	4%	7%	11%	34%	30%	29%	21%	20%	85%	8%	4%	2%
INFORMATION	1915	955	959	310	318	724	562	67	139	200	644	580	537	402	395	1626	150	94	46
	72%	73%	70%	83%	78%	80%	57%	45%	62%	72%	84%	82%	75%	69%	60%	73%	64%	71%	62%
				d	d	d			a	ab	abc	bcd	cd	d		bd		d	
		50%	50%	16%	17%	38%	29%	4%	7%	10%	34%	30%	28%	21%	21%	85%	8%	5%	2%

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

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QE13 (QE5B). SHOWCARD And, which, if any, of these activities have you done online in the LAST WEEK? (MULTI CODE)

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
PURCHASING/ FINANCES	1592	751	839	233	312	634	414	42	98	161	614	529	468	308	285	1358	134	65	35
	60%	58%	61%	62%	77%	70%	42%	28%	43%	59%	80%	74%	65%	53%	43%	61%	57%	50%	48%
			a	d	acd	ad			a	ab	abc	bcd	cd	d		cd	cd		
		47%	53%	15%	20%	40%	26%	3%	6%	10%	39%	33%	29%	19%	18%	85%	8%	4%	2%
SOCIAL	1247	541	705	253	254	501	239	48	94	131	431	344	378	249	276	1039	104	71	32
	47%	42%	52%	67%	62%	56%	24%	33%	41%	47%	56%	48%	53%	43%	42%	46%	45%	54%	43%
			a	cd	cd	d			a	a	abc	d	cd					abd	
		43%	57%	20%	20%	40%	19%	4%	8%	10%	35%	28%	30%	20%	22%	83%	8%	6%	3%
ENTERTAINMENT	1223	627	595	260	242	465	257	44	84	123	449	358	380	243	241	1069	76	58	21
	46%	48%	44%	69%	59%	51%	26%	30%	37%	45%	59%	50%	53%	42%	36%	48%	33%	44%	29%
		b		bcd	cd	d				a	abc	cd	cd	d		bd		bd	
		51%	49%	21%	20%	38%	21%	4%	7%	10%	37%	29%	31%	20%	20%	87%	6%	5%	2%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 63

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QE13 (QE5B). SHOWCARD And, which, if any, of these activities have you done online in the LAST WEEK? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
Send/ receive e-mails	1812	258	279	192	126	145	184	128	56	191	1576	236	1213	598	828	984
	68%	77%	76%	84%	67%	61%	75%	58%	48%	64%	68%	66%	78%	54%	73%	64%
		deg	deg	bdeg	gh	h	eg	h		h			b		b	
		14%	15%	11%	7%	8%	10%	7%	3%	11%	87%	13%	67%	33%	46%	54%
General searching/ surfing/ browsing the internet	1722	245	255	174	124	139	164	123	59	176	1506	216	1114	608	779	943
	64%	74%	69%	76%	66%	59%	67%	56%	51%	59%	65%	60%	72%	54%	68%	61%
		eg	eg	deg	gh		gh						b		b	
		14%	15%	10%	7%	8%	10%	7%	3%	10%	87%	13%	65%	35%	45%	55%
Banking/ paying bills	1312	184	217	147	88	78	135	89	45	148	1149	163	942	369	608	704
	49%	55%	59%	64%	47%	33%	55%	41%	39%	49%	50%	46%	61%	33%	53%	46%
		eg	deg	adeg	e		eg			eg			b		b	
		14%	17%	11%	7%	6%	10%	7%	3%	11%	88%	12%	72%	28%	46%	54%
Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat, WhatsApp	1268	185	177	133	92	88	130	81	37	130	1109	159	863	403	536	732
	47%	55%	48%	58%	49%	37%	53%	37%	32%	43%	48%	44%	56%	36%	47%	48%
		eg	eg	beg	eg		eg			h			b		b	
		15%	14%	10%	7%	7%	10%	6%	3%	10%	87%	13%	68%	32%	42%	58%
Using social media sites or apps (such as Facebook, Twitter, LinkedIn, Instagram or Snapchat)	1210	178	156	120	86	91	118	88	48	121	1072	138	817	393	505	705
	45%	53%	42%	52%	46%	38%	48%	40%	41%	41%	46%	38%	53%	35%	44%	46%
		beg		beg			e				b		b			
		15%	13%	10%	7%	8%	10%	7%	4%	10%	89%	11%	67%	33%	42%	58%
Online shopping (purchasing goods/services/ tickets etc.)	1082	144	157	129	73	88	124	81	38	88	946	136	756	325	508	574
	40%	43%	43%	56%	39%	37%	50%	37%	33%	30%	41%	38%	49%	29%	45%	37%
		hi	hi	abdeg	i		deg						b		b	
		13%	15%	12%	7%	8%	11%	8%	4%	8%	87%	13%	70%	30%	47%	53%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 63

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

QE13 (QE5B). SHOWCARD And, which, if any, of these activities have you done online in the LAST WEEK? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
Accessing news		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
	890	147	142	95	78	50	86	52	20	101	778	112	613	278	437	453
	33%	44%	39%	41%	42%	21%	35%	23%	17%	34%	34%	31%	39%	25%	38%	29%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo, or Facebook)		efghi	egh	egh	egh		egh			egh			b		b	
		17%	16%	11%	9%	6%	10%	6%	2%	11%	87%	13%	69%	31%	49%	51%
	782	167	113	80	67	40	80	48	21	72	701	81	545	237	353	429
Finding/ downloading information for work/ business/ school/ college/ university/ homework		50%	31%	35%	36%	17%	33%	22%	18%	24%	30%	23%	35%	21%	31%	28%
		bcdefghi	egh	eghi	eghi		eghi			e	b		b			
		21%	15%	10%	9%	5%	10%	6%	3%	9%	90%	10%	70%	30%	45%	55%
Watching TV programmes/ films content online (e.g. Netflix, BBC iPlayer, or Sky Go)	761	152	120	87	65	48	76	45	22	67	669	93	557	204	356	405
	28%	45%	33%	38%	34%	20%	31%	20%	19%	22%	29%	26%	36%	18%	31%	26%
		bdefghi	eghi	eghi	eghi		eghi						b		b	
Making video calls e.g. via FaceTime, Skype		20%	16%	11%	8%	6%	10%	6%	3%	9%	88%	12%	73%	27%	47%	53%
	638	125	95	63	59	22	78	39	14	66	563	75	457	181	292	346
	24%	37%	26%	27%	31%	9%	32%	18%	12%	22%	24%	21%	29%	16%	26%	23%
		bceghi	egh	egh	eghi		eghi	e		eh			b			
		20%	15%	10%	9%	3%	12%	6%	2%	10%	88%	12%	72%	28%	46%	54%
	575	144	74	53	48	33	72	39	12	34	513	61	406	169	244	331
		43%	20%	23%	25%	14%	29%	18%	10%	11%	22%	17%	26%	15%	21%	22%
		bcdefghi	hi	ehi	eghi		beghi	h			b		b			
		25%	13%	9%	8%	6%	12%	7%	2%	6%	89%	11%	71%	29%	42%	58%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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QE13 (QE5B). SHOWCARD And, which, if any, of these activities have you done online in the LAST WEEK? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
Making voice calls using a VoIP service e.g. Skype	527	140	63	64	37	27	60	21	5	38	483	45	390	137	231	296
	20%	42%	17%	28%	20%	12%	24%	9%	4%	13%	21%	12%	25%	12%	20%	19%
		bcdefghi	gh	bdeghi	eghi	h	eghi	h		h	b		b			
		27%	12%	12%	7%	5%	11%	4%	1%	7%	92%	8%	74%	26%	44%	56%
To find information on health related issues	510	115	80	59	45	23	64	29	15	44	468	43	339	172	241	269
	19%	35%	22%	26%	24%	10%	26%	13%	13%	15%	20%	12%	22%	15%	21%	18%
		bcdefghi	egh	eghi	eghi		eghi				b		b		b	
		23%	16%	12%	9%	5%	13%	6%	3%	9%	92%	8%	66%	34%	47%	53%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	503	95	77	63	55	14	70	23	12	43	441	62	354	149	250	253
	19%	28%	21%	27%	29%	6%	28%	10%	10%	14%	19%	17%	23%	13%	22%	16%
		eghi	egh	eghi	beghi		eghi			e			b		b	
		19%	15%	13%	11%	3%	14%	5%	2%	9%	88%	12%	70%	30%	50%	50%
Playing games online/ interactively	495	94	64	46	55	24	61	41	13	43	453	42	339	156	218	277
	19%	28%	17%	20%	29%	10%	25%	19%	12%	15%	20%	12%	22%	14%	19%	18%
		bceghi	e	eh	bceghi		beh	eh			b		b			
		19%	13%	9%	11%	5%	12%	8%	3%	9%	92%	8%	68%	32%	44%	56%
Streamed audio services e.g. Spotify or Deezer or Apple Music	436	66	58	52	38	21	58	29	11	53	392	44	321	115	205	231
	16%	20%	16%	23%	20%	9%	23%	13%	10%	18%	17%	12%	21%	10%	18%	15%
		egh	eh	egh	egh		begh			eh	b		b		b	
		15%	13%	12%	9%	5%	13%	7%	3%	12%	90%	10%	74%	26%	47%	53%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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

QE13 (QE5B). SHOWCARD And, which, if any, of these activities have you done online in the LAST WEEK? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
Uploading/ adding content to the internet e.g. photos, videos, blog posts	420	69	45	57	42	19	61	26	21	27	381	39	302	118	209	211
	16%	21%	12%	25%	22%	8%	25%	12%	18%	9%	16%	11%	19%	11%	18%	14%
		begi		begi	begi		begi		ei		b		b		b	
		16%	11%	14%	10%	4%	14%	6%	5%	6%	91%	9%	72%	28%	50%	50%
Trading/ auctions e.g. eBay	344	32	59	39	36	30	45	24	10	25	300	44	243	101	149	195
	13%	10%	16%	17%	19%	13%	18%	11%	9%	8%	13%	12%	16%	9%	13%	13%
			ahi	aghi	aeghi		aghi						b			
		9%	17%	11%	10%	9%	13%	7%	3%	7%	87%	13%	71%	29%	43%	57%
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	338	41	51	38	40	17	44	14	4	34	305	33	249	89	174	164
	13%	12%	14%	16%	21%	7%	18%	6%	4%	11%	13%	9%	16%	8%	15%	11%
		egh	egh	egh	abeghi		eghi			h	b		b		b	
		12%	15%	11%	12%	5%	13%	4%	1%	10%	90%	10%	74%	26%	52%	48%
Listening to live radio through a website or app	281	38	51	43	26	12	37	17	7	20	247	33	206	74	145	136
	10%	11%	14%	19%	14%	5%	15%	8%	6%	7%	11%	9%	13%	7%	13%	9%
		eh	eghi	aeghi	eghi		eghi						b		b	
		14%	18%	15%	9%	4%	13%	6%	3%	7%	88%	12%	73%	27%	52%	48%
Listening to catch-up or on-demand radio through a website or app	262	69	24	35	25	11	35	11	4	26	242	20	208	55	141	122
	10%	21%	7%	15%	13%	5%	14%	5%	3%	9%	10%	6%	13%	5%	12%	8%
		bdeghe		beghi	begh		begh			h	b		b		b	
		26%	9%	13%	10%	4%	13%	4%	1%	10%	92%	8%	79%	21%	54%	46%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 63

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

QE13 (QE5B). SHOWCARD And, which, if any, of these activities have you done online in the LAST WEEK? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
Watching live sports content on a streaming service such as SkyGo, NOW TV or Eurosport Player	230	50	31	24	23	15	31	12	6	18	210	20	170	59	117	113
	9%	15%	8%	11%	12%	6%	12%	5%	6%	6%	9%	5%	11%	5%	10%	7%
		beghi		gh	eghi		eghi				b		b		b	
		22%	14%	11%	10%	6%	13%	5%	3%	8%	91%	9%	74%	26%	51%	49%
Online dating sites/ apps	38	3	2	3	3	1	2	11	1	8	34	4	25	14	10	28
	1%	1%	1%	1%	2%	1%	1%	5%	1%	3%	1%	1%	2%	1%	1%	2%
							abcdefh									a
		7%	6%	9%	8%	4%	4%	28%	2%	21%	89%	11%	65%	35%	27%	73%
Other	2	-	-	-	-	1	1	-	*	-	1	1	*	2	1	1
	*%	-%	-%	-%	-%	*%	*%	-%	*%	-%	*%	*%	*%	*%	*%	*%
		-%	-%	-%	-%	43%	35%	-%	13%	-%	56%	44%	8%	92%	57%	43%
USE SOCIAL NETWORKING SITES	1247	186	159	127	89	91	120	89	54	125	1104	143	842	405	526	721
	47%	56%	43%	55%	47%	38%	49%	40%	47%	42%	48%	40%	54%	36%	46%	47%
		beghi		begi	e		e				b		b			
		15%	13%	10%	7%	7%	10%	7%	4%	10%	89%	11%	68%	32%	42%	58%
TV/ VIDEO VIEWING	1023	194	148	109	80	55	112	71	29	100	896	127	703	320	464	559
	38%	58%	40%	48%	43%	23%	46%	32%	25%	34%	39%	35%	45%	29%	41%	36%
		bcdefghi	eh	eghi	eghi		eghi	e		eh			b		b	
		19%	14%	11%	8%	5%	11%	7%	3%	10%	88%	12%	69%	31%	45%	55%
VOICE OR VIDEO CALLS USING A VOIP SERVICE E.G. SKYPE	710	164	83	78	55	40	89	43	13	53	634	76	507	203	310	400
	27%	49%	23%	34%	29%	17%	36%	20%	11%	18%	27%	21%	33%	18%	27%	26%
		bcdefghi	h	beghi	eghi		beghi	h		h	b		b			
		23%	12%	11%	8%	6%	13%	6%	2%	7%	89%	11%	71%	29%	44%	56%
STREAMED AUDIO SERVICES	436	66	58	52	38	21	58	29	11	53	392	44	321	115	205	231
	16%	20%	16%	23%	20%	9%	23%	13%	10%	18%	17%	12%	21%	10%	18%	15%
		egh	eh	egh	egh		begh			eh	b		b		b	
		15%	13%	12%	9%	5%	13%	7%	3%	12%	90%	10%	74%	26%	47%	53%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 63

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QE13 (QE5B). SHOWCARD And, which, if any, of these activities have you done online in the LAST WEEK? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
None of these	116	10	16	4	10	11	7	13	10	15	100	16	35	79	50	66
	4%	3%	4%	2%	5%	5%	3%	6%	9%	5%	4%	5%	2%	7%	4%	4%
		9%	14%	4%	8%	10%	6%	11%	9%	13%	86%	14%	30%	68%	43%	57%
Don't know	5	-	2	1	-	-	-	-	*	-	4	*	2	*	2	3
	*%	-%	*%	*%	-%	-%	-%	-%	*%	-%	*%	*%	*%	*%	*%	*%
		-%	38%	21%	-%	-%	-%	-%	7%	-%	97%	3%	52%	10%	38%	62%
COMMUNICATION	2043	283	304	198	146	166	205	144	70	222	1769	273	1339	702	907	1136
	76%	85%	83%	86%	78%	70%	83%	65%	60%	74%	76%	76%	86%	63%	80%	74%
		deg	eg	deg	gh	h	eg		gh				b		b	
		14%	15%	10%	7%	8%	10%	7%	3%	11%	87%	13%	66%	34%	44%	56%
INFORMATION	1915	266	285	187	140	151	190	141	68	197	1661	254	1242	673	865	1050
	72%	80%	77%	81%	74%	64%	77%	64%	59%	66%	72%	71%	80%	60%	76%	68%
		eg	eg	eg	eg		eg						b		b	
		14%	15%	10%	7%	8%	10%	7%	4%	10%	87%	13%	65%	35%	45%	55%
PURCHASING/ FINANCES	1592	204	258	169	108	119	159	122	58	164	1380	212	1114	477	743	849
	60%	61%	70%	74%	57%	50%	65%	55%	50%	55%	60%	59%	72%	43%	65%	55%
		eh	ade	ade			eg						b		b	
		13%	16%	11%	7%	7%	10%	8%	4%	10%	87%	13%	70%	30%	47%	53%
SOCIAL	1247	186	159	127	89	91	120	89	54	125	1104	143	842	405	526	721
	47%	56%	43%	55%	47%	38%	49%	40%	47%	42%	48%	40%	54%	36%	46%	47%
		beg		beg	e		e				b		b			
		15%	13%	10%	7%	7%	10%	7%	4%	10%	89%	11%	68%	32%	42%	58%
ENTERTAINMENT	1223	201	180	131	106	70	135	88	37	121	1069	154	824	399	547	677
	46%	60%	49%	57%	57%	30%	55%	40%	32%	41%	46%	43%	53%	36%	48%	44%
		beg	eg	eg	eg		eg	e		e			b		b	
		16%	15%	11%	9%	6%	11%	7%	3%	10%	87%	13%	67%	33%	45%	55%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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QE13 (QE5B). SHOWCARD And, which, if any, of these activities have you done online in the LAST WEEK? (MULTI CODE)

Base : All respondents

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
Send/ receive e-mails	1812	1162	694	1037	1030	1057	1773
	68%	75%	64%	84%	81%	84%	69%
		bf		abf	abf	abdf	b
		64%	38%	57%	57%	58%	98%
General searching/ surfing/ browsing the internet	1722	1103	657	975	989	1010	1685
	64%	72%	60%	79%	78%	81%	66%
		bf		abf	abf	abf	b
		64%	38%	57%	57%	59%	98%
Banking/ paying bills	1312	867	481	808	821	816	1291
	49%	56%	44%	65%	64%	65%	51%
		bf		abf	abf	abf	b
		66%	37%	62%	63%	62%	98%
Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat, WhatsApp	1268	821	471	782	844	819	1242
	47%	53%	43%	63%	66%	65%	49%
		bf		abf	abf	abf	b
		65%	37%	62%	67%	65%	98%
Using social media sites or apps (such as Facebook, Twitter, LinkedIn, Instagram or Snapchat)	1210	796	451	730	803	787	1188
	45%	52%	41%	59%	63%	63%	47%
		bf		abf	abf	abf	b
		66%	37%	60%	66%	65%	98%
Online shopping (purchasing goods/services/ tickets etc.)	1082	732	384	678	715	672	1060
	40%	47%	35%	55%	56%	54%	42%
		bf		abf	abf	abf	b
		68%	36%	63%	66%	62%	98%

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

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QE13 (QE5B). SHOWCARD And, which, if any, of these activities have you done online in the LAST WEEK? (MULTI CODE)

Base : All respondents

	Total	TV SERVICES				YOUTUBE	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV- ICES	
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
Accessing news	890	600	363	581	546	572	879
	33%	39%	33%	47%	43%	46%	34%
		bf		abdf	abf	abf	
		67%	41%	65%	61%	64%	99%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo, or Facebook)	782	509	302	517	526	600	777
	29%	33%	28%	42%	41%	48%	30%
		b		abf	abf	abcdf	
		65%	39%	66%	67%	77%	99%
Finding/ downloading information for work/ business/ school/ college/ university/ homework	761	503	288	495	516	529	749
	28%	33%	26%	40%	41%	42%	29%
		bf		abf	abf	abf	
		66%	38%	65%	68%	69%	98%
Watching TV programmes/ films content online (e.g. Netflix, BBC iPlayer, or Sky Go)	638	403	233	461	481	488	635
	24%	26%	21%	37%	38%	39%	25%
		b		abf	abf	abf	b
		63%	36%	72%	75%	77%	100%
Making video calls e.g. via FaceTime, Skype	575	381	198	378	380	427	566
	21%	25%	18%	31%	30%	34%	22%
		b		abf	abf	abdf	b
		66%	35%	66%	66%	74%	98%
Making voice calls using a VoIP service e.g. Skype	527	350	183	342	346	402	520
	20%	23%	17%	28%	27%	32%	20%
		b		abf	abf	abcdf	b
		66%	35%	65%	66%	76%	99%

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

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QE13 (QE5B). SHOWCARD And, which, if any, of these activities have you done online in the LAST WEEK? (MULTI CODE)

Base : All respondents

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
To find information on health related issues	510	335	190	353	348	381	504
	19%	22%	17%	29%	27%	30%	20%
		b		abf	abf	abf	
		66%	37%	69%	68%	75%	99%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	503	315	208	335	347	353	496
	19%	20%	19%	27%	27%	28%	19%
				abf	abf	abf	
		63%	41%	67%	69%	70%	99%
Playing games online/ interactively	495	337	169	297	330	351	489
	19%	22%	16%	24%	26%	28%	19%
		bf		bf	abf	abcf	b
		68%	34%	60%	67%	71%	99%
Streamed audio services e.g. Spotify or Deezer or Apple Music	436	290	155	317	345	320	432
	16%	19%	14%	26%	27%	26%	17%
		b		abf	abf	abf	b
		67%	36%	73%	79%	73%	99%
Uploading/ adding content to the internet e.g. photos, videos, blog posts	420	285	141	296	324	316	416
	16%	18%	13%	24%	25%	25%	16%
		b		abf	abf	abf	b
		68%	34%	70%	77%	75%	99%
Trading/ auctions e.g. eBay	344	230	121	230	248	228	341
	13%	15%	11%	19%	19%	18%	13%
		b		abf	abf	abf	
		67%	35%	67%	72%	66%	99%

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

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QE13 (QE5B). SHOWCARD And, which, if any, of these activities have you done online in the LAST WEEK? (MULTI CODE)

Base : All respondents

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	338	221	139	246	258	252	335
	13%	14%	13%	20%	20%	20%	13%
				abf	abf	abf	
		65%	41%	73%	76%	75%	99%
Listening to live radio through a website or app	281	192	108	216	204	208	279
	10%	12%	10%	17%	16%	17%	11%
		b		abf	abf	abf	
		69%	38%	77%	73%	74%	100%
Listening to catch-up or on-demand radio through a website or app	262	177	98	200	183	217	262
	10%	12%	9%	16%	14%	17%	10%
		b		abf	abf	abf	
		68%	37%	76%	70%	83%	100%
Watching live sports content on a streaming service such as SkyGo, NOW TV or Eurosport Player	230	173	76	165	161	172	229
	9%	11%	7%	13%	13%	14%	9%
		bf		bf	bf	abf	b
		75%	33%	72%	70%	75%	100%
Online dating sites/ apps	38	20	14	21	24	22	38
	1%	1%	1%	2%	2%	2%	1%
		52%	35%	54%	62%	58%	99%
Other	2	1	2	1	-	1	2
	*%	*%	*%	*%	-%	*%	*%
		48%	87%	52%	-%	43%	100%

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

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QE13 (QE5B). SHOWCARD And, which, if any, of these activities have you done online in the LAST WEEK? (MULTI CODE)

Base : All respondents

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
USE SOCIAL NETWORKING SITES	1247	824	463	758	825	811	1224
	47%	53%	43%	61%	65%	65%	48%
		bf		abf	abf	abf	b
		66%	37%	61%	66%	65%	98%
TV/ VIDEO VIEWING	1023	660	390	674	708	746	1015
	38%	43%	36%	55%	56%	60%	40%
		b		abf	abf	abcf	b
		64%	38%	66%	69%	73%	99%
VOICE OR VIDEO CALLS USING A VOIP SERVICE E.G. SKYPE	710	465	247	456	471	514	700
	27%	30%	23%	37%	37%	41%	27%
		b		abf	abf	abcdf	b
		65%	35%	64%	66%	72%	99%
STREAMED AUDIO SERVICES	436	290	155	317	345	320	432
	16%	19%	14%	26%	27%	26%	17%
		b		abf	abf	abf	b
		67%	36%	73%	79%	73%	99%
None of these	116	54	52	24	23	15	102
	4%	3%	5%	2%	2%	1%	4%
		cde	cde				cde
		46%	45%	21%	20%	13%	88%
Don't know	5	1	-	1	2	2	3
	*%	*%	-%	*%	*%	*%	*%
		27%	-%	20%	34%	38%	62%
COMMUNICATION	2043	1298	781	1134	1147	1157	1994
	76%	84%	72%	92%	90%	92%	78%
		bf		abf	abf	abf	b
		64%	38%	55%	56%	57%	98%
INFORMATION	1915	1230	724	1064	1089	1099	1874
	72%	80%	67%	86%	85%	88%	73%
		bf		abf	abf	abf	b
		64%	38%	56%	57%	57%	98%

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

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QE13 (QE5B). SHOWCARD And, which, if any, of these activities have you done online in the LAST WEEK? (MULTI CODE)

Base : All respondents

	Total	TV SERVICES				YOUTUBE	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV- ICES	
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
PURCHASING/ FINANCES	1592	1048	586	953	977	958	1565
	60%	68%	54%	77%	77%	76%	61%
		bf		abf	abf	abf	b
		66%	37%	60%	61%	60%	98%
SOCIAL	1247	824	463	758	825	811	1224
	47%	53%	43%	61%	65%	65%	48%
		bf		abf	abf	abf	b
		66%	37%	61%	66%	65%	98%
ENTERTAINMENT	1223	799	455	773	812	842	1209
	46%	52%	42%	63%	64%	67%	47%
		bf		abf	abf	abcf	b
		65%	37%	63%	66%	69%	99%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 64

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SUMMARY OF ONLINE ACTIVITIES EVER USE - MOBILE (QD28A) OR ONLINE (QE5A)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
GENERAL SEARCHING/ SURFING/ BROWSING THE INTERNET	2199	1068	1128	359	377	825	638	90	166	224	711	638	635	465	459	1863	176	104	56
	82%	82%	83%	95%	93%	91%	65%	61%	74%	81%	93%	90%	88%	80%	69%	83%	75%	79%	75%
				cd	d	d			a	ab	abc	cd	cd	d		bcd			
		49%	51%	16%	17%	38%	29%	4%	8%	10%	32%	29%	29%	21%	21%	85%	8%	5%	3%
SEND/ RECEIVE EMAILS	2181	1054	1123	346	376	821	638	83	160	233	716	652	638	453	436	1862	173	98	49
	82%	81%	82%	92%	92%	91%	64%	56%	71%	85%	93%	92%	89%	78%	66%	83%	74%	74%	66%
				d	d	d			a	ab	abc	cd	cd	d		bcd	d	d	
		48%	51%	16%	17%	38%	29%	4%	7%	11%	33%	30%	29%	21%	20%	85%	8%	4%	2%
INSTANT MESSAGING (E.G. WHATSAPP, FACEBOOK MESSENGER, SNAPCHAT, WHATSAPP)	1805	837	965	343	358	708	396	66	126	185	630	528	542	366	367	1519	156	86	45
	67%	64%	71%	91%	88%	78%	40%	45%	56%	67%	82%	74%	75%	63%	55%	68%	67%	65%	60%
			a	cd	cd	d			a	ab	abc	cd	cd	d		d			
		46%	53%	19%	20%	39%	22%	4%	7%	10%	35%	29%	30%	20%	20%	84%	9%	5%	2%
USING SOCIAL NETWORKING (E.G. FACEBOOK, TWITTER, LINKEDIN, INSTAGRAM, SNAPCHAT)	1675	778	894	324	339	661	351	64	113	170	587	480	496	338	359	1405	143	84	43
	63%	60%	66%	86%	83%	73%	35%	43%	50%	62%	77%	67%	69%	58%	54%	63%	61%	64%	58%
			a	cd	cd	d				ab	abc	cd	cd						
		46%	53%	19%	20%	39%	21%	4%	7%	10%	35%	29%	30%	20%	21%	84%	9%	5%	3%
ACCESSING NEWS	1443	730	712	209	247	575	411	37	92	148	554	480	433	281	248	1249	94	68	32
	54%	56%	52%	56%	61%	64%	42%	25%	41%	54%	72%	67%	60%	48%	37%	56%	40%	51%	44%
		b		d	d	ad			a	ab	abc	bcd	cd	d		bd		bd	
		51%	49%	15%	17%	40%	29%	3%	6%	10%	38%	33%	30%	20%	17%	87%	7%	5%	2%
WATCHING SHORT VIDEO CLIPS (E.G. ON YOUTUBE, DAILYMOTION, VIMEO OR FACEBOOK)	1379	682	696	291	287	538	264	48	87	138	510	406	421	275	275	1194	92	65	28
	52%	52%	51%	78%	70%	60%	27%	32%	38%	50%	67%	57%	59%	47%	42%	53%	40%	49%	38%
				bcd	cd	d				ab	abc	cd	cd	d		bd		bd	
		49%	50%	21%	21%	39%	19%	3%	6%	10%	37%	29%	31%	20%	20%	87%	7%	5%	2%

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

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SUMMARY OF ONLINE ACTIVITIES EVER USE - MOBILE (QD28A) OR ONLINE (QE5A)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
MAKING VIDEO CALLS (E.G. FACETIME, SKYPE)	1170	516	652	255	252	455	209	33	82	121	455	366	366	210	227	1021	77	48	24
	44%	40%	48%	68%	62%	50%	21%	22%	36%	44%	59%	51%	51%	36%	34%	46%	33%	36%	33%
			a	cd	cd	d			a	a	abc	cd	cd			bcd			
		44%	56%	22%	22%	39%	18%	3%	7%	10%	39%	31%	31%	18%	19%	87%	7%	4%	2%
MAKING VOICE CALLS USING A VOIP SERVICE (E.G. SKYPE)	1063	512	551	218	224	436	184	34	65	105	420	335	324	203	200	916	78	46	23
	40%	39%	40%	58%	55%	48%	19%	23%	29%	38%	55%	47%	45%	35%	30%	41%	33%	35%	31%
				cd	cd	d				ab	abc	cd	cd			bcd			
		48%	52%	21%	21%	41%	17%	3%	6%	10%	40%	32%	30%	19%	19%	86%	7%	4%	2%
AUDIO STREAMING (E.G. RADIO, PODCASTS, SPOTIFY, DEEZER)	1026	523	501	217	216	397	195	32	58	86	431	338	321	187	178	910	56	46	14
	38%	40%	37%	58%	53%	44%	20%	21%	26%	31%	56%	47%	45%	32%	27%	41%	24%	35%	19%
				cd	cd	d				a	abc	cd	cd	d		bcd		bd	
		51%	49%	21%	21%	39%	19%	3%	6%	8%	42%	33%	31%	18%	17%	89%	5%	4%	1%
WATCHING TV PROGRAMMES/ FILM CONTENT ONLINE	1001	499	502	206	212	394	189	32	57	89	422	330	320	182	168	876	71	36	20
	37%	38%	37%	55%	52%	44%	19%	21%	25%	32%	55%	46%	45%	31%	25%	39%	30%	27%	27%
				cd	cd	d				a	abc	cd	cd	d		bcd			
		50%	50%	21%	21%	39%	19%	3%	6%	9%	42%	33%	32%	18%	17%	87%	7%	4%	2%
TOTAL ONLINE TV/ VIDEO VIEWING	1558	774	780	309	313	613	323	56	99	158	574	458	476	318	304	1344	109	71	34
	58%	59%	57%	82%	77%	68%	33%	38%	44%	57%	75%	64%	66%	55%	46%	60%	47%	53%	46%
				cd	cd	d				ab	abc	cd	cd	d		bcd		d	
		50%	50%	20%	20%	39%	21%	4%	6%	10%	37%	29%	31%	20%	20%	86%	7%	5%	2%
TOTAL MAKING VOICE OR VIDEO CALLS (E.G. SKYPE, FACETIME)	1342	620	720	271	277	532	262	42	91	137	505	418	411	253	260	1164	93	56	30
	50%	48%	53%	72%	68%	59%	26%	28%	40%	50%	66%	59%	57%	44%	39%	52%	40%	42%	40%
			a	cd	cd	d			a	ab	abc	cd	cd			bcd			
		46%	54%	20%	21%	40%	20%	3%	7%	10%	38%	31%	31%	19%	19%	87%	7%	4%	2%
ANY OF THESE ACTIVITIES	2381	1159	1217	371	400	875	734	100	183	254	750	676	667	510	525	2009	192	115	65
	89%	89%	89%	99%	98%	97%	74%	68%	81%	92%	98%	95%	93%	88%	79%	90%	83%	87%	88%
				cd	d	d			a	ab	abc	cd	cd	d		b		b	
		49%	51%	16%	17%	37%	31%	4%	8%	11%	31%	28%	28%	21%	22%	84%	8%	5%	3%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 64

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

SUMMARY OF ONLINE ACTIVITIES EVER USE - MOBILE (QD28A) OR ONLINE (QE5A)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
GENERAL SEARCHING/ SURFING/ BROWSING THE INTERNET	2199	289	318	203	161	188	217	170	83	234	1905	294	1422	775	975	1224
	82%	87%	87%	88%	86%	79%	88%	77%	72%	78%	82%	82%	92%	69%	86%	80%
		eghi	eghi	eghi	ghi		eghi						b		b	
		13%	14%	9%	7%	9%	10%	8%	4%	11%	87%	13%	65%	35%	44%	56%
SEND/ RECEIVE EMAILS	2181	292	325	208	154	182	217	166	87	231	1889	292	1420	756	976	1205
	82%	88%	88%	91%	82%	77%	88%	75%	75%	77%	82%	81%	91%	68%	86%	78%
		eghi	deg	deg			eghi						b		b	
		13%	15%	10%	7%	8%	10%	8%	4%	11%	87%	13%	65%	35%	45%	55%
INSTANT MESSAGING (E.G. WHATSAPP, FACEBOOK MESSENGER, SNAPCHAT, WHATSAPP)	1805	250	254	167	131	147	189	134	64	183	1561	245	1238	564	763	1042
	67%	75%	69%	73%	70%	62%	77%	61%	55%	61%	67%	68%	80%	51%	67%	68%
		eghi	gh	eghi	gh		eghi						b			
		14%	14%	9%	7%	8%	10%	7%	4%	10%	86%	14%	69%	31%	42%	58%
USING SOCIAL NETWORKING (E.G. FACEBOOK, TWITTER, LINKEDIN, INSTAGRAM, SNAPCHAT)	1675	241	234	165	114	130	164	131	67	158	1453	223	1142	531	715	960
	63%	72%	64%	72%	61%	55%	67%	59%	57%	53%	63%	62%	74%	48%	63%	63%
		bdeg	ei	deg			ehi						b			
		14%	14%	10%	7%	8%	10%	8%	4%	9%	87%	13%	68%	32%	43%	57%
ACCESSING NEWS	1443	229	227	137	114	103	151	89	49	149	1255	188	978	464	669	774
	54%	69%	62%	60%	61%	44%	62%	40%	42%	50%	54%	52%	63%	42%	59%	50%
		ceghi	eghi	eghi	eghi		eghi			g			b		b	
		16%	16%	9%	8%	7%	10%	6%	3%	10%	87%	13%	68%	32%	46%	54%
WATCHING SHORT VIDEO CLIPS (E.G. ON YOUTUBE, DAILYMOTION, VIMEO OR FACEBOOK)	1379	237	202	126	102	92	154	92	54	135	1207	173	953	424	599	781
	52%	71%	55%	55%	54%	39%	63%	42%	47%	45%	52%	48%	61%	38%	53%	51%
		bcdefghi	egi	egi	eg		eghi						b			
		17%	15%	9%	7%	7%	11%	7%	4%	10%	87%	13%	69%	31%	43%	57%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 64

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

SUMMARY OF ONLINE ACTIVITIES EVER USE - MOBILE (QD28A) OR ONLINE (QE5A)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
MAKING VIDEO CALLS (E.G. FACETIME, SKYPE)	1170	236	172	112	83	68	132	82	44	92	1032	138	799	369	484	686
	44%	71%	47%	49%	44%	29%	54%	37%	38%	31%	45%	39%	51%	33%	43%	45%
		bcdefghi	eghi	eghi	ei		degghi	e	e		b		b			
		20%	15%	10%	7%	6%	11%	7%	4%	8%	88%	12%	68%	32%	41%	59%
MAKING VOICE CALLS USING A VOIP SERVICE (E.G. SKYPE)	1063	219	156	116	67	57	129	58	21	92	937	126	741	321	462	601
	40%	66%	43%	51%	35%	24%	52%	26%	18%	31%	40%	35%	48%	29%	41%	39%
		bcdefghi	eghi	degghi	egh		bdegghi	h		h	b		b			
		21%	15%	11%	6%	5%	12%	5%	2%	9%	88%	12%	70%	30%	43%	57%
AUDIO STREAMING (E.G. RADIO, PODCASTS, SPOTIFY, DEEZER)	1026	186	160	118	76	58	111	71	38	92	893	133	714	311	467	559
	38%	56%	44%	51%	41%	25%	45%	32%	33%	31%	39%	37%	46%	28%	41%	36%
		bdefghi	eghi	degghi	egi		eghi		e				b		b	
		18%	16%	11%	7%	6%	11%	7%	4%	9%	87%	13%	70%	30%	46%	54%
WATCHING TV PROGRAMMES/ FILM CONTENT ONLINE	1001	190	156	110	76	41	108	70	32	91	874	127	707	293	451	550
	37%	57%	43%	48%	41%	18%	44%	32%	27%	31%	38%	35%	46%	26%	40%	36%
		bdefghi	eghi	eghi	eghi		eghi	e	e	e			b		b	
		19%	16%	11%	8%	4%	11%	7%	3%	9%	87%	13%	71%	29%	45%	55%
TOTAL ONLINE TV/ VIDEO VIEWING	1558	247	234	150	113	104	172	112	59	154	1349	209	1069	487	686	872
	58%	74%	64%	66%	60%	44%	70%	51%	51%	51%	58%	58%	69%	44%	60%	57%
		bcdegghi	eghi	eghi	egh		degghi						b			
		16%	15%	10%	7%	7%	11%	7%	4%	10%	87%	13%	69%	31%	44%	56%
TOTAL MAKING VOICE OR VIDEO CALLS (E.G. SKYPE, FACETIME)	1342	248	193	135	91	85	157	91	48	117	1175	167	915	425	579	763
	50%	74%	53%	59%	49%	36%	64%	41%	41%	39%	51%	46%	59%	38%	51%	50%
		bcdefghi	eghi	degghi	ei		bdegghi						b			
		18%	14%	10%	7%	6%	12%	7%	4%	9%	88%	12%	68%	32%	43%	57%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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

SUMMARY OF ONLINE ACTIVITIES EVER USE - MOBILE (QD28A) OR ONLINE (QE5A)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
ANY OF THESE ACTIVITIES	2381	306	350	216	169	201	231	187	102	246	2063	318	1507	869	1042	1339
	89%	92%	95%	94%	90%	85%	94%	85%	88%	83%	89%	89%	97%	78%	91%	87%
		egi	deg	eg	i		eg						b		b	
		13%	15%	9%	7%	8%	10%	8%	4%	10%	87%	13%	63%	36%	44%	56%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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

SUMMARY OF ONLINE ACTIVITIES EVER USE - MOBILE (QD28A) OR ONLINE (QE5A)

Base : All respondents

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
GENERAL SEARCHING/ SURFING/ BROWSING THE INTERNET	2199	1384	826	1168	1208	1208	2139
	82%	90%	76%	95%	95%	96%	84%
		bf		abf	abf	abcf	b
		63%	38%	53%	55%	55%	97%
SEND/ RECEIVE EMAILS	2181	1379	825	1169	1195	1190	2125
	82%	90%	76%	95%	94%	95%	83%
		bf		abf	abf	abf	b
		63%	38%	54%	55%	55%	97%
INSTANT MESSAGING (E.G. WHATSAPP, FACEBOOK MESSENGER, SNAPCHAT, WHATSAPP)	1805	1159	645	1015	1103	1073	1759
	67%	75%	59%	82%	87%	86%	69%
		bf		abf	abcf	abcf	b
		64%	36%	56%	61%	59%	97%
USING SOCIAL NETWORKING (E.G. FACEBOOK, TWITTER, LINKEDIN, INSTAGRAM, SNAPCHAT)	1675	1088	608	961	1053	1036	1641
	63%	71%	56%	78%	83%	83%	64%
		bf		abf	abcf	abcf	b
		65%	36%	57%	63%	62%	98%
ACCESSING NEWS	1443	958	540	872	858	885	1421
	54%	62%	50%	71%	67%	71%	56%
		bf		abf	abf	abf	b
		66%	37%	60%	59%	61%	98%
WATCHING SHORT VIDEO CLIPS (E.G. ON YOUTUBE, DAILYMOTION, VIMEO OR FACEBOOK)	1379	908	505	843	881	953	1361
	52%	59%	46%	68%	69%	76%	53%
		bf		abf	abf	abcdf	b
		66%	37%	61%	64%	69%	99%

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

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SUMMARY OF ONLINE ACTIVITIES EVER USE - MOBILE (QD28A) OR ONLINE (QE5A)

Base : All respondents

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
MAKING VIDEO CALLS (E.G. FACETIME, SKYPE)	1170	777	409	711	737	789	1147
	44%	50%	38%	58%	58%	63%	45%
		bf		abf	abf	abcdf	b
		66%	35%	61%	63%	67%	98%
MAKING VOICE CALLS USING A VOIP SERVICE (E.G. SKYPE)	1063	699	386	643	672	731	1047
	40%	45%	35%	52%	53%	58%	41%
		bf		abf	abf	abcdf	b
		66%	36%	61%	63%	69%	99%
AUDIO STREAMING (E.G. RADIO, PODCASTS, SPOTIFY, DEEZER)	1026	683	365	692	703	708	1016
	38%	44%	34%	56%	55%	56%	40%
		bf		abf	abf	abf	b
		67%	36%	67%	69%	69%	99%
WATCHING TV PROGRAMMES/ FILM CONTENT ONLINE	1001	637	359	682	721	721	990
	37%	41%	33%	55%	57%	58%	39%
		b		abf	abf	abf	b
		64%	36%	68%	72%	72%	99%
TOTAL ONLINE TV/ VIDEO VIEWING	1558	1014	564	939	992	1044	1537
	58%	66%	52%	76%	78%	83%	60%
		bf		abf	abf	abcdf	b
		65%	36%	60%	64%	67%	99%
TOTAL MAKING VOICE OR VIDEO CALLS (E.G. SKYPE, FACETIME)	1342	876	483	802	840	880	1318
	50%	57%	44%	65%	66%	70%	52%
		bf		abf	abf	abcdf	b
		65%	36%	60%	63%	66%	98%
ANY OF THESE ACTIVITIES	2381	1477	903	1217	1255	1243	2305
	89%	96%	83%	99%	99%	99%	90%
		bf		abf	abf	abf	b
		62%	38%	51%	53%	52%	97%

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

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

SUMMARY OF ONLINE ACTIVITIES USED IN LAST WEEK - MOBILE (QD28A) OR ONLINE (QE5A)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
GENERAL SEARCHING/ SURFING/ BROWSING THE INTERNET	2014	978	1035	334	352	772	555	77	148	200	676	593	585	420	414	1709	160	97	49
	75%	75%	76%	89%	86%	86%	56%	52%	66%	73%	88%	83%	81%	72%	63%	76%	69%	73%	66%
				d	d	d			a	a	abc	cd	cd	d		bd		d	
		49%	51%	17%	17%	38%	28%	4%	7%	10%	34%	29%	29%	21%	21%	85%	8%	5%	2%
SEND/ RECEIVE EMAILS	2008	971	1034	315	349	773	570	70	137	212	693	623	592	409	382	1719	160	89	40
	75%	75%	76%	84%	86%	86%	58%	48%	61%	77%	90%	87%	82%	70%	58%	77%	68%	67%	54%
				d	d	d			a	ab	abc	bcd	cd	d		bcd	d	d	
		48%	52%	16%	17%	39%	28%	4%	7%	11%	35%	31%	29%	20%	19%	86%	8%	4%	2%
INSTANT MESSAGING (E.G. WHATSAPP, FACEBOOK MESSENGER, SNAPCHAT, WHATSAPP)	1567	709	855	314	320	614	319	57	112	158	552	457	471	324	313	1312	140	80	35
	59%	54%	63%	83%	79%	68%	32%	38%	50%	57%	72%	64%	66%	56%	47%	59%	60%	61%	48%
			a	cd	cd	d			a	a	abc	cd	cd	d		d	d	d	
		45%	55%	20%	20%	39%	20%	4%	7%	10%	35%	29%	30%	21%	20%	84%	9%	5%	2%
USING SOCIAL NETWORKING (E.G. FACEBOOK, TWITTER, LINKEDIN, INSTAGRAM, SNAPCHAT)	1473	667	804	300	304	582	287	59	103	150	512	405	445	298	323	1225	130	80	37
	55%	51%	59%	80%	75%	65%	29%	40%	45%	55%	67%	57%	62%	51%	49%	55%	56%	61%	50%
			a	cd	cd	d				ab	abc	d	cd					ad	
		45%	55%	20%	21%	40%	19%	4%	7%	10%	35%	28%	30%	20%	22%	83%	9%	5%	2%
ACCESSING NEWS	1139	597	541	152	207	453	326	28	65	111	470	402	334	217	184	991	68	59	21
	43%	46%	40%	40%	51%	50%	33%	19%	29%	40%	61%	57%	46%	37%	28%	44%	29%	45%	28%
		b		d	ad	ad			a	ab	abc	bcd	cd	d		bd		bd	
		52%	48%	13%	18%	40%	29%	2%	6%	10%	41%	35%	29%	19%	16%	87%	6%	5%	2%
WATCHING SHORT VIDEO CLIPS (E.G. ON YOUTUBE, DAILYMOTION, VIMEO OR FACEBOOK)	1041	543	498	236	229	404	172	35	60	105	404	308	312	217	202	912	62	51	16
	39%	42%	36%	63%	56%	45%	17%	24%	27%	38%	53%	43%	44%	37%	30%	41%	27%	39%	22%
		b		cd	cd	d				ab	abc	cd	cd	d		bd		bd	
		52%	48%	23%	22%	39%	17%	3%	6%	10%	39%	30%	30%	21%	19%	88%	6%	5%	2%

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

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

SUMMARY OF ONLINE ACTIVITIES USED IN LAST WEEK - MOBILE (QD28A) OR ONLINE (QE5A)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
AUDIO STREAMING (E.G. RADIO, PODCASTS, SPOTIFY, DEEZER)	764	395	367	180	171	288	125	25	39	68	323	260	246	123	133	680	39	36	8
	29%	30%	27%	48%	42%	32%	13%	17%	17%	25%	42%	37%	34%	21%	20%	30%	17%	28%	11%
		b		cd	cd	d				ab	abc	cd	cd			bd	d	bd	
		52%	48%	24%	22%	38%	16%	3%	5%	9%	42%	34%	32%	16%	17%	89%	5%	5%	1%
MAKING VIDEO CALLS (E.G. FACETIME, SKYPE)	762	329	432	162	189	307	104	22	50	74	315	246	233	131	152	671	50	31	11
	28%	25%	32%	43%	46%	34%	11%	15%	22%	27%	41%	35%	32%	23%	23%	30%	21%	23%	14%
			a	cd	cd	d			a	a	abc	cd	cd			bcd	d	d	
		43%	57%	21%	25%	40%	14%	3%	7%	10%	41%	32%	31%	17%	20%	88%	7%	4%	1%
MAKING VOICE CALLS USING A VOIP SERVICE (E.G. SKYPE)	755	360	394	153	171	320	111	24	47	74	319	240	233	141	139	650	60	32	13
	28%	28%	29%	41%	42%	35%	11%	16%	21%	27%	42%	34%	32%	24%	21%	29%	26%	24%	18%
				d	cd	d				a	abc	cd	cd			d	d	d	
		48%	52%	20%	23%	42%	15%	3%	6%	10%	42%	32%	31%	19%	18%	86%	8%	4%	2%
WATCHING TV PROGRAMMES/ FILM CONTENT ONLINE	744	382	362	157	167	298	122	22	44	66	318	242	239	134	127	655	51	27	11
	28%	29%	26%	42%	41%	33%	12%	15%	19%	24%	41%	34%	33%	23%	19%	29%	22%	20%	15%
				cd	cd	d				a	abc	cd	cd			bcd	d		
		51%	49%	21%	22%	40%	16%	3%	6%	9%	43%	33%	32%	18%	17%	88%	7%	4%	2%
TOTAL ONLINE TV/ VIDEO VIEWING	1232	640	590	263	255	484	230	43	74	119	475	369	376	250	235	1073	80	56	22
	46%	49%	43%	70%	63%	54%	23%	29%	33%	43%	62%	52%	52%	43%	35%	48%	35%	42%	30%
		b		bcd	cd	d				ab	abc	cd	cd	d		bcd		bd	
		52%	48%	21%	21%	39%	19%	3%	6%	10%	39%	30%	31%	20%	19%	87%	7%	5%	2%
TOTAL MAKING VOICE OR VIDEO CALLS (E.G. SKYPE, FACETIME)	949	429	520	191	218	385	155	30	60	101	374	294	292	176	186	824	68	40	17
	35%	33%	38%	51%	54%	43%	16%	20%	27%	37%	49%	41%	41%	30%	28%	37%	29%	30%	23%
			a	cd	cd	d				ab	abc	cd	cd			bcd		d	
		45%	55%	20%	23%	41%	16%	3%	6%	11%	39%	31%	31%	19%	20%	87%	7%	4%	2%
ANY OF THESE ACTIVITIES	2322	1132	1186	366	397	864	695	93	176	249	746	671	652	494	503	1962	184	112	63
	87%	87%	87%	97%	98%	96%	70%	63%	78%	90%	97%	94%	91%	85%	76%	88%	79%	85%	85%
				d	d	d			a	ab	abc	bcd	cd	d		b		b	
		49%	51%	16%	17%	37%	30%	4%	8%	11%	32%	29%	28%	21%	22%	85%	8%	5%	3%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 65

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

SUMMARY OF ONLINE ACTIVITIES USED IN LAST WEEK - MOBILE (QD28A) OR ONLINE (QE5A)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
GENERAL SEARCHING/ SURFING/ BROWSING THE INTERNET	2014	277	294	193	141	170	199	156	73	205	1752	263	1327	685	901	1113
	75%	83%	80%	84%	75%	72%	81%	71%	63%	69%	76%	73%	85%	61%	79%	72%
		deg	eg	deg	h	h	eg						b		b	
		14%	15%	10%	7%	8%	10%	8%	4%	10%	87%	13%	66%	34%	45%	55%
SEND/ RECEIVE EMAILS	2008	281	311	202	135	166	200	147	71	206	1750	258	1341	665	902	1105
	75%	84%	85%	88%	72%	70%	81%	67%	62%	69%	76%	72%	86%	60%	79%	72%
		deg	deg	deg	h	h	deg						b		b	
		14%	15%	10%	7%	8%	10%	7%	4%	10%	87%	13%	67%	33%	45%	55%
INSTANT MESSAGING (E.G. WHATSAPP, FACEBOOK MESSENGER, SNAPCHAT, WHATSAPP)	1567	220	223	155	119	119	159	115	50	152	1365	202	1069	496	667	900
	59%	66%	61%	67%	64%	50%	65%	52%	43%	51%	59%	56%	69%	44%	59%	59%
		eg	eh	eg	eg		eg	h					b			
		14%	14%	10%	8%	8%	10%	7%	3%	10%	87%	13%	68%	32%	43%	57%
USING SOCIAL NETWORKING (E.G. FACEBOOK, TWITTER, LINKEDIN, INSTAGRAM, SNAPCHAT)	1473	215	200	148	100	106	142	116	60	140	1288	185	1004	468	619	854
	55%	64%	54%	64%	53%	45%	58%	53%	52%	47%	56%	52%	65%	42%	54%	56%
		bdeg	e	bdeg	e		ei						b			
		15%	14%	10%	7%	7%	10%	8%	4%	9%	87%	13%	68%	32%	42%	58%
ACCESSING NEWS	1139	186	193	114	96	69	113	69	33	119	989	150	792	346	555	584
	43%	56%	52%	50%	51%	29%	46%	31%	28%	40%	43%	42%	51%	31%	49%	38%
		efg	eg	eg	eg		eg			eh			b		b	
		16%	17%	10%	8%	6%	10%	6%	3%	10%	87%	13%	70%	30%	49%	51%
WATCHING SHORT VIDEO CLIPS (E.G. ON YOUTUBE, DAILYMOTION, VIMEO OR FACEBOOK)	1041	208	148	101	79	52	115	75	37	97	922	119	726	314	460	582
	39%	62%	40%	44%	42%	22%	47%	34%	32%	32%	40%	33%	47%	28%	40%	38%
		bcdefg	eh	eg	eh		eg	e	e	e	b		b			
		20%	14%	10%	8%	5%	11%	7%	4%	9%	89%	11%	70%	30%	44%	56%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 65

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

SUMMARY OF ONLINE ACTIVITIES USED IN LAST WEEK - MOBILE (QD28A) OR ONLINE (QE5A)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
AUDIO STREAMING (E.G. RADIO, PODCASTS, SPOTIFY, DEEZER)	764	144	109	92	58	36	91	50	29	70	677	87	536	228	363	401
	29%	43%	30%	40%	31%	15%	37%	23%	25%	23%	29%	24%	34%	20%	32%	26%
		bdeghi	e	bdeghi	eg		eghi	e	e	e	b		b		b	
		19%	14%	12%	8%	5%	12%	7%	4%	9%	89%	11%	70%	30%	48%	52%
MAKING VIDEO CALLS (E.G. FACETIME, SKYPE)	762	169	113	82	57	39	94	51	16	51	680	82	536	225	328	434
	28%	51%	31%	36%	30%	16%	38%	23%	14%	17%	29%	23%	34%	20%	29%	28%
		bcdefghi	ehi	eghi	ehi		eghi	h			b		b			
		22%	15%	11%	7%	5%	12%	7%	2%	7%	89%	11%	70%	30%	43%	57%
MAKING VOICE CALLS USING A VOIP SERVICE (E.G. SKYPE)	755	182	90	92	48	34	97	36	10	60	676	79	550	205	330	424
	28%	54%	25%	40%	26%	14%	39%	16%	8%	20%	29%	22%	35%	18%	29%	28%
		bcdefghi	egh	bdeghi	egh	h	bdeghi	h		h	b		b			
		24%	12%	12%	6%	4%	13%	5%	1%	8%	90%	10%	73%	27%	44%	56%
WATCHING TV PROGRAMMES/ FILM CONTENT ONLINE	744	138	113	77	66	26	89	50	20	76	661	83	535	209	335	409
	28%	41%	31%	33%	35%	11%	36%	23%	17%	25%	29%	23%	34%	19%	29%	27%
		beghi	egh	egh	eghi		eghi	e	e	eh	b		b			
		18%	15%	10%	9%	3%	12%	7%	3%	10%	89%	11%	72%	28%	45%	55%
TOTAL ONLINE TV/ VIDEO VIEWING	1232	224	178	128	92	64	136	94	42	115	1080	152	849	382	549	683
	46%	67%	48%	56%	49%	27%	56%	43%	36%	39%	47%	42%	55%	34%	48%	44%
		bcdefghi	ehi	eghi	ehi		eghi	e	e	e	b		b		b	
		18%	14%	10%	8%	5%	11%	8%	3%	9%	88%	12%	69%	31%	45%	55%
TOTAL MAKING VOICE OR VIDEO CALLS (E.G. SKYPE, FACETIME)	949	203	119	107	66	47	121	62	20	77	840	109	670	278	410	540
	35%	61%	32%	47%	35%	20%	49%	28%	17%	26%	36%	30%	43%	25%	36%	35%
		bcdefghi	eh	bdeghi	ehi		bdeghi	eh		h	b		b			
		21%	13%	11%	7%	5%	13%	7%	2%	8%	89%	11%	71%	29%	43%	57%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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SUMMARY OF ONLINE ACTIVITIES USED IN LAST WEEK - MOBILE (QD28A) OR ONLINE (QE5A)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
ANY OF THESE ACTIVITIES	2322	305	339	214	165	194	227	181	97	241	2012	309	1490	828	1012	1309
	87%	91%	92%	93%	88%	82%	92%	82%	84%	81%	87%	86%	96%	74%	89%	85%
		eghi	eghi	deghe	i		eghi						b		b	
		13%	15%	9%	7%	8%	10%	8%	4%	10%	87%	13%	64%	36%	44%	56%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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SUMMARY OF ONLINE ACTIVITIES USED IN LAST WEEK - MOBILE (QD28A) OR ONLINE (QE5A)

Base : All respondents

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
GENERAL SEARCHING/ SURFING/ BROWSING THE INTERNET	2014	1281	754	1105	1138	1148	1966
	75%	83%	69%	89%	89%	92%	77%
		bf		abf	abf	abf	b
		64%	37%	55%	57%	57%	98%
SEND/ RECEIVE EMAILS	2008	1279	750	1107	1126	1139	1958
	75%	83%	69%	90%	88%	91%	77%
		bf		abf	abf	abf	b
		64%	37%	55%	56%	57%	98%
INSTANT MESSAGING (E.G. WHATSAPP, FACEBOOK MESSENGER, SNAPCHAT, WHATSAPP)	1567	1002	563	908	1003	955	1526
	59%	65%	52%	74%	79%	76%	60%
		bf		abf	abcf	abf	b
		64%	36%	58%	64%	61%	97%
USING SOCIAL NETWORKING (E.G. FACEBOOK, TWITTER, LINKEDIN, INSTAGRAM, SNAPCHAT)	1473	964	540	870	961	935	1444
	55%	63%	50%	70%	75%	75%	57%
		bf		abf	abcf	abcf	b
		65%	37%	59%	65%	64%	98%
ACCESSING NEWS	1139	767	444	720	696	730	1124
	43%	50%	41%	58%	55%	58%	44%
		bf		abf	abf	abf	
		67%	39%	63%	61%	64%	99%
WATCHING SHORT VIDEO CLIPS (E.G. ON YOUTUBE, DAILYMOTION, VIMEO OR FACEBOOK)	1041	684	394	660	699	766	1028
	39%	44%	36%	53%	55%	61%	40%
		bf		abf	abf	abcdf	b
		66%	38%	63%	67%	74%	99%

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

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SUMMARY OF ONLINE ACTIVITIES USED IN LAST WEEK - MOBILE (QD28A) OR ONLINE (QE5A)

Base : All respondents

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
AUDIO STREAMING (E.G. RADIO, PODCASTS, SPOTIFY, DEEZER)	764	512	271	540	539	549	757
	29%	33%	25%	44%	42%	44%	30%
		bf		abf	abf	abf	b
		67%	35%	71%	71%	72%	99%
MAKING VIDEO CALLS (E.G. FACETIME, SKYPE)	762	498	270	494	509	546	750
	28%	32%	25%	40%	40%	44%	29%
		bf		abf	abf	abf	b
		65%	35%	65%	67%	72%	98%
MAKING VOICE CALLS USING A VOIP SERVICE (E.G. SKYPE)	755	501	273	480	492	538	743
	28%	33%	25%	39%	39%	43%	29%
		bf		abf	abf	abcdf	b
		66%	36%	64%	65%	71%	99%
WATCHING TV PROGRAMMES/ FILM CONTENT ONLINE	744	466	275	520	552	559	737
	28%	30%	25%	42%	43%	45%	29%
		b		abf	abf	abf	b
		63%	37%	70%	74%	75%	99%
TOTAL ONLINE TV/ VIDEO VIEWING	1232	797	462	778	836	875	1218
	46%	52%	42%	63%	66%	70%	48%
		bf		abf	abf	abcdf	b
		65%	37%	63%	68%	71%	99%
TOTAL MAKING VOICE OR VIDEO CALLS (E.G. SKYPE, FACETIME)	949	618	338	596	620	652	932
	35%	40%	31%	48%	49%	52%	37%
		bf		abf	abf	abf	b
		65%	36%	63%	65%	69%	98%
ANY OF THESE ACTIVITIES	2322	1445	877	1204	1241	1234	2252
	87%	94%	81%	97%	97%	98%	88%
		bf		abf	abf	abf	b
		62%	38%	52%	53%	53%	97%

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

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

Base : Those with fixed broadband at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3027	1448	1573	407	469	1062	1089	118	237	317	860	730	948	646	700	1824	381	398	424
Effective Weighted Sample	2077	1001	1072	283	319	726	759	88	175	228	623	519	663	440	490	1595	251	280	388
Weighted total	2142	1034	1102	303	345	785	709	74	153	221	715	634	611	468	426	1805	170	104	62
		48%	51%	14%	16%	37%	33%	3%	7%	10%	33%	30%	29%	22%	20%	84%	8%	5%	3%
Standard broadband – Broadband through a phone line or cable service - which is not superfast, so the download speed is less than 30MB/second	762	354	408	104	103	253	302	34	68	105	222	197	212	188	164	666	44	27	25
	36%	34%	37%	34%	30%	32%	43%	45%	44%	48%	31%	31%	35%	40%	38%	37%	26%	26%	40%
							abc	d	d	d				a	a	bc			bc
		46%	54%	14%	13%	33%	40%	4%	9%	14%	29%	26%	28%	25%	22%	87%	6%	4%	3%
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	1015	534	477	136	186	407	286	28	65	84	405	331	298	207	179	841	88	61	25
	47%	52%	43%	45%	54%	52%	40%	38%	42%	38%	57%	52%	49%	44%	42%	47%	52%	58%	41%
		b			ad	ad					abc	cd	d				d	ad	
		53%	47%	13%	18%	40%	28%	3%	6%	8%	40%	33%	29%	20%	18%	83%	9%	6%	3%
Ultrafast broadband – the download speed is 100MB/second or higher	125	63	62	16	24	53	32	1	5	11	54	49	36	16	23	102	11	8	4
	6%	6%	6%	5%	7%	7%	4%	2%	3%	5%	8%	8%	6%	3%	6%	6%	6%	7%	6%
											ab	c							
		51%	49%	13%	19%	43%	25%	1%	4%	9%	44%	39%	29%	13%	19%	82%	9%	6%	3%
Don't know	239	83	155	47	32	71	89	11	16	21	33	57	65	58	59	196	27	9	8
	11%	8%	14%	16%	9%	9%	13%	15%	10%	10%	5%	9%	11%	12%	14%	11%	16%	8%	12%
			a	bc		c		d	d	d				a			ac		
		35%	65%	20%	13%	30%	37%	5%	7%	9%	14%	24%	27%	24%	25%	82%	11%	4%	3%

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

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

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

Base : Those with fixed broadband at home

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3027	227	228	205	215	198	223	178	212	138	2171	856	1785	1237	1464	1563
Effective Weighted Sample	2077	216	217	195	207	189	213	167	200	132	1727	365	1213	883	958	1120
Weighted total	2142	284	326	207	162	181	217	150	93	186	1835	306	1348	789	972	1170
		13%	15%	10%	8%	8%	10%	7%	4%	9%	86%	14%	63%	37%	45%	55%
Standard broadband – Broadband through a phone line or cable service - which is not superfast, so the download speed is less than 30MB/second	762	120	120	69	74	75	74	48	27	60	632	130	428	333	354	408
	36%	42%	37%	33%	46%	41%	34%	32%	29%	32%	34%	42%	32%	42%	36%	35%
		gh			cfghi	h						a		a		
		16%	16%	9%	10%	10%	10%	6%	4%	8%	83%	17%	56%	44%	46%	54%
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	1015	139	164	106	52	73	98	60	48	100	874	141	718	295	458	557
	47%	49%	50%	51%	32%	40%	45%	40%	51%	54%	48%	46%	53%	37%	47%	48%
		d	de	deg			d		deg	deg			b			
		14%	16%	10%	5%	7%	10%	6%	5%	10%	86%	14%	71%	29%	45%	55%
Ultrafast broadband – the download speed is 100MB/second or higher	125	4	17	9	15	11	18	11	7	10	116	9	90	35	71	54
	6%	1%	5%	4%	9%	6%	8%	8%	7%	5%	6%	3%	7%	4%	7%	5%
			a		a	a	a	a	a	a	b		b		b	
		3%	13%	7%	12%	9%	15%	9%	5%	8%	93%	7%	72%	28%	57%	43%
Don't know	239	21	25	23	21	23	26	30	11	16	213	26	112	125	89	150
	11%	8%	8%	11%	13%	13%	12%	20%	12%	9%	12%	9%	8%	16%	9%	13%
								abcfhi					a		a	
		9%	10%	9%	9%	10%	11%	13%	5%	7%	89%	11%	47%	52%	37%	63%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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

Base : Those with fixed broadband at home

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
		a	b	c	d		e	f
Significance Level: 95%								
Unweighted total	3027	1957	1046	1497	1666		1465	2906
Effective Weighted Sample	2077	1360	739	1046	1118		1028	2012
Weighted total	2142	1420	763	1152	1169		1134	2082
		66%	36%	54%	55%		53%	97%
Standard broadband – Broadband through a phone line or cable service - which is not superfast, so the download speed is less than 30MB/second	762	469	275	331	322		348	736
	36%	33%	36%	29%	28%		31%	35%
		cd	cde					cde
		62%	36%	43%	42%		46%	97%
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	1015	721	350	635	649		609	999
	47%	51%	46%	55%	56%		54%	48%
		b		abf	abf		bf	
		71%	35%	63%	64%		60%	98%
Ultrafast broadband – the download speed is 100MB/second or higher	125	93	47	84	87		74	123
	6%	7%	6%	7%	7%		7%	6%
		74%	38%	67%	70%		59%	99%
Don't know	239	137	90	102	110		103	224
	11%	10%	12%	9%	9%		9%	11%
			c					
			57%	37%	43%		43%	94%

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

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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

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3027	1448	1573	407	469	1062	1089	118	237	317	860	730	948	646	700	1824	381	398	424
Effective Weighted Sample	2077	1001	1072	283	319	726	759	88	175	228	623	519	663	440	490	1595	251	280	388
Weighted total	2142	1034	1102	303	345	785	709	74	153	221	715	634	611	468	426	1805	170	104	62
		48%	51%	14%	16%	37%	33%	3%	7%	10%	33%	30%	29%	22%	20%	84%	8%	5%	3%
Yes	1023	611	410	148	182	409	284	28	66	98	405	360	305	196	161	888	69	50	16
	48%	59%	37%	49%	53%	52%	40%	38%	43%	44%	57%	57%	50%	42%	38%	49%	40%	48%	26%
		b		d	d	d					abc	bcd	cd			bd	d	d	
		60%	40%	14%	18%	40%	28%	3%	6%	10%	40%	35%	30%	19%	16%	87%	7%	5%	2%
No	1004	378	626	134	146	339	385	44	75	112	282	241	269	250	244	812	96	53	43
	47%	37%	57%	44%	42%	43%	54%	59%	49%	51%	40%	38%	44%	53%	57%	45%	57%	51%	69%
		a				abc		d	d	d			a	ab	ab		a		abc
		38%	62%	13%	15%	34%	38%	4%	7%	11%	28%	24%	27%	25%	24%	81%	10%	5%	4%
Don't know	114	45	66	21	17	37	40	2	12	11	27	33	37	22	21	105	5	1	3
	5%	4%	6%	7%	5%	5%	6%	2%	8%	5%	4%	5%	6%	5%	5%	6%	3%	1%	5%
									d							c			c
		40%	58%	18%	15%	32%	35%	1%	11%	9%	23%	29%	33%	20%	18%	92%	5%	1%	3%

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

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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

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3027	227	228	205	215	198	223	178	212	138	2171	856	1785	1237	1464	1563
Effective Weighted Sample	2077	216	217	195	207	189	213	167	200	132	1727	365	1213	883	958	1120
Weighted total	2142	284	326	207	162	181	217	150	93	186	1835	306	1348	789	972	1170
		13%	15%	10%	8%	8%	10%	7%	4%	9%	86%	14%	63%	37%	45%	55%
Yes	1023	145	172	102	76	95	125	65	49	59	881	142	705	318	484	539
	48%	51%	53%	49%	47%	52%	58%	43%	53%	32%	48%	46%	52%	40%	50%	46%
		i	i	i	i	i	dgi	i	i				b			
		14%	17%	10%	7%	9%	12%	6%	5%	6%	86%	14%	69%	31%	47%	53%
No	1004	114	143	96	84	76	80	74	32	113	853	152	575	428	445	560
	47%	40%	44%	47%	52%	42%	37%	49%	34%	60%	46%	50%	43%	54%	46%	48%
			h	h	ae	fh		fh		abce			a			
		11%	14%	10%	8%	8%	8%	7%	3%	11%	85%	15%	57%	43%	44%	56%
Don't know	114	25	11	8	1	10	12	11	11	15	102	12	68	44	43	72
	5%	9%	3%	4%	1%	6%	5%	8%	12%	8%	6%	4%	5%	6%	4%	6%
		bcd		d		d	d	d	bcde	d						
		22%	9%	7%	1%	9%	10%	10%	10%	13%	89%	11%	59%	38%	37%	63%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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

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

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d		e	f
Unweighted total	3027	1957	1046	1497	1666		1465	2906
Effective Weighted Sample	2077	1360	739	1046	1118		1028	2012
Weighted total	2142	1420	763	1152	1169		1134	2082
		66%	36%	54%	55%		53%	97%
Yes	1023	703	349	632	646		634	1006
	48%	50%	46%	55%	55%		56%	48%
				abf	abf		abf	
		69%	34%	62%	63%		62%	98%
No	1004	645	369	467	470		446	970
	47%	45%	48%	41%	40%		39%	47%
		cde	cde					cde
		64%	37%	47%	47%		44%	97%
Don't know	114	72	44	52	53		55	106
	5%	5%	6%	5%	5%		5%	5%
		63%	39%	46%	46%		48%	93%

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

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

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

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3027	1448	1573	407	469	1062	1089	118	237	317	860	730	948	646	700	1824	381	398	424
Effective Weighted Sample	2077	1001	1072	283	319	726	759	88	175	228	623	519	663	440	490	1595	251	280	388
Weighted total	2142	1034	1102	303	345	785	709	74	153	221	715	634	611	468	426	1805	170	104	62
		48%	51%	14%	16%	37%	33%	3%	7%	10%	33%	30%	29%	22%	20%	84%	8%	5%	3%
A lot faster	116	59	57	9	12	56	39	2	10	11	50	43	36	17	20	99	9	5	3
	5%	6%	5%	3%	3%	7%	6%	3%	7%	5%	7%	7%	6%	4%	5%	6%	5%	5%	5%
						ab						c							
		51%	49%	8%	10%	49%	34%	2%	9%	9%	43%	37%	31%	15%	17%	86%	8%	4%	3%
A little faster	251	129	122	36	30	98	87	9	13	29	96	78	57	66	50	212	23	11	6
	12%	12%	11%	12%	9%	12%	12%	12%	9%	13%	13%	12%	9%	14%	12%	12%	13%	10%	9%
						b						b							
		51%	48%	14%	12%	39%	35%	4%	5%	11%	38%	31%	23%	26%	20%	84%	9%	4%	2%
TOTAL FASTER	367	188	178	44	42	154	126	11	24	39	146	121	93	83	69	311	32	15	9
	17%	18%	16%	15%	12%	20%	18%	15%	15%	18%	20%	19%	15%	18%	16%	17%	19%	15%	14%
						b	b												
		51%	49%	12%	11%	42%	34%	3%	6%	11%	40%	33%	25%	23%	19%	85%	9%	4%	2%
About the same	1235	601	632	178	218	446	394	43	94	135	419	372	354	268	239	1055	88	55	37
	58%	58%	57%	59%	63%	57%	56%	59%	62%	61%	59%	59%	58%	57%	56%	58%	52%	53%	59%
					d														
		49%	51%	14%	18%	36%	32%	4%	8%	11%	34%	30%	29%	22%	19%	85%	7%	4%	3%
A little slower	252	125	127	29	42	96	85	10	12	21	79	74	73	55	50	204	27	16	6
	12%	12%	12%	10%	12%	12%	12%	13%	8%	10%	11%	12%	12%	12%	12%	11%	16%	15%	10%
																	ad	d	
		50%	50%	12%	17%	38%	34%	4%	5%	8%	31%	29%	29%	22%	20%	81%	11%	6%	2%
A lot slower	103	48	55	16	18	32	38	4	12	11	29	23	38	22	20	86	5	9	3
	5%	5%	5%	5%	5%	4%	5%	5%	8%	5%	4%	4%	6%	5%	5%	5%	3%	9%	4%
												a						abd	
		46%	54%	15%	17%	31%	36%	4%	11%	11%	28%	22%	37%	21%	19%	84%	5%	9%	3%
TOTAL SLOWER	355	173	183	45	60	127	122	14	24	32	108	97	111	77	70	290	31	25	9
	17%	17%	17%	15%	18%	16%	17%	18%	16%	15%	15%	15%	18%	17%	16%	16%	18%	24%	14%
																	ad		
		49%	51%	13%	17%	36%	34%	4%	7%	9%	30%	27%	31%	22%	20%	82%	9%	7%	2%
Don't know	184	73	109	35	25	57	67	6	11	15	42	44	52	40	48	149	19	9	8
	9%	7%	10%	12%	7%	7%	9%	9%	7%	7%	6%	7%	9%	9%	11%	8%	11%	8%	12%
		a	a	c										a				a	
		40%	59%	19%	14%	31%	36%	3%	6%	8%	23%	24%	28%	22%	26%	81%	10%	5%	4%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 68

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

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

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3027	227	228	205	215	198	223	178	212	138	2171	856	1785	1237	1464	1563
Effective Weighted Sample	2077	216	217	195	207	189	213	167	200	132	1727	365	1213	883	958	1120
Weighted total	2142	284	326	207	162	181	217	150	93	186	1835	306	1348	789	972	1170
		13%	15%	10%	8%	8%	10%	7%	4%	9%	86%	14%	63%	37%	45%	55%
A lot faster	116	6	24	14	8	5	11	9	12	10	108	9	74	42	59	58
	5%	2%	7%	7%	5%	3%	5%	6%	13%	5%	6%	3%	5%	5%	6%	5%
			ae	a				a	acdefgi		b					
		5%	21%	12%	7%	4%	10%	8%	10%	9%	93%	7%	63%	36%	50%	50%
A little faster	251	34	38	24	22	9	32	12	16	25	216	34	165	86	100	150
	12%	12%	12%	11%	14%	5%	15%	8%	18%	14%	12%	11%	12%	11%	10%	13%
		e	e	e	e		eg		eg	e						
		14%	15%	9%	9%	4%	13%	5%	7%	10%	86%	14%	66%	34%	40%	60%
TOTAL FASTER	367	40	62	37	31	14	43	21	28	36	324	43	239	128	159	208
	17%	14%	19%	18%	19%	8%	20%	14%	30%	19%	18%	14%	18%	16%	16%	18%
		e	e	e	e		e	e	abcdefgi	e						
		11%	17%	10%	8%	4%	12%	6%	8%	10%	88%	12%	65%	35%	43%	57%
About the same	1235	189	196	104	84	122	108	81	41	130	1062	174	784	449	545	691
	58%	66%	60%	50%	52%	67%	50%	54%	44%	70%	58%	57%	58%	57%	56%	59%
		cd fgh	cfh			cd fgh				cd fgh						
		15%	16%	8%	7%	10%	9%	7%	3%	11%	86%	14%	63%	36%	44%	56%
A little slower	252	23	32	36	16	27	32	19	7	12	205	47	162	90	126	126
	12%	8%	10%	17%	10%	15%	15%	13%	7%	7%	11%	15%	12%	11%	13%	11%
				abdhi		ahi	ahi					a				
		9%	13%	14%	6%	11%	13%	8%	3%	5%	81%	19%	64%	36%	50%	50%
A lot slower	103	7	15	15	16	4	15	9	2	3	79	24	58	45	67	36
	5%	2%	5%	7%	10%	2%	7%	6%	2%	1%	4%	8%	4%	6%	7%	3%
				aehi	abehi		aehi	i				a			b	
		7%	15%	15%	16%	4%	15%	9%	2%	3%	77%	23%	56%	44%	65%	35%
TOTAL SLOWER	355	30	47	51	32	30	48	28	9	15	284	71	220	135	193	162
	17%	11%	14%	25%	20%	17%	22%	19%	10%	8%	15%	23%	16%	17%	20%	14%
				abhi	ahi	hi	abhi	ahi				a			b	
		8%	13%	14%	9%	9%	13%	8%	2%	4%	80%	20%	62%	38%	54%	46%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3027	227	228	205	215	198	223	178	212	138	2171	856	1785	1237	1464	1563
Effective Weighted Sample	2077	216	217	195	207	189	213	167	200	132	1727	365	1213	883	958	1120
Weighted total	2142	284	326	207	162	181	217	150	93	186	1835	306	1348	789	972	1170
		13%	15%	10%	8%	8%	10%	7%	4%	9%	86%	14%	63%	37%	45%	55%
Don't know	184	25	21	14	15	16	19	20	15	5	165	19	105	77	75	109
	9%	9%	6%	7%	10%	9%	9%	13%	16%	3%	9%	6%	8%	10%	8%	9%
		i			i	i	i	bci	abcefi							
		14%	11%	8%	8%	8%	10%	11%	8%	3%	90%	10%	57%	42%	41%	59%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	TV SERVICES				YOUTUBE	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV- ICES	
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3027	1957	1046	1497	1666	1465	2906
Effective Weighted Sample	2077	1360	739	1046	1118	1028	2012
Weighted total	2142	1420	763	1152	1169	1134	2082
		66%	36%	54%	55%	53%	97%
A lot faster	116	76	44	72	82	69	114
	5%	5%	6%	6%	7%	6%	5%
		66%	38%	62%	71%	60%	98%
A little faster	251	172	88	156	153	144	244
	12%	12%	12%	14%	13%	13%	12%
		69%	35%	62%	61%	57%	97%
TOTAL FASTER	367	249	132	228	235	213	359
	17%	18%	17%	20%	f	19%	17%
		68%	36%	62%	64%	58%	98%
About the same	1235	829	423	653	630	645	1205
	58%	58%	56%	57%	54%	57%	58%
		d					d
		67%	34%	53%	51%	52%	98%
A little slower	252	164	109	155	165	141	245
	12%	12%	14%	13%	14%	12%	12%
		65%	43%	61%	66%	56%	97%
A lot slower	103	60	43	56	65	56	98
	5%	4%	6%	5%	6%	5%	5%
		58%	42%	55%	63%	54%	95%
TOTAL SLOWER	355	224	152	211	230	196	344
	17%	16%	20%	18%	20%	17%	17%
		63%	af	59%	af	55%	97%
Don't know	184	118	54	60	74	80	175
	9%	8%	7%	5%	6%	7%	8%
		c					cd
		64%	30%	33%	40%	44%	95%

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

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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

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3027	1448	1573	407	469	1062	1089	118	237	317	860	730	948	646	700	1824	381	398	424
Effective Weighted Sample	2077	1001	1072	283	319	726	759	88	175	228	623	519	663	440	490	1595	251	280	388
Weighted total	2142	1034	1102	303	345	785	709	74	153	221	715	634	611	468	426	1805	170	104	62
		48%	51%	14%	16%	37%	33%	3%	7%	10%	33%	30%	29%	22%	20%	84%	8%	5%	3%
Yes	2018	972	1041	284	328	745	662	67	139	207	681	614	580	429	393	1702	157	102	56
	94%	94%	94%	94%	95%	95%	93%	90%	91%	94%	95%	97%	95%	92%	92%	94%	92%	98%	91%
		48%	52%	14%	16%	37%	33%	3%	7%	10%	34%	30%	29%	21%	19%	84%	8%	5%	3%
No	99	51	48	14	16	33	36	7	11	13	30	15	24	33	27	83	11	1	4
	5%	5%	4%	5%	5%	4%	5%	10%	7%	6%	4%	2%	4%	7%	6%	5%	6%	1%	7%
		51%	48%	14%	16%	34%	36%	d					ab	a		c	c		ac
		51%	48%	14%	16%	34%	36%	7%	11%	13%	30%	15%	24%	33%	27%	84%	11%	1%	4%
Don't know	24	11	13	4	2	7	12	1	3	1	3	5	7	6	5	21	2	1	1
	1%	1%	1%	1%	*%	1%	2%	1%	2%	*%	*%	1%	1%	1%	1%	1%	1%	1%	1%
		46%	54%	18%	6%	28%	48%	d											
		46%	54%	18%	6%	28%	48%	2%	14%	3%	14%	22%	28%	26%	22%	84%	10%	3%	4%

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

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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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3027	227	228	205	215	198	223	178	212	138	2171	856	1785	1237	1464	1563
Effective Weighted Sample	2077	216	217	195	207	189	213	167	200	132	1727	365	1213	883	958	1120
Weighted total	2142	284	326	207	162	181	217	150	93	186	1835	306	1348	789	972	1170
		13%	15%	10%	8%	8%	10%	7%	4%	9%	86%	14%	63%	37%	45%	55%
Yes	2018	276	284	200	153	174	210	138	87	180	1733	285	1280	735	919	1099
	94%	97%	87%	97%	95%	96%	97%	92%	94%	97%	94%	93%	95%	93%	95%	94%
		bg		bg	b	b	b		b	b						
		14%	14%	10%	8%	9%	10%	7%	4%	9%	86%	14%	63%	36%	46%	54%
No	99	5	38	4	7	5	7	8	5	5	79	20	57	40	44	55
	5%	2%	12%	2%	4%	3%	3%	5%	6%	3%	4%	6%	4%	5%	5%	5%
			acdefghi					a	ac							
		5%	38%	4%	7%	5%	7%	8%	5%	5%	80%	20%	58%	40%	45%	55%
Don't know	24	4	4	3	2	3	-	4	1	1	23	1	11	14	9	16
	1%	1%	1%	1%	1%	1%	-%	3%	1%	1%	1%	*%	1%	2%	1%	1%
							f							a		
		14%	16%	12%	8%	10%	-%	16%	3%	4%	95%	5%	44%	56%	35%	65%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d		e	f
Unweighted total	3027	1957	1046	1497	1666		1465	2906
Effective Weighted Sample	2077	1360	739	1046	1118		1028	2012
Weighted total	2142	1420	763	1152	1169		1134	2082
		66%	36%	54%	55%		53%	97%
Yes	2018	1342	726	1109	1117		1095	1969
	94%	94%	95%	96%	96%		97%	95%
				af			af	
		67%	36%	55%	55%		54%	98%
No	99	63	31	37	44		34	92
	5%	4%	4%	3%	4%		3%	4%
		64%	31%	37%	44%		34%	92%
Don't know	24	15	5	6	9		5	22
	1%	1%	1%	1%	1%		*%	1%
		61%	22%	26%	35%		22%	90%

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

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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

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2840	1363	1473	380	443	1007	1010	108	212	295	817	704	892	598	644	1720	345	388	387
Effective Weighted Sample	1961	945	1012	268	304	691	705	82	157	215	595	502	629	410	455	1506	231	274	354
Weighted total	2018	972	1041	284	328	745	662	67	139	207	681	614	580	429	393	1702	157	102	56
		48%	52%	14%	16%	37%	33%	3%	7%	10%	34%	30%	29%	21%	19%	84%	8%	5%	3%
Smartphone/ mobile phone	1623	770	852	258	288	643	434	46	93	168	577	489	487	350	295	1354	135	85	50
	80%	79%	82%	91%	88%	86%	66%	69%	67%	81%	85%	80%	84%	82%	75%	80%	86%	83%	88%
				d	d	d				ab	ab		d	d			a		a
		47%	53%	16%	18%	40%	27%	3%	6%	10%	36%	30%	30%	22%	18%	83%	8%	5%	3%
Laptop	1330	671	657	188	223	514	405	31	74	125	515	458	391	275	205	1141	98	65	26
	66%	69%	63%	66%	68%	69%	61%	46%	54%	60%	76%	75%	67%	64%	52%	67%	63%	63%	45%
		b			d	d		a			abc	bcd	d	d		d	d	d	
		50%	49%	14%	17%	39%	30%	2%	6%	9%	39%	34%	29%	21%	15%	86%	7%	5%	2%
Tablet computer (e.g. iPad)	1182	569	611	164	180	460	378	28	76	107	446	390	348	240	203	982	103	67	31
	59%	58%	59%	58%	55%	62%	57%	42%	55%	52%	65%	63%	60%	56%	51%	58%	65%	66%	54%
						b					abc	cd	d				ad	ad	
		48%	52%	14%	15%	39%	32%	2%	6%	9%	38%	33%	29%	20%	17%	83%	9%	6%	3%
TV set	948	475	472	151	174	381	241	15	48	91	393	311	281	208	149	788	82	49	29
	47%	49%	45%	53%	53%	51%	36%	23%	35%	44%	58%	51%	48%	48%	38%	46%	52%	48%	52%
				d	d	d		a			abc	d	d	d					
		50%	50%	16%	18%	40%	25%	2%	5%	10%	41%	33%	30%	22%	16%	83%	9%	5%	3%
Games console	553	289	264	130	134	237	53	12	28	51	219	155	176	104	117	435	63	40	15
	27%	30%	25%	46%	41%	32%	8%	19%	20%	24%	32%	25%	30%	24%	30%	26%	40%	39%	27%
		b		cd	cd	d					abc		c				ad	ad	
		52%	48%	23%	24%	43%	10%	2%	5%	9%	40%	28%	32%	19%	21%	79%	11%	7%	3%
Desktop PC	496	274	222	61	64	172	199	12	29	37	173	204	134	86	70	430	28	31	7
	25%	28%	21%	21%	19%	23%	30%	19%	21%	18%	25%	33%	23%	20%	18%	25%	18%	30%	12%
		b				abc					c	bcd	d			bd	d	bd	
		55%	45%	12%	13%	35%	40%	3%	6%	7%	35%	41%	27%	17%	14%	87%	6%	6%	1%
Smart speaker (e.g. Amazon Echo, Google Home)	387	187	200	59	77	167	84	5	13	25	192	155	121	63	48	304	48	25	10
	19%	19%	19%	21%	24%	22%	13%	7%	9%	12%	28%	25%	21%	15%	12%	18%	31%	24%	18%
				d	d	d					abc	cd	cd				ad	ad	
		48%	52%	15%	20%	43%	22%	1%	3%	6%	50%	40%	31%	16%	12%	78%	12%	6%	3%
E-reader (e.g. Kindle)	239	101	139	27	40	89	83	1	13	20	100	110	75	30	24	198	13	23	6
	12%	10%	13%	10%	12%	12%	13%	2%	9%	10%	15%	18%	13%	7%	6%	12%	8%	23%	10%
			a								a	bcd	cd					abd	
		42%	58%	11%	17%	37%	35%	1%	5%	8%	42%	46%	31%	13%	10%	83%	5%	10%	2%

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

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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

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2840	1363	1473	380	443	1007	1010	108	212	295	817	704	892	598	644	1720	345	388	387
Effective Weighted Sample	1961	945	1012	268	304	691	705	82	157	215	595	502	629	410	455	1506	231	274	354
Weighted total	2018	972	1041	284	328	745	662	67	139	207	681	614	580	429	393	1702	157	102	56
		48%	52%	14%	16%	37%	33%	3%	7%	10%	34%	30%	29%	21%	19%	84%	8%	5%	3%
Smart watch (e.g. Apple Watch, Pebble, Samsung, Sony)	196	101	94	35	38	93	30	1	3	12	103	82	67	30	16	158	15	20	3
	10%	10%	9%	12%	11%	13%	4%	1%	2%	6%	15%	13%	12%	7%	4%	9%	10%	19%	6%
				d	d	d					abc	cd	cd					abd	
		51%	48%	18%	19%	48%	15%	*%	2%	6%	53%	42%	34%	15%	8%	81%	8%	10%	2%
Netbook	128	63	65	16	21	56	36	3	5	8	55	52	48	11	16	106	10	10	2
	6%	7%	6%	6%	6%	8%	5%	5%	4%	4%	8%	9%	8%	3%	4%	6%	6%	10%	4%
											c	cd	cd					ad	
		49%	51%	13%	16%	44%	28%	2%	4%	6%	43%	41%	37%	9%	13%	83%	8%	8%	2%
Smart home technology – such as for heating, lighting or video doorbell	121	73	47	11	26	55	29	*	4	11	60	55	43	13	10	97	10	12	2
	6%	8%	5%	4%	8%	7%	4%	*%	3%	5%	9%	9%	7%	3%	3%	6%	6%	12%	4%
		b			ad	ad				a	ab	cd	cd					abd	
		60%	39%	9%	22%	45%	24%	*%	3%	9%	50%	46%	36%	11%	8%	80%	8%	10%	2%
Other portable/ handheld device (e.g. portable games console/ iPod Touch)	105	57	48	15	21	55	14	*	6	7	51	45	31	16	12	87	6	11	2
	5%	6%	5%	5%	6%	7%	2%	*%	4%	3%	8%	7%	5%	4%	3%	5%	4%	10%	3%
				d	d	d					ac	cd						abd	
		54%	46%	15%	20%	52%	13%	*%	5%	6%	49%	43%	30%	16%	12%	83%	5%	10%	1%
None of these	4	1	3	1	-	1	2	*	-	1	-	1	2	1	1	3	1	1	-
	*%	*%	*%	*%	-%	*%	*%	*%	-%	*%	-%	*%	*%	*%	*%	*%	*%	*%	-%
		33%	67%	18%	-%	34%	49%	7%	-%	19%	-%	14%	41%	30%	15%	73%	15%	12%	-%
Don't know	6	2	2	2	-	1	3	2	-	1	*	*	3	1	2	4	1	*	*
	*%	*%	*%	1%	-%	*%	*%	3%	-%	*%	*%	*%	1%	*%	*%	*%	*%	*%	1%
								bd											
		32%	38%	30%	-%	14%	56%	29%	-%	9%	6%	7%	57%	9%	26%	76%	12%	7%	5%
Mean number of types of devices	3.6	3.7	3.5	3.9	3.9	3.9	3.0	2.3	2.8	3.2	4.2	4.1	3.8	3.3	3.0	3.6	3.9	4.3	3.2
		b		d	d	d			a	ab	abc	bcd	cd	d		d	ad	abd	
Standard deviation	2.14	2.16	2.11	2.16	2.21	2.19	1.89	1.34	1.63	1.80	2.27	2.36	2.14	1.85	1.85	2.09	2.20	2.76	1.77
Standard error	.04	.06	.06	.11	.11	.07	.06	.13	.11	.11	.08	.09	.07	.08	.07	.05	.12	.14	.09

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 70

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

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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	2840	219	198	199	205	189	216	163	198	133	2046	794	1696	1141	1393	1447
Effective Weighted Sample	1961	209	189	190	198	180	206	153	187	127	1634	340	1158	821	912	1049
Weighted total	2018	276	284	200	153	174	210	138	87	180	1733	285	1280	735	919	1099
		14%	14%	10%	8%	9%	10%	7%	4%	9%	86%	14%	63%	36%	46%	54%
Smartphone/ mobile phone	1623	233	202	161	126	147	167	114	56	149	1403	220	1094	529	713	910
	80%	84%	71%	80%	82%	84%	79%	83%	65%	83%	81%	77%	85%	72%	78%	83%
		bh	bh	bh	bh	bh	h	bh		bh			b			a
		14%	12%	10%	8%	9%	10%	7%	3%	9%	86%	14%	67%	33%	44%	56%
Laptop	1330	217	178	135	101	113	147	85	44	122	1152	178	893	436	625	705
	66%	78%	63%	67%	66%	65%	70%	61%	51%	68%	66%	62%	70%	59%	68%	64%
		bcdefghi	h	h	h	h	h			h			b			
		16%	13%	10%	8%	8%	11%	6%	3%	9%	87%	13%	67%	33%	47%	53%
Tablet computer (e.g. iPad)	1182	147	161	122	95	115	118	79	52	92	1004	178	764	417	577	605
	59%	53%	57%	61%	62%	66%	56%	57%	60%	51%	58%	63%	60%	57%	63%	55%
					i	afi									b	
		12%	14%	10%	8%	10%	10%	7%	4%	8%	85%	15%	65%	35%	49%	51%
TV set	948	131	105	104	90	69	118	55	36	79	810	138	658	290	451	497
	47%	48%	37%	52%	59%	39%	56%	40%	42%	44%	47%	48%	51%	39%	49%	45%
		b		begh	abeghi		beghi						b			
		14%	11%	11%	10%	7%	12%	6%	4%	8%	85%	15%	69%	31%	48%	52%
Games console	553	65	61	46	55	38	64	36	26	44	485	69	398	155	228	326
	27%	24%	22%	23%	36%	22%	30%	26%	30%	24%	28%	24%	31%	21%	25%	30%
					abcei		b						b			a
		12%	11%	8%	10%	7%	11%	7%	5%	8%	88%	12%	72%	28%	41%	59%
Desktop PC	496	44	72	73	42	38	60	36	15	48	410	85	293	202	250	246
	25%	16%	26%	37%	28%	22%	29%	26%	17%	27%	24%	30%	23%	27%	27%	22%
		a	a	abegh	ah		ah	ah		a		a		a	b	
		9%	15%	15%	9%	8%	12%	7%	3%	10%	83%	17%	59%	41%	50%	50%
Smart speaker (e.g. Amazon Echo, Google Home)	387	24	45	43	34	34	53	22	23	25	331	56	278	109	217	170
	19%	9%	16%	21%	22%	19%	25%	16%	27%	14%	19%	19%	22%	15%	24%	15%
		a	a	a	a	a	abgi	a	abgi				b		b	
		6%	12%	11%	9%	9%	14%	6%	6%	6%	86%	14%	72%	28%	56%	44%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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

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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	2840	219	198	199	205	189	216	163	198	133	2046	794	1696	1141	1393	1447
Effective Weighted Sample	1961	209	189	190	198	180	206	153	187	127	1634	340	1158	821	912	1049
Weighted total	2018	276	284	200	153	174	210	138	87	180	1733	285	1280	735	919	1099
		14%	14%	10%	8%	9%	10%	7%	4%	9%	86%	14%	63%	36%	46%	54%
E-reader (e.g. Kindle)	239	20	29	33	22	31	28	10	9	16	201	39	162	77	134	106
	12%	7%	10%	17%	15%	18%	13%	7%	11%	9%	12%	14%	13%	10%	15%	10%
				agi	ag	abghi	a								b	
		8%	12%	14%	9%	13%	12%	4%	4%	7%	84%	16%	68%	32%	56%	44%
Smart watch (e.g. Apple Watch, Pebble, Samsung, Sony)	196	25	23	26	19	11	20	9	10	14	174	22	151	45	108	88
	10%	9%	8%	13%	13%	6%	10%	6%	12%	8%	10%	8%	12%	6%	12%	8%
				eg	e								b		b	
		13%	12%	13%	10%	6%	10%	4%	5%	7%	89%	11%	77%	23%	55%	45%
Netbook	128	20	12	13	13	13	16	5	7	7	113	15	88	39	63	66
	6%	7%	4%	6%	8%	7%	8%	4%	8%	4%	7%	5%	7%	5%	7%	6%
		16%	9%	10%	10%	10%	12%	4%	6%	5%	88%	12%	69%	31%	49%	51%
Smart home technology – such as for heating, lighting or video doorbell	121	6	10	22	8	11	19	6	7	8	105	16	91	31	70	52
	6%	2%	4%	11%	5%	6%	9%	4%	9%	4%	6%	6%	7%	4%	8%	5%
				abdgi		a	ab		ab				b		b	
		5%	8%	18%	7%	9%	16%	5%	6%	6%	87%	13%	75%	25%	58%	42%
Other portable/ handheld device (e.g. portable games console/ iPod Touch)	105	7	17	11	14	8	11	3	2	13	96	9	77	28	51	54
	5%	3%	6%	6%	9%	5%	5%	3%	3%	7%	6%	3%	6%	4%	6%	5%
				agh						a			b			
		7%	16%	11%	13%	8%	11%	3%	2%	12%	91%	9%	73%	27%	48%	52%
None of these	4	-	-	-	1	-	-	2	-	-	2	2	2	2	2	2
	*%	-%	-%	-%	1%	-%	-%	2%	-%	-%	*%	1%	*%	*%	*%	*%
		-%	-%	-%	19%	-%	-%	55%	-%	-%	53%	47%	45%	55%	57%	43%
Don't know	6	-	2	1	1	-	-	-	*	-	5	1	1	3	4	2
	*%	-%	1%	*%	1%	-%	-%	-%	*%	-%	*%	*%	*%	*%	*%	*%
		-%	30%	15%	23%	-%	-%	-%	7%	-%	80%	20%	17%	53%	65%	35%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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

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

		ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Mean number of types of devices	3.6	3.4	3.2	3.9	4.0	3.6	3.9	3.3	3.3	3.4	3.6	3.6	3.9	3.2	3.8	3.5
				abghi	abghi		abghi						b		b	
Standard deviation	2.14	1.73	2.18	2.30	2.46	2.01	2.08	1.87	2.24	1.92	2.14	2.13	2.14	2.06	2.28	2.01
Standard error	.04	.12	.16	.16	.17	.15	.14	.15	.16	.17	.05	.08	.05	.06	.06	.05

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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

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

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2840	1842	996	1440	1590	1412	2739
Effective Weighted Sample	1961	1288	705	1010	1074	995	1906
Weighted total	2018	1342	726	1109	1117	1095	1969
		67%	36%	55%	55%	54%	98%
Smartphone/ mobile phone	1623	1121	559	952	1004	964	1598
	80%	83%	77%	86%	90%	88%	81%
		b		bf	abcf	abf	b
		69%	34%	59%	62%	59%	98%
Laptop	1330	899	485	799	783	792	1304
	66%	67%	67%	72%	70%	72%	66%
				abf	f	abf	
		68%	36%	60%	59%	60%	98%
Tablet computer (e.g. iPad)	1182	836	447	734	734	695	1168
	59%	62%	62%	66%	66%	63%	59%
				f	f	f	
		71%	38%	62%	62%	59%	99%
TV set	948	697	345	637	673	614	944
	47%	52%	47%	57%	60%	56%	48%
		f		abf	abf	abf	
		74%	36%	67%	71%	65%	100%
Games console	553	401	187	366	440	384	552
	27%	30%	26%	33%	39%	35%	28%
		b		bf	abcef	abf	
		72%	34%	66%	80%	69%	100%
Desktop PC	496	314	213	318	320	307	487
	25%	23%	29%	29%	29%	28%	25%
		af		af	af	a	
		63%	43%	64%	65%	62%	98%
Smart speaker (e.g. Amazon Echo, Google Home)	387	284	141	290	309	277	386
	19%	21%	19%	26%	28%	25%	20%
				abf	abf	abf	
		73%	36%	75%	80%	72%	100%

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

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

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

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2840	1842	996	1440	1590	1412	2739
Effective Weighted Sample	1961	1288	705	1010	1074	995	1906
Weighted total	2018	1342	726	1109	1117	1095	1969
		67%	36%	55%	55%	54%	98%
E-reader (e.g. Kindle)	239	168	104	190	185	150	239
	12%	13%	14%	17%	17%	14%	12%
				aef	af		
		70%	43%	79%	77%	63%	100%
Smart watch (e.g. Apple Watch, Pebble, Samsung, Sony)	196	146	80	157	163	159	195
	10%	11%	11%	14%	15%	14%	10%
				af	abf	abf	
		75%	41%	80%	83%	81%	100%
Netbook	128	96	45	90	105	89	126
	6%	7%	6%	8%	9%	8%	6%
					abf		
		75%	35%	70%	82%	69%	98%
Smart home technology – such as for heating, lighting or video doorbell	121	90	43	95	101	89	121
	6%	7%	6%	9%	9%	8%	6%
				bf	abf	f	
		75%	35%	78%	83%	73%	100%
Other portable/ handheld device (e.g. portable games console/ iPod Touch)	105	80	35	85	95	82	105
	5%	6%	5%	8%	8%	7%	5%
				bf	abf	bf	
		76%	33%	81%	90%	78%	100%
None of these	4	3	1	1	1	1	4
	*%	*%	*%	*%	*%	*%	*%
		58%	24%	24%	32%	15%	82%
Don't know	6	2	1	*	1	1	3
	*%	*%	*%	*%	*%	*%	*%
		31%	16%	2%	16%	9%	55%

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

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

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

	TV SERVICES					
	PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERV- ICES	ANY SER- VICES
Total	a	b	c	d	e	f
Significance Level: 95%						
Mean number of types of devices	3.6	3.8	3.7	4.2	4.4	4.2
	f		abf	abef	abf	
Standard deviation	2.14	2.16	2.24	2.25	2.21	2.21
Standard error	.04	.05	.07	.06	.06	.04

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

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

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3422	1641	1775	511	544	1190	1177	173	288	362	905	786	1034	711	888	2092	431	444	455
Effective Weighted Sample	2372	1147	1221	364	374	820	824	130	216	264	658	555	734	491	640	1823	292	316	416
Weighted total	2419	1174	1240	373	398	882	766	105	186	256	755	683	672	518	543	2039	196	118	66
		49%	51%	15%	16%	36%	32%	4%	8%	11%	31%	28%	28%	21%	22%	84%	8%	5%	3%
In cafes, restaurants, pubs or bars	961	468	493	180	193	373	216	32	69	90	319	303	258	208	191	817	69	45	30
	40%	40%	40%	48%	49%	42%	28%	30%	37%	35%	42%	44%	38%	40%	35%	40%	35%	38%	45%
				d	cd	d					a	bd							ab
		49%	51%	19%	20%	39%	22%	3%	7%	9%	33%	32%	27%	22%	20%	85%	7%	5%	3%
In shops or shopping centres	737	342	393	160	163	273	141	29	52	68	232	215	223	138	159	628	50	41	19
	30%	29%	32%	43%	41%	31%	18%	28%	28%	27%	31%	31%	33%	27%	29%	31%	25%	35%	28%
				cd	cd	d							c					bd	
		46%	53%	22%	22%	37%	19%	4%	7%	9%	32%	29%	30%	19%	22%	85%	7%	6%	3%
In hotels	669	327	339	88	136	263	182	12	24	52	275	259	190	133	85	561	60	23	24
	28%	28%	27%	24%	34%	30%	24%	12%	13%	20%	36%	38%	28%	26%	16%	28%	31%	19%	36%
					ad	ad				ab	abc	bcd	d	d		c	c		ac
		49%	51%	13%	20%	39%	27%	2%	4%	8%	41%	39%	28%	20%	13%	84%	9%	3%	4%
On trains/ buses/ trams	589	289	298	152	115	208	115	22	35	44	195	201	153	105	129	494	54	26	16
	24%	25%	24%	41%	29%	24%	15%	21%	19%	17%	26%	29%	23%	20%	24%	24%	27%	22%	24%
				bcd	cd	d					bc	bcd							
		49%	51%	26%	19%	35%	20%	4%	6%	7%	33%	34%	26%	18%	22%	84%	9%	4%	3%
In airports	467	227	238	71	92	179	125	6	19	35	210	198	139	77	51	395	39	17	15
	19%	19%	19%	19%	23%	20%	16%	5%	10%	14%	28%	29%	21%	15%	9%	19%	20%	15%	23%
					d	d				a	abc	bcd	cd	d					c
		49%	51%	15%	20%	38%	27%	1%	4%	8%	45%	43%	30%	17%	11%	85%	8%	4%	3%
In rail stations/ bus stations/ tram stops	366	198	166	82	75	128	81	12	15	21	150	141	97	64	63	316	29	14	7
	15%	17%	13%	22%	19%	15%	11%	11%	8%	8%	20%	21%	14%	12%	12%	15%	15%	12%	10%
		b		cd	d	d					abc	bcd				d			
		54%	45%	22%	21%	35%	22%	3%	4%	6%	41%	39%	26%	17%	17%	86%	8%	4%	2%
In leisure centres/ gyms/ sports grounds	318	157	161	100	68	108	42	5	17	27	109	108	100	61	49	272	20	16	10
	13%	13%	13%	27%	17%	12%	5%	5%	9%	11%	14%	16%	15%	12%	9%	13%	10%	14%	14%
				bcd	cd	d					ab	d	d						
		49%	51%	31%	21%	34%	13%	2%	5%	9%	34%	34%	31%	19%	15%	86%	6%	5%	3%

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

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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

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3422	1641	1775	511	544	1190	1177	173	288	362	905	786	1034	711	888	2092	431	444	455
Effective Weighted Sample	2372	1147	1221	364	374	820	824	130	216	264	658	555	734	491	640	1823	292	316	416
Weighted total	2419	1174	1240	373	398	882	766	105	186	256	755	683	672	518	543	2039	196	118	66
		49%	51%	15%	16%	36%	32%	4%	8%	11%	31%	28%	28%	21%	22%	84%	8%	5%	3%
In hospitals/ doctors' surgeries/ dentists	286	123	162	43	58	111	74	10	23	24	103	100	73	60	52	249	21	12	4
	12%	11%	13%	12%	15%	13%	10%	9%	12%	9%	14%	15%	11%	12%	10%	12%	11%	10%	6%
				d	d							bd				d	d	d	
		43%	57%	15%	20%	39%	26%	3%	8%	8%	36%	35%	26%	21%	18%	87%	7%	4%	1%
In libraries	196	94	101	68	47	47	34	9	15	17	58	54	61	39	41	169	14	8	5
	8%	8%	8%	18%	12%	5%	4%	9%	8%	7%	8%	8%	9%	8%	8%	8%	7%	7%	7%
				bcd	cd														
		48%	52%	35%	24%	24%	17%	5%	8%	9%	30%	27%	31%	20%	21%	86%	7%	4%	2%
Internet café	133	63	70	33	33	46	22	4	6	11	36	41	47	23	22	105	18	4	6
	6%	5%	6%	9%	8%	5%	3%	4%	3%	4%	5%	6%	7%	4%	4%	5%	9%	4%	9%
				cd	cd	d							d				ac		ac
		47%	53%	25%	25%	34%	17%	3%	5%	8%	27%	31%	35%	17%	16%	79%	13%	3%	4%
On aeroplanes	123	59	62	14	30	43	35	1	3	8	55	60	36	14	12	105	11	3	3
	5%	5%	5%	4%	7%	5%	5%	1%	2%	3%	7%	9%	5%	3%	2%	5%	6%	3%	5%
				ad	ad						abc	bcd	cd						
		48%	51%	12%	24%	35%	29%	1%	3%	6%	44%	49%	29%	12%	10%	85%	9%	3%	3%
Other public Wi-Fi services	33	15	18	11	2	12	8	1	*	5	10	10	13	4	5	26	2	4	-
	1%	1%	1%	3%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	3%	-%
				bd						b						d	d	ad	
		45%	55%	33%	7%	37%	23%	3%	1%	16%	29%	30%	41%	14%	15%	80%	7%	12%	-%
ANY USE OF FREE PUBLIC WI-FI SERVICES OUTSIDE THE HOME	1402	677	722	266	267	540	329	43	93	150	466	435	391	291	284	1183	110	68	41
	58%	58%	58%	71%	67%	61%	43%	41%	50%	59%	62%	64%	58%	56%	52%	58%	56%	57%	62%
				cd	cd	d				ab	ab	bcd	d						
		48%	51%	19%	19%	39%	23%	3%	7%	11%	33%	31%	28%	21%	20%	84%	8%	5%	3%
No, never use public Wi-Fi services	994	485	508	105	121	334	433	61	93	105	282	243	276	221	253	838	84	50	22
	41%	41%	41%	28%	31%	38%	57%	58%	50%	41%	37%	36%	41%	43%	47%	41%	43%	42%	33%
						ab	abc	cd	d				a	a	ab	d	d	d	
		49%	51%	11%	12%	34%	44%	6%	9%	11%	28%	24%	28%	22%	25%	84%	8%	5%	2%

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

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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

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3422	1641	1775	511	544	1190	1177	173	288	362	905	786	1034	711	888	2092	431	444	455
Effective Weighted Sample	2372	1147	1221	364	374	820	824	130	216	264	658	555	734	491	640	1823	292	316	416
Weighted total	2419	1174	1240	373	398	882	766	105	186	256	755	683	672	518	543	2039	196	118	66
		49%	51%	15%	16%	36%	32%	4%	8%	11%	31%	28%	28%	21%	22%	84%	8%	5%	3%
Don't know	23	13	10	3	9	8	4	1	1	1	8	5	6	6	6	18	2	*	3
	1%	1%	1%	1%	2%	1%	*%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	*%	4%
					d														abc
		56%	44%	11%	39%	34%	16%	6%	6%	3%	36%	22%	24%	25%	28%	80%	7%	1%	12%

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

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Base : Those who use the internet at home or elsewhere

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3422	251	247	212	234	225	243	238	244	198	2509	913	1996	1420	1588	1834
Effective Weighted Sample	2372	238	234	202	225	214	232	223	230	187	1997	389	1370	1025	1045	1327
Weighted total	2419	309	350	214	174	204	234	192	106	257	2092	326	1510	903	1057	1362
		13%	14%	9%	7%	8%	10%	8%	4%	11%	87%	13%	62%	37%	44%	56%
In cafes, restaurants, pubs or bars	961	82	184	92	59	111	74	57	22	135	841	120	671	289	449	512
	40%	26%	53%	43%	34%	55%	31%	30%	21%	53%	40%	37%	44%	32%	42%	38%
			acdfgh	adfgh	h	acdfgh	h	h		adfgh			b		b	
		9%	19%	10%	6%	12%	8%	6%	2%	14%	87%	13%	70%	30%	47%	53%
In shops or shopping centres	737	83	99	64	48	106	68	47	16	98	652	85	509	226	312	425
	30%	27%	28%	30%	27%	52%	29%	24%	16%	38%	31%	26%	34%	25%	30%	31%
		h	h	h	h	abcdfghi	h	h		abdgh	b		b		b	
		11%	13%	9%	6%	14%	9%	6%	2%	13%	88%	12%	69%	31%	42%	58%
In hotels	669	68	104	71	46	64	64	56	10	78	570	99	494	175	341	328
	28%	22%	30%	33%	26%	31%	27%	29%	10%	30%	27%	30%	33%	19%	32%	24%
		h	h	ah	h	ah	h	h		h			b		b	
		10%	16%	11%	7%	10%	10%	8%	2%	12%	85%	15%	74%	26%	51%	49%
On trains/ buses/ trams	589	51	126	56	37	63	46	41	15	60	508	81	392	196	266	323
	24%	17%	36%	26%	21%	31%	20%	21%	14%	23%	24%	25%	26%	22%	25%	24%
			acdfghi	ah	h	adfgh		h		h			b		b	
		9%	21%	10%	6%	11%	8%	7%	3%	10%	86%	14%	67%	33%	45%	55%
In airports	467	69	67	55	30	62	42	24	9	37	399	67	343	124	232	235
	19%	22%	19%	26%	17%	30%	18%	13%	9%	15%	19%	21%	23%	14%	22%	17%
		ghi	h	dghi	h	bdfghi	h				b		b		b	
		15%	14%	12%	6%	13%	9%	5%	2%	8%	86%	14%	73%	27%	50%	50%
In rail stations/ bus stations/ tram stops	366	55	54	46	29	48	30	13	6	36	318	48	259	106	178	187
	15%	18%	15%	21%	16%	24%	13%	7%	5%	14%	15%	15%	17%	12%	17%	14%
		gh	gh	fgh	gh	bfgi	gh			gh			b		b	
		15%	15%	12%	8%	13%	8%	3%	2%	10%	87%	13%	71%	29%	49%	51%
In leisure centres/ gyms/ sports grounds	318	55	51	31	18	25	22	7	6	58	283	35	224	94	139	179
	13%	18%	15%	14%	10%	12%	9%	4%	6%	23%	14%	11%	15%	10%	13%	13%
		d fgh	gh	gh	g	gh	g			bcdefgh			b		b	
		17%	16%	10%	6%	8%	7%	2%	2%	18%	89%	11%	71%	29%	44%	56%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3422	251	247	212	234	225	243	238	244	198	2509	913	1996	1420	1588	1834
Effective Weighted Sample	2372	238	234	202	225	214	232	223	230	187	1997	389	1370	1025	1045	1327
Weighted total	2419	309	350	214	174	204	234	192	106	257	2092	326	1510	903	1057	1362
		13%	14%	9%	7%	8%	10%	8%	4%	11%	87%	13%	62%	37%	44%	56%
In hospitals/ doctors' surgeries/ dentists	286	52	40	47	15	25	31	10	3	25	247	38	186	100	125	161
	12%	17%	11%	22%	9%	12%	13%	5%	3%	10%	12%	12%	12%	11%	12%	12%
		dghi	gh	bdefghi	h	gh	gh			h						
		18%	14%	16%	5%	9%	11%	4%	1%	9%	87%	13%	65%	35%	44%	56%
In libraries	196	37	16	24	18	12	18	19	5	20	173	23	117	78	80	116
	8%	12%	5%	11%	10%	6%	8%	10%	5%	8%	8%	7%	8%	9%	8%	9%
		beh		bh	bh			b								
		19%	8%	12%	9%	6%	9%	10%	3%	10%	88%	12%	60%	40%	41%	59%
Internet café	133	12	20	14	11	3	10	7	1	26	116	17	92	41	66	67
	6%	4%	6%	7%	6%	2%	4%	4%	1%	10%	6%	5%	6%	5%	6%	5%
			eh	eh	eh		h			aefgh						
		9%	15%	11%	8%	3%	7%	5%	1%	20%	87%	13%	69%	31%	50%	50%
On aeroplanes	123	9	22	15	11	17	13	6	2	11	101	22	88	35	77	46
	5%	3%	6%	7%	6%	8%	6%	3%	2%	4%	5%	7%	6%	4%	7%	3%
			h	h	h	agh							b		b	
		7%	17%	12%	9%	13%	11%	5%	2%	9%	82%	18%	71%	29%	62%	38%
Other public Wi-Fi services	33	7	1	5	2	3	4	3	1	1	29	4	23	9	18	15
	1%	2%	*%	2%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	2%	1%
		21%	3%	15%	5%	8%	12%	8%	4%	4%	89%	11%	72%	28%	54%	46%
ANY USE OF FREE PUBLIC WI-FI SERVICES OUTSIDE THE HOME	1402	170	228	125	89	146	121	98	40	165	1209	193	958	441	620	782
	58%	55%	65%	59%	51%	71%	52%	51%	38%	64%	58%	59%	63%	49%	59%	57%
		h	adefgh	h	h	acdfgh	h	h		dfgh			b			
		12%	16%	9%	6%	10%	9%	7%	3%	12%	86%	14%	68%	31%	44%	56%
No, never use public Wi-Fi services	994	137	120	84	83	57	113	89	65	91	863	131	539	453	427	566
	41%	44%	34%	39%	48%	28%	48%	46%	61%	35%	41%	40%	36%	50%	40%	42%
		be		e	bei		bei	bei	abcdefgi				a			
		14%	12%	9%	8%	6%	11%	9%	7%	9%	87%	13%	54%	46%	43%	57%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3422	251	247	212	234	225	243	238	244	198	2509	913	1996	1420	1588	1834
Effective Weighted Sample	2372	238	234	202	225	214	232	223	230	187	1997	389	1370	1025	1045	1327
Weighted total	2419	309	350	214	174	204	234	192	106	257	2092	326	1510	903	1057	1362
		13%	14%	9%	7%	8%	10%	8%	4%	11%	87%	13%	62%	37%	44%	56%
Don't know	23	2	2	4	2	1	-	5	1	1	20	2	13	9	9	13
	1%	1%	*%	2%	1%	1%	-%	2%	1%	1%	1%	1%	1%	1%	1%	1%
			f	f				f								
		11%	7%	20%	7%	5%	-%	20%	4%	6%	89%	11%	59%	38%	41%	59%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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Base : Those who use the internet at home or elsewhere

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3422	2044	1279	1582	1787	1608	3262
Effective Weighted Sample	2372	1427	916	1108	1204	1133	2281
Weighted total	2419	1495	920	1221	1258	1244	2335
		62%	38%	50%	52%	51%	97%
In cafes, restaurants, pubs or bars	961	628	375	571	593	577	942
	40%	42%	41%	47%	47%	46%	40%
				abf	abf	abf	
		65%	39%	59%	62%	60%	98%
In shops or shopping centres	737	488	278	423	456	455	722
	30%	33%	30%	35%	36%	37%	31%
				bf	bf	abf	
		66%	38%	57%	62%	62%	98%
In hotels	669	455	256	422	438	412	658
	28%	30%	28%	35%	35%	33%	28%
				abf	abf	bf	
		68%	38%	63%	65%	62%	98%
On trains/ buses/ trams	589	382	213	344	378	370	580
	24%	26%	23%	28%	30%	30%	25%
				bf	abf	abf	
		65%	36%	58%	64%	63%	98%
In airports	467	327	157	321	323	301	462
	19%	22%	17%	26%	26%	24%	20%
		b		abf	abf	bf	
		70%	34%	69%	69%	65%	99%
In rail stations/ bus stations/ tram stops	366	232	142	237	248	252	362
	15%	15%	15%	19%	20%	20%	15%
				abf	abf	abf	
		63%	39%	65%	68%	69%	99%
In leisure centres/ gyms/ sports grounds	318	223	110	198	208	216	315
	13%	15%	12%	16%	17%	17%	13%
		b		bf	bf	bf	
		70%	35%	62%	65%	68%	99%

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

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Base : Those who use the internet at home or elsewhere

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3422	2044	1279	1582	1787	1608	3262
Effective Weighted Sample	2372	1427	916	1108	1204	1133	2281
Weighted total	2419	1495	920	1221	1258	1244	2335
		62%	38%	50%	52%	51%	97%
In hospitals/ doctors' surgeries/ dentists	286	182	124	204	216	211	285
	12%	12%	13%	17%	17%	17%	12%
				abf	abf	abf	
		64%	43%	71%	76%	74%	100%
In libraries	196	97	88	113	122	128	191
	8%	6%	10%	9%	10%	10%	8%
			a	a	a	af	
		49%	45%	58%	62%	65%	98%
Internet café	133	86	58	76	71	82	132
	6%	6%	6%	6%	6%	7%	6%
		64%	44%	57%	53%	61%	100%
On aeroplanes	123	91	42	91	100	82	123
	5%	6%	5%	7%	8%	7%	5%
				bf	bf	b	
		74%	34%	74%	81%	67%	100%
Other public Wi-Fi services	33	22	14	18	20	22	32
	1%	1%	1%	2%	2%	2%	1%
		67%	42%	56%	62%	66%	99%
ANY USE OF FREE PUBLIC WI-FI SERVICES OUTSIDE THE HOME	1402	899	534	809	838	829	1371
	58%	60%	58%	66%	67%	67%	59%
				abf	abf	abf	
		64%	38%	58%	60%	59%	98%
No, never use public Wi-Fi services	994	582	384	406	413	409	947
	41%	39%	42%	33%	33%	33%	41%
		cde	cde				cde
		59%	39%	41%	42%	41%	95%

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

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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

	TV SERVICES					
	PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERVICES	ANY SERVICES
Significance Level: 95%	a	b	c	d	e	f
Unweighted total	3422	2044	1279	1582	1787	1608
Effective Weighted Sample	2372	1427	916	1108	1204	1133
Weighted total	2419	1495	920	1221	1258	1244
		62%	38%	50%	52%	51%
Don't know	23	14	3	5	7	6
	1%	1%	*%	*%	1%	1%
		63%	12%	23%	30%	28%
						76%

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

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	~a	~b	~c	d	a	~b	~c	~d	~a	~b	c	d	a	~b	~c	~d
Significance Level: 95%																			
Unweighted total	585	289	294	19	31	59	476	107	93	41	18	62	97	131	294	341	98	83	63
Effective Weighted Sample	417	205	211	14	20	41	346	87	64	28	14	39	71	87	222	292	70	59	58
Weighted total	287	142	144	13	18	33	224	56	44	20	11	33	46	63	145	222	40	17	8
		50%	50%	**	**	**	78%	20%	**	**	**	**	**	**	22% 51%	77%	**	**	**
Certain to	9	4	4	**	**	**	2	1	**	**	**	**	**	*	1	8	**	**	**
	3%	3%	3%	**	**	**	1%	2%	**	**	**	**	**	1%	1%	3%	**	**	**
		50%	50%	**	**	**	23%	15%	**	**	**	**	**	4%	14%	87%	**	**	**
Very likely	12	6	6	**	**	**	2	3	**	**	**	**	**	1	8	8	**	**	**
	4%	4%	4%	**	**	**	1%	5%	**	**	**	**	**	1%	6%	4%	**	**	**
		50%	50%	**	**	**	14%	25%	**	**	**	**	**	5%	70%	70%	**	**	**
Likely	17	11	5	**	**	**	3	2	**	**	**	**	**	2	12	12	**	**	**
	6%	8%	4%	**	**	**	2%	4%	**	**	**	**	**	3%	8%	5%	**	**	**
		68%	32%	**	**	**	21%	13%	**	**	**	**	**	13%	71%	71%	**	**	**
Unlikely	30	17	12	**	**	**	19	6	**	**	**	**	**	8	13	22	**	**	**
	10%	12%	9%	**	**	**	9%	11%	**	**	**	**	**	13%	9%	10%	**	**	**
		58%	42%	**	**	**	65%	21%	**	**	**	**	**	29%	45%	75%	**	**	**
Very unlikely	50	22	27	**	**	**	41	8	**	**	**	**	**	9	26	37	**	**	**
	17%	15%	19%	**	**	**	18%	15%	**	**	**	**	**	15%	18%	17%	**	**	**
		43%	55%	**	**	**	83%	17%	**	**	**	**	**	19%	53%	75%	**	**	**
Certain not to	154	74	80	**	**	**	146	33	**	**	**	**	**	37	78	124	**	**	**
	54%	52%	55%	**	**	**	65%	58%	**	**	**	**	**	59%	54%	56%	**	**	**
		48%	52%	**	**	**	95%	21%	**	**	**	**	**	24%	51%	80%	**	**	**
TOTAL LIKELY	37	22	16	**	**	**	7	6	**	**	**	**	**	3	21	28	**	**	**
	13%	15%	11%	**	**	**	3%	11%	**	**	**	**	**	5%	15%	13%	**	**	**
		58%	42%	**	**	**	19%	17%	**	**	**	**	**	8%	57%	75%	**	**	**
TOTAL UNLIKELY	233	113	119	**	**	**	207	47	**	**	**	**	**	55	118	183	**	**	**
	81%	79%	83%	**	**	**	92%	83%	**	**	**	**	**	87%	81%	83%	**	**	**
		48%	51%	**	**	**	88%	20%	**	**	**	**	**	23%	51%	78%	**	**	**
Don't know	17	8	9	**	**	**	10	3	**	**	**	**	**	5	6	11	**	**	**
	6%	5%	6%	**	**	**	4%	5%	**	**	**	**	**	8%	4%	5%	**	**	**
		47%	53%	**	**	**	60%	18%	**	**	**	**	**	30%	34%	67%	**	**	**

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

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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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	~a	b	a	b
Significance Level: 95%																
Unweighted total	585	38	25	18	31	55	22	55	44	53	434	151	99	485	228	357
Effective Weighted Sample	417	36	22	16	30	52	21	52	41	50	354	71	68	358	139	278
Weighted total	287	29	25	12	15	34	14	32	13	48	254	33	62	224	97	191
		**	**	**	**	**	**	**	**	**	89%	11%	**	78%	34%	66%
Certain to	9	**	**	**	**	**	**	**	**	**	8	*	**	3	4	5
	3%	**	**	**	**	**	**	**	**	**	3%	1%	**	1%	4%	2%
		**	**	**	**	**	**	**	**	**	95%	5%	**	33%	48%	52%
Very likely	12	**	**	**	**	**	**	**	**	**	11	1	**	6	3	8
	4%	**	**	**	**	**	**	**	**	**	4%	2%	**	3%	3%	4%
		**	**	**	**	**	**	**	**	**	93%	7%	**	51%	28%	72%
Likely	17	**	**	**	**	**	**	**	**	**	15	1	**	11	3	14
	6%	**	**	**	**	**	**	**	**	**	6%	4%	**	5%	3%	7%
		**	**	**	**	**	**	**	**	**	92%	8%	**	64%	17%	83%
Unlikely	30	**	**	**	**	**	**	**	**	**	25	4	**	18	11	18
	10%	**	**	**	**	**	**	**	**	**	10%	13%	**	8%	12%	9%
		**	**	**	**	**	**	**	**	**	85%	15%	**	60%	39%	61%
Very unlikely	50	**	**	**	**	**	**	**	**	**	45	5	**	40	17	33
	17%	**	**	**	**	**	**	**	**	**	18%	16%	**	18%	18%	17%
		**	**	**	**	**	**	**	**	**	89%	11%	**	80%	35%	65%
Certain not to	154	**	**	**	**	**	**	**	**	**	134	20	**	137	53	101
	54%	**	**	**	**	**	**	**	**	**	53%	61%	**	61%	54%	53%
		**	**	**	**	**	**	**	**	**	87%	13%	**	89%	34%	66%
TOTAL LIKELY	37	**	**	**	**	**	**	**	**	**	35	3	**	20	10	27
	13%	**	**	**	**	**	**	**	**	**	14%	8%	**	9%	11%	14%
		**	**	**	**	**	**	**	**	**	93%	7%	**	53%	28%	72%
TOTAL UNLIKELY	233	**	**	**	**	**	**	**	**	**	204	30	**	195	81	152
	81%	**	**	**	**	**	**	**	**	**	80%	91%	**	87%	84%	80%
		**	**	**	**	**	**	**	**	**	87%	a 13%	**	83%	35%	65%
Don't know	17	**	**	**	**	**	**	**	**	**	16	1	**	10	5	12
	6%	**	**	**	**	**	**	**	**	**	6%	2%	**	4%	5%	6%
		**	**	**	**	**	**	**	**	**	97%	3%	**	59%	30%	70%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV- ICES	ANY SER- VICES
Significance Level: 95%		~a	b	~c	~d	~e	f
Unweighted total	585	96	387	32	30	27	488
Effective Weighted Sample	417	55	294	20	20	19	351
Weighted total	287	42	194	16	16	17	241
		**	67%	**	**	**	84%
Certain to	9	**	1	**	**	**	7
	3%	**	*%	**	**	**	3%
		**	10%	**	**	**	b
							82%
Very likely	12	**	6	**	**	**	10
	4%	**	3%	**	**	**	4%
		**	48%	**	**	**	88%
Likely	17	**	11	**	**	**	13
	6%	**	6%	**	**	**	5%
		**	67%	**	**	**	79%
Unlikely	30	**	25	**	**	**	27
	10%	**	13%	**	**	**	11%
		**	84%	**	**	**	93%
Very unlikely	50	**	34	**	**	**	43
	17%	**	18%	**	**	**	18%
		**	68%	**	**	**	86%
Certain not to	154	**	108	**	**	**	129
	54%	**	56%	**	**	**	54%
		**	70%	**	**	**	84%
TOTAL LIKELY	37	**	18	**	**	**	31
	13%	**	9%	**	**	**	13%
		**	47%	**	**	**	83%
TOTAL UNLIKELY	233	**	167	**	**	**	200
	81%	**	86%	**	**	**	83%
		**	72%	**	**	**	86%
Don't know	17	**	9	**	**	**	11
	6%	**	5%	**	**	**	4%
		**	55%	**	**	**	64%

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

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	~a	~b	~c	d	~a	~b	~c	~d	~a	~b	c	d	a	~b	~c	~d
Significance Level: 95%																			
Unweighted total	493	236	255	4	13	33	443	93	80	30	7	53	79	112	248	294	83	68	48
Effective Weighted Sample	354	167	187	2	7	25	323	76	56	20	6	35	59	76	187	254	57	46	44
Weighted total	233	113	119	2	7	17	207	47	38	13	6	25	35	55	118	183	32	13	6
		48%	51%	**	**	**	88%	**	**	**	**	**	**	**	23% 51%	78%	**	**	**
No need to go online/ not interested	179	89	88	**	**	**	167	**	**	**	**	**	**	43	88	140	**	**	**
	77%	79%	74%	**	**	**	81%	**	**	**	**	**	**	79% 74%	76%	76%	**	**	**
		50%	49%	**	**	**	94%	**	**	**	**	**	**	24% 49%	78%	78%	**	**	**
Don't know how to use a computer/ how to use the internet	53	25	27	**	**	**	49	**	**	**	**	**	**	7	33	42	**	**	**
	23%	22%	23%	**	**	**	24%	**	**	**	**	**	**	12% 28%	c	23%	**	**	**
		48%	52%	**	**	**	94%	**	**	**	**	**	**	13% 63%	c	80%	**	**	**
Equipment/ service is too expensive	36	15	20	**	**	**	23	**	**	**	**	**	**	5	25	28	**	**	**
	15%	13%	16%	**	**	**	11%	**	**	**	**	**	**	10% 21%	c	15%	**	**	**
		43%	55%	**	**	**	63%	**	**	**	**	**	**	15% 69%	c	79%	**	**	**
Someone else can go online for me if necessary	26	13	14	**	**	**	24	**	**	**	**	**	**	4	12	20	**	**	**
	11%	11%	12%	**	**	**	11%	**	**	**	**	**	**	8% 10%	c	11%	**	**	**
		48%	52%	**	**	**	89%	**	**	**	**	**	**	17% 44%	c	75%	**	**	**
Concerned about security/ fraud/ privacy	11	5	6	**	**	**	10	**	**	**	**	**	**	4	4	10	**	**	**
	5%	4%	5%	**	**	**	5%	**	**	**	**	**	**	7% 3%	c	6%	**	**	**
		44%	56%	**	**	**	91%	**	**	**	**	**	**	32% 33%	c	94%	**	**	**
Poor eyesight	10	6	3	**	**	**	10	**	**	**	**	**	**	1	5	7	**	**	**
	4%	5%	3%	**	**	**	5%	**	**	**	**	**	**	3% 4%	c	4%	**	**	**
		64%	36%	**	**	**	99%	**	**	**	**	**	**	14% 51%	c	70%	**	**	**
Happy to use the internet at work/ elsewhere	6	3	3	**	**	**	3	**	**	**	**	**	**	2	3	4	**	**	**
	3%	3%	3%	**	**	**	2%	**	**	**	**	**	**	4% 2%	c	2%	**	**	**
		50%	50%	**	**	**	50%	**	**	**	**	**	**	33% 41%	c	65%	**	**	**

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

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	~a	~b	~c	d	~a	~b	~c	~d	~a	~b	c	d	a	~b	~c	~d
Significance Level: 95%																			
Unweighted total	493	236	255	4	13	33	443	93	80	30	7	53	79	112	248	294	83	68	48
Effective Weighted Sample	354	167	187	2	7	25	323	76	56	20	6	35	59	76	187	254	57	46	44
Weighted total	233	113	119	2	7	17	207	47	38	13	6	25	35	55	118	183	32	13	6
		48%	51%	**	**	**	88%	**	**	**	**	**	**	**	23% 51%	78%	**	**	**
Don't have broadband where I live	2	-	2	**	**	**	2	**	**	**	**	**	**	-	1	2	**	**	**
	1%	-%	1%	**	**	**	1%	**	**	**	**	**	**	-%	1%	1%	**	**	**
		-%	100%	**	**	**	100%	**	**	**	**	**	**	-%	67%	100%	**	**	**
Concerned about harmful/ offensive content	1	1	-	**	**	**	1	**	**	**	**	**	**	-	-	1	**	**	**
	*%	1%	-%	**	**	**	*%	**	**	**	**	**	**	-%	-%	*%	**	**	**
		100%	-%	**	**	**	100%	**	**	**	**	**	**	-%	-%	100%	**	**	**
Broadband is too slow where I live	*	*	-	**	**	**	-	**	**	**	**	**	**	-	-	-	**	**	**
	*%	*%	-%	**	**	**	-%	**	**	**	**	**	**	-%	-%	-%	**	**	**
		100%	-%	**	**	**	-%	**	**	**	**	**	**	-%	-%	-%	**	**	**
Happy to use the internet on my mobile phone	2	*	2	**	**	**	*	**	**	**	**	**	**	*	1	1	**	**	**
	1%	*%	2%	**	**	**	*%	**	**	**	**	**	**	1%	1%	*%	**	**	**
		6%	94%	**	**	**	24%	**	**	**	**	**	**	24%	69%	44%	**	**	**
Live in rented property	1	1	-	**	**	**	-	**	**	**	**	**	**	-	-	1	**	**	**
	*%	1%	-%	**	**	**	-%	**	**	**	**	**	**	-%	-%	*%	**	**	**
		100%	-%	**	**	**	-%	**	**	**	**	**	**	-%	-%	100%	**	**	**
Don't know	2	2	*	**	**	**	2	**	**	**	**	**	**	-	2	2	**	**	**
	1%	2%	*%	**	**	**	1%	**	**	**	**	**	**	-%	2%	1%	**	**	**
		79%	21%	**	**	**	100%	**	**	**	**	**	**	-%	100%	71%	**	**	**
ANY INVOLUNTARY REASONS	95	43	51	**	**	**	78	**	**	**	**	**	**	16	55	75	**	**	**
	41%	38%	43%	**	**	**	38%	**	**	**	**	**	**	29%	47%	41%	**	**	**
														c					
		45%	54%	**	**	**	82%	**	**	**	**	**	**	17%	58%	79%	**	**	**
ANY VOLUNTARY REASONS	191	93	97	**	**	**	176	**	**	**	**	**	**	46	93	148	**	**	**
	82%	82%	81%	**	**	**	85%	**	**	**	**	**	**	84%	79%	81%	**	**	**
		49%	51%	**	**	**	92%	**	**	**	**	**	**	24%	49%	78%	**	**	**

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

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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

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	~a	~b	~c	d	~a	~b	~c	~d	~a	~b	c	d	a	~b	~c	~d
Unweighted total	493	236	255	4	13	33	443	93	80	30	7	53	79	112	248	294	83	68	48
Effective Weighted Sample	354	167	187	2	7	25	323	76	56	20	6	35	59	76	187	254	57	46	44
Weighted total	233	113	119	2	7	17	207	47	38	13	6	25	35	55	118	183	32	13	6
		48%	51%	**	**	**	88%	**	**	**	**	**	**	**	23% 51%	78%	**	**	**
ONLY VOLUNTARY REASONS	138	69	68	**	**	**	128	**	**	**	**	**	**	39	62	107	**	**	**
	59%	61%	57%	**	**	**	62%	**	**	**	**	**	**	71%	52%	59%	**	**	**
		50%	50%	**	**	**	93%	**	**	**	**	**	**	d 28%	45%	78%	**	**	**

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

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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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	~a	b	a	b
Unweighted total	493	30	20	16	29	46	21	48	37	47	356	137	62	431	198	295
Effective Weighted Sample	354	29	18	15	28	44	20	46	35	45	296	65	43	318	125	229
Weighted total	233	22	18	10	14	27	13	27	10	42	204	30	39	195	81	152
		**	**	**	**	**	**	**	**	**	87%	13%	**	83%	35%	65%
No need to go online/ not interested	179	**	**	**	**	**	**	**	**	**	153	25	**	154	64	115
	77%	**	**	**	**	**	**	**	**	**	75%	86%	**	79%	79%	75%
		**	**	**	**	**	**	**	**	**	86%	14%	**	86%	36%	64%
Don't know how to use a computer/ how to use the internet	53	**	**	**	**	**	**	**	**	**	48	4	**	47	12	41
	23%	**	**	**	**	**	**	**	**	**	24%	14%	**	24%	15%	27%
		**	**	**	**	**	**	**	**	**	92%	8%	**	90%	23%	77%
Equipment/ service is too expensive	36	**	**	**	**	**	**	**	**	**	34	1	**	26	9	27
	15%	**	**	**	**	**	**	**	**	**	17%	5%	**	13%	11%	18%
		**	**	**	**	**	**	**	**	**	b		**			
		**	**	**	**	**	**	**	**	**	96%	4%	**	72%	24%	76%
Someone else can go online for me if necessary	26	**	**	**	**	**	**	**	**	**	23	3	**	22	10	16
	11%	**	**	**	**	**	**	**	**	**	11%	12%	**	11%	13%	11%
		**	**	**	**	**	**	**	**	**	87%	13%	**	83%	39%	61%
Concerned about security/ fraud/ privacy	11	**	**	**	**	**	**	**	**	**	10	1	**	8	6	5
	5%	**	**	**	**	**	**	**	**	**	5%	3%	**	4%	7%	4%
		**	**	**	**	**	**	**	**	**	91%	9%	**	73%	52%	48%
Poor eyesight	10	**	**	**	**	**	**	**	**	**	8	1	**	10	3	6
	4%	**	**	**	**	**	**	**	**	**	4%	5%	**	5%	4%	4%
		**	**	**	**	**	**	**	**	**	85%	15%	**	100%	35%	65%
Happy to use the internet at work/ elsewhere	6	**	**	**	**	**	**	**	**	**	5	1	**	3	4	3
	3%	**	**	**	**	**	**	**	**	**	3%	2%	**	2%	4%	2%
		**	**	**	**	**	**	**	**	**	88%	12%	**	50%	57%	43%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	~a	b	a	b
Unweighted total	493	30	20	16	29	46	21	48	37	47	356	137	62	431	198	295
Effective Weighted Sample	354	29	18	15	28	44	20	46	35	45	296	65	43	318	125	229
Weighted total	233	22	18	10	14	27	13	27	10	42	204	30	39	195	81	152
		**	**	**	**	**	**	**	**	**	87%	13%	**	83%	35%	65%
Don't have broadband where I live	2	**	**	**	**	**	**	**	**	**	2	-	**	2	-	2
	1%	**	**	**	**	**	**	**	**	**	1%	-%	**	1%	-%	1%
		**	**	**	**	**	**	**	**	**	100%	-%	**	100%	-%	100%
Concerned about harmful/ offensive content	1	**	**	**	**	**	**	**	**	**	1	-	**	1	1	-
	*%	**	**	**	**	**	**	**	**	**	*%	-%	**	*%	1%	-%
		**	**	**	**	**	**	**	**	**	100%	-%	**	100%	100%	-%
Broadband is too slow where I live	*	**	**	**	**	**	**	**	**	**	-	*	**	-	*	-
	*%	**	**	**	**	**	**	**	**	**	-%	1%	**	-%	*%	-%
		**	**	**	**	**	**	**	**	**	-%	100%	**	-%	100%	-%
Happy to use the internet on my mobile phone	2	**	**	**	**	**	**	**	**	**	2	*	**	1	-	2
	1%	**	**	**	**	**	**	**	**	**	1%	*%	**	*%	-%	1%
		**	**	**	**	**	**	**	**	**	94%	6%	**	32%	-%	100%
Live in rented property	1	**	**	**	**	**	**	**	**	**	1	-	**	-	-	1
	*%	**	**	**	**	**	**	**	**	**	*%	-%	**	-%	-%	*%
		**	**	**	**	**	**	**	**	**	100%	-%	**	-%	-%	100%
Don't know	2	**	**	**	**	**	**	**	**	**	2	*	**	2	-	2
	1%	**	**	**	**	**	**	**	**	**	1%	*%	**	1%	-%	1%
		**	**	**	**	**	**	**	**	**	94%	6%	**	100%	-%	100%
ANY INVOLUNTARY REASONS	95	**	**	**	**	**	**	**	**	**	88	7	**	78	27	67
	41%	**	**	**	**	**	**	**	**	**	43%	24%	**	40%	34%	44%
		**	**	**	**	**	**	**	**	**	b		**			
		**	**	**	**	**	**	**	**	**	92%	8%	**	82%	29%	71%
ANY VOLUNTARY REASONS	191	**	**	**	**	**	**	**	**	**	164	27	**	162	70	122
	82%	**	**	**	**	**	**	**	**	**	81%	91%	**	83%	86%	80%
		**	**	**	**	**	**	**	**	**	a		**			
		**	**	**	**	**	**	**	**	**	86%	14%	**	85%	36%	64%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

		ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	~a	b	a	b
Unweighted total	493	30	20	16	29	46	21	48	37	47	356	137	62	431	198	295
Effective Weighted Sample	354	29	18	15	28	44	20	46	35	45	296	65	43	318	125	229
Weighted total	233	22	18	10	14	27	13	27	10	42	204	30	39	195	81	152
		**	**	**	**	**	**	**	**	**	87%	13%	**	83%	35%	65%
ONLY VOLUNTARY REASONS	138	**	**	**	**	**	**	**	**	**	115	22	**	116	54	84
	59%	**	**	**	**	**	**	**	**	**	57%	75%	**	60%	66%	55%
												a			b	
		**	**	**	**	**	**	**	**	**	84%	16%	**	84%	39%	61%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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

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

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		~a	b	~c	~d	~e	f
Unweighted total	493	79	339	18	8	10	419
Effective Weighted Sample	354	48	258	11	6	8	306
Weighted total	233	30	167	7	4	7	200
		**	72%	**	**	**	86%
No need to go online/ not interested	179	**	124	**	**	**	148
	77%	**	74%	**	**	**	74%
		**	69%	**	**	**	83%
Don't know how to use a computer/ how to use the internet	53	**	39	**	**	**	46
	23%	**	24%	**	**	**	23%
		**	75%	**	**	**	88%
Equipment/ service is too expensive	36	**	27	**	**	**	31
	15%	**	16%	**	**	**	16%
		**	77%	**	**	**	87%
Someone else can go online for me if necessary	26	**	20	**	**	**	25
	11%	**	12%	**	**	**	13%
		**	75%	**	**	**	95%
Concerned about security/ fraud/ privacy	11	**	10	**	**	**	11
	5%	**	6%	**	**	**	5%
		**	89%	**	**	**	97%
Poor eyesight	10	**	7	**	**	**	9
	4%	**	4%	**	**	**	4%
		**	77%	**	**	**	92%
Happy to use the internet at work/ elsewhere	6	**	5	**	**	**	5
	3%	**	3%	**	**	**	3%
		**	83%	**	**	**	83%

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

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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

	Total	TV SERVICES				YOUTUBE	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV- ICES	
Significance Level: 95%		~a	b	~c	~d	~e	f
Unweighted total	493	79	339	18	8	10	419
Effective Weighted Sample	354	48	258	11	6	8	306
Weighted total	233	30	167	7	4	7	200
		**	72%	**	**	**	86%
Don't have broadband where I live	2	**	1	**	**	**	1
	1%	**	1%	**	**	**	1%
		**	67%	**	**	**	67%
Concerned about harmful/ offensive content	1	**	1	**	**	**	1
	*%	**	*%	**	**	**	*%
		**	100%	**	**	**	100%
Broadband is too slow where I live	*	**	-	**	**	**	*
	*%	**	-%	**	**	**	*%
		**	-%	**	**	**	47%
Happy to use the internet on my mobile phone	2	**	1	**	**	**	1
	1%	**	*%	**	**	**	1%
		**	32%	**	**	**	76%
Live in rented property	1	**	1	**	**	**	1
	*%	**	*%	**	**	**	*%
		**	100%	**	**	**	100%
Don't know	2	**	1	**	**	**	2
	1%	**	1%	**	**	**	1%
		**	60%	**	**	**	100%
ANY INVOLUNTARY REASONS	95	**	73	**	**	**	85
	41%	**	44%	**	**	**	43%
		**	77%	**	**	**	90%
ANY VOLUNTARY REASONS	191	**	133	**	**	**	160
	82%	**	79%	**	**	**	80%
		**	69%	**	**	**	83%

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

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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

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		~a	b	~c	~d	~e	f	
Unweighted total	493	79	339	18	8	10	419	
Effective Weighted Sample	354	48	258	11	6	8	306	
Weighted total	233	30	167	7	4	7	200	
		**	72%	**	**	**	86%	
ONLY VOLUNTARY REASONS	138	**	94	**	**	**	114	
	59%	**	56%	**	**	**	57%	
		**	68%	**	**	**	83%	

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

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

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	~a	~b	~c	d	~a	~b	~c	~d	~a	~b	c	d	a	~b	~c	~d
Significance Level: 95%																			
Unweighted total	493	236	255	4	13	33	443	93	80	30	7	53	79	112	248	294	83	68	48
Effective Weighted Sample	354	167	187	2	7	25	323	76	56	20	6	35	59	76	187	254	57	46	44
Weighted total	233	113	119	2	7	17	207	47	38	13	6	25	35	55	118	183	32	13	6
		48%	51%	**	**	**	88%	**	**	**	**	**	**	**	23% 51%	78%	**	**	**
No need to go online/ not interested	156	77	77	**	**	**	148	**	**	**	**	**	**	41	73	122	**	**	**
	67%	68%	65%	**	**	**	71%	**	**	**	**	**	**	74%	61%	67%	**	**	**
														d					
		50%	50%	**	**	**	95%	**	**	**	**	**	**	26%	47%	78%	**	**	**
Don't know how to use a computer/ how to use the internet	26	14	13	**	**	**	24	**	**	**	**	**	**	4	16	22	**	**	**
	11%	12%	11%	**	**	**	12%	**	**	**	**	**	**	7%	13%	12%	**	**	**
		51%	49%	**	**	**	92%	**	**	**	**	**	**	15%	59%	83%	**	**	**
Equipment/ service is too expensive	22	10	13	**	**	**	13	**	**	**	**	**	**	3	16	18	**	**	**
	10%	8%	11%	**	**	**	6%	**	**	**	**	**	**	6%	13%	10%	**	**	**
		43%	57%	**	**	**	56%	**	**	**	**	**	**	15%	70%	80%	**	**	**
Someone else can go online for me if necessary	11	4	7	**	**	**	10	**	**	**	**	**	**	1	6	8	**	**	**
	5%	4%	6%	**	**	**	5%	**	**	**	**	**	**	2%	5%	4%	**	**	**
		37%	63%	**	**	**	97%	**	**	**	**	**	**	12%	60%	74%	**	**	**
Concerned about security/ fraud/ privacy	5	2	3	**	**	**	4	**	**	**	**	**	**	3	1	5	**	**	**
	2%	2%	3%	**	**	**	2%	**	**	**	**	**	**	5%	1%	2%	**	**	**
														d					
		36%	64%	**	**	**	79%	**	**	**	**	**	**	58%	15%	95%	**	**	**
Poor eyesight	4	2	2	**	**	**	4	**	**	**	**	**	**	1	2	3	**	**	**
	2%	2%	1%	**	**	**	2%	**	**	**	**	**	**	1%	1%	1%	**	**	**
		57%	43%	**	**	**	97%	**	**	**	**	**	**	17%	39%	60%	**	**	**
Happy to use the internet at work/ elsewhere	3	1	2	**	**	**	1	**	**	**	**	**	**	2	2	3	**	**	**
	1%	1%	2%	**	**	**	%	**	**	**	**	**	**	3%	1%	2%	**	**	**
		32%	68%	**	**	**	21%	**	**	**	**	**	**	51%	49%	81%	**	**	**

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

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~a	~b	~c	d	~a	~b	~c	~d	~a	~b	c	d	a	~b	~c	~d
Unweighted total	493	236	255	4	13	33	443	93	80	30	7	53	79	112	248	294	83	68	48
Effective Weighted Sample	354	167	187	2	7	25	323	76	56	20	6	35	59	76	187	254	57	46	44
Weighted total	233	113	119	2	7	17	207	47	38	13	6	25	35	55	118	183	32	13	6
		48%	51%	**	**	**	88%	**	**	**	**	**	**	**	23% 51%	78%	**	**	**
Concerned about harmful/ offensive content	1	1	-	**	**	**	1	**	**	**	**	**	**	-	-	1	**	**	**
	*%	1%	-%	**	**	**	*%	**	**	**	**	**	**	-%	-%	*%	**	**	**
		100%	-%	**	**	**	100%	**	**	**	**	**	**	-%	-%	100%	**	**	**
Broadband is too slow where I live	*	*	-	**	**	**	-	**	**	**	**	**	**	-	-	-	**	**	**
	*%	*%	-%	**	**	**	-%	**	**	**	**	**	**	-%	-%	-%	**	**	**
		100%	-%	**	**	**	-%	**	**	**	**	**	**	-%	-%	-%	**	**	**
Happy to use the internet on my mobile phone	2	*	2	**	**	**	*	**	**	**	**	**	**	*	1	1	**	**	**
	1%	*%	2%	**	**	**	*%	**	**	**	**	**	**	1%	1%	*%	**	**	**
		6%	94%	**	**	**	24%	**	**	**	**	**	**	24%	69%	44%	**	**	**
Live in rented property	1	1	-	**	**	**	-	**	**	**	**	**	**	-	-	1	**	**	**
	*%	1%	-%	**	**	**	-%	**	**	**	**	**	**	-%	-%	*%	**	**	**
		100%	-%	**	**	**	-%	**	**	**	**	**	**	-%	-%	100%	**	**	**
Don't know	2	2	1	**	**	**	2	**	**	**	**	**	**	-	2	2	**	**	**
	1%	2%	*%	**	**	**	1%	**	**	**	**	**	**	-%	2%	1%	**	**	**
		76%	24%	**	**	**	96%	**	**	**	**	**	**	-%100%		68%	**	**	**
ANY INVOLUNTARY REASONS	60	29	31	**	**	**	45	**	**	**	**	**	**	11	34	48	**	**	**
	25%	26%	26%	**	**	**	22%	**	**	**	**	**	**	19%	29%	26%	**	**	**
		49%	51%	**	**	**	76%	**	**	**	**	**	**	18%	57%	81%	**	**	**
ANY VOLUNTARY REASONS	172	82	88	**	**	**	159	**	**	**	**	**	**	44	82	133	**	**	**
	74%	73%	74%	**	**	**	77%	**	**	**	**	**	**	81%	69%	73%	**	**	**
		48%	51%	**	**	**	93%	**	**	**	**	**	**	26%	48%	78%	**	**	**

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

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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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	~a	b	a	b
Unweighted total	493	30	20	16	29	46	21	48	37	47	356	137	62	431	198	295
Effective Weighted Sample	354	29	18	15	28	44	20	46	35	45	296	65	43	318	125	229
Weighted total	233	22	18	10	14	27	13	27	10	42	204	30	39	195	81	152
		**	**	**	**	**	**	**	**	**	87%	13%	**	83%	35%	65%
No need to go online/ not interested	156	**	**	**	**	**	**	**	**	**	133	23	**	133	56	100
	67%	**	**	**	**	**	**	**	**	**	65%	77%	**	68%	69%	66%
		**	**	**	**	**	**	**	**	**	85%	15%	**	86%	36%	64%
Don't know how to use a computer/ how to use the internet	26	**	**	**	**	**	**	**	**	**	25	2	**	24	6	21
	11%	**	**	**	**	**	**	**	**	**	12%	6%	**	12%	7%	14%
		**	**	**	**	**	**	**	**	**	93%	7%	**	91%	22%	78%
Equipment/ service is too expensive	22	**	**	**	**	**	**	**	**	**	21	1	**	16	6	16
	10%	**	**	**	**	**	**	**	**	**	10%	4%	**	8%	8%	10%
		**	**	**	**	**	**	**	**	**	95%	5%	**	73%	29%	71%
Someone else can go online for me if necessary	11	**	**	**	**	**	**	**	**	**	9	1	**	10	6	5
	5%	**	**	**	**	**	**	**	**	**	5%	5%	**	5%	7%	3%
		**	**	**	**	**	**	**	**	**	87%	13%	**	93%	54%	46%
Concerned about security/ fraud/ privacy	5	**	**	**	**	**	**	**	**	**	5	-	**	3	3	2
	2%	**	**	**	**	**	**	**	**	**	2%	-%	**	1%	4%	1%
		**	**	**	**	**	**	**	**	**	100%	-%	**	57%	64%	36%
Poor eyesight	4	**	**	**	**	**	**	**	**	**	3	1	**	4	3	2
	2%	**	**	**	**	**	**	**	**	**	1%	4%	**	2%	3%	1%
		**	**	**	**	**	**	**	**	**	71%	29%	**	100%	64%	36%
Happy to use the internet at work/ elsewhere	3	**	**	**	**	**	**	**	**	**	3	1	**	1	1	2
	1%	**	**	**	**	**	**	**	**	**	1%	2%	**	*%	1%	2%
		**	**	**	**	**	**	**	**	**	79%	21%	**	21%	32%	68%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	~a	b	a	b
Unweighted total	493	30	20	16	29	46	21	48	37	47	356	137	62	431	198	295
Effective Weighted Sample	354	29	18	15	28	44	20	46	35	45	296	65	43	318	125	229
Weighted total	233	22	18	10	14	27	13	27	10	42	204	30	39	195	81	152
		**	**	**	**	**	**	**	**	**	87%	13%	**	83%	35%	65%
Concerned about harmful/ offensive content	1	**	**	**	**	**	**	**	**	**	1	-	**	1	1	-
	*%	**	**	**	**	**	**	**	**	**	*%	-%	**	*%	1%	-%
		**	**	**	**	**	**	**	**	**	100%	-%	**	100%	100%	-%
Broadband is too slow where I live	*	**	**	**	**	**	**	**	**	**	-	*	**	-	*	-
	*%	**	**	**	**	**	**	**	**	**	-%	1%	**	-%	*%	-%
		**	**	**	**	**	**	**	**	**	-%	100%	**	-%	100%	-%
Happy to use the internet on my mobile phone	2	**	**	**	**	**	**	**	**	**	2	*	**	1	-	2
	1%	**	**	**	**	**	**	**	**	**	1%	*%	**	*%	-%	1%
		**	**	**	**	**	**	**	**	**	94%	6%	**	32%	-%	100%
Live in rented property	1	**	**	**	**	**	**	**	**	**	1	-	**	-	-	1
	*%	**	**	**	**	**	**	**	**	**	*%	-%	**	-%	-%	*%
		**	**	**	**	**	**	**	**	**	100%	-%	**	-%	-%	100%
Don't know	2	**	**	**	**	**	**	**	**	**	2	*	**	2	-	2
	1%	**	**	**	**	**	**	**	**	**	1%	1%	**	1%	-%	2%
		**	**	**	**	**	**	**	**	**	90%	10%	**	96%	-%	100%
ANY INVOLUNTARY REASONS	60	**	**	**	**	**	**	**	**	**	55	4	**	48	19	41
	25%	**	**	**	**	**	**	**	**	**	27%	15%	**	25%	23%	27%
		**	**	**	**	**	**	**	**	**	b		**			
		**	**	**	**	**	**	**	**	**	93%	7%	**	81%	31%	69%
ANY VOLUNTARY REASONS	172	**	**	**	**	**	**	**	**	**	146	25	**	145	63	109
	74%	**	**	**	**	**	**	**	**	**	72%	84%	**	74%	77%	72%
		**	**	**	**	**	**	**	**	**	a		**			
		**	**	**	**	**	**	**	**	**	85%	15%	**	84%	36%	64%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	TV SERVICES				YOUTUBE	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV- ICES	
Significance Level: 95%		~a	b	~c	~d	~e	f
Unweighted total	493	79	339	18	8	10	419
Effective Weighted Sample	354	48	258	11	6	8	306
Weighted total	233	30	167	7	4	7	200
		**	72%	**	**	**	86%
No need to go online/ not interested	156	**	106	**	**	**	127
	67%	**	64%	**	**	**	63%
		**	68%	**	**	**	81%
Don't know how to use a computer/ how to use the internet	26	**	21	**	**	**	26
	11%	**	13%	**	**	**	13%
		**	81%	**	**	**	97%
Equipment/ service is too expensive	22	**	19	**	**	**	21
	10%	**	12%	**	**	**	11%
		**	86%	**	**	**	95%
Someone else can go online for me if necessary	11	**	7	**	**	**	10
	5%	**	4%	**	**	**	5%
		**	68%	**	**	**	92%
Concerned about security/ fraud/ privacy	5	**	5	**	**	**	5
	2%	**	3%	**	**	**	2%
		**	95%	**	**	**	100%
Poor eyesight	4	**	3	**	**	**	4
	2%	**	2%	**	**	**	2%
		**	65%	**	**	**	97%
Happy to use the internet at work/ elsewhere	3	**	2	**	**	**	2
	1%	**	1%	**	**	**	1%
		**	68%	**	**	**	68%

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

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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

	Total	TV SERVICES				YOUTUBE	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV- ICES	
Significance Level: 95%		~a	b	~c	~d	~e	f
Unweighted total	493	79	339	18	8	10	419
Effective Weighted Sample	354	48	258	11	6	8	306
Weighted total	233	30	167	7	4	7	200
		**	72%	**	**	**	86%
Concerned about harmful/ offensive content	1	**	1	**	**	**	1
	*%	**	*%	**	**	**	*%
		**	100%	**	**	**	100%
Broadband is too slow where I live	*	**	-	**	**	**	*
	*%	**	-%	**	**	**	*%
		**	-%	**	**	**	47%
Happy to use the internet on my mobile phone	2	**	1	**	**	**	1
	1%	**	*%	**	**	**	1%
		**	32%	**	**	**	76%
Live in rented property	1	**	1	**	**	**	1
	*%	**	*%	**	**	**	*%
		**	100%	**	**	**	100%
Don't know	2	**	1	**	**	**	2
	1%	**	1%	**	**	**	1%
		**	58%	**	**	**	96%
ANY INVOLUNTARY REASONS	60	**	49	**	**	**	57
	25%	**	30%	**	**	**	29%
		**	83%	**	**	**	96%
ANY VOLUNTARY REASONS	172	**	116	**	**	**	140
	74%	**	70%	**	**	**	70%
		**	68%	**	**	**	82%

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

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
Yes	2348	1145	1197	371	399	858	719	106	182	244	737	654	666	500	527	1971	196	118	64
	88%	88%	88%	99%	98%	95%	73%	72%	81%	89%	96%	92%	93%	86%	80%	88%	84%	89%	87%
				cd	cd	d			a	ab	abc	cd	cd	d		b		b	
		49%	51%	16%	17%	37%	31%	5%	8%	10%	31%	28%	28%	21%	22%	84%	8%	5%	3%
No	308	147	160	4	8	42	254	39	43	30	27	54	49	75	130	249	36	14	9
	12%	11%	12%	1%	2%	5%	26%	26%	19%	11%	3%	8%	7%	13%	20%	11%	15%	10%	12%
						ab	abc	cd	cd	d				ab	abc		ac		
		48%	52%	1%	2%	14%	82%	13%	14%	10%	9%	17%	16%	24%	42%	81%	12%	4%	3%
Don't know	19	11	8	-	-	2	17	3	1	2	3	4	3	6	5	16	1	1	1
	1%	1%	1%	-%	-%	*%	2%	2%	*%	1%	*%	1%	*%	1%	1%	1%	1%	*%	1%
						abc	d												
		60%	40%	-%	-%	10%	90%	16%	5%	9%	15%	22%	17%	32%	29%	85%	8%	4%	3%

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

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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

		ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
Yes	2348	309	340	213	165	197	229	183	91	242	2024	325	1479	864	1014	1334
	88%	93%	93%	93%	88%	83%	93%	83%	79%	81%	87%	91%	95%	77%	89%	87%
		eghi	eghi	eghi	hi		deg						b			
		13%	14%	9%	7%	8%	10%	8%	4%	10%	86%	14%	63%	37%	43%	57%
No	308	18	27	15	23	36	17	35	23	56	275	33	70	238	121	187
	12%	5%	7%	7%	12%	15%	7%	16%	19%	19%	12%	9%	4%	21%	11%	12%
					acf	abcf		abcf	abcdf	abcdf				a		
		6%	9%	5%	7%	12%	5%	11%	7%	18%	89%	11%	23%	77%	39%	61%
Don't know	19	7	-	1	-	4	-	2	2	-	18	1	5	14	3	16
	1%	2%	-%	*%	-%	2%	-%	1%	2%	-%	1%	*%	*%	1%	*%	1%
		bdfi				bdfi			bdfi				a		a	
		37%	-%	3%	-%	21%	-%	13%	11%	-%	96%	4%	25%	75%	17%	83%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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

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

	Total	TV SERVICES					
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERVICES	ANY SERVICES
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
Yes	2348	1443	902	1195	1238	1225	2270
	88%	94%	83%	97%	97%	98%	89%
		bf		abf	abf	abf	b
		61%	38%	51%	53%	52%	97%
No	308	91	178	37	33	26	265
	12%	6%	16%	3%	3%	2%	10%
		cde	acdef				acde
		30%	58%	12%	11%	8%	86%
Don't know	19	7	9	3	3	2	16
	1%	*%	1%	*%	*%	*%	1%
			cde				
		39%	49%	14%	14%	13%	85%

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

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

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

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%																			
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
Yes	1765	834	928	326	354	678	407	59	123	182	614	518	527	350	368	1492	141	86	45
	66%	64%	68%	87%	87%	75%	41%	40%	55%	66%	80%	73%	73%	60%	56%	67%	61%	65%	61%
			a	cd	cd	d			a	ab	abc	cd	cd			bd			
		47%	53%	18%	20%	38%	23%	3%	7%	10%	35%	29%	30%	20%	21%	85%	8%	5%	3%
No, never used	873	449	421	43	51	216	562	89	99	90	146	185	182	220	285	717	84	45	27
	33%	35%	31%	12%	13%	24%	57%	60%	44%	33%	19%	26%	25%	38%	43%	32%	36%	34%	36%
		b				ab	abc	bcd	cd	d				ab	ab				
		52%	48%	5%	6%	25%	64%	10%	11%	10%	17%	21%	21%	25%	33%	82%	10%	5%	3%
Don't know	37	20	16	7	2	8	20	-	4	3	7	8	9	11	9	27	8	*	2
	1%	2%	1%	2%	1%	1%	2%	-%	2%	1%	1%	1%	1%	2%	1%	1%	3%	*%	3%
						c											ac		ac
		53%	43%	18%	6%	22%	54%	-%	10%	9%	18%	21%	24%	29%	24%	73%	22%	*%	5%

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

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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

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
Yes	1765	276	243	171	118	145	190	133	57	160	1537	228	1188	575	767	999
	66%	83%	66%	75%	63%	61%	77%	60%	49%	53%	66%	64%	76%	52%	67%	65%
		bcdgghi	hi	bdegghi	hi	h	bdegghi	h					b			
		16%	14%	10%	7%	8%	11%	8%	3%	9%	87%	13%	67%	33%	43%	57%
No, never used	873	53	120	56	69	87	54	84	57	135	743	130	349	523	362	511
	33%	16%	33%	25%	37%	37%	22%	38%	49%	45%	32%	36%	22%	47%	32%	33%
			acf	a	acf	acf		acf	abcdefg	abcf				a		
		6%	14%	6%	8%	10%	6%	10%	6%	15%	85%	15%	40%	60%	41%	59%
Don't know	37	4	4	2	-	5	1	4	2	4	36	1	17	18	11	27
	1%	1%	1%	1%	-%	2%	1%	2%	2%	1%	2%	1%	1%	2%	1%	2%
					d	d		d	d		b					
		12%	11%	5%	-%	14%	4%	10%	6%	11%	97%	3%	46%	48%	28%	72%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d		e	f
Unweighted total	3959	2152	1624	1609	1810		1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220		1144	2568
Weighted total	2675	1541	1089	1235	1273		1254	2551
		58%	41%	46%	48%		47%	95%
Yes	1765	1150	629	1001	1063		1082	1721
	66%	75%	58%	81%	83%		86%	67%
		bf		abf	abf		abcf	b
		65%	36%	57%	60%		61%	98%
No, never used	873	371	448	221	197		161	796
	33%	24%	41%	18%	15%		13%	31%
		cde	acdef	e				acde
		43%	51%	25%	23%		18%	91%
Don't know	37	20	11	13	14		11	34
	1%	1%	1%	1%	1%		1%	1%
		53%	31%	35%	38%		28%	91%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 77

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

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

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	~a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2398	1103	1290	444	470	900	584	93	181	252	714	566	775	469	586	1460	307	316	315
Effective Weighted Sample	1678	779	896	313	326	620	422	70	136	186	527	410	557	322	420	1295	206	227	288
Weighted total	1765	834	928	326	354	678	407	59	123	182	614	518	527	350	368	1492	141	86	45
		47%	53%	18%	20%	38%	23%	**	7%	10%	35%	29%	30%	20%	21%	85%	8%	5%	3%
WhatsApp	1269	586	682	244	286	514	225	**	84	118	469	363	404	249	251	1078	103	54	34
	72%	70%	73%	75%	81%	76%	55%	**	68%	65%	76%	70%	77%	71%	68%	72%	73%	63%	74%
				d	d	d					bc		ad			c	c		c
		46%	54%	19%	23%	41%	18%	**	7%	9%	37%	29%	32%	20%	20%	85%	8%	4%	3%
FaceTime	634	278	355	146	133	239	115	**	37	60	254	221	204	105	102	537	56	30	11
	36%	33%	38%	45%	38%	35%	28%	**	30%	33%	41%	43%	39%	30%	28%	36%	40%	34%	25%
			a	cd	d	d					bc	cd	cd			d	d	d	
		44%	56%	23%	21%	38%	18%	**	6%	10%	40%	35%	32%	17%	16%	85%	9%	5%	2%
Facebook Messenger	621	266	354	139	143	234	105	**	58	76	177	144	186	137	154	479	78	40	24
	35%	32%	38%	43%	40%	35%	26%	**	47%	42%	29%	28%	35%	39%	42%	32%	56%	46%	52%
			a	cd	d	d			d	d			a	a	ab		ac	a	a
		43%	57%	22%	23%	38%	17%	**	9%	12%	29%	23%	30%	22%	25%	77%	13%	6%	4%
Skype	473	249	224	60	69	199	145	**	19	32	230	205	127	81	59	409	32	23	9
	27%	30%	24%	18%	20%	29%	36%	**	16%	18%	37%	40%	24%	23%	16%	27%	23%	27%	20%
		b				ab	abc				bc	bcd	d	d		d			
		53%	47%	13%	15%	42%	31%	**	4%	7%	49%	43%	27%	17%	13%	87%	7%	5%	2%
Viber	65	34	31	16	11	29	9	**	2	6	35	16	24	14	11	58	6	1	1
	4%	4%	3%	5%	3%	4%	2%	**	2%	3%	6%	3%	4%	4%	3%	4%	4%	2%	2%
				d												d			
		52%	48%	25%	17%	44%	14%	**	3%	8%	53%	25%	36%	22%	17%	88%	9%	2%	1%
BT	50	23	28	9	7	21	13	**	4	9	25	23	13	6	7	42	6	1	1
	3%	3%	3%	3%	2%	3%	3%	**	4%	5%	4%	5%	3%	2%	2%	3%	4%	1%	3%
												cd							
		45%	55%	17%	15%	42%	27%	**	9%	18%	50%	47%	26%	12%	15%	83%	12%	2%	2%
Google Hangouts	12	10	2	*	3	6	3	**	*	-	8	8	4	*	1	11	-	1	1
	1%	1%	1%	1%	1%	1%	1%	**	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		b										cd							
		83%	17%	2%	24%	51%	23%	**	3%	1%	67%	63%	30%	1%	5%	89%	1%	6%	5%
Plusnet	9	6	3	3	1	2	4	**	-	*	4	4	2	2	*	7	1	1	*
	1%	1%	1%	1%	1%	1%	1%	**	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		64%	31%	33%	8%	19%	41%	**	1%	2%	44%	49%	27%	23%	2%	80%	9%	7%	4%

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

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	~a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2398	1103	1290	444	470	900	584	93	181	252	714	566	775	469	586	1460	307	316	315
Effective Weighted Sample	1678	779	896	313	326	620	422	70	136	186	527	410	557	322	420	1295	206	227	288
Weighted total	1765	834	928	326	354	678	407	59	123	182	614	518	527	350	368	1492	141	86	45
		47%	53%	18%	20%	38%	23%	**	7%	10%	35%	29%	30%	20%	21%	85%	8%	5%	3%
Vonage	4	1	2	-	-	1	2	**	-	-	4	2	-	1	1	3	1	-	-
	%	%	%	-%	-%	%	1%	**	-%	-%	1%	%	-%	%	%	%	%	-%	-%
		36%	64%	-%	-%	36%	64%	**	-%	-%	100%	46%	-%	36%	17%	83%	17%	-%	-%
Voipfone	3	2	-	1	-	*	1	**	-	-	3	-	-	2	1	3	-	-	*
	%	%	-%	%	-%	%	%	**	-%	-%	%	-%	-%	1%	%	%	-%	-%	%
		67%	-%	47%	-%	5%	48%	**	-%	-%	95%	-%	-%	67%	33%	95%	-%	-%	5%
Other	29	20	9	5	6	13	5	**	3	2	11	9	5	7	9	27	*	2	*
	2%	2%	1%	2%	2%	2%	1%	**	2%	1%	2%	2%	1%	2%	2%	2%	%	2%	%
		b																b	
		70%	30%	18%	20%	46%	16%	**	10%	6%	38%	29%	17%	24%	29%	92%	1%	7%	1%
Don't know	34	21	12	2	4	11	17	**	1	4	8	14	7	7	6	27	2	4	*
	2%	3%	1%	1%	1%	2%	4%	**	%	2%	1%	3%	1%	2%	2%	2%	2%	5%	1%
						abc												ad	
		62%	35%	5%	11%	32%	52%	**	1%	13%	24%	43%	20%	20%	16%	80%	7%	12%	1%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 77

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

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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	2398	221	167	166	155	154	192	159	127	119	1768	630	1536	859	1109	1289
Effective Weighted Sample	1678	210	159	159	149	148	184	150	121	113	1425	262	1063	626	735	943
Weighted total	1765	276	243	171	118	145	190	133	57	160	1537	228	1188	575	767	999
		16%	14%	10%	7%	8%	11%	8%	3%	9%	87%	13%	67%	33%	43%	57%
WhatsApp	1269	250	170	121	76	104	142	74	28	111	1117	152	904	362	522	747
	72%	91%	70%	71%	64%	72%	75%	56%	50%	70%	73%	67%	76%	63%	68%	75%
		bcdefghi	gh	gh	h	gh	dgh			gh	b		b		a	
		20%	13%	10%	6%	8%	11%	6%	2%	9%	88%	12%	71%	29%	41%	59%
FaceTime	634	90	67	69	35	66	70	55	22	63	561	73	434	200	297	337
	36%	33%	27%	40%	30%	45%	37%	42%	39%	40%	37%	32%	37%	35%	39%	34%
				b		abd		bd	b	b					b	
		14%	11%	11%	6%	10%	11%	9%	4%	10%	89%	11%	68%	31%	47%	53%
Facebook Messenger	621	61	67	73	46	49	65	60	13	45	533	88	415	205	266	355
	35%	22%	27%	43%	39%	34%	34%	45%	24%	28%	35%	39%	35%	36%	35%	36%
				abhi	abh	a	ah	abfhi								
		10%	11%	12%	7%	8%	11%	10%	2%	7%	86%	14%	67%	33%	43%	57%
Skype	473	106	56	53	20	30	69	26	13	37	409	64	320	153	222	251
	27%	38%	23%	31%	17%	20%	36%	19%	22%	23%	27%	28%	27%	27%	29%	25%
		bdeghi		deg			bdeghi									
		22%	12%	11%	4%	6%	15%	5%	3%	8%	86%	14%	68%	32%	47%	53%
Viber	65	33	1	4	5	-	12	1	-	2	61	4	47	18	10	55
	4%	12%	1%	2%	4%	-%	6%	1%	-%	1%	4%	2%	4%	3%	1%	6%
		bcdefghi			beh		beghi								a	
		51%	2%	5%	7%	-%	18%	2%	-%	3%	94%	6%	73%	27%	16%	84%
BT	50	5	5	5	2	5	7	3	3	6	42	8	33	17	20	30
	3%	2%	2%	3%	1%	3%	4%	2%	5%	4%	3%	4%	3%	3%	3%	3%
		10%	10%	10%	3%	10%	15%	7%	6%	12%	83%	17%	66%	34%	40%	60%
Google Hangouts	12	1	5	2	-	-	1	1	-	-	12	*	9	3	5	7
	1%	1%	2%	1%	-%	-%	1%	1%	-%	-%	1%	*%	1%	*%	1%	1%
		12%	42%	18%	-%	-%	11%	6%	-%	-%	98%	2%	79%	21%	43%	57%
Plusnet	9	1	1	2	-	-	-	-	1	1	7	1	4	4	4	5
	*%	1%	*%	1%	-%	-%	-%	-%	2%	1%	*%	1%	*%	1%	*%	1%
		16%	14%	25%	-%	-%	-%	-%	12%	14%	83%	17%	50%	50%	42%	58%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	2398	221	167	166	155	154	192	159	127	119	1768	630	1536	859	1109	1289
Effective Weighted Sample	1678	210	159	159	149	148	184	150	121	113	1425	262	1063	626	735	943
Weighted total	1765	276	243	171	118	145	190	133	57	160	1537	228	1188	575	767	999
		16%	14%	10%	7%	8%	11%	8%	3%	9%	87%	13%	67%	33%	43%	57%
Vonage	4	3	-	-	-	-	-	-	-	-	4	-	3	1	-	4
	*%	1%	-%	-%	-%	-%	-%	-%	-%	-%	*%	-%	*%	*%	-%	*%
		83%	-%	-%	-%	-%	-%	-%	-%	-%	100%	-%	83%	17%	-%	100%
Voipfone	3	1	-	-	-	-	1	-	*	-	3	-	2	1	3	1
	*%	1%	-%	-%	-%	-%	1%	-%	1%	-%	*%	-%	*%	*%	*%	*%
		48%	-%	-%	-%	-%	33%	-%	14%	-%	100%	-%	62%	38%	80%	20%
Other	29	1	10	1	6	1	5	1	*	2	23	6	16	13	15	15
	2%	*%	4%	1%	5%	1%	3%	1%	1%	1%	1%	3%	1%	2%	2%	1%
			ae		acegh		a									
			34%	4%	19%	3%	17%	3%	1%	6%	79%	21%	55%	45%	50%	50%
Don't know	34	3	8	5	1	3	-	3	4	-	30	4	18	15	17	17
	2%	1%	3%	3%	1%	2%	-%	2%	6%	-%	2%	2%	2%	3%	2%	2%
			fi	f				adfi								
		10%	25%	15%	4%	8%	-%	8%	10%	-%	89%	11%	53%	44%	50%	50%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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

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

	Total	TV SERVICES				YOUTUBE	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV- ICES	
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2398	1502	857	1268	1466	1361	2320
Effective Weighted Sample	1678	1065	607	899	997	974	1631
Weighted total	1765	1150	629	1001	1063	1082	1721
		65%	36%	57%	60%	61%	98%
WhatsApp	1269	851	445	730	797	818	1241
	72%	74%	71%	73%	75%	76%	72%
						b	
		67%	35%	58%	63%	64%	98%
FaceTime	634	455	224	410	434	416	627
	36%	40%	36%	41%	41%	38%	36%
				bf	bf		
		72%	35%	65%	68%	66%	99%
Facebook Messenger	621	385	236	369	422	408	607
	35%	33%	38%	37%	40%	38%	35%
					af	a	
		62%	38%	59%	68%	66%	98%
Skype	473	325	178	303	274	307	464
	27%	28%	28%	30%	26%	28%	27%
				d			
		69%	38%	64%	58%	65%	98%
Viber	65	39	20	39	37	52	64
	4%	3%	3%	4%	3%	5%	4%
		60%	30%	61%	56%	79%	98%
BT	50	36	14	30	32	28	49
	3%	3%	2%	3%	3%	3%	3%
		71%	29%	61%	63%	55%	97%
Google Hangouts	12	6	7	8	9	8	10
	1%	1%	1%	1%	1%	1%	1%
		51%	57%	66%	78%	66%	88%
Plusnet	9	4	4	5	4	5	9
	*%	*%	1%	*%	*%	*%	1%
		43%	50%	52%	43%	61%	98%

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

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

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

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d		e	f
Unweighted total	2398	1502	857	1268	1466		1361	2320
Effective Weighted Sample	1678	1065	607	899	997		974	1631
Weighted total	1765	1150	629	1001	1063		1082	1721
		65%	36%	57%	60%		61%	98%
Vonage	4	1	2	3	3		3	3
	*%	*%	*%	*%	*%		*%	*%
		36%	46%	83%	83%		83%	83%
Voipfone	3	1	3	-	*		1	3
	*%	*%	*%	-%	*%		*%	*%
		20%	80%	-%	14%		47%	100%
Other	29	15	17	21	26		25	29
	2%	1%	3%	2%	2%		2%	2%
		53%	57%	72%	90%		87%	100%
Don't know	34	20	12	18	12		15	28
	2%	2%	2%	2%	1%		1%	2%
		60%	36%	53%	37%		44%	83%

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

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

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	~a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2398	1103	1290	444	470	900	584	93	181	252	714	566	775	469	586	1460	307	316	315
Effective Weighted Sample	1678	779	896	313	326	620	422	70	136	186	527	410	557	322	420	1295	206	227	288
Weighted total	1765	834	928	326	354	678	407	59	123	182	614	518	527	350	368	1492	141	86	45
		47%	53%	18%	20%	38%	23%	**	7%	10%	35%	29%	30%	20%	21%	85%	8%	5%	3%
Every day	404	202	202	95	89	161	59	**	32	44	155	128	121	72	82	348	38	13	5
	23%	24%	22%	29%	25%	24%	15%	**	26%	24%	25%	25%	23%	21%	22%	23%	27%	15%	12%
		50%	50%	d	d	d	15%	**	8%	11%	38%	32%	30%	18%	20%	cd	cd	3%	1%
At least once a week	725	328	395	140	157	272	156	**	44	74	267	204	221	149	150	624	48	33	20
	41%	39%	43%	43%	44%	40%	38%	**	35%	41%	44%	39%	42%	43%	41%	42%	34%	39%	44%
		45%	54%	19%	22%	38%	22%	**	6%	10%	37%	28%	30%	21%	21%	b	b	5%	3%
At least once a month	329	153	176	64	59	136	70	**	25	37	105	90	101	64	74	270	22	23	13
	19%	18%	19%	20%	17%	20%	17%	**	20%	20%	17%	17%	19%	18%	20%	18%	16%	27%	30%
		46%	54%	19%	18%	41%	21%	**	7%	11%	32%	27%	31%	19%	22%	82%	7%	7%	4%
A few times a year	199	84	115	18	30	79	73	**	17	15	52	52	62	41	45	167	19	10	3
	11%	10%	12%	6%	9%	12%	18%	**	14%	8%	9%	10%	12%	12%	12%	11%	13%	12%	8%
		42%	58%	9%	15%	a	abc	**	8%	7%	26%	26%	31%	21%	22%	d	d	5%	2%
Less than once a year	73	41	32	5	10	19	39	**	3	10	25	34	12	15	12	62	5	4	1
	4%	5%	3%	1%	3%	3%	10%	**	3%	5%	4%	7%	2%	4%	3%	4%	4%	5%	3%
		56%	44%	6%	14%	abc	54%	**	4%	13%	35%	bd	17%	21%	16%	84%	9%	6%	2%
Don't know	34	26	8	5	8	12	9	**	3	3	10	10	9	8	6	21	9	3	2
	2%	3%	1%	2%	2%	2%	2%	**	2%	2%	2%	2%	2%	2%	2%	1%	7%	3%	4%
		b						**								a	a	a	a
		75%	23%	14%	24%	35%	27%	**	9%	8%	28%	30%	27%	24%	19%	60%	27%	8%	5%

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

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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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	2398	221	167	166	155	154	192	159	127	119	1768	630	1536	859	1109	1289
Effective Weighted Sample	1678	210	159	159	149	148	184	150	121	113	1425	262	1063	626	735	943
Weighted total	1765	276	243	171	118	145	190	133	57	160	1537	228	1188	575	767	999
		16%	14%	10%	7%	8%	11%	8%	3%	9%	87%	13%	67%	33%	43%	57%
Every day	404	98	47	37	27	12	62	25	8	32	369	35	280	123	153	251
	23%	35%	19%	22%	23%	9%	33%	19%	14%	20%	24%	15%	24%	21%	20%	25%
		bcdgghi	e	e	e		bceghi	e		e	b					a
		24%	12%	9%	7%	3%	15%	6%	2%	8%	91%	9%	69%	30%	38%	62%
At least once a week	725	129	108	70	44	78	72	49	22	52	627	99	497	227	318	408
	41%	47%	44%	41%	37%	54%	38%	37%	39%	32%	41%	43%	42%	39%	41%	41%
		i	i			cdfghi										
		18%	15%	10%	6%	11%	10%	7%	3%	7%	86%	14%	69%	31%	44%	56%
At least once a month	329	33	53	23	23	28	32	28	12	37	280	50	225	104	149	180
	19%	12%	22%	14%	20%	20%	17%	21%	21%	23%	18%	22%	19%	18%	19%	18%
		a	a		a		a	a	a	ac						
		10%	16%	7%	7%	9%	10%	8%	4%	11%	85%	15%	68%	32%	45%	55%
A few times a year	199	7	30	27	17	18	13	22	9	25	170	29	123	76	100	100
	11%	3%	12%	16%	14%	12%	7%	16%	15%	16%	11%	13%	10%	13%	13%	10%
		a	af	af	a	a	a	af	af	af						
		4%	15%	13%	8%	9%	7%	11%	4%	12%	85%	15%	62%	38%	50%	50%
Less than once a year	73	6	4	12	7	3	11	6	3	10	62	11	41	33	33	40
	4%	2%	2%	7%	6%	2%	6%	5%	5%	6%	4%	5%	3%	6%	4%	4%
				abe	b		b			b				a		
		9%	5%	16%	10%	4%	15%	8%	4%	14%	85%	15%	55%	45%	45%	55%
Don't know	34	2	1	2	-	5	-	3	3	4	30	4	22	12	14	20
	2%	1%	*%	1%	-%	3%	-%	2%	5%	2%	2%	2%	2%	2%	2%	2%
						df		f	abdf	f						
		6%	3%	7%	-%	14%	-%	8%	9%	11%	87%	13%	63%	34%	40%	60%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2398	1502	857	1268	1466	1361	2320
Effective Weighted Sample	1678	1065	607	899	997	974	1631
Weighted total	1765	1150	629	1001	1063	1082	1721
		65%	36%	57%	60%	61%	98%
Every day	404	250	130	221	233	267	391
	23%	22%	21%	22%	22%	25%	23%
		62%	32%	55%	58%	66%	97%
At least once a week	725	489	259	453	485	483	712
	41%	43%	41%	45%	46%	45%	41%
				f			
		67%	36%	62%	67%	67%	98%
At least once a month	329	220	116	173	200	186	322
	19%	19%	18%	17%	19%	17%	19%
		67%	35%	53%	61%	56%	98%
A few times a year	199	129	80	101	100	92	195
	11%	11%	13%	10%	9%	8%	11%
		e	de				e
		65%	40%	51%	50%	46%	98%
Less than once a year	73	41	33	39	34	39	71
	4%	4%	5%	4%	3%	4%	4%
			d				
		56%	46%	54%	46%	53%	97%
Don't know	34	21	11	13	11	16	30
	2%	2%	2%	1%	1%	2%	2%
		61%	32%	39%	31%	47%	88%

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

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	~a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2398	1103	1290	444	470	900	584	93	181	252	714	566	775	469	586	1460	307	316	315
Effective Weighted Sample	1678	779	896	313	326	620	422	70	136	186	527	410	557	322	420	1295	206	227	288
Weighted total	1765	834	928	326	354	678	407	59	123	182	614	518	527	350	368	1492	141	86	45
		47%	53%	18%	20%	38%	23%	**	7%	10%	35%	29%	30%	20%	21%	85%	8%	5%	3%
Smartphone	1533	697	835	315	332	608	278	**	108	158	543	424	477	311	320	1301	124	68	41
	87%	84%	90%	97%	94%	90%	68%	**	87%	87%	89%	82%	90%	89%	87%	87%	88%	78%	90%
			a	cd	cd	d							a	a	a	c	c		c
		45%	54%	21%	22%	40%	18%	**	7%	10%	35%	28%	31%	20%	21%	85%	8%	4%	3%
Tablet computer (e.g. iPad)	306	148	156	37	42	126	100	**	22	30	114	113	91	47	55	252	27	18	9
	17%	18%	17%	11%	12%	19%	25%	**	18%	16%	19%	22%	17%	14%	15%	17%	19%	21%	20%
						ab	abc						cd						
		48%	51%	12%	14%	41%	33%	**	7%	10%	37%	37%	30%	15%	18%	82%	9%	6%	3%
Laptop	292	165	126	42	36	134	79	**	12	26	134	129	81	46	36	259	16	12	4
	17%	20%	14%	13%	10%	20%	19%	**	10%	14%	22%	25%	15%	13%	10%	17%	11%	14%	10%
		b				ab	ab				bc	bcd	d			bd			
		56%	43%	15%	12%	46%	27%	**	4%	9%	46%	44%	28%	16%	12%	89%	5%	4%	2%
Desktop PC	80	54	26	7	9	31	33	**	4	5	31	38	19	11	12	72	4	3	1
	5%	6%	3%	2%	2%	5%	8%	**	3%	3%	5%	7%	4%	3%	3%	5%	3%	4%	2%
		b					abc					bcd				d			
		67%	33%	9%	11%	39%	41%	**	5%	6%	38%	48%	23%	13%	15%	90%	4%	4%	1%
Standard landline phone	26	16	10	2	4	10	11	**	3	1	10	16	6	-	5	25	*	*	*
	1%	2%	1%	1%	1%	1%	3%	**	3%	1%	2%	3%	1%	-%	1%	2%	-%	-%	1%
						a		**				bc		c					
		60%	40%	8%	14%	37%	42%	**	12%	4%	37%	60%	22%	-%	18%	97%	1%	1%	1%
Smart speaker (e.g. Amazon Echo, Google Home, Apple HomePod)	17	9	7	4	2	10	1	**	1	1	10	6	4	4	3	13	2	*	2
	1%	1%	1%	1%	1%	1%	-%	**	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	4%
				d		d													ac
		56%	44%	25%	13%	59%	3%	**	4%	5%	57%	37%	22%	23%	18%	77%	10%	3%	10%
TV set	16	9	7	2	3	9	3	**	3	2	5	7	2	3	4	12	1	1	2
	1%	1%	1%	1%	1%	1%	1%	**	3%	1%	1%	1%	-%	1%	1%	1%	1%	1%	4%
																			ac
		56%	44%	11%	18%	55%	16%	**	21%	15%	31%	44%	11%	19%	26%	78%	9%	4%	10%

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

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	~a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2398	1103	1290	444	470	900	584	93	181	252	714	566	775	469	586	1460	307	316	315
Effective Weighted Sample	1678	779	896	313	326	620	422	70	136	186	527	410	557	322	420	1295	206	227	288
Weighted total	1765	834	928	326	354	678	407	59	123	182	614	518	527	350	368	1492	141	86	45
		47%	53%	18%	20%	38%	23%	**	7%	10%	35%	29%	30%	20%	21%	85%	8%	5%	3%
Smart watch (e.g. Apple Watch, Pebble, Samsung, Sony)	16	12	3	4	3	8	1	**	-	1	12	6	5	3	3	14	1	1	1
	1%	1%	*%	1%	1%	1%	*%	**	-%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%
		b																	
		76%	17%	28%	19%	49%	4%	**	-%	7%	73%	36%	29%	16%	19%	86%	5%	3%	6%
Netbook	16	9	7	2	5	5	3	**	-	1	3	9	1	2	3	13	2	*	*
	1%	1%	1%	1%	1%	1%	1%	**	-%	1%	*%	2%	*%	1%	1%	1%	1%	1%	1%
												b							
		57%	43%	12%	33%	35%	20%	**	-%	6%	17%	59%	9%	16%	17%	84%	11%	3%	2%
Other	7	5	1	-	1	1	5	**	1	*	5	3	2	1	1	6	1	*	*
	*%	1%	*%	-%	*%	*%	1%	**	*%	*%	1%	1%	*%	*%	*%	*%	*%	*%	*%
							ac												
		80%	20%	-%	9%	11%	80%	**	9%	2%	70%	48%	23%	10%	19%	87%	9%	1%	2%
Don't know	11	6	3	*	1	3	6	**	*	2	3	7	2	1	1	8	1	1	1
	1%	1%	*%	*%	*%	*%	2%	**	*%	1%	*%	1%	*%	*%	*%	1%	1%	1%	2%
							a												
		61%	31%	1%	13%	27%	59%	**	3%	17%	29%	64%	17%	7%	13%	79%	9%	5%	7%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 79

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

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

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	2398	221	167	166	155	154	192	159	127	119	1768	630	1536	859	1109	1289
Effective Weighted Sample	1678	210	159	159	149	148	184	150	121	113	1425	262	1063	626	735	943
Weighted total	1765	276	243	171	118	145	190	133	57	160	1537	228	1188	575	767	999
		16%	14%	10%	7%	8%	11%	8%	3%	9%	87%	13%	67%	33%	43%	57%
Smartphone	1533	264	199	140	102	126	170	118	45	137	1339	194	1079	453	651	882
	87%	96%	82%	81%	86%	87%	90%	89%	79%	86%	87%	85%	91%	79%	85%	88%
		bcdefghi					bch	h					b			a
		17%	13%	9%	7%	8%	11%	8%	3%	9%	87%	13%	70%	30%	42%	58%
Tablet computer (e.g. iPad)	306	35	44	31	20	25	30	20	15	32	261	45	187	119	157	149
	17%	13%	18%	18%	17%	17%	16%	15%	afg	20%	17%	20%	16%	21%	20%	15%
			12%	14%	10%	6%	8%	10%	5%	10%	85%	15%	61%	39%	51%	49%
Laptop	292	73	43	35	14	18	26	16	8	25	254	38	200	92	133	158
	17%	26%	18%	21%	12%	13%	14%	12%	15%	16%	16%	17%	17%	16%	17%	16%
		bdefghi		dg												
		25%	15%	12%	5%	6%	9%	5%	3%	9%	87%	13%	69%	31%	46%	54%
Desktop PC	80	3	24	13	3	7	7	6	2	6	62	18	46	34	41	39
	5%	1%	10%	8%	3%	5%	4%	5%	3%	4%	4%	8%	4%	6%	5%	4%
			adfh	a		a		a				a		a		
		3%	30%	17%	4%	9%	9%	8%	2%	7%	78%	22%	57%	43%	52%	48%
Standard landline phone	26	6	3	8	1	1	1	3	-	3	21	5	15	11	11	15
	1%	2%	1%	5%	1%	1%	1%	2%	-%	2%	1%	2%	1%	2%	1%	2%
			bdefh													
		21%	10%	32%	3%	3%	5%	11%	-%	12%	79%	21%	58%	42%	41%	59%
Smart speaker (e.g. Amazon Echo, Google Home, Apple HomePod)	17	-	2	2	2	-	1	-	3	3	16	1	13	4	8	9
	1%	-%	1%	1%	1%	-%	1%	-%	6%	2%	1%	-%	1%	1%	1%	1%
								abcefg	a							
		-%	11%	12%	10%	-%	6%	-%	19%	19%	94%	6%	79%	21%	46%	54%
TV set	16	3	-	1	2	1	4	-	-	3	11	5	11	6	7	9
	1%	1%	-%	-%	2%	-%	2%	-%	-%	2%	1%	2%	1%	1%	1%	1%
		17%	-%	4%	11%	4%	24%	-%	-%	17%	71%	29%	66%	34%	45%	55%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	2398	221	167	166	155	154	192	159	127	119	1768	630	1536	859	1109	1289
Effective Weighted Sample	1678	210	159	159	149	148	184	150	121	113	1425	262	1063	626	735	943
Weighted total	1765	276	243	171	118	145	190	133	57	160	1537	228	1188	575	767	999
		16%	14%	10%	7%	8%	11%	8%	3%	9%	87%	13%	67%	33%	43%	57%
Smart watch (e.g. Apple Watch, Pebble, Samsung, Sony)	16	3	4	1	-	1	1	-	3	1	15	1	13	3	11	5
	1%	1%	2%	*%	-%	1%	1%	-%	5%	1%	1%	*%	1%	*%	1%	*%
		17%	26%	5%	-%	5%	6%	-%	19%	8%	95%	5%	84%	16%	71%	29%
Netbook	16	-	2	3	3	1	1	3	1	-	12	3	11	4	12	4
	1%	-%	1%	1%	3%	1%	1%	2%	2%	-%	1%	2%	1%	1%	2%	*%
		-%	11%	16%	20%	5%	8%	17%	6%	-%	78%	22%	73%	27%	75%	25%
Other	7	-	-	1	1	2	1	1	-	-	6	*	3	3	3	3
	*%	-%	-%	1%	1%	1%	*%	1%	-%	-%	*%	*%	*%	1%	*%	*%
		-%	-%	19%	18%	27%	12%	11%	-%	-%	96%	4%	50%	50%	49%	51%
Don't know	11	1	-	2	-	2	-	1	1	2	10	1	6	4	5	6
	1%	*%	-%	1%	-%	1%	-%	1%	1%	1%	1%	*%	1%	1%	1%	1%
		7%	-%	24%	-%	20%	-%	8%	5%	16%	94%	6%	58%	34%	47%	53%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2398	1502	857	1268	1466	1361	2320
Effective Weighted Sample	1678	1065	607	899	997	974	1631
Weighted total	1765	1150	629	1001	1063	1082	1721
		65%	36%	57%	60%	61%	98%
Smartphone	1533	1012	532	874	959	975	1501
	87%	88%	85%	87%	90%	90%	87%
		b			bcf	bf	
		66%	35%	57%	63%	64%	98%
Tablet computer (e.g. iPad)	306	220	113	204	191	189	303
	17%	19%	18%	20%	18%	18%	18%
		72%	37%	67%	62%	62%	99%
Laptop	292	198	97	178	173	183	284
	17%	17%	15%	18%	16%	17%	17%
		68%	33%	61%	59%	63%	98%
Desktop PC	80	51	38	49	49	49	78
	5%	4%	6%	5%	5%	5%	5%
		64%	48%	61%	62%	61%	98%
Standard landline phone	26	18	12	18	14	17	26
	1%	2%	2%	2%	1%	2%	2%
		67%	47%	69%	54%	64%	100%
Smart speaker (e.g. Amazon Echo, Google Home, Apple HomePod)	17	8	6	9	12	10	16
	1%	1%	1%	1%	1%	1%	1%
		50%	34%	56%	73%	61%	94%
TV set	16	11	6	10	11	9	16
	1%	1%	1%	1%	1%	1%	1%
		70%	36%	60%	70%	53%	100%
Smart watch (e.g. Apple Watch, Pebble, Samsung, Sony)	16	8	8	10	10	12	15
	1%	1%	1%	1%	1%	1%	1%
		49%	53%	65%	65%	75%	94%

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

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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

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV- ICES	ANY SER- VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2398	1502	857	1268	1466	1361	2320
Effective Weighted Sample	1678	1065	607	899	997	974	1631
Weighted total	1765	1150	629	1001	1063	1082	1721
		65%	36%	57%	60%	61%	98%
Netbook	16	13	5	9	12	9	14
	1%	1%	1%	1%	1%	1%	1%
		81%	32%	60%	76%	56%	90%
Other	7	4	4	3	1	4	7
	*%	*%	1%	*%	*%	*%	*%
		59%	62%	48%	21%	56%	100%
Don't know	11	3	6	6	3	5	8
	1%	*%	1%	1%	*%	*%	*%
			ad				
		28%	62%	57%	25%	44%	78%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 80

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

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
Smart speakers which can respond to voice commands (e.g. Amazon Echo, Google Home, Apple HomePod)	600	291	308	93	112	252	142	15	26	48	253	206	184	106	103	488	62	35	15
	22%	22%	23%	25%	28%	28%	14%	10%	12%	17%	33%	29%	26%	18%	16%	22%	27%	26%	21%
				d	d	d				a	abc	cd	cd				ad		
		49%	51%	15%	19%	42%	24%	2%	4%	8%	42%	34%	31%	18%	17%	81%	10%	6%	3%
A smart watch or wearable tech such as fitness trackers. Brands include Apple Watch, Pebble, Fitbit and Garmin	490	248	238	80	97	226	87	6	12	36	232	198	162	76	53	412	37	28	13
	18%	19%	17%	21%	24%	25%	9%	4%	5%	13%	30%	28%	23%	13%	8%	18%	16%	21%	18%
				d	d	d				ab	abc	bcd	cd	d					
		51%	49%	16%	20%	46%	18%	1%	3%	7%	47%	40%	33%	16%	11%	84%	8%	6%	3%
Smart home security such as security cameras, alarms and video doorbells which can send alerts to your mobile phone, tablet or smart speaker	145	80	65	22	26	70	28	2	2	9	69	53	50	25	18	121	12	8	5
	5%	6%	5%	6%	6%	8%	3%	2%	1%	3%	9%	7%	7%	4%	3%	5%	5%	6%	6%
				d	d	d				b	abc	cd	cd						
		55%	45%	15%	18%	48%	19%	2%	1%	6%	47%	36%	34%	17%	12%	83%	8%	6%	3%
Smart heating which you can control remotely using an app on your mobile phone or smart speaker	122	54	67	14	24	56	28	2	3	8	51	61	36	16	10	108	8	5	2
	5%	4%	5%	4%	6%	6%	3%	1%	1%	3%	7%	9%	5%	3%	1%	5%	3%	4%	3%
				d	d	d					abc	bcd	cd						
		44%	55%	12%	20%	46%	23%	2%	3%	6%	42%	50%	29%	13%	8%	88%	6%	4%	2%
Smart lighting which you can control remotely using an app on your mobile phone or smart speaker	109	53	55	13	20	60	16	1	2	2	47	40	42	15	12	87	12	9	2
	4%	4%	4%	3%	5%	7%	2%	1%	1%	1%	6%	6%	6%	3%	2%	4%	5%	7%	3%
				d	d	ad					abc	cd	cd					ad	
		49%	50%	12%	18%	55%	15%	1%	2%	2%	44%	36%	38%	14%	11%	80%	11%	8%	2%

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

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
Smart plugs which allow you to control home appliances remotely so you can turn them on or off using an app	74	46	27	16	12	34	12	-	1	5	41	28	24	10	13	59	6	8	1
	3%	4%	2%	4%	3%	4%	1%	-%	1%	2%	5%	4%	3%	2%	2%	3%	3%	6%	1%
		b		d	d	d					abc	cd						abd	
		62%	37%	21%	16%	46%	17%	-%	2%	6%	55%	38%	32%	13%	17%	80%	8%	11%	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	46	22	23	9	11	19	7	-	2	5	18	17	16	8	5	39	3	2	1
	2%	2%	2%	2%	3%	2%	1%	-%	1%	2%	2%	2%	2%	1%	1%	2%	1%	2%	2%
				d	d	d					a	d	d						
		47%	51%	19%	24%	42%	15%	-%	5%	11%	39%	36%	35%	18%	11%	85%	7%	5%	3%
Smart bathroom scales which work with an app to keep a record of measurements and set goals	33	18	15	2	6	13	11	1	1	4	16	17	10	3	3	30	2	1	*
	1%	1%	1%	1%	2%	1%	1%	*%	*%	1%	2%	2%	1%	1%	*%	1%	1%	1%	1%
		54%	46%	7%	19%	41%	33%	2%	3%	12%	48%	52%	29%	10%	9%	90%	7%	2%	1%
Smart smoke alarms which send an alert to your phone	30	24	6	10	3	11	7	1	-	-	14	15	10	2	3	28	2	*	-
	1%	2%	*%	3%	1%	1%	1%	1%	-%	-%	2%	2%	1%	*%	*%	1%	1%	*%	-%
		b		bd							bc	cd	d			d			
		81%	19%	32%	10%	35%	23%	3%	-%	-%	46%	50%	34%	8%	8%	94%	5%	1%	-%
Smart baby monitors which you can view and talk through on your mobile phone or smart speaker	19	10	9	4	4	10	2	2	1	*	9	9	7	1	3	16	1	1	1
	1%	1%	1%	1%	1%	1%	*%	1%	1%	*%	1%	1%	1%	*%	*%	1%	*%	1%	1%
				d	d	d							c						
		53%	47%	18%	22%	50%	9%	10%	6%	2%	45%	46%	34%	4%	17%	84%	4%	6%	6%

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

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
Smart fridge freezer with cameras to see what's inside using your phone while you're out shopping	5	2	2	2	*	2	*	-	*	-	4	*	2	*	2	4	*	*	1
	*%	*%	*%	1%	*%	*%	*%	-%	*%	-%	1%	*%	*%	*%	*%	*%	*%	*%	1%
		45%	33%	51%	8%	39%	2%	-%	3%	-%	85%	7%	51%	6%	35%	80%	3%	5%	12%
ANY OF THESE SMART DEVICES	884	437	443	132	161	382	209	18	35	70	371	316	275	160	131	742	74	46	22
	33%	34%	32%	35%	40%	42%	21%	12%	16%	25%	48%	44%	38%	28%	20%	33%	32%	35%	30%
		49%	50%	15%	18%	43%	24%	2%	4%	8%	42%	36%	31%	18%	15%	84%	8%	5%	2%
ANY 'SMART HOME' TECHNOLOGY	292	151	139	47	48	134	64	6	6	17	125	116	94	44	39	251	22	13	7
	11%	12%	10%	12%	12%	15%	6%	4%	3%	6%	16%	16%	13%	8%	6%	11%	10%	10%	9%
		52%	48%	16%	16%	46%	22%	2%	2%	6%	43%	40%	32%	15%	13%	86%	8%	4%	2%
None of these	1778	861	916	239	244	518	777	129	191	206	393	390	440	419	527	1484	158	85	51
	66%	66%	67%	64%	60%	57%	79%	87%	84%	75%	51%	55%	61%	72%	80%	66%	68%	64%	69%
		48%	52%	13%	14%	29%	44%	7%	11%	12%	22%	22%	25%	24%	30%	83%	9%	5%	3%
Don't know	13	5	7	5	2	3	4	1	-	*	2	5	4	1	4	10	2	1	1
	1%	*%	*%	1%	1%	*%	*%	1%	-%	*%	*%	1%	*%	*%	1%	*%	1%	1%	2%
		35%	49%	34%	17%	19%	29%	8%	-%	2%	18%	38%	26%	5%	31%	72%	11%	8%	9%

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

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

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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
Smart speakers which can respond to voice commands (e.g. Amazon Echo, Google Home, Apple HomePod)	600	42	81	58	45	54	76	45	31	56	513	87	414	185	307	293
	22%	13%	22%	25%	24%	23%	31%	20%	27%	19%	22%	24%	27%	17%	27%	19%
			a	a	a	a	abegi	a	ai				b		b	
		7%	14%	10%	7%	9%	13%	7%	5%	9%	85%	15%	69%	31%	51%	49%
A smart watch or wearable tech such as fitness trackers. Brands include Apple Watch, Pebble, Fitbit and Garmin	490	75	64	59	33	35	47	35	23	42	433	57	365	122	240	250
	18%	22%	17%	26%	18%	15%	19%	16%	19%	14%	19%	16%	24%	11%	21%	16%
		ei		bdegi									b		b	
		15%	13%	12%	7%	7%	10%	7%	5%	9%	88%	12%	75%	25%	49%	51%
Smart home security such as security cameras, alarms and video doorbells which can send alerts to your mobile phone, tablet or smart speaker	145	15	24	11	13	14	18	8	5	11	123	22	105	41	77	68
	5%	5%	7%	5%	7%	6%	7%	4%	4%	4%	5%	6%	7%	4%	7%	4%
													b		b	
		10%	17%	7%	9%	10%	13%	6%	4%	8%	85%	15%	72%	28%	53%	47%
Smart heating which you can control remotely using an app on your mobile phone or smart speaker	122	9	19	21	10	10	11	8	11	10	105	18	88	34	70	52
	5%	3%	5%	9%	5%	4%	4%	4%	9%	3%	5%	5%	6%	3%	6%	3%
				aefgi					aefgi				b		b	
		7%	15%	17%	8%	8%	9%	6%	9%	8%	86%	14%	72%	28%	58%	42%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
Smart lighting which you can control remotely using an app on your mobile phone or smart speaker	109	5	25	12	5	8	14	7	5	4	93	16	78	31	62	47
	4%	2%	7%	5%	3%	3%	6%	3%	5%	1%	4%	5%	5%	3%	5%	3%
			adi	ai			ai		ai				b		b	
		5%	23%	11%	5%	7%	13%	7%	5%	4%	85%	15%	71%	29%	57%	43%
Smart plugs which allow you to control home appliances remotely so you can turn them on or off using an app	74	9	5	11	7	5	8	4	5	6	64	9	49	25	38	36
	3%	3%	1%	5%	4%	2%	3%	2%	4%	2%	3%	3%	3%	2%	3%	2%
				b					b							
		12%	7%	15%	10%	7%	11%	5%	7%	8%	87%	13%	66%	34%	52%	48%
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	46	5	3	9	2	4	5	3	3	5	42	4	31	15	19	28
	2%	2%	1%	4%	1%	2%	2%	1%	2%	2%	2%	1%	2%	1%	2%	2%
				b												
		12%	7%	19%	4%	8%	12%	6%	6%	11%	91%	9%	67%	33%	40%	60%
Smart bathroom scales which work with an app to keep a record of measurements and set goals	33	1	9	7	3	3	6	-	1	-	28	5	24	9	16	17
	1%	*%	2%	3%	1%	1%	2%	-%	1%	-%	1%	1%	2%	1%	1%	1%
			agi	agi			agi									
		4%	27%	20%	8%	9%	18%	-%	4%	-%	85%	15%	72%	28%	50%	50%
Smart smoke alarms which send an alert to your phone	30	3	8	3	2	4	3	1	1	2	27	4	22	9	15	16
	1%	1%	2%	2%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		9%	27%	11%	6%	15%	10%	4%	4%	8%	88%	12%	72%	28%	48%	52%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
Smart baby monitors which you can view and talk through on your mobile phone or smart speaker	19	3	2	3	1	3	1	1	*	3	18	1	15	5	10	10
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		14%	9%	17%	3%	13%	4%	4%	2%	17%	93%	7%	75%	25%	49%	51%
Smart fridge freezer with cameras to see what's inside using your phone while you're out shopping	5	-	-	-	-	2	1	-	*	-	4	*	3	2	2	3
	1%	0%	0%	0%	0%	1%	1%	0%	1%	0%	1%	1%	1%	1%	1%	1%
		0%	0%	0%	0%	49%	22%	0%	8%	0%	92%	8%	61%	39%	44%	56%
ANY OF THESE SMART DEVICES	884	97	117	96	66	76	104	65	39	83	751	133	626	255	435	449
	33%	29%	32%	42%	35%	32%	42%	29%	34%	28%	32%	37%	40%	23%	38%	29%
		11%	13%	abegi	7%	9%	abeghi	7%	4%	9%	85%	15%	71%	29%	49%	51%
ANY 'SMART HOME' TECHNOLOGY	292	27	45	35	23	28	36	19	15	22	249	44	207	85	156	136
	11%	8%	12%	15%	12%	12%	15%	9%	13%	8%	11%	12%	13%	8%	14%	9%
		9%	15%	agi	8%	10%	agi	7%	5%	8%	85%	15%	71%	29%	53%	47%
None of these	1778	233	248	134	122	161	142	154	77	215	1553	225	921	856	700	1078
	66%	70%	67%	58%	65%	68%	58%	70%	66%	72%	67%	63%	59%	77%	61%	70%
		cf	cf			cf		cf	f	cf			a		a	
		13%	14%	8%	7%	9%	8%	9%	4%	12%	87%	13%	52%	48%	39%	61%
Don't know	13	4	3	-	-	-	-	2	-	1	13	1	7	5	4	10
	1%	1%	1%	0%	0%	0%	0%	1%	0%	1%	1%	1%	1%	1%	1%	1%
		27%	21%	0%	0%	0%	0%	16%	0%	8%	94%	6%	54%	35%	28%	72%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	TV SERVICES				YOUTUBE	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV- ICES	
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
Smart speakers which can respond to voice commands (e.g. Amazon Echo, Google Home, Apple HomePod)	600	424	210	410	452	390	595
	22%	28%	19%	33%	35%	31%	23%
		bf		abf	abef	abf	b
		71%	35%	68%	75%	65%	99%
A smart watch or wearable tech such as fitness trackers. Brands include Apple Watch, Pebble, Fitbit and Garmin	490	361	170	349	361	344	486
	18%	23%	16%	28%	28%	27%	19%
		bf		abf	abf	abf	b
		74%	35%	71%	74%	70%	99%
Smart home security such as security cameras, alarms and video doorbells which can send alerts to your mobile phone, tablet or smart speaker	145	111	54	107	118	102	145
	5%	7%	5%	9%	9%	8%	6%
		b		bf	abf	bf	
		76%	37%	74%	81%	70%	100%
Smart heating which you can control remotely using an app on your mobile phone or smart speaker	122	86	42	85	87	74	121
	5%	6%	4%	7%	7%	6%	5%
		b		bf	bf	b	
		70%	34%	70%	71%	61%	99%

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

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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

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
		a	b	c	d		e	f
Significance Level: 95%								
Unweighted total	3959	2152	1624	1609	1810		1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220		1144	2568
Weighted total	2675	1541	1089	1235	1273		1254	2551
		58%	41%	46%	48%		47%	95%
Smart lighting which you can control remotely using an app on your mobile phone or smart speaker	109	73	43	83	91		85	108
	4%	5%	4%	7%	7%		7%	4%
				abf	abf		abf	
		67%	40%	76%	83%		78%	99%
Smart plugs which allow you to control home appliances remotely so you can turn them on or off using an app	74	59	29	59	59		51	74
	3%	4%	3%	5%	5%		4%	3%
				bf	bf			
		80%	39%	80%	79%		69%	100%
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	46	39	12	31	32		32	46
	2%	3%	1%	3%	2%		3%	2%
		b		b	b		b	
		85%	27%	68%	69%		69%	99%
Smart bathroom scales which work with an app to keep a record of measurements and set goals	33	23	12	21	23		22	32
	1%	1%	1%	2%	2%		2%	1%
		69%	37%	64%	69%		67%	97%
Smart smoke alarms which send an alert to your phone	30	25	9	21	22		20	30
	1%	2%	1%	2%	2%		2%	1%
				b				
		83%	29%	69%	74%		66%	100%

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

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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

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
Smart baby monitors which you can view and talk through on your mobile phone or smart speaker	19	14	8	16	18	18	19
	1%	1%	1%	1%	1%	1%	1%
		72%	42%	83%	94%	90%	100%
Smart fridge freezer with cameras to see what's inside using your phone while you're out shopping	5	3	2	3	4	4	5
	*%	*%	*%	*%	*%	*%	*%
		60%	37%	71%	75%	93%	100%
ANY OF THESE SMART DEVICES	884	630	316	594	642	571	875
	33%	41%	29%	48%	50%	46%	34%
		bf		abf	abef	abf	b
		71%	36%	67%	73%	65%	99%
ANY 'SMART HOME' TECHNOLOGY	292	213	107	210	225	202	291
	11%	14%	10%	17%	18%	16%	11%
		bf		abf	abf	bf	
		73%	37%	72%	77%	69%	100%
None of these	1778	905	767	634	624	677	1665
	66%	59%	70%	51%	49%	54%	65%
		cde	acdef			d	acde
		51%	43%	36%	35%	38%	94%
Don't know	13	6	6	7	7	5	11
	1%	*%	1%	1%	1%	*%	*%
		45%	47%	54%	51%	38%	79%

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

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

QV2. SHOWCARD And do you personally use...? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
Smart speakers which can respond to voice commands (e.g. Amazon Echo, Google Home, Apple HomePod)	501	240	260	69	100	211	121	15	24	40	224	174	154	84	88	412	47	31	12
	19%	18%	19%	18%	25%	23%	12%	10%	11%	14%	29%	25%	22%	14%	13%	18%	20%	24%	16%
				d	ad	d					abc	cd	cd					ad	
		48%	52%	14%	20%	42%	24%	3%	5%	8%	45%	35%	31%	17%	18%	82%	9%	6%	2%
A smart watch or wearable tech such as fitness trackers. Brands include Apple Watch, Pebble, Fitbit and Garmin	332	163	165	47	68	166	51	5	6	22	168	137	120	40	34	282	23	18	9
	12%	13%	12%	13%	17%	18%	5%	3%	3%	8%	22%	19%	17%	7%	5%	13%	10%	13%	12%
				d	d	ad				ab	abc	cd	cd						
		49%	50%	14%	20%	50%	15%	1%	2%	6%	51%	41%	36%	12%	10%	85%	7%	5%	3%
Smart home security such as security cameras, alarms and video doorbells which can send alerts to your mobile phone, tablet or smart speaker	122	66	56	8	22	66	26	*	1	8	63	46	43	20	13	99	11	8	4
	5%	5%	4%	2%	6%	7%	3%	*%	*%	3%	8%	6%	6%	3%	2%	4%	5%	6%	5%
					ad	ad				ab	abc	cd	cd						
		54%	45%	6%	18%	54%	21%	*%	1%	7%	52%	38%	35%	16%	11%	81%	9%	7%	3%
Smart heating which you can control remotely using an app on your mobile phone or smart speaker	91	42	48	5	18	47	22	2	3	5	43	43	29	11	8	78	7	4	2
	3%	3%	4%	1%	4%	5%	2%	1%	1%	2%	6%	6%	4%	2%	1%	3%	3%	3%	2%
					ad	ad					abc	cd	cd						
		47%	52%	5%	19%	51%	24%	2%	3%	6%	47%	48%	32%	12%	9%	85%	8%	5%	2%
Smart lighting which you can control remotely using an app on your mobile phone or smart speaker	89	43	46	5	17	55	13	1	2	2	42	31	37	11	11	69	10	9	1
	3%	3%	3%	1%	4%	6%	1%	*%	1%	1%	5%	4%	5%	2%	2%	3%	4%	7%	2%
					ad	ad					abc	cd	cd				d	ad	
		48%	51%	5%	19%	61%	15%	1%	2%	3%	47%	34%	41%	12%	12%	78%	11%	10%	1%

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

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QV2. SHOWCARD And do you personally use...? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
Smart plugs which allow you to control home appliances remotely so you can turn them on or off using an app	56 2%	35 3%	21 2%	7 2%	10 2%	29 3%	11 1%	- -%	1 1%	3 1%	36 5%	18 3%	22 3%	7 1%	9 1%	42 2%	6 2%	8 6%	* 1%
		b			d	d					abc		cd				d	abd	
		62%	37%	12%	18%	51%	19%	-%	2%	6%	64%	32%	39%	13%	16%	75%	10%	14%	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	33 1%	16 1%	17 1%	5 1%	10 2%	13 1%	4 *	- -%	2 1%	5 2%	12 2%	11 2%	12 2%	6 1%	4 1%	28 1%	3 1%	1 1%	1 2%
				d	d	d							d						
		48%	52%	16%	31%	40%	13%	-%	7%	15%	36%	34%	37%	17%	12%	83%	9%	4%	4%
Smart bathroom scales which work with an app to keep a record of measurements and set goals	25 1%	16 1%	9 1%	1 *	4 1%	11 1%	9 1%	- -%	1 *	2 1%	14 2%	15 2%	8 1%	* *	1 *	23 1%	1 *	1 1%	* *
		65%	35%	5%	15%	45%	36%	-%	5%	8%	56%	60%	cd 34%	cd 1%	5%	93%	4%	3%	*
Smart smoke alarms which send an alert to your phone	19 1%	17 1%	2 *	1 *	3 1%	9 1%	6 1%	1 1%	- -%	- -%	11 1%	10 1%	8 1%	- -%	1 *	18 1%	1 *	* *	- -%
		b									bc	cd	cd						
		92%	8%	7%	16%	46%	31%	5%	-%	-%	58%	55%	42%	-%	3%	94%	4%	1%	-%
Smart baby monitors which you can view and talk through on your mobile phone or smart speaker	15 1%	8 1%	7 1%	1 *	4 1%	10 1%	- -%	2 1%	1 1%	* *	7 1%	6 1%	6 1%	1 *	2 *	13 1%	1 *	1 1%	1 1%
		55%	45%	10%	27%	63%	-%	13%	8%	3%	45%	42%	39%	5%	15%	82%	5%	8%	6%

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

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QV2. SHOWCARD And do you personally use...? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
Smart fridge freezer with cameras to see what's inside using your phone while you're out shopping	4	2	2	2	*	2	-	-	*	-	4	*	2	*	2	4	*	*	*
	*%	*%	*%	1%	*%	*%	-%	-%	*%	-%	1%	*%	*%	*%	*%	*%	*%	*%	1%
		42%	35%	54%	9%	37%	-%	-%	3%	-%	88%	5%	54%	3%	37%	85%	3%	3%	9%
ANY OF THESE SMART DEVICES	744	362	378	98	145	328	173	17	30	52	327	272	240	123	109	627	59	40	18
	28%	28%	28%	26%	36%	36%	18%	12%	14%	19%	43%	38%	33%	21%	16%	28%	25%	30%	24%
		49%	51%	13%	19%	44%	23%	2%	4%	7%	44%	37%	32%	16%	15%	84%	8%	5%	2%
ANY 'SMART HOME' TECHNOLOGY	231	122	106	23	38	116	54	4	5	12	109	90	77	34	29	193	19	13	5
	9%	9%	8%	6%	9%	13%	5%	3%	2%	4%	14%	13%	11%	6%	4%	9%	8%	10%	7%
		53%	46%	10%	16%	50%	23%	2%	2%	5%	47%	39%	34%	15%	13%	84%	8%	6%	2%
None of these	1917	936	979	272	260	572	812	129	195	224	437	435	475	457	549	1599	172	91	55
	72%	72%	72%	73%	64%	63%	82%	87%	86%	81%	57%	61%	66%	79%	83%	71%	74%	69%	74%
		49%	51%	14%	14%	30%	42%	7%	10%	12%	23%	23%	25%	24%	29%	83%	9%	5%	3%
Don't know	14	5	8	6	2	3	4	1	-	*	2	5	4	1	5	11	2	1	1
	1%	*%	1%	2%	1%	*%	*%	1%	-%	*%	*%	1%	*%	*%	1%	*%	1%	1%	2%
		32%	53%	39%	16%	18%	27%	7%	-%	2%	16%	35%	24%	5%	36%	74%	11%	7%	8%

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

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QV2. SHOWCARD And do you personally use...? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
Smart speakers which can respond to voice commands (e.g. Amazon Echo, Google Home, Apple HomePod)	501	36	75	49	38	46	66	32	25	46	425	76	356	144	260	242
	19%	11%	20%	21%	20%	19%	27%	14%	22%	15%	18%	21%	23%	13%	23%	16%
			a	a	a	a	agi		ag				b		b	
		7%	15%	10%	7%	9%	13%	6%	5%	9%	85%	15%	71%	29%	52%	48%
A smart watch or wearable tech such as fitness trackers. Brands include Apple Watch, Pebble, Fitbit and Garmin	332	62	48	35	19	28	33	21	17	20	300	32	261	68	154	178
	12%	19%	13%	15%	10%	12%	13%	10%	14%	7%	13%	9%	17%	6%	14%	12%
		degi	i	i			i		i		b		b			
		19%	14%	11%	6%	8%	10%	6%	5%	6%	90%	10%	79%	21%	46%	54%
Smart home security such as security cameras, alarms and video doorbells which can send alerts to your mobile phone, tablet or smart speaker	122	10	24	10	8	8	17	6	3	11	105	18	94	28	67	55
	5%	3%	7%	4%	4%	3%	7%	3%	3%	4%	5%	5%	6%	3%	6%	4%
			g				agh						b		b	
		8%	20%	8%	7%	7%	14%	5%	3%	9%	86%	14%	77%	23%	55%	45%
Smart heating which you can control remotely using an app on your mobile phone or smart speaker	91	3	18	14	6	7	10	4	10	7	80	12	73	18	52	39
	3%	1%	5%	6%	3%	3%	4%	2%	8%	2%	3%	3%	5%	2%	5%	3%
			a	agi	a		a		ade				b		b	
		3%	19%	16%	7%	8%	11%	4%	11%	7%	87%	13%	80%	20%	58%	42%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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

QV2. SHOWCARD And do you personally use...? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
Smart lighting which you can control remotely using an app on your mobile phone or smart speaker	89	2	22	11	5	6	13	3	5	4	79	11	69	21	49	40
	3%	1%	6%	5%	2%	2%	5%	1%	4%	1%	3%	3%	4%	2%	4%	3%
			agi	agi			agi		ag				b		b	
		2%	24%	13%	5%	6%	14%	3%	6%	5%	88%	12%	77%	23%	55%	45%
Smart plugs which allow you to control home appliances remotely so you can turn them on or off using an app	56	5	3	10	6	1	8	3	5	3	49	7	43	13	31	25
	2%	1%	1%	4%	3%	*%	3%	1%	4%	1%	2%	2%	3%	1%	3%	2%
				bei	e		e		bei				b			
		8%	5%	17%	10%	1%	14%	5%	8%	5%	87%	13%	76%	24%	55%	45%
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	33	3	3	8	1	2	3	3	2	3	30	4	23	10	11	22
	1%	1%	1%	3%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
				ade												
		9%	10%	23%	2%	6%	10%	9%	5%	10%	89%	11%	69%	31%	33%	67%
Smart bathroom scales which work with an app to keep a record of measurements and set goals	25	-	7	6	2	3	4	-	1	-	21	4	17	8	12	12
	1%	-%	2%	2%	1%	1%	2%	-%	1%	-%	1%	1%	1%	1%	1%	1%
			agi	agi			agi									
		-%	30%	23%	6%	12%	18%	-%	4%	-%	85%	15%	69%	31%	49%	51%
Smart smoke alarms which send an alert to your phone	19	3	5	3	2	1	2	-	1	-	18	*	16	2	7	11
	1%	1%	1%	2%	1%	1%	1%	-%	1%	-%	1%	*%	1%	*%	1%	1%
				g									b			
		14%	28%	19%	10%	7%	11%	-%	7%	-%	99%	1%	88%	12%	39%	61%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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QV2. SHOWCARD And do you personally use...? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
Smart baby monitors which you can view and talk through on your mobile phone or smart speaker	15	3	2	2	-	1	1	-	*	3	14	1	12	3	8	8
	1%	1%	*%	1%	-%	1%	*%	-%	*%	1%	1%	*%	1%	*%	1%	*%
		18%	11%	14%	-%	9%	5%	-%	3%	22%	91%	9%	81%	19%	51%	49%
Smart fridge freezer with cameras to see what's inside using your phone while you're out shopping	4	-	-	-	-	2	1	-	*	-	4	*	3	2	2	2
	*%	-%	-%	-%	-%	1%	*%	-%	*%	-%	*%	*%	*%	*%	*%	*%
		-%	-%	-%	-%	52%	23%	-%	9%	-%	94%	6%	63%	37%	45%	55%
ANY OF THESE SMART DEVICES	744	88	105	77	51	67	92	48	33	66	634	110	539	202	361	383
	28%	26%	29%	34%	27%	28%	38%	22%	28%	22%	27%	31%	35%	18%	32%	25%
				gi			abdegghi						b		b	
		12%	14%	10%	7%	9%	12%	6%	4%	9%	85%	15%	72%	27%	48%	52%
ANY 'SMART HOME' TECHNOLOGY	231	18	37	25	16	20	34	12	12	18	198	33	176	55	122	108
	9%	5%	10%	11%	8%	8%	14%	5%	11%	6%	9%	9%	11%	5%	11%	7%
			g	ag			aegi		ag				b		b	
		8%	16%	11%	7%	9%	15%	5%	5%	8%	86%	14%	76%	24%	53%	47%
None of these	1917	243	260	151	137	170	153	170	83	231	1669	247	1007	908	774	1142
	72%	73%	71%	66%	73%	72%	62%	77%	72%	77%	72%	69%	65%	81%	68%	74%
		f			f	f		cf	f	cf			a		a	
		13%	14%	8%	7%	9%	8%	9%	4%	12%	87%	13%	53%	47%	40%	60%
Don't know	14	4	3	1	-	-	-	2	-	1	13	2	7	6	4	11
	1%	1%	1%	*%	-%	-%	-%	1%	-%	*%	1%	1%	*%	1%	*%	1%
		25%	19%	7%	-%	-%	-%	15%	-%	7%	88%	12%	50%	40%	26%	74%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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QV2. SHOWCARD And do you personally use...? (MULTI CODE)

Base : All respondents

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
Smart speakers which can respond to voice commands (e.g. Amazon Echo, Google Home, Apple HomePod)	501	355	177	351	381	325	497
	19%	23%	16%	28%	30%	26%	19%
		bf		abf	abef	bf	b
		71%	35%	70%	76%	65%	99%
A smart watch or wearable tech such as fitness trackers. Brands include Apple Watch, Pebble, Fitbit and Garmin	332	251	108	238	236	231	328
	12%	16%	10%	19%	19%	18%	13%
		bf		bf	bf	bf	b
		76%	32%	72%	71%	69%	99%
Smart home security such as security cameras, alarms and video doorbells which can send alerts to your mobile phone, tablet or smart speaker	122	94	47	92	103	87	122
	5%	6%	4%	7%	8%	7%	5%
		b		bf	abf	bf	
		77%	39%	75%	84%	71%	100%
Smart heating which you can control remotely using an app on your mobile phone or smart speaker	91	64	32	63	64	55	90
	3%	4%	3%	5%	5%	4%	4%
				bf	bf		
		70%	35%	69%	70%	60%	99%

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

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QV2. SHOWCARD And do you personally use...? (MULTI CODE)

Base : All respondents

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
Smart lighting which you can control remotely using an app on your mobile phone or smart speaker	89	57	37	66	74	69	89
	3%	4%	3%	5%	6%	6%	3%
				abf	abf	abf	
		64%	41%	74%	82%	78%	99%
Smart plugs which allow you to control home appliances remotely so you can turn them on or off using an app	56	44	23	45	43	39	56
	2%	3%	2%	4%	3%	3%	2%
				bf	f		
		79%	41%	80%	77%	69%	100%
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	33	29	9	23	26	25	33
	1%	2%	1%	2%	2%	2%	1%
		b		b	b	b	
		88%	28%	71%	79%	75%	100%
Smart bathroom scales which work with an app to keep a record of measurements and set goals	25	16	11	17	19	16	24
	1%	1%	1%	1%	1%	1%	1%
		63%	44%	70%	77%	65%	96%
Smart smoke alarms which send an alert to your phone	19	17	4	12	12	12	19
	1%	1%	*%	1%	1%	1%	1%
		b					
		91%	22%	63%	64%	63%	100%

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

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

QV2. SHOWCARD And do you personally use...? (MULTI CODE)

Base : All respondents

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV- ICES	ANY SER- VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
Smart baby monitors which you can view and talk through on your mobile phone or smart speaker	15	11	6	12	15	15	15
	1%	1%	1%	1%	1%	1%	1%
		72%	42%	79%	98%	96%	100%
Smart fridge freezer with cameras to see what's inside using your phone while you're out shopping	4	3	2	3	3	4	4
	*%	*%	*%	*%	*%	*%	*%
		60%	40%	73%	77%	96%	100%
ANY OF THESE SMART DEVICES	744	534	260	509	539	482	735
	28%	35%	24%	41%	42%	38%	29%
		bf		abf	abf	abf	b
		72%	35%	68%	72%	65%	99%
ANY 'SMART HOME' TECHNOLOGY	231	167	87	166	178	161	230
	9%	11%	8%	13%	14%	13%	9%
		b		abf	abf	bf	
		72%	38%	72%	77%	70%	99%
None of these	1917	1000	823	719	727	765	1804
	72%	65%	76%	58%	57%	61%	71%
		cde	acdef				acde
		52%	43%	38%	38%	40%	94%
Don't know	14	7	6	7	8	6	12
	1%	*%	1%	1%	1%	*%	*%
		49%	43%	50%	55%	43%	81%

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

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	~a	~b	c	d	a	b	c	d	a	b	c	d
Unweighted total	1212	597	611	186	222	501	303	30	57	100	457	354	430	215	212	731	171	162	148
Effective Weighted Sample	842	423	416	130	154	349	210	23	37	73	329	255	302	149	153	643	109	117	135
Weighted total	884	437	443	132	161	382	209	18	35	70	371	316	275	160	131	742	74	46	22
		49%	50%	15%	18%	43%	24%	**	**	8%	42%	36%	31%	18%	15%	84%	8%	5%	2%
PROMPTED REASONS																			
It's more convenient and so makes life easier	394	206	187	52	81	183	78	**	**	28	192	148	134	61	51	332	31	23	8
	45%	47%	42%	39%	50%	48%	38%	**	**	40%	52%	47%	49%	38%	39%	45%	42%	49%	39%
		52%	48%	13%	21%	46%	20%	**	**	7%	49%	38%	34%	15%	13%	84%	8%	6%	2%
Enjoy trying new technology	285	157	127	42	53	136	54	**	**	20	146	113	87	49	34	234	26	18	7
	32%	36%	29%	32%	33%	36%	26%	**	**	29%	39%	36%	32%	31%	26%	32%	36%	38%	32%
		b				d						d							
		55%	44%	15%	19%	48%	19%	**	**	7%	51%	40%	31%	17%	12%	82%	9%	6%	2%
Thought it would be fun to use	270	142	128	43	53	117	57	**	**	18	125	98	83	53	35	224	25	14	6
	31%	32%	29%	32%	33%	31%	27%	**	**	25%	34%	31%	30%	33%	27%	30%	34%	31%	25%
		53%	47%	16%	20%	44%	21%	**	**	7%	46%	36%	31%	20%	13%	83%	9%	5%	2%
It offers more/ better features than a non-internet connected option	258	138	119	34	44	120	59	**	**	13	134	108	84	39	27	221	20	11	5
	29%	31%	27%	26%	27%	32%	28%	**	**	19%	36%	34%	31%	24%	20%	30%	28%	24%	24%
		53%	46%	13%	17%	47%	23%	**	**	5%	52%	42%	33%	15%	10%	86%	8%	4%	2%
It makes it easier to control devices in the home	245	126	117	29	50	130	36	**	**	14	129	92	79	43	30	209	20	12	4
	28%	29%	26%	22%	31%	34%	17%	**	**	20%	35%	29%	29%	27%	23%	28%	28%	25%	16%
		51%	48%	12%	20%	53%	15%	**	**	6%	53%	38%	32%	18%	12%	85%	8%	5%	1%
It was a gift	230	105	125	41	37	92	61	**	**	19	82	73	68	49	40	189	17	16	8
	26%	24%	28%	31%	23%	24%	29%	**	**	28%	22%	23%	25%	31%	30%	25%	23%	34%	39%
		46%	54%	18%	16%	40%	27%	**	**	8%	36%	32%	30%	21%	17%	82%	7%	7%	4%

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

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	~a	~b	c	d	a	b	c	d	a	b	c	d
Unweighted total	1212	597	611	186	222	501	303	30	57	100	457	354	430	215	212	731	171	162	148
Effective Weighted Sample	842	423	416	130	154	349	210	23	37	73	329	255	302	149	153	643	109	117	135
Weighted total	884	437	443	132	161	382	209	18	35	70	371	316	275	160	131	742	74	46	22
		49%	50%	15%	18%	43%	24%	**	**	8%	42%	36%	31%	18%	15%	84%	8%	5%	2%
It was the same price or cheaper than a non-internet connected option	33	13	19	6	8	14	5	**	**	5	18	11	8	9	5	29	2	1	1
	4%	3%	4%	5%	5%	4%	3%	**	**	7%	5%	4%	3%	5%	4%	4%	3%	2%	4%
		40%	57%	18%	23%	42%	17%	**	**	14%	53%	33%	25%	26%	15%	89%	6%	3%	3%
There weren't any non-internet connected options available	28	15	12	8	4	14	3	**	**	*	15	15	7	3	3	27	1	-	*
	3%	3%	3%	6%	2%	4%	1%	**	**	*%	4%	5%	2%	2%	2%	4%	1%	-%	2%
				d												c			
		53%	43%	27%	13%	51%	9%	**	**	*%	52%	55%	24%	11%	10%	95%	4%	-%	1%
UNPROMPTED REASONS																			
It came with the appliance	9	4	6	-	2	3	5	**	**	1	6	5	1	1	1	9	*	-	-
	1%	1%	1%	-%	1%	1%	2%	**	**	1%	1%	2%	*%	1%	1%	1%	*%	-%	-%
		41%	59%	-%	18%	28%	54%	**	**	8%	59%	57%	14%	15%	14%	97%	3%	-%	-%
Don't know	33	16	15	12	4	8	9	**	**	3	5	7	10	8	8	25	5	1	1
	4%	4%	3%	9%	2%	2%	4%	**	**	4%	1%	2%	4%	5%	6%	3%	7%	2%	5%
				bc															
		50%	45%	37%	12%	24%	27%	**	**	8%	14%	22%	30%	25%	23%	78%	16%	3%	4%

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

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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

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
		~a	~b	~c	~d	~e	f	~g	~h	~i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	1212	73	81	91	85	81	104	72	86	58	859	353	823	386	633	579
Effective Weighted Sample	842	70	78	87	82	77	100	68	81	55	690	159	569	275	423	419
Weighted total	884	97	117	96	66	76	104	65	39	83	751	133	626	255	435	449
		**	**	**	**	**	12%	**	**	**	85%	15%	71%	29%	49%	51%
PROMPTED REASONS																
It’s more convenient and so makes life easier	394	**	**	**	**	**	47	**	**	**	351	44	292	101	188	206
	45%	**	**	**	**	**	45%	**	**	**	47%	33%	47%	39%	43%	46%
		**	**	**	**	**	12%	**	**	**	b	b	b	b	48%	52%
Enjoy trying new technology	285	**	**	**	**	**	23	**	**	**	250	34	224	60	128	157
	32%	**	**	**	**	**	22%	**	**	**	33%	26%	36%	23%	29%	35%
		**	**	**	**	**	8%	**	**	**	88%	12%	79%	21%	45%	55%
Thought it would be fun to use	270	**	**	**	**	**	26	**	**	**	227	43	190	78	134	136
	31%	**	**	**	**	**	25%	**	**	**	30%	32%	30%	31%	31%	30%
		**	**	**	**	**	10%	**	**	**	84%	16%	71%	29%	50%	50%
It offers more/ better features than a non-internet connected option	258	**	**	**	**	**	40	**	**	**	228	30	195	63	127	131
	29%	**	**	**	**	**	38%	**	**	**	30%	22%	31%	25%	29%	29%
		**	**	**	**	**	15%	**	**	**	b	b	b	b	49%	51%
It makes it easier to control devices in the home	245	**	**	**	**	**	31	**	**	**	215	30	201	43	122	123
	28%	**	**	**	**	**	30%	**	**	**	29%	22%	32%	17%	28%	28%
		**	**	**	**	**	13%	**	**	**	88%	12%	82%	17%	50%	50%
It was a gift	230	**	**	**	**	**	20	**	**	**	189	41	151	79	108	122
	26%	**	**	**	**	**	19%	**	**	**	25%	31%	24%	a	25%	27%
		**	**	**	**	**	9%	**	**	**	82%	18%	66%	34%	47%	53%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

		ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%	Total	~a	~b	~c	~d	~e	f	~g	~h	~i	a	b	a	b	a	b
Unweighted total	1212	73	81	91	85	81	104	72	86	58	859	353	823	386	633	579
Effective Weighted Sample	842	70	78	87	82	77	100	68	81	55	690	159	569	275	423	419
Weighted total	884	97	117	96	66	76	104	65	39	83	751	133	626	255	435	449
		**	**	**	**	**	12%	**	**	**	85%	15%	71%	29%	49%	51%
It was the same price or cheaper than a non-internet connected option	33	**	**	**	**	**	3	**	**	**	28	6	26	7	13	20
	4%	**	**	**	**	**	3%	**	**	**	4%	4%	4%	3%	3%	4%
		**	**	**	**	**	10%	**	**	**	83%	17%	78%	22%	40%	60%
There weren't any non-internet connected options available	28	**	**	**	**	**	8	**	**	**	24	4	25	3	15	13
	3%	**	**	**	**	**	7%	**	**	**	3%	3%	4%	1%	3%	3%
		**	**	**	**	**	28%	**	**	**	85%	15%	b 90%	10%	54%	46%
UNPROMPTED REASONS																
It came with the appliance	9	**	**	**	**	**	1	**	**	**	7	3	5	5	6	3
	1%	**	**	**	**	**	1%	**	**	**	1%	2%	1%	2%	1%	1%
		**	**	**	**	**	10%	**	**	**	70%	30%	50%	50%	65%	35%
Don't know	33	**	**	**	**	**	1	**	**	**	28	5	12	19	19	14
	4%	**	**	**	**	**	1%	**	**	**	4%	3%	2%	7%	4%	3%
		**	**	**	**	**	3%	**	**	**	86%	14%	37%	a 58%	57%	43%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	TV SERVICES					
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERVICES	ANY SERVICES
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	1212	858	424	772	887	737	1195
Effective Weighted Sample	842	601	301	542	610	520	832
Weighted total	884	630	316	594	642	571	875
		71%	36%	67%	73%	65%	99%
PROMPTED REASONS							
It's more convenient and so makes life easier	394	291	139	282	302	283	393
	45%	46%	44%	47%	47%	50%	45%
		74%	35%	72%	77%	72%	100%
Enjoy trying new technology	285	212	106	206	213	200	284
	32%	34%	34%	35%	33%	35%	32%
		75%	37%	72%	75%	70%	100%
Thought it would be fun to use	270	196	103	185	204	183	269
	31%	31%	33%	31%	32%	32%	31%
		73%	38%	69%	76%	68%	100%
It offers more/ better features than a non-internet connected option	258	179	99	176	189	176	255
	29%	28%	31%	30%	29%	31%	29%
		69%	39%	68%	73%	68%	99%
It makes it easier to control devices in the home	245	186	73	166	182	176	243
	28%	29%	23%	28%	28%	31%	28%
		b				b	
		76%	30%	68%	74%	72%	99%
It was a gift	230	161	89	155	162	142	228
	26%	26%	28%	26%	25%	25%	26%
		70%	39%	67%	70%	62%	99%
It was the same price or cheaper than a non-internet connected option	33	25	11	17	19	22	33
	4%	4%	3%	3%	3%	4%	4%
		75%	33%	52%	57%	65%	98%

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

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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

	Total	TV SERVICES					
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERVICES	ANY SERVICES
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	1212	858	424	772	887	737	1195
Effective Weighted Sample	842	601	301	542	610	520	832
Weighted total	884	630	316	594	642	571	875
		71%	36%	67%	73%	65%	99%
There weren't any non-internet connected options available	28	20	13	13	13	11	28
	3%	3%	4%	2%	2%	2%	3%
		71%	47%	48%	45%	40%	100%
UNPROMPTED REASONS							
It came with the appliance	9	7	4	6	7	5	9
	1%	1%	1%	1%	1%	1%	1%
		73%	39%	69%	76%	50%	100%
Don't know	33	21	9	19	24	19	30
	4%	3%	3%	3%	4%	3%	3%
		64%	28%	57%	72%	59%	91%

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

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

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	~a	~b	~c	d	a	b	c	d	a	b	c	d
Unweighted total	854	417	435	134	162	341	217	25	45	68	332	247	299	147	160	497	135	118	104
Effective Weighted Sample	593	293	299	95	113	238	148	18	31	51	233	173	208	103	119	435	88	88	94
Weighted total	600	291	308	93	112	252	142	15	26	48	253	206	184	106	103	488	62	35	15
		49%	51%	15%	19%	42%	24%	**	**	**	42%	34%	31%	18%	17%	81%	10%	6%	3%
Amazon Echo	451	214	236	64	85	188	115	**	**	**	178	147	137	86	81	353	55	31	12
	75%	74%	77%	69%	75%	74%	81%	**	**	**	70%	71%	74%	81%	78%	72%	89%	89%	81%
							a										a	a	
		47%	52%	14%	19%	42%	25%	**	**	**	40%	33%	30%	19%	18%	78%	12%	7%	3%
Google Home/ Google Nest	98	47	49	21	17	46	14	**	**	**	51	38	30	14	16	86	5	4	2
	16%	16%	16%	22%	15%	18%	10%	**	**	**	20%	18%	16%	14%	15%	18%	8%	13%	16%
				d		d										b			
		48%	51%	21%	18%	48%	14%	**	**	**	52%	39%	31%	15%	16%	88%	5%	5%	2%
Sonos	44	25	19	4	9	22	9	**	**	**	24	27	11	5	-	40	3	1	-
	7%	9%	6%	4%	8%	9%	6%	**	**	**	10%	13%	6%	5%	-%	8%	5%	3%	-%
												bcd	d	d		d			
		57%	43%	8%	21%	50%	21%	**	**	**	56%	62%	26%	12%	-%	91%	6%	2%	-%
Bose	26	10	16	7	5	9	5	**	**	**	15	9	12	2	3	23	1	1	*
	4%	3%	5%	7%	5%	3%	3%	**	**	**	6%	4%	6%	2%	3%	5%	2%	2%	2%
		38%	62%	26%	21%	34%	19%	**	**	**	57%	35%	47%	7%	12%	90%	6%	3%	1%
Samsung	16	7	9	4	3	9	*	**	**	**	8	9	6	*	2	15	1	1	*
	3%	3%	3%	5%	2%	4%	*%	**	**	**	3%	4%	3%	*%	2%	3%	1%	3%	1%
				d		d													
		46%	54%	26%	17%	55%	2%	**	**	**	47%	53%	34%	3%	10%	89%	5%	6%	1%
Sony	14	8	6	4	4	6	-	**	**	**	8	8	4	*	2	13	-	*	*
	2%	3%	2%	4%	4%	2%	-%	**	**	**	3%	4%	2%	*%	2%	3%	-%	*%	1%
				d	d														
		56%	44%	27%	31%	42%	-%	**	**	**	57%	55%	27%	1%	17%	98%	-%	1%	1%
Apple HomePod	10	5	5	1	2	6	*	**	**	**	6	1	4	3	2	8	2	-	*
	2%	2%	1%	1%	2%	2%	*%	**	**	**	2%	1%	2%	3%	1%	2%	3%	-%	1%
		54%	46%	11%	23%	62%	3%	**	**	**	59%	12%	37%	35%	16%	81%	18%	-%	1%
Zolo	1	-	1	-	*	-	1	**	**	**	-	1	*	-	-	1	-	-	*
	*%	-%	*%	-%	*%	-%	1%	**	**	**	-%	1%	*%	-%	-%	*%	-%	-%	*%
		-%	94%	-%	6%	-%	94%	**	**	**	-%	94%	6%	-%	-%	94%	-%	-%	6%

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

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

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

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	~a	~b	~c	d	a	b	c	d	a	b	c	d
Unweighted total	854	417	435	134	162	341	217	25	45	68	332	247	299	147	160	497	135	118	104
Effective Weighted Sample	593	293	299	95	113	238	148	18	31	51	233	173	208	103	119	435	88	88	94
Weighted total	600	291	308	93	112	252	142	15	26	48	253	206	184	106	103	488	62	35	15
		49%	51%	15%	19%	42%	24%	**	**	**	42%	34%	31%	18%	17%	81%	10%	6%	3%
Other	8	4	4	1	2	3	2	**	**	**	3	1	4	*	2	7	-	*	-
	1%	1%	1%	1%	2%	1%	1%	**	**	**	1%	1%	2%	*%	2%	2%	-%	*%	-%
		50%	50%	12%	25%	35%	28%	**	**	**	42%	17%	52%	2%	28%	98%	-%	2%	-%
Don't know	15	5	10	3	4	2	6	**	**	**	2	3	6	2	3	12	1	1	*
	2%	2%	3%	3%	3%	1%	4%	**	**	**	1%	1%	3%	2%	3%	3%	2%	2%	3%
						c													
		34%	66%	17%	24%	16%	43%	**	**	**	15%	19%	43%	16%	22%	84%	8%	6%	3%

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

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

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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	854	31	58	58	58	56	77	49	70	40	603	251	567	285	460	394
Effective Weighted Sample	593	30	56	55	56	53	74	47	65	38	488	110	392	202	306	286
Weighted total	600	42	81	58	45	54	76	45	31	56	513	87	414	185	307	293
		**	**	**	**	**	**	**	**	**	85%	15%	69%	31%	51%	49%
Amazon Echo	451	**	**	**	**	**	**	**	**	**	385	66	306	144	233	218
	75%	**	**	**	**	**	**	**	**	**	75%	76%	74%	78%	76%	74%
		**	**	**	**	**	**	**	**	**	85%	15%	68%	32%	52%	48%
Google Home/ Google Nest	98	**	**	**	**	**	**	**	**	**	83	14	74	23	49	49
	16%	**	**	**	**	**	**	**	**	**	16%	16%	18%	12%	16%	17%
		**	**	**	**	**	**	**	**	**	85%	15%	76%	24%	50%	50%
Sonos	44	**	**	**	**	**	**	**	**	**	39	5	35	9	26	18
	7%	**	**	**	**	**	**	**	**	**	8%	5%	8%	5%	8%	6%
		**	**	**	**	**	**	**	**	**	90%	10%	80%	20%	60%	40%
Bose	26	**	**	**	**	**	**	**	**	**	22	3	19	7	10	15
	4%	**	**	**	**	**	**	**	**	**	4%	4%	5%	4%	3%	5%
		**	**	**	**	**	**	**	**	**	87%	13%	73%	27%	41%	59%
Samsung	16	**	**	**	**	**	**	**	**	**	11	5	12	4	10	7
	3%	**	**	**	**	**	**	**	**	**	2%	6%	3%	2%	3%	2%
		**	**	**	**	**	**	**	**	**	69%	31%	76%	24%	59%	41%
Sony	14	**	**	**	**	**	**	**	**	**	13	*	7	7	4	10
	2%	**	**	**	**	**	**	**	**	**	3%	*%	2%	4%	1%	3%
		**	**	**	**	**	**	**	**	**	98%	2%	51%	49%	27%	73%
Apple HomePod	10	**	**	**	**	**	**	**	**	**	10	*	7	3	4	6
	2%	**	**	**	**	**	**	**	**	**	2%	*%	2%	1%	1%	2%
		**	**	**	**	**	**	**	**	**	97%	3%	74%	26%	36%	64%
Zolo	1	**	**	**	**	**	**	**	**	**	1	*	1	*	1	-
	*%	**	**	**	**	**	**	**	**	**	*%	*%	*%	*%	*%	-%
		**	**	**	**	**	**	**	**	**	94%	6%	94%	6%	100%	-%
Other	8	**	**	**	**	**	**	**	**	**	7	*	6	2	5	3
	1%	**	**	**	**	**	**	**	**	**	1%	*%	1%	1%	2%	1%
		**	**	**	**	**	**	**	**	**	98%	2%	80%	20%	62%	38%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

		ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Unweighted total	854	31	58	58	58	56	77	49	70	40	603	251	567	285	460	394
Effective Weighted Sample	593	30	56	55	56	53	74	47	65	38	488	110	392	202	306	286
Weighted total	600	42	81	58	45	54	76	45	31	56	513	87	414	185	307	293
		**	**	**	**	**	**	**	**	**	85%	15%	69%	31%	51%	49%
Don't know	15	**	**	**	**	**	**	**	**	**	13	2	6	9	8	7
	2%	**	**	**	**	**	**	**	**	**	2%	3%	1%	5%	3%	2%
		**	**	**	**	**	**	**	**	**	85%	15%	39%	a 61%	54%	46%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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

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

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV- ICES	ANY SER- VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	854	607	282	550	637	524	842
Effective Weighted Sample	593	423	203	388	442	367	586
Weighted total	600	424	210	410	452	390	595
		71%	35%	68%	75%	65%	99%
Amazon Echo	451	322	158	308	343	283	447
	75%	76%	75%	75%	76%	73%	75%
		71%	35%	68%	76%	63%	99%
Google Home/ Google Nest	98	66	34	72	73	79	98
	16%	16%	16%	18%	16%	20%	16%
		68%	35%	74%	74%	81%	100%
Sonos	44	37	19	38	40	33	44
	7%	9%	9%	9%	9%	8%	7%
		84%	44%	88%	92%	75%	100%
Bose	26	15	10	20	20	20	26
	4%	3%	5%	5%	4%	5%	4%
		58%	38%	78%	78%	79%	100%
Samsung	16	14	2	10	12	13	16
	3%	3%	1%	2%	3%	3%	3%
		83%	15%	60%	72%	78%	100%
Sony	14	11	4	9	9	9	14
	2%	3%	2%	2%	2%	2%	2%
		79%	28%	63%	68%	64%	100%
Apple HomePod	10	8	3	6	8	6	10
	2%	2%	2%	2%	2%	1%	2%
		80%	35%	63%	79%	56%	96%
Zolo	1	1	-	1	1	-	1
	*%	*%	-%	*%	*%	-%	*%
		94%	-%	94%	100%	-%	100%
Other	8	3	2	4	6	3	8
	1%	1%	1%	1%	1%	1%	1%
		38%	28%	51%	80%	45%	100%

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

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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

	Total	TV SERVICES					
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERV- ICES	ANY SER- VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	854	607	282	550	637	524	842
Effective Weighted Sample	593	423	203	388	442	367	586
Weighted total	600	424	210	410	452	390	595
		71%	35%	68%	75%	65%	99%
Don't know	15	9	6	9	11	8	15
	2%	2%	3%	2%	2%	2%	2%
		59%	38%	62%	75%	51%	99%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 84

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

QV3. SHOWCARD Which brands or types of smart speakers do you have in your household? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
Amazon Echo	451	214	236	64	85	188	115	11	21	40	178	147	137	86	81	353	55	31	12
	17%	16%	17%	17%	21%	21%	12%	7%	9%	15%	23%	21%	19%	15%	12%	16%	24%	23%	17%
				d	d	d				ab	abc	cd	cd				ad	ad	
		47%	52%	14%	19%	42%	25%	2%	5%	9%	40%	33%	30%	19%	18%	78%	12%	7%	3%
Google Home/ Google Nest	98	47	49	21	17	46	14	3	6	5	51	38	30	14	16	86	5	4	2
	4%	4%	4%	5%	4%	5%	1%	2%	3%	2%	7%	5%	4%	2%	2%	4%	2%	3%	3%
				d	d	d					abc	cd	d						
		48%	51%	21%	18%	48%	14%	3%	6%	5%	52%	39%	31%	15%	16%	88%	5%	5%	2%
Sonos	44	25	19	4	9	22	9	-	*	1	24	27	11	5	-	40	3	1	-
	2%	2%	1%	1%	2%	2%	1%	-%	*%	*%	3%	4%	2%	1%	-%	2%	1%	1%	-%
				d	d	d					abc	bcd	d	d		d	d		
		57%	43%	8%	21%	50%	21%	-%	*%	2%	56%	62%	26%	12%	-%	91%	6%	2%	-%
Bose	26	10	16	7	5	9	5	1	2	-	15	9	12	2	3	23	1	1	*
	1%	1%	1%	2%	1%	1%	*%	1%	1%	-%	2%	1%	2%	*%	*%	1%	1%	1%	*%
				d							c		cd						
		38%	62%	26%	21%	34%	19%	4%	6%	-%	57%	35%	47%	7%	12%	90%	6%	3%	1%
Samsung	16	7	9	4	3	9	*	-	-	1	8	9	6	*	2	15	1	1	*
	1%	1%	1%	1%	1%	1%	*%	-%	-%	*%	1%	1%	1%	*%	*%	1%	*%	1%	*%
				d	d	d						cd							
		46%	54%	26%	17%	55%	2%	-%	-%	6%	47%	53%	34%	3%	10%	89%	5%	6%	1%
Sony	14	8	6	4	4	6	-	1	*	-	8	8	4	*	2	13	-	*	*
	1%	1%	*%	1%	1%	1%	-%	*%	*%	-%	1%	1%	1%	*%	*%	1%	-%	*%	*%
				d	d	d						c							
		56%	44%	27%	31%	42%	-%	4%	2%	-%	57%	55%	27%	1%	17%	98%	-%	1%	1%
Apple HomePod	10	5	5	1	2	6	*	-	-	1	6	1	4	3	2	8	2	-	*
	*%	*%	*%	*%	1%	1%	*%	-%	-%	1%	1%	*%	1%	1%	*%	*%	1%	-%	*%
				d	d	d													
		54%	46%	11%	23%	62%	3%	-%	-%	14%	59%	12%	37%	35%	16%	81%	18%	-%	1%
Zolo	1	-	1	-	*	-	1	-	-	-	-	1	*	-	-	1	-	-	*
	*%	-%	*%	-%	*%	-%	*%	-%	-%	-%	-%	*%	*%	-%	-%	*%	-%	-%	*%
		-%	94%	-%	6%	-%	94%	-%	-%	-%	-%	94%	6%	-%	-%	94%	-%	-%	6%

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

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QV3. SHOWCARD Which brands or types of smart speakers do you have in your household? (MULTI CODE)

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
Other	8	4	4	1	2	3	2	-	-	-	3	1	4	*	2	7	-	*	-
	*%	*%	*%	*%	*%	*%	*%	-%	-%	-%	*%	*%	1%	*%	*%	*%	-%	*%	-%
		50%	50%	12%	25%	35%	28%	-%	-%	-%	42%	17%	52%	2%	28%	98%	-%	2%	-%
Don't know	15	5	10	3	4	2	6	-	-	2	2	3	6	2	3	12	1	1	*
	1%	*%	1%	1%	1%	*%	1%	-%	-%	1%	*%	*%	1%	*%	*%	1%	*%	1%	1%
		34%	66%	17%	24%	16%	43%	-%	-%	14%	15%	19%	43%	16%	22%	84%	8%	6%	3%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 84

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QV3. SHOWCARD Which brands or types of smart speakers do you have in your household? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
Amazon Echo	451	9	71	44	36	37	55	34	22	44	385	66	306	144	233	218
	17%	3%	19%	19%	19%	16%	22%	15%	19%	15%	17%	19%	20%	13%	20%	14%
		a	a	a	a	a	agi	a	a	a			b		b	
		2%	16%	10%	8%	8%	12%	7%	5%	10%	85%	15%	68%	32%	52%	48%
Google Home/ Google Nest	98	25	12	12	5	6	9	5	7	5	83	14	74	23	49	49
	4%	8%	3%	5%	3%	2%	4%	2%	6%	2%	4%	4%	5%	2%	4%	3%
		bdegi		i					egi				b			
		26%	12%	12%	5%	6%	10%	5%	7%	5%	85%	15%	76%	24%	50%	50%
Sonos	44	4	7	6	2	8	10	1	1	-	39	5	35	9	26	18
	2%	1%	2%	2%	1%	3%	4%	*%	1%	-%	2%	1%	2%	1%	2%	1%
			i	i		gi	adghi						b		b	
		10%	16%	13%	4%	19%	24%	2%	3%	-%	90%	10%	80%	20%	60%	40%
Bose	26	4	3	1	1	-	6	4	2	3	22	3	19	7	10	15
	1%	1%	1%	*%	*%	-%	2%	2%	2%	1%	1%	1%	1%	1%	1%	1%
							e	e	e							
		14%	10%	3%	3%	-%	23%	17%	8%	13%	87%	13%	73%	27%	41%	59%
Samsung	16	-	2	4	-	5	2	-	2	-	11	5	12	4	10	7
	1%	-%	1%	2%	-%	2%	1%	-%	1%	-%	*%	1%	1%	*%	1%	*%
				adg		adgi			ag			a				
		-%	13%	23%	-%	28%	14%	-%	11%	-%	69%	31%	76%	24%	59%	41%
Sony	14	5	2	-	-	2	1	2	2	-	13	*	7	7	4	10
	1%	2%	*%	-%	-%	1%	*%	1%	1%	-%	1%	*%	*%	1%	*%	1%
		d														
		39%	13%	-%	-%	14%	9%	11%	11%	-%	98%	2%	51%	49%	27%	73%
Apple HomePod	10	1	-	-	-	1	2	-	1	3	10	*	7	3	4	6
	*%	*%	-%	-%	-%	*%	1%	-%	1%	1%	*%	*%	*%	*%	*%	*%
		13%	-%	-%	-%	12%	20%	-%	8%	28%	97%	3%	74%	26%	36%	64%
Zolo	1	-	-	-	-	-	-	1	-	-	1	*	1	*	1	-
	*%	-%	-%	-%	-%	-%	-%	1%	-%	-%	*%	*%	*%	*%	*%	-%
		-%	-%	-%	-%	-%	-%	94%	-%	-%	94%	6%	94%	6%	100%	-%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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QV3. SHOWCARD Which brands or types of smart speakers do you have in your household? (MULTI CODE)

Base : All respondents

		ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
Other	8	-	3	2	-	1	-	1	-	-	7	*	6	2	5	3
	*%	-%	1%	1%	-%	*%	-%	1%	-%	-%	*%	*%	*%	*%	*%	*%
		-%	36%	32%	-%	11%	-%	20%	-%	-%	98%	2%	80%	20%	62%	38%
Don't know	15	1	-	1	1	3	2	-	1	4	13	2	6	9	8	7
	1%	*%	-%	*%	1%	1%	1%	-%	1%	1%	1%	1%	*%	1%	1%	*%
		8%	-%	5%	7%	20%	13%	-%	4%	27%	85%	15%	39%	61%	54%	46%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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QV3. SHOWCARD Which brands or types of smart speakers do you have in your household? (MULTI CODE)

Base : All respondents

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
Amazon Echo	451	322	158	308	343	283	447
	17%	21%	14%	25%	27%	23%	18%
		bf		abf	abef	bf	b
		71%	35%	68%	76%	63%	99%
Google Home/ Google Nest	98	66	34	72	73	79	98
	4%	4%	3%	6%	6%	6%	4%
				bf	bf	abf	
		68%	35%	74%	74%	81%	100%
Sonos	44	37	19	38	40	33	44
	2%	2%	2%	3%	3%	3%	2%
				bf	bf		
		84%	44%	88%	92%	75%	100%
Bose	26	15	10	20	20	20	26
	1%	1%	1%	2%	2%	2%	1%
		58%	38%	78%	78%	79%	100%
Samsung	16	14	2	10	12	13	16
	1%	1%	*%	1%	1%	1%	1%
		b			b	b	
		83%	15%	60%	72%	78%	100%
Sony	14	11	4	9	9	9	14
	1%	1%	*%	1%	1%	1%	1%
		79%	28%	63%	68%	64%	100%
Apple HomePod	10	8	3	6	8	6	10
	*%	1%	*%	1%	1%	*%	*%
		80%	35%	63%	79%	56%	96%
Zolo	1	1	-	1	1	-	1
	*%	*%	-%	*%	*%	-%	*%
		94%	-%	94%	100%	-%	100%

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

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QV3. SHOWCARD Which brands or types of smart speakers do you have in your household? (MULTI CODE)

Base : All respondents

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d		e	f
Unweighted total	3959	2152	1624	1609	1810		1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220		1144	2568
Weighted total	2675	1541	1089	1235	1273		1254	2551
		58%	41%	46%	48%		47%	95%
Other	8	3	2	4	6		3	8
	*%	*%	*%	*%	*%		*%	*%
		38%	28%	51%	80%		45%	100%
Don't know	15	9	6	9	11		8	15
	1%	1%	1%	1%	1%		1%	1%
		59%	38%	62%	75%		51%	99%

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

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	~a	~b	~c	d	a	b	c	d	a	b	c	~d
Unweighted total	708	341	365	102	140	282	184	24	42	56	284	206	255	114	132	417	107	104	80
Effective Weighted Sample	491	239	251	72	98	197	125	18	28	41	202	145	174	81	99	364	68	78	72
Weighted total	501	240	260	69	100	211	121	15	24	40	224	174	154	84	88	412	47	31	12
		48%	52%	14%	20%	42%	24%	**	**	**	45%	35%	31%	17%	18%	82%	9%	6%	**
Listen to music via a streaming service – like Spotify, Apple Music or Deezer	317	142	174	50	73	129	66	**	**	**	148	117	98	49	52	275	18	19	**
	63%	59%	67%	72%	73%	61%	54%	**	**	**	66%	67%	64%	59%	59%	67%	39%	62%	**
				d	cd											b		b	
		45%	55%	16%	23%	41%	21%	**	**	**	47%	37%	31%	15%	16%	87%	6%	6%	**
Listen to a live radio station	314	148	165	31	48	149	87	**	**	**	152	121	94	48	51	257	30	19	**
	63%	62%	63%	44%	48%	71%	71%	**	**	**	68%	70%	61%	57%	58%	62%	65%	62%	**
						ab	ab												
		47%	52%	10%	15%	47%	28%	**	**	**	48%	39%	30%	15%	16%	82%	10%	6%	**
Get weather reports	243	120	123	25	43	116	58	**	**	**	123	83	73	50	38	197	19	19	**
	49%	50%	47%	37%	43%	55%	48%	**	**	**	55%	47%	47%	60%	43%	48%	41%	63%	**
						a												ab	
		49%	50%	10%	18%	48%	24%	**	**	**	51%	34%	30%	20%	16%	81%	8%	8%	**
Searching for information online or asking general questions	212	102	109	31	32	102	47	**	**	**	103	71	61	40	39	170	21	15	**
	42%	42%	42%	44%	32%	49%	39%	**	**	**	46%	41%	40%	48%	45%	41%	44%	50%	**
						b													
		48%	51%	14%	15%	48%	22%	**	**	**	49%	34%	29%	19%	19%	80%	10%	7%	**
Get news reports	164	81	83	19	31	76	38	**	**	**	89	72	48	21	23	130	14	14	**
	33%	34%	32%	27%	31%	36%	31%	**	**	**	40%	41%	31%	25%	26%	32%	30%	46%	**
												cd						a	
		49%	50%	12%	19%	46%	23%	**	**	**	54%	44%	29%	13%	14%	79%	9%	9%	**
As an alarm, personal schedule reminder or to make a shopping list	151	66	85	16	38	67	29	**	**	**	76	53	48	26	23	120	12	14	**
	30%	27%	33%	23%	38%	32%	24%	**	**	**	34%	31%	31%	31%	26%	29%	26%	46%	**
					ad													ab	
		44%	56%	11%	25%	45%	19%	**	**	**	50%	35%	32%	17%	15%	80%	8%	9%	**

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

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	~a	~b	~c	d	a	b	c	d	a	b	c	~d
Unweighted total	708	341	365	102	140	282	184	24	42	56	284	206	255	114	132	417	107	104	80
Effective Weighted Sample	491	239	251	72	98	197	125	18	28	41	202	145	174	81	99	364	68	78	72
Weighted total	501	240	260	69	100	211	121	15	24	40	224	174	154	84	88	412	47	31	12
		48%	52%	14%	20%	42%	24%	**	**	**	45%	35%	31%	17%	18%	82%	9%	6%	**
Get travel information or updates	122	55	66	11	22	67	22	**	**	**	71	52	34	20	16	94	13	11	**
	24%	23%	25%	15%	22%	32%	18%	**	**	**	32%	30%	22%	24%	18%	23%	28%	35%	**
						ad						d						a	
		45%	54%	9%	18%	55%	18%	**	**	**	59%	43%	28%	16%	13%	77%	11%	9%	**
To control smart home devices such as heating or lighting	71	37	34	10	11	40	11	**	**	**	42	26	28	8	10	55	8	7	**
	14%	15%	13%	14%	11%	19%	9%	**	**	**	19%	15%	18%	10%	11%	13%	16%	24%	**
						d												a	
		51%	48%	14%	16%	56%	15%	**	**	**	59%	36%	39%	12%	13%	77%	11%	10%	**
To control a household device, such as the TV or set top box	71	36	35	7	17	35	12	**	**	**	42	26	25	6	13	59	8	2	**
	14%	15%	13%	10%	17%	17%	10%	**	**	**	19%	15%	16%	8%	15%	14%	18%	7%	**
		51%	49%	9%	23%	50%	18%	**	**	**	60%	37%	35%	9%	19%	82%	12%	3%	**
Listen to a podcast	66	32	34	9	9	41	6	**	**	**	36	37	20	3	6	57	4	5	**
	13%	13%	13%	13%	9%	19%	5%	**	**	**	16%	21%	13%	4%	6%	14%	8%	15%	**
				d		bd						cd	c						
		49%	51%	14%	14%	62%	10%	**	**	**	55%	56%	30%	5%	9%	86%	5%	7%	**
To make calls, send texts or emails by pairing the speaker with contacts on your mobile phone	49	21	27	13	13	17	6	**	**	**	22	16	14	11	7	38	4	5	**
	10%	9%	11%	18%	13%	8%	5%	**	**	**	10%	9%	9%	13%	8%	9%	8%	16%	**
				cd	d														
		43%	56%	26%	27%	35%	12%	**	**	**	45%	33%	29%	23%	15%	78%	7%	10%	**
To call other people's smart speakers	38	14	24	7	9	19	3	**	**	**	22	14	10	8	6	31	1	5	**
	8%	6%	9%	11%	9%	9%	2%	**	**	**	10%	8%	6%	10%	7%	8%	2%	15%	**
				d	d	d												ab	
		38%	62%	20%	23%	50%	7%	**	**	**	57%	38%	25%	21%	15%	82%	3%	13%	**

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

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	~a	~b	~c	d	a	b	c	d	a	b	c	~d
Unweighted total	708	341	365	102	140	282	184	24	42	56	284	206	255	114	132	417	107	104	80
Effective Weighted Sample	491	239	251	72	98	197	125	18	28	41	202	145	174	81	99	364	68	78	72
Weighted total	501	240	260	69	100	211	121	15	24	40	224	174	154	84	88	412	47	31	12
		48%	52%	14%	20%	42%	24%	**	**	**	45%	35%	31%	17%	18%	82%	9%	6%	**
Purchase a product from a retailer	27	16	11	4	8	13	3	**	**	**	15	11	10	4	3	20	3	2	**
	5%	7%	4%	6%	8%	6%	2%	**	**	**	7%	6%	6%	5%	3%	5%	7%	6%	**
		60%	40%	14%	30%	46%	9%	**	**	**	55%	41%	35%	14%	10%	71%	12%	6%	**
Play an interactive audio game	26	10	15	4	6	11	4	**	**	**	13	12	8	4	1	19	2	4	**
	5%	4%	6%	6%	6%	5%	4%	**	**	**	6%	7%	5%	5%	2%	5%	4%	11%	**
		38%	59%	17%	24%	42%	16%	**	**	**	49%	45%	32%	17%	6%	74%	7%	14%	**
To search for health advice from the NHS	14	6	7	1	2	7	3	**	**	**	8	6	3	1	4	10	2	1	**
	3%	3%	3%	1%	2%	4%	3%	**	**	**	4%	3%	2%	2%	4%	2%	4%	3%	**
		46%	54%	5%	17%	54%	24%	**	**	**	62%	42%	21%	11%	26%	75%	14%	8%	**
ANY OF THESE USES	486	233	252	66	97	208	115	**	**	**	218	167	153	82	84	400	45	30	**
	97%	97%	97%	96%	97%	99%	94%	**	**	**	98%	95%	99%	98%	96%	97%	96%	98%	**
		48%	52%	14%	20%	43%	24%	**	**	**	45%	34%	31%	17%	17%	82%	9%	6%	**
None of these	12	5	8	2	3	2	6	**	**	**	5	6	2	1	4	11	*	1	**
	2%	2%	3%	3%	3%	1%	5%	**	**	**	2%	3%	1%	1%	4%	3%	1%	2%	**
		39%	61%	16%	24%	13%	47%	**	**	**	43%	49%	13%	6%	32%	92%	1%	5%	**
Don't know	3	2	1	1	-	1	1	**	**	**	*	2	*	1	-	1	2	-	**
	1%	1%	1%	2%	0%	1%	1%	**	**	**	1%	1%	1%	1%	0%	1%	4%	0%	**
		71%	29%	40%	0%	31%	29%	**	**	**	3%	65%	7%	28%	0%	28%	65%	0%	**

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

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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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	708	26	54	49	49	48	67	34	57	33	495	213	485	221	385	323
Effective Weighted Sample	491	25	52	46	47	46	64	32	53	31	400	96	334	158	256	235
Weighted total	501	36	75	49	38	46	66	32	25	46	425	76	356	144	260	242
		**	**	**	**	**	**	**	**	**	85%	15%	71%	29%	52%	48%
Listen to music via a streaming service – like Spotify, Apple Music or Deezer	317	**	**	**	**	**	**	**	**	**	266	52	227	90	171	147
	63%	**	**	**	**	**	**	**	**	**	63%	67%	64%	62%	66%	61%
		**	**	**	**	**	**	**	**	**	84%	16%	71%	28%	54%	46%
Listen to a live radio station	314	**	**	**	**	**	**	**	**	**	266	48	231	83	167	148
	63%	**	**	**	**	**	**	**	**	**	63%	63%	65%	58%	64%	61%
		**	**	**	**	**	**	**	**	**	85%	15%	73%	27%	53%	47%
Get weather reports	243	**	**	**	**	**	**	**	**	**	208	36	183	61	127	116
	49%	**	**	**	**	**	**	**	**	**	49%	46%	51%	42%	49%	48%
		**	**	**	**	**	**	**	**	**	85%	15%	75%	25%	52%	48%
Searching for information online or asking general questions	212	**	**	**	**	**	**	**	**	**	178	34	150	62	107	105
	42%	**	**	**	**	**	**	**	**	**	42%	44%	42%	43%	41%	43%
		**	**	**	**	**	**	**	**	**	84%	16%	71%	29%	50%	50%
Get news reports	164	**	**	**	**	**	**	**	**	**	139	25	121	43	89	75
	33%	**	**	**	**	**	**	**	**	**	33%	33%	34%	30%	34%	31%
		**	**	**	**	**	**	**	**	**	85%	15%	74%	26%	54%	46%
As an alarm, personal schedule reminder or to make a shopping list	151	**	**	**	**	**	**	**	**	**	133	18	112	39	85	66
	30%	**	**	**	**	**	**	**	**	**	31%	23%	31%	27%	33%	27%
		**	**	**	**	**	**	**	**	**	88%	12%	74%	26%	56%	44%
Get travel information or updates	122	**	**	**	**	**	**	**	**	**	100	22	99	23	65	57
	24%	**	**	**	**	**	**	**	**	**	24%	28%	28%	16%	25%	24%
		**	**	**	**	**	**	**	**	**			b			
											82%	18%	81%	19%	53%	47%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Unweighted total	708	26	54	49	49	48	67	34	57	33	495	213	485	221	385	323
Effective Weighted Sample	491	25	52	46	47	46	64	32	53	31	400	96	334	158	256	235
Weighted total	501	36	75	49	38	46	66	32	25	46	425	76	356	144	260	242
		**	**	**	**	**	**	**	**	**	85%	15%	71%	29%	52%	48%
To control smart home devices such as heating or lighting	71	**	**	**	**	**	**	**	**	**	63	8	54	17	40	32
	14%	**	**	**	**	**	**	**	**	**	15%	10%	15%	12%	15%	13%
		**	**	**	**	**	**	**	**	**	89%	11%	76%	24%	56%	44%
To control a household device, such as the TV or set top box	71	**	**	**	**	**	**	**	**	**	64	7	57	14	35	36
	14%	**	**	**	**	**	**	**	**	**	15%	10%	16%	9%	14%	15%
		**	**	**	**	**	**	**	**	**	90%	10%	81%	19%	50%	50%
Listen to a podcast	66	**	**	**	**	**	**	**	**	**	57	9	56	10	39	27
	13%	**	**	**	**	**	**	**	**	**	13%	12%	16%	7%	15%	11%
		**	**	**	**	**	**	**	**	**	87%	13%	84%	16%	60%	40%
To make calls, send texts or emails by pairing the speaker with contacts on your mobile phone	49	**	**	**	**	**	**	**	**	**	41	8	34	15	22	27
	10%	**	**	**	**	**	**	**	**	**	10%	10%	9%	11%	8%	11%
		**	**	**	**	**	**	**	**	**	84%	16%	69%	31%	45%	55%
To call other people's smart speakers	38	**	**	**	**	**	**	**	**	**	33	5	29	9	20	18
	8%	**	**	**	**	**	**	**	**	**	8%	7%	8%	6%	8%	7%
		**	**	**	**	**	**	**	**	**	86%	14%	77%	23%	53%	47%
Purchase a product from a retailer	27	**	**	**	**	**	**	**	**	**	26	1	21	6	12	15
	5%	**	**	**	**	**	**	**	**	**	6%	2%	6%	4%	5%	6%
		**	**	**	**	**	**	**	**	**	95%	5%	78%	22%	45%	55%
Play an interactive audio game	26	**	**	**	**	**	**	**	**	**	22	4	20	6	17	9
	5%	**	**	**	**	**	**	**	**	**	5%	5%	6%	4%	7%	4%
		**	**	**	**	**	**	**	**	**	86%	14%	76%	24%	66%	34%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

		ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL			
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH	
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b	
Unweighted total	708	26	54	49	49	48	67	34	57	33	495	213	485	221	385	323	
Effective Weighted Sample	491	25	52	46	47	46	64	32	53	31	400	96	334	158	256	235	
Weighted total	501	36	75	49	38	46	66	32	25	46	425	76	356	144	260	242	
		**	**	**	**	**	**	**	**	**	85%	15%	71%	29%	52%	48%	
To search for health advice from the NHS	14	**	**	**	**	**	**	**	**	**	11	3	11	3	6	7	
	3%	**	**	**	**	**	**	**	**	**	3%	4%	3%	2%	2%	3%	
		**	**	**	**	**	**	**	**	**	78%	22%	81%	19%	46%	54%	
ANY OF THESE USES	486	**	**	**	**	**	**	**	**	**	410	76	349	136	252	234	
	97%	**	**	**	**	**	**	**	**	**	96%	99%	98%	94%	97%	97%	
		**	**	**	**	**	**	**	**	**	84%	16%	b	72%	28%	52%	48%
None of these	12	**	**	**	**	**	**	**	**	**	12	*	7	6	7	6	
	2%	**	**	**	**	**	**	**	**	**	3%	*%	2%	4%	3%	2%	
		**	**	**	**	**	**	**	**	**	98%	2%	55%	45%	53%	47%	
Don't know	3	**	**	**	**	**	**	**	**	**	3	*	*	3	1	2	
	1%	**	**	**	**	**	**	**	**	**	1%	*%	*	2%	1%	1%	
		**	**	**	**	**	**	**	**	**	93%	7%	3%	a	47%	53%	

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	708	507	235	468	538	437	698
Effective Weighted Sample	491	354	168	331	371	304	485
Weighted total	501	355	177	351	381	325	497
		71%	35%	70%	76%	65%	99%
Listen to music via a streaming service – like Spotify, Apple Music or Deezer	317	222	113	233	265	226	317
	63%	62%	64%	66%	69%	70%	64%
		70%	36%	73%	83%	71%	100%
Listen to a live radio station	314	222	127	228	243	197	312
	63%	62%	72%	65%	64%	61%	63%
			aef				
		71%	40%	72%	77%	63%	99%
Get weather reports	243	179	90	179	194	165	242
	49%	50%	51%	51%	51%	51%	49%
		74%	37%	73%	80%	68%	99%
Searching for information online or asking general questions	212	155	81	157	172	145	211
	42%	44%	46%	45%	45%	45%	42%
		73%	38%	74%	81%	69%	99%
Get news reports	164	122	66	125	125	113	163
	33%	34%	37%	35%	33%	35%	33%
		75%	40%	76%	76%	69%	99%
As an alarm, personal schedule reminder or to make a shopping list	151	94	68	116	127	108	150
	30%	26%	39%	33%	33%	33%	30%
			af		a		
		62%	45%	77%	84%	72%	99%
Get travel information or updates	122	96	42	94	89	90	121
	24%	27%	24%	27%	23%	28%	24%
		79%	35%	77%	73%	74%	99%

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

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Base : Those who personally use a smart speaker

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	708	507	235	468	538	437	698
Effective Weighted Sample	491	354	168	331	371	304	485
Weighted total	501	355	177	351	381	325	497
		71%	35%	70%	76%	65%	99%
To control smart home devices such as heating or lighting	71	49	29	55	61	51	71
	14%	14%	16%	16%	16%	16%	14%
		69%	40%	77%	86%	72%	99%
To control a household device, such as the TV or set top box	71	53	33	58	63	53	70
	14%	15%	18%	17%	17%	16%	14%
		74%	46%	82%	89%	74%	98%
Listen to a podcast	66	40	31	57	54	48	65
	13%	11%	17%	16%	14%	15%	13%
		60%	46%	86%	82%	72%	99%
To make calls, send texts or emails by pairing the speaker with contacts on your mobile phone	49	33	16	33	40	35	49
	10%	9%	9%	9%	11%	11%	10%
		68%	34%	67%	81%	71%	100%
To call other people's smart speakers	38	25	17	28	34	28	38
	8%	7%	9%	8%	9%	9%	8%
		67%	44%	74%	89%	74%	100%
Purchase a product from a retailer	27	25	8	21	21	20	27
	5%	7%	4%	6%	5%	6%	6%
		93%	28%	77%	76%	73%	100%
Play an interactive audio game	26	13	9	21	22	24	26
	5%	4%	5%	6%	6%	7%	5%
						a	
		51%	34%	82%	86%	93%	100%

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

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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

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d		e	f
Unweighted total	708	507	235	468	538		437	698
Effective Weighted Sample	491	354	168	331	371		304	485
Weighted total	501	355	177	351	381		325	497
		71%	35%	70%	76%		65%	99%
To search for health advice from the NHS	14	13	4	10	11		8	14
	3%	4%	2%	3%	3%		3%	3%
		92%	32%	77%	82%		62%	100%
ANY OF THESE USES	486	348	172	344	376		319	482
	97%	98%	97%	98%	99%		98%	97%
		72%	35%	71%	77%		66%	99%
None of these	12	6	5	7	5		6	12
	2%	2%	3%	2%	1%		2%	2%
		44%	38%	58%	39%		46%	98%
Don't know	3	2	1	*	*		*	3
	1%	1%	*%	*%	*%		*%	1%
		72%	28%	3%	3%		3%	100%

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

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
Listen to music via a streaming service – like Spotify, Apple Music or Deezer	317	142	174	50	73	129	66	7	15	19	148	117	98	49	52	275	18	19	5
	12%	11%	13%	13%	18%	14%	7%	5%	7%	7%	19%	16%	14%	8%	8%	12%	8%	15%	7%
				d	d	d					abc	cd	cd			bd		bd	
		45%	55%	16%	23%	41%	21%	2%	5%	6%	47%	37%	31%	15%	16%	87%	6%	6%	2%
Listen to a live radio station	314	148	165	31	48	149	87	5	15	27	152	121	94	48	51	257	30	19	8
	12%	11%	12%	8%	12%	16%	9%	4%	7%	10%	20%	17%	13%	8%	8%	11%	13%	15%	10%
						abd				a	abc	bcd	cd						
		47%	52%	10%	15%	47%	28%	2%	5%	9%	48%	39%	30%	15%	16%	82%	10%	6%	2%
Get weather reports	243	120	123	25	43	116	58	3	7	20	123	83	73	50	38	197	19	19	7
	9%	9%	9%	7%	11%	13%	6%	2%	3%	7%	16%	12%	10%	9%	6%	9%	8%	15%	10%
				d	d	ad				ab	abc	d	d	d				abd	
		49%	50%	10%	18%	48%	24%	1%	3%	8%	51%	34%	30%	20%	16%	81%	8%	8%	3%
Searching for information online or asking general questions	212	102	109	31	32	102	47	3	10	16	103	71	61	40	39	170	21	15	6
	8%	8%	8%	8%	8%	11%	5%	2%	4%	6%	13%	10%	9%	7%	6%	8%	9%	12%	8%
				d	d	d					abc	d	d					a	
		48%	51%	14%	15%	48%	22%	2%	5%	7%	49%	34%	29%	19%	19%	80%	10%	7%	3%
Get news reports	164	81	83	19	31	76	38	*	5	15	89	72	48	21	23	130	14	14	5
	6%	6%	6%	5%	8%	8%	4%	1%	2%	5%	12%	10%	7%	4%	3%	6%	6%	11%	7%
				d	d	ad				a	abc	bcd	cd					ab	
		49%	50%	12%	19%	46%	23%	1%	3%	9%	54%	44%	29%	13%	14%	79%	9%	9%	3%
As an alarm, personal schedule reminder or to make a shopping list	151	66	85	16	38	67	29	5	6	11	76	53	48	26	23	120	12	14	4
	6%	5%	6%	4%	9%	7%	3%	4%	3%	4%	10%	7%	7%	4%	3%	5%	5%	11%	6%
					ad	ad					abc	cd	d					abd	
		44%	56%	11%	25%	45%	19%	3%	4%	7%	50%	35%	32%	17%	15%	80%	8%	9%	3%

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

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Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
Get travel information or updates	122	55	66	11	22	67	22	-	1	10	71	52	34	20	16	94	13	11	4
	5%	4%	5%	3%	5%	7%	2%	-%	*%	3%	9%	7%	5%	3%	2%	4%	6%	8%	6%
					d	ad				ab	abc	bcd	d					a	
		45%	54%	9%	18%	55%	18%	-%	1%	8%	59%	43%	28%	16%	13%	77%	11%	9%	3%
To control smart home devices such as heating or lighting	71	37	34	10	11	40	11	-	1	2	42	26	28	8	10	55	8	7	2
	3%	3%	2%	3%	3%	4%	1%	-%	1%	1%	5%	4%	4%	1%	1%	2%	3%	6%	2%
				d	d	d					abc	cd	cd					ad	
		51%	48%	14%	16%	56%	15%	-%	2%	3%	59%	36%	39%	12%	13%	77%	11%	10%	2%
To control a household device, such as the TV or set top box	71	36	35	7	17	35	12	3	*	1	42	26	25	6	13	59	8	2	2
	3%	3%	3%	2%	4%	4%	1%	2%	*%	*%	6%	4%	3%	1%	2%	3%	4%	2%	3%
					d	d		b			abc	c	c						
		51%	49%	9%	23%	50%	18%	4%	*%	1%	60%	37%	35%	9%	19%	82%	12%	3%	3%
Listen to a podcast	66	32	34	9	9	41	6	3	1	2	36	37	20	3	6	57	4	5	1
	2%	2%	2%	2%	2%	5%	1%	2%	1%	1%	5%	5%	3%	1%	1%	3%	2%	4%	2%
				d	d	d					bc	bcd	cd						
		49%	51%	14%	14%	62%	10%	4%	2%	3%	55%	56%	30%	5%	9%	86%	5%	7%	2%
To make calls, send texts or emails by pairing the speaker with contacts on your mobile phone	49	21	27	13	13	17	6	1	2	5	22	16	14	11	7	38	4	5	2
	2%	2%	2%	3%	3%	2%	1%	*%	1%	2%	3%	2%	2%	2%	1%	2%	2%	4%	3%
				d	d	d					ab							a	
		43%	56%	26%	27%	35%	12%	1%	3%	11%	45%	33%	29%	23%	15%	78%	7%	10%	4%
To call other people's smart speakers	38	14	24	7	9	19	3	*	2	3	22	14	10	8	6	31	1	5	1
	1%	1%	2%	2%	2%	2%	*%	*%	1%	1%	3%	2%	1%	1%	1%	1%	*%	4%	1%
				d	d	d					ab							abd	
		38%	62%	20%	23%	50%	7%	*%	4%	9%	57%	38%	25%	21%	15%	82%	3%	13%	3%

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

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
Purchase a product from a retailer	27	16	11	4	8	13	3	-	-	2	15	11	10	4	3	20	3	2	3
	1%	1%	1%	1%	2%	1%	*%	-%	-%	1%	2%	2%	1%	1%	*%	1%	1%	1%	4%
				d	d	d					ab	d	d						abc
		60%	40%	14%	30%	46%	9%	-%	-%	7%	55%	41%	35%	14%	10%	71%	12%	6%	10%
Play an interactive audio game	26	10	15	4	6	11	4	-	2	2	13	12	8	4	1	19	2	4	1
	1%	1%	1%	1%	2%	1%	*%	-%	1%	1%	2%	2%	1%	1%	*%	1%	1%	3%	2%
				d	d	d						d	d					ab	
		38%	59%	17%	24%	42%	16%	-%	7%	9%	49%	45%	32%	17%	6%	74%	7%	14%	5%
To search for health advice from the NHS	14	6	7	1	2	7	3	1	*	1	8	6	3	1	4	10	2	1	*
	1%	*%	1%	*%	1%	1%	*%	*%	*%	*%	1%	1%	*%	*%	1%	*%	1%	1%	1%
		46%	54%	5%	17%	54%	24%	5%	3%	4%	62%	42%	21%	11%	26%	75%	14%	8%	3%
ANY OF THESE USES	486	233	252	66	97	208	115	14	24	40	218	167	153	82	84	400	45	30	11
	18%	18%	18%	18%	24%	23%	12%	10%	10%	14%	28%	23%	21%	14%	13%	18%	19%	23%	15%
				d	ad	ad					abc	cd	cd					ad	
		48%	52%	14%	20%	43%	24%	3%	5%	8%	45%	34%	31%	17%	17%	82%	9%	6%	2%
None of these	12	5	8	2	3	2	6	1	1	-	5	6	2	1	4	11	*	1	*
	*%	*%	1%	1%	1%	*%	1%	*%	*%	-%	1%	1%	*%	*%	1%	1%	*%	*%	*%
		39%	61%	16%	24%	13%	47%	5%	6%	-%	43%	49%	13%	6%	32%	92%	1%	5%	2%
Don't know	3	2	1	1	-	1	1	-	-	-	*	2	*	1	-	1	2	-	*
	*%	*%	*%	*%	-%	*%	*%	-%	-%	-%	*%	*%	*%	*%	-%	*%	1%	-%	*%
		71%	29%	40%	-%	31%	29%	-%	-%	-%	3%	65%	7%	28%	-%	28%	65%	-%	7%

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

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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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
Listen to music via a streaming service – like Spotify, Apple Music or Deezer	317	13	59	31	28	28	49	22	14	31	266	52	227	90	171	147
	12%	4%	16%	14%	15%	12%	20%	10%	12%	10%	11%	14%	15%	8%	15%	10%
			ag	a	a	a	aeghi	a	a	a			b		b	
		4%	18%	10%	9%	9%	15%	7%	4%	10%	84%	16%	71%	28%	54%	46%
Listen to a live radio station	314	22	47	37	28	20	43	14	21	24	266	48	231	83	167	148
	12%	7%	13%	16%	15%	9%	18%	6%	18%	8%	11%	13%	15%	7%	15%	10%
			ag	aegi	aegi		aegi		aegi				b		b	
		7%	15%	12%	9%	6%	14%	5%	7%	8%	85%	15%	73%	27%	53%	47%
Get weather reports	243	19	37	28	17	19	25	11	16	26	208	36	183	61	127	116
	9%	6%	10%	12%	9%	8%	10%	5%	14%	9%	9%	10%	12%	5%	11%	8%
			g	ag			g		aeg				b		b	
		8%	15%	11%	7%	8%	10%	5%	7%	11%	85%	15%	75%	25%	52%	48%
Searching for information online or asking general questions	212	13	33	19	14	20	25	14	14	20	178	34	150	62	107	105
	8%	4%	9%	8%	7%	8%	10%	6%	12%	7%	8%	9%	10%	6%	9%	7%
			a			a	a		agi				b		b	
		6%	15%	9%	6%	9%	12%	6%	7%	9%	84%	16%	71%	29%	50%	50%
Get news reports	164	20	14	20	13	14	19	8	10	13	139	25	121	43	89	75
	6%	6%	4%	9%	7%	6%	8%	3%	8%	4%	6%	7%	8%	4%	8%	5%
				bg			g		bg				b		b	
		12%	8%	12%	8%	9%	11%	5%	6%	8%	85%	15%	74%	26%	54%	46%
As an alarm, personal schedule reminder or to make a shopping list	151	7	29	17	13	6	20	6	11	10	133	18	112	39	85	66
	6%	2%	8%	7%	7%	3%	8%	3%	9%	3%	6%	5%	7%	4%	7%	4%
			aegi	aeg	aeg		aegi		aegi				b		b	
		5%	19%	11%	9%	4%	14%	4%	7%	7%	88%	12%	74%	26%	56%	44%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
Get travel information or updates	122	20	6	12	8	15	9	3	10	9	100	22	99	23	65	57
	5%	6%	2%	5%	4%	6%	4%	2%	9%	3%	4%	6%	6%	2%	6%	4%
		bg		bg	g	bg			bdfgi				b		b	
		17%	5%	10%	7%	12%	7%	3%	9%	8%	82%	18%	81%	19%	53%	47%
To control smart home devices such as heating or lighting	71	3	10	13	4	1	10	2	7	5	63	8	54	17	40	32
	3%	1%	3%	6%	2%	1%	4%	1%	6%	2%	3%	2%	3%	2%	4%	2%
			e	ade			aeg		abdegi				b		b	
		4%	14%	18%	5%	1%	14%	3%	10%	7%	89%	11%	76%	24%	56%	44%
To control a household device, such as the TV or set top box	71	5	11	11	3	2	15	3	2	8	64	7	57	14	35	36
	3%	1%	3%	5%	1%	1%	6%	1%	2%	3%	3%	2%	4%	1%	3%	2%
				ade			ade						b			
		7%	15%	16%	4%	3%	21%	4%	3%	11%	90%	10%	81%	19%	50%	50%
Listen to a podcast	66	6	11	8	4	3	10	4	6	5	57	9	56	10	39	27
	2%	2%	3%	3%	2%	1%	4%	2%	5%	2%	2%	2%	4%	1%	3%	2%
									ei				b		b	
		10%	17%	12%	6%	5%	15%	6%	8%	7%	87%	13%	84%	16%	60%	40%
To make calls, send texts or emails by pairing the speaker with contacts on your mobile phone	49	4	5	9	7	1	5	1	2	5	41	8	34	15	22	27
	2%	1%	1%	4%	4%	1%	2%	1%	1%	2%	2%	2%	2%	1%	2%	2%
				aeg	eg											
		8%	10%	19%	13%	2%	10%	2%	3%	10%	84%	16%	69%	31%	45%	55%
To call other people's smart speakers	38	5	2	7	5	-	1	1	2	8	33	5	29	9	20	18
	1%	1%	1%	3%	3%	0%	1%	1%	2%	3%	1%	1%	2%	1%	2%	1%
				befg	efg				e	eg			b			
		12%	6%	20%	13%	0%	3%	3%	6%	20%	86%	14%	77%	23%	53%	47%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
Purchase a product from a retailer	27	3	4	3	3	-	3	1	1	2	26	1	21	6	12	15
	1%	1%	1%	1%	2%	-%	1%	*%	1%	1%	1%	*%	1%	1%	1%	1%
					e								b			
		10%	15%	12%	11%	-%	10%	3%	4%	6%	95%	5%	78%	22%	45%	55%
Play an interactive audio game	26	2	6	3	3	-	2	-	1	2	22	4	20	6	17	9
	1%	1%	2%	1%	2%	-%	1%	-%	1%	1%	1%	1%	1%	1%	2%	1%
			eg		eg										b	
		7%	23%	11%	13%	-%	7%	-%	5%	8%	86%	14%	76%	24%	66%	34%
To search for health advice from the NHS	14	-	1	4	1	2	-	1	2	-	11	3	11	3	6	7
	1%	-%	*%	2%	*%	1%	-%	*%	2%	-%	*%	1%	1%	*%	1%	*%
				afi					afi							
		-%	7%	28%	4%	12%	-%	7%	16%	-%	78%	22%	81%	19%	46%	54%
ANY OF THESE USES	486	36	75	49	37	44	64	30	25	41	410	76	349	136	252	234
	18%	11%	20%	21%	20%	18%	26%	14%	22%	14%	18%	21%	22%	12%	22%	15%
			ag	agi	a	a	aegi		agi				b		b	
		7%	15%	10%	8%	9%	13%	6%	5%	9%	84%	16%	72%	28%	52%	48%
None of these	12	-	-	-	1	2	2	2	-	5	12	*	7	6	7	6
	*%	-%	-%	-%	*%	1%	1%	1%	-%	2%	1%	*%	*%	1%	1%	*%
									abh							
		-%	-%	-%	6%	14%	18%	16%	-%	37%	98%	2%	55%	45%	53%	47%
Don't know	3	-	-	-	-	1	-	-	-	-	3	*	*	3	1	2
	*%	-%	-%	-%	-%	*%	-%	-%	-%	-%	*%	*%	*%	*%	*%	*%
		-%	-%	-%	-%	28%	-%	-%	-%	-%	93%	7%	3%	97%	47%	53%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
Listen to music via a streaming service – like Spotify, Apple Music or Deezer	317	222	113	233	265	226	317
	12%	14%	10%	19%	21%	18%	12%
		b		abf	abf	abf	
		70%	36%	73%	83%	71%	100%
Listen to a live radio station	314	222	127	228	243	197	312
	12%	14%	12%	18%	19%	16%	12%
		bf		abf	abef	bf	
		71%	40%	72%	77%	63%	99%
Get weather reports	243	179	90	179	194	165	242
	9%	12%	8%	14%	15%	13%	9%
		bf		abf	abf	bf	
		74%	37%	73%	80%	68%	99%
Searching for information online or asking general questions	212	155	81	157	172	145	211
	8%	10%	7%	13%	13%	12%	8%
		b		abf	abf	bf	
		73%	38%	74%	81%	69%	99%
Get news reports	164	122	66	125	125	113	163
	6%	8%	6%	10%	10%	9%	6%
				bf	bf	bf	
		75%	40%	76%	76%	69%	99%
As an alarm, personal schedule reminder or to make a shopping list	151	94	68	116	127	108	150
	6%	6%	6%	9%	10%	9%	6%
				abf	abf	abf	
		62%	45%	77%	84%	72%	99%

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

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Base : All respondents

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
Get travel information or updates	122	96	42	94	89	90	121
	5%	6%	4%	8%	7%	7%	5%
		bf		bf	bf	bf	
		79%	35%	77%	73%	74%	99%
To control smart home devices such as heating or lighting	71	49	29	55	61	51	71
	3%	3%	3%	4%	5%	4%	3%
				bf	abf	f	
		69%	40%	77%	86%	72%	99%
To control a household device, such as the TV or set top box	71	53	33	58	63	53	70
	3%	3%	3%	5%	5%	4%	3%
				bf	abf	f	
		74%	46%	82%	89%	74%	98%
Listen to a podcast	66	40	31	57	54	48	65
	2%	3%	3%	5%	4%	4%	3%
				abf	af	f	
		60%	46%	86%	82%	72%	99%
To make calls, send texts or emails by pairing the speaker with contacts on your mobile phone	49	33	16	33	40	35	49
	2%	2%	2%	3%	3%	3%	2%
					bf	b	
		68%	34%	67%	81%	71%	100%
To call other people's smart speakers	38	25	17	28	34	28	38
	1%	2%	2%	2%	3%	2%	1%
					f		
		67%	44%	74%	89%	74%	100%

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

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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

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
Purchase a product from a retailer	27	25	8	21	21	20	27
	1%	2%	1%	2%	2%	2%	1%
		b		b	b	b	
		93%	28%	77%	76%	73%	100%
Play an interactive audio game	26	13	9	21	22	24	26
	1%	1%	1%	2%	2%	2%	1%
				ab	ab	abf	
		51%	34%	82%	86%	93%	100%
To search for health advice from the NHS	14	13	4	10	11	8	14
	1%	1%	*%	1%	1%	1%	1%
		92%	32%	77%	82%	62%	100%
ANY OF THESE USES	486	348	172	344	376	319	482
	18%	23%	16%	28%	30%	25%	19%
		bf		abf	abef	bf	b
		72%	35%	71%	77%	66%	99%
None of these	12	6	5	7	5	6	12
	*%	*%	*%	1%	*%	*%	*%
		44%	38%	58%	39%	46%	98%
Don't know	3	2	1	*	*	*	3
	*%	*%	*%	*%	*%	*%	*%
		72%	28%	3%	3%	3%	100%

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

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	~a	~b	~c	d	a	b	c	d	a	b	c	~d
Unweighted total	708	341	365	102	140	282	184	24	42	56	284	206	255	114	132	417	107	104	80
Effective Weighted Sample	491	239	251	72	98	197	125	18	28	41	202	145	174	81	99	364	68	78	72
Weighted total	501	240	260	69	100	211	121	15	24	40	224	174	154	84	88	412	47	31	12
		48%	52%	14%	20%	42%	24%	**	**	**	45%	35%	31%	17%	18%	82%	9%	6%	**
Listen to a live radio station	268	128	139	24	43	128	73	**	**	**	131	107	79	38	43	220	24	17	**
	53%	53%	53%	34%	43%	61%	60%	**	**	**	59%	61%	51%	46%	49%	53%	52%	55%	**
						ab	ab					c							
		48%	52%	9%	16%	48%	27%	**	**	**	49%	40%	30%	14%	16%	82%	9%	6%	**
Listen to music via a streaming service – like Spotify, Apple Music or Deezer	254	113	140	43	59	105	48	**	**	**	117	86	85	42	40	219	15	16	**
	51%	47%	54%	62%	59%	50%	39%	**	**	**	52%	49%	55%	50%	46%	53%	33%	51%	**
				d	d											b		b	
		45%	55%	17%	23%	41%	19%	**	**	**	46%	34%	33%	16%	16%	86%	6%	6%	**
Get weather reports	165	84	81	13	30	86	36	**	**	**	87	56	44	39	25	131	16	14	**
	33%	35%	31%	18%	30%	41%	30%	**	**	**	39%	32%	29%	47%	29%	32%	35%	45%	**
						ad								abd				a	
		51%	49%	8%	18%	52%	22%	**	**	**	53%	34%	27%	24%	15%	79%	10%	8%	**
Searching for information online or asking general questions	127	62	65	15	19	63	30	**	**	**	59	40	33	31	23	102	14	9	**
	25%	26%	25%	22%	19%	30%	25%	**	**	**	27%	23%	22%	37%	26%	25%	29%	30%	**
						b								ab					
		49%	51%	12%	15%	49%	24%	**	**	**	47%	32%	26%	24%	18%	80%	11%	7%	**
As an alarm, personal schedule reminder or to make a shopping list	102	46	55	9	25	50	18	**	**	**	55	32	35	20	14	79	10	10	**
	20%	19%	21%	13%	25%	24%	15%	**	**	**	25%	18%	23%	24%	16%	19%	20%	33%	**
																		a	
		46%	54%	9%	25%	49%	18%	**	**	**	54%	32%	35%	20%	14%	78%	9%	10%	**
Get news reports	97	47	49	11	21	46	19	**	**	**	55	44	26	13	15	77	8	9	**
	19%	20%	19%	16%	21%	22%	16%	**	**	**	25%	25%	17%	15%	17%	19%	16%	29%	**
		48%	51%	11%	22%	47%	20%	**	**	**	57%	45%	27%	13%	15%	79%	8%	9%	**
Get travel information or updates	77	37	39	7	16	44	9	**	**	**	51	30	21	18	8	59	8	7	**
	15%	15%	15%	11%	16%	21%	8%	**	**	**	23%	17%	14%	21%	9%	14%	18%	22%	**
					d	d								d					
		48%	51%	10%	21%	57%	12%	**	**	**	66%	39%	27%	23%	11%	77%	11%	9%	**

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

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	a	b	c	d	~a	~b	~c	d	a	b	c	d	a	b	c	~d
Significance Level: 95%																			
Unweighted total	708	341	365	102	140	282	184	24	42	56	284	206	255	114	132	417	107	104	80
Effective Weighted Sample	491	239	251	72	98	197	125	18	28	41	202	145	174	81	99	364	68	78	72
Weighted total	501	240	260	69	100	211	121	15	24	40	224	174	154	84	88	412	47	31	12
		48%	52%	14%	20%	42%	24%	**	**	**	45%	35%	31%	17%	18%	82%	9%	6%	**
To control smart home devices such as heating or lighting	63	32	30	5	11	36	11	**	**	**	36	23	26	6	9	46	8	7	**
	13%	13%	12%	7%	11%	17%	9%	**	**	**	16%	13%	17%	7%	10%	11%	16%	24%	**
						ad							c					a	
		50%	48%	8%	17%	58%	17%	**	**	**	58%	36%	41%	9%	14%	74%	12%	12%	**
To control a household device, such as the TV or set top box	45	24	21	4	11	25	5	**	**	**	27	13	19	4	9	34	7	2	**
	9%	10%	8%	6%	11%	12%	4%	**	**	**	12%	7%	12%	4%	11%	8%	16%	7%	**
					d	d							c				a		
		53%	47%	9%	25%	55%	11%	**	**	**	59%	28%	43%	8%	21%	75%	17%	5%	**
Listen to a podcast	39	19	20	6	6	22	5	**	**	**	20	24	9	3	3	32	3	4	**
	8%	8%	8%	9%	6%	10%	4%	**	**	**	9%	14%	6%	4%	4%	8%	6%	11%	**
					d	d					bcd								
		50%	50%	16%	16%	55%	12%	**	**	**	52%	61%	23%	8%	8%	82%	7%	9%	**
To make calls, send texts or emails by pairing the speaker with contacts on your mobile phone	27	11	15	5	9	11	2	**	**	**	14	9	9	4	5	20	2	3	**
	5%	4%	6%	7%	9%	5%	2%	**	**	**	6%	5%	6%	5%	5%	5%	5%	9%	**
					d														
		40%	57%	17%	33%	42%	9%	**	**	**	53%	35%	32%	16%	17%	76%	9%	10%	**
To call other people's smart speakers	16	5	10	1	5	9	1	**	**	**	8	6	3	2	5	13	1	1	**
	3%	2%	4%	1%	5%	4%	1%	**	**	**	3%	3%	2%	2%	6%	3%	2%	3%	**
					d														
		35%	65%	5%	33%	56%	6%	**	**	**	49%	38%	17%	12%	33%	85%	6%	6%	**
Purchase a product from a retailer	13	8	5	1	6	5	1	**	**	**	8	5	4	2	2	10	2	-	**
	3%	3%	2%	1%	6%	2%	1%	**	**	**	4%	3%	3%	2%	2%	2%	4%	-%	**
					d														
		60%	40%	6%	47%	38%	8%	**	**	**	63%	38%	32%	16%	14%	77%	14%	-%	**

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

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	~a	~b	~c	d	a	b	c	d	a	b	c	~d
Unweighted total	708	341	365	102	140	282	184	24	42	56	284	206	255	114	132	417	107	104	80
Effective Weighted Sample	491	239	251	72	98	197	125	18	28	41	202	145	174	81	99	364	68	78	72
Weighted total	501	240	260	69	100	211	121	15	24	40	224	174	154	84	88	412	47	31	12
		48%	52%	14%	20%	42%	24%	**	**	**	45%	35%	31%	17%	18%	82%	9%	6%	**
Play an interactive audio game	11	4	6	1	4	5	1	**	**	**	5	4	3	2	1	7	2	2	**
	2%	2%	2%	1%	4%	2%	1%	**	**	**	2%	2%	2%	3%	2%	2%	4%	5%	**
		36%	56%	8%	33%	47%	11%	**	**	**	50%	34%	30%	23%	14%	63%	15%	14%	**
To search for health advice from the NHS	7	1	5	-	1	4	2	**	**	**	5	2	2	*	2	5	1	1	**
	1%	1%	2%	-%	1%	2%	2%	**	**	**	2%	1%	1%	*%	2%	1%	2%	2%	**
		20%	80%	-%	12%	53%	36%	**	**	**	71%	37%	32%	2%	29%	75%	14%	8%	**
ANY OF THESE USES	451	218	232	61	91	196	102	**	**	**	205	153	144	76	77	370	42	29	**
	90%	91%	89%	88%	91%	93%	84%	**	**	**	92%	88%	93%	91%	87%	90%	90%	93%	**
				d															
		48%	52%	14%	20%	44%	23%	**	**	**	45%	34%	32%	17%	17%	82%	9%	6%	**
None of these	34	15	19	5	6	12	11	**	**	**	13	13	7	6	7	29	3	2	**
	7%	6%	7%	7%	6%	6%	9%	**	**	**	6%	8%	4%	7%	8%	7%	6%	5%	**
		45%	55%	15%	19%	35%	31%	**	**	**	38%	40%	20%	18%	22%	84%	8%	5%	**
Don't know	1	1	1	-	-	-	1	**	**	**	1	-	1	-	-	1	-	-	**
	*%	*%	*%	-%	-%	-%	1%	**	**	**	*%	-%	1%	-%	-%	*%	-%	-%	**
		43%	57%	-%	-%	-%	100%	**	**	**	57%	-%	100%	-%	-%	100%	-%	-%	**

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

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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

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Unweighted total	708	26	54	49	49	48	67	34	57	33	495	213	485	221	385	323
Effective Weighted Sample	491	25	52	46	47	46	64	32	53	31	400	96	334	158	256	235
Weighted total	501	36	75	49	38	46	66	32	25	46	425	76	356	144	260	242
		**	**	**	**	**	**	**	**	**	85%	15%	71%	29%	52%	48%
Listen to a live radio station	268	**	**	**	**	**	**	**	**	**	231	37	196	71	146	122
	53%	**	**	**	**	**	**	**	**	**	54%	48%	55%	49%	56%	50%
		**	**	**	**	**	**	**	**	**	86%	14%	73%	27%	55%	45%
Listen to music via a streaming service – like Spotify, Apple Music or Deezer	254	**	**	**	**	**	**	**	**	**	216	38	188	65	136	118
	51%	**	**	**	**	**	**	**	**	**	51%	49%	53%	45%	53%	49%
		**	**	**	**	**	**	**	**	**	85%	15%	74%	26%	54%	46%
Get weather reports	165	**	**	**	**	**	**	**	**	**	141	24	130	35	89	77
	33%	**	**	**	**	**	**	**	**	**	33%	31%	36%	24%	34%	32%
		**	**	**	**	**	**	**	**	**	85%	15%	b 79%	21%	54%	46%
Searching for information online or asking general questions	127	**	**	**	**	**	**	**	**	**	110	17	92	36	67	60
	25%	**	**	**	**	**	**	**	**	**	26%	23%	26%	25%	26%	25%
		**	**	**	**	**	**	**	**	**	86%	14%	72%	28%	53%	47%
As an alarm, personal schedule reminder or to make a shopping list	102	**	**	**	**	**	**	**	**	**	89	13	77	25	61	41
	20%	**	**	**	**	**	**	**	**	**	21%	17%	22%	17%	23%	17%
		**	**	**	**	**	**	**	**	**	87%	13%	76%	24%	60%	40%
Get news reports	97	**	**	**	**	**	**	**	**	**	84	14	74	24	58	39
	19%	**	**	**	**	**	**	**	**	**	20%	18%	21%	16%	22%	16%
		**	**	**	**	**	**	**	**	**	86%	14%	76%	24%	60%	40%
Get travel information or updates	77	**	**	**	**	**	**	**	**	**	67	10	69	8	41	36
	15%	**	**	**	**	**	**	**	**	**	16%	13%	19%	6%	16%	15%
		**	**	**	**	**	**	**	**	**	87%	13%	b 90%	10%	54%	46%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
		~a	~b	~c	~d	~e	~f	~g	~h	~i				b		
Significance Level: 95%											a	b	a	b	a	b
Unweighted total	708	26	54	49	49	48	67	34	57	33	495	213	485	221	385	323
Effective Weighted Sample	491	25	52	46	47	46	64	32	53	31	400	96	334	158	256	235
Weighted total	501	36	75	49	38	46	66	32	25	46	425	76	356	144	260	242
		**	**	**	**	**	**	**	**	**	85%	15%	71%	29%	52%	48%
To control smart home devices such as heating or lighting	63	**	**	**	**	**	**	**	**	**	57	6	48	14	37	26
	13%	**	**	**	**	**	**	**	**	**	13%	8%	14%	10%	14%	11%
		**	**	**	**	**	**	**	**	**	91%	9%	77%	23%	59%	41%
To control a household device, such as the TV or set top box	45	**	**	**	**	**	**	**	**	**	41	3	37	8	23	22
	9%	**	**	**	**	**	**	**	**	**	10%	4%	10%	5%	9%	9%
		**	**	**	**	**	**	**	**	**	93%	7%	83%	17%	52%	48%
Listen to a podcast	39	**	**	**	**	**	**	**	**	**	35	4	34	5	22	17
	8%	**	**	**	**	**	**	**	**	**	8%	5%	9%	4%	9%	7%
		**	**	**	**	**	**	**	**	**	90%	10%	86%	14%	57%	43%
To make calls, send texts or emails by pairing the speaker with contacts on your mobile phone	27	**	**	**	**	**	**	**	**	**	22	5	19	8	15	12
	5%	**	**	**	**	**	**	**	**	**	5%	6%	5%	5%	6%	5%
		**	**	**	**	**	**	**	**	**	83%	17%	71%	29%	54%	46%
To call other people's smart speakers	16	**	**	**	**	**	**	**	**	**	15	1	12	4	10	6
	3%	**	**	**	**	**	**	**	**	**	4%	1%	3%	3%	4%	2%
		**	**	**	**	**	**	**	**	**	96%	4%	75%	25%	63%	37%
Purchase a product from a retailer	13	**	**	**	**	**	**	**	**	**	13	*	10	3	6	7
	3%	**	**	**	**	**	**	**	**	**	3%	*%	3%	2%	2%	3%
		**	**	**	**	**	**	**	**	**	98%	2%	76%	24%	47%	53%
Play an interactive audio game	11	**	**	**	**	**	**	**	**	**	8	3	8	3	8	3
	2%	**	**	**	**	**	**	**	**	**	2%	4%	2%	2%	3%	1%
		**	**	**	**	**	**	**	**	**	75%	25%	70%	30%	72%	28%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Unweighted total	708	26	54	49	49	48	67	34	57	33	495	213	485	221	385	323
Effective Weighted Sample	491	25	52	46	47	46	64	32	53	31	400	96	334	158	256	235
Weighted total	501	36	75	49	38	46	66	32	25	46	425	76	356	144	260	242
		**	**	**	**	**	**	**	**	**	85%	15%	71%	29%	52%	48%
To search for health advice from the NHS	7	**	**	**	**	**	**	**	**	**	6	*	5	2	2	5
1%	1%	**	**	**	**	**	**	**	**	**	2%	*%	1%	1%	1%	2%
		**	**	**	**	**	**	**	**	**	96%	4%	71%	29%	32%	68%
ANY OF THESE USES	451	**	**	**	**	**	**	**	**	**	381	70	328	121	236	215
90%	90%	**	**	**	**	**	**	**	**	**	90%	92%	92%	84%	91%	89%
		**	**	**	**	**	**	**	**	**	84%	16%	b 73%	27%	52%	48%
None of these	34	**	**	**	**	**	**	**	**	**	28	6	20	14	14	20
7%	7%	**	**	**	**	**	**	**	**	**	7%	8%	6%	10%	5%	8%
		**	**	**	**	**	**	**	**	**	82%	18%	59%	41%	42%	58%
Don't know	1	**	**	**	**	**	**	**	**	**	1	-	1	1	1	-
*%	*%	**	**	**	**	**	**	**	**	**	*%	-%	*%	*%	1%	-%
		**	**	**	**	**	**	**	**	**	100%	-%	57%	43%	100%	-%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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

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

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	708	507	235	468	538	437	698
Effective Weighted Sample	491	354	168	331	371	304	485
Weighted total	501	355	177	351	381	325	497
		71%	35%	70%	76%	65%	99%
Listen to a live radio station	268	192	108	194	207	171	265
	53%	54%	61%	55%	54%	53%	53%
		72%	40%	72%	77%	64%	99%
Listen to music via a streaming service – like Spotify, Apple Music or Deezer	254	178	88	190	215	183	254
	51%	50%	50%	54%	56%	56%	51%
		70%	35%	75%	85%	72%	100%
Get weather reports	165	123	64	126	132	117	164
	33%	35%	36%	36%	35%	36%	33%
		74%	39%	76%	80%	71%	99%
Searching for information online or asking general questions	127	96	50	99	103	92	127
	25%	27%	28%	28%	27%	28%	25%
		76%	39%	77%	81%	73%	100%
As an alarm, personal schedule reminder or to make a shopping list	102	69	42	78	88	71	102
	20%	19%	24%	22%	23%	22%	20%
		68%	41%	77%	86%	70%	100%
Get news reports	97	73	42	76	68	71	97
	19%	21%	24%	22%	18%	22%	19%
		75%	43%	78%	70%	73%	99%
Get travel information or updates	77	64	25	61	60	59	76
	15%	18%	14%	17%	16%	18%	15%
		83%	33%	79%	78%	77%	99%

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

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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

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	708	507	235	468	538	437	698
Effective Weighted Sample	491	354	168	331	371	304	485
Weighted total	501	355	177	351	381	325	497
		71%	35%	70%	76%	65%	99%
To control smart home devices such as heating or lighting	63	43	24	47	54	44	62
	13%	12%	13%	13%	14%	14%	13%
		69%	38%	75%	86%	71%	99%
To control a household device, such as the TV or set top box	45	33	21	36	40	34	43
	9%	9%	12%	10%	11%	10%	9%
		73%	46%	80%	90%	76%	97%
Listen to a podcast	39	25	17	34	31	28	38
	8%	7%	10%	10%	8%	9%	8%
		63%	43%	87%	79%	71%	98%
To make calls, send texts or emails by pairing the speaker with contacts on your mobile phone	27	18	11	21	22	22	27
	5%	5%	6%	6%	6%	7%	5%
		68%	42%	79%	82%	83%	100%
To call other people's smart speakers	16	8	10	14	13	11	16
	3%	2%	6%	4%	3%	3%	3%
			a				
		53%	64%	86%	80%	70%	100%
Purchase a product from a retailer	13	12	2	11	12	10	13
	3%	3%	1%	3%	3%	3%	3%
		90%	17%	84%	91%	82%	100%
Play an interactive audio game	11	6	4	9	11	10	11
	2%	2%	2%	3%	3%	3%	2%
		52%	34%	84%	100%	89%	100%

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

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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

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d		e	f
Unweighted total	708	507	235	468	538		437	698
Effective Weighted Sample	491	354	168	331	371		304	485
Weighted total	501	355	177	351	381		325	497
		71%	35%	70%	76%		65%	99%
To search for health advice from the NHS	7	6	1	7	7		5	7
	1%	2%	*%	2%	2%		1%	1%
		94%	11%	98%	100%		70%	100%
ANY OF THESE USES	451	324	160	321	348		301	446
	90%	91%	90%	92%	91%		93%	90%
		72%	35%	71%	77%		67%	99%
None of these	34	23	11	21	26		18	34
	7%	6%	6%	6%	7%		5%	7%
		68%	34%	62%	77%		52%	100%
Don't know	1	1	1	1	1		-	1
	*%	*%	*%	*%	*%		-%	*%
		57%	43%	100%	100%		-%	100%

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

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

QV5. SHOWCARD And which of these have you used your smart speaker for in the last week? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
Listen to a live radio station	268	128	139	24	43	128	73	5	14	24	131	107	79	38	43	220	24	17	6
	10%	10%	10%	6%	11%	14%	7%	3%	6%	9%	17%	15%	11%	7%	7%	10%	10%	13%	8%
					ad	ad				a	abc	bcd	cd					d	
		48%	52%	9%	16%	48%	27%	2%	5%	9%	49%	40%	30%	14%	16%	82%	9%	6%	2%
Listen to music via a streaming service – like Spotify, Apple Music or Deezer	254	113	140	43	59	105	48	6	12	16	117	86	85	42	40	219	15	16	4
	9%	9%	10%	11%	14%	12%	5%	4%	5%	6%	15%	12%	12%	7%	6%	10%	7%	12%	5%
				d	d	d					abc	cd	cd			d		bd	
		45%	55%	17%	23%	41%	19%	3%	5%	6%	46%	34%	33%	16%	16%	86%	6%	6%	2%
Get weather reports	165	84	81	13	30	86	36	2	3	17	87	56	44	39	25	131	16	14	4
	6%	6%	6%	3%	7%	10%	4%	1%	1%	6%	11%	8%	6%	7%	4%	6%	7%	11%	5%
					ad	ad				ab	abc	d	d	d				ad	
		51%	49%	8%	18%	52%	22%	1%	2%	10%	53%	34%	27%	24%	15%	79%	10%	8%	2%
Searching for information online or asking general questions	127	62	65	15	19	63	30	2	3	9	59	40	33	31	23	102	14	9	3
	5%	5%	5%	4%	5%	7%	3%	2%	1%	3%	8%	6%	5%	5%	3%	5%	6%	7%	4%
						d					abc							ad	
		49%	51%	12%	15%	49%	24%	2%	2%	7%	47%	32%	26%	24%	18%	80%	11%	7%	2%
As an alarm, personal schedule reminder or to make a shopping list	102	46	55	9	25	50	18	1	3	7	55	32	35	20	14	79	10	10	3
	4%	4%	4%	2%	6%	5%	2%	1%	1%	3%	7%	5%	5%	3%	2%	4%	4%	8%	4%
					ad	ad					abc	d	d					abd	
		46%	54%	9%	25%	49%	18%	1%	3%	7%	54%	32%	35%	20%	14%	78%	9%	10%	3%
Get news reports	97	47	49	11	21	46	19	*	1	7	55	44	26	13	15	77	8	9	4
	4%	4%	4%	3%	5%	5%	2%	1%	1%	3%	7%	6%	4%	2%	2%	3%	3%	7%	5%
					d	d				a	abc	bcd						ab	
		48%	51%	11%	22%	47%	20%	1%	1%	7%	57%	45%	27%	13%	15%	79%	8%	9%	4%

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

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QV5. SHOWCARD And which of these have you used your smart speaker for in the last week? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
Get travel information or updates	77	37	39	7	16	44	9	-	-	8	51	30	21	18	8	59	8	7	2
	3%	3%	3%	2%	4%	5%	1%	-%	-%	3%	7%	4%	3%	3%	1%	3%	4%	5%	3%
					d	ad				ab	abc	d	d	d				a	
		48%	51%	10%	21%	57%	12%	-%	-%	10%	66%	39%	27%	23%	11%	77%	11%	9%	3%
To control smart home devices such as heating or lighting	63	32	30	5	11	36	11	-	1	2	36	23	26	6	9	46	8	7	2
	2%	2%	2%	1%	3%	4%	1%	-%	1%	1%	5%	3%	4%	1%	1%	2%	3%	6%	2%
					d	ad					abc	cd	cd					ad	
		50%	48%	8%	17%	58%	17%	-%	2%	4%	58%	36%	41%	9%	14%	74%	12%	12%	2%
To control a household device, such as the TV or set top box	45	24	21	4	11	25	5	2	*	*	27	13	19	4	9	34	7	2	1
	2%	2%	2%	1%	3%	3%	1%	1%	*%	*%	3%	2%	3%	1%	1%	2%	3%	2%	2%
					d	d					bc		c				a		
		53%	47%	9%	25%	55%	11%	5%	*%	1%	59%	28%	43%	8%	21%	75%	17%	5%	3%
Listen to a podcast	39	19	20	6	6	22	5	2	-	1	20	24	9	3	3	32	3	4	1
	1%	1%	1%	2%	2%	2%	*%	1%	-%	*%	3%	3%	1%	1%	*%	1%	1%	3%	1%
				d	d	d		b			bc	bcd							
		50%	50%	16%	16%	55%	12%	6%	-%	2%	52%	61%	23%	8%	8%	82%	7%	9%	3%
To make calls, send texts or emails by pairing the speaker with contacts on your mobile phone	27	11	15	5	9	11	2	1	1	2	14	9	9	4	5	20	2	3	1
	1%	1%	1%	1%	2%	1%	*%	*%	*%	1%	2%	1%	1%	1%	1%	1%	1%	2%	2%
				d	d	d													
		40%	57%	17%	33%	42%	9%	2%	3%	9%	53%	35%	32%	16%	17%	76%	9%	10%	5%
To call other people's smart speakers	16	5	10	1	5	9	1	*	*	2	8	6	3	2	5	13	1	1	1
	1%	*%	1%	*%	1%	1%	*%	*%	*%	1%	1%	1%	*%	*%	1%	1%	*%	1%	1%
					d	d													
		35%	65%	5%	33%	56%	6%	1%	2%	10%	49%	38%	17%	12%	33%	85%	6%	6%	4%

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

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QV5. SHOWCARD And which of these have you used your smart speaker for in the last week? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
Purchase a product from a retailer	13	8	5	1	6	5	1	-	-	2	8	5	4	2	2	10	2	-	1
	%	1%	%	%	1%	1%	%	-%	-%	1%	1%	1%	1%	%	%	%	1%	-%	2%
					d														ac
		60%	40%	6%	47%	38%	8%	-%	-%	14%	63%	38%	32%	16%	14%	77%	14%	-%	9%
Play an interactive audio game	11	4	6	1	4	5	1	-	*	1	5	4	3	2	1	7	2	2	1
	%	%	%	%	1%	1%	%	-%	%	%	1%	1%	%	%	%	%	1%	1%	1%
					d													a	a
		36%	56%	8%	33%	47%	11%	-%	4%	12%	50%	34%	30%	23%	14%	63%	15%	14%	7%
To search for health advice from the NHS	7	1	5	-	1	4	2	-	*	1	5	2	2	*	2	5	1	1	*
	%	%	%	-%	%	%	%	-%	%	%	1%	%	%	%	%	%	%	%	%
		20%	80%	-%	12%	53%	36%	-%	7%	8%	71%	37%	32%	2%	29%	75%	14%	8%	3%
ANY OF THESE USES	451	218	232	61	91	196	102	13	20	38	205	153	144	76	77	370	42	29	10
	17%	17%	17%	16%	22%	22%	10%	9%	9%	14%	27%	22%	20%	13%	12%	17%	18%	22%	14%
				d	ad	ad					abc	cd	cd					ad	
		48%	52%	14%	20%	44%	23%	3%	5%	8%	45%	34%	32%	17%	17%	82%	9%	6%	2%
None of these	34	15	19	5	6	12	11	1	3	2	13	13	7	6	7	29	3	2	1
	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%
		45%	55%	15%	19%	35%	31%	3%	9%	6%	38%	40%	20%	18%	22%	84%	8%	5%	3%
Don't know	1	1	1	-	-	-	1	-	-	-	1	-	1	-	-	1	-	-	-
	%	%	%	-%	-%	-%	%	-%	-%	-%	%	-%	%	-%	-%	%	-%	-%	-%
		43%	57%	-%	-%	-%	100%	-%	-%	-%	57%	-%	100%	-%	-%	100%	-%	-%	-%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 88

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

QV5. SHOWCARD And which of these have you used your smart speaker for in the last week? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
Listen to a live radio station	268	20	42	25	24	17	39	12	20	21	231	37	196	71	146	122
	10%	6%	11%	11%	13%	7%	16%	6%	17%	7%	10%	10%	13%	6%	13%	8%
			ag	ag	aegi		aegi		aegi				b		b	
		8%	16%	9%	9%	6%	14%	5%	8%	8%	86%	14%	73%	27%	55%	45%
Listen to music via a streaming service – like Spotify, Apple Music or Deezer	254	12	47	27	24	22	36	18	10	23	216	38	188	65	136	118
	9%	4%	13%	12%	13%	9%	15%	8%	9%	8%	9%	11%	12%	6%	12%	8%
			a	a	a	a	aghl	a	a	a			b		b	
		5%	18%	11%	9%	9%	14%	7%	4%	9%	85%	15%	74%	26%	54%	46%
Get weather reports	165	14	26	19	11	11	17	5	13	14	141	24	130	35	89	77
	6%	4%	7%	8%	6%	5%	7%	2%	11%	5%	6%	7%	8%	3%	8%	5%
			g	g	g		g		aegi				b		b	
		9%	16%	12%	7%	7%	11%	3%	8%	8%	85%	15%	79%	21%	54%	46%
Searching for information online or asking general questions	127	12	22	10	9	8	10	8	9	14	110	17	92	36	67	60
	5%	3%	6%	4%	5%	4%	4%	4%	8%	5%	5%	5%	6%	3%	6%	4%
									aeg				b		b	
		9%	17%	8%	7%	7%	8%	6%	7%	11%	86%	14%	72%	28%	53%	47%
As an alarm, personal schedule reminder or to make a shopping list	102	3	18	13	10	2	12	4	8	8	89	13	77	25	61	41
	4%	1%	5%	6%	6%	1%	5%	2%	7%	3%	4%	4%	5%	2%	5%	3%
			aeg	aeg	aeg		aeg		aegi				b		b	
		3%	18%	13%	10%	2%	12%	4%	8%	8%	87%	13%	76%	24%	60%	40%
Get news reports	97	18	10	12	8	4	14	2	5	4	84	14	74	24	58	39
	4%	5%	3%	5%	4%	2%	6%	1%	4%	1%	4%	4%	5%	2%	5%	3%
			egi		egi	egi		egi		gi			b		b	
		19%	10%	13%	9%	4%	14%	2%	5%	4%	86%	14%	76%	24%	60%	40%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 88

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

QV5. SHOWCARD And which of these have you used your smart speaker for in the last week? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
Get travel information or updates	77	18	6	4	7	8	4	2	5	5	67	10	69	8	41	36
	3%	5%	2%	2%	4%	3%	2%	1%	5%	2%	3%	3%	4%	1%	4%	2%
		bcfgi			g				bfg				b		b	
		23%	8%	6%	9%	10%	5%	3%	7%	7%	87%	13%	90%	10%	54%	46%
To control smart home devices such as heating or lighting	63	-	10	11	3	1	10	1	7	3	57	6	48	14	37	26
	2%	-%	3%	5%	2%	*%	4%	*%	6%	1%	2%	2%	3%	1%	3%	2%
			aeg	aegi	a		aegi		adegi				b		b	
		-%	16%	17%	5%	1%	16%	2%	11%	5%	91%	9%	77%	23%	59%	41%
To control a household device, such as the TV or set top box	45	3	7	8	1	2	6	1	2	3	41	3	37	8	23	22
	2%	1%	2%	4%	1%	1%	2%	*%	1%	1%	2%	1%	2%	1%	2%	1%
				adeg									b			
		7%	17%	19%	3%	5%	13%	2%	3%	7%	93%	7%	83%	17%	52%	48%
Listen to a podcast	39	4	5	4	3	-	6	3	4	3	35	4	34	5	22	17
	1%	1%	1%	2%	2%	-%	3%	1%	3%	1%	2%	1%	2%	*%	2%	1%
			e	e	e		e		e				b			
		10%	12%	9%	9%	-%	17%	7%	10%	7%	90%	10%	86%	14%	57%	43%
To make calls, send texts or emails by pairing the speaker with contacts on your mobile phone	27	2	1	7	4	-	3	1	1	-	22	5	19	8	15	12
	1%	1%	*%	3%	2%	-%	1%	*%	1%	-%	1%	1%	1%	1%	1%	1%
				begi	ei											
		9%	5%	26%	15%	-%	12%	4%	5%	-%	83%	17%	71%	29%	54%	46%
To call other people's smart speakers	16	1	-	3	3	-	1	1	1	3	15	1	12	4	10	6
	1%	*%	-%	1%	2%	-%	*%	*%	1%	1%	1%	*%	1%	*%	1%	*%
				be												
		9%	-%	18%	20%	-%	7%	6%	6%	18%	96%	4%	75%	25%	63%	37%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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QV5. SHOWCARD And which of these have you used your smart speaker for in the last week? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
Purchase a product from a retailer	13	-	3	2	2	-	2	1	*	-	13	*	10	3	6	7
	*%	-%	1%	1%	1%	-%	1%	*%	*%	-%	1%	*%	1%	*%	1%	*%
		-%	22%	17%	12%	-%	16%	7%	3%	-%	98%	2%	76%	24%	47%	53%
Play an interactive audio game	11	-	1	1	2	-	2	-	1	-	8	3	8	3	8	3
	*%	-%	*%	*%	1%	-%	1%	-%	1%	-%	*%	1%	*%	*%	1%	*%
		-%	13%	7%	19%	-%	17%	-%	7%	-%	75%	25%	70%	30%	72%	28%
To search for health advice from the NHS	7	-	1	2	1	-	-	-	1	-	6	*	5	2	2	5
	*%	-%	*%	1%	*%	-%	-%	-%	1%	-%	*%	*%	*%	*%	*%	*%
		-%	14%	35%	8%	-%	-%	-%	17%	-%	96%	4%	71%	29%	32%	68%
ANY OF THESE USES	451	36	74	40	35	42	56	27	24	36	381	70	328	121	236	215
	17%	11%	20%	17%	18%	18%	23%	12%	21%	12%	16%	19%	21%	11%	21%	14%
			agi	a	a	a	agi		agi				b		b	
		8%	16%	9%	8%	9%	12%	6%	5%	8%	84%	16%	73%	27%	52%	48%
None of these	34	-	1	8	2	1	7	2	1	5	28	6	20	14	14	20
	1%	-%	*%	4%	1%	1%	3%	1%	1%	2%	1%	2%	1%	1%	1%	1%
				abeh			abe			a						
		-%	4%	24%	6%	4%	20%	7%	3%	15%	82%	18%	59%	41%	42%	58%
Don't know	1	-	-	1	-	-	1	-	-	-	1	-	1	1	1	-
	*%	-%	-%	*%	-%	-%	*%	-%	-%	-%	*%	-%	*%	*%	*%	-%
		-%	-%	43%	-%	-%	57%	-%	-%	-%	100%	-%	57%	43%	100%	-%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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QV5. SHOWCARD And which of these have you used your smart speaker for in the last week? (MULTI CODE)

Base : All respondents

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
Listen to a live radio station	268	192	108	194	207	171	265
	10%	12%	10%	16%	16%	14%	10%
		bf		abf	abf	bf	
		72%	40%	72%	77%	64%	99%
Listen to music via a streaming service – like Spotify, Apple Music or Deezer	254	178	88	190	215	183	254
	9%	12%	8%	15%	17%	15%	10%
		b		abf	abf	abf	
		70%	35%	75%	85%	72%	100%
Get weather reports	165	123	64	126	132	117	164
	6%	8%	6%	10%	10%	9%	6%
		b		bf	abf	bf	
		74%	39%	76%	80%	71%	99%
Searching for information online or asking general questions	127	96	50	99	103	92	127
	5%	6%	5%	8%	8%	7%	5%
				bf	bf	bf	
		76%	39%	77%	81%	73%	100%
As an alarm, personal schedule reminder or to make a shopping list	102	69	42	78	88	71	102
	4%	4%	4%	6%	7%	6%	4%
				abf	abf	bf	
		68%	41%	77%	86%	70%	100%
Get news reports	97	73	42	76	68	71	97
	4%	5%	4%	6%	5%	6%	4%
				bf	f	bf	
		75%	43%	78%	70%	73%	99%

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

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QV5. SHOWCARD And which of these have you used your smart speaker for in the last week? (MULTI CODE)

Base : All respondents

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
Get travel information or updates	77	64	25	61	60	59	76
	3%	4%	2%	5%	5%	5%	3%
		bf		bf	bf	bf	
		83%	33%	79%	78%	77%	99%
To control smart home devices such as heating or lighting	63	43	24	47	54	44	62
	2%	3%	2%	4%	4%	4%	2%
				bf	abf	b	
		69%	38%	75%	86%	71%	99%
To control a household device, such as the TV or set top box	45	33	21	36	40	34	43
	2%	2%	2%	3%	3%	3%	2%
				f	f	f	
		73%	46%	80%	90%	76%	97%
Listen to a podcast	39	25	17	34	31	28	38
	1%	2%	2%	3%	2%	2%	2%
				abf	f		
		63%	43%	87%	79%	71%	98%
To make calls, send texts or emails by pairing the speaker with contacts on your mobile phone	27	18	11	21	22	22	27
	1%	1%	1%	2%	2%	2%	1%
		68%	42%	79%	82%	83%	100%
To call other people's smart speakers	16	8	10	14	13	11	16
	1%	1%	1%	1%	1%	1%	1%
		53%	64%	86%	80%	70%	100%

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

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QV5. SHOWCARD And which of these have you used your smart speaker for in the last week? (MULTI CODE)

Base : All respondents

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
Purchase a product from a retailer	13	12	2	11	12	10	13
	*%	1%	*%	1%	1%	1%	1%
				b	b	b	
		90%	17%	84%	91%	82%	100%
Play an interactive audio game	11	6	4	9	11	10	11
	*%	*%	*%	1%	1%	1%	*%
		52%	34%	84%	100%	89%	100%
To search for health advice from the NHS	7	6	1	7	7	5	7
	*%	*%	*%	1%	1%	*%	*%
				b	b		
		94%	11%	98%	100%	70%	100%
ANY OF THESE USES	451	324	160	321	348	301	446
	17%	21%	15%	26%	27%	24%	17%
		bf		abf	abf	bf	b
		72%	35%	71%	77%	67%	99%
None of these	34	23	11	21	26	18	34
	1%	1%	1%	2%	2%	1%	1%
				b			
		68%	34%	62%	77%	52%	100%
Don't know	1	1	1	1	1	-	1
	*%	*%	*%	*%	*%	-%	*%
		57%	43%	100%	100%	-%	100%

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

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
Yes	791	376	411	132	130	361	167	15	36	59	331	256	253	158	123	671	61	39	20
	30%	29%	30%	35%	32%	40%	17%	10%	16%	21%	43%	36%	35%	27%	19%	30%	26%	30%	27%
				d	d	bd				a	abc	cd	cd	d					
		48%	52%	17%	16%	46%	21%	2%	5%	7%	42%	32%	32%	20%	16%	85%	8%	5%	3%
No	1840	903	935	235	267	531	808	131	188	211	427	448	450	409	532	1531	164	92	52
	69%	69%	68%	62%	65%	59%	82%	89%	83%	76%	56%	63%	63%	70%	80%	68%	70%	70%	71%
					c		abc	cd	cd	d				ab	abc				
		49%	51%	13%	14%	29%	44%	7%	10%	11%	23%	24%	24%	22%	29%	83%	9%	5%	3%
Don't know	44	23	19	9	10	11	14	2	1	7	9	7	15	14	8	34	8	1	1
	2%	2%	1%	2%	3%	1%	1%	1%	1%	2%	1%	1%	2%	2%	1%	2%	3%	*%	2%
																	ac		
		51%	43%	20%	23%	25%	32%	4%	3%	15%	19%	16%	34%	32%	18%	78%	18%	1%	3%

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

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Base : All respondents

		ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
Yes	791	95	127	68	53	71	78	69	43	67	682	108	581	208	395	395
	30%	29%	35%	29%	28%	30%	32%	31%	37%	22%	29%	30%	37%	19%	35%	26%
		i	i				i	i	adi				b		b	
		12%	16%	9%	7%	9%	10%	9%	5%	8%	86%	14%	74%	26%	50%	50%
No	1840	235	239	158	134	154	166	145	72	230	1591	249	951	888	725	1115
	69%	70%	65%	69%	71%	65%	68%	66%	62%	77%	69%	69%	61%	80%	64%	73%
					h					befgh				a		a
		13%	13%	9%	7%	8%	9%	8%	4%	12%	86%	14%	52%	48%	39%	61%
Don't know	44	4	2	4	1	12	2	7	1	2	43	2	21	20	18	26
	2%	1%	*%	2%	*%	5%	1%	3%	1%	1%	2%	*%	1%	2%	2%	2%
						abcdfhi		bdfhi			b					
		9%	4%	9%	2%	27%	4%	16%	2%	5%	96%	4%	48%	45%	41%	59%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

		TV SERVICES					
		PAID TRAD	FREE TRAD	FREE		YOUTUBE	ANY SER-
		TV	TV	CATCH-UP	SVOD	SERV-	VICES
		a	b	c	d	e	f
Significance Level: 95%	Total						
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
Yes	791	565	262	518	566	527	783
	30%	37%	24%	42%	44%	42%	31%
		bf		abf	abf	abf	b
		71%	33%	65%	72%	67%	99%
No	1840	951	816	712	695	716	1731
	69%	62%	75%	58%	55%	57%	68%
		cde	acdef				acde
		52%	44%	39%	38%	39%	94%
Don't know	44	26	10	6	13	11	37
	2%	2%	1%	1%	1%	1%	1%
		c					c
		58%	22%	14%	30%	25%	83%

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

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	~a	~b	~c	d	a	b	c	d	a	b	c	d
Unweighted total	1098	528	566	193	178	458	269	26	57	94	406	307	388	205	197	669	143	146	140
Effective Weighted Sample	750	362	385	137	121	319	179	20	40	68	287	209	270	140	145	580	91	104	127
Weighted total	791	376	411	132	130	361	167	15	36	59	331	256	253	158	123	671	61	39	20
		48%	52%	17%	16%	46%	21%	**	**	**	42%	32%	32%	20%	16%	85%	8%	5%	3%
PROMPTED RESPONSES																			
Weather information	448	218	228	68	78	221	81	**	**	**	209	142	152	87	66	387	26	25	10
	57%	58%	55%	51%	60%	61%	49%	**	**	**	63%	55%	60%	55%	54%	58%	44%	62%	51%
		49%	51%	15%	17%	ad	18%	**	**	**	47%	32%	34%	19%	15%	b	b	b	2%
Playing music – e.g. Spotify	401	172	228	77	73	179	72	**	**	**	162	138	134	72	55	346	25	23	6
	51%	46%	55%	58%	56%	50%	43%	**	**	**	49%	54%	53%	45%	45%	52%	41%	58%	32%
		43%	a	d	d	45%	18%	**	**	**	40%	35%	34%	18%	14%	d	6%	bd	2%
Travel information	273	134	137	49	48	132	44	**	**	**	137	98	96	41	38	234	16	16	7
	34%	36%	33%	37%	37%	36%	26%	**	**	**	41%	38%	38%	26%	31%	35%	27%	40%	35%
		49%	50%	d	d	d	16%	**	**	**	50%	c	c	15%	14%	86%	6%	6%	3%
Setting a reminder or alarm for a specific time	228	100	128	42	48	105	33	**	**	**	105	84	74	42	27	193	15	15	6
	29%	26%	31%	32%	37%	29%	20%	**	**	**	32%	33%	29%	27%	22%	29%	25%	37%	29%
		44%	56%	d	d	d	15%	**	**	**	46%	d	33%	19%	12%	84%	7%	6%	3%
Starting/ opening up a radio station	228	102	126	27	42	107	53	**	**	**	111	93	61	42	32	185	20	16	8
	29%	27%	31%	20%	32%	30%	32%	**	**	**	34%	36%	24%	27%	26%	28%	33%	40%	38%
		45%	55%	a	a	a	23%	**	**	**	49%	bd	27%	18%	14%	81%	9%	a	a
Getting the news headlines	193	96	96	24	29	102	38	**	**	**	111	76	63	28	25	164	12	12	5
	24%	25%	23%	18%	22%	28%	23%	**	**	**	34%	30%	25%	18%	20%	24%	19%	30%	25%
		50%	50%	13%	15%	a	20%	**	**	**	58%	cd	33%	14%	13%	85%	6%	6%	3%
Getting 'how to' instructions	160	78	82	38	17	81	25	**	**	**	83	56	48	31	25	138	10	10	3
	20%	21%	20%	29%	13%	22%	15%	**	**	**	25%	22%	19%	20%	21%	21%	16%	25%	15%
		48%	51%	bd	11%	bd	15%	**	**	**	52%	35%	30%	19%	16%	86%	6%	6%	2%

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

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	~a	~b	~c	d	a	b	c	d	a	b	c	d
Unweighted total	1098	528	566	193	178	458	269	26	57	94	406	307	388	205	197	669	143	146	140
Effective Weighted Sample	750	362	385	137	121	319	179	20	40	68	287	209	270	140	145	580	91	104	127
Weighted total	791	376	411	132	130	361	167	15	36	59	331	256	253	158	123	671	61	39	20
		48%	52%	17%	16%	46%	21%	**	**	**	42%	32%	32%	20%	16%	85%	8%	5%	3%
Finding out which music is being played	154	73	80	30	29	78	17	**	**	**	85	59	53	27	15	141	6	5	1
	19%	20%	19%	23%	22%	22%	10%	**	**	**	26%	23%	21%	17%	12%	21%	10%	13%	7%
				d	d	d						d	d			bd			
		48%	52%	19%	19%	51%	11%	**	**	**	55%	39%	34%	18%	9%	92%	4%	3%	1%
Controlling lighting or heating in your home	103	45	57	14	20	53	15	**	**	**	57	41	40	11	10	82	9	9	3
	13%	12%	14%	11%	16%	15%	9%	**	**	**	17%	16%	16%	7%	8%	12%	15%	23%	12%
												cd	cd					ad	
		44%	56%	14%	20%	52%	14%	**	**	**	56%	40%	39%	10%	10%	80%	9%	9%	2%
Starting/ opening up a TV programme	89	43	46	15	14	41	18	**	**	**	52	31	32	16	10	70	11	4	3
	11%	11%	11%	12%	11%	11%	11%	**	**	**	16%	12%	13%	10%	9%	10%	19%	10%	17%
																	a		a
		48%	52%	17%	16%	46%	21%	**	**	**	58%	34%	36%	18%	12%	79%	13%	4%	4%
Playing games	86	31	53	19	14	47	6	**	**	**	44	36	25	13	13	77	1	5	3
	11%	8%	13%	15%	11%	13%	4%	**	**	**	13%	14%	10%	8%	10%	12%	2%	13%	13%
			a	d	d	d										b		b	b
		36%	61%	23%	16%	54%	7%	**	**	**	51%	42%	28%	15%	15%	90%	1%	6%	3%
Starting/ opening up an on-demand service like Netflix	72	35	38	20	11	37	5	**	**	**	39	24	31	10	8	60	8	3	2
	9%	9%	9%	15%	8%	10%	3%	**	**	**	12%	9%	12%	6%	6%	9%	14%	7%	9%
				d	d	d													
		48%	52%	27%	15%	51%	7%	**	**	**	54%	33%	42%	14%	11%	83%	11%	4%	2%
Starting/ opening up a podcast	68	27	40	14	8	42	4	**	**	**	36	37	21	4	7	59	5	4	1
	9%	7%	10%	11%	6%	12%	2%	**	**	**	11%	14%	8%	2%	6%	9%	8%	10%	5%
				d		d						bcd	c						
		39%	59%	21%	12%	61%	5%	**	**	**	53%	54%	30%	5%	10%	86%	7%	6%	2%
Finding a TV programme or channel or on-demand service	65	30	34	14	6	35	10	**	**	**	32	28	22	9	6	56	5	3	1
	8%	8%	8%	11%	5%	10%	6%	**	**	**	10%	11%	9%	6%	5%	8%	9%	7%	4%
												d							
		47%	53%	22%	10%	53%	15%	**	**	**	49%	43%	34%	14%	9%	86%	8%	4%	1%

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

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Base : Those in a household where someone uses voice controls

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	~a	~b	~c	d	a	b	c	d	a	b	c	d
Unweighted total	1098	528	566	193	178	458	269	26	57	94	406	307	388	205	197	669	143	146	140
Effective Weighted Sample	750	362	385	137	121	319	179	20	40	68	287	209	270	140	145	580	91	104	127
Weighted total	791	376	411	132	130	361	167	15	36	59	331	256	253	158	123	671	61	39	20
		48%	52%	17%	16%	46%	21%	**	**	**	42%	32%	32%	20%	16%	85%	8%	5%	3%
SPONTANEOUS RESPONSES																			
General information/ search	28	11	17	5	2	15	5	**	**	**	11	10	6	6	6	25	2	1	*
	3%	3%	4%	4%	1%	4%	3%	**	**	**	3%	4%	2%	4%	5%	4%	3%	3%	*%
		38%	62%	19%	7%	56%	19%	**	**	**	41%	37%	23%	20%	20%	89%	6%	4%	*%
Dictionary/ spelling	4	3	1	-	3	1	1	**	**	**	1	1	1	2	-	4	-	-	-
	1%	1%	*%	-%	2%	*%	1%	**	**	**	*%	*%	1%	1%	-%	1%	-%	-%	-%
					c														
Shopping lists		70%	30%	-%	62%	13%	25%	**	**	**	25%	25%	30%	45%	-%	100%	-%	-%	-%
	4	*	4	-	-	1	3	**	**	**	*	3	-	*	-	4	-	*	-
	1%	*%	1%	-%	-%	*%	2%	**	**	**	*%	1%	-%	*%	-%	1%	-%	*%	-%
Anything else		3%	97%	-%	-%	36%	64%	**	**	**	12%	88%	-%	12%	-%	97%	-%	3%	-%
	5	1	3	1	1	2	1	**	**	**	1	*	2	-	2	4	*	1	-
	1%	*%	1%	*%	1%	*%	1%	**	**	**	*%	*%	1%	-%	2%	1%	*%	2%	-%
Don't know		28%	72%	12%	26%	40%	23%	**	**	**	12%	10%	38%	-%	51%	83%	3%	14%	-%
	26	16	10	3	3	10	9	**	**	**	10	9	6	7	3	19	4	1	2
	3%	4%	2%	2%	2%	3%	5%	**	**	**	3%	3%	2%	5%	3%	3%	7%	3%	8%
																	a		a
		62%	38%	13%	12%	40%	35%	**	**	**	38%	34%	24%	29%	13%	72%	17%	4%	7%

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

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		ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Unweighted total	1098	71	86	66	69	76	79	79	95	48	782	316	759	337	567	531
Effective Weighted Sample	750	68	83	63	67	72	76	75	90	46	625	132	521	237	372	379
Weighted total	791	95	127	68	53	71	78	69	43	67	682	108	581	208	395	395
		**	**	**	**	**	**	**	**	**	86%	14%	74%	26%	50%	50%
PROMPTED RESPONSES																
Weather information	448	**	**	**	**	**	**	**	**	**	391	57	345	102	217	231
	57%	**	**	**	**	**	**	**	**	**	57%	52%	59%	49%	55%	58%
		**	**	**	**	**	**	**	**	**	87%	13%	b 77%	23%	48%	52%
Playing music – e.g. Spotify	401	**	**	**	**	**	**	**	**	**	345	55	288	111	205	196
	51%	**	**	**	**	**	**	**	**	**	51%	51%	50%	53%	52%	49%
		**	**	**	**	**	**	**	**	**	86%	14%	72%	28%	51%	49%
Travel information	273	**	**	**	**	**	**	**	**	**	234	38	221	51	135	138
	34%	**	**	**	**	**	**	**	**	**	34%	35%	38%	25%	34%	35%
		**	**	**	**	**	**	**	**	**	86%	14%	b 81%	19%	49%	51%
Setting a reminder or alarm for a specific time	228	**	**	**	**	**	**	**	**	**	201	28	169	58	124	104
	29%	**	**	**	**	**	**	**	**	**	29%	26%	29%	28%	31%	26%
		**	**	**	**	**	**	**	**	**	88%	12%	74%	25%	54%	46%
Starting/ opening up a radio station	228	**	**	**	**	**	**	**	**	**	188	40	169	59	123	105
	29%	**	**	**	**	**	**	**	**	**	28%	37%	29%	28%	31%	27%
		**	**	**	**	**	**	**	**	**	a 82%	18%	74%	26%	54%	46%
Getting the news headlines	193	**	**	**	**	**	**	**	**	**	168	25	154	37	102	90
	24%	**	**	**	**	**	**	**	**	**	25%	23%	27%	18%	26%	23%
		**	**	**	**	**	**	**	**	**	87%	13%	b 80%	19%	53%	47%
Getting ‘how to’ instructions	160	**	**	**	**	**	**	**	**	**	139	21	126	34	61	99
	20%	**	**	**	**	**	**	**	**	**	20%	20%	22%	17%	15%	25%
		**	**	**	**	**	**	**	**	**	87%	13%	a 79%	21%	38%	62%

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	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Unweighted total	1098	71	86	66	69	76	79	79	95	48	782	316	759	337	567	531
Effective Weighted Sample	750	68	83	63	67	72	76	75	90	46	625	132	521	237	372	379
Weighted total	791	95	127	68	53	71	78	69	43	67	682	108	581	208	395	395
		**	**	**	**	**	**	**	**	**	86%	14%	74%	26%	50%	50%
Finding out which music is being played	154	**	**	**	**	**	**	**	**	**	138	16	128	26	79	75
	19%	**	**	**	**	**	**	**	**	**	20%	15%	22%	12%	20%	19%
													b			
		**	**	**	**	**	**	**	**	**	89%	11%	83%	17%	51%	49%
Controlling lighting or heating in your home	103	**	**	**	**	**	**	**	**	**	86	16	81	22	66	37
	13%	**	**	**	**	**	**	**	**	**	13%	15%	14%	10%	17%	9%
														b		
		**	**	**	**	**	**	**	**	**	84%	16%	79%	21%	64%	36%
Starting/ opening up a TV programme	89	**	**	**	**	**	**	**	**	**	77	12	69	20	50	39
	11%	**	**	**	**	**	**	**	**	**	11%	11%	12%	10%	13%	10%
		**	**	**	**	**	**	**	**	**	86%	14%	77%	23%	56%	44%
Playing games	86	**	**	**	**	**	**	**	**	**	79	7	67	19	53	33
	11%	**	**	**	**	**	**	**	**	**	12%	6%	11%	9%	13%	8%
														b		
		**	**	**	**	**	**	**	**	**	92%	8%	78%	22%	61%	39%
Starting/ opening up an on-demand service like Netflix	72	**	**	**	**	**	**	**	**	**	64	8	56	17	33	39
	9%	**	**	**	**	**	**	**	**	**	9%	7%	10%	8%	8%	10%
		**	**	**	**	**	**	**	**	**	89%	11%	77%	23%	46%	54%
Starting/ opening up a podcast	68	**	**	**	**	**	**	**	**	**	61	7	54	14	43	25
	9%	**	**	**	**	**	**	**	**	**	9%	6%	9%	7%	11%	6%
														b		
		**	**	**	**	**	**	**	**	**	90%	10%	79%	21%	64%	36%
Finding a TV programme or channel or on-demand service	65	**	**	**	**	**	**	**	**	**	54	11	48	17	27	37
	8%	**	**	**	**	**	**	**	**	**	8%	10%	8%	8%	7%	9%
		**	**	**	**	**	**	**	**	**	83%	17%	74%	26%	42%	58%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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		ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Unweighted total	1098	71	86	66	69	76	79	79	95	48	782	316	759	337	567	531
Effective Weighted Sample	750	68	83	63	67	72	76	75	90	46	625	132	521	237	372	379
Weighted total	791	95	127	68	53	71	78	69	43	67	682	108	581	208	395	395
		**	**	**	**	**	**	**	**	**	86%	14%	74%	26%	50%	50%
SPONTANEOUS RESPONSES																
General information/ search	28	**	**	**	**	**	**	**	**	**	23	5	19	8	14	13
	3%	**	**	**	**	**	**	**	**	**	3%	5%	3%	4%	4%	3%
		**	**	**	**	**	**	**	**	**	82%	18%	70%	30%	52%	48%
Dictionary/ spelling	4	**	**	**	**	**	**	**	**	**	3	1	3	2	4	1
	1%	**	**	**	**	**	**	**	**	**	*%	1%	*%	1%	1%	*%
		**	**	**	**	**	**	**	**	**	75%	25%	62%	38%	87%	13%
Shopping lists	4	**	**	**	**	**	**	**	**	**	4	*	3	1	4	-
	1%	**	**	**	**	**	**	**	**	**	1%	*%	*%	1%	1%	-%
		**	**	**	**	**	**	**	**	**	97%	3%	67%	33%	100%	-%
Anything else	5	**	**	**	**	**	**	**	**	**	4	*	2	3	4	1
	1%	**	**	**	**	**	**	**	**	**	1%	*%	*%	1%	1%	*%
		**	**	**	**	**	**	**	**	**	97%	3%	43%	57%	83%	17%
Don't know	26	**	**	**	**	**	**	**	**	**	23	3	14	11	12	14
	3%	**	**	**	**	**	**	**	**	**	3%	3%	2%	5%	3%	4%
		**	**	**	**	**	**	**	**	**			a			
											89%	11%	56%	44%	46%	54%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	TV SERVICES				YOUTUBE	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV- ICES	
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	1098	773	357	671	790	677	1080
Effective Weighted Sample	750	531	251	471	536	474	741
Weighted total	791	565	262	518	566	527	783
		71%	33%	65%	72%	67%	99%
PROMPTED RESPONSES							
Weather information	448	320	151	301	325	303	445
	57%	57%	57%	58%	57%	57%	57%
		72%	34%	67%	72%	68%	99%
Playing music – e.g. Spotify	401	290	135	292	314	288	397
	51%	51%	52%	56%	56%	55%	51%
		72%	34%	73%	78%	72%	99%
Travel information	273	205	84	192	200	192	270
	34%	36%	32%	37%	35%	36%	34%
		75%	31%	71%	73%	70%	99%
Setting a reminder or alarm for a specific time	228	156	89	162	186	161	228
	29%	28%	34%	31%	33%	31%	29%
		68%	39%	71%	82%	70%	100%
Starting/ opening up a radio station	228	164	86	165	178	146	227
	29%	29%	33%	32%	31%	28%	29%
		72%	38%	72%	78%	64%	99%
Getting the news headlines	193	141	70	131	126	128	192
	24%	25%	27%	25%	22%	24%	25%
		73%	36%	68%	66%	66%	100%
Getting 'how to' instructions	160	117	57	109	118	113	160
	20%	21%	22%	21%	21%	21%	20%
		73%	36%	68%	74%	70%	100%
Finding out which music is being played	154	111	52	103	106	110	153
	19%	20%	20%	20%	19%	21%	20%
		72%	34%	67%	69%	72%	99%

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

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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

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1098	773	357	671	790	677	1080
Effective Weighted Sample	750	531	251	471	536	474	741
Weighted total	791	565	262	518	566	527	783
		71%	33%	65%	72%	67%	99%
Controlling lighting or heating in your home	103	76	34	78	86	76	102
	13%	13%	13%	15%	15%	14%	13%
		74%	33%	76%	83%	74%	99%
Starting/ opening up a TV programme	89	61	37	67	69	69	89
	11%	11%	14%	13%	12%	13%	11%
		68%	41%	75%	77%	77%	100%
Playing games	86	56	28	57	60	61	85
	11%	10%	11%	11%	11%	12%	11%
		65%	32%	66%	70%	71%	99%
Starting/ opening up an on-demand service like Netflix	72	49	22	55	60	55	72
	9%	9%	9%	11%	11%	10%	9%
		68%	31%	76%	82%	76%	100%
Starting/ opening up a podcast	68	43	27	50	52	49	68
	9%	8%	10%	10%	9%	9%	9%
		63%	40%	74%	76%	72%	99%
Finding a TV programme or channel or on-demand service	65	43	29	45	50	50	64
	8%	8%	11%	9%	9%	9%	8%
		66%	44%	70%	78%	77%	99%
SPONTANEOUS RESPONSES							
General information/ search	28	18	13	20	14	16	28
	3%	3%	5%	4%	2%	3%	4%
		66%	47%	74%	51%	57%	100%
Dictionary/ spelling	4	3	1	3	4	2	4
	1%	1%	*%	1%	1%	*%	1%
		75%	25%	70%	100%	45%	100%

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

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

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

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d		e	f
Unweighted total	1098	773	357	671	790		677	1080
Effective Weighted Sample	750	531	251	471	536		474	741
Weighted total	791	565	262	518	566		527	783
		71%	33%	65%	72%		67%	99%
Shopping lists	4	2	4	3	3		3	4
	1%	*%	1%	1%	1%		1%	1%
		48%	97%	88%	88%		88%	100%
Anything else	5	2	2	3	3		1	5
	1%	*%	1%	1%	1%		*%	1%
		36%	52%	60%	74%		33%	100%
Don't know	26	18	9	13	20		15	25
	3%	3%	3%	2%	4%		3%	3%
		68%	36%	50%	78%		60%	99%

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

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QV7. SHOWCARD Which of these types of information or tasks are achieved using voice controls in your household? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
PROMPTED RESPONSES																			
Weather information	448	218	228	68	78	221	81	6	18	32	209	142	152	87	66	387	26	25	10
	17%	17%	17%	18%	19%	24%	8%	4%	8%	12%	27%	20%	21%	15%	10%	17%	11%	19%	14%
				d	d	abd				a	abc	cd	cd	d		b		b	
		49%	51%	15%	17%	49%	18%	1%	4%	7%	47%	32%	34%	19%	15%	86%	6%	5%	2%
Playing music – e.g. Spotify	401	172	228	77	73	179	72	9	23	30	162	138	134	72	55	346	25	23	6
	15%	13%	17%	20%	18%	20%	7%	6%	10%	11%	21%	19%	19%	12%	8%	15%	11%	17%	9%
			a	d	d	d					abc	cd	cd	d		bd		bd	
		43%	57%	19%	18%	45%	18%	2%	6%	7%	40%	35%	34%	18%	14%	86%	6%	6%	2%
Travel information	273	134	137	49	48	132	44	2	9	20	137	98	96	41	38	234	16	16	7
	10%	10%	10%	13%	12%	15%	4%	1%	4%	7%	18%	14%	13%	7%	6%	10%	7%	12%	10%
				d	d	d				a	abc	cd	cd			b		b	
		49%	50%	18%	18%	48%	16%	1%	3%	7%	50%	36%	35%	15%	14%	86%	6%	6%	3%
Setting a reminder or alarm for a specific time	228	100	128	42	48	105	33	3	6	21	105	84	74	42	27	193	15	15	6
	9%	8%	9%	11%	12%	12%	3%	2%	3%	8%	14%	12%	10%	7%	4%	9%	7%	11%	8%
				d	d	d				ab	abc	cd	d	d				b	
		44%	56%	18%	21%	46%	15%	1%	3%	9%	46%	37%	33%	19%	12%	84%	7%	6%	3%
Starting/ opening up a radio station	228	102	126	27	42	107	53	5	9	17	111	93	61	42	32	185	20	16	8
	9%	8%	9%	7%	10%	12%	5%	3%	4%	6%	14%	13%	9%	7%	5%	8%	9%	12%	10%
				d	d	ad					abc	bcd	d					a	
		45%	55%	12%	18%	47%	23%	2%	4%	7%	49%	41%	27%	18%	14%	81%	9%	7%	3%
Getting the news headlines	193	96	96	24	29	102	38	1	6	10	111	76	63	28	25	164	12	12	5
	7%	7%	7%	6%	7%	11%	4%	1%	3%	4%	15%	11%	9%	5%	4%	7%	5%	9%	7%
				d	d	abd					abc	cd	cd					b	
		50%	50%	13%	15%	53%	20%	1%	3%	5%	58%	39%	33%	14%	13%	85%	6%	6%	3%
Getting 'how to' instructions	160	78	82	38	17	81	25	1	5	9	83	56	48	31	25	138	10	10	3
	6%	6%	6%	10%	4%	9%	3%	1%	2%	3%	11%	8%	7%	5%	4%	6%	4%	7%	4%
				bd		bd					abc	d	d					d	
		48%	51%	24%	11%	50%	15%	1%	3%	6%	52%	35%	30%	19%	16%	86%	6%	6%	2%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 91

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QV7. SHOWCARD Which of these types of information or tasks are achieved using voice controls in your household? (MULTI CODE)

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
Finding out which music is being played	154	73	80	30	29	78	17	2	6	11	85	59	53	27	15	141	6	5	1
	6%	6%	6%	8%	7%	9%	2%	2%	3%	4%	11%	8%	7%	5%	2%	6%	3%	4%	2%
				d	d	d					abc	cd	cd	d		bd			
		48%	52%	19%	19%	51%	11%	1%	4%	7%	55%	39%	34%	18%	9%	92%	4%	3%	1%
Controlling lighting or heating in your home	103	45	57	14	20	53	15	-	1	2	57	41	40	11	10	82	9	9	3
	4%	3%	4%	4%	5%	6%	1%	-%	*%	1%	7%	6%	6%	2%	2%	4%	4%	7%	3%
				d	d	d					abc	cd	cd					ad	
		44%	56%	14%	20%	52%	14%	-%	1%	2%	56%	40%	39%	10%	10%	80%	9%	9%	2%
Starting/ opening up a TV programme	89	43	46	15	14	41	18	1	1	2	52	31	32	16	10	70	11	4	3
	3%	3%	3%	4%	3%	5%	2%	*%	1%	1%	7%	4%	4%	3%	2%	3%	5%	3%	5%
				d		d					abc	d	d						
		48%	52%	17%	16%	46%	21%	1%	2%	2%	58%	34%	36%	18%	12%	79%	13%	4%	4%
Playing games	86	31	53	19	14	47	6	1	4	7	44	36	25	13	13	77	1	5	3
	3%	2%	4%	5%	3%	5%	1%	1%	2%	2%	6%	5%	3%	2%	2%	3%	1%	4%	4%
			a	d	d	d					abc	cd				b		b	b
		36%	61%	23%	16%	54%	7%	2%	4%	8%	51%	42%	28%	15%	15%	90%	1%	6%	3%
Starting/ opening up an on-demand service like Netflix	72	35	38	20	11	37	5	2	2	2	39	24	31	10	8	60	8	3	2
	3%	3%	3%	5%	3%	4%	*%	2%	1%	1%	5%	3%	4%	2%	1%	3%	4%	2%	2%
				d	d	d					abc	d	cd						
		48%	52%	27%	15%	51%	7%	3%	3%	2%	54%	33%	42%	14%	11%	83%	11%	4%	2%
Starting/ opening up a podcast	68	27	40	14	8	42	4	2	2	4	36	37	21	4	7	59	5	4	1
	3%	2%	3%	4%	2%	5%	*%	1%	1%	1%	5%	5%	3%	1%	1%	3%	2%	3%	1%
				d	d	bd					abc	bcd	cd						
		39%	59%	21%	12%	61%	5%	3%	3%	6%	53%	54%	30%	5%	10%	86%	7%	6%	2%
Finding a TV programme or channel or on-demand service	65	30	34	14	6	35	10	2	3	3	32	28	22	9	6	56	5	3	1
	2%	2%	3%	4%	2%	4%	1%	1%	2%	1%	4%	4%	3%	2%	1%	2%	2%	2%	1%
				d		bd					abc	cd	d						
		47%	53%	22%	10%	53%	15%	2%	5%	5%	49%	43%	34%	14%	9%	86%	8%	4%	1%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

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QV7. SHOWCARD Which of these types of information or tasks are achieved using voice controls in your household? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
SPONTANEOUS RESPONSES																			
General information/ search	28	11	17	5	2	15	5	-	1	3	11	10	6	6	6	25	2	1	*
	1%	1%	1%	1%	*%	2%	1%	-%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%
		38%	62%	19%	7%	56%	19%	-%	3%	10%	41%	37%	23%	20%	20%	89%	6%	4%	*%
Dictionary/ spelling	4	3	1	-	3	1	1	-	1	-	1	1	1	2	-	4	-	-	-
	*%	*%	*%	-%	1%	*%	*%	-%	*%	-%	*%	*%	*%	*%	-%	*%	-%	-%	-%
		70%	30%	-%	62%	13%	25%	-%	13%	-%	25%	25%	30%	45%	-%	100%	-%	-%	-%
Shopping lists	4	*	4	-	-	1	3	-	-	-	*	3	-	*	-	4	-	*	-
	*%	*%	*%	-%	-%	*%	*%	-%	-%	-%	*%	*%	-%	*%	-%	*%	-%	*%	-%
		3%	97%	-%	-%	36%	64%	-%	-%	-%	12%	88%	-%	12%	-%	97%	-%	3%	-%
Anything else	5	1	3	1	1	2	1	-	-	-	1	*	2	-	2	4	*	1	-
	*%	*%	*%	*%	*%	*%	*%	-%	-%	-%	*%	*%	*%	-%	*%	*%	*%	*%	-%
		28%	72%	12%	26%	40%	23%	-%	-%	-%	12%	10%	38%	-%	51%	83%	3%	14%	-%
Don't know	26	16	10	3	3	10	9	2	1	2	10	9	6	7	3	19	4	1	2
	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%
		62%	38%	13%	12%	40%	35%	6%	3%	8%	38%	34%	24%	29%	13%	72%	17%	4%	7%

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

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QV7. SHOWCARD Which of these types of information or tasks are achieved using voice controls in your household? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
PROMPTED RESPONSES																
Weather information	448	73	70	46	19	44	45	28	23	40	391	57	345	102	217	231
	17%	22%	19%	20%	10%	18%	18%	13%	20%	13%	17%	16%	22%	9%	19%	15%
		dgi	dg	dg		d	d		dgi				b		b	
		16%	16%	10%	4%	10%	10%	6%	5%	9%	87%	13%	77%	23%	48%	52%
Playing music – e.g. Spotify	401	41	58	37	31	37	53	35	20	35	345	55	288	111	205	196
	15%	12%	16%	16%	16%	16%	22%	16%	17%	12%	15%	15%	19%	10%	18%	13%
							ai						b		b	
		10%	15%	9%	8%	9%	13%	9%	5%	9%	86%	14%	72%	28%	51%	49%
Travel information	273	57	30	28	11	34	18	19	18	19	234	38	221	51	135	138
	10%	17%	8%	12%	6%	14%	8%	9%	15%	7%	10%	11%	14%	5%	12%	9%
		bdfgi		di		bdfgi			bdfgi				b		b	
		21%	11%	10%	4%	13%	7%	7%	6%	7%	86%	14%	81%	19%	49%	51%
Setting a reminder or alarm for a specific time	228	12	42	23	22	18	22	18	19	17	201	28	169	58	124	104
	9%	3%	11%	10%	12%	8%	9%	8%	16%	6%	9%	8%	11%	5%	11%	7%
			ai	a	ai	a	a	a	aefgi				b		b	
		5%	18%	10%	10%	8%	10%	8%	8%	8%	88%	12%	74%	25%	54%	46%
Starting/ opening up a radio station	228	21	34	28	19	14	26	12	21	11	188	40	169	59	123	105
	9%	6%	9%	12%	10%	6%	11%	5%	18%	4%	8%	11%	11%	5%	11%	7%
			i	aegi	gi		gi		abdefgi			a	b		b	
		9%	15%	12%	8%	6%	11%	5%	9%	5%	82%	18%	74%	26%	54%	46%
Getting the news headlines	193	49	27	22	12	15	17	6	9	7	168	25	154	37	102	90
	7%	15%	7%	10%	6%	6%	7%	3%	8%	2%	7%	7%	10%	3%	9%	6%
		bdefghi	gi	gi	i	i	gi		gi				b		b	
		26%	14%	11%	6%	8%	9%	3%	5%	4%	87%	13%	80%	19%	53%	47%
Getting 'how to' instructions	160	28	18	15	13	19	13	12	8	11	139	21	126	34	61	99
	6%	9%	5%	7%	7%	8%	5%	5%	7%	4%	6%	6%	8%	3%	5%	6%
		i				i							b			
		18%	11%	10%	8%	12%	8%	7%	5%	7%	87%	13%	79%	21%	38%	62%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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QV7. SHOWCARD Which of these types of information or tasks are achieved using voice controls in your household? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
Finding out which music is being played	154	33	21	14	11	12	13	10	19	9	138	16	128	26	79	75
	6%	10%	6%	6%	6%	5%	5%	5%	17%	3%	6%	5%	8%	2%	7%	5%
		efgi							abcdefgi				b		b	
		21%	13%	9%	7%	8%	8%	7%	13%	6%	89%	11%	83%	17%	51%	49%
Controlling lighting or heating in your home	103	12	17	14	5	6	17	2	7	3	86	16	81	22	66	37
	4%	4%	5%	6%	3%	3%	7%	1%	6%	1%	4%	5%	5%	2%	6%	2%
		g	gi	gi			degi		gi				b		b	
		12%	16%	13%	5%	6%	16%	2%	7%	3%	84%	16%	79%	21%	64%	36%
Starting/ opening up a TV programme	89	8	15	14	3	7	9	4	4	7	77	12	69	20	50	39
	3%	2%	4%	6%	2%	3%	4%	2%	3%	2%	3%	3%	4%	2%	4%	3%
				adgi									b		b	
		9%	17%	16%	3%	8%	10%	4%	4%	8%	86%	14%	77%	23%	56%	44%
Playing games	86	14	14	7	8	7	12	8	1	5	79	7	67	19	53	33
	3%	4%	4%	3%	5%	3%	5%	4%	1%	2%	3%	2%	4%	2%	5%	2%
		h	h		h		h	h					b		b	
		16%	16%	8%	10%	8%	14%	10%	1%	6%	92%	8%	78%	22%	61%	39%
Starting/ opening up an on-demand service like Netflix	72	8	10	7	3	9	9	7	2	6	64	8	56	17	33	39
	3%	2%	3%	3%	1%	4%	4%	3%	2%	2%	3%	2%	4%	2%	3%	3%
													b			
		10%	14%	10%	4%	12%	12%	9%	3%	8%	89%	11%	77%	23%	46%	54%
Starting/ opening up a podcast	68	5	15	7	4	7	6	4	7	4	61	7	54	14	43	25
	3%	2%	4%	3%	2%	3%	2%	2%	6%	1%	3%	2%	3%	1%	4%	2%
									adfgi				b		b	
		8%	22%	10%	6%	10%	9%	6%	10%	6%	90%	10%	79%	21%	64%	36%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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QV7. SHOWCARD Which of these types of information or tasks are achieved using voice controls in your household? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
Finding a TV programme or channel or on-demand service	65	4	9	9	2	9	5	7	5	6	54	11	48	17	27	37
	2%	1%	2%	4%	1%	4%	2%	3%	4%	2%	2%	3%	3%	2%	2%	2%
				d		d			ad				b			
		7%	14%	14%	3%	14%	8%	10%	8%	9%	83%	17%	74%	26%	42%	58%
SPONTANEOUS RESPONSES																
General information/ search	28	2	7	1	2	4	5	1	-	3	23	5	19	8	14	13
	1%	1%	2%	1%	1%	2%	2%	1%	-%	1%	1%	1%	1%	1%	1%	1%
			h			h										
		6%	26%	5%	6%	15%	17%	5%	-%	9%	82%	18%	70%	30%	52%	48%
Dictionary/ spelling	4	-	2	-	1	1	1	-	-	-	3	1	3	2	4	1
	*%	-%	1%	-%	*%	*%	*%	-%	-%	-%	*%	*%	*%	*%	*%	*%
		-%	45%	-%	17%	13%	25%	-%	-%	-%	75%	25%	62%	38%	87%	13%
Shopping lists	4	-	2	-	-	-	1	-	*	-	4	*	3	1	4	-
	*%	-%	1%	-%	-%	-%	1%	-%	*%	-%	*%	*%	*%	*%	*%	-%
															b	
		-%	52%	-%	-%	-%	33%	-%	12%	-%	97%	3%	67%	33%	100%	-%
Anything else	5	-	-	2	1	-	1	-	*	-	4	*	2	3	4	1
	*%	-%	-%	1%	*%	-%	*%	-%	*%	-%	*%	*%	*%	*%	*%	*%
		-%	-%	38%	12%	-%	23%	-%	10%	-%	97%	3%	43%	57%	83%	17%
Don't know	26	1	5	2	2	2	-	4	1	1	23	3	14	11	12	14
	1%	*%	1%	1%	1%	1%	-%	2%	1%	*%	1%	1%	1%	1%	1%	1%
							f									
		4%	19%	8%	6%	7%	-%	17%	4%	5%	89%	11%	56%	44%	46%	54%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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QV7. SHOWCARD Which of these types of information or tasks are achieved using voice controls in your household? (MULTI CODE)

Base : All respondents

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
PROMPTED RESPONSES							
Weather information	448	320	151	301	325	303	445
	17%	21%	14%	24%	25%	24%	17%
		bf		abf	abf	abf	b
		72%	34%	67%	72%	68%	99%
Playing music – e.g. Spotify	401	290	135	292	314	288	397
	15%	19%	12%	24%	25%	23%	16%
		bf		abf	abf	abf	b
		72%	34%	73%	78%	72%	99%
Travel information	273	205	84	192	200	192	270
	10%	13%	8%	16%	16%	15%	11%
		bf		bf	bf	bf	b
		75%	31%	71%	73%	70%	99%
Setting a reminder or alarm for a specific time	228	156	89	162	186	161	228
	9%	10%	8%	13%	15%	13%	9%
				abf	abf	abf	
		68%	39%	71%	82%	70%	100%
Starting/ opening up a radio station	228	164	86	165	178	146	227
	9%	11%	8%	13%	14%	12%	9%
		b		abf	abf	bf	
		72%	38%	72%	78%	64%	99%
Getting the news headlines	193	141	70	131	126	128	192
	7%	9%	6%	11%	10%	10%	8%
		b		bf	bf	bf	
		73%	36%	68%	66%	66%	100%
Getting 'how to' instructions	160	117	57	109	118	113	160
	6%	8%	5%	9%	9%	9%	6%
		b		bf	bf	bf	
		73%	36%	68%	74%	70%	100%

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

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QV7. SHOWCARD Which of these types of information or tasks are achieved using voice controls in your household? (MULTI CODE)

Base : All respondents

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
Finding out which music is being played	154	111	52	103	106	110	153
	6%	7%	5%	8%	8%	9%	6%
		b		bf	bf	bf	
		72%	34%	67%	69%	72%	99%
Controlling lighting or heating in your home	103	76	34	78	86	76	102
	4%	5%	3%	6%	7%	6%	4%
		b		bf	abf	bf	
		74%	33%	76%	83%	74%	99%
Starting/ opening up a TV programme	89	61	37	67	69	69	89
	3%	4%	3%	5%	5%	5%	3%
				bf	bf	bf	
		68%	41%	75%	77%	77%	100%
Playing games	86	56	28	57	60	61	85
	3%	4%	3%	5%	5%	5%	3%
				b	bf	bf	
		65%	32%	66%	70%	71%	99%
Starting/ opening up an on-demand service like Netflix	72	49	22	55	60	55	72
	3%	3%	2%	4%	5%	4%	3%
				bf	abf	bf	
		68%	31%	76%	82%	76%	100%
Starting/ opening up a podcast	68	43	27	50	52	49	68
	3%	3%	3%	4%	4%	4%	3%
				bf	bf	f	
		63%	40%	74%	76%	72%	99%
Finding a TV programme or channel or on-demand service	65	43	29	45	50	50	64
	2%	3%	3%	4%	4%	4%	3%
				f	f	f	
		66%	44%	70%	78%	77%	99%

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

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QV7. SHOWCARD Which of these types of information or tasks are achieved using voice controls in your household? (MULTI CODE)

Base : All respondents

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
		a	b	c	d		e	f
Significance Level: 95%								
Unweighted total	3959	2152	1624	1609	1810		1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220		1144	2568
Weighted total	2675	1541	1089	1235	1273		1254	2551
		58%	41%	46%	48%		47%	95%
SPONTANEOUS RESPONSES								
General information/ search	28	18	13	20	14		16	28
	1%	1%	1%	2%	1%		1%	1%
		66%	47%	74%	51%		57%	100%
Dictionary/ spelling	4	3	1	3	4		2	4
	*%	*%	*%	*%	*%		*%	*%
		75%	25%	70%	100%		45%	100%
Shopping lists	4	2	4	3	3		3	4
	*%	*%	*%	*%	*%		*%	*%
		48%	97%	88%	88%		88%	100%
Anything else	5	2	2	3	3		1	5
	*%	*%	*%	*%	*%		*%	*%
		36%	52%	60%	74%		33%	100%
Don't know	26	18	9	13	20		15	25
	1%	1%	1%	1%	2%		1%	1%
		68%	36%	50%	78%		60%	99%

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

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QV8. SHOWCARD Who in your household uses voice controls? (MULTI CODE)

Base : Those in a household where someone uses voice controls

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	~a	~b	~c	d	a	b	c	d	a	b	c	d
Unweighted total	1098	528	566	193	178	458	269	26	57	94	406	307	388	205	197	669	143	146	140
Effective Weighted Sample	750	362	385	137	121	319	179	20	40	68	287	209	270	140	145	580	91	104	127
Weighted total	791	376	411	132	130	361	167	15	36	59	331	256	253	158	123	671	61	39	20
		48%	52%	17%	16%	46%	21%	**	**	**	42%	32%	32%	20%	16%	85%	8%	5%	3%
Child aged under 5	36	11	25	2	14	19	1	**	**	**	20	11	12	9	5	33	1	1	1
	5%	3%	6%	2%	11%	5%	1%	**	**	**	6%	4%	5%	6%	4%	5%	1%	4%	4%
			a		acd	d													
		30%	70%	6%	38%	52%	4%	**	**	**	55%	31%	32%	24%	13%	92%	2%	4%	2%
Child aged 5-7	76	29	47	2	23	48	3	**	**	**	41	28	21	15	10	64	6	4	1
	10%	8%	11%	1%	18%	13%	2%	**	**	**	12%	11%	8%	10%	8%	10%	10%	9%	7%
					ad	ad													
		38%	62%	2%	31%	64%	3%	**	**	**	55%	37%	28%	20%	14%	85%	8%	5%	2%
Child aged 8-11	129	57	72	5	27	94	3	**	**	**	85	57	32	18	21	109	11	6	3
	16%	15%	18%	4%	21%	26%	2%	**	**	**	26%	22%	13%	12%	17%	16%	18%	15%	17%
					ad	ad								bc					
		44%	56%	4%	21%	73%	2%	**	**	**	66%	44%	25%	14%	16%	85%	8%	4%	3%
Child aged 12-15	125	65	60	14	12	94	5	**	**	**	68	49	33	21	21	105	8	8	3
	16%	17%	15%	11%	9%	26%	3%	**	**	**	21%	19%	13%	13%	17%	16%	13%	21%	15%
				d	d	abd													
		52%	48%	11%	10%	75%	4%	**	**	**	55%	40%	26%	17%	17%	84%	6%	7%	2%
Adult aged 16-24	226	100	127	116	10	83	17	**	**	**	86	53	81	51	42	194	16	11	6
	29%	26%	31%	88%	8%	23%	10%	**	**	**	26%	21%	32%	32%	34%	29%	27%	27%	29%
				bcd		bd								a	a				
		44%	56%	51%	5%	37%	8%	**	**	**	38%	23%	36%	22%	19%	86%	7%	5%	3%
Adult aged 25-44	346	161	183	31	125	170	21	**	**	**	154	105	113	74	54	290	29	17	10
	44%	43%	45%	24%	96%	47%	12%	**	**	**	47%	41%	45%	47%	44%	43%	48%	44%	47%
				d	acd	ad													
		46%	53%	9%	36%	49%	6%	**	**	**	45%	30%	33%	21%	16%	84%	8%	5%	3%
Adult aged 45-64	290	128	160	42	12	142	93	**	**	**	117	99	80	73	39	247	19	16	9
	37%	34%	39%	32%	9%	39%	56%	**	**	**	35%	39%	32%	46%	32%	37%	31%	40%	44%
				b		b	abc							bd					
		44%	55%	15%	4%	49%	32%	**	**	**	40%	34%	28%	25%	13%	85%	6%	5%	3%
Adult aged 65-74	54	29	25	*	-	2	52	**	**	**	10	26	14	7	7	45	4	4	1
	7%	8%	6%	*%	-%	1%	31%	**	**	**	3%	10%	5%	5%	6%	7%	7%	9%	7%
						abc								b					
		53%	47%	*%	-%	5%	95%	**	**	**	18%	49%	25%	14%	12%	83%	8%	6%	3%

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

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QV8. SHOWCARD Who in your household uses voice controls? (MULTI CODE)

Base : Those in a household where someone uses voice controls

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	~a	~b	~c	d	a	b	c	d	a	b	c	d
Unweighted total	1098	528	566	193	178	458	269	26	57	94	406	307	388	205	197	669	143	146	140
Effective Weighted Sample	750	362	385	137	121	319	179	20	40	68	287	209	270	140	145	580	91	104	127
Weighted total	791	376	411	132	130	361	167	15	36	59	331	256	253	158	123	671	61	39	20
		48%	52%	17%	16%	46%	21%	**	**	**	42%	32%	32%	20%	16%	85%	8%	5%	3%
Adult aged 75 and over	20	8	12	-	-	-	20	**	**	**	3	6	6	4	5	15	3	2	*
	3%	2%	3%	-%	-%	-%	12%	**	**	**	1%	2%	2%	2%	4%	2%	5%	6%	2%
							abc											a	
		41%	59%	-%	-%	-%	100%	**	**	**	13%	29%	27%	17%	26%	72%	15%	11%	2%
Don't know	1	1	*	1	-	*	*	**	**	**	1	1	*	-	*	1	-	*	*
	*%	*%	*%	1%	-%	*%	*%	**	**	**	*%	*%	*%	-%	*%	*%	-%	*%	1%
		80%	20%	80%	-%	13%	7%	**	**	**	80%	80%	7%	-%	13%	80%	-%	7%	13%
Refused	4	1	2	*	*	1	2	**	**	**	-	2	*	-	1	3	-	*	*
	*%	*%	1%	*%	*%	*%	1%	**	**	**	-%	1%	*%	-%	1%	*%	-%	1%	2%
		36%	64%	4%	11%	25%	60%	**	**	**	-%	62%	6%	-%	33%	79%	-%	11%	10%
ANY CHILDREN AGED UNDER 16	256	109	147	19	50	178	9	**	**	**	139	97	69	49	40	215	22	13	6
	32%	29%	36%	15%	38%	49%	5%	**	**	**	42%	38%	27%	31%	33%	32%	36%	33%	32%
			a	d	ad	abd						b							
		42%	58%	8%	19%	70%	3%	**	**	**	54%	38%	27%	19%	16%	84%	8%	5%	3%
ANY ADULTS AGED 16 AND OVER	710	333	374	130	126	306	148	**	**	**	287	219	228	148	114	600	55	36	18
	90%	88%	91%	98%	97%	85%	89%	**	**	**	87%	86%	90%	94%	93%	90%	90%	92%	91%
				cd	cd									a	a				
		47%	53%	18%	18%	43%	21%	**	**	**	41%	31%	32%	21%	16%	85%	8%	5%	3%

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

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QV8. SHOWCARD Who in your household uses voice controls? (MULTI CODE)

Base : Those in a household where someone uses voice controls

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Unweighted total	1098	71	86	66	69	76	79	79	95	48	782	316	759	337	567	531
Effective Weighted Sample	750	68	83	63	67	72	76	75	90	46	625	132	521	237	372	379
Weighted total	791	95	127	68	53	71	78	69	43	67	682	108	581	208	395	395
		**	**	**	**	**	**	**	**	**	86%	14%	74%	26%	50%	50%
Child aged under 5	36	**	**	**	**	**	**	**	**	**	31	5	30	6	22	14
	5%	**	**	**	**	**	**	**	**	**	5%	5%	5%	3%	6%	4%
		**	**	**	**	**	**	**	**	**	86%	14%	83%	17%	60%	40%
Child aged 5-7	76	**	**	**	**	**	**	**	**	**	67	9	62	13	41	34
	10%	**	**	**	**	**	**	**	**	**	10%	8%	11%	6%	10%	9%
		**	**	**	**	**	**	**	**	**	88%	12%	82%	17%	55%	45%
Child aged 8-11	129	**	**	**	**	**	**	**	**	**	116	13	107	22	59	70
	16%	**	**	**	**	**	**	**	**	**	17%	12%	18%	10%	15%	18%
		**	**	**	**	**	**	**	**	**	90%	10%	b	82%	17%	46%
Child aged 12-15	125	**	**	**	**	**	**	**	**	**	112	13	101	24	59	65
	16%	**	**	**	**	**	**	**	**	**	16%	12%	17%	11%	15%	17%
		**	**	**	**	**	**	**	**	**	90%	10%	b	81%	19%	48%
Adult aged 16-24	226	**	**	**	**	**	**	**	**	**	195	31	159	67	91	135
	29%	**	**	**	**	**	**	**	**	**	29%	29%	27%	32%	23%	34%
		**	**	**	**	**	**	**	**	**	86%	14%	70%	30%	40%	a
Adult aged 25-44	346	**	**	**	**	**	**	**	**	**	303	43	281	64	171	176
	44%	**	**	**	**	**	**	**	**	**	44%	40%	48%	31%	43%	44%
		**	**	**	**	**	**	**	**	**	87%	13%	b	81%	18%	49%
Adult aged 45-64	290	**	**	**	**	**	**	**	**	**	244	46	208	82	151	140
	37%	**	**	**	**	**	**	**	**	**	36%	42%	36%	39%	38%	35%
		**	**	**	**	**	**	**	**	**	84%	16%	72%	28%	52%	48%
Adult aged 65-74	54	**	**	**	**	**	**	**	**	**	43	11	20	35	32	22
	7%	**	**	**	**	**	**	**	**	**	6%	10%	3%	17%	8%	6%
		**	**	**	**	**	**	**	**	**	80%	20%	a	64%	59%	41%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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QV8. SHOWCARD Who in your household uses voice controls? (MULTI CODE)

Base : Those in a household where someone uses voice controls

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Unweighted total	1098	71	86	66	69	76	79	79	95	48	782	316	759	337	567	531
Effective Weighted Sample	750	68	83	63	67	72	76	75	90	46	625	132	521	237	372	379
Weighted total	791	95	127	68	53	71	78	69	43	67	682	108	581	208	395	395
		**	**	**	**	**	**	**	**	**	86%	14%	74%	26%	50%	50%
Adult aged 75 and over	20	**	**	**	**	**	**	**	**	**	17	3	2	18	7	13
	3%	**	**	**	**	**	**	**	**	**	3%	3%	*%	9%	2%	3%
		**	**	**	**	**	**	**	**	**	86%	14%	9%	a 91%	35%	65%
Don't know	1	**	**	**	**	**	**	**	**	**	1	*	1	*	1	*
	*%	**	**	**	**	**	**	**	**	**	*%	*%	*%	*%	*%	*%
		**	**	**	**	**	**	**	**	**	93%	7%	80%	20%	87%	13%
Refused	4	**	**	**	**	**	**	**	**	**	3	*	1	3	1	2
	*%	**	**	**	**	**	**	**	**	**	*%	*%	*%	1%	*%	1%
		**	**	**	**	**	**	**	**	**	96%	4%	29%	71%	37%	63%
ANY CHILDREN AGED UNDER 16	256	**	**	**	**	**	**	**	**	**	226	30	209	46	132	124
	32%	**	**	**	**	**	**	**	**	**	33%	28%	b 36%	22%	33%	31%
		**	**	**	**	**	**	**	**	**	88%	12%	82%	18%	52%	48%
ANY ADULTS AGED 16 AND OVER	710	**	**	**	**	**	**	**	**	**	610	99	523	185	358	351
	90%	**	**	**	**	**	**	**	**	**	89%	92%	90%	89%	91%	89%
		**	**	**	**	**	**	**	**	**	86%	14%	74%	26%	50%	50%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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QV8. SHOWCARD Who in your household uses voice controls? (MULTI CODE)

Base : Those in a household where someone uses voice controls

	Total	TV SERVICES				YOUTUBE	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV- ICES	
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1098	773	357	671	790	677	1080
Effective Weighted Sample	750	531	251	471	536	474	741
Weighted total	791	565	262	518	566	527	783
		71%	33%	65%	72%	67%	99%
Child aged under 5	36	32	10	26	29	25	36
	5%	6%	4%	5%	5%	5%	5%
		88%	26%	73%	81%	68%	100%
Child aged 5-7	76	52	29	53	61	55	76
	10%	9%	11%	10%	11%	11%	10%
		68%	38%	70%	81%	73%	100%
Child aged 8-11	129	97	47	87	86	101	129
	16%	17%	18%	17%	15%	19%	16%
		75%	36%	67%	66%	78%	100%
Child aged 12-15	125	95	46	79	84	85	124
	16%	17%	17%	15%	15%	16%	16%
		76%	37%	63%	67%	68%	100%
Adult aged 16-24	226	165	70	153	176	165	223
	29%	29%	27%	30%	31%	31%	28%
		73%	31%	68%	78%	73%	99%
Adult aged 25-44	346	256	100	229	264	249	343
	44%	45%	38%	44%	47%	47%	44%
					b	b	
		74%	29%	66%	76%	72%	99%
Adult aged 45-64	290	210	101	202	214	193	288
	37%	37%	38%	39%	38%	37%	37%
		73%	35%	70%	74%	66%	99%
Adult aged 65-74	54	38	26	40	38	25	54
	7%	7%	10%	8%	7%	5%	7%
			e				
			69%	48%	73%	47%	100%
Adult aged 75 and over	20	14	9	10	6	6	20
	3%	3%	3%	2%	1%	1%	3%
			de				
			70%	43%	51%	31%	98%

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

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QV8. SHOWCARD Who in your household uses voice controls? (MULTI CODE)

Base : Those in a household where someone uses voice controls

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
		a	b	c	d		e	f
Significance Level: 95%								
Unweighted total	1098	773	357	671	790		677	1080
Effective Weighted Sample	750	531	251	471	536		474	741
Weighted total	791	565	262	518	566		527	783
		71%	33%	65%	72%		67%	99%
Don't know	1	1	-	-	*		*	1
	*%	*%	-%	-%	*%		*%	*%
		87%	-%	-%	13%		13%	100%
Refused	4	1	2	1	2		1	4
	*%	*%	1%	*%	*%		*%	*%
		40%	60%	40%	69%		26%	100%
ANY CHILDREN AGED UNDER 16	256	191	90	172	184		187	255
	32%	34%	34%	33%	33%		36%	33%
		75%	35%	67%	72%		73%	100%
ANY ADULTS AGED 16 AND OVER	710	509	232	475	525		479	703
	90%	90%	89%	92%	93%		91%	90%
				b				
		72%	33%	67%	74%		67%	99%

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

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

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
No car used by someone in the household	519	231	287	96	88	128	206	75	75	59	46	68	119	84	247	410	68	30	11
	19%	18%	21%	26%	22%	14%	21%	51%	33%	21%	6%	10%	17%	14%	37%	18%	29%	23%	15%
			a	c	c		c	bcd	cd	d			a	a	abc		acd	d	
		44%	55%	19%	17%	25%	40%	15%	15%	11%	9%	13%	23%	16%	48%	79%	13%	6%	2%
FEATURES IN CAR																			
A DAB digital radio	1148	614	533	155	163	459	371	17	67	96	474	421	332	250	146	988	82	49	29
	43%	47%	39%	41%	40%	51%	37%	11%	30%	35%	62%	59%	46%	43%	22%	44%	35%	37%	40%
		b				abd			a	a	abc	bcd	d	d		bc			
		53%	46%	13%	14%	40%	32%	1%	6%	8%	41%	37%	29%	22%	13%	86%	7%	4%	3%
The ability to make and receive calls 'hands free' on a mobile phone via the car's dashboard using bluetooth	947	502	443	120	156	385	286	14	45	64	420	371	264	190	121	799	79	41	28
	35%	39%	32%	32%	38%	43%	29%	9%	20%	23%	55%	52%	37%	33%	18%	36%	34%	31%	38%
		b			d	ad			a	a	abc	bcd	d	d					c
		53%	47%	13%	16%	41%	30%	1%	5%	7%	44%	39%	28%	20%	13%	84%	8%	4%	3%
Built-in satellite navigation with a screen in the car's dashboard (CC)	634	354	279	92	80	261	201	5	30	37	267	263	178	125	68	546	48	28	11
	24%	27%	20%	24%	20%	29%	20%	4%	13%	13%	35%	37%	25%	22%	10%	24%	21%	21%	15%
		b				bd			a	a	abc	bcd	d	d		d	d	d	
		56%	44%	15%	13%	41%	32%	1%	5%	6%	42%	42%	28%	20%	11%	86%	8%	4%	2%
Automated driving features such as adaptive cruise control, collision avoidance, assisted parking or lane centering (CC)	532	281	249	65	79	210	178	8	25	47	238	207	147	115	63	458	36	22	16
	20%	22%	18%	17%	19%	23%	18%	5%	11%	17%	31%	29%	21%	20%	10%	20%	15%	17%	21%
		b				ad			a	a	abc	bcd	d	d		b			b
		53%	47%	12%	15%	39%	34%	1%	5%	9%	45%	39%	28%	22%	12%	86%	7%	4%	3%

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

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
The ability to stream music and other audio content from a phone through the car's audio system (CC)	521	272	248	88	89	216	128	8	23	31	243	215	151	95	60	450	37	27	8
	19%	21%	18%	23%	22%	24%	13%	5%	10%	11%	32%	30%	21%	16%	9%	20%	16%	20%	11%
				d	d	d				a	abc	bcd	cd	d		d	d	d	
		52%	48%	17%	17%	41%	25%	1%	4%	6%	47%	41%	29%	18%	11%	86%	7%	5%	2%
An in-built 'infotainment system' with a touchscreen to control this in the dashboard of the car (CC)	470	269	200	66	69	193	142	6	21	30	215	203	125	91	52	397	35	28	10
	18%	21%	15%	17%	17%	21%	14%	4%	9%	11%	28%	28%	17%	16%	8%	18%	15%	21%	14%
		b				d			a	a	abc	bcd	d	d		d		bd	
		57%	43%	14%	15%	41%	30%	1%	4%	6%	46%	43%	27%	19%	11%	85%	7%	6%	2%
A dash cam (dashboard camera) mounted on the car windscreen to record the road ahead	309	174	135	54	43	110	102	7	16	24	121	91	88	90	41	266	26	7	10
	12%	13%	10%	14%	11%	12%	10%	4%	7%	9%	16%	13%	12%	16%	6%	12%	11%	5%	13%
		b		d							abc	d	d	d		c	c		c
		56%	44%	17%	14%	35%	33%	2%	5%	8%	39%	29%	28%	29%	13%	86%	8%	2%	3%
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)	281	159	121	34	43	134	70	2	16	14	142	112	90	49	30	245	18	14	4
	10%	12%	9%	9%	11%	15%	7%	1%	7%	5%	18%	16%	12%	8%	5%	11%	8%	10%	5%
		b			d	abd			a	a	abc	cd	cd	d		d		d	
		57%	43%	12%	15%	48%	25%	1%	6%	5%	50%	40%	32%	17%	11%	87%	7%	5%	1%

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

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
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)	124	81	42	14	20	58	32	3	3	10	69	57	39	19	10	107	10	4	3
	5%	6%	3%	4%	5%	6%	3%	2%	1%	4%	9%	8%	5%	3%	1%	5%	4%	3%	4%
		b				d					abc	cd	cd	d					
		66%	34%	12%	16%	47%	26%	3%	3%	8%	55%	46%	32%	15%	8%	87%	8%	3%	2%
In-built Wi-Fi 'hotspot' – so you and others can use the car's own data connection to go online (CC)	121	69	52	19	18	53	31	2	6	6	63	51	39	18	13	104	11	4	3
	5%	5%	4%	5%	4%	6%	3%	1%	2%	2%	8%	7%	5%	3%	2%	5%	5%	3%	3%
						d					abc	cd	cd						
		57%	43%	16%	15%	44%	25%	2%	5%	5%	52%	42%	32%	15%	11%	86%	9%	3%	2%
None of these	633	298	335	66	87	192	288	46	63	86	133	124	166	149	195	525	49	39	20
	24%	23%	25%	18%	21%	21%	29%	31%	28%	31%	17%	17%	23%	26%	29%	23%	21%	29%	27%
		47%	53%	10%	14%	30%	46%	7%	10%	14%	21%	20%	26%	23%	31%	83%	8%	6%	3%
Don't know	63	21	38	15	11	12	24	2	3	2	7	10	19	17	17	50	9	2	2
	2%	2%	3%	4%	3%	1%	2%	1%	1%	1%	1%	1%	3%	3%	3%	2%	4%	2%	3%
		a		c															
		33%	61%	24%	17%	19%	39%	3%	5%	4%	11%	16%	30%	27%	27%	79%	14%	4%	4%
ANY CONNECTED CAR FEATURES (CC)	986	520	464	143	149	395	300	14	48	74	405	377	282	203	124	849	71	42	25
	37%	40%	34%	38%	37%	44%	30%	9%	21%	27%	53%	53%	39%	35%	19%	38%	31%	32%	33%
		b		d	d	bd			a	a	abc	bcd	d	d		bc			
		53%	47%	14%	15%	40%	30%	1%	5%	7%	41%	38%	29%	21%	13%	86%	7%	4%	2%

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

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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

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
No car used by someone in the household		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
	519	80	50	24	26	45	22	57	18	87	489	30	203	316	140	379
	19%	24%	14%	11%	14%	19%	9%	26%	16%	29%	21%	8%	13%	28%	12%	25%
		bcdfh				cf		bcdefh	f	bcdefh	b		a		a	
		15%	10%	5%	5%	9%	4%	11%	3%	17%	94%	6%	39%	61%	27%	73%
FEATURES IN CAR																
A DAB digital radio	1148	162	181	113	77	87	124	81	51	113	993	156	790	358	574	575
	43%	49%	49%	49%	41%	37%	50%	37%	44%	38%	43%	43%	51%	32%	50%	37%
		egi	egi	egi			degi						b		b	
		14%	16%	10%	7%	8%	11%	7%	4%	10%	86%	14%	69%	31%	50%	50%
The ability to make and receive calls ‘hands free’ on a mobile phone via the car’s dashboard using bluetooth	947	75	148	91	89	86	100	69	41	100	801	146	679	267	514	433
	35%	23%	40%	40%	47%	36%	41%	32%	35%	34%	35%	41%	44%	24%	45%	28%
			ag	a	aeghi	a	ag	a	a	a		a	b		b	
		8%	16%	10%	9%	9%	11%	7%	4%	11%	85%	15%	72%	28%	54%	46%
Built-in satellite navigation with a screen in the car’s dashboard (CC)	634	61	98	67	49	79	66	33	24	68	537	97	444	190	327	307
	24%	18%	27%	29%	26%	33%	27%	15%	21%	23%	23%	27%	29%	17%	29%	20%
			ag	agh	ag	aghi	ag			g			b		b	
		10%	16%	11%	8%	12%	10%	5%	4%	11%	85%	15%	70%	30%	52%	48%
Automated driving features such as adaptive cruise control, collision avoidance, assisted parking or lane centering (CC)	532	36	78	69	52	39	71	32	16	66	440	92	368	164	290	242
	20%	11%	21%	30%	27%	16%	29%	15%	14%	22%	19%	26%	24%	15%	25%	16%
			agh	abegh	aegh		abegh			agh		a	b		b	
		7%	15%	13%	10%	7%	13%	6%	3%	12%	83%	17%	69%	31%	54%	46%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
The ability to stream music and other audio content from a phone through the car's audio system (CC)	521	41	96	63	44	46	62	33	18	48	432	90	372	150	286	235
	19%	12%	26%	27%	23%	19%	25%	15%	15%	16%	19%	25%	24%	13%	25%	15%
		8%	aghi	aeghi	aghi	a	aghi		3%	9%	83%	17%	71%	29%	55%	45%
An in-built 'infotainment system' with a touchscreen to control this in the dashboard of the car (CC)	470	32	74	67	34	40	48	32	16	55	399	71	338	132	268	202
	18%	10%	20%	29%	18%	17%	20%	15%	14%	18%	17%	20%	22%	12%	24%	13%
		7%	a	abdefghi	a	a	a		4%	12%	85%	15%	72%	28%	57%	43%
A dash cam (dashboard camera) mounted on the car windscreen to record the road ahead	309	20	56	14	27	42	31	16	13	47	268	41	225	84	166	143
	12%	6%	15%	6%	14%	18%	13%	7%	11%	16%	12%	11%	14%	8%	15%	9%
		7%	acg		acg	acgh	acg		ac	acg	87%	13%	73%	27%	54%	46%
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)	281	23	47	28	23	22	42	14	11	35	232	48	217	64	164	116
	10%	7%	13%	12%	12%	9%	17%	6%	10%	12%	10%	13%	14%	6%	14%	8%
		8%	ag	g	ag		aegh	5%	4%	12%	83%	17%	77%	23%	59%	41%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
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)	124	14	17	15	7	5	13	8	6	22	106	18	99	24	79	45
	5%	4%	5%	7%	4%	2%	5%	4%	5%	7%	5%	5%	6%	2%	7%	3%
				e						e			b		b	
		11%	13%	12%	6%	4%	10%	7%	5%	18%	86%	14%	80%	20%	63%	37%
In-built Wi-Fi 'hotspot' – so you and others can use the car's own data connection to go online (CC)	121	17	10	11	10	8	25	6	4	13	101	20	96	26	65	56
	5%	5%	3%	5%	5%	3%	10%	3%	4%	4%	4%	5%	6%	2%	6%	4%
						abcdeghi							b		b	
		14%	8%	9%	8%	7%	20%	5%	3%	11%	84%	16%	79%	21%	53%	47%
None of these	633	65	94	59	46	52	60	53	32	65	528	105	330	302	253	380
	24%	19%	26%	26%	24%	22%	25%	24%	28%	22%	23%	29%	21%	27%	22%	25%
									a			a		a		
		10%	15%	9%	7%	8%	10%	8%	5%	10%	83%	17%	52%	48%	40%	60%
Don't know	63	8	8	6	4	5	3	6	6	3	56	7	24	35	28	35
	2%	2%	2%	3%	2%	2%	1%	3%	5%	1%	2%	2%	2%	3%	2%	2%
									fi					a		
		13%	13%	9%	7%	8%	5%	10%	9%	5%	89%	11%	38%	56%	44%	56%
ANY CONNECTED CAR FEATURES (CC)	986	106	145	108	75	103	113	67	30	100	826	160	689	298	500	486
	37%	32%	40%	47%	40%	44%	46%	30%	26%	34%	36%	45%	44%	27%	44%	32%
			gh	aghi	gh	aghi	aghi					a	b		b	
		11%	15%	11%	8%	10%	11%	7%	3%	10%	84%	16%	70%	30%	51%	49%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
No car used by someone in the household	519	188	258	145	163	183	477
	19%	12%	24%	12%	13%	15%	19%
			acdef			c	acde
		36%	50%	28%	31%	35%	92%
FEATURES IN CAR							
A DAB digital radio	1148	808	429	699	689	680	1132
	43%	52%	39%	57%	54%	54%	44%
		bf		abf	bf	bf	b
		70%	37%	61%	60%	59%	99%
The ability to make and receive calls 'hands free' on a mobile phone via the car's dashboard using bluetooth	947	680	366	601	619	579	939
	35%	44%	34%	49%	49%	46%	37%
		bf		abf	abf	bf	
		72%	39%	63%	65%	61%	99%
Built-in satellite navigation with a screen in the car's dashboard (CC)	634	486	223	412	425	390	627
	24%	32%	20%	33%	33%	31%	25%
		bf		bf	bf	bf	b
		77%	35%	65%	67%	62%	99%
Automated driving features such as adaptive cruise control, collision avoidance, assisted parking or lane centering (CC)	532	375	218	347	359	333	527
	20%	24%	20%	28%	28%	27%	21%
		bf		abf	abf	bf	
		70%	41%	65%	67%	63%	99%

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

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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

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
The ability to stream music and other audio content from a phone through the car's audio system (CC)	521	376	210	379	397	372	519
	19%	24%	19%	31%	31%	30%	20%
		bf		abf	abf	abf	
		72%	40%	73%	76%	71%	100%
An in-built 'infotainment system' with a touchscreen to control this in the dashboard of the car (CC)	470	347	187	335	342	311	467
	18%	22%	17%	27%	27%	25%	18%
		bf		abf	abf	bf	
		74%	40%	71%	73%	66%	99%
A dash cam (dashboard camera) mounted on the car windscreen to record the road ahead	309	235	113	185	185	174	308
	12%	15%	10%	15%	15%	14%	12%
		bf		bf	bf	b	
		76%	37%	60%	60%	56%	100%
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)	281	215	111	210	206	192	279
	10%	14%	10%	17%	16%	15%	11%
		bf		abf	bf	bf	
		77%	40%	75%	73%	68%	99%

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

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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

	Total	TV SERVICES				YOUTUBE	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV- ICES	
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
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)	124	95	42	86	89	81	123
	5%	6%	4%	7%	7%	7%	5%
		b		bf	bf	bf	
		77%	34%	69%	72%	66%	99%
In-built Wi-Fi 'hotspot' – so you and others can use the car's own data connection to go online (CC)	121	91	44	92	89	84	121
	5%	6%	4%	7%	7%	7%	5%
		b		bf	bf	bf	
		75%	36%	76%	73%	70%	100%
None of these	633	312	260	215	213	211	582
	24%	20%	24%	17%	17%	17%	23%
		de	acde				cde
		49%	41%	34%	34%	33%	92%
Don't know	63	34	20	16	21	18	52
	2%	2%	2%	1%	2%	1%	2%
		54%	31%	25%	34%	29%	84%
ANY CONNECTED CAR FEATURES (CC)	986	712	374	640	667	613	978
	37%	46%	34%	52%	52%	49%	38%
		bf		abf	abf	bf	b
		72%	38%	65%	68%	62%	99%

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

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

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 : Those in a household where someone uses a car

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%																			
Unweighted total	3120	1537	1576	374	436	1038	1272	122	235	311	872	756	947	705	710	1908	376	412	424
Effective Weighted Sample	2125	1055	1065	263	295	710	875	94	172	227	631	527	661	480	501	1644	245	281	388
Weighted total	2156	1072	1078	280	319	774	783	73	150	216	721	643	599	497	415	1827	165	102	62
		50%	50%	13%	15%	36%	36%	3%	7%	10%	33%	30%	28%	23%	19%	85%	8%	5%	3%
FEATURES IN CAR																			
A DAB digital radio	1148	614	533	155	163	459	371	17	67	96	474	421	332	250	146	988	82	49	29
	53%	57%	49%	55%	51%	59%	47%	23%	45%	45%	66%	65%	55%	50%	35%	54%	50%	48%	47%
		b		d		bd			a	a	abc	bcd	d	d		cd			
		53%	46%	13%	14%	40%	32%	1%	6%	8%	41%	37%	29%	22%	13%	86%	7%	4%	3%
The ability to make and receive calls 'hands free' on a mobile phone via the car's dashboard using bluetooth	947	502	443	120	156	385	286	14	45	64	420	371	264	190	121	799	79	41	28
	44%	47%	41%	43%	49%	50%	37%	19%	30%	30%	58%	58%	44%	38%	29%	44%	48%	40%	45%
		b		d		d			a	a	abc	bcd	d	d					
		53%	47%	13%	16%	41%	30%	1%	5%	7%	44%	39%	28%	20%	13%	84%	8%	4%	3%
Built-in satellite navigation with a screen in the car's dashboard (CC)	634	354	279	92	80	261	201	5	30	37	267	263	178	125	68	546	48	28	11
	29%	33%	26%	33%	25%	34%	26%	7%	20%	17%	37%	41%	30%	25%	16%	30%	29%	27%	18%
		b		bd		bd			a	a	abc	bcd	d	d		d	d	d	
		56%	44%	15%	13%	41%	32%	1%	5%	6%	42%	42%	28%	20%	11%	86%	8%	4%	2%
Automated driving features such as adaptive cruise control, collision avoidance, assisted parking or lane centering (CC)	532	281	249	65	79	210	178	8	25	47	238	207	147	115	63	458	36	22	16
	25%	26%	23%	23%	25%	27%	23%	11%	17%	22%	33%	32%	25%	23%	15%	25%	22%	22%	25%
						d				a	abc	bcd	d	d					
		53%	47%	12%	15%	39%	34%	1%	5%	9%	45%	39%	28%	22%	12%	86%	7%	4%	3%
The ability to stream music and other audio content from a phone through the car's audio system (CC)	521	272	248	88	89	216	128	8	23	31	243	215	151	95	60	450	37	27	8
	24%	25%	23%	32%	28%	28%	16%	11%	15%	14%	34%	33%	25%	19%	14%	25%	22%	26%	13%
				d	d	d					abc	bcd	cd	d		d	d	d	
		52%	48%	17%	17%	41%	25%	1%	4%	6%	47%	41%	29%	18%	11%	86%	7%	5%	2%

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

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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 : Those in a household where someone uses a car

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3120	1537	1576	374	436	1038	1272	122	235	311	872	756	947	705	710	1908	376	412	424
Effective Weighted Sample	2125	1055	1065	263	295	710	875	94	172	227	631	527	661	480	501	1644	245	281	388
Weighted total	2156	1072	1078	280	319	774	783	73	150	216	721	643	599	497	415	1827	165	102	62
		50%	50%	13%	15%	36%	36%	3%	7%	10%	33%	30%	28%	23%	19%	85%	8%	5%	3%
An in-built 'infotainment system' with a touchscreen to control this in the dashboard of the car (CC)	470	269	200	66	69	193	142	6	21	30	215	203	125	91	52	397	35	28	10
	22%	25%	19%	23%	22%	25%	18%	8%	14%	14%	30%	31%	21%	18%	12%	22%	21%	27%	16%
		b		d		d					abc	bcd	d	d		d		d	
		57%	43%	14%	15%	41%	30%	1%	4%	6%	46%	43%	27%	19%	11%	85%	7%	6%	2%
A dash cam (dashboard camera) mounted on the car windscreen to record the road ahead	309	174	135	54	43	110	102	7	16	24	121	91	88	90	41	266	26	7	10
	14%	16%	12%	19%	14%	14%	13%	9%	10%	11%	17%	14%	15%	18%	10%	15%	16%	7%	16%
		b		d							bc	d	d	d		c	c		c
		56%	44%	17%	14%	35%	33%	2%	5%	8%	39%	29%	28%	29%	13%	86%	8%	2%	3%
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)	281	159	121	34	43	134	70	2	16	14	142	112	90	49	30	245	18	14	4
	13%	15%	11%	12%	13%	17%	9%	3%	10%	7%	20%	17%	15%	10%	7%	13%	11%	13%	6%
		b		d		ad			a		abc	cd	cd			d	d	d	
		57%	43%	12%	15%	48%	25%	1%	6%	5%	50%	40%	32%	17%	11%	87%	7%	5%	1%
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)	124	81	42	14	20	58	32	3	3	10	69	57	39	19	10	107	10	4	3
	6%	8%	4%	5%	6%	8%	4%	4%	2%	5%	10%	9%	7%	4%	2%	6%	6%	3%	5%
		b				d					bc	cd	cd						
		66%	34%	12%	16%	47%	26%	3%	3%	8%	55%	46%	32%	15%	8%	87%	8%	3%	2%

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

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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 : Those in a household where someone uses a car

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3120	1537	1576	374	436	1038	1272	122	235	311	872	756	947	705	710	1908	376	412	424
Effective Weighted Sample	2125	1055	1065	263	295	710	875	94	172	227	631	527	661	480	501	1644	245	281	388
Weighted total	2156	1072	1078	280	319	774	783	73	150	216	721	643	599	497	415	1827	165	102	62
		50%	50%	13%	15%	36%	36%	3%	7%	10%	33%	30%	28%	23%	19%	85%	8%	5%	3%
In-built Wi-Fi 'hotspot' – so you and others can use the car's own data connection to go online (CC)	121	69	52	19	18	53	31	2	6	6	63	51	39	18	13	104	11	4	3
	6%	6%	5%	7%	6%	7%	4%	3%	4%	3%	9%	8%	7%	4%	3%	6%	7%	4%	4%
						d					bc	cd	cd						
		57%	43%	16%	15%	44%	25%	2%	5%	5%	52%	42%	32%	15%	11%	86%	9%	3%	2%
None of these	633	298	335	66	87	192	288	46	63	86	133	124	166	149	195	525	49	39	20
	29%	28%	31%	24%	27%	25%	37%	64%	42%	40%	18%	19%	28%	30%	47%	29%	30%	38%	32%
						abc		bcd	d	d			a	a	abc			a	
		47%	53%	10%	14%	30%	46%	7%	10%	14%	21%	20%	26%	23%	31%	83%	8%	6%	3%
Don't know	63	21	38	15	11	12	24	2	3	2	7	10	19	17	17	50	9	2	2
	3%	2%	4%	5%	3%	2%	3%	3%	2%	1%	1%	2%	3%	3%	4%	3%	5%	2%	4%
			a	c		c									a		a		
		33%	61%	24%	17%	19%	39%	3%	5%	4%	11%	16%	30%	27%	27%	79%	14%	4%	4%
ANY CONNECTED CAR FEATURES (CC)	986	520	464	143	149	395	300	14	48	74	405	377	282	203	124	849	71	42	25
	46%	49%	43%	51%	47%	51%	38%	19%	32%	34%	56%	59%	47%	41%	30%	46%	43%	41%	39%
		b		d	d	d			a	a	abc	bcd	cd	d		d			
		53%	47%	14%	15%	40%	30%	1%	5%	7%	41%	38%	29%	21%	13%	86%	7%	4%	2%

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

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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 : Those in a household where someone uses a car

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3120	207	228	207	221	215	235	202	232	161	2219	901	1791	1323	1538	1582
Effective Weighted Sample	2125	194	214	195	211	203	223	188	216	151	1746	393	1219	935	997	1129
Weighted total	2156	254	317	205	162	192	224	163	98	212	1827	329	1351	800	999	1157
		12%	15%	9%	8%	9%	10%	8%	5%	10%	85%	15%	63%	37%	46%	54%
FEATURES IN CAR																
A DAB digital radio	1148	162	181	113	77	87	124	81	51	113	993	156	790	358	574	575
	53%	64%	57%	55%	48%	45%	55%	49%	52%	53%	54%	47%	59%	45%	57%	50%
		deghe	e	e			e				b		b		b	
		14%	16%	10%	7%	8%	11%	7%	4%	10%	86%	14%	69%	31%	50%	50%
The ability to make and receive calls 'hands free' on a mobile phone via the car's dashboard using bluetooth	947	75	148	91	89	86	100	69	41	100	801	146	679	267	514	433
	44%	30%	47%	44%	55%	45%	44%	43%	42%	47%	44%	44%	50%	33%	51%	37%
			a	a	acefgh	a	a	a	a	a			b		b	
		8%	16%	10%	9%	9%	11%	7%	4%	11%	85%	15%	72%	28%	54%	46%
Built-in satellite navigation with a screen in the car's dashboard (CC)	634	61	98	67	49	79	66	33	24	68	537	97	444	190	327	307
	29%	24%	31%	33%	30%	41%	29%	20%	25%	32%	29%	30%	33%	24%	33%	27%
			g	g	g	abdfgh	g			g			b		b	
		10%	16%	11%	8%	12%	10%	5%	4%	11%	85%	15%	70%	30%	52%	48%
Automated driving features such as adaptive cruise control, collision avoidance, assisted parking or lane centering (CC)	532	36	78	69	52	39	71	32	16	66	440	92	368	164	290	242
	25%	14%	25%	34%	32%	20%	32%	20%	17%	31%	24%	28%	27%	20%	29%	21%
			ah	abegh	aegh		aegh			aegh			b		b	
		7%	15%	13%	10%	7%	13%	6%	3%	12%	83%	17%	69%	31%	54%	46%
The ability to stream music and other audio content from a phone through the car's audio system (CC)	521	41	96	63	44	46	62	33	18	48	432	90	372	150	286	235
	24%	16%	30%	31%	27%	24%	27%	20%	18%	23%	24%	27%	28%	19%	29%	20%
			agh	agh	ah		ah						b		b	
		8%	18%	12%	8%	9%	12%	6%	3%	9%	83%	17%	71%	29%	55%	45%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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 : Those in a household where someone uses a car

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3120	207	228	207	221	215	235	202	232	161	2219	901	1791	1323	1538	1582
Effective Weighted Sample	2125	194	214	195	211	203	223	188	216	151	1746	393	1219	935	997	1129
Weighted total	2156	254	317	205	162	192	224	163	98	212	1827	329	1351	800	999	1157
		12%	15%	9%	8%	9%	10%	8%	5%	10%	85%	15%	63%	37%	46%	54%
An in-built 'infotainment system' with a touchscreen to control this in the dashboard of the car (CC)	470	32	74	67	34	40	48	32	16	55	399	71	338	132	268	202
	22%	13%	23%	33%	21%	21%	21%	20%	17%	26%	22%	22%	25%	16%	27%	17%
			a	abdefgh	a	a	a			ah			b		b	
		7%	16%	14%	7%	8%	10%	7%	4%	12%	85%	15%	72%	28%	57%	43%
A dash cam (dashboard camera) mounted on the car windscreen to record the road ahead	309	20	56	14	27	42	31	16	13	47	268	41	225	84	166	143
	14%	8%	18%	7%	17%	22%	14%	10%	13%	22%	15%	12%	17%	11%	17%	12%
			acg		ac	acfgh	ac		c	acfgh			b		b	
		7%	18%	4%	9%	14%	10%	5%	4%	15%	87%	13%	73%	27%	54%	46%
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)	281	23	47	28	23	22	42	14	11	35	232	48	217	64	164	116
	13%	9%	15%	14%	14%	11%	19%	9%	11%	17%	13%	15%	16%	8%	16%	10%
							aegh			ag			b		b	
		8%	17%	10%	8%	8%	15%	5%	4%	12%	83%	17%	77%	23%	59%	41%
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)	124	14	17	15	7	5	13	8	6	22	106	18	99	24	79	45
	6%	5%	5%	7%	4%	3%	6%	5%	6%	10%	6%	5%	7%	3%	8%	4%
				e						de			b		b	
		11%	13%	12%	6%	4%	10%	7%	5%	18%	86%	14%	80%	20%	63%	37%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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 : Those in a household where someone uses a car

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3120	207	228	207	221	215	235	202	232	161	2219	901	1791	1323	1538	1582
Effective Weighted Sample	2125	194	214	195	211	203	223	188	216	151	1746	393	1219	935	997	1129
Weighted total	2156	254	317	205	162	192	224	163	98	212	1827	329	1351	800	999	1157
		12%	15%	9%	8%	9%	10%	8%	5%	10%	85%	15%	63%	37%	46%	54%
In-built Wi-Fi 'hotspot' – so you and others can use the car's own data connection to go online (CC)	121	17	10	11	10	8	25	6	4	13	101	20	96	26	65	56
	6%	7%	3%	5%	6%	4%	11%	4%	4%	6%	6%	6%	7%	3%	6%	5%
						bcegh							b			
		14%	8%	9%	8%	7%	20%	5%	3%	11%	84%	16%	79%	21%	53%	47%
None of these	633	65	94	59	46	52	60	53	32	65	528	105	330	302	253	380
	29%	25%	30%	29%	28%	27%	27%	33%	33%	31%	29%	32%	24%	38%	25%	33%
													a		a	
		10%	15%	9%	7%	8%	10%	8%	5%	10%	83%	17%	52%	48%	40%	60%
Don't know	63	8	8	6	4	5	3	6	6	3	56	7	24	35	28	35
	3%	3%	3%	3%	3%	3%	1%	4%	6%	1%	3%	2%	2%	4%	3%	3%
									fi				a			
		13%	13%	9%	7%	8%	5%	10%	9%	5%	89%	11%	38%	56%	44%	56%
ANY CONNECTED CAR FEATURES (CC)	986	106	145	108	75	103	113	67	30	100	826	160	689	298	500	486
	46%	42%	46%	53%	46%	54%	50%	41%	31%	47%	45%	49%	51%	37%	50%	42%
		h	h	agh	h	agh	h	h		h			b		b	
		11%	15%	11%	8%	10%	11%	7%	3%	10%	84%	16%	70%	30%	51%	49%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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 : Those in a household where someone uses a car

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3120	1862	1209	1403	1557	1374	2958
Effective Weighted Sample	2125	1288	838	982	1051	963	2031
Weighted total	2156	1353	831	1091	1111	1071	2074
		63%	39%	51%	52%	50%	96%
FEATURES IN CAR							
A DAB digital radio	1148	808	429	699	689	680	1132
	53%	60%	52%	64%	62%	64%	55%
		bf		abf	bf	bf	
		70%	37%	61%	60%	59%	99%
The ability to make and receive calls 'hands free' on a mobile phone via the car's dashboard using bluetooth	947	680	366	601	619	579	939
	44%	50%	44%	55%	56%	54%	45%
		bf		abf	abf	bf	
		72%	39%	63%	65%	61%	99%
Built-in satellite navigation with a screen in the car's dashboard (CC)	634	486	223	412	425	390	627
	29%	36%	27%	38%	38%	36%	30%
		bf		bf	bf	bf	
		77%	35%	65%	67%	62%	99%
Automated driving features such as adaptive cruise control, collision avoidance, assisted parking or lane centering (CC)	532	375	218	347	359	333	527
	25%	28%	26%	32%	32%	31%	25%
				abf	abf	bf	
		70%	41%	65%	67%	63%	99%
The ability to stream music and other audio content from a phone through the car's audio system (CC)	521	376	210	379	397	372	519
	24%	28%	25%	35%	36%	35%	25%
				abf	abf	abf	
		72%	40%	73%	76%	71%	100%

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

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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 : Those in a household where someone uses a car

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV- ICES	ANY SER- VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3120	1862	1209	1403	1557	1374	2958
Effective Weighted Sample	2125	1288	838	982	1051	963	2031
Weighted total	2156	1353	831	1091	1111	1071	2074
		63%	39%	51%	52%	50%	96%
An in-built 'infotainment system' with a touchscreen to control this in the dashboard of the car (CC)	470	347	187	335	342	311	467
	22%	26%	22%	31%	31%	29%	23%
		f		abf	abf	bf	
		74%	40%	71%	73%	66%	99%
A dash cam (dashboard camera) mounted on the car windscreen to record the road ahead	309	235	113	185	185	174	308
	14%	17%	14%	17%	17%	16%	15%
		b		b			
		76%	37%	60%	60%	56%	100%
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)	281	215	111	210	206	192	279
	13%	16%	13%	19%	19%	18%	13%
		f		abf	bf	bf	
		77%	40%	75%	73%	68%	99%
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)	124	95	42	86	89	81	123
	6%	7%	5%	8%	8%	8%	6%
				bf	bf	b	
		77%	34%	69%	72%	66%	99%

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

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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 : Those in a household where someone uses a car

	Total	TV SERVICES					
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERVICES	ANY SERVICES
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	3120	1862	1209	1403	1557	1374	2958
Effective Weighted Sample	2125	1288	838	982	1051	963	2031
Weighted total	2156	1353	831	1091	1111	1071	2074
		63%	39%	51%	52%	50%	96%
In-built Wi-Fi 'hotspot' – so you and others can use the car's own data connection to go online (CC)	121	91	44	92	89	84	121
	6%	7%	5%	8%	8%	8%	6%
				bf	bf	bf	
		75%	36%	76%	73%	70%	100%
None of these	633	312	260	215	213	211	582
	29%	23%	31%	20%	19%	20%	28%
		d	acde				acde
		49%	41%	34%	34%	33%	92%
Don't know	63	34	20	16	21	18	52
	3%	2%	2%	1%	2%	2%	3%
		54%	31%	25%	34%	29%	84%
ANY CONNECTED CAR FEATURES (CC)	986	712	374	640	667	613	978
	46%	53%	45%	59%	60%	57%	47%
		bf		abf	abf	abf	
		72%	38%	65%	68%	62%	99%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 95

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
DAB radio	2153	1090	1057	290	330	771	761	92	161	223	685	627	592	466	466	1830	168	104	50
	80%	84%	77%	77%	81%	85%	77%	62%	71%	81%	89%	88%	82%	80%	70%	82%	72%	79%	68%
		b				ad			a	ab	abc	bcd	d	d		bd		bd	
		51%	49%	13%	15%	36%	35%	4%	7%	10%	32%	29%	28%	22%	22%	85%	8%	5%	2%
On TV via Freeview, cable or satellite TV services	1675	859	814	242	265	622	546	69	134	166	575	500	464	353	358	1405	166	80	24
	63%	66%	60%	64%	65%	69%	55%	47%	59%	60%	75%	70%	65%	61%	54%	63%	71%	61%	32%
		b		d	d	d			a	a	abc	bcd	d	d		d	acd	d	
		51%	49%	14%	16%	37%	33%	4%	8%	10%	34%	30%	28%	21%	21%	84%	10%	5%	1%
Online via an app or web browser on a smartphone, tablet or computer	1392	720	671	232	253	545	362	56	94	139	499	421	404	286	279	1188	114	69	22
	52%	55%	49%	62%	62%	60%	37%	38%	42%	50%	65%	59%	56%	49%	42%	53%	49%	52%	29%
		b		d	d	d				ab	abc	cd	cd	d		d	d	d	
		52%	48%	17%	18%	39%	26%	4%	7%	10%	36%	30%	29%	21%	20%	85%	8%	5%	2%
On a smart speaker such as Amazon Echo, Google Home	1214	614	599	191	214	488	321	45	75	111	461	370	364	254	225	1026	107	58	23
	45%	47%	44%	51%	52%	54%	32%	30%	33%	40%	60%	52%	51%	44%	34%	46%	46%	44%	31%
				d	d	d				a	abc	cd	cd	d		d	d	d	
		51%	49%	16%	18%	40%	26%	4%	6%	9%	38%	31%	30%	21%	19%	85%	9%	5%	2%
I wasn't aware of digital radio before today	269	108	161	32	26	52	160	36	34	22	26	39	56	65	109	214	21	18	16
	10%	8%	12%	8%	7%	6%	16%	25%	15%	8%	3%	5%	8%	11%	16%	10%	9%	14%	21%
			a				abc	bcd	cd	d				ab	abc			ab	abc
		40%	60%	12%	10%	19%	59%	13%	13%	8%	10%	14%	21%	24%	40%	80%	8%	7%	6%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 95

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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

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
DAB radio	2153	280	326	192	141	190	204	184	100	213	1861	292	1334	815	962	1190
	80%	84%	89%	84%	75%	80%	83%	83%	87%	71%	80%	81%	86%	73%	85%	77%
		di	dei	di		i	di	di	dei				b		b	
		13%	15%	9%	7%	9%	9%	9%	5%	10%	86%	14%	62%	38%	45%	55%
On TV via Freeview, cable or satellite TV services	1675	237	212	160	128	139	179	138	56	156	1444	231	1044	630	727	947
	63%	71%	58%	70%	68%	58%	73%	63%	49%	52%	62%	64%	67%	56%	64%	62%
		beghi	h	behi	behi	h	beghi	hi					b			
		14%	13%	10%	8%	8%	11%	8%	3%	9%	86%	14%	62%	38%	43%	57%
Online via an app or web browser on a smartphone, tablet or computer	1392	197	189	143	113	109	151	116	44	126	1209	184	935	457	599	793
	52%	59%	51%	62%	60%	46%	62%	53%	38%	42%	52%	51%	60%	41%	53%	52%
		ehi	hi	beghi	behi		beghi	hi					b			
		14%	14%	10%	8%	8%	11%	8%	3%	9%	87%	13%	67%	33%	43%	57%
On a smart speaker such as Amazon Echo, Google Home	1214	146	176	108	107	99	140	98	45	108	1051	163	839	374	551	663
	45%	44%	48%	47%	57%	42%	57%	45%	38%	36%	45%	45%	54%	34%	48%	43%
			hi	i	abceghi		abceghi						b		b	
		12%	14%	9%	9%	8%	12%	8%	4%	9%	87%	13%	69%	31%	45%	55%
I wasn't aware of digital radio before today	269	27	18	18	27	29	16	20	7	52	237	32	85	183	99	170
	10%	8%	5%	8%	14%	12%	6%	9%	6%	17%	10%	9%	5%	16%	9%	11%
					abcfh	bfh				abcfgh			a		a	
		10%	7%	7%	10%	11%	6%	7%	3%	19%	88%	12%	31%	68%	37%	63%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	TV SERVICES					
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERVICES	ANY SERVICES
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
DAB radio	2153	1318	873	1099	1106	1111	2088
	80%	85%	80%	89%	87%	89%	82%
		bf		abf	bf	abf	
		61%	41%	51%	51%	52%	97%
On TV via Freeview, cable or satellite TV services	1675	1030	701	940	931	953	1640
	63%	67%	64%	76%	73%	76%	64%
				abf	abf	abf	
		61%	42%	56%	56%	57%	98%
Online via an app or web browser on a smartphone, tablet or computer	1392	883	551	850	853	883	1364
	52%	57%	51%	69%	67%	70%	53%
		bf		abf	abf	abf	
		63%	40%	61%	61%	63%	98%
On a smart speaker such as Amazon Echo, Google Home	1214	804	459	752	784	757	1192
	45%	52%	42%	61%	62%	60%	47%
		bf		abf	abf	abf	b
		66%	38%	62%	65%	62%	98%
I wasn't aware of digital radio before today	269	98	118	48	55	45	224
	10%	6%	11%	4%	4%	4%	9%
		cde	acdef				acde
		36%	44%	18%	20%	17%	83%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 96

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
Kitchen/ kitchen diner/ dining room	939	453	484	90	103	301	445	42	60	88	292	323	230	209	177	788	82	44	26
	35%	35%	35%	24%	25%	33%	45%	28%	26%	32%	38%	45%	32%	36%	27%	35%	35%	33%	35%
						ab	abc				ab	bcd	d	d					
		48%	52%	10%	11%	32%	47%	4%	6%	9%	31%	34%	24%	22%	19%	84%	9%	5%	3%
Living room/ lounge	740	384	353	62	75	263	340	44	67	65	251	228	194	147	171	637	61	32	9
	28%	29%	26%	17%	18%	29%	34%	30%	30%	24%	33%	32%	27%	25%	26%	28%	26%	24%	13%
		b				ab	abc				c	bcd				d	d	d	
		52%	48%	8%	10%	36%	46%	6%	9%	9%	34%	31%	26%	20%	23%	86%	8%	4%	1%
Bedroom	582	280	302	37	49	182	313	23	49	61	175	196	158	117	112	511	34	29	8
	22%	21%	22%	10%	12%	20%	32%	15%	22%	22%	23%	28%	22%	20%	17%	23%	15%	22%	11%
						ab	abc				a	bcd	d			bd		bd	
		48%	52%	6%	8%	31%	54%	4%	8%	10%	30%	34%	27%	20%	19%	88%	6%	5%	1%
Study/ home office	99	63	35	8	10	30	50	2	3	4	50	57	25	14	3	90	3	5	2
	4%	5%	3%	2%	3%	3%	5%	1%	1%	1%	6%	8%	3%	2%	*%	4%	1%	3%	2%
		b				ab					abc	bcd	d	d		b		b	
		63%	35%	9%	11%	31%	50%	2%	3%	4%	50%	58%	25%	14%	3%	91%	3%	5%	2%
Bathroom/ shower room	75	43	32	7	10	22	37	3	4	5	24	26	27	14	7	65	5	3	2
	3%	3%	2%	2%	2%	2%	4%	2%	2%	2%	3%	4%	4%	2%	1%	3%	2%	2%	2%
												d	d	d					
		58%	42%	9%	13%	29%	49%	4%	5%	7%	33%	34%	37%	19%	10%	88%	6%	4%	2%
Garage/ shed	68	36	32	7	1	19	41	3	6	5	24	19	16	24	10	56	3	6	3
	3%	3%	2%	2%	*%	2%	4%	2%	2%	2%	3%	3%	2%	4%	2%	2%	1%	5%	5%
				b		b	bc							bd				ab	ab
		52%	46%	11%	1%	28%	59%	5%	8%	8%	35%	27%	23%	35%	15%	82%	4%	9%	5%
Hallway/ landing	26	13	13	5	3	9	9	1	2	2	9	6	10	8	1	23	1	1	1
	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	*%	1%	*%	1%	1%
													d	d					
		49%	51%	19%	12%	35%	34%	2%	8%	7%	36%	24%	39%	32%	5%	89%	2%	6%	3%

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

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
Move around as needed/ portable	111	66	46	9	11	31	61	4	6	12	38	37	26	22	26	102	4	2	3
	4%	5%	3%	2%	3%	3%	6%	3%	3%	4%	5%	5%	4%	4%	4%	5%	2%	2%	5%
		b					abc									bc			bc
		59%	41%	8%	10%	27%	55%	4%	5%	11%	34%	33%	24%	20%	24%	91%	3%	2%	3%
Other	23	13	10	-	-	7	15	-	2	2	5	11	4	3	4	21	*	1	*
	1%	1%	1%	-%	-%	1%	2%	-%	1%	1%	1%	2%	1%	1%	1%	1%	-%	1%	-%
							ab												
		57%	43%	-%	-%	32%	68%	-%	7%	10%	23%	50%	18%	15%	17%	92%	1%	7%	1%
None – do not have any radios at home	1047	490	553	213	238	369	227	62	93	121	280	207	291	237	309	851	100	59	36
	39%	38%	41%	57%	58%	41%	23%	42%	41%	44%	37%	29%	41%	41%	47%	38%	43%	45%	49%
				cd	cd	d				d			a	a	abc			a	a
		47%	53%	20%	23%	35%	22%	6%	9%	12%	27%	20%	28%	23%	30%	81%	10%	6%	3%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 96

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

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

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
Kitchen/ kitchen diner/ dining room	939	100	150	98	66	93	88	69	34	90	791	148	514	424	464	475
	35%	30%	41%	43%	35%	39%	36%	31%	29%	30%	34%	41%	33%	38%	41%	31%
			aghi	aghi		ahi						a		a	b	
		11%	16%	10%	7%	10%	9%	7%	4%	10%	84%	16%	55%	45%	49%	51%
Living room/ lounge	740	115	135	54	45	78	63	59	26	62	631	109	406	332	339	400
	28%	34%	37%	23%	24%	33%	26%	27%	23%	21%	27%	30%	26%	30%	30%	26%
		cdefghi	cdefghi			cdhi								a	b	
		16%	18%	7%	6%	11%	9%	8%	4%	8%	85%	15%	55%	45%	46%	54%
Bedroom	582	47	120	60	39	58	57	36	22	73	495	87	307	275	302	281
	22%	14%	33%	26%	21%	24%	23%	16%	19%	25%	21%	24%	20%	25%	26%	18%
			adeefghi	ag	a	ag	ag			ag				a	b	
		8%	21%	10%	7%	10%	10%	6%	4%	13%	85%	15%	53%	47%	52%	48%
Study/ home office	99	8	12	19	11	14	9	4	5	7	78	20	57	42	65	34
	4%	2%	3%	8%	6%	6%	4%	2%	4%	2%	3%	6%	4%	4%	6%	2%
				abfghi	ag	agi						a			b	
		8%	12%	19%	11%	15%	9%	5%	5%	7%	79%	21%	58%	42%	66%	34%
Bathroom/ shower room	75	1	18	5	8	5	11	8	1	9	57	17	47	28	45	29
	3%	*%	5%	2%	4%	2%	4%	3%	1%	3%	2%	5%	3%	3%	4%	2%
			ah	a	ah		ah	ah		a		a			b	
		1%	24%	7%	10%	7%	14%	10%	1%	11%	77%	23%	63%	37%	61%	39%
Garage/ shed	68	4	7	6	5	4	13	5	3	7	56	12	38	30	37	31
	3%	1%	2%	3%	3%	2%	5%	2%	3%	2%	2%	3%	2%	3%	3%	2%
							abe								b	
		6%	11%	9%	8%	6%	19%	8%	5%	10%	82%	18%	55%	45%	55%	45%
Hallway/ landing	26	7	1	2	2	3	1	3	1	2	23	3	18	7	9	17
	1%	2%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		b														
		29%	3%	9%	8%	11%	5%	12%	5%	8%	89%	11%	72%	28%	33%	67%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

		ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
Move around as needed/ portable	111	13	24	16	8	8	5	14	7	8	94	17	60	51	55	56
	4%	4%	7%	7%	4%	3%	2%	6%	6%	3%	4%	5%	4%	5%	5%	4%
			fi	fi				f	f							
		12%	22%	14%	7%	7%	4%	12%	6%	7%	85%	15%	54%	45%	49%	51%
Other	23	-	4	5	2	1	5	1	*	3	16	7	12	11	11	12
	1%	-%	1%	2%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%
			a	a			a					a				
		-%	17%	23%	8%	4%	20%	5%	2%	13%	70%	30%	53%	47%	48%	52%
None – do not have any radios at home	1047	133	118	80	74	84	94	86	50	132	935	111	663	380	378	668
	39%	40%	32%	35%	39%	36%	38%	39%	44%	44%	40%	31%	43%	34%	33%	44%
				a			a					a				
		13%	11%	8%	7%	8%	9%	8%	5%	13%	89%	11%	63%	36%	36%	64%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	TV SERVICES					
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERVICES	ANY SERVICES
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
Kitchen/ kitchen diner/ dining room	939	555	432	494	450	414	906
	35%	36%	40%	40%	35%	33%	36%
			def	adef			
		59%	46%	53%	48%	44%	97%
Living room/ lounge	740	433	312	351	305	332	707
	28%	28%	29%	28%	24%	26%	28%
		d	d	d			d
		59%	42%	47%	41%	45%	96%
Bedroom	582	338	280	331	285	283	562
	22%	22%	26%	27%	22%	23%	22%
			af	adef			
		58%	48%	57%	49%	49%	97%
Study/ home office	99	64	46	69	57	54	97
	4%	4%	4%	6%	4%	4%	4%
			f				
		65%	46%	70%	57%	55%	98%
Bathroom/ shower room	75	46	30	45	38	40	71
	3%	3%	3%	4%	3%	3%	3%
		62%	40%	61%	51%	54%	96%
Garage/ shed	68	43	38	43	39	34	65
	3%	3%	3%	3%	3%	3%	3%
		63%	55%	63%	57%	50%	95%
Hallway/ landing	26	14	10	15	12	12	26
	1%	1%	1%	1%	1%	1%	1%
		56%	41%	60%	45%	48%	100%
Move around as needed/ portable	111	59	61	60	51	55	106
	4%	4%	6%	5%	4%	4%	4%
			af				
		53%	55%	54%	45%	50%	95%

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

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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

	Total	TV SERVICES					
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERV- ICES	ANY SER- VICES
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
Other	23	13	12	15	11	12	23
	1%	1%	1%	1%	1%	1%	1%
		56%	55%	65%	51%	53%	100%
None – do not have any radios at home	1047	587	369	420	531	519	992
	39%	38%	34%	34%	42%	41%	39%
		bc			bc	bc	bc
		56%	35%	40%	51%	50%	95%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 97

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
None	96	48	48	7	14	34	41	7	8	18	24	26	35	15	20	79	6	10	1
	4%	4%	3%	2%	3%	4%	4%	5%	3%	6%	3%	4%	5%	3%	3%	4%	3%	7%	1%
							a			d			c			d	d	abd	
		50%	50%	7%	15%	35%	43%	8%	8%	18%	25%	27%	37%	16%	21%	83%	7%	10%	1%
1	856	425	430	105	86	272	392	59	84	82	228	228	216	190	221	709	85	37	25
	32%	33%	32%	28%	21%	30%	40%	40%	37%	30%	30%	32%	30%	33%	33%	32%	36%	28%	34%
				b		b	abc	cd	d				d			bcd	c		
		50%	50%	12%	10%	32%	46%	7%	10%	10%	27%	27%	25%	22%	26%	83%	10%	4%	3%
2-3	574	283	291	37	58	201	278	18	36	50	196	208	145	120	101	507	36	21	10
	21%	22%	21%	10%	14%	22%	28%	12%	16%	18%	26%	29%	20%	21%	15%	23%	15%	16%	14%
						ab	abc				abc	bcd	d	d		bcd			
		49%	51%	6%	10%	35%	48%	3%	6%	9%	34%	36%	25%	21%	18%	88%	6%	4%	2%
4-5	66	33	33	4	6	19	37	1	3	4	26	30	19	11	7	57	4	4	1
	2%	3%	2%	1%	2%	2%	4%	1%	2%	1%	3%	4%	3%	2%	1%	3%	2%	3%	1%
							abc				a	cd	d					d	
		49%	51%	6%	9%	28%	57%	2%	5%	6%	39%	45%	28%	16%	11%	86%	6%	6%	1%
6-10	16	11	5	1	1	3	11	1	*	1	6	7	5	2	2	15	*	2	-
	1%	1%	*%	*%	*%	*%	1%	1%	*%	*%	1%	1%	1%	*%	*%	1%	*%	1%	-%
																		d	
		67%	30%	8%	6%	20%	65%	8%	3%	6%	36%	44%	34%	11%	12%	90%	1%	9%	-%
11 or more	3	3	-	1	-	-	2	-	-	-	2	-	-	3	-	3	-	-	-
	*%	*%	-%	*%	-%	-%	*%	-%	-%	-%	*%	-%	-%	*%	-%	*%	-%	-%	-%
		100%	-%	34%	-%	-%	66%	-%	-%	-%	66%	-%	-%	100%	-%	100%	-%	-%	-%
ANY 'ACTIVE' RADIO SETS IN THE HOME	1515	754	759	148	151	495	720	79	125	137	458	473	385	325	331	1291	125	63	36
	57%	58%	56%	39%	37%	55%	73%	53%	55%	50%	60%	66%	54%	56%	50%	58%	54%	48%	49%
						ab	abc				c	bcd	d			cd			
		50%	50%	10%	10%	33%	48%	5%	8%	9%	30%	31%	25%	21%	22%	85%	8%	4%	2%
NO RADIO SETS IN THE HOME	1047	490	553	213	238	369	227	62	93	121	280	207	291	237	309	851	100	59	36
	39%	38%	41%	57%	58%	41%	23%	42%	41%	44%	37%	29%	41%	41%	47%	38%	43%	45%	49%
				cd	cd	d				d			a	a	abc			a	a
		47%	53%	20%	23%	35%	22%	6%	9%	12%	27%	20%	28%	23%	30%	81%	10%	6%	3%

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

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
Don't know	18	11	5	8	4	5	2	*	1	*	5	6	7	3	2	15	1	1	1
	1%	1%	*%	2%	1%	1%	*%	*%	*%	*%	1%	1%	1%	*%	*%	1%	1%	*%	1%
		59%	26%	cd	d	26%	10%	2%	3%	2%	25%	33%	38%	16%	13%	85%	7%	4%	5%
Mean number of 'active' radio sets	1.0	1.0	.9	.6	.6	.9	1.3	.7	.8	.8	1.1	1.2	.9	1.0	.7	1.0	.8	.8	.7
		b				ab	abc				abc	bcd	d	d		bcd		d	
Standard deviation	1.37	1.60	1.09	1.05	.98	1.08	1.71	.94	.94	1.02	1.84	1.27	1.17	1.95	.95	1.42	.95	1.20	.89
Standard error	.02	.04	.02	.05	.04	.03	.04	.06	.05	.05	.06	.04	.03	.07	.03	.03	.04	.05	.04

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

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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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
None	96	1	12	10	9	6	14	9	1	17	79	17	60	35	40	56
	4%	*%	3%	4%	5%	2%	6%	4%	1%	6%	3%	5%	4%	3%	4%	4%
			a	ah	ah	a	ah	ah		ah						
		1%	12%	10%	9%	6%	15%	10%	1%	18%	82%	18%	63%	37%	42%	58%
1	856	100	102	66	66	84	79	77	41	95	724	132	450	405	360	495
	32%	30%	28%	29%	35%	35%	32%	35%	35%	32%	31%	37%	29%	36%	32%	32%
												a		a		
		12%	12%	8%	8%	10%	9%	9%	5%	11%	85%	15%	53%	47%	42%	58%
2-3	574	95	116	63	29	48	50	40	18	49	494	80	322	252	301	273
	21%	29%	31%	27%	16%	20%	20%	18%	15%	16%	21%	22%	21%	23%	26%	18%
		defghi	defghi	dghi											b	
		17%	20%	11%	5%	8%	9%	7%	3%	9%	86%	14%	56%	44%	52%	48%
4-5	66	4	12	8	6	10	7	4	2	4	52	14	34	32	45	21
	2%	1%	3%	4%	3%	4%	3%	2%	2%	1%	2%	4%	2%	3%	4%	1%
						ai						a			b	
		7%	18%	13%	9%	16%	10%	6%	3%	5%	79%	21%	51%	49%	68%	32%
6-10	16	-	5	1	2	2	1	1	1	2	15	2	10	6	5	11
	1%	-%	1%	*%	1%	1%	*%	1%	1%	1%	1%	*%	1%	1%	*%	1%
		-%	31%	5%	15%	11%	4%	9%	5%	10%	90%	10%	63%	37%	31%	69%
11 or more	3	-	2	-	1	-	-	-	-	-	2	1	2	1	3	-
	*%	-%	*%	-%	*%	-%	-%	-%	-%	-%	*%	*%	*%	*%	*%	-%
		-%	66%	-%	34%	-%	-%	-%	-%	-%	66%	34%	66%	34%	100%	-%
ANY 'ACTIVE' RADIO SETS IN THE HOME	1515	200	236	137	105	144	135	122	62	149	1286	228	818	696	714	801
	57%	60%	64%	60%	56%	61%	55%	55%	53%	50%	56%	64%	53%	62%	63%	52%
		i	fghi	i		i						a		a	b	
		13%	16%	9%	7%	9%	9%	8%	4%	10%	85%	15%	54%	46%	47%	53%
NO RADIO SETS IN THE HOME	1047	133	118	80	74	84	94	86	50	132	935	111	663	380	378	668
	39%	40%	32%	35%	39%	36%	38%	39%	44%	44%	40%	31%	43%	34%	33%	44%
									b	bc	b		b		a	
		13%	11%	8%	7%	8%	9%	8%	5%	13%	89%	11%	63%	36%	36%	64%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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

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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
Don't know	18	-	2	2	-	3	2	4	2	-	16	2	12	4	7	11
	1%	-%	*%	1%	-%	1%	1%	2%	2%	-%	1%	1%	1%	*%	1%	1%
		ad	adi													
		-%	10%	13%	-%	17%	12%	20%	13%	-%	89%	11%	67%	24%	37%	63%
Mean number of 'active' radio sets	1.0	.9	1.4	1.1	1.0	1.1	.9	.9	.8	.8	1.0	1.1	.9	1.1	1.2	.8
		adfg	ghi	ghi		ghi						a		a	b	
Standard deviation	1.37	.94	2.37	1.20	1.44	1.23	1.13	1.09	1.08	1.04	1.38	1.28	1.48	1.19	1.67	1.07
Standard error	.02	.06	.15	.08	.09	.07	.07	.06	.06	.07	.03	.04	.03	.03	.04	.02

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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

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

	Total	TV SERVICES					
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERVICES	ANY SERVICES
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
None	96	53	48	49	56	47	93
	4%	3%	4%	4%	4%	4%	4%
		55%	50%	51%	58%	49%	97%
1	856	495	354	393	371	362	811
	32%	32%	33%	32%	29%	29%	32%
		58%	41%	46%	43%	42%	95%
2-3	574	345	276	318	260	271	556
	21%	22%	25%	26%	20%	22%	22%
			def	adef			
		60%	48%	55%	45%	47%	97%
4-5	66	43	26	41	38	37	65
	2%	3%	2%	3%	3%	3%	3%
		65%	39%	62%	57%	57%	99%
6-10	16	8	7	7	6	6	15
	1%	1%	1%	1%	*%	*%	1%
		52%	46%	41%	34%	35%	92%
11 or more	3	-	3	3	1	1	3
	*%	-%	*%	*%	*%	*%	*%
		-%	100%	100%	34%	34%	100%
ANY 'ACTIVE' RADIO SETS IN THE HOME	1515	892	666	761	674	677	1450
	57%	58%	61%	62%	53%	54%	57%
		de	def	def			d
		59%	44%	50%	45%	45%	96%
NO RADIO SETS IN THE HOME	1047	587	369	420	531	519	992
	39%	38%	34%	34%	42%	41%	39%
		bc			bc	bc	bc
		56%	35%	40%	51%	50%	95%

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

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

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

		TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%	Total	a	b	c	d	e	f	
Unweighted total	3959	2152	1624	1609	1810	1621	3714	
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568	
Weighted total	2675	1541	1089	1235	1273	1254	2551	
		58%	41%	46%	48%	47%	95%	
Don't know	18	10	5	5	12	11	16	
	1%	1%	*%	*%	1%	1%	1%	
		57%	29%	26%	68%	59%	90%	
Mean number of 'active' radio sets	1.0	1.0	1.1	1.1	.9	.9	1.0	
			adef	adef				
Standard deviation	1.37	1.14	1.67	1.62	1.18	1.18	1.38	
Standard error	.02	.02	.04	.04	.03	.03	.02	

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

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

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

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%																			
Unweighted total	2186	1089	1093	187	196	612	1191	138	202	203	536	543	603	471	568	1390	270	270	256
Effective Weighted Sample	1510	756	752	139	135	435	825	103	147	144	394	382	434	326	410	1184	185	182	232
Weighted total	1515	754	759	148	151	495	720	79	125	137	458	473	385	325	331	1291	125	63	36
		50%	50%	10%	10%	33%	48%	5%	8%	9%	30%	31%	25%	21%	22%	85%	8%	4%	2%
1	856	425	430	105	86	272	392	59	84	82	228	228	216	190	221	709	85	37	25
	56%	56%	57%	71%	57%	55%	54%	75%	68%	60%	50%	48%	56%	59%	67%	55%	68%	58%	69%
				bcd				cd	d	d			a	a	abc		a		ac
		50%	50%	12%	10%	32%	46%	7%	10%	10%	27%	27%	25%	22%	26%	83%	10%	4%	3%
2-3	574	283	291	37	58	201	278	18	36	50	196	208	145	120	101	507	36	21	10
	38%	37%	38%	25%	38%	41%	39%	22%	29%	36%	43%	44%	38%	37%	31%	39%	29%	33%	29%
				a	a	a		a	ab	d	ab	d	d			bd			
		49%	51%	6%	10%	35%	48%	3%	6%	9%	34%	36%	25%	21%	18%	88%	6%	4%	2%
4-5	66	33	33	4	6	19	37	1	3	4	26	30	19	11	7	57	4	4	1
	4%	4%	4%	3%	4%	4%	5%	1%	3%	3%	6%	6%	5%	3%	2%	4%	3%	7%	2%
												d	d					d	
		49%	51%	6%	9%	28%	57%	2%	5%	6%	39%	45%	28%	16%	11%	86%	6%	6%	1%
6-10	16	11	5	1	1	3	11	1	*	1	6	7	5	2	2	15	*	2	-
	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	-
																		bd	
		67%	30%	8%	6%	20%	65%	8%	3%	6%	36%	44%	34%	11%	12%	90%	1%	9%	-
11 or more	3	3	-	1	-	-	2	-	-	-	2	-	-	3	-	3	-	-	-
	1%	1%	0%	1%	0%	0%	1%	0%	0%	0%	1%	0%	0%	1%	0%	1%	0%	0%	0%
		100%	0%	34%	0%	0%	66%	0%	0%	0%	66%	0%	0%	100%	0%	100%	0%	0%	0%
ANY 'ACTIVE' RADIO SETS IN THE HOME	1515	754	759	148	151	495	720	79	125	137	458	473	385	325	331	1291	125	63	36
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		50%	50%	10%	10%	33%	48%	5%	8%	9%	30%	31%	25%	21%	22%	85%	8%	4%	2%
Mean number of 'active' radio sets	1.7	1.8	1.7	1.5	1.6	1.7	1.8	1.4	1.5	1.6	1.9	1.9	1.7	1.8	1.5	1.8	1.5	1.8	1.4
						a	ac			a	abc	bd	d	d		bd		bd	
Standard deviation	1.42	1.76	.96	1.20	.96	.94	1.77	.88	.79	.91	2.05	1.12	1.09	2.32	.84	1.49	.84	1.19	.76
Standard error	.03	.05	.03	.09	.07	.04	.05	.07	.06	.06	.09	.05	.04	.11	.04	.04	.05	.07	.05

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

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

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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	2186	168	175	139	147	169	148	164	156	124	1574	612	1014	1171	1068	1118
Effective Weighted Sample	1510	155	163	130	138	158	139	152	144	114	1246	272	715	832	705	805
Weighted total	1515	200	236	137	105	144	135	122	62	149	1286	228	818	696	714	801
		13%	16%	9%	7%	9%	9%	8%	4%	10%	85%	15%	54%	46%	47%	53%
1	856	100	102	66	66	84	79	77	41	95	724	132	450	405	360	495
	56%	50%	43%	48%	63%	58%	58%	63%	66%	64%	56%	58%	55%	58%	50%	62%
					abc	b	b	abc	abc	abc						a
		12%	12%	8%	8%	10%	9%	9%	5%	11%	85%	15%	53%	47%	42%	58%
2-3	574	95	116	63	29	48	50	40	18	49	494	80	322	252	301	273
	38%	48%	49%	46%	28%	33%	37%	33%	29%	33%	38%	35%	39%	36%	42%	34%
		deg	deg	deg											b	
		17%	20%	11%	5%	8%	9%	7%	3%	9%	86%	14%	56%	44%	52%	48%
4-5	66	4	12	8	6	10	7	4	2	4	52	14	34	32	45	21
	4%	2%	5%	6%	6%	7%	5%	3%	4%	2%	4%	6%	4%	5%	6%	3%
						a									b	
		7%	18%	13%	9%	16%	10%	6%	3%	5%	79%	21%	51%	49%	68%	32%
6-10	16	-	5	1	2	2	1	1	1	2	15	2	10	6	5	11
	1%	-%	2%	1%	2%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		-%	31%	5%	15%	11%	4%	9%	5%	10%	90%	10%	63%	37%	31%	69%
11 or more	3	-	2	-	1	-	-	-	-	-	2	1	2	1	3	-
	*%	-%	1%	-%	1%	-%	-%	-%	-%	-%	*%	*%	*%	*%	*%	-%
		-%	66%	-%	34%	-%	-%	-%	-%	-%	66%	34%	66%	34%	100%	-%
ANY 'ACTIVE' RADIO SETS IN THE HOME	1515	200	236	137	105	144	135	122	62	149	1286	228	818	696	714	801
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		13%	16%	9%	7%	9%	9%	8%	4%	10%	85%	15%	54%	46%	47%	53%
Mean number of 'active' radio sets	1.7	1.6	2.1	1.8	1.8	1.8	1.7	1.6	1.6	1.6	1.7	1.7	1.7	1.7	1.9	1.6
			aghi	agi											b	
Standard deviation	1.42	.68	2.66	1.04	1.53	1.14	1.02	1.02	1.02	.95	1.45	1.21	1.65	1.09	1.77	.99
Standard error	.03	.05	.20	.09	.13	.09	.08	.08	.08	.09	.04	.05	.05	.03	.05	.03

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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

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

	Total	TV SERVICES				YOUTUBE	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV- ICES	
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	2186	1195	968	919	887	816	2045
Effective Weighted Sample	1510	842	689	668	616	584	1430
Weighted total	1515	892	666	761	674	677	1450
		59%	44%	50%	45%	45%	96%
1	856	495	354	393	371	362	811
	56%	56%	53%	52%	55%	54%	56%
		58%	41%	46%	43%	42%	95%
2-3	574	345	276	318	260	271	556
	38%	39%	41%	42%	38%	40%	38%
		60%	48%	55%	45%	47%	97%
4-5	66	43	26	41	38	37	65
	4%	5%	4%	5%	6%	6%	5%
		65%	39%	62%	57%	57%	99%
6-10	16	8	7	7	6	6	15
	1%	1%	1%	1%	1%	1%	1%
		52%	46%	41%	34%	35%	92%
11 or more	3	-	3	3	1	1	3
	*%	-%	*%	*%	*%	*%	*%
		-%	100%	100%	34%	34%	100%
ANY 'ACTIVE' RADIO SETS IN THE HOME	1515	892	666	761	674	677	1450
	100%	100%	100%	100%	100%	100%	100%
		59%	44%	50%	45%	45%	96%
Mean number of 'active' radio sets	1.7	1.7	1.8	1.8	1.7	1.7	1.7
			a	a			
Standard deviation	1.42	1.02	1.81	1.73	1.10	1.09	1.44
Standard error	.03	.03	.06	.06	.04	.04	.03
Columns Tested: a,b,c,d,e,f							

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 99

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

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
None	389	181	208	25	25	90	250	40	48	35	62	82	83	89	135	321	35	19	15
	15%	14%	15%	7%	6%	10%	25%	27%	21%	13%	8%	12%	12%	15%	20%	14%	15%	15%	20%
						b	abc	cd	cd	d				b	abc				ac
		47%	53%	6%	6%	23%	64%	10%	12%	9%	16%	21%	21%	23%	35%	82%	9%	5%	4%
1	682	354	327	75	80	258	269	26	52	64	244	224	191	142	125	586	56	26	15
	26%	27%	24%	20%	20%	29%	27%	17%	23%	23%	32%	31%	27%	25%	19%	26%	24%	19%	20%
						ab	ab				abc	cd	d	d		cd			
		52%	48%	11%	12%	38%	39%	4%	8%	9%	36%	33%	28%	21%	18%	86%	8%	4%	2%
2	255	125	131	19	28	98	110	4	15	27	99	99	66	54	35	221	23	9	2
	10%	10%	10%	5%	7%	11%	11%	3%	7%	10%	13%	14%	9%	9%	5%	10%	10%	7%	3%
						ab	ab			a	ab	bcd	d	d		d	d	d	
		49%	51%	7%	11%	39%	43%	2%	6%	11%	39%	39%	26%	21%	14%	87%	9%	4%	1%
3	72	40	31	3	5	26	38	1	3	5	29	26	18	19	9	64	3	5	1
	3%	3%	2%	1%	1%	3%	4%	1%	1%	2%	4%	4%	2%	3%	1%	3%	1%	4%	1%
						a	ab				a	d		d		d		bd	
		56%	44%	4%	7%	36%	52%	1%	5%	7%	40%	37%	25%	27%	12%	88%	4%	7%	1%
4-5	33	17	17	2	3	12	17	1	1	*	16	16	10	5	3	30	2	1	*
	1%	1%	1%	*%	1%	1%	2%	1%	1%	*%	2%	2%	1%	1%	*%	1%	1%	1%	*%
											c	cd							
		50%	50%	5%	10%	35%	50%	3%	4%	1%	47%	49%	28%	14%	9%	90%	5%	4%	1%
6-10	2	1	2	-	1	1	1	-	-	-	2	2	-	-	-	2	-	1	-
	*%	*%	*%	-%	*%	*%	*%	-%	-%	-%	*%	*%	-%	-%	-%	*%	-%	*%	-%
		24%	76%	-%	24%	31%	45%	-%	-%	-%	100%	100%	-%	-%	-%	76%	-%	24%	-%
11 or more	1	1	-	1	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-
	*%	*%	-%	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	*%	-%	*%	-%	-%	-%
		100%	-%	100%	-%	-%	-%	-%	-%	-%	-%	-%	-%	100%	-%	100%	-%	-%	-%
ANY 'ACTIVE' DAB RADIO SETS IN THE HOME	1047	537	508	100	117	394	435	32	71	96	389	368	285	221	172	904	83	42	18
	39%	41%	37%	27%	29%	44%	44%	21%	31%	35%	51%	52%	40%	38%	26%	40%	36%	32%	24%
		b				ab	ab		a	a	abc	bcd	d	d		cd	d	d	
		51%	49%	10%	11%	38%	42%	3%	7%	9%	37%	35%	27%	21%	16%	86%	8%	4%	2%

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

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

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
NO 'ACTIVE' RADIO SETS IN THE HOME	114	59	52	14	18	38	43	8	8	18	28	32	42	18	22	94	8	10	2
	4%	4%	4%	4%	4%	4%	4%	5%	4%	6%	4%	4%	6%	3%	3%	4%	3%	8%	2%
		51%	46%	13%	16%	34%	38%	7%	7%	16%	25%	28%	cd	37%	16%	20%	d	abd	1%
NO RADIO SETS IN THE HOME	1047	490	553	213	238	369	227	62	93	121	280	207	291	237	309	851	100	59	36
	39%	38%	41%	57%	58%	41%	23%	42%	41%	44%	37%	29%	41%	41%	47%	38%	43%	45%	49%
		47%	53%	cd	cd	d		d		d			a	a	abc			a	a
				20%	23%	35%	22%	6%	9%	12%	27%	20%	28%	23%	30%	81%	10%	6%	3%
Don't know	79	36	43	23	9	11	35	7	6	6	6	22	17	15	24	67	7	2	3
	3%	3%	3%	6%	2%	1%	4%	5%	3%	2%	1%	3%	2%	3%	4%	3%	3%	1%	5%
		45%	55%	bcd		c		d	d									c	c
				29%	12%	14%	45%	9%	7%	8%	8%	28%	22%	20%	30%	85%	9%	2%	4%
Mean number of DAB radio sets	.6	.6	.6	.4	.4	.7	.7	.3	.4	.5	.8	.8	.6	.6	.4	.6	.5	.5	.3
		b				ab	ab		a	a	abc	bcd	d	d		bcd	d	d	
Standard deviation	.93	.96	.91	.88	.79	.92	.99	.66	.73	.77	1.04	1.06	.89	.98	.69	.95	.80	.95	.62
Standard error	.01	.02	.02	.04	.03	.03	.02	.04	.04	.04	.03	.04	.03	.03	.02	.02	.04	.04	.03

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 99

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

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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
None	389	12	71	29	28	51	29	30	19	51	332	57	145	245	167	222
	15%	4%	19%	13%	15%	21%	12%	14%	17%	17%	14%	16%	9%	22%	15%	14%
			acf	a	a	acfg	a	a	a	a				a		
		3%	18%	7%	7%	13%	7%	8%	5%	13%	85%	15%	37%	63%	43%	57%
1	682	108	103	62	46	53	68	53	28	66	578	105	419	263	318	364
	26%	32%	28%	27%	25%	22%	28%	24%	24%	22%	25%	29%	27%	24%	28%	24%
		eghi											b		b	
		16%	15%	9%	7%	8%	10%	8%	4%	10%	85%	15%	61%	39%	47%	53%
2	255	61	38	24	13	19	21	22	6	18	221	35	163	93	131	125
	10%	18%	10%	11%	7%	8%	9%	10%	6%	6%	10%	10%	10%	8%	11%	8%
		bcdefghi		h									b		b	
		24%	15%	9%	5%	7%	8%	9%	3%	7%	86%	14%	64%	36%	51%	49%
3	72	4	14	8	5	8	9	4	4	8	62	10	40	32	44	28
	3%	1%	4%	3%	3%	3%	4%	2%	3%	3%	3%	3%	3%	3%	4%	2%
			a				a								b	
		5%	20%	11%	7%	11%	13%	6%	5%	11%	85%	15%	55%	45%	61%	39%
4-5	33	3	4	6	5	8	3	2	1	-	28	5	19	14	21	12
	1%	1%	1%	2%	3%	3%	1%	1%	1%	-%	1%	1%	1%	1%	2%	1%
				i	i	agi									b	
		8%	11%	17%	15%	23%	9%	5%	3%	-%	84%	16%	57%	43%	64%	36%
6-10	2	-	-	-	2	-	-	-	-	-	2	-	2	-	1	2
	*%	-%	-%	-%	1%	-%	-%	-%	-%	-%	*%	-%	*%	-%	*%	*%
		-%	-%	-%	76%	-%	-%	-%	-%	-%	100%	-%	100%	-%	31%	69%
11 or more	1	-	-	-	1	-	-	-	-	-	-	1	-	1	1	-
	*%	-%	-%	-%	*%	-%	-%	-%	-%	-%	-%	*%	-%	*%	*%	-%
		-%	-%	-%	100%	-%	-%	-%	-%	-%	-%	100%	-%	100%	100%	-%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 99

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

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

		ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
ANY 'ACTIVE' DAB RADIO SETS IN THE HOME	1047	175	158	100	71	87	101	81	40	91	890	156	643	403	516	531
	39%	52%	43%	44%	38%	37%	41%	37%	34%	31%	38%	43%	41%	36%	45%	35%
		bdefghi	hi	hi			i					a	b		b	
		17%	15%	10%	7%	8%	10%	8%	4%	9%	85%	15%	61%	39%	49%	51%
NO 'ACTIVE' RADIO SETS IN THE HOME	114	1	13	12	9	9	17	13	4	17	95	19	72	39	47	67
	4%	*%	4%	5%	5%	4%	7%	6%	3%	6%	4%	5%	5%	4%	4%	4%
			a	a	a	a	a	a	a	a						
		*%	12%	11%	8%	8%	15%	11%	3%	15%	83%	17%	63%	35%	41%	59%
NO RADIO SETS IN THE HOME	1047	133	118	80	74	84	94	86	50	132	935	111	663	380	378	668
	39%	40%	32%	35%	39%	36%	38%	39%	44%	44%	40%	31%	43%	34%	33%	44%
									b	bc	b		b			a
		13%	11%	8%	7%	8%	9%	8%	5%	13%	89%	11%	63%	36%	36%	64%
Don't know	79	13	7	9	6	6	6	11	3	7	63	15	30	48	31	48
	3%	4%	2%	4%	3%	3%	2%	5%	2%	2%	3%	4%	2%	4%	3%	3%
														a		
		17%	9%	11%	7%	8%	7%	14%	4%	9%	81%	19%	39%	61%	39%	61%
Mean number of DAB radio sets	.6	.7	.6	.7	.7	.6	.6	.5	.5	.4	.6	.7	.6	.6	.7	.5
		ghi	i	hi	hi	i	i					a	b		b	
Standard deviation	.93	.84	.91	1.01	1.38	1.03	.93	.85	.85	.72	.91	1.07	.93	.94	1.05	.82
Standard error	.01	.05	.06	.07	.09	.06	.06	.05	.05	.05	.02	.03	.02	.02	.02	.02

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
None	389	176	191	131	114	113	356
	15%	11%	18%	11%	9%	9%	14%
		de	acdef				acde
		45%	49%	34%	29%	29%	91%
1	682	434	284	382	343	350	667
	26%	28%	26%	31%	27%	28%	26%
				bdf			
		64%	42%	56%	50%	51%	98%
2	255	172	108	150	125	134	252
	10%	11%	10%	12%	10%	11%	10%
				f			
		67%	42%	59%	49%	52%	99%
3	72	46	36	39	39	31	70
	3%	3%	3%	3%	3%	2%	3%
		63%	50%	55%	55%	43%	97%
4-5	33	23	14	25	22	19	33
	1%	1%	1%	2%	2%	2%	1%
		69%	41%	74%	64%	58%	100%
6-10	2	1	2	2	1	2	2
	*%	*%	*%	*%	*%	*%	*%
		24%	76%	76%	55%	69%	100%
11 or more	1	-	1	1	1	1	1
	*%	-%	*%	*%	*%	*%	*%
		-%	100%	100%	100%	100%	100%
ANY 'ACTIVE' DAB RADIO SETS IN THE HOME	1047	676	444	598	531	536	1025
	39%	44%	41%	48%	42%	43%	40%
		f		abdef			
		65%	42%	57%	51%	51%	98%

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

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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

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d		e	f
Unweighted total	3959	2152	1624	1609	1810		1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220		1144	2568
Weighted total	2675	1541	1089	1235	1273		1254	2551
		58%	41%	46%	48%		47%	95%
NO 'ACTIVE' RADIO SETS IN THE HOME	114	63	53	54	68		58	109
	4%	4%	5%	4%	5%		5%	4%
		55%	46%	47%	60%		51%	96%
NO RADIO SETS IN THE HOME	1047	587	369	420	531		519	992
	39%	38%	34%	34%	42%		41%	39%
		bc			bc		bc	bc
		56%	35%	40%	51%		50%	95%
Don't know	79	40	31	31	29		28	68
	3%	3%	3%	3%	2%		2%	3%
		51%	39%	40%	37%		36%	87%
Mean number of DAB radio sets	.6	.7	.6	.8	.6		.7	.6
		f		abdef				
Standard deviation	.93	.93	1.00	1.04	.99		.99	.94
Standard error	.01	.02	.02	.03	.02		.02	.02
Columns Tested: a,b,c,d,e,f								

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 100

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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

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%																			
Unweighted total	2186	1089	1093	187	196	612	1191	138	202	203	536	543	603	471	568	1390	270	270	256
Effective Weighted Sample	1510	756	752	139	135	435	825	103	147	144	394	382	434	326	410	1184	185	182	232
Weighted total	1515	754	759	148	151	495	720	79	125	137	458	473	385	325	331	1291	125	63	36
		50%	50%	10%	10%	33%	48%	5%	8%	9%	30%	31%	25%	21%	22%	85%	8%	4%	2%
None	389	181	208	25	25	90	250	40	48	35	62	82	83	89	135	321	35	19	15
	26%	24%	27%	17%	16%	18%	35%	51%	38%	25%	14%	17%	21%	27%	41%	25%	28%	31%	41%
						abc	abc	bcd	cd	d				a	abc				abc
		47%	53%	6%	6%	23%	64%	10%	12%	9%	16%	21%	21%	23%	35%	82%	9%	5%	4%
1	682	354	327	75	80	258	269	26	52	64	244	224	191	142	125	586	56	26	15
	45%	47%	43%	51%	53%	52%	37%	33%	42%	47%	53%	47%	50%	44%	38%	45%	45%	41%	41%
				d	d	d				a	ab	d	d						
		52%	48%	11%	12%	38%	39%	4%	8%	9%	36%	33%	28%	21%	18%	86%	8%	4%	2%
2	255	125	131	19	28	98	110	4	15	27	99	99	66	54	35	221	23	9	2
	17%	17%	17%	13%	19%	20%	15%	5%	12%	20%	22%	21%	17%	17%	11%	17%	18%	15%	6%
						d				a	ab	d	d	d		d	d	d	
		49%	51%	7%	11%	39%	43%	2%	6%	11%	39%	39%	26%	21%	14%	87%	9%	4%	1%
3	72	40	31	3	5	26	38	1	3	5	29	26	18	19	9	64	3	5	1
	5%	5%	4%	2%	3%	5%	5%	1%	3%	4%	6%	6%	5%	6%	3%	5%	2%	8%	2%
											a	d		d		d		bd	
		56%	44%	4%	7%	36%	52%	1%	5%	7%	40%	37%	25%	27%	12%	88%	4%	7%	1%
4-5	33	17	17	2	3	12	17	1	1	*	16	16	10	5	3	30	2	1	*
	2%	2%	2%	1%	2%	2%	2%	1%	1%	%	3%	3%	2%	1%	1%	2%	1%	2%	1%
											c	d							
		50%	50%	5%	10%	35%	50%	3%	4%	1%	47%	49%	28%	14%	9%	90%	5%	4%	1%
6-10	2	1	2	-	1	1	1	-	-	-	2	2	-	-	-	2	-	1	-
	%	%	%	-%	%	%	%	-%	-%	-%	1%	%	-%	-%	-%	%	-%	1%	-%
		24%	76%	-%	24%	31%	45%	-%	-%	-%	100%	100%	-%	-%	-%	76%	-%	24%	-%
11 or more	1	1	-	1	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-
	%	%	-%	1	-%	-%	-%	-%	-%	-%	-%	-%	-%	%	-%	%	-%	-%	-%
				d															
		100%	-%	100%	-%	-%	-%	-%	-%	-%	-%	-%	-%	100%	-%	100%	-%	-%	-%
ANY 'ACTIVE' DAB RADIO SETS IN THE HOME	1047	537	508	100	117	394	435	32	71	96	389	368	285	221	172	904	83	42	18
	69%	71%	67%	67%	78%	80%	60%	40%	57%	70%	85%	78%	74%	68%	52%	70%	67%	66%	50%
					d	ad			a	ab	abc	cd	d	d		d	d	d	
		51%	49%	10%	11%	38%	42%	3%	7%	9%	37%	35%	27%	21%	16%	86%	8%	4%	2%

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

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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

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2186	1089	1093	187	196	612	1191	138	202	203	536	543	603	471	568	1390	270	270	256
Effective Weighted Sample	1510	756	752	139	135	435	825	103	147	144	394	382	434	326	410	1184	185	182	232
Weighted total	1515	754	759	148	151	495	720	79	125	137	458	473	385	325	331	1291	125	63	36
Don't know		50%	50%	10%	10%	33%	48%	5%	8%	9%	30%	31%	25%	21%	22%	85%	8%	4%	2%
	79	36	43	23	9	11	35	7	6	6	6	22	17	15	24	67	7	2	3
	5%	5%	6%	16%	6%	2%	5%	9%	5%	4%	1%	5%	4%	5%	7%	5%	5%	3%	9%
		45%	55%	bcd	c	14%	c	d	d	d	8%	28%	22%	20%	30%	85%	9%	2%	ac
Mean number of DAB radio sets	1.0	1.1	1.0	.9	1.1	1.2	1.0	.5	.8	1.0	1.3	1.2	1.1	1.0	.7	1.1	.9	1.1	.6
Standard deviation	1.03	1.04	1.01	1.19	d	ad			a	ab	abc	bcd	d	d		d	d	d	
Standard error	.02	.03	.03	.09	.95	.95	1.05	.83	.83	.83	1.04	1.08	.96	1.11	.84	1.04	.89	1.14	.77
Columns Tested:		a,b	a,b,c,d	a,b,c,d	a,b,c,d	a,b,c,d	a,b,c,d	a,b	a,b	a,b	a,b	a,b	a,b	a,b	a,b	a,b	a,b	a,b	a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 100

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

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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	2186	168	175	139	147	169	148	164	156	124	1574	612	1014	1171	1068	1118
Effective Weighted Sample	1510	155	163	130	138	158	139	152	144	114	1246	272	715	832	705	805
Weighted total	1515	200	236	137	105	144	135	122	62	149	1286	228	818	696	714	801
		13%	16%	9%	7%	9%	9%	8%	4%	10%	85%	15%	54%	46%	47%	53%
None	389	12	71	29	28	51	29	30	19	51	332	57	145	245	167	222
	26%	6%	30%	21%	27%	35%	21%	25%	31%	34%	26%	25%	18%	35%	23%	28%
			a	a	a	acfg	a	a	a	acf				a		
		3%	18%	7%	7%	13%	7%	8%	5%	13%	85%	15%	37%	63%	43%	57%
1	682	108	103	62	46	53	68	53	28	66	578	105	419	263	318	364
	45%	54%	44%	45%	44%	37%	50%	43%	46%	44%	45%	46%	51%	38%	45%	46%
		e					e						b			
		16%	15%	9%	7%	8%	10%	8%	4%	10%	85%	15%	61%	39%	47%	53%
2	255	61	38	24	13	19	21	22	6	18	221	35	163	93	131	125
	17%	30%	16%	18%	12%	13%	15%	18%	10%	12%	17%	15%	20%	13%	18%	16%
		bcdefghi											b			
		24%	15%	9%	5%	7%	8%	9%	3%	7%	86%	14%	64%	36%	51%	49%
3	72	4	14	8	5	8	9	4	4	8	62	10	40	32	44	28
	5%	2%	6%	6%	4%	5%	7%	4%	6%	5%	5%	5%	5%	5%	6%	4%
							a		a						b	
		5%	20%	11%	7%	11%	13%	6%	5%	11%	85%	15%	55%	45%	61%	39%
4-5	33	3	4	6	5	8	3	2	1	-	28	5	19	14	21	12
	2%	1%	1%	4%	5%	5%	2%	1%	2%	-%	2%	2%	2%	2%	3%	1%
				i	i	agi									b	
		8%	11%	17%	15%	23%	9%	5%	3%	-%	84%	16%	57%	43%	64%	36%
6-10	2	-	-	-	2	-	-	-	-	-	2	-	2	-	1	2
	*%	-%	-%	-%	2%	-%	-%	-%	-%	-%	*%	-%	*%	-%	*%	*%
		-%	-%	-%	76%	-%	-%	-%	-%	-%	100%	-%	100%	-%	31%	69%
11 or more	1	-	-	-	1	-	-	-	-	-	-	1	-	1	1	-
	*%	-%	-%	-%	1%	-%	-%	-%	-%	-%	-%	*%	-%	*%	*%	-%
		-%	-%	-%	100%	-%	-%	-%	-%	-%	-%	100%	-%	100%	100%	-%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	2186	168	175	139	147	169	148	164	156	124	1574	612	1014	1171	1068	1118
Effective Weighted Sample	1510	155	163	130	138	158	139	152	144	114	1246	272	715	832	705	805
Weighted total	1515	200	236	137	105	144	135	122	62	149	1286	228	818	696	714	801
		13%	16%	9%	7%	9%	9%	8%	4%	10%	85%	15%	54%	46%	47%	53%
ANY 'ACTIVE' DAB RADIO SETS IN THE HOME	1047	175	158	100	71	87	101	81	40	91	890	156	643	403	516	531
	69%	87%	67%	73%	68%	60%	74%	66%	64%	61%	69%	68%	79%	58%	72%	66%
		bcdefghi		e			ei						b		b	
		17%	15%	10%	7%	8%	10%	8%	4%	9%	85%	15%	61%	39%	49%	51%
Don't know	79	13	7	9	6	6	6	11	3	7	63	15	30	48	31	48
	5%	7%	3%	6%	5%	4%	4%	9%	5%	5%	5%	7%	4%	7%	4%	6%
							b						a			
		17%	9%	11%	7%	8%	7%	14%	4%	9%	81%	19%	39%	61%	39%	61%
Mean number of DAB radio sets	1.0	1.3	1.0	1.2	1.2	1.0	1.1	1.0	.9	.8	1.0	1.0	1.2	.9	1.2	.9
		beghi		i	hi		i						b		b	
Standard deviation	1.03	.75	.96	1.08	1.66	1.16	1.00	.94	.98	.83	1.00	1.18	.98	1.06	1.12	.92
Standard error	.02	.06	.07	.09	.14	.09	.08	.07	.08	.07	.03	.05	.03	.03	.03	.03

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2186	1195	968	919	887	816	2045
Effective Weighted Sample	1510	842	689	668	616	584	1430
Weighted total	1515	892	666	761	674	677	1450
		59%	44%	50%	45%	45%	96%
None	389	176	191	131	114	113	356
	26%	20%	29%	17%	17%	17%	25%
			acdef				acde
		45%	49%	34%	29%	29%	91%
1	682	434	284	382	343	350	667
	45%	49%	43%	50%	51%	52%	46%
		b		b	bf	bf	
		64%	42%	56%	50%	51%	98%
2	255	172	108	150	125	134	252
	17%	19%	16%	20%	19%	20%	17%
		67%	42%	59%	49%	52%	99%
3	72	46	36	39	39	31	70
	5%	5%	5%	5%	6%	5%	5%
		63%	50%	55%	55%	43%	97%
4-5	33	23	14	25	22	19	33
	2%	3%	2%	3%	3%	3%	2%
		69%	41%	74%	64%	58%	100%
6-10	2	1	2	2	1	2	2
	*%	*%	*%	*%	*%	*%	*%
		24%	76%	76%	55%	69%	100%
11 or more	1	-	1	1	1	1	1
	*%	-%	*%	*%	*%	*%	*%
		-%	100%	100%	100%	100%	100%
ANY 'ACTIVE' DAB RADIO SETS IN THE HOME	1047	676	444	598	531	536	1025
	69%	76%	67%	79%	79%	79%	71%
		bf		bf	bf	bf	
		65%	42%	57%	51%	51%	98%

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

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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

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d		e	f
Unweighted total	2186	1195	968	919	887		816	2045
Effective Weighted Sample	1510	842	689	668	616		584	1430
Weighted total	1515	892	666	761	674		677	1450
		59%	44%	50%	45%		45%	96%
Don't know	79	40	31	31	29		28	68
	5%	5%	5%	4%	4%		4%	5%
		51%	39%	40%	37%		36%	87%
Mean number of DAB radio sets	1.0	1.1	1.0	1.2	1.2		1.2	1.1
		b		bf	bf		bf	
Standard deviation	1.03	.97	1.11	1.09	1.07		1.06	1.03
Standard error	.02	.03	.04	.04	.04		.04	.02

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

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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

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%																			
Unweighted total	3234	1578	1650	346	436	1049	1403	174	284	324	851	755	948	693	836	1978	401	419	436
Effective Weighted Sample	2203	1090	1109	245	295	718	965	131	203	232	619	526	658	474	593	1699	264	289	398
Weighted total	2210	1092	1115	260	316	782	852	100	173	221	709	641	597	484	488	1868	177	103	63
		49%	50%	12%	14%	35%	39%	5%	8%	10%	32%	29%	27%	22%	22%	84%	8%	5%	3%
None	373	173	200	22	22	87	243	39	45	32	62	81	79	85	128	308	32	18	14
	17%	16%	18%	9%	7%	11%	28%	39%	26%	14%	9%	13%	13%	18%	26%	16%	18%	18%	23%
						b	abc	bcd	cd	d				a	abc				a
		46%	54%	6%	6%	23%	65%	10%	12%	8%	17%	22%	21%	23%	34%	83%	9%	5%	4%
1	663	346	316	70	77	254	262	26	49	63	241	219	184	138	122	574	51	24	14
	30%	32%	28%	27%	24%	32%	31%	26%	28%	28%	34%	34%	31%	29%	25%	31%	29%	23%	22%
						b	b					d	d			cd			
		52%	48%	11%	12%	38%	39%	4%	7%	9%	36%	33%	28%	21%	18%	87%	8%	4%	2%
2	250	122	128	18	26	97	109	4	15	25	97	99	64	53	33	221	18	9	2
	11%	11%	11%	7%	8%	12%	13%	4%	9%	11%	14%	16%	11%	11%	7%	12%	10%	9%	4%
						a	ab			a	a	bcd	d	d		d	d	d	
		49%	51%	7%	10%	39%	43%	2%	6%	10%	39%	40%	26%	21%	13%	88%	7%	4%	1%
3	72	40	31	3	5	26	38	1	3	5	29	26	18	19	9	64	3	5	1
	3%	4%	3%	1%	2%	3%	4%	1%	2%	2%	4%	4%	3%	4%	2%	3%	2%	5%	1%
							ab					d		d		d		bd	
		56%	44%	4%	7%	36%	52%	1%	5%	7%	40%	37%	25%	27%	12%	88%	4%	7%	1%
4-5	32	16	16	1	3	12	16	1	1	*	15	16	9	5	3	29	2	1	*
	1%	1%	1%	*%	1%	1%	2%	1%	1%	*%	2%	2%	1%	1%	1%	2%	1%	1%	1%
											c	d							
		51%	49%	3%	11%	36%	50%	3%	4%	1%	47%	49%	27%	14%	9%	91%	5%	2%	1%
6-10	2	1	2	-	1	1	1	-	-	-	2	2	-	-	-	2	-	1	-
	*%	*%	*%	-%	*%	*%	*%	-%	-%	-%	*%	*%	-%	-%	-%	*%	-%	1%	-%
		24%	76%	-%	24%	31%	45%	-%	-%	-%	100%	100%	-%	-%	-%	76%	-%	24%	-%
11 or more	1	1	-	1	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-
	*%	*%	-%	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	*%	-%	*%	-%	-%	-%
		100%	-%	100%	-%	-%	-%	-%	-%	-%	-%	-%	-%	100%	-%	100%	-%	-%	-%
ANY 'ACTIVE' DAB RADIO SETS IN THE HOME	1021	526	493	94	113	389	425	32	68	93	384	363	275	216	167	890	74	40	17
	46%	48%	44%	36%	36%	50%	50%	32%	39%	42%	54%	57%	46%	45%	34%	48%	42%	39%	27%
						ab	ab			a	abc	bcd	d	d		cd	d	d	
		52%	48%	9%	11%	38%	42%	3%	7%	9%	38%	36%	27%	21%	16%	87%	7%	4%	2%

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

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Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3234	1578	1650	346	436	1049	1403	174	284	324	851	755	948	693	836	1978	401	419	436
Effective Weighted Sample	2203	1090	1109	245	295	718	965	131	203	232	619	526	658	474	593	1699	264	289	398
Weighted total	2210	1092	1115	260	316	782	852	100	173	221	709	641	597	484	488	1868	177	103	63
		49%	50%	12%	14%	35%	39%	5%	8%	10%	32%	29%	27%	22%	22%	84%	8%	5%	3%
NO 'ACTIVE' RADIO SETS IN THE HOME	86	49	36	10	14	32	30	4	4	12	24	26	33	11	16	73	5	8	1
	4%	4%	3%	4%	4%	4%	4%	4%	2%	6%	3%	4%	5%	2%	3%	4%	3%	8%	1%
		57%	42%	12%	16%	37%	35%	5%	5%	14%	27%	30%	38%	13%	19%	85%	5%	9%	1%
NO RADIO SETS IN THE HOME	664	314	349	118	159	264	123	19	52	78	234	151	196	159	157	541	60	36	28
	30%	29%	31%	46%	50%	34%	14%	19%	30%	35%	33%	24%	33%	33%	32%	29%	34%	35%	44%
		47%	53%	18%	24%	40%	19%	3%	8%	12%	35%	23%	30%	24%	24%	81%	9%	5%	4%
Don't know	66	30	36	15	9	10	31	7	4	6	6	19	14	13	20	55	6	1	3
	3%	3%	3%	6%	3%	1%	4%	7%	2%	3%	1%	3%	2%	3%	4%	3%	3%	1%	5%
		45%	55%	23%	14%	16%	47%	10%	6%	9%	10%	29%	21%	20%	30%	84%	9%	2%	5%
Mean number of DAB radio sets	.7	.7	.7	.5	.5	.7	.8	.4	.5	.6	.8	.9	.7	.7	.5	.7	.6	.6	.3
						ab	ab			a	abc	bcd	d	d		bd	d	d	
Standard deviation	.98	1.00	.95	1.00	.86	.95	1.02	.76	.79	.80	1.04	1.08	.92	1.04	.76	.99	.84	1.00	.65
Standard error	.02	.03	.02	.05	.04	.03	.03	.06	.05	.04	.04	.04	.03	.04	.03	.02	.04	.05	.03

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 101

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

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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	3234	227	245	197	215	232	225	222	236	179	2336	898	1743	1490	1556	1678
Effective Weighted Sample	2203	211	230	187	204	218	213	206	219	166	1836	379	1192	1052	1012	1191
Weighted total	2210	271	338	196	155	200	211	176	99	222	1895	315	1324	886	1007	1203
		12%	15%	9%	7%	9%	10%	8%	4%	10%	86%	14%	60%	40%	46%	54%
None	373	12	68	28	26	50	28	28	18	51	317	56	141	232	160	213
	17%	4%	20%	15%	17%	25%	13%	16%	18%	23%	17%	18%	11%	26%	16%	18%
			af	a	a	acdfg	a	a	a	acf				a		
		3%	18%	8%	7%	13%	7%	7%	5%	14%	85%	15%	38%	62%	43%	57%
1	663	105	102	61	46	52	67	48	27	66	562	101	410	253	312	352
	30%	39%	30%	31%	30%	26%	32%	27%	27%	30%	30%	32%	31%	29%	31%	29%
		egh														
		16%	15%	9%	7%	8%	10%	7%	4%	10%	85%	15%	62%	38%	47%	53%
2	250	61	38	24	13	19	21	22	6	18	216	35	159	91	129	121
	11%	22%	11%	12%	8%	9%	10%	13%	6%	8%	11%	11%	12%	10%	13%	10%
		bcdefghi		h				h							b	
		24%	15%	10%	5%	8%	8%	9%	2%	7%	86%	14%	63%	37%	52%	48%
3	72	4	14	8	5	8	9	4	4	8	62	10	40	32	44	28
	3%	1%	4%	4%	3%	4%	4%	3%	4%	4%	3%	3%	3%	4%	4%	2%
															b	
		5%	20%	11%	7%	11%	13%	6%	5%	11%	85%	15%	55%	45%	61%	39%
4-5	32	3	4	6	5	8	3	1	1	-	27	5	18	14	20	12
	1%	1%	1%	3%	3%	4%	1%	*%	1%	-%	1%	2%	1%	2%	2%	1%
				i	gi	gi										
		8%	11%	17%	16%	24%	10%	2%	3%	-%	84%	16%	57%	43%	63%	37%
6-10	2	-	-	-	2	-	-	-	-	-	2	-	2	-	1	2
	*%	-%	-%	-%	1%	-%	-%	-%	-%	-%	*%	-%	*%	-%	*%	*%
		-%	-%	-%	76%	-%	-%	-%	-%	-%	100%	-%	100%	-%	31%	69%
11 or more	1	-	-	-	1	-	-	-	-	-	-	1	-	1	1	-
	*%	-%	-%	-%	1%	-%	-%	-%	-%	-%	-%	*%	-%	*%	*%	-%
		-%	-%	-%	100%	-%	-%	-%	-%	-%	-%	100%	-%	100%	100%	-%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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

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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3234	227	245	197	215	232	225	222	236	179	2336	898	1743	1490	1556	1678
Effective Weighted Sample	2203	211	230	187	204	218	213	206	219	166	1836	379	1192	1052	1012	1191
Weighted total	2210	271	338	196	155	200	211	176	99	222	1895	315	1324	886	1007	1203
		12%	15%	9%	7%	9%	10%	8%	4%	10%	86%	14%	60%	40%	46%	54%
ANY 'ACTIVE' DAB RADIO SETS IN THE HOME	1021	172	157	99	71	86	100	76	38	91	869	152	629	392	506	515
	46%	63%	47%	51%	46%	43%	47%	43%	39%	41%	46%	48%	47%	44%	50%	43%
		bcdefghi		h											b	
		17%	15%	10%	7%	8%	10%	7%	4%	9%	85%	15%	62%	38%	50%	50%
NO 'ACTIVE' RADIO SETS IN THE HOME	86	1	12	9	5	6	13	10	2	15	74	13	59	27	40	46
	4%	*%	3%	5%	3%	3%	6%	6%	2%	7%	4%	4%	4%	3%	4%	4%
		a	a	a	a	a	ah	a		ah						
		1%	14%	10%	6%	7%	16%	12%	3%	17%	85%	15%	69%	31%	47%	53%
NO RADIO SETS IN THE HOME	664	75	94	55	49	52	65	53	38	60	585	79	467	198	278	386
	30%	28%	28%	28%	31%	26%	31%	30%	39%	27%	31%	25%	35%	22%	28%	32%
									abcei		b		b		a	
		11%	14%	8%	7%	8%	10%	8%	6%	9%	88%	12%	70%	30%	42%	58%
Don't know	66	12	7	4	4	5	6	10	3	5	51	15	29	37	23	43
	3%	4%	2%	2%	3%	3%	3%	6%	3%	2%	3%	5%	2%	4%	2%	4%
											a		a			
		18%	10%	6%	6%	8%	8%	15%	4%	7%	78%	22%	44%	56%	35%	65%
Mean number of DAB radio sets	.7	.9	.7	.8	.8	.7	.7	.6	.6	.6	.7	.7	.7	.7	.8	.6
		befghi		ghi	hi										b	
Standard deviation	.98	.85	.93	1.05	1.48	1.09	.96	.86	.90	.79	.95	1.11	.96	1.00	1.07	.88
Standard error	.02	.06	.06	.08	.10	.07	.06	.06	.06	.06	.02	.04	.02	.03	.03	.02

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	3234	1851	1318	1418	1541	1370	3066
Effective Weighted Sample	2203	1286	921	1000	1044	966	2111
Weighted total	2210	1346	899	1109	1103	1076	2134
		61%	41%	50%	50%	49%	97%
None	373	167	185	125	105	104	341
	17%	12%	21%	11%	10%	10%	16%
		de	acdef				acde
		45%	49%	33%	28%	28%	91%
1	663	424	277	377	336	345	652
	30%	31%	31%	34%	30%	32%	31%
		64%	42%	57%	51%	52%	98%
2	250	167	108	147	124	134	247
	11%	12%	12%	13%	11%	12%	12%
		67%	43%	59%	49%	54%	99%
3	72	46	36	39	39	31	70
	3%	3%	4%	4%	4%	3%	3%
		63%	50%	55%	55%	43%	97%
4-5	32	23	12	23	20	18	32
	1%	2%	1%	2%	2%	2%	2%
		71%	39%	73%	63%	56%	100%
6-10	2	1	2	2	1	2	2
	*%	*%	*%	*%	*%	*%	*%
		24%	76%	76%	55%	69%	100%
11 or more	1	-	1	1	1	1	1
	*%	-%	*%	*%	*%	*%	*%
		-%	100%	100%	100%	100%	100%
ANY 'ACTIVE' DAB RADIO SETS IN THE HOME	1021	660	436	590	521	531	1004
	46%	49%	48%	53%	47%	49%	47%
				abdf			
		65%	43%	58%	51%	52%	98%

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

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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

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d	e	f	
Unweighted total	3234	1851	1318	1418	1541	1370	3066	
Effective Weighted Sample	2203	1286	921	1000	1044	966	2111	
Weighted total	2210	1346	899	1109	1103	1076	2134	
		61%	41%	50%	50%	49%	97%	
NO 'ACTIVE' RADIO SETS IN THE HOME	86	51	39	43	57	45	85	
	4%	4%	4%	4%	5%	4%	4%	
		60%	45%	50%	66%	52%	99%	
NO RADIO SETS IN THE HOME	664	435	214	329	398	376	647	
	30%	32%	24%	30%	36%	35%	30%	
		b		b	bcf	bcf	b	
		66%	32%	49%	60%	57%	97%	
Don't know	66	33	26	23	22	21	57	
	3%	2%	3%	2%	2%	2%	3%	
		50%	39%	35%	33%	32%	86%	
Mean number of DAB radio sets	.7	.7	.8	.8	.7	.7	.7	
				adf				
Standard deviation	.98	.96	1.05	1.06	1.02	1.02	.98	
Standard error	.02	.02	.03	.03	.03	.03	.02	
Columns Tested: a,b,c,d,e,f								

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 102

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

SUMMARY OF DAB RADIO OWNERSHIP IN HOME OR IN VEHICLE

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
None	1628	765	857	276	290	508	555	116	155	179	377	343	433	360	490	1333	150	90	56
	61%	59%	63%	73%	71%	56%	56%	79%	69%	65%	49%	48%	60%	62%	74%	60%	64%	68%	76%
			a	cd	cd			bcd	d	d			a	a	abc			a	abc
		47%	53%	17%	18%	31%	34%	7%	9%	11%	23%	21%	27%	22%	30%	82%	9%	6%	3%
1	682	354	327	75	80	258	269	26	52	64	244	224	191	142	125	586	56	26	15
	26%	27%	24%	20%	20%	29%	27%	17%	23%	23%	32%	31%	27%	25%	19%	26%	24%	19%	20%
						ab	ab				abc	cd	d	d		cd			
		52%	48%	11%	12%	38%	39%	4%	8%	9%	36%	33%	28%	21%	18%	86%	8%	4%	2%
2	255	125	131	19	28	98	110	4	15	27	99	99	66	54	35	221	23	9	2
	10%	10%	10%	5%	7%	11%	11%	3%	7%	10%	13%	14%	9%	9%	5%	10%	10%	7%	3%
						ab	ab			a	ab	bcd	d	d		d	d	d	
		49%	51%	7%	11%	39%	43%	2%	6%	11%	39%	39%	26%	21%	14%	87%	9%	4%	1%
3	72	40	31	3	5	26	38	1	3	5	29	26	18	19	9	64	3	5	1
	3%	3%	2%	1%	1%	3%	4%	1%	1%	2%	4%	4%	2%	3%	1%	3%	1%	4%	1%
						a	ab				a	d		d		d		bd	
		56%	44%	4%	7%	36%	52%	1%	5%	7%	40%	37%	25%	27%	12%	88%	4%	7%	1%
4 or more	37	18	18	3	4	12	18	1	1	*	18	19	10	5	3	33	2	2	*
	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	3%	1%	1%	1%	1%	1%	1%	1%
		50%	50%	7%	11%	34%	49%	3%	3%	1%	49%	51%	26%	15%	8%	89%	4%	5%	1%
ANY 'ACTIVE' DAB RADIO SETS IN THE HOME	1047	537	508	100	117	394	435	32	71	96	389	368	285	221	172	904	83	42	18
	39%	41%	37%	27%	29%	44%	44%	21%	31%	35%	51%	52%	40%	38%	26%	40%	36%	32%	24%
		b				ab	ab		a	a	abc	bcd	d	d		cd	d	d	
		51%	49%	10%	11%	38%	42%	3%	7%	9%	37%	35%	27%	21%	16%	86%	8%	4%	2%
LISTEN TO DAB RADIO IN A CAR	974	516	457	108	143	397	326	19	56	76	430	353	280	201	139	824	79	46	24
	36%	40%	33%	29%	35%	44%	33%	13%	25%	28%	56%	50%	39%	35%	21%	37%	34%	35%	33%
		b				abd			a	a	abc	bcd	d	d					
		53%	47%	11%	15%	41%	34%	2%	6%	8%	44%	36%	29%	21%	14%	85%	8%	5%	3%
ANY DAB RADIOS	1443	739	702	155	200	549	539	38	96	134	547	488	413	301	241	1224	120	66	33
	54%	57%	51%	41%	49%	61%	55%	25%	42%	49%	71%	69%	58%	52%	36%	55%	52%	50%	44%
		b			a	abd	a		a	a	abc	bcd	cd	d		d	d		
		51%	49%	11%	14%	38%	37%	3%	7%	9%	38%	34%	29%	21%	17%	85%	8%	5%	2%

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

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SUMMARY OF DAB RADIO OWNERSHIP IN HOME OR IN VEHICLE

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
None	1628	159	209	129	116	150	145	140	76	207	1426	203	911	712	623	1005
	61%	48%	57%	56%	62%	63%	59%	63%	66%	69%	62%	57%	59%	64%	55%	65%
		10%	a	13%	a	a	a	a	abc	abcf	b	12%	56%	a	38%	a
				8%	7%	9%	9%	9%	5%	13%	88%	12%	56%	44%	38%	62%
1	682	108	103	62	46	53	68	53	28	66	578	105	419	263	318	364
	26%	32%	28%	27%	25%	22%	28%	24%	24%	22%	25%	29%	27%	24%	28%	24%
		eghi											b		b	
		16%	15%	9%	7%	8%	10%	8%	4%	10%	85%	15%	61%	39%	47%	53%
2	255	61	38	24	13	19	21	22	6	18	221	35	163	93	131	125
	10%	18%	10%	11%	7%	8%	9%	10%	6%	6%	10%	10%	10%	8%	11%	8%
		bcdefghi		h									b		b	
		24%	15%	9%	5%	7%	8%	9%	3%	7%	86%	14%	64%	36%	51%	49%
3	72	4	14	8	5	8	9	4	4	8	62	10	40	32	44	28
	3%	1%	4%	3%	3%	3%	4%	2%	3%	3%	3%	3%	3%	3%	4%	2%
		a					a								b	
		5%	20%	11%	7%	11%	13%	6%	5%	11%	85%	15%	55%	45%	61%	39%
4 or more	37	3	4	6	8	8	3	2	1	-	31	6	21	15	23	14
	1%	1%	1%	2%	4%	3%	1%	1%	1%	-%	1%	2%	1%	1%	2%	1%
				i	abghi	agi									b	
		7%	10%	15%	21%	21%	9%	4%	3%	-%	83%	17%	58%	42%	63%	37%
ANY 'ACTIVE' DAB RADIO SETS IN THE HOME	1047	175	158	100	71	87	101	81	40	91	890	156	643	403	516	531
	39%	52%	43%	44%	38%	37%	41%	37%	34%	31%	38%	43%	41%	36%	45%	35%
		bdefghi	hi	hi			i					a	b		b	
		17%	15%	10%	7%	8%	10%	8%	4%	9%	85%	15%	61%	39%	49%	51%
LISTEN TO DAB RADIO IN A CAR	974	159	143	92	60	66	105	67	43	88	839	135	683	290	509	465
	36%	47%	39%	40%	32%	28%	43%	31%	37%	29%	36%	38%	44%	26%	45%	30%
		degghi	egi	egi			degi		e				b		b	
		16%	15%	9%	6%	7%	11%	7%	4%	9%	86%	14%	70%	30%	52%	48%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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SUMMARY OF DAB RADIO OWNERSHIP IN HOME OR IN VEHICLE

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
ANY DAB RADIOS	1443	212	231	135	96	102	147	113	60	128	1234	209	929	513	701	742
	54%	63%	63%	59%	51%	43%	60%	51%	52%	43%	53%	58%	60%	46%	62%	48%
		deghe	deghe	ei			degi						b		b	
		15%	16%	9%	7%	7%	10%	8%	4%	9%	86%	14%	64%	36%	49%	51%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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

SUMMARY OF DAB RADIO OWNERSHIP IN HOME OR IN VEHICLE

Base : All respondents

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
None	1628	865	644	637	742	718	1526
	61%	56%	59%	52%	58%	57%	60%
		c	c		c	c	ac
		53%	40%	39%	46%	44%	94%
1	682	434	284	382	343	350	667
	26%	28%	26%	31%	27%	28%	26%
				bdf			
		64%	42%	56%	50%	51%	98%
2	255	172	108	150	125	134	252
	10%	11%	10%	12%	10%	11%	10%
				f			
		67%	42%	59%	49%	52%	99%
3	72	46	36	39	39	31	70
	3%	3%	3%	3%	3%	2%	3%
		63%	50%	55%	55%	43%	97%
4 or more	37	23	17	28	24	22	37
	1%	2%	2%	2%	2%	2%	1%
		64%	45%	75%	65%	60%	100%
ANY 'ACTIVE' DAB RADIO SETS IN THE HOME	1047	676	444	598	531	536	1025
	39%	44%	41%	48%	42%	43%	40%
		f		abdef			
		65%	42%	57%	51%	51%	98%
LISTEN TO DAB RADIO IN A CAR	974	682	381	591	577	584	963
	36%	44%	35%	48%	45%	47%	38%
		bf		bf	bf	bf	
		70%	39%	61%	59%	60%	99%
ANY DAB RADIOS	1443	950	589	820	778	772	1415
	54%	62%	54%	66%	61%	62%	55%
		bf		abdef	bf	bf	
		66%	41%	57%	54%	54%	98%

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

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

SUMMARY OF DAB RADIO OWNERSHIP IN HOME OR IN VEHICLE

Base : Those who listen to radio

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3234	1578	1650	346	436	1049	1403	174	284	324	851	755	948	693	836	1978	401	419	436
Effective Weighted Sample	2203	1090	1109	245	295	718	965	131	203	232	619	526	658	474	593	1699	264	289	398
Weighted total	2210	1092	1115	260	316	782	852	100	173	221	709	641	597	484	488	1868	177	103	63
		49%	50%	12%	14%	35%	39%	5%	8%	10%	32%	29%	27%	22%	22%	84%	8%	5%	3%
None	1189	565	622	166	204	393	427	68	105	128	326	277	322	268	321	977	103	63	46
	54%	52%	56%	64%	64%	50%	50%	68%	61%	58%	46%	43%	54%	55%	66%	52%	58%	61%	73%
				cd	cd			cd	d	d			a	a	abc			a	abc
		48%	52%	14%	17%	33%	36%	6%	9%	11%	27%	23%	27%	22%	27%	82%	9%	5%	4%
1	663	346	316	70	77	254	262	26	49	63	241	219	184	138	122	574	51	24	14
	30%	32%	28%	27%	24%	32%	31%	26%	28%	28%	34%	34%	31%	29%	25%	31%	29%	23%	22%
						b	b					d	d			cd			
		52%	48%	11%	12%	38%	39%	4%	7%	9%	36%	33%	28%	21%	18%	87%	8%	4%	2%
2	250	122	128	18	26	97	109	4	15	25	97	99	64	53	33	221	18	9	2
	11%	11%	11%	7%	8%	12%	13%	4%	9%	11%	14%	16%	11%	11%	7%	12%	10%	9%	4%
						a	ab			a	a	bcd	d	d		d	d	d	
		49%	51%	7%	10%	39%	43%	2%	6%	10%	39%	40%	26%	21%	13%	88%	7%	4%	1%
3	72	40	31	3	5	26	38	1	3	5	29	26	18	19	9	64	3	5	1
	3%	4%	3%	1%	2%	3%	4%	1%	2%	2%	4%	4%	3%	4%	2%	3%	2%	5%	1%
							ab					d		d		d		bd	
		56%	44%	4%	7%	36%	52%	1%	5%	7%	40%	37%	25%	27%	12%	88%	4%	7%	1%
4 or more	35	18	18	2	4	12	17	1	1	*	17	18	9	5	3	32	2	1	*
	2%	2%	2%	1%	1%	2%	2%	1%	1%	%	2%	3%	1%	1%	1%	2%	1%	1%	1%
											c	d							
		50%	50%	5%	11%	35%	49%	3%	3%	1%	49%	51%	25%	15%	9%	91%	5%	4%	1%
ANY 'ACTIVE' DAB RADIO SETS IN THE HOME	1021	526	493	94	113	389	425	32	68	93	384	363	275	216	167	890	74	40	17
	46%	48%	44%	36%	36%	50%	50%	32%	39%	42%	54%	57%	46%	45%	34%	48%	42%	39%	27%
						ab	ab			a	abc	bcd	d	d		cd	d	d	
		52%	48%	9%	11%	38%	42%	3%	7%	9%	38%	36%	27%	21%	16%	87%	7%	4%	2%
LISTEN TO DAB RADIO IN A CAR	974	516	457	108	143	397	326	19	56	76	430	353	280	201	139	824	79	46	24
	44%	47%	41%	41%	45%	51%	38%	19%	32%	34%	61%	55%	47%	42%	29%	44%	45%	45%	38%
		b			d	ad			a	a	abc	bcd	d	d		d			
		53%	47%	11%	15%	41%	34%	2%	6%	8%	44%	36%	29%	21%	14%	85%	8%	5%	3%
ANY DAB RADIOS	1417	728	687	149	195	544	530	38	93	131	542	483	403	296	235	1211	111	64	32
	64%	67%	62%	57%	62%	70%	62%	38%	54%	59%	76%	75%	67%	61%	48%	65%	63%	62%	50%
		b				abd			a	a	abc	bcd	cd	d		d	d	d	
		51%	48%	10%	14%	38%	37%	3%	7%	9%	38%	34%	28%	21%	17%	85%	8%	4%	2%

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

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SUMMARY OF DAB RADIO OWNERSHIP IN HOME OR IN VEHICLE

Base : Those who listen to radio

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	3234	227	245	197	215	232	225	222	236	179	2336	898	1743	1490	1556	1678
Effective Weighted Sample	2203	211	230	187	204	218	213	206	219	166	1836	379	1192	1052	1012	1191
Weighted total	2210	271	338	196	155	200	211	176	99	222	1895	315	1324	886	1007	1203
		12%	15%	9%	7%	9%	10%	8%	4%	10%	86%	14%	60%	40%	46%	54%
None	1189	99	181	97	84	114	111	100	61	131	1027	162	695	494	501	688
	54%	37%	53%	49%	54%	57%	53%	57%	61%	59%	54%	52%	53%	56%	50%	57%
			a	a	a	a	a	a	ac	a						a
		8%	15%	8%	7%	10%	9%	8%	5%	11%	86%	14%	58%	42%	42%	58%
1	663	105	102	61	46	52	67	48	27	66	562	101	410	253	312	352
	30%	39%	30%	31%	30%	26%	32%	27%	27%	30%	30%	32%	31%	29%	31%	29%
		egh														
		16%	15%	9%	7%	8%	10%	7%	4%	10%	85%	15%	62%	38%	47%	53%
2	250	61	38	24	13	19	21	22	6	18	216	35	159	91	129	121
	11%	22%	11%	12%	8%	9%	10%	13%	6%	8%	11%	11%	12%	10%	13%	10%
		bcdefghi		h				h							b	
		24%	15%	10%	5%	8%	8%	9%	2%	7%	86%	14%	63%	37%	52%	48%
3	72	4	14	8	5	8	9	4	4	8	62	10	40	32	44	28
	3%	1%	4%	4%	3%	4%	4%	3%	4%	4%	3%	3%	3%	4%	4%	2%
															b	
		5%	20%	11%	7%	11%	13%	6%	5%	11%	85%	15%	55%	45%	61%	39%
4 or more	35	3	4	6	8	8	3	1	1	-	29	6	21	15	22	14
	2%	1%	1%	3%	5%	4%	1%	*%	1%	-%	2%	2%	2%	2%	2%	1%
				i	abfghi	gi										
		7%	10%	16%	22%	22%	9%	2%	3%	-%	83%	17%	58%	42%	62%	38%
ANY 'ACTIVE' DAB RADIO SETS IN THE HOME	1021	172	157	99	71	86	100	76	38	91	869	152	629	392	506	515
	46%	63%	47%	51%	46%	43%	47%	43%	39%	41%	46%	48%	47%	44%	50%	43%
		bcdefghi		h											b	
		17%	15%	10%	7%	8%	10%	7%	4%	9%	85%	15%	62%	38%	50%	50%
LISTEN TO DAB RADIO IN A CAR	974	159	143	92	60	66	105	67	43	88	839	135	683	290	509	465
	44%	58%	42%	47%	39%	33%	50%	38%	44%	40%	44%	43%	52%	33%	51%	39%
		bcdefghi	e	e			deg		e				b		b	
		16%	15%	9%	6%	7%	11%	7%	4%	9%	86%	14%	70%	30%	52%	48%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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SUMMARY OF DAB RADIO OWNERSHIP IN HOME OR IN VEHICLE

Base : Those who listen to radio

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3234	227	245	197	215	232	225	222	236	179	2336	898	1743	1490	1556	1678
Effective Weighted Sample	2203	211	230	187	204	218	213	206	219	166	1836	379	1192	1052	1012	1191
Weighted total	2210	271	338	196	155	200	211	176	99	222	1895	315	1324	886	1007	1203
		12%	15%	9%	7%	9%	10%	8%	4%	10%	86%	14%	60%	40%	46%	54%
ANY DAB RADIOS	1417	210	229	134	96	101	146	107	58	128	1212	205	915	502	691	726
	64%	77%	68%	69%	62%	51%	69%	61%	59%	58%	64%	65%	69%	57%	69%	60%
		bdeghi	ei	ehi	e		ehi	e					b		b	
		15%	16%	9%	7%	7%	10%	8%	4%	9%	86%	14%	65%	35%	49%	51%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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

SUMMARY OF DAB RADIO OWNERSHIP IN HOME OR IN VEHICLE

Base : Those who listen to radio

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3234	1851	1318	1418	1541	1370	3066
Effective Weighted Sample	2203	1286	921	1000	1044	966	2111
Weighted total	2210	1346	899	1109	1103	1076	2134
		61%	41%	50%	50%	49%	97%
None	1189	686	463	520	582	546	1130
	54%	51%	52%	47%	53%	51%	53%
		c	c	c	c	c	c
		58%	39%	44%	49%	46%	95%
1	663	424	277	377	336	345	652
	30%	31%	31%	34%	30%	32%	31%
		64%	42%	57%	51%	52%	98%
2	250	167	108	147	124	134	247
	11%	12%	12%	13%	11%	12%	12%
		67%	43%	59%	49%	54%	99%
3	72	46	36	39	39	31	70
	3%	3%	4%	4%	4%	3%	3%
		63%	50%	55%	55%	43%	97%
4 or more	35	23	15	26	22	20	35
	2%	2%	2%	2%	2%	2%	2%
		67%	43%	74%	63%	58%	100%
ANY 'ACTIVE' DAB RADIO SETS IN THE HOME	1021	660	436	590	521	531	1004
	46%	49%	48%	53%	47%	49%	47%
				abdf			
		65%	43%	58%	51%	52%	98%
LISTEN TO DAB RADIO IN A CAR	974	682	381	591	577	584	963
	44%	51%	42%	53%	52%	54%	45%
		bf		bf	bf	bf	
		70%	39%	61%	59%	60%	99%
ANY DAB RADIOS	1417	934	580	812	768	767	1394
	64%	69%	65%	73%	70%	71%	65%
		bf		abf	bf	bf	
		66%	41%	57%	54%	54%	98%

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

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

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

			GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
			MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%																				
Unweighted total		3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample		2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total		2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
			49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
7 days a week	(7.0)	1004	492	511	62	124	346	471	47	81	96	308	325	247	219	212	833	81	59	30
		38%	38%	37%	17%	31%	38%	48%	31%	36%	35%	40%	46%	34%	38%	32%	37%	35%	45%	41%
			49%	51%	6%	12%	34%	47%	5%	8%	10%	31%	32%	25%	22%	21%	83%	8%	6%	3%
6 days a week	(6.0)	101	55	44	10	16	38	37	5	8	11	34	18	33	22	27	88	4	4	5
		4%	4%	3%	3%	4%	4%	4%	3%	3%	4%	4%	3%	5%	4%	4%	4%	2%	3%	7%
			54%	44%	10%	16%	37%	37%	4%	8%	11%	34%	18%	33%	22%	27%	87%	4%	4%	5%
5 days a week	(5.0)	283	145	137	40	40	123	79	9	15	38	102	85	83	65	49	235	28	12	7
		11%	11%	10%	11%	10%	14%	8%	6%	7%	14%	13%	12%	12%	11%	7%	11%	12%	9%	10%
			51%	49%	14%	14%	43%	28%	3%	5%	13%	36%	30%	29%	23%	17%	83%	10%	4%	3%
3 or 4 days a week	(3.5)	330	161	169	57	53	117	103	13	23	25	127	98	90	74	68	284	28	10	9
		12%	12%	12%	15%	13%	13%	10%	9%	10%	9%	17%	14%	13%	13%	10%	13%	12%	7%	12%
			49%	51%	17%	16%	36%	31%	4%	7%	8%	39%	30%	27%	22%	21%	86%	9%	3%	3%
1 or 2 days a week	(1.5)	299	145	154	55	51	91	102	15	27	33	94	80	80	64	75	265	17	11	6
		11%	11%	11%	15%	13%	10%	10%	10%	12%	12%	12%	11%	11%	11%	11%	12%	7%	8%	8%
			48%	51%	18%	17%	31%	34%	5%	9%	11%	31%	27%	27%	21%	25%	89%	6%	4%	2%
Less often	(0.5)	194	93	101	36	31	67	60	11	18	19	44	34	63	40	57	162	18	7	6
		7%	7%	7%	10%	8%	7%	6%	7%	8%	7%	6%	5%	9%	7%	9%	7%	8%	5%	8%
			48%	52%	18%	16%	35%	31%	6%	9%	10%	23%	17%	33%	21%	29%	84%	9%	4%	3%
Never/ do not listen to the radio	(0.0)	451	205	247	111	86	119	135	48	52	55	57	68	115	96	171	361	51	30	9
		17%	16%	18%	30%	21%	13%	14%	33%	23%	20%	7%	9%	16%	16%	26%	16%	22%	22%	13%
			45%	55%	25%	19%	26%	30%	11%	11%	12%	13%	15%	26%	21%	38%	80%	11%	7%	2%

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

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

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
Don't know	14	7	3	5	4	2	3	-	1	-	*	4	6	1	3	8	5	-	1
	1%	1%	*%	1%	1%	*%	*%	-%	*%	-%	*%	1%	1%	*%	1%	*%	2%	-%	2%
		48%	24%	cd	cd	14%	18%	-%	5%	-%	4%	27%	41%	7%	25%	55%	ac	-%	ac
				35%	32%												37%		8%
Mean number of days	4.0	4.1	4.0	2.7	3.6	4.3	4.5	3.2	3.7	3.9	4.5	4.6	3.9	4.1	3.4	4.0	3.8	4.2	4.4
					a	ab	abc			a	abc	bcd	d	d					ab
Standard deviation	2.83	2.80	2.85	2.63	2.85	2.72	2.80	3.04	2.97	2.86	2.52	2.61	2.80	2.81	2.96	2.81	2.91	3.01	2.76
Standard error	.05	.06	.06	.12	.12	.08	.07	.19	.15	.14	.08	.09	.08	.10	.09	.06	.13	.13	.12

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 104

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

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

		ENGLAND REGIONS										URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%			a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total		3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample		2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total		2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
			12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
7 days a week	(7.0)	1004	75	171	113	59	95	105	78	39	98	850	154	581	423	500	504
		38%	22%	47%	49%	32%	40%	43%	35%	34%	33%	37%	43%	37%	38%	44%	33%
				adghi	adeghi	a	ad	adhi	a	a	a		a				b
			7%	17%	11%	6%	9%	11%	8%	4%	10%	85%	15%	58%	42%	50%	50%
6 days a week	(6.0)	101	11	18	8	8	11	12	7	4	8	86	15	59	42	55	46
		4%	3%	5%	3%	4%	5%	5%	3%	4%	3%	4%	4%	4%	4%	5%	3%
																	b
			11%	17%	8%	8%	11%	12%	7%	4%	8%	85%	15%	59%	41%	55%	45%
5 days a week	(5.0)	283	29	40	21	21	30	28	20	16	30	244	38	205	78	128	154
		11%	9%	11%	9%	11%	13%	11%	9%	14%	10%	11%	11%	13%	7%	11%	10%
														b			
			10%	14%	8%	7%	11%	10%	7%	6%	11%	86%	14%	72%	28%	45%	55%
3 or 4 days a week	(3.5)	330	60	57	22	19	23	32	24	13	33	291	39	207	124	140	191
		12%	18%	15%	10%	10%	10%	13%	11%	11%	11%	13%	11%	13%	11%	12%	12%
			cdeghi														
			18%	17%	7%	6%	7%	10%	7%	4%	10%	88%	12%	63%	37%	42%	58%
1 or 2 days a week	(1.5)	299	64	25	14	29	26	21	31	14	41	267	32	173	126	110	189
		11%	19%	7%	6%	16%	11%	8%	14%	12%	14%	12%	9%	11%	11%	10%	12%
			bcefh			bcf			bc	bc	bc						a
			21%	8%	5%	10%	9%	7%	10%	5%	14%	89%	11%	58%	42%	37%	63%
Less often	(0.5)	194	32	27	17	18	15	13	16	13	11	157	36	101	93	74	120
		7%	10%	7%	7%	10%	6%	5%	7%	11%	4%	7%	10%	6%	8%	7%	8%
			i			i				fi			a				
			17%	14%	9%	9%	8%	7%	8%	7%	6%	81%	19%	52%	48%	38%	62%
Never/ do not listen to the radio	(0.0)	451	61	28	33	32	37	34	44	16	76	408	43	224	225	126	325
		17%	18%	8%	14%	17%	16%	14%	20%	14%	25%	18%	12%	14%	20%	11%	21%
			b		b	b	b	b	b	b	bcdefh	b		a	a	a	a
			14%	6%	7%	7%	8%	8%	10%	3%	17%	90%	10%	50%	50%	28%	72%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
Don't know	14	1	2	1	-	-	-	1	1	1	13	1	6	5	5	9
	1%	*%	*%	1%	-%	-%	-%	*%	1%	*%	1%	*%	*%	*%	*%	1%
		10%	13%	9%	-%	-%	-%	5%	10%	8%	94%	6%	42%	34%	38%	62%
Mean number of days	4.0	3.2	4.8	4.6	3.7	4.3	4.5	3.8	3.9	3.6	4.0	4.4	4.2	3.8	4.6	3.7
			adeghi	adghi	a	adgi	adghi	a	a			a	b		b	
Standard deviation	2.83	2.64	2.54	2.82	2.83	2.80	2.73	2.90	2.79	2.91	2.83	2.79	2.73	2.94	2.68	2.87
Standard error	.05	.16	.16	.19	.17	.17	.17	.17	.17	.19	.05	.09	.06	.07	.06	.06

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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

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

			TV SERVICES						
			PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERV-ICES	ANY SER-VICES	
Significance Level: 95%			Total	a	b	c	d	e	f
Unweighted total			3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample			2714	1487	1146	1124	1220	1144	2568
Weighted total			2675	1541	1089	1235	1273	1254	2551
				58%	41%	46%	48%	47%	95%
7 days a week	(7.0)		1004	597	452	533	506	451	970
		38%		39%	41%	43%	40%	36%	38%
				60%	45%	53%	50%	45%	97%
6 days a week	(6.0)		101	61	41	41	40	43	96
		4%		4%	4%	3%	3%	3%	4%
				61%	41%	41%	40%	42%	95%
5 days a week	(5.0)		283	187	104	157	155	155	278
		11%		12%	10%	13%	12%	12%	11%
				b	b	b	b	b	
3 or 4 days a week	(3.5)			66%	37%	56%	55%	55%	98%
			330	211	119	160	160	177	315
		12%		14%	11%	13%	13%	14%	12%
1 or 2 days a week	(1.5)			b	b	b	b	b	
				64%	36%	49%	49%	54%	95%
			299	173	120	140	148	158	289
Less often	(0.5)			11%	11%	11%	12%	13%	11%
				58%	40%	47%	49%	53%	97%
			194	117	63	78	93	93	186
Never/ do not listen to the radio	(0.0)			8%	6%	6%	7%	7%	7%
				60%	32%	40%	48%	48%	96%
			451	187	188	122	163	172	407
Don't know				12%	17%	10%	13%	14%	16%
				42%	acde	c	c	acd	
				42%	42%	27%	36%	38%	90%
Don't know			14	7	2	4	8	5	10
		1%		*%	*%	*%	1%	*%	*%
				53%	14%	29%	56%	36%	75%

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

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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)

Base : All respondents

	TV SERVICES					
	PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERVICES	ANY SERVICES
Total	a	b	c	d	e	f
Significance Level: 95%						
Unweighted total	3959	2152	1624	1609	1810	1621
Effective Weighted Sample	2714	1487	1146	1124	1220	1144
Weighted total	2675	1541	1089	1235	1273	1254
	58%	41%	46%	48%	47%	95%
Mean number of days	4.0	4.3	4.2	4.5	4.3	4.1
			abdef			
Standard deviation	2.83	2.71	2.85	2.64	2.74	2.73
Standard error	.05	.06	.07	.07	.06	.07

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 105

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

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
At least daily	1102	538	561	69	150	393	490	48	74	104	361	350	283	243	226	914	85	66	37
	41%	41%	41%	18%	37%	43%	50%	32%	33%	38%	47%	49%	39%	42%	34%	41%	37%	50%	50%
		49%	51%	6%	a	ab	abc	4%	7%	9%	abc	bcd	d	d		83%	8%	ab	ab
					14%	36%	44%				33%	32%	26%	22%	20%		6%	6%	3%
At least weekly	741	375	364	117	117	273	234	35	62	77	265	209	202	166	163	627	67	28	19
	28%	29%	27%	31%	29%	30%	24%	24%	28%	28%	35%	29%	28%	29%	25%	28%	29%	21%	25%
		51%	49%	d	d	d					abc	d				c	c		
				16%	16%	37%	32%	5%	8%	10%	36%	28%	27%	22%	22%	85%	9%	4%	2%
At least monthly	90	49	41	17	15	30	28	5	9	5	33	17	35	20	18	78	8	2	3
	3%	4%	3%	5%	4%	3%	3%	3%	4%	2%	4%	2%	5%	3%	3%	3%	3%	1%	4%
		55%	45%	19%	16%	34%	31%	5%	10%	6%	37%	19%	39%	22%	20%	c			c
												ad				87%	8%	2%	3%
Less than once a month	166	80	85	38	27	48	53	9	16	18	37	45	42	28	51	145	13	5	4
	6%	6%	6%	10%	7%	5%	5%	6%	7%	7%	5%	6%	6%	5%	8%	6%	6%	4%	5%
		49%	51%	cd											c	c			
				23%	16%	29%	32%	5%	9%	11%	22%	27%	26%	17%	31%	87%	8%	3%	2%
Never	540	245	296	125	92	148	175	49	62	68	65	83	144	117	194	442	55	31	11
	20%	19%	22%	33%	23%	16%	18%	33%	27%	25%	9%	12%	20%	20%	29%	20%	24%	24%	16%
		45%	55%	bcd	cd			cd	d	d			a	a	abc	d	d	d	
				23%	17%	27%	32%	9%	11%	13%	12%	15%	27%	22%	36%	82%	10%	6%	2%
Don't know	36	15	18	9	6	11	10	3	2	4	5	8	11	6	11	30	5	*	1
	1%	1%	1%	3%	2%	1%	1%	2%	1%	1%	1%	1%	2%	1%	2%	1%	2%	1%	1%
		42%	51%	d													c		
				26%	17%	30%	28%	8%	7%	10%	15%	23%	32%	17%	29%	83%	14%	1%	2%
EVER	2098	1043	1051	241	309	744	805	96	161	204	696	621	562	457	458	1763	173	100	62
	78%	80%	77%	64%	76%	82%	81%	65%	71%	74%	91%	87%	78%	79%	69%	79%	74%	76%	84%
		50%	50%	a	a	ab	ab	a			abc	bcd	d	d		b			abc
				11%	15%	35%	38%	5%	8%	10%	33%	30%	27%	22%	22%	84%	8%	5%	3%
AT LEAST ONCE A MONTH	1933	962	966	203	282	696	752	87	146	186	659	576	520	429	407	1619	160	96	58
	72%	74%	71%	54%	69%	77%	76%	59%	65%	68%	86%	81%	72%	74%	61%	72%	69%	72%	79%
		50%	50%	a	a	ab	ab	a			abc	bcd	d	d					abc
				11%	15%	36%	39%	5%	8%	10%	34%	30%	27%	22%	21%	84%	8%	5%	3%

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

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

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
AT LEAST ONCE A WEEK	1843	913	925	186	268	665	724	82	136	181	626	559	485	409	389	1541	152	94	55
	69%	70%	68%	49%	66%	74%	73%	56%	60%	66%	82%	79%	68%	70%	59%	69%	65%	71%	75%
					a	ab	ab			a	abc	bcd	d	d					ab
		50%	50%	10%	15%	36%	39%	4%	7%	10%	34%	30%	26%	22%	21%	84%	8%	5%	3%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 105

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

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

		ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
At least daily	1102 41%	90	201	118	68	94	121	72	45	105	938	164	665	437	549	553
		27%	55%	52%	36%	40%	49%	33%	39%	35%	41%	46%	43%	39%	48%	36%
			adeghi	adeghi	a	a	adeghi	a	a	35%	41%	a	b	b	b	50%
At least weekly	741 28%	8%	18%	11%	6%	9%	11%	7%	4%	9%	85%	15%	60%	40%	50%	50%
		118	100	51	61	68	64	66	36	64	646	95	462	279	306	434
		35%	27%	22%	32%	28%	26%	30%	31%	21%	28%	26%	30%	25%	27%	28%
At least monthly	90 3%	cfi			ci			i	ci				b			
		16%	14%	7%	8%	9%	9%	9%	5%	9%	87%	13%	62%	38%	41%	59%
		21	10	6	12	7	4	6	3	9	75	14	55	35	37	53
Less than once a month	166 6%	6%	3%	3%	6%	3%	2%	3%	2%	3%	3%	4%	4%	3%	3%	3%
		fgh			fh											
		24%	12%	7%	13%	8%	4%	7%	3%	10%	84%	16%	61%	39%	41%	59%
Never	540 20%	38	17	15	14	19	12	9	11	8	141	24	87	79	69	96
		11%	5%	7%	8%	8%	5%	4%	10%	3%	6%	7%	6%	7%	6%	6%
		bfgi		i	i	i			bfgi							
Don't know	36 1%	23%	10%	9%	9%	11%	7%	6%	7%	5%	85%	15%	52%	48%	42%	58%
		59	37	38	33	42	42	65	19	107	479	61	266	272	159	381
		18%	10%	16%	17%	18%	17%	30%	17%	36%	21%	17%	17%	24%	14%	25%
EVER	2098 78%	b		b	b	b	b	abcdefh	b	abcdefh			a		a	
		11%	7%	7%	6%	8%	8%	12%	4%	20%	89%	11%	49%	50%	29%	71%
		8	2	1	1	8	2	2	1	7	36	1	19	14	18	19
AT LEAST ONCE A MONTH	1933 72%	2%	*%	*%	*%	3%	1%	1%	1%	2%	2%	*%	1%	1%	2%	1%
		d				bcd					b					
		22%	5%	2%	2%	21%	5%	6%	3%	18%	99%	1%	52%	39%	49%	51%
AT LEAST ONCE A MONTH	2098 78%	267	328	191	155	187	201	153	96	185	1801	297	1269	829	962	1136
		80%	89%	83%	82%	79%	82%	70%	83%	62%	78%	83%	82%	74%	84%	74%
		gi	adefghi	gi	gi	gi	gi		gi			a	b	b	b	
AT LEAST ONCE A MONTH	1933 72%	13%	16%	9%	7%	9%	10%	7%	5%	9%	86%	14%	60%	40%	46%	54%
		229	312	175	140	169	189	144	84	177	1660	273	1182	750	892	1040
		69%	85%	77%	75%	71%	77%	65%	73%	59%	72%	76%	76%	67%	78%	68%
AT LEAST ONCE A MONTH	1933 72%	i	acdefghi	gi	gi	i	agi		i				b		b	
		12%	16%	9%	7%	9%	10%	7%	4%	9%	86%	14%	61%	39%	46%	54%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
AT LEAST ONCE A WEEK	1843	208	301	169	129	161	185	138	82	168	1584	259	1127	715	856	987
	69%	62%	82%	74%	69%	68%	75%	62%	70%	56%	68%	72%	73%	64%	75%	64%
		acdegghi		agi	i	i	agi		ai				b		b	
		11%	16%	9%	7%	9%	10%	7%	4%	9%	86%	14%	61%	39%	46%	54%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
At least daily	1102	680	485	584	565	511	1065
	41%	44%	45%	47%	44%	41%	42%
				ef			
		62%	44%	53%	51%	46%	97%
At least weekly	741	450	299	380	386	397	719
	28%	29%	27%	31%	30%	32%	28%
						bf	
		61%	40%	51%	52%	54%	97%
At least monthly	90	53	29	39	38	48	85
	3%	3%	3%	3%	3%	4%	3%
		59%	33%	44%	43%	54%	94%
Less than once a month	166	97	53	66	78	92	160
	6%	6%	5%	5%	6%	7%	6%
						b	
		59%	32%	40%	47%	55%	96%
Never	540	242	212	155	196	195	492
	20%	16%	20%	13%	15%	16%	19%
		c	acde			c	acde
		45%	39%	29%	36%	36%	91%
Don't know	36	19	11	11	11	10	30
	1%	1%	1%	1%	1%	1%	1%
		52%	30%	30%	31%	28%	84%
EVER	2098	1280	865	1069	1066	1048	2029
	78%	83%	79%	87%	84%	84%	80%
		bf		abef	bf	bf	
		61%	41%	51%	51%	50%	97%
AT LEAST ONCE A MONTH	1933	1183	813	1004	989	957	1869
	72%	77%	75%	81%	78%	76%	73%
		f		abdef	f		
		61%	42%	52%	51%	50%	97%

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

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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

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d		e	f
Unweighted total	3959	2152	1624	1609	1810		1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220		1144	2568
Weighted total	2675	1541	1089	1235	1273		1254	2551
		58%	41%	46%	48%		47%	95%
AT LEAST ONCE A WEEK	1843	1130	783	964	950		909	1784
	69%	73%	72%	78%	75%		72%	70%
		f		abef	f			
		61%	43%	52%	52%		49%	97%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 106

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

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
At least daily	65	41	23	7	12	29	17	3	4	3	32	25	20	13	7	61	1	3	1
	2%	3%	2%	2%	3%	3%	2%	2%	2%	1%	4%	3%	3%	2%	1%	3%	*	2%	1%
		b				d					c	d	d			bd		b	
		62%	36%	10%	18%	45%	27%	4%	6%	5%	49%	38%	31%	20%	11%	93%	1%	4%	1%
At least weekly	209	94	116	37	33	82	58	8	10	17	92	84	55	40	30	186	13	8	2
	8%	7%	8%	10%	8%	9%	6%	5%	4%	6%	12%	12%	8%	7%	5%	8%	5%	6%	3%
				d		d					abc	bcd	d			d		d	
		45%	55%	17%	16%	39%	28%	4%	5%	8%	44%	40%	26%	19%	14%	89%	6%	4%	1%
At least monthly	129	77	50	18	17	67	27	2	6	16	72	43	47	19	20	121	3	3	2
	5%	6%	4%	5%	4%	7%	3%	1%	3%	6%	9%	6%	6%	3%	3%	5%	1%	2%	3%
		b				bd				a	ab	cd	cd			bcd			
		60%	39%	14%	13%	52%	21%	1%	4%	12%	56%	33%	36%	15%	16%	94%	2%	2%	2%
Less than once a month	168	97	71	25	20	77	45	3	13	18	70	69	48	30	22	153	8	3	4
	6%	7%	5%	7%	5%	9%	5%	2%	6%	6%	9%	10%	7%	5%	3%	7%	3%	3%	5%
		b				bd			a	a	a	bcd	d			bc			
		58%	42%	15%	12%	46%	27%	2%	8%	10%	42%	41%	28%	18%	13%	91%	5%	2%	2%
Never	2057	976	1080	283	315	635	825	130	191	221	488	482	536	467	570	1676	203	114	63
	77%	75%	79%	75%	77%	70%	83%	88%	84%	80%	64%	68%	75%	80%	86%	75%	87%	87%	86%
			a		c		abc	cd	d	d			a	ab	abc		a	a	a
		47%	52%	14%	15%	31%	40%	6%	9%	11%	24%	23%	26%	23%	28%	81%	10%	6%	3%
Don't know	46	19	24	7	10	13	17	3	2	1	13	9	12	12	13	38	6	*	2
	2%	1%	2%	2%	2%	1%	2%	2%	1%	*	2%	1%	2%	2%	2%	2%	3%	*	2%
																c	c		c
		41%	53%	15%	22%	27%	36%	6%	5%	2%	29%	20%	26%	26%	28%	83%	13%	1%	4%
EVER	572	308	261	86	82	255	148	15	33	53	265	221	170	102	79	521	24	17	9
	21%	24%	19%	23%	20%	28%	15%	10%	14%	19%	35%	31%	24%	18%	12%	23%	10%	13%	12%
		b		d	d	abd				a	abc	bcd	cd	d		bcd			
		54%	46%	15%	14%	45%	26%	3%	6%	9%	46%	39%	30%	18%	14%	91%	4%	3%	2%
AT LEAST ONCE A MONTH	403	211	189	61	62	178	103	12	20	36	195	152	122	72	57	368	16	14	5
	15%	16%	14%	16%	15%	20%	10%	8%	9%	13%	25%	21%	17%	12%	9%	16%	7%	11%	7%
				d	d	d					abc	bcd	cd	d		bcd			
		52%	47%	15%	15%	44%	25%	3%	5%	9%	48%	38%	30%	18%	14%	91%	4%	3%	1%

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

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
AT LEAST ONCE A WEEK	274	134	139	43	44	111	76	10	14	20	123	109	75	53	37	247	14	11	3
	10%	10%	10%	12%	11%	12%	8%	7%	6%	7%	16%	15%	11%	9%	6%	11%	6%	8%	4%
				d	d	d					abc	bcd	d	d		bd		d	
		49%	51%	16%	16%	40%	28%	4%	5%	7%	45%	40%	27%	19%	13%	90%	5%	4%	1%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 106

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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

		ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
At least daily	65	12	10	8	4	3	14	8	2	-	58	7	51	14	39	26
	2%	4%	3%	4%	2%	1%	6%	4%	1%	-%	3%	2%	3%	1%	3%	2%
		i	i	i	i		ehi	i					b		b	
		19%	15%	13%	7%	5%	22%	12%	3%	-%	89%	11%	79%	21%	60%	40%
At least weekly	209	60	18	17	6	19	30	11	6	19	179	30	141	68	99	110
	8%	18%	5%	7%	3%	8%	12%	5%	5%	6%	8%	8%	9%	6%	9%	7%
		bcdeghi		d		d	bdghi						b			
		28%	9%	8%	3%	9%	14%	5%	3%	9%	86%	14%	67%	33%	47%	53%
At least monthly	129	44	16	11	11	8	12	7	3	9	114	15	98	31	64	65
	5%	13%	4%	5%	6%	3%	5%	3%	3%	3%	5%	4%	6%	3%	6%	4%
		bcdefghi											b			
		34%	12%	9%	9%	6%	9%	6%	3%	7%	89%	11%	76%	24%	49%	51%
Less than once a month	168	38	24	18	7	28	10	9	7	11	149	19	117	51	83	85
	6%	11%	7%	8%	4%	12%	4%	4%	6%	4%	6%	5%	8%	5%	7%	6%
		dghi				bdfghi							b			
		23%	14%	11%	4%	17%	6%	5%	4%	7%	89%	11%	70%	30%	49%	51%
Never	2057	175	292	174	155	177	176	183	93	250	1771	286	1120	935	831	1227
	77%	52%	79%	76%	83%	75%	72%	83%	81%	84%	76%	80%	72%	84%	73%	80%
			af	a	aef	a	a	acef	af	acef				a		a
		9%	14%	8%	8%	9%	9%	9%	5%	12%	86%	14%	54%	45%	40%	60%
Don't know	46	5	8	1	4	3	3	1	5	9	44	2	26	17	23	23
	2%	1%	2%	*%	2%	1%	1%	1%	4%	3%	2%	*%	2%	2%	2%	2%
									ceg	cg						
		10%	18%	2%	8%	6%	7%	3%		19%	96%	4%	56%	37%	50%	50%
EVER	572	154	68	54	29	57	66	36	18	40	500	71	408	164	285	286
	21%	46%	18%	24%	15%	24%	27%	16%	15%	13%	22%	20%	26%	15%	25%	19%
		bcdefghi		dghi		dghi	bdghi						b		b	
		27%	12%	9%	5%	10%	12%	6%	3%	7%	88%	12%	71%	29%	50%	50%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 106

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

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

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
AT LEAST ONCE A MONTH	403	116	44	36	22	30	56	27	11	28	352	52	290	113	202	201
	15%	35%	12%	16%	11%	12%	23%	12%	9%	9%	15%	14%	19%	10%	18%	13%
		bcdefghi		hi			bdeghi						b		b	
		29%	11%	9%	5%	7%	14%	7%	3%	7%	87%	13%	72%	28%	50%	50%
AT LEAST ONCE A WEEK	274	72	28	25	10	22	44	19	7	19	237	37	192	82	138	136
	10%	22%	8%	11%	6%	9%	18%	9%	6%	6%	10%	10%	12%	7%	12%	9%
		bcdeghi		d			bcdeghi						b		b	
		26%	10%	9%	4%	8%	16%	7%	3%	7%	86%	14%	70%	30%	50%	50%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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

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

	Total	TV SERVICES				YOUTUBE	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV- ICES	
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
At least daily	65	41	17	34	38	24	63
	2%	3%	2%	3%	3%	2%	2%
		63%	26%	53%	58%	37%	96%
At least weekly	209	136	79	142	122	142	201
	8%	9%	7%	12%	10%	11%	8%
		65%	38%	68%	58%	68%	96%
At least monthly	129	80	55	87	65	97	125
	5%	5%	5%	7%	5%	8%	5%
		62%	43%	67%	50%	75%	97%
Less than once a month	168	117	64	107	95	106	163
	6%	8%	6%	9%	7%	8%	6%
		70%	38%	64%	56%	63%	97%
Never	2057	1136	859	853	941	876	1958
	77%	74%	79%	69%	74%	70%	77%
		ce	acde		ce		ace
		55%	42%	41%	46%	43%	95%
Don't know	46	31	14	11	13	9	42
	2%	2%	1%	1%	1%	1%	2%
		ce					e
		66%	31%	25%	29%	19%	91%
EVER	572	375	215	370	319	369	551
	21%	24%	20%	30%	25%	29%	22%
		bf		abdf	bf	abdf	
		66%	38%	65%	56%	65%	96%
AT LEAST ONCE A MONTH	403	257	151	263	224	263	388
	15%	17%	14%	21%	18%	21%	15%
		b		abdf	b	abdf	
		64%	37%	65%	56%	65%	96%

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

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

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

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d		e	f
Unweighted total	3959	2152	1624	1609	1810		1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220		1144	2568
Weighted total	2675	1541	1089	1235	1273		1254	2551
		58%	41%	46%	48%		47%	95%
AT LEAST ONCE A WEEK	274	177	96	177	159		166	263
	10%	11%	9%	14%	13%		13%	10%
		b		abf	bf		bf	
		65%	35%	64%	58%		60%	96%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 107

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

QP6C (QP25C). SHOWCARD How often, if at all, do you... Listen to podcasts - audio shows available online? (SINGLE CODE)

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
At least daily	69	39	30	11	21	24	13	1	2	5	30	28	21	9	10	60	6	2	1
	3%	3%	2%	3%	5%	3%	1%	*%	1%	2%	4%	4%	3%	2%	1%	3%	2%	2%	1%
				d	cd	d					ab	cd				d			
		56%	44%	16%	31%	35%	19%	1%	3%	7%	44%	41%	30%	13%	14%	88%	8%	3%	1%
At least weekly	240	131	107	47	54	107	31	5	7	15	123	90	76	48	25	217	10	10	3
	9%	10%	8%	13%	13%	12%	3%	4%	3%	5%	16%	13%	11%	8%	4%	10%	4%	8%	4%
		b		d	d	d					abc	cd	d	d		bd		bd	
		55%	45%	20%	23%	45%	13%	2%	3%	6%	52%	38%	32%	20%	10%	90%	4%	4%	1%
At least monthly	128	65	62	27	15	56	30	7	4	11	73	59	35	15	19	116	7	3	2
	5%	5%	5%	7%	4%	6%	3%	5%	2%	4%	10%	8%	5%	3%	3%	5%	3%	2%	3%
				bd		d		b			abc	bcd	cd			cd			
		51%	49%	21%	12%	44%	23%	6%	3%	8%	57%	46%	27%	11%	15%	91%	5%	2%	2%
Less than once a month	191	101	90	31	26	83	51	7	14	15	69	81	51	27	32	175	7	5	4
	7%	8%	7%	8%	6%	9%	5%	5%	6%	5%	9%	11%	7%	5%	5%	8%	3%	4%	6%
				d		d					ac	bcd				bc			
		53%	47%	16%	14%	43%	27%	4%	7%	8%	36%	42%	27%	14%	17%	91%	4%	2%	2%
Never	2011	948	1061	255	285	618	852	127	195	230	459	441	527	472	570	1636	200	112	63
	75%	73%	78%	68%	70%	68%	86%	86%	86%	84%	60%	62%	73%	81%	86%	73%	86%	85%	86%
			a			abc		d	d	d			a	ab	abc		a	a	a
		47%	53%	13%	14%	31%	42%	6%	10%	11%	23%	22%	26%	23%	28%	81%	10%	6%	3%
Don't know	37	19	15	4	6	14	13	1	4	1	12	12	8	10	6	32	4	*	1
	1%	1%	1%	1%	1%	2%	1%	1%	2%	*%	2%	2%	1%	2%	1%	1%	2%	*%	1%
																	c		
		52%	40%	10%	16%	39%	35%	4%	10%	2%	31%	32%	23%	28%	17%	87%	10%	1%	2%
EVER	628	336	289	117	116	270	125	20	27	45	296	259	183	99	86	568	30	20	10
	23%	26%	21%	31%	29%	30%	13%	13%	12%	16%	39%	36%	25%	17%	13%	25%	13%	15%	13%
		b		d	d	d					abc	bcd	cd	d		bcd			
		54%	46%	19%	19%	43%	20%	3%	4%	7%	47%	41%	29%	16%	14%	91%	5%	3%	2%
AT LEAST ONCE A MONTH	436	234	200	85	90	187	74	13	13	30	227	178	132	72	54	393	22	15	5
	16%	18%	15%	23%	22%	21%	7%	9%	6%	11%	30%	25%	18%	12%	8%	18%	10%	12%	7%
		b		d	d	d				b	abc	bcd	cd	d		bcd		d	
		54%	46%	20%	21%	43%	17%	3%	3%	7%	52%	41%	30%	16%	12%	90%	5%	4%	1%

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

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QP6C (QP25C). SHOWCARD How often, if at all, do you... Listen to podcasts - audio shows available online? (SINGLE CODE)

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
AT LEAST ONCE A WEEK	308	169	137	58	75	131	44	6	9	19	154	118	97	57	35	277	16	12	3
	12%	13%	10%	15%	18%	15%	4%	4%	4%	7%	20%	17%	14%	10%	5%	12%	7%	9%	5%
		b		d	d	d					abc	cd	cd	d		bd		d	
		55%	45%	19%	24%	43%	14%	2%	3%	6%	50%	38%	31%	19%	11%	90%	5%	4%	1%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 107

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QP6C (QP25C). SHOWCARD How often, if at all, do you... Listen to podcasts - audio shows available online? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
At least daily	69	8	10	12	2	1	11	13	1	3	58	11	50	19	43	26
	3%	2%	3%	5%	1%	*%	5%	6%	1%	1%	3%	3%	3%	2%	4%	2%
		e	e	dehi			dehi	dehi					b		b	
		12%	14%	17%	3%	1%	17%	18%	2%	4%	84%	16%	73%	27%	63%	37%
At least weekly	240	54	37	22	19	16	27	8	10	23	208	31	183	57	122	117
	9%	16%	10%	9%	10%	7%	11%	4%	9%	8%	9%	9%	12%	5%	11%	8%
		bcdeghi	g	g	g		g		g				b		b	
		23%	16%	9%	8%	7%	11%	4%	4%	10%	87%	13%	76%	24%	51%	49%
At least monthly	128	41	18	8	11	6	7	10	5	10	114	14	88	41	61	67
	5%	12%	5%	3%	6%	3%	3%	5%	4%	3%	5%	4%	6%	4%	5%	4%
		bcdefghi											b			
		32%	14%	6%	9%	5%	6%	8%	4%	8%	89%	11%	68%	32%	48%	52%
Less than once a month	191	41	29	15	8	27	14	11	9	22	166	25	132	59	93	98
	7%	12%	8%	7%	4%	12%	6%	5%	7%	7%	7%	7%	8%	5%	8%	6%
		cdfg				dfg							b			
		21%	15%	8%	4%	14%	7%	6%	5%	11%	87%	13%	69%	31%	49%	51%
Never	2011	189	267	170	147	183	185	177	90	229	1734	277	1078	930	797	1213
	75%	57%	73%	74%	78%	77%	75%	80%	77%	77%	75%	77%	69%	83%	70%	79%
			a	a	a	a	a	ab	a	a			a		a	
		9%	13%	8%	7%	9%	9%	9%	4%	11%	86%	14%	54%	46%	40%	60%
Don't know	37	2	7	3	1	3	2	1	1	13	36	1	23	11	21	15
	1%	1%	2%	1%	1%	1%	1%	*%	1%	4%	2%	*%	2%	1%	2%	1%
										adeefgh					b	
		5%	18%	8%	4%	8%	5%	2%	2%	35%	98%	2%	64%	29%	59%	41%
EVER	628	143	94	56	40	51	59	42	25	57	546	81	452	175	320	308
	23%	43%	26%	25%	21%	21%	24%	19%	22%	19%	24%	23%	29%	16%	28%	20%
		bcdefghi											b		b	
		23%	15%	9%	6%	8%	9%	7%	4%	9%	87%	13%	72%	28%	51%	49%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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QP6C (QP25C). SHOWCARD How often, if at all, do you... Listen to podcasts - audio shows available online? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
AT LEAST ONCE A MONTH	436	103	65	41	32	24	45	31	17	35	380	56	320	116	227	210
	16%	31%	18%	18%	17%	10%	18%	14%	14%	12%	16%	16%	21%	10%	20%	14%
		bcdefghi	e	e	e		ei						b		b	
		24%	15%	9%	7%	5%	10%	7%	4%	8%	87%	13%	73%	27%	52%	48%
AT LEAST ONCE A WEEK	308	62	47	33	21	17	38	21	12	26	266	42	232	76	165	143
	12%	19%	13%	15%	11%	7%	16%	10%	10%	9%	12%	12%	15%	7%	15%	9%
		deghe	e	ei			egi						b		b	
		20%	15%	11%	7%	6%	12%	7%	4%	8%	86%	14%	75%	25%	54%	46%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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

QP6C (QP25C). SHOWCARD How often, if at all, do you... Listen to podcasts - audio shows available online? (SINGLE CODE)

Base : All respondents

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
At least daily	69	42	21	48	45	38	65
	3%	3%	2%	4%	4%	3%	3%
				bf	b		
		61%	30%	70%	65%	56%	95%
At least weekly	240	157	82	166	166	174	234
	9%	10%	8%	13%	13%	14%	9%
		b		abf	abf	abf	
		66%	34%	69%	69%	73%	98%
At least monthly	128	85	56	84	78	93	126
	5%	6%	5%	7%	6%	7%	5%
				f		abf	
		66%	43%	65%	61%	73%	98%
Less than once a month	191	117	72	120	117	122	187
	7%	8%	7%	10%	9%	10%	7%
				bf	b	bf	
		61%	38%	63%	61%	64%	98%
Never	2011	1117	846	805	863	821	1908
	75%	72%	78%	65%	68%	66%	75%
		cde	acde				cde
		56%	42%	40%	43%	41%	95%
Don't know	37	23	12	13	5	5	31
	1%	1%	1%	1%	*%	*%	1%
		de	de	d			de
		61%	33%	35%	12%	13%	84%
EVER	628	402	231	418	406	427	613
	23%	26%	21%	34%	32%	34%	24%
		b		abf	abf	abf	
		64%	37%	67%	65%	68%	98%
AT LEAST ONCE A MONTH	436	284	159	298	289	306	425
	16%	18%	15%	24%	23%	24%	17%
		b		abf	abf	abf	
		65%	36%	68%	66%	70%	97%

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

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

QP6C (QP25C). SHOWCARD How often, if at all, do you... Listen to podcasts - audio shows available online? (SINGLE CODE)

Base : All respondents

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d		e	f
Unweighted total	3959	2152	1624	1609	1810		1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220		1144	2568
Weighted total	2675	1541	1089	1235	1273		1254	2551
		58%	41%	46%	48%		47%	95%
AT LEAST ONCE A WEEK	308	199	103	214	211		212	299
	12%	13%	9%	17%	17%		17%	12%
		b		abf	abf		abf	b
		65%	33%	69%	68%		69%	97%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 108

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

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

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
At least daily	264	137	126	74	78	88	24	6	12	21	109	89	99	40	34	229	21	11	3
	10%	11%	9%	20%	19%	10%	2%	4%	5%	7%	14%	12%	14%	7%	5%	10%	9%	8%	4%
				cd	cd	d					abc	cd	cd			d	d	d	
		52%	48%	28%	30%	33%	9%	2%	4%	8%	41%	34%	38%	15%	13%	87%	8%	4%	1%
At least weekly	222	109	114	26	46	99	51	4	8	16	117	93	57	48	24	200	9	6	7
	8%	8%	8%	7%	11%	11%	5%	2%	4%	6%	15%	13%	8%	8%	4%	9%	4%	5%	9%
				ad	ad	ad					abc	bcd	d	d		bc			bc
		49%	51%	12%	21%	45%	23%	2%	4%	7%	53%	42%	26%	22%	11%	90%	4%	3%	3%
At least monthly	82	38	43	13	14	33	22	2	7	1	50	27	23	17	14	73	3	4	2
	3%	3%	3%	3%	3%	4%	2%	1%	3%	1%	6%	4%	3%	3%	2%	3%	1%	3%	3%
								c			abc					b			
		46%	52%	15%	17%	40%	27%	2%	9%	1%	61%	33%	28%	21%	17%	89%	3%	5%	2%
Less than once a month	82	46	36	16	10	43	12	2	4	6	41	22	32	12	15	71	7	1	3
	3%	4%	3%	4%	2%	5%	1%	1%	2%	2%	5%	3%	4%	2%	2%	3%	3%	1%	4%
				d		d					abc		cd			c			c
		56%	44%	20%	12%	53%	15%	2%	5%	7%	50%	27%	39%	14%	19%	87%	8%	2%	3%
Never	1988	959	1028	240	251	625	871	132	192	231	438	470	496	454	568	1634	187	109	59
	74%	74%	75%	64%	62%	69%	88%	89%	85%	84%	57%	66%	69%	78%	86%	73%	80%	82%	80%
						b	abc	d	d	d				ab	abc		a	a	a
		48%	52%	12%	13%	31%	44%	7%	10%	12%	22%	24%	25%	23%	29%	82%	9%	5%	3%
Don't know	37	14	18	7	7	14	9	2	2	2	12	11	11	9	6	29	7	*	*
	1%	1%	1%	2%	2%	2%	1%	1%	1%	1%	2%	2%	1%	2%	1%	1%	3%	1%	1%
																	acd		
		38%	49%	18%	19%	38%	24%	6%	4%	5%	32%	30%	29%	25%	16%	79%	19%	1%	1%
EVER	650	330	318	129	149	263	109	14	31	43	317	231	211	118	88	573	39	23	14
	24%	25%	23%	34%	37%	29%	11%	9%	14%	16%	41%	32%	29%	20%	13%	26%	17%	17%	20%
				d	cd	d				a	abc	cd	cd	d		bcd			
		51%	49%	20%	23%	41%	17%	2%	5%	7%	49%	36%	32%	18%	14%	88%	6%	4%	2%
AT LEAST ONCE A MONTH	568	284	282	112	139	220	97	12	27	37	276	209	180	106	73	503	32	22	12
	21%	22%	21%	30%	34%	24%	10%	8%	12%	13%	36%	29%	25%	18%	11%	22%	14%	16%	16%
				cd	cd	d					abc	cd	cd	d		bcd			
		50%	50%	20%	24%	39%	17%	2%	5%	6%	49%	37%	32%	19%	13%	88%	6%	4%	2%

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

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
AT LEAST ONCE A WEEK	486	246	239	100	124	187	75	10	20	36	226	181	156	88	59	429	30	17	10
	18%	19%	18%	27%	31%	21%	8%	7%	9%	13%	30%	25%	22%	15%	9%	19%	13%	13%	13%
				cd	cd	d				a	abc	cd	cd	d		bcd			
		51%	49%	21%	26%	38%	15%	2%	4%	7%	47%	37%	32%	18%	12%	88%	6%	4%	2%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 108

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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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
At least daily	264	28	40	34	24	13	36	28	5	22	229	35	190	73	131	133
	10%	8%	11%	15%	13%	6%	15%	13%	4%	7%	10%	10%	12%	7%	11%	9%
			eh	aehi	ehi		aehi	eh					b		b	
		11%	15%	13%	9%	5%	14%	10%	2%	8%	87%	13%	72%	28%	50%	50%
At least weekly	222	30	31	26	22	16	31	17	9	19	187	36	169	53	126	97
	8%	9%	8%	11%	12%	7%	12%	8%	8%	6%	8%	10%	11%	5%	11%	6%
				i	i		ei						b		b	
		14%	14%	12%	10%	7%	14%	8%	4%	8%	84%	16%	76%	24%	57%	43%
At least monthly	82	30	7	5	3	2	5	9	1	12	71	12	68	15	36	47
	3%	9%	2%	2%	1%	1%	2%	4%	1%	4%	3%	3%	4%	1%	3%	3%
		bcdefghi						eh		eh			b			
		36%	9%	5%	3%	3%	6%	11%	1%	15%	86%	14%	82%	18%	43%	57%
Less than once a month	82	32	13	1	2	10	3	3	2	5	73	9	61	21	36	46
	3%	10%	3%	*%	1%	4%	1%	1%	2%	2%	3%	2%	4%	2%	3%	3%
		bcdefghi	c			cdg							b			
		40%	15%	1%	3%	12%	4%	4%	2%	6%	89%	11%	74%	26%	44%	56%
Never	1988	205	274	163	137	194	170	163	98	230	1721	267	1045	942	790	1198
	74%	61%	75%	71%	73%	82%	69%	74%	85%	77%	74%	74%	67%	84%	69%	78%
			a	a	a	acdfg		a	abcdfgi	a			a		a	
		10%	14%	8%	7%	10%	9%	8%	5%	12%	87%	13%	53%	47%	40%	60%
Don't know	37	9	3	1	-	2	1	1	1	12	36	1	21	12	21	16
	1%	3%	1%	*%	-%	1%	*%	*%	1%	4%	2%	*%	1%	1%	2%	1%
		cdg								bcdefgh						
		24%	8%	2%	-%	6%	2%	3%	2%	31%	98%	2%	58%	33%	56%	44%
EVER	650	120	90	65	51	41	75	57	17	57	559	91	487	162	328	322
	24%	36%	25%	29%	27%	17%	30%	26%	14%	19%	24%	25%	31%	14%	29%	21%
		bdeg	eh	ehi	ehi		ehi	eh					b		b	
		18%	14%	10%	8%	6%	11%	9%	3%	9%	86%	14%	75%	25%	50%	50%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
AT LEAST ONCE A MONTH	568	88	78	64	48	31	72	54	15	53	486	82	427	141	292	276
	21%	26%	21%	28%	26%	13%	29%	24%	13%	18%	21%	23%	27%	13%	26%	18%
		ehi	eh	ehi	ehi		behi	eh					b		b	
		15%	14%	11%	9%	6%	13%	9%	3%	9%	86%	14%	75%	25%	51%	49%
AT LEAST ONCE A WEEK	486	58	71	60	46	29	67	45	14	40	415	71	359	126	257	229
	18%	17%	19%	26%	24%	12%	27%	20%	12%	14%	18%	20%	23%	11%	23%	15%
			eh	aehi	ehi		abehi	ehi					b		b	
		12%	15%	12%	9%	6%	14%	9%	3%	8%	85%	15%	74%	26%	53%	47%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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

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

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
At least daily	264	179	69	176	214	188	259
	10%	12%	6%	14%	17%	15%	10%
		b		abf	abf	abf	b
		68%	26%	67%	81%	71%	98%
At least weekly	222	153	79	144	158	146	217
	8%	10%	7%	12%	12%	12%	9%
		b		bf	abf	bf	
		69%	36%	65%	71%	66%	98%
At least monthly	82	56	32	61	50	63	82
	3%	4%	3%	5%	4%	5%	3%
				bf		bf	
		68%	38%	74%	60%	76%	100%
Less than once a month	82	57	17	44	43	51	77
	3%	4%	2%	4%	3%	4%	3%
		b		b	b	b	b
		69%	21%	54%	52%	62%	95%
Never	1988	1072	879	796	800	796	1882
	74%	70%	81%	64%	63%	63%	74%
		cde	acdef				acde
		54%	44%	40%	40%	40%	95%
Don't know	37	24	13	16	9	11	33
	1%	2%	1%	1%	1%	1%	1%
		d					
		66%	36%	42%	24%	29%	91%
EVER	650	445	197	424	464	447	636
	24%	29%	18%	34%	36%	36%	25%
		bf		abf	abf	abf	b
		68%	30%	65%	71%	69%	98%
AT LEAST ONCE A MONTH	568	388	179	380	422	396	559
	21%	25%	16%	31%	33%	32%	22%
		bf		abf	abf	abf	b
		68%	32%	67%	74%	70%	98%

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

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

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

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d		e	f
Unweighted total	3959	2152	1624	1609	1810		1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220		1144	2568
Weighted total	2675	1541	1089	1235	1273		1254	2551
		58%	41%	46%	48%		47%	95%
AT LEAST ONCE A WEEK	486	332	148	319	372		334	476
	18%	22%	14%	26%	29%		27%	19%
		bf		abf	abf		abf	b
		68%	30%	66%	77%		69%	98%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 109

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
At least daily	188	97	90	57	44	66	21	8	10	16	63	57	58	33	39	158	19	9	3
	7%	7%	7%	15%	11%	7%	2%	6%	4%	6%	8%	8%	8%	6%	6%	7%	8%	7%	4%
				cd	cd	d					b					d	d		
		52%	48%	30%	24%	35%	11%	4%	5%	8%	34%	30%	31%	18%	21%	84%	10%	5%	2%
At least weekly	357	181	176	85	86	126	60	9	22	38	143	107	106	79	65	306	28	14	8
	13%	14%	13%	23%	21%	14%	6%	6%	10%	14%	19%	15%	15%	14%	10%	14%	12%	11%	11%
				cd	cd	d				a	ab	d	d	d					
		51%	49%	24%	24%	35%	17%	3%	6%	11%	40%	30%	30%	22%	18%	86%	8%	4%	2%
At least monthly	142	69	70	35	22	51	33	10	7	11	67	49	36	26	30	122	13	4	3
	5%	5%	5%	9%	5%	6%	3%	7%	3%	4%	9%	7%	5%	5%	5%	5%	5%	3%	4%
				bcd		d					bc								
		49%	50%	25%	16%	36%	23%	7%	5%	8%	47%	34%	26%	19%	22%	86%	9%	3%	2%
Less than once a month	120	64	56	19	14	63	24	1	6	12	53	41	41	17	21	108	6	2	4
	4%	5%	4%	5%	4%	7%	2%	1%	3%	4%	7%	6%	6%	3%	3%	5%	2%	2%	5%
				d		bd				a	ab	cd	cd			bc			bc
		53%	47%	16%	12%	53%	20%	1%	5%	10%	44%	34%	34%	14%	18%	90%	5%	2%	3%
Never	1829	875	953	173	235	583	839	117	178	196	430	447	463	417	500	1510	161	103	55
	68%	67%	70%	46%	58%	65%	85%	79%	79%	71%	56%	63%	65%	72%	75%	68%	69%	78%	75%
					a	ab	abc	cd	cd	d				ab	ab			ab	a
		48%	52%	9%	13%	32%	46%	6%	10%	11%	23%	24%	25%	23%	27%	83%	9%	6%	3%
Don't know	39	17	19	7	5	14	13	2	2	3	12	11	13	8	7	32	7	-	*
	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	2%	2%	2%	1%	1%	1%	3%	-%	-%
				c												c	acd		
		44%	49%	18%	13%	36%	33%	5%	4%	8%	30%	29%	33%	21%	17%	82%	17%	-%	1%
EVER	807	411	392	196	167	306	137	28	46	77	325	253	242	155	156	694	66	29	18
	30%	32%	29%	52%	41%	34%	14%	19%	20%	28%	42%	36%	34%	27%	23%	31%	28%	22%	25%
				bcd	cd	d				ab	abc	cd	cd			cd			
		51%	49%	24%	21%	38%	17%	4%	6%	10%	40%	31%	30%	19%	19%	86%	8%	4%	2%
AT LEAST ONCE A MONTH	686	347	336	177	153	243	114	28	40	65	273	213	201	138	134	585	60	27	14
	26%	27%	25%	47%	38%	27%	11%	19%	18%	24%	36%	30%	28%	24%	20%	26%	26%	20%	19%
				bcd	cd	d					abc	cd	d			cd	d		
		51%	49%	26%	22%	35%	17%	4%	6%	10%	40%	31%	29%	20%	20%	85%	9%	4%	2%

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

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

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
AT LEAST ONCE A WEEK	545	278	266	141	131	192	81	17	32	54	206	164	164	112	104	464	47	23	11
	20%	21%	19%	38%	32%	21%	8%	12%	14%	20%	27%	23%	23%	19%	16%	21%	20%	17%	15%
				cd	cd	d				a	abc	d	d			d	d		
		51%	49%	26%	24%	35%	15%	3%	6%	10%	38%	30%	30%	21%	19%	85%	9%	4%	2%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 109

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

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

		ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
At least daily	188	24	29	19	9	15	19	19	11	13	172	16	134	54	82	106
	7%	7%	8%	8%	5%	6%	8%	9%	10%	4%	7%	5%	9%	5%	7%	7%
								i	di		b		b			
		13%	15%	10%	5%	8%	10%	10%	6%	7%	91%	9%	71%	28%	44%	56%
At least weekly	357	90	36	28	24	29	32	17	17	35	308	48	251	106	126	230
	13%	27%	10%	12%	13%	12%	13%	8%	15%	12%	13%	13%	16%	9%	11%	15%
		bcdefghi							g				b		a	
		25%	10%	8%	7%	8%	9%	5%	5%	10%	86%	14%	70%	30%	35%	65%
At least monthly	142	43	24	4	7	9	18	5	5	6	125	17	99	42	62	80
	5%	13%	7%	2%	4%	4%	7%	2%	4%	2%	5%	5%	6%	4%	5%	5%
		bcdefghi	cgi				cgi						b			
		30%	17%	3%	5%	7%	13%	4%	3%	4%	88%	12%	70%	30%	44%	56%
Less than once a month	120	29	22	12	2	17	10	6	4	6	107	13	89	31	57	63
	4%	9%	6%	5%	1%	7%	4%	3%	3%	2%	5%	4%	6%	3%	5%	4%
		dfghi	di	d		dgi	d						b			
		24%	18%	10%	2%	14%	9%	5%	3%	5%	89%	11%	74%	26%	47%	53%
Never	1829	144	251	165	145	164	165	173	78	226	1565	264	960	867	786	1043
	68%	43%	68%	72%	77%	69%	67%	79%	68%	76%	68%	74%	62%	78%	69%	68%
			a	a	abefh	a	a	abefh	a	af		a		a		
		8%	14%	9%	8%	9%	9%	9%	4%	12%	86%	14%	52%	47%	43%	57%
Don't know	39	4	6	2	1	4	2	-	*	14	38	1	21	15	26	13
	1%	1%	2%	1%	*%	2%	1%	-%	*%	5%	2%	*%	1%	1%	2%	1%
			g			g				acdefgh					b	
		10%	16%	4%	2%	9%	4%	-%	1%	35%	98%	2%	54%	40%	66%	34%
EVER	807	186	110	63	42	70	79	47	37	59	713	94	573	233	327	479
	30%	56%	30%	27%	22%	29%	32%	21%	32%	20%	31%	26%	37%	21%	29%	31%
		bcdefghi	gi			gi	dgi		dgi				b			
		23%	14%	8%	5%	9%	10%	6%	5%	7%	88%	12%	71%	29%	41%	59%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
AT LEAST ONCE A MONTH	686	156	88	51	40	53	69	41	33	53	605	81	484	202	270	416
	26%	47%	24%	22%	21%	22%	28%	19%	29%	18%	26%	23%	31%	18%	24%	27%
		bcdefghi					gi		gi				b			a
		23%	13%	7%	6%	8%	10%	6%	5%	8%	88%	12%	70%	29%	39%	61%
AT LEAST ONCE A WEEK	545	114	64	47	33	43	51	36	28	47	480	65	385	160	208	337
	20%	34%	17%	20%	18%	18%	21%	16%	25%	16%	21%	18%	25%	14%	18%	22%
		bcdefghi							gi				b			a
		21%	12%	9%	6%	8%	9%	7%	5%	9%	88%	12%	71%	29%	38%	62%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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

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

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
At least daily	188	124	58	105	132	109	185
	7%	8%	5%	9%	10%	9%	7%
		b		b	abf	b	b
		66%	31%	56%	70%	58%	98%
At least weekly	357	241	118	230	242	244	352
	13%	16%	11%	19%	19%	19%	14%
		b		abf	abf	abf	b
		68%	33%	65%	68%	68%	99%
At least monthly	142	101	54	90	80	110	138
	5%	7%	5%	7%	6%	9%	5%
				bf		abdf	
		72%	38%	64%	57%	78%	98%
Less than once a month	120	72	50	62	58	68	119
	4%	5%	5%	5%	5%	5%	5%
		59%	42%	52%	48%	57%	99%
Never	1829	977	792	733	753	712	1721
	68%	63%	73%	59%	59%	57%	67%
		cde	acdef				acde
		53%	43%	40%	41%	39%	94%
Don't know	39	26	16	15	9	11	36
	1%	2%	1%	1%	1%	1%	1%
		d					
		67%	40%	38%	24%	27%	93%
EVER	807	538	281	488	512	531	794
	30%	35%	26%	40%	40%	42%	31%
		bf		abf	abf	abf	b
		67%	35%	60%	63%	66%	98%
AT LEAST ONCE A MONTH	686	467	231	426	454	463	675
	26%	30%	21%	34%	36%	37%	26%
		bf		abf	abf	abf	b
		68%	34%	62%	66%	67%	98%

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

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

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

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d		e	f
Unweighted total	3959	2152	1624	1609	1810		1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220		1144	2568
Weighted total	2675	1541	1089	1235	1273		1254	2551
		58%	41%	46%	48%		47%	95%
AT LEAST ONCE A WEEK	545	365	177	335	373		352	537
	20%	24%	16%	27%	29%		28%	21%
		bf		abf	abf		abf	b
		67%	32%	62%	69%		65%	98%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 110

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

QP6F (QP25F). SHOWCARD How often, if at all, do you... Listen to an audiobook - perhaps from apps like Audible? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
At least daily	47	20	28	4	8	19	16	*	1	5	22	20	17	5	5	44	2	1	1
	2%	2%	2%	1%	2%	2%	2%	%	1%	2%	3%	3%	2%	1%	1%	2%	1%	1%	1%
											ab	cd	cd						
		42%	58%	9%	17%	41%	33%	%	3%	10%	45%	43%	36%	11%	10%	93%	4%	2%	2%
At least weekly	137	68	68	27	28	56	26	4	8	15	65	53	43	31	10	126	4	5	2
	5%	5%	5%	7%	7%	6%	3%	3%	3%	5%	9%	8%	6%	5%	1%	6%	2%	4%	2%
				d	d	d					ab	d	d	d		bd			
		49%	50%	20%	20%	41%	19%	3%	6%	11%	48%	39%	31%	23%	7%	92%	3%	3%	1%
At least monthly	93	37	56	16	17	45	16	4	5	5	56	40	29	11	14	83	4	3	2
	3%	3%	4%	4%	4%	5%	2%	3%	2%	2%	7%	6%	4%	2%	2%	4%	2%	2%	3%
				d	d	d					abc	cd	cd						
		39%	60%	17%	18%	49%	17%	4%	5%	6%	59%	43%	31%	12%	15%	89%	5%	3%	3%
Less than once a month	118	62	56	17	19	55	28	1	6	12	65	58	39	12	9	106	5	4	3
	4%	5%	4%	4%	5%	6%	3%	1%	3%	4%	8%	8%	5%	2%	1%	5%	2%	3%	4%
						d					a	abc	bcd	cd		b			
		53%	47%	14%	16%	46%	24%	1%	5%	10%	55%	49%	33%	10%	8%	90%	4%	3%	3%
Never	2249	1103	1143	307	331	715	896	137	204	237	552	531	580	516	621	1853	212	119	65
	84%	85%	84%	82%	81%	79%	91%	92%	91%	86%	72%	75%	81%	89%	94%	83%	91%	90%	88%
						abc		cd	d	d			a	ab	abc		a	a	a
		49%	51%	14%	15%	32%	40%	6%	9%	11%	25%	24%	26%	23%	28%	82%	9%	5%	3%
Don't know	30	13	14	5	5	12	8	2	1	2	7	9	11	6	4	24	6	1	*
	1%	1%	1%	1%	1%	1%	1%	2%	%	1%	1%	1%	2%	1%	1%	1%	2%	%	%
																	acd		
		44%	47%	17%	16%	41%	26%	8%	3%	8%	24%	30%	37%	19%	15%	78%	19%	2%	1%
EVER	396	186	208	63	72	175	86	9	20	37	207	172	127	59	37	360	16	13	8
	15%	14%	15%	17%	18%	19%	9%	6%	9%	13%	27%	24%	18%	10%	6%	16%	7%	10%	11%
				d	d	d				a	abc	bcd	cd	d		bcd			b
		47%	52%	16%	18%	44%	22%	2%	5%	9%	52%	43%	32%	15%	9%	91%	4%	3%	2%
AT LEAST ONCE A MONTH	278	124	152	47	53	120	58	8	14	25	142	114	89	47	28	253	10	9	5
	10%	10%	11%	12%	13%	13%	6%	5%	6%	9%	19%	16%	12%	8%	4%	11%	4%	7%	7%
				d	d	d					abc	cd	cd	d		bcd			
		45%	55%	17%	19%	43%	21%	3%	5%	9%	51%	41%	32%	17%	10%	91%	4%	3%	2%

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

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

QP6F (QP25F). SHOWCARD How often, if at all, do you... Listen to an audiobook - perhaps from apps like Audible? (SINGLE CODE)

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
AT LEAST ONCE A WEEK	184	87	96	31	36	75	42	4	9	19	87	74	60	36	15	170	6	6	3
	7%	7%	7%	8%	9%	8%	4%	3%	4%	7%	11%	10%	8%	6%	2%	8%	3%	4%	4%
				d	d	d					abc	cd	d	d		bcd			
		47%	52%	17%	20%	41%	23%	2%	5%	10%	47%	40%	32%	20%	8%	92%	3%	3%	1%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 110

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

QP6F (QP25F). SHOWCARD How often, if at all, do you... Listen to an audiobook - perhaps from apps like Audible? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
At least daily	47	5	8	8	4	1	9	4	1	3	35	12	35	12	38	10
	2%	2%	2%	4%	2%	1%	4%	2%	*%	1%	2%	3%	2%	1%	3%	1%
				eh			eh					a	b		b	
		11%	18%	18%	8%	3%	19%	8%	1%	6%	75%	25%	74%	26%	79%	21%
At least weekly	137	49	10	10	12	4	21	4	4	14	119	18	106	31	70	67
	5%	15%	3%	4%	6%	2%	9%	2%	3%	5%	5%	5%	7%	3%	6%	4%
		bcdefghi			beg		begh						b		b	
		36%	7%	7%	9%	3%	15%	3%	3%	10%	87%	13%	77%	23%	51%	49%
At least monthly	93	34	19	6	6	2	8	3	1	4	85	8	72	22	35	59
	3%	10%	5%	3%	3%	1%	3%	1%	1%	1%	4%	2%	5%	2%	3%	4%
		bcdefghi	eghi				h						b			
		37%	20%	7%	6%	2%	9%	3%	1%	4%	91%	9%	77%	23%	37%	63%
Less than once a month	118	37	13	10	4	12	11	4	4	13	108	10	87	31	62	56
	4%	11%	3%	4%	2%	5%	4%	2%	3%	4%	5%	3%	6%	3%	5%	4%
		bcdefghi											b		b	
		31%	11%	8%	3%	10%	9%	4%	3%	11%	91%	9%	73%	26%	53%	47%
Never	2249	206	315	194	161	216	196	204	105	255	1940	309	1236	1010	914	1335
	84%	62%	86%	85%	86%	91%	80%	93%	91%	86%	84%	86%	80%	91%	80%	87%
			a	a	a	acfi	a	abcdfi	acf	a			a		a	
		9%	14%	9%	7%	10%	9%	9%	5%	11%	86%	14%	55%	45%	41%	59%
Don't know	30	3	3	1	1	2	1	2	1	10	28	2	18	9	20	10
	1%	1%	1%	*%	*%	1%	*%	1%	1%	3%	1%	1%	1%	1%	2%	1%
										abcdefg					b	
		9%	10%	3%	2%	6%	3%	7%	5%	34%	92%	8%	60%	31%	65%	35%
EVER	396	125	50	34	26	19	49	14	9	33	348	48	299	96	205	191
	15%	38%	13%	15%	14%	8%	20%	7%	8%	11%	15%	13%	19%	9%	18%	12%
		bcdefghi	egh	egh	egh		eghi						b		b	
		32%	13%	9%	7%	5%	12%	4%	2%	8%	88%	12%	76%	24%	52%	48%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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QP6F (QP25F). SHOWCARD How often, if at all, do you... Listen to an audiobook - perhaps from apps like Audible? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
AT LEAST ONCE A MONTH	278	88	37	24	22	7	38	10	5	20	240	38	213	65	143	135
	10%	26%	10%	11%	12%	3%	16%	5%	5%	7%	10%	10%	14%	6%	13%	9%
		bcdefghi	egh	egh	egh		eghi						b		b	
		32%	13%	9%	8%	3%	14%	4%	2%	7%	86%	14%	77%	23%	51%	49%
AT LEAST ONCE A WEEK	184	54	18	18	16	5	30	8	4	17	155	29	141	43	108	76
	7%	16%	5%	8%	9%	2%	12%	3%	4%	6%	7%	8%	9%	4%	9%	5%
		bcdeghi		eg	egh		beghi						b		b	
		29%	10%	10%	9%	3%	16%	4%	2%	9%	84%	16%	77%	23%	59%	41%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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QP6F (QP25F). SHOWCARD How often, if at all, do you... Listen to an audiobook - perhaps from apps like Audible? (SINGLE CODE)

Base : All respondents

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
At least daily	47	30	14	34	34	25	45
	2%	2%	1%	3%	3%	2%	2%
				b	b		
		62%	29%	71%	72%	52%	95%
At least weekly	137	97	40	80	80	93	132
	5%	6%	4%	6%	6%	7%	5%
		b		b	b	bf	b
		71%	29%	58%	58%	68%	96%
At least monthly	93	65	33	65	63	75	93
	3%	4%	3%	5%	5%	6%	4%
				bf	b	abf	
		70%	35%	70%	67%	80%	100%
Less than once a month	118	73	55	85	66	81	117
	4%	5%	5%	7%	5%	6%	5%
				af		f	
		62%	47%	72%	56%	68%	99%
Never	2249	1259	934	959	1024	970	2138
	84%	82%	86%	78%	80%	77%	84%
		ce	acde				cde
		56%	42%	43%	46%	43%	95%
Don't know	30	17	14	13	6	10	26
	1%	1%	1%	1%	*%	1%	1%
			d				
		56%	45%	42%	21%	33%	88%
EVER	396	265	141	264	243	273	387
	15%	17%	13%	21%	19%	22%	15%
		b		abf	bf	abf	
		67%	36%	67%	61%	69%	98%
AT LEAST ONCE A MONTH	278	192	86	179	176	192	270
	10%	12%	8%	14%	14%	15%	11%
		b		bf	bf	abf	b
		69%	31%	64%	64%	69%	97%

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

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QP6F (QP25F). SHOWCARD How often, if at all, do you... Listen to an audiobook - perhaps from apps like Audible? (SINGLE CODE)

Base : All respondents

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d		e	f
Unweighted total	3959	2152	1624	1609	1810		1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220		1144	2568
Weighted total	2675	1541	1089	1235	1273		1254	2551
		58%	41%	46%	48%		47%	95%
AT LEAST ONCE A WEEK	184	127	53	113	114		118	177
	7%	8%	5%	9%	9%		9%	7%
		b		bf	bf		bf	b
		69%	29%	62%	62%		64%	96%

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

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

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

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%																			
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
At least daily	148	82	67	38	37	51	23	6	12	12	44	38	54	17	39	134	8	6	1
	6%	6%	5%	10%	9%	6%	2%	4%	5%	4%	6%	5%	7%	3%	6%	6%	3%	4%	2%
				cd	cd	d						c	c	c		d		d	
		55%	45%	26%	25%	34%	15%	4%	8%	8%	30%	26%	36%	12%	26%	90%	5%	4%	1%
At least weekly	342	182	158	89	78	132	44	11	20	35	140	95	96	79	70	291	32	13	6
	13%	14%	12%	24%	19%	15%	4%	8%	9%	13%	18%	13%	13%	14%	11%	13%	14%	10%	9%
				cd	cd	d					abc					d	d		
		53%	46%	26%	23%	39%	13%	3%	6%	10%	41%	28%	28%	23%	21%	85%	9%	4%	2%
At least monthly	173	81	92	31	32	87	23	8	11	16	77	53	51	39	30	148	15	5	6
	6%	6%	7%	8%	8%	10%	2%	5%	5%	6%	10%	8%	7%	7%	5%	7%	7%	4%	7%
				d	d	d					abc	d	d			c			c
		47%	53%	18%	18%	50%	13%	4%	6%	9%	45%	31%	29%	22%	17%	85%	9%	3%	3%
Less than once a month	172	84	87	19	27	95	31	4	6	22	86	66	52	27	26	151	9	6	5
	6%	6%	6%	5%	7%	10%	3%	3%	2%	8%	11%	9%	7%	5%	4%	7%	4%	4%	7%
				d	d	abd				ab	ab	cd	cd			b			b
		49%	51%	11%	16%	55%	18%	2%	3%	13%	50%	38%	31%	16%	15%	88%	5%	3%	3%
Never	1798	858	938	190	228	527	853	116	174	188	410	448	448	410	492	1479	161	102	55
	67%	66%	69%	51%	56%	58%	86%	78%	77%	68%	54%	63%	62%	71%	74%	66%	69%	78%	75%
						a	abc	cd	cd	d				ab	ab			ab	a
		48%	52%	11%	13%	29%	47%	6%	10%	10%	23%	25%	25%	23%	27%	82%	9%	6%	3%
Don't know	42	16	23	8	6	11	16	3	3	2	9	11	17	8	6	33	7	1	*
	2%	1%	2%	2%	2%	1%	2%	2%	1%	1%	1%	2%	2%	1%	1%	1%	3%	1%	1%
													d				acd		
		40%	54%	20%	15%	27%	38%	7%	7%	5%	22%	28%	40%	19%	13%	80%	17%	1%	1%
EVER	836	428	405	177	173	364	121	29	48	85	347	253	253	163	165	724	65	29	18
	31%	33%	30%	47%	42%	40%	12%	20%	21%	31%	45%	36%	35%	28%	25%	32%	28%	22%	25%
				cd	d	d				ab	abc	cd	cd			cd			
		51%	48%	21%	21%	44%	14%	3%	6%	10%	42%	30%	30%	20%	20%	87%	8%	3%	2%
AT LEAST ONCE A MONTH	664	345	317	158	146	270	90	25	43	63	261	187	201	136	139	572	56	23	13
	25%	26%	23%	42%	36%	30%	9%	17%	19%	23%	34%	26%	28%	23%	21%	26%	24%	18%	18%
				cd	cd	d					abc	d	d			cd	cd		
		52%	48%	24%	22%	41%	14%	4%	6%	10%	39%	28%	30%	20%	21%	86%	8%	3%	2%

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

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

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
AT LEAST ONCE A WEEK	491	264	225	127	115	183	67	17	32	47	184	133	150	97	109	425	40	19	7
	18%	20%	17%	34%	28%	20%	7%	12%	14%	17%	24%	19%	21%	17%	16%	19%	17%	14%	10%
		b		cd	cd	d					abc		d			cd	d		
		54%	46%	26%	23%	37%	14%	4%	6%	10%	37%	27%	31%	20%	22%	87%	8%	4%	2%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 111

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

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

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
At least daily	148	9	17	20	7	16	23	22	5	15	132	16	100	48	69	79
	6%	3%	5%	9%	3%	7%	9%	10%	4%	5%	6%	4%	6%	4%	6%	5%
				adh		a	abdh	abdhi					b			
		6%	12%	14%	4%	11%	15%	15%	3%	10%	89%	11%	67%	32%	47%	53%
At least weekly	342	61	49	36	24	29	29	24	17	22	303	40	239	102	155	187
	13%	18%	13%	16%	13%	12%	12%	11%	15%	7%	13%	11%	15%	9%	14%	12%
		fgi	i	i					i				b			
		18%	14%	10%	7%	9%	9%	7%	5%	6%	88%	12%	70%	30%	45%	55%
At least monthly	173	45	33	7	8	11	8	7	2	27	153	21	132	41	63	110
	6%	13%	9%	3%	5%	5%	3%	3%	2%	9%	7%	6%	9%	4%	6%	7%
		cdefgh	cdefgh							cfgh			b			
		26%	19%	4%	5%	6%	5%	4%	1%	15%	88%	12%	76%	24%	36%	64%
Less than once a month	172	49	16	10	9	25	16	8	6	11	146	26	129	42	92	80
	6%	15%	4%	5%	5%	11%	7%	3%	5%	4%	6%	7%	8%	4%	8%	5%
		bcdgghi				bcdghi							b		b	
		29%	10%	6%	5%	15%	9%	4%	3%	7%	85%	15%	75%	24%	53%	47%
Never	1798	163	249	155	139	154	168	159	81	211	1542	256	931	866	735	1063
	67%	49%	68%	68%	74%	65%	68%	72%	70%	71%	67%	71%	60%	78%	65%	69%
			a	a	ae	a	a	a	a	a			a		a	
		9%	14%	9%	8%	9%	9%	9%	4%	12%	86%	14%	52%	48%	41%	59%
Don't know	42	7	3	1	1	1	2	1	5	13	40	1	22	17	25	17
	2%	2%	1%	*%	*%	*%	1%	1%	5%	4%	2%	*%	1%	2%	2%	1%
									bcdefg	bcdefg					b	
		16%	7%	2%	1%	2%	4%	3%	13%	31%	97%	3%	53%	41%	60%	40%
EVER	836	164	115	73	48	82	76	60	30	75	734	102	600	233	379	457
	31%	49%	31%	32%	26%	35%	31%	27%	26%	25%	32%	28%	39%	21%	33%	30%
		bcdgghi				dhi							b		b	
		20%	14%	9%	6%	10%	9%	7%	4%	9%	88%	12%	72%	28%	45%	55%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
AT LEAST ONCE A MONTH	664	115	99	63	39	56	60	53	24	64	588	76	471	191	287	377
	25%	34%	27%	27%	21%	24%	24%	24%	21%	21%	25%	21%	30%	17%	25%	25%
		defghi											b			
		17%	15%	9%	6%	8%	9%	8%	4%	10%	89%	11%	71%	29%	43%	57%
AT LEAST ONCE A WEEK	491	70	66	56	31	45	52	46	22	37	435	56	339	150	224	267
	18%	21%	18%	24%	16%	19%	21%	21%	19%	12%	19%	15%	22%	13%	20%	17%
		i		di		i	i	i					b			
		14%	13%	11%	6%	9%	11%	9%	4%	8%	89%	11%	69%	31%	46%	54%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
At least daily	148	93	54	88	102	87	145
	6%	6%	5%	7%	8%	7%	6%
				b	abf	b	
		63%	37%	60%	68%	59%	98%
At least weekly	342	233	115	211	231	250	333
	13%	15%	11%	17%	18%	20%	13%
		b		bf	abf	abf	b
		68%	34%	62%	67%	73%	97%
At least monthly	173	118	67	111	110	115	171
	6%	8%	6%	9%	9%	9%	7%
				bf	bf	bf	
		68%	38%	64%	63%	66%	99%
Less than once a month	172	123	59	107	96	112	169
	6%	8%	5%	9%	8%	9%	7%
		b		bf	b	bf	
		72%	34%	63%	56%	65%	98%
Never	1798	949	776	700	724	677	1695
	67%	62%	71%	57%	57%	54%	66%
		cde	acdef				acde
		53%	43%	39%	40%	38%	94%
Don't know	42	25	17	17	11	12	39
	2%	2%	2%	1%	1%	1%	2%
		60%	41%	41%	25%	30%	93%
EVER	836	567	295	518	539	565	817
	31%	37%	27%	42%	42%	45%	32%
		bf		abf	abf	abf	b
		68%	35%	62%	64%	68%	98%
AT LEAST ONCE A MONTH	664	444	236	411	442	452	649
	25%	29%	22%	33%	35%	36%	25%
		bf		abf	abf	abf	b
		67%	36%	62%	67%	68%	98%

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

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

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

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d		e	f
Unweighted total	3959	2152	1624	1609	1810		1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220		1144	2568
Weighted total	2675	1541	1089	1235	1273		1254	2551
		58%	41%	46%	48%		47%	95%
AT LEAST ONCE A WEEK	491	326	170	300	333		338	478
	18%	21%	16%	24%	26%		27%	19%
		b		bf	abf		abf	b
		66%	35%	61%	68%		69%	97%

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

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%																			
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
At least daily	14	10	4	1	1	7	4	-	1	2	8	6	4	2	2	12	1	1	*
	1%	1%	*%	*%	*%	1%	*%	-%	*%	1%	1%	1%	1%	*%	*%	1%	1%	1%	*%
		72%	28%	9%	9%	54%	28%	-%	4%	17%	60%	42%	26%	17%	15%	84%	8%	6%	2%
At least weekly	53	29	25	11	12	23	7	3	4	6	24	13	15	17	8	51	2	*	*
	2%	2%	2%	3%	3%	3%	1%	2%	2%	2%	3%	2%	2%	3%	1%	2%	1%	*%	*%
				d	d	d								d		bcd			
		54%	46%	20%	23%	44%	13%	5%	8%	11%	45%	25%	28%	32%	15%	96%	3%	1%	1%
At least monthly	50	26	22	11	12	21	6	1	*	3	39	19	20	5	6	49	-	1	1
	2%	2%	2%	3%	3%	2%	1%	1%	*%	1%	5%	3%	3%	1%	1%	2%	-%	*%	2%
				d	d	d					abc	cd	cd			bc			b
		52%	44%	22%	24%	42%	12%	3%	1%	6%	77%	37%	40%	11%	12%	97%	-%	1%	2%
Less than once a month	60	34	26	11	4	38	7	1	3	5	38	22	26	5	8	53	2	2	2
	2%	3%	2%	3%	1%	4%	1%	1%	1%	2%	5%	3%	4%	1%	1%	2%	1%	1%	3%
				d		bd					abc	cd	cd						b
		57%	43%	19%	7%	63%	11%	1%	5%	8%	63%	36%	43%	8%	13%	89%	4%	3%	4%
Never	2458	1186	1270	335	373	794	955	140	216	258	646	638	643	544	631	2040	221	129	69
	92%	91%	93%	89%	92%	88%	97%	95%	96%	94%	84%	90%	90%	94%	95%	91%	95%	97%	94%
						abc		d	d	d				ab	ab		a	ad	
		48%	52%	14%	15%	32%	39%	6%	9%	10%	26%	26%	26%	22%	26%	83%	9%	5%	3%
Don't know	39	18	18	6	4	18	10	3	1	2	11	14	10	7	8	31	7	-	1
	1%	1%	1%	2%	1%	2%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	3%	-%	1%
																c	acd		
		46%	47%	16%	11%	47%	26%	8%	4%	5%	27%	37%	26%	18%	19%	80%	19%	-%	1%
EVER	178	99	77	34	29	90	24	5	8	16	109	60	65	30	24	165	5	4	4
	7%	8%	6%	9%	7%	10%	2%	3%	4%	6%	14%	8%	9%	5%	4%	7%	2%	3%	6%
		b		d	d	d					abc	cd	cd			bc			bc
		56%	43%	19%	17%	51%	13%	3%	4%	9%	62%	34%	36%	17%	13%	93%	3%	2%	2%
AT LEAST ONCE A MONTH	118	65	51	23	25	52	17	4	5	11	71	38	39	25	16	111	3	2	2
	4%	5%	4%	6%	6%	6%	2%	3%	2%	4%	9%	5%	5%	4%	2%	5%	1%	1%	2%
				d	d	d					abc	d	d			bcd			
		55%	43%	20%	22%	44%	15%	3%	4%	9%	61%	32%	33%	21%	14%	95%	2%	1%	2%

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

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
AT LEAST ONCE A WEEK	67	39	29	12	13	31	11	3	5	8	32	19	18	19	10	63	3	1	1
	3%	3%	2%	3%	3%	3%	1%	2%	2%	3%	4%	3%	3%	3%	2%	3%	1%	1%	1%
				d	d	d								d		cd			
		58%	42%	18%	20%	46%	16%	4%	7%	12%	48%	28%	27%	29%	15%	93%	4%	2%	1%

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

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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

		ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
At least daily	14	-	2	2	-	-	4	3	1	-	10	4	10	4	10	4
	1%	-%	*%	1%	-%	-%	2%	1%	*%	-%	*%	1%	1%	*%	1%	*%
							adei								b	
		-%	13%	15%	-%	-%	32%	20%	4%	-%	74%	26%	72%	28%	71%	29%
At least weekly	53	19	6	1	6	1	6	6	1	6	42	11	36	17	27	26
	2%	6%	2%	*%	3%	*%	2%	3%	1%	2%	2%	3%	2%	2%	2%	2%
		bceffhi			ce			ce								
		36%	10%	2%	11%	2%	11%	11%	2%	10%	79%	21%	68%	32%	51%	49%
At least monthly	50	34	4	-	2	-	5	1	1	1	48	3	42	8	23	27
	2%	10%	1%	-%	1%	-%	2%	1%	1%	*%	2%	1%	3%	1%	2%	2%
		bcdefghi					ce						b			
		67%	9%	-%	4%	-%	10%	2%	2%	2%	95%	5%	84%	16%	46%	54%
Less than once a month	60	31	3	4	3	3	1	2	1	6	57	4	48	12	30	30
	2%	9%	1%	2%	1%	1%	1%	1%	1%	2%	2%	1%	3%	1%	3%	2%
		bcdefghi											b			
		52%	6%	7%	4%	4%	2%	3%	2%	9%	94%	6%	81%	19%	51%	49%
Never	2458	245	347	222	177	233	224	209	110	273	2124	335	1393	1062	1026	1432
	92%	73%	94%	97%	94%	98%	91%	95%	95%	91%	92%	93%	90%	95%	90%	93%
			a	afi	a	abdfghi	a	a	a	a			a		a	
		10%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	57%	43%	42%	58%
Don't know	39	5	5	-	-	-	5	-	3	13	36	3	24	13	22	17
	1%	2%	1%	-%	-%	-%	2%	-%	2%	4%	2%	1%	2%	1%	2%	1%
		eg					cdeg		cdeg	bcdeg						
		13%	13%	-%	-%	-%	13%	-%	7%	34%	92%	8%	61%	32%	55%	45%
EVER	178	84	15	7	11	4	17	12	3	12	157	21	137	41	91	87
	7%	25%	4%	3%	6%	2%	7%	5%	3%	4%	7%	6%	9%	4%	8%	6%
		bcdefghi			e		eh	e					b		b	
		47%	9%	4%	6%	2%	9%	7%	2%	7%	88%	12%	77%	23%	51%	49%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
AT LEAST ONCE A MONTH	118	53	12	3	8	1	15	10	2	7	100	18	88	29	60	57
	4%	16%	3%	1%	4%	*%	6%	4%	2%	2%	4%	5%	6%	3%	5%	4%
		bcdefghi	e		ce		cehi	ce					b		b	
		45%	10%	3%	7%	1%	13%	8%	2%	6%	85%	15%	75%	25%	51%	49%
AT LEAST ONCE A WEEK	67	19	7	3	6	1	10	9	2	6	52	15	46	21	37	30
	3%	6%	2%	1%	3%	*%	4%	4%	1%	2%	2%	4%	3%	2%	3%	2%
		bcehi			e		e	e				a			b	
		29%	11%	4%	9%	1%	15%	13%	2%	8%	78%	22%	68%	32%	55%	45%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV- ICES	ANY SER- VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
At least daily	14	11	2	7	7	3	13
	1%	1%	*%	1%	1%	*%	1%
		77%	14%	47%	47%	20%	95%
At least weekly	53	33	16	21	15	29	49
	2%	2%	1%	2%	1%	2%	2%
		d				d	
		62%	30%	39%	27%	53%	92%
At least monthly	50	39	13	30	25	42	50
	2%	3%	1%	2%	2%	3%	2%
		b		b		bdf	
		77%	25%	60%	50%	83%	100%
Less than once a month	60	40	19	34	28	45	59
	2%	3%	2%	3%	2%	4%	2%
						bf	
		66%	32%	57%	47%	74%	98%
Never	2458	1397	1022	1126	1188	1123	2344
	92%	91%	94%	91%	93%	90%	92%
			acef		ae		e
		57%	42%	46%	48%	46%	95%
Don't know	39	22	17	17	10	13	35
	1%	1%	2%	1%	1%	1%	1%
		56%	44%	43%	27%	33%	90%
EVER	178	122	50	92	75	117	172
	7%	8%	5%	7%	6%	9%	7%
		bd		b		bdf	b
		69%	28%	52%	42%	66%	97%
AT LEAST ONCE A MONTH	118	82	31	58	46	73	113
	4%	5%	3%	5%	4%	6%	4%
		bd		b		bd	b
		70%	26%	49%	39%	62%	96%

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

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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

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d		e	f
Unweighted total	3959	2152	1624	1609	1810		1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220		1144	2568
Weighted total	2675	1541	1089	1235	1273		1254	2551
		58%	41%	46%	48%		47%	95%
AT LEAST ONCE A WEEK	67	44	18	28	21		31	62
	3%	3%	2%	2%	2%		2%	2%
		bd						
		65%	26%	41%	31%		47%	93%

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

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SUMMARY OF FREQUENCY OF NON-LIVE LISTENING ACTIVITIES FROM QP25B-QP25H

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
USE ANY AT LEAST DAILY	485	238	245	114	126	167	77	19	32	36	178	155	166	74	88	423	35	21	6
	18%	18%	18%	30%	31%	19%	8%	13%	14%	13%	23%	22%	23%	13%	13%	19%	15%	16%	7%
				cd	cd	d					abc	cd	cd			d	d	d	
		49%	50%	24%	26%	34%	16%	4%	7%	7%	37%	32%	34%	15%	18%	87%	7%	4%	1%
USE ANY AT LEAST WEEKLY	1096	543	548	225	246	416	210	42	66	90	440	352	327	214	201	949	82	45	20
	41%	42%	40%	60%	60%	46%	21%	28%	29%	33%	57%	49%	46%	37%	30%	42%	35%	34%	28%
				cd	cd	d					abc	cd	cd	d		bcd	d	d	
		50%	50%	21%	22%	38%	19%	4%	6%	8%	40%	32%	30%	19%	18%	87%	7%	4%	2%
USE ANY EVER	1429	719	705	271	282	558	318	53	94	128	547	457	413	281	276	1238	105	54	32
	53%	55%	52%	72%	69%	62%	32%	36%	42%	47%	71%	64%	58%	48%	42%	55%	45%	41%	43%
				cd	cd	d				a	abc	bcd	cd	d		bcd			
		50%	49%	19%	20%	39%	22%	4%	7%	9%	38%	32%	29%	20%	19%	87%	7%	4%	2%
DO NOT USE ANY	1246	584	659	104	125	345	671	95	131	147	220	255	305	299	386	998	128	78	42
	47%	45%	48%	28%	31%	38%	68%	64%	58%	53%	29%	36%	42%	52%	58%	45%	55%	59%	57%
						ab	abc	cd	d	d			a	ab	abc		a	a	a
		47%	53%	8%	10%	28%	54%	8%	11%	12%	18%	20%	24%	24%	31%	80%	10%	6%	3%

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

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SUMMARY OF FREQUENCY OF NON-LIVE LISTENING ACTIVITIES FROM QP25B-QP25H

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
USE ANY AT LEAST DAILY	485	57	68	58	35	36	69	49	17	34	422	63	334	150	238	247
	18%	17%	18%	25%	19%	15%	28%	22%	15%	11%	18%	18%	21%	13%	21%	16%
			i	aehi	i		abdehi	ehi					b		b	
		12%	14%	12%	7%	7%	14%	10%	3%	7%	87%	13%	69%	31%	49%	51%
USE ANY AT LEAST WEEKLY	1096	181	144	110	79	91	127	85	46	86	958	138	756	339	499	597
	41%	54%	39%	48%	42%	38%	52%	39%	40%	29%	41%	38%	49%	30%	44%	39%
		bdeghi	i	egi	i	i	bdeghi	i	i				b		b	
		17%	13%	10%	7%	8%	12%	8%	4%	8%	87%	13%	69%	31%	46%	54%
USE ANY EVER	1429	240	208	134	93	126	150	106	57	124	1245	184	976	450	645	784
	53%	72%	57%	58%	50%	53%	61%	48%	49%	41%	54%	51%	63%	40%	57%	51%
		bcdefghi	gi	gi		i	dghi						b		b	
		17%	15%	9%	7%	9%	11%	7%	4%	9%	87%	13%	68%	32%	45%	55%
DO NOT USE ANY	1246	94	159	95	95	111	95	115	59	175	1071	175	577	666	494	752
	47%	28%	43%	42%	50%	47%	39%	52%	51%	59%	46%	49%	37%	60%	43%	49%
			a	a	af	a	a	abcf	af	abcef			a		a	
		8%	13%	8%	8%	9%	8%	9%	5%	14%	86%	14%	46%	53%	40%	60%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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SUMMARY OF FREQUENCY OF NON-LIVE LISTENING ACTIVITIES FROM QP25B-QP25H

Base : All respondents

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d		e	f
Unweighted total	3959	2152	1624	1609	1810		1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220		1144	2568
Weighted total	2675	1541	1089	1235	1273		1254	2551
		58%	41%	46%	48%		47%	95%
USE ANY AT LEAST DAILY	485	316	155	309	356		317	475
	18%	21%	14%	25%	28%		25%	19%
		b		abf	abf		abf	b
		65%	32%	64%	73%		65%	98%
USE ANY AT LEAST WEEKLY	1096	708	398	689	752		739	1074
	41%	46%	37%	56%	59%		59%	42%
		bf		abf	abf		abf	b
		65%	36%	63%	69%		67%	98%
USE ANY EVER	1429	918	538	873	913		926	1399
	53%	60%	49%	71%	72%		74%	55%
		bf		abf	abf		abf	b
		64%	38%	61%	64%		65%	98%
DO NOT USE ANY	1246	623	551	362	360		328	1152
	47%	40%	51%	29%	28%		26%	45%
		cde	acdef					acde
		50%	44%	29%	29%		26%	93%

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

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FREQUENCY OF LISTENING by FREQUENCY OF LISTENING

Base : All respondents

	LISTENING ACTIVITY							
	LIVE RADIO	CATCH-UP RADIO	PODCASTS	PAID MUSIC STREAMING	FREE MUSIC STREAMING	AUDIOBOOK	MUSIC VIDEOS AS BACKGROUND	AUDIO GAME
Significance Level: 95%	a	b	c	d	e	f	g	h
Unweighted total	3959	3959	3959	3959	3959	3959	3959	3959
Effective Weighted Sample	2714	2714	2714	2714	2714	2714	2714	2714
Weighted total	2675	2675	2675	2675	2675	2675	2675	2675
	13%	13%	13%	13%	13%	13%	13%	13%
At least daily	1102	65	69	264	188	47	148	14
	41%	2%	3%	10%	7%	2%	6%	1%
	bcdefgh	h	fh	bcefg	bcefg	h	bcefg	
	58%	3%	4%	14%	10%	2%	8%	1%
At least weekly	741	209	240	222	357	137	342	53
	28%	8%	9%	8%	13%	5%	13%	2%
	bcdefgh	fh	fh	fh	bcdfh	h	bcdfh	
	32%	9%	10%	10%	15%	6%	15%	2%
At least monthly	90	129	128	82	142	93	173	50
	3%	5%	5%	3%	5%	3%	6%	2%
	h	adfh	adfh	h	adfh	h	abcdfh	
	10%	15%	14%	9%	16%	11%	20%	6%
Less than once a month	166	168	191	82	120	118	172	60
	6%	6%	7%	3%	4%	4%	6%	2%
	defh	defh	defh		dh	dh	defh	
	15%	16%	18%	8%	11%	11%	16%	6%
Never	540	2057	2011	1988	1829	2249	1798	2458
	20%	77%	75%	74%	68%	84%	67%	92%
		adeg	aeg	aeg	a	abcdeg	a	abcdeg
	4%	14%	13%	13%	12%	15%	12%	16%
Don't know	36	46	37	37	39	30	42	39
	1%	2%	1%	1%	1%	1%	2%	1%
	12%	15%	12%	12%	13%	10%	14%	13%
EVER	2098	572	628	650	807	396	836	178
	78%	21%	23%	24%	30%	15%	31%	7%
	bcdefgh	fh	fh	bfg	bcdfh	h	bcdfh	
	34%	9%	10%	11%	13%	6%	14%	3%
AT LEAST ONCE A MONTH	1933	403	436	568	686	278	664	118
	72%	15%	16%	21%	26%	10%	25%	4%
	bcdefgh	fh	fh	bcefg	bcdfh	h	bcdfh	
	38%	8%	9%	11%	13%	5%	13%	2%

Columns Tested: a,b,c,d,e,f,g,h

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FREQUENCY OF LISTENING
by **FREQUENCY OF LISTENING**

Base : All respondents

	LISTENING ACTIVITY							
	LIVE RADIO	CATCH-UP RADIO	PODCASTS	PAID MUSIC STREAMING	FREE MUSIC STREAMING	AUDIOBOOK	MUSIC VIDEOS AS BACKGROUND	AUDIO GAME
Significance Level: 95%	a	b	c	d	e	f	g	h
Unweighted total	3959	3959	3959	3959	3959	3959	3959	3959
Effective Weighted Sample	2714	2714	2714	2714	2714	2714	2714	2714
Weighted total	2675	2675	2675	2675	2675	2675	2675	2675
	13%	13%	13%	13%	13%	13%	13%	13%
AT LEAST ONCE A WEEK	1843	274	308	486	545	184	491	67
	69%	10%	12%	18%	20%	7%	18%	3%
	bcdefgh	fh	fh	bcfh	bcdfh	h	bcfh	
	44%	7%	7%	12%	13%	4%	12%	2%

Columns Tested: a,b,c,d,e,f,g,h

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 115

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

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3080	1508	1565	324	422	1004	1330	170	269	303	836	731	900	658	789	1864	389	404	423
Effective Weighted Sample	2093	1039	1048	227	289	684	913	127	192	218	607	510	625	447	559	1601	257	280	386
Weighted total	2098	1043	1051	241	309	744	805	96	161	204	696	621	562	457	458	1763	173	100	62
		50%	50%	11%	15%	35%	38%	5%	8%	10%	33%	30%	27%	22%	22%	84%	8%	5%	3%
DAB radio	1131	602	528	112	162	434	424	29	75	101	449	381	322	241	188	972	81	53	26
	54%	58%	50%	46%	52%	58%	53%	30%	47%	49%	65%	61%	57%	53%	41%	55%	47%	53%	42%
		b				ad			a	a	abc	cd	d	d		bd		d	
		53%	47%	10%	14%	38%	38%	3%	7%	9%	40%	34%	28%	21%	17%	86%	7%	5%	2%
FM/ AM radio	955	463	491	93	121	312	429	49	71	94	284	260	250	221	223	801	66	45	42
	45%	44%	47%	39%	39%	42%	53%	51%	44%	46%	41%	42%	44%	48%	49%	45%	38%	45%	68%
						abc	d							a	a	b			abc
		48%	51%	10%	13%	33%	45%	5%	7%	10%	30%	27%	26%	23%	23%	84%	7%	5%	4%
TV set	312	153	157	31	29	128	123	19	28	39	94	102	85	54	72	255	39	13	5
	15%	15%	15%	13%	9%	17%	15%	20%	17%	19%	14%	16%	15%	12%	16%	14%	23%	13%	8%
						b	b					c				d	acd	d	
		49%	50%	10%	9%	41%	40%	6%	9%	12%	30%	33%	27%	17%	23%	82%	13%	4%	2%
Mobile phone	302	156	146	76	60	131	35	12	17	27	125	93	81	52	76	271	16	9	5
	14%	15%	14%	32%	19%	18%	4%	13%	11%	13%	18%	15%	14%	11%	17%	15%	9%	9%	8%
				bcd	d	d					b			c		bcd			
		52%	48%	25%	20%	43%	11%	4%	6%	9%	41%	31%	27%	17%	25%	90%	5%	3%	2%
Smart speaker	275	133	142	32	49	133	61	7	12	24	130	92	83	50	50	223	29	16	8
	13%	13%	14%	13%	16%	18%	8%	7%	8%	12%	19%	15%	15%	11%	11%	13%	17%	16%	13%
				d	d	d					abc		d						
		48%	52%	12%	18%	48%	22%	2%	4%	9%	47%	33%	30%	18%	18%	81%	10%	6%	3%
Internet/ WiFi radio set	117	65	51	17	15	56	28	2	7	5	60	52	34	21	10	109	2	4	1
	6%	6%	5%	7%	5%	8%	3%	2%	4%	2%	9%	8%	6%	5%	2%	6%	1%	4%	1%
				d		d					ac	cd	d	d		bd		bd	
		56%	44%	15%	13%	48%	24%	2%	6%	4%	51%	44%	29%	18%	8%	94%	2%	4%	1%
Laptop/ desktop computer	67	47	20	8	7	33	19	-	1	3	32	34	21	4	8	63	2	2	*
	3%	5%	2%	3%	2%	4%	2%	-%	1%	1%	5%	5%	4%	1%	2%	4%	1%	2%	-%
		b				d					abc	cd	cd			d		d	
		70%	30%	12%	11%	49%	29%	-%	1%	4%	48%	51%	32%	6%	11%	94%	3%	3%	-%
Tablet computer	55	33	22	8	9	24	14	4	1	5	22	20	13	10	11	49	3	2	*
	3%	3%	2%	3%	3%	3%	2%	4%	1%	2%	3%	3%	2%	2%	2%	3%	2%	2%	1%
				d		d		b								d			
		60%	40%	15%	16%	44%	25%	7%	2%	9%	40%	37%	24%	19%	20%	90%	5%	4%	1%

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

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

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

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3080	1508	1565	324	422	1004	1330	170	269	303	836	731	900	658	789	1864	389	404	423
Effective Weighted Sample	2093	1039	1048	227	289	684	913	127	192	218	607	510	625	447	559	1601	257	280	386
Weighted total	2098	1043	1051	241	309	744	805	96	161	204	696	621	562	457	458	1763	173	100	62
		50%	50%	11%	15%	35%	38%	5%	8%	10%	33%	30%	27%	22%	22%	84%	8%	5%	3%
Other device/s	31	20	11	2	1	16	12	1	6	3	11	9	3	11	7	24	2	5	*
	1%	2%	1%	1%	*%	2%	1%	1%	4%	2%	2%	1%	1%	3%	2%	1%	1%	5%	*%
									d					b				abd	
		63%	37%	5%	4%	52%	38%	2%	21%	11%	34%	29%	11%	37%	22%	77%	6%	16%	1%
Don't know	51	20	30	4	12	17	19	1	4	4	14	20	15	4	12	46	4	2	-
	2%	2%	3%	2%	4%	2%	2%	1%	3%	2%	2%	3%	3%	1%	3%	3%	2%	2%	-%
												c	c	c		d	d	d	
		38%	59%	7%	23%	33%	36%	3%	8%	9%	28%	39%	30%	8%	24%	89%	8%	3%	-%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 115

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

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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3080	223	237	192	213	218	215	188	228	150	2222	858	1682	1397	1481	1599
Effective Weighted Sample	2093	208	223	182	202	204	203	175	212	139	1740	369	1145	985	963	1129
Weighted total	2098	267	328	191	155	187	201	153	96	185	1801	297	1269	829	962	1136
		13%	16%	9%	7%	9%	10%	7%	5%	9%	86%	14%	60%	40%	46%	54%
DAB radio	1131	170	178	112	77	84	115	80	54	102	973	159	743	388	570	561
	54%	64%	54%	59%	50%	45%	57%	52%	56%	55%	54%	53%	59%	47%	59%	49%
		bdeg		e			e		e				b		b	
		15%	16%	10%	7%	7%	10%	7%	5%	9%	86%	14%	66%	34%	50%	50%
FM/ AM radio	955	120	161	86	71	103	84	64	41	70	808	146	545	409	427	528
	45%	45%	49%	45%	46%	55%	42%	42%	43%	38%	45%	49%	43%	49%	44%	46%
			i			afghi							a			
		13%	17%	9%	7%	11%	9%	7%	4%	7%	85%	15%	57%	43%	45%	55%
TV set	312	18	62	42	26	35	32	19	3	17	260	52	178	133	149	163
	15%	7%	19%	22%	17%	19%	16%	13%	4%	9%	14%	17%	14%	16%	15%	14%
			ahi	aghi	ahi	ahi	ah	h		h						
		6%	20%	14%	8%	11%	10%	6%	1%	5%	83%	17%	57%	43%	48%	52%
Mobile phone	302	48	57	42	22	21	26	20	9	26	267	35	214	88	131	172
	14%	18%	17%	22%	14%	11%	13%	13%	9%	14%	15%	12%	17%	11%	14%	15%
		eh	h	efgh									b			
		16%	19%	14%	7%	7%	9%	7%	3%	9%	88%	12%	71%	29%	43%	57%
Smart speaker	275	14	55	27	24	17	32	11	19	23	236	39	197	78	133	142
	13%	5%	17%	14%	16%	9%	16%	7%	20%	13%	13%	13%	16%	9%	14%	12%
			aeg	ag	aeg		aeg		aeg	a			b			
		5%	20%	10%	9%	6%	12%	4%	7%	8%	86%	14%	72%	28%	48%	52%
Internet/ WiFi radio set	117	19	18	26	5	9	16	8	3	6	100	16	93	24	57	60
	6%	7%	5%	13%	3%	5%	8%	5%	3%	3%	6%	6%	7%	3%	6%	5%
				abdegghi			dh						b			
		16%	15%	22%	4%	8%	14%	7%	2%	5%	86%	14%	80%	20%	49%	51%
Laptop/ desktop computer	67	9	24	15	4	3	2	3	1	3	59	9	50	18	31	36
	3%	3%	7%	8%	2%	2%	1%	2%	1%	2%	3%	3%	4%	2%	3%	3%
			defghi	adefghi									b			
		13%	35%	22%	5%	5%	3%	5%	2%	4%	87%	13%	74%	26%	47%	53%
Tablet computer	55	4	7	9	4	6	12	3	1	4	46	8	36	19	24	31
	3%	2%	2%	5%	3%	3%	6%	2%	1%	2%	3%	3%	3%	2%	2%	3%
				h			abgh									
		8%	12%	16%	7%	11%	21%	5%	2%	7%	85%	15%	65%	35%	43%	57%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3080	223	237	192	213	218	215	188	228	150	2222	858	1682	1397	1481	1599
Effective Weighted Sample	2093	208	223	182	202	204	203	175	212	139	1740	369	1145	985	963	1129
Weighted total	2098	267	328	191	155	187	201	153	96	185	1801	297	1269	829	962	1136
		13%	16%	9%	7%	9%	10%	7%	5%	9%	86%	14%	60%	40%	46%	54%
Other device/s	31	1	6	1	2	-	4	4	-	6	26	5	21	10	14	17
	1%	*%	2%	1%	1%	-%	2%	2%	-%	3%	1%	2%	2%	1%	1%	2%
			eh				eh	eh		ae						
		3%	21%	4%	5%	-%	13%	12%	-%	20%	85%	15%	67%	33%	44%	56%
Don't know	51	8	16	1	1	6	3	4	2	4	49	2	29	22	22	30
	2%	3%	5%	1%	*%	3%	2%	2%	2%	2%	3%	1%	2%	3%	2%	3%
			cd			cd					b					
		16%	32%	2%	1%	13%	6%	7%	4%	8%	96%	4%	57%	43%	42%	58%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3080	1772	1257	1371	1498	1336	2923
Effective Weighted Sample	2093	1227	879	966	1012	942	2009
Weighted total	2098	1280	865	1069	1066	1048	2029
		61%	41%	51%	51%	50%	97%
DAB radio	1131	749	473	649	627	619	1114
	54%	58%	55%	61%	59%	59%	55%
		f		bf	f	f	
		66%	42%	57%	55%	55%	98%
FM/ AM radio	955	549	415	430	408	436	914
	45%	43%	48%	40%	38%	42%	45%
		d	acde				cd
		58%	43%	45%	43%	46%	96%
TV set	312	193	154	200	180	174	308
	15%	15%	18%	19%	17%	17%	15%
				af			
		62%	50%	64%	58%	56%	99%
Mobile phone	302	202	112	214	213	213	295
	14%	16%	13%	20%	20%	20%	15%
				abf	abf	abf	
		67%	37%	71%	70%	71%	98%
Smart speaker	275	193	101	206	220	178	273
	13%	15%	12%	19%	21%	17%	13%
		b		abf	abef	bf	
		70%	37%	75%	80%	65%	99%
Internet/ WiFi radio set	117	70	52	97	91	85	115
	6%	5%	6%	9%	9%	8%	6%
				abf	abf	af	
		60%	45%	83%	78%	72%	99%
Laptop/ desktop computer	67	46	32	61	43	53	67
	3%	4%	4%	6%	4%	5%	3%
				abf		f	
		68%	48%	91%	64%	79%	99%
Tablet computer	55	38	28	42	34	38	55
	3%	3%	3%	4%	3%	4%	3%
		69%	51%	77%	63%	69%	100%

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

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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

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d		e	f
Unweighted total	3080	1772	1257	1371	1498		1336	2923
Effective Weighted Sample	2093	1227	879	966	1012		942	2009
Weighted total	2098	1280	865	1069	1066		1048	2029
		61%	41%	51%	51%		50%	97%
Other device/s	31	20	13	17	16		18	29
	1%	2%	1%	2%	1%		2%	1%
		63%	41%	54%	51%		58%	94%
Don't know	51	36	12	12	13		11	47
	2%	3%	1%	1%	1%		1%	2%
		bcde						cde
		69%	24%	23%	26%		22%	91%

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

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

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	~a	~b	c	d	~a	~b	~c	d	a	b	c	d	a	~b	~c	~d
Significance Level: 95%																			
Unweighted total	679	353	322	95	98	280	206	28	42	62	281	219	221	116	122	486	58	71	64
Effective Weighted Sample	503	264	237	74	70	212	152	22	33	52	218	167	168	90	90	434	37	47	58
Weighted total	572	308	261	86	82	255	148	15	33	53	265	221	170	102	79	521	24	17	9
		54%	46%	**	**	45%	26%	**	**	**	46%	39%	30%	18%	14%	91%	**	**	**
DAB radio	218	119	98	**	**	104	60	**	**	**	122	86	68	41	23	206	**	**	**
	38%	39%	38%	**	**	41%	41%	**	**	**	46%	39%	40%	40%	29%	40%	**	**	**
		54%	45%	**	**	48%	28%	**	**	**	56%	40%	31%	19%	11%	95%	**	**	**
Mobile phone	166	87	79	**	**	67	24	**	**	**	83	64	52	27	22	148	**	**	**
	29%	28%	30%	**	**	26%	16%	**	**	**	31%	29%	31%	27%	28%	28%	**	**	**
						d													
		52%	48%	**	**	41%	14%	**	**	**	50%	39%	32%	16%	13%	89%	**	**	**
FM/ AM radio	103	64	39	**	**	49	25	**	**	**	45	32	28	27	15	99	**	**	**
	18%	21%	15%	**	**	19%	17%	**	**	**	17%	14%	17%	26%	19%	19%	**	**	**
														a					
		63%	37%	**	**	47%	25%	**	**	**	44%	31%	28%	26%	15%	97%	**	**	**
Smart speaker	79	49	31	**	**	43	11	**	**	**	40	32	23	11	13	64	**	**	**
	14%	16%	12%	**	**	17%	8%	**	**	**	15%	15%	14%	11%	16%	12%	**	**	**
						d													
		61%	39%	**	**	55%	14%	**	**	**	51%	41%	29%	14%	16%	81%	**	**	**
Laptop/ desktop computer	58	40	18	**	**	29	16	**	**	**	33	34	13	4	7	55	**	**	**
	10%	13%	7%	**	**	11%	11%	**	**	**	12%	15%	8%	4%	9%	11%	**	**	**
		b												bc					
		69%	31%	**	**	50%	28%	**	**	**	56%	58%	22%	7%	13%	94%	**	**	**
Internet/ WiFi radio set	55	31	24	**	**	28	7	**	**	**	25	14	18	19	4	52	**	**	**
	10%	10%	9%	**	**	11%	4%	**	**	**	9%	6%	11%	18%	5%	10%	**	**	**
						d								ad					
		56%	44%	**	**	51%	12%	**	**	**	45%	26%	33%	34%	7%	94%	**	**	**
TV set	48	28	19	**	**	15	14	**	**	**	12	14	16	8	10	46	**	**	**
	8%	9%	7%	**	**	6%	10%	**	**	**	5%	6%	9%	8%	12%	9%	**	**	**
		58%	40%	**	**	32%	30%	**	**	**	25%	29%	33%	16%	20%	97%	**	**	**
Tablet computer	30	15	15	**	**	10	14	**	**	**	13	17	7	3	3	28	**	**	**
	5%	5%	6%	**	**	4%	9%	**	**	**	5%	8%	4%	3%	4%	5%	**	**	**
						c													
		49%	48%	**	**	34%	46%	**	**	**	44%	55%	25%	10%	10%	92%	**	**	**

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

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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

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	~a	~b	c	d	~a	~b	~c	d	a	b	c	d	a	~b	~c	~d
Unweighted total	679	353	322	95	98	280	206	28	42	62	281	219	221	116	122	486	58	71	64
Effective Weighted Sample	503	264	237	74	70	212	152	22	33	52	218	167	168	90	90	434	37	47	58
Weighted total	572	308	261	86	82	255	148	15	33	53	265	221	170	102	79	521	24	17	9
		54%	46%	**	**	45%	26%	**	**	**	46%	39%	30%	18%	14%	91%	**	**	**
Other device/s	4	3	*	**	**	1	*	**	**	**	-	*	2	1	-	3	**	**	**
	1%	1%	*%	**	**	*%	*%	**	**	**	-%	*%	1%	1%	-%	1%	**	**	**
		93%	7%	**	**	36%	13%	**	**	**	-%	13%	59%	28%	-%	90%	**	**	**
Don't know	48	25	22	**	**	18	18	**	**	**	17	21	10	10	8	42	**	**	**
	8%	8%	9%	**	**	7%	12%	**	**	**	6%	10%	6%	10%	10%	8%	**	**	**
		51%	46%	**	**	37%	37%	**	**	**	34%	44%	20%	20%	16%	87%	**	**	**

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

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

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

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Unweighted total	679	125	45	49	35	60	65	40	39	28	513	166	446	233	359	320
Effective Weighted Sample	503	117	43	47	34	57	62	37	37	27	431	75	338	171	253	250
Weighted total	572	154	68	54	29	57	66	36	18	40	500	71	408	164	285	286
		27%	**	**	**	**	**	**	**	**	88%	12%	71%	29%	50%	50%
DAB radio	218	95	**	**	**	**	**	**	**	**	198	20	161	57	127	91
	38%	62%	**	**	**	**	**	**	**	**	40%	28%	39%	35%	45%	32%
											b				b	
		44%	**	**	**	**	**	**	**	**	91%	9%	74%	26%	58%	42%
Mobile phone	166	36	**	**	**	**	**	**	**	**	144	22	118	48	79	87
	29%	24%	**	**	**	**	**	**	**	**	29%	31%	29%	29%	28%	30%
		22%	**	**	**	**	**	**	**	**	87%	13%	71%	29%	47%	53%
FM/ AM radio	103	42	**	**	**	**	**	**	**	**	88	15	77	26	50	53
	18%	27%	**	**	**	**	**	**	**	**	18%	21%	19%	16%	17%	19%
		41%	**	**	**	**	**	**	**	**	86%	14%	75%	25%	48%	52%
Smart speaker	79	5	**	**	**	**	**	**	**	**	69	10	68	11	38	41
	14%	3%	**	**	**	**	**	**	**	**	14%	14%	17%	7%	13%	14%
													b			
		6%	**	**	**	**	**	**	**	**	87%	13%	86%	14%	48%	52%
Laptop/ desktop computer	58	10	**	**	**	**	**	**	**	**	51	7	39	19	27	31
	10%	7%	**	**	**	**	**	**	**	**	10%	10%	10%	11%	9%	11%
		18%	**	**	**	**	**	**	**	**	87%	13%	68%	32%	46%	54%
Internet/ WiFi radio set	55	18	**	**	**	**	**	**	**	**	50	5	43	12	26	28
	10%	12%	**	**	**	**	**	**	**	**	10%	7%	10%	7%	9%	10%
		33%	**	**	**	**	**	**	**	**	91%	9%	78%	22%	48%	52%
TV set	48	8	**	**	**	**	**	**	**	**	45	3	32	16	23	25
	8%	5%	**	**	**	**	**	**	**	**	9%	4%	8%	10%	8%	9%
		16%	**	**	**	**	**	**	**	**	94%	6%	67%	33%	48%	52%
Tablet computer	30	3	**	**	**	**	**	**	**	**	29	1	15	16	17	13
	5%	2%	**	**	**	**	**	**	**	**	6%	1%	4%	9%	6%	5%
													a			
		10%	**	**	**	**	**	**	**	**	97%	3%	49%	51%	55%	45%
Other device/s	4	-	**	**	**	**	**	**	**	**	2	1	1	2	2	2
	1%	-%	**	**	**	**	**	**	**	**	*%	2%	*%	1%	1%	1%
		-%	**	**	**	**	**	**	**	**	63%	37%	37%	63%	46%	54%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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

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

		ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%	Total	a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Unweighted total	679	125	45	49	35	60	65	40	39	28	513	166	446	233	359	320
Effective Weighted Sample	503	117	43	47	34	57	62	37	37	27	431	75	338	171	253	250
Weighted total	572	154	68	54	29	57	66	36	18	40	500	71	408	164	285	286
		27%	**	**	**	**	**	**	**	**	88%	12%	71%	29%	50%	50%
Don't know	48	6	**	**	**	**	**	**	**	**	40	8	33	15	20	29
	8%	4%	**	**	**	**	**	**	**	**	8%	12%	8%	9%	7%	10%
		13%	**	**	**	**	**	**	**	**	83%	17%	69%	31%	41%	59%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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

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

	Total	TV SERVICES				YOUTUBE	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV- ICES	
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	679	430	252	404	381	396	646
Effective Weighted Sample	503	322	192	310	278	305	484
Weighted total	572	375	215	370	319	369	551
		66%	38%	65%	56%	65%	96%
DAB radio	218	147	81	126	104	140	214
	38%	39%	38%	34%	33%	38%	39%
		68%	37%	58%	48%	65%	98%
Mobile phone	166	106	72	126	117	117	161
	29%	28%	34%	34%	37%	32%	29%
					af		
		64%	44%	76%	70%	71%	97%
FM/ AM radio	103	69	26	48	40	64	96
	18%	19%	12%	13%	13%	17%	17%
		d					
		68%	26%	47%	39%	62%	94%
Smart speaker	79	58	27	65	64	54	78
	14%	15%	12%	18%	20%	15%	14%
					bf		
		73%	34%	82%	80%	68%	99%
Laptop/ desktop computer	58	37	28	49	25	46	58
	10%	10%	13%	13%	8%	12%	10%
				d			
		63%	49%	84%	43%	79%	99%
Internet/ WiFi radio set	55	35	15	45	38	43	52
	10%	9%	7%	12%	12%	12%	9%
		63%	28%	82%	70%	78%	95%
TV set	48	33	18	36	27	31	47
	8%	9%	8%	10%	8%	8%	9%
		70%	37%	75%	57%	64%	99%
Tablet computer	30	19	14	24	16	17	30
	5%	5%	7%	6%	5%	5%	5%
		64%	46%	79%	51%	57%	100%

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

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

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

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d		e	f
Unweighted total	679	430	252	404	381		396	646
Effective Weighted Sample	503	322	192	310	278		305	484
Weighted total	572	375	215	370	319		369	551
		66%	38%	65%	56%		65%	96%
Other device/s	4	3	1	2	2		2	4
	1%	1%	*%	*%	1%		*%	1%
		74%	29%	42%	45%		45%	100%
Don't know	48	32	17	26	21		24	44
	8%	9%	8%	7%	6%		6%	8%
		67%	36%	53%	43%		49%	92%

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

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

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	~a	~b	~c	d	a	b	c	d	a	~b	~c	~d
Unweighted total	727	388	336	142	136	292	157	33	33	53	309	254	240	111	120	525	65	69	68
Effective Weighted Sample	544	291	251	105	100	221	121	24	26	44	240	196	182	84	90	465	42	51	62
Weighted total	628	336	289	117	116	270	125	20	27	45	296	259	183	99	86	568	30	20	10
		54%	46%	19%	19%	43%	20%	**	**	**	47%	41%	29%	16%	14%	91%	**	**	**
Mobile phone	287	153	133	66	73	108	41	**	**	**	134	114	86	41	45	256	**	**	**
	46%	46%	46%	56%	63%	40%	33%	**	**	**	45%	44%	47%	42%	52%	45%	**	**	**
		53%	46%	cd	cd	37%	14%	**	**	**	47%	40%	30%	14%	16%	89%	**	**	**
DAB radio	167	90	76	23	24	82	37	**	**	**	100	78	45	29	16	157	**	**	**
	27%	27%	26%	20%	21%	30%	30%	**	**	**	34%	30%	24%	30%	18%	28%	**	**	**
		54%	45%	14%	15%	49%	22%	**	**	**	60%	46%	27%	18%	9%	94%	**	**	**
Smart speaker	92	43	48	17	16	49	10	**	**	**	49	38	30	12	12	75	**	**	**
	15%	13%	17%	15%	14%	18%	8%	**	**	**	17%	15%	17%	12%	14%	13%	**	**	**
		47%	52%	19%	18%	53%	11%	**	**	**	54%	42%	33%	13%	13%	82%	**	**	**
Laptop/ desktop computer	55	40	15	11	6	29	10	**	**	**	23	26	14	8	7	50	**	**	**
	9%	12%	5%	10%	5%	11%	8%	**	**	**	8%	10%	8%	8%	9%	9%	**	**	**
		73%	27%	20%	10%	52%	18%	**	**	**	42%	47%	25%	14%	13%	91%	**	**	**
FM/ AM radio	54	26	28	9	10	27	9	**	**	**	32	19	14	11	10	50	**	**	**
	9%	8%	10%	8%	8%	10%	7%	**	**	**	11%	7%	8%	11%	11%	9%	**	**	**
		48%	52%	17%	18%	49%	17%	**	**	**	58%	35%	26%	21%	17%	93%	**	**	**
Tablet computer	50	29	21	7	9	19	17	**	**	**	20	23	10	11	6	44	**	**	**
	8%	9%	7%	6%	7%	7%	13%	**	**	**	7%	9%	6%	11%	7%	8%	**	**	**
		58%	42%	13%	17%	37%	33%	**	**	**	39%	46%	21%	22%	11%	88%	**	**	**
Internet/ WiFi radio set	42	24	18	4	7	27	4	**	**	**	20	12	14	12	4	40	**	**	**
	7%	7%	6%	4%	6%	10%	3%	**	**	**	7%	5%	8%	12%	4%	7%	**	**	**
		58%	42%	10%	16%	64%	10%	**	**	**	48%	28%	33%	29%	9%	97%	**	**	**
TV set	36	19	16	11	7	16	3	**	**	**	12	8	11	7	9	33	**	**	**
	6%	6%	5%	9%	6%	6%	3%	**	**	**	4%	3%	6%	7%	10%	6%	**	**	**
		54%	44%	d	d	43%	9%	**	**	**	32%	23%	30%	20%	a	91%	**	**	**

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

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

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

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	~a	~b	~c	d	a	b	c	d	a	~b	~c	~d
Unweighted total	727	388	336	142	136	292	157	33	33	53	309	254	240	111	120	525	65	69	68
Effective Weighted Sample	544	291	251	105	100	221	121	24	26	44	240	196	182	84	90	465	42	51	62
Weighted total	628	336	289	117	116	270	125	20	27	45	296	259	183	99	86	568	30	20	10
		54%	46%	19%	19%	43%	20%	**	**	**	47%	41%	29%	16%	14%	91%	**	**	**
Other device/s	6	3	3	-	-	1	4	**	**	**	-	1	2	3	*	5	**	**	**
	1%	1%	1%	-%	-%	1%	4%	**	**	**	-%	*%	1%	3%	*%	1%	**	**	**
						c								a					
		50%	50%	-%	-%	25%	75%	**	**	**	-%	12%	34%	51%	3%	89%	**	**	**
Don't know	28	12	16	7	3	6	13	**	**	**	8	13	5	4	5	27	**	**	**
	5%	4%	6%	6%	3%	2%	10%	**	**	**	3%	5%	3%	4%	6%	5%	**	**	**
						bc													
		42%	58%	24%	11%	22%	44%	**	**	**	29%	47%	19%	16%	19%	95%	**	**	**

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

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

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

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Unweighted total	727	112	62	50	49	53	57	49	53	40	565	162	489	237	384	343
Effective Weighted Sample	544	106	60	48	47	51	54	46	51	38	465	81	370	178	277	267
Weighted total	628	143	94	56	40	51	59	42	25	57	546	81	452	175	320	308
		23%	**	**	**	**	**	**	**	**	87%	13%	72%	28%	51%	49%
Mobile phone	287	49	**	**	**	**	**	**	**	**	247	40	203	84	146	142
	46%	35%	**	**	**	**	**	**	**	**	45%	50%	45%	48%	46%	46%
		17%	**	**	**	**	**	**	**	**	86%	14%	70%	29%	51%	49%
DAB radio	167	73	**	**	**	**	**	**	**	**	152	15	129	38	95	73
	27%	51%	**	**	**	**	**	**	**	**	28%	19%	29%	22%	30%	24%
		43%	**	**	**	**	**	**	**	**	91%	9%	77%	23%	57%	43%
Smart speaker	92	6	**	**	**	**	**	**	**	**	79	13	78	14	51	42
	15%	4%	**	**	**	**	**	**	**	**	14%	16%	17%	8%	16%	13%
													b			
		7%	**	**	**	**	**	**	**	**	85%	15%	84%	16%	55%	45%
Laptop/ desktop computer	55	9	**	**	**	**	**	**	**	**	48	7	41	14	28	27
	9%	6%	**	**	**	**	**	**	**	**	9%	9%	9%	8%	9%	9%
		16%	**	**	**	**	**	**	**	**	87%	13%	75%	25%	51%	49%
FM/ AM radio	54	19	**	**	**	**	**	**	**	**	45	9	37	18	32	22
	9%	13%	**	**	**	**	**	**	**	**	8%	11%	8%	10%	10%	7%
		35%	**	**	**	**	**	**	**	**	83%	17%	67%	33%	59%	41%
Tablet computer	50	4	**	**	**	**	**	**	**	**	43	7	33	18	30	20
	8%	3%	**	**	**	**	**	**	**	**	8%	9%	7%	10%	9%	7%
		9%	**	**	**	**	**	**	**	**	86%	14%	65%	35%	60%	40%
Internet/ WiFi radio set	42	10	**	**	**	**	**	**	**	**	37	5	36	6	19	23
	7%	7%	**	**	**	**	**	**	**	**	7%	6%	8%	4%	6%	7%
		24%	**	**	**	**	**	**	**	**	88%	12%	85%	15%	46%	54%
TV set	36	5	**	**	**	**	**	**	**	**	32	4	23	13	15	21
	6%	3%	**	**	**	**	**	**	**	**	6%	5%	5%	8%	5%	7%
		13%	**	**	**	**	**	**	**	**	89%	11%	64%	36%	41%	59%
Other device/s	6	-	**	**	**	**	**	**	**	**	4	2	4	2	1	5
	1%	-%	**	**	**	**	**	**	**	**	1%	2%	1%	1%	*%	2%
		-%	**	**	**	**	**	**	**	**	71%	29%	73%	27%	10%	90%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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

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

		ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%	Total	a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Unweighted total	727	112	62	50	49	53	57	49	53	40	565	162	489	237	384	343
Effective Weighted Sample	544	106	60	48	47	51	54	46	51	38	465	81	370	178	277	267
Weighted total	628	143	94	56	40	51	59	42	25	57	546	81	452	175	320	308
		23%	**	**	**	**	**	**	**	**	87%	13%	72%	28%	51%	49%
Don't know	28	7	**	**	**	**	**	**	**	**	23	6	18	10	10	18
	5%	5%	**	**	**	**	**	**	**	**	4%	7%	4%	6%	3%	6%
		24%	**	**	**	**	**	**	**	**	80%	20%	63%	37%	37%	63%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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

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

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	727	459	258	453	476	466	702
Effective Weighted Sample	544	341	203	351	351	355	530
Weighted total	628	402	231	418	406	427	613
		64%	37%	67%	65%	68%	98%
Mobile phone	287	180	114	207	224	208	283
	46%	45%	49%	49%	55%	49%	46%
				af			
		63%	40%	72%	78%	72%	98%
DAB radio	167	120	55	97	77	114	165
	27%	30%	24%	23%	19%	27%	27%
		cd				d	d
		72%	33%	58%	46%	68%	98%
Smart speaker	92	64	36	69	73	66	91
	15%	16%	16%	17%	18%	16%	15%
		69%	39%	75%	79%	72%	99%
Laptop/ desktop computer	55	29	25	43	31	44	55
	9%	7%	11%	10%	8%	10%	9%
		52%	46%	78%	57%	80%	99%
FM/ AM radio	54	39	13	27	21	31	52
	9%	10%	6%	7%	5%	7%	9%
		d					
		71%	24%	50%	39%	57%	96%
Tablet computer	50	31	22	40	33	31	50
	8%	8%	10%	10%	8%	7%	8%
		61%	44%	80%	66%	62%	100%
Internet/ WiFi radio set	42	29	13	33	35	36	42
	7%	7%	6%	8%	9%	8%	7%
		69%	31%	80%	85%	85%	100%
TV set	36	22	12	21	23	24	33
	6%	5%	5%	5%	6%	6%	5%
		59%	33%	58%	62%	66%	91%
Other device/s	6	2	3	5	4	4	6
	1%	*%	1%	1%	1%	1%	1%
		31%	54%	92%	70%	67%	100%

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

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

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

	Total	TV SERVICES					
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERV- ICES	ANY SER- VICES
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	727	459	258	453	476	466	702
Effective Weighted Sample	544	341	203	351	351	355	530
Weighted total	628	402	231	418	406	427	613
		64%	37%	67%	65%	68%	98%
Don't know	28	16	9	15	12	15	25
	5%	4%	4%	4%	3%	4%	4%
		55%	33%	52%	43%	55%	89%

Columns Tested: a,b,c,d,e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	~a	~b	~c	d	a	b	c	d	a	~b	~c	d
Unweighted total	806	402	402	180	175	313	138	27	43	60	339	236	286	143	138	535	86	85	100
Effective Weighted Sample	584	293	290	131	128	227	101	22	34	45	262	177	212	105	99	480	57	60	92
Weighted total	650	330	318	129	149	263	109	14	31	43	317	231	211	118	88	573	39	23	14
		51%	49%	20%	23%	41%	17%	**	**	**	49%	36%	32%	18%	14%	88%	**	**	2%
Mobile phone	367	192	175	95	109	130	33	**	**	**	163	113	135	63	55	325	**	**	8
	56%	58%	55%	74%	73%	49%	30%	**	**	**	51%	49%	64%	53%	62%	57%	**	**	53%
		52%	48%	cd	cd	d	9%	**	**	**	44%	31%	a	a	15%	89%	**	**	2%
Smart speaker	192	91	100	22	36	100	34	**	**	**	98	81	59	30	22	155	**	**	6
	30%	28%	32%	17%	25%	38%	31%	**	**	**	31%	35%	28%	26%	25%	27%	**	**	44%
		47%	52%	12%	19%	ab	a	**	**	**	51%	42%	30%	16%	12%	80%	**	**	a
DAB radio	94	46	48	9	14	53	17	**	**	**	63	44	29	13	8	84	**	**	1
	14%	14%	15%	7%	9%	20%	15%	**	**	**	20%	19%	14%	11%	9%	15%	**	**	9%
		49%	51%	10%	15%	ab	18%	**	**	**	68%	47%	31%	14%	8%	90%	**	**	1%
Laptop/ desktop computer	68	43	25	15	16	29	8	**	**	**	35	31	21	5	11	61	**	**	*
	10%	13%	8%	12%	11%	11%	8%	**	**	**	11%	13%	10%	4%	12%	11%	**	**	3%
		b		63%	37%	42%	12%	**	**	**	52%	c	c	c	d	91%	**	**	1%
Tablet computer	40	18	22	5	9	18	9	**	**	**	26	16	9	7	8	36	**	**	1
	6%	5%	7%	4%	6%	7%	8%	**	**	**	8%	7%	4%	6%	9%	6%	**	**	5%
		45%	55%	12%	21%	44%	22%	**	**	**	64%	39%	23%	18%	19%	91%	**	**	2%
TV set	38	14	24	5	6	19	8	**	**	**	18	10	8	12	8	33	**	**	1
	6%	4%	7%	4%	4%	7%	7%	**	**	**	6%	4%	4%	11%	9%	6%	**	**	6%
		36%	62%	13%	17%	49%	21%	**	**	**	46%	25%	21%	ab	21%	88%	**	**	2%
Internet/ WiFi radio set	36	16	19	5	5	17	8	**	**	**	16	6	16	13	1	34	**	**	-
	6%	5%	6%	4%	4%	7%	8%	**	**	**	5%	3%	7%	11%	1%	6%	**	**	-%
		45%	52%	14%	15%	ad	23%	**	**	**	44%	18%	ad	ad	3%	94%	**	**	-%
FM/ AM radio	33	15	17	5	5	16	6	**	**	**	18	17	3	8	3	30	**	**	*
	5%	5%	5%	4%	4%	6%	6%	**	**	**	6%	7%	2%	b	4%	5%	**	**	3%
		47%	53%	16%	16%	b	19%	**	**	**	54%	53%	11%	b	11%	93%	**	**	1%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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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

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	~a	~b	~c	d	a	b	c	d	a	~b	~c	d
Unweighted total	806	402	402	180	175	313	138	27	43	60	339	236	286	143	138	535	86	85	100
Effective Weighted Sample	584	293	290	131	128	227	101	22	34	45	262	177	212	105	99	480	57	60	92
Weighted total	650	330	318	129	149	263	109	14	31	43	317	231	211	118	88	573	39	23	14
		51%	49%	20%	23%	41%	17%	**	**	**	49%	36%	32%	18%	14%	88%	**	**	2%
Other device/s	7	6	1	1	2	3	2	**	**	**	4	5	*	*	2	7	**	**	-
	1%	2%	*%	1%	1%	1%	2%	**	**	**	1%	2%	*%	*%	2%	1%	**	**	-%
		81%	19%	14%	24%	35%	27%	**	**	**	56%	74%	1%	2%	23%	89%	**	**	-%
Don't know	35	25	11	3	4	15	13	**	**	**	20	13	6	8	8	30	**	**	1
	5%	7%	3%	3%	2%	6%	12%	**	**	**	6%	6%	3%	7%	9%	5%	**	**	6%
		b				abc								b					
		69%	31%	10%	10%	43%	37%	**	**	**	55%	37%	17%	22%	21%	85%	**	**	3%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Unweighted total	806	96	60	58	63	42	73	66	36	41	604	202	573	232	414	392
Effective Weighted Sample	584	90	58	56	60	40	70	62	35	39	494	92	418	170	292	292
Weighted total	650	120	90	65	51	41	75	57	17	57	559	91	487	162	328	322
		**	**	**	**	**	**	**	**	**	86%	14%	75%	25%	50%	50%
Mobile phone	367	**	**	**	**	**	**	**	**	**	318	49	271	95	169	198
	56%	**	**	**	**	**	**	**	**	**	57%	53%	56%	59%	52%	61%
															a	
											87%	13%	74%	26%	46%	54%
Smart speaker	192	**	**	**	**	**	**	**	**	**	160	33	153	39	115	77
	30%	**	**	**	**	**	**	**	**	**	29%	36%	31%	24%	35%	24%
															b	
											83%	17%	80%	20%	60%	40%
DAB radio	94	**	**	**	**	**	**	**	**	**	85	9	74	20	62	31
	14%	**	**	**	**	**	**	**	**	**	15%	10%	15%	12%	19%	10%
															b	
											91%	9%	79%	21%	66%	34%
Laptop/ desktop computer	68	**	**	**	**	**	**	**	**	**	61	7	46	21	31	37
	10%	**	**	**	**	**	**	**	**	**	11%	8%	10%	13%	9%	11%
		**	**	**	**	**	**	**	**	**	90%	10%	69%	31%	46%	54%
Tablet computer	40	**	**	**	**	**	**	**	**	**	35	5	33	7	26	14
	6%	**	**	**	**	**	**	**	**	**	6%	5%	7%	5%	8%	4%
		**	**	**	**	**	**	**	**	**	88%	12%	81%	19%	64%	36%
TV set	38	**	**	**	**	**	**	**	**	**	31	7	27	11	15	23
	6%	**	**	**	**	**	**	**	**	**	6%	7%	6%	7%	5%	7%
		**	**	**	**	**	**	**	**	**	83%	17%	72%	28%	40%	60%
Internet/ WiFi radio set	36	**	**	**	**	**	**	**	**	**	27	9	31	5	21	15
	6%	**	**	**	**	**	**	**	**	**	5%	10%	6%	3%	6%	5%
		**	**	**	**	**	**	**	**	**	74%	26%	87%	13%	58%	42%
FM/ AM radio	33	**	**	**	**	**	**	**	**	**	27	6	23	9	21	12
	5%	**	**	**	**	**	**	**	**	**	5%	6%	5%	6%	6%	4%
		**	**	**	**	**	**	**	**	**	82%	18%	71%	29%	63%	37%
Other device/s	7	**	**	**	**	**	**	**	**	**	7	1	6	1	3	4
	1%	**	**	**	**	**	**	**	**	**	1%	1%	1%	1%	1%	1%
		**	**	**	**	**	**	**	**	**	89%	11%	86%	14%	41%	59%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

		ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Unweighted total	806	96	60	58	63	42	73	66	36	41	604	202	573	232	414	392
Effective Weighted Sample	584	90	58	56	60	40	70	62	35	39	494	92	418	170	292	292
Weighted total	650	120	90	65	51	41	75	57	17	57	559	91	487	162	328	322
		**	**	**	**	**	**	**	**	**	86%	14%	75%	25%	50%	50%
Don't know	35	**	**	**	**	**	**	**	**	**	31	4	23	12	13	22
	5%	**	**	**	**	**	**	**	**	**	6%	5%	5%	7%	4%	7%
		**	**	**	**	**	**	**	**	**	88%	12%	66%	34%	38%	62%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

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

	Total	TV SERVICES				YOUTUBE	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV- ICES	
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	806	541	245	505	584	522	782
Effective Weighted Sample	584	397	178	370	418	388	571
Weighted total	650	445	197	424	464	447	636
		68%	30%	65%	71%	69%	98%
Mobile phone	367	256	109	266	296	266	360
	56%	58%	55%	63%	64%	59%	57%
				f			
		70%	30%	73%	81%	72%	98%
Smart speaker	192	133	71	135	159	135	190
	30%	30%	36%	32%	34%	30%	30%
		69%	37%	70%	83%	70%	99%
DAB radio	94	73	23	51	45	65	93
	14%	16%	12%	12%	10%	15%	15%
		d				d	d
		78%	25%	55%	48%	70%	100%
Laptop/ desktop computer	68	42	23	47	55	57	67
	10%	10%	12%	11%	12%	13%	11%
		63%	34%	69%	81%	84%	99%
Tablet computer	40	27	16	29	29	26	40
	6%	6%	8%	7%	6%	6%	6%
		69%	39%	72%	72%	66%	99%
TV set	38	21	17	28	33	29	38
	6%	5%	9%	7%	7%	7%	6%
		54%	45%	74%	86%	77%	100%
Internet/ WiFi radio set	36	22	11	28	31	31	35
	6%	5%	6%	7%	7%	7%	6%
		61%	31%	78%	87%	86%	97%
FM/ AM radio	33	24	5	18	21	17	31
	5%	5%	2%	4%	5%	4%	5%
		73%	15%	55%	65%	53%	96%
Other device/s	7	3	3	6	7	6	7
	1%	1%	2%	1%	1%	1%	1%
		39%	47%	79%	92%	77%	100%

Columns Tested: a,b,c,d,e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

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

	Total	TV SERVICES					
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERV- ICES	ANY SER- VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	806	541	245	505	584	522	782
Effective Weighted Sample	584	397	178	370	418	388	571
Weighted total	650	445	197	424	464	447	636
		68%	30%	65%	71%	69%	98%
Don't know	35	22	10	13	9	16	31
	5%	5%	5%	3%	2%	4%	5%
		d					d
		61%	27%	36%	26%	46%	89%

Columns Tested: a,b,c,d,e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	~a	~b	c	d	a	b	c	d	a	b	c	d
Unweighted total	1033	521	508	259	222	373	179	45	67	102	354	259	340	192	241	660	139	103	131
Effective Weighted Sample	728	371	355	181	150	265	135	36	48	77	266	190	247	134	175	576	98	75	119
Weighted total	807	411	392	196	167	306	137	28	46	77	325	253	242	155	156	694	66	29	18
		51%	49%	24%	21%	38%	17%	**	**	10%	40%	31%	30%	19%	19%	86%	8%	4%	2%
Mobile phone	435	224	209	143	112	138	43	**	**	42	147	111	139	81	104	359	43	21	13
	54%	55%	53%	73%	67%	45%	31%	**	**	54%	45%	44%	58%	52%	67%	52%	65%	71%	69%
				cd	cd	d							a	ac			a	a	a
		52%	48%	33%	26%	32%	10%	**	**	10%	34%	26%	32%	19%	24%	83%	10%	5%	3%
Smart speaker	159	78	81	21	32	79	26	**	**	13	74	55	46	35	23	122	23	10	4
	20%	19%	21%	11%	19%	26%	19%	**	**	17%	23%	22%	19%	23%	15%	18%	35%	34%	21%
				a	a	a											ad	ad	
		49%	51%	13%	20%	50%	17%	**	**	8%	47%	35%	29%	22%	14%	77%	15%	6%	2%
DAB radio	153	79	74	22	21	80	31	**	**	14	93	64	43	23	23	143	4	5	2
	19%	19%	19%	11%	13%	26%	22%	**	**	18%	29%	25%	18%	15%	15%	21%	7%	16%	9%
						ab	ab						cd				bd		
		51%	48%	14%	14%	52%	20%	**	**	9%	60%	42%	28%	15%	15%	93%	3%	3%	1%
FM/ AM radio	72	34	37	14	13	32	14	**	**	7	40	26	21	15	10	67	3	2	1
	9%	8%	10%	7%	8%	10%	10%	**	**	9%	12%	10%	9%	10%	7%	10%	4%	6%	3%
																d			
		48%	52%	19%	18%	44%	19%	**	**	9%	56%	36%	29%	21%	14%	93%	4%	2%	1%
Laptop/ desktop computer	64	48	16	13	8	30	13	**	**	2	38	37	12	4	12	61	2	1	*
	8%	12%	4%	7%	5%	10%	10%	**	**	2%	12%	15%	5%	2%	8%	9%	2%	3%	2%
		b									c	bcd		c		bd			
		75%	25%	20%	13%	46%	21%	**	**	2%	60%	57%	18%	6%	19%	96%	2%	1%	1%
Internet/ WiFi radio set	59	31	28	11	11	32	5	**	**	8	20	10	25	20	4	57	1	*	-
	7%	7%	7%	6%	6%	11%	3%	**	**	10%	6%	4%	10%	13%	3%	8%	2%	1%	-%
				d									ad	ad		bcd			
		52%	48%	18%	18%	55%	8%	**	**	14%	34%	17%	42%	33%	7%	97%	2%	1%	-%
TV set	54	30	23	11	12	22	9	**	**	6	23	9	15	19	11	47	4	2	1
	7%	7%	6%	6%	7%	7%	7%	**	**	8%	7%	3%	6%	12%	7%	7%	6%	7%	7%
													ab						
		56%	43%	20%	22%	41%	17%	**	**	11%	41%	16%	28%	35%	20%	87%	7%	4%	2%
Tablet computer	52	29	23	5	9	20	19	**	**	3	26	22	9	8	13	46	3	3	1
	6%	7%	6%	3%	5%	6%	14%	**	**	3%	8%	9%	4%	5%	8%	7%	4%	9%	7%
						abc						b							
		55%	45%	10%	16%	38%	36%	**	**	5%	50%	41%	18%	16%	25%	87%	6%	5%	2%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	~a	~b	c	d	a	b	c	d	a	b	c	d
Unweighted total	1033	521	508	259	222	373	179	45	67	102	354	259	340	192	241	660	139	103	131
Effective Weighted Sample	728	371	355	181	150	265	135	36	48	77	266	190	247	134	175	576	98	75	119
Weighted total	807	411	392	196	167	306	137	28	46	77	325	253	242	155	156	694	66	29	18
		51%	49%	24%	21%	38%	17%	**	**	10%	40%	31%	30%	19%	19%	86%	8%	4%	2%
Other device/s	10	4	6	2	1	1	6	**	**	1	1	3	3	2	2	8	1	1	*
	1%	1%	2%	1%	1%	%	5%	**	**	2%	%	1%	1%	2%	2%	1%	1%	5%	1%
						abc												a	
		40%	60%	19%	11%	9%	60%	**	**	13%	12%	28%	26%	24%	23%	80%	6%	13%	1%
Don't know	32	18	14	3	8	11	9	**	**	3	14	11	8	7	5	28	3	*	1
	4%	4%	4%	2%	5%	4%	7%	**	**	4%	4%	4%	3%	5%	3%	4%	4%	1%	4%
						a													
		56%	44%	10%	26%	35%	29%	**	**	11%	43%	34%	27%	23%	16%	89%	8%	1%	2%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
		a	-b	-c	-d	-e	-f	-g	-h	-i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	1033	147	70	60	54	71	79	55	82	42	779	254	682	350	449	584
Effective Weighted Sample	728	139	67	58	52	68	75	52	78	40	627	106	485	251	298	431
Weighted total	807	186	110	63	42	70	79	47	37	59	713	94	573	233	327	479
		23%	**	**	**	**	**	**	**	**	88%	12%	71%	29%	41%	59%
Mobile phone	435	75	**	**	**	**	**	**	**	**	388	47	309	126	154	282
	54%	40%	**	**	**	**	**	**	**	**	55%	50%	54%	54%	47%	59%
		17%	**	**	**	**	**	**	**	**	89%	11%	71%	29%	35%	65%
Smart speaker	159	9	**	**	**	**	**	**	**	**	137	22	118	41	71	88
	20%	5%	**	**	**	**	**	**	**	**	19%	23%	21%	17%	22%	18%
		6%	**	**	**	**	**	**	**	**	86%	14%	74%	26%	45%	55%
DAB radio	153	81	**	**	**	**	**	**	**	**	143	10	117	36	78	75
	19%	43%	**	**	**	**	**	**	**	**	20%	10%	20%	15%	24%	16%
		53%	**	**	**	**	**	**	**	**	b	b	b	b	b	b
											94%	6%	77%	23%	51%	49%
FM/ AM radio	72	33	**	**	**	**	**	**	**	**	67	5	53	19	33	39
	9%	18%	**	**	**	**	**	**	**	**	9%	5%	9%	8%	10%	8%
		45%	**	**	**	**	**	**	**	**	93%	7%	74%	26%	45%	55%
Laptop/ desktop computer	64	12	**	**	**	**	**	**	**	**	56	8	43	21	30	34
	8%	6%	**	**	**	**	**	**	**	**	8%	9%	7%	9%	9%	7%
		18%	**	**	**	**	**	**	**	**	87%	13%	67%	33%	47%	53%
Internet/ WiFi radio set	59	22	**	**	**	**	**	**	**	**	48	11	45	13	28	30
	7%	12%	**	**	**	**	**	**	**	**	7%	12%	8%	6%	9%	6%
		37%	**	**	**	**	**	**	**	**	81%	19%	77%	23%	49%	51%
TV set	54	11	**	**	**	**	**	**	**	**	47	7	35	20	21	34
	7%	6%	**	**	**	**	**	**	**	**	7%	8%	6%	8%	6%	7%
		20%	**	**	**	**	**	**	**	**	86%	14%	64%	36%	38%	62%
Tablet computer	52	5	**	**	**	**	**	**	**	**	45	8	36	16	25	27
	6%	2%	**	**	**	**	**	**	**	**	6%	8%	6%	7%	8%	6%
		9%	**	**	**	**	**	**	**	**	86%	14%	69%	31%	47%	53%
Other device/s	10	-	**	**	**	**	**	**	**	**	6	5	4	6	4	7
	1%	-%	**	**	**	**	**	**	**	**	1%	5%	1%	3%	1%	1%
		-%	**	**	**	**	**	**	**	**	a	a	a	a	a	a
											55%	45%	40%	60%	34%	66%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

		ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%	Total	a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Unweighted total	1033	147	70	60	54	71	79	55	82	42	779	254	682	350	449	584
Effective Weighted Sample	728	139	67	58	52	68	75	52	78	40	627	106	485	251	298	431
Weighted total	807	186	110	63	42	70	79	47	37	59	713	94	573	233	327	479
		23%	**	**	**	**	**	**	**	**	88%	12%	71%	29%	41%	59%
Don't know	32	4	**	**	**	**	**	**	**	**	28	4	22	9	16	16
	4%	2%	**	**	**	**	**	**	**	**	4%	4%	4%	4%	5%	3%
		14%	**	**	**	**	**	**	**	**	88%	12%	69%	29%	50%	50%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

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

	Total	TV SERVICES				YOUTUBE	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV- ICES	
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1033	677	367	588	676	643	1012
Effective Weighted Sample	728	477	261	424	467	465	716
Weighted total	807	538	281	488	512	531	794
		67%	35%	60%	63%	66%	98%
Mobile phone	435	299	156	272	310	288	430
	54%	56%	56%	56%	61%	54%	54%
					ef		
		69%	36%	62%	71%	66%	99%
Smart speaker	159	117	55	110	122	104	155
	20%	22%	20%	23%	24%	20%	20%
		74%	35%	70%	77%	66%	98%
DAB radio	153	111	49	88	69	114	151
	19%	21%	18%	18%	14%	21%	19%
		d				d	d
		72%	32%	57%	45%	75%	99%
FM/ AM radio	72	48	21	34	35	46	70
	9%	9%	8%	7%	7%	9%	9%
		67%	30%	47%	49%	65%	98%
Laptop/ desktop computer	64	43	24	52	47	50	64
	8%	8%	8%	11%	9%	9%	8%
		67%	37%	81%	73%	78%	100%
Internet/ WiFi radio set	59	36	18	39	40	50	58
	7%	7%	6%	8%	8%	9%	7%
		62%	30%	66%	69%	85%	98%
TV set	54	35	22	34	43	43	54
	7%	7%	8%	7%	8%	8%	7%
		65%	40%	63%	79%	79%	99%
Tablet computer	52	31	23	37	33	30	52
	6%	6%	8%	8%	6%	6%	7%
		60%	44%	72%	63%	57%	100%
Other device/s	10	5	4	6	6	4	10
	1%	1%	1%	1%	1%	1%	1%
		44%	41%	59%	61%	40%	100%

Columns Tested: a,b,c,d,e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

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

	Total	TV SERVICES					
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERV- ICES	ANY SER- VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1033	677	367	588	676	643	1012
Effective Weighted Sample	728	477	261	424	467	465	716
Weighted total	807	538	281	488	512	531	794
		67%	35%	60%	63%	66%	98%
Don't know	32	17	8	14	17	13	29
	4%	3%	3%	3%	3%	3%	4%
		54%	25%	46%	55%	42%	92%

Columns Tested: a,b,c,d,e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QP7F (QP26F). SHOWCARD Which devices do you ever use to... Listen to an audiobook - perhaps from apps like Audible? (MULTI CODE)

Base : Those who ever listen to an audiobook

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~a	~b	c	d	~a	~b	~c	d	a	b	~c	~d	a	~b	~c	~d
Unweighted total	453	214	236	68	79	191	115	16	29	38	206	165	158	68	61	319	37	43	54
Effective Weighted Sample	335	157	175	54	57	142	83	11	21	33	164	125	122	50	46	286	24	31	50
Weighted total	396	186	208	63	72	175	86	9	20	37	207	172	127	59	37	360	16	13	8
		47%	52%	**	**	44%	22%	**	**	**	52%	43%	32%	**	**	91%	**	**	**
Mobile phone	157	76	81	**	**	74	19	**	**	**	77	67	56	**	**	137	**	**	**
	40%	41%	39%	**	**	42%	22%	**	**	**	37%	39%	44%	**	**	38%	**	**	**
						d													
		49%	51%	**	**	47%	12%	**	**	**	49%	43%	36%	**	**	87%	**	**	**
DAB radio	110	57	53	**	**	59	25	**	**	**	78	52	34	**	**	108	**	**	**
	28%	30%	26%	**	**	34%	29%	**	**	**	38%	30%	27%	**	**	30%	**	**	**
		51%	48%	**	**	54%	23%	**	**	**	70%	47%	31%	**	**	98%	**	**	**
Smart speaker	51	15	36	**	**	25	9	**	**	**	25	27	15	**	**	40	**	**	**
	13%	8%	17%	**	**	14%	11%	**	**	**	12%	16%	12%	**	**	11%	**	**	**
			a																
		29%	70%	**	**	50%	18%	**	**	**	49%	53%	29%	**	**	78%	**	**	**
FM/ AM radio	47	24	23	**	**	26	7	**	**	**	31	22	11	**	**	46	**	**	**
	12%	13%	11%	**	**	15%	9%	**	**	**	15%	13%	9%	**	**	13%	**	**	**
		51%	49%	**	**	55%	16%	**	**	**	65%	47%	23%	**	**	98%	**	**	**
Tablet computer	29	11	18	**	**	9	15	**	**	**	10	13	12	**	**	24	**	**	**
	7%	6%	9%	**	**	5%	17%	**	**	**	5%	7%	9%	**	**	7%	**	**	**
						c													
		38%	62%	**	**	31%	52%	**	**	**	36%	44%	40%	**	**	81%	**	**	**
Internet/ WiFi radio set	25	12	13	**	**	13	1	**	**	**	11	2	11	**	**	24	**	**	**
	6%	6%	6%	**	**	7%	1%	**	**	**	5%	1%	8%	**	**	7%	**	**	**
						d													
		48%	52%	**	**	53%	2%	**	**	**	43%	9%	44%	**	**	96%	**	**	**
Laptop/ desktop computer	21	15	6	**	**	13	1	**	**	**	10	6	6	**	**	19	**	**	**
	5%	8%	3%	**	**	7%	1%	**	**	**	5%	4%	5%	**	**	5%	**	**	**
			b			d													
		71%	29%	**	**	61%	3%	**	**	**	47%	31%	31%	**	**	93%	**	**	**
TV set	7	4	2	**	**	4	*	**	**	**	2	2	2	**	**	6	**	**	**
	2%	2%	1%	**	**	3%	%	**	**	**	1%	1%	2%	**	**	2%	**	**	**
		51%	34%	**	**	62%	5%	**	**	**	34%	29%	30%	**	**	88%	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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QP7F (QP26F). SHOWCARD Which devices do you ever use to... Listen to an audiobook - perhaps from apps like Audible? (MULTI CODE)

Base : Those who ever listen to an audiobook

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	~a	~b	c	d	~a	~b	~c	d	a	b	~c	~d	a	~b	~c	~d
Unweighted total	453	214	236	68	79	191	115	16	29	38	206	165	158	68	61	319	37	43	54
Effective Weighted Sample	335	157	175	54	57	142	83	11	21	33	164	125	122	50	46	286	24	31	50
Weighted total	396	186	208	63	72	175	86	9	20	37	207	172	127	59	37	360	16	13	8
		47%	52%	**	**	44%	22%	**	**	**	52%	43%	32%	**	**	91%	**	**	**
Other device/s	25	10	14	**	**	10	12	**	**	**	9	14	8	**	**	24	**	**	**
	6%	6%	7%	**	**	6%	14%	**	**	**	4%	8%	6%	**	**	7%	**	**	**
						c													
		42%	58%	**	**	41%	49%	**	**	**	37%	57%	31%	**	**	96%	**	**	**
Don't know	24	12	12	**	**	7	9	**	**	**	13	12	6	**	**	21	**	**	**
	6%	6%	6%	**	**	4%	11%	**	**	**	6%	7%	5%	**	**	6%	**	**	**
						c													
		49%	51%	**	**	27%	37%	**	**	**	52%	51%	25%	**	**	87%	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QP7F (QP26F). SHOWCARD Which devices do you ever use to... Listen to an audiobook - perhaps from apps like Audible? (MULTI CODE)

Base : Those who ever listen to an audiobook

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	453	99	32	31	30	19	47	16	21	24	352	101	312	140	240	213
Effective Weighted Sample	335	93	30	30	29	18	45	15	20	23	287	49	238	100	175	160
Weighted total	396	125	50	34	26	19	49	14	9	33	348	48	299	96	205	191
		**	**	**	**	**	**	**	**	**	88%	12%	76%	24%	52%	48%
Mobile phone	157	**	**	**	**	**	**	**	**	**	142	16	127	31	73	84
	40%	**	**	**	**	**	**	**	**	**	41%	32%	42%	32%	36%	44%
		**	**	**	**	**	**	**	**	**	90%	10%	81%	19%	47%	53%
DAB radio	110	**	**	**	**	**	**	**	**	**	102	9	86	25	59	51
	28%	**	**	**	**	**	**	**	**	**	29%	18%	29%	26%	29%	27%
		**	**	**	**	**	**	**	**	**	92%	8%	78%	22%	54%	46%
Smart speaker	51	**	**	**	**	**	**	**	**	**	39	12	41	10	31	20
	13%	**	**	**	**	**	**	**	**	**	11%	25%	14%	10%	15%	10%
		**	**	**	**	**	**	**	**	**	a					
											76%	24%	80%	19%	61%	39%
FM/ AM radio	47	**	**	**	**	**	**	**	**	**	43	4	36	12	19	28
	12%	**	**	**	**	**	**	**	**	**	12%	9%	12%	12%	9%	15%
		**	**	**	**	**	**	**	**	**	91%	9%	75%	25%	40%	60%
Tablet computer	29	**	**	**	**	**	**	**	**	**	26	3	16	13	17	12
	7%	**	**	**	**	**	**	**	**	**	7%	7%	5%	14%	8%	6%
		**	**	**	**	**	**	**	**	**	a					
											89%	11%	54%	46%	60%	40%
Internet/ WiFi radio set	25	**	**	**	**	**	**	**	**	**	19	5	22	3	12	13
	6%	**	**	**	**	**	**	**	**	**	5%	11%	7%	3%	6%	7%
		**	**	**	**	**	**	**	**	**	78%	22%	89%	11%	48%	52%
Laptop/ desktop computer	21	**	**	**	**	**	**	**	**	**	17	4	19	2	13	8
	5%	**	**	**	**	**	**	**	**	**	5%	8%	6%	2%	6%	4%
		**	**	**	**	**	**	**	**	**	81%	19%	91%	9%	60%	40%
TV set	7	**	**	**	**	**	**	**	**	**	6	1	5	2	5	2
	2%	**	**	**	**	**	**	**	**	**	2%	2%	2%	2%	2%	1%
		**	**	**	**	**	**	**	**	**	86%	14%	70%	30%	71%	29%
Other device/s	25	**	**	**	**	**	**	**	**	**	21	4	19	5	14	10
	6%	**	**	**	**	**	**	**	**	**	6%	8%	6%	6%	7%	5%
		**	**	**	**	**	**	**	**	**	84%	16%	78%	22%	58%	42%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QP7F (QP26F). SHOWCARD Which devices do you ever use to... Listen to an audiobook - perhaps from apps like Audible? (MULTI CODE)

Base : Those who ever listen to an audiobook

		ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Unweighted total	453	99	32	31	30	19	47	16	21	24	352	101	312	140	240	213
Effective Weighted Sample	335	93	30	30	29	18	45	15	20	23	287	49	238	100	175	160
Weighted total	396	125	50	34	26	19	49	14	9	33	348	48	299	96	205	191
		**	**	**	**	**	**	**	**	**	88%	12%	76%	24%	52%	48%
Don't know	24	**	**	**	**	**	**	**	**	**	22	2	15	9	14	10
	6%	**	**	**	**	**	**	**	**	**	6%	4%	5%	10%	7%	5%
		**	**	**	**	**	**	**	**	**	92%	8%	62%	38%	58%	42%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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QP7F (QP26F). SHOWCARD Which devices do you ever use to... Listen to an audiobook - perhaps from apps like Audible? (MULTI CODE)

Base : Those who ever listen to an audiobook

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	453	294	161	287	285	279	438
Effective Weighted Sample	335	223	123	219	207	220	327
Weighted total	396	265	141	264	243	273	387
		67%	36%	67%	61%	69%	98%
Mobile phone	157	106	59	120	125	113	153
	40%	40%	41%	45%	ae f	41%	39%
		67%	37%	76%	80%	72%	97%
DAB radio	110	79	37	58	38	79	110
	28%	30%	26%	22%	15%	29%	28%
		d	d			d	d
		72%	34%	53%	34%	72%	99%
Smart speaker	51	34	17	36	36	35	50
	13%	13%	12%	14%	15%	13%	13%
		67%	33%	70%	71%	68%	98%
FM/ AM radio	47	33	14	29	24	36	47
	12%	12%	10%	11%	10%	13%	12%
		70%	30%	61%	50%	77%	100%
Tablet computer	29	19	15	24	18	19	29
	7%	7%	11%	9%	7%	7%	8%
		65%	53%	83%	61%	65%	100%
Internet/ WiFi radio set	25	17	5	18	20	21	24
	6%	7%	4%	7%	8%	8%	6%
		70%	22%	72%	80%	84%	96%
Laptop/ desktop computer	21	16	4	19	19	18	21
	5%	6%	3%	7%	8%	6%	5%
		77%	21%	92%	93%	85%	100%
TV set	7	3	5	2	3	3	6
	2%	1%	4%	1%	1%	1%	2%
			c				
		37%	71%	25%	45%	45%	86%
Other device/s	25	10	13	19	13	17	24
	6%	4%	9%	7%	6%	6%	6%
			a				
		42%	54%	78%	54%	68%	97%

Columns Tested: a,b,c,d,e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QP7F (QP26F). SHOWCARD Which devices do you ever use to... Listen to an audiobook - perhaps from apps like Audible? (MULTI CODE)

Base : Those who ever listen to an audiobook

	Total	TV SERVICES					
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERV- ICES	ANY SER- VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	453	294	161	287	285	279	438
Effective Weighted Sample	335	223	123	219	207	220	327
Weighted total	396	265	141	264	243	273	387
		67%	36%	67%	61%	69%	98%
Don't know	24	17	6	9	9	8	23
	6%	6%	4%	3%	4%	3%	6%
		70%	26%	36%	35%	31%	93%

Columns Tested: a,b,c,d,e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	~a	~b	c	d	a	b	c	d	a	b	c	d
Unweighted total	1074	535	535	239	220	428	187	48	74	111	386	266	355	193	258	689	139	112	134
Effective Weighted Sample	760	386	371	170	151	312	132	35	50	81	291	191	261	141	183	608	97	79	121
Weighted total	836	428	405	177	173	364	121	29	48	85	347	253	253	163	165	724	65	29	18
		51%	48%	21%	21%	44%	14%	**	**	10%	42%	30%	30%	20%	20%	87%	8%	3%	2%
TV set	323	155	166	63	67	144	49	**	**	36	121	90	94	67	71	261	38	11	12
	39%	36%	41%	36%	39%	39%	40%	**	**	42%	35%	36%	37%	41%	43%	36%	59%	39%	68%
		48%	52%	20%	21%	45%	15%	**	**	11%	37%	28%	29%	21%	22%	81%	ac	3%	ac
Mobile phone	285	162	123	90	81	101	14	**	**	28	103	76	92	54	62	260	14	9	3
	34%	38%	30%	51%	47%	28%	12%	**	**	32%	30%	30%	36%	33%	37%	36%	22%	30%	17%
		b		cd	cd	d										bd		d	
		57%	43%	31%	28%	35%	5%	**	**	10%	36%	27%	32%	19%	22%	91%	5%	3%	1%
DAB radio	136	76	61	17	15	78	27	**	**	10	86	54	39	22	22	129	4	3	1
	16%	18%	15%	10%	9%	21%	23%	**	**	12%	25%	21%	15%	14%	13%	18%	6%	9%	3%
						ab	ab				c	d				bcd			
		56%	44%	12%	11%	57%	20%	**	**	7%	63%	39%	28%	16%	16%	95%	3%	2%	*%
Laptop/ desktop computer	94	66	27	20	15	47	12	**	**	6	42	40	28	10	16	87	2	4	1
	11%	15%	7%	11%	9%	13%	10%	**	**	7%	12%	16%	11%	6%	10%	12%	3%	14%	3%
		b										c				bd		bd	
		71%	29%	21%	16%	50%	12%	**	**	7%	45%	42%	30%	11%	17%	93%	2%	4%	1%
Smart speaker	65	39	26	13	13	33	7	**	**	6	31	21	21	11	12	49	10	4	2
	8%	9%	6%	7%	7%	9%	6%	**	**	8%	9%	8%	8%	7%	7%	7%	15%	15%	10%
		60%	40%	19%	19%	50%	11%	**	**	10%	48%	31%	32%	17%	19%	75%	a	a	
FM/ AM radio	61	30	31	7	11	28	15	**	**	4	37	23	12	15	10	55	4	1	1
	7%	7%	8%	4%	6%	8%	13%	**	**	5%	11%	9%	5%	9%	6%	8%	5%	5%	5%
						a													
		49%	51%	11%	18%	45%	25%	**	**	7%	61%	38%	19%	25%	16%	90%	6%	2%	1%
Tablet computer	56	32	24	10	11	23	12	**	**	6	23	23	19	6	8	51	2	3	1
	7%	8%	6%	6%	6%	6%	10%	**	**	7%	7%	9%	8%	4%	5%	7%	3%	9%	5%
		58%	42%	18%	20%	41%	21%	**	**	10%	41%	41%	34%	11%	14%	91%	3%	5%	2%
Internet/ WiFi radio set	50	24	26	10	10	26	5	**	**	4	18	5	17	19	9	49	1	1	-
	6%	6%	6%	6%	6%	7%	4%	**	**	5%	5%	2%	7%	12%	5%	7%	1%	3%	-%
												a	ad			bd			
		48%	52%	21%	19%	51%	9%	**	**	9%	36%	10%	35%	37%	18%	97%	1%	2%	-%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	~a	~b	c	d	a	b	c	d	a	b	c	d
Unweighted total	1074	535	535	239	220	428	187	48	74	111	386	266	355	193	258	689	139	112	134
Effective Weighted Sample	760	386	371	170	151	312	132	35	50	81	291	191	261	141	183	608	97	79	121
Weighted total	836	428	405	177	173	364	121	29	48	85	347	253	253	163	165	724	65	29	18
		51%	48%	21%	21%	44%	14%	**	**	10%	42%	30%	30%	20%	20%	87%	8%	3%	2%
Other device/s	8	6	2	1	2	4	*	**	**	1	4	2	4	3	-	6	1	1	*
	1%	1%	1%	1%	1%	1%	*%	**	**	1%	1%	1%	1%	2%	-%	1%	2%	2%	2%
		70%	30%	15%	28%	53%	4%	**	**	15%	48%	24%	45%	31%	-%	78%	12%	7%	4%
Don't know	37	15	21	4	8	16	9	**	**	3	16	11	12	6	8	31	3	2	1
	4%	4%	5%	2%	5%	4%	8%	**	**	4%	5%	4%	5%	4%	5%	4%	5%	8%	3%
						a													
		41%	56%	10%	22%	43%	25%	**	**	8%	44%	30%	31%	16%	23%	83%	9%	6%	1%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Unweighted total	1074	132	74	69	63	85	76	74	64	52	806	268	715	356	519	555
Effective Weighted Sample	760	125	71	67	60	81	73	69	61	50	653	111	513	253	345	415
Weighted total	836	164	115	73	48	82	76	60	30	75	734	102	600	233	379	457
		20%	**	**	**	**	**	**	**	**	88%	12%	72%	28%	45%	55%
TV set	323	13	**	**	**	**	**	**	**	**	280	43	230	93	155	168
	39%	8%	**	**	**	**	**	**	**	**	38%	42%	38%	40%	41%	37%
		4%	**	**	**	**	**	**	**	**	87%	13%	71%	29%	48%	52%
Mobile phone	285	57	**	**	**	**	**	**	**	**	254	32	205	80	103	183
	34%	35%	**	**	**	**	**	**	**	**	35%	31%	34%	34%	27%	40%
		20%	**	**	**	**	**	**	**	**	89%	11%	72%	28%	36%	64%
DAB radio	136	65	**	**	**	**	**	**	**	**	117	20	107	30	81	55
	16%	40%	**	**	**	**	**	**	**	**	16%	20%	18%	13%	21%	12%
		48%	**	**	**	**	**	**	**	**	85%	15%	78%	22%	59%	41%
Laptop/ desktop computer	94	13	**	**	**	**	**	**	**	**	79	15	73	20	42	51
	11%	8%	**	**	**	**	**	**	**	**	11%	15%	12%	9%	11%	11%
		14%	**	**	**	**	**	**	**	**	84%	16%	78%	22%	45%	55%
Smart speaker	65	4	**	**	**	**	**	**	**	**	57	8	51	14	33	32
	8%	2%	**	**	**	**	**	**	**	**	8%	8%	8%	6%	9%	7%
		6%	**	**	**	**	**	**	**	**	88%	12%	78%	22%	51%	49%
FM/ AM radio	61	24	**	**	**	**	**	**	**	**	52	9	45	16	35	26
	7%	15%	**	**	**	**	**	**	**	**	7%	9%	7%	7%	9%	6%
		40%	**	**	**	**	**	**	**	**	86%	14%	73%	27%	58%	42%
Tablet computer	56	10	**	**	**	**	**	**	**	**	47	9	43	13	33	24
	7%	6%	**	**	**	**	**	**	**	**	6%	9%	7%	6%	9%	5%
		18%	**	**	**	**	**	**	**	**	83%	17%	76%	24%	58%	42%
Internet/ WiFi radio set	50	21	**	**	**	**	**	**	**	**	46	4	33	17	19	32
	6%	13%	**	**	**	**	**	**	**	**	6%	4%	6%	7%	5%	7%
		41%	**	**	**	**	**	**	**	**	91%	9%	66%	34%	37%	63%
Other device/s	8	1	**	**	**	**	**	**	**	**	8	*	7	2	*	8
	1%	1%	**	**	**	**	**	**	**	**	1%	*%	1%	1%	*%	2%
		15%	**	**	**	**	**	**	**	**	95%	5%	82%	18%	4%	96%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

		ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%	Total	a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Unweighted total	1074	132	74	69	63	85	76	74	64	52	806	268	715	356	519	555
Effective Weighted Sample	760	125	71	67	60	81	73	69	61	50	653	111	513	253	345	415
Weighted total	836	164	115	73	48	82	76	60	30	75	734	102	600	233	379	457
		20%	**	**	**	**	**	**	**	**	88%	12%	72%	28%	45%	55%
Don't know	37	10	**	**	**	**	**	**	**	**	34	3	23	12	19	19
	4%	6%	**	**	**	**	**	**	**	**	5%	3%	4%	5%	5%	4%
		27%	**	**	**	**	**	**	**	**	91%	9%	63%	34%	50%	50%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

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

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1074	714	379	636	704	688	1047
Effective Weighted Sample	760	507	274	452	489	495	743
Weighted total	836	567	295	518	539	565	817
		68%	35%	62%	64%	68%	98%
TV set	323	233	130	207	241	217	319
	39%	41%	44%	40%	45%	38%	39%
					ef		
		72%	40%	64%	75%	67%	99%
Mobile phone	285	199	100	195	211	205	280
	34%	35%	34%	38%	39%	36%	34%
		70%	35%	68%	74%	72%	98%
DAB radio	136	94	47	70	54	93	134
	16%	17%	16%	14%	10%	16%	16%
		d	d			d	d
		69%	34%	51%	40%	68%	98%
Laptop/ desktop computer	94	58	38	80	73	79	94
	11%	10%	13%	15%	13%	14%	11%
				a			
		61%	41%	85%	78%	85%	100%
Smart speaker	65	48	25	41	46	41	63
	8%	8%	9%	8%	9%	7%	8%
		74%	39%	63%	71%	63%	97%
FM/ AM radio	61	35	20	27	19	35	57
	7%	6%	7%	5%	4%	6%	7%
			d				d
		58%	34%	45%	32%	58%	93%
Tablet computer	56	43	21	46	40	45	56
	7%	8%	7%	9%	7%	8%	7%
		77%	38%	82%	71%	80%	100%
Internet/ WiFi radio set	50	32	16	39	35	46	50
	6%	6%	5%	8%	6%	8%	6%
		63%	31%	78%	69%	92%	100%

Columns Tested: a,b,c,d,e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

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

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d		e	f
Unweighted total	1074	714	379	636	704		688	1047
Effective Weighted Sample	760	507	274	452	489		495	743
Weighted total	836	567	295	518	539		565	817
		68%	35%	62%	64%		68%	98%
Other device/s	8	4	5	8	5		8	8
	1%	1%	2%	2%	1%		1%	1%
		52%	59%	94%	60%		94%	100%
Don't know	37	26	9	14	19		15	35
	4%	5%	3%	3%	3%		3%	4%
		70%	24%	38%	50%		40%	94%

Columns Tested: a,b,c,d,e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	-b	-a	-b	-c	-d	-a	-b	-c	d	-a	-b	-c	-d	a	-b	-c	-d
Unweighted total	198	107	89	39	31	94	34	9	11	16	105	55	74	31	38	147	13	12	26
Effective Weighted Sample	151	82	67	29	24	73	28	7	9	15	85	43	58	25	28	133	7	9	23
Weighted total	178	99	77	34	29	90	24	5	8	16	109	60	65	30	24	165	5	4	4
		56%	**	**	**	**	**	**	**	**	62%	**	**	**	**	93%	**	**	**
DAB radio	75	36	**	**	**	**	**	**	**	**	60	**	**	**	**	75	**	**	**
	42%	37%	**	**	**	**	**	**	**	**	55%	**	**	**	**	45%	**	**	**
		48%	**	**	**	**	**	**	**	**	80%	**	**	**	**	99%	**	**	**
Mobile phone	31	20	**	**	**	**	**	**	**	**	16	**	**	**	**	29	**	**	**
	18%	20%	**	**	**	**	**	**	**	**	15%	**	**	**	**	18%	**	**	**
		63%	**	**	**	**	**	**	**	**	53%	**	**	**	**	94%	**	**	**
Smart speaker	27	13	**	**	**	**	**	**	**	**	17	**	**	**	**	20	**	**	**
	15%	13%	**	**	**	**	**	**	**	**	15%	**	**	**	**	12%	**	**	**
		47%	**	**	**	**	**	**	**	**	61%	**	**	**	**	74%	**	**	**
FM/ AM radio	27	13	**	**	**	**	**	**	**	**	20	**	**	**	**	27	**	**	**
	15%	13%	**	**	**	**	**	**	**	**	18%	**	**	**	**	16%	**	**	**
		48%	**	**	**	**	**	**	**	**	72%	**	**	**	**	97%	**	**	**
Internet/ WiFi radio set	12	6	**	**	**	**	**	**	**	**	1	**	**	**	**	12	**	**	**
	7%	6%	**	**	**	**	**	**	**	**	1%	**	**	**	**	7%	**	**	**
		54%	**	**	**	**	**	**	**	**	9%	**	**	**	**	100%	**	**	**
Laptop/ desktop computer	11	9	**	**	**	**	**	**	**	**	7	**	**	**	**	10	**	**	**
	6%	9%	**	**	**	**	**	**	**	**	6%	**	**	**	**	6%	**	**	**
		86%	**	**	**	**	**	**	**	**	64%	**	**	**	**	92%	**	**	**
TV set	8	6	**	**	**	**	**	**	**	**	4	**	**	**	**	8	**	**	**
	4%	6%	**	**	**	**	**	**	**	**	3%	**	**	**	**	5%	**	**	**
		74%	**	**	**	**	**	**	**	**	46%	**	**	**	**	97%	**	**	**
Tablet computer	6	1	**	**	**	**	**	**	**	**	3	**	**	**	**	5	**	**	**
	3%	1%	**	**	**	**	**	**	**	**	3%	**	**	**	**	3%	**	**	**
		23%	**	**	**	**	**	**	**	**	53%	**	**	**	**	91%	**	**	**
Other device/s	2	1	**	**	**	**	**	**	**	**	-	**	**	**	**	2	**	**	**
	1%	1%	**	**	**	**	**	**	**	**	-%	**	**	**	**	1%	**	**	**
		37%	**	**	**	**	**	**	**	**	-%	**	**	**	**	90%	**	**	**
Don't know	27	17	**	**	**	**	**	**	**	**	17	**	**	**	**	24	**	**	**
	15%	18%	**	**	**	**	**	**	**	**	16%	**	**	**	**	14%	**	**	**
		65%	**	**	**	**	**	**	**	**	63%	**	**	**	**	88%	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	~b	a	~b	a	~b
Unweighted total	198	68	10	7	13	4	15	14	7	9	158	40	139	59	101	97
Effective Weighted Sample	151	64	10	7	12	4	14	13	7	9	130	22	108	46	77	74
Weighted total	178	84	15	7	11	4	17	12	3	12	157	21	137	41	91	87
		**	**	**	**	**	**	**	**	**	88%	**	77%	**	51%	**
DAB radio	75	**	**	**	**	**	**	**	**	**	69	**	60	**	41	**
	42%	**	**	**	**	**	**	**	**	**	44%	**	44%	**	45%	**
		**	**	**	**	**	**	**	**	**	92%	**	80%	**	54%	**
Mobile phone	31	**	**	**	**	**	**	**	**	**	29	**	27	**	13	**
	18%	**	**	**	**	**	**	**	**	**	19%	**	20%	**	14%	**
		**	**	**	**	**	**	**	**	**	93%	**	86%	**	41%	**
Smart speaker	27	**	**	**	**	**	**	**	**	**	23	**	22	**	17	**
	15%	**	**	**	**	**	**	**	**	**	15%	**	16%	**	19%	**
		**	**	**	**	**	**	**	**	**	83%	**	81%	**	63%	**
FM/ AM radio	27	**	**	**	**	**	**	**	**	**	23	**	18	**	17	**
	15%	**	**	**	**	**	**	**	**	**	15%	**	14%	**	18%	**
		**	**	**	**	**	**	**	**	**	85%	**	68%	**	61%	**
Internet/ WiFi radio set	12	**	**	**	**	**	**	**	**	**	7	**	8	**	5	**
	7%	**	**	**	**	**	**	**	**	**	5%	**	6%	**	6%	**
		**	**	**	**	**	**	**	**	**	61%	**	71%	**	46%	**
Laptop/ desktop computer	11	**	**	**	**	**	**	**	**	**	11	**	9	**	4	**
	6%	**	**	**	**	**	**	**	**	**	7%	**	7%	**	4%	**
		**	**	**	**	**	**	**	**	**	99%	**	85%	**	34%	**
TV set	8	**	**	**	**	**	**	**	**	**	4	**	4	**	6	**
	4%	**	**	**	**	**	**	**	**	**	2%	**	3%	**	7%	**
		**	**	**	**	**	**	**	**	**	49%	**	54%	**	76%	**
Tablet computer	6	**	**	**	**	**	**	**	**	**	5	**	6	**	4	**
	3%	**	**	**	**	**	**	**	**	**	3%	**	4%	**	5%	**
		**	**	**	**	**	**	**	**	**	83%	**	100%	**	70%	**
Other device/s	2	**	**	**	**	**	**	**	**	**	2	**	-	**	1	**
	1%	**	**	**	**	**	**	**	**	**	1%	**	-%	**	1%	**
		**	**	**	**	**	**	**	**	**	100%	**	-%	**	68%	**

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	~b	a	~b	a	~b
Unweighted total	198	68	10	7	13	4	15	14	7	9	158	40	139	59	101	97
Effective Weighted Sample	151	64	10	7	12	4	14	13	7	9	130	22	108	46	77	74
Weighted total	178	84	15	7	11	4	17	12	3	12	157	21	137	41	91	87
		**	**	**	**	**	**	**	**	**	88%	**	77%	**	51%	**
Don't know	27	**	**	**	**	**	**	**	**	**	25	**	21	**	12	**
	15%	**	**	**	**	**	**	**	**	**	16%	**	15%	**	13%	**
		**	**	**	**	**	**	**	**	**	92%	**	78%	**	43%	**

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV- ICES	ANY SER- VICES
		a	~b	c	~d	e	f
Significance Level: 95%							
Unweighted total	198	130	56	102	96	121	189
Effective Weighted Sample	151	101	45	77	66	94	146
Weighted total	178	122	50	92	75	117	172
		69%	**	52%	**	66%	97%
DAB radio	75	52	**	35	**	59	75
	42%	43%	**	39%	**	50%	44%
		70%	**	47%	**	78%	100%
Mobile phone	31	23	**	19	**	17	29
	18%	19%	**	21%	**	15%	17%
		74%	**	62%	**	56%	94%
Smart speaker	27	18	**	20	**	19	27
	15%	15%	**	21%	**	17%	16%
		68%	**	72%	**	71%	100%
FM/ AM radio	27	20	**	13	**	18	26
	15%	16%	**	14%	**	15%	15%
		72%	**	47%	**	65%	96%
Internet/ WiFi radio set	12	6	**	8	**	8	11
	7%	5%	**	8%	**	6%	6%
		55%	**	65%	**	64%	92%
Laptop/ desktop computer	11	6	**	8	**	8	11
	6%	5%	**	9%	**	7%	6%
		55%	**	73%	**	79%	100%
TV set	8	2	**	2	**	2	8
	4%	2%	**	2%	**	2%	5%
		32%	**	20%	**	27%	100%
Tablet computer	6	4	**	4	**	4	5
	3%	3%	**	5%	**	3%	3%
		71%	**	74%	**	62%	83%
Other device/s	2	1	**	1	**	1	2
	1%	1%	**	1%	**	1%	1%
		73%	**	69%	**	69%	100%

Columns Tested: a,b,c,d,e,f

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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

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	~b	c	~d	e	f	
Unweighted total	198	130	56	102	96	121	189	
Effective Weighted Sample	151	101	45	77	66	94	146	
Weighted total	178	122	50	92	75	117	172	
		69%	**	52%	**	66%	97%	
Don't know	27	22	**	10	**	10	25	
	15%	18%	**	10%	**	9%	14%	
		80%	**	35%	**	38%	91%	

Columns Tested: a,b,c,d,e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

DEVICES USED FOR LISTENING ACTIVITIES **by DEVICES USED FOR LISTENING ACTIVITIES**

Base : Those who ever do each activity

	LISTENING ACTIVITY							
	LIVE RADIO	CATCH-UP RADIO	PODCASTS	PAID MUSIC STREAMING	FREE MUSIC STREAMING	AUDIOBOOK	MUSIC VIDEOS AS BACKGROUND	AUDIO GAME
Significance Level: 95%	a	b	c	d	e	f	g	h
Unweighted total	3080	679	727	806	1033	453	1074	198
Effective Weighted Sample	2093	503	544	584	728	335	760	151
Weighted total	2098	572	628	650	807	396	836	178
	34%	9%	10%	11%	13%	6%	14%	3%
DAB radio	1131	218	167	94	153	110	136	75
	54%	38%	27%	14%	19%	28%	16%	42%
	bcdefgh	cdefg	deg	d	d	deg		cdefg
	54%	10%	8%	4%	7%	5%	7%	4%
Mobile phone	302	166	287	367	435	157	285	31
	14%	29%	46%	56%	54%	40%	34%	18%
		ah	abgh	abcfgh	abcfgh	abh	ah	
	15%	8%	14%	18%	21%	8%	14%	2%
FM/ AM radio	955	103	54	33	72	47	61	27
	45%	18%	9%	5%	9%	12%	7%	15%
	bcdefgh	cdefg	d	d	d	dg		cdeg
	71%	8%	4%	2%	5%	3%	4%	2%
Smart speaker	275	79	92	192	159	51	65	27
	13%	14%	15%	30%	20%	13%	8%	15%
	g	g	g	abcefg	abcfg	g		g
	29%	8%	10%	20%	17%	5%	7%	3%
TV set	312	48	36	38	54	7	323	8
	15%	8%	6%	6%	7%	2%	39%	4%
	bcdefh	f	f	f	f		abcdefh	
	38%	6%	4%	5%	7%	1%	39%	1%
Laptop/ desktop computer	67	58	55	68	64	21	94	11
	3%	10%	9%	10%	8%	5%	11%	6%
		af	a	af	a		aef	
	15%	13%	13%	15%	15%	5%	21%	2%
Internet/ WiFi radio set	117	55	42	36	59	25	50	12
	6%	10%	7%	6%	7%	6%	6%	7%
		adg						
	30%	14%	11%	9%	15%	6%	13%	3%

Columns Tested: a,b,c,d,e,f,g,h

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DEVICES USED FOR LISTENING ACTIVITIES **by DEVICES USED FOR LISTENING ACTIVITIES**

Base : Those who ever do each activity

	LISTENING ACTIVITY							
	LIVE RADIO	CATCH-UP RADIO	PODCASTS	PAID MUSIC STREAMING	FREE MUSIC STREAMING	AUDIOBOOK	MUSIC VIDEOS AS BACKGROUND	AUDIO GAME
Significance Level: 95%	a	b	c	d	e	f	g	h
Unweighted total	3080	679	727	806	1033	453	1074	198
Effective Weighted Sample	2093	503	544	584	728	335	760	151
Weighted total	2098	572	628	650	807	396	836	178
	34%	9%	10%	11%	13%	6%	14%	3%
Tablet computer	55	30	50	40	52	29	56	6
	3%	5%	8%	6%	6%	7%	7%	3%
		a	ah	a	a	a	a	
	17%	9%	16%	13%	16%	9%	18%	2%
Other device/s	31	4	6	7	10	25	8	2
	1%	1%	1%	1%	1%	6%	1%	1%
						abcdegh		
	33%	4%	6%	8%	11%	27%	9%	2%
Don't know	51	48	28	35	32	24	37	27
	2%	8%	5%	5%	4%	6%	4%	15%
		acdeg	a	a	a	a	a	abcdefg
	18%	17%	10%	12%	11%	9%	13%	10%

Columns Tested: a,b,c,d,e,f,g,h

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3234	1578	1650	346	436	1049	1403	174	284	324	851	755	948	693	836	1978	401	419	436
Effective Weighted Sample	2203	1090	1109	245	295	718	965	131	203	232	619	526	658	474	593	1699	264	289	398
Weighted total	2210	1092	1115	260	316	782	852	100	173	221	709	641	597	484	488	1868	177	103	63
		49%	50%	12%	14%	35%	39%	5%	8%	10%	32%	29%	27%	22%	22%	84%	8%	5%	3%
WAYS OF LISTENING IN A CAR																			
Listen to live radio on an in-car FM or AM radio	1086	526	559	125	141	407	412	35	77	110	382	321	300	250	215	936	66	49	34
	49%	48%	50%	48%	44%	52%	48%	35%	44%	49%	54%	50%	50%	52%	44%	50%	38%	48%	54%
		48%	52%	12%	13%	38%	38%	3%	7%	10%	35%	30%	28%	23%	20%	86%	6%	5%	3%
Listen to live radio on an in-car DAB radio	974	516	457	108	143	397	326	19	56	76	430	353	280	201	139	824	79	46	24
	44%	47%	41%	41%	45%	51%	38%	19%	32%	34%	61%	55%	47%	42%	29%	44%	45%	45%	38%
		b	d	ad	d	ad	ad	a	a	a	abc	bcd	d	d	d	d	d	d	d
		53%	47%	11%	15%	41%	34%	2%	6%	8%	44%	36%	29%	21%	14%	85%	8%	5%	3%
Listen to music on an in-car CD, tape or minidisc player	428	221	205	62	56	170	140	15	26	41	181	143	129	79	77	390	12	20	6
	19%	20%	18%	24%	18%	22%	16%	15%	15%	18%	26%	22%	22%	16%	16%	21%	7%	19%	10%
		52%	48%	15%	13%	40%	33%	4%	6%	9%	42%	33%	30%	18%	18%	91%	3%	5%	1%
Listen to music stored on a phone	286	159	127	72	52	117	46	8	10	19	146	110	93	49	34	256	12	13	4
	13%	15%	11%	28%	16%	15%	5%	8%	6%	9%	21%	17%	16%	10%	7%	14%	7%	13%	6%
		b	bcd	d	d	d	d	abc	cd	cd	abc	cd	cd	cd	cd	bd	bd	bd	bd
		55%	45%	25%	18%	41%	16%	3%	3%	7%	51%	38%	33%	17%	12%	90%	4%	5%	1%
Listen to music using a streaming service like Spotify, Apple Music or Deezer	193	93	99	46	60	76	10	2	5	14	86	62	70	30	31	172	9	9	3
	9%	9%	9%	18%	19%	10%	1%	2%	3%	6%	12%	10%	12%	6%	6%	9%	5%	9%	5%
		48%	51%	24%	31%	40%	5%	1%	3%	7%	44%	32%	36%	15%	16%	89%	5%	5%	2%
Listen to live FM radio on a mobile phone	96	42	53	19	17	45	15	2	3	8	59	35	27	16	18	90	3	2	1
	4%	4%	5%	7%	5%	6%	2%	3%	2%	4%	8%	5%	4%	3%	4%	5%	2%	2%	1%
		44%	55%	20%	17%	47%	15%	3%	3%	8%	62%	36%	28%	16%	19%	94%	3%	2%	1%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3234	1578	1650	346	436	1049	1403	174	284	324	851	755	948	693	836	1978	401	419	436
Effective Weighted Sample	2203	1090	1109	245	295	718	965	131	203	232	619	526	658	474	593	1699	264	289	398
Weighted total	2210	1092	1115	260	316	782	852	100	173	221	709	641	597	484	488	1868	177	103	63
		49%	50%	12%	14%	35%	39%	5%	8%	10%	32%	29%	27%	22%	22%	84%	8%	5%	3%
Listen to a podcast via a mobile phone	69	43	27	21	15	24	9	2	1	2	47	33	25	4	8	63	3	4	1
	3%	4%	2%	8%	5%	3%	1%	2%	*	1%	7%	5%	4%	1%	2%	3%	1%	3%	1%
		b		cd	d	d					abc	cd	cd			d			
		62%	38%	30%	22%	35%	13%	2%	1%	3%	68%	47%	36%	5%	11%	90%	4%	5%	1%
Listen to digital radio on a mobile phone via an app such as RadioPlayer or TuneIn	58	42	16	13	9	28	8	3	2	2	31	19	17	13	10	53	2	2	*
	3%	4%	1%	5%	3%	4%	1%	3%	1%	1%	4%	3%	3%	3%	2%	3%	1%	2%	1%
		b		d	d	d					bc					d			
		72%	28%	23%	15%	48%	14%	6%	4%	4%	53%	33%	29%	22%	17%	92%	4%	3%	1%
None of these	148	61	87	19	18	27	84	15	23	18	21	22	35	37	55	125	12	6	5
	7%	6%	8%	7%	6%	3%	10%	15%	13%	8%	3%	3%	6%	8%	11%	7%	7%	6%	8%
		a		c			bc	cd	d	d			a	a	abc				
		41%	58%	13%	12%	18%	57%	10%	16%	12%	14%	15%	24%	25%	37%	85%	8%	4%	3%
Don't use a car	281	133	148	42	42	67	130	37	33	29	22	47	60	45	127	230	34	12	5
	13%	12%	13%	16%	13%	9%	15%	37%	19%	13%	3%	7%	10%	9%	26%	12%	19%	11%	8%
				c	c		c	bcd	d	d				abc		d	acd		
		47%	53%	15%	15%	24%	46%	13%	12%	10%	8%	17%	21%	16%	45%	82%	12%	4%	2%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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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

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3234	227	245	197	215	232	225	222	236	179	2336	898	1743	1490	1556	1678
Effective Weighted Sample	2203	211	230	187	204	218	213	206	219	166	1836	379	1192	1052	1012	1191
Weighted total	2210	271	338	196	155	200	211	176	99	222	1895	315	1324	886	1007	1203
		12%	15%	9%	7%	9%	10%	8%	4%	10%	86%	14%	60%	40%	46%	54%
WAYS OF LISTENING IN A CAR																
Listen to live radio on an in-car FM or AM radio	1086	154	175	99	79	106	117	85	27	96	922	164	691	395	496	590
	49%	57%	52%	50%	51%	53%	55%	48%	27%	43%	49%	52%	52%	45%	49%	49%
		hi	h	h	h	hi	hi	h		h			b			
		14%	16%	9%	7%	10%	11%	8%	2%	9%	85%	15%	64%	36%	46%	54%
Listen to live radio on an in-car DAB radio	974	159	143	92	60	66	105	67	43	88	839	135	683	290	509	465
	44%	58%	42%	47%	39%	33%	50%	38%	44%	40%	44%	43%	52%	33%	51%	39%
		bcdeghi	e	e			deg		e				b		b	
		16%	15%	9%	6%	7%	11%	7%	4%	9%	86%	14%	70%	30%	52%	48%
Listen to music on an in-car CD, tape or minidisc player	428	106	77	50	32	38	24	15	25	22	378	50	296	131	209	219
	19%	39%	23%	26%	21%	19%	11%	8%	25%	10%	20%	16%	22%	15%	21%	18%
		bcdefghi	fgi	fgi	fgi	fgi			fgi				b			
		25%	18%	12%	7%	9%	6%	3%	6%	5%	88%	12%	69%	31%	49%	51%
Listen to music stored on a phone	286	62	43	27	18	20	17	19	24	26	259	27	226	60	143	143
	13%	23%	13%	14%	12%	10%	8%	11%	24%	12%	14%	8%	17%	7%	14%	12%
		bcdefgi							bcdefgi		b		b			
		22%	15%	10%	6%	7%	6%	7%	8%	9%	91%	9%	79%	21%	50%	50%
Listen to music using a streaming service like Spotify, Apple Music or Deezer	193	18	34	22	18	16	25	13	11	17	171	22	161	32	108	85
	9%	6%	10%	11%	12%	8%	12%	7%	11%	8%	9%	7%	12%	4%	11%	7%
													b		b	
		9%	18%	11%	9%	8%	13%	7%	6%	9%	89%	11%	83%	17%	56%	44%
Listen to live FM radio on a mobile phone	96	30	15	11	4	1	12	4	8	6	87	9	77	19	51	45
	4%	11%	4%	6%	3%	1%	6%	2%	8%	3%	5%	3%	6%	2%	5%	4%
		bdefgi	e	e			e		degi				b			
		31%	15%	12%	4%	1%	12%	4%	8%	6%	91%	9%	81%	19%	53%	47%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

		ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3234	227	245	197	215	232	225	222	236	179	2336	898	1743	1490	1556	1678
Effective Weighted Sample	2203	211	230	187	204	218	213	206	219	166	1836	379	1192	1052	1012	1191
Weighted total	2210	271	338	196	155	200	211	176	99	222	1895	315	1324	886	1007	1203
		12%	15%	9%	7%	9%	10%	8%	4%	10%	86%	14%	60%	40%	46%	54%
Listen to a podcast via a mobile phone	69	20	7	14	6	2	3	2	5	4	62	8	57	12	36	34
	3%	8%	2%	7%	4%	1%	1%	1%	5%	2%	3%	2%	4%	1%	4%	3%
		befgi		befgi					efg				b			
		29%	10%	19%	8%	3%	4%	2%	7%	5%	89%	11%	82%	18%	51%	49%
Listen to digital radio on a mobile phone via an app such as RadioPlayer or TuneIn	58	8	10	9	8	2	8	-	4	4	50	8	49	9	38	21
	3%	3%	3%	5%	5%	1%	4%	-%	4%	2%	3%	3%	4%	1%	4%	2%
		g	g	eg	eg		g		eg	g			b		b	
		14%	17%	16%	13%	3%	14%	-%	7%	7%	86%	14%	85%	15%	65%	35%
None of these	148	13	22	11	5	14	15	12	6	26	127	22	47	101	60	88
	7%	5%	7%	6%	3%	7%	7%	7%	7%	12%	7%	7%	4%	11%	6%	7%
										acd				a		
		9%	15%	7%	4%	9%	10%	8%	4%	18%	85%	15%	32%	68%	41%	59%
Don't use a car	281	39	44	13	17	26	13	30	17	31	259	21	94	187	84	197
	13%	14%	13%	7%	11%	13%	6%	17%	17%	14%	14%	7%	7%	21%	8%	16%
		cf	cf			cf		cf	cf	cf	b		a		a	
		14%	16%	5%	6%	9%	5%	11%	6%	11%	92%	8%	34%	66%	30%	70%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	TV SERVICES				YOUTUBE	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV- ICES	
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	3234	1851	1318	1418	1541	1370	3066
Effective Weighted Sample	2203	1286	921	1000	1044	966	2111
Weighted total	2210	1346	899	1109	1103	1076	2134
		61%	41%	50%	50%	49%	97%
WAYS OF LISTENING IN A CAR							
Listen to live radio on an in-car FM or AM radio	1086	694	430	577	552	572	1059
	49%	52%	48%	52%	50%	53%	50%
						b	
		64%	40%	53%	51%	53%	98%
Listen to live radio on an in-car DAB radio	974	682	381	591	577	584	963
	44%	51%	42%	53%	52%	54%	45%
		bf		bf		bf	
		70%	39%	61%	59%	60%	99%
Listen to music on an in-car CD, tape or minidisc player	428	307	168	272	233	282	421
	19%	23%	19%	24%	21%	26%	20%
		bf		bf		bdf	
		72%	39%	63%	55%	66%	98%
Listen to music stored on a phone	286	216	99	199	204	222	285
	13%	16%	11%	18%	19%	21%	13%
		bf		bf		abf	
		75%	35%	69%	71%	78%	100%
Listen to music using a streaming service like Spotify, Apple Music or Deezer	193	146	69	148	158	150	192
	9%	11%	8%	13%	14%	14%	9%
		b		bf	abf	abf	
		76%	36%	77%	82%	78%	99%
Listen to live FM radio on a mobile phone	96	74	27	51	48	64	94
	4%	5%	3%	5%	4%	6%	4%
		b				b	
		77%	29%	54%	50%	67%	99%

Columns Tested: a,b,c,d,e,f

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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

	Total	TV SERVICES					
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERVICES	ANY SERVICES
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	3234	1851	1318	1418	1541	1370	3066
Effective Weighted Sample	2203	1286	921	1000	1044	966	2111
Weighted total	2210	1346	899	1109	1103	1076	2134
		61%	41%	50%	50%	49%	97%
Listen to a podcast via a mobile phone	69	50	31	56	52	58	69
	3%	4%	3%	5%	5%	5%	3%
				f	f	bf	
		72%	45%	81%	75%	83%	100%
Listen to digital radio on a mobile phone via an app such as RadioPlayer or TuneIn	58	49	24	37	39	41	58
	3%	4%	3%	3%	4%	4%	3%
		84%	41%	64%	68%	71%	100%
None of these	148	60	64	36	36	40	129
	7%	4%	7%	3%	3%	4%	6%
			acde				acde
		41%	43%	24%	24%	27%	87%
Don't use a car	281	109	140	85	89	89	260
	13%	8%	16%	8%	8%	8%	12%
			acdef				acde
		39%	50%	30%	32%	32%	93%

Columns Tested: a,b,c,d,e,f

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2785	1378	1402	288	381	957	1159	103	214	282	824	698	849	623	615	1690	329	371	395
Effective Weighted Sample	1886	943	939	201	254	651	795	81	156	202	597	484	587	424	431	1462	210	252	361
Weighted total	1929	959	967	218	274	715	722	62	140	193	688	593	537	438	361	1637	143	91	58
		50%	50%	11%	14%	37%	37%	3%	7%	10%	36%	31%	28%	23%	19%	85%	7%	5%	3%
WAYS OF LISTENING IN A CAR																			
Listen to live radio on an in-car FM or AM radio	1086	526	559	125	141	407	412	35	77	110	382	321	300	250	215	936	66	49	34
	56%	55%	58%	57%	51%	57%	57%	56%	55%	57%	56%	54%	56%	57%	60%	57%	47%	54%	58%
		48%	52%	12%	13%	38%	38%	3%	7%	10%	35%	30%	28%	23%	20%	86%	6%	5%	3%
Listen to live radio on an in-car DAB radio	974	516	457	108	143	397	326	19	56	76	430	353	280	201	139	824	79	46	24
	50%	54%	47%	49%	52%	55%	45%	31%	40%	39%	62%	60%	52%	46%	39%	50%	55%	51%	42%
		b		d		d					abc	bcd	cd	d		d	d	d	
		53%	47%	11%	15%	41%	34%	2%	6%	8%	44%	36%	29%	21%	14%	85%	8%	5%	3%
Listen to music on an in-car CD, tape or minidisc player	428	221	205	62	56	170	140	15	26	41	181	143	129	79	77	390	12	20	6
	22%	23%	21%	28%	20%	24%	19%	24%	19%	21%	26%	24%	24%	18%	21%	24%	8%	22%	10%
				bd		d					b	c	c			bd		bd	
		52%	48%	15%	13%	40%	33%	4%	6%	9%	42%	33%	30%	18%	18%	91%	3%	5%	1%
Listen to music stored on a phone	286	159	127	72	52	117	46	8	10	19	146	110	93	49	34	256	12	13	4
	15%	17%	13%	33%	19%	16%	6%	12%	7%	10%	21%	19%	17%	11%	9%	16%	9%	15%	6%
		b		bcd	d	d					bc	cd	cd			bd		bd	
		55%	45%	25%	18%	41%	16%	3%	3%	7%	51%	38%	33%	17%	12%	90%	4%	5%	1%
Listen to music using a streaming service like Spotify, Apple Music or Deezer	193	93	99	46	60	76	10	2	5	14	86	62	70	30	31	172	9	9	3
	10%	10%	10%	21%	22%	11%	1%	4%	4%	7%	12%	10%	13%	7%	9%	11%	6%	10%	5%
				cd	cd	d					abc	c	cd			bd		d	
		48%	51%	24%	31%	40%	5%	1%	3%	7%	44%	32%	36%	15%	16%	89%	5%	5%	2%
Listen to live FM radio on a mobile phone	96	42	53	19	17	45	15	2	3	8	59	35	27	16	18	90	3	2	1
	5%	4%	5%	9%	6%	6%	2%	4%	2%	4%	9%	6%	5%	4%	5%	6%	2%	2%	1%
				d	d	d					bc					bcd			
		44%	55%	20%	17%	47%	15%	3%	3%	8%	62%	36%	28%	16%	19%	94%	3%	2%	1%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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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

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2785	1378	1402	288	381	957	1159	103	214	282	824	698	849	623	615	1690	329	371	395
Effective Weighted Sample	1886	943	939	201	254	651	795	81	156	202	597	484	587	424	431	1462	210	252	361
Weighted total	1929	959	967	218	274	715	722	62	140	193	688	593	537	438	361	1637	143	91	58
		50%	50%	11%	14%	37%	37%	3%	7%	10%	36%	31%	28%	23%	19%	85%	7%	5%	3%
Listen to a podcast via a mobile phone	69	43	27	21	15	24	9	2	1	2	47	33	25	4	8	63	3	4	1
	4%	4%	3%	10%	5%	3%	1%	3%	1%	1%	7%	6%	5%	1%	2%	4%	2%	4%	1%
		b		cd	d	d					bc	cd	cd			d		d	
		62%	38%	30%	22%	35%	13%	2%	1%	3%	68%	47%	36%	5%	11%	90%	4%	5%	1%
Listen to digital radio on a mobile phone via an app such as RadioPlayer or TuneIn	58	42	16	13	9	28	8	3	2	2	31	19	17	13	10	53	2	2	*
	3%	4%	2%	6%	3%	4%	1%	5%	2%	1%	4%	3%	3%	3%	3%	3%	2%	2%	1%
		b		d	d	d		c			c					d			
		72%	28%	23%	15%	48%	14%	6%	4%	4%	53%	33%	29%	22%	17%	92%	4%	3%	1%
None of these	148	61	87	19	18	27	84	15	23	18	21	22	35	37	55	125	12	6	5
	8%	6%	9%	9%	7%	4%	12%	23%	16%	9%	3%	4%	7%	8%	15%	8%	9%	6%	8%
		a		c			bc	cd	cd	d		a	a	abc					
		41%	58%	13%	12%	18%	57%	10%	16%	12%	14%	15%	24%	25%	37%	85%	8%	4%	3%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	2785	187	212	182	186	199	208	177	193	146	1970	815	1622	1162	1418	1367
Effective Weighted Sample	1886	175	200	173	177	187	197	165	179	137	1550	348	1101	815	924	964
Weighted total	1929	232	294	182	138	174	198	146	82	191	1636	293	1230	699	923	1006
		12%	15%	9%	7%	9%	10%	8%	4%	10%	85%	15%	64%	36%	48%	52%
WAYS OF LISTENING IN A CAR																
Listen to live radio on an in-car FM or AM radio	1086	154	175	99	79	106	117	85	27	96	922	164	691	395	496	590
	56%	66%	59%	54%	57%	61%	59%	58%	33%	50%	56%	56%	56%	56%	54%	59%
		chi	h	h	h	hi	h	h		h					a	
		14%	16%	9%	7%	10%	11%	8%	2%	9%	85%	15%	64%	36%	46%	54%
Listen to live radio on an in-car DAB radio	974	159	143	92	60	66	105	67	43	88	839	135	683	290	509	465
	50%	68%	49%	50%	44%	38%	53%	46%	53%	46%	51%	46%	56%	42%	55%	46%
		bcdefghi	e	e			e		e				b		b	
		16%	15%	9%	6%	7%	11%	7%	4%	9%	86%	14%	70%	30%	52%	48%
Listen to music on an in-car CD, tape or minidisc player	428	106	77	50	32	38	24	15	25	22	378	50	296	131	209	219
	22%	46%	26%	28%	23%	22%	12%	10%	30%	12%	23%	17%	24%	19%	23%	22%
		bcdefghi	fgi	fgi	fgi	fgi			fgi		b		b			
		25%	18%	12%	7%	9%	6%	3%	6%	5%	88%	12%	69%	31%	49%	51%
Listen to music stored on a phone	286	62	43	27	18	20	17	19	24	26	259	27	226	60	143	143
	15%	27%	15%	15%	13%	11%	9%	13%	29%	14%	16%	9%	18%	9%	16%	14%
		bcdefgi							bcdefgi		b		b			
		22%	15%	10%	6%	7%	6%	7%	8%	9%	91%	9%	79%	21%	50%	50%
Listen to music using a streaming service like Spotify, Apple Music or Deezer	193	18	34	22	18	16	25	13	11	17	171	22	161	32	108	85
	10%	8%	12%	12%	13%	9%	13%	9%	13%	9%	10%	7%	13%	5%	12%	8%
													b		b	
		9%	18%	11%	9%	8%	13%	7%	6%	9%	89%	11%	83%	17%	56%	44%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	2785	187	212	182	186	199	208	177	193	146	1970	815	1622	1162	1418	1367
Effective Weighted Sample	1886	175	200	173	177	187	197	165	179	137	1550	348	1101	815	924	964
Weighted total	1929	232	294	182	138	174	198	146	82	191	1636	293	1230	699	923	1006
		12%	15%	9%	7%	9%	10%	8%	4%	10%	85%	15%	64%	36%	48%	52%
Listen to live FM radio on a mobile phone	96	30	15	11	4	1	12	4	8	6	87	9	77	19	51	45
	5%	13%	5%	6%	3%	1%	6%	3%	9%	3%	5%	3%	6%	3%	6%	4%
		bcdefgi	e	e			e		degi				b			
		31%	15%	12%	4%	1%	12%	4%	8%	6%	91%	9%	81%	19%	53%	47%
Listen to a podcast via a mobile phone	69	20	7	14	6	2	3	2	5	4	62	8	57	12	36	34
	4%	9%	2%	7%	4%	1%	2%	1%	6%	2%	4%	3%	5%	2%	4%	3%
		befgi		befgi					efg				b			
		29%	10%	19%	8%	3%	4%	2%	7%	5%	89%	11%	82%	18%	51%	49%
Listen to digital radio on a mobile phone via an app such as RadioPlayer or TuneIn	58	8	10	9	8	2	8	-	4	4	50	8	49	9	38	21
	3%	3%	3%	5%	6%	1%	4%	-%	5%	2%	3%	3%	4%	1%	4%	2%
		g	g	eg	eg		g		eg				b		b	
		14%	17%	16%	13%	3%	14%	-%	7%	7%	86%	14%	85%	15%	65%	35%
None of these	148	13	22	11	5	14	15	12	6	26	127	22	47	101	60	88
	8%	6%	8%	6%	4%	8%	7%	8%	8%	14%	8%	7%	4%	14%	7%	9%
										acd			a			
		9%	15%	7%	4%	9%	10%	8%	4%	18%	85%	15%	32%	68%	41%	59%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	2785	1692	1093	1310	1423	1257	2659
Effective Weighted Sample	1886	1173	757	922	957	882	1820
Weighted total	1929	1237	759	1024	1014	987	1874
		64%	39%	53%	53%	51%	97%
WAYS OF LISTENING IN A CAR							
Listen to live radio on an in-car FM or AM radio	1086	694	430	577	552	572	1059
	56%	56%	57%	56%	54%	58%	57%
		64%	40%	53%	51%	53%	98%
Listen to live radio on an in-car DAB radio	974	682	381	591	577	584	963
	50%	55%	50%	58%	57%	59%	51%
		bf		bf	bf	bf	
		70%	39%	61%	59%	60%	99%
Listen to music on an in-car CD, tape or minidisc player	428	307	168	272	233	282	421
	22%	25%	22%	27%	23%	29%	22%
				bf		bdf	
		72%	39%	63%	55%	66%	98%
Listen to music stored on a phone	286	216	99	199	204	222	285
	15%	17%	13%	19%	20%	22%	15%
		b		bf	bf	abf	
		75%	35%	69%	71%	78%	100%
Listen to music using a streaming service like Spotify, Apple Music or Deezer	193	146	69	148	158	150	192
	10%	12%	9%	14%	16%	15%	10%
				bf	abf	abf	
		76%	36%	77%	82%	78%	99%
Listen to live FM radio on a mobile phone	96	74	27	51	48	64	94
	5%	6%	4%	5%	5%	7%	5%
		b				b	
		77%	29%	54%	50%	67%	99%

Columns Tested: a,b,c,d,e,f

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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

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d		e	f
Unweighted total	2785	1692	1093	1310	1423		1257	2659
Effective Weighted Sample	1886	1173	757	922	957		882	1820
Weighted total	1929	1237	759	1024	1014		987	1874
		64%	39%	53%	53%		51%	97%
Listen to a podcast via a mobile phone	69	50	31	56	52		58	69
	4%	4%	4%	5%	5%		6%	4%
				f			f	
		72%	45%	81%	75%		83%	100%
Listen to digital radio on a mobile phone via an app such as RadioPlayer or TuneIn	58	49	24	37	39		41	58
	3%	4%	3%	4%	4%		4%	3%
		84%	41%	64%	68%		71%	100%
None of these	148	60	64	36	36		40	129
	8%	5%	8%	3%	4%		4%	7%
			acde					acde
		41%	43%	24%	24%		27%	87%
Columns Tested: a,b,c,d,e,f								

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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)

Base : Those who listen to radio

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3234	1578	1650	346	436	1049	1403	174	284	324	851	755	948	693	836	1978	401	419	436
Effective Weighted Sample	2203	1090	1109	245	295	718	965	131	203	232	619	526	658	474	593	1699	264	289	398
Weighted total	2210	1092	1115	260	316	782	852	100	173	221	709	641	597	484	488	1868	177	103	63
Clear and high quality sound		49%	50%	12%	14%	35%	39%	5%	8%	10%	32%	29%	27%	22%	22%	84%	8%	5%	3%
	1315	707	606	145	177	528	466	51	95	129	492	426	373	270	246	1138	91	60	26
	60%	65%	54%	56%	56%	67%	55%	51%	55%	58%	69%	67%	62%	56%	50%	61%	51%	59%	41%
A wider choice of radio stations/ digital-only radio stations		b				abd					abc	cd	cd			bd	d	d	
		54%	46%	11%	13%	40%	35%	4%	7%	10%	37%	32%	28%	21%	19%	87%	7%	5%	2%
	1167	621	544	144	174	477	370	41	82	110	471	383	329	240	214	1015	80	42	29
Interference free/ no dropped signal		53%	49%	56%	55%	61%	43%	41%	47%	50%	66%	60%	55%	50%	44%	54%	45%	41%	46%
		b		d	d	d					abc	cd	d			bcd			
		53%	47%	12%	15%	41%	32%	4%	7%	9%	40%	33%	28%	21%	18%	87%	7%	4%	3%
Ease of use (e.g. find your station by name, not frequency)	744	396	347	82	109	319	234	24	50	65	316	257	207	158	122	628	62	39	15
	34%	36%	31%	32%	34%	41%	27%	24%	29%	29%	45%	40%	35%	33%	25%	34%	35%	38%	24%
		b		d	d	ad					abc	cd	d	d		d	d	d	
Scrolling text information about the programme (e.g. track and artist name, phone numbers, topics, guests)		53%	47%	11%	15%	43%	31%	3%	7%	9%	43%	35%	28%	21%	16%	84%	8%	5%	2%
	721	355	363	99	107	283	231	27	49	67	305	242	203	151	125	647	36	25	12
	33%	33%	33%	38%	34%	36%	27%	27%	28%	30%	43%	38%	34%	31%	26%	35%	20%	24%	20%
Extra features (including ability to pause and rewind live radio, programme guides)				d	d	d					abc	cd	d	d		bcd			
		49%	50%	14%	15%	39%	32%	4%	7%	9%	42%	34%	28%	21%	17%	90%	5%	3%	2%
	531	297	231	80	73	238	139	16	30	38	244	202	139	110	80	486	21	14	9
		24%	21%	31%	23%	30%	16%	16%	18%	17%	34%	32%	23%	23%	16%	26%	12%	13%	14%
		b		d	d	bd					abc	bcd	d	d		bcd			
		56%	44%	15%	14%	45%	26%	3%	6%	7%	46%	38%	26%	21%	15%	92%	4%	3%	2%
Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d	457	257	197	54	66	223	115	10	24	43	222	160	132	92	74	404	22	21	10
	21%	24%	18%	21%	21%	28%	13%	10%	14%	20%	31%	25%	22%	19%	15%	22%	12%	21%	16%
		b		d	d	abd				a	abc	cd	d			bd		b	
		56%	43%	12%	14%	49%	25%	2%	5%	9%	48%	35%	29%	20%	16%	88%	5%	5%	2%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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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)

Base : Those who listen to radio

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3234	1578	1650	346	436	1049	1403	174	284	324	851	755	948	693	836	1978	401	419	436
Effective Weighted Sample	2203	1090	1109	245	295	718	965	131	203	232	619	526	658	474	593	1699	264	289	398
Weighted total	2210	1092	1115	260	316	782	852	100	173	221	709	641	597	484	488	1868	177	103	63
		49%	50%	12%	14%	35%	39%	5%	8%	10%	32%	29%	27%	22%	22%	84%	8%	5%	3%
Future-proof/ ready for switchover	303	178	125	48	42	142	71	11	19	26	164	114	93	53	44	262	18	18	6
	14%	16%	11%	19%	13%	18%	8%	11%	11%	12%	23%	18%	16%	11%	9%	14%	10%	17%	10%
		b		d	d	d					abc	cd	cd			d		bd	
		59%	41%	16%	14%	47%	23%	4%	6%	8%	54%	38%	31%	17%	15%	86%	6%	6%	2%
Being able to get rid of a standalone radio set by replacing it with a smart speaker or another online device	212	121	89	24	33	101	55	7	18	20	86	81	56	34	41	185	14	8	6
	10%	11%	8%	9%	10%	13%	6%	7%	11%	9%	12%	13%	9%	7%	8%	10%	8%	7%	9%
		b			d	d						cd							
		57%	42%	11%	16%	47%	26%	3%	9%	10%	41%	38%	26%	16%	19%	87%	7%	4%	3%
ANY FEATURES ASSOCIATED WITH DIGITAL RADIO	1799	927	869	220	267	692	620	64	132	184	653	557	511	383	347	1547	134	75	43
	81%	85%	78%	85%	84%	88%	73%	64%	76%	83%	92%	87%	86%	79%	71%	83%	76%	73%	68%
		b		d	d	d			a	a	abc	cd	cd	d		bcd	d		
		52%	48%	12%	15%	38%	34%	4%	7%	10%	36%	31%	28%	21%	19%	86%	7%	4%	2%
None of these	411	165	246	39	49	90	232	36	41	37	56	84	86	100	141	320	43	28	20
	19%	15%	22%	15%	16%	12%	27%	36%	24%	17%	8%	13%	14%	21%	29%	17%	24%	27%	32%
		a				abc		bcd	d	d				ab	abc		a	a	ab
		40%	60%	10%	12%	22%	57%	9%	10%	9%	14%	20%	21%	24%	34%	78%	10%	7%	5%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	3234	227	245	197	215	232	225	222	236	179	2336	898	1743	1490	1556	1678
Effective Weighted Sample	2203	211	230	187	204	218	213	206	219	166	1836	379	1192	1052	1012	1191
Weighted total	2210	271	338	196	155	200	211	176	99	222	1895	315	1324	886	1007	1203
Clear and high quality sound		12%	15%	9%	7%	9%	10%	8%	4%	10%	86%	14%	60%	40%	46%	54%
	1315	203	200	123	69	121	128	98	53	143	1138	177	851	464	606	709
	60%	75%	59%	63%	44%	60%	61%	56%	54%	65%	60%	56%	64%	52%	60%	59%
A wider choice of radio stations/ digital-only radio stations		bcdefghi	d	d		d	d	d	d	dh			b			
		15%	15%	9%	5%	9%	10%	7%	4%	11%	87%	13%	65%	35%	46%	54%
	1167	200	179	111	68	104	116	79	49	109	1014	152	786	380	535	632
Interference free/ no dropped signal		53%	74%	53%	44%	52%	55%	45%	49%	49%	54%	48%	59%	43%	53%	53%
		bcdefghi		dg			dg						b			
		17%	15%	10%	6%	9%	10%	7%	4%	9%	87%	13%	67%	33%	46%	54%
Ease of use (e.g. find your station by name, not frequency)	744	135	120	74	29	50	62	36	48	74	660	85	512	232	347	398
	34%	50%	35%	38%	19%	25%	29%	21%	49%	34%	35%	27%	39%	26%	34%	33%
		bcdefgi	deg	deg			dg		bcdefgi	dg	b		b			
Scrolling text information about the programme (e.g. track and artist name, phone numbers, topics, guests)		18%	16%	10%	4%	7%	8%	5%	7%	10%	89%	11%	69%	31%	47%	53%
	721	119	147	76	48	52	54	39	41	71	636	85	492	228	334	387
	33%	44%	44%	39%	31%	26%	26%	22%	42%	32%	34%	27%	37%	26%	33%	32%
Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b		defgi	defgi	efg					defgi	g	b		b			
		16%	20%	11%	7%	7%	7%	5%	6%	10%	88%	12%	68%	32%	46%	54%
	531	119	120	53	24	36	47	25	25	38	465	65	389	142	240	291
		24%	44%	36%	27%	16%	18%	22%	14%	25%	25%	21%	29%	16%	24%	24%
		cdefghi	defghi	degi			g		dg				b			
		22%	23%	10%	5%	7%	9%	5%	5%	7%	88%	12%	73%	27%	45%	55%

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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)

Base : Those who listen to radio

		ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3234	227	245	197	215	232	225	222	236	179	2336	898	1743	1490	1556	1678
Effective Weighted Sample	2203	211	230	187	204	218	213	206	219	166	1836	379	1192	1052	1012	1191
Weighted total	2210	271	338	196	155	200	211	176	99	222	1895	315	1324	886	1007	1203
		12%	15%	9%	7%	9%	10%	8%	4%	10%	86%	14%	60%	40%	46%	54%
Extra features (including ability to pause and rewind live radio, programme guides)	457	124	71	44	17	26	50	16	24	32	399	59	333	125	195	262
	21%	46%	21%	22%	11%	13%	24%	9%	25%	14%	21%	19%	25%	14%	19%	22%
	bcdefghi	deg	deg				degi		degi				b			
	27%	16%	10%	4%	6%	11%	3%	5%	7%	87%	13%	73%	27%	43%	57%	
Future-proof/ ready for switchover	303	86	47	29	22	10	20	7	20	22	274	30	226	77	160	144
	14%	32%	14%	15%	14%	5%	10%	4%	20%	10%	14%	10%	17%	9%	16%	12%
	bcdefghi	eg	eg	eg			g		efgi	g	b		b		b	
	28%	15%	9%	7%	3%	7%	2%	6%	7%	90%	10%	75%	25%	53%	47%	
Being able to get rid of a standalone radio set by replacing it with a smart speaker or another online device	212	25	44	24	11	11	17	14	17	21	183	29	158	54	122	90
	10%	9%	13%	12%	7%	5%	8%	8%	17%	9%	10%	9%	12%	6%	12%	7%
			de	e					adevgi				b		b	
	12%	21%	11%	5%	5%	8%	7%	8%	10%	87%	13%	75%	25%	57%	43%	
ANY FEATURES ASSOCIATED WITH DIGITAL RADIO	1799	255	282	162	119	155	175	135	84	180	1556	244	1170	629	822	977
	81%	94%	84%	83%	77%	78%	83%	77%	85%	81%	82%	77%	88%	71%	82%	81%
	bcdefghi								dg		b		b			
	14%	16%	9%	7%	9%	10%	8%	5%	10%	86%	14%	65%	35%	46%	54%	
None of these	411	16	56	33	36	45	36	41	15	42	340	71	155	256	185	226
	19%	6%	16%	17%	23%	22%	17%	23%	15%	19%	18%	23%	12%	29%	18%	19%
			a	a	ah	a	a	ah	a	a		a		a		
		4%	14%	8%	9%	11%	9%	10%	4%	10%	83%	17%	38%	62%	45%	55%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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)

Base : Those who listen to radio

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3234	1851	1318	1418	1541	1370	3066
Effective Weighted Sample	2203	1286	921	1000	1044	966	2111
Weighted total	2210	1346	899	1109	1103	1076	2134
		61%	41%	50%	50%	49%	97%
Clear and high quality sound	1315	858	554	764	729	728	1291
	60%	64%	62%	69%	66%	68%	61%
				abf	bf	bf	
		65%	42%	58%	55%	55%	98%
A wider choice of radio stations/ digital-only radio stations	1167	756	490	698	661	682	1148
	53%	56%	54%	63%	60%	63%	54%
				abf	bf	abf	
		65%	42%	60%	57%	58%	98%
Interference free/ no dropped signal	744	506	300	449	410	454	736
	34%	38%	33%	40%	37%	42%	34%
		b		bf		abdf	
		68%	40%	60%	55%	61%	99%
Ease of use (e.g. find your station by name, not frequency)	721	478	294	444	402	443	711
	33%	36%	33%	40%	36%	41%	33%
				abf		abdf	
		66%	41%	62%	56%	62%	99%
Scrolling text information about the programme (e.g. track and artist name, phone numbers, topics, guests)	531	385	189	343	295	347	524
	24%	29%	21%	31%	27%	32%	25%
		bf		bdf	b	bdf	b
		72%	36%	65%	56%	65%	99%
Extra features (including ability to pause and rewind live radio, programme guides)	457	322	166	291	253	313	450
	21%	24%	18%	26%	23%	29%	21%
		b		bf	b	abdf	
		70%	36%	64%	55%	68%	98%

Columns Tested: a,b,c,d,e,f

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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)

Base : Those who listen to radio

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d		e	f
Unweighted total	3234	1851	1318	1418	1541		1370	3066
Effective Weighted Sample	2203	1286	921	1000	1044		966	2111
Weighted total	2210	1346	899	1109	1103		1076	2134
		61%	41%	50%	50%		49%	97%
Future-proof/ ready for switchover	303	215	123	189	161		208	302
	14%	16%	14%	17%	15%		19%	14%
				bf			abdf	
		71%	40%	62%	53%		69%	100%
Being able to get rid of a standalone radio set by replacing it with a smart speaker or another online device	212	153	74	147	125		145	209
	10%	11%	8%	13%	11%		13%	10%
		b		bf	b		bf	
		72%	35%	69%	59%		68%	99%
ANY FEATURES ASSOCIATED WITH DIGITAL RADIO	1799	1161	727	992	966		956	1763
	81%	86%	81%	89%	88%		89%	83%
		bf		abf	bf		bf	
		65%	40%	55%	54%		53%	98%
None of these	411	185	173	118	137		120	371
	19%	14%	19%	11%	12%		11%	17%
		c	acde					acde
		45%	42%	29%	33%		29%	90%

Columns Tested: a,b,c,d,e,f

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	~a	~b	c	d	~a	~b	~c	~d	a	b	c	d	a	~b	~c	d
Significance Level: 95%																			
Unweighted total	655	296	358	33	38	122	462	67	91	54	85	109	162	154	229	376	80	96	103
Effective Weighted Sample	421	191	230	23	24	79	304	50	65	33	55	69	104	99	161	313	53	64	94
Weighted total	373	173	200	22	22	87	243	39	45	32	62	81	79	85	128	308	32	18	14
		46%	54%	**	**	23%	65%	**	**	**	**	22%	21%	23%	34%	83%	**	**	4%
Certain to	2	2	*	**	**	1	1	**	**	**	**	-	-	1	1	2	**	**	-
	1%	1%	*%	**	**	1%	*%	**	**	**	**	-%	-%	1%	1%	1%	**	**	-%
		84%	16%	**	**	42%	58%	**	**	**	**	-%	-%	42%	58%	100%	**	**	-%
Very likely	9	6	3	**	**	4	4	**	**	**	**	3	1	2	3	8	**	**	*
	2%	3%	2%	**	**	4%	2%	**	**	**	**	3%	2%	2%	2%	3%	**	**	2%
		62%	38%	**	**	40%	48%	**	**	**	**	30%	16%	20%	34%	86%	**	**	4%
Likely	31	15	16	**	**	16	9	**	**	**	**	5	5	10	11	26	**	**	2
	8%	8%	8%	**	**	19%	4%	**	**	**	**	7%	6%	12%	9%	9%	**	**	12%
						d													
		48%	52%	**	**	53%	29%	**	**	**	**	17%	15%	32%	36%	85%	**	**	6%
TOTAL LIKELY	42	22	20	**	**	21	15	**	**	**	**	8	6	12	15	36	**	**	2
	11%	13%	10%	**	**	24%	6%	**	**	**	**	10%	8%	15%	12%	12%	**	**	15%
						d													
		53%	47%	**	**	49%	35%	**	**	**	**	19%	15%	30%	36%	86%	**	**	5%
Unlikely	62	28	34	**	**	12	42	**	**	**	**	16	19	12	15	55	**	**	2
	17%	16%	17%	**	**	14%	17%	**	**	**	**	19%	24%	14%	12%	18%	**	**	15%
						d													
		45%	55%	**	**	19%	68%	**	**	**	**	26%	30%	19%	25%	89%	**	**	3%
Very unlikely	96	50	46	**	**	22	66	**	**	**	**	22	19	28	26	75	**	**	3
	26%	29%	23%	**	**	25%	27%	**	**	**	**	27%	24%	33%	21%	24%	**	**	22%
						d													
		52%	48%	**	**	23%	69%	**	**	**	**	23%	20%	29%	28%	78%	**	**	3%
Certain not to	98	45	54	**	**	14	78	**	**	**	**	15	24	17	42	84	**	**	2
	26%	26%	27%	**	**	16%	32%	**	**	**	**	18%	31%	20%	33%	27%	**	**	16%
						c													
		46%	54%	**	**	14%	79%	**	**	**	**	15%	25%	18%	43%	85%	**	**	2%
TOTAL UNLIKELY	256	122	134	**	**	48	187	**	**	**	**	52	62	57	84	213	**	**	8
	69%	71%	67%	**	**	55%	77%	**	**	**	**	65%	78%	68%	65%	69%	**	**	53%
						c													
		48%	52%	**	**	19%	73%	**	**	**	**	20%	24%	22%	33%	83%	**	**	3%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~a	~b	c	d	~a	~b	~c	~d	a	b	c	d	a	~b	~c	d
Unweighted total	655	296	358	33	38	122	462	67	91	54	85	109	162	154	229	376	80	96	103
Effective Weighted Sample	421	191	230	23	24	79	304	50	65	33	55	69	104	99	161	313	53	64	94
Weighted total	373	173	200	22	22	87	243	39	45	32	62	81	79	85	128	308	32	18	14
		46%	54%	**	**	23%	65%	**	**	**	**	22%	21%	23%	34%	83%	**	**	4%
Don't know	75	28	47	**	**	18	42	**	**	**	**	21	11	15	29	59	**	**	5
	20%	17%	23%	**	**	21%	17%	**	**	**	**	25%	14%	18%	23%	19%	**	**	32%
		38%	62%	**	**	24%	55%	**	**	**	**	27%	15%	20%	38%	78%	**	**	a 6%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	655	12	52	34	44	65	34	39	47	49	454	201	215	440	298	357
Effective Weighted Sample	421	11	48	32	41	60	31	37	43	44	343	86	133	299	171	251
Weighted total	373	12	68	28	26	50	28	28	18	51	317	56	141	232	160	213
		**	**	**	**	**	**	**	**	**	85%	15%	38%	62%	43%	57%
Certain to	2	**	**	**	**	**	**	**	**	**	2	*	1	1	-	2
	1%	**	**	**	**	**	**	**	**	**	1%	1%	1%	1%	-%	1%
		**	**	**	**	**	**	**	**	**	84%	16%	42%	58%	-%	100%
Very likely	9	**	**	**	**	**	**	**	**	**	9	1	6	4	4	5
	2%	**	**	**	**	**	**	**	**	**	3%	1%	4%	2%	3%	2%
		**	**	**	**	**	**	**	**	**	94%	6%	60%	40%	44%	56%
Likely	31	**	**	**	**	**	**	**	**	**	29	2	17	14	16	15
	8%	**	**	**	**	**	**	**	**	**	9%	4%	12%	6%	10%	7%
		**	**	**	**	**	**	**	**	**			b			
		**	**	**	**	**	**	**	**	**	93%	7%	56%	44%	51%	49%
TOTAL LIKELY	42	**	**	**	**	**	**	**	**	**	39	3	24	18	20	22
	11%	**	**	**	**	**	**	**	**	**	12%	5%	17%	8%	12%	11%
		**	**	**	**	**	**	**	**	**			b			
		**	**	**	**	**	**	**	**	**	93%	7%	56%	44%	47%	53%
Unlikely	62	**	**	**	**	**	**	**	**	**	48	13	25	37	24	38
	17%	**	**	**	**	**	**	**	**	**	15%	24%	17%	16%	15%	18%
		**	**	**	**	**	**	**	**	**	78%	22%	40%	60%	39%	61%
Very unlikely	96	**	**	**	**	**	**	**	**	**	81	15	39	57	41	54
	26%	**	**	**	**	**	**	**	**	**	25%	27%	28%	24%	26%	25%
		**	**	**	**	**	**	**	**	**	84%	16%	41%	59%	43%	57%
Certain not to	98	**	**	**	**	**	**	**	**	**	85	13	23	75	46	52
	26%	**	**	**	**	**	**	**	**	**	27%	23%	17%	32%	29%	24%
		**	**	**	**	**	**	**	**	**			a			
		**	**	**	**	**	**	**	**	**	87%	13%	24%	76%	47%	53%
TOTAL UNLIKELY	256	**	**	**	**	**	**	**	**	**	214	42	87	169	112	144
	69%	**	**	**	**	**	**	**	**	**	68%	74%	62%	73%	70%	68%
		**	**	**	**	**	**	**	**	**			a			
		**	**	**	**	**	**	**	**	**	84%	16%	34%	66%	44%	56%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

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

		ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Unweighted total	655	12	52	34	44	65	34	39	47	49	454	201	215	440	298	357
Effective Weighted Sample	421	11	48	32	41	60	31	37	43	44	343	86	133	299	171	251
Weighted total	373	12	68	28	26	50	28	28	18	51	317	56	141	232	160	213
		**	**	**	**	**	**	**	**	**	85%	15%	38%	62%	43%	57%
Don't know	75	**	**	**	**	**	**	**	**	**	64	11	31	45	29	47
	20%	**	**	**	**	**	**	**	**	**	20%	20%	22%	19%	18%	22%
		**	**	**	**	**	**	**	**	**	85%	15%	40%	60%	38%	62%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

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

	Total	TV SERVICES				YOUTUBE	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV- ICES	
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	655	270	327	186	165	155	582
Effective Weighted Sample	421	175	212	117	102	95	380
Weighted total	373	167	185	125	105	104	341
		45%	49%	33%	28%	28%	91%
Certain to	2	1	2	2	2	2	2
	1%	*%	1%	1%	2%	2%	1%
		25%	75%	84%	100%	100%	100%
Very likely	9	4	4	4	3	5	9
	2%	3%	2%	4%	3%	5%	3%
		47%	42%	48%	35%	54%	100%
Likely	31	19	14	14	16	16	29
	8%	11%	8%	11%	15%	15%	9%
					bf	bf	
		61%	45%	46%	52%	52%	95%
TOTAL LIKELY	42	24	19	20	21	23	40
	11%	14%	10%	16%	20%	22%	12%
					bf	bf	
		56%	46%	49%	51%	55%	96%
Unlikely	62	23	37	30	17	18	59
	17%	14%	20%	24%	16%	17%	17%
				a			
		38%	61%	48%	27%	30%	95%
Very unlikely	96	46	46	32	26	26	88
	26%	28%	25%	26%	25%	25%	26%
		49%	48%	33%	27%	27%	92%
Certain not to	98	34	48	19	18	17	83
	26%	20%	26%	15%	17%	16%	24%
			c				c
		34%	48%	19%	19%	17%	85%
TOTAL UNLIKELY	256	104	131	81	61	61	230
	69%	62%	71%	64%	58%	59%	67%
			de				
		41%	51%	31%	24%	24%	90%

Columns Tested: a,b,c,d,e,f

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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

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d		e	f
Unweighted total	655	270	327	186	165		155	582
Effective Weighted Sample	421	175	212	117	102		95	380
Weighted total	373	167	185	125	105		104	341
		45%	49%	33%	28%		28%	91%
Don't know	75	40	34	24	23		20	71
	20%	24%	19%	19%	22%		19%	21%
		52%	45%	32%	30%		26%	94%

Columns Tested: a,b,c,d,e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	~a	~b	~c	d	~a	~b	~c	~d	~a	b	c	d	a	~b	~c	~d
Significance Level: 95%																			
Unweighted total	444	199	244	11	25	67	341	44	58	36	50	76	116	106	145	260	59	69	56
Effective Weighted Sample	293	135	158	8	15	45	228	35	43	22	31	46	77	69	107	221	38	46	51
Weighted total	256	122	134	7	14	48	187	26	30	20	35	52	62	57	84	213	22	13	8
		48%	52%	**	**	**	73%	**	**	**	**	**	24%	22%	33%	83%	**	**	**
No need	149	72	77	**	**	**	113	**	**	**	**	**	30	36	46	123	**	**	**
	58%	59%	58%	**	**	**	61%	**	**	**	**	**	48%	63%	55%	58%	**	**	**
		48%	52%	**	**	**	76%	**	**	**	**	**	20%	24%	31%	82%	**	**	**
Happy to use existing service	135	59	75	**	**	**	98	**	**	**	**	**	31	26	51	111	**	**	**
	53%	49%	56%	**	**	**	53%	**	**	**	**	**	49%	45%	60%	52%	**	**	**
															c				
		44%	56%	**	**	**	73%	**	**	**	**	**	23%	19%	38%	82%	**	**	**
Happy to use analogue radio service	34	17	17	**	**	**	29	**	**	**	**	**	6	9	13	28	**	**	**
	13%	14%	12%	**	**	**	16%	**	**	**	**	**	10%	16%	15%	13%	**	**	**
		51%	49%	**	**	**	87%	**	**	**	**	**	18%	27%	38%	82%	**	**	**
Don't know why I should	16	8	8	**	**	**	12	**	**	**	**	**	2	3	7	12	**	**	**
	6%	6%	6%	**	**	**	6%	**	**	**	**	**	3%	6%	8%	5%	**	**	**
		49%	51%	**	**	**	73%	**	**	**	**	**	12%	22%	42%	73%	**	**	**
Too expensive generally	14	8	6	**	**	**	10	**	**	**	**	**	3	3	8	13	**	**	**
	6%	7%	5%	**	**	**	6%	**	**	**	**	**	5%	5%	10%	6%	**	**	**
		56%	44%	**	**	**	73%	**	**	**	**	**	20%	20%	60%	96%	**	**	**
Would never listen	9	4	6	**	**	**	5	**	**	**	**	**	5	1	2	8	**	**	**
	4%	3%	4%	**	**	**	3%	**	**	**	**	**	8%	2%	2%	4%	**	**	**
		41%	59%	**	**	**	54%	**	**	**	**	**	54%	10%	18%	87%	**	**	**
Can't afford it	9	6	3	**	**	**	6	**	**	**	**	**	1	*	6	8	**	**	**
	3%	5%	2%	**	**	**	3%	**	**	**	**	**	1%	1%	7%	4%	**	**	**
															bc				
		68%	32%	**	**	**	68%	**	**	**	**	**	8%	4%	69%	88%	**	**	**
Poor reception in our area	8	6	2	**	**	**	6	**	**	**	**	**	3	3	2	7	**	**	**
	3%	5%	2%	**	**	**	3%	**	**	**	**	**	4%	5%	2%	3%	**	**	**
		70%	30%	**	**	**	68%	**	**	**	**	**	31%	32%	21%	89%	**	**	**
Can receive through digital TV service	6	2	4	**	**	**	2	**	**	**	**	**	-	1	2	6	**	**	**
	2%	1%	3%	**	**	**	1%	**	**	**	**	**	-%	2%	2%	3%	**	**	**
		32%	68%	**	**	**	32%	**	**	**	**	**	-%	18%	28%	100%	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	~a	~b	~c	d	~a	~b	~c	~d	~a	b	c	d	a	~b	~c	~d
Significance Level: 95%																			
Unweighted total	444	199	244	11	25	67	341	44	58	36	50	76	116	106	145	260	59	69	56
Effective Weighted Sample	293	135	158	8	15	45	228	35	43	22	31	46	77	69	107	221	38	46	51
Weighted total	256	122	134	7	14	48	187	26	30	20	35	52	62	57	84	213	22	13	8
		48%	52%	**	**	**	73%	**	**	**	**	**	24%	22%	33%	83%	**	**	**
Will get it when I have to/ when switchover	4	2	2	**	**	**	3	**	**	**	**	**	2	1	*	2	**	**	**
	2%	2%	2%	**	**	**	1%	**	**	**	**	**	2%	2%	*%	1%	**	**	**
		49%	51%	**	**	**	63%	**	**	**	**	**	37%	27%	8%	61%	**	**	**
Poor experience/ perceived experience	3	1	2	**	**	**	3	**	**	**	**	**	1	1	1	3	**	**	**
	1%	*%	2%	**	**	**	2%	**	**	**	**	**	1%	1%	2%	1%	**	**	**
		20%	80%	**	**	**	100%	**	**	**	**	**	29%	20%	51%	100%	**	**	**
Not available in our area	3	1	1	**	**	**	3	**	**	**	**	**	1	-	1	3	**	**	**
	1%	1%	1%	**	**	**	1%	**	**	**	**	**	1%	-%	1%	1%	**	**	**
		49%	51%	**	**	**	100%	**	**	**	**	**	29%	-%	24%	97%	**	**	**
Listen in the car/ on phone/ online/elsewhere	2	-	2	**	**	**	1	**	**	**	**	**	-	1	-	1	**	**	**
	1%	-%	1%	**	**	**	*%	**	**	**	**	**	-%	2%	-%	*%	**	**	**
		-%	100%	**	**	**	43%	**	**	**	**	**	-%	57%	-%	57%	**	**	**
Never thought of it	*	-	*	**	**	**	*	**	**	**	**	**	*	-	-	-	**	**	**
	*%	-%	*%	**	**	**	*%	**	**	**	**	**	*%	-%	-%	-%	**	**	**
		-%	100%	**	**	**	100%	**	**	**	**	**	100%	-%	-%	-%	**	**	**
ANY INVOLUNTARY REASONS	31	20	11	**	**	**	22	**	**	**	**	**	6	6	15	29	**	**	**
	12%	17%	8%	**	**	**	12%	**	**	**	**	**	10%	10%	18%	13%	**	**	**
		b																	
		66%	34%	**	**	**	72%	**	**	**	**	**	19%	18%	49%	92%	**	**	**
ANY VOLUNTARY REASONS	232	111	121	**	**	**	168	**	**	**	**	**	56	51	76	192	**	**	**
	91%	91%	91%	**	**	**	90%	**	**	**	**	**	90%	89%	90%	90%	**	**	**
		48%	52%	**	**	**	72%	**	**	**	**	**	24%	22%	33%	83%	**	**	**
ONLY VOLUNTARY REASONS	215	100	115	**	**	**	157	**	**	**	**	**	53	48	66	176	**	**	**
	84%	82%	86%	**	**	**	84%	**	**	**	**	**	86%	84%	79%	82%	**	**	**
		47%	53%	**	**	**	73%	**	**	**	**	**	25%	22%	31%	82%	**	**	**
Don't know	3	1	2	**	**	**	2	**	**	**	**	**	1	1	1	2	**	**	**
	1%	1%	1%	**	**	**	1%	**	**	**	**	**	1%	2%	1%	1%	**	**	**
		34%	66%	**	**	**	95%	**	**	**	**	**	34%	37%	25%	92%	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	444	6	38	32	29	39	30	30	19	37	302	142	128	316	209	235
Effective Weighted Sample	293	6	35	30	27	35	28	28	17	33	235	61	81	219	125	169
Weighted total	256	7	46	26	17	29	23	20	7	38	214	42	87	169	112	144
		**	**	**	**	**	**	**	**	**	84%	16%	34%	66%	44%	56%
No need	149	**	**	**	**	**	**	**	**	**	125	24	46	103	72	77
	58%	**	**	**	**	**	**	**	**	**	58%	58%	53%	61%	65%	53%
		**	**	**	**	**	**	**	**	**	84%	16%	31%	69%	48%	52%
Happy to use existing service	135	**	**	**	**	**	**	**	**	**	115	19	46	88	58	76
	53%	**	**	**	**	**	**	**	**	**	54%	47%	53%	52%	52%	53%
		**	**	**	**	**	**	**	**	**	86%	14%	34%	66%	43%	57%
Happy to use analogue radio service	34	**	**	**	**	**	**	**	**	**	31	3	14	20	14	20
	13%	**	**	**	**	**	**	**	**	**	14%	7%	16%	12%	13%	14%
		**	**	**	**	**	**	**	**	**	91%	9%	41%	59%	42%	58%
Don't know why I should	16	**	**	**	**	**	**	**	**	**	15	1	3	13	7	9
	6%	**	**	**	**	**	**	**	**	**	7%	3%	3%	8%	6%	6%
		**	**	**	**	**	**	**	**	**	92%	8%	18%	82%	42%	58%
Too expensive generally	14	**	**	**	**	**	**	**	**	**	13	1	5	9	5	10
	6%	**	**	**	**	**	**	**	**	**	6%	2%	6%	5%	4%	7%
		**	**	**	**	**	**	**	**	**	93%	7%	36%	64%	32%	68%
Would never listen	9	**	**	**	**	**	**	**	**	**	8	2	7	2	4	6
	4%	**	**	**	**	**	**	**	**	**	4%	4%	8%	1%	3%	4%
		**	**	**	**	**	**	**	**	**	82%	18%	b	25%	40%	60%
Can't afford it	9	**	**	**	**	**	**	**	**	**	8	1	2	7	3	6
	3%	**	**	**	**	**	**	**	**	**	4%	3%	2%	4%	2%	4%
		**	**	**	**	**	**	**	**	**	85%	15%	18%	82%	29%	71%
Poor reception in our area	8	**	**	**	**	**	**	**	**	**	6	3	5	3	7	1
	3%	**	**	**	**	**	**	**	**	**	3%	6%	6%	2%	b	1%
		**	**	**	**	**	**	**	**	**	68%	32%	64%	36%	87%	13%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Unweighted total	444	6	38	32	29	39	30	30	19	37	302	142	128	316	209	235
Effective Weighted Sample	293	6	35	30	27	35	28	28	17	33	235	61	81	219	125	169
Weighted total	256	7	46	26	17	29	23	20	7	38	214	42	87	169	112	144
		**	**	**	**	**	**	**	**	**	84%	16%	34%	66%	44%	56%
Can receive through digital TV service	6	**	**	**	**	**	**	**	**	**	6	-	3	3	1	5
	2%	**	**	**	**	**	**	**	**	**	3%	-%	4%	1%	1%	3%
		**	**	**	**	**	**	**	**	**	100%	-%	55%	45%	18%	82%
Will get it when I have to/ when switchover	4	**	**	**	**	**	**	**	**	**	3	1	2	2	1	3
	2%	**	**	**	**	**	**	**	**	**	1%	3%	3%	1%	1%	2%
		**	**	**	**	**	**	**	**	**	66%	34%	56%	44%	16%	84%
Poor experience/ perceived experience	3	**	**	**	**	**	**	**	**	**	3	-	-	3	1	2
	1%	**	**	**	**	**	**	**	**	**	1%	-%	-%	2%	1%	1%
		**	**	**	**	**	**	**	**	**	100%	-%	-%	100%	48%	52%
Not available in our area	3	**	**	**	**	**	**	**	**	**	1	2	1	2	1	1
	1%	**	**	**	**	**	**	**	**	**	*%	5%	1%	1%	1%	1%
		**	**	**	**	**	**	**	**	**	22%	a 78%	29%	71%	54%	46%
Listen in the car/ on phone/ online/elsewhere	2	**	**	**	**	**	**	**	**	**	2	-	1	1	1	1
	1%	**	**	**	**	**	**	**	**	**	1%	-%	1%	*%	1%	1%
		**	**	**	**	**	**	**	**	**	100%	-%	57%	43%	57%	43%
Never thought of it	*	**	**	**	**	**	**	**	**	**	-	*	-	*	*	-
	*%	**	**	**	**	**	**	**	**	**	-%	*%	-%	*%	*%	-%
		**	**	**	**	**	**	**	**	**	-%	100%	-%	100%	100%	-%
ANY INVOLUNTARY REASONS	31	**	**	**	**	**	**	**	**	**	25	6	12	19	14	17
	12%	**	**	**	**	**	**	**	**	**	12%	14%	14%	11%	12%	12%
		**	**	**	**	**	**	**	**	**	81%	19%	38%	62%	44%	56%
ANY VOLUNTARY REASONS	232	**	**	**	**	**	**	**	**	**	196	36	81	151	100	132
	91%	**	**	**	**	**	**	**	**	**	92%	86%	94%	89%	90%	92%
		**	**	**	**	**	**	**	**	**	85%	15%	35%	65%	43%	57%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

		ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Unweighted total	444	6	38	32	29	39	30	30	19	37	302	142	128	316	209	235
Effective Weighted Sample	293	6	35	30	27	35	28	28	17	33	235	61	81	219	125	169
Weighted total	256	7	46	26	17	29	23	20	7	38	214	42	87	169	112	144
ONLY VOLUNTARY REASONS		**	**	**	**	**	**	**	**	**	84%	16%	34%	66%	44%	56%
	215	**	**	**	**	**	**	**	**	**	180	34	73	142	93	121
	84%	**	**	**	**	**	**	**	**	**	84%	82%	84%	84%	84%	84%
		**	**	**	**	**	**	**	**	**	84%	16%	34%	66%	44%	56%
Don't know	3	**	**	**	**	**	**	**	**	**	1	1	*	2	1	2
	1%	**	**	**	**	**	**	**	**	**	1%	3%	*%	1%	1%	1%
		**	**	**	**	**	**	**	**	**	58%	42%	5%	95%	33%	67%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	TV SERVICES				YOUTUBE	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV- ICES	
		a	b	c	~d	~e	f
Significance Level: 95%							
Unweighted total	444	168	233	115	94	90	390
Effective Weighted Sample	293	113	153	75	60	56	260
Weighted total	256	104	131	81	61	61	230
		41%	51%	31%	**	**	90%
No need	149	58	75	40	**	**	135
	58%	56%	57%	50%	**	**	59%
		39%	50%	27%	**	**	90%
Happy to use existing service	135	55	75	40	**	**	124
	53%	53%	57%	50%	**	**	54%
		41%	55%	30%	**	**	92%
Happy to use analogue radio service	34	11	20	15	**	**	30
	13%	10%	16%	18%	**	**	13%
		32%	61%	43%	**	**	90%
Don't know why I should	16	6	7	2	**	**	14
	6%	6%	6%	2%	**	**	6%
		38%	46%	10%	**	**	86%
Too expensive generally	14	6	7	2	**	**	12
	6%	6%	5%	3%	**	**	5%
		45%	51%	16%	**	**	87%
Would never listen	9	4	3	3	**	**	8
	4%	4%	3%	4%	**	**	4%
		44%	36%	35%	**	**	89%
Can't afford it	9	3	3	1	**	**	6
	3%	3%	2%	1%	**	**	2%
		34%	32%	13%	**	**	64%
Poor reception in our area	8	3	2	3	**	**	6
	3%	3%	2%	4%	**	**	3%
		38%	26%	42%	**	**	73%
Can receive through digital TV service	6	3	4	6	**	**	6
	2%	2%	3%	7%	**	**	2%
		46%	68%	100%	**	**	100%

Columns Tested: a,b,c,d,e,f

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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

	Total	TV SERVICES				YOUTUBE	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV- ICES	
Significance Level: 95%		a	b	c	~d	~e	f
Unweighted total	444	168	233	115	94	90	390
Effective Weighted Sample	293	113	153	75	60	56	260
Weighted total	256	104	131	81	61	61	230
		41%	51%	31%	**	**	90%
Will get it when I have to/ when switchover	4	1	4	3	**	**	4
	2%	1%	3%	3%	**	**	2%
		21%	88%	63%	**	**	100%
Poor experience/ perceived experience	3	-	3	1	**	**	3
	1%	-%	2%	1%	**	**	1%
		-%	100%	29%	**	**	100%
Not available in our area	3	2	1	1	**	**	3
	1%	2%	1%	2%	**	**	1%
		68%	49%	46%	**	**	100%
Listen in the car/ on phone/ online/elsewhere	2	2	-	1	**	**	2
	1%	2%	-%	1%	**	**	1%
		100%	-%	57%	**	**	100%
Never thought of it	*	*	-	-	**	**	*
	*%	*%	-%	-%	**	**	*%
		100%	-%	-%	**	**	100%
ANY INVOLUNTARY REASONS	31	14	12	8	**	**	24
	12%	13%	9%	10%	**	**	10%
		44%	39%	26%	**	**	77%
ANY VOLUNTARY REASONS	232	94	122	72	**	**	212
	91%	90%	93%	89%	**	**	92%
		40%	52%	31%	**	**	91%
ONLY VOLUNTARY REASONS	215	84	115	68	**	**	197
	84%	81%	88%	84%	**	**	85%
		39%	54%	32%	**	**	92%
Don't know	3	2	*	1	**	**	2
	1%	2%	*%	2%	**	**	1%
		85%	10%	48%	**	**	95%

Columns Tested: a,b,c,d,e,f

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	a	b	c	d	~a	~b	~c	d	a	b	c	d	a	~b	~c	~d
Significance Level: 95%																			
Unweighted total	727	388	336	142	136	292	157	33	33	53	309	254	240	111	120	525	65	69	68
Effective Weighted Sample	544	291	251	105	100	221	121	24	26	44	240	196	182	84	90	465	42	51	62
Weighted total	628	336	289	117	116	270	125	20	27	45	296	259	183	99	86	568	30	20	10
		54%	46%	19%	19%	43%	20%	**	**	**	47%	41%	29%	16%	14%	91%	**	**	**
At least daily	32	17	14	2	8	16	6	**	**	**	19	15	10	5	3	27	**	**	**
	5%	5%	5%	2%	7%	6%	4%	**	**	**	6%	6%	5%	5%	3%	5%	**	**	**
		55%	45%	6%	27%	49%	18%	**	**	**	60%	47%	30%	15%	8%	85%	**	**	**
At least weekly	154	85	67	21	30	74	30	**	**	**	82	69	45	27	12	143	**	**	**
	24%	25%	23%	18%	25%	27%	24%	**	**	**	28%	27%	25%	27%	14%	25%	**	**	**
												d	d	d					
		55%	44%	14%	19%	48%	19%	**	**	**	54%	45%	29%	17%	8%	93%	**	**	**
At least monthly	122	62	60	26	8	63	25	**	**	**	72	60	30	23	9	113	**	**	**
	19%	18%	21%	22%	7%	23%	20%	**	**	**	24%	23%	16%	23%	11%	20%	**	**	**
				b		b	b					d		d					
		51%	49%	21%	7%	52%	21%	**	**	**	59%	49%	25%	18%	8%	93%	**	**	**
Less than once a month	116	58	57	18	18	47	33	**	**	**	50	53	36	7	19	110	**	**	**
	19%	17%	20%	16%	16%	17%	26%	**	**	**	17%	20%	20%	7%	23%	19%	**	**	**
												c	c		c				
		50%	49%	16%	16%	40%	28%	**	**	**	43%	46%	31%	6%	17%	95%	**	**	**
Never	198	110	88	49	50	68	31	**	**	**	70	60	60	36	42	170	**	**	**
	32%	33%	30%	42%	43%	25%	25%	**	**	**	24%	23%	33%	36%	49%	30%	**	**	**
				cd	cd								a	a	ab				
		56%	44%	25%	25%	34%	16%	**	**	**	35%	30%	30%	18%	21%	86%	**	**	**
Don't know	6	3	3	1	1	3	1	**	**	**	2	1	3	2	*	5	**	**	**
	1%	1%	1%	1%	1%	1%	1%	**	**	**	1%	1%	2%	2%	1%	1%	**	**	**
		52%	48%	21%	23%	47%	10%	**	**	**	32%	20%	49%	28%	3%	79%	**	**	**
EVER	424	223	199	67	65	199	93	**	**	**	224	197	120	61	43	394	**	**	**
	67%	66%	69%	57%	56%	74%	75%	**	**	**	76%	76%	66%	62%	50%	69%	**	**	**
						ab	ab					bcd	d						
		53%	47%	16%	15%	47%	22%	**	**	**	53%	47%	28%	14%	10%	93%	**	**	**
AT LEAST ONCE A MONTH	307	164	142	48	46	152	60	**	**	**	174	144	85	54	24	284	**	**	**
	49%	49%	49%	42%	40%	56%	48%	**	**	**	59%	56%	46%	55%	28%	50%	**	**	**
						ab						d	d	d					
		53%	46%	16%	15%	50%	20%	**	**	**	57%	47%	28%	18%	8%	92%	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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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

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	~a	~b	~c	d	a	b	c	d	a	~b	~c	~d
Unweighted total	727	388	336	142	136	292	157	33	33	53	309	254	240	111	120	525	65	69	68
Effective Weighted Sample	544	291	251	105	100	221	121	24	26	44	240	196	182	84	90	465	42	51	62
Weighted total	628	336	289	117	116	270	125	20	27	45	296	259	183	99	86	568	30	20	10
		54%	46%	19%	19%	43%	20%	**	**	**	47%	41%	29%	16%	14%	91%	**	**	**
AT LEAST ONCE A WEEK	185	102	82	23	38	89	35	**	**	**	101	84	55	31	15	170	**	**	**
	30%	30%	28%	20%	33%	33%	28%	**	**	**	34%	32%	30%	32%	17%	30%	**	**	**
				a	a	a						d	d	d					
		55%	44%	12%	21%	48%	19%	**	**	**	55%	45%	30%	17%	8%	92%	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
		a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	727	112	62	50	49	53	57	49	53	40	565	162	489	237	384	343
Effective Weighted Sample	544	106	60	48	47	51	54	46	51	38	465	81	370	178	277	267
Weighted total	628	143	94	56	40	51	59	42	25	57	546	81	452	175	320	308
		23%	**	**	**	**	**	**	**	**	87%	13%	72%	28%	51%	49%
At least daily	32	2	**	**	**	**	**	**	**	**	30	2	27	5	23	9
	5%	2%	**	**	**	**	**	**	**	**	5%	2%	6%	3%	7%	3%
		8%	**	**	**	**	**	**	**	**	95%	5%	84%	16%	b	29%
At least weekly	154	46	**	**	**	**	**	**	**	**	130	24	118	36	90	64
	24%	32%	**	**	**	**	**	**	**	**	24%	29%	26%	20%	28%	21%
		30%	**	**	**	**	**	**	**	**	85%	15%	77%	23%	58%	42%
At least monthly	122	49	**	**	**	**	**	**	**	**	103	20	84	38	60	62
	19%	34%	**	**	**	**	**	**	**	**	19%	24%	19%	22%	19%	20%
		40%	**	**	**	**	**	**	**	**	84%	16%	69%	31%	49%	51%
Less than once a month	116	26	**	**	**	**	**	**	**	**	103	13	79	37	50	66
	19%	18%	**	**	**	**	**	**	**	**	19%	16%	17%	21%	16%	21%
		22%	**	**	**	**	**	**	**	**	89%	11%	68%	32%	43%	57%
Never	198	20	**	**	**	**	**	**	**	**	175	23	142	57	95	103
	32%	14%	**	**	**	**	**	**	**	**	32%	28%	31%	32%	30%	34%
		10%	**	**	**	**	**	**	**	**	88%	12%	71%	29%	48%	52%
Don't know	6	-	**	**	**	**	**	**	**	**	5	*	3	3	3	3
	1%	-%	**	**	**	**	**	**	**	**	1%	*%	1%	2%	1%	1%
		-%	**	**	**	**	**	**	**	**	95%	5%	51%	49%	48%	52%
EVER	424	123	**	**	**	**	**	**	**	**	366	58	307	115	222	202
	67%	86%	**	**	**	**	**	**	**	**	67%	71%	68%	66%	69%	66%
		29%	**	**	**	**	**	**	**	**	86%	14%	73%	27%	52%	48%
AT LEAST ONCE A MONTH	307	97	**	**	**	**	**	**	**	**	262	45	229	79	172	136
	49%	68%	**	**	**	**	**	**	**	**	48%	55%	51%	45%	54%	44%
		32%	**	**	**	**	**	**	**	**	85%	15%	74%	26%	b	44%
AT LEAST ONCE A WEEK	185	48	**	**	**	**	**	**	**	**	160	25	145	41	112	73
	30%	34%	**	**	**	**	**	**	**	**	29%	31%	32%	23%	35%	24%
		26%	**	**	**	**	**	**	**	**	86%	14%	b	22%	b	39%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	727	459	258	453	476	466	702
Effective Weighted Sample	544	341	203	351	351	355	530
Weighted total	628	402	231	418	406	427	613
		64%	37%	67%	65%	68%	98%
At least daily	32	22	8	17	16	13	29
	5%	5%	4%	4%	4%	3%	5%
		70%	26%	53%	51%	42%	93%
At least weekly	154	104	56	110	89	98	151
	24%	26%	24%	26%	22%	23%	25%
		68%	36%	71%	58%	63%	98%
At least monthly	122	82	51	87	73	98	121
	19%	20%	22%	21%	18%	23%	20%
		67%	42%	71%	60%	80%	99%
Less than once a month	116	69	46	79	72	82	116
	19%	17%	20%	19%	18%	19%	19%
		59%	40%	68%	62%	71%	100%
Never	198	122	67	122	153	134	191
	32%	30%	29%	29%	38%	31%	31%
				abcf			
		61%	34%	62%	77%	67%	96%
Don't know	6	3	2	3	3	2	5
	1%	1%	1%	1%	1%	1%	1%
		60%	40%	60%	47%	44%	95%
EVER	424	277	161	292	250	291	417
	67%	69%	70%	70%	62%	68%	68%
		d	d	d			d
		65%	38%	69%	59%	69%	98%
AT LEAST ONCE A MONTH	307	208	115	213	178	209	301
	49%	52%	50%	51%	44%	49%	49%
		d					
		68%	37%	69%	58%	68%	98%

Columns Tested: a,b,c,d,e,f

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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

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d		e	f
Unweighted total	727	459	258	453	476		466	702
Effective Weighted Sample	544	341	203	351	351		355	530
Weighted total	628	402	231	418	406		427	613
		64%	37%	67%	65%		68%	98%
AT LEAST ONCE A WEEK	185	126	64	126	105		111	180
	30%	31%	28%	30%	26%		26%	29%
		68%	35%	68%	57%		60%	97%

Columns Tested: a,b,c,d,e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	a	b	c	d	~a	~b	~c	d	a	b	c	d	a	~b	~c	~d
Significance Level: 95%																			
Unweighted total	727	388	336	142	136	292	157	33	33	53	309	254	240	111	120	525	65	69	68
Effective Weighted Sample	544	291	251	105	100	221	121	24	26	44	240	196	182	84	90	465	42	51	62
Weighted total	628	336	289	117	116	270	125	20	27	45	296	259	183	99	86	568	30	20	10
		54%	46%	19%	19%	43%	20%	**	**	**	47%	41%	29%	16%	14%	91%	**	**	**
At least daily	28	19	9	4	8	10	6	**	**	**	14	8	10	6	4	26	**	**	**
	5%	6%	3%	3%	7%	4%	5%	**	**	**	5%	3%	6%	6%	5%	5%	**	**	**
		67%	33%	14%	28%	35%	22%	**	**	**	50%	29%	36%	21%	15%	93%	**	**	**
At least weekly	118	67	51	12	30	62	14	**	**	**	69	53	39	13	13	110	**	**	**
	19%	20%	18%	11%	26%	23%	11%	**	**	**	23%	21%	21%	13%	16%	19%	**	**	**
					ad	ad													
		57%	43%	11%	25%	52%	12%	**	**	**	59%	45%	33%	11%	11%	93%	**	**	**
At least monthly	102	59	41	20	11	54	17	**	**	**	58	36	30	21	16	96	**	**	**
	16%	18%	14%	17%	10%	20%	13%	**	**	**	20%	14%	16%	21%	19%	17%	**	**	**
					b	b													
		58%	40%	19%	11%	53%	16%	**	**	**	57%	35%	29%	20%	16%	94%	**	**	**
Less than once a month	126	64	61	20	19	57	29	**	**	**	63	57	39	15	14	116	**	**	**
	20%	19%	21%	17%	17%	21%	24%	**	**	**	21%	22%	21%	15%	17%	20%	**	**	**
		51%	49%	16%	15%	45%	23%	**	**	**	50%	46%	31%	12%	11%	92%	**	**	**
Never	246	122	124	60	46	83	56	**	**	**	90	100	63	43	38	214	**	**	**
	39%	36%	43%	52%	40%	31%	45%	**	**	**	30%	39%	34%	44%	44%	38%	**	**	**
				c		c													
		50%	50%	24%	19%	34%	23%	**	**	**	36%	41%	26%	18%	15%	87%	**	**	**
Don't know	7	4	3	*	1	4	2	**	**	**	2	4	2	1	*	7	**	**	**
	1%	1%	1%	*%	1%	1%	2%	**	**	**	1%	2%	1%	1%	*%	1%	**	**	**
		57%	43%	2%	17%	53%	28%	**	**	**	24%	56%	22%	19%	2%	89%	**	**	**
EVER	374	210	163	56	69	183	66	**	**	**	205	154	118	54	48	348	**	**	**
	60%	62%	56%	48%	59%	68%	53%	**	**	**	69%	60%	65%	55%	56%	61%	**	**	**
						ad													
		56%	43%	15%	18%	49%	18%	**	**	**	55%	41%	32%	14%	13%	93%	**	**	**
AT LEAST ONCE A MONTH	249	146	101	36	49	126	37	**	**	**	141	97	79	39	33	232	**	**	**
	40%	43%	35%	31%	42%	47%	30%	**	**	**	48%	37%	43%	40%	39%	41%	**	**	**
		b				ad													
		59%	41%	15%	20%	51%	15%	**	**	**	57%	39%	32%	16%	13%	93%	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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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

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
	Total	a	b	a	b	c	d	~a	~b	~c	d	a	b	c	d	a	~b	~c	~d
Significance Level: 95%																			
Unweighted total	727	388	336	142	136	292	157	33	33	53	309	254	240	111	120	525	65	69	68
Effective Weighted Sample	544	291	251	105	100	221	121	24	26	44	240	196	182	84	90	465	42	51	62
Weighted total	628	336	289	117	116	270	125	20	27	45	296	259	183	99	86	568	30	20	10
		54%	46%	19%	19%	43%	20%	**	**	**	47%	41%	29%	16%	14%	91%	**	**	**
AT LEAST ONCE A WEEK	146	86	60	16	38	72	20	**	**	**	83	61	49	19	17	136	**	**	**
	23%	26%	21%	14%	33%	27%	16%	**	**	**	28%	24%	27%	19%	20%	24%	**	**	**
					ad	ad													
		59%	41%	11%	26%	49%	14%	**	**	**	57%	42%	34%	13%	12%	93%	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Unweighted total	727	112	62	50	49	53	57	49	53	40	565	162	489	237	384	343
Effective Weighted Sample	544	106	60	48	47	51	54	46	51	38	465	81	370	178	277	267
Weighted total	628	143	94	56	40	51	59	42	25	57	546	81	452	175	320	308
		23%	**	**	**	**	**	**	**	**	87%	13%	72%	28%	51%	49%
At least daily	28	2	**	**	**	**	**	**	**	**	25	4	21	7	21	7
	5%	1%	**	**	**	**	**	**	**	**	5%	5%	5%	4%	7%	2%
		7%	**	**	**	**	**	**	**	**	87%	13%	75%	25%	b	25%
At least weekly	118	42	**	**	**	**	**	**	**	**	107	11	97	21	70	48
	19%	29%	**	**	**	**	**	**	**	**	20%	13%	21%	12%	22%	16%
		35%	**	**	**	**	**	**	**	**	91%	9%	82%	18%	59%	41%
At least monthly	102	45	**	**	**	**	**	**	**	**	92	11	84	19	43	59
	16%	32%	**	**	**	**	**	**	**	**	17%	13%	18%	11%	14%	19%
		44%	**	**	**	**	**	**	**	**	90%	10%	82%	18%	42%	58%
Less than once a month	126	25	**	**	**	**	**	**	**	**	113	13	89	36	64	61
	20%	18%	**	**	**	**	**	**	**	**	21%	16%	20%	21%	20%	20%
		20%	**	**	**	**	**	**	**	**	90%	10%	71%	29%	51%	49%
Never	246	28	**	**	**	**	**	**	**	**	203	43	155	90	117	129
	39%	19%	**	**	**	**	**	**	**	**	37%	53%	34%	51%	37%	42%
		11%	**	**	**	**	**	**	**	**	82%	a 18%	a 63%	a 37%	48%	52%
Don't know	7	2	**	**	**	**	**	**	**	**	7	*	6	2	4	3
	1%	1%	**	**	**	**	**	**	**	**	1%	%	1%	1%	1%	1%
		20%	**	**	**	**	**	**	**	**	98%	2%	75%	25%	57%	43%
EVER	374	114	**	**	**	**	**	**	**	**	336	38	291	83	199	176
	60%	80%	**	**	**	**	**	**	**	**	62%	47%	64%	48%	62%	57%
		31%	**	**	**	**	**	**	**	**	b 90%	10%	b 78%	22%	53%	47%
AT LEAST ONCE A MONTH	249	89	**	**	**	**	**	**	**	**	223	25	202	47	134	114
	40%	62%	**	**	**	**	**	**	**	**	41%	31%	45%	27%	42%	37%
		36%	**	**	**	**	**	**	**	**	90%	10%	b 81%	19%	54%	46%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
		a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	727	112	62	50	49	53	57	49	53	40	565	162	489	237	384	343
Effective Weighted Sample	544	106	60	48	47	51	54	46	51	38	465	81	370	178	277	267
Weighted total	628	143	94	56	40	51	59	42	25	57	546	81	452	175	320	308
		23%	**	**	**	**	**	**	**	**	87%	13%	72%	28%	51%	49%
AT LEAST ONCE A WEEK	146	44	**	**	**	**	**	**	**	**	132	15	118	28	91	55
	23%	31%	**	**	**	**	**	**	**	**	24%	18%	26%	16%	28%	18%
		30%	**	**	**	**	**	**	**	**	90%	10%	b 81%	b 19%	b 62%	b 38%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	727	459	258	453	476	466	702
Effective Weighted Sample	544	341	203	351	351	355	530
Weighted total	628	402	231	418	406	427	613
		64%	37%	67%	65%	68%	98%
At least daily	28	15	9	17	18	15	25
	5%	4%	4%	4%	4%	3%	4%
		53%	31%	59%	62%	52%	89%
At least weekly	118	85	39	79	76	80	117
	19%	21%	17%	19%	19%	19%	19%
		73%	33%	67%	65%	68%	99%
At least monthly	102	71	31	66	56	77	101
	16%	18%	14%	16%	14%	18%	16%
		70%	31%	64%	55%	76%	99%
Less than once a month	126	81	55	86	78	86	125
	20%	20%	24%	21%	19%	20%	20%
		65%	44%	68%	62%	69%	100%
Never	246	143	94	167	173	168	237
	39%	36%	41%	40%	43%	39%	39%
		58%	38%	68%	70%	68%	96%
Don't know	7	6	3	3	4	1	7
	1%	1%	1%	1%	1%	*%	1%
		74%	38%	39%	57%	19%	96%
EVER	374	253	134	248	228	258	368
	60%	63%	58%	59%	56%	60%	60%
		68%	36%	66%	61%	69%	98%
AT LEAST ONCE A MONTH	249	172	79	162	150	172	243
	40%	43%	34%	39%	37%	40%	40%
		b					
		69%	32%	65%	60%	69%	98%
AT LEAST ONCE A WEEK	146	101	48	96	94	95	142
	23%	25%	21%	23%	23%	22%	23%
		69%	33%	66%	64%	65%	97%

Columns Tested: a,b,c,d,e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	a	b	c	d	~a	~b	~c	d	a	b	c	d	a	~b	~c	~d
Significance Level: 95%																			
Unweighted total	727	388	336	142	136	292	157	33	33	53	309	254	240	111	120	525	65	69	68
Effective Weighted Sample	544	291	251	105	100	221	121	24	26	44	240	196	182	84	90	465	42	51	62
Weighted total	628	336	289	117	116	270	125	20	27	45	296	259	183	99	86	568	30	20	10
		54%	46%	19%	19%	43%	20%	**	**	**	47%	41%	29%	16%	14%	91%	**	**	**
At least daily	23	15	8	1	5	11	6	**	**	**	13	11	5	4	3	21	**	**	**
	4%	4%	3%	*%	5%	4%	5%	**	**	**	4%	4%	3%	4%	4%	4%	**	**	**
							a												
		64%	36%	2%	23%	49%	26%	**	**	**	54%	49%	21%	17%	13%	88%	**	**	**
At least weekly	82	47	34	12	18	42	10	**	**	**	55	43	25	9	5	80	**	**	**
	13%	14%	12%	10%	15%	15%	8%	**	**	**	18%	16%	14%	9%	6%	14%	**	**	**
												d							
		58%	41%	14%	22%	51%	13%	**	**	**	67%	52%	31%	11%	6%	97%	**	**	**
At least monthly	81	43	37	13	14	40	14	**	**	**	50	28	28	16	9	77	**	**	**
	13%	13%	13%	11%	12%	15%	12%	**	**	**	17%	11%	15%	16%	11%	14%	**	**	**
		53%	46%	16%	18%	49%	18%	**	**	**	61%	35%	34%	20%	11%	94%	**	**	**
Less than once a month	114	57	57	20	11	61	21	**	**	**	60	56	31	11	15	106	**	**	**
	18%	17%	20%	17%	10%	23%	17%	**	**	**	20%	22%	17%	12%	18%	19%	**	**	**
						b						c							
		50%	50%	18%	10%	54%	19%	**	**	**	52%	49%	27%	10%	13%	93%	**	**	**
Never	317	167	149	67	68	113	69	**	**	**	117	114	91	58	52	275	**	**	**
	50%	50%	52%	58%	58%	42%	55%	**	**	**	39%	44%	50%	59%	61%	48%	**	**	**
				c	c		c							a	a				
		53%	47%	21%	21%	36%	22%	**	**	**	37%	36%	29%	18%	16%	87%	**	**	**
Don't know	11	7	4	4	-	3	4	**	**	**	3	6	4	*	1	10	**	**	**
	2%	2%	1%	4%	-%	1%	3%	**	**	**	1%	2%	2%	*%	1%	2%	**	**	**
		64%	36%	38%	-%	26%	36%	**	**	**	27%	56%	33%	1%	10%	93%	**	**	**
EVER	300	162	136	45	49	154	52	**	**	**	177	139	88	41	33	283	**	**	**
	48%	48%	47%	39%	42%	57%	42%	**	**	**	60%	54%	48%	41%	38%	50%	**	**	**
						abd						d							
		54%	45%	15%	16%	51%	17%	**	**	**	59%	46%	29%	14%	11%	94%	**	**	**
AT LEAST ONCE A MONTH	187	105	79	25	38	93	31	**	**	**	117	82	58	29	17	177	**	**	**
	30%	31%	27%	21%	32%	34%	25%	**	**	**	39%	32%	32%	29%	20%	31%	**	**	**
						a						d							
		57%	42%	13%	20%	50%	17%	**	**	**	63%	44%	31%	16%	9%	95%	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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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

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
	Total	a	b	a	b	c	d	~a	~b	~c	d	a	b	c	d	a	~b	~c	~d
Significance Level: 95%																			
Unweighted total	727	388	336	142	136	292	157	33	33	53	309	254	240	111	120	525	65	69	68
Effective Weighted Sample	544	291	251	105	100	221	121	24	26	44	240	196	182	84	90	465	42	51	62
Weighted total	628	336	289	117	116	270	125	20	27	45	296	259	183	99	86	568	30	20	10
		54%	46%	19%	19%	43%	20%	**	**	**	47%	41%	29%	16%	14%	91%	**	**	**
AT LEAST ONCE A WEEK	105	62	42	12	23	53	17	**	**	**	67	54	30	13	8	100	**	**	**
	17%	19%	14%	11%	20%	20%	13%	**	**	**	23%	21%	16%	13%	10%	18%	**	**	**
				a								d							
		59%	40%	12%	22%	51%	16%	**	**	**	64%	51%	29%	12%	8%	95%	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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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

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL				
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH		
Significance Level: 95%		a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b		
Unweighted total	727	112	62	50	49	53	57	49	53	40	565	162	489	237	384	343		
Effective Weighted Sample	544	106	60	48	47	51	54	46	51	38	465	81	370	178	277	267		
Weighted total	628	143	94	56	40	51	59	42	25	57	546	81	452	175	320	308		
		23%	**	**	**	**	**	**	**	**	87%	13%	72%	28%	51%	49%		
At least daily	23	4	**	**	**	**	**	**	**	**	19	4	17	7	18	5		
	4%	2%	**	**	**	**	**	**	**	**	4%	5%	4%	4%	6%	2%		
		15%	**	**	**	**	**	**	**	**	82%	18%	71%	29%	b	22%		
At least weekly	82	40	**	**	**	**	**	**	**	**	72	10	68	14	46	36		
	13%	28%	**	**	**	**	**	**	**	**	13%	12%	15%	8%	14%	12%		
		49%	**	**	**	**	**	**	**	**	88%	12%	b	83%	17%	56%	44%	
At least monthly	81	30	**	**	**	**	**	**	**	**	70	11	66	15	43	38		
	13%	21%	**	**	**	**	**	**	**	**	13%	14%	15%	9%	14%	12%		
		37%	**	**	**	**	**	**	**	**	86%	14%	b	82%	18%	53%	47%	
Less than once a month	114	39	**	**	**	**	**	**	**	**	105	8	84	30	52	62		
	18%	27%	**	**	**	**	**	**	**	**	19%	10%	19%	17%	16%	20%		
		34%	**	**	**	**	**	**	**	**	b	93%	7%	74%	26%	45%	55%	
Never	317	27	**	**	**	**	**	**	**	**	270	46	212	104	154	163		
	50%	19%	**	**	**	**	**	**	**	**	49%	57%	47%	59%	48%	53%		
		9%	**	**	**	**	**	**	**	**	85%	15%	a	67%	33%	48%	52%	
Don't know	11	3	**	**	**	**	**	**	**	**	9	1	5	6	7	4		
	2%	2%	**	**	**	**	**	**	**	**	2%	2%	1%	3%	2%	1%		
		30%	**	**	**	**	**	**	**	**	87%	13%	48%	52%	67%	33%		
EVER	300	113	**	**	**	**	**	**	**	**	267	33	235	65	159	141		
	48%	79%	**	**	**	**	**	**	**	**	49%	41%	b	52%	37%	50%	46%	
		38%	**	**	**	**	**	**	**	**	89%	11%	78%	22%	53%	47%		
AT LEAST ONCE A MONTH	187	74	**	**	**	**	**	**	**	**	161	25	151	36	107	79		
	30%	52%	**	**	**	**	**	**	**	**	30%	31%	33%	20%	34%	26%		
		40%	**	**	**	**	**	**	**	**	b	86%	14%	b	81%	19%	58%	42%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Unweighted total	727	112	62	50	49	53	57	49	53	40	565	162	489	237	384	343
Effective Weighted Sample	544	106	60	48	47	51	54	46	51	38	465	81	370	178	277	267
Weighted total	628	143	94	56	40	51	59	42	25	57	546	81	452	175	320	308
		23%	**	**	**	**	**	**	**	**	87%	13%	72%	28%	51%	49%
AT LEAST ONCE A WEEK	105	44	**	**	**	**	**	**	**	**	91	14	85	21	64	41
	17%	31%	**	**	**	**	**	**	**	**	17%	17%	19%	12%	20%	13%
		42%	**	**	**	**	**	**	**	**	87%	13%	80%	20%	61%	39%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

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

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV- ICES	ANY SER- VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	727	459	258	453	476	466	702
Effective Weighted Sample	544	341	203	351	351	355	530
Weighted total	628	402	231	418	406	427	613
		64%	37%	67%	65%	68%	98%
At least daily	23	17	4	13	11	7	22
	4%	4%	2%	3%	3%	2%	4%
		e					
		71%	19%	54%	49%	29%	93%
At least weekly	82	60	32	45	39	55	82
	13%	15%	14%	11%	10%	13%	13%
		d					
		74%	39%	55%	48%	67%	100%
At least monthly	81	58	20	55	48	62	80
	13%	14%	9%	13%	12%	14%	13%
		71%	25%	67%	59%	76%	99%
Less than once a month	114	72	45	82	72	84	111
	18%	18%	20%	20%	18%	20%	18%
		64%	40%	72%	63%	74%	98%
Never	317	187	126	219	230	218	307
	50%	47%	55%	52%	57%	51%	50%
				a			
		59%	40%	69%	73%	69%	97%
Don't know	11	8	2	5	6	3	11
	2%	2%	1%	1%	1%	1%	2%
		75%	23%	50%	52%	24%	97%
EVER	300	207	102	194	170	207	295
	48%	51%	44%	46%	42%	48%	48%
		d					
		69%	34%	65%	57%	69%	98%
AT LEAST ONCE A MONTH	187	135	57	112	98	123	184
	30%	34%	25%	27%	24%	29%	30%
		bd					
		72%	30%	60%	53%	66%	99%

Columns Tested: a,b,c,d,e,f

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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

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d		e	f
Unweighted total	727	459	258	453	476		466	702
Effective Weighted Sample	544	341	203	351	351		355	530
Weighted total	628	402	231	418	406		427	613
		64%	37%	67%	65%		68%	98%
AT LEAST ONCE A WEEK	105	77	36	57	51		62	103
	17%	19%	16%	14%	12%		14%	17%
		d						
		73%	35%	55%	48%		59%	98%

Columns Tested: a,b,c,d,e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	a	b	c	d	~a	~b	~c	d	a	b	c	d	a	~b	~c	~d
Significance Level: 95%																			
Unweighted total	727	388	336	142	136	292	157	33	33	53	309	254	240	111	120	525	65	69	68
Effective Weighted Sample	544	291	251	105	100	221	121	24	26	44	240	196	182	84	90	465	42	51	62
Weighted total	628	336	289	117	116	270	125	20	27	45	296	259	183	99	86	568	30	20	10
		54%	46%	19%	19%	43%	20%	**	**	**	47%	41%	29%	16%	14%	91%	**	**	**
At least daily	15	10	5	1	3	6	5	**	**	**	7	8	1	5	1	15	**	**	**
	2%	3%	2%	1%	3%	2%	4%	**	**	**	2%	3%	*%	5%	1%	3%	**	**	**
														b					
		67%	33%	8%	22%	38%	32%	**	**	**	47%	54%	5%	33%	8%	96%	**	**	**
At least weekly	65	33	30	13	12	31	9	**	**	**	38	25	19	11	10	61	**	**	**
	10%	10%	10%	11%	10%	11%	8%	**	**	**	13%	10%	10%	11%	11%	11%	**	**	**
		51%	46%	20%	19%	47%	14%	**	**	**	59%	39%	29%	17%	15%	94%	**	**	**
At least monthly	85	38	47	23	15	36	11	**	**	**	49	27	30	18	11	80	**	**	**
	14%	11%	16%	20%	13%	13%	9%	**	**	**	17%	10%	16%	18%	13%	14%	**	**	**
				d										c					
		45%	55%	27%	18%	42%	13%	**	**	**	57%	32%	35%	21%	13%	94%	**	**	**
Less than once a month	100	57	43	18	12	53	18	**	**	**	54	45	27	9	18	96	**	**	**
	16%	17%	15%	15%	10%	19%	14%	**	**	**	18%	18%	15%	9%	21%	17%	**	**	**
						b								c					
		57%	43%	18%	12%	52%	18%	**	**	**	54%	45%	27%	9%	18%	96%	**	**	**
Never	354	193	161	59	73	143	78	**	**	**	145	151	103	55	44	309	**	**	**
	56%	57%	55%	51%	63%	53%	63%	**	**	**	49%	58%	56%	55%	52%	54%	**	**	**
		54%	45%	17%	21%	40%	22%	**	**	**	41%	43%	29%	15%	13%	87%	**	**	**
Don't know	8	4	4	2	*	2	3	**	**	**	2	2	3	1	1	7	**	**	**
	1%	1%	1%	2%	*%	1%	2%	**	**	**	1%	1%	2%	1%	1%	1%	**	**	**
		54%	46%	29%	6%	27%	38%	**	**	**	30%	30%	39%	17%	14%	91%	**	**	**
EVER	266	139	125	55	43	125	43	**	**	**	149	106	77	43	40	252	**	**	**
	42%	41%	43%	47%	37%	46%	35%	**	**	**	50%	41%	42%	43%	47%	44%	**	**	**
				d															
		52%	47%	21%	16%	47%	16%	**	**	**	56%	40%	29%	16%	15%	95%	**	**	**
AT LEAST ONCE A MONTH	166	82	82	37	31	72	25	**	**	**	94	60	49	34	22	156	**	**	**
	26%	24%	28%	32%	27%	27%	20%	**	**	**	32%	23%	27%	34%	26%	27%	**	**	**
				d															
		49%	50%	23%	19%	44%	15%	**	**	**	57%	36%	30%	20%	13%	94%	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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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

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
	Total	a	b	a	b	c	d	~a	~b	~c	d	a	b	c	d	a	~b	~c	~d
Significance Level: 95%																			
Unweighted total	727	388	336	142	136	292	157	33	33	53	309	254	240	111	120	525	65	69	68
Effective Weighted Sample	544	291	251	105	100	221	121	24	26	44	240	196	182	84	90	465	42	51	62
Weighted total	628	336	289	117	116	270	125	20	27	45	296	259	183	99	86	568	30	20	10
		54%	46%	19%	19%	43%	20%	**	**	**	47%	41%	29%	16%	14%	91%	**	**	**
AT LEAST ONCE A WEEK	80	43	35	14	16	36	14	**	**	**	45	33	19	16	11	76	**	**	**
	13%	13%	12%	12%	13%	13%	11%	**	**	**	15%	13%	11%	16%	13%	13%	**	**	**
		54%	44%	18%	19%	45%	18%	**	**	**	56%	41%	24%	20%	14%	94%	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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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

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
		a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	727	112	62	50	49	53	57	49	53	40	565	162	489	237	384	343
Effective Weighted Sample	544	106	60	48	47	51	54	46	51	38	465	81	370	178	277	267
Weighted total	628	143	94	56	40	51	59	42	25	57	546	81	452	175	320	308
		23%	**	**	**	**	**	**	**	**	87%	13%	72%	28%	51%	49%
At least daily	15	-	**	**	**	**	**	**	**	**	12	3	12	3	15	1
	2%	-%	**	**	**	**	**	**	**	**	2%	4%	3%	2%	5%	*%
		-%	**	**	**	**	**	**	**	**	77%	23%	78%	22%	b	
At least weekly	65	28	**	**	**	**	**	**	**	**	56	9	48	17	35	30
	10%	19%	**	**	**	**	**	**	**	**	10%	12%	11%	10%	11%	10%
		43%	**	**	**	**	**	**	**	**	85%	15%	74%	26%	53%	47%
At least monthly	85	39	**	**	**	**	**	**	**	**	76	9	68	18	33	53
	14%	27%	**	**	**	**	**	**	**	**	14%	11%	15%	10%	10%	17%
		46%	**	**	**	**	**	**	**	**	89%	11%	79%	21%	a	62%
Less than once a month	100	39	**	**	**	**	**	**	**	**	95	5	70	30	47	53
	16%	27%	**	**	**	**	**	**	**	**	17%	6%	16%	17%	15%	17%
		39%	**	**	**	**	**	**	**	**	b					
			**	**	**	**	**	**	**	**	95%	5%	70%	30%	47%	53%
Never	354	35	**	**	**	**	**	**	**	**	299	54	252	102	186	168
	56%	25%	**	**	**	**	**	**	**	**	55%	67%	56%	58%	58%	55%
		10%	**	**	**	**	**	**	**	**	a					
			**	**	**	**	**	**	**	**	85%	15%	71%	29%	53%	47%
Don't know	8	2	**	**	**	**	**	**	**	**	8	*	2	5	5	3
	1%	1%	**	**	**	**	**	**	**	**	1%	*%	1%	3%	2%	1%
		19%	**	**	**	**	**	**	**	**			a			
			**	**	**	**	**	**	**	**	98%	2%	31%	69%	61%	39%
EVER	266	106	**	**	**	**	**	**	**	**	239	27	198	68	129	137
	42%	74%	**	**	**	**	**	**	**	**	44%	33%	44%	39%	40%	44%
		40%	**	**	**	**	**	**	**	**	90%	10%	74%	26%	49%	51%
AT LEAST ONCE A MONTH	166	67	**	**	**	**	**	**	**	**	144	22	128	38	82	84
	26%	47%	**	**	**	**	**	**	**	**	26%	27%	28%	22%	26%	27%
		40%	**	**	**	**	**	**	**	**	87%	13%	77%	23%	49%	51%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

		ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%	Total	a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Unweighted total	727	112	62	50	49	53	57	49	53	40	565	162	489	237	384	343
Effective Weighted Sample	544	106	60	48	47	51	54	46	51	38	465	81	370	178	277	267
Weighted total	628	143	94	56	40	51	59	42	25	57	546	81	452	175	320	308
		23%	**	**	**	**	**	**	**	**	87%	13%	72%	28%	51%	49%
AT LEAST ONCE A WEEK	80	28	**	**	**	**	**	**	**	**	67	13	60	20	49	31
	13%	19%	**	**	**	**	**	**	**	**	12%	16%	13%	12%	15%	10%
		35%	**	**	**	**	**	**	**	**	84%	16%	75%	25%	61%	39%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

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

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	727	459	258	453	476	466	702
Effective Weighted Sample	544	341	203	351	351	355	530
Weighted total	628	402	231	418	406	427	613
		64%	37%	67%	65%	68%	98%
At least daily	15	10	3	5	5	1	14
	2%	2%	1%	1%	1%	*%	2%
		e					e
		65%	22%	32%	32%	8%	89%
At least weekly	65	43	23	32	28	46	62
	10%	11%	10%	8%	7%	11%	10%
		65%	35%	49%	44%	71%	96%
At least monthly	85	67	22	54	45	63	85
	14%	17%	10%	13%	11%	15%	14%
		bd					
		78%	26%	63%	53%	74%	100%
Less than once a month	100	69	40	63	60	69	100
	16%	17%	18%	15%	15%	16%	16%
		69%	40%	63%	60%	69%	100%
Never	354	211	137	260	265	247	344
	56%	52%	59%	62%	65%	58%	56%
				a	aef		
		60%	39%	74%	75%	70%	97%
Don't know	8	2	5	3	3	*	8
	1%	1%	2%	1%	1%	*%	1%
			e				
		30%	60%	40%	35%	6%	96%
EVER	266	189	89	154	138	180	261
	42%	47%	38%	37%	34%	42%	43%
		cd				d	d
		71%	33%	58%	52%	68%	98%
AT LEAST ONCE A MONTH	166	120	48	91	79	111	161
	26%	30%	21%	22%	19%	26%	26%
		bcd				d	d
		72%	29%	55%	48%	67%	97%

Columns Tested: a,b,c,d,e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

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

	Total	TV SERVICES					
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERV- ICES	ANY SER- VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	727	459	258	453	476	466	702
Effective Weighted Sample	544	341	203	351	351	355	530
Weighted total	628	402	231	418	406	427	613
		64%	37%	67%	65%	68%	98%
AT LEAST ONCE A WEEK	80	53	26	37	33	47	76
	13%	13%	11%	9%	8%	11%	12%
		d					d
		65%	33%	46%	41%	59%	95%

Columns Tested: a,b,c,d,e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	a	b	c	d	~a	~b	~c	d	a	b	c	d	a	~b	~c	~d
Significance Level: 95%																			
Unweighted total	727	388	336	142	136	292	157	33	33	53	309	254	240	111	120	525	65	69	68
Effective Weighted Sample	544	291	251	105	100	221	121	24	26	44	240	196	182	84	90	465	42	51	62
Weighted total	628	336	289	117	116	270	125	20	27	45	296	259	183	99	86	568	30	20	10
		54%	46%	19%	19%	43%	20%	**	**	**	47%	41%	29%	16%	14%	91%	**	**	**
At least daily	20	13	7	5	4	10	1	**	**	**	10	12	5	1	3	18	**	**	**
	3%	4%	2%	4%	3%	4%	1%	**	**	**	3%	5%	3%	1%	3%	3%	**	**	**
		64%	36%	23%	21%	49%	7%	**	**	**	50%	59%	26%	3%	13%	89%	**	**	**
At least weekly	97	57	39	13	20	46	18	**	**	**	58	35	38	9	14	93	**	**	**
	15%	17%	13%	11%	17%	17%	14%	**	**	**	20%	14%	21%	9%	16%	16%	**	**	**
													c						
		59%	40%	14%	20%	48%	18%	**	**	**	60%	36%	39%	10%	14%	96%	**	**	**
At least monthly	104	67	36	14	14	59	17	**	**	**	64	38	30	24	11	99	**	**	**
	17%	20%	12%	12%	12%	22%	14%	**	**	**	22%	15%	17%	24%	13%	17%	**	**	**
		b				ab													
		65%	35%	14%	14%	56%	16%	**	**	**	61%	37%	29%	23%	11%	96%	**	**	**
Less than once a month	137	70	67	31	20	64	22	**	**	**	71	64	39	17	18	128	**	**	**
	22%	21%	23%	26%	17%	24%	18%	**	**	**	24%	25%	21%	17%	21%	23%	**	**	**
		51%	49%	22%	15%	47%	16%	**	**	**	52%	47%	28%	12%	13%	93%	**	**	**
Never	257	122	135	48	57	89	63	**	**	**	90	108	64	46	39	218	**	**	**
	41%	36%	47%	41%	49%	33%	50%	**	**	**	30%	42%	35%	47%	45%	38%	**	**	**
			a		c		c												
		47%	52%	19%	22%	35%	24%	**	**	**	35%	42%	25%	18%	15%	85%	**	**	**
Don't know	12	7	6	5	2	2	4	**	**	**	4	2	7	2	2	11	**	**	**
	2%	2%	2%	5%	1%	1%	3%	**	**	**	1%	1%	4%	2%	2%	2%	**	**	**
				c															
		53%	47%	43%	12%	15%	29%	**	**	**	31%	18%	53%	16%	12%	91%	**	**	**
EVER	358	207	149	63	58	179	58	**	**	**	202	149	112	51	46	339	**	**	**
	57%	62%	51%	54%	50%	66%	47%	**	**	**	68%	57%	61%	51%	53%	60%	**	**	**
		b				abd													
		58%	42%	18%	16%	50%	16%	**	**	**	57%	42%	31%	14%	13%	95%	**	**	**
AT LEAST ONCE A MONTH	221	137	82	32	38	115	36	**	**	**	132	85	74	34	28	210	**	**	**
	35%	41%	28%	28%	32%	43%	29%	**	**	**	44%	33%	40%	34%	32%	37%	**	**	**
		b				ad													
		62%	37%	15%	17%	52%	16%	**	**	**	60%	38%	33%	15%	13%	95%	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

Table 133

Q12E (Q27E). 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)

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	a	b	c	d	~a	~b	~c	d	a	b	c	d	a	~b	~c	~d
Significance Level: 95%	Total																		
Unweighted total	727	388	336	142	136	292	157	33	33	53	309	254	240	111	120	525	65	69	68
Effective Weighted Sample	544	291	251	105	100	221	121	24	26	44	240	196	182	84	90	465	42	51	62
Weighted total	628	336	289	117	116	270	125	20	27	45	296	259	183	99	86	568	30	20	10
		54%	46%	19%	19%	43%	20%	**	**	**	47%	41%	29%	16%	14%	91%	**	**	**
AT LEAST ONCE A WEEK	117	70	46	18	24	56	19	**	**	**	68	47	43	10	16	111	**	**	**
	19%	21%	16%	15%	20%	21%	15%	**	**	**	23%	18%	24%	10%	19%	20%	**	**	**
		60%	39%	15%	20%	48%	16%	**	**	**	58%	40%	37%	8%	14%	95%	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
		a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	727	112	62	50	49	53	57	49	53	40	565	162	489	237	384	343
Effective Weighted Sample	544	106	60	48	47	51	54	46	51	38	465	81	370	178	277	267
Weighted total	628	143	94	56	40	51	59	42	25	57	546	81	452	175	320	308
		23%	**	**	**	**	**	**	**	**	87%	13%	72%	28%	51%	49%
At least daily	20	3	**	**	**	**	**	**	**	**	16	4	16	3	13	7
	3%	2%	**	**	**	**	**	**	**	**	3%	4%	4%	2%	4%	2%
		14%	**	**	**	**	**	**	**	**	82%	18%	83%	17%	67%	33%
At least weekly	97	32	**	**	**	**	**	**	**	**	83	14	80	17	58	39
	15%	22%	**	**	**	**	**	**	**	**	15%	17%	18%	10%	18%	13%
													b			
		33%	**	**	**	**	**	**	**	**	86%	14%	83%	17%	60%	40%
At least monthly	104	34	**	**	**	**	**	**	**	**	97	7	84	20	48	56
	17%	24%	**	**	**	**	**	**	**	**	18%	8%	18%	12%	15%	18%
											b		b			
		33%	**	**	**	**	**	**	**	**	94%	6%	80%	20%	46%	54%
Less than once a month	137	47	**	**	**	**	**	**	**	**	127	11	101	36	65	72
	22%	33%	**	**	**	**	**	**	**	**	23%	13%	22%	20%	20%	23%
											b					
		34%	**	**	**	**	**	**	**	**	92%	8%	74%	26%	47%	53%
Never	257	27	**	**	**	**	**	**	**	**	211	46	163	93	129	128
	41%	19%	**	**	**	**	**	**	**	**	39%	56%	36%	53%	40%	42%
											a		a			
		11%	**	**	**	**	**	**	**	**	82%	18%	64%	36%	50%	50%
Don't know	12	-	**	**	**	**	**	**	**	**	11	1	7	6	7	6
	2%	-%	**	**	**	**	**	**	**	**	2%	1%	2%	3%	2%	2%
		-%	**	**	**	**	**	**	**	**	91%	9%	55%	45%	52%	48%
EVER	358	116	**	**	**	**	**	**	**	**	323	35	282	76	184	174
	57%	81%	**	**	**	**	**	**	**	**	59%	43%	62%	44%	58%	57%
											b		b			
		32%	**	**	**	**	**	**	**	**	90%	10%	79%	21%	51%	49%
AT LEAST ONCE A MONTH	221	69	**	**	**	**	**	**	**	**	197	24	180	41	119	102
	35%	48%	**	**	**	**	**	**	**	**	36%	30%	40%	23%	37%	33%
											b					
		31%	**	**	**	**	**	**	**	**	89%	11%	82%	18%	54%	46%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

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

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Unweighted total	727	112	62	50	49	53	57	49	53	40	565	162	489	237	384	343
Effective Weighted Sample	544	106	60	48	47	51	54	46	51	38	465	81	370	178	277	267
Weighted total	628	143	94	56	40	51	59	42	25	57	546	81	452	175	320	308
		23%	**	**	**	**	**	**	**	**	87%	13%	72%	28%	51%	49%
AT LEAST ONCE A WEEK	117	35	**	**	**	**	**	**	**	**	99	18	97	20	71	46
	19%	24%	**	**	**	**	**	**	**	**	18%	22%	21%	11%	22%	15%
		30%	**	**	**	**	**	**	**	**	85%	15%	b 83%	b 17%	b 61%	b 39%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

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

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	727	459	258	453	476	466	702
Effective Weighted Sample	544	341	203	351	351	355	530
Weighted total	628	402	231	418	406	427	613
		64%	37%	67%	65%	68%	98%
At least daily	20	14	6	11	11	11	20
	3%	4%	3%	3%	3%	3%	3%
		71%	29%	54%	56%	57%	100%
At least weekly	97	62	37	60	55	66	94
	15%	15%	16%	14%	14%	15%	15%
		64%	38%	62%	57%	68%	97%
At least monthly	104	73	43	73	62	77	104
	17%	18%	19%	17%	15%	18%	17%
		71%	42%	70%	60%	75%	100%
Less than once a month	137	91	49	99	90	93	134
	22%	23%	21%	24%	22%	22%	22%
		66%	36%	72%	66%	68%	98%
Never	257	152	91	168	180	174	249
	41%	38%	39%	40%	44%	41%	41%
		59%	35%	65%	70%	68%	97%
Don't know	12	10	4	7	7	6	12
	2%	3%	2%	2%	2%	1%	2%
		81%	34%	55%	55%	46%	98%
EVER	358	240	136	243	219	248	352
	57%	60%	59%	58%	54%	58%	57%
		67%	38%	68%	61%	69%	98%
AT LEAST ONCE A MONTH	221	149	86	144	129	155	218
	35%	37%	37%	34%	32%	36%	36%
		68%	39%	65%	58%	70%	99%
AT LEAST ONCE A WEEK	117	76	43	71	66	78	114
	19%	19%	19%	17%	16%	18%	19%
		65%	37%	60%	57%	66%	97%

Columns Tested: a,b,c,d,e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	a	b	c	d	~a	~b	~c	d	a	b	c	d	a	~b	~c	~d
Significance Level: 95%																			
Unweighted total	727	388	336	142	136	292	157	33	33	53	309	254	240	111	120	525	65	69	68
Effective Weighted Sample	544	291	251	105	100	221	121	24	26	44	240	196	182	84	90	465	42	51	62
Weighted total	628	336	289	117	116	270	125	20	27	45	296	259	183	99	86	568	30	20	10
		54%	46%	19%	19%	43%	20%	**	**	**	47%	41%	29%	16%	14%	91%	**	**	**
At least daily	14	11	3	1	2	7	3	**	**	**	8	6	5	2	1	13	**	**	**
	2%	3%	1%	1%	2%	3%	3%	**	**	**	3%	2%	3%	2%	1%	2%	**	**	**
		77%	23%	7%	18%	51%	24%	**	**	**	54%	44%	35%	15%	6%	91%	**	**	**
At least weekly	69	44	25	20	14	28	8	**	**	**	41	33	20	7	9	65	**	**	**
	11%	13%	9%	17%	12%	10%	6%	**	**	**	14%	13%	11%	7%	10%	12%	**	**	**
				d															
		64%	36%	29%	21%	40%	11%	**	**	**	59%	48%	28%	10%	13%	94%	**	**	**
At least monthly	118	61	55	20	24	56	18	**	**	**	65	43	35	25	15	111	**	**	**
	19%	18%	19%	17%	20%	21%	15%	**	**	**	22%	17%	19%	25%	17%	19%	**	**	**
		52%	47%	17%	20%	48%	15%	**	**	**	56%	37%	30%	21%	12%	94%	**	**	**
Less than once a month	116	65	50	19	22	55	21	**	**	**	58	49	42	12	12	109	**	**	**
	18%	19%	17%	16%	19%	20%	17%	**	**	**	20%	19%	23%	12%	14%	19%	**	**	**
		56%	44%	16%	19%	47%	18%	**	**	**	50%	42%	36%	11%	10%	94%	**	**	**
Never	294	144	149	53	51	118	72	**	**	**	117	124	72	50	48	254	**	**	**
	47%	43%	51%	46%	43%	44%	58%	**	**	**	40%	48%	40%	51%	56%	45%	**	**	**
			a				bc								b				
		49%	51%	18%	17%	40%	25%	**	**	**	40%	42%	25%	17%	16%	87%	**	**	**
Don't know	17	10	7	4	4	6	3	**	**	**	6	4	9	2	2	16	**	**	**
	3%	3%	2%	4%	3%	2%	2%	**	**	**	2%	1%	5%	2%	3%	3%	**	**	**
		61%	39%	25%	22%	38%	16%	**	**	**	38%	21%	52%	14%	13%	93%	**	**	**
EVER	317	181	134	59	62	146	50	**	**	**	172	132	102	46	36	298	**	**	**
	51%	54%	46%	51%	53%	54%	40%	**	**	**	58%	51%	56%	47%	42%	52%	**	**	**
				d	d	d									d				
		57%	42%	19%	20%	46%	16%	**	**	**	54%	42%	32%	15%	11%	94%	**	**	**
AT LEAST ONCE A MONTH	201	116	83	41	40	91	29	**	**	**	114	83	60	34	24	189	**	**	**
	32%	35%	29%	35%	35%	34%	23%	**	**	**	39%	32%	33%	34%	28%	33%	**	**	**
		58%	41%	20%	20%	45%	14%	**	**	**	57%	41%	30%	17%	12%	94%	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

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

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	~a	~b	~c	d	a	b	c	d	a	~b	~c	~d
Unweighted total	727	388	336	142	136	292	157	33	33	53	309	254	240	111	120	525	65	69	68
Effective Weighted Sample	544	291	251	105	100	221	121	24	26	44	240	196	182	84	90	465	42	51	62
Weighted total	628	336	289	117	116	270	125	20	27	45	296	259	183	99	86	568	30	20	10
		54%	46%	19%	19%	43%	20%	**	**	**	47%	41%	29%	16%	14%	91%	**	**	**
AT LEAST ONCE A WEEK	84	55	28	21	17	35	11	**	**	**	49	40	25	9	10	78	**	**	**
	13%	16%	10%	18%	14%	13%	9%	**	**	**	16%	15%	13%	9%	11%	14%	**	**	**
		b		d															
		66%	34%	25%	20%	42%	13%	**	**	**	58%	48%	29%	11%	11%	94%	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

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

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Unweighted total	727	112	62	50	49	53	57	49	53	40	565	162	489	237	384	343
Effective Weighted Sample	544	106	60	48	47	51	54	46	51	38	465	81	370	178	277	267
Weighted total	628	143	94	56	40	51	59	42	25	57	546	81	452	175	320	308
		23%	**	**	**	**	**	**	**	**	87%	13%	72%	28%	51%	49%
At least daily	14	-	**	**	**	**	**	**	**	**	12	2	11	3	11	3
	2%	-%	**	**	**	**	**	**	**	**	2%	3%	2%	2%	4%	1%
															b	
		-%	**	**	**	**	**	**	**	**	82%	18%	77%	23%	81%	19%
At least weekly	69	29	**	**	**	**	**	**	**	**	66	4	53	17	33	36
	11%	20%	**	**	**	**	**	**	**	**	12%	4%	12%	10%	10%	12%
											b					
		41%	**	**	**	**	**	**	**	**	95%	5%	76%	24%	48%	52%
At least monthly	118	46	**	**	**	**	**	**	**	**	106	12	89	28	60	58
	19%	32%	**	**	**	**	**	**	**	**	19%	14%	20%	16%	19%	19%
		39%	**	**	**	**	**	**	**	**	90%	10%	76%	24%	51%	49%
Less than once a month	116	33	**	**	**	**	**	**	**	**	104	12	87	28	62	53
	18%	23%	**	**	**	**	**	**	**	**	19%	14%	19%	16%	20%	17%
		28%	**	**	**	**	**	**	**	**	90%	10%	75%	24%	54%	46%
Never	294	34	**	**	**	**	**	**	**	**	244	50	201	92	143	150
	47%	24%	**	**	**	**	**	**	**	**	45%	61%	45%	53%	45%	49%
												a				
		11%	**	**	**	**	**	**	**	**	83%	17%	69%	31%	49%	51%
Don't know	17	2	**	**	**	**	**	**	**	**	15	2	11	7	10	7
	3%	1%	**	**	**	**	**	**	**	**	3%	3%	2%	4%	3%	2%
		10%	**	**	**	**	**	**	**	**	87%	13%	62%	38%	58%	42%
EVER	317	108	**	**	**	**	**	**	**	**	288	29	240	76	167	150
	51%	75%	**	**	**	**	**	**	**	**	53%	36%	53%	43%	52%	49%
											b		b			
		34%	**	**	**	**	**	**	**	**	91%	9%	76%	24%	53%	47%
AT LEAST ONCE A MONTH	201	75	**	**	**	**	**	**	**	**	184	18	153	48	104	97
	32%	52%	**	**	**	**	**	**	**	**	34%	22%	34%	28%	33%	32%
											b					
		37%	**	**	**	**	**	**	**	**	91%	9%	76%	24%	52%	48%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

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

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Unweighted total	727	112	62	50	49	53	57	49	53	40	565	162	489	237	384	343
Effective Weighted Sample	544	106	60	48	47	51	54	46	51	38	465	81	370	178	277	267
Weighted total	628	143	94	56	40	51	59	42	25	57	546	81	452	175	320	308
		23%	**	**	**	**	**	**	**	**	87%	13%	72%	28%	51%	49%
AT LEAST ONCE A WEEK	84	29	**	**	**	**	**	**	**	**	77	6	63	20	44	39
	13%	20%	**	**	**	**	**	**	**	**	14%	7%	14%	11%	14%	13%
		34%	**	**	**	**	**	**	**	**	93%	7%	76%	24%	53%	47%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

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

	Total	TV SERVICES				YOUTUBE	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV- ICES	
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	727	459	258	453	476	466	702
Effective Weighted Sample	544	341	203	351	351	355	530
Weighted total	628	402	231	418	406	427	613
		64%	37%	67%	65%	68%	98%
At least daily	14	12	4	8	9	6	14
	2%	3%	2%	2%	2%	1%	2%
		83%	27%	54%	61%	41%	100%
At least weekly	69	46	27	41	38	51	69
	11%	11%	11%	10%	9%	12%	11%
		66%	38%	60%	54%	74%	100%
At least monthly	118	76	42	72	66	94	117
	19%	19%	18%	17%	16%	22%	19%
		65%	36%	61%	56%	80%	99%
Less than once a month	116	72	47	88	80	84	116
	18%	18%	20%	21%	20%	20%	19%
		62%	41%	76%	70%	73%	100%
Never	294	183	110	202	207	186	283
	47%	46%	48%	48%	51%	43%	46%
		62%	37%	69%	70%	63%	96%
Don't know	17	13	1	7	6	6	14
	3%	3%	1%	2%	2%	1%	2%
		b					
		77%	8%	44%	36%	37%	83%
EVER	317	206	120	209	193	235	316
	51%	51%	52%	50%	48%	55%	52%
						d	
		65%	38%	66%	61%	74%	100%
AT LEAST ONCE A MONTH	201	134	72	121	113	151	200
	32%	33%	31%	29%	28%	35%	33%
						d	
		67%	36%	60%	56%	75%	99%

Columns Tested: a,b,c,d,e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

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

	Total	TV SERVICES					
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERV- ICES	ANY SER- VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	727	459	258	453	476	466	702
Effective Weighted Sample	544	341	203	351	351	355	530
Weighted total	628	402	231	418	406	427	613
		64%	37%	67%	65%	68%	98%
AT LEAST ONCE A WEEK	84	58	30	49	46	57	84
	13%	14%	13%	12%	11%	13%	14%
		69%	36%	59%	56%	68%	100%

Columns Tested: a,b,c,d,e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

SUMMARY OF PODCAST FREQUENCY OF LISTENING FROM QP27A-QP27F

Base : Those who ever listen to podcasts

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
	Total	a	b	a	b	c	d	~a	~b	~c	d	a	b	c	d	a	~b	~c	~d
Significance Level: 95%																			
Unweighted total	727	388	336	142	136	292	157	33	33	53	309	254	240	111	120	525	65	69	68
Effective Weighted Sample	544	291	251	105	100	221	121	24	26	44	240	196	182	84	90	465	42	51	62
Weighted total	628	336	289	117	116	270	125	20	27	45	296	259	183	99	86	568	30	20	10
		54%	46%	19%	19%	43%	20%	**	**	**	47%	41%	29%	16%	14%	91%	**	**	**
USE ANY AT LEAST DAILY	65	39	26	11	14	29	11	**	**	**	32	26	18	8	12	58	**	**	**
	10%	12%	9%	10%	12%	11%	8%	**	**	**	11%	10%	10%	9%	14%	10%	**	**	**
		61%	39%	17%	22%	45%	16%	**	**	**	49%	41%	28%	13%	19%	89%	**	**	**
USE ANY AT LEAST WEEKLY	298	175	120	54	60	132	51	**	**	**	163	121	97	44	35	274	**	**	**
	47%	52%	42%	47%	52%	49%	41%	**	**	**	55%	47%	53%	45%	41%	48%	**	**	**
		b																	
		59%	40%	18%	20%	44%	17%	**	**	**	55%	41%	33%	15%	12%	92%	**	**	**
USE ANY EVER	572	315	254	106	102	253	110	**	**	**	281	244	170	84	72	525	**	**	**
	91%	94%	88%	91%	88%	94%	89%	**	**	**	95%	94%	93%	85%	84%	92%	**	**	**
		b										cd	cd						
		55%	44%	19%	18%	44%	19%	**	**	**	49%	43%	30%	15%	13%	92%	**	**	**
DO NOT USE ANY	56	21	35	11	14	17	14	**	**	**	15	15	13	15	14	43	**	**	**
	9%	6%	12%	9%	12%	6%	11%	**	**	**	5%	6%	7%	15%	16%	8%	**	**	**
		a												ab	ab				
		37%	63%	19%	25%	30%	25%	**	**	**	26%	26%	22%	27%	24%	78%	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

SUMMARY OF PODCAST FREQUENCY OF LISTENING FROM QP27A-QP27F

Base : Those who ever listen to podcasts

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Unweighted total	727	112	62	50	49	53	57	49	53	40	565	162	489	237	384	343
Effective Weighted Sample	544	106	60	48	47	51	54	46	51	38	465	81	370	178	277	267
Weighted total	628	143	94	56	40	51	59	42	25	57	546	81	452	175	320	308
		23%	**	**	**	**	**	**	**	**	87%	13%	72%	28%	51%	49%
USE ANY AT LEAST DAILY	65	6	**	**	**	**	**	**	**	**	55	10	49	16	44	21
	10%	4%	**	**	**	**	**	**	**	**	10%	12%	11%	9%	14%	7%
		10%	**	**	**	**	**	**	**	**	85%	15%	76%	24%	b	33%
USE ANY AT LEAST WEEKLY	298	80	**	**	**	**	**	**	**	**	261	36	228	70	172	126
	47%	56%	**	**	**	**	**	**	**	**	48%	45%	50%	40%	54%	41%
		27%	**	**	**	**	**	**	**	**	88%	12%	b	23%	b	42%
USE ANY EVER	572	136	**	**	**	**	**	**	**	**	500	71	416	155	299	272
	91%	95%	**	**	**	**	**	**	**	**	92%	88%	92%	89%	94%	88%
		24%	**	**	**	**	**	**	**	**	88%	12%	73%	27%	b	48%
DO NOT USE ANY	56	7	**	**	**	**	**	**	**	**	46	10	36	20	21	35
	9%	5%	**	**	**	**	**	**	**	**	8%	12%	8%	11%	6%	12%
		13%	**	**	**	**	**	**	**	**	82%	18%	65%	35%	a	63%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

SUMMARY OF PODCAST FREQUENCY OF LISTENING FROM QP27A-QP27F

Base : Those who ever listen to podcasts

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d		e	f
Unweighted total	727	459	258	453	476		466	702
Effective Weighted Sample	544	341	203	351	351		355	530
Weighted total	628	402	231	418	406		427	613
		64%	37%	67%	65%		68%	98%
USE ANY AT LEAST DAILY	65	40	21	37	38		35	62
	10%	10%	9%	9%	9%		8%	10%
		62%	33%	58%	59%		54%	95%
USE ANY AT LEAST WEEKLY	298	201	108	202	183		199	291
	47%	50%	47%	48%	45%		47%	47%
		67%	36%	68%	61%		67%	98%
USE ANY EVER	572	374	213	388	366		393	563
	91%	93%	92%	93%	90%		92%	92%
		65%	37%	68%	64%		69%	98%
DO NOT USE ANY	56	28	18	30	40		34	50
	9%	7%	8%	7%	10%		8%	8%
		50%	31%	53%	71%		61%	89%

Columns Tested: a,b,c,d,e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

**FREQUENCY OF LISTENING
by FREQUENCY OF LISTENING**

Base : Those who ever listen to podcasts

	TYPES OF PODCASTS					
	BBC RADIO PROGRAMMES	PODCASTS FROM NON BBC RADIO STATIONS	NEWSPAPERS OR MAGAZINES	LINKED TO TV PROGRAMMES	OTHER PODCASTS FROM BBC	PODCASTS WITH VIDEO VERSIONS
Significance Level: 95%	a	b	c	d	e	f
Unweighted total	727	727	727	727	727	727
Effective Weighted Sample	544	544	544	544	544	544
Weighted total	628	628	628	628	628	628
	17%	17%	17%	17%	17%	17%
At least daily	32	28	23	15	20	14
	5%	5%	4%	2%	3%	2%
	df	f				
	24%	21%	18%	11%	15%	11%
At least weekly	154	118	82	65	97	69
	24%	19%	13%	10%	15%	11%
	bcdef	cdf			df	
	26%	20%	14%	11%	17%	12%
At least monthly	122	102	81	85	104	118
	19%	16%	13%	14%	17%	19%
	cd					cd
	20%	17%	13%	14%	17%	19%
Less than once a month	116	126	114	100	137	116
	19%	20%	18%	16%	22%	18%
					d	
	16%	18%	16%	14%	19%	16%
Never	198	246	317	354	257	294
	32%	39%	50%	56%	41%	47%
		a	abe	abcef	a	ab
	12%	15%	19%	21%	15%	18%
Don't know	6	7	11	8	12	17
	1%	1%	2%	1%	2%	3%
						a
	9%	12%	18%	13%	20%	28%
EVER	424	374	300	266	358	317
	67%	60%	48%	42%	57%	51%
	bcdef	cdf			cdf	d
	21%	18%	15%	13%	18%	16%

Columns Tested: a,b,c,d,e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

**FREQUENCY OF LISTENING
by FREQUENCY OF LISTENING**

Base : Those who ever listen to podcasts

	TYPES OF PODCASTS					
	BBC RADIO PROGRAMMES	PODCASTS FROM NON BBC RADIO STATIONS	NEWSPAPERS OR MAGAZINES	LINKED TO TV PROGRAMMES	OTHER PODCASTS FROM BBC	PODCASTS WITH VIDEO VERSIONS
Significance Level: 95%	a	b	c	d	e	f
Unweighted total	727	727	727	727	727	727
Effective Weighted Sample	544	544	544	544	544	544
Weighted total	628	628	628	628	628	628
	17%	17%	17%	17%	17%	17%
AT LEAST ONCE A MONTH	307	249	187	166	221	201
	49%	40%	30%	26%	35%	32%
	bcdef	cdf			d	d
	23%	19%	14%	12%	17%	15%
AT LEAST ONCE A WEEK	185	146	105	80	117	84
	30%	23%	17%	13%	19%	13%
	bcdef	cdf			df	
	26%	20%	15%	11%	16%	12%

Columns Tested: a,b,c,d,e,f

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QP13 (QP28). SHOWCARD Which of the following types of podcast do you listen to? (MULTI CODE)

Base : Those who ever listen to podcasts

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	~a	~b	~c	d	a	b	c	d	a	~b	~c	~d
Unweighted total	727	388	336	142	136	292	157	33	33	53	309	254	240	111	120	525	65	69	68
Effective Weighted Sample	544	291	251	105	100	221	121	24	26	44	240	196	182	84	90	465	42	51	62
Weighted total	628	336	289	117	116	270	125	20	27	45	296	259	183	99	86	568	30	20	10
		54%	46%	19%	19%	43%	20%	**	**	**	47%	41%	29%	16%	14%	91%	**	**	**
Entertainment	270	151	118	57	44	132	37	**	**	**	128	110	81	47	32	246	**	**	**
	43%	45%	41%	49%	38%	49%	29%	**	**	**	43%	42%	45%	48%	37%	43%	**	**	**
				d		d													
		56%	44%	21%	16%	49%	14%	**	**	**	47%	41%	30%	17%	12%	91%	**	**	**
Comedy	267	152	115	61	56	103	47	**	**	**	113	107	79	45	34	242	**	**	**
	42%	45%	40%	52%	48%	38%	38%	**	**	**	38%	41%	43%	45%	40%	43%	**	**	**
				cd															
		57%	43%	23%	21%	39%	18%	**	**	**	43%	40%	30%	17%	13%	91%	**	**	**
Music	204	118	86	46	36	89	33	**	**	**	90	78	57	36	34	189	**	**	**
	33%	35%	30%	40%	31%	33%	27%	**	**	**	30%	30%	31%	36%	39%	33%	**	**	**
				d															
		58%	42%	23%	17%	44%	16%	**	**	**	44%	38%	28%	17%	16%	92%	**	**	**
News and Current Affairs	191	113	78	27	19	106	39	**	**	**	119	95	57	23	16	177	**	**	**
	30%	34%	27%	23%	16%	39%	31%	**	**	**	40%	37%	31%	24%	19%	31%	**	**	**
						ab	b					cd	d						
		59%	41%	14%	10%	56%	20%	**	**	**	62%	50%	30%	12%	8%	93%	**	**	**
Sports	171	132	38	31	28	81	31	**	**	**	96	63	48	33	27	155	**	**	**
	27%	39%	13%	27%	24%	30%	25%	**	**	**	32%	24%	26%	33%	31%	27%	**	**	**
		b																	
		77%	22%	18%	17%	47%	18%	**	**	**	56%	37%	28%	19%	16%	91%	**	**	**
Health and Wellbeing	152	63	89	25	27	72	27	**	**	**	73	78	41	20	12	135	**	**	**
	24%	19%	31%	22%	23%	27%	22%	**	**	**	25%	30%	22%	20%	14%	24%	**	**	**
			a									d							
		41%	59%	17%	18%	48%	18%	**	**	**	48%	51%	27%	13%	8%	89%	**	**	**
Education	143	73	70	33	31	60	19	**	**	**	65	68	43	20	11	130	**	**	**
	23%	22%	24%	28%	27%	22%	15%	**	**	**	22%	26%	24%	20%	13%	23%	**	**	**
				d	d							d	d						
		51%	49%	23%	22%	42%	13%	**	**	**	46%	48%	31%	14%	8%	91%	**	**	**
Discussion and Talk Shows	137	77	60	24	21	66	26	**	**	**	67	65	40	14	18	121	**	**	**
	22%	23%	21%	20%	18%	24%	20%	**	**	**	23%	25%	22%	15%	21%	21%	**	**	**
		56%	44%	17%	16%	48%	19%	**	**	**	49%	47%	29%	11%	13%	89%	**	**	**

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QP13 (QP28). SHOWCARD Which of the following types of podcast do you listen to? (MULTI CODE)

Base : Those who ever listen to podcasts

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	~a	~b	~c	d	a	b	c	d	a	~b	~c	~d
Unweighted total	727	388	336	142	136	292	157	33	33	53	309	254	240	111	120	525	65	69	68
Effective Weighted Sample	544	291	251	105	100	221	121	24	26	44	240	196	182	84	90	465	42	51	62
Weighted total	628	336	289	117	116	270	125	20	27	45	296	259	183	99	86	568	30	20	10
		54%	46%	19%	19%	43%	20%	**	**	**	47%	41%	29%	16%	14%	91%	**	**	**
Arts or music discussion	130	62	68	21	19	65	25	**	**	**	59	68	37	13	13	122	**	**	**
	21%	18%	23%	18%	16%	24%	20%	**	**	**	20%	26%	20%	13%	15%	21%	**	**	**
		48%	52%	16%	15%	50%	19%	**	**	**	46%	52%	28%	10%	10%	94%	**	**	**
Politics	124	66	57	19	21	57	27	**	**	**	58	67	27	14	15	112	**	**	**
	20%	20%	20%	16%	18%	21%	22%	**	**	**	20%	26%	15%	15%	17%	20%	**	**	**
		53%	46%	15%	17%	46%	22%	**	**	**	47%	54%	22%	12%	12%	91%	**	**	**
Fiction/ Drama	98	46	52	9	11	50	28	**	**	**	43	50	19	17	13	89	**	**	**
	16%	14%	18%	7%	10%	18%	23%	**	**	**	14%	19%	10%	17%	15%	16%	**	**	**
		47%	53%	9%	11%	51%	29%	**	**	**	44%	51%	19%	17%	13%	91%	**	**	**
Science and Technology	95	65	29	23	9	41	22	**	**	**	49	46	23	17	9	88	**	**	**
	15%	19%	10%	19%	8%	15%	17%	**	**	**	17%	18%	13%	17%	10%	16%	**	**	**
		b	b	b	b	b	b	**	**	**	52%	48%	25%	18%	9%	93%	**	**	**
Food	87	35	52	13	20	36	18	**	**	**	43	44	24	11	7	75	**	**	**
	14%	10%	18%	11%	17%	13%	14%	**	**	**	15%	17%	13%	11%	8%	13%	**	**	**
		40%	60%	15%	23%	41%	20%	**	**	**	50%	51%	28%	13%	8%	86%	**	**	**
Business	85	58	26	11	15	45	13	**	**	**	47	45	26	9	4	76	**	**	**
	14%	17%	9%	10%	13%	17%	11%	**	**	**	16%	18%	14%	9%	5%	13%	**	**	**
		b	b	b	b	b	b	**	**	**	55%	53%	30%	11%	5%	89%	**	**	**
TV and Film	85	47	37	27	13	32	12	**	**	**	35	28	28	16	12	75	**	**	**
	13%	14%	13%	23%	11%	12%	10%	**	**	**	12%	11%	15%	17%	14%	13%	**	**	**
		56%	44%	32%	15%	38%	15%	**	**	**	41%	33%	33%	19%	14%	88%	**	**	**
Society and Culture	83	33	51	13	13	39	18	**	**	**	35	45	21	11	6	74	**	**	**
	13%	10%	17%	11%	11%	14%	15%	**	**	**	12%	17%	12%	11%	7%	13%	**	**	**
		a	a	a	a	a	a	**	**	**	42%	54%	26%	13%	7%	89%	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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QP13 (QP28). SHOWCARD Which of the following types of podcast do you listen to? (MULTI CODE)

Base : Those who ever listen to podcasts

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	~a	~b	~c	d	a	b	c	d	a	~b	~c	~d
Unweighted total	727	388	336	142	136	292	157	33	33	53	309	254	240	111	120	525	65	69	68
Effective Weighted Sample	544	291	251	105	100	221	121	24	26	44	240	196	182	84	90	465	42	51	62
Weighted total	628	336	289	117	116	270	125	20	27	45	296	259	183	99	86	568	30	20	10
		54%	46%	19%	19%	43%	20%	**	**	**	47%	41%	29%	16%	14%	91%	**	**	**
Travel	83	38	44	15	8	44	16	**	**	**	55	39	26	10	9	76	**	**	**
	13%	11%	15%	13%	7%	16%	13%	**	**	**	19%	15%	14%	10%	10%	13%	**	**	**
						b													
		46%	53%	18%	9%	53%	19%	**	**	**	66%	46%	32%	12%	10%	91%	**	**	**
Hobbies	65	41	24	17	12	25	12	**	**	**	26	26	19	15	5	59	**	**	**
	10%	12%	8%	14%	10%	9%	10%	**	**	**	9%	10%	10%	15%	5%	10%	**	**	**
						d													
		63%	37%	26%	18%	38%	18%	**	**	**	40%	40%	29%	23%	7%	91%	**	**	**
Professional Development	60	35	26	9	8	34	10	**	**	**	44	37	16	6	1	56	**	**	**
	10%	10%	9%	8%	7%	12%	8%	**	**	**	15%	14%	9%	6%	1%	10%	**	**	**
						d													
		58%	42%	15%	13%	56%	16%	**	**	**	73%	61%	27%	11%	2%	92%	**	**	**
True Crime	50	22	28	9	6	28	8	**	**	**	26	24	16	4	6	41	**	**	**
	8%	6%	10%	8%	5%	10%	6%	**	**	**	9%	9%	9%	4%	7%	7%	**	**	**
		43%	57%	18%	11%	55%	16%	**	**	**	52%	48%	32%	8%	13%	82%	**	**	**
Other	20	8	11	3	6	7	3	**	**	**	5	5	4	8	3	19	**	**	**
	3%	2%	4%	3%	5%	3%	3%	**	**	**	2%	2%	2%	8%	4%	3%	**	**	**
						ab													
		42%	58%	16%	29%	38%	17%	**	**	**	25%	24%	19%	41%	16%	96%	**	**	**
ANY TYPES	613	330	281	116	114	267	117	**	**	**	293	252	182	94	84	556	**	**	**
	98%	98%	97%	100%	98%	99%	94%	**	**	**	99%	97%	100%	95%	97%	98%	**	**	**
				d		d													
		54%	46%	19%	19%	44%	19%	**	**	**	48%	41%	30%	15%	14%	91%	**	**	**
Don't know	14	6	8	*	3	3	8	**	**	**	3	7	*	5	2	13	**	**	**
	2%	2%	3%	*%	2%	1%	6%	**	**	**	1%	3%	*%	5%	3%	2%	**	**	**
						ac													
		42%	58%	3%	19%	23%	55%	**	**	**	18%	50%	2%	33%	15%	88%	**	**	**

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QP13 (QP28). SHOWCARD Which of the following types of podcast do you listen to? (MULTI CODE)

Base : Those who ever listen to podcasts

		ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT	LOW	MEDIUM/
														WORKING		HIGH
Significance Level: 95%	Total	a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Unweighted total	727	112	62	50	49	53	57	49	53	40	565	162	489	237	384	343
Effective Weighted Sample	544	106	60	48	47	51	54	46	51	38	465	81	370	178	277	267
Weighted total	628	143	94	56	40	51	59	42	25	57	546	81	452	175	320	308
		23%	**	**	**	**	**	**	**	**	87%	13%	72%	28%	51%	49%
Entertainment	270	66	**	**	**	**	**	**	**	**	240	30	199	71	136	134
	43%	46%	**	**	**	**	**	**	**	**	44%	37%	44%	40%	42%	44%
		25%	**	**	**	**	**	**	**	**	89%	11%	74%	26%	50%	50%
Comedy	267	34	**	**	**	**	**	**	**	**	238	29	190	76	136	130
	42%	24%	**	**	**	**	**	**	**	**	43%	36%	42%	43%	43%	42%
		13%	**	**	**	**	**	**	**	**	89%	11%	71%	28%	51%	49%
Music	204	43	**	**	**	**	**	**	**	**	180	24	149	55	101	104
	33%	30%	**	**	**	**	**	**	**	**	33%	29%	33%	31%	31%	34%
		21%	**	**	**	**	**	**	**	**	88%	12%	73%	27%	49%	51%
News and Current Affairs	191	66	**	**	**	**	**	**	**	**	174	17	147	44	108	83
	30%	46%	**	**	**	**	**	**	**	**	32%	21%	33%	25%	34%	27%
											b					
		34%	**	**	**	**	**	**	**	**	91%	9%	77%	23%	57%	43%
Sports	171	41	**	**	**	**	**	**	**	**	154	17	134	37	87	84
	27%	29%	**	**	**	**	**	**	**	**	28%	21%	30%	21%	27%	27%
													b			
		24%	**	**	**	**	**	**	**	**	90%	10%	78%	22%	51%	49%
Health and Wellbeing	152	31	**	**	**	**	**	**	**	**	132	20	113	39	84	68
	24%	22%	**	**	**	**	**	**	**	**	24%	25%	25%	22%	26%	22%
		20%	**	**	**	**	**	**	**	**	87%	13%	75%	25%	55%	45%
Education	143	22	**	**	**	**	**	**	**	**	121	22	97	46	79	64
	23%	15%	**	**	**	**	**	**	**	**	22%	27%	21%	26%	25%	21%
		16%	**	**	**	**	**	**	**	**	85%	15%	68%	32%	55%	45%
Discussion and Talk Shows	137	10	**	**	**	**	**	**	**	**	123	14	97	39	84	53
	22%	7%	**	**	**	**	**	**	**	**	22%	17%	22%	23%	26%	17%
														b		
		7%	**	**	**	**	**	**	**	**	90%	10%	71%	29%	61%	39%
Arts or music discussion	130	17	**	**	**	**	**	**	**	**	112	18	87	43	75	54
	21%	12%	**	**	**	**	**	**	**	**	20%	22%	19%	25%	24%	18%
		13%	**	**	**	**	**	**	**	**	86%	14%	67%	33%	58%	42%

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Base : Those who ever listen to podcasts

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Unweighted total	727	112	62	50	49	53	57	49	53	40	565	162	489	237	384	343
Effective Weighted Sample	544	106	60	48	47	51	54	46	51	38	465	81	370	178	277	267
Weighted total	628	143	94	56	40	51	59	42	25	57	546	81	452	175	320	308
		23%	**	**	**	**	**	**	**	**	87%	13%	72%	28%	51%	49%
Politics	124	29	**	**	**	**	**	**	**	**	106	18	89	35	82	42
	20%	20%	**	**	**	**	**	**	**	**	19%	22%	20%	20%	25%	14%
		24%	**	**	**	**	**	**	**	**	85%	15%	72%	28%	66%	34%
Fiction/ Drama	98	7	**	**	**	**	**	**	**	**	78	20	69	29	68	30
	16%	5%	**	**	**	**	**	**	**	**	14%	24%	15%	17%	21%	10%
		7%	**	**	**	**	**	**	**	**	80%	20%	70%	30%	69%	31%
Science and Technology	95	17	**	**	**	**	**	**	**	**	80	14	63	31	57	37
	15%	12%	**	**	**	**	**	**	**	**	15%	18%	14%	18%	18%	12%
		18%	**	**	**	**	**	**	**	**	85%	15%	67%	33%	60%	40%
Food	87	13	**	**	**	**	**	**	**	**	79	7	66	20	54	33
	14%	9%	**	**	**	**	**	**	**	**	15%	9%	15%	12%	17%	11%
		15%	**	**	**	**	**	**	**	**	91%	9%	77%	23%	62%	38%
Business	85	17	**	**	**	**	**	**	**	**	75	10	73	12	45	40
	14%	12%	**	**	**	**	**	**	**	**	14%	12%	16%	7%	14%	13%
		20%	**	**	**	**	**	**	**	**	88%	12%	86%	14%	53%	47%
TV and Film	85	5	**	**	**	**	**	**	**	**	72	13	60	25	53	32
	13%	3%	**	**	**	**	**	**	**	**	13%	16%	13%	14%	16%	10%
		6%	**	**	**	**	**	**	**	**	85%	15%	71%	29%	62%	38%
Society and Culture	83	10	**	**	**	**	**	**	**	**	70	14	55	29	46	38
	13%	7%	**	**	**	**	**	**	**	**	13%	17%	12%	16%	14%	12%
		12%	**	**	**	**	**	**	**	**	84%	16%	65%	35%	55%	45%
Travel	83	23	**	**	**	**	**	**	**	**	70	13	66	17	48	36
	13%	16%	**	**	**	**	**	**	**	**	13%	16%	15%	10%	15%	12%
		28%	**	**	**	**	**	**	**	**	84%	16%	80%	20%	57%	43%

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QP13 (QP28). SHOWCARD Which of the following types of podcast do you listen to? (MULTI CODE)

Base : Those who ever listen to podcasts

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
		a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	727	112	62	50	49	53	57	49	53	40	565	162	489	237	384	343
Effective Weighted Sample	544	106	60	48	47	51	54	46	51	38	465	81	370	178	277	267
Weighted total	628	143	94	56	40	51	59	42	25	57	546	81	452	175	320	308
		23%	**	**	**	**	**	**	**	**	87%	13%	72%	28%	51%	49%
Hobbies	65	15	**	**	**	**	**	**	**	**	58	7	46	20	34	31
	10%	10%	**	**	**	**	**	**	**	**	11%	8%	10%	11%	11%	10%
		23%	**	**	**	**	**	**	**	**	90%	10%	70%	30%	53%	47%
Professional Development	60	22	**	**	**	**	**	**	**	**	54	6	51	10	34	27
	10%	15%	**	**	**	**	**	**	**	**	10%	8%	11%	6%	10%	9%
		36%	**	**	**	**	**	**	**	**	90%	10%	b	84%	16%	56%
True Crime	50	4	**	**	**	**	**	**	**	**	43	7	34	16	34	16
	8%	3%	**	**	**	**	**	**	**	**	8%	8%	7%	9%	11%	5%
		7%	**	**	**	**	**	**	**	**	87%	13%	67%	33%	b	69%
Other	20	-	**	**	**	**	**	**	**	**	14	6	11	8	13	6
	3%	-%	**	**	**	**	**	**	**	**	3%	7%	3%	5%	4%	2%
		-%	**	**	**	**	**	**	**	**	70%	a	58%	42%	67%	33%
ANY TYPES	613	140	**	**	**	**	**	**	**	**	538	75	442	170	315	299
	98%	98%	**	**	**	**	**	**	**	**	99%	92%	98%	97%	98%	97%
		23%	**	**	**	**	**	**	**	**	b	88%	12%	72%	28%	51%
Don't know	14	3	**	**	**	**	**	**	**	**	8	7	10	5	5	9
	2%	2%	**	**	**	**	**	**	**	**	1%	8%	2%	3%	2%	3%
		23%	**	**	**	**	**	**	**	**	a	55%	45%	68%	32%	37%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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QP13 (QP28). SHOWCARD Which of the following types of podcast do you listen to? (MULTI CODE)

Base : Those who ever listen to podcasts

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	727	459	258	453	476	466	702
Effective Weighted Sample	544	341	203	351	351	355	530
Weighted total	628	402	231	418	406	427	613
		64%	37%	67%	65%	68%	98%
Entertainment	270	183	95	175	178	192	266
	43%	46%	41%	42%	44%	45%	43%
		68%	35%	65%	66%	71%	99%
Comedy	267	181	103	198	200	190	263
	42%	45%	45%	47%	49%	44%	43%
		68%	39%	74%	75%	71%	99%
Music	204	138	80	148	139	149	202
	33%	34%	35%	36%	34%	35%	33%
		67%	39%	73%	68%	73%	99%
News and Current Affairs	191	128	71	145	118	144	191
	30%	32%	31%	35%	29%	34%	31%
		67%	37%	76%	62%	75%	100%
Sports	171	132	68	127	115	124	169
	27%	33%	29%	30%	28%	29%	28%
		77%	39%	74%	67%	72%	99%
Health and Wellbeing	152	106	53	120	115	112	150
	24%	26%	23%	29%	28%	26%	25%
		70%	35%	79%	76%	73%	99%
Education	143	86	50	114	107	111	139
	23%	21%	22%	27%	26%	26%	23%
		60%	35%	80%	75%	78%	98%
Discussion and Talk Shows	137	84	59	99	100	100	136
	22%	21%	26%	24%	25%	23%	22%
		62%	43%	72%	74%	73%	99%
Arts or music discussion	130	82	53	104	97	85	128
	21%	20%	23%	25%	24%	20%	21%
		63%	41%	80%	75%	65%	98%

Columns Tested: a,b,c,d,e,f

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QP13 (QP28). SHOWCARD Which of the following types of podcast do you listen to? (MULTI CODE)

Base : Those who ever listen to podcasts

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	727	459	258	453	476	466	702
Effective Weighted Sample	544	341	203	351	351	355	530
Weighted total	628	402	231	418	406	427	613
		64%	37%	67%	65%	68%	98%
Politics	124	77	46	89	89	92	123
	20%	19%	20%	21%	22%	22%	20%
		62%	37%	72%	72%	74%	99%
Fiction/ Drama	98	62	47	81	78	65	98
	16%	15%	20%	19%	19%	15%	16%
		63%	48%	83%	80%	66%	99%
Science and Technology	95	57	40	80	70	76	94
	15%	14%	17%	19%	17%	18%	15%
		60%	43%	84%	73%	80%	99%
Food	87	62	20	66	60	64	85
	14%	15%	9%	16%	15%	15%	14%
		b		b	b	b	
		72%	24%	76%	69%	74%	98%
Business	85	62	29	69	73	68	85
	14%	16%	12%	17%	18%	16%	14%
		74%	34%	82%	86%	80%	100%
TV and Film	85	59	32	65	61	59	84
	13%	15%	14%	16%	15%	14%	14%
		69%	37%	77%	72%	69%	99%
Society and Culture	83	52	31	68	64	61	83
	13%	13%	13%	16%	16%	14%	14%
		62%	37%	82%	77%	73%	100%
Travel	83	55	33	63	54	59	83
	13%	14%	14%	15%	13%	14%	14%
		66%	39%	76%	64%	71%	99%
Hobbies	65	44	22	49	48	48	64
	10%	11%	10%	12%	12%	11%	11%
		67%	34%	75%	73%	74%	99%

Columns Tested: a,b,c,d,e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QP13 (QP28). SHOWCARD Which of the following types of podcast do you listen to? (MULTI CODE)

Base : Those who ever listen to podcasts

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV- ICES	ANY SER- VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	727	459	258	453	476	466	702
Effective Weighted Sample	544	341	203	351	351	355	530
Weighted total	628	402	231	418	406	427	613
		64%	37%	67%	65%	68%	98%
Professional Development	60	36	23	40	40	48	60
	10%	9%	10%	10%	10%	11%	10%
		59%	39%	67%	66%	79%	100%
True Crime	50	34	19	37	36	31	48
	8%	8%	8%	9%	9%	7%	8%
		68%	39%	73%	71%	63%	97%
Other	20	9	10	16	16	19	20
	3%	2%	4%	4%	4%	4%	3%
		46%	51%	82%	82%	95%	100%
ANY TYPES	613	397	225	413	402	423	602
	98%	99%	97%	99%	99%	99%	98%
		65%	37%	67%	66%	69%	98%
Don't know	14	5	6	5	4	5	11
	2%	1%	3%	1%	1%	1%	2%
		34%	41%	34%	28%	32%	76%

Columns Tested: a,b,c,d,e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH1 (QH86). How many TV sets are used by anyone in your household?

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
One TV set	1097	540	552	135	177	335	451	90	112	121	280	272	293	222	310	953	90	36	18
	41%	41%	40%	36%	43%	37%	46%	61%	50%	44%	37%	38%	41%	38%	47%	43%	38%	28%	25%
		49%	50%	12%	ac	30%	ac	bcd	d	d	26%	25%	27%	20%	abc	cd	cd	3%	2%
Two TV sets	833	427	405	120	128	271	315	29	67	90	256	247	217	191	177	690	70	46	26
	31%	33%	30%	32%	31%	30%	32%	20%	30%	33%	33%	35%	30%	33%	27%	31%	30%	35%	35%
		51%	49%	14%	15%	33%	38%	4%	8%	11%	31%	30%	26%	23%	21%	83%	8%	6%	3%
Three or more TV sets	689	309	379	111	88	281	209	20	41	59	226	180	192	162	153	544	68	48	29
	26%	24%	28%	29%	22%	31%	21%	13%	18%	22%	29%	25%	27%	28%	23%	24%	29%	36%	40%
		a	a	bd		bd		a	a	a	abc			d				ab	ab
		45%	55%	16%	13%	41%	30%	3%	6%	9%	33%	26%	28%	24%	22%	79%	10%	7%	4%
ANY TV SETS	2619	1277	1335	366	392	887	974	139	220	270	763	699	702	575	640	2188	228	130	73
	98%	98%	98%	97%	96%	98%	98%	94%	97%	98%	100%	98%	98%	99%	97%	98%	98%	99%	100%
		49%	51%	14%	15%	34%	37%	5%	8%	10%	29%	27%	27%	22%	24%	84%	9%	5%	3%
None – no-one watches a TV set in the household	56	25	30	10	15	16	15	9	6	6	4	13	16	5	22	48	5	2	*
	2%	2%	2%	3%	4%	2%	2%	6%	3%	2%	*%	2%	2%	1%	3%	2%	2%	1%	*%
		46%	53%	18%	cd	28%	27%	cd	d	d	7%	23%	28%	10%	c	d	d	3%	1%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 138

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH1 (QH86). How many TV sets are used by anyone in your household?

Base : All respondents

		ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
One TV set		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
	1097	214	116	86	58	97	113	68	39	160	976	121	583	511	416	681
	41%	64%	32%	38%	31%	41%	46%	31%	34%	54%	42%	34%	38%	46%	37%	44%
		bcdefghi				bdg	bdgh			bcdegh	b		a		a	
Two TV sets		20%	11%	8%	5%	9%	10%	6%	4%	15%	89%	11%	53%	47%	38%	62%
	833	83	133	70	68	79	71	73	37	76	703	130	504	329	372	461
	31%	25%	36%	31%	36%	33%	29%	33%	32%	25%	30%	36%	32%	29%	33%	30%
			ai		ai	a		a			a					
Three or more TV sets		10%	16%	8%	8%	9%	8%	9%	4%	9%	84%	16%	60%	40%	45%	55%
	689	20	114	64	55	60	58	78	38	57	589	100	434	254	335	354
	26%	6%	31%	28%	29%	25%	24%	36%	33%	19%	25%	28%	28%	23%	29%	23%
			ai	ai	ai	a	a	aefi	afi	a			b		b	
ANY TV SETS		3%	17%	9%	8%	9%	8%	11%	5%	8%	86%	14%	63%	37%	49%	51%
	2619	317	364	220	182	236	242	220	114	294	2268	351	1521	1093	1123	1496
	98%	95%	99%	96%	97%	100%	98%	100%	98%	98%	98%	98%	98%	98%	99%	97%
			ac			acd	a	acd	a	a					b	
None – no-one watches a TV set in the household		12%	14%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
	56	17	4	9	6	1	4	1	2	5	48	8	33	22	16	40
	2%	5%	1%	4%	3%	1%	2%	1%	2%	2%	2%	2%	2%	2%	1%	3%
		befghi		beg	eg										a	
		30%	7%	17%	11%	2%	7%	1%	3%	9%	86%	14%	59%	40%	28%	72%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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QH1 (QH86). How many TV sets are used by anyone in your household?

Base : All respondents

	Total	TV SERVICES					ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERV- ICES	
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
One TV set	1097	500	509	380	361	423	1032
	41%	32%	47%	31%	28%	34%	40%
		d	acdef			d	acde
		46%	46%	35%	33%	39%	94%
Two TV sets	833	535	325	437	448	410	808
	31%	35%	30%	35%	35%	33%	32%
		bf		bf	bf		
		64%	39%	52%	54%	49%	97%
Three or more TV sets	689	506	254	416	449	392	679
	26%	33%	23%	34%	35%	31%	27%
		bf		bf	bef	bf	b
		74%	37%	60%	65%	57%	99%
ANY TV SETS	2619	1541	1089	1233	1258	1226	2520
	98%	100%	100%	100%	99%	98%	99%
		def	def	def			e
		59%	42%	47%	48%	47%	96%
None – no-one watches a TV set in the household	56	-	-	2	15	28	31
	2%	-%	-%	*%	1%	2%	1%
					abc	abcf	abc
		-%	-%	4%	28%	50%	56%

Columns Tested: a,b,c,d,e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH2 (QH66). What are the reasons why you don't have a television set in your household? What other reasons? (MULTI CODE) UNPROMPTED

Base : Those without a TV in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d
Significance Level: 95%																			
Unweighted total	81	35	45	13	19	24	25	11	8	8	8	20	23	8	30	52	13	14	2
Effective Weighted Sample	59	26	32	11	14	17	17	9	6	7	4	12	16	6	25	47	8	10	2
Weighted total	56	25	30	10	15	16	15	9	6	6	4	13	16	5	22	48	5	2	*
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
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 - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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QH2 (QH66). What are the reasons why you don't have a television set in your household? What other reasons? (MULTI CODE) UNPROMPTED

Base : Those without a TV in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	81	35	45	13	19	24	25	11	8	8	8	20	23	8	30	52	13	14	2
Effective Weighted Sample	59	26	32	11	14	17	17	9	6	7	4	12	16	6	25	47	8	10	2
Weighted total	56	25	30	10	15	16	15	9	6	6	4	13	16	5	22	48	5	2	*
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Too expensive to buy and install	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't afford to replace broken TV set	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ANY INVOLUNTARY REASONS	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ANY VOLUNTARY REASONS	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ONLY VOLUNTARY REASONS	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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QH2 (QH66). What are the reasons why you don't have a television set in your household? What other reasons? (MULTI CODE) UNPROMPTED

Base : Those without a TV in the household

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
		~a	~b	~c	~d	~e	~f	~g	~h	~i	~a	~b	~a	~b	~a	~b
Significance Level: 95%																
Unweighted total	81	15	3	9	8	1	5	1	4	6	53	28	46	34	33	48
Effective Weighted Sample	59	14	3	9	8	1	5	1	4	6	47	14	32	26	20	39
Weighted total	56	17	4	9	6	1	4	1	2	5	48	8	33	22	16	40
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
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,e,f,g,h,i - a,b - a,b - a,b

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QH2 (QH66). What are the reasons why you don't have a television set in your household? What other reasons? (MULTI CODE) UNPROMPTED

Base : Those without a TV in the household

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~a	~b	~a	~b	~a	~b
Unweighted total	81	15	3	9	8	1	5	1	4	6	53	28	46	34	33	48
Effective Weighted Sample	59	14	3	9	8	1	5	1	4	6	47	14	32	26	20	39
Weighted total	56	17	4	9	6	1	4	1	2	5	48	8	33	22	16	40
Too expensive to buy and install	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't afford to replace broken TV set	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ANY INVOLUNTARY REASONS	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ANY VOLUNTARY REASONS	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ONLY VOLUNTARY REASONS	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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QH2 (QH66). What are the reasons why you don't have a television set in your household? What other reasons? (MULTI CODE) UNPROMPTED

Base : Those without a TV in the household

	Total	TV SERVICES					
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERVICES	ANY SERVICES
		~a	~b	~c	~d	~e	~f
Significance Level: 95%							
Unweighted total	81	-	-	6	23	34	42
Effective Weighted Sample	59	-	-	3	16	27	32
Weighted total	56	-	-	2	15	28	31
		**	**	**	**	**	**
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,e,f

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QH2 (QH66). What are the reasons why you don't have a television set in your household? What other reasons? (MULTI CODE) UNPROMPTED

Base : Those without a TV in the household

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		~a	~b	~c	~d		~e	~f
Unweighted total	81	-	-	6	23		34	42
Effective Weighted Sample	59	-	-	3	16		27	32
Weighted total	56	-	-	2	15		28	31
		**	**	**	**		**	**
Too expensive to buy and install	**	**	**	**	**		**	**
	**	**	**	**	**		**	**
		**	**	**	**		**	**
Can't afford to replace broken TV set	**	**	**	**	**		**	**
	**	**	**	**	**		**	**
		**	**	**	**		**	**
Don't know	**	**	**	**	**		**	**
	**	**	**	**	**		**	**
		**	**	**	**		**	**
ANY INVOLUNTARY REASONS	**	**	**	**	**		**	**
	**	**	**	**	**		**	**
		**	**	**	**		**	**
ANY VOLUNTARY REASONS	**	**	**	**	**		**	**
	**	**	**	**	**		**	**
		**	**	**	**		**	**
ONLY VOLUNTARY REASONS	**	**	**	**	**		**	**
	**	**	**	**	**		**	**
		**	**	**	**		**	**

Columns Tested: a,b,c,d,e,f

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QH3 (QH53). Is the MAIN TV in your household an HDTV set or HD ready? (SINGLE CODE)

Base : Those with a TV in the household

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3878	1869	2001	501	540	1204	1633	247	368	394	916	822	1111	829	1112	2351	509	504	514
Effective Weighted Sample	2655	1289	1361	355	369	828	1129	189	268	283	667	576	785	563	792	2015	347	358	469
Weighted total	2619	1277	1335	366	392	887	974	139	220	270	763	699	702	575	640	2188	228	130	73
		49%	51%	14%	15%	34%	37%	5%	8%	10%	29%	27%	27%	22%	24%	84%	9%	5%	3%
Yes, the main TV in the household is an HDTV set or HD ready	2096	1046	1046	286	333	769	708	76	166	217	704	604	584	465	441	1760	181	105	50
	80%	82%	78%	78%	85%	87%	73%	55%	75%	80%	92%	86%	83%	81%	69%	80%	79%	80%	69%
		b		d	ad	ad			a	a	abc	cd	d	d		d	d	d	
		50%	50%	14%	16%	37%	34%	4%	8%	10%	34%	29%	28%	22%	21%	84%	9%	5%	2%
No	338	172	166	41	38	87	172	46	40	42	40	60	74	75	129	280	28	17	13
	13%	13%	12%	11%	10%	10%	18%	33%	18%	15%	5%	9%	11%	13%	20%	13%	12%	13%	18%
						abc	bcd	d	d				a	abc					ab
		51%	49%	12%	11%	26%	51%	14%	12%	12%	12%	18%	22%	22%	38%	83%	8%	5%	4%
Don't know	185	59	124	39	21	31	94	16	14	11	19	35	44	36	71	148	18	9	10
	7%	5%	9%	11%	5%	3%	10%	12%	6%	4%	3%	5%	6%	6%	11%	7%	8%	7%	14%
			a	bc		bc	bcd	d	d					abc					abc
		32%	67%	21%	12%	17%	51%	9%	7%	6%	10%	19%	24%	19%	38%	80%	10%	5%	5%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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QH3 (QH53). Is the MAIN TV in your household an HDTV set or HD ready? (SINGLE CODE)

Base : Those with a TV in the household

		ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3878	269	263	225	255	278	257	288	277	239	2847	1031	2017	1856	1760	2118
Effective Weighted Sample	2655	250	247	212	242	260	243	267	257	223	2238	432	1384	1319	1137	1518
Weighted total	2619	317	364	220	182	236	242	220	114	294	2268	351	1521	1093	1123	1496
		12%	14%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
Yes, the main TV in the household is an HDTV set or HD ready	2096	268	303	191	136	164	203	166	100	229	1814	282	1309	786	940	1156
	80%	85%	83%	87%	75%	69%	84%	75%	88%	78%	80%	80%	86%	72%	84%	77%
		deg	deg	degi			deg		degi	e			b		b	
		13%	14%	9%	7%	8%	10%	8%	5%	11%	87%	13%	62%	38%	45%	55%
No	338	36	39	13	31	53	28	21	6	54	293	45	144	195	121	218
	13%	11%	11%	6%	17%	22%	11%	9%	5%	19%	13%	13%	9%	18%	11%	15%
		ch	h		bcgh	abcfgh	ch	h		abcfgh			a		a	
		11%	12%	4%	9%	16%	8%	6%	2%	16%	87%	13%	42%	58%	36%	64%
Don't know	185	13	22	16	14	19	11	33	8	10	162	23	69	113	62	123
	7%	4%	6%	7%	8%	8%	4%	15%	7%	3%	7%	7%	5%	10%	6%	8%
					i	i		abcdefhi					a		a	
		7%	12%	9%	8%	10%	6%	18%	5%	6%	87%	13%	37%	61%	34%	66%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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QH3 (QH53). Is the MAIN TV in your household an HDTV set or HD ready? (SINGLE CODE)

Base : Those with a TV in the household

	Total	TV SERVICES					
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERVICES	ANY SERVICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3878	2152	1624	1603	1787	1587	3672
Effective Weighted Sample	2655	1487	1146	1121	1205	1117	2536
Weighted total	2619	1541	1089	1233	1258	1226	2520
		59%	42%	47%	48%	47%	96%
Yes, the main TV in the household is an HDTV set or HD ready	2096	1381	808	1131	1154	1117	2063
	80%	90%	74%	92%	92%	91%	82%
		bf		bf	bf	bf	b
		66%	39%	54%	55%	53%	98%
No	338	94	193	68	63	73	295
	13%	6%	18%	5%	5%	6%	12%
			acdef				acde
		28%	57%	20%	18%	22%	87%
Don't know	185	65	88	35	42	36	162
	7%	4%	8%	3%	3%	3%	6%
			acde				acde
		35%	47%	19%	22%	19%	87%

Columns Tested: a,b,c,d,e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

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

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2979	1488	1486	386	458	1028	1107	131	264	321	822	681	900	647	748	1823	408	397	351
Effective Weighted Sample	2053	1026	1023	271	311	712	770	98	195	231	609	487	636	443	533	1570	273	281	320
Weighted total	2096	1046	1046	286	333	769	708	76	166	217	704	604	584	465	441	1760	181	105	50
		50%	50%	14%	16%	37%	34%	4%	8%	10%	34%	29%	28%	22%	21%	84%	9%	5%	2%
Yes, the main TV in the household is an UHDTV set or UHD ready	1037	550	485	136	163	396	341	30	77	85	361	308	302	213	214	880	81	46	30
	49%	53%	46%	48%	49%	51%	48%	39%	46%	39%	51%	51%	52%	46%	48%	50%	45%	44%	59%
		b									ac								abc
		53%	47%	13%	16%	38%	33%	3%	7%	8%	35%	30%	29%	21%	21%	85%	8%	4%	3%
No	858	430	426	118	136	307	296	38	75	115	298	242	231	198	186	717	81	46	13
	41%	41%	41%	41%	41%	40%	42%	50%	45%	53%	42%	40%	40%	43%	42%	41%	45%	44%	27%
										d						d	d	d	
		50%	50%	14%	16%	36%	35%	4%	9%	13%	35%	28%	27%	23%	22%	84%	9%	5%	2%
Don't know	201	66	135	31	34	66	70	8	14	16	45	54	51	54	41	163	18	13	7
	10%	6%	13%	11%	10%	9%	10%	11%	8%	8%	6%	9%	9%	12%	9%	9%	10%	12%	15%
			a																a
		33%	67%	16%	17%	33%	35%	4%	7%	8%	22%	27%	25%	27%	20%	81%	9%	6%	4%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	2979	218	212	192	185	182	210	206	238	180	2174	805	1721	1256	1397	1582
Effective Weighted Sample	2053	205	201	182	177	173	200	192	222	169	1728	337	1180	899	920	1133
Weighted total	2096	268	303	191	136	164	203	166	100	229	1814	282	1309	786	940	1156
		13%	14%	9%	7%	8%	10%	8%	5%	11%	87%	13%	62%	38%	45%	55%
Yes, the main TV in the household is an UHD TV set or UHD ready	1037	99	164	103	58	92	95	95	82	93	894	143	675	361	487	550
	49%	37%	54%	54%	42%	56%	47%	57%	82%	41%	49%	51%	52%	46%	52%	48%
			adi	adi		adi	a	adfi	abcdefgi				b			
		10%	16%	10%	6%	9%	9%	9%	8%	9%	86%	14%	65%	35%	47%	53%
No	858	158	110	75	67	57	86	46	8	109	751	107	524	333	374	484
	41%	59%	36%	39%	49%	35%	42%	28%	8%	48%	41%	38%	40%	42%	40%	42%
		bcefg	h	gh	begh	h	gh	h		begh						
		18%	13%	9%	8%	7%	10%	5%	1%	13%	88%	12%	61%	39%	44%	56%
Don't know	201	11	29	13	12	15	22	25	10	27	169	32	109	91	79	122
	10%	4%	10%	7%	8%	9%	11%	15%	10%	12%	9%	11%	8%	12%	8%	11%
			a			a	a	acd	a	a				a		
		5%	14%	6%	6%	7%	11%	13%	5%	13%	84%	16%	54%	45%	39%	61%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	TV SERVICES					
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERVICES	ANY SERVICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2979	1902	1129	1458	1622	1427	2907
Effective Weighted Sample	2053	1320	803	1023	1095	1008	2013
Weighted total	2096	1381	808	1131	1154	1117	2063
		66%	39%	54%	55%	53%	98%
Yes, the main TV in the household is an UHDTV set or UHD ready	1037	748	344	557	603	570	1020
	49%	54%	43%	49%	52%	51%	49%
		bcd		b	b	b	b
		72%	33%	54%	58%	55%	98%
No	858	499	384	469	439	457	847
	41%	36%	47%	41%	38%	41%	41%
			acdef	a		a	a
		58%	45%	55%	51%	53%	99%
Don't know	201	135	80	104	112	90	196
	10%	10%	10%	9%	10%	8%	10%
		67%	40%	52%	56%	45%	98%

Columns Tested: a,b,c,d,e,f

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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 UHD/TV set or UHD-ready

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	~a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	1512	786	724	192	231	547	542	49	121	134	447	369	481	309	352	943	178	190	201
Effective Weighted Sample	1017	536	478	131	153	370	368	35	86	94	320	253	330	204	248	790	117	131	183
Weighted total	1037	550	485	136	163	396	341	30	77	85	361	308	302	213	214	880	81	46	30
		53%	47%	13%	16%	38%	33%	**	7%	8%	35%	30%	29%	21%	21%	85%	8%	4%	3%
Yes, the main TV in the household has a UHD/ 4K service	716	385	329	109	114	276	217	**	52	64	254	226	212	138	140	607	52	34	23
	69%	70%	68%	80%	70%	70%	64%	**	68%	74%	70%	74%	70%	65%	65%	69%	64%	74%	78%
				cd								cd							ab
		54%	46%	15%	16%	39%	30%	**	7%	9%	35%	32%	30%	19%	20%	85%	7%	5%	3%
No	222	132	90	20	36	87	80	**	16	13	86	55	58	56	52	187	23	9	3
	21%	24%	19%	14%	22%	22%	23%	**	21%	15%	24%	18%	19%	26%	25%	21%	28%	20%	11%
		b					a							a		d	d	d	
		59%	41%	9%	16%	39%	36%	**	7%	6%	39%	25%	26%	25%	24%	84%	10%	4%	1%
Don't know	98	33	65	8	13	33	45	**	9	9	20	26	31	19	21	87	6	3	3
	9%	6%	14%	6%	8%	8%	13%	**	11%	11%	6%	8%	10%	9%	10%	10%	7%	6%	11%
			a				ac												
		33%	67%	8%	13%	34%	45%	**	9%	9%	21%	27%	32%	19%	22%	88%	6%	3%	3%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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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

		ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%	Total	~a	b	c	~d	e	~f	g	h	~i	a	b	a	b	a	b
Unweighted total	1512	76	112	104	76	100	94	116	194	71	1092	420	929	582	735	777
Effective Weighted Sample	1017	72	106	99	73	95	89	107	181	68	852	170	614	414	482	535
Weighted total	1037	99	164	103	58	92	95	95	82	93	894	143	675	361	487	550
		**	16%	10%	**	9%	**	9%	8%	**	86%	14%	65%	35%	47%	53%
Yes, the main TV in the household has a UHD/ 4K service	716	**	115	79	**	65	**	73	53	**	615	101	482	234	331	385
	69%	**	70%	77%	**	71%	**	77%	65%	**	69%	71%	71%	65%	68%	70%
		**	16%	11%	**	9%	**	10%	7%	**	86%	14%	67%	33%	46%	54%
No	222	**	35	20	**	6	**	11	18	**	192	30	140	82	107	115
	21%	**	21%	19%	**	7%	**	12%	22%	**	21%	21%	21%	23%	22%	21%
		**	e 16%	e 9%	**	3%	**	5%	eg 8%	**	86%	14%	63%	37%	48%	52%
Don't know	98	**	13	4	**	21	**	10	10	**	87	11	53	45	49	49
	9%	**	8%	4%	**	22%	**	11%	13%	**	10%	8%	8%	13%	10%	9%
		**	14%	4%	**	bcgh 21%	**	10%	c 11%	**	88%	12%	54%	a 46%	50%	50%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	TV SERVICES					
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERVICES	ANY SERVICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1512	1028	471	733	878	744	1469
Effective Weighted Sample	1017	710	335	506	582	517	994
Weighted total	1037	748	344	557	603	570	1020
		72%	33%	54%	58%	55%	98%
Yes, the main TV in the household has a UHD/ 4K service	716	547	227	404	452	412	708
	69%	73%	66%	72%	75%	72%	69%
		b	b	b	bf		
		76%	32%	56%	63%	57%	99%
No	222	142	81	109	102	111	217
	21%	19%	24%	20%	17%	20%	21%
			d	d			d
		64%	37%	49%	46%	50%	98%
Don't know	98	59	36	44	50	47	95
	9%	8%	10%	8%	8%	8%	9%
		60%	36%	45%	51%	48%	97%

Columns Tested: a,b,c,d,e,f

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
TV SERVICES																			
Freeview or Freeview Play	1016	504	511	107	120	301	488	82	92	103	249	259	250	226	279	848	86	63	19
	38%	39%	37%	29%	29%	33%	49%	55%	41%	37%	33%	36%	35%	39%	42%	38%	37%	48%	26%
							abc	bcd	d						ab	d	d	abd	
Sky TV (with a monthly subscription)		50%	50%	11%	12%	30%	48%	8%	9%	10%	25%	26%	25%	22%	27%	83%	9%	6%	2%
	878	432	443	101	143	365	268	23	63	90	318	256	249	195	177	705	92	51	29
	33%	33%	32%	27%	35%	40%	27%	15%	28%	33%	42%	36%	35%	34%	27%	32%	40%	39%	39%
Virgin Media (cable TV subscription)					ad	ad		a	a		abc	d	d	d			a	a	a
		49%	51%	11%	16%	42%	31%	3%	7%	10%	36%	29%	28%	22%	20%	80%	11%	6%	3%
	389	205	184	63	59	140	129	15	24	35	137	112	112	89	77	355	19	11	5
BT TV	15%	16%	13%	17%	14%	15%	13%	10%	11%	13%	18%	16%	16%	15%	12%	16%	8%	8%	7%
											abc	d	d	d		bcd			
		53%	47%	16%	15%	36%	33%	4%	6%	9%	35%	29%	29%	23%	20%	91%	5%	3%	1%
TalkTalk TV/ EE TV/ YouView/ Plusnet TV	204	96	108	36	24	71	73	3	11	21	74	71	62	38	34	175	14	8	8
	8%	7%	8%	10%	6%	8%	7%	2%	5%	8%	10%	10%	9%	6%	5%	8%	6%	6%	10%
										a	ab	cd	d					bc	
Freesat/ Sky TV (free service, no subscription)		47%	53%	18%	12%	35%	36%	1%	5%	10%	36%	35%	30%	18%	17%	85%	7%	4%	4%
	117	47	70	23	17	40	37	2	9	15	20	22	38	33	23	109	2	4	1
	4%	4%	5%	6%	4%	4%	4%	2%	4%	5%	3%	3%	5%	6%	3%	5%	1%	3%	2%
				d						ad			a	ad		bd		b	
		40%	60%	20%	15%	34%	31%	2%	7%	13%	17%	19%	33%	28%	20%	93%	2%	4%	1%
	110	58	52	12	13	43	43	4	7	15	39	35	34	18	22	92	13	4	1
	4%	4%	4%	3%	3%	5%	4%	3%	3%	6%	5%	5%	5%	3%	3%	4%	6%	3%	1%
																d	d		
		53%	47%	11%	11%	39%	39%	4%	7%	14%	35%	32%	31%	16%	20%	83%	12%	4%	1%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%																			
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
BROADCASTER VOD SERVICES																			
BBC iPlayer	1162	569	592	160	188	454	360	31	73	110	449	408	333	236	185	993	81	66	22
	43%	44%	43%	43%	46%	50%	36%	21%	32%	40%	59%	57%	46%	41%	28%	44%	35%	50%	30%
		49%	51%	d	d	ad		3%	a	a	abc	bcd	cd	d		bd		bd	
ITV Hub or STV Player (free)	827	395	431	110	123	336	258	20	54	86	298	276	242	172	136	703	58	51	16
	31%	30%	32%	29%	30%	37%	26%	14%	24%	31%	39%	39%	34%	30%	21%	31%	25%	38%	21%
		48%	52%			abd			a	a	abc	cd	d	d		bd		abd	
All 4 (free)	594	279	315	91	108	238	157	15	33	53	241	220	169	111	94	502	42	37	13
	22%	21%	23%	24%	26%	26%	16%	10%	14%	19%	31%	31%	24%	19%	14%	22%	18%	28%	18%
		47%	53%	d	d	d				a	abc	bcd	cd	d		d		abd	
My5	400	182	218	49	63	172	115	12	25	38	152	132	117	82	69	325	34	30	10
	15%	14%	16%	13%	16%	19%	12%	8%	11%	14%	20%	19%	16%	14%	10%	15%	15%	23%	14%
		45%	55%		d	ad					abc	cd	d	d				abd	
ITV Hub+ (premium paid service with no ad's)	69	35	34	8	17	26	18	4	7	4	33	20	27	12	10	54	6	6	3
	3%	3%	3%	2%	4%	3%	2%	2%	3%	1%	4%	3%	4%	2%	2%	2%	3%	4%	4%
		50%	50%		d						c		d					a	
All 4+ (premium paid service with no ad's)	52	23	29	3	11	25	13	2	6	3	26	15	20	10	7	42	4	4	2
	2%	2%	2%	1%	3%	3%	1%	1%	3%	1%	3%	2%	3%	2%	1%	2%	2%	3%	3%
		45%	55%		ad	ad					c		d						
				6%	22%	48%	25%	3%	12%	6%	50%	28%	38%	20%	14%	81%	7%	8%	4%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%																			
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
SUBSCRIPTION VOD SERVICES																			
Netflix	1107	523	582	225	237	411	235	31	65	106	393	332	332	240	201	908	96	64	38
	41%	40%	43%	60%	58%	45%	24%	21%	29%	38%	51%	47%	46%	41%	30%	41%	41%	49%	52%
		47%	53%	20%	21%	37%	21%	3%	6%	10%	36%	30%	30%	22%	18%	82%	9%	6%	3%
Amazon Prime	604	300	304	93	127	235	149	9	30	43	255	218	185	117	83	514	50	30	10
	23%	23%	22%	25%	31%	26%	15%	6%	14%	16%	33%	31%	26%	20%	13%	23%	21%	23%	14%
		50%	50%	15%	21%	39%	25%	1%	5%	7%	42%	36%	31%	19%	14%	85%	8%	5%	2%
NOW TV	206	88	118	41	45	77	44	6	13	23	78	64	65	33	45	181	10	11	4
	8%	7%	9%	11%	11%	8%	4%	4%	6%	8%	10%	9%	9%	6%	7%	8%	4%	9%	6%
		43%	57%	20%	22%	37%	21%	3%	6%	11%	38%	31%	32%	16%	22%	88%	5%	6%	2%
Apple TV+	49	22	27	6	6	23	14	1	1	4	26	18	17	6	8	44	3	3	*
	2%	2%	2%	2%	2%	3%	1%	1%	1%	1%	3%	3%	2%	1%	1%	2%	1%	2%	1%
		46%	54%	13%	12%	47%	28%	1%	1%	7%	53%	37%	35%	11%	17%	89%	5%	5%	1%
Eurosport Player	29	23	6	3	7	9	10	1	2	3	15	8	6	9	5	26	1	2	1
	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%
		80%	20%	10%	25%	32%	34%	3%	8%	9%	50%	28%	22%	31%	17%	89%	4%	5%	2%
Disney Life	25	11	14	5	5	12	4	*	*	5	12	10	8	4	4	18	4	2	1
	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	2%	2%	1%
		43%	57%	19%	19%	47%	15%	1%	1%	21%	47%	38%	33%	14%	14%	72%	16%	9%	3%
Hayu	17	8	8	5	5	5	2	-	1	*	10	8	4	2	2	13	2	1	1
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		45%	48%	29%	29%	31%	11%	1%	6%	2%	58%	50%	26%	12%	12%	78%	13%	5%	5%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
Britbox	7	5	3	2	2	3	*	-	-	-	4	2	5	-	1	7	-	-	1
	*%	*%	*%	1%	1%	*%	*%	-%	-%	-%	1%	*%	1%	-%	*%	*%	-%	-%	1%
				d	d													abc	
		66%	34%	30%	32%	34%	5%	-%	-%	-%	58%	27%	61%	-%	12%	90%	-%	-%	10%
YOUTUBE SERVICES																			
YouTube (standard, no subscription charge)	1238	624	611	237	242	500	259	47	79	125	468	371	369	259	239	1053	98	61	26
	46%	48%	45%	63%	60%	55%	26%	32%	35%	45%	61%	52%	51%	45%	36%	47%	42%	46%	35%
				cd	d	d				ab	abc	cd	cd	d		d	d	d	
		50%	49%	19%	20%	40%	21%	4%	6%	10%	38%	30%	30%	21%	19%	85%	8%	5%	2%
YouTube Premium (monthly subscription, ad free)	26	15	10	7	6	6	7	1	2	1	11	8	9	3	6	22	1	2	1
	1%	1%	1%	2%	1%	1%	1%	1%	1%	*%	1%	1%	1%	*%	1%	1%	*%	1%	1%
				d															
		60%	40%	28%	22%	24%	27%	3%	6%	4%	43%	30%	35%	11%	24%	85%	4%	7%	4%
Any other services	10	7	3	1	1	6	1	1	-	1	5	1	4	2	3	9	-	1	*
	*%	1%	*%	*%	*%	1%	*%	1%	-%	*%	1%	*%	1%	*%	*%	*%	-%	1%	*%
		72%	28%	9%	15%	61%	14%	9%	-%	11%	51%	7%	45%	16%	32%	92%	-%	7%	1%
None of these	115	59	53	9	14	30	61	17	13	10	11	21	21	32	41	87	8	11	8
	4%	5%	4%	2%	4%	3%	6%	11%	6%	4%	1%	3%	3%	5%	6%	4%	3%	9%	11%
							abc	bcd	d	d				ab	ab			ab	ab
		51%	46%	8%	13%	26%	54%	14%	12%	9%	10%	18%	18%	28%	36%	76%	7%	10%	7%
Don't know	9	2	7	6	*	1	2	*	*	-	*	1	5	1	2	9	-	-	1
	*%	*%	1%	2%	*%	*%	*%	*%	*%	-%	*%	*%	1%	*%	*%	*%	-%	-%	1%
				bcd														bc	
		22%	78%	65%	2%	9%	25%	5%	1%	-%	5%	9%	58%	9%	24%	91%	-%	-%	9%
ANY TV SERVICES																			
	2371	1156	1210	308	346	824	893	119	191	246	705	642	644	519	563	1997	207	111	55
	89%	89%	89%	82%	85%	91%	90%	81%	85%	89%	92%	90%	90%	89%	85%	89%	89%	84%	75%
						ab	ab			a	ab	d	d	d		cd	d	d	
		49%	51%	13%	15%	35%	38%	5%	8%	10%	30%	27%	27%	22%	24%	84%	9%	5%	2%

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Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
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Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
TRADITIONAL PAID TV SERVICES	1541	760	778	221	239	595	486	42	103	157	535	442	451	346	300	1306	124	69	42
	58%	58%	57%	59%	59%	66%	49%	28%	46%	57%	70%	62%	63%	60%	45%	58%	53%	52%	57%
				d	d	abd			a	ab	abc	d	d	d		c			
		49%	50%	14%	15%	39%	32%	3%	7%	10%	35%	29%	29%	22%	19%	85%	8%	4%	3%
TRADITIONAL FREE TV SERVICES	1089	543	545	116	129	334	510	86	98	112	275	283	272	235	298	908	97	64	20
	41%	42%	40%	31%	32%	37%	52%	58%	43%	41%	36%	40%	38%	41%	45%	41%	42%	49%	27%
						a	abc	bcd	d					b		d	d	ad	
		50%	50%	11%	12%	31%	47%	8%	9%	10%	25%	26%	25%	22%	27%	83%	9%	6%	2%
ANY BROADCASTER VOD SERVICES	1238	604	632	180	198	480	379	37	76	118	469	419	358	256	204	1060	85	69	24
	46%	46%	46%	48%	49%	53%	38%	25%	34%	43%	61%	59%	50%	44%	31%	47%	36%	52%	33%
				d	d	d			a	ab	abc	bcd	cd	d		bd		bd	
		49%	51%	15%	16%	39%	31%	3%	6%	10%	38%	34%	29%	21%	16%	86%	7%	6%	2%
FREE CATCH-UP SERVICES	1235	602	631	179	198	480	378	36	76	118	469	419	358	254	203	1057	85	69	24
	46%	46%	46%	48%	49%	53%	38%	24%	34%	43%	61%	59%	50%	44%	31%	47%	36%	52%	33%
				d	d	d			a	ab	abc	bcd	cd	d		bd		bd	
		49%	51%	14%	16%	39%	31%	3%	6%	10%	38%	34%	29%	21%	16%	86%	7%	6%	2%
ANY SUBSCRIPTION VOD SERVICES	1273	608	663	237	256	482	299	36	79	123	457	387	382	270	234	1056	105	72	41
	48%	47%	49%	63%	63%	53%	30%	24%	35%	45%	60%	54%	53%	46%	35%	47%	45%	54%	55%
				cd	cd	d			a	ab	abc	cd	cd	d				ab	ab
		48%	52%	19%	20%	38%	23%	3%	6%	10%	36%	30%	30%	21%	18%	83%	8%	6%	3%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
ANY YOUTUBE SERVICES	1254	632	618	241	247	502	264	48	80	125	474	373	375	262	243	1066	98	63	27
	47%	49%	45%	64%	61%	56%	27%	32%	36%	45%	62%	52%	52%	45%	37%	48%	42%	48%	36%
		50%	49%	cd	d	d	21%	4%	6%	ab	abc	cd	cd	d	19%	d	8%	d	2%
				19%	20%	40%				10%	38%	30%	30%	21%		85%		5%	
ANY SERVICES	2551	1242	1305	361	393	872	926	131	212	266	755	690	691	548	619	2140	225	121	65
	95%	95%	96%	96%	96%	97%	94%	88%	94%	96%	99%	97%	96%	94%	93%	96%	97%	91%	88%
		49%	51%	14%	15%	34%	36%	5%	8%	10%	30%	27%	27%	21%	24%	cd	cd	5%	3%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
TV SERVICES																
Freeview or Freeview Play	1016	91	123	106	75	82	101	99	31	140	888	128	504	513	464	552
	38%	27%	33%	46%	40%	35%	41%	45%	27%	47%	38%	36%	32%	46%	41%	36%
		9%	12%	abeh	ah	7%	8%	ah	abeh	abeh	14%	87%	13%	a	b	46%
Sky TV (with a monthly subscription)	878	119	106	72	50	71	90	71	42	84	739	139	591	286	385	493
	33%	36%	29%	31%	26%	30%	37%	32%	36%	28%	32%	39%	38%	26%	34%	32%
		d	14%	12%	8%	6%	8%	d	8%	d	10%	a	b	b	33%	44%
Virgin Media (cable TV subscription)	389	56	64	30	43	40	36	25	20	39	375	14	256	134	168	221
	15%	17%	17%	13%	23%	17%	15%	11%	18%	13%	16%	4%	16%	12%	15%	14%
		14%	16%	8%	cfgi	10%	9%	7%	g	10%	b	4%	b	b	43%	57%
BT TV	204	24	40	19	10	16	21	6	12	26	162	43	127	78	101	104
	8%	7%	11%	8%	5%	7%	9%	3%	11%	9%	7%	12%	8%	7%	9%	7%
		g	dg	g	5%	g	g		dg	g	a				b	
TalkTalk TV/ EE TV/ YouView/ Plusnet TV		12%	19%	9%	5%	8%	10%	3%	6%	13%	79%	21%	62%	38%	49%	51%
	117	12	30	12	8	18	4	4	9	13	101	16	63	52	55	61
	4%	3%	8%	5%	4%	7%	2%	2%	7%	4%	4%	4%	4%	5%	5%	4%
Freesat/ Sky TV (free service, no subscription)		10%	afg	fg	6%	afg	4%	4%	afg	11%	86%	14%	54%	45%	47%	53%
	110	8	14	16	7	12	14	7	2	12	88	23	63	47	48	62
	4%	2%	4%	7%	4%	5%	6%	3%	2%	4%	4%	6%	4%	4%	4%	4%
		7%	13%	agh	6%	h	ah	6%	2%	11%	79%	21%	57%	43%	43%	57%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
BROADCASTER VOD SERVICES																
BBC iPlayer	1162	160	199	124	76	98	105	61	26	144	984	178	781	381	541	621
	43%	48%	54%	54%	40%	41%	43%	28%	22%	48%	42%	50%	50%	34%	48%	40%
		gh	defgh	defgh	gh	gh	gh			gh		a	b		b	
		14%	17%	11%	7%	8%	9%	5%	2%	12%	85%	15%	67%	33%	47%	53%
ITV Hub or STV Player (free)	827	62	154	93	57	66	85	54	21	111	700	127	549	278	399	428
	31%	18%	42%	41%	31%	28%	35%	24%	18%	37%	30%	35%	35%	25%	35%	28%
			adegh	adegh	ah	ah	agh			aegh		a	b		b	
		7%	19%	11%	7%	8%	10%	6%	2%	13%	85%	15%	66%	34%	48%	52%
All 4 (free)	594	56	114	82	50	29	62	38	12	59	518	76	400	194	277	318
	22%	17%	31%	36%	27%	12%	25%	17%	10%	20%	22%	21%	26%	17%	24%	21%
		h	aeghi	adeighi	aegh		aegh	h		eh			b		b	
		9%	19%	14%	8%	5%	10%	6%	2%	10%	87%	13%	67%	33%	47%	53%
My5	400	25	83	51	32	22	45	23	8	34	346	54	275	125	187	213
	15%	8%	22%	22%	17%	9%	18%	11%	7%	11%	15%	15%	18%	11%	16%	14%
			aeghi	aeghi	aegh		aeghi						b			
		6%	21%	13%	8%	5%	11%	6%	2%	9%	87%	13%	69%	31%	47%	53%
ITV Hub+ (premium paid service with no ad's)	69	3	10	8	1	3	17	3	1	9	60	9	50	19	39	30
	3%	1%	3%	4%	*%	1%	7%	2%	1%	3%	3%	2%	3%	2%	3%	2%
			d	adh			abdeg			d			b		b	
		4%	15%	12%	1%	4%	24%	5%	1%	13%	87%	13%	72%	28%	56%	44%
All 4+ (premium paid service with no ad's)	52	3	7	6	2	3	11	3	-	7	46	5	40	12	29	22
	2%	1%	2%	2%	1%	1%	4%	1%	-%	2%	2%	2%	3%	1%	3%	1%
			h	h			adegh			h			b		b	
		6%	14%	11%	3%	6%	21%	5%	-%	14%	90%	10%	78%	22%	57%	43%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
SUBSCRIPTION VOD SERVICES																
Netflix	1107	131	159	105	75	92	102	89	46	108	952	155	773	334	480	627
	41%	39%	43%	46% i	40%	39%	42%	40%	40%	36%	41%	43%	50% b	30%	42%	41%
		12%	14%	10%	7%	8%	9%	8%	4%	10%	86%	14%	70%	30%	43%	57%
Amazon Prime	604	50	114	71	50	41	64	38	27	59	512	92	427	177	305	299
	23%	15%	31% aegi	31% aegi	27% aeg	17%	26% aeg	17%	23% a	20%	22%	26%	27% b	16%	27% b	19%
		8%	19%	12%	8%	7%	11%	6%	4%	10%	85%	15%	71%	29%	51%	49%
NOW TV	206	23	36	26	18	15	27	13	10	13	174	33	139	67	90	116
	8%	7%	10% i	11% egi	9% i	6%	11% egi	6%	9% i	4%	7%	9%	9% b	6%	8%	8%
		11%	17%	12%	9%	7%	13%	6%	5%	6%	84%	16%	67%	33%	44%	56%
Apple TV+	49	4	5	7	8	6	4	2	2	7	44	5	33	16	24	25
	2%	1%	1%	3%	4% ag	3%	2%	1%	2%	2%	2%	1%	2%	1%	2%	2%
		7%	10%	14%	15%	12%	8%	3%	5%	14%	90%	10%	67%	33%	50%	50%
Eurosport Player	29	2	6	3	4	2	4	1	1	3	20	9	18	11	17	12
	1%	1%	2%	1%	2% g	1%	2%	*% a	1%	1%	1%	3%	1%	1%	1%	1%
		6%	19%	10%	15%	8%	15%	2%	3%	10%	68%	32%	63%	37%	57%	43%
Disney Life	25	1	-	8	1	2	2	2	1	1	23	3	18	7	9	17
	1%	*% abdfgi	-% 30%	3% 30%	1% 5%	1% 8%	1% 6%	1% 7%	1% 5%	*% 5%	1% 89%	1% 11%	1% 71%	1% 29%	1% 34%	1% 66%
		5%	-%													
Hayu	17	1	3	4	1	1	2	-	*	-	16	1	12	5	7	10
	1%	*% g	1% 22%	2% 22%	*% 4%	1% 8%	1% 14%	-% -%	*% 2%	-% -%	1% 94%	*% 6%	1% 71%	*% 29%	1% 42%	1% 58%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
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Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
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Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
Britbox	7	-	4	-	1	1	-	1	-	-	6	2	6	2	3	5
	*%	-%	1%	-%	*%	1%	-%	*%	-%	-%	*%	*%	*%	*%	*%	*%
		-%	47%	-%	12%	18%	-%	13%	-%	-%	78%	22%	77%	23%	37%	63%
YOUTUBE SERVICES																
YouTube (standard, no subscription charge)	1238	235	189	114	76	80	112	87	39	121	1081	157	844	394	530	709
	46%	71%	51%	50%	41%	34%	46%	40%	34%	40%	47%	44%	54%	35%	47%	46%
		bcdefghi	deg	deg			eh						b			
		19%	15%	9%	6%	6%	9%	7%	3%	10%	87%	13%	68%	32%	43%	57%
YouTube Premium (monthly subscription, ad free)	26	1	3	3	-	2	1	5	1	6	18	8	17	9	9	17
	1%	*%	1%	1%	-%	1%	*%	2%	1%	2%	1%	2%	1%	1%	1%	1%
							d	d		d		a				
		6%	12%	10%	-%	8%	3%	18%	3%	25%	70%	30%	64%	36%	34%	66%
Any other services	10	1	1	1	1	2	2	-	-	-	9	1	7	3	3	7
	*%	*%	*%	*%	1%	1%	1%	-%	-%	-%	*%	*%	*%	*%	*%	*%
		11%	14%	9%	10%	24%	24%	-%	-%	-%	87%	13%	70%	30%	29%	71%
None of these	115	15	12	10	5	12	2	5	4	24	96	19	42	70	34	81
	4%	4%	3%	4%	3%	5%	1%	2%	4%	8%	4%	5%	3%	6%	3%	5%
		f	f	f		f			f	bdfgh			a			a
		13%	10%	8%	4%	10%	2%	4%	4%	21%	84%	16%	36%	61%	30%	70%
Don't know	9	-	1	2	-	-	1	3	1	1	7	2	3	7	7	3
	*%	-%	*%	1%	-%	-%	*%	1%	1%	*%	*%	1%	*%	1%	1%	*%
		-%	12%	20%	-%	-%	9%	28%	11%	12%	79%	21%	28%	72%	72%	28%
ANY TV SERVICES																
	2371	287	332	206	170	212	227	196	105	263	2060	310	1404	965	1044	1326
	89%	86%	90%	90%	90%	90%	92%	89%	90%	88%	89%	86%	90%	86%	92%	86%
							a						b		b	
		12%	14%	9%	7%	9%	10%	8%	4%	11%	87%	13%	59%	41%	44%	56%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
TRADITIONAL PAID TV SERVICES	1541	207	234	129	108	141	145	105	81	156	1340	201	1010	529	683	858
	58%	62%	64%	56%	58%	60%	59%	48%	70%	52%	58%	56%	65%	47%	60%	56%
		gi	gi		g	g	g		cdefgi				b		b	
		13%	15%	8%	7%	9%	9%	7%	5%	10%	87%	13%	66%	34%	44%	56%
TRADITIONAL FREE TV SERVICES	1089	98	135	114	79	89	109	103	33	148	946	142	546	543	493	595
	41%	29%	37%	50%	42%	38%	44%	47%	28%	49%	41%	40%	35%	49%	43%	39%
			h	abeh	ah	ah	ah	abeh		abeh				a	b	
		9%	12%	10%	7%	8%	10%	9%	3%	14%	87%	13%	50%	50%	45%	55%
ANY BROADCASTER VOD SERVICES	1238	170	213	133	80	102	112	68	30	152	1050	188	826	412	570	668
	46%	51%	58%	58%	42%	43%	45%	31%	26%	51%	45%	52%	53%	37%	50%	43%
		gh	defgh	defgh	gh	gh	gh			gh		a	b		b	
		14%	17%	11%	6%	8%	9%	5%	2%	12%	85%	15%	67%	33%	46%	54%
FREE CATCH-UP SERVICES	1235	170	213	133	80	102	112	68	30	149	1047	188	823	412	568	668
	46%	51%	58%	58%	42%	43%	45%	31%	26%	50%	45%	52%	53%	37%	50%	43%
		gh	defgh	defgh	gh	gh	gh			gh		a	b		b	
		14%	17%	11%	6%	8%	9%	6%	2%	12%	85%	15%	67%	33%	46%	54%
ANY SUBSCRIPTION VOD SERVICES	1273	150	190	120	94	113	117	102	51	118	1085	188	869	404	567	707
	48%	45%	52%	52%	50%	48%	48%	46%	44%	40%	47%	52%	56%	36%	50%	46%
			i	i	i							a	b			
		12%	15%	9%	7%	9%	9%	8%	4%	9%	85%	15%	68%	32%	45%	55%

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Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
ANY YOUTUBE SERVICES	1254	235	192	114	76	81	113	90	39	126	1091	163	854	400	535	718
	47%	71%	52%	50%	41%	34%	46%	41%	34%	42%	47%	45%	55%	36%	47%	47%
		bcdefghi	degghi	deggh			eh						b			
		19%	15%	9%	6%	6%	9%	7%	3%	10%	87%	13%	68%	32%	43%	57%
ANY SERVICES	2551	319	355	218	183	225	243	213	111	274	2213	338	1509	1039	1098	1453
	95%	96%	97%	95%	97%	95%	99%	97%	96%	92%	96%	94%	97%	93%	96%	95%
			i		i		acehi	i					b		b	
		13%	14%	9%	7%	9%	10%	8%	4%	11%	87%	13%	59%	41%	43%	57%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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Base : All respondents

	Total	TV SERVICES					
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERVICES	ANY SERVICES
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
TV SERVICES							
Freeview or Freeview Play	1016	244	1016	456	395	424	1016
	38%	16%	93%	37%	31%	34%	40%
			acdef	ad	a	a	ade
		24%	100%	45%	39%	42%	100%
Sky TV (with a monthly subscription)	878	878	137	484	505	476	878
	33%	57%	13%	39%	40%	38%	34%
		bcdef		bf	bf	bf	b
		100%	16%	55%	58%	54%	100%
Virgin Media (cable TV subscription)	389	389	62	215	222	205	389
	15%	25%	6%	17%	17%	16%	15%
		bcdef		b	b	b	b
		100%	16%	55%	57%	53%	100%
BT TV	204	204	53	141	127	120	204
	8%	13%	5%	11%	10%	10%	8%
		bdef		bf	bf	b	b
		100%	26%	69%	62%	59%	100%
TalkTalk TV/ EE TV/ YouView/ Plusnet TV	117	117	25	66	63	62	117
	4%	8%	2%	5%	5%	5%	5%
		bcdef		b	b	b	b
		100%	21%	57%	54%	53%	100%
Freesat/ Sky TV (free service, no subscription)	110	28	110	68	65	66	110
	4%	2%	10%	6%	5%	5%	4%
			acdef	a	a	a	a
		26%	100%	62%	59%	59%	100%
Columns Tested: a,b,c,d,e,f							

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Base : All respondents

	Total	TV SERVICES					
		PAID TRAD	FREE TRAD	FREE	SVOD	YOUTUBE	ANY SER-
		TV	TV	CATCH-UP		SERV-ICES	VICES
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
BROADCASTER VOD SERVICES							
BBC iPlayer	1162	816	470	1162	872	843	1162
	43%	53%	43%	94%	68%	67%	46%
		bf		abdef	abf	abf	
		70%	40%	100%	75%	73%	100%
ITV Hub or STV Player (free)	827	593	345	827	656	616	827
	31%	38%	32%	67%	52%	49%	32%
		bf		abdef	abf	abf	
		72%	42%	100%	79%	74%	100%
All 4 (free)	594	410	265	594	486	464	594
	22%	27%	24%	48%	38%	37%	23%
		f		abdef	abf	abf	
		69%	45%	100%	82%	78%	100%
My5	400	287	173	400	331	314	400
	15%	19%	16%	32%	26%	25%	16%
		f		abdef	abf	abf	
		72%	43%	100%	83%	78%	100%
ITV Hub+ (premium paid service with no ad's)	69	44	32	68	60	57	69
	3%	3%	3%	5%	5%	5%	3%
				abf	abf	abf	
		64%	47%	98%	87%	82%	100%
All 4+ (premium paid service with no ad's)	52	39	25	51	44	47	52
	2%	3%	2%	4%	3%	4%	2%
				abf	f	bf	
		76%	48%	98%	85%	92%	100%

Columns Tested: a,b,c,d,e,f

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Base : All respondents

	Total	TV SERVICES					
		PAID TRAD	FREE TRAD	FREE	SVOD	YOUTUBE	ANY SER-
		TV	TV	CATCH-UP		SERV-ICES	VICES
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
SUBSCRIPTION VOD SERVICES							
Netflix	1107	775	367	803	1107	801	1107
	41%	50%	34%	65%	87%	64%	43%
		bf		abf	abcef	abf	b
		70%	33%	73%	100%	72%	100%
Amazon Prime	604	395	223	478	604	454	604
	23%	26%	20%	39%	47%	36%	24%
		b		abf	abcef	abf	b
		65%	37%	79%	100%	75%	100%
NOW TV	206	122	92	155	206	160	206
	8%	8%	8%	13%	16%	13%	8%
				abf	abcef	abf	
		59%	45%	75%	100%	78%	100%
Apple TV+	49	33	22	46	49	39	49
	2%	2%	2%	4%	4%	3%	2%
				abf	abf	f	
		67%	45%	94%	100%	80%	100%
Eurosport Player	29	25	15	26	29	25	29
	1%	2%	1%	2%	2%	2%	1%
				f	f	f	
		86%	51%	91%	100%	85%	100%
Disney Life	25	21	9	23	25	20	25
	1%	1%	1%	2%	2%	2%	1%
				bf	bf		
		83%	35%	89%	100%	78%	100%
Hayu	17	10	6	17	17	12	17
	1%	1%	1%	1%	1%	1%	1%
				bf	bf		
		61%	33%	100%	100%	69%	100%

Columns Tested: a,b,c,d,e,f

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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

	Total	TV SERVICES					
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERVICES	ANY SERVICES
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
Britbox	7	4	3	7	7	7	7
	*%	*%	*%	1%	1%	1%	*%
		53%	44%	97%	100%	97%	100%
YOUTUBE SERVICES							
YouTube (standard, no subscription charge)	1238	819	460	879	888	1238	1238
	46%	53%	42%	71%	70%	99%	49%
		bf		abf	abf	abcdf	b
		66%	37%	71%	72%	100%	100%
YouTube Premium (monthly subscription, ad free)	26	19	11	22	24	26	26
	1%	1%	1%	2%	2%	2%	1%
				f		bf	
		75%	43%	84%	95%	100%	100%
Any other services	10	2	3	5	5	3	10
	*%	*%	*%	*%	*%	*%	*%
		24%	32%	49%	50%	32%	100%
None of these	115	-	-	-	-	-	-
	4%	-%	-%	-%	-%	-%	-%
		-%	-%	-%	-%	-%	-%
Don't know	9	-	-	-	-	-	-
	*%	-%	-%	-%	-%	-%	-%
		-%	-%	-%	-%	-%	-%
ANY TV SERVICES	2371	1541	1089	1172	1140	1137	2371
	89%	100%	100%	95%	90%	91%	93%
		cdef	cdef	def			de
		65%	46%	49%	48%	48%	100%

Columns Tested: a,b,c,d,e,f

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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

	Total	TV SERVICES					
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERVICES	ANY SERVICES
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
TRADITIONAL PAID TV SERVICES	1541	1541	259	865	876	830	1541
	58%	100%	24%	70%	69%	66%	60%
		bcdef		bf	bf	bf	b
		100%	17%	56%	57%	54%	100%
TRADITIONAL FREE TV SERVICES	1089	259	1089	495	432	465	1089
	41%	17%	100%	40%	34%	37%	43%
			acdef	ad	a	a	ade
		24%	100%	46%	40%	43%	100%
ANY BROADCASTER VOD SERVICES	1238	866	497	1235	925	894	1238
	46%	56%	46%	100%	73%	71%	49%
		bf		abdef	abf	abf	
		70%	40%	100%	75%	72%	100%
FREE CATCH-UP SERVICES	1235	865	495	1235	923	892	1235
	46%	56%	46%	100%	72%	71%	48%
		bf		abdef	abf	abf	
		70%	40%	100%	75%	72%	100%
ANY SUBSCRIPTION VOD SERVICES	1273	876	432	923	1273	902	1273
	48%	57%	40%	75%	100%	72%	50%
		bf		abf	abcef	abf	b
		69%	34%	72%	100%	71%	100%

Columns Tested: a,b,c,d,e,f

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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

	Total	TV SERVICES					
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERVICES	ANY SERVICES
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
ANY YOUTUBE SERVICES	1254	830	465	892	902	1254	1254
	47%	54%	43%	72%	71%	100%	49%
		bf	abf	abf	abf	abcdf	b
		66%	37%	71%	72%	100%	100%
ANY SERVICES	2551	1541	1089	1235	1273	1254	2551
	95%	100%	100%	100%	100%	100%	100%
		60%	43%	48%	50%	49%	100%

Columns Tested: a,b,c,d,e,f

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 144

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QH6B (QH87B). SHOWCARD And which of these TV services do you think you personally use the most? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
TV SERVICES																			
Sky TV (with a monthly subscription)	728	359	368	59	112	315	242	18	52	74	276	216	215	157	140	592	76	42	18
	27%	28%	27%	16%	27%	35%	24%	12%	23%	27%	36%	30%	30%	27%	21%	26%	33%	32%	24%
					a	abd	a		a	a	abc	d	d	d			ad	ad	
		49%	51%	8%	15%	43%	33%	2%	7%	10%	38%	30%	30%	22%	19%	81%	11%	6%	2%
Freeview or Freeview Play	611	298	313	51	55	146	360	64	72	67	102	139	129	132	211	508	63	31	10
	23%	23%	23%	14%	13%	16%	36%	43%	32%	24%	13%	20%	18%	23%	32%	23%	27%	23%	13%
						abc	bcd	cd	d				b	abc		d	d	d	
		49%	51%	8%	9%	24%	59%	10%	12%	11%	17%	23%	21%	22%	34%	83%	10%	5%	2%
Virgin Media (cable TV subscription)	291	145	146	33	40	109	109	10	20	26	105	81	84	65	61	267	12	9	3
	11%	11%	11%	9%	10%	12%	11%	7%	9%	9%	14%	11%	12%	11%	9%	12%	5%	7%	4%
											ab					bcd			
		50%	50%	11%	14%	38%	37%	3%	7%	9%	36%	28%	29%	22%	21%	92%	4%	3%	1%
BT TV	103	47	55	19	9	35	40	3	6	11	35	29	38	15	20	90	9	3	2
	4%	4%	4%	5%	2%	4%	4%	2%	3%	4%	5%	4%	5%	3%	3%	4%	4%	2%	2%
				b									cd						
		46%	54%	19%	9%	34%	39%	3%	6%	10%	33%	28%	37%	15%	20%	87%	9%	3%	2%
TalkTalk TV/ EE TV/ YouView/ Plusnet TV	67	27	40	9	9	26	23	1	5	7	14	11	20	22	14	65	1	1	1
	3%	2%	3%	3%	2%	3%	2%	1%	2%	3%	2%	2%	3%	4%	2%	3%	1%	1%	1%
													a			bcd	1%	1%	1%
		40%	60%	14%	14%	38%	34%	2%	8%	11%	21%	17%	30%	33%	21%	97%	1%	1%	1%
Freesat/ Sky TV (free service, no subscription)	49	25	24	7	4	16	22	4	4	7	11	18	12	7	12	42	6	1	*
	2%	2%	2%	2%	1%	2%	2%	3%	2%	2%	1%	3%	2%	1%	2%	2%	2%	1%	1%
																d	d		
		51%	49%	14%	9%	32%	45%	8%	8%	13%	23%	37%	24%	14%	25%	85%	12%	2%	1%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 144

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QH6B (QH87B). SHOWCARD And which of these TV services do you think you personally use the most? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
BROADCASTER VOD SERVICES																			
BBC iPlayer	84	34	51	8	9	36	32	4	7	4	23	41	13	20	9	75	5	4	1
	3%	3%	4%	2%	2%	4%	3%	3%	3%	2%	3%	6%	2%	4%	1%	3%	2%	3%	2%
												bd		d					
		40%	60%	9%	10%	42%	38%	5%	8%	5%	28%	48%	16%	24%	11%	89%	6%	4%	2%
NOW TV	28	7	21	3	10	11	4	2	1	4	9	6	6	5	11	25	1	2	1
	1%	1%	2%	1%	2%	1%	*%	2%	*%	2%	1%	1%	1%	1%	2%	1%	*%	1%	1%
			a		d	d													
		24%	76%	10%	36%	41%	13%	8%	4%	15%	32%	20%	21%	20%	39%	89%	2%	6%	3%
ITV Hub or STV Player (free)	14	5	9	2	1	6	5	*	1	1	2	5	4	1	5	9	3	1	*
	1%	*%	1%	1%	*%	1%	*%	*%	*%	*%	*%	1%	1%	*%	1%	*%	1%	1%	*%
																	a		
		38%	62%	18%	7%	42%	33%	1%	5%	7%	13%	35%	27%	5%	33%	66%	24%	8%	1%
All 4 (free)	12	7	4	4	1	5	2	-	-	1	7	3	3	2	4	12	-	-	-
	*%	1%	*%	1%	*%	1%	*%	-%	-%	1%	1%	*%	*%	*%	1%	1%	-%	-%	-%
				d															
		63%	37%	31%	12%	42%	16%	-%	-%	12%	55%	21%	29%	20%	30%	100%	-%	-%	-%
My5	1	-	1	-	-	-	1	-	*	-	-	-	-	-	1	1	*	-	-
	*%	-%	*%	-%	-%	-%	*%	-%	*%	-%	-%	-%	-%	-%	*%	*%	*%	-%	-%
		-%	100%	-%	-%	-%	100%	-%	13%	-%	-%	-%	-%	-%	100%	87%	13%	-%	-%
ITV Hub+ (premium paid service with no ad's)	1	1	-	-	-	-	1	-	-	-	1	1	-	-	-	1	-	-	-
	*%	*%	-%	-%	-%	-%	*%	-%	-%	-%	*%	*%	-%	-%	-%	*%	-%	-%	-%
		100%	-%	-%	-%	-%	100%	-%	-%	-%	100%	100%	-%	-%	-%	100%	-%	-%	-%
SUBSCRIPTION VOD SERVICES																			
Netflix	368	177	190	106	100	115	47	14	23	43	123	93	114	81	79	298	31	18	21
	14%	14%	14%	28%	24%	13%	5%	10%	10%	15%	16%	13%	16%	14%	12%	13%	13%	14%	29%
				cd	cd	d					ab		d						abc
		48%	51%	29%	27%	31%	13%	4%	6%	12%	33%	25%	31%	22%	22%	81%	9%	5%	6%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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QH6B (QH87B). SHOWCARD And which of these TV services do you think you personally use the most? (SINGLE CODE)

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
Amazon Prime	38	22	16	6	4	13	15	-	4	4	13	13	8	9	7	32	4	1	1
	1%	2%	1%	2%	1%	1%	2%	-%	2%	2%	2%	2%	1%	2%	1%	1%	2%	1%	1%
		58%	42%	15%	11%	34%	40%	-%	12%	11%	34%	35%	22%	23%	19%	84%	9%	3%	3%
Hayu	2	-	2	2	-	*	-	-	-	-	-	2	-	-	-	2	*	-	-
	*%	-%	*%	1%	-%	*%	-%	-%	-%	-%	-%	*%	-%	-%	-%	*%	*%	-%	-%
				cd															
		-%	100%	91%	-%	9%	-%	-%	-%	-%	-%	100%	-%	-%	-%	91%	9%	-%	-%
Apple TV+	1	-	1	-	-	1	-	-	-	-	1	1	-	-	-	1	-	-	-
	*%	-%	*%	-%	-%	*%	-%	-%	-%	-%	*%	*%	-%	-%	-%	*%	-%	-%	-%
		-%	100%	-%	-%	100%	-%	-%	-%	-%	100%	100%	-%	-%	-%	100%	-%	-%	-%
Disney Life	1	-	1	*	-	1	-	-	-	*	-	*	1	-	-	-	1	*	-
	*%	-%	*%	*%	-%	*%	-%	-%	-%	*%	-%	*%	*%	-%	-%	-%	*%	*%	-%
																	a		
		-%	100%	19%	-%	81%	-%	-%	-%	19%	-%	19%	81%	-%	-%	-%	81%	19%	-%
Britbox	*	*	-	-	-	-	*	-	-	-	*	*	-	-	-	-	-	-	*
	*%	*%	-%	-%	-%	-%	*%	-%	-%	-%	*%	*%	-%	-%	-%	-%	-%	-%	*%
																		a	
		100%	-%	-%	-%	-%	100%	-%	-%	-%	100%	100%	-%	-%	-%	-%	-%	-%	100%
YOUTUBE SERVICES																			
YouTube (standard, no subscription charge)	110	68	42	44	31	21	14	8	16	9	24	24	31	22	34	93	7	8	2
	4%	5%	3%	12%	8%	2%	1%	6%	7%	3%	3%	3%	4%	4%	5%	4%	3%	6%	3%
		b		cd	cd				d										
		61%	38%	40%	28%	19%	13%	7%	14%	8%	22%	22%	28%	20%	31%	85%	7%	7%	2%
YouTube Premium (monthly subscription, ad free)	3	3	-	2	-	1	-	1	-	-	1	-	1	-	2	3	-	*	-
	*%	*%	-%	1%	-%	*%	-%	1%	-%	-%	*%	-%	*%	-%	*%	*%	-%	*%	-%
				d															
		100%	-%	75%	-%	25%	-%	29%	-%	-%	32%	-%	39%	-%	61%	96%	-%	4%	-%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 144

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QH6B (QH87B). SHOWCARD And which of these TV services do you think you personally use the most? (SINGLE CODE)

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
Any other services	6	3	3	-	1	4	1	1	-	1	2	1	1	1	3	6	-	*	*
	%	%	%	-%	%	%	%	1%	-%	%	%	%	%	%	%	%	-%	%	%
		55%	45%	-%	15%	62%	23%	14%	-%	17%	30%	11%	21%	17%	51%	96%	-%	2%	2%
None of these	133	66	64	10	20	37	66	17	13	16	16	22	29	37	45	102	11	12	9
	5%	5%	5%	3%	5%	4%	7%	11%	6%	6%	2%	3%	4%	6%	7%	5%	5%	9%	12%
							ac	bcd	d	d				a	ab			ab	ab
		50%	48%	8%	15%	28%	50%	12%	10%	12%	12%	17%	22%	28%	34%	76%	8%	9%	6%
Don't know	23	8	15	10	2	5	5	1	1	*	2	5	8	4	5	13	4	1	5
	1%	1%	1%	3%	1%	1%	%	1%	%	%	%	1%	1%	1%	1%	1%	2%	1%	7%
				bcd															abc
		36%	64%	46%	10%	23%	21%	4%	4%	1%	10%	23%	37%	18%	22%	58%	16%	5%	21%
ANY TV SERVICES	1849	901	946	178	229	647	795	99	159	192	542	495	497	398	458	1564	167	86	33
	69%	69%	69%	47%	56%	72%	80%	67%	71%	69%	71%	69%	69%	69%	69%	70%	72%	65%	45%
					a	ab	abc									d	d	d	
		49%	51%	10%	12%	35%	43%	5%	9%	10%	29%	27%	27%	22%	25%	85%	9%	5%	2%
TRADITIONAL PAID TV SERVICES	1189	578	609	120	170	485	414	32	83	118	429	337	357	259	236	1014	98	54	23
	44%	44%	45%	32%	42%	54%	42%	21%	37%	43%	56%	47%	50%	45%	36%	45%	42%	41%	31%
					a	abd	a		a	a	abc	d	d	d		d	d	d	
		49%	51%	10%	14%	41%	35%	3%	7%	10%	36%	28%	30%	22%	20%	85%	8%	5%	2%
TRADITIONAL FREE TV SERVICES	660	323	337	58	59	162	381	68	76	74	113	157	140	139	223	550	68	32	10
	25%	25%	25%	15%	15%	18%	39%	46%	34%	27%	15%	22%	20%	24%	34%	25%	29%	24%	14%
							abc	bcd	d	d				b	abc	d	d	d	
		49%	51%	9%	9%	24%	58%	10%	12%	11%	17%	24%	21%	21%	34%	83%	10%	5%	2%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 144

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH6B (QH87B). SHOWCARD And which of these TV services do you think you personally use the most? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
ANY BROADCASTER VOD SERVICES	112	47	65	14	11	47	41	4	7	7	32	49	21	23	18	98	8	5	2
	4%	4%	5%	4%	3%	5%	4%	3%	3%	2%	4%	7%	3%	4%	3%	4%	4%	4%	2%
						b						bcd				d			
		42%	58%	12%	10%	42%	36%	4%	7%	6%	29%	44%	18%	21%	16%	87%	7%	4%	1%
FREE CATCH-UP SERVICES	111	47	65	14	11	47	40	4	7	7	32	48	21	23	18	97	8	5	2
	4%	4%	5%	4%	3%	5%	4%	3%	3%	2%	4%	7%	3%	4%	3%	4%	4%	4%	2%
						b						bcd				d			
		42%	58%	13%	10%	42%	36%	4%	7%	6%	28%	43%	18%	21%	16%	87%	7%	4%	1%
ANY SUBSCRIPTION VOD SERVICES	439	206	231	117	114	141	66	17	29	51	146	116	129	95	97	358	36	21	23
	16%	16%	17%	31%	28%	16%	7%	11%	13%	19%	19%	16%	18%	16%	15%	16%	16%	16%	32%
				cd	cd	d				a	ab								abc
		47%	53%	27%	26%	32%	15%	4%	7%	12%	33%	27%	29%	22%	22%	82%	8%	5%	5%
ANY YOUTUBE SERVICES	113	70	42	46	31	22	14	9	16	9	25	24	32	22	35	96	7	8	2
	4%	5%	3%	12%	8%	2%	1%	6%	7%	3%	3%	3%	4%	4%	5%	4%	3%	6%	3%
		b		bcd	cd				d									d	
		62%	37%	41%	27%	20%	13%	8%	14%	8%	22%	21%	28%	19%	31%	85%	6%	7%	2%
ANY SERVICES	2519	1228	1286	355	385	860	918	130	211	260	748	684	681	539	613	2121	219	119	60
	94%	94%	94%	95%	95%	95%	93%	88%	94%	94%	98%	96%	95%	93%	92%	95%	94%	90%	82%
						d			a	a	abc	cd				cd	d	d	
		49%	51%	14%	15%	34%	36%	5%	8%	10%	30%	27%	27%	21%	24%	84%	9%	5%	2%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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QH6B (QH87B). SHOWCARD And which of these TV services do you think you personally use the most? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
TV SERVICES																
Sky TV (with a monthly subscription)	728	99	87	60	41	63	79	61	32	70	613	115	491	237	326	402
	27%	30%	24%	26%	22%	27%	32%	28%	27%	23%	26%	32%	32%	21%	29%	26%
		d					bdi					a	b			
		14%	12%	8%	6%	9%	11%	8%	4%	10%	84%	16%	67%	33%	45%	55%
Freeview or Freeview Play	611	63	60	49	42	57	55	71	19	91	539	72	250	361	255	356
	23%	19%	16%	22%	22%	24%	22%	32%	16%	30%	23%	20%	16%	32%	22%	23%
						bh		abcdefh		abcdfh			a			
		10%	10%	8%	7%	9%	9%	12%	3%	15%	88%	12%	41%	59%	42%	58%
Virgin Media (cable TV subscription)	291	38	56	22	30	34	26	12	17	32	285	7	195	96	129	162
	11%	11%	15%	9%	16%	14%	11%	5%	15%	11%	12%	2%	13%	9%	11%	11%
		g	g		cg	g	g		g	g	b		b			
		13%	19%	7%	10%	12%	9%	4%	6%	11%	98%	2%	67%	33%	44%	56%
BT TV	103	23	26	7	2	7	10	4	6	4	88	15	65	38	46	57
	4%	7%	7%	3%	1%	3%	4%	2%	5%	1%	4%	4%	4%	3%	4%	4%
		degi	degi				d		dgi							
		22%	26%	7%	2%	7%	10%	4%	6%	4%	85%	15%	63%	37%	45%	55%
TalkTalk TV/ EE TV/ YouView/ Plusnet TV	67	8	22	5	4	9	4	1	5	6	56	11	34	32	33	34
	3%	2%	6%	2%	2%	4%	2%	1%	5%	2%	2%	3%	2%	3%	3%	2%
			adfgi			g			g							
		12%	33%	8%	5%	13%	6%	2%	8%	9%	83%	17%	51%	48%	49%	51%
Freesat/ Sky TV (free service, no subscription)	49	5	8	8	4	2	7	3	1	5	35	14	20	29	22	27
	2%	2%	2%	3%	2%	1%	3%	1%	1%	2%	1%	4%	1%	3%	2%	2%
				h			h				a		a			
		11%	16%	15%	7%	5%	14%	6%	1%	10%	71%	29%	41%	59%	46%	54%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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QH6B (QH87B). SHOWCARD And which of these TV services do you think you personally use the most? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
BROADCASTER VOD SERVICES																
BBC iPlayer	84	1	18	9	5	11	11	3	4	13	66	18	53	32	46	38
	3%	*%	5%	4%	3%	4%	4%	1%	3%	4%	3%	5%	3%	3%	4%	2%
			ag	a	a	ag	ag		a	ag		a			b	
		1%	22%	10%	6%	12%	13%	4%	5%	16%	78%	22%	63%	37%	55%	45%
NOW TV	28	3	4	3	3	3	3	4	1	1	23	4	19	9	16	12
	1%	1%	1%	1%	2%	1%	1%	2%	1%	*%	1%	1%	1%	1%	1%	1%
		10%	13%	11%	12%	11%	9%	13%	5%	5%	84%	16%	69%	31%	57%	43%
ITV Hub or STV Player (free)	14	-	2	1	1	1	2	2	1	-	11	3	9	5	9	5
	1%	-%	1%	*%	*%	*%	1%	1%	1%	-%	*%	1%	1%	*%	1%	*%
		-%	15%	7%	5%	6%	15%	12%	7%	-%	79%	21%	62%	38%	64%	36%
All 4 (free)	12	-	6	2	-	2	-	1	1	-	9	3	9	3	3	9
	*%	-%	2%	1%	-%	1%	-%	*%	1%	-%	*%	1%	1%	*%	*%	1%
			adf													
		-%	51%	20%	-%	13%	-%	9%	6%	-%	76%	24%	77%	23%	24%	76%
My5	1	-	-	-	-	-	-	-	-	1	1	*	-	1	*	1
	*%	-%	-%	-%	-%	-%	-%	-%	-%	*%	*%	*%	-%	*%	*%	*%
		-%	-%	-%	-%	-%	-%	-%	-%	87%	87%	13%	-%	100%	13%	87%
ITV Hub+ (premium paid service with no ad's)	1	-	-	-	-	-	-	1	-	-	1	-	-	1	1	-
	*%	-%	-%	-%	-%	-%	-%	*%	-%	-%	*%	-%	-%	*%	*%	-%
		-%	-%	-%	-%	-%	-%	100%	-%	-%	100%	-%	-%	100%	100%	-%
SUBSCRIPTION VOD SERVICES																
Netflix	368	53	41	33	27	30	27	34	16	37	320	49	255	113	135	233
	14%	16%	11%	14%	14%	12%	11%	15%	14%	12%	14%	14%	16%	10%	12%	15%
													b			a
		14%	11%	9%	7%	8%	7%	9%	4%	10%	87%	13%	69%	31%	37%	63%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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QH6B (QH87B). SHOWCARD And which of these TV services do you think you personally use the most? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
Amazon Prime	38	1	8	5	7	3	3	2	1	2	30	8	21	17	19	19
	1%	*%	2%	2%	4%	1%	1%	1%	1%	1%	1%	2%	1%	2%	2%	1%
		4%	21%	12%	18%	7%	8%	6%	3%	5%	78%	22%	56%	44%	50%	50%
Hayu	2	-	2	-	-	-	-	-	-	-	2	*	*	2	2	-
	*%	-%	1%	-%	-%	-%	-%	-%	-%	-%	*%	*%	*%	*%	*%	-%
		-%	91%	-%	-%	-%	-%	-%	-%	-%	91%	9%	9%	91%	100%	-%
Apple TV+	1	-	-	-	1	-	-	-	1	-	1	-	1	-	1	-
	*%	-%	-%	-%	*%	-%	-%	-%	*%	-%	*%	-%	*%	-%	*%	-%
		-%	-%	-%	56%	-%	-%	-%	44%	-%	100%	-%	100%	-%	100%	-%
Disney Life	1	-	-	-	-	-	-	-	-	-	1	*	1	-	*	1
	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	*%	*%	*%	-%	*%	*%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	81%	19%	100%	-%	19%	81%
Britbox	*	-	-	-	-	-	-	-	-	-	-	*	-	*	*	-
	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	*%	-%	*%	*%	-%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	100%	-%	100%	100%	-%
YOUTUBE SERVICES																
YouTube (standard, no subscription charge)	110	22	12	9	13	2	12	11	3	8	100	10	61	49	36	74
	4%	7%	3%	4%	7%	1%	5%	5%	3%	3%	4%	3%	4%	4%	3%	5%
		e	e	e	ehi	e	e	e							a	
		20%	11%	8%	12%	2%	11%	10%	3%	8%	91%	9%	55%	45%	33%	67%
YouTube Premium (monthly subscription, ad free)	3	-	-	1	-	-	1	1	-	-	2	1	2	1	1	2
	*%	-%	-%	*%	-%	-%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%
		-%	-%	39%	-%	-%	32%	25%	-%	-%	64%	36%	71%	29%	43%	57%
Any other services	6	1	-	-	1	2	1	-	-	-	5	1	3	3	2	4
	*%	*%	-%	-%	1%	1%	1%	-%	-%	-%	*%	*%	*%	*%	*%	*%
		17%	-%	-%	17%	38%	24%	-%	-%	-%	80%	20%	52%	48%	31%	69%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 144

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QH6B (QH87B). SHOWCARD And which of these TV services do you think you personally use the most? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
None of these	133	16	13	13	7	13	4	7	4	25	111	22	52	78	45	88
	5%	5%	4%	6%	4%	5%	1%	3%	4%	8%	5%	6%	3%	7%	4%	6%
		f		f		f				bdfgh				a		a
		12%	10%	10%	6%	10%	3%	5%	3%	19%	84%	16%	39%	59%	34%	66%
Don't know	23	-	1	2	-	-	1	3	4	2	18	5	13	9	9	13
	1%	-%	*%	1%	-%	-%	*%	1%	4%	1%	1%	1%	1%	1%	1%	1%
									abcdefgi							
		-%	5%	8%	-%	-%	4%	11%	20%	11%	80%	20%	58%	42%	41%	59%
ANY TV SERVICES	1849	237	260	152	123	172	181	152	79	208	1615	234	1055	793	812	1038
	69%	71%	71%	66%	65%	73%	74%	69%	69%	70%	70%	65%	68%	71%	71%	68%
							d								b	
		13%	14%	8%	7%	9%	10%	8%	4%	11%	87%	13%	57%	43%	44%	56%
TRADITIONAL PAID TV SERVICES	1189	168	192	95	77	112	119	78	60	112	1042	148	785	402	535	655
	44%	50%	52%	41%	41%	47%	49%	35%	52%	37%	45%	41%	51%	36%	47%	43%
		cdgi	cdgi			gi	gi		cdgi				b		b	
		14%	16%	8%	6%	9%	10%	7%	5%	9%	88%	12%	66%	34%	45%	55%
TRADITIONAL FREE TV SERVICES	660	69	68	57	46	60	61	74	19	96	573	87	270	390	277	383
	25%	21%	19%	25%	24%	25%	25%	34%	17%	32%	25%	24%	17%	35%	24%	25%
				h	h	h	h	abcdefh		abh				a		
		10%	10%	9%	7%	9%	9%	11%	3%	15%	87%	13%	41%	59%	42%	58%
ANY BROADCASTER VOD SERVICES	112	1	26	12	6	13	13	7	6	14	88	24	71	41	59	53
	4%	*%	7%	5%	3%	5%	5%	3%	5%	5%	4%	7%	5%	4%	5%	3%
			adg	a	a	a	a	a	a	a		a			b	
		1%	24%	11%	5%	11%	12%	6%	5%	13%	78%	22%	63%	37%	53%	47%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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QH6B (QH87B). SHOWCARD And which of these TV services do you think you personally use the most? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
FREE CATCH-UP SERVICES	111	1	26	12	6	13	13	6	6	14	87	24	71	41	58	53
	4%	*%	7%	5%	3%	5%	5%	3%	5%	5%	4%	7%	5%	4%	5%	3%
			adg	a	a	a	a	a	a	a		a			b	
		1%	24%	11%	5%	12%	12%	5%	5%	13%	78%	22%	63%	37%	52%	48%
ANY SUBSCRIPTION VOD SERVICES	439	57	55	41	38	35	33	40	19	40	377	62	298	141	174	265
	16%	17%	15%	18%	20%	15%	13%	18%	16%	14%	16%	17%	19%	13%	15%	17%
		13%	13%	9%	9%	8%	8%	9%	4%	9%	86%	14%	68%	32%	40%	60%
ANY YOUTUBE SERVICES	113	22	12	10	13	2	13	12	3	8	102	11	63	50	37	75
	4%	7%	3%	4%	7%	1%	5%	5%	3%	3%	4%	3%	4%	5%	3%	5%
		e	e	e	ehi		e	e							a	
		19%	11%	9%	12%	2%	12%	11%	3%	7%	91%	9%	55%	45%	33%	67%
ANY SERVICES	2519	318	353	215	180	224	241	211	107	271	2187	332	1489	1028	1084	1435
	94%	95%	96%	94%	96%	95%	98%	96%	93%	91%	94%	93%	96%	92%	95%	93%
		i	i		i		cehi	i					b		b	
		13%	14%	9%	7%	9%	10%	8%	4%	11%	87%	13%	59%	41%	43%	57%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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QH6B (QH87B). SHOWCARD And which of these TV services do you think you personally use the most? (SINGLE CODE)

Base : All respondents

	Total	TV SERVICES					
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERVICES	ANY SERVICES
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
TV SERVICES							
Sky TV (with a monthly subscription)	728	728	107	377	370	365	728
	27%	47%	10%	31%	29%	29%	29%
		bcdef		b	b	b	b
		100%	15%	52%	51%	50%	100%
Freeview or Freeview Play	611	26	611	153	99	148	611
	23%	2%	56%	12%	8%	12%	24%
			acdef	ad	a	ad	acde
		4%	100%	25%	16%	24%	100%
Virgin Media (cable TV subscription)	291	291	48	141	136	129	291
	11%	19%	4%	11%	11%	10%	11%
		bcdef		b	b	b	b
		100%	16%	48%	47%	44%	100%
BT TV	103	103	20	54	43	53	103
	4%	7%	2%	4%	3%	4%	4%
		bcdef		b	b	b	b
		100%	19%	52%	42%	51%	100%
TalkTalk TV/ EE TV/ YouView/ Plusnet TV	67	67	8	30	22	28	67
	3%	4%	1%	2%	2%	2%	3%
		bcdef		b	b	b	b
		100%	12%	45%	32%	41%	100%
Freesat/ Sky TV (free service, no subscription)	49	1	49	22	16	24	49
	2%	*%	4%	2%	1%	2%	2%
			acdef	a	a	a	a
		3%	100%	45%	34%	50%	100%

Columns Tested: a,b,c,d,e,f

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QH6B (QH87B). SHOWCARD And which of these TV services do you think you personally use the most? (SINGLE CODE)

Base : All respondents

	Total	TV SERVICES					
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERVICES	ANY SERVICES
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
BROADCASTER VOD SERVICES							
BBC iPlayer	84	37	39	84	47	51	84
	3%	2%	4%	7%	4%	4%	3%
				abdef	a	a	
		44%	47%	100%	56%	60%	100%
NOW TV	28	11	13	17	28	18	28
	1%	1%	1%	1%	2%	1%	1%
				af			
		40%	47%	60%	100%	64%	100%
ITV Hub or STV Player (free)	14	6	8	14	10	12	14
	1%	*%	1%	1%	1%	1%	1%
				a			
		40%	58%	100%	69%	86%	100%
All 4 (free)	12	6	3	12	7	8	12
	*%	*%	*%	1%	1%	1%	*%
				b			
		53%	25%	100%	56%	68%	100%
My5	1	1	-	1	1	-	1
	*%	*%	-%	*%	*%	-%	*%
		87%	-%	100%	87%	-%	100%
ITV Hub+ (premium paid service with no ad's)	1	-	-	1	1	-	1
	*%	-%	-%	*%	*%	-%	*%
		-%	-%	100%	100%	-%	100%
SUBSCRIPTION VOD SERVICES							
Netflix	368	193	122	236	368	262	368
	14%	13%	11%	19%	29%	21%	14%
				abf	abcef	abf	b
		52%	33%	64%	100%	71%	100%

Columns Tested: a,b,c,d,e,f

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QH6B (QH87B). SHOWCARD And which of these TV services do you think you personally use the most? (SINGLE CODE)

Base : All respondents

	Total	TV SERVICES					
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERVICES	ANY SERVICES
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
Amazon Prime	38	9	12	21	38	22	38
	1%	1%	1%	2%	3%	2%	1%
				a	abcf	a	a
		24%	32%	55%	100%	58%	100%
Hayu	2	*	-	2	2	*	2
	*%	*%	-%	*%	*%	*%	*%
		9%	-%	100%	100%	9%	100%
Apple TV+	1	-	1	1	1	-	1
	*%	-%	*%	*%	*%	-%	*%
		-%	56%	56%	100%	-%	100%
Disney Life	1	1	-	*	1	*	1
	*%	*%	-%	*%	*%	*%	*%
		81%	-%	19%	100%	19%	100%
Britbox	*	*	-	*	*	*	*
	*%	*%	-%	*%	*%	*%	*%
		100%	-%	100%	100%	100%	100%
YOUTUBE SERVICES							
YouTube (standard, no subscription charge)	110	41	31	44	56	110	110
	4%	3%	3%	4%	4%	9%	4%
					ab	abcdf	ab
		38%	28%	40%	51%	100%	100%
YouTube Premium (monthly subscription, ad free)	3	1	2	2	2	3	3
	*%	*%	*%	*%	*%	*%	*%
		43%	64%	75%	75%	100%	100%
Any other services	6	-	-	1	1	-	6
	*%	-%	-%	*%	*%	-%	*%
		-%	-%	17%	19%	-%	100%

Columns Tested: a,b,c,d,e,f

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QH6B (QH87B). SHOWCARD And which of these TV services do you think you personally use the most? (SINGLE CODE)

Base : All respondents

	Total	TV SERVICES					
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERVICES	ANY SERVICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
None of these	133	7	12	13	12	11	19
	5%	*%	1%	1%	1%	1%	1%
		5%	9%	10%	9%	9%	14%
Don't know	23	10	3	9	12	9	13
	1%	1%	*%	1%	1%	1%	1%
					b		
		46%	15%	38%	55%	41%	59%
ANY TV SERVICES	1849	1217	843	777	686	747	1849
	69%	79%	77%	63%	54%	60%	72%
		cdef	cdef	d		d	cde
		66%	46%	42%	37%	40%	100%
TRADITIONAL PAID TV SERVICES	1189	1189	183	602	571	574	1189
	44%	77%	17%	49%	45%	46%	47%
		bcdef		b	b	b	b
		100%	15%	51%	48%	48%	100%
TRADITIONAL FREE TV SERVICES	660	28	660	175	116	173	660
	25%	2%	61%	14%	9%	14%	26%
			acdef	ad	a	ad	acde
		4%	100%	27%	18%	26%	100%
ANY BROADCASTER VOD SERVICES	112	50	50	112	65	71	112
	4%	3%	5%	9%	5%	6%	4%
				abdef	a	a	
		44%	45%	100%	58%	63%	100%

Columns Tested: a,b,c,d,e,f

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QH6B (QH87B). SHOWCARD And which of these TV services do you think you personally use the most? (SINGLE CODE)

Base : All respondents

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d		e	f
Unweighted total	3959	2152	1624	1609	1810		1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220		1144	2568
Weighted total	2675	1541	1089	1235	1273		1254	2551
		58%	41%	46%	48%		47%	95%
FREE CATCH-UP SERVICES	111	50	50	111	64		71	111
	4%	3%	5%	9%	5%		6%	4%
				abdef	a		a	
		45%	45%	100%	58%		64%	100%
ANY SUBSCRIPTION VOD SERVICES	439	214	148	277	439		302	439
	16%	14%	14%	22%	34%		24%	17%
				abf	abcef		abf	ab
		49%	34%	63%	100%		69%	100%
ANY YOUTUBE SERVICES	113	43	33	46	58		113	113
	4%	3%	3%	4%	5%		9%	4%
					ab		abcdf	ab
		38%	29%	41%	51%		100%	100%
ANY SERVICES	2519	1523	1074	1214	1249		1233	2519
	94%	99%	99%	98%	98%		98%	99%
		60%	43%	48%	50%		49%	100%

Columns Tested: a,b,c,d,e,f

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 145

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

SUBSCRIPTION VOD OVERLAP

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
NETFLIX ONLY	552	253	297	125	110	198	119	22	41	62	158	131	168	127	124	439	50	35	27
	21%	19%	22%	33%	27%	22%	12%	15%	18%	22%	21%	18%	23%	22%	19%	20%	21%	27%	37%
		46%	54%	cd	d	d				a			ad					a	abc
				23%	20%	36%	21%	4%	7%	11%	29%	24%	30%	23%	23%	80%	9%	6%	5%
AMAZON PRIME ONLY	108	61	47	5	11	47	45	1	10	10	41	36	35	19	19	96	6	5	1
	4%	5%	3%	1%	3%	5%	5%	1%	4%	4%	5%	5%	5%	3%	3%	4%	2%	4%	2%
						ab	a		a		a	d	d			d			
		57%	43%	5%	10%	43%	42%	1%	9%	9%	38%	33%	32%	17%	17%	89%	5%	5%	1%
NOW TV ONLY	43	14	29	4	6	22	10	2	2	6	19	11	13	7	12	38	2	1	1
	2%	1%	2%	1%	2%	2%	1%	2%	1%	2%	3%	2%	2%	1%	2%	2%	1%	1%	1%
			a			d													
		33%	67%	10%	15%	51%	23%	6%	4%	14%	46%	26%	30%	17%	27%	91%	5%	3%	2%
NETFLIX AND AMAZON PRIME AND NOW TV	97	40	57	25	28	29	16	2	6	7	37	31	36	11	19	85	5	5	1
	4%	3%	4%	7%	7%	3%	2%	1%	3%	3%	5%	4%	5%	2%	3%	4%	2%	4%	2%
				cd	cd	d					a	c	cd			d			
		42%	58%	26%	28%	29%	17%	2%	6%	8%	38%	32%	37%	11%	20%	88%	5%	6%	1%
NETFLIX AND NOW TV	63	32	30	12	10	25	15	2	4	10	21	20	15	15	13	54	2	4	2
	2%	2%	2%	3%	3%	3%	2%	1%	2%	4%	3%	3%	2%	3%	2%	2%	1%	3%	3%
		51%	49%	19%	16%	40%	24%	3%	7%	16%	34%	32%	24%	23%	21%	86%	4%	7%	3%
NETFLIX AND AMAZON PRIME	395	197	197	63	89	158	85	6	14	26	176	150	113	87	45	330	39	19	7
	15%	15%	14%	17%	22%	18%	9%	4%	6%	10%	23%	21%	16%	15%	7%	15%	17%	15%	10%
				d	d	d				a	abc	bcd	d	d		d	d	d	
		50%	50%	16%	22%	40%	21%	2%	4%	7%	45%	38%	29%	22%	11%	84%	10%	5%	2%
AMAZON PRIME AND NOW TV	4	1	3	-	*	1	3	-	1	*	1	2	1	*	1	3	*	1	*
	*%	*%	*%	-%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
		29%	71%	-%	8%	22%	71%	-%	19%	2%	13%	47%	22%	10%	22%	74%	8%	15%	2%
OTHER OTT ONLY	12	9	3	2	2	2	7	1	1	2	3	6	1	4	2	10	1	*	1
	*%	1%	*%	1%	*%	*%	1%	*%	1%	1%	*%	1%	*%	1%	*%	*%	*%	*%	1%
											b								
		74%	26%	17%	15%	14%	54%	6%	11%	16%	27%	50%	6%	30%	13%	84%	8%	3%	5%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 145

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SUBSCRIPTION VOD OVERLAP

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
NETFLIX ONLY	552	82	60	38	35	60	37	56	19	52	475	78	372	180	205	347
	21%	25%	16%	17%	18%	25%	15%	26%	17%	18%	20%	22%	24%	16%	18%	23%
		bcfh				bcfhi		bcfhi					b			a
		15%	11%	7%	6%	11%	7%	10%	4%	9%	86%	14%	67%	33%	37%	63%
AMAZON PRIME ONLY	108	3	22	12	11	15	11	11	4	7	82	26	64	44	63	45
	4%	1%	6%	5%	6%	6%	4%	5%	3%	2%	4%	7%	4%	4%	6%	3%
			a	a	a	ai	a	a				a			b	
		3%	20%	11%	10%	14%	10%	10%	3%	7%	76%	24%	59%	41%	58%	42%
NOW TV ONLY	43	17	5	1	5	3	2	2	*	3	41	2	29	14	14	29
	2%	5%	1%	*%	3%	1%	1%	1%	*%	1%	2%	*%	2%	1%	1%	2%
		bcefg			h						b					
		39%	12%	2%	12%	8%	5%	5%	1%	6%	96%	4%	68%	32%	33%	67%
NETFLIX AND AMAZON PRIME AND NOW TV	97	5	22	14	10	5	12	6	6	6	81	16	71	26	38	59
	4%	2%	6%	6%	5%	2%	5%	3%	5%	2%	4%	4%	5%	2%	3%	4%
			aei	aei	a		a		a				b			
		5%	23%	15%	10%	5%	12%	6%	6%	6%	84%	16%	73%	27%	40%	60%
NETFLIX AND NOW TV	63	1	8	10	2	7	13	5	4	4	49	14	38	24	35	28
	2%	*%	2%	4%	1%	3%	5%	2%	3%	1%	2%	4%	2%	2%	3%	2%
			a	a	a	a	adi		a			a			b	
		2%	13%	15%	4%	11%	20%	9%	6%	6%	78%	22%	61%	39%	56%	44%
NETFLIX AND AMAZON PRIME	395	42	69	44	29	21	41	21	17	46	347	48	291	104	202	193
	15%	12%	19%	19%	15%	9%	17%	10%	15%	15%	15%	13%	19%	9%	18%	13%
			aeg	aeg	eg		eg		e	eg			b		b	
		11%	18%	11%	7%	5%	10%	5%	4%	12%	88%	12%	74%	26%	51%	49%
AMAZON PRIME AND NOW TV	4	-	-	1	1	-	1	-	*	-	2	1	1	3	3	1
	*%	-%	-%	*%	*%	-%	*%	-%	*%	-%	*%	*%	*%	*%	*%	*%
		-%	-%	21%	19%	-%	22%	-%	12%	-%	62%	38%	31%	69%	71%	29%
OTHER OTT ONLY	12	-	4	1	2	2	2	-	-	-	9	3	3	10	8	5
	*%	-%	1%	1%	1%	1%	1%	-%	-%	-%	*%	1%	*%	1%	1%	*%
													a			
		-%	30%	10%	15%	16%	13%	-%	-%	-%	72%	28%	21%	79%	62%	38%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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SUBSCRIPTION VOD OVERLAP

Base : All respondents

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
NETFLIX ONLY	552	405	162	365	552	370	552
	21%	26%	15%	30%	43%	30%	22%
		bf		bf	abcef	bf	b
		73%	29%	66%	100%	67%	100%
AMAZON PRIME ONLY	108	62	45	80	108	65	108
	4%	4%	4%	6%	8%	5%	4%
				abf	abef		
		58%	42%	74%	100%	60%	100%
NOW TV ONLY	43	28	15	25	43	27	43
	2%	2%	1%	2%	3%	2%	2%
				abf			
		66%	35%	59%	100%	64%	100%
NETFLIX AND AMAZON PRIME AND NOW TV	97	55	45	82	97	86	97
	4%	4%	4%	7%	8%	7%	4%
				abf	abf	abf	
		56%	47%	85%	100%	88%	100%
NETFLIX AND NOW TV	63	39	29	43	63	45	63
	2%	3%	3%	4%	5%	4%	2%
				abf			
		61%	47%	69%	100%	71%	100%
NETFLIX AND AMAZON PRIME	395	277	130	312	395	301	395
	15%	18%	12%	25%	31%	24%	15%
		bf		abf	abcef	abf	b
		70%	33%	79%	100%	76%	100%
AMAZON PRIME AND NOW TV	4	1	2	4	4	3	4
	*%	*%	*%	*%	*%	*%	*%
		24%	59%	98%	100%	73%	100%
OTHER OTT ONLY	12	9	3	11	12	7	12
	*%	1%	*%	1%	1%	1%	*%
				b	b		
		75%	22%	92%	100%	56%	100%

Columns Tested: a,b,c,d,e,f

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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

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
Yes	536	319	216	69	85	217	165	7	34	46	227	191	157	110	78	461	39	25	11
	20%	24%	16%	18%	21%	24%	17%	5%	15%	17%	30%	27%	22%	19%	12%	21%	17%	19%	15%
		b				ad			a	a	abc	bcd	d	d		d			
		59%	40%	13%	16%	40%	31%	1%	6%	9%	42%	36%	29%	21%	14%	86%	7%	5%	2%
No	2101	973	1125	295	309	680	818	141	191	225	535	510	548	464	578	1746	188	106	62
	79%	75%	82%	79%	76%	75%	83%	95%	85%	81%	70%	72%	76%	80%	87%	78%	81%	81%	83%
		a					bc	bcd	d	d			a	a	abc				a
		46%	54%	14%	15%	32%	39%	7%	9%	11%	25%	24%	26%	22%	27%	83%	9%	5%	3%
Don't know	38	11	24	12	13	6	7	-	-	5	5	11	12	7	7	29	6	1	1
	1%	1%	2%	3%	3%	1%	1%	-%	-%	2%	1%	2%	2%	1%	1%	1%	3%	1%	1%
			a	cd	cd					b							ac		
		29%	64%	31%	35%	17%	18%	-%	-%	13%	14%	28%	33%	17%	19%	78%	17%	2%	3%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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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

		ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
Yes	536	86	63	42	33	37	72	42	23	64	459	76	368	168	255	280
	20%	26%	17%	18%	18%	15%	29%	19%	20%	22%	20%	21%	24%	15%	22%	18%
	bde						bcd	de					b		b	
		16%	12%	8%	6%	7%	13%	8%	4%	12%	86%	14%	69%	31%	48%	52%
No	2101	243	299	185	154	198	172	174	91	230	1822	280	1170	930	869	1232
	79%	73%	81%	81%	82%	84%	70%	79%	79%	77%	79%	78%	75%	83%	76%	80%
			af	af	af	af		f	f				a		a	
		12%	14%	9%	7%	9%	8%	8%	4%	11%	87%	13%	56%	44%	41%	59%
Don't know	38	5	6	2	1	2	1	5	2	4	35	3	16	18	14	24
	1%	2%	2%	1%	1%	1%	1%	2%	2%	1%	2%	1%	1%	2%	1%	2%
		14%	15%	7%	2%	6%	4%	14%	5%	12%	92%	8%	41%	48%	37%	63%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d		e	f
Unweighted total	3959	2152	1624	1609	1810		1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220		1144	2568
Weighted total	2675	1541	1089	1235	1273		1254	2551
		58%	41%	46%	48%		47%	95%
Yes	536	510	119	358	354		308	535
	20%	33%	11%	29%	28%		25%	21%
		bcdef		bef	bf		bf	b
		95%	22%	67%	66%		58%	100%
No	2101	1009	964	866	906		929	1986
	79%	65%	89%	70%	71%		74%	78%
			acdef	a	a		ac	acde
		48%	46%	41%	43%		44%	95%
Don't know	38	22	6	12	14		16	30
	1%	1%	1%	1%	1%		1%	1%
		b						
		59%	15%	32%	36%		43%	79%

Columns Tested: a,b,c,d,e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH8A (QR1A). Does your household have Sky+? (SINGLE CODE)

Base : Those with Sky Satellite TV

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	~a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	1343	658	683	155	206	516	466	38	106	136	418	325	417	297	302	731	216	200	196
Effective Weighted Sample	884	425	458	98	138	340	317	28	76	96	290	216	280	192	210	632	140	138	179
Weighted total	878	432	443	101	143	365	268	23	63	90	318	256	249	195	177	705	92	51	29
		49%	51%	11%	16%	42%	31%	**	7%	10%	36%	29%	28%	22%	20%	80%	11%	6%	3%
Yes	527	277	251	63	85	224	154	**	32	52	212	169	149	121	88	434	57	26	11
	60%	64%	57%	63%	59%	61%	57%	**	50%	57%	67%	66%	60%	62%	50%	61%	62%	51%	37%
		b									b	d	d	d		cd	d	d	
		52%	48%	12%	16%	43%	29%	**	6%	10%	40%	32%	28%	23%	17%	82%	11%	5%	2%
No	324	150	172	35	52	130	106	**	30	38	98	77	95	69	83	247	35	25	17
	37%	35%	39%	35%	36%	36%	40%	**	49%	42%	31%	30%	38%	35%	47%	35%	38%	48%	60%
									d	d					ac			a	abc
		46%	53%	11%	16%	40%	33%	**	9%	12%	30%	24%	29%	21%	26%	76%	11%	8%	5%
Don't know	27	6	21	2	6	10	8	**	1	1	9	10	5	5	6	25	-	1	1
	3%	1%	5%	2%	4%	3%	3%	**	1%	1%	3%	4%	2%	3%	3%	4%	-%	1%	3%
			a													b			b
		22%	78%	9%	23%	38%	30%	**	3%	3%	33%	37%	17%	19%	23%	94%	-%	2%	4%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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QH8A (QR1A). Does your household have Sky+? (SINGLE CODE)

Base : Those with Sky Satellite TV

		ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Unweighted total	1343	93	73	73	71	79	94	88	95	65	924	419	842	500	643	700
Effective Weighted Sample	884	89	70	69	68	75	90	81	89	62	719	172	552	343	397	487
Weighted total	878	119	106	72	50	71	90	71	42	84	739	139	591	286	385	493
		**	**	**	**	**	**	**	**	**	84%	16%	67%	33%	44%	56%
Yes	527	**	**	**	**	**	**	**	**	**	444	84	361	166	232	295
	60%	**	**	**	**	**	**	**	**	**	60%	60%	61%	58%	60%	60%
		**	**	**	**	**	**	**	**	**	84%	16%	69%	31%	44%	56%
No	324	**	**	**	**	**	**	**	**	**	271	52	212	112	143	181
	37%	**	**	**	**	**	**	**	**	**	37%	38%	36%	39%	37%	37%
		**	**	**	**	**	**	**	**	**	84%	16%	66%	34%	44%	56%
Don't know	27	**	**	**	**	**	**	**	**	**	24	2	17	8	10	17
	3%	**	**	**	**	**	**	**	**	**	3%	2%	3%	3%	3%	3%
		**	**	**	**	**	**	**	**	**	91%	9%	65%	32%	38%	62%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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QH8A (QR1A). Does your household have Sky+? (SINGLE CODE)

Base : Those with Sky Satellite TV

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d		e	f
Unweighted total	1343	1343	213	682	773		654	1343
Effective Weighted Sample	884	884	142	455	505		445	884
Weighted total	878	878	137	484	505		476	878
		100%	16%	55%	58%		54%	100%
Yes	527	527	89	311	311		292	527
	60%	60%	65%	64%	62%		61%	60%
		100%	17%	59%	59%		55%	100%
No	324	324	46	162	183		174	324
	37%	37%	34%	34%	36%		37%	37%
		100%	14%	50%	57%		54%	100%
Don't know	27	27	2	10	11		9	27
	3%	3%	2%	2%	2%		2%	3%
		100%	9%	39%	42%		34%	100%

Columns Tested: a,b,c,d,e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH8B (QR1H). Does your household have Sky Q? (SINGLE CODE)

Base : Those with Sky Satellite TV

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	~a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	1343	658	683	155	206	516	466	38	106	136	418	325	417	297	302	731	216	200	196
Effective Weighted Sample	884	425	458	98	138	340	317	28	76	96	290	216	280	192	210	632	140	138	179
Weighted total	878	432	443	101	143	365	268	23	63	90	318	256	249	195	177	705	92	51	29
		49%	51%	11%	16%	42%	31%	**	7%	10%	36%	29%	28%	22%	20%	80%	11%	6%	3%
Yes	375	205	169	41	75	148	112	**	28	34	137	121	109	78	67	298	39	23	15
	43%	47%	38%	40%	52%	40%	42%	**	45%	38%	43%	47%	44%	40%	38%	42%	42%	46%	53%
		b			cd							d						a	
		55%	45%	11%	20%	39%	30%	**	7%	9%	37%	32%	29%	21%	18%	79%	10%	6%	4%
No	460	211	247	53	61	201	144	**	34	54	170	125	127	109	99	370	51	26	12
	52%	49%	56%	53%	43%	55%	54%	**	54%	59%	54%	49%	51%	56%	56%	52%	55%	51%	43%
		a				b	b									d	d		
		46%	54%	12%	13%	44%	31%	**	7%	12%	37%	27%	28%	24%	21%	81%	11%	6%	3%
Don't know	43	16	27	7	7	17	12	**	1	3	10	10	12	8	11	37	2	2	1
	5%	4%	6%	7%	5%	5%	4%	**	1%	3%	3%	4%	5%	4%	6%	5%	3%	3%	4%
		37%	63%	16%	17%	39%	28%	**	2%	7%	24%	23%	28%	20%	26%	88%	6%	4%	3%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH8B (QR1H). Does your household have Sky Q? (SINGLE CODE)

Base : Those with Sky Satellite TV

		ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Unweighted total	1343	93	73	73	71	79	94	88	95	65	924	419	842	500	643	700
Effective Weighted Sample	884	89	70	69	68	75	90	81	89	62	719	172	552	343	397	487
Weighted total	878	119	106	72	50	71	90	71	42	84	739	139	591	286	385	493
		**	**	**	**	**	**	**	**	**	84%	16%	67%	33%	44%	56%
Yes	375	**	**	**	**	**	**	**	**	**	326	49	259	116	166	209
	43%	**	**	**	**	**	**	**	**	**	44%	36%	44%	41%	43%	42%
											b					
		**	**	**	**	**	**	**	**	**	87%	13%	69%	31%	44%	56%
No	460	**	**	**	**	**	**	**	**	**	376	84	310	150	200	259
	52%	**	**	**	**	**	**	**	**	**	51%	61%	52%	52%	52%	53%
											a					
		**	**	**	**	**	**	**	**	**	82%	18%	67%	33%	44%	56%
Don't know	43	**	**	**	**	**	**	**	**	**	37	5	21	20	18	25
	5%	**	**	**	**	**	**	**	**	**	5%	4%	4%	7%	5%	5%
													a			
		**	**	**	**	**	**	**	**	**	88%	12%	50%	48%	42%	58%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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QH8B (QR1H). Does your household have Sky Q? (SINGLE CODE)

Base : Those with Sky Satellite TV

	Total	TV SERVICES					
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1343	1343	213	682	773	654	1343
Effective Weighted Sample	884	884	142	455	505	445	884
Weighted total	878	878	137	484	505	476	878
		100%	16%	55%	58%	54%	100%
Yes	375	375	59	238	261	226	375
	43%	43%	43%	49%	52%	48%	43%
				af	af		
		100%	16%	63%	70%	60%	100%
No	460	460	77	233	226	235	460
	52%	52%	56%	48%	45%	49%	52%
		d	d				d
		100%	17%	51%	49%	51%	100%
Don't know	43	43	1	13	19	14	43
	5%	5%	1%	3%	4%	3%	5%
		b					b
		100%	3%	31%	43%	34%	100%

Columns Tested: a,b,c,d,e,f

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 149

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH8A/QH8B (QR1A/QR1H). Does your household have Sky+/ Sky Q? (SINGLE CODE)

Base : Those with Sky Satellite TV

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
	Total	a	b	a	b	c	d	~a	b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%																			
Unweighted total	1343	658	683	155	206	516	466	38	106	136	418	325	417	297	302	731	216	200	196
Effective Weighted Sample	884	425	458	98	138	340	317	28	76	96	290	216	280	192	210	632	140	138	179
Weighted total	878	432	443	101	143	365	268	23	63	90	318	256	249	195	177	705	92	51	29
		49%	51%	11%	16%	42%	31%	**	7%	10%	36%	29%	28%	22%	20%	80%	11%	6%	3%
Yes - Sky+	527	277	251	63	85	224	154	**	32	52	212	169	149	121	88	434	57	26	11
	60%	64%	57%	63%	59%	61%	57%	**	50%	57%	67%	66%	60%	62%	50%	61%	62%	51%	37%
		b									b	d	d	d		cd	d	d	
		52%	48%	12%	16%	43%	29%	**	6%	10%	40%	32%	28%	23%	17%	82%	11%	5%	2%
Yes - Sky Q	375	205	169	41	75	148	112	**	28	34	137	121	109	78	67	298	39	23	15
	43%	47%	38%	40%	52%	40%	42%	**	45%	38%	43%	47%	44%	40%	38%	42%	42%	46%	53%
		b			cd							d							a
		55%	45%	11%	20%	39%	30%	**	7%	9%	37%	32%	29%	21%	18%	79%	10%	6%	4%
HAVE EITHER	680	355	325	79	110	289	203	**	45	65	270	208	194	155	123	548	74	38	20
	78%	82%	73%	78%	77%	79%	75%	**	72%	71%	85%	81%	78%	79%	70%	78%	80%	75%	68%
		b									bc	d	d	d		d	d		
		52%	48%	12%	16%	42%	30%	**	7%	9%	40%	31%	28%	23%	18%	81%	11%	6%	3%
Neither	182	75	106	20	30	71	61	**	17	25	44	45	51	37	50	142	18	13	8
	21%	17%	24%	20%	21%	19%	23%	**	27%	28%	14%	17%	20%	19%	28%	20%	20%	25%	29%
			a						d	d					abc				a
		41%	58%	11%	16%	39%	34%	**	9%	14%	24%	25%	28%	20%	27%	78%	10%	7%	5%
Don't know	16	3	13	2	4	5	4	**	*	1	4	3	4	4	4	15	-	*	1
	2%	1%	3%	2%	3%	1%	2%	**	1%	1%	1%	1%	2%	2%	2%	2%	-%	1%	3%
			a																b
		20%	80%	15%	24%	33%	28%	**	3%	5%	28%	20%	27%	22%	26%	93%	-%	2%	5%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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QH8A/QH8B (QR1A/QR1H). Does your household have Sky+ Sky Q? (SINGLE CODE)

Base : Those with Sky Satellite TV

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	1343	93	73	73	71	79	94	88	95	65	924	419	842	500	643	700
Effective Weighted Sample	884	89	70	69	68	75	90	81	89	62	719	172	552	343	397	487
Weighted total	878	119	106	72	50	71	90	71	42	84	739	139	591	286	385	493
		**	**	**	**	**	**	**	**	**	84%	16%	67%	33%	44%	56%
Yes - Sky+	527	**	**	**	**	**	**	**	**	**	444	84	361	166	232	295
	60%	**	**	**	**	**	**	**	**	**	60%	60%	61%	58%	60%	60%
		**	**	**	**	**	**	**	**	**	84%	16%	69%	31%	44%	56%
Yes - Sky Q	375	**	**	**	**	**	**	**	**	**	326	49	259	116	166	209
	43%	**	**	**	**	**	**	**	**	**	44%	36%	44%	41%	43%	42%
		**	**	**	**	**	**	**	**	**	b					
		**	**	**	**	**	**	**	**	**	87%	13%	69%	31%	44%	56%
HAVE EITHER	680	**	**	**	**	**	**	**	**	**	578	103	469	212	303	377
	78%	**	**	**	**	**	**	**	**	**	78%	74%	79%	74%	79%	77%
		**	**	**	**	**	**	**	**	**	85%	15%	69%	31%	45%	55%
Neither	182	**	**	**	**	**	**	**	**	**	148	34	113	69	75	107
	21%	**	**	**	**	**	**	**	**	**	20%	24%	19%	24%	19%	22%
		**	**	**	**	**	**	**	**	**	82%	18%	62%	38%	41%	59%
Don't know	16	**	**	**	**	**	**	**	**	**	14	2	10	6	7	9
	2%	**	**	**	**	**	**	**	**	**	2%	2%	2%	2%	2%	2%
		**	**	**	**	**	**	**	**	**	85%	15%	60%	35%	44%	56%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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QH8A/QH8B (QR1A/QR1H). Does your household have Sky+/ Sky Q? (SINGLE CODE)

Base : Those with Sky Satellite TV

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d	e	f	
Unweighted total	1343	1343	213	682	773	654	1343	
Effective Weighted Sample	884	884	142	455	505	445	884	
Weighted total	878	878	137	484	505	476	878	
		100%	16%	55%	58%	54%	100%	
Yes - Sky+	527	527	89	311	311	292	527	
	60%	60%	65%	64%	62%	61%	60%	
		100%	17%	59%	59%	55%	100%	
Yes - Sky Q	375	375	59	238	261	226	375	
	43%	43%	43%	49%	52%	48%	43%	
				af	af			
		100%	16%	63%	70%	60%	100%	
HAVE EITHER	680	680	117	403	413	386	680	
	78%	78%	85%	83%	82%	81%	78%	
			af	af				
		100%	17%	59%	61%	57%	100%	
Neither	182	182	20	76	87	85	182	
	21%	21%	14%	16%	17%	18%	21%	
		c				c		
		100%	11%	42%	48%	47%	100%	
Don't know	16	16	*	5	6	5	16	
	2%	2%	*%	1%	1%	1%	2%	
		100%	1%	34%	37%	32%	100%	

Columns Tested: a,b,c,d,e,f

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QH8C (QR1B). Does your household have Virgin TiVo or V+ or the Virgin V6 box? (SINGLE CODE)

Base : Those with Virgin Media (Cable TV)

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
	Total	a	b	~a	~b	c	d	~a	~b	~c	d	a	b	~c	d	a	~b	~c	~d
Significance Level: 95%																			
Unweighted total	443	234	208	67	65	147	164	22	32	41	135	101	141	98	103	355	33	26	29
Effective Weighted Sample	354	187	166	54	51	122	129	17	26	35	110	84	115	79	83	308	27	22	26
Weighted total	389	205	184	63	59	140	129	15	24	35	137	112	112	89	77	355	19	11	5
		53%	47%	**	**	36%	33%	**	**	**	35%	29%	29%	**	20%	91%	**	**	**
Yes	247	133	113	**	**	98	82	**	**	**	104	76	72	**	46	228	**	**	**
	63%	65%	62%	**	**	70%	64%	**	**	**	76%	68%	64%	**	59%	64%	**	**	**
		54%	46%	**	**	40%	33%	**	**	**	42%	31%	29%	**	19%	92%	**	**	**
No	124	66	58	**	**	36	42	**	**	**	33	31	36	**	26	109	**	**	**
	32%	32%	32%	**	**	26%	33%	**	**	**	24%	28%	32%	**	34%	31%	**	**	**
		53%	47%	**	**	29%	34%	**	**	**	26%	25%	29%	**	21%	88%	**	**	**
Don't know	19	7	12	**	**	5	5	**	**	**	1	5	5	**	5	19	**	**	**
	5%	3%	7%	**	**	4%	4%	**	**	**	1%	5%	4%	**	7%	5%	**	**	**
		35%	65%	**	**	28%	26%	**	**	**	5%	27%	25%	**	26%	97%	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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QH8C (QR1B). Does your household have Virgin TiVo or V+ or the Virgin V6 box? (SINGLE CODE)

Base : Those with Virgin Media (Cable TV)

		ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	~g	~h	~i	a	~b	a	b	a	b
Unweighted total	443	44	45	28	56	43	34	29	47	29	412	31	266	177	196	247
Effective Weighted Sample	354	41	42	27	54	41	33	28	45	28	340	14	216	142	153	201
Weighted total	389	56	64	30	43	40	36	25	20	39	375	14	256	134	168	221
		**	**	**	**	**	**	**	**	**	96%	**	66%	34%	43%	57%
Yes	247	**	**	**	**	**	**	**	**	**	240	**	168	79	118	129
	63%	**	**	**	**	**	**	**	**	**	64%	**	66%	59%	70%	58%
		**	**	**	**	**	**	**	**	**	97%	**	68%	32%	48%	52%
No	124	**	**	**	**	**	**	**	**	**	117	**	79	44	46	78
	32%	**	**	**	**	**	**	**	**	**	31%	**	31%	33%	27%	35%
		**	**	**	**	**	**	**	**	**	94%	**	64%	36%	37%	63%
Don't know	19	**	**	**	**	**	**	**	**	**	18	**	9	10	5	14
	5%	**	**	**	**	**	**	**	**	**	5%	**	3%	8%	3%	7%
		**	**	**	**	**	**	**	**	**	94%	**	46%	54%	25%	75%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH8C (QR1B). Does your household have Virgin TiVo or V+ or the Virgin V6 box? (SINGLE CODE)

Base : Those with Virgin Media (Cable TV)

	Total	TV SERVICES					
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERV- ICES	ANY SER- VICES
		a	~b	c	d	e	f
Significance Level: 95%							
Unweighted total	443	443	66	227	241	221	443
Effective Weighted Sample	354	354	54	184	196	178	354
Weighted total	389	389	62	215	222	205	389
		100%	**	55%	57%	53%	100%
Yes	247	247	**	146	144	135	247
	63%	63%	**	68%	65%	66%	63%
		100%	**	59%	58%	55%	100%
No	124	124	**	60	68	58	124
	32%	32%	**	28%	31%	28%	32%
		100%	**	48%	55%	47%	100%
Don't know	19	19	**	10	10	12	19
	5%	5%	**	5%	5%	6%	5%
		100%	**	51%	52%	62%	100%

Columns Tested: a,b,c,d,e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

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

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	146	74	72	15	16	52	63	8	13	22	44	37	49	26	33	93	28	17	8
Effective Weighted Sample	107	57	50	12	12	37	47	6	8	15	35	27	37	18	26	82	18	12	7
Weighted total	110	58	52	12	13	43	43	4	7	15	39	35	34	18	22	92	13	4	1
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Yes	49	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	45%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	60	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	54%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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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

		ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	~g	~h	~i	~a	~b	~a	~b	~a	~b
Unweighted total	146	7	10	15	10	13	15	9	5	9	97	49	77	69	74	72
Effective Weighted Sample	107	7	9	15	10	13	14	9	4	8	82	25	55	54	50	57
Weighted total	110	8	14	16	7	12	14	7	2	12	88	23	63	47	48	62
Yes		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	49	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	45%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	60	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	54%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	TV SERVICES					
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERV-ICES	ANY SER-VICES
Significance Level: 95%		~a	b	~c	~d	~e	f
Unweighted total	146	37	146	84	84	81	146
Effective Weighted Sample	107	28	107	61	61	60	107
Weighted total	110	28	110	68	65	66	110
		**	100%	**	**	**	100%
Yes	49	**	49	**	**	**	49
	45%	**	45%	**	**	**	45%
		**	100%	**	**	**	100%
No	60	**	60	**	**	**	60
	54%	**	54%	**	**	**	54%
		**	100%	**	**	**	100%
Don't know	1	**	1	**	**	**	1
	1%	**	1%	**	**	**	1%
		**	100%	**	**	**	100%

Columns Tested: a,b,c,d,e,f

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	1530	741	787	152	169	406	803	146	160	161	290	297	411	327	493	954	199	241	136
Effective Weighted Sample	1079	536	543	113	114	288	574	115	123	115	221	215	301	231	364	819	142	172	125
Weighted total	1016	504	511	107	120	301	488	82	92	103	249	259	250	226	279	848	86	63	19
		50%	50%	11%	12%	30%	48%	8%	9%	10%	25%	26%	25%	22%	27%	83%	9%	6%	2%
Yes	309	156	152	29	30	98	152	12	22	27	102	88	77	73	71	280	13	10	6
	30%	31%	30%	27%	25%	32%	31%	15%	24%	27%	41%	34%	31%	32%	25%	33%	15%	16%	32%
										a	abc	d				bc			bc
		50%	49%	9%	10%	32%	49%	4%	7%	9%	33%	29%	25%	23%	23%	90%	4%	3%	2%
No	654	331	323	73	85	190	306	65	62	74	138	154	157	146	196	522	70	50	12
	64%	66%	63%	68%	71%	63%	63%	79%	67%	72%	55%	60%	63%	64%	70%	62%	81%	79%	62%
								bd	d	d					ab		ad	ad	
		51%	49%	11%	13%	29%	47%	10%	9%	11%	21%	24%	24%	22%	30%	80%	11%	8%	2%
Don't know	53	17	36	5	5	14	30	5	8	1	9	17	17	8	12	46	3	3	1
	5%	3%	7%	4%	4%	5%	6%	6%	9%	1%	4%	6%	7%	3%	4%	5%	4%	4%	6%
			a					c	c										
		32%	68%	9%	9%	26%	56%	9%	15%	2%	18%	31%	31%	15%	23%	86%	6%	5%	2%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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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

		ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%	Total	~a	~b	c	d	e	f	g	~h	i	a	b	a	b	a	b
Unweighted total	1530	86	91	110	109	107	115	137	80	119	1148	382	658	872	723	807
Effective Weighted Sample	1079	78	84	103	103	100	108	127	74	111	918	168	468	634	477	603
Weighted total	1016	91	123	106	75	82	101	99	31	140	888	128	504	513	464	552
		**	**	10%	7%	8%	10%	10%	**	14%	87%	13%	50%	50%	46%	54%
Yes	309	**	**	43	30	30	41	18	**	40	266	43	167	142	166	143
	30%	**	**	40%	41%	36%	41%	18%	**	29%	30%	34%	33%	28%	36%	26%
		**	**	g	g	g	g						b		b	
No		**	**	14%	10%	10%	13%	6%	**	13%	86%	14%	54%	46%	54%	46%
	654	**	**	56	40	42	55	78	**	95	577	77	315	339	272	382
	64%	**	**	53%	53%	51%	55%	79%	**	68%	65%	60%	63%	66%	59%	69%
		**	**					cdef	**	cde						a
Don't know		**	**	9%	6%	6%	8%	12%	**	14%	88%	12%	48%	52%	42%	58%
	53	**	**	7	5	11	5	3	**	5	45	8	21	32	26	27
	5%	**	**	7%	6%	13%	5%	3%	**	4%	5%	6%	4%	6%	6%	5%
		**	**			fgi										
		**	**	13%	9%	20%	9%	6%	**	10%	85%	15%	40%	60%	49%	51%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

		TV SERVICES					
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERVICES	ANY SERVICES
Total		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	1530	340	1530	588	547	534	1530
Effective Weighted Sample	1079	234	1079	418	377	383	1079
Weighted total	1016	244	1016	456	395	424	1016
		24%	100%	45%	39%	42%	100%
Yes	309	123	309	179	151	153	309
	30%	50%	30%	39%	38%	36%	30%
		bcdef		bf	bf	bf	
		40%	100%	58%	49%	49%	100%
No	654	110	654	255	222	255	654
	64%	45%	64%	56%	56%	60%	64%
			acd	a	a	a	acd
		17%	100%	39%	34%	39%	100%
Don't know	53	11	53	22	22	17	53
	5%	5%	5%	5%	5%	4%	5%
		21%	100%	41%	41%	32%	100%

Columns Tested: a,b,c,d,e,f

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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

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	~a	~b	c	d	~a	~b	~c	d	a	b	~c	~d	a	~b	~c	~d
Unweighted total	429	196	232	72	52	136	169	11	27	48	116	105	140	91	92	287	36	42	64
Effective Weighted Sample	297	136	161	50	35	99	115	8	19	35	81	75	103	62	60	245	22	31	58
Weighted total	320	143	177	59	41	111	109	5	20	36	94	92	99	70	57	283	17	11	9
		45%	55%	**	**	35%	34%	**	**	**	29%	29%	31%	**	**	88%	**	**	**
Yes	220	111	109	**	**	67	82	**	**	**	74	77	65	**	**	194	**	**	**
	69%	78%	62%	**	**	61%	75%	**	**	**	79%	84%	65%	**	**	69%	**	**	**
		b				c						b							
		50%	50%	**	**	31%	37%	**	**	**	34%	35%	29%	**	**	88%	**	**	**
No	96	30	65	**	**	41	26	**	**	**	18	14	32	**	**	86	**	**	**
	30%	21%	37%	**	**	37%	24%	**	**	**	19%	15%	33%	**	**	30%	**	**	**
		a				d						a							
		32%	68%	**	**	43%	27%	**	**	**	19%	15%	34%	**	**	90%	**	**	**
Don't know	4	2	2	**	**	2	1	**	**	**	2	1	2	**	**	3	**	**	**
	1%	1%	1%	**	**	2%	1%	**	**	**	2%	1%	2%	**	**	1%	**	**	**
		40%	60%	**	**	53%	28%	**	**	**	40%	21%	57%	**	**	76%	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Unweighted total	429	29	51	30	24	36	24	13	51	29	303	126	233	195	220	209
Effective Weighted Sample	297	28	49	29	23	34	23	13	47	27	239	59	163	136	149	149
Weighted total	320	36	70	31	18	33	26	10	21	39	262	58	189	130	156	165
		**	**	**	**	**	**	**	**	**	82%	18%	59%	41%	49%	51%
Yes	220	**	**	**	**	**	**	**	**	**	179	41	124	96	114	106
	69%	**	**	**	**	**	**	**	**	**	68%	70%	65%	74%	73%	64%
		**	**	**	**	**	**	**	**	**	81%	19%	56%	44%	52%	48%
No	96	**	**	**	**	**	**	**	**	**	80	16	61	34	39	57
	30%	**	**	**	**	**	**	**	**	**	31%	28%	33%	26%	25%	35%
		**	**	**	**	**	**	**	**	**	83%	17%	64%	35%	41%	59%
Don't know	4	**	**	**	**	**	**	**	**	**	3	1	4	*	2	1
	1%	**	**	**	**	**	**	**	**	**	1%	2%	2%	*%	2%	1%
		**	**	**	**	**	**	**	**	**	68%	32%	96%	4%	63%	37%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	TV SERVICES					
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	429	429	100	279	261	222	429
Effective Weighted Sample	297	297	69	188	174	157	297
Weighted total	320	320	77	206	189	182	320
		100%	24%	64%	59%	57%	100%
Yes	220	220	64	154	136	131	220
	69%	69%	83% af	74%	72%	72%	69%
		100%	29%	70%	62%	60%	100%
No	96	96	13	51	51	49	96
	30%	30%	17%	25%	27%	27%	30%
		b					b
		100%	13%	53%	53%	51%	100%
Don't know	4	4	-	2	3	1	4
	1%	1%	-%	1%	1%	1%	1%
		100%	-%	51%	67%	26%	100%

Columns Tested: a,b,c,d,e,f

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DVR HOUSEHOLD OWNERSHIP

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
DVR IN HOUSEHOLD	1332	691	638	169	191	509	462	38	86	124	502	414	372	291	254	1142	99	59	32
	50%	53%	47%	45%	47%	56%	47%	25%	38%	45%	66%	58%	52%	50%	38%	51%	43%	44%	43%
		b				abd			a	a	abc	bcd	d	d		bcd			
		52%	48%	13%	14%	38%	35%	3%	6%	9%	38%	31%	28%	22%	19%	86%	7%	4%	2%
NO DVR IN HOUSEHOLD	1265	589	671	197	204	369	494	105	131	148	252	279	321	275	389	1024	130	71	40
	47%	45%	49%	52%	50%	41%	50%	71%	58%	54%	33%	39%	45%	47%	59%	46%	56%	54%	54%
		a		c	c		c	bcd	d	d			a	a	abc		a	a	a
		47%	53%	16%	16%	29%	39%	8%	10%	12%	20%	22%	25%	22%	31%	81%	10%	6%	3%
UNSURE	79	22	56	10	12	24	33	5	9	3	12	18	25	15	20	71	3	3	2
	3%	2%	4%	3%	3%	3%	3%	4%	4%	1%	2%	3%	4%	3%	3%	3%	1%	2%	3%
		a							d										
		28%	72%	12%	15%	31%	42%	7%	11%	4%	16%	23%	32%	19%	25%	90%	4%	3%	3%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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DVR HOUSEHOLD OWNERSHIP

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
DVR IN HOUSEHOLD	1332	162	200	124	109	114	146	85	57	145	1156	175	854	478	625	706
	50%	48%	54%	54%	58%	48%	59%	38%	49%	49%	50%	49%	55%	43%	55%	46%
		g	g	g	aeghi	g	aeghi		g	g			b		b	
		12%	15%	9%	8%	9%	11%	6%	4%	11%	87%	13%	64%	36%	47%	53%
NO DVR IN HOUSEHOLD	1265	166	152	95	75	109	93	130	57	146	1092	173	660	600	481	784
	47%	50%	41%	42%	40%	46%	38%	59%	49%	49%	47%	48%	42%	54%	42%	51%
		df						abcdefhi	df	df			a		a	
		13%	12%	8%	6%	9%	7%	10%	5%	12%	86%	14%	52%	47%	38%	62%
UNSURE	79	6	15	10	4	14	7	6	2	8	68	10	40	38	32	46
	3%	2%	4%	4%	2%	6%	3%	3%	1%	3%	3%	3%	3%	3%	3%	3%
				h		adh										
		8%	19%	13%	5%	18%	9%	7%	2%	10%	87%	13%	51%	48%	41%	59%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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DVR HOUSEHOLD OWNERSHIP

Base : All respondents

	Total	TV SERVICES					
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERVICES	ANY SERVICES
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
DVR IN HOUSEHOLD	1332	1125	440	788	756	725	1332
	50%	73%	40%	64%	59%	58%	52%
		bcdef		bdef	bf	bf	b
		85%	33%	59%	57%	54%	100%
NO DVR IN HOUSEHOLD	1265	379	607	419	487	501	1141
	47%	25%	56%	34%	38%	40%	45%
			acdef	a	ac	ac	acde
		30%	48%	33%	38%	40%	90%
UNSURE	79	37	42	29	31	28	79
	3%	2%	4%	2%	2%	2%	3%
			acde				
		47%	53%	37%	39%	36%	100%

Columns Tested: a,b,c,d,e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

DVR HOUSEHOLD OWNERSHIP

Base : Those with any TV service

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3418	1650	1762	415	461	1081	1461	212	314	358	845	744	997	727	946	2137	464	434	383
Effective Weighted Sample	2381	1157	1219	296	321	761	1028	164	233	259	616	526	716	505	686	1833	316	306	349
Weighted total	2371	1156	1210	308	346	824	893	119	191	246	705	642	644	519	563	1997	207	111	55
		49%	51%	13%	15%	35%	38%	5%	8%	10%	30%	27%	27%	22%	24%	84%	9%	5%	2%
DVR IN HOUSEHOLD	1332	691	638	169	191	509	462	38	86	124	502	414	372	291	254	1142	99	59	32
	56%	60%	53%	55%	55%	62%	52%	31%	45%	50%	71%	65%	58%	56%	45%	57%	48%	53%	57%
		b				abd			a	a	abc	bcd	d	d		b			b
		52%	48%	13%	14%	38%	35%	3%	6%	9%	38%	31%	28%	22%	19%	86%	7%	4%	2%
NO DVR IN HOUSEHOLD	960	443	516	129	143	290	398	77	96	118	191	210	247	214	290	785	104	50	22
	41%	38%	43%	42%	41%	35%	45%	64%	50%	48%	27%	33%	38%	41%	51%	39%	50%	45%	39%
		a		c			c	bcd	d	d			a	a	abc		ad		
		46%	54%	13%	15%	30%	41%	8%	10%	12%	20%	22%	26%	22%	30%	82%	11%	5%	2%
UNSURE	79	22	56	10	12	24	33	5	9	3	12	18	25	15	20	71	3	3	2
	3%	2%	5%	3%	3%	3%	4%	4%	4%	1%	2%	3%	4%	3%	3%	4%	2%	2%	4%
		a						d	cd										
		28%	72%	12%	15%	31%	42%	7%	11%	4%	16%	23%	32%	19%	25%	90%	4%	3%	3%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 155

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

DVR HOUSEHOLD OWNERSHIP

Base : Those with any TV service

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3418	242	240	209	239	249	239	256	251	212	2536	882	1809	1607	1605	1813
Effective Weighted Sample	2381	225	225	197	227	233	226	237	234	198	2015	378	1267	1159	1052	1328
Weighted total	2371	287	332	206	170	212	227	196	105	263	2060	310	1404	965	1044	1326
		12%	14%	9%	7%	9%	10%	8%	4%	11%	87%	13%	59%	41%	44%	56%
DVR IN HOUSEHOLD	1332	162	200	124	109	114	146	85	57	145	1156	175	854	478	625	706
	56%	56%	60%	60%	64%	54%	64%	43%	55%	55%	56%	57%	61%	50%	60%	53%
		g	g	g	egh	g	egh		g	g			b		b	
		12%	15%	9%	8%	9%	11%	6%	4%	11%	87%	13%	64%	36%	47%	53%
NO DVR IN HOUSEHOLD	960	120	116	72	57	85	74	106	46	110	836	125	510	449	387	574
	41%	42%	35%	35%	33%	40%	33%	54%	44%	42%	41%	40%	36%	47%	37%	43%
		f					abcdefghi		df	f			a		a	
		12%	12%	8%	6%	9%	8%	11%	5%	11%	87%	13%	53%	47%	40%	60%
UNSURE	79	6	15	10	4	14	7	6	2	8	68	10	40	38	32	46
	3%	2%	5%	5%	2%	7%	3%	3%	1%	3%	3%	3%	3%	4%	3%	3%
				h		adh										
		8%	19%	13%	5%	18%	9%	7%	2%	10%	87%	13%	51%	48%	41%	59%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

DVR HOUSEHOLD OWNERSHIP

Base : Those with any TV service

	Total	TV SERVICES					
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERVICES	ANY SERVICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3418	2152	1624	1516	1581	1442	3418
Effective Weighted Sample	2381	1487	1146	1062	1082	1025	2381
Weighted total	2371	1541	1089	1172	1140	1137	2371
		65%	46%	49%	48%	48%	100%
DVR IN HOUSEHOLD	1332	1125	440	788	756	725	1332
	56%	73%	40%	67%	66%	64%	56%
		bcdef		bf	bf	bf	b
		85%	33%	59%	57%	54%	100%
NO DVR IN HOUSEHOLD	960	379	607	355	353	384	960
	41%	25%	56%	30%	31%	34%	41%
			acdef	a	a	a	acde
		39%	63%	37%	37%	40%	100%
UNSURE	79	37	42	29	31	28	79
	3%	2%	4%	2%	3%	2%	3%
			a				
		47%	53%	37%	39%	36%	100%

Columns Tested: a,b,c,d,e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	~a	~b	~c	d	a	b	c	d	a	b	c	d
Unweighted total	685	324	359	118	140	281	146	14	41	68	225	172	212	156	144	346	108	111	120
Effective Weighted Sample	443	204	237	73	93	175	103	11	30	47	150	114	138	99	99	302	72	80	109
Weighted total	445	209	233	74	95	180	96	10	24	43	162	134	121	102	87	346	49	32	17
		47%	52%	17%	21%	41%	21%	**	**	**	36%	30%	27%	23%	20%	78%	11%	7%	4%
Pay Netflix direct	267	121	143	45	56	122	44	**	**	**	117	87	78	52	50	196	35	24	13
	60%	58%	61%	61%	59%	67%	47%	**	**	**	72%	65%	64%	51%	58%	57%	71%	73%	74%
						d						c	c				a	a	a
		45%	54%	17%	21%	46%	17%	**	**	**	44%	32%	29%	20%	19%	73%	13%	9%	5%
Pay Sky TV to receive Netflix	112	59	53	11	24	49	29	**	**	**	34	31	27	32	21	91	13	5	3
	25%	28%	23%	14%	25%	27%	30%	**	**	**	21%	23%	23%	31%	25%	26%	26%	15%	18%
						a	a									c			
		52%	48%	9%	21%	44%	26%	**	**	**	30%	28%	24%	29%	19%	82%	11%	4%	3%
Pay mobile phone provider to receive Netflix	5	*	4	-	2	1	2	**	**	**	*	3	2	*	-	4	*	-	*
	1%	*%	2%	-%	2%	1%	2%	**	**	**	*%	2%	1%	*%	-%	1%	*%	-%	*%
		6%	94%	-%	34%	28%	38%	**	**	**	4%	62%	34%	4%	-%	94%	4%	-%	2%
Something else	24	12	12	4	7	4	9	**	**	**	8	7	3	5	8	22	1	2	*
	5%	6%	5%	5%	7%	2%	10%	**	**	**	5%	5%	3%	5%	9%	6%	2%	5%	1%
					c		c								b	d			
		51%	49%	17%	29%	16%	38%	**	**	**	31%	29%	14%	22%	32%	89%	3%	6%	1%
Don't know	37	17	20	14	7	5	11	**	**	**	4	6	11	12	7	33	1	2	1
	8%	8%	9%	19%	7%	3%	12%	**	**	**	2%	4%	9%	12%	9%	10%	2%	7%	5%
				bc			c							a		b			
		45%	55%	38%	19%	13%	31%	**	**	**	10%	16%	30%	33%	20%	89%	2%	6%	3%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Unweighted total	685	33	37	36	33	41	48	38	49	31	461	224	482	203	349	336
Effective Weighted Sample	443	32	36	35	32	39	47	36	47	30	360	87	306	140	218	226
Weighted total	445	45	56	37	24	38	47	35	23	42	374	70	321	124	205	240
		**	**	**	**	**	**	**	**	**	84%	16%	72%	28%	46%	54%
Pay Netflix direct	267	**	**	**	**	**	**	**	**	**	226	41	204	63	112	155
	60%	**	**	**	**	**	**	**	**	**	60%	58%	64%	51%	54%	65%
													b		a	
		**	**	**	**	**	**	**	**	**	85%	15%	76%	24%	42%	58%
Pay Sky TV to receive Netflix	112	**	**	**	**	**	**	**	**	**	91	21	81	31	62	50
	25%	**	**	**	**	**	**	**	**	**	24%	29%	25%	25%	30%	21%
														b		
		**	**	**	**	**	**	**	**	**	82%	18%	73%	27%	55%	45%
Pay mobile phone provider to receive Netflix	5	**	**	**	**	**	**	**	**	**	4	*	3	2	2	3
	1%	**	**	**	**	**	**	**	**	**	1%	*%	1%	1%	1%	1%
		**	**	**	**	**	**	**	**	**	94%	6%	66%	34%	38%	62%
Something else	24	**	**	**	**	**	**	**	**	**	21	3	14	10	14	11
	5%	**	**	**	**	**	**	**	**	**	6%	5%	4%	8%	7%	4%
		**	**	**	**	**	**	**	**	**	86%	14%	57%	43%	56%	44%
Don't know	37	**	**	**	**	**	**	**	**	**	32	5	19	18	16	21
	8%	**	**	**	**	**	**	**	**	**	8%	8%	6%	15%	8%	9%
													a			
		**	**	**	**	**	**	**	**	**	86%	14%	51%	49%	44%	56%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d		e	f
Unweighted total	685	685	127	476	685		472	685
Effective Weighted Sample	443	443	85	311	443		309	443
Weighted total	445	445	81	327	445		318	445
		100%	18%	74%	100%		71%	100%
Pay Netflix direct	267	267	58	200	267		198	267
	60%	60%	72%	61%	60%		62%	60%
			adf					
		100%	22%	75%	100%		74%	100%
Pay Sky TV to receive Netflix	112	112	12	88	112		76	112
	25%	25%	15%	27%	25%		24%	25%
			b					
		100%	11%	79%	100%		68%	100%
Pay mobile phone provider to receive Netflix	5	5	-	3	5		1	5
	1%	1%	-%	1%	1%		*%	1%
		100%	-%	67%	100%		32%	100%
Something else	24	24	3	14	24		19	24
	5%	5%	3%	4%	5%		6%	5%
		100%	11%	56%	100%		76%	100%
Don't know	37	37	7	22	37		24	37
	8%	8%	9%	7%	8%		7%	8%
		100%	19%	60%	100%		64%	100%

Columns Tested: a,b,c,d,e,f

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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

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d	a	~b	~c	~d
Unweighted total	216	110	106	49	36	81	50	8	13	14	75	48	80	50	38	163	23	16	14
Effective Weighted Sample	174	87	87	39	28	67	40	7	10	13	62	40	66	40	32	145	20	13	13
Weighted total	197	99	99	45	34	76	43	6	11	12	76	54	66	48	30	175	14	7	2
		50%	50%	**	**	**	**	**	**	**	**	**	**	**	**	88%	**	**	**
Pay Netflix direct	133	66	67	**	**	**	**	**	**	**	**	**	**	**	**	119	**	**	**
	67%	67%	68%	**	**	**	**	**	**	**	**	**	**	**	**	68%	**	**	**
		50%	50%	**	**	**	**	**	**	**	**	**	**	**	**	90%	**	**	**
Pay Virgin Media TV to receive Netflix	37	19	18	**	**	**	**	**	**	**	**	**	**	**	**	29	**	**	**
	19%	19%	18%	**	**	**	**	**	**	**	**	**	**	**	**	17%	**	**	**
		52%	48%	**	**	**	**	**	**	**	**	**	**	**	**	79%	**	**	**
Something else	8	2	6	**	**	**	**	**	**	**	**	**	**	**	**	7	**	**	**
	4%	2%	6%	**	**	**	**	**	**	**	**	**	**	**	**	4%	**	**	**
		28%	72%	**	**	**	**	**	**	**	**	**	**	**	**	85%	**	**	**
Don't know	20	12	8	**	**	**	**	**	**	**	**	**	**	**	**	19	**	**	**
	10%	12%	9%	**	**	**	**	**	**	**	**	**	**	**	**	11%	**	**	**
		58%	42%	**	**	**	**	**	**	**	**	**	**	**	**	98%	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	~b	a	~b	~a	b
Unweighted total	216	22	22	16	25	21	11	19	13	14	197	19	146	70	86	130
Effective Weighted Sample	174	21	21	15	24	20	11	18	12	13	164	10	116	59	68	106
Weighted total	197	30	32	18	20	20	11	17	6	20	187	10	136	61	77	120
		**	**	**	**	**	**	**	**	**	95%	**	69%	**	**	61%
Pay Netflix direct	133	**	**	**	**	**	**	**	**	**	125	**	96	**	**	86
	67%	**	**	**	**	**	**	**	**	**	67%	**	71%	**	**	72%
		**	**	**	**	**	**	**	**	**	94%	**	72%	**	**	65%
Pay Virgin Media TV to receive Netflix	37	**	**	**	**	**	**	**	**	**	36	**	27	**	**	18
	19%	**	**	**	**	**	**	**	**	**	19%	**	20%	**	**	15%
		**	**	**	**	**	**	**	**	**	97%	**	73%	**	**	50%
Something else	8	**	**	**	**	**	**	**	**	**	7	**	5	**	**	4
	4%	**	**	**	**	**	**	**	**	**	3%	**	4%	**	**	4%
		**	**	**	**	**	**	**	**	**	84%	**	62%	**	**	57%
Don't know	20	**	**	**	**	**	**	**	**	**	20	**	8	**	**	11
	10%	**	**	**	**	**	**	**	**	**	11%	**	6%	**	**	9%
		**	**	**	**	**	**	**	**	**	99%	**	40%	**	**	57%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

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

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	~b	c	d		e	f
Unweighted total	216	216	40	162	216		161	216
Effective Weighted Sample	174	174	32	131	174		131	174
Weighted total	197	197	38	155	197		148	197
		100%	**	79%	100%		75%	100%
Pay Netflix direct	133	133	**	109	133		100	133
	67%	67%	**	70%	67%		68%	67%
		100%	**	82%	100%		75%	100%
Pay Virgin Media TV to receive Netflix	37	37	**	28	37		28	37
	19%	19%	**	18%	19%		19%	19%
		100%	**	77%	100%		75%	100%
Something else	8	8	**	5	8		5	8
	4%	4%	**	3%	4%		3%	4%
		100%	**	65%	100%		66%	100%
Don't know	20	20	**	13	20		15	20
	10%	10%	**	8%	10%		10%	10%
		100%	**	64%	100%		74%	100%

Columns Tested: a,b,c,d,e,f

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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

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	~a	~b	c	~d	~a	~b	~c	d	a	b	~c	~d	a	~b	~c	~d
Unweighted total	331	164	166	40	68	138	85	5	14	30	130	100	109	67	54	176	59	61	35
Effective Weighted Sample	222	107	114	27	46	91	58	4	9	21	90	65	76	43	38	155	39	43	31
Weighted total	227	111	115	27	48	95	57	3	9	17	88	76	70	42	37	179	28	16	5
		49%	51%	**	**	42%	**	**	**	**	39%	34%	31%	**	**	79%	**	**	**
Pay Amazon direct	179	90	88	**	**	78	**	**	**	**	73	63	55	**	**	136	**	**	**
	79%	81%	76%	**	**	81%	**	**	**	**	82%	83%	78%	**	**	76%	**	**	**
		50%	49%	**	**	43%	**	**	**	**	41%	36%	31%	**	**	76%	**	**	**
Pay mobile phone provider to receive Amazon Prime	16	10	7	**	**	9	**	**	**	**	6	7	4	**	**	14	**	**	**
	7%	9%	6%	**	**	9%	**	**	**	**	7%	9%	6%	**	**	8%	**	**	**
		59%	41%	**	**	55%	**	**	**	**	39%	45%	25%	**	**	88%	**	**	**
Something else	11	3	8	**	**	4	**	**	**	**	4	1	3	**	**	8	**	**	**
	5%	3%	7%	**	**	4%	**	**	**	**	5%	2%	4%	**	**	4%	**	**	**
		30%	70%	**	**	38%	**	**	**	**	39%	11%	24%	**	**	72%	**	**	**
Don't know	21	8	13	**	**	5	**	**	**	**	5	4	9	**	**	21	**	**	**
	9%	7%	12%	**	**	5%	**	**	**	**	6%	6%	12%	**	**	12%	**	**	**
		38%	62%	**	**	21%	**	**	**	**	24%	21%	40%	**	**	97%	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	~b	a	b
Unweighted total	331	12	24	20	18	15	30	15	24	18	219	112	234	97	186	145
Effective Weighted Sample	222	12	23	19	17	14	29	14	23	17	179	45	154	68	120	103
Weighted total	227	16	34	21	13	14	29	13	12	26	190	37	161	66	116	111
		**	**	**	**	**	**	**	**	**	84%	16%	71%	**	51%	49%
Pay Amazon direct	179	**	**	**	**	**	**	**	**	**	147	32	130	**	99	80
	79%	**	**	**	**	**	**	**	**	**	77%	85%	80%	**	85%	72%
															b	
		**	**	**	**	**	**	**	**	**	82%	18%	73%	**	55%	45%
Pay mobile phone provider to receive Amazon Prime	16	**	**	**	**	**	**	**	**	**	14	2	12	**	6	10
	7%	**	**	**	**	**	**	**	**	**	7%	7%	8%	**	5%	9%
		**	**	**	**	**	**	**	**	**	85%	15%	75%	**	37%	63%
Something else	11	**	**	**	**	**	**	**	**	**	10	1	9	**	2	9
	5%	**	**	**	**	**	**	**	**	**	5%	2%	6%	**	2%	8%
		**	**	**	**	**	**	**	**	**	94%	6%	84%	**	17%	a
Don't know	21	**	**	**	**	**	**	**	**	**	19	2	10	**	9	12
	9%	**	**	**	**	**	**	**	**	**	10%	7%	6%	**	8%	11%
		**	**	**	**	**	**	**	**	**	88%	12%	47%	**	43%	57%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	~b	c	d		e	f
Unweighted total	331	331	59	251	331		232	331
Effective Weighted Sample	222	222	40	170	222		158	222
Weighted total	227	227	41	181	227		166	227
		100%	**	80%	100%		73%	100%
Pay Amazon direct	179	179	**	141	179		136	179
	79%	79%	**	78%	79%		82%	79%
		100%	**	79%	100%		76%	100%
Pay mobile phone provider to receive Amazon Prime	16	16	**	14	16		10	16
	7%	7%	**	8%	7%		6%	7%
		100%	**	85%	100%		61%	100%
Something else	11	11	**	9	11		10	11
	5%	5%	**	5%	5%		6%	5%
		100%	**	81%	100%		87%	100%
Don't know	21	21	**	17	21		10	21
	9%	9%	**	9%	9%		6%	9%
		100%	**	80%	100%		48%	100%

Columns Tested: a,b,c,d,e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

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

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	98	56	42	21	13	38	26	-	6	6	43	32	29	24	13	80	7	5	6
Effective Weighted Sample	81	46	35	16	9	34	22	-	5	5	37	29	25	19	11	72	5	4	6
Weighted total	95	54	41	20	12	39	24	-	5	5	45	38	25	23	9	89	3	2	1
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
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 - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~a	~b	~a	~b	~a	~b
Unweighted total	98	11	11	11	12	8	7	9	5	6	91	7	65	33	46	52
Effective Weighted Sample	81	11	10	11	11	8	7	9	5	6	78	3	52	28	39	42
Weighted total	95	16	15	13	10	8	7	8	3	8	93	2	64	31	44	51
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
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,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		~a	~b	~c	~d		~e	~f
Unweighted total	98	98	18	80	98		80	98
Effective Weighted Sample	81	81	16	67	81		64	81
Weighted total	95	95	20	82	95		75	95
		**	**	**	**		**	**
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,e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
Yes - a day pass/ 24 hours	45	28	18	9	9	17	10	1	2	1	18	18	14	8	6	37	6	1	1
	2%	2%	1%	2%	2%	2%	1%	1%	1%	1%	2%	3%	2%	1%	1%	2%	2%	1%	2%
				d							c	d							
		61%	39%	20%	20%	37%	23%	3%	5%	2%	40%	40%	30%	17%	12%	81%	13%	3%	3%
Yes - a week pass/ 7 days	19	11	7	4	5	6	4	-	*	1	9	8	6	1	4	17	1	*	1
	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		56%	39%	20%	25%	34%	22%	-	1%	6%	48%	43%	32%	7%	19%	88%	7%	2%	3%
Yes - a month pass	36	24	12	4	11	13	8	*	1	3	17	9	14	9	3	28	6	2	1
	1%	2%	1%	1%	3%	1%	1%	1%	1%	1%	2%	1%	2%	2%	1%	1%	2%	1%	2%
		b		d	d								d	d					
		66%	34%	11%	29%	37%	23%	1%	3%	7%	47%	26%	40%	25%	9%	77%	15%	4%	4%
Yes - a mobile month pass – available on smartphone only	12	6	6	4	2	4	2	1	2	2	5	4	5	2	1	10	*	*	1
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%
				d															abc
		51%	49%	31%	21%	31%	17%	5%	14%	15%	45%	34%	41%	14%	11%	83%	3%	3%	11%
TOTAL 'YES'	106	66	39	18	26	38	24	3	5	7	46	37	35	20	14	86	12	4	4
	4%	5%	3%	5%	6%	4%	2%	2%	2%	2%	6%	5%	5%	3%	2%	4%	5%	3%	6%
		b		d	d	d					abc	d	d						
		62%	37%	17%	24%	36%	23%	2%	5%	6%	43%	35%	33%	19%	13%	81%	11%	4%	4%
No, none of these	2497	1215	1280	335	363	848	951	144	220	266	703	645	660	551	640	2087	216	127	67
	93%	93%	94%	89%	89%	94%	96%	97%	97%	96%	92%	91%	92%	95%	97%	93%	93%	97%	90%
						ab	abc	d	d	d				ab	ab	d		abd	
		49%	51%	13%	15%	34%	38%	6%	9%	11%	28%	26%	26%	22%	26%	84%	9%	5%	3%
Don't know	72	22	45	23	19	17	14	2	1	3	17	29	22	10	9	63	5	1	3
	3%	2%	3%	6%	5%	2%	1%	1%	1%	1%	2%	4%	3%	2%	1%	3%	2%	1%	4%
			a	cd	cd							cd	d			c			c
		31%	63%	31%	26%	24%	19%	2%	1%	5%	24%	41%	31%	14%	13%	88%	7%	1%	4%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
Yes - a day pass/ 24 hours	45	1	6	9	3	3	5	5	3	1	39	6	33	12	28	17
	2%	*%	2%	4%	1%	1%	2%	2%	3%	*%	2%	2%	2%	1%	2%	1%
				ai					a				b		b	
		3%	12%	20%	6%	7%	11%	11%	7%	3%	86%	14%	73%	27%	62%	38%
Yes - a week pass/ 7 days	19	1	3	2	1	-	4	2	1	2	15	4	14	6	11	8
	1%	*%	1%	1%	1%	-%	2%	1%	1%	1%	1%	1%	1%	*%	1%	1%
				e												
		6%	18%	10%	5%	-%	22%	8%	6%	12%	77%	23%	71%	29%	58%	42%
Yes - a month pass	36	1	6	6	2	1	4	3	1	3	29	7	31	6	20	17
	1%	*%	2%	2%	1%	*%	2%	1%	1%	1%	1%	2%	2%	1%	2%	1%
				a									b			
		3%	17%	16%	6%	3%	11%	9%	4%	8%	80%	20%	84%	16%	54%	46%
Yes - a mobile month pass – available on smartphone only	12	2	3	2	-	1	1	-	1	-	11	1	9	3	6	5
	*%	*%	1%	1%	-%	*%	1%	-%	*%	-%	*%	*%	1%	*%	1%	*%
		13%	28%	21%	-%	5%	11%	-%	5%	-%	91%	9%	77%	23%	55%	45%
TOTAL 'YES'	106	5	18	17	6	5	13	9	6	7	90	16	81	25	61	46
	4%	2%	5%	7%	3%	2%	5%	4%	5%	2%	4%	5%	5%	2%	5%	3%
			a	adei			a		a				b		b	
		5%	17%	16%	6%	5%	12%	9%	6%	6%	85%	15%	77%	23%	57%	43%
No, none of these	2497	313	343	210	182	222	230	203	102	282	2160	337	1436	1060	1054	1444
	93%	94%	93%	92%	97%	94%	94%	92%	88%	94%	93%	94%	92%	95%	93%	94%
		h			cgh	h	h		h				a			
		13%	14%	8%	7%	9%	9%	8%	4%	11%	87%	13%	57%	42%	42%	58%
Don't know	72	16	6	2	-	10	3	8	7	10	66	6	37	31	25	47
	3%	5%	2%	1%	-%	4%	1%	4%	6%	3%	3%	2%	2%	3%	2%	3%
		bcd	d			cd		d	bcd	d						
		23%	8%	3%	-%	14%	4%	11%	10%	14%	92%	8%	51%	43%	34%	66%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d		e	f
Unweighted total	3959	2152	1624	1609	1810		1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220		1144	2568
Weighted total	2675	1541	1089	1235	1273		1254	2551
		58%	41%	46%	48%		47%	95%
Yes - a day pass/ 24 hours	45	34	19	29	33		25	45
	2%	2%	2%	2%	3%		2%	2%
		76%	43%	65%	73%		56%	100%
Yes - a week pass/ 7 days	19	14	7	9	11		9	19
	1%	1%	1%	1%	1%		1%	1%
		75%	35%	48%	55%		49%	100%
Yes - a month pass	36	30	7	21	26		19	36
	1%	2%	1%	2%	2%		2%	1%
		b		b	b		b	b
		83%	19%	58%	72%		54%	100%
Yes - a mobile month pass – available on smartphone only	12	8	2	5	8		6	11
	*%	*%	*%	*%	1%		*%	*%
		66%	19%	45%	72%		49%	99%
TOTAL 'YES'	106	82	33	62	74		57	106
	4%	5%	3%	5%	6%		5%	4%
		b		b	bf			
		77%	31%	58%	69%		53%	100%
No, none of these	2497	1411	1041	1141	1155		1156	2380
	93%	92%	96%	92%	91%		92%	93%
			acdef					ad
		57%	42%	46%	46%		46%	95%
Don't know	72	48	15	33	45		42	65
	3%	3%	1%	3%	4%		3%	3%
		b		b	b		b	b
		67%	21%	46%	63%		58%	91%

Columns Tested: a,b,c,d,e,f

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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

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
Yes	106	61	45	22	25	34	25	2	6	9	36	32	42	22	10	80	19	3	5
	4%	5%	3%	6%	6%	4%	3%	1%	3%	3%	5%	5%	6%	4%	2%	4%	8%	2%	7%
				d	d						a	d	d	d			ac		ac
		57%	43%	21%	23%	32%	24%	2%	6%	8%	34%	30%	39%	20%	9%	75%	17%	3%	5%
No	2486	1216	1267	328	368	844	946	146	217	262	707	648	650	544	643	2085	209	126	66
	93%	93%	93%	87%	90%	93%	96%	99%	96%	95%	92%	91%	91%	94%	97%	93%	90%	96%	89%
				a		abc		cd	d					b	abc	bd		bd	
		49%	51%	13%	15%	34%	38%	6%	9%	11%	28%	26%	26%	22%	26%	84%	8%	5%	3%
Don't know	83	26	53	25	14	25	18	*	2	5	24	32	26	15	10	71	6	3	3
	3%	2%	4%	7%	4%	3%	2%	1%	1%	2%	3%	4%	4%	3%	1%	3%	3%	2%	4%
			a	cd							a	d	d						c
		31%	64%	30%	17%	31%	22%	1%	3%	6%	29%	38%	31%	18%	12%	86%	7%	3%	4%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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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

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
Yes	106	17	13	11	1	5	16	3	4	9	87	20	76	30	48	58
	4%	5%	4%	5%	*%	2%	7%	1%	4%	3%	4%	5%	5%	3%	4%	4%
		deg	d	dg			deg		d	d			b			
		16%	12%	10%	1%	4%	15%	2%	4%	9%	82%	18%	71%	29%	45%	55%
No	2486	299	347	218	186	223	225	212	103	272	2154	332	1431	1052	1056	1430
	93%	90%	95%	95%	99%	94%	92%	96%	89%	91%	93%	92%	92%	94%	93%	93%
			ah	ah	abcefg	h		afhi					a			
		12%	14%	9%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	42%	58%
Don't know	83	17	7	1	1	9	4	6	8	17	75	7	46	33	34	48
	3%	5%	2%	*%	1%	4%	2%	3%	7%	6%	3%	2%	3%	3%	3%	3%
		cdf				cd		c	bcdg	bcd						
		21%	9%	1%	1%	11%	5%	7%	10%	21%	91%	9%	56%	40%	42%	58%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d		e	f
Unweighted total	3959	2152	1624	1609	1810		1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220		1144	2568
Weighted total	2675	1541	1089	1235	1273		1254	2551
		58%	41%	46%	48%		47%	95%
Yes	106	92	23	77	68		68	106
	4%	6%	2%	6%	5%		5%	4%
		bf		bf	b		b	b
		87%	22%	72%	64%		64%	99%
No	2486	1395	1036	1117	1162		1139	2368
	93%	91%	95%	90%	91%		91%	93%
			acdef					ace
		56%	42%	45%	47%		46%	95%
Don't know	83	54	30	41	43		46	77
	3%	3%	3%	3%	3%		4%	3%
		65%	36%	49%	52%		56%	93%

Columns Tested: a,b,c,d,e,f

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 162

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%																			
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
Sky Go	171	106	64	16	42	63	50	1	11	10	76	61	54	31	25	145	15	10	2
	6%	8%	5%	4%	10%	7%	5%	1%	5%	3%	10%	9%	8%	5%	4%	6%	6%	7%	2%
		b			ad				a	a	abc	cd	d			d	d	d	
		62%	38%	9%	24%	37%	29%	1%	6%	6%	44%	36%	32%	18%	15%	85%	9%	6%	1%
Facebook/ Facebook Watch	134	65	69	26	33	53	22	7	6	20	47	38	37	25	33	109	11	8	6
	5%	5%	5%	7%	8%	6%	2%	5%	3%	7%	6%	5%	5%	4%	5%	5%	5%	6%	8%
				d	d	d				b	b								a
		48%	52%	19%	25%	40%	16%	6%	5%	15%	35%	28%	28%	19%	25%	81%	8%	6%	4%
UKTV Play	71	38	33	10	12	28	21	4	3	9	25	23	24	13	11	65	3	4	*
	3%	3%	2%	3%	3%	3%	2%	3%	1%	3%	3%	3%	3%	2%	2%	3%	1%	3%	*%
													d			bd		d	
		53%	46%	14%	16%	40%	30%	6%	4%	12%	34%	32%	34%	18%	16%	91%	4%	5%	*%
Twitter	49	32	16	14	12	18	4	*	3	5	21	19	19	4	7	42	4	1	1
	2%	2%	1%	4%	3%	2%	*%	*%	1%	2%	3%	3%	3%	1%	1%	2%	2%	1%	2%
		b		d	d	d					a	cd	cd						
		66%	32%	29%	25%	37%	8%	*%	5%	11%	42%	39%	38%	9%	15%	87%	9%	2%	2%
S4C Clic (online or via an app)	5	3	2	2	1	1	1	-	1	1	3	2	2	*	*	2	*	3	-
	*%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	2%	-%
																	abd		
		60%	40%	38%	19%	24%	19%	-%	17%	11%	61%	34%	50%	9%	7%	38%	4%	58%	-%
Any other services	7	4	3	2	-	2	2	-	-	1	6	2	2	1	1	5	1	*	-
	*%	*%	*%	1%	-%	*%	*%	-%	-%	*%	1%	*%	*%	*%	*%	*%	*%	*%	-%
		61%	39%	35%	-%	30%	35%	-%	-%	12%	85%	35%	34%	19%	11%	81%	13%	7%	-%
ANY OF THESE SERVICES	358	194	162	53	81	135	89	11	19	38	141	115	111	68	64	300	30	22	7
	13%	15%	12%	14%	20%	15%	9%	8%	8%	14%	18%	16%	15%	12%	10%	13%	13%	16%	10%
		b		d	acd	d				ab	ab	cd	d			d		d	
		54%	45%	15%	23%	38%	25%	3%	5%	11%	39%	32%	31%	19%	18%	84%	8%	6%	2%
None of these	2266	1090	1174	304	313	758	891	136	205	235	615	582	587	506	588	1892	199	110	64
	85%	84%	86%	81%	77%	84%	90%	92%	91%	85%	80%	82%	82%	87%	89%	85%	86%	83%	87%
						b	abc	cd	cd				ab	ab					
		48%	52%	13%	14%	33%	39%	6%	9%	10%	27%	26%	26%	22%	26%	84%	9%	5%	3%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
Don't know	51	18	29	19	13	10	9	1	2	3	11	15	20	6	10	44	4	*	2
	2%	1%	2%	5%	3%	1%	1%	*%	1%	1%	1%	2%	3%	1%	1%	2%	2%	*%	3%
				cd	cd								c			c		c	
		35%	57%	37%	25%	19%	19%	1%	3%	5%	22%	29%	40%	12%	19%	87%	8%	1%	4%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 162

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
Sky Go	171	10	29	24	9	16	21	12	4	20	144	28	133	39	89	82
	6%	3%	8%	11%	5%	7%	8%	6%	4%	7%	6%	8%	9%	3%	8%	5%
			ah	adgh			ah						b		b	
		6%	17%	14%	5%	9%	12%	7%	2%	11%	84%	16%	78%	22%	52%	48%
Facebook/ Facebook Watch	134	11	17	14	12	7	22	13	4	8	113	21	92	42	65	69
	5%	3%	5%	6%	7%	3%	9%	6%	4%	3%	5%	6%	6%	4%	6%	5%
					i		aehi						b			
		8%	13%	10%	9%	5%	17%	10%	3%	6%	84%	16%	69%	31%	48%	52%
UKTV Play	71	1	12	12	1	2	13	4	6	15	57	14	43	28	44	27
	3%	*%	3%	5%	*%	1%	5%	2%	5%	5%	2%	4%	3%	3%	4%	2%
			ad	adeg			adeg		adeg	adeg					b	
		1%	16%	17%	1%	3%	18%	5%	8%	21%	80%	20%	60%	40%	62%	38%
Twitter	49	6	7	7	4	3	5	5	2	4	42	7	33	15	18	31
	2%	2%	2%	3%	2%	1%	2%	2%	2%	1%	2%	2%	2%	1%	2%	2%
		13%	14%	14%	8%	5%	10%	11%	5%	8%	87%	13%	68%	32%	37%	63%
S4C Clic (online or via an app)	5	-	-	1	-	-	-	1	-	-	3	2	3	1	3	1
	*%	-%	-%	*%	-%	-%	-%	*%	-%	-%	*%	*%	*%	*%	*%	*%
		-%	-%	24%	-%	-%	-%	14%	-%	-%	62%	38%	72%	28%	74%	26%
Any other services	7	-	-	2	1	3	-	-	-	-	7	*	5	2	3	3
	*%	-%	-%	1%	*%	1%	-%	-%	-%	-%	*%	*%	*%	*%	*%	*%
		-%	-%	30%	12%	38%	-%	-%	-%	-%	98%	2%	77%	23%	48%	52%
ANY OF THESE SERVICES	358	23	54	48	23	26	45	27	15	40	302	57	255	104	185	173
	13%	7%	15%	21%	12%	11%	19%	12%	13%	13%	13%	16%	16%	9%	16%	11%
			a	adeghi	a		adeg	a	a	a			b		b	
		6%	15%	13%	6%	7%	13%	7%	4%	11%	84%	16%	71%	29%	52%	48%
None of these	2266	299	308	179	165	208	198	188	92	256	1966	300	1270	994	935	1331
	85%	89%	84%	78%	88%	88%	81%	85%	79%	86%	85%	84%	82%	89%	82%	87%
		cfh			cfh	cfh		c		c			a	a	a	
		13%	14%	8%	7%	9%	9%	8%	4%	11%	87%	13%	56%	44%	41%	59%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
Don't know	51	12	6	2	-	3	2	6	9	3	48	2	30	18	19	32
	2%	4%	2%	1%	-%	1%	1%	3%	8%	1%	2%	1%	2%	2%	2%	2%
		d	d					d	abcde	f	b					
		24%	12%	4%	-%	6%	5%	12%	18%	5%	95%	5%	58%	35%	37%	63%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	TV SERVICES					
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERVICES	ANY SERVICES
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
Sky Go	171	163	40	137	131	124	171
	6%	11%	4%	11%	10%	10%	7%
		bf		bf	bf	bf	b
		95%	23%	80%	77%	72%	100%
Facebook/ Facebook Watch	134	93	50	86	88	91	131
	5%	6%	5%	7%	7%	7%	5%
				bf	bf	bf	
		69%	37%	64%	66%	68%	98%
UKTV Play	71	39	48	62	50	54	71
	3%	3%	4%	5%	4%	4%	3%
			af	af	a	af	
		54%	67%	88%	70%	76%	100%
Twitter	49	37	18	34	41	37	49
	2%	2%	2%	3%	3%	3%	2%
					bf	bf	
		75%	37%	69%	84%	76%	100%
S4C Clic (online or via an app)	5	3	1	3	3	3	5
	*%	*%	*%	*%	*%	*%	*%
		76%	31%	71%	66%	67%	100%
Any other services	7	4	3	5	3	5	7
	*%	*%	*%	*%	*%	*%	*%
		64%	47%	70%	41%	70%	98%
ANY OF THESE SERVICES	358	272	126	262	254	254	355
	13%	18%	12%	21%	20%	20%	14%
		bf		abf	bf	bf	
		76%	35%	73%	71%	71%	99%
None of these	2266	1238	951	950	997	975	2152
	85%	80%	87%	77%	78%	78%	84%
		c	acdef				acde
		55%	42%	42%	44%	43%	95%

Columns Tested: a,b,c,d,e,f

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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

	TV SERVICES					
	PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERVICES	ANY SERVICES
Total	a	b	c	d	e	f
Significance Level: 95%						
Unweighted total	3959	2152	1624	1609	1810	1621
Effective Weighted Sample	2714	1487	1146	1124	1220	1144
Weighted total	2675	1541	1089	1235	1273	1254
	58%	41%	46%	48%	47%	95%
Don't know	51	32	11	24	22	24
	2%	2%	1%	2%	2%	2%
	b					
	62%	23%	47%	43%	48%	88%

Columns Tested: a,b,c,d,e,f

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 163

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QH15 (QH78). SHOWCARD And which of these services, if any, have you used in the past week? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
Sky Go	97	62	36	10	31	30	26	*	4	4	40	32	33	19	13	82	10	5	1
	4%	5%	3%	3%	8%	3%	3%	1%	2%	1%	5%	5%	5%	3%	2%	4%	4%	4%	1%
		b			acd						abc	d	d			d	d	d	
		63%	37%	11%	32%	31%	26%	1%	4%	4%	41%	33%	34%	20%	14%	84%	10%	5%	1%
Facebook/ Facebook Watch	92	39	53	18	23	38	14	5	5	14	30	25	24	19	23	74	9	5	4
	3%	3%	4%	5%	6%	4%	1%	3%	2%	5%	4%	4%	3%	3%	4%	3%	4%	4%	5%
				d	d	d													
		42%	58%	19%	25%	41%	16%	5%	5%	16%	33%	27%	26%	21%	25%	80%	10%	5%	4%
UKTV Play	34	19	15	6	6	12	10	1	3	2	13	8	11	9	6	31	2	2	-
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	2%	2%	1%	1%	1%	1%	-%
																d		d	
		55%	42%	19%	18%	34%	29%	4%	9%	6%	39%	22%	33%	26%	19%	90%	5%	5%	-%
Twitter	33	22	11	10	10	10	4	*	3	4	13	13	13	2	4	29	2	1	1
	1%	2%	1%	3%	2%	1%	1%	1%	1%	1%	2%	2%	2%	1%	1%	1%	1%	1%	1%
		b		d	d							cd	cd						
		67%	33%	29%	30%	29%	12%	1%	8%	11%	40%	40%	39%	8%	14%	88%	7%	3%	2%
S4C Clic (online or via an app)	2	1	1	-	*	1	1	-	*	*	1	2	-	*	*	-	-	2	-
	1%	1%	1%	-%	1%	1%	1%	-%	1%	1%	1%	1%	-%	1%	1%	-%	-%	1%	-%
																		abd	
		36%	64%	-%	21%	45%	34%	-%	7%	6%	62%	80%	-%	14%	6%	-%	-%	100%	-%
Any other services	4	2	2	1	-	2	1	-	-	1	3	1	1	1	1	3	1	*	-
	1%	1%	1%	1%	-%	1%	1%	-%	-%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-%
		53%	47%	18%	-%	50%	32%	-%	-%	21%	75%	32%	17%	33%	18%	68%	21%	11%	-%
ANY OF THESE SERVICES	228	122	105	38	57	81	53	6	12	24	86	69	67	49	42	189	21	13	5
	9%	9%	8%	10%	14%	9%	5%	4%	5%	9%	11%	10%	9%	9%	6%	8%	9%	10%	7%
				d	cd	d					ab	d	d						
		54%	46%	16%	25%	35%	23%	3%	5%	10%	38%	30%	29%	22%	19%	83%	9%	6%	2%
None of these	2396	1163	1231	319	337	812	927	141	212	249	669	629	630	525	610	2003	207	119	67
	90%	89%	90%	85%	83%	90%	94%	95%	94%	90%	87%	88%	88%	90%	92%	90%	89%	90%	90%
						ab	abc	cd	d						ab				
		49%	51%	13%	14%	34%	39%	6%	9%	10%	28%	26%	26%	22%	25%	84%	9%	5%	3%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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QH15 (QH78). SHOWCARD And which of these services, if any, have you used in the past week? (MULTI CODE)

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
Don't know	51	18	30	19	13	10	9	1	2	3	11	15	20	6	10	44	5	*	2
	2%	1%	2%	5%	3%	1%	1%	*%	1%	1%	1%	2%	3%	1%	2%	2%	2%	*%	3%
				cd	cd								c			c	c		c
		35%	58%	37%	25%	20%	18%	1%	3%	5%	22%	29%	40%	11%	20%	86%	9%	1%	4%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 163

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QH15 (QH78). SHOWCARD And which of these services, if any, have you used in the past week? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
Sky Go	97	7	15	11	6	12	14	5	2	11	80	18	81	17	50	47
	4%	2%	4%	5%	3%	5%	6%	2%	2%	4%	3%	5%	5%	1%	4%	3%
							ah						b			
		7%	15%	12%	6%	12%	14%	5%	2%	11%	82%	18%	83%	17%	51%	49%
Facebook/ Facebook Watch	92	10	11	5	8	5	16	11	3	5	82	11	65	27	44	49
	3%	3%	3%	2%	4%	2%	7%	5%	3%	2%	4%	3%	4%	2%	4%	3%
							acehi						b			
		11%	12%	5%	9%	5%	18%	12%	3%	6%	89%	11%	70%	30%	47%	53%
UKTV Play	34	-	5	6	-	1	4	2	4	9	31	3	23	11	20	14
	1%	-%	1%	3%	-%	*%	2%	1%	3%	3%	1%	1%	1%	1%	2%	1%
				ade			ad		adeg	ade						
		-%	15%	19%	-%	2%	13%	5%	11%	26%	92%	8%	67%	33%	59%	41%
Twitter	33	6	2	5	2	1	3	5	1	4	30	3	22	11	12	22
	1%	2%	*%	2%	1%	*%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%
							e									
		19%	5%	16%	6%	3%	8%	16%	4%	11%	91%	9%	65%	35%	35%	65%
S4C Clic (online or via an app)	2	-	-	-	-	-	-	-	-	-	1	1	1	*	2	*
	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	*%	*%	*%	*%	*%	*%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	31%	69%	77%	23%	87%	13%
Any other services	4	-	-	1	1	1	-	-	-	-	4	*	4	*	2	2
	*%	-%	-%	1%	*%	*%	-%	-%	-%	-%	*%	*%	*%	*%	*%	*%
		-%	-%	29%	21%	18%	-%	-%	-%	-%	96%	4%	89%	11%	53%	47%
ANY OF THESE SERVICES	228	17	31	25	14	17	32	17	10	25	197	31	168	60	113	115
	9%	5%	8%	11%	7%	7%	13%	8%	9%	9%	8%	9%	11%	5%	10%	7%
				a			adeg						b		b	
		7%	14%	11%	6%	7%	14%	7%	4%	11%	86%	14%	74%	26%	50%	50%
None of these	2396	305	330	202	174	217	211	197	97	271	2071	325	1355	1038	1007	1389
	90%	91%	90%	88%	93%	92%	86%	90%	84%	91%	89%	91%	87%	93%	88%	90%
		h	h		fh	fh		h		h			a			
		13%	14%	8%	7%	9%	9%	8%	4%	11%	86%	14%	57%	43%	42%	58%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 163

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QH15 (QH78). SHOWCARD And which of these services, if any, have you used in the past week? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
Don't know	51	12	6	2	-	3	2	6	9	3	49	2	30	18	19	33
	2%	4%	2%	1%	-%	1%	1%	3%	8%	1%	2%	1%	2%	2%	2%	2%
		d	d					d	abcdefgi		b					
		24%	12%	4%	-%	6%	5%	12%	18%	5%	96%	4%	59%	35%	37%	63%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH15 (QH78). SHOWCARD And which of these services, if any, have you used in the past week? (MULTI CODE)

Base : All respondents

	Total	TV SERVICES				YOUTUBE	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV- ICES	
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
Sky Go	97	91	20	77	67	66	97
	4%	6%	2%	6%	5%	5%	4%
		bf		bf	bf	bf	b
		94%	20%	79%	69%	68%	100%
Facebook/ Facebook Watch	92	64	31	58	60	62	89
	3%	4%	3%	5%	5%	5%	3%
				b	b	bf	
		70%	33%	62%	64%	68%	97%
UKTV Play	34	20	24	29	25	27	34
	1%	1%	2%	2%	2%	2%	1%
				af			
		58%	70%	83%	72%	78%	100%
Twitter	33	24	12	23	28	27	33
	1%	2%	1%	2%	2%	2%	1%
					bf		
		71%	37%	70%	85%	80%	100%
S4C Clic (online or via an app)	2	1	1	2	2	2	2
	*%	*%	*%	*%	*%	*%	*%
		49%	39%	94%	88%	80%	100%
Any other services	4	2	2	2	1	2	4
	*%	*%	*%	*%	*%	*%	*%
		58%	38%	49%	28%	49%	96%
ANY OF THESE SERVICES	228	172	75	163	157	159	225
	9%	11%	7%	13%	12%	13%	9%
		bf		bf	bf	bf	
		75%	33%	72%	69%	70%	99%
None of these	2396	1337	1002	1048	1094	1071	2281
	90%	87%	92%	85%	86%	85%	89%
			acdef				acde
		56%	42%	44%	46%	45%	95%

Columns Tested: a,b,c,d,e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

QH15 (QH78). SHOWCARD And which of these services, if any, have you used in the past week? (MULTI CODE)

Base : All respondents

	TV SERVICES					
	PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERVICES	ANY SERVICES
Total	a	b	c	d	e	f
Unweighted total	3959	2152	1624	1609	1810	1621
Effective Weighted Sample	2714	1487	1146	1124	1220	1144
Weighted total	2675	1541	1089	1235	1273	1254
		58%	41%	46%	48%	47%
Don't know	51	32	11	24	22	24
	2%	2%	1%	2%	2%	2%
		b				
		63%	22%	47%	44%	47%
						89%

Columns Tested: a,b,c,d,e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

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

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
BBC iPlayer	421	224	197	58	65	183	115	9	29	38	186	157	125	81	57	375	21	16	9
	16%	17%	14%	15%	16%	20%	12%	6%	13%	14%	24%	22%	17%	14%	9%	17%	9%	12%	12%
		b			d	ad			a	a	abc	bcd	d	d		bcd			
		53%	47%	14%	15%	44%	27%	2%	7%	9%	44%	37%	30%	19%	13%	89%	5%	4%	2%
YouTube (standard, no subscription charge)	262	143	118	67	58	105	32	10	21	31	101	72	85	63	41	235	10	10	7
	10%	11%	9%	18%	14%	12%	3%	7%	9%	11%	13%	10%	12%	11%	6%	10%	4%	8%	9%
		b		cd	d	d					a	d	d	d		b			b
		55%	45%	26%	22%	40%	12%	4%	8%	12%	38%	27%	32%	24%	16%	90%	4%	4%	3%
Amazon Prime Video	167	98	69	26	34	57	49	1	8	10	75	64	53	34	16	147	10	7	2
	6%	7%	5%	7%	8%	6%	5%	*%	3%	3%	10%	9%	7%	6%	2%	7%	4%	5%	3%
		b			d				a	a	abc	cd	d	d		d		d	
		59%	41%	16%	21%	34%	30%	*%	5%	6%	45%	38%	32%	20%	10%	88%	6%	4%	1%
ITV Hub or STV Player	160	79	81	24	33	54	48	4	16	10	57	51	51	34	23	139	8	9	4
	6%	6%	6%	7%	8%	6%	5%	3%	7%	4%	7%	7%	7%	6%	3%	6%	3%	7%	6%
					d				a		ac	d	d	d		b		b	
		49%	51%	15%	21%	34%	30%	2%	10%	6%	36%	32%	32%	21%	14%	87%	5%	5%	3%
All 4	113	52	60	20	21	40	31	3	10	5	46	42	35	20	15	101	2	6	3
	4%	4%	4%	5%	5%	4%	3%	2%	4%	2%	6%	6%	5%	3%	2%	5%	1%	5%	5%
		46%	54%	18%	19%	36%	28%	3%	9%	5%	41%	37%	31%	18%	14%	90%	2%	5%	3%
Sky Go	93	62	32	11	27	29	26	1	4	3	45	32	32	17	12	80	8	5	1
	3%	5%	2%	3%	7%	3%	3%	1%	2%	1%	6%	5%	4%	3%	2%	4%	3%	4%	1%
		b			acd						abc	d	d			d	d	d	
		66%	34%	12%	29%	31%	27%	1%	4%	3%	48%	35%	34%	18%	13%	86%	9%	5%	1%
BT TV (including BT Sport)	81	44	37	13	8	23	37	*	7	8	29	28	26	14	12	72	3	3	3
	3%	3%	3%	4%	2%	3%	4%	*%	3%	3%	4%	4%	4%	2%	2%	3%	1%	2%	5%
									a	a	a	d	d						b
		54%	46%	16%	10%	29%	45%	*%	8%	10%	35%	34%	33%	17%	15%	88%	4%	4%	4%
NOW TV	64	29	35	11	14	27	12	4	5	9	25	21	20	10	13	59	1	3	1
	2%	2%	3%	3%	3%	3%	1%	3%	2%	3%	3%	3%	3%	2%	2%	3%	1%	3%	1%
				d	d	d										bd		b	
		45%	55%	17%	22%	42%	19%	6%	8%	15%	39%	33%	31%	16%	20%	92%	2%	5%	1%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
Facebook/ Facebook Watch	38	18	21	9	11	13	6	2	2	5	18	9	12	7	10	31	2	4	2
	1%	1%	2%	2%	3%	1%	1%	2%	1%	2%	2%	1%	2%	1%	1%	1%	1%	3%	2%
				d	d													ab	
		47%	53%	23%	28%	34%	16%	6%	5%	13%	48%	24%	32%	18%	25%	81%	5%	10%	4%
Twitter	11	7	4	5	3	3	-	-	1	1	5	5	2	1	4	11	-	*	*
	*%	1%	*%	1%	1%	*%	-%	-%	*%	*%	1%	1%	*%	*%	1%	*%	-%	*%	*%
				d	d	d													
		60%	40%	43%	26%	31%	-%	-%	6%	9%	44%	41%	14%	12%	33%	96%	-%	1%	3%
YouTube Premium (monthly subscription, ad free)	4	1	3	1	2	1	*	1	-	1	*	*	*	2	2	3	-	*	*
	*%	*%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	-%	*%	*%
		25%	75%	24%	45%	23%	7%	19%	-%	24%	9%	7%	5%	45%	43%	88%	-%	3%	9%
ANY OF THESE SERVICES	824	434	388	144	148	317	215	24	54	82	334	263	252	176	132	729	41	34	21
	31%	33%	28%	38%	36%	35%	22%	16%	24%	30%	44%	37%	35%	30%	20%	33%	17%	26%	29%
		b		d	d	d			a	a	abc	cd	d	d		bc		b	b
		53%	47%	17%	18%	38%	26%	3%	7%	10%	41%	32%	31%	21%	16%	88%	5%	4%	3%
None of these	1816	853	958	222	253	575	766	124	170	191	419	435	459	398	523	1479	190	97	50
	68%	65%	70%	59%	62%	64%	77%	84%	76%	69%	55%	61%	64%	69%	79%	66%	81%	73%	68%
			a				abc	bcd	d	d				a	abc		acd	a	
		47%	53%	12%	14%	32%	42%	7%	9%	11%	23%	24%	25%	22%	29%	81%	10%	5%	3%
Don't know	35	15	18	10	6	11	8	-	1	2	13	14	7	6	8	29	3	1	2
	1%	1%	1%	3%	1%	1%	1%	-%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	3%
				d															a
		44%	53%	28%	17%	32%	24%	-%	3%	6%	38%	40%	21%	18%	22%	83%	8%	4%	6%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 164

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

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

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
BBC iPlayer	421	80	68	49	23	38	45	18	6	48	347	74	302	119	198	223
	16%	24%	18%	21%	12%	16%	18%	8%	5%	16%	15%	21%	19%	11%	17%	15%
		deg	gh	dgh	h	gh	gh			gh		a	b		b	
		19%	16%	12%	5%	9%	11%	4%	1%	11%	82%	18%	72%	28%	47%	53%
YouTube (standard, no subscription charge)	262	110	23	16	17	9	28	16	6	10	228	34	181	81	103	159
	10%	33%	6%	7%	9%	4%	11%	7%	6%	3%	10%	9%	12%	7%	9%	10%
		bcdefghi			ei		ehi						b			
		42%	9%	6%	7%	3%	11%	6%	2%	4%	87%	13%	69%	31%	39%	61%
Amazon Prime Video	167	22	34	20	13	15	18	7	9	9	139	28	119	48	83	84
	6%	7%	9%	9%	7%	6%	7%	3%	8%	3%	6%	8%	8%	4%	7%	5%
			gi	gi	i		gi		gi				b			
		13%	20%	12%	8%	9%	11%	4%	5%	5%	83%	17%	71%	29%	50%	50%
ITV Hub or STV Player	160	17	28	17	13	16	17	10	4	18	135	25	108	52	76	84
	6%	5%	8%	7%	7%	7%	7%	5%	4%	6%	6%	7%	7%	5%	7%	5%
			h										b			
		11%	18%	10%	8%	10%	10%	6%	3%	11%	85%	15%	68%	32%	47%	53%
All 4	113	19	18	13	6	14	12	8	2	9	98	15	78	35	47	65
	4%	6%	5%	5%	3%	6%	5%	4%	2%	3%	4%	4%	5%	3%	4%	4%
		h		h		h							b			
		17%	16%	11%	5%	12%	11%	7%	2%	8%	87%	13%	69%	31%	42%	58%
Sky Go	93	8	15	13	5	10	10	7	2	9	82	11	69	24	48	46
	3%	2%	4%	6%	3%	4%	4%	3%	2%	3%	4%	3%	4%	2%	4%	3%
			h										b			
		9%	16%	14%	5%	11%	11%	8%	2%	10%	88%	12%	74%	26%	51%	49%
BT TV (including BT Sport)	81	9	21	11	5	5	9	3	6	4	65	16	48	33	41	41
	3%	3%	6%	5%	3%	2%	4%	1%	5%	1%	3%	4%	3%	3%	4%	3%
			egi	gi					gi							
		11%	26%	14%	6%	6%	11%	4%	7%	5%	80%	20%	59%	41%	50%	50%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 164

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

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

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
NOW TV	64	8	9	9	7	4	12	4	4	1	52	12	43	21	30	34
	2%	2%	3%	4%	4%	2%	5%	2%	3%	*%	2%	3%	3%	2%	3%	2%
				i	i		ei		i							
		12%	14%	15%	12%	6%	18%	7%	6%	2%	81%	19%	67%	33%	46%	54%
Facebook/ Facebook Watch	38	4	7	2	6	-	6	6	*	-	32	7	25	13	22	16
	1%	1%	2%	1%	3%	-%	2%	3%	*%	-%	1%	2%	2%	1%	2%	1%
			ei		ehi		ehi	ehi								
		11%	18%	6%	15%	-%	15%	15%	1%	-%	82%	18%	65%	35%	57%	43%
Twitter	11	-	4	2	1	-	1	2	-	1	11	*	6	5	4	7
	*%	-%	1%	1%	*%	-%	*%	1%	-%	*%	*%	*%	*%	*%	*%	*%
		-%	32%	16%	6%	-%	11%	19%	-%	11%	96%	4%	53%	47%	33%	67%
YouTube Premium (monthly subscription, ad free)	4	-	2	-	-	-	-	2	-	-	3	*	2	2	*	3
	*%	-%	*%	-%	-%	-%	-%	1%	-%	-%	*%	*%	*%	*%	*%	*%
		-%	45%	-%	-%	-%	-%	43%	-%	-%	93%	7%	50%	50%	12%	88%
ANY OF THESE SERVICES	824	176	133	81	53	65	85	46	24	66	690	135	562	263	374	451
	31%	53%	36%	35%	28%	27%	35%	21%	21%	22%	30%	37%	36%	24%	33%	29%
		bcdefghi	deghe	ghi			ghi					a	b			
		21%	16%	10%	6%	8%	10%	6%	3%	8%	84%	16%	68%	32%	45%	55%
None of these	1816	153	234	146	135	165	161	173	87	224	1594	222	968	842	752	1064
	68%	46%	64%	64%	72%	70%	65%	78%	75%	75%	69%	62%	62%	75%	66%	69%
			a	a	ab	a	a	abcef	abcf	abcf	b		a			
		8%	13%	8%	7%	9%	9%	10%	5%	12%	88%	12%	53%	46%	41%	59%
Don't know	35	5	-	2	-	7	-	2	4	9	33	2	24	11	13	22
	1%	1%	-%	1%	-%	3%	-%	1%	3%	3%	1%	1%	2%	1%	1%	1%
					bdf			bdfg	bdf							
		14%	-%	6%	-%	19%	-%	5%	12%	26%	94%	6%	69%	31%	38%	62%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

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

	Total	TV SERVICES					
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERVICES	ANY SERVICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
BBC iPlayer	421	291	161	421	304	309	421
	16%	19%	15%	34%	24%	25%	16%
		b		abdef	abf	abf	
		69%	38%	100%	72%	73%	100%
YouTube (standard, no subscription charge)	262	167	80	145	157	262	262
	10%	11%	7%	12%	12%	21%	10%
		b		b	b	abcdf	b
		64%	30%	55%	60%	100%	100%
Amazon Prime Video	167	109	62	134	167	132	167
	6%	7%	6%	11%	13%	10%	7%
				abf	abf	abf	
				65%	37%	81%	100%
ITV Hub or STV Player	160	116	60	160	134	121	160
	6%	8%	6%	13%	11%	10%	6%
		b		abef	abf	bf	
		73%	38%	100%	84%	76%	100%
All 4	113	78	48	113	88	85	113
	4%	5%	4%	9%	7%	7%	4%
				abdef	abf	bf	
				70%	42%	100%	75%
Sky Go	93	88	20	72	70	65	93
	3%	6%	2%	6%	5%	5%	4%
		bf		bf	bf	bf	b
		94%	22%	77%	75%	69%	100%
BT TV (including BT Sport)	81	81	23	54	50	44	81
	3%	5%	2%	4%	4%	4%	3%
		bef		b	b	b	
		100%	29%	66%	61%	54%	100%

Columns Tested: a,b,c,d,e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

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

	Total	TV SERVICES					
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERVICES	ANY SERVICES
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
NOW TV	64	35	35	46	64	45	64
	2%	2%	3%	4%	5%	4%	3%
				af	abf	a	
		54%	55%	71%	100%	70%	100%
Facebook/ Facebook Watch	38	24	14	22	22	22	37
	1%	2%	1%	2%	2%	2%	1%
		63%	36%	56%	56%	58%	96%
Twitter	11	7	7	8	8	9	11
	*%	*%	1%	1%	1%	1%	*%
		62%	65%	70%	72%	82%	100%
YouTube Premium (monthly subscription, ad free)	4	*	3	2	3	4	4
	*%	*%	*%	*%	*%	*%	*%
		12%	88%	57%	81%	100%	100%
ANY OF THESE SERVICES	824	560	293	606	561	605	823
	31%	36%	27%	49%	44%	48%	32%
		bf		abdf	abf	abdf	b
		68%	36%	73%	68%	73%	100%
None of these	1816	955	782	605	690	622	1693
	68%	62%	72%	49%	54%	50%	66%
		cde	acdef		ce		acde
		53%	43%	33%	38%	34%	93%
Don't know	35	26	13	25	22	27	35
	1%	2%	1%	2%	2%	2%	1%
		74%	37%	72%	63%	77%	100%

Columns Tested: a,b,c,d,e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	~a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	1827	868	956	336	360	691	440	62	124	185	569	451	593	379	402	1053	226	261	287
Effective Weighted Sample	1234	589	644	232	238	456	310	45	91	132	404	315	416	252	276	925	153	186	261
Weighted total	1287	613	671	237	257	485	308	37	80	124	462	392	385	272	237	1069	105	72	41
		48%	52%	18%	20%	38%	24%	**	6%	10%	36%	30%	30%	21%	18%	83%	8%	6%	3%
Netflix	917	435	482	194	195	344	183	**	58	90	324	264	286	194	171	753	75	55	33
	71%	71%	72%	82%	76%	71%	59%	**	73%	73%	70%	67%	74%	72%	72%	70%	72%	77%	81%
				cd	d	d							a					ab	
		47%	53%	21%	21%	38%	20%	**	6%	10%	35%	29%	31%	21%	19%	82%	8%	6%	4%
Amazon Prime	171	89	81	17	20	71	64	**	12	14	64	58	54	36	23	148	11	9	2
	13%	15%	12%	7%	8%	15%	21%	**	16%	11%	14%	15%	14%	13%	10%	14%	11%	13%	5%
						ab	abc									d	d	d	
		52%	47%	10%	11%	42%	37%	**	7%	8%	38%	34%	32%	21%	14%	87%	7%	5%	1%
NOW TV	68	21	48	6	18	29	15	**	4	10	27	16	18	15	19	62	2	3	1
	5%	3%	7%	3%	7%	6%	5%	**	4%	8%	6%	4%	5%	6%	8%	6%	2%	4%	2%
			a		a										a	d			
		30%	70%	9%	26%	43%	22%	**	5%	14%	39%	24%	26%	23%	28%	91%	4%	4%	1%
ITV Hub+	8	3	5	-	1	2	5	**	1	*	4	2	3	2	1	7	-	1	*
	1%	1%	1%	-%	1%	*%	2%	**	1%	*%	1%	1%	1%	1%	1%	1%	-%	2%	1%
						a													
		40%	60%	-%	17%	22%	61%	**	10%	4%	50%	29%	31%	23%	17%	83%	-%	14%	3%
Eurosport Player	6	5	2	-	2	1	4	**	1	2	3	1	1	4	1	6	*	*	-
	*%	1%	*%	-%	1%	*%	1%	**	1%	1%	1%	*%	*%	1%	*%	1%	*%	*%	-%
		71%	29%	-%	24%	14%	62%	**	9%	24%	44%	15%	12%	61%	12%	96%	3%	1%	-%
All 4+	4	2	2	-	*	1	3	**	-	-	2	3	1	*	1	4	-	*	*
	*%	*%	*%	-%	*%	*%	1%	**	-%	-%	*%	1%	*%	*%	*%	*%	-%	*%	1%
		46%	54%	-%	6%	19%	75%	**	-%	-%	47%	58%	21%	6%	14%	92%	-%	2%	6%
YouTube Premium	3	3	1	2	-	1	1	**	-	-	1	*	1	1	2	3	-	-	*
	*%	*%	*%	1%	-%	*%	*%	**	-%	-%	*%	*%	*%	*%	1%	*%	-%	-%	*%
		83%	17%	58%	-%	20%	21%	**	-%	-%	30%	4%	32%	17%	46%	96%	-%	-%	4%
Apple TV+	3	3	-	-	-	1	2	**	-	-	2	2	-	1	-	3	-	-	-
	*%	1%	-%	-%	-%	*%	1%	**	-%	-%	1%	1%	-%	*%	-%	*%	-%	-%	-%
		100%	-%	-%	-%	36%	64%	**	-%	-%	71%	64%	-%	36%	-%	100%	-%	-%	-%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	~a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	1827	868	956	336	360	691	440	62	124	185	569	451	593	379	402	1053	226	261	287
Effective Weighted Sample	1234	589	644	232	238	456	310	45	91	132	404	315	416	252	276	925	153	186	261
Weighted total	1287	613	671	237	257	485	308	37	80	124	462	392	385	272	237	1069	105	72	41
		48%	52%	18%	20%	38%	24%	**	6%	10%	36%	30%	30%	21%	18%	83%	8%	6%	3%
Disney Life	3	1	2	*	*	2	1	**	-	1	-	1	1	-	1	1	1	1	*
	*%	*%	*%	*%	*%	*%	*%	**	-%	1%	-%	*%	*%	-%	1%	*%	1%	2%	*%
																	a		
		45%	55%	5%	3%	57%	35%	**	-%	32%	-%	34%	20%	-%	45%	43%	20%	34%	3%
Hayu	2	-	2	2	-	*	-	**	-	-	*	2	*	-	-	2	*	-	-
	*%	-%	*%	1%	-%	*%	-%	**	-%	-%	*%	1%	*%	-%	-%	*%	*%	-%	-%
		-%	100%	85%	-%	15%	-%	**	-%	-%	6%	94%	6%	-%	-%	85%	15%	-%	-%
Britbox	*	*	-	-	-	-	*	**	-	-	-	*	-	-	-	-	-	-	*
	*%	*%	-%	-%	-%	-%	*%	**	-%	-%	-%	*%	-%	-%	-%	-%	-%	-%	1%
																		a	
		100%	-%	-%	-%	-%	100%	**	-%	-%	-%	100%	-%	-%	-%	-%	-%	-%	100%
All used the same amount	85	43	42	10	19	30	26	**	4	6	32	37	16	16	16	68	12	2	3
	7%	7%	6%	4%	7%	6%	9%	**	5%	5%	7%	9%	4%	6%	7%	6%	12%	2%	8%
							a					b				c	ac		c
		51%	49%	12%	22%	35%	31%	**	5%	7%	38%	44%	19%	19%	18%	80%	14%	2%	4%
Don't know	14	8	4	5	2	3	4	**	*	2	2	5	5	2	2	10	3	*	1
	1%	1%	1%	2%	1%	1%	1%	**	*%	1%	1%	1%	1%	1%	1%	1%	3%	*%	1%
		59%	32%	36%	13%	24%	27%	**	3%	12%	18%	36%	35%	16%	13%	73%	21%	2%	4%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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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

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	~i	a	b	a	b	a	b
Unweighted total	1827	117	132	118	124	122	121	119	114	86	1288	539	1199	627	878	949
Effective Weighted Sample	1234	112	126	113	120	117	117	112	108	82	1021	220	796	447	566	669
Weighted total	1287	152	193	122	95	114	119	104	51	120	1097	190	876	411	574	713
		12%	15%	9%	7%	9%	9%	8%	4%	**	85%	15%	68%	32%	45%	55%
Netflix	917	114	128	80	58	82	82	77	33	**	791	126	641	276	387	530
	71%	75%	66%	66%	61%	72%	69%	75%	65%	**	72%	66%	73%	67%	68%	74%
		d			d			d					b		a	
		12%	14%	9%	6%	9%	9%	8%	4%	**	86%	14%	70%	30%	42%	58%
Amazon Prime	171	11	35	22	17	17	15	12	5	**	134	37	108	63	100	70
	13%	7%	18%	18%	18%	15%	13%	12%	10%	**	12%	19%	12%	15%	17%	10%
			a	a	a							a			b	
		7%	21%	13%	10%	10%	9%	7%	3%	**	79%	21%	63%	37%	59%	41%
NOW TV	68	16	10	6	8	4	10	4	2	**	61	8	47	21	30	39
	5%	11%	5%	5%	8%	4%	8%	4%	4%	**	6%	4%	5%	5%	5%	5%
		egh														
		24%	14%	9%	11%	6%	14%	5%	3%	**	89%	11%	69%	31%	43%	57%
ITV Hub+	8	-	1	1	-	-	2	1	1	**	7	1	5	3	5	3
	1%	-%	1%	1%	-%	-%	1%	1%	1%	**	1%	*%	1%	1%	1%	*%
		-%	14%	11%	-%	-%	21%	13%	7%	**	89%	11%	63%	37%	64%	36%
Eurosport Player	6	-	2	-	3	1	1	-	-	**	2	4	3	3	4	2
	*%	-%	1%	-%	3%	1%	1%	-%	-%	**	*%	2%	*%	1%	1%	*%
												a				
		-%	24%	-%	40%	15%	17%	-%	-%	**	34%	66%	53%	47%	63%	37%
All 4+	4	1	1	1	-	-	1	-	-	**	3	1	2	2	2	2
	*%	1%	1%	1%	-%	-%	1%	-%	-%	**	*%	1%	*%	1%	*%	*%
		27%	32%	14%	-%	-%	19%	-%	-%	**	66%	34%	52%	48%	53%	47%
YouTube Premium	3	-	-	1	-	1	1	1	-	**	2	1	2	1	1	2
	*%	-%	-%	1%	-%	1%	1%	1%	-%	**	*%	1%	*%	*%	*%	*%
		-%	-%	32%	-%	17%	26%	20%	-%	**	70%	30%	58%	42%	37%	63%
Apple TV+	3	-	-	1	-	2	-	-	-	**	3	-	1	2	-	3
	*%	-%	-%	1%	-%	2%	-%	-%	-%	**	*%	-%	*%	1%	-%	*%
		-%	-%	35%	-%	65%	-%	-%	-%	**	100%	-%	36%	64%	-%	100%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	-i	a	b	a	b	a	b
Unweighted total	1827	117	132	118	124	122	121	119	114	86	1288	539	1199	627	878	949
Effective Weighted Sample	1234	112	126	113	120	117	117	112	108	82	1021	220	796	447	566	669
Weighted total	1287	152	193	122	95	114	119	104	51	120	1097	190	876	411	574	713
		12%	15%	9%	7%	9%	9%	8%	4%	**	85%	15%	68%	32%	45%	55%
Disney Life	3	-	-	-	1	-	1	-	-	**	3	*	1	2	1	2
	*%	-%	-%	-%	1%	-%	1%	-%	-%	**	*%	*%	*%	*%	*%	*%
		-%	-%	-%	17%	-%	25%	-%	-%	**	88%	12%	45%	55%	36%	64%
Hayu	2	-	2	-	-	-	-	-	-	**	2	*	*	2	2	-
	*%	-%	1%	-%	-%	-%	-%	-%	-%	**	*%	*%	*%	*%	*%	-%
		-%	85%	-%	-%	-%	-%	-%	-%	**	85%	15%	15%	85%	100%	-%
Britbox	*	-	-	-	-	-	-	-	-	**	*	-	-	*	*	-
	*%	-%	-%	-%	-%	-%	-%	-%	-%	**	*%	-%	-%	*%	*%	-%
		-%	-%	-%	-%	-%	-%	-%	-%	**	100%	-%	-%	100%	100%	-%
All used the same amount	85	6	14	8	8	8	6	7	9	**	75	10	55	30	36	49
	7%	4%	7%	6%	9%	7%	5%	7%	17%	**	7%	5%	6%	7%	6%	7%
		7%	16%	9%	9%	9%	7%	8%	10%	**	89%	11%	65%	35%	42%	58%
Don't know	14	3	-	2	1	-	1	2	2	**	13	1	9	5	4	10
	1%	2%	-%	1%	1%	-%	1%	2%	4%	**	1%	1%	1%	1%	1%	1%
		20%	-%	13%	7%	-%	6%	12%	16%	**	91%	9%	64%	36%	31%	69%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	TV SERVICES					
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERVICES	ANY SERVICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1827	1233	601	1238	1810	1229	1827
Effective Weighted Sample	1234	842	416	855	1220	845	1234
Weighted total	1287	885	438	936	1273	911	1287
		69%	34%	73%	99%	71%	100%
Netflix	917	656	290	662	917	663	917
	71%	74%	66%	71%	72%	73%	71%
		b	b	b	b	b	b
		72%	32%	72%	100%	72%	100%
Amazon Prime	171	100	70	130	171	112	171
	13%	11%	16%	14%	13%	12%	13%
			a				
		59%	41%	76%	100%	66%	100%
NOW TV	68	39	30	46	68	46	68
	5%	4%	7%	5%	5%	5%	5%
		57%	44%	67%	100%	68%	100%
ITV Hub+	8	4	4	8	2	4	8
	1%	*%	1%	1%	*%	*%	1%
			d	d			
		53%	47%	100%	24%	49%	100%
Eurosport Player	6	6	3	5	6	5	6
	*%	1%	1%	*%	1%	1%	*%
		100%	43%	72%	100%	77%	100%
All 4+	4	4	2	4	*	3	4
	*%	*%	*%	*%	*%	*%	*%
		d	d	d			
		100%	36%	100%	8%	64%	100%
YouTube Premium	3	2	2	3	2	3	3
	*%	*%	*%	*%	*%	*%	*%
		54%	53%	80%	63%	100%	100%
Apple TV+	3	2	2	3	3	2	3
	*%	*%	*%	*%	*%	*%	*%
		71%	65%	100%	100%	71%	100%

Columns Tested: a,b,c,d,e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

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

	Total	TV SERVICES					
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERVICES	ANY SERVICES
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	1827	1233	601	1238	1810	1229	1827
Effective Weighted Sample	1234	842	416	855	1220	845	1234
Weighted total	1287	885	438	936	1273	911	1287
		69%	34%	73%	99%	71%	100%
Disney Life	3	3	1	2	3	2	3
	*%	*%	*%	*%	*%	*%	*%
		93%	16%	60%	100%	67%	100%
Hayu	2	*	-	2	2	*	2
	*%	*%	-%	*%	*%	*%	*%
		15%	-%	100%	100%	15%	100%
Britbox	*	*	-	-	*	-	*
	*%	*%	-%	-%	*%	-%	*%
		100%	-%	-%	100%	-%	100%
All used the same amount	85	55	33	59	84	57	85
	7%	6%	7%	6%	7%	6%	7%
		65%	38%	69%	99%	67%	100%
Don't know	14	12	3	12	13	11	14
	1%	1%	1%	1%	1%	1%	1%
		83%	23%	84%	93%	81%	100%

Columns Tested: a,b,c,d,e,f

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Base : Those whose household uses NOW TV the most of all subscription video on-demand services to watch TV programmes and films

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d
Significance Level: 95%																			
Unweighted total	83	28	55	7	21	31	24	9	5	12	28	19	23	15	26	62	4	11	6
Effective Weighted Sample	65	21	44	6	16	25	19	7	5	10	23	13	19	13	23	55	4	9	5
Weighted total	68	21	48	6	18	29	15	6	4	10	27	16	18	15	19	62	2	3	1
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
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	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d
Significance Level: 95%																			
Unweighted total	83	28	55	7	21	31	24	9	5	12	28	19	23	15	26	62	4	11	6
Effective Weighted Sample	65	21	44	6	16	25	19	7	5	10	23	13	19	13	23	55	4	9	5
Weighted total	68	21	48	6	18	29	15	6	4	10	27	16	18	15	19	62	2	3	1
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
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	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d
Significance Level: 95%																			
Unweighted total	83	28	55	7	21	31	24	9	5	12	28	19	23	15	26	62	4	11	6
Effective Weighted Sample	65	21	44	6	16	25	19	7	5	10	23	13	19	13	23	55	4	9	5
Weighted total	68	21	48	6	18	29	15	6	4	10	27	16	18	15	19	62	2	3	1
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
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	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY OF PROMPTED REASONS																			
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
CHEAPER THAN ALTERNATIVE/ REPLACED PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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	Total	~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d
Significance Level: 95%																			
Unweighted total	83	28	55	7	21	31	24	9	5	12	28	19	23	15	26	62	4	11	6
Effective Weighted Sample	65	21	44	6	16	25	19	7	5	10	23	13	19	13	23	55	4	9	5
Weighted total	68	21	48	6	18	29	15	6	4	10	27	16	18	15	19	62	2	3	1
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
PROMOTION/ MARKETING/ RECOMMENDATION	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FREE SHIPPING	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~a	~b	~a	~b	~a	~b
Unweighted total	83	13	7	7	10	4	10	5	4	2	68	15	51	32	38	45
Effective Weighted Sample	65	12	7	7	10	4	9	5	4	2	57	8	41	27	28	37
Weighted total	68	16	10	6	8	4	10	4	2	3	61	8	47	21	30	39
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
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	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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		~a	~b	~c	~d	~e	~f	~g	~h	~i	~a	~b	~a	~b	~a	~b
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		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
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	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~a	~b	~a	~b	~a	~b
Unweighted total	83	13	7	7	10	4	10	5	4	2	68	15	51	32	38	45
Effective Weighted Sample	65	12	7	7	10	4	9	5	4	2	57	8	41	27	28	37
Weighted total	68	16	10	6	8	4	10	4	2	3	61	8	47	21	30	39
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
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	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY OF PROMPTED REASONS																
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
CHEAPER THAN ALTERNATIVE/ REPLACED PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~a	~b	~a	~b	~a	~b
Unweighted total	83	13	7	7	10	4	10	5	4	2	68	15	51	32	38	45
Effective Weighted Sample	65	12	7	7	10	4	9	5	4	2	57	8	41	27	28	37
Weighted total	68	16	10	6	8	4	10	4	2	3	61	8	47	21	30	39
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
PROMOTION/ MARKETING/ RECOMMENDATION	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FREE SHIPPING	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		~a	~b	~c	~d		~e	~f
Unweighted total	83	44	41	53	83		52	83
Effective Weighted Sample	65	34	33	41	65		41	65
Weighted total	68	**	**	**	**		**	**
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,e,f

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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

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
		~a	~b	~c	~d	~e		~f
Significance Level: 95%								
Unweighted total	83	44	41	53	83	52		83
Effective Weighted Sample	65	34	33	41	65	41		65
Weighted total	68	39	30	46	68	46		68
		**	**	**	**	**		**
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,e,f

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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

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		~a	~b	~c	~d		~e	~f
Unweighted total	83	44	41	53	83		52	83
Effective Weighted Sample	65	34	33	41	65		41	65
Weighted total	68	**	**	**	**		**	**
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	**	**	**	**	**		**	**
	**	**	**	**	**		**	**
		**	**	**	**		**	**
Don't know	**	**	**	**	**		**	**
	**	**	**	**	**		**	**
		**	**	**	**		**	**
SUMMARY OF PROMPTED REASONS								
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT	**	**	**	**	**		**	**
	**	**	**	**	**		**	**
		**	**	**	**		**	**
CHEAPER THAN ALTERNATIVE/ REPLACED PAY TV	**	**	**	**	**		**	**
	**	**	**	**	**		**	**
		**	**	**	**		**	**
Columns Tested: a,b,c,d,e,f								

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Base : Those whose household uses NOW TV the most of all subscription video on-demand services to watch TV programmes and films

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		~a	~b	~c	~d		~e	~f
Unweighted total	83	44	41	53	83		52	83
Effective Weighted Sample	65	34	33	41	65		41	65
Weighted total	68	39	30	46	68		46	68
		**	**	**	**		**	**
BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE	**	**	**	**	**		**	**
	**	**	**	**	**		**	**
		**	**	**	**		**	**
PROMOTION/ MARKETING/ RECOMMENDATION	**	**	**	**	**		**	**
	**	**	**	**	**		**	**
		**	**	**	**		**	**
FREE SHIPPING	**	**	**	**	**		**	**
	**	**	**	**	**		**	**
		**	**	**	**		**	**

Columns Tested: a,b,c,d,e,f

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	~a	~b	c	d	a	b	c	d	a	b	c	d
Unweighted total	1324	618	705	276	276	510	262	42	92	140	399	300	441	282	299	732	162	197	233
Effective Weighted Sample	876	409	467	189	181	327	180	31	66	97	281	208	303	181	200	645	108	139	213
Weighted total	917	435	482	194	195	344	183	26	58	90	324	264	286	194	171	753	75	55	33
		47%	53%	21%	21%	38%	20%	**	**	10%	35%	29%	31%	21%	19%	82%	8%	6%	4%
PROMPTED REASONS																			
To watch a specific programme/ series	352	174	178	84	84	136	48	**	**	33	138	105	110	77	59	293	28	19	12
	38%	40%	37%	43%	43%	40%	26%	**	**	36%	43%	40%	38%	40%	35%	39%	37%	34%	37%
				d	d	d													
		49%	51%	24%	24%	39%	14%	**	**	9%	39%	30%	31%	22%	17%	83%	8%	5%	3%
To watch exclusive TV content not available elsewhere/ original series made by the provider	347	166	181	62	70	155	59	**	**	39	150	116	106	63	62	294	23	20	10
	38%	38%	37%	32%	36%	45%	32%	**	**	43%	46%	44%	37%	32%	36%	39%	31%	35%	30%
						abd						c				d			
		48%	52%	18%	20%	45%	17%	**	**	11%	43%	33%	31%	18%	18%	85%	7%	6%	3%
To watch at a time that suits	343	165	178	70	75	141	57	**	**	31	135	111	104	69	59	290	19	21	14
	37%	38%	37%	36%	38%	41%	31%	**	**	34%	42%	42%	36%	36%	35%	38%	25%	37%	42%
						d										b		b	
		48%	52%	20%	22%	41%	17%	**	**	9%	39%	32%	30%	20%	17%	84%	6%	6%	4%
To watch multiple episodes in a row/ to watch box sets	284	134	149	48	64	126	46	**	**	27	118	83	88	61	51	231	20	22	11
	31%	31%	31%	25%	33%	37%	25%	**	**	31%	37%	32%	31%	31%	30%	31%	27%	39%	33%
						ad												b	
		47%	53%	17%	23%	44%	16%	**	**	10%	42%	29%	31%	22%	18%	82%	7%	8%	4%
To access a back catalogue of films	257	118	139	44	60	104	48	**	**	35	101	78	79	56	44	211	21	16	9
	28%	27%	29%	23%	31%	30%	26%	**	**	39%	31%	29%	27%	29%	26%	28%	28%	29%	27%
		46%	54%	17%	23%	41%	19%	**	**	14%	39%	30%	31%	22%	17%	82%	8%	6%	3%
To access new movie releases	247	120	127	44	57	107	40	**	**	21	103	83	69	52	43	212	16	9	11
	27%	28%	26%	22%	29%	31%	22%	**	**	24%	32%	31%	24%	27%	25%	28%	21%	15%	34%
						ad										c		bc	
		49%	51%	18%	23%	43%	16%	**	**	9%	42%	34%	28%	21%	17%	86%	6%	3%	5%

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	~a	~b	c	d	a	b	c	d	a	b	c	d
Unweighted total	1324	618	705	276	276	510	262	42	92	140	399	300	441	282	299	732	162	197	233
Effective Weighted Sample	876	409	467	189	181	327	180	31	66	97	281	208	303	181	200	645	108	139	213
Weighted total	917	435	482	194	195	344	183	26	58	90	324	264	286	194	171	753	75	55	33
		47%	53%	21%	21%	38%	20%	**	**	10%	35%	29%	31%	21%	19%	82%	8%	6%	4%
To watch something different to the programmes on main TV/ broadcast TV	230	102	128	39	41	108	43	**	**	20	98	74	75	48	33	187	17	19	7
	25%	24%	27%	20%	21%	31%	24%	**	**	22%	30%	28%	26%	25%	19%	25%	23%	34%	22%
						ab						d						ad	
		44%	56%	17%	18%	47%	19%	**	**	9%	43%	32%	33%	21%	14%	81%	7%	8%	3%
To access a back catalogue of TV programmes	221	110	110	42	48	95	36	**	**	24	93	63	76	44	37	181	21	13	6
	24%	25%	23%	22%	25%	27%	20%	**	**	26%	29%	24%	27%	23%	22%	24%	28%	24%	17%
						d										d	d		
		50%	50%	19%	22%	43%	16%	**	**	11%	42%	29%	35%	20%	17%	82%	10%	6%	2%
No advertising breaks in the programmes/ shows	148	70	78	28	28	68	24	**	**	16	60	49	46	24	28	127	10	6	5
	16%	16%	16%	14%	14%	20%	13%	**	**	18%	19%	19%	16%	13%	16%	17%	13%	10%	16%
		47%	53%	19%	19%	46%	17%	**	**	11%	41%	33%	31%	17%	19%	86%	7%	4%	3%
Recommendation from a friend/ family member	136	50	86	27	19	46	44	**	**	15	39	41	37	32	26	118	6	6	5
	15%	11%	18%	14%	10%	13%	24%	**	**	17%	12%	15%	13%	17%	15%	16%	9%	12%	15%
			a			abc													
		37%	63%	20%	14%	34%	32%	**	**	11%	29%	30%	27%	24%	19%	87%	5%	5%	4%
To take advantage of a free trial or promotional offer	128	62	66	29	22	57	19	**	**	15	44	39	46	19	25	115	5	5	3
	14%	14%	14%	15%	11%	17%	10%	**	**	17%	13%	15%	16%	10%	15%	15%	7%	9%	10%
		48%	52%	23%	17%	45%	15%	**	**	12%	34%	30%	36%	15%	20%	bcd	90%	4%	4%
Cheaper than renting/ buying DVDs	123	63	60	22	30	49	21	**	**	16	56	40	43	20	19	107	5	7	3
	13%	14%	12%	11%	15%	14%	12%	**	**	17%	17%	15%	15%	10%	11%	14%	7%	13%	9%
																bd			
		51%	49%	18%	25%	40%	17%	**	**	13%	45%	33%	35%	16%	16%	87%	4%	6%	2%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - 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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	~a	~b	c	d	a	b	c	d	a	b	c	d
Unweighted total	1324	618	705	276	276	510	262	42	92	140	399	300	441	282	299	732	162	197	233
Effective Weighted Sample	876	409	467	189	181	327	180	31	66	97	281	208	303	181	200	645	108	139	213
Weighted total	917	435	482	194	195	344	183	26	58	90	324	264	286	194	171	753	75	55	33
		47%	53%	21%	21%	38%	20%	**	**	10%	35%	29%	31%	21%	19%	82%	8%	6%	4%
Cheaper than a subscription to pay TV (e.g. Sky, Virgin, BT TV)	112	54	58	27	27	42	16	**	**	14	43	35	33	17	27	96	6	6	4
	12%	12%	12%	14%	14%	12%	9%	**	**	15%	13%	13%	12%	9%	16%	13%	9%	11%	12%
		48%	52%	24%	24%	38%	14%	**	**	12%	38%	31%	30%	15%	24%	86%	6%	5%	3%
Can watch it when I'm away from home/ abroad/ on holiday	112	46	66	20	28	48	16	**	**	9	47	35	41	17	19	91	9	7	4
	12%	11%	14%	10%	14%	14%	9%	**	**	11%	14%	13%	14%	9%	11%	12%	12%	13%	11%
		41%	59%	18%	25%	43%	15%	**	**	8%	42%	32%	36%	15%	17%	82%	8%	7%	3%
I saw it advertised and it looked interesting	47	25	22	5	6	25	11	**	**	4	23	16	12	10	9	39	3	2	4
	5%	6%	5%	3%	3%	7%	6%	**	**	4%	7%	6%	4%	5%	5%	5%	4%	3%	11%
						a												abc	
		53%	47%	11%	13%	53%	22%	**	**	8%	48%	35%	26%	21%	18%	82%	6%	4%	7%
To replace a TV subscription that I/ we cancelled	26	11	15	4	6	14	1	**	**	4	14	7	8	7	4	20	2	3	1
	3%	3%	3%	2%	3%	4%	1%	**	**	5%	4%	3%	3%	4%	2%	3%	3%	5%	4%
						d													
		44%	56%	16%	23%	55%	5%	**	**	16%	53%	27%	29%	28%	16%	77%	7%	11%	5%
To obtain free delivery	21	11	10	8	3	9	2	**	**	1	7	9	4	4	5	17	2	1	1
	2%	2%	2%	4%	1%	3%	1%	**	**	1%	2%	3%	1%	2%	3%	2%	3%	2%	4%
				d															
		51%	49%	38%	13%	41%	7%	**	**	4%	32%	41%	19%	18%	21%	80%	10%	5%	6%
UNPROMPTED REASONS																			
Share subscription with others/ guest login	14	7	7	2	2	4	6	**	**	1	2	1	5	3	4	11	*	2	-
	2%	2%	1%	1%	1%	1%	3%	**	**	1%	1%	*%	2%	2%	2%	1%	*%	4%	-%
																		ad	
		52%	48%	16%	17%	26%	41%	**	**	8%	15%	9%	39%	23%	29%	81%	2%	17%	-%

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	~a	~b	c	d	a	b	c	d	a	b	c	d
Unweighted total	1324	618	705	276	276	510	262	42	92	140	399	300	441	282	299	732	162	197	233
Effective Weighted Sample	876	409	467	189	181	327	180	31	66	97	281	208	303	181	200	645	108	139	213
Weighted total	917	435	482	194	195	344	183	26	58	90	324	264	286	194	171	753	75	55	33
		47%	53%	21%	21%	38%	20%	**	**	10%	35%	29%	31%	21%	19%	82%	8%	6%	4%
Part of TV subscription package	5	3	2	1	1	2	2	**	**	2	-	1	2	*	2	4	1	*	-
	1%	1%	*%	*%	*%	*%	1%	**	**	2%	-%	*%	1%	*%	1%	*%	1%	*%	-%
		63%	37%	17%	19%	32%	33%	**	**	33%	-%	27%	37%	3%	34%	78%	17%	5%	-%
Initially a gift	3	1	2	-	1	-	2	**	**	-	2	1	2	-	-	3	-	-	-
	*%	*%	*%	-%	1%	-%	1%	**	**	-%	1%	*%	1%	-%	-%	*%	-%	-%	-%
		34%	66%	-%	31%	-%	69%	**	**	-%	65%	34%	66%	-%	-%	100%	-%	-%	-%
For children to watch/ children's programmes	3	1	1	-	-	2	1	**	**	1	-	-	1	1	1	2	-	1	*
	*%	*%	*%	-%	-%	1%	*%	**	**	1%	-%	-%	*%	*%	*%	*%	-%	1%	1%
		48%	52%	-%	-%	73%	27%	**	**	25%	-%	-%	48%	23%	29%	70%	-%	22%	8%
Don't need a TV licence	1	1	1	-	1	1	-	**	**	-	1	1	*	-	1	1	*	1	-
	*%	*%	*%	-%	*%	*%	-%	**	**	-%	*%	*%	*%	-%	*%	*%	*%	1%	-%
		53%	47%	-%	39%	61%	-%	**	**	-%	39%	39%	8%	-%	53%	53%	8%	39%	-%
Don't need an aerial/ dish	1	-	1	-	-	1	-	**	**	-	1	-	-	1	-	1	-	-	-
	*%	-%	*%	-%	-%	*%	-%	**	**	-%	*%	-%	-%	1%	-%	*%	-%	-%	-%
		-%	100%	-%	-%	100%	-%	**	**	-%	100%	-%	-%	100%	-%	100%	-%	-%	-%
Other reasons	4	2	2	-	-	2	2	**	**	-	1	-	3	-	1	3	1	-	-
	*%	1%	*%	-%	-%	1%	1%	**	**	-%	*%	-%	1%	-%	*%	*%	1%	-%	-%
		61%	39%	-%	-%	62%	38%	**	**	-%	34%	-%	79%	-%	21%	74%	26%	-%	-%
Don't know	32	16	16	13	5	9	5	**	**	1	6	8	9	8	8	25	4	2	2
	4%	4%	3%	7%	3%	3%	3%	**	**	2%	2%	3%	3%	4%	4%	3%	5%	4%	5%
		50%	50%	40%	16%	28%	16%	**	**	4%	19%	23%	29%	25%	23%	77%	12%	6%	5%
SUMMARY OF PROMPTED REASONS																			
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT	634	300	334	127	147	252	107	**	**	65	246	196	195	129	112	521	53	36	24
	69%	69%	69%	66%	75%	73%	59%	**	**	72%	76%	74%	68%	67%	66%	69%	71%	65%	73%
		47%	53%	20%	23%	40%	17%	**	**	10%	39%	31%	31%	20%	18%	82%	8%	6%	4%

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	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	~a	~b	c	d	a	b	c	d	a	b	c	d
Unweighted total	1324	618	705	276	276	510	262	42	92	140	399	300	441	282	299	732	162	197	233
Effective Weighted Sample	876	409	467	189	181	327	180	31	66	97	281	208	303	181	200	645	108	139	213
Weighted total	917	435	482	194	195	344	183	26	58	90	324	264	286	194	171	753	75	55	33
		47%	53%	21%	21%	38%	20%	**	**	10%	35%	29%	31%	21%	19%	82%	8%	6%	4%
BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE	560	274	286	115	129	218	98	**	**	60	213	158	182	122	98	460	41	35	24
	61%	63%	59%	59%	66%	63%	54%	**	**	67%	66%	60%	63%	63%	57%	61%	55%	63%	73%
		49%	51%	21%	d	d		**	**	11%	38%	28%	32%	22%	18%	82%	7%	6%	abc
					23%	39%	18%												4%
PROMOTION/ MARKETING/ RECOMMENDATION	267	117	150	54	44	107	62	**	**	27	87	85	77	56	49	234	12	12	10
	29%	27%	31%	28%	23%	31%	34%	**	**	30%	27%	32%	27%	29%	29%	31%	15%	22%	30%
		44%	56%	20%	17%	b	b	**	**	10%	33%	32%	29%	21%	18%	bc			b
					40%	23%										87%	4%	4%	4%
CHEAPER THAN ALTERNATIVE/ REPLACED PAY TV	189	91	97	41	43	73	31	**	**	23	80	60	61	30	38	160	10	12	7
	21%	21%	20%	21%	22%	21%	17%	**	**	25%	25%	23%	21%	15%	22%	21%	13%	22%	20%
		48%	52%	22%	23%	39%	16%	**	**	12%	43%	32%	32%	16%	20%	b	5%	6%	4%
FREE SHIPPING	21	11	10	8	3	9	2	**	**	1	7	9	4	4	5	17	2	1	1
	2%	2%	2%	4%	1%	3%	1%	**	**	1%	2%	3%	1%	2%	3%	2%	3%	2%	4%
		51%	49%	d				**	**										
				38%	13%	41%	7%			4%	32%	41%	19%	18%	21%	80%	10%	5%	6%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	1324	89	87	77	76	87	82	90	74	70	933	391	891	432	614	710
Effective Weighted Sample	876	85	83	74	73	83	80	86	70	67	733	150	581	301	383	494
Weighted total	917	114	128	80	58	82	82	77	33	98	791	126	641	276	387	530
		**	**	**	**	**	**	**	**	**	86%	14%	70%	30%	42%	58%
PROMPTED REASONS																
To watch a specific programme/ series	352	**	**	**	**	**	**	**	**	**	315	37	259	92	151	201
	38%	**	**	**	**	**	**	**	**	**	40%	30%	40%	34%	39%	38%
		**	**	**	**	**	**	**	**	**	b	b	b	b		
		**	**	**	**	**	**	**	**	**	89%	11%	74%	26%	43%	57%
To watch exclusive TV content not available elsewhere/ original series made by the provider	347	**	**	**	**	**	**	**	**	**	308	39	247	100	143	204
	38%	**	**	**	**	**	**	**	**	**	39%	31%	38%	36%	37%	39%
		**	**	**	**	**	**	**	**	**	89%	11%	71%	29%	41%	59%
To watch at a time that suits	343	**	**	**	**	**	**	**	**	**	297	46	249	95	151	192
	37%	**	**	**	**	**	**	**	**	**	38%	36%	39%	34%	39%	36%
		**	**	**	**	**	**	**	**	**	87%	13%	72%	28%	44%	56%
To watch multiple episodes in a row/ to watch box sets	284	**	**	**	**	**	**	**	**	**	246	38	203	80	126	158
	31%	**	**	**	**	**	**	**	**	**	31%	30%	32%	29%	33%	30%
		**	**	**	**	**	**	**	**	**	87%	13%	72%	28%	44%	56%
To access a back catalogue of films	257	**	**	**	**	**	**	**	**	**	233	24	183	74	116	141
	28%	**	**	**	**	**	**	**	**	**	29%	19%	29%	27%	30%	27%
		**	**	**	**	**	**	**	**	**	b	b	b	b		
		**	**	**	**	**	**	**	**	**	91%	9%	71%	29%	45%	55%
To access new movie releases	247	**	**	**	**	**	**	**	**	**	219	28	179	68	97	150
	27%	**	**	**	**	**	**	**	**	**	28%	22%	28%	24%	25%	28%
		**	**	**	**	**	**	**	**	**	89%	11%	73%	27%	39%	61%

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		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Unweighted total	1324	89	87	77	76	87	82	90	74	70	933	391	891	432	614	710
Effective Weighted Sample	876	85	83	74	73	83	80	86	70	67	733	150	581	301	383	494
Weighted total	917	114	128	80	58	82	82	77	33	98	791	126	641	276	387	530
		**	**	**	**	**	**	**	**	**	86%	14%	70%	30%	42%	58%
To watch something different to the programmes on main TV/ broadcast TV	230	**	**	**	**	**	**	**	**	**	201	29	168	62	105	125
	25%	**	**	**	**	**	**	**	**	**	25%	23%	26%	23%	27%	24%
		**	**	**	**	**	**	**	**	**	87%	13%	73%	27%	45%	55%
To access a back catalogue of TV programmes	221	**	**	**	**	**	**	**	**	**	203	17	164	57	98	123
	24%	**	**	**	**	**	**	**	**	**	26%	14%	26%	21%	25%	23%
		**	**	**	**	**	**	**	**	**	b					
		**	**	**	**	**	**	**	**	**	92%	8%	74%	26%	44%	56%
No advertising breaks in the programmes/ shows	148	**	**	**	**	**	**	**	**	**	131	17	100	47	67	81
	16%	**	**	**	**	**	**	**	**	**	17%	13%	16%	17%	17%	15%
		**	**	**	**	**	**	**	**	**	89%	11%	68%	32%	45%	55%
Recommendation from a friend/ family member	136	**	**	**	**	**	**	**	**	**	112	24	81	55	64	72
	15%	**	**	**	**	**	**	**	**	**	14%	19%	13%	20%	17%	14%
		**	**	**	**	**	**	**	**	**			a			
		**	**	**	**	**	**	**	**	**	83%	17%	59%	41%	47%	53%
To take advantage of a free trial or promotional offer	128	**	**	**	**	**	**	**	**	**	113	15	92	36	56	72
	14%	**	**	**	**	**	**	**	**	**	14%	12%	14%	13%	14%	14%
		**	**	**	**	**	**	**	**	**	89%	11%	72%	28%	44%	56%
Cheaper than renting/ buying DVDs	123	**	**	**	**	**	**	**	**	**	106	17	82	41	49	74
	13%	**	**	**	**	**	**	**	**	**	13%	13%	13%	15%	13%	14%
		**	**	**	**	**	**	**	**	**	86%	14%	67%	33%	40%	60%
Cheaper than a subscription to pay TV (e.g. Sky, Virgin, BT TV)	112	**	**	**	**	**	**	**	**	**	97	15	76	36	46	66
	12%	**	**	**	**	**	**	**	**	**	12%	12%	12%	13%	12%	12%
		**	**	**	**	**	**	**	**	**	87%	13%	68%	32%	41%	59%

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		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Unweighted total	1324	89	87	77	76	87	82	90	74	70	933	391	891	432	614	710
Effective Weighted Sample	876	85	83	74	73	83	80	86	70	67	733	150	581	301	383	494
Weighted total	917	114	128	80	58	82	82	77	33	98	791	126	641	276	387	530
		**	**	**	**	**	**	**	**	**	86%	14%	70%	30%	42%	58%
Can watch it when I'm away from home/ abroad/ on holiday	112	**	**	**	**	**	**	**	**	**	98	14	79	33	52	60
	12%	**	**	**	**	**	**	**	**	**	12%	11%	12%	12%	13%	11%
		**	**	**	**	**	**	**	**	**	88%	12%	71%	29%	46%	54%
I saw it advertised and it looked interesting	47	**	**	**	**	**	**	**	**	**	39	7	33	14	22	25
	5%	**	**	**	**	**	**	**	**	**	5%	6%	5%	5%	6%	5%
		**	**	**	**	**	**	**	**	**	84%	16%	70%	30%	46%	54%
To replace a TV subscription that I/ we cancelled	26	**	**	**	**	**	**	**	**	**	21	5	20	7	10	16
	3%	**	**	**	**	**	**	**	**	**	3%	4%	3%	2%	3%	3%
		**	**	**	**	**	**	**	**	**	82%	18%	75%	25%	38%	62%
To obtain free delivery	21	**	**	**	**	**	**	**	**	**	13	8	15	6	14	8
	2%	**	**	**	**	**	**	**	**	**	2%	6%	2%	2%	4%	1%
		**	**	**	**	**	**	**	**	**	62%	a 38%	71%	29%	b 65%	35%
UNPROMPTED REASONS																
Share subscription with others/ guest login	14	**	**	**	**	**	**	**	**	**	12	2	10	4	7	7
	2%	**	**	**	**	**	**	**	**	**	2%	1%	2%	1%	2%	1%
		**	**	**	**	**	**	**	**	**	89%	11%	73%	27%	48%	52%
Part of TV subscription package	5	**	**	**	**	**	**	**	**	**	5	*	2	3	1	3
	1%	**	**	**	**	**	**	**	**	**	1%	*%	*%	1%	*%	1%
		**	**	**	**	**	**	**	**	**	95%	5%	32%	68%	30%	70%
Initially a gift	3	**	**	**	**	**	**	**	**	**	3	-	2	1	3	-
	*%	**	**	**	**	**	**	**	**	**	*%	-%	*%	*%	1% b	-%
		**	**	**	**	**	**	**	**	**	100%	-%	65%	35%	100%	-%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Unweighted total	1324	89	87	77	76	87	82	90	74	70	933	391	891	432	614	710
Effective Weighted Sample	876	85	83	74	73	83	80	86	70	67	733	150	581	301	383	494
Weighted total	917	114	128	80	58	82	82	77	33	98	791	126	641	276	387	530
		**	**	**	**	**	**	**	**	**	86%	14%	70%	30%	42%	58%
For children to watch/ children's programmes	3	**	**	**	**	**	**	**	**	**	2	*	1	1	1	2
	*%	**	**	**	**	**	**	**	**	**	*%	*%	*%	1%	*%	*%
		**	**	**	**	**	**	**	**	**	89%	11%	48%	52%	31%	69%
Don't need a TV licence	1	**	**	**	**	**	**	**	**	**	1	1	1	1	1	*
	*%	**	**	**	**	**	**	**	**	**	*%	1%	*%	*%	*%	*%
		**	**	**	**	**	**	**	**	**	39%	61%	47%	53%	92%	8%
Don't need an aerial/ dish	1	**	**	**	**	**	**	**	**	**	1	-	1	-	1	-
	*%	**	**	**	**	**	**	**	**	**	*%	-%	*%	-%	*%	-%
		**	**	**	**	**	**	**	**	**	100%	-%	100%	-%	100%	-%
Other reasons	4	**	**	**	**	**	**	**	**	**	4	*	3	1	4	*
	*%	**	**	**	**	**	**	**	**	**	*%	*%	*%	*%	1%	*%
		**	**	**	**	**	**	**	**	**	92%	8%	75%	25%	96%	4%
Don't know	32	**	**	**	**	**	**	**	**	**	26	6	18	14	14	18
	4%	**	**	**	**	**	**	**	**	**	3%	5%	3%	5%	4%	3%
		**	**	**	**	**	**	**	**	**	81%	19%	56%	44%	44%	56%
SUMMARY OF PROMPTED REASONS																
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT	634	**	**	**	**	**	**	**	**	**	554	80	451	182	256	378
	69%	**	**	**	**	**	**	**	**	**	70%	63%	70%	66%	66%	71%
		**	**	**	**	**	**	**	**	**	87%	13%	71%	29%	40%	60%
BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE	560	**	**	**	**	**	**	**	**	**	483	77	404	156	233	327
	61%	**	**	**	**	**	**	**	**	**	61%	61%	63%	56%	60%	62%
		**	**	**	**	**	**	**	**	**	86%	14%	72%	28%	42%	58%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

		ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Unweighted total	1324	89	87	77	76	87	82	90	74	70	933	391	891	432	614	710
Effective Weighted Sample	876	85	83	74	73	83	80	86	70	67	733	150	581	301	383	494
Weighted total	917	114	128	80	58	82	82	77	33	98	791	126	641	276	387	530
		**	**	**	**	**	**	**	**	**	86%	14%	70%	30%	42%	58%
PROMOTION/ MARKETING/ RECOMMENDATION	267	**	**	**	**	**	**	**	**	**	229	38	178	90	125	143
	29%	**	**	**	**	**	**	**	**	**	29%	30%	28%	33%	32%	27%
		**	**	**	**	**	**	**	**	**	86%	14%	66%	34%	47%	53%
CHEAPER THAN ALTERNATIVE/ REPLACED PAY TV	189	**	**	**	**	**	**	**	**	**	160	28	131	58	77	112
	21%	**	**	**	**	**	**	**	**	**	20%	22%	20%	21%	20%	21%
		**	**	**	**	**	**	**	**	**	85%	15%	69%	31%	41%	59%
FREE SHIPPING	21	**	**	**	**	**	**	**	**	**	13	8	15	6	14	8
	2%	**	**	**	**	**	**	**	**	**	2%	6%	2%	2%	4%	1%
		**	**	**	**	**	**	**	**	**	a	b			b	
		**	**	**	**	**	**	**	**	**	62%	38%	71%	29%	65%	35%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

		TV SERVICES				YOUTUBE	
	Total	PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1324	904	419	884	1324	908	1324
Effective Weighted Sample	876	611	277	598	876	615	876
Weighted total	917	656	290	662	917	663	917
		72%	32%	72%	100%	72%	100%
PROMPTED REASONS							
To watch a specific programme/ series	352	258	113	273	352	269	352
	38%	39%	39%	41%	38%	40%	38%
		73%	32%	78%	100%	76%	100%
To watch exclusive TV content not available elsewhere/ original series made by the provider	347	259	124	273	347	267	347
	38%	40%	43%	41%	38%	40%	38%
		75%	36%	79%	100%	77%	100%
To watch at a time that suits	343	236	119	261	343	265	343
	37%	36%	41%	39%	37%	40%	37%
		69%	35%	76%	100%	77%	100%
To watch multiple episodes in a row/ to watch box sets	284	200	109	219	284	219	284
	31%	30%	38%	33%	31%	33%	31%
		70%	39%	77%	100%	77%	100%
To access a back catalogue of films	257	178	96	191	257	194	257
	28%	27%	33%	29%	28%	29%	28%
		69%	38%	75%	100%	75%	100%
To access new movie releases	247	178	86	192	247	188	247
	27%	27%	30%	29%	27%	28%	27%
		72%	35%	78%	100%	76%	100%
To watch something different to the programmes on main TV/ broadcast TV	230	160	95	187	230	179	230
	25%	24%	33%	28%	25%	27%	25%
		70%	41%	81%	100%	78%	100%

Columns Tested: a,b,c,d,e,f

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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

	Total	TV SERVICES				YOUTUBE	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV- ICES	
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1324	904	419	884	1324	908	1324
Effective Weighted Sample	876	611	277	598	876	615	876
Weighted total	917	656	290	662	917	663	917
		72%	32%	72%	100%	72%	100%
To access a back catalogue of TV programmes	221	155	91	167	221	176	221
	24%	24%	31%	25%	24%	27%	24%
			adf				
		70%	41%	76%	100%	80%	100%
No advertising breaks in the programmes/ shows	148	98	60	115	148	105	148
	16%	15%	21%	17%	16%	16%	16%
			a				
		66%	41%	78%	100%	71%	100%
Recommendation from a friend/ family member	136	91	47	93	136	90	136
	15%	14%	16%	14%	15%	14%	15%
		67%	35%	68%	100%	66%	100%
To take advantage of a free trial or promotional offer	128	94	48	89	128	92	128
	14%	14%	17%	13%	14%	14%	14%
		73%	37%	70%	100%	72%	100%
Cheaper than renting/ buying DVDs	123	81	52	100	123	101	123
	13%	12%	18%	15%	13%	15%	13%
			a				
		66%	42%	82%	100%	82%	100%
Cheaper than a subscription to pay TV (e.g. Sky, Virgin, BT TV)	112	61	43	80	112	89	112
	12%	9%	15%	12%	12%	13%	12%
			a			a	
		54%	38%	71%	100%	79%	100%

Columns Tested: a,b,c,d,e,f

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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

	Total	TV SERVICES				YOUTUBE	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV- ICES	
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	1324	904	419	884	1324	908	1324
Effective Weighted Sample	876	611	277	598	876	615	876
Weighted total	917	656	290	662	917	663	917
		72%	32%	72%	100%	72%	100%
Can watch it when I'm away from home/ abroad/ on holiday	112	75	46	90	112	92	112
	12%	11%	16%	14%	12%	14%	12%
		67%	41%	81%	100%	82%	100%
I saw it advertised and it looked interesting	47	30	22	34	47	35	47
	5%	5%	8%	5%	5%	5%	5%
		63%	47%	71%	100%	75%	100%
To replace a TV subscription that I/ we cancelled	26	12	11	17	26	17	26
	3%	2%	4%	3%	3%	3%	3%
		46%	43%	64%	100%	65%	100%
To obtain free delivery	21	18	7	17	21	12	21
	2%	3%	2%	3%	2%	2%	2%
		86%	32%	79%	100%	56%	100%
UNPROMPTED REASONS							
Share subscription with others/ guest login	14	11	5	7	14	9	14
	2%	2%	2%	1%	2%	1%	2%
		80%	36%	48%	100%	68%	100%
Part of TV subscription package	5	5	1	3	5	3	5
	1%	1%	*%	*%	1%	*%	1%
		98%	16%	65%	100%	67%	100%
Initially a gift	3	2	2	3	3	3	3
	*%	*%	1%	*%	*%	*%	*%
		66%	69%	100%	100%	100%	100%

Columns Tested: a,b,c,d,e,f

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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

	Total	TV SERVICES				YOUTUBE	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV- ICES	
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	1324	904	419	884	1324	908	1324
Effective Weighted Sample	876	611	277	598	876	615	876
Weighted total	917	656	290	662	917	663	917
		72%	32%	72%	100%	72%	100%
For children to watch/ children's programmes	3	1	1	1	3	1	3
	*%	*%	*%	*%	*%	*%	*%
		47%	28%	27%	100%	51%	100%
Don't need a TV licence	1	-	-	1	1	1	1
	*%	-%	-%	*%	*%	*%	*%
		-%	-%	39%	100%	39%	100%
Don't need an aerial/ dish	1	1	1	1	1	1	1
	*%	*%	*%	*%	*%	*%	*%
		100%	100%	100%	100%	100%	100%
Other reasons	4	3	1	2	4	4	4
	*%	1%	*%	*%	*%	1%	*%
		83%	22%	55%	100%	96%	100%
Don't know	32	21	11	17	32	21	32
	4%	3%	4%	3%	4%	3%	4%
		63%	32%	52%	100%	65%	100%
SUMMARY OF PROMPTED REASONS							
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT	634	459	208	485	634	475	634
	69%	70%	72%	73%	69%	72%	69%
		72%	33%	77%	100%	75%	100%
BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE	560	396	185	419	560	424	560
	61%	60%	64%	63%	61%	64%	61%
		71%	33%	75%	100%	76%	100%
PROMOTION/ MARKETING/ RECOMMENDATION	267	188	96	186	267	184	267
	29%	29%	33%	28%	29%	28%	29%
		70%	36%	70%	100%	69%	100%

Columns Tested: a,b,c,d,e,f

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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

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1324	904	419	884	1324	908	1324
Effective Weighted Sample	876	611	277	598	876	615	876
Weighted total	917	656	290	662	917	663	917
		72%	32%	72%	100%	72%	100%
CHEAPER THAN ALTERNATIVE/ REPLACED PAY TV	189	115	71	141	189	148	189
	21%	18%	24%	21%	21%	22%	21%
		a	a			a	
		61%	38%	75%	100%	78%	100%
FREE SHIPPING	21	18	7	17	21	12	21
	2%	3%	2%	3%	2%	2%	2%
		86%	32%	79%	100%	56%	100%

Columns Tested: a,b,c,d,e,f

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d	a	~b	~c	~d
Significance Level: 95%																			
Unweighted total	222	124	97	23	29	84	86	5	15	18	76	67	77	39	39	144	29	35	14
Effective Weighted Sample	161	87	73	17	18	63	63	3	12	13	57	48	59	30	26	129	19	25	13
Weighted total	171	89	81	17	20	71	64	2	12	14	64	58	54	36	23	148	11	9	2
		52%	**	**	**	**	**	**	**	**	**	**	**	**	**	87%	**	**	**
PROMPTED REASONS																			
To obtain free delivery	115	63	**	**	**	**	**	**	**	**	**	**	**	**	**	100	**	**	**
	67%	71%	**	**	**	**	**	**	**	**	**	**	**	**	**	68%	**	**	**
		55%	**	**	**	**	**	**	**	**	**	**	**	**	**	87%	**	**	**
To take advantage of a free trial or promotional offer	48	29	**	**	**	**	**	**	**	**	**	**	**	**	**	43	**	**	**
	28%	32%	**	**	**	**	**	**	**	**	**	**	**	**	**	29%	**	**	**
		60%	**	**	**	**	**	**	**	**	**	**	**	**	**	90%	**	**	**
To watch a specific programme/ series	40	18	**	**	**	**	**	**	**	**	**	**	**	**	**	36	**	**	**
	24%	20%	**	**	**	**	**	**	**	**	**	**	**	**	**	24%	**	**	**
		45%	**	**	**	**	**	**	**	**	**	**	**	**	**	89%	**	**	**
To watch at a time that suits	39	21	**	**	**	**	**	**	**	**	**	**	**	**	**	35	**	**	**
	23%	23%	**	**	**	**	**	**	**	**	**	**	**	**	**	24%	**	**	**
		54%	**	**	**	**	**	**	**	**	**	**	**	**	**	91%	**	**	**
To watch exclusive TV content not available elsewhere/ original series made by the provider	39	21	**	**	**	**	**	**	**	**	**	**	**	**	**	35	**	**	**
	23%	24%	**	**	**	**	**	**	**	**	**	**	**	**	**	23%	**	**	**
		55%	**	**	**	**	**	**	**	**	**	**	**	**	**	89%	**	**	**
To access a back catalogue of films	36	19	**	**	**	**	**	**	**	**	**	**	**	**	**	32	**	**	**
	21%	22%	**	**	**	**	**	**	**	**	**	**	**	**	**	21%	**	**	**
		55%	**	**	**	**	**	**	**	**	**	**	**	**	**	88%	**	**	**
To watch something different to the programmes on main TV/ broadcast TV	28	16	**	**	**	**	**	**	**	**	**	**	**	**	**	25	**	**	**
	16%	18%	**	**	**	**	**	**	**	**	**	**	**	**	**	17%	**	**	**
		57%	**	**	**	**	**	**	**	**	**	**	**	**	**	88%	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - 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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d	a	~b	~c	~d
Significance Level: 95%		a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d	a	~b	~c	~d
Unweighted total	222	124	97	23	29	84	86	5	15	18	76	67	77	39	39	144	29	35	14
Effective Weighted Sample	161	87	73	17	18	63	63	3	12	13	57	48	59	30	26	129	19	25	13
Weighted total	171	89	81	17	20	71	64	2	12	14	64	58	54	36	23	148	11	9	2
		52%	**	**	**	**	**	**	**	**	**	**	**	**	**	87%	**	**	**
To access new movie releases	28	12	**	**	**	**	**	**	**	**	**	**	**	**	**	25	**	**	**
	16%	14%	**	**	**	**	**	**	**	**	**	**	**	**	**	17%	**	**	**
		45%	**	**	**	**	**	**	**	**	**	**	**	**	**	90%	**	**	**
To watch multiple episodes in a row/ to watch box sets	27	17	**	**	**	**	**	**	**	**	**	**	**	**	**	23	**	**	**
	16%	19%	**	**	**	**	**	**	**	**	**	**	**	**	**	16%	**	**	**
		63%	**	**	**	**	**	**	**	**	**	**	**	**	**	87%	**	**	**
To access a back catalogue of TV programmes	25	13	**	**	**	**	**	**	**	**	**	**	**	**	**	24	**	**	**
	15%	15%	**	**	**	**	**	**	**	**	**	**	**	**	**	16%	**	**	**
		53%	**	**	**	**	**	**	**	**	**	**	**	**	**	94%	**	**	**
No advertising breaks in the programmes/ shows	20	11	**	**	**	**	**	**	**	**	**	**	**	**	**	18	**	**	**
	12%	13%	**	**	**	**	**	**	**	**	**	**	**	**	**	12%	**	**	**
		56%	**	**	**	**	**	**	**	**	**	**	**	**	**	87%	**	**	**
Cheaper than a subscription to pay TV (e.g. Sky, Virgin, BT TV)	20	7	**	**	**	**	**	**	**	**	**	**	**	**	**	19	**	**	**
	12%	8%	**	**	**	**	**	**	**	**	**	**	**	**	**	13%	**	**	**
		37%	**	**	**	**	**	**	**	**	**	**	**	**	**	96%	**	**	**
Can watch it when I'm away from home/ abroad/ on holiday	15	6	**	**	**	**	**	**	**	**	**	**	**	**	**	12	**	**	**
	9%	7%	**	**	**	**	**	**	**	**	**	**	**	**	**	8%	**	**	**
		43%	**	**	**	**	**	**	**	**	**	**	**	**	**	82%	**	**	**
Cheaper than renting/ buying DVDs	14	6	**	**	**	**	**	**	**	**	**	**	**	**	**	13	**	**	**
	8%	7%	**	**	**	**	**	**	**	**	**	**	**	**	**	9%	**	**	**
		42%	**	**	**	**	**	**	**	**	**	**	**	**	**	91%	**	**	**
I saw it advertised and it looked interesting	12	5	**	**	**	**	**	**	**	**	**	**	**	**	**	11	**	**	**
	7%	6%	**	**	**	**	**	**	**	**	**	**	**	**	**	7%	**	**	**
		40%	**	**	**	**	**	**	**	**	**	**	**	**	**	89%	**	**	**

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		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d	a	~b	~c	~d
Unweighted total	222	124	97	23	29	84	86	5	15	18	76	67	77	39	39	144	29	35	14
Effective Weighted Sample	161	87	73	17	18	63	63	3	12	13	57	48	59	30	26	129	19	25	13
Weighted total	171	89	81	17	20	71	64	2	12	14	64	58	54	36	23	148	11	9	2
		52%	**	**	**	**	**	**	**	**	**	**	**	**	**	87%	**	**	**
Recommendation from a friend/ family member	10	4	**	**	**	**	**	**	**	**	**	**	**	**	**	10	**	**	**
	6%	4%	**	**	**	**	**	**	**	**	**	**	**	**	**	7%	**	**	**
		37%	**	**	**	**	**	**	**	**	**	**	**	**	**	98%	**	**	**
To replace a TV subscription that I/ we cancelled	6	4	**	**	**	**	**	**	**	**	**	**	**	**	**	5	**	**	**
	3%	5%	**	**	**	**	**	**	**	**	**	**	**	**	**	3%	**	**	**
		76%	**	**	**	**	**	**	**	**	**	**	**	**	**	88%	**	**	**
UNPROMPTED REASONS																			
Initially a gift	3	-	**	**	**	**	**	**	**	**	**	**	**	**	**	3	**	**	**
	2%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	2%	**	**	**
		-%	**	**	**	**	**	**	**	**	**	**	**	**	**	100%	**	**	**
Other reasons	1	1	**	**	**	**	**	**	**	**	**	**	**	**	**	1	**	**	**
	1%	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	1%	**	**	**
		100%	**	**	**	**	**	**	**	**	**	**	**	**	**	60%	**	**	**
Don't know	8	5	**	**	**	**	**	**	**	**	**	**	**	**	**	7	**	**	**
	5%	5%	**	**	**	**	**	**	**	**	**	**	**	**	**	5%	**	**	**
		62%	**	**	**	**	**	**	**	**	**	**	**	**	**	91%	**	**	**
SUMMARY OF PROMPTED REASONS																			
FREE SHIPPING	112	60	**	**	**	**	**	**	**	**	**	**	**	**	**	98	**	**	**
	66%	68%	**	**	**	**	**	**	**	**	**	**	**	**	**	66%	**	**	**
		54%	**	**	**	**	**	**	**	**	**	**	**	**	**	88%	**	**	**
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT	78	39	**	**	**	**	**	**	**	**	**	**	**	**	**	69	**	**	**
	46%	43%	**	**	**	**	**	**	**	**	**	**	**	**	**	47%	**	**	**
		49%	**	**	**	**	**	**	**	**	**	**	**	**	**	89%	**	**	**

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Significance Level: 95%	Total	a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d	a	~b	~c	~d
Unweighted total	222	124	97	23	29	84	86	5	15	18	76	67	77	39	39	144	29	35	14
Effective Weighted Sample	161	87	73	17	18	63	63	3	12	13	57	48	59	30	26	129	19	25	13
Weighted total	171	89	81	17	20	71	64	2	12	14	64	58	54	36	23	148	11	9	2
		52%	**	**	**	**	**	**	**	**	**	**	**	**	**	87%	**	**	**
BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE	64	34	**	**	**	**	**	**	**	**	**	**	**	**	**	57	**	**	**
	38%	38%	**	**	**	**	**	**	**	**	**	**	**	**	**	39%	**	**	**
		53%	**	**	**	**	**	**	**	**	**	**	**	**	**	89%	**	**	**
PROMOTION/ MARKETING/ RECOMMENDATION	60	35	**	**	**	**	**	**	**	**	**	**	**	**	**	54	**	**	**
	35%	40%	**	**	**	**	**	**	**	**	**	**	**	**	**	37%	**	**	**
		58%	**	**	**	**	**	**	**	**	**	**	**	**	**	90%	**	**	**
CHEAPER THAN ALTERNATIVE/ REPLACED PAY TV	28	12	**	**	**	**	**	**	**	**	**	**	**	**	**	26	**	**	**
	17%	14%	**	**	**	**	**	**	**	**	**	**	**	**	**	18%	**	**	**
		43%	**	**	**	**	**	**	**	**	**	**	**	**	**	92%	**	**	**

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	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	~b	a	~b	a	~b
Significance Level: 95%																
Unweighted total	222	8	25	21	22	18	16	13	11	10	151	71	135	87	132	90
Effective Weighted Sample	161	8	24	20	21	18	15	12	11	9	123	38	95	67	96	65
Weighted total	171	11	35	22	17	17	15	12	5	14	134	37	108	63	100	70
		**	**	**	**	**	**	**	**	**	79%	**	63%	**	59%	**
PROMPTED REASONS																
To obtain free delivery	115	**	**	**	**	**	**	**	**	**	87	**	70	**	74	**
	67%	**	**	**	**	**	**	**	**	**	65%	**	65%	**	74%	**
		**	**	**	**	**	**	**	**	**	75%	**	60%	**	65%	**
To take advantage of a free trial or promotional offer	48	**	**	**	**	**	**	**	**	**	35	**	32	**	29	**
	28%	**	**	**	**	**	**	**	**	**	26%	**	29%	**	28%	**
		**	**	**	**	**	**	**	**	**	74%	**	66%	**	60%	**
To watch a specific programme/ series	40	**	**	**	**	**	**	**	**	**	31	**	25	**	19	**
	24%	**	**	**	**	**	**	**	**	**	23%	**	23%	**	19%	**
		**	**	**	**	**	**	**	**	**	76%	**	61%	**	48%	**
To watch at a time that suits	39	**	**	**	**	**	**	**	**	**	30	**	24	**	26	**
	23%	**	**	**	**	**	**	**	**	**	22%	**	22%	**	26%	**
		**	**	**	**	**	**	**	**	**	76%	**	61%	**	68%	**
To watch exclusive TV content not available elsewhere/ original series made by the provider	39	**	**	**	**	**	**	**	**	**	30	**	21	**	25	**
	23%	**	**	**	**	**	**	**	**	**	22%	**	19%	**	25%	**
		**	**	**	**	**	**	**	**	**	76%	**	54%	**	64%	**
To access a back catalogue of films	36	**	**	**	**	**	**	**	**	**	28	**	19	**	22	**
	21%	**	**	**	**	**	**	**	**	**	21%	**	17%	**	22%	**
		**	**	**	**	**	**	**	**	**	79%	**	53%	**	63%	**
To watch something different to the programmes on main TV/ broadcast TV	28	**	**	**	**	**	**	**	**	**	20	**	15	**	21	**
	16%	**	**	**	**	**	**	**	**	**	15%	**	14%	**	21%	**
		**	**	**	**	**	**	**	**	**	73%	**	55%	**	75%	**

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Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	~b	a	~b	a	~b
Unweighted total	222	8	25	21	22	18	16	13	11	10	151	71	135	87	132	90
Effective Weighted Sample	161	8	24	20	21	18	15	12	11	9	123	38	95	67	96	65
Weighted total	171	11	35	22	17	17	15	12	5	14	134	37	108	63	100	70
		**	**	**	**	**	**	**	**	**	79%	**	63%	**	59%	**
To access new movie releases	28	**	**	**	**	**	**	**	**	**	24	**	18	**	13	**
	16%	**	**	**	**	**	**	**	**	**	18%	**	17%	**	13%	**
		**	**	**	**	**	**	**	**	**	86%	**	66%	**	48%	**
To watch multiple episodes in a row/ to watch box sets	27	**	**	**	**	**	**	**	**	**	19	**	17	**	16	**
	16%	**	**	**	**	**	**	**	**	**	14%	**	16%	**	16%	**
		**	**	**	**	**	**	**	**	**	70%	**	65%	**	60%	**
To access a back catalogue of TV programmes	25	**	**	**	**	**	**	**	**	**	19	**	15	**	17	**
	15%	**	**	**	**	**	**	**	**	**	14%	**	14%	**	16%	**
		**	**	**	**	**	**	**	**	**	74%	**	60%	**	65%	**
No advertising breaks in the programmes/ shows	20	**	**	**	**	**	**	**	**	**	16	**	12	**	14	**
	12%	**	**	**	**	**	**	**	**	**	12%	**	11%	**	14%	**
		**	**	**	**	**	**	**	**	**	80%	**	61%	**	67%	**
Cheaper than a subscription to pay TV (e.g. Sky, Virgin, BT TV)	20	**	**	**	**	**	**	**	**	**	18	**	14	**	7	**
	12%	**	**	**	**	**	**	**	**	**	13%	**	13%	**	7%	**
		**	**	**	**	**	**	**	**	**	90%	**	69%	**	37%	**
Can watch it when I'm away from home/ abroad/ on holiday	15	**	**	**	**	**	**	**	**	**	13	**	8	**	8	**
	9%	**	**	**	**	**	**	**	**	**	10%	**	7%	**	8%	**
		**	**	**	**	**	**	**	**	**	91%	**	55%	**	52%	**
Cheaper than renting/ buying DVDs	14	**	**	**	**	**	**	**	**	**	14	**	9	**	7	**
	8%	**	**	**	**	**	**	**	**	**	10%	**	8%	**	7%	**
		**	**	**	**	**	**	**	**	**	97%	**	65%	**	51%	**

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		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	~b	a	~b	a	~b
Significance Level: 95%																
Unweighted total	222	8	25	21	22	18	16	13	11	10	151	71	135	87	132	90
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		**	**	**	**	**	**	**	**	**	79%	**	63%	**	59%	**
I saw it advertised and it looked interesting	12	**	**	**	**	**	**	**	**	**	11	**	7	**	6	**
	7%	**	**	**	**	**	**	**	**	**	8%	**	7%	**	6%	**
		**	**	**	**	**	**	**	**	**	86%	**	60%	**	49%	**
Recommendation from a friend/ family member	10	**	**	**	**	**	**	**	**	**	10	**	7	**	6	**
	6%	**	**	**	**	**	**	**	**	**	8%	**	7%	**	6%	**
		**	**	**	**	**	**	**	**	**	99%	**	72%	**	58%	**
To replace a TV subscription that I/ we cancelled	6	**	**	**	**	**	**	**	**	**	5	**	4	**	5	**
	3%	**	**	**	**	**	**	**	**	**	4%	**	4%	**	5%	**
		**	**	**	**	**	**	**	**	**	95%	**	69%	**	85%	**
UNPROMPTED REASONS																
Initially a gift	3	**	**	**	**	**	**	**	**	**	3	**	1	**	2	**
	2%	**	**	**	**	**	**	**	**	**	2%	**	1%	**	2%	**
		**	**	**	**	**	**	**	**	**	100%	**	33%	**	64%	**
Other reasons	1	**	**	**	**	**	**	**	**	**	1	**	*	**	1	**
	1%	**	**	**	**	**	**	**	**	**	1%	**	%	**	1%	**
		**	**	**	**	**	**	**	**	**	60%	**	25%	**	90%	**
Don't know	8	**	**	**	**	**	**	**	**	**	6	**	5	**	1	**
	5%	**	**	**	**	**	**	**	**	**	5%	**	5%	**	1%	**
		**	**	**	**	**	**	**	**	**	82%	**	62%	**	18%	**
SUMMARY OF PROMPTED REASONS																
FREE SHIPPING	112	**	**	**	**	**	**	**	**	**	86	**	68	**	71	**
	66%	**	**	**	**	**	**	**	**	**	64%	**	63%	**	71%	**
		**	**	**	**	**	**	**	**	**	76%	**	60%	**	64%	**

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	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	~b	a	~b	a	~b
Unweighted total	222	8	25	21	22	18	16	13	11	10	151	71	135	87	132	90
Effective Weighted Sample	161	8	24	20	21	18	15	12	11	9	123	38	95	67	96	65
Weighted total	171	11	35	22	17	17	15	12	5	14	134	37	108	63	100	70
		**	**	**	**	**	**	**	**	**	79%	**	63%	**	59%	**
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT	78	**	**	**	**	**	**	**	**	**	60	**	46	**	46	**
	46%	**	**	**	**	**	**	**	**	**	45%	**	43%	**	46%	**
		**	**	**	**	**	**	**	**	**	76%	**	59%	**	59%	**
BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE	64	**	**	**	**	**	**	**	**	**	48	**	37	**	43	**
	38%	**	**	**	**	**	**	**	**	**	36%	**	35%	**	43%	**
		**	**	**	**	**	**	**	**	**	75%	**	58%	**	66%	**
PROMOTION/ MARKETING/ RECOMMENDATION	60	**	**	**	**	**	**	**	**	**	46	**	40	**	36	**
	35%	**	**	**	**	**	**	**	**	**	34%	**	37%	**	36%	**
		**	**	**	**	**	**	**	**	**	76%	**	66%	**	60%	**
CHEAPER THAN ALTERNATIVE/ REPLACED PAY TV	28	**	**	**	**	**	**	**	**	**	26	**	19	**	14	**
	17%	**	**	**	**	**	**	**	**	**	20%	**	17%	**	14%	**
		**	**	**	**	**	**	**	**	**	93%	**	66%	**	49%	**

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	~b	c	d		e	f
Unweighted total	222	133	82	157	222		143	222
Effective Weighted Sample	161	98	63	119	161		102	161
Weighted total	171	100	70	130	171		112	171
		59%	**	76%	100%		66%	100%
PROMPTED REASONS								
To obtain free delivery	115	76	**	90	115		76	115
	67%	76%	**	69%	67%		68%	67%
		66%	**	78%	100%		66%	100%
To take advantage of a free trial or promotional offer	48	27	**	38	48		32	48
	28%	27%	**	29%	28%		28%	28%
		57%	**	79%	100%		66%	100%
To watch a specific programme/ series	40	20	**	33	40		28	40
	24%	20%	**	26%	24%		25%	24%
		50%	**	83%	100%		70%	100%
To watch at a time that suits	39	21	**	30	39		30	39
	23%	21%	**	23%	23%		27%	23%
		55%	**	76%	100%		78%	100%
To watch exclusive TV content not available elsewhere/ original series made by the provider	39	21	**	28	39		31	39
	23%	21%	**	21%	23%		28%	23%
		54%	**	72%	100%		80%	100%
To access a back catalogue of films	36	23	**	28	36		26	36
	21%	23%	**	22%	21%		24%	21%
		64%	**	79%	100%		74%	100%
To watch something different to the programmes on main TV/ broadcast TV	28	16	**	22	28		21	28
	16%	16%	**	17%	16%		18%	16%
		56%	**	80%	100%		74%	100%

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		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV- ICES	
		a	~b	c	d	e	f
Significance Level: 95%							
Unweighted total	222	133	82	157	222	143	222
Effective Weighted Sample	161	98	63	119	161	102	161
Weighted total	171	100	70	130	171	112	171
		59%	**	76%	100%	66%	100%
To access new movie releases	28	14	**	19	28	21	28
	16%	14%	**	14%	16%	19%	16%
		51%	**	68%	100%	78%	100%
To watch multiple episodes in a row/ to watch box sets	27	15	**	21	27	24	27
	16%	15%	**	16%	16%	22%	16%
		56%	**	78%	100%	91%	100%
To access a back catalogue of TV programmes	25	16	**	21	25	20	25
	15%	16%	**	16%	15%	18%	15%
		62%	**	84%	100%	79%	100%
No advertising breaks in the programmes/ shows	20	13	**	17	20	17	20
	12%	13%	**	13%	12%	15%	12%
		63%	**	83%	100%	84%	100%
Cheaper than a subscription to pay TV (e.g. Sky, Virgin, BT TV)	20	6	**	15	20	17	20
	12%	6%	**	11%	12%	15%	12%
		33%	**	74%	100%	85%	100%
Can watch it when I'm away from home/ abroad/ on holiday	15	7	**	11	15	13	15
	9%	7%	**	8%	9%	11%	9%
		46%	**	73%	100%	88%	100%
Cheaper than renting/ buying DVDs	14	8	**	10	14	11	14
	8%	8%	**	8%	8%	10%	8%
		56%	**	73%	100%	79%	100%

Columns Tested: a,b,c,d,e,f

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Base : Those whose household uses Amazon Prime Video the most of all subscription video on-demand services to watch TV programmes and films

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		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
		a	~b	c	d		e	f
Significance Level: 95%								
Unweighted total	222	133	82	157	222		143	222
Effective Weighted Sample	161	98	63	119	161		102	161
Weighted total	171	100	70	130	171		112	171
		59%	**	76%	100%		66%	100%
I saw it advertised and it looked interesting	12	6	**	8	12		9	12
	7%	6%	**	6%	7%		8%	7%
		45%	**	61%	100%		70%	100%
Recommendation from a friend/ family member	10	6	**	8	10		10	10
	6%	6%	**	6%	6%		9%	6%
		58%	**	73%	100%		98%	100%
To replace a TV subscription that I/ we cancelled	6	3	**	4	6		4	6
	3%	3%	**	3%	3%		3%	3%
		53%	**	64%	100%		64%	100%
UNPROMPTED REASONS								
Initially a gift	3	2	**	3	3		2	3
	2%	2%	**	2%	2%		2%	2%
		69%	**	100%	100%		69%	100%
Other reasons	1	*	**	*	1		1	1
	1%	*%	**	*%	1%		1%	1%
		15%	**	30%	100%		90%	100%
Don't know	8	3	**	4	8		3	8
	5%	3%	**	3%	5%		3%	5%
		36%	**	48%	100%		38%	100%
SUMMARY OF PROMPTED REASONS								
FREE SHIPPING	112	75	**	87	112		75	112
	66%	75%	**	67%	66%		67%	66%
		67%	**	78%	100%		67%	100%
Columns Tested: a,b,c,d,e,f								

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Base : Those whose household uses Amazon Prime Video the most of all subscription video on-demand services to watch TV programmes and films

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	~b	c	d		e	f
Unweighted total	222	133	82	157	222		143	222
Effective Weighted Sample	161	98	63	119	161		102	161
Weighted total	171	100	70	130	171		112	171
		59%	**	76%	100%		66%	100%
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT	78	43	**	59	78		54	78
	46%	42%	**	45%	46%		48%	46%
		54%	**	75%	100%		69%	100%
BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE	64	37	**	50	64		48	64
	38%	37%	**	38%	38%		43%	38%
		57%	**	77%	100%		74%	100%
PROMOTION/ MARKETING/ RECOMMENDATION	60	36	**	47	60		41	60
	35%	36%	**	36%	35%		36%	35%
		60%	**	78%	100%		68%	100%
CHEAPER THAN ALTERNATIVE/ REPLACED PAY TV	28	13	**	23	28		23	28
	17%	13%	**	17%	17%		21%	17%
		45%	**	79%	100%		82%	100%

Columns Tested: a,b,c,d,e,f

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d
Significance Level: 95%																			
Unweighted total	9	6	3	-	1	2	6	1	1	1	3	1	1	4	3	7	1	1	-
Effective Weighted Sample	7	5	2	-	1	1	5	1	1	1	3	1	1	3	2	6	1	1	-
Weighted total	6	5	2	-	2	1	4	1	1	2	3	1	1	4	1	6	*	*	-
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
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)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To access a back catalogue of TV programmes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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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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	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d
Significance Level: 95%																			
Unweighted total	9	6	3	-	1	2	6	1	1	1	3	1	1	4	3	7	1	1	-
Effective Weighted Sample	7	5	2	-	1	1	5	1	1	1	3	1	1	3	2	6	1	1	-
Weighted total	6	5	2	-	2	1	4	1	1	2	3	1	1	4	1	6	*	*	-
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To obtain free delivery	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To replace a TV subscription that I/ we cancelled	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To take advantage of a free trial or promotional offer	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
UNPROMPTED REASONS																			
Part of TV subscription package	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY OF PROMPTED REASONS																			
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
PROMOTION/ MARKETING/ RECOMMENDATION	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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Significance Level: 95%		~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	9	6	3	-	1	2	6	1	1	1	3	1	1	4	3	7	1	1	-
Effective Weighted Sample	7	5	2	-	1	1	5	1	1	1	3	1	1	3	2	6	1	1	-
Weighted total	6	5	2	-	2	1	4	1	1	2	3	1	1	4	1	6	*	*	-
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
CHEAPER THAN ALTERNATIVE/ REPLACED PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FREE SHIPPING	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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		~a	~b	~c	~d	~e	~f	~g	~h	~i	~a	~b	~a	~b	~a	~b
Significance Level: 95%																
Unweighted total	9	-	1	-	4	1	1	-	-	-	3	6	3	6	5	4
Effective Weighted Sample	7	-	1	-	4	1	1	-	-	-	3	4	3	4	4	3
Weighted total	6	-	2	-	3	1	1	-	-	-	2	4	3	3	4	2
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
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)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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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

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~a	~b	~a	~b	~a	~b
Unweighted total	9	-	1	-	4	1	1	-	-	-	3	6	3	6	5	4
Effective Weighted Sample	7	-	1	-	4	1	1	-	-	-	3	4	3	4	4	3
Weighted total	6	-	2	-	3	1	1	-	-	-	2	4	3	3	4	2
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	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
UNPROMPTED REASONS																
Part of TV subscription package	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY OF PROMPTED REASONS																
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
PROMOTION/ MARKETING/ RECOMMENDATION	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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Base : Those whose household uses Eurosport Player the most of all subscription video on-demand services to watch TV programmes and films

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~a	~b	~a	~b	~a	~b
Unweighted total	9	-	1	-	4	1	1	-	-	-	3	6	3	6	5	4
Effective Weighted Sample	7	-	1	-	4	1	1	-	-	-	3	4	3	4	4	3
Weighted total	6	-	2	-	3	1	1	-	-	-	2	4	3	3	4	2
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
CHEAPER THAN ALTERNATIVE/ REPLACED PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FREE SHIPPING	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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Base : Those whose household uses Eurosport Player the most of all subscription video on-demand services to watch TV programmes and films

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		~a	~b	~c	~d		~e	~f
Unweighted total	9	9	3	7	9		6	9
Effective Weighted Sample	7	7	3	5	7		5	7
Weighted total	6	6	3	5	6		5	6
		**	**	**	**		**	**
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,e,f								

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Base : Those whose household uses Eurosport Player the most of all subscription video on-demand services to watch TV programmes and films

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		~a	~b	~c	~d		~e	~f
Unweighted total	9	9	3	7	9		6	9
Effective Weighted Sample	7	7	3	5	7		5	7
Weighted total	6	6	3	5	6		5	6
		**	**	**	**		**	**
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	**	**	**	**	**		**	**
	**	**	**	**	**		**	**
		**	**	**	**		**	**
UNPROMPTED REASONS								
Part of TV subscription package	**	**	**	**	**		**	**
	**	**	**	**	**		**	**
		**	**	**	**		**	**
SUMMARY OF PROMPTED REASONS								
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT	**	**	**	**	**		**	**
	**	**	**	**	**		**	**
		**	**	**	**		**	**
PROMOTION/ MARKETING/ RECOMMENDATION	**	**	**	**	**		**	**
	**	**	**	**	**		**	**
		**	**	**	**		**	**
Columns Tested: a,b,c,d,e,f								

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Base : Those whose household uses Eurosport Player the most of all subscription video on-demand services to watch TV programmes and films

	TV SERVICES						YOUTUBE SERV- ICES	ANY SER- VICES
	Total	PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		~a	~b	~c	~d	~e	~f	
Unweighted total	9	9	3	7	9	6	9	
Effective Weighted Sample	7	7	3	5	7	5	7	
Weighted total	6	6	3	5	6	5	6	
		**	**	**	**	**	**	**
BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**
CHEAPER THAN ALTERNATIVE/ REPLACED PAY TV	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**
FREE SHIPPING	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	1	1	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-	-	1
Effective Weighted Sample	1	1	-	-	-	-	1	-	-	-	-	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

**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

SUMMARY OF PROMPTED REASONS

PROMOTION/ MARKETING/ RECOMMENDATION

**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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Significance Level: 95%		~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	1	1	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-	-	1
Effective Weighted Sample	1	1	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-	-	1
Weighted total	*	*	-	-	-	-	*	-	-	-	-	*	-	-	-	-	-	-	*
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
		~a	~b	~c	~d	~e	~f	~g	~h	~i	~a	~b	~a	~b	~a	~b
Significance Level: 95%																
Unweighted total	1	-	-	-	-	-	-	-	-	-	1	-	-	1	1	-
Effective Weighted Sample	1	-	-	-	-	-	-	-	-	-	1	-	-	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	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY OF PROMPTED REASONS																
PROMOTION/ MARKETING/ RECOMMENDATION	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~a	~b	~a	~b	~a	~b
Unweighted total	1	-	-	-	-	-	-	-	-	-	1	-	-	1	1	-
Effective Weighted Sample	1	-	-	-	-	-	-	-	-	-	1	-	-	1	1	-
Weighted total	*	-	-	-	-	-	-	-	-	-	*	-	-	*	*	-
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		~a	~b	~c	~d		~e	~f
Unweighted total	1	1	-	-	1		-	1
Effective Weighted Sample	1	1	-	-	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	**	**	**	**	**		**	**
	**	**	**	**	**		**	**
		**	**	**	**		**	**
SUMMARY OF PROMPTED REASONS								
PROMOTION/ MARKETING/ RECOMMENDATION	**	**	**	**	**		**	**
	**	**	**	**	**		**	**
		**	**	**	**		**	**

Columns Tested: a,b,c,d,e,f

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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

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		~a	~b	~c	~d		~e	~f
Unweighted total	1	1	-	-	1		-	1
Effective Weighted Sample	1	1	-	-	1		-	1
Weighted total	*	*	-	-	*		-	*
		**	**	**	**		**	**
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT	**	**	**	**	**		**	**
	**	**	**	**	**		**	**
		**	**	**	**		**	**
BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE	**	**	**	**	**		**	**
	**	**	**	**	**		**	**
		**	**	**	**		**	**

Columns Tested: a,b,c,d,e,f

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d
Significance Level: 95%																			
Unweighted total	3	3	-	-	-	1	2	-	-	-	2	2	-	1	-	3	-	-	-
Effective Weighted Sample	3	3	-	-	-	1	2	-	-	-	2	2	-	1	-	3	-	-	-
Weighted total	3	3	-	-	-	1	2	-	-	-	2	2	-	1	-	3	-	-	-
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
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	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
UNPROMPTED REASONS																			
Other reasons	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	3	3	-	-	-	1	2	-	-	-	2	2	-	1	-	3	-	-	-
Effective Weighted Sample	3	3	-	-	-	1	2	-	-	-	2	2	-	1	-	3	-	-	-
Weighted total	3	3	-	-	-	1	2	-	-	-	2	2	-	1	-	3	-	-	-
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
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 - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~a	~b	~a	~b	~a	~b
Unweighted total	3	-	-	1	-	2	-	-	-	-	3	-	1	2	-	3
Effective Weighted Sample	3	-	-	1	-	2	-	-	-	-	3	-	1	2	-	3
Weighted total	3	-	-	1	-	2	-	-	-	-	3	-	1	2	-	3
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
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	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
UNPROMPTED REASONS																
Other reasons	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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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

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~a	~b	~a	~b	~a	~b
Unweighted total	3	-	-	1	-	2	-	-	-	-	3	-	1	2	-	3
Effective Weighted Sample	3	-	-	1	-	2	-	-	-	-	3	-	1	2	-	3
Weighted total	3	-	-	1	-	2	-	-	-	-	3	-	1	2	-	3
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
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,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		~a	~b	~c	~d		~e	~f
Unweighted total	3	2	2	3	3		2	3
Effective Weighted Sample	3	2	2	3	3		2	3
Weighted total	3	2	2	3	3		2	3
		**	**	**	**		**	**
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	**	**	**	**	**		**	**
	**	**	**	**	**		**	**
		**	**	**	**		**	**
UNPROMPTED REASONS								
Other reasons	**	**	**	**	**		**	**
	**	**	**	**	**		**	**
		**	**	**	**		**	**
Columns Tested: a,b,c,d,e,f								

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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

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		~a	~b	~c	~d		~e	~f
Unweighted total	3	2	2	3	3		2	3
Effective Weighted Sample	3	2	2	3	3		2	3
Weighted total	3	2	2	3	3		2	3
		**	**	**	**		**	**
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,e,f

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d
Significance Level: 95%																			
Unweighted total	8	3	5	1	1	4	2	1	-	3	-	4	1	-	3	2	1	4	1
Effective Weighted Sample	6	2	4	1	1	3	2	1	-	2	-	3	1	-	2	2	1	3	1
Weighted total	3	1	2	*	*	2	1	*	-	1	-	1	1	-	1	1	1	1	*
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
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)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
UNPROMPTED REASONS																			
Other reasons	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	8	3	5	1	1	4	2	1	-	3	-	4	1	-	3	2	1	4	1
Effective Weighted Sample	6	2	4	1	1	3	2	1	-	2	-	3	1	-	2	2	1	3	1
Weighted total	3	1	2	*	*	2	1	*	-	1	-	1	1	-	1	1	1	1	*
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY OF PROMPTED REASONS																			
BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
CHEAPER THAN ALTERNATIVE/ REPLACED PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
		~a	~b	~c	~d	~e	~f	~g	~h	~i	~a	~b	~a	~b	~a	~b
Significance Level: 95%																
Unweighted total	8	-	-	-	1	-	1	-	-	-	5	3	4	4	4	4
Effective Weighted Sample	6	-	-	-	1	-	1	-	-	-	5	3	3	3	3	3
Weighted total	3	-	-	-	1	-	1	-	-	-	3	*	1	2	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)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
UNPROMPTED REASONS																
Other reasons	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~a	~b	~a	~b	~a	~b
Unweighted total	8	-	-	-	1	-	1	-	-	-	5	3	4	4	4	4
Effective Weighted Sample	6	-	-	-	1	-	1	-	-	-	5	3	3	3	3	3
Weighted total	3	-	-	-	1	-	1	-	-	-	3	*	1	2	1	2
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY OF PROMPTED REASONS																
BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
CHEAPER THAN ALTERNATIVE/ REPLACED PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		~a	~b	~c	~d		~e	~f
Unweighted total	8	6	1	5	8		5	8
Effective Weighted Sample	6	5	1	3	6		4	6
Weighted total	3	3	1	2	3		2	3
		**	**	**	**		**	**
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)	**	**	**	**	**		**	**
	**	**	**	**	**		**	**
		**	**	**	**		**	**
UNPROMPTED REASONS								
Other reasons	**	**	**	**	**		**	**
	**	**	**	**	**		**	**
		**	**	**	**		**	**

Columns Tested: a,b,c,d,e,f

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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

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		~a	~b	~c	~d		~e	~f
Unweighted total	8	6	1	5	8		5	8
Effective Weighted Sample	6	5	1	3	6		4	6
Weighted total	3	3	1	2	3		2	3
		**	**	**	**		**	**
SUMMARY OF PROMPTED REASONS								
BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE	**	**	**	**	**		**	**
	**	**	**	**	**		**	**
		**	**	**	**		**	**
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT	**	**	**	**	**		**	**
	**	**	**	**	**		**	**
		**	**	**	**		**	**
CHEAPER THAN ALTERNATIVE/ REPLACED PAY TV	**	**	**	**	**		**	**
	**	**	**	**	**		**	**
		**	**	**	**		**	**

Columns Tested: a,b,c,d,e,f

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d
Significance Level: 95%																			
Unweighted total	5	4	1	2	-	1	2	1	-	-	2	1	1	1	2	4	-	-	1
Effective Weighted Sample	4	3	1	2	-	1	1	1	-	-	1	1	1	1	2	4	-	-	1
Weighted total	3	3	1	2	-	1	1	1	-	-	1	*	1	1	2	3	-	-	*
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
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	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
UNPROMPTED 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 - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																			

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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

		ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
		~a	~b	~c	~d	~e	~f	~g	~h	~i	~a	~b	~a	~b	~a	~b
Significance Level: 95%																
Unweighted total	5	-	-	1	-	1	1	1	-	-	3	2	2	3	2	3
Effective Weighted Sample	4	-	-	1	-	1	1	1	-	-	3	1	2	2	1	3
Weighted total	3	-	-	1	-	1	1	1	-	-	2	1	2	1	1	2
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
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	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
UNPROMPTED 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,e,f,g,h,i - a,b - a,b - a,b

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

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

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		~a	~b	~c	~d		~e	~f
Unweighted total	5	3	2	4	3		5	5
Effective Weighted Sample	4	2	2	3	2		4	4
Weighted total	3	2	2	3	2		3	3
		**	**	**	**		**	**
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	**	**	**	**	**		**	**
	**	**	**	**	**		**	**
		**	**	**	**		**	**
UNPROMPTED 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,e,f								

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d
Significance Level: 95%																			
Unweighted total	3	-	3	1	-	2	-	-	-	-	1	2	1	-	-	1	2	-	-
Effective Weighted Sample	1	-	1	1	-	2	-	-	-	-	1	1	1	-	-	1	2	-	-
Weighted total	2	-	2	2	-	*	-	-	-	-	*	2	*	-	-	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	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY OF PROMPTED REASONS																			
PROMOTION/ MARKETING/ RECOMMENDATION	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

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

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	3	-	3	1	-	2	-	-	-	-	1	2	1	-	-	1	2	-	-
Effective Weighted Sample	1	-	1	1	-	2	-	-	-	-	1	1	1	-	-	1	2	-	-
Weighted total	2	-	2	2	-	*	-	-	-	-	*	2	*	-	-	2	*	-	-
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
		~a	~b	~c	~d	~e	~f	~g	~h	~i	~a	~b	~a	~b	~a	~b
Significance Level: 95%																
Unweighted total	3	-	1	-	-	-	-	-	-	-	1	2	2	1	3	-
Effective Weighted Sample	1	-	1	-	-	-	-	-	-	-	1	2	2	1	1	-
Weighted total	2	-	2	-	-	-	-	-	-	-	2	*	*	2	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	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY OF PROMPTED REASONS																
PROMOTION/ MARKETING/ RECOMMENDATION	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~a	~b	~a	~b	~a	~b
Unweighted total	3	-	1	-	-	-	-	-	-	-	1	2	2	1	3	-
Effective Weighted Sample	1	-	1	-	-	-	-	-	-	-	1	2	2	1	1	-
Weighted total	2	-	2	-	-	-	-	-	-	-	2	*	*	2	2	-
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

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

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		~a	~b	~c	~d		~e	~f
Unweighted total	3	2	-	3	3		2	3
Effective Weighted Sample	1	2	-	1	1		2	1
Weighted total	2	*	-	2	2		*	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	**	**	**	**	**		**	**
	**	**	**	**	**		**	**
		**	**	**	**		**	**
SUMMARY OF PROMPTED REASONS								
PROMOTION/ MARKETING/ RECOMMENDATION	**	**	**	**	**		**	**
	**	**	**	**	**		**	**
		**	**	**	**		**	**
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT	**	**	**	**	**		**	**
	**	**	**	**	**		**	**
		**	**	**	**		**	**

Columns Tested: a,b,c,d,e,f

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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

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		~a	~b	~c	~d		~e	~f
Unweighted total	3	2	-	3	3		2	3
Effective Weighted Sample	1	2	-	1	1		2	1
Weighted total	2	*	-	2	2		*	2
		**	**	**	**		**	**
BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE	**	**	**	**	**		**	**
	**	**	**	**	**		**	**
		**	**	**	**		**	**

Columns Tested: a,b,c,d,e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d
Significance Level: 95%																			
Unweighted total	12	4	8	-	3	2	7	-	1	1	6	4	5	2	1	7	-	4	1
Effective Weighted Sample	9	3	6	-	2	2	5	-	1	1	5	3	4	2	1	7	-	3	1
Weighted total	8	3	5	-	1	2	5	-	1	*	4	2	3	2	1	7	-	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	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To access a back catalogue of TV programmes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d
Significance Level: 95%																			
Unweighted total	12	4	8	-	3	2	7	-	1	1	6	4	5	2	1	7	-	4	1
Effective Weighted Sample	9	3	6	-	2	2	5	-	1	1	5	3	4	2	1	7	-	3	1
Weighted total	8	3	5	-	1	2	5	-	1	*	4	2	3	2	1	7	-	1	*
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
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	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
UNPROMPTED REASONS																			
Other reasons	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	12	4	8	-	3	2	7	-	1	1	6	4	5	2	1	7	-	4	1
Effective Weighted Sample	9	3	6	-	2	2	5	-	1	1	5	3	4	2	1	7	-	3	1
Weighted total	8	3	5	-	1	2	5	-	1	*	4	2	3	2	1	7	-	1	*
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY OF PROMPTED REASONS																			
BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
CHEAPER THAN ALTERNATIVE/ REPLACED PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FREE SHIPPING	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
PROMOTION/ MARKETING/ RECOMMENDATION	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																			

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~a	~b	~a	~b	~a	~b
Unweighted total	12	-	1	1	-	-	2	1	1	1	10	2	7	5	9	3
Effective Weighted Sample	9	-	1	1	-	-	2	1	1	1	8	1	5	4	7	3
Weighted total	8	-	1	1	-	-	2	1	1	1	7	1	5	3	5	3
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
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	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To access a back catalogue of TV programmes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~a	~b	~a	~b	~a	~b
Unweighted total	12	-	1	1	-	-	2	1	1	1	10	2	7	5	9	3
Effective Weighted Sample	9	-	1	1	-	-	2	1	1	1	8	1	5	4	7	3
Weighted total	8	-	1	1	-	-	2	1	1	1	7	1	5	3	5	3
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
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	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
UNPROMPTED REASONS																
Other reasons	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~a	~b	~a	~b	~a	~b
Unweighted total	12	-	1	1	-	-	2	1	1	1	10	2	7	5	9	3
Effective Weighted Sample	9	-	1	1	-	-	2	1	1	1	8	1	5	4	7	3
Weighted total	8	-	1	1	-	-	2	1	1	1	7	1	5	3	5	3
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY OF PROMPTED REASONS																
BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
CHEAPER THAN ALTERNATIVE/ REPLACED PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FREE SHIPPING	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
PROMOTION/ MARKETING/ RECOMMENDATION	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		~a	~b	~c	~d		~e	~f
Unweighted total	12	6	6	12	5		5	12
Effective Weighted Sample	9	5	4	9	4		4	9
Weighted total	8	4	4	8	2		4	8
		**	**	**	**		**	**
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	**	**	**	**	**		**	**
	**	**	**	**	**		**	**
		**	**	**	**		**	**
To access a back catalogue of TV programmes	**	**	**	**	**		**	**
	**	**	**	**	**		**	**
		**	**	**	**		**	**

Columns Tested: a,b,c,d,e,f

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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

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		~a	~b	~c	~d		~e	~f
Unweighted total	12	6	6	12	5		5	12
Effective Weighted Sample	9	5	4	9	4		4	9
Weighted total	8	4	4	8	2		4	8
		**	**	**	**		**	**
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	**	**	**	**	**		**	**
	**	**	**	**	**		**	**
		**	**	**	**		**	**
UNPROMPTED REASONS								
Other reasons	**	**	**	**	**		**	**
	**	**	**	**	**		**	**
		**	**	**	**		**	**

Columns Tested: a,b,c,d,e,f

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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

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		~a	~b	~c	~d		~e	~f
Unweighted total	12	6	6	12	5		5	12
Effective Weighted Sample	9	5	4	9	4		4	9
Weighted total	8	4	4	8	2		4	8
		**	**	**	**		**	**
SUMMARY OF PROMPTED REASONS								
BACK CATALOGUE/ BOX SETS/ WATCH ON DEMAND/ NO AD'S/ WATCH ANYWHERE	**	**	**	**	**		**	**
	**	**	**	**	**		**	**
		**	**	**	**		**	**
SPECIFIC/ EXCLUSIVE/ NEW/ DIFFERENT CONTENT	**	**	**	**	**		**	**
	**	**	**	**	**		**	**
		**	**	**	**		**	**
CHEAPER THAN ALTERNATIVE/ REPLACED PAY TV	**	**	**	**	**		**	**
	**	**	**	**	**		**	**
		**	**	**	**		**	**
FREE SHIPPING	**	**	**	**	**		**	**
	**	**	**	**	**		**	**
		**	**	**	**		**	**
PROMOTION/ MARKETING/ RECOMMENDATION	**	**	**	**	**		**	**
	**	**	**	**	**		**	**
		**	**	**	**		**	**

Columns Tested: a,b,c,d,e,f

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d
Significance Level: 95%																			
Unweighted total	6	2	4	-	1	1	4	-	-	-	3	2	2	1	1	4	-	1	1
Effective Weighted Sample	4	2	3	-	1	1	3	-	-	-	2	2	1	1	1	4	-	1	1
Weighted total	4	2	2	-	*	1	3	-	-	-	2	3	1	*	1	4	-	*	*
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
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	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	6	2	4	-	1	1	4	-	-	-	3	2	2	1	1	4	-	1	1
Effective Weighted Sample	4	2	3	-	1	1	3	-	-	-	2	2	1	1	1	4	-	1	1
Weighted total	4	2	2	-	*	1	3	-	-	-	2	3	1	*	1	4	-	*	*
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
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	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
UNPROMPTED 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	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
PROMOTION/ MARKETING/ RECOMMENDATION	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	6	2	4	-	1	1	4	-	-	-	3	2	2	1	1	4	-	1	1
Effective Weighted Sample	4	2	3	-	1	1	3	-	-	-	2	2	1	1	1	4	-	1	1
Weighted total	4	2	2	-	*	1	3	-	-	-	2	3	1	*	1	4	-	*	*
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
CHEAPER THAN ALTERNATIVE/ REPLACED PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~a	~b	~a	~b	~a	~b
Unweighted total	6	1	1	1	-	-	1	-	-	-	4	2	3	3	3	3
Effective Weighted Sample	4	1	1	1	-	-	1	-	-	-	3	1	2	2	2	2
Weighted total	4	1	1	1	-	-	1	-	-	-	3	1	2	2	2	2
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
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	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~a	~b	~a	~b	~a	~b
Unweighted total	6	1	1	1	-	-	1	-	-	-	4	2	3	3	3	3
Effective Weighted Sample	4	1	1	1	-	-	1	-	-	-	3	1	2	2	2	2
Weighted total	4	1	1	1	-	-	1	-	-	-	3	1	2	2	2	2
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
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	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
UNPROMPTED 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	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~a	~b	~a	~b	~a	~b
Unweighted total	6	1	1	1	-	-	1	-	-	-	4	2	3	3	3	3
Effective Weighted Sample	4	1	1	1	-	-	1	-	-	-	3	1	2	2	2	2
Weighted total	4	1	1	1	-	-	1	-	-	-	3	1	2	2	2	2
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
PROMOTION/ MARKETING/ RECOMMENDATION	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
CHEAPER THAN ALTERNATIVE/ REPLACED PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		~a	~b	~c	~d		~e	~f
Unweighted total	6	6	3	6	2		3	6
Effective Weighted Sample	4	4	2	4	2		2	4
Weighted total	4	4	2	4	*		3	4
		**	**	**	**		**	**
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,d,e,f								

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		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		~a	~b	~c	~d		~e	~f
Unweighted total	6	6	3	6	2		3	6
Effective Weighted Sample	4	4	2	4	2		2	4
Weighted total	4	4	2	4	*		3	4
		**	**	**	**		**	**
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	**	**	**	**	**		**	**
	**	**	**	**	**		**	**
		**	**	**	**		**	**
UNPROMPTED 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	**	**	**	**	**		**	**
	**	**	**	**	**		**	**
		**	**	**	**		**	**

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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

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		~a	~b	~c	~d		~e	~f
Unweighted total	6	6	3	6	2		3	6
Effective Weighted Sample	4	4	2	4	2		2	4
Weighted total	4	4	2	4	*		3	4
		**	**	**	**		**	**
PROMOTION/ MARKETING/ RECOMMENDATION	**	**	**	**	**		**	**
	**	**	**	**	**		**	**
		**	**	**	**		**	**
CHEAPER THAN ALTERNATIVE/ REPLACED PAY TV	**	**	**	**	**		**	**
	**	**	**	**	**		**	**
		**	**	**	**		**	**

Columns Tested: a,b,c,d,e,f

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%																			
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
PROMPTED RESPONSES																			
Cheaper subscriptions/ cost of pay per view	634	320	313	121	122	249	142	32	54	73	236	153	195	146	139	550	26	35	23
	24%	25%	23%	32%	30%	28%	14%	22%	24%	26%	31%	22%	27%	25%	21%	25%	11%	26%	32%
				d	d	d					ab		ad			b		b	ab
		50%	49%	19%	19%	39%	22%	5%	9%	11%	37%	24%	31%	23%	22%	87%	4%	6%	4%
More exclusive content	377	200	178	70	84	161	63	12	19	37	150	121	128	65	63	316	36	9	17
	14%	15%	13%	19%	21%	18%	6%	8%	8%	13%	20%	17%	18%	11%	10%	14%	15%	7%	23%
				d	d	d					abc	cd	cd			c	c		abc
		53%	47%	19%	22%	43%	17%	3%	5%	10%	40%	32%	34%	17%	17%	84%	9%	2%	5%
More back catalogues of TV series	306	136	168	43	56	143	64	6	19	31	131	106	105	56	37	273	19	7	7
	11%	10%	12%	11%	14%	16%	6%	4%	8%	11%	17%	15%	15%	10%	6%	12%	8%	5%	9%
				d	d	ad				a	abc	cd	cd	d		bc			c
		44%	55%	14%	18%	47%	21%	2%	6%	10%	43%	35%	34%	18%	12%	89%	6%	2%	2%
Faster broadband	265	152	113	53	50	114	49	7	11	24	120	80	89	56	40	251	7	4	3
	10%	12%	8%	14%	12%	13%	5%	5%	5%	9%	16%	11%	12%	10%	6%	11%	3%	3%	4%
		b		d	d	d					abc	d	d	d		bcd			
		57%	43%	20%	19%	43%	18%	3%	4%	9%	45%	30%	34%	21%	15%	95%	2%	2%	1%
Higher mobile data allowance	140	75	64	38	24	61	17	6	8	15	68	42	45	28	25	123	5	8	3
	5%	6%	5%	10%	6%	7%	2%	4%	4%	5%	9%	6%	6%	5%	4%	6%	2%	6%	5%
				bcd	d	d					ab		d			b		b	
		54%	46%	27%	17%	43%	12%	5%	6%	11%	48%	30%	32%	20%	18%	88%	4%	6%	2%
UNPROMPTED RESPONSES																			
If I had more free time	15	10	5	3	3	5	5	2	1	1	4	3	6	3	3	13	-	2	*
	1%	1%	3%	1%	1%	1%	3%	1%	3%	3%	1%	3%	1%	1%	3%	1%	-%	2%	3%
																		abd	
		65%	35%	21%	17%	30%	32%	12%	5%	6%	25%	19%	40%	22%	19%	83%	-%	16%	1%
Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - 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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%																			
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
Better programmes	12	9	3	1	2	5	4	2	2	-	3	5	1	3	2	11	*	1	*
	*%	1%	*%	*%	1%	1%	*%	2%	1%	-%	*%	1%	*%	1%	*%	*%	*%	1%	*%
								c											
		72%	28%	5%	20%	43%	32%	19%	17%	-%	23%	44%	13%	25%	18%	88%	4%	6%	1%
Better films	7	1	6	1	1	3	1	*	-	-	4	1	3	1	1	6	*	*	*
	*%	*%	*%	*%	*%	*%	*%	*%	-%	-%	1%	*%	*%	*%	*%	*%	*%	*%	*%
		14%	86%	19%	15%	51%	15%	4%	-%	-%	59%	20%	50%	21%	9%	94%	2%	1%	2%
If there was no advertising	4	3	1	1	2	-	1	-	-	-	3	2	2	-	*	3	1	*	-
	*%	*%	*%	*%	1%	-%	*%	-%	-%	-%	*%	*%	*%	-%	*%	*%	*%	*%	-%
					c														
		74%	26%	21%	50%	-%	28%	-%	-%	-%	72%	46%	48%	-%	6%	70%	24%	6%	-%
If it was free of charge	4	2	2	-	1	1	1	-	1	*	-	1	*	1	2	3	1	*	-
	*%	*%	*%	-%	*%	*%	*%	-%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	-%
		51%	49%	-%	35%	29%	36%	-%	16%	10%	-%	16%	10%	16%	57%	74%	16%	10%	-%
Cheaper mobile data	3	3	*	-	*	2	1	*	-	-	-	1	2	-	*	3	-	*	-
	*%	*%	*%	-%	*%	*%	*%	*%	-%	-%	-%	*%	*%	-%	*%	*%	-%	*%	-%
		85%	15%	-%	15%	47%	38%	15%	-%	-%	-%	38%	47%	-%	15%	85%	-%	15%	-%
If it was easier to use/ understand	2	1	1	-	-	1	2	-	-	-	*	1	*	1	-	1	1	-	*
	*%	*%	*%	-%	-%	*%	*%	-%	-%	-%	*%	*%	*%	*%	-%	*%	*%	-%	*%
		41%	59%	-%	-%	33%	67%	-%	-%	-%	8%	59%	8%	33%	-%	59%	33%	-%	8%
Something else	5	4	1	-	1	3	2	*	*	1	1	1	2	1	2	4	-	1	-
	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	-%	1%	-%
		82%	18%	-%	18%	49%	33%	5%	1%	16%	26%	10%	44%	18%	29%	84%	-%	16%	-%
Nothing would encourage me	1387	659	728	135	167	401	684	94	138	146	307	356	334	310	387	1132	145	79	31
	52%	51%	53%	36%	41%	44%	69%	63%	61%	53%	40%	50%	46%	53%	58%	51%	62%	60%	42%
						a	abc	cd	d	d				b	ab	d	ad	ad	
		48%	52%	10%	12%	29%	49%	7%	10%	11%	22%	26%	24%	22%	28%	82%	10%	6%	2%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - 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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
Don't know	171	74	92	41	24	58	48	6	12	14	35	41	43	34	52	138	19	3	10
	6%	6%	7%	11%	6%	6%	5%	4%	6%	5%	5%	6%	6%	6%	8%	6%	8%	3%	14%
				bcd												c	c		abc
		44%	54%	24%	14%	34%	28%	4%	7%	8%	21%	24%	25%	20%	30%	81%	11%	2%	6%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 177

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

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Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
PROMPTED RESPONSES																
Cheaper subscriptions/ cost of pay per view	634	131	78	49	30	66	52	35	38	70	551	83	417	216	255	379
	24%	39%	21%	22%	16%	28%	21%	16%	33%	23%	24%	23%	27%	19%	22%	25%
		bcdefgi				dg			bcdfgi	dg			b			
		21%	12%	8%	5%	10%	8%	6%	6%	11%	87%	13%	66%	34%	40%	60%
More exclusive content	377	51	55	32	16	35	44	28	14	40	332	46	283	94	163	214
	14%	15%	15%	14%	8%	15%	18%	13%	12%	13%	14%	13%	18%	8%	14%	14%
		d	d			d	d						b			
		14%	15%	9%	4%	9%	12%	7%	4%	11%	88%	12%	75%	25%	43%	57%
More back catalogues of TV series	306	50	79	27	8	24	27	14	17	27	272	33	223	82	134	171
	11%	15%	21%	12%	4%	10%	11%	7%	15%	9%	12%	9%	14%	7%	12%	11%
		dgi	cdefghi	dg		d	d		dgi	d			b			
		16%	26%	9%	3%	8%	9%	5%	6%	9%	89%	11%	73%	27%	44%	56%
Faster broadband	265	74	40	24	12	17	37	16	15	18	226	39	205	60	108	157
	10%	22%	11%	10%	6%	7%	15%	7%	13%	6%	10%	11%	13%	5%	9%	10%
		bcdefghi					degi		degi				b			
		28%	15%	9%	4%	6%	14%	6%	6%	7%	85%	15%	77%	23%	41%	59%
Higher mobile data allowance	140	42	13	7	5	11	14	5	14	13	126	14	110	30	47	93
	5%	12%	4%	3%	3%	5%	6%	2%	12%	4%	5%	4%	7%	3%	4%	6%
		bcdefgi					g		bcdefgi				b		a	
		30%	9%	5%	4%	8%	10%	3%	10%	9%	90%	10%	79%	21%	34%	66%
UNPROMPTED RESPONSES																
If I had more free time	15	-	4	1	4	1	-	2	1	1	12	4	11	4	5	10
	1%	-%	1%	*%	2%	*%	-%	1%	*%	*%	1%	1%	1%	*%	*%	1%
					af											
		-%	27%	6%	23%	5%	-%	13%	3%	6%	77%	23%	73%	27%	33%	67%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 177

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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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
Better programmes	12	-	-	3	3	1	2	*	1	-	9	3	5	7	7	5
	*%	-%	-%	1%	2%	*%	1%	*%	1%	-%	*%	1%	*%	1%	1%	*%
		-%	-%	22%	abi 29%	6%	17%	4%	10%	-%	76%	24%	40%	60%	60%	40%
Better films	7	-	1	1	-	-	1	1	1	-	6	*	5	2	1	5
	*%	-%	*%	1%	-%	-%	*%	1%	1%	-%	*%	*%	*%	*%	*%	*%
		-%	20%	20%	-%	-%	13%	22%	19%	-%	96%	4%	72%	28%	22%	78%
If there was no advertising	4	-	-	2	1	-	-	-	-	-	4	-	4	*	3	1
	*%	-%	-%	1%	*%	-%	-%	-%	-%	-%	*%	-%	*%	*%	*%	*%
		-%	-%	48%	22%	-%	-%	-%	-%	-%	100%	-%	94%	6%	79%	21%
If it was free of charge	4	-	-	-	1	1	-	1	-	-	3	1	1	3	3	1
	*%	-%	-%	-%	*%	*%	-%	1%	-%	-%	*%	*%	*%	*%	*%	*%
		-%	-%	-%	16%	19%	-%	39%	-%	-%	80%	20%	16%	84%	70%	30%
Cheaper mobile data	3	-	2	1	-	-	-	-	-	-	3	-	2	2	3	*
	*%	-%	*%	1%	-%	-%	-%	-%	-%	-%	*%	-%	*%	*%	*%	*%
		-%	47%	38%	-%	-%	-%	-%	-%	-%	100%	-%	47%	53%	85%	15%
If it was easier to use/ understand	2	-	-	-	-	-	-	-	-	1	2	-	1	2	2	-
	*%	-%	-%	-%	-%	-%	-%	-%	-%	*%	*%	-%	*%	*%	*%	-%
		-%	-%	-%	-%	-%	-%	-%	-%	59%	100%	-%	33%	67%	100%	-%
Something else	5	2	-	-	-	-	1	1	*	-	5	1	4	2	3	2
	*%	*%	-%	-%	-%	-%	1%	*%	*%	-%	*%	*%	*%	*%	*%	*%
		31%	-%	-%	-%	-%	28%	18%	7%	-%	89%	11%	67%	33%	57%	43%
Nothing would encourage me	1387	112	191	130	120	115	131	138	39	158	1196	190	690	696	602	784
	52%	33%	52%	56%	64%	48%	53%	63%	33%	53%	52%	53%	44%	62%	53%	51%
		8%	ah 14%	ah 9%	abefhi 9%	ah 8%	ah 9%	abefhi 10%	3%	11%	86%	14%	50%	50%	43%	57%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
Don't know	171	30	13	9	4	19	6	11	11	37	156	15	99	69	62	109
	6%	9%	3%	4%	2%	8%	2%	5%	10%	12%	7%	4%	6%	6%	5%	7%
		bcd				bdf			bcd	bcdg	b					
		17%	7%	5%	2%	11%	3%	6%	7%	22%	91%	9%	58%	40%	36%	64%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	TV SERVICES					
		PAID TRAD	FREE TRAD	FREE	SVOD	YOUTUBE	ANY SER-
		TV	TV	CATCH-UP		SERV-ICES	VICES
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
PROMPTED RESPONSES							
Cheaper subscriptions/ cost of pay per view	634	393	261	347	365	394	623
	24%	26%	24%	28%	29%	31%	24%
				bf	bf	abf	
		62%	41%	55%	58%	62%	98%
More exclusive content	377	278	128	268	315	272	377
	14%	18%	12%	22%	25%	22%	15%
		bf		abf	abf	abf	b
		74%	34%	71%	84%	72%	100%
More back catalogues of TV series	306	220	122	225	228	219	304
	11%	14%	11%	18%	18%	17%	12%
		bf		abf	abf	abf	
		72%	40%	74%	75%	72%	99%
Faster broadband	265	186	83	168	173	187	264
	10%	12%	8%	14%	14%	15%	10%
		b		bf	bf	abf	b
		70%	31%	63%	65%	70%	100%
Higher mobile data allowance	140	97	45	83	75	104	138
	5%	6%	4%	7%	6%	8%	5%
		b		b		bdf	
		69%	32%	59%	53%	74%	99%
UNPROMPTED RESPONSES							
If I had more free time	15	9	6	8	11	10	14
	1%	1%	1%	1%	1%	1%	1%
		56%	37%	52%	68%	67%	88%

Columns Tested: a,b,c,d,e,f

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Base : All respondents

	Total	TV SERVICES					
		PAID TRAD	FREE TRAD	FREE	SVOD	YOUTUBE	ANY SER-
		TV	TV	CATCH-UP		SERV-ICES	VICES
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
Better programmes	12	3	8	7	6	6	12
	*%	*%	1%	1%	*%	*%	*%
			a				
		28%	68%	60%	49%	48%	96%
Better films	7	4	2	5	6	5	6
	*%	*%	*%	*%	*%	*%	*%
		56%	29%	68%	84%	68%	89%
If there was no advertising	4	3	1	4	4	4	4
	*%	*%	*%	*%	*%	*%	*%
		74%	21%	94%	94%	100%	100%
If it was free of charge	4	1	2	-	-	1	4
	*%	*%	*%	-%	-%	*%	*%
		26%	57%	-%	-%	35%	100%
Cheaper mobile data	3	1	3	3	1	2	3
	*%	*%	*%	*%	*%	*%	*%
		38%	100%	85%	38%	47%	100%
If it was easier to use/ understand	2	1	2	1	-	1	2
	*%	*%	*%	*%	-%	*%	*%
		33%	100%	59%	-%	59%	100%
Something else	5	1	2	1	*	1	4
	*%	*%	*%	*%	*%	*%	*%
		28%	47%	24%	7%	27%	82%
Nothing would encourage me	1387	706	624	514	487	493	1296
	52%	46%	57%	42%	38%	39%	51%
		cde	acdef				acde
		51%	45%	37%	35%	36%	93%

Columns Tested: a,b,c,d,e,f

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Base : All respondents

	Total	TV SERVICES					
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERV- ICES	ANY SER- VICES
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
Don't know	171	105	48	55	62	57	156
	6%	7%	4%	4%	5%	5%	6%
		bcde					bc
		61%	28%	32%	36%	33%	91%

Columns Tested: a,b,c,d,e,f

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3878	1869	2001	501	540	1204	1633	247	368	394	916	822	1111	829	1112	2351	509	504	514
Effective Weighted Sample	2655	1289	1361	355	369	828	1129	189	268	283	667	576	785	563	792	2015	347	358	469
Weighted total	2619	1277	1335	366	392	887	974	139	220	270	763	699	702	575	640	2188	228	130	73
		49%	51%	14%	15%	34%	37%	5%	8%	10%	29%	27%	27%	22%	24%	84%	9%	5%	3%
Yes	1530	766	761	224	266	599	442	35	97	148	570	473	438	334	285	1302	122	67	39
	58%	60%	57%	61%	68%	68%	45%	25%	44%	55%	75%	68%	62%	58%	45%	60%	54%	52%	53%
				d	d	ad			a	ab	abc	bcd	d	d		bcd			
		50%	50%	15%	17%	39%	29%	2%	6%	10%	37%	31%	29%	22%	19%	85%	8%	4%	3%
No	965	466	498	120	115	263	468	100	115	114	171	194	231	212	326	778	97	58	32
	37%	36%	37%	33%	29%	30%	48%	72%	53%	42%	22%	28%	33%	37%	51%	36%	43%	45%	44%
						abc	bcd		cd	d			a	a	abc		a	a	a
		48%	52%	12%	12%	27%	49%	10%	12%	12%	18%	20%	24%	22%	34%	81%	10%	6%	3%
Don't know	123	46	76	23	12	25	63	3	6	9	21	32	33	29	28	107	9	5	2
	5%	4%	6%	6%	3%	3%	6%	2%	3%	3%	3%	5%	5%	5%	4%	5%	4%	4%	3%
			a	bc		bc													
		37%	62%	18%	10%	20%	51%	3%	5%	7%	17%	26%	27%	23%	23%	87%	7%	4%	2%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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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

		ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3878	269	263	225	255	278	257	288	277	239	2847	1031	2017	1856	1760	2118
Effective Weighted Sample	2655	250	247	212	242	260	243	267	257	223	2238	432	1384	1319	1137	1518
Weighted total	2619	317	364	220	182	236	242	220	114	294	2268	351	1521	1093	1123	1496
		12%	14%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
Yes	1530	185	242	149	111	128	147	107	72	161	1314	217	1035	495	697	833
	58%	58%	67%	68%	61%	54%	61%	49%	63%	55%	58%	62%	68%	45%	62%	56%
		g	egi	aegi	g		g		eg				b		b	
		12%	16%	10%	7%	8%	10%	7%	5%	11%	86%	14%	68%	32%	46%	54%
No	965	121	103	63	63	88	90	91	37	120	846	119	435	528	376	589
	37%	38%	28%	29%	35%	37%	37%	42%	33%	41%	37%	34%	29%	48%	33%	39%
		bc				bc	b	bch		bc			a		a	
		13%	11%	7%	7%	9%	9%	9%	4%	12%	88%	12%	45%	55%	39%	61%
Don't know	123	11	19	8	7	20	4	21	5	12	108	15	50	70	50	73
	5%	3%	5%	4%	4%	8%	2%	10%	5%	4%	5%	4%	3%	6%	4%	5%
			f			acdf		acdfhi					a			
		9%	15%	7%	6%	16%	3%	17%	4%	10%	88%	12%	41%	57%	41%	59%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

		TV SERVICES					
		PAID TRAD	FREE TRAD	FREE		YOUTUBE	ANY SER-
		TV	TV	CATCH-UP	SVOD	SERV-	VICES
		a	b	c	d	e	f
Significance Level: 95%	Total						
Unweighted total	3878	2152	1624	1603	1787	1587	3672
Effective Weighted Sample	2655	1487	1146	1121	1205	1117	2536
Weighted total	2619	1541	1089	1233	1258	1226	2520
		59%	42%	47%	48%	47%	96%
Yes	1530	1107	530	928	983	903	1514
	58%	72%	49%	75%	78%	74%	60%
		bf		bf	abef	bf	b
		72%	35%	61%	64%	59%	99%
No	965	371	513	275	245	291	893
	37%	24%	47%	22%	20%	24%	35%
		d	acdef			d	acde
		38%	53%	28%	25%	30%	93%
Don't know	123	62	46	31	30	32	111
	5%	4%	4%	3%	2%	3%	4%
		cd	cde				cde
		50%	37%	25%	24%	26%	90%

Columns Tested: a,b,c,d,e,f

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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

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	~a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2079	1028	1047	297	357	793	632	57	150	197	677	524	655	446	454	1299	270	239	271
Effective Weighted Sample	1447	722	722	206	243	546	457	44	109	149	495	378	467	306	325	1127	181	173	248
Weighted total	1530	766	761	224	266	599	442	35	97	148	570	473	438	334	285	1302	122	67	39
		50%	50%	15%	17%	39%	29%	**	6%	10%	37%	31%	29%	22%	19%	85%	8%	4%	3%
Yes, connected	1370	687	681	210	240	549	372	**	77	126	529	443	391	300	236	1164	109	62	35
	90%	90%	89%	94%	90%	92%	84%	**	79%	85%	93%	94%	89%	90%	83%	89%	89%	92%	89%
				d	d	d					bc	bd	d	d					
		50%	50%	15%	17%	40%	27%	**	6%	9%	39%	32%	29%	22%	17%	85%	8%	5%	3%
No, not connected	138	70	69	11	23	46	58	**	19	22	37	20	42	30	46	120	11	4	4
	9%	9%	9%	5%	9%	8%	13%	**	19%	15%	6%	4%	10%	9%	16%	9%	9%	6%	9%
							ac		d	d			a	a	abc				
		50%	50%	8%	17%	34%	42%	**	14%	16%	27%	14%	30%	22%	34%	87%	8%	3%	3%
Don't know	22	9	11	3	3	3	13	**	2	-	4	10	5	3	3	18	2	1	*
	1%	1%	2%	1%	1%	1%	3%	**	2%	-%	1%	2%	1%	1%	1%	1%	2%	2%	1%
							c												
		41%	53%	14%	12%	15%	59%	**	8%	-%	18%	47%	25%	15%	13%	81%	11%	6%	2%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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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

		ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	2079	145	166	145	148	138	148	130	163	116	1516	563	1339	740	992	1087
Effective Weighted Sample	1447	138	158	139	142	131	142	121	152	111	1210	245	919	542	672	776
Weighted total	1530	185	242	149	111	128	147	107	72	161	1314	217	1035	495	697	833
		12%	16%	10%	7%	8%	10%	7%	5%	11%	86%	14%	68%	32%	46%	54%
Yes, connected	1370	161	208	136	98	113	136	90	66	155	1175	195	947	423	623	747
	90%	87%	86%	92%	88%	88%	93%	84%	92%	96%	89%	90%	92%	85%	89%	90%
							g		g	abdeg			b			
		12%	15%	10%	7%	8%	10%	7%	5%	11%	86%	14%	69%	31%	45%	55%
No, not connected	138	20	30	9	12	13	10	16	4	6	119	20	74	64	64	74
	9%	11%	12%	6%	11%	10%	7%	15%	5%	4%	9%	9%	7%	13%	9%	9%
		i	hi		i			cfhi					a			
		14%	21%	7%	8%	9%	7%	12%	3%	4%	86%	14%	53%	47%	46%	54%
Don't know	22	3	5	3	1	2	1	1	2	-	20	2	14	8	10	12
	1%	2%	2%	2%	1%	2%	1%	1%	2%	-%	2%	1%	1%	2%	1%	1%
		16%	22%	14%	5%	10%	4%	4%	7%	-%	92%	8%	62%	38%	46%	54%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	TV SERVICES					
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERV- ICES	ANY SER- VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2079	1463	694	1166	1358	1143	2042
Effective Weighted Sample	1447	1031	499	831	926	806	1428
Weighted total	1530	1107	530	928	983	903	1514
		72%	35%	61%	64%	59%	99%
Yes, connected	1370	1032	462	863	910	832	1360
	90%	93%	87%	93%	93%	92%	90%
		bf		bf	bf	b	
		75%	34%	63%	66%	61%	99%
No, not connected	138	62	59	57	66	65	133
	9%	6%	11%	6%	7%	7%	9%
			acde				ac
		45%	43%	41%	48%	47%	96%
Don't know	22	14	10	8	7	6	21
	1%	1%	2%	1%	1%	1%	1%
		63%	43%	37%	33%	27%	98%

Columns Tested: a,b,c,d,e,f

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3878	1869	2001	501	540	1204	1633	247	368	394	916	822	1111	829	1112	2351	509	504	514
Effective Weighted Sample	2655	1289	1361	355	369	828	1129	189	268	283	667	576	785	563	792	2015	347	358	469
Weighted total	2619	1277	1335	366	392	887	974	139	220	270	763	699	702	575	640	2188	228	130	73
Games console	640	339	300	152	150	276	61	20	29	57	239	169	188	150	132	521	67	38	14
	24%	27%	22%	42%	38%	31%	6%	15%	13%	21%	31%	24%	27%	26%	21%	24%	29%	29%	19%
		b		cd	cd	d				b	abc		d	d		d	ad	ad	
		53%	47%	24%	23%	43%	10%	3%	5%	9%	37%	26%	29%	23%	21%	81%	10%	6%	2%
Set top box with access to digital or cable TV broadcasts (such as Sky Plus, Virgin TiVo, BT TV, YouView)	487	261	224	71	77	213	125	9	32	36	198	148	142	117	80	405	51	24	8
	19%	20%	17%	20%	20%	24%	13%	6%	14%	13%	26%	21%	20%	20%	13%	19%	22%	18%	10%
		b		d	d	d			a	a	abc	d	d	d		d	d	d	
		54%	46%	15%	16%	44%	26%	2%	7%	7%	41%	30%	29%	24%	16%	83%	10%	5%	2%
Laptop/ desktop PC	322	166	156	62	60	139	62	7	13	24	138	122	98	60	41	286	21	10	5
	12%	13%	12%	17%	15%	16%	6%	5%	6%	9%	18%	17%	14%	11%	6%	13%	9%	8%	7%
				d	d	d					abc	cd	d	d		cd			
Streaming stick (such as Roku, Google Chromecast, Amazon Fire TV Stick)		52%	48%	19%	19%	43%	19%	2%	4%	8%	43%	38%	30%	19%	13%	89%	7%	3%	2%
	288	139	148	53	58	119	57	8	8	23	112	104	80	52	51	237	24	17	9
	11%	11%	11%	15%	15%	13%	6%	6%	4%	9%	15%	15%	11%	9%	8%	11%	11%	13%	12%
				d	d	d				b	abc	cd	d						
Internet-connected set-top box (such as NOW TV set-top box, Apple TV, Amazon Fire TV)		48%	51%	18%	20%	42%	20%	3%	3%	8%	39%	36%	28%	18%	18%	83%	8%	6%	3%
	170	83	87	26	32	75	37	2	11	9	79	66	46	23	35	148	7	10	5
	6%	7%	6%	7%	8%	8%	4%	2%	5%	3%	10%	10%	7%	4%	5%	7%	3%	8%	7%
				d	d	d			a		abc	bcd	c			b		b	
None of these		49%	51%	15%	19%	44%	22%	1%	7%	5%	47%	39%	27%	14%	20%	87%	4%	6%	3%
	1312	633	677	129	148	348	687	103	152	159	277	312	329	280	391	1097	109	68	39
	50%	50%	51%	35%	38%	39%	71%	74%	69%	59%	36%	45%	47%	49%	61%	50%	48%	52%	53%
							abc	cd	cd	d					abc				
		48%	52%	10%	11%	27%	52%	8%	12%	12%	21%	24%	25%	21%	30%	84%	8%	5%	3%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3878	1869	2001	501	540	1204	1633	247	368	394	916	822	1111	829	1112	2351	509	504	514
Effective Weighted Sample	2655	1289	1361	355	369	828	1129	189	268	283	667	576	785	563	792	2015	347	358	469
Weighted total	2619	1277	1335	366	392	887	974	139	220	270	763	699	702	575	640	2188	228	130	73
Don't know	71	22	47	17	10	22	23	-	3	4	14	16	25	14	16	55	10	2	4
	3%	2%	4%	5%	3%	2%	2%	-%	1%	1%	2%	2%	4%	2%	2%	2%	5%	1%	6%
			a	d													ac		ac
		31%	67%	23%	14%	30%	32%	-%	4%	5%	20%	23%	35%	20%	23%	77%	15%	2%	6%
ANY DEVICES CONNECTING TV TO THE INTERNET INCLUDING SMART TV AT QH80	1686	845	839	273	300	675	438	48	99	154	623	519	474	381	311	1426	137	78	46
	64%	66%	63%	75%	77%	76%	45%	34%	45%	57%	82%	74%	67%	66%	49%	65%	60%	60%	62%
				d	d	d			a	ab	abc	bcd	d	d		c			
		50%	50%	16%	18%	40%	26%	3%	6%	9%	37%	31%	28%	23%	18%	85%	8%	5%	3%
INTERNET CONNECTED STREAMING STICK OR SET TOP BOX	395	190	204	66	77	167	84	10	17	31	158	140	107	70	78	328	29	25	13
	15%	15%	15%	18%	20%	19%	9%	7%	8%	12%	21%	20%	15%	12%	12%	15%	13%	19%	18%
				d	d	d					abc	bcd					ab		b
		48%	52%	17%	20%	42%	21%	3%	4%	8%	40%	35%	27%	18%	20%	83%	7%	6%	3%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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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

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3878	269	263	225	255	278	257	288	277	239	2847	1031	2017	1856	1760	2118
Effective Weighted Sample	2655	250	247	212	242	260	243	267	257	223	2238	432	1384	1319	1137	1518
Weighted total	2619	317	364	220	182	236	242	220	114	294	2268	351	1521	1093	1123	1496
		12%	14%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
Games console	640	63	110	43	46	48	82	55	29	46	553	87	463	177	274	366
	24%	20%	30%	19%	25%	20%	34%	25%	26%	16%	24%	25%	30%	16%	24%	24%
			acei		i		acdeg	i	i				b			
		10%	17%	7%	7%	7%	13%	9%	5%	7%	86%	14%	72%	28%	43%	57%
Set top box with access to digital or cable TV broadcasts (such as Sky Plus, Virgin TiVo, BT TV, YouView)	487	38	69	40	66	36	44	20	32	60	430	57	360	128	237	250
	19%	12%	19%	18%	37%	15%	18%	9%	28%	20%	19%	16%	24%	12%	21%	17%
			ag	g	abcefg	g	g		abcefg	ag			b		b	
		8%	14%	8%	14%	7%	9%	4%	7%	12%	88%	12%	74%	26%	49%	51%
Laptop/ desktop PC	322	67	40	41	17	29	37	20	15	20	280	42	226	96	150	173
	12%	21%	11%	18%	9%	12%	15%	9%	13%	7%	12%	12%	15%	9%	13%	12%
		bdeghi		bdgi			dgi		i				b			
		21%	12%	13%	5%	9%	12%	6%	5%	6%	87%	13%	70%	30%	46%	54%
Streaming stick (such as Roku, Google Chromecast, Amazon Fire TV Stick)	288	15	46	26	28	26	26	17	17	36	253	35	192	96	139	148
	11%	5%	13%	12%	15%	11%	11%	8%	15%	12%	11%	10%	13%	9%	12%	10%
			a	a	ag	a	a		ag	a			b		b	
		5%	16%	9%	10%	9%	9%	6%	6%	13%	88%	12%	67%	33%	48%	52%
Internet-connected set-top box (such as NOW TV set-top box, Apple TV, Amazon Fire TV)	170	5	31	24	18	14	16	13	6	21	147	23	116	54	82	89
	6%	2%	8%	11%	10%	6%	7%	6%	5%	7%	7%	6%	8%	5%	7%	6%
			a	aegh	a	a	a	a	a	a			b			
		3%	18%	14%	11%	8%	9%	8%	4%	12%	87%	13%	68%	32%	48%	52%
None of these	1312	175	151	106	70	131	111	131	55	168	1130	182	607	702	528	784
	50%	55%	42%	48%	38%	55%	46%	59%	49%	57%	50%	52%	40%	64%	47%	52%
		bdf		d		bdf		bcdh	d	bdf			a		a	
		13%	12%	8%	5%	10%	8%	10%	4%	13%	86%	14%	46%	54%	40%	60%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3878	269	263	225	255	278	257	288	277	239	2847	1031	2017	1856	1760	2118
Effective Weighted Sample	2655	250	247	212	242	260	243	267	257	223	2238	432	1384	1319	1137	1518
Weighted total	2619	317	364	220	182	236	242	220	114	294	2268	351	1521	1093	1123	1496
		12%	14%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
Don't know	71	8	6	2	4	11	2	5	5	11	67	4	42	27	30	41
	3%	2%	2%	1%	2%	4%	1%	2%	5%	4%	3%	1%	3%	2%	3%	3%
						cf			cf	f	b					
		11%	9%	3%	5%	15%	3%	7%	8%	16%	94%	6%	60%	38%	42%	58%
ANY DEVICES CONNECTING TV TO THE INTERNET INCLUDING SMART TV AT QH80	1686	196	257	156	129	135	168	123	82	179	1450	236	1144	543	764	923
	64%	62%	71%	71%	71%	57%	70%	56%	72%	61%	64%	67%	75%	50%	68%	62%
			aegi	aegi	aegi		egi		aegi				b		b	
		12%	15%	9%	8%	8%	10%	7%	5%	11%	86%	14%	68%	32%	45%	55%
INTERNET CONNECTED STREAMING STICK OR SET TOP BOX	395	18	66	38	41	34	34	27	20	50	343	51	263	132	189	205
	15%	6%	18%	17%	22%	14%	14%	12%	18%	17%	15%	15%	17%	12%	17%	14%
			a	a	aefg	a	a	a	a	a			b		b	
		5%	17%	10%	10%	9%	9%	7%	5%	13%	87%	13%	67%	33%	48%	52%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	TV SERVICES					
		PAID TRAD	FREE TRAD	FREE	SVOD	YOUTUBE	ANY SER-
		TV	TV	CATCH-UP		SERV-ICES	VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3878	2152	1624	1603	1787	1587	3672
Effective Weighted Sample	2655	1487	1146	1121	1205	1117	2536
Weighted total	2619	1541	1089	1233	1258	1226	2520
		59%	42%	47%	48%	47%	96%
Games console	640	471	208	390	464	428	634
	24%	31%	19%	32%	37%	35%	25%
		bf		bf	abcf	abf	b
		74%	33%	61%	73%	67%	99%
Set top box with access to digital or cable TV broadcasts (such as Sky Plus, Virgin TiVo, BT TV, YouView)	487	462	118	305	319	294	486
	19%	30%	11%	25%	25%	24%	19%
		bcdef		bf	bf	bf	b
		95%	24%	63%	65%	60%	100%
Laptop/ desktop PC	322	234	114	225	226	239	320
	12%	15%	11%	18%	18%	19%	13%
		bf		abf	bf	abf	
		73%	36%	70%	70%	74%	99%
Streaming stick (such as Roku, Google Chromecast, Amazon Fire TV Stick)	288	177	124	200	235	202	285
	11%	12%	11%	16%	19%	16%	11%
				abf	abf	abf	
		62%	43%	69%	82%	70%	99%
Internet-connected set-top box (such as NOW TV set-top box, Apple TV, Amazon Fire TV)	170	113	68	118	139	105	170
	6%	7%	6%	10%	11%	9%	7%
				abf	abef	bf	
		67%	40%	69%	82%	62%	100%
None of these	1312	590	654	442	390	421	1231
	50%	38%	60%	36%	31%	34%	49%
		de	acdef	d			acde
		45%	50%	34%	30%	32%	94%

Columns Tested: a,b,c,d,e,f

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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

	Total	TV SERVICES					
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERV- ICES	ANY SER- VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3878	2152	1624	1603	1787	1587	3672
Effective Weighted Sample	2655	1487	1146	1121	1205	1117	2536
Weighted total	2619	1541	1089	1233	1258	1226	2520
		59%	42%	47%	48%	47%	96%
Don't know	71	44	20	29	34	24	64
	3%	3%	2%	2%	3%	2%	3%
		62%	28%	41%	48%	34%	90%
ANY DEVICES CONNECTING TV TO THE INTERNET INCLUDING SMART TV AT QH80	1686	1216	580	1018	1083	1014	1669
	64%	79%	53%	83%	86%	83%	66%
		bf		abf	abcef	abf	b
		72%	34%	60%	64%	60%	99%
INTERNET CONNECTED STREAMING STICK OR SET TOP BOX	395	252	161	269	320	263	392
	15%	16%	15%	22%	25%	21%	16%
				abf	abcef	abf	
		64%	41%	68%	81%	67%	99%

Columns Tested: a,b,c,d,e,f

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	~a	~b	c	d	~a	~b	~c	d	~a	b	c	d	~a	~b	~c	d
Significance Level: 95%																			
Unweighted total	514	245	268	77	83	178	176	18	26	42	102	91	141	121	160	-	-	-	514
Effective Weighted Sample	469	223	246	71	75	163	160	17	25	37	91	84	129	112	149	-	-	-	469
Weighted total	73	35	38	11	12	25	26	2	3	5	15	16	18	18	22	-	-	-	73
		48%	52%	**	**	34%	36%	**	**	**	20%	**	25%	24%	30%	**	**	**	100%
Every day	1	-	1	**	**	*	1	**	**	**	-	**	*	*	*	**	**	**	1
	1%	-%	2%	**	**	1%	2%	**	**	**	-%	**	-%	2%	2%	**	**	**	1%
		a																	
		-%	100%	**	**	37%	63%	**	**	**	-%	**	10%	33%	44%	**	**	**	100%
At least weekly	7	4	3	**	**	2	4	**	**	**	2	**	2	1	3	**	**	**	7
	9%	11%	8%	**	**	6%	17%	**	**	**	12%	**	10%	8%	12%	**	**	**	9%
		55%	45%	**	**	22%	65%	**	**	**	25%	**	26%	20%	37%	**	**	**	100%
At least monthly	5	3	3	**	**	3	3	**	**	**	1	**	2	1	1	**	**	**	5
	7%	8%	7%	**	**	10%	10%	**	**	**	5%	**	9%	7%	6%	**	**	**	7%
		50%	50%	**	**	47%	50%	**	**	**	14%	**	29%	24%	25%	**	**	**	100%
Less often than monthly	12	5	7	**	**	5	4	**	**	**	2	**	2	1	4	**	**	**	12
	16%	14%	19%	**	**	19%	15%	**	**	**	13%	**	13%	8%	18%	**	**	**	16%
		40%	60%	**	**	40%	33%	**	**	**	16%	**	20%	12%	32%	**	**	**	100%
Never	47	24	24	**	**	16	14	**	**	**	10	**	12	13	13	**	**	**	47
	64%	67%	62%	**	**	63%	53%	**	**	**	70%	**	67%	74%	61%	**	**	**	64%
		50%	50%	**	**	34%	29%	**	**	**	21%	**	25%	28%	28%	**	**	**	100%
AT LEAST MONTHLY	13	6	7	**	**	4	8	**	**	**	2	**	3	3	4	**	**	**	13
	18%	18%	17%	**	**	17%	30%	**	**	**	17%	**	19%	17%	20%	**	**	**	18%
		49%	51%	**	**	33%	59%	**	**	**	19%	**	26%	23%	33%	**	**	**	100%
EVER WATCH	25	11	14	**	**	9	12	**	**	**	4	**	6	4	8	**	**	**	25
	34%	32%	36%	**	**	37%	45%	**	**	**	30%	**	32%	25%	37%	**	**	**	34%
		45%	55%	**	**	37%	46%	**	**	**	18%	**	23%	18%	32%	**	**	**	100%
Don't know	1	*	1	**	**	-	1	**	**	**	-	**	*	*	*	**	**	**	1
	1%	1%	2%	**	**	-%	2%	**	**	**	-%	**	1%	2%	1%	**	**	**	1%
		29%	63%	**	**	-%	55%	**	**	**	-%	**	22%	29%	26%	**	**	**	100%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	514	-	-	-	-	-	-	-	-	-	263	251	275	239	239	275
Effective Weighted Sample	469	-	-	-	-	-	-	-	-	-	253	243	251	219	214	255
Weighted total	73	-	-	-	-	-	-	-	-	-	46	27	41	33	33	41
		**	**	**	**	**	**	**	**	**	63%	37%	55%	45%	45%	55%
Every day	1	**	**	**	**	**	**	**	**	**	*	1	*	1	1	*
	1%	**	**	**	**	**	**	**	**	**	*%	3%	1%	2%	2%	1%
		**	**	**	**	**	**	**	**	**	24%	76%	24%	76%	76%	24%
At least weekly	7	**	**	**	**	**	**	**	**	**	3	4	2	5	4	3
	9%	**	**	**	**	**	**	**	**	**	6%	16%	6%	14%	12%	7%
		**	**	**	**	**	**	**	**	**	a	a	a	a	a	a
		**	**	**	**	**	**	**	**	**	37%	63%	34%	66%	57%	43%
At least monthly	5	**	**	**	**	**	**	**	**	**	3	2	3	3	2	4
	7%	**	**	**	**	**	**	**	**	**	7%	9%	6%	9%	5%	9%
		**	**	**	**	**	**	**	**	**	57%	43%	48%	52%	32%	68%
Less often than monthly	12	**	**	**	**	**	**	**	**	**	8	4	7	5	4	8
	16%	**	**	**	**	**	**	**	**	**	17%	15%	17%	16%	13%	19%
		**	**	**	**	**	**	**	**	**	66%	34%	57%	43%	36%	64%
Never	47	**	**	**	**	**	**	**	**	**	32	15	28	19	22	25
	64%	**	**	**	**	**	**	**	**	**	69%	56%	69%	58%	67%	62%
		**	**	**	**	**	**	**	**	**	b	b	b	b	b	b
		**	**	**	**	**	**	**	**	**	68%	32%	60%	40%	47%	53%
AT LEAST MONTHLY	13	**	**	**	**	**	**	**	**	**	6	7	5	8	6	7
	18%	**	**	**	**	**	**	**	**	**	13%	27%	13%	25%	19%	17%
		**	**	**	**	**	**	**	**	**	a	a	a	a	a	a
		**	**	**	**	**	**	**	**	**	44%	56%	39%	61%	48%	52%
EVER WATCH	25	**	**	**	**	**	**	**	**	**	14	11	12	13	11	15
	34%	**	**	**	**	**	**	**	**	**	30%	42%	30%	40%	32%	36%
		**	**	**	**	**	**	**	**	**	a	a	a	a	a	a
		**	**	**	**	**	**	**	**	**	55%	45%	48%	52%	42%	58%
Don't know	1	**	**	**	**	**	**	**	**	**	1	*	1	*	*	1
	1%	**	**	**	**	**	**	**	**	**	1%	2%	1%	1%	1%	2%
		**	**	**	**	**	**	**	**	**	52%	48%	52%	48%	19%	81%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	514	284	141	174	286	190	450
Effective Weighted Sample	469	259	130	160	260	172	411
Weighted total	73	42	20	24	41	27	65
		57%	27%	33%	55%	36%	88%
Every day	1	1	*	*	*	*	1
	1%	1%	2%	1%	*%	1%	1%
		56%	46%	23%	14%	24%	89%
At least weekly	7	4	2	2	3	2	6
	9%	9%	10%	8%	7%	8%	9%
		53%	29%	29%	42%	30%	85%
At least monthly	5	3	1	2	2	2	5
	7%	6%	6%	7%	5%	7%	7%
		50%	23%	30%	40%	34%	84%
Less often than monthly	12	7	4	5	7	3	11
	16%	17%	21%	22%	17%	12%	17%
		e	e	e			
		61%	35%	45%	59%	27%	89%
Never	47	28	11	15	28	19	42
	64%	66%	59%	62%	69%	72%	65%
		b	b	b			
		58%	24%	32%	60%	40%	89%
AT LEAST MONTHLY	13	7	4	4	5	4	11
	18%	16%	19%	16%	13%	15%	17%
		52%	28%	29%	39%	31%	85%
EVER WATCH	25	14	8	9	12	7	22
	34%	34%	40%	38%	30%	28%	34%
		de	de				
		56%	31%	37%	49%	29%	87%
Don't know	1	*	*	*	*	*	1
	1%	1%	1%	1%	1%	1%	1%
		37%	26%	14%	21%	14%	71%

Columns Tested: a,b,c,d,e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	~a	~b	c	d	~a	~b	~c	d	~a	b	c	d	~a	~b	~c	d
Significance Level: 95%																			
Unweighted total	514	245	268	77	83	178	176	18	26	42	102	91	141	121	160	-	-	-	514
Effective Weighted Sample	469	223	246	71	75	163	160	17	25	37	91	84	129	112	149	-	-	-	469
Weighted total	73	35	38	11	12	25	26	2	3	5	15	16	18	18	22	-	-	-	73
		48%	52%	**	**	34%	36%	**	**	**	20%	**	25%	24%	30%	**	**	**	100%
Every day	1	*	1	**	**	-	1	**	**	**	-	**	-	-	*	**	**	**	1
	1%	*%	2%	**	**	-%	3%	**	**	**	-%	**	-%	-%	2%	**	**	**	1%
							c												
		21%	79%	**	**	-%	100%	**	**	**	-%	**	-%	-%	54%	**	**	**	100%
At least weekly	6	3	3	**	**	2	4	**	**	**	1	**	2	1	2	**	**	**	6
	8%	9%	8%	**	**	6%	14%	**	**	**	10%	**	10%	7%	10%	**	**	**	8%
							c												
		52%	48%	**	**	25%	59%	**	**	**	24%	**	29%	19%	37%	**	**	**	100%
At least monthly	5	2	3	**	**	2	3	**	**	**	1	**	1	1	2	**	**	**	5
	7%	7%	7%	**	**	9%	10%	**	**	**	4%	**	6%	8%	7%	**	**	**	7%
		47%	53%	**	**	45%	50%	**	**	**	11%	**	21%	27%	29%	**	**	**	100%
Less often than monthly	11	4	6	**	**	4	4	**	**	**	2	**	2	1	4	**	**	**	11
	15%	13%	16%	**	**	16%	14%	**	**	**	11%	**	13%	7%	18%	**	**	**	15%
							c												
		42%	58%	**	**	38%	33%	**	**	**	15%	**	22%	12%	35%	**	**	**	100%
Never	50	25	25	**	**	17	15	**	**	**	11	**	13	14	14	**	**	**	50
	68%	70%	66%	**	**	69%	58%	**	**	**	74%	**	70%	77%	63%	**	**	**	68%
							d												
		49%	50%	**	**	35%	30%	**	**	**	22%	**	25%	28%	27%	**	**	**	100%
AT LEAST MONTHLY	12	6	6	**	**	4	7	**	**	**	2	**	3	3	4	**	**	**	12
	16%	16%	16%	**	**	15%	27%	**	**	**	14%	**	16%	14%	19%	**	**	**	16%
							c												
		48%	52%	**	**	32%	58%	**	**	**	17%	**	24%	21%	35%	**	**	**	100%
EVER WATCH	23	10	13	**	**	8	11	**	**	**	4	**	5	4	8	**	**	**	23
	31%	29%	33%	**	**	31%	40%	**	**	**	26%	**	29%	22%	37%	**	**	**	31%
							c												
		45%	55%	**	**	35%	46%	**	**	**	16%	**	23%	17%	35%	**	**	**	100%
Don't know	1	*	1	**	**	-	*	**	**	**	-	**	*	*	*	**	**	**	1
	1%	1%	1%	**	**	-%	2%	**	**	**	-%	**	1%	2%	1%	**	**	**	1%
		36%	64%	**	**	-%	54%	**	**	**	-%	**	18%	35%	18%	**	**	**	100%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

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

		ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Unweighted total	514	-	-	-	-	-	-	-	-	-	263	251	275	239	239	275
Effective Weighted Sample	469	-	-	-	-	-	-	-	-	-	253	243	251	219	214	255
Weighted total	73	-	-	-	-	-	-	-	-	-	46	27	41	33	33	41
		**	**	**	**	**	**	**	**	**	63%	37%	55%	45%	45%	55%
Every day	1	**	**	**	**	**	**	**	**	**	*	1	*	1	1	-
	1%	**	**	**	**	**	**	**	**	**	*%	2%	*%	2%	2%	-%
															b	
		**	**	**	**	**	**	**	**	**	25%	75%	21%	79%	100%	-%
At least weekly	6	**	**	**	**	**	**	**	**	**	2	4	2	4	4	3
	8%	**	**	**	**	**	**	**	**	**	4%	16%	5%	13%	11%	6%
											a	a	a	a		
		**	**	**	**	**	**	**	**	**	30%	70%	32%	68%	58%	42%
At least monthly	5	**	**	**	**	**	**	**	**	**	3	2	2	3	1	4
	7%	**	**	**	**	**	**	**	**	**	7%	8%	6%	9%	4%	9%
															a	
		**	**	**	**	**	**	**	**	**	61%	39%	45%	55%	28%	72%
Less often than monthly	11	**	**	**	**	**	**	**	**	**	7	4	6	5	4	7
	15%	**	**	**	**	**	**	**	**	**	15%	14%	15%	14%	12%	17%
		**	**	**	**	**	**	**	**	**	64%	36%	57%	43%	35%	65%
Never	50	**	**	**	**	**	**	**	**	**	34	16	30	20	23	26
	68%	**	**	**	**	**	**	**	**	**	73%	60%	73%	62%	71%	65%
											b	b	b	b		
		**	**	**	**	**	**	**	**	**	67%	33%	59%	41%	47%	53%
AT LEAST MONTHLY	12	**	**	**	**	**	**	**	**	**	5	7	5	8	6	6
	16%	**	**	**	**	**	**	**	**	**	11%	25%	11%	23%	17%	16%
											a	a	a	a		
		**	**	**	**	**	**	**	**	**	43%	57%	37%	63%	47%	53%
EVER WATCH	23	**	**	**	**	**	**	**	**	**	12	11	11	12	10	13
	31%	**	**	**	**	**	**	**	**	**	26%	39%	26%	37%	29%	33%
											a	a	a	a		
		**	**	**	**	**	**	**	**	**	53%	47%	46%	54%	42%	58%
Don't know	1	**	**	**	**	**	**	**	**	**	1	*	1	*	-	1
	1%	**	**	**	**	**	**	**	**	**	1%	1%	1%	1%	-%	2%
															a	
		**	**	**	**	**	**	**	**	**	65%	35%	64%	36%	-%	100%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	TV SERVICES					
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERVICES	ANY SERVICES
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	514	284	141	174	286	190	450
Effective Weighted Sample	469	259	130	160	260	172	411
Weighted total	73	42	20	24	41	27	65
		57%	27%	33%	55%	36%	88%
Every day	1	*	*	*	*	*	1
	1%	1%	1%	*%	*%	1%	1%
		36%	29%	11%	21%	21%	86%
At least weekly	6	3	2	2	3	2	5
	8%	8%	10%	9%	7%	8%	8%
		53%	32%	35%	47%	33%	83%
At least monthly	5	3	1	1	2	1	4
	7%	6%	6%	5%	5%	5%	7%
		51%	23%	25%	38%	28%	84%
Less often than monthly	11	6	4	5	6	3	10
	15%	15%	21%	20%	15%	10%	15%
		e	e	e			
		58%	38%	46%	55%	24%	91%
Never	50	29	12	16	30	20	44
	68%	69%	61%	65%	73%	76%	68%
				b	b	bc	
		59%	24%	32%	60%	41%	89%
AT LEAST MONTHLY	12	6	3	3	5	4	10
	16%	15%	17%	14%	12%	14%	16%
		51%	28%	29%	41%	30%	84%
EVER WATCH	23	12	7	9	11	6	20
	31%	30%	38%	35%	27%	23%	31%
			de	e			
		54%	33%	37%	48%	27%	87%
Don't know	1	*	*	*	*	*	1
	1%	1%	1%	1%	*%	1%	1%
		46%	18%	17%	17%	17%	64%

Columns Tested: a,b,c,d,e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	~a	~b	c	d	~a	~b	~c	d	~a	b	c	d	~a	~b	~c	d
Significance Level: 95%																			
Unweighted total	514	245	268	77	83	178	176	18	26	42	102	91	141	121	160	-	-	-	514
Effective Weighted Sample	469	223	246	71	75	163	160	17	25	37	91	84	129	112	149	-	-	-	469
Weighted total	73	35	38	11	12	25	26	2	3	5	15	16	18	18	22	-	-	-	73
		48%	52%	**	**	34%	36%	**	**	**	20%	**	25%	24%	30%	**	**	**	100%
At least weekly	1	1	1	**	**	1	*	**	**	**	*	**	1	*	-	**	**	**	1
	2%	2%	2%	**	**	3%	1%	**	**	**	3%	**	5%	1%	-%	**	**	**	2%
		55%	45%	**	**	58%	24%	**	**	**	33%	**	d 62%	9%	-%	**	**	**	100%
At least monthly	2	1	1	**	**	1	*	**	**	**	*	**	1	1	*	**	**	**	2
	3%	3%	2%	**	**	4%	1%	**	**	**	2%	**	4%	3%	2%	**	**	**	3%
		61%	39%	**	**	52%	16%	**	**	**	16%	**	35%	29%	23%	**	**	**	100%
Less often than monthly	3	2	1	**	**	1	1	**	**	**	1	**	1	1	1	**	**	**	3
	5%	6%	3%	**	**	4%	5%	**	**	**	10%	**	5%	3%	3%	**	**	**	5%
		62%	38%	**	**	31%	40%	**	**	**	41%	**	25%	16%	18%	**	**	**	100%
Never	64	30	34	**	**	22	22	**	**	**	12	**	15	16	20	**	**	**	64
	88%	87%	89%	**	**	87%	86%	**	**	**	84%	**	85%	90%	91%	**	**	**	88%
		47%	53%	**	**	34%	35%	**	**	**	19%	**	24%	25%	31%	**	**	**	100%
AT LEAST MONTHLY	3	2	1	**	**	2	1	**	**	**	1	**	1	1	*	**	**	**	3
	4%	5%	3%	**	**	7%	2%	**	**	**	5%	**	8%	4%	2%	**	**	**	4%
		59%	41%	**	**	55%	19%	**	**	**	23%	**	d 46%	21%	14%	**	**	**	100%
EVER WATCH	7	4	3	**	**	3	2	**	**	**	2	**	2	1	1	**	**	**	7
	9%	11%	7%	**	**	11%	8%	**	**	**	15%	**	13%	7%	5%	**	**	**	9%
		60%	40%	**	**	43%	30%	**	**	**	32%	**	35%	18%	16%	**	**	**	100%
Don't know	2	1	2	**	**	1	2	**	**	**	*	**	*	1	1	**	**	**	2
	3%	2%	4%	**	**	2%	6%	**	**	**	1%	**	2%	4%	4%	**	**	**	3%
		28%	72%	**	**	21%	70%	**	**	**	5%	**	17%	26%	33%	**	**	**	100%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Unweighted total	514	-	-	-	-	-	-	-	-	-	263	251	275	239	239	275
Effective Weighted Sample	469	-	-	-	-	-	-	-	-	-	253	243	251	219	214	255
Weighted total	73	-	-	-	-	-	-	-	-	-	46	27	41	33	33	41
		**	**	**	**	**	**	**	**	**	63%	37%	55%	45%	45%	55%
At least weekly	1	**	**	**	**	**	**	**	**	**	1	1	1	*	*	1
	2%	**	**	**	**	**	**	**	**	**	2%	2%	3%	*%	1%	2%
													b			
		**	**	**	**	**	**	**	**	**	58%	42%	89%	11%	33%	67%
At least monthly	2	**	**	**	**	**	**	**	**	**	1	1	1	1	*	1
	3%	**	**	**	**	**	**	**	**	**	3%	2%	2%	3%	1%	4%
		**	**	**	**	**	**	**	**	**	65%	35%	51%	49%	22%	78%
Less often than monthly	3	**	**	**	**	**	**	**	**	**	2	2	2	1	2	2
	5%	**	**	**	**	**	**	**	**	**	4%	6%	6%	3%	5%	4%
		**	**	**	**	**	**	**	**	**	52%	48%	68%	32%	49%	51%
Never	64	**	**	**	**	**	**	**	**	**	41	24	35	29	30	35
	88%	**	**	**	**	**	**	**	**	**	88%	87%	87%	89%	91%	85%
		**	**	**	**	**	**	**	**	**	63%	37%	55%	45%	46%	54%
AT LEAST MONTHLY	3	**	**	**	**	**	**	**	**	**	2	1	2	1	1	2
	4%	**	**	**	**	**	**	**	**	**	4%	4%	5%	3%	3%	6%
		**	**	**	**	**	**	**	**	**	62%	38%	67%	33%	26%	74%
EVER WATCH	7	**	**	**	**	**	**	**	**	**	4	3	4	2	2	4
	9%	**	**	**	**	**	**	**	**	**	8%	10%	11%	7%	8%	10%
		**	**	**	**	**	**	**	**	**	57%	43%	67%	33%	38%	62%
Don't know	2	**	**	**	**	**	**	**	**	**	2	1	1	1	1	2
	3%	**	**	**	**	**	**	**	**	**	4%	2%	3%	4%	2%	5%
		**	**	**	**	**	**	**	**	**	74%	26%	44%	56%	21%	79%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
		a	b	c	d		e	f
Significance Level: 95%								
Unweighted total	514	284	141	174	286		190	450
Effective Weighted Sample	469	259	130	160	260		172	411
Weighted total	73	42	20	24	41		27	65
		57%	27%	33%	55%		36%	88%
At least weekly	1	1	*	1	1		*	1
	2%	3%	1%	3%	3%		1%	2%
		92%	8%	49%	79%		26%	100%
At least monthly	2	1	*	1	1		1	2
	3%	3%	2%	3%	3%		3%	3%
		60%	19%	42%	60%		42%	94%
Less often than monthly	3	2	1	2	2		1	3
	5%	5%	3%	6%	5%		5%	5%
		61%	19%	45%	65%		40%	89%
Never	64	37	18	22	36		24	57
	88%	88%	91%	88%	89%		89%	88%
		57%	28%	33%	56%		37%	88%
AT LEAST MONTHLY	3	2	*	1	2		1	3
	4%	6%	2%	6%	5%		4%	5%
		73%	15%	45%	68%		35%	97%
EVER WATCH	7	4	1	3	4		2	6
	9%	10%	6%	12%	11%		9%	9%
		67%	17%	45%	66%		37%	93%
Don't know	2	1	1	-	*		*	2
	3%	2%	3%	-%	*%		2%	2%
			cd					cd
		32%	26%	-%	5%		17%	66%

Columns Tested: a,b,c,d,e,f

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	~a	~b	c	d	~a	~b	~c	d	~a	b	c	d	~a	~b	~c	d
Significance Level: 95%																			
Unweighted total	514	245	268	77	83	178	176	18	26	42	102	91	141	121	160	-	-	-	514
Effective Weighted Sample	469	223	246	71	75	163	160	17	25	37	91	84	129	112	149	-	-	-	469
Weighted total	73	35	38	11	12	25	26	2	3	5	15	16	18	18	22	-	-	-	73
		48%	52%	**	**	34%	36%	**	**	**	20%	**	25%	24%	30%	**	**	**	100%
Every day	*	-	*	**	**	-	*	**	**	**	-	**	*	-	-	**	**	**	*
	*%	-%	*%	**	**	-%	*%	**	**	**	-%	**	*%	-%	-%	**	**	**	*%
		-%	100%	**	**	-%	100%	**	**	**	-%	**	100%	-%	-%	**	**	**	100%
At least weekly	3	2	2	**	**	1	2	**	**	**	1	**	1	*	1	**	**	**	3
	4%	5%	4%	**	**	3%	7%	**	**	**	5%	**	5%	2%	7%	**	**	**	4%
		49%	51%	**	**	26%	58%	**	**	**	21%	**	26%	11%	46%	**	**	**	100%
At least monthly	3	2	1	**	**	2	1	**	**	**	*	**	1	1	1	**	**	**	3
	4%	5%	4%	**	**	6%	5%	**	**	**	3%	**	5%	5%	4%	**	**	**	4%
		55%	45%	**	**	48%	41%	**	**	**	15%	**	26%	26%	25%	**	**	**	100%
Less often than monthly	7	4	3	**	**	3	2	**	**	**	1	**	2	2	2	**	**	**	7
	9%	11%	8%	**	**	13%	7%	**	**	**	8%	**	9%	10%	11%	**	**	**	9%
		56%	44%	**	**	47%	26%	**	**	**	18%	**	24%	26%	34%	**	**	**	100%
Never	59	28	31	**	**	19	20	**	**	**	12	**	14	15	17	**	**	**	59
	80%	79%	81%	**	**	77%	78%	**	**	**	80%	**	80%	82%	79%	**	**	**	80%
		47%	53%	**	**	33%	35%	**	**	**	20%	**	24%	25%	29%	**	**	**	100%
AT LEAST MONTHLY	7	3	3	**	**	2	3	**	**	**	1	**	2	1	2	**	**	**	7
	9%	9%	8%	**	**	9%	13%	**	**	**	8%	**	10%	7%	11%	**	**	**	9%
		51%	49%	**	**	36%	50%	**	**	**	18%	**	27%	18%	35%	**	**	**	100%
EVER WATCH	13	7	6	**	**	6	5	**	**	**	2	**	3	3	5	**	**	**	13
	18%	20%	16%	**	**	22%	19%	**	**	**	16%	**	19%	16%	21%	**	**	**	18%
		54%	46%	**	**	42%	38%	**	**	**	18%	**	25%	22%	35%	**	**	**	100%
Don't know	1	*	1	**	**	*	1	**	**	**	1	**	*	*	-	**	**	**	1
	2%	*%	3%	**	**	1%	3%	**	**	**	3%	**	2%	2%	-%	**	**	**	2%
			a																
		11%	89%	**	**	19%	52%	**	**	**	40%	**	22%	22%	-%	**	**	**	100%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Unweighted total	514	-	-	-	-	-	-	-	-	-	263	251	275	239	239	275
Effective Weighted Sample	469	-	-	-	-	-	-	-	-	-	253	243	251	219	214	255
Weighted total	73	-	-	-	-	-	-	-	-	-	46	27	41	33	33	41
		**	**	**	**	**	**	**	**	**	63%	37%	55%	45%	45%	55%
Every day	*	**	**	**	**	**	**	**	**	**	-	*	-	*	*	-
	*%	**	**	**	**	**	**	**	**	**	-%	*%	-%	*%	*%	-%
		**	**	**	**	**	**	**	**	**	-%	100%	-%	100%	100%	-%
At least weekly	3	**	**	**	**	**	**	**	**	**	1	3	1	2	2	1
	4%	**	**	**	**	**	**	**	**	**	2%	9%	3%	6%	6%	3%
		**	**	**	**	**	**	**	**	**	a	a				
		**	**	**	**	**	**	**	**	**	22%	78%	37%	63%	60%	40%
At least monthly	3	**	**	**	**	**	**	**	**	**	2	2	2	2	1	3
	4%	**	**	**	**	**	**	**	**	**	3%	6%	4%	5%	2%	6%
		**	**	**	**	**	**	**	**	**	a	a				
		**	**	**	**	**	**	**	**	**	51%	49%	50%	50%	19%	81%
Less often than monthly	7	**	**	**	**	**	**	**	**	**	4	2	4	3	2	5
	9%	**	**	**	**	**	**	**	**	**	9%	9%	9%	9%	6%	12%
		**	**	**	**	**	**	**	**	**	a	a				
		**	**	**	**	**	**	**	**	**	64%	36%	58%	42%	28%	72%
Never	59	**	**	**	**	**	**	**	**	**	39	20	33	26	28	31
	80%	**	**	**	**	**	**	**	**	**	84%	74%	82%	78%	85%	77%
		**	**	**	**	**	**	**	**	**	b	b				
		**	**	**	**	**	**	**	**	**	66%	34%	56%	44%	47%	53%
AT LEAST MONTHLY	7	**	**	**	**	**	**	**	**	**	2	4	3	4	3	4
	9%	**	**	**	**	**	**	**	**	**	5%	15%	7%	11%	8%	10%
		**	**	**	**	**	**	**	**	**	a	a				
		**	**	**	**	**	**	**	**	**	36%	64%	43%	57%	40%	60%
EVER WATCH	13	**	**	**	**	**	**	**	**	**	7	7	7	7	5	9
	18%	**	**	**	**	**	**	**	**	**	14%	24%	16%	20%	14%	21%
		**	**	**	**	**	**	**	**	**	a	a				
		**	**	**	**	**	**	**	**	**	50%	50%	50%	50%	34%	66%
Don't know	1	**	**	**	**	**	**	**	**	**	1	1	1	1	*	1
	2%	**	**	**	**	**	**	**	**	**	2%	2%	2%	2%	1%	2%
		**	**	**	**	**	**	**	**	**	59%	41%	58%	42%	38%	62%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	514	284	141	174	286	190	450
Effective Weighted Sample	469	259	130	160	260	172	411
Weighted total	73	42	20	24	41	27	65
		57%	27%	33%	55%	36%	88%
Every day	*	-	*	-	-	-	*
	*%	-%	*%	-%	-%	-%	*%
		-%	100%	-%	-%	-%	100%
At least weekly	3	2	1	1	2	1	3
	4%	4%	4%	5%	4%	5%	4%
		52%	24%	37%	51%	44%	82%
At least monthly	3	1	1	1	1	1	2
	4%	3%	5%	3%	3%	3%	4%
		34%	30%	27%	35%	29%	74%
Less often than monthly	7	4	2	2	4	1	6
	9%	8%	12%	8%	9%	4%	9%
			e		e		e
		53%	35%	31%	54%	15%	83%
Never	59	35	15	20	34	23	53
	80%	83%	77%	82%	83%	86%	82%
		59%	26%	34%	57%	39%	90%
AT LEAST MONTHLY	7	3	2	2	3	2	5
	9%	7%	9%	8%	7%	9%	8%
		42%	28%	32%	43%	36%	78%
EVER WATCH	13	6	4	4	6	3	11
	18%	15%	21%	17%	16%	13%	16%
			e				
		48%	32%	31%	49%	25%	81%
Don't know	1	1	*	*	1	*	1
	2%	2%	1%	2%	1%	1%	2%
		58%	20%	30%	40%	30%	78%

Columns Tested: a,b,c,d,e,f

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3878	1869	2001	501	540	1204	1633	247	368	394	916	822	1111	829	1112	2351	509	504	514
Effective Weighted Sample	2655	1289	1361	355	369	828	1129	189	268	283	667	576	785	563	792	2015	347	358	469
Weighted total	2619	1277	1335	366	392	887	974	139	220	270	763	699	702	575	640	2188	228	130	73
		49%	51%	14%	15%	34%	37%	5%	8%	10%	29%	27%	27%	22%	24%	84%	9%	5%	3%
I have specific programmes I watch regularly	1651	774	876	175	211	547	718	80	154	158	481	446	464	343	397	1355	165	94	38
	63%	61%	66%	48%	54%	62%	74%	57%	70%	59%	63%	64%	66%	60%	62%	62%	73%	72%	51%
		a	a			ab	abc		acd				c			d	ad	ad	
		47%	53%	11%	13%	33%	43%	5%	9%	10%	29%	27%	28%	21%	24%	82%	10%	6%	2%
I browse through the channels or listings to see what's available	1368	670	697	150	178	479	562	57	127	144	422	383	370	298	317	1158	101	75	34
	52%	52%	52%	41%	45%	54%	58%	41%	58%	53%	55%	55%	53%	52%	49%	53%	45%	58%	46%
						ab	ab		a	a	a					bd		bd	
		49%	51%	11%	13%	35%	41%	4%	9%	11%	31%	28%	27%	22%	23%	85%	7%	6%	2%
Friends or family tell me about them/ recommend them	898	400	497	115	128	341	314	32	78	85	284	260	249	186	203	779	45	45	29
	34%	31%	37%	31%	33%	38%	32%	23%	35%	32%	37%	37%	36%	32%	32%	36%	20%	35%	39%
			a			ad			a	a	a	d				b		b	
		45%	55%	13%	14%	38%	35%	4%	9%	9%	32%	29%	28%	21%	23%	87%	5%	5%	3%
I like to watch a specific channel	694	342	349	65	98	236	294	38	65	66	217	216	174	130	174	612	51	20	11
	26%	27%	26%	18%	25%	27%	30%	27%	29%	25%	28%	31%	25%	23%	27%	28%	22%	15%	15%
					a	a	a					bc				bcd	cd		
		49%	50%	9%	14%	34%	42%	6%	9%	10%	31%	31%	25%	19%	25%	88%	7%	3%	2%
I see it promoted in trailers or adverts	594	259	334	59	89	232	215	24	55	58	186	182	153	129	131	500	45	30	20
	23%	20%	25%	16%	23%	26%	22%	17%	25%	21%	24%	26%	22%	22%	20%	23%	20%	23%	28%
			a		a	ad	a		a		a	d							ab
		44%	56%	10%	15%	39%	36%	4%	9%	10%	31%	31%	26%	22%	22%	84%	8%	5%	3%
I look in newspapers or magazines to see what's available	514	245	268	29	41	130	313	33	50	55	127	150	131	100	135	435	36	36	8
	20%	19%	20%	8%	10%	15%	32%	24%	23%	20%	17%	21%	19%	17%	21%	20%	16%	28%	11%
						ab	abc	d	d							d	d	abd	
		48%	52%	6%	8%	25%	61%	6%	10%	11%	25%	29%	25%	19%	26%	85%	7%	7%	2%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3878	1869	2001	501	540	1204	1633	247	368	394	916	822	1111	829	1112	2351	509	504	514
Effective Weighted Sample	2655	1289	1361	355	369	828	1129	189	268	283	667	576	785	563	792	2015	347	358	469
Weighted total	2619	1277	1335	366	392	887	974	139	220	270	763	699	702	575	640	2188	228	130	73
		49%	51%	14%	15%	34%	37%	5%	8%	10%	29%	27%	27%	22%	24%	84%	9%	5%	3%
It's discussed or reviewed on TV, radio or in newspapers or magazines	305	135	170	21	32	108	143	8	23	26	108	123	81	48	53	266	21	9	8
	12%	11%	13%	6%	8%	12%	15%	6%	11%	10%	14%	18%	12%	8%	8%	12%	9%	7%	11%
						ab	ab				a	bcd	d			c			
		44%	56%	7%	11%	35%	47%	3%	8%	9%	35%	40%	27%	16%	17%	87%	7%	3%	3%
If it's listed at the top of the page of the on-screen TV guide	270	133	135	45	41	97	87	14	20	26	119	78	87	53	52	215	22	25	8
	10%	10%	10%	12%	10%	11%	9%	10%	9%	10%	16%	11%	12%	9%	8%	10%	9%	19%	11%
											bc	d	d					abd	
		49%	50%	17%	15%	36%	32%	5%	7%	10%	44%	29%	32%	20%	19%	80%	8%	9%	3%
Somebody mentions it on social media	269	107	161	69	57	101	41	6	20	27	85	67	82	56	64	212	30	16	11
	10%	8%	12%	19%	15%	11%	4%	4%	9%	10%	11%	10%	12%	10%	10%	10%	13%	12%	15%
			a	cd	d	d				a	a						a		a
		40%	60%	26%	21%	38%	15%	2%	7%	10%	31%	25%	31%	21%	24%	79%	11%	6%	4%
Other	16	8	8	2	2	4	7	*	*	2	4	6	3	3	4	15	*	1	*
	1%	1%	1%	1%	1%	%	1%	%	%	1%	1%	1%	%	1%	1%	1%	%	1%	%
		50%	50%	15%	13%	25%	46%	1%	2%	13%	26%	35%	20%	19%	26%	91%	1%	7%	1%
Don't know	46	24	19	11	8	18	9	4	1	2	11	13	9	8	15	40	3	*	3
	2%	2%	1%	3%	2%	2%	1%	3%	1%	1%	1%	2%	1%	1%	2%	2%	1%	%	4%
				d		d										c			ac
		51%	42%	24%	16%	39%	20%	8%	3%	4%	23%	27%	20%	18%	33%	87%	7%	%	6%
I don't watch scheduled TV	272	130	142	74	70	79	49	23	16	34	73	64	66	65	77	238	20	8	6
	10%	10%	11%	20%	18%	9%	5%	17%	7%	13%	10%	9%	9%	11%	12%	11%	9%	6%	8%
				cd	cd	d		bd		b						c			
		48%	52%	27%	26%	29%	18%	9%	6%	12%	27%	24%	24%	24%	28%	87%	7%	3%	2%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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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

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3878	269	263	225	255	278	257	288	277	239	2847	1031	2017	1856	1760	2118
Effective Weighted Sample	2655	250	247	212	242	260	243	267	257	223	2238	432	1384	1319	1137	1518
Weighted total	2619	317	364	220	182	236	242	220	114	294	2268	351	1521	1093	1123	1496
I have specific programmes I watch regularly		12%	14%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
	1651	177	255	152	105	180	135	137	56	158	1433	218	938	712	733	918
	63%	56%	70%	69%	58%	76%	56%	63%	49%	54%	63%	62%	62%	65%	65%	61%
I browse through the channels or listings to see what's available			adefghi	adefghi		adefghi		hi							b	
		11%	15%	9%	6%	11%	8%	8%	3%	10%	87%	13%	57%	43%	44%	56%
	1368	157	228	144	78	114	116	111	58	153	1175	193	790	578	611	757
Friends or family tell me about them/ recommend them		52%	49%	63%	65%	43%	48%	48%	50%	51%	52%	55%	52%	53%	54%	51%
				adefghi	adefghi					d						
		11%	17%	11%	6%	8%	8%	8%	4%	11%	86%	14%	58%	42%	45%	55%
I like to watch a specific channel	898	98	157	87	34	113	75	68	53	93	779	119	552	346	406	492
	34%	31%	43%	40%	19%	48%	31%	31%	47%	32%	34%	34%	36%	32%	36%	33%
		d	adfgi	dg		adfgi	d	d	adfgi	d			b			
I see it promoted in trailers or adverts		11%	18%	10%	4%	13%	8%	8%	6%	10%	87%	13%	61%	39%	45%	55%
	694	76	121	72	40	59	58	55	30	101	589	105	385	309	310	384
	26%	24%	33%	33%	22%	25%	24%	25%	26%	34%	26%	30%	25%	28%	28%	26%
I look in newspapers or magazines to see what's available			adefg	adf						adefg						
		11%	17%	10%	6%	9%	8%	8%	4%	15%	85%	15%	56%	44%	45%	55%
	594	37	117	65	23	79	55	37	37	49	510	84	357	237	287	308
I look in newspapers or magazines to see what's available		23%	12%	32%	29%	12%	33%	23%	17%	32%	17%	22%	23%	22%	26%	21%
				adfgi	adgi		adfgi	ad		adfgi					b	
		6%	20%	11%	4%	13%	9%	6%	6%	8%	86%	14%	60%	40%	48%	52%
I look in newspapers or magazines to see what's available	514	53	100	48	22	40	45	35	24	68	436	78	207	307	228	287
	20%	17%	27%	22%	12%	17%	19%	16%	21%	23%	19%	22%	14%	28%	20%	19%
			adefg	d					d	dg			a			
		10%	19%	9%	4%	8%	9%	7%	5%	13%	85%	15%	40%	60%	44%	56%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3878	269	263	225	255	278	257	288	277	239	2847	1031	2017	1856	1760	2118
Effective Weighted Sample	2655	250	247	212	242	260	243	267	257	223	2238	432	1384	1319	1137	1518
Weighted total	2619	317	364	220	182	236	242	220	114	294	2268	351	1521	1093	1123	1496
		12%	14%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
It's discussed or reviewed on TV, radio or in newspapers or magazines	305	13	75	35	13	40	26	20	14	31	269	36	173	131	152	153
	12%	4%	21%	16%	7%	17%	11%	9%	12%	10%	12%	10%	11%	12%	14%	10%
			adefghi	adg		adefgi	a	a	a	a					b	
		4%	25%	11%	4%	13%	9%	6%	5%	10%	88%	12%	57%	43%	50%	50%
If it's listed at the top of the page of the on-screen TV guide	270	75	28	19	15	16	24	21	10	8	237	33	171	99	100	170
	10%	24%	8%	9%	8%	7%	10%	9%	9%	3%	10%	9%	11%	9%	9%	11%
		bcdefghi	i	i	i	i	i	i	i						a	
		28%	10%	7%	6%	6%	9%	8%	4%	3%	88%	12%	63%	37%	37%	63%
Somebody mentions it on social media	269	17	47	23	8	39	14	26	21	16	241	28	180	88	107	161
	10%	5%	13%	11%	5%	17%	6%	12%	18%	5%	11%	8%	12%	8%	10%	11%
			adfi	adi		adfi		adfi	acdfi				b			
		6%	17%	9%	3%	15%	5%	10%	8%	6%	90%	10%	67%	33%	40%	60%
Other	16	-	3	3	3	2	2	*	*	3	13	3	7	9	10	6
	1%	-%	1%	1%	1%	1%	1%	*%	*%	1%	1%	1%	*%	1%	1%	*%
		-%	17%	17%	16%	10%	10%	3%	3%	16%	83%	17%	45%	55%	60%	40%
Don't know	46	7	7	2	-	11	2	5	*	6	38	8	24	20	15	31
	2%	2%	2%	1%	-%	5%	1%	2%	*%	2%	2%	2%	2%	2%	1%	2%
		d	d			cdfh		d		d						
		16%	15%	5%	-%	23%	4%	11%	1%	12%	83%	17%	52%	43%	33%	67%
I don't watch scheduled TV	272	51	30	19	32	8	38	20	6	34	239	33	154	117	118	154
	10%	16%	8%	8%	18%	4%	16%	9%	5%	11%	11%	9%	10%	11%	11%	10%
		bcegh	e	e	bcegh		bcegh	e		eh						
		19%	11%	7%	12%	3%	14%	7%	2%	12%	88%	12%	56%	43%	43%	57%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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Base : Those with a TV in the household

	Total	TV SERVICES					
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERVICES	ANY SERVICES
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	3878	2152	1624	1603	1787	1587	3672
Effective Weighted Sample	2655	1487	1146	1121	1205	1117	2536
Weighted total	2619	1541	1089	1233	1258	1226	2520
		59%	42%	47%	48%	47%	96%
I have specific programmes I watch regularly	1651	997	721	805	741	732	1600
	63%	65%	66%	65%	59%	60%	63%
		de	de	de			de
		60%	44%	49%	45%	44%	97%
I browse through the channels or listings to see what's available	1368	839	617	679	626	660	1336
	52%	54%	57%	55%	50%	54%	53%
		d	df	d		d	
		61%	45%	50%	46%	48%	98%
Friends or family tell me about them/ recommend them	898	576	382	500	498	474	879
	34%	37%	35%	41%	40%	39%	35%
				bf	bf	f	
		64%	43%	56%	55%	53%	98%
I like to watch a specific channel	694	426	290	335	295	307	671
	26%	28%	27%	27%	23%	25%	27%
		d		d			d
		61%	42%	48%	43%	44%	97%
I see it promoted in trailers or adverts	594	376	276	360	326	318	589
	23%	24%	25%	29%	26%	26%	23%
				abf			
		63%	46%	61%	55%	54%	99%
I look in newspapers or magazines to see what's available	514	271	289	209	161	166	492
	20%	18%	27%	17%	13%	14%	20%
		de	acdef	de			de
		53%	56%	41%	31%	32%	96%

Columns Tested: a,b,c,d,e,f

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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

	Total	TV SERVICES					
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERVICES	ANY SERVICES
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	3878	2152	1624	1603	1787	1587	3672
Effective Weighted Sample	2655	1487	1146	1121	1205	1117	2536
Weighted total	2619	1541	1089	1233	1258	1226	2520
		59%	42%	47%	48%	47%	96%
It's discussed or reviewed on TV, radio or in newspapers or magazines	305	196	155	181	165	152	298
	12%	13%	14%	15%	13%	12%	12%
			f	f			
		64%	51%	59%	54%	50%	98%
If it's listed at the top of the page of the on-screen TV guide	270	184	111	140	132	158	268
	10%	12%	10%	11%	11%	13%	11%
						bf	
		68%	41%	52%	49%	59%	99%
Somebody mentions it on social media	269	192	99	163	188	158	265
	10%	12%	9%	13%	15%	13%	11%
		b		bf	bf	bf	
		72%	37%	61%	70%	59%	99%
Other	16	7	8	9	10	6	16
	1%	*%	1%	1%	1%	*%	1%
		43%	51%	57%	64%	35%	99%
Don't know	46	25	10	14	15	12	38
	2%	2%	1%	1%	1%	1%	2%
		53%	22%	31%	32%	26%	82%
I don't watch scheduled TV	272	125	101	125	176	160	258
	10%	8%	9%	10%	14%	13%	10%
					abcf	abcf	a
		46%	37%	46%	65%	59%	95%

Columns Tested: a,b,c,d,e,f

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 186

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BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
Base for %	2620	1276	1338	353	400	892	975	145	223	272	760	696	704	566	652	2187	230	130	73
		49%	51%	13%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	83%	9%	5%	3%
LANDLINE, BROADBAND AND PAY TV	868	406	462	125	140	365	237	19	52	93	318	240	268	192	167	730	76	38	24
	33%	32%	35%	36%	35%	41%	24%	13%	23%	34%	42%	35%	38%	34%	26%	33%	33%	29%	32%
				d	d	bd			a	ab	abc	d	d	d					
		47%	53%	14%	16%	42%	27%	2%	6%	11%	37%	28%	31%	22%	19%	84%	9%	4%	3%
LANDLINE AND BROADBAND	674	327	345	72	91	232	278	24	62	71	214	211	175	138	149	546	65	40	23
	26%	26%	26%	20%	23%	26%	29%	16%	28%	26%	28%	30%	25%	24%	23%	25%	28%	31%	32%
				a	a	ab			a	a	a	bcd						a	a
		49%	51%	11%	14%	34%	41%	4%	9%	10%	32%	31%	26%	20%	22%	81%	10%	6%	3%
BROADBAND AND PAY TV	139	64	75	27	25	58	29	2	7	10	45	39	47	35	18	123	6	6	4
	5%	5%	6%	8%	6%	7%	3%	2%	3%	4%	6%	6%	7%	6%	3%	6%	3%	5%	5%
				d	d	d			a	a	a	d	d	d		b			
		46%	54%	19%	18%	42%	21%	2%	5%	7%	32%	28%	33%	25%	13%	88%	4%	5%	3%
LANDLINE, BROADBAND, MOBILE AND PAY TV	117	57	59	8	17	40	52	8	11	11	27	31	35	26	25	104	5	4	4
	4%	4%	4%	2%	4%	4%	5%	5%	5%	4%	3%	4%	5%	5%	4%	5%	2%	3%	6%
				a		a										b			b
		49%	50%	7%	14%	34%	44%	7%	10%	9%	23%	27%	30%	22%	21%	89%	4%	4%	4%
LANDLINE, MOBILE AND BROADBAND	107	51	56	5	19	38	45	8	8	12	41	40	28	19	20	90	7	8	2
	4%	4%	4%	1%	5%	4%	5%	5%	4%	4%	5%	6%	4%	3%	3%	4%	3%	6%	2%
				a	a	a						d						abd	
		47%	53%	4%	18%	35%	42%	7%	8%	11%	39%	37%	26%	18%	18%	84%	6%	8%	2%
MOBILE AND BROADBAND	74	41	32	16	15	20	24	6	4	9	26	21	20	16	17	70	1	3	1
	3%	3%	2%	5%	4%	2%	2%	4%	2%	3%	3%	3%	3%	3%	3%	3%	1%	2%	1%
				cd												bd		b	
		55%	43%	22%	20%	27%	32%	8%	5%	12%	35%	28%	27%	22%	23%	94%	1%	4%	1%
LANDLINE AND PAY TV	57	32	24	8	6	20	24	4	5	7	14	15	15	9	18	51	2	2	2
	2%	3%	2%	2%	1%	2%	2%	3%	2%	2%	2%	2%	2%	2%	3%	2%	1%	1%	2%
		57%	43%	13%	10%	35%	42%	7%	9%	12%	25%	26%	26%	16%	31%	90%	4%	3%	3%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
LANDLINE AND MOBILE	17	9	8	1	2	1	13	2	1	1	2	8	3	2	5	14	1	1	*
	1%	1%	1%	*%	*%	*%	1%	1%	*%	*%	*%	1%	*%	*%	1%	1%	1%	1%	1%
							c	d											
		52%	48%	7%	9%	8%	76%	12%	4%	5%	10%	46%	16%	11%	27%	83%	7%	7%	3%
MOBILE, BROADBAND AND PAY TV	12	10	2	4	2	4	3	*	-	3	4	5	4	2	1	11	1	*	-
	*%	1%	*%	1%	*%	*%	*%	*%	-%	1%	1%	1%	1%	*%	*%	*%	1%	*%	-%
		b		d															
		82%	18%	35%	13%	32%	21%	3%	-%	26%	32%	43%	32%	19%	6%	87%	11%	2%	-%
MOBILE AND PAY TV	8	5	4	-	1	5	3	1	-	2	2	4	*	-	4	6	1	1	-
	*%	*%	*%	-%	*%	1%	*%	*%	-%	1%	*%	1%	*%	-%	1%	*%	1%	1%	-%
														b					
		54%	46%	-%	12%	56%	32%	7%	-%	24%	19%	47%	5%	-%	48%	76%	16%	8%	-%
LANDLINE, MOBILE AND PAY TV	3	-	3	-	-	1	2	*	1	1	1	-	2	-	1	3	-	-	*
	*%	-%	*%	-%	-%	*%	*%	*%	*%	*%	*%	-%	*%	-%	*%	*%	-%	-%	*%
		-%	100%	-%	-%	35%	65%	3%	35%	34%	28%	-%	62%	-%	38%	97%	-%	-%	3%
NO BUNDLE	557	284	272	87	85	112	273	72	71	55	72	85	112	128	233	452	65	27	14
	21%	22%	20%	25%	21%	13%	28%	50%	32%	20%	9%	12%	16%	23%	36%	21%	28%	21%	19%
				c	c		bc	bcd	cd	d				ab	abc		acd		
		51%	49%	16%	15%	20%	49%	13%	13%	10%	13%	15%	20%	23%	42%	81%	12%	5%	2%
DON'T KNOW FOR ANY PROVIDER	55	26	27	23	7	10	15	3	3	3	7	16	14	15	11	49	3	3	1

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 186

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
Base for %	2620	328	362	219	183	235	245	209	111	295	2266	354	1528	1086	1117	1503
		13%	14%	8%	7%	9%	9%	8%	4%	11%	86%	14%	58%	41%	43%	57%
LANDLINE, BROADBAND AND PAY TV	868	114	148	78	67	67	76	48	41	92	757	111	595	271	401	467
	33%	35%	41%	35%	36%	29%	31%	23%	37%	31%	33%	31%	39%	25%	36%	31%
		g	efgi	g	g		g		eg	g			b		b	
		13%	17%	9%	8%	8%	9%	6%	5%	11%	87%	13%	69%	31%	46%	54%
LANDLINE AND BROADBAND	674	73	97	71	46	43	70	63	25	57	560	113	383	290	315	359
	26%	22%	27%	32%	25%	18%	29%	30%	23%	19%	25%	32%	25%	27%	28%	24%
			ei	aehi			ei	aei				a			b	
		11%	14%	11%	7%	6%	10%	9%	4%	8%	83%	17%	57%	43%	47%	53%
BROADBAND AND PAY TV	139	29	17	8	8	28	16	5	4	8	125	14	100	39	52	87
	5%	9%	5%	4%	4%	12%	7%	3%	4%	3%	5%	4%	7%	4%	5%	6%
		cdghi				bcdgghi	gi						b			
		21%	12%	6%	6%	20%	12%	4%	3%	5%	90%	10%	72%	28%	37%	63%
LANDLINE, BROADBAND, MOBILE AND PAY TV	117	14	22	13	11	15	7	5	9	7	101	16	60	57	52	64
	4%	4%	6%	6%	6%	6%	3%	2%	8%	2%	4%	4%	4%	5%	5%	4%
			g		gi	gi			fgi							
		12%	19%	11%	10%	13%	6%	4%	8%	6%	87%	13%	52%	48%	45%	55%
LANDLINE, MOBILE AND BROADBAND	107	10	14	8	9	15	19	6	4	5	86	21	68	39	59	48
	4%	3%	4%	4%	5%	6%	8%	3%	3%	2%	4%	6%	4%	4%	5%	3%
						i	acghi								b	
		9%	14%	7%	9%	14%	18%	6%	3%	5%	81%	19%	63%	37%	55%	45%
MOBILE AND BROADBAND	74	12	7	8	2	5	12	8	2	13	65	9	42	30	30	45
	3%	4%	2%	4%	1%	2%	5%	4%	2%	4%	3%	2%	3%	3%	3%	3%
							dh	d		d						
		16%	10%	11%	3%	7%	16%	11%	2%	17%	88%	12%	57%	41%	40%	60%
LANDLINE AND PAY TV	57	7	8	2	2	5	4	3	4	14	54	2	34	22	23	34
	2%	2%	2%	1%	1%	2%	1%	2%	4%	5%	2%	1%	2%	2%	2%	2%
									cdfg		b					
		13%	14%	4%	4%	9%	6%	6%	8%	25%	96%	4%	60%	40%	40%	60%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
LANDLINE AND MOBILE	17	-	3	1	2	4	1	2	1	-	12	6	5	12	7	10
	1%	-%	1%	1%	1%	2%	1%	1%	1%	-%	1%	2%	*%	1%	1%	1%
						a						a		a		
		-%	16%	7%	13%	22%	8%	11%	7%	-%	67%	33%	28%	72%	43%	57%
MOBILE, BROADBAND AND PAY TV	12	4	1	-	-	1	3	1	1	-	9	3	7	5	5	8
	*%	1%	*%	-%	-%	*%	1%	1%	1%	-%	*%	1%	*%	*%	*%	1%
		29%	11%	-%	-%	6%	23%	8%	10%	-%	74%	26%	60%	40%	38%	62%
MOBILE AND PAY TV	8	-	1	-	-	1	2	1	2	-	8	*	4	4	3	5
	*%	-%	*%	-%	-%	*%	1%	*%	2%	-%	*%	*%	*%	*%	*%	*%
						adi										
		-%	13%	-%	-%	12%	22%	7%	22%	-%	98%	2%	47%	53%	38%	62%
LANDLINE, MOBILE AND PAY TV	3	-	-	-	1	-	-	-	-	2	3	*	1	2	1	2
	*%	-%	-%	-%	*%	-%	-%	-%	-%	1%	*%	*%	*%	*%	*%	*%
		-%	-%	-%	28%	-%	-%	-%	-%	69%	97%	3%	28%	72%	31%	69%
NO BUNDLE	557	68	44	31	34	55	37	66	20	98	497	60	237	320	174	384
	21%	21%	12%	14%	19%	23%	15%	31%	18%	33%	22%	17%	15%	29%	16%	26%
		b			b	bcd		abcdeh		abcdeh	b			a		a
		12%	8%	6%	6%	10%	7%	12%	4%	18%	89%	11%	42%	57%	31%	69%
DON'T KNOW FOR ANY PROVIDER	55	6	6	10	5	2	1	11	5	4	50	5	25	30	22	33

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE

Base : All respondents

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
Base for %	2620	1525	1069	1217	1250	1234	2507
		58%	41%	46%	48%	47%	96%
LANDLINE, BROADBAND AND PAY TV	868	868	159	515	497	485	868
	33%	57%	15%	42%	40%	39%	35%
		bcdef		bf	bf	bf	b
		100%	18%	59%	57%	56%	100%
LANDLINE AND BROADBAND	674	199	390	331	324	335	642
	26%	13%	36%	27%	26%	27%	26%
			acdef	a	a	a	a
		30%	58%	49%	48%	50%	95%
BROADBAND AND PAY TV	139	139	18	75	86	85	139
	5%	9%	2%	6%	7%	7%	6%
		bcdef		b	b	b	b
		100%	13%	54%	62%	61%	100%
LANDLINE, BROADBAND, MOBILE AND PAY TV	117	117	19	73	75	59	117
	4%	8%	2%	6%	6%	5%	5%
		bef		b	b	b	b
		100%	16%	62%	64%	50%	100%
LANDLINE, MOBILE AND BROADBAND	107	34	62	55	66	54	104
	4%	2%	6%	5%	5%	4%	4%
			af	a	a	a	a
		32%	58%	51%	62%	50%	97%
MOBILE AND BROADBAND	74	27	36	29	32	36	69
	3%	2%	3%	2%	3%	3%	3%
			a				
		37%	48%	39%	43%	48%	93%
LANDLINE AND PAY TV	57	57	10	23	24	20	57
	2%	4%	1%	2%	2%	2%	2%
		bcdef		b	b		b
		100%	17%	40%	42%	35%	100%

Columns Tested: a,b,c,d,e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE

Base : All respondents

	Total	TV SERVICES					
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERVICES	ANY SERVICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
LANDLINE AND MOBILE	17	2	9	4	4	6	13
	1%	*%	1%	*%	*%	*%	1%
		a					
		13%	53%	26%	25%	33%	79%
MOBILE, BROADBAND AND PAY TV	12	12	1	8	8	7	12
	*%	1%	*%	1%	1%	1%	*%
		b		b	b		
		100%	10%	64%	62%	57%	100%
MOBILE AND PAY TV	8	8	*	3	5	5	8
	*%	1%	*%	*%	*%	*%	*%
		b		b	b		
		100%	2%	40%	60%	53%	100%
LANDLINE, MOBILE AND PAY TV	3	3	-	2	2	2	3
	*%	*%	-%	*%	*%	*%	*%
		100%	-%	72%	69%	69%	100%
NO BUNDLE	557	72	368	108	134	148	488
	21%	5%	34%	9%	11%	12%	19%
			acdef	a	a	ac	acde
		13%	66%	19%	24%	27%	88%
DON'T KNOW FOR ANY PROVIDER	55	16	20	18	23	19	44

Columns Tested: a,b,c,d,e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

SUMMARY OF BUNDLE OWNERSHIP - DEFINED BY SAME SUPPLIER USED FOR A NUMBER OF SERVICES

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
Base for %	2620	1276	1338	353	400	892	975	145	223	272	760	696	704	566	652	2187	230	130	73
		49%	51%	13%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	83%	9%	5%	3%
DOUBLE PLAY	956	468	484	122	137	333	364	38	79	97	297	294	256	199	206	798	76	51	30
	36%	37%	36%	35%	34%	37%	37%	26%	35%	36%	39%	42%	36%	35%	32%	37%	33%	40%	41%
									a	a	a	bcd	d					b	
		49%	51%	13%	14%	35%	38%	4%	8%	10%	31%	31%	27%	21%	22%	84%	8%	5%	3%
TRIPLE PLAY	990	467	523	134	161	408	287	28	61	109	364	285	302	214	188	833	85	47	25
	38%	37%	39%	38%	40%	46%	29%	19%	28%	40%	48%	41%	43%	38%	29%	38%	37%	36%	35%
				d	d	ad			a	ab	abc	d	d	d					
		47%	53%	14%	16%	41%	29%	3%	6%	11%	37%	29%	31%	22%	19%	84%	9%	5%	3%
QUAD PLAY	117	57	59	8	17	40	52	8	11	11	27	31	35	26	25	104	5	4	4
	4%	4%	4%	2%	4%	4%	5%	5%	5%	4%	3%	4%	5%	5%	4%	5%	2%	3%	6%
							a									b			b
		49%	50%	7%	14%	34%	44%	7%	10%	9%	23%	27%	30%	22%	21%	89%	4%	4%	4%
NO BUNDLE	557	284	272	87	85	112	273	72	71	55	72	85	112	128	233	452	65	27	14
	21%	22%	20%	25%	21%	13%	28%	50%	32%	20%	9%	12%	16%	23%	36%	21%	28%	21%	19%
				c	c	bc	bcd	cd	d				ab	abc			acd		
		51%	49%	16%	15%	20%	49%	13%	13%	10%	13%	15%	20%	23%	42%	81%	12%	5%	2%
DON'T KNOW FOR ANY PROVIDER	55	26	27	23	7	10	15	3	3	3	7	16	14	15	11	49	3	3	1

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

SUMMARY OF BUNDLE OWNERSHIP - DEFINED BY SAME SUPPLIER USED FOR A NUMBER OF SERVICES

Base : All respondents

		ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
Base for %	2620	328	362	219	183	235	245	209	111	295	2266	354	1528	1086	1117	1503
		13%	14%	8%	7%	9%	9%	8%	4%	11%	86%	14%	58%	41%	43%	57%
DOUBLE PLAY	956	119	132	90	60	83	103	83	37	91	813	143	560	393	425	531
	36%	36%	36%	41%	33%	35%	42%	40%	33%	31%	36%	40%	37%	36%	38%	35%
				i			dhi	i								
		12%	14%	9%	6%	9%	11%	9%	4%	10%	85%	15%	59%	41%	44%	56%
TRIPLE PLAY	990	127	164	85	76	82	98	55	46	99	855	135	671	317	466	524
	38%	39%	45%	39%	42%	35%	40%	26%	41%	33%	38%	38%	44%	29%	42%	35%
		g	egi	g	g	g	g		g				b		b	
		13%	17%	9%	8%	8%	10%	6%	5%	10%	86%	14%	68%	32%	47%	53%
QUAD PLAY	117	14	22	13	11	15	7	5	9	7	101	16	60	57	52	64
	4%	4%	6%	6%	6%	6%	3%	2%	8%	2%	4%	4%	4%	5%	5%	4%
			g		gi	gi			fgi							
		12%	19%	11%	10%	13%	6%	4%	8%	6%	87%	13%	52%	48%	45%	55%
NO BUNDLE	557	68	44	31	34	55	37	66	20	98	497	60	237	320	174	384
	21%	21%	12%	14%	19%	23%	15%	31%	18%	33%	22%	17%	15%	29%	16%	26%
		b			b	bcb		abcdeh		abcdeh	b		a		a	
		12%	8%	6%	6%	10%	7%	12%	4%	18%	89%	11%	42%	57%	31%	69%
DON'T KNOW FOR ANY PROVIDER	55	6	6	10	5	2	1	11	5	4	50	5	25	30	22	33

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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SUMMARY OF BUNDLE OWNERSHIP - DEFINED BY SAME SUPPLIER USED FOR A NUMBER OF SERVICES

Base : All respondents

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV- ICES	ANY SER- VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3959	2152	1624	1609	1810	1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220	1144	2568
Weighted total	2675	1541	1089	1235	1273	1254	2551
		58%	41%	46%	48%	47%	95%
Base for %	2620	1525	1069	1217	1250	1234	2507
		58%	41%	46%	48%	47%	96%
DOUBLE PLAY	956	419	460	457	468	480	916
	36%	28%	43%	38%	37%	39%	37%
			acdef	a	a	a	a
		44%	48%	48%	49%	50%	96%
TRIPLE PLAY	990	917	222	580	573	548	987
	38%	60%	21%	48%	46%	44%	39%
		bcdef		bf	bf	bf	b
		93%	22%	59%	58%	55%	100%
QUAD PLAY	117	117	19	73	75	59	117
	4%	8%	2%	6%	6%	5%	5%
		bef		b	b	b	b
		100%	16%	62%	64%	50%	100%
NO BUNDLE	557	72	368	108	134	148	488
	21%	5%	34%	9%	11%	12%	19%
			acdef	a	a	ac	acde
		13%	66%	19%	24%	27%	88%
DON'T KNOW FOR ANY PROVIDER	55	16	20	18	23	19	44

Columns Tested: a,b,c,d,e,f

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BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE

Base : Those using the same supplier for two or more services

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2930	1397	1528	356	437	1034	1103	117	238	310	836	709	915	610	693	1760	369	393	408
Effective Weighted Sample	2002	960	1038	245	296	711	763	87	173	221	603	498	643	413	483	1532	243	278	372
Weighted total	2062	993	1066	265	315	780	702	73	152	217	688	610	593	438	419	1735	166	102	59
		48%	52%	13%	15%	38%	34%	4%	7%	11%	33%	30%	29%	21%	20%	84%	8%	5%	3%
Base for %	2062	993	1066	265	315	780	702	73	152	217	688	610	593	438	419	1735	166	102	59
		48%	52%	13%	15%	38%	34%	4%	7%	11%	33%	30%	29%	21%	20%	84%	8%	5%	3%
LANDLINE, BROADBAND AND PAY TV	868	406	462	125	140	365	237	19	52	93	318	240	268	192	167	730	76	38	24
	42%	41%	43%	47%	44%	47%	34%	26%	34%	43%	46%	39%	45%	44%	40%	42%	46%	37%	40%
				d	d	d				a	ab		a				c		
		47%	53%	14%	16%	42%	27%	2%	6%	11%	37%	28%	31%	22%	19%	84%	9%	4%	3%
LANDLINE AND BROADBAND	674	327	345	72	91	232	278	24	62	71	214	211	175	138	149	546	65	40	23
	33%	33%	32%	27%	29%	30%	40%	32%	41%	32%	31%	35%	29%	31%	36%	31%	39%	39%	39%
						abc			d					b			a	a	a
		49%	51%	11%	14%	34%	41%	4%	9%	10%	32%	31%	26%	20%	22%	81%	10%	6%	3%
BROADBAND AND PAY TV	139	64	75	27	25	58	29	2	7	10	45	39	47	35	18	123	6	6	4
	7%	6%	7%	10%	8%	7%	4%	3%	5%	4%	6%	6%	8%	8%	4%	7%	4%	6%	6%
				d	d	d							d	d		b			
		46%	54%	19%	18%	42%	21%	2%	5%	7%	32%	28%	33%	25%	13%	88%	4%	5%	3%
LANDLINE, BROADBAND, MOBILE AND PAY TV	117	57	59	8	17	40	52	8	11	11	27	31	35	26	25	104	5	4	4
	6%	6%	6%	3%	5%	5%	7%	11%	8%	5%	4%	5%	6%	6%	6%	6%	3%	4%	7%
							a	d	d							b			b
		49%	50%	7%	14%	34%	44%	7%	10%	9%	23%	27%	30%	22%	21%	89%	4%	4%	4%
LANDLINE, MOBILE AND BROADBAND	107	51	56	5	19	38	45	8	8	12	41	40	28	19	20	90	7	8	2
	5%	5%	5%	2%	6%	5%	6%	11%	6%	5%	6%	6%	5%	4%	5%	5%	4%	8%	3%
					a	a	a											ad	
		47%	53%	4%	18%	35%	42%	7%	8%	11%	39%	37%	26%	18%	18%	84%	6%	8%	2%
MOBILE AND BROADBAND	74	41	32	16	15	20	24	6	4	9	26	21	20	16	17	70	1	3	1
	4%	4%	3%	6%	5%	3%	3%	8%	2%	4%	4%	3%	3%	4%	4%	4%	1%	3%	2%
				c				b								bd		b	
		55%	43%	22%	20%	27%	32%	8%	5%	12%	35%	28%	27%	22%	23%	94%	1%	4%	1%
LANDLINE AND PAY TV	57	32	24	8	6	20	24	4	5	7	14	15	15	9	18	51	2	2	2
	3%	3%	2%	3%	2%	3%	3%	5%	4%	3%	2%	2%	2%	2%	4%	3%	1%	2%	3%
		57%	43%	13%	10%	35%	42%	7%	9%	12%	25%	26%	26%	16%	31%	90%	4%	3%	3%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE

Base : Those using the same supplier for two or more services

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2930	1397	1528	356	437	1034	1103	117	238	310	836	709	915	610	693	1760	369	393	408
Effective Weighted Sample	2002	960	1038	245	296	711	763	87	173	221	603	498	643	413	483	1532	243	278	372
Weighted total	2062	993	1066	265	315	780	702	73	152	217	688	610	593	438	419	1735	166	102	59
		48%	52%	13%	15%	38%	34%	4%	7%	11%	33%	30%	29%	21%	20%	84%	8%	5%	3%
LANDLINE AND MOBILE	17	9	8	1	2	1	13	2	1	1	2	8	3	2	5	14	1	1	*
	1%	1%	1%	*%	*%	*%	2%	3%	*%	*%	*%	1%	*%	*%	1%	1%	1%	1%	1%
							c	d											
		52%	48%	7%	9%	8%	76%	12%	4%	5%	10%	46%	16%	11%	27%	83%	7%	7%	3%
MOBILE, BROADBAND AND PAY TV	12	10	2	4	2	4	3	*	-	3	4	5	4	2	1	11	1	*	-
	1%	1%	*%	2%	*%	1%	*%	*%	-%	2%	1%	1%	1%	1%	*%	1%	1%	*%	-%
		b		d															
		82%	18%	35%	13%	32%	21%	3%	-%	26%	32%	43%	32%	19%	6%	87%	11%	2%	-%
MOBILE AND PAY TV	8	5	4	-	1	5	3	1	-	2	2	4	*	-	4	6	1	1	-
	*%	*%	*%	-%	*%	1%	*%	1%	-%	1%	*%	1%	*%	-%	1%	*%	1%	1%	-%
														bc					
		54%	46%	-%	12%	56%	32%	7%	-%	24%	19%	47%	5%	-%	48%	76%	16%	8%	-%
LANDLINE, MOBILE AND PAY TV	3	-	3	-	-	1	2	*	1	1	1	-	2	-	1	3	-	-	*
	*%	-%	*%	-%	-%	*%	*%	*%	1%	*%	*%	-%	*%	-%	*%	*%	-%	-%	*%
		-%	100%	-%	-%	35%	65%	3%	35%	34%	28%	-%	62%	-%	38%	97%	-%	-%	3%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - 2020. 9th January to 7th March 2020.

Table 188

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE

Base : Those using the same supplier for two or more services

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	2930	208	224	186	199	198	214	171	212	148	2098	832	1709	1216	1426	1504
Effective Weighted Sample	2002	197	213	177	192	188	204	160	199	141	1663	353	1159	863	931	1071
Weighted total	2062	260	318	188	148	180	208	143	92	197	1769	293	1292	766	943	1120
		13%	15%	9%	7%	9%	10%	7%	4%	10%	86%	14%	63%	37%	46%	54%
Base for %	2062	260	318	188	148	180	208	143	92	197	1769	293	1292	766	943	1120
		13%	15%	9%	7%	9%	10%	7%	4%	10%	86%	14%	63%	37%	46%	54%
LANDLINE, BROADBAND AND PAY TV	868	114	148	78	67	67	76	48	41	92	757	111	595	271	401	467
	42%	44%	47%	41%	45%	37%	36%	34%	45%	47%	43%	38%	46%	35%	43%	42%
			fg		g				g	g			b			
		13%	17%	9%	8%	8%	9%	6%	5%	11%	87%	13%	69%	31%	46%	54%
LANDLINE AND BROADBAND	674	73	97	71	46	43	70	63	25	57	560	113	383	290	315	359
	33%	28%	31%	38%	31%	24%	34%	44%	27%	29%	32%	39%	30%	38%	33%	32%
				eh			e	abdefhi				a		a		
		11%	14%	11%	7%	6%	10%	9%	4%	8%	83%	17%	57%	43%	47%	53%
BROADBAND AND PAY TV	139	29	17	8	8	28	16	5	4	8	125	14	100	39	52	87
	7%	11%	5%	4%	5%	16%	8%	4%	4%	4%	7%	5%	8%	5%	6%	8%
		bcdghi				bcdghi							b		a	
		21%	12%	6%	6%	20%	12%	4%	3%	5%	90%	10%	72%	28%	37%	63%
LANDLINE, BROADBAND, MOBILE AND PAY TV	117	14	22	13	11	15	7	5	9	7	101	16	60	57	52	64
	6%	6%	7%	7%	8%	8%	3%	4%	10%	4%	6%	5%	5%	7%	6%	6%
						f			fgi				a			
		12%	19%	11%	10%	13%	6%	4%	8%	6%	87%	13%	52%	48%	45%	55%
LANDLINE, MOBILE AND BROADBAND	107	10	14	8	9	15	19	6	4	5	86	21	68	39	59	48
	5%	4%	5%	4%	6%	8%	9%	4%	4%	3%	5%	7%	5%	5%	6%	4%
						i	achi								b	
		9%	14%	7%	9%	14%	18%	6%	3%	5%	81%	19%	63%	37%	55%	45%
MOBILE AND BROADBAND	74	12	7	8	2	5	12	8	2	13	65	9	42	30	30	45
	4%	5%	2%	4%	1%	3%	6%	6%	2%	6%	4%	3%	3%	4%	3%	4%
							dh	dh		dh						
		16%	10%	11%	3%	7%	16%	11%	2%	17%	88%	12%	57%	41%	40%	60%
LANDLINE AND PAY TV	57	7	8	2	2	5	4	3	4	14	54	2	34	22	23	34
	3%	3%	2%	1%	2%	3%	2%	2%	5%	7%	3%	1%	3%	3%	2%	3%
									bcdfg		b					
		13%	14%	4%	4%	9%	6%	6%	8%	25%	96%	4%	60%	40%	40%	60%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE

Base : Those using the same supplier for two or more services

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	2930	208	224	186	199	198	214	171	212	148	2098	832	1709	1216	1426	1504
Effective Weighted Sample	2002	197	213	177	192	188	204	160	199	141	1663	353	1159	863	931	1071
Weighted total	2062	260	318	188	148	180	208	143	92	197	1769	293	1292	766	943	1120
		13%	15%	9%	7%	9%	10%	7%	4%	10%	86%	14%	63%	37%	46%	54%
LANDLINE AND MOBILE	17	-	3	1	2	4	1	2	1	-	12	6	5	12	7	10
	1%	-%	1%	1%	1%	2%	1%	1%	1%	-%	1%	2%	*%	2%	1%	1%
						a						a		a		
		-%	16%	7%	13%	22%	8%	11%	7%	-%	67%	33%	28%	72%	43%	57%
MOBILE, BROADBAND AND PAY TV	12	4	1	-	-	1	3	1	1	-	9	3	7	5	5	8
	1%	1%	*%	-%	-%	*%	1%	1%	1%	-%	1%	1%	1%	1%	*%	1%
		29%	11%	-%	-%	6%	23%	8%	10%	-%	74%	26%	60%	40%	38%	62%
MOBILE AND PAY TV	8	-	1	-	-	1	2	1	2	-	8	*	4	4	3	5
	*%	-%	*%	-%	-%	1%	1%	*%	2%	-%	*%	*%	*%	1%	*%	*%
						ad										
		-%	13%	-%	-%	12%	22%	7%	22%	-%	98%	2%	47%	53%	38%	62%
LANDLINE, MOBILE AND PAY TV	3	-	-	-	1	-	-	-	-	2	3	*	1	2	1	2
	*%	-%	-%	-%	*%	-%	-%	-%	-%	1%	*%	*%	*%	*%	*%	*%
		-%	-%	-%	28%	-%	-%	-%	-%	69%	97%	3%	28%	72%	31%	69%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE

Base : Those using the same supplier for two or more services

	Total	TV SERVICES				YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD		
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2930	1999	972	1448	1587	1403	2826
Effective Weighted Sample	2002	1386	683	1004	1063	982	1951
Weighted total	2062	1453	701	1110	1116	1086	2020
		70%	34%	54%	54%	53%	98%
Base for %	2062	1453	701	1110	1116	1086	2020
		70%	34%	54%	54%	53%	98%
LANDLINE, BROADBAND AND PAY TV	868	868	159	515	497	485	868
	42%	60%	23%	46%	45%	45%	43%
		bcdef		b	b	b	b
		100%	18%	59%	57%	56%	100%
LANDLINE AND BROADBAND	674	199	390	331	324	335	642
	33%	14%	56%	30%	29%	31%	32%
			acdef	a	a	a	a
		30%	58%	49%	48%	50%	95%
BROADBAND AND PAY TV	139	139	18	75	86	85	139
	7%	10%	3%	7%	8%	8%	7%
		bcf		b	b	b	b
		100%	13%	54%	62%	61%	100%
LANDLINE, BROADBAND, MOBILE AND PAY TV	117	117	19	73	75	59	117
	6%	8%	3%	7%	7%	5%	6%
		bef		b	b	b	b
		100%	16%	62%	64%	50%	100%
LANDLINE, MOBILE AND BROADBAND	107	34	62	55	66	54	104
	5%	2%	9%	5%	6%	5%	5%
			acdef	a	a	a	a
		32%	58%	51%	62%	50%	97%
MOBILE AND BROADBAND	74	27	36	29	32	36	69
	4%	2%	5%	3%	3%	3%	3%
			acd			a	a
		37%	48%	39%	43%	48%	93%
LANDLINE AND PAY TV	57	57	10	23	24	20	57
	3%	4%	1%	2%	2%	2%	3%
		bcde					b
		100%	17%	40%	42%	35%	100%

Columns Tested: a,b,c,d,e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE

Base : Those using the same supplier for two or more services

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d		e	f
Unweighted total	2930	1999	972	1448	1587		1403	2826
Effective Weighted Sample	2002	1386	683	1004	1063		982	1951
Weighted total	2062	1453	701	1110	1116		1086	2020
		70%	34%	54%	54%		53%	98%
LANDLINE AND MOBILE	17	2	9	4	4		6	13
	1%	*%	1%	*%	*%		1%	1%
			acd					a
		13%	53%	26%	25%		33%	79%
MOBILE, BROADBAND AND PAY TV	12	12	1	8	8		7	12
	1%	1%	*%	1%	1%		1%	1%
		100%	10%	64%	62%		57%	100%
MOBILE AND PAY TV	8	8	*	3	5		5	8
	*%	1%	*%	*%	*%		*%	*%
		100%	2%	40%	60%		53%	100%
LANDLINE, MOBILE AND PAY TV	3	3	-	2	2		2	3
	*%	*%	-%	*%	*%		*%	*%
		100%	-%	72%	69%		69%	100%

Columns Tested: a,b,c,d,e,f

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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

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2930	1397	1528	356	437	1034	1103	117	238	310	836	709	915	610	693	1760	369	393	408
Effective Weighted Sample	2002	960	1038	245	296	711	763	87	173	221	603	498	643	413	483	1532	243	278	372
Weighted total	2062	993	1066	265	315	780	702	73	152	217	688	610	593	438	419	1735	166	102	59
		48%	52%	13%	15%	38%	34%	4%	7%	11%	33%	30%	29%	21%	20%	84%	8%	5%	3%
Base for %	2062	993	1066	265	315	780	702	73	152	217	688	610	593	438	419	1735	166	102	59
		48%	52%	13%	15%	38%	34%	4%	7%	11%	33%	30%	29%	21%	20%	84%	8%	5%	3%
DOUBLE PLAY	956	468	484	122	137	333	364	38	79	97	297	294	256	199	206	798	76	51	30
	46%	47%	45%	46%	44%	43%	52%	52%	52%	45%	43%	48%	43%	45%	49%	46%	46%	50%	50%
							bc		d						b				
		49%	51%	13%	14%	35%	38%	4%	8%	10%	31%	31%	27%	21%	22%	84%	8%	5%	3%
TRIPLE PLAY	990	467	523	134	161	408	287	28	61	109	364	285	302	214	188	833	85	47	25
	48%	47%	49%	51%	51%	52%	41%	37%	41%	50%	53%	47%	51%	49%	45%	48%	51%	46%	43%
				d	d	d			a		ab		d				d		
		47%	53%	14%	16%	41%	29%	3%	6%	11%	37%	29%	31%	22%	19%	84%	9%	5%	3%
QUAD PLAY	117	57	59	8	17	40	52	8	11	11	27	31	35	26	25	104	5	4	4
	6%	6%	6%	3%	5%	5%	7%	11%	8%	5%	4%	5%	6%	6%	6%	6%	3%	4%	7%
							a	d	d							b			b
		49%	50%	7%	14%	34%	44%	7%	10%	9%	23%	27%	30%	22%	21%	89%	4%	4%	4%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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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

	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	2930	208	224	186	199	198	214	171	212	148	2098	832	1709	1216	1426	1504
Effective Weighted Sample	2002	197	213	177	192	188	204	160	199	141	1663	353	1159	863	931	1071
Weighted total	2062	260	318	188	148	180	208	143	92	197	1769	293	1292	766	943	1120
		13%	15%	9%	7%	9%	10%	7%	4%	10%	86%	14%	63%	37%	46%	54%
Base for %	2062	260	318	188	148	180	208	143	92	197	1769	293	1292	766	943	1120
		13%	15%	9%	7%	9%	10%	7%	4%	10%	86%	14%	63%	37%	46%	54%
DOUBLE PLAY	956	119	132	90	60	83	103	83	37	91	813	143	560	393	425	531
	46%	46%	42%	48%	41%	46%	50%	58%	40%	46%	46%	49%	43%	51%	45%	47%
							abdehi						a			
		12%	14%	9%	6%	9%	11%	9%	4%	10%	85%	15%	59%	41%	44%	56%
TRIPLE PLAY	990	127	164	85	76	82	98	55	46	99	855	135	671	317	466	524
	48%	49%	52%	45%	52%	46%	47%	39%	50%	50%	48%	46%	52%	41%	49%	47%
			g		g				g	g			b			
		13%	17%	9%	8%	8%	10%	6%	5%	10%	86%	14%	68%	32%	47%	53%
QUAD PLAY	117	14	22	13	11	15	7	5	9	7	101	16	60	57	52	64
	6%	6%	7%	7%	8%	8%	3%	4%	10%	4%	6%	5%	5%	7%	6%	6%
						f			fgi				a			
		12%	19%	11%	10%	13%	6%	4%	8%	6%	87%	13%	52%	48%	45%	55%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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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

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV- ICES	ANY SER- VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2930	1999	972	1448	1587	1403	2826
Effective Weighted Sample	2002	1386	683	1004	1063	982	1951
Weighted total	2062	1453	701	1110	1116	1086	2020
		70%	34%	54%	54%	53%	98%
Base for %	2062	1453	701	1110	1116	1086	2020
		70%	34%	54%	54%	53%	98%
DOUBLE PLAY	956	419	460	457	468	480	916
	46%	29%	66%	41%	42%	44%	45%
			acdef	a	a	a	ac
		44%	48%	48%	49%	50%	96%
TRIPLE PLAY	990	917	222	580	573	548	987
	48%	63%	32%	52%	51%	50%	49%
		bcdef		b	b	b	b
		93%	22%	59%	58%	55%	100%
QUAD PLAY	117	117	19	73	75	59	117
	6%	8%	3%	7%	7%	5%	6%
		bef		b	b	b	b
		100%	16%	62%	64%	50%	100%

Columns Tested: a,b,c,d,e,f

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FIXED BROADBAND STANDALONE - DEFINED BY SUPPLIER USED FOR FIXED BROADBAND AND OTHER SERVICES

Base : Those with fixed broadband at home

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3027	1448	1573	407	469	1062	1089	118	237	317	860	730	948	646	700	1824	381	398	424
Effective Weighted Sample	2077	1001	1072	283	319	726	759	88	175	228	623	519	663	440	490	1595	251	280	388
Weighted total	2142	1034	1102	303	345	785	709	74	153	221	715	634	611	468	426	1805	170	104	62
		48%	51%	14%	16%	37%	33%	3%	7%	10%	33%	30%	29%	22%	20%	84%	8%	5%	3%
Base for %	2076	1003	1069	272	338	774	691	72	151	218	705	615	594	452	413	1748	168	101	61
		48%	51%	13%	16%	37%	33%	3%	7%	11%	34%	30%	29%	22%	20%	84%	8%	5%	3%
FIXED BROADBAND STANDALONE - DON'T USE FIXED BROADBAND SUPPLIER FOR ANY OTHER SERVICE	142	75	65	33	41	33	34	6	10	16	44	41	33	36	32	125	9	4	4
	7%	7%	6%	12%	12%	4%	5%	9%	6%	7%	6%	7%	6%	8%	8%	7%	5%	4%	6%
				cd	cd											c			
		53%	46%	23%	29%	23%	24%	4%	7%	11%	31%	29%	23%	26%	22%	88%	6%	3%	3%
SAME PROVIDER FOR ANY OTHER SERVICE	1935	928	1003	239	297	741	657	66	142	203	661	574	561	416	381	1622	159	97	57
	93%	93%	94%	88%	88%	96%	95%	91%	94%	93%	94%	93%	94%	92%	92%	93%	95%	96%	94%
						ab	ab											a	
		48%	52%	12%	15%	38%	34%	3%	7%	10%	34%	30%	29%	21%	20%	84%	8%	5%	3%
DON'T KNOW AT ANY SERVICE	65	32	33	30	7	10	18	3	2	3	10	20	17	16	13	58	3	3	1

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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FIXED BROADBAND STANDALONE - DEFINED BY SUPPLIER USED FOR FIXED BROADBAND AND OTHER SERVICES

Base : Those with fixed broadband at home

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3027	227	228	205	215	198	223	178	212	138	2171	856	1785	1237	1464	1563
Effective Weighted Sample	2077	216	217	195	207	189	213	167	200	132	1727	365	1213	883	958	1120
Weighted total	2142	284	326	207	162	181	217	150	93	186	1835	306	1348	789	972	1170
		13%	15%	10%	8%	8%	10%	7%	4%	9%	86%	14%	63%	37%	45%	55%
Base for %	2076	278	316	194	156	177	214	140	88	184	1775	301	1317	755	945	1131
		13%	15%	9%	8%	9%	10%	7%	4%	9%	85%	15%	63%	36%	46%	54%
FIXED BROADBAND STANDALONE - DON'T USE FIXED BROADBAND SUPPLIER FOR ANY OTHER SERVICE	142	29	14	15	14	8	18	9	5	14	120	21	96	46	53	89
	7%	10%	5%	8%	9%	4%	8%	6%	6%	8%	7%	7%	7%	6%	6%	8%
		be														a
		20%	10%	10%	10%	6%	12%	6%	4%	10%	85%	15%	67%	33%	37%	63%
SAME PROVIDER FOR ANY OTHER SERVICE	1935	249	302	179	142	170	196	132	82	170	1655	280	1221	709	893	1042
	93%	90%	95%	92%	91%	96%	92%	94%	94%	92%	93%	93%	93%	94%	94%	92%
		a	a			a									b	
		13%	16%	9%	7%	9%	10%	7%	4%	9%	86%	14%	63%	37%	46%	54%
DON'T KNOW AT ANY SERVICE	65	6	9	13	6	4	3	9	5	2	60	5	31	34	27	39

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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FIXED BROADBAND STANDALONE - DEFINED BY SUPPLIER USED FOR FIXED BROADBAND AND OTHER SERVICES

Base : Those with fixed broadband at home

	Total	TV SERVICES					
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	YOUTUBE SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	3027	1957	1046	1497	1666	1465	2906
Effective Weighted Sample	2077	1360	739	1046	1118	1028	2012
Weighted total	2142	1420	763	1152	1169	1134	2082
		66%	36%	54%	55%	53%	97%
Base for %	2076	1395	740	1126	1136	1105	2028
		67%	36%	54%	55%	53%	98%
FIXED BROADBAND STANDALONE - DON'T USE FIXED BROADBAND SUPPLIER FOR ANY OTHER SERVICE	142	33	75	66	81	81	132
	7%	2%	10%	6%	7%	7%	6%
			acdef	a	a	a	a
		23%	53%	47%	57%	57%	93%
SAME PROVIDER FOR ANY OTHER SERVICE	1935	1362	666	1060	1055	1024	1896
	93%	98%	90%	94%	93%	93%	94%
		bcdef		b	b	b	b
		70%	34%	55%	55%	53%	98%
DON'T KNOW AT ANY SERVICE	65	25	22	26	33	29	54
Columns Tested: a,b,c,d,e,f							

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FIXED BROADBAND STANDALONE - DEFINED BY SUPPLIER USED FOR FIXED BROADBAND AND OTHER SERVICES

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
Base for %	2610	1271	1332	345	401	892	972	145	224	273	757	692	701	564	650	2178	230	129	73
		49%	51%	13%	15%	34%	37%	6%	9%	10%	29%	27%	27%	22%	25%	83%	9%	5%	3%
FIXED BROADBAND STANDALONE - DON'T USE FIXED BROADBAND SUPPLIER FOR ANY OTHER SERVICE	142	75	65	33	41	33	34	6	10	16	44	41	33	36	32	125	9	4	4
	5%	6%	5%	9%	10%	4%	4%	4%	4%	6%	6%	6%	5%	6%	5%	6%	4%	3%	5%
				cd	cd											c			
		53%	46%	23%	29%	23%	24%	4%	7%	11%	31%	29%	23%	26%	22%	88%	6%	3%	3%
SAME PROVIDER FOR ANY OTHER SERVICE	1935	928	1003	239	297	741	657	66	142	203	661	574	561	416	381	1622	159	97	57
	74%	73%	75%	69%	74%	83%	68%	45%	63%	74%	87%	83%	80%	74%	59%	74%	69%	75%	78%
					d	abd			a	ab	abc	cd	cd	d		b		b	b
		48%	52%	12%	15%	38%	34%	3%	7%	10%	34%	30%	29%	21%	20%	84%	8%	5%	3%
DON'T KNOW AT ANY SERVICE	65	32	33	30	7	10	18	3	2	3	10	20	17	16	13	58	3	3	1

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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FIXED BROADBAND STANDALONE - DEFINED BY SUPPLIER USED FOR FIXED BROADBAND AND OTHER SERVICES

Base : All respondents

		ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
Base for %	2610	328	358	217	182	233	242	211	111	296	2256	354	1523	1082	1112	1498
		13%	14%	8%	7%	9%	9%	8%	4%	11%	86%	14%	58%	41%	43%	57%
FIXED BROADBAND STANDALONE - DON'T USE FIXED BROADBAND SUPPLIER FOR ANY OTHER SERVICE	142	29	14	15	14	8	18	9	5	14	120	21	96	46	53	89
	5%	9%	4%	7%	8%	3%	7%	4%	5%	5%	5%	6%	6%	4%	5%	6%
		beg			e								b			
		20%	10%	10%	10%	6%	12%	6%	4%	10%	85%	15%	67%	33%	37%	63%
SAME PROVIDER FOR ANY OTHER SERVICE	1935	249	302	179	142	170	196	132	82	170	1655	280	1221	709	893	1042
	74%	76%	84%	83%	78%	73%	81%	62%	74%	57%	73%	79%	80%	66%	80%	70%
		gi	aeghi	eghi	gi	gi	egi		gi			a	b		b	
		13%	16%	9%	7%	9%	10%	7%	4%	9%	86%	14%	63%	37%	46%	54%
DON'T KNOW AT ANY SERVICE	65	6	9	13	6	4	3	9	5	2	60	5	31	34	27	39

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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FIXED BROADBAND STANDALONE - DEFINED BY SUPPLIER USED FOR FIXED BROADBAND AND OTHER SERVICES

Base : All respondents

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d		e	f
Unweighted total	3959	2152	1624	1609	1810		1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220		1144	2568
Weighted total	2675	1541	1089	1235	1273		1254	2551
		58%	41%	46%	48%		47%	95%
Base for %	2610	1516	1067	1209	1241		1225	2497
		58%	41%	46%	48%		47%	96%
FIXED BROADBAND STANDALONE - DON'T USE FIXED BROADBAND SUPPLIER FOR ANY OTHER SERVICE	142	33	75	66	81		81	132
	5%	2%	7%	5%	6%		7%	5%
			af	a	a		a	a
		23%	53%	47%	57%		57%	93%
SAME PROVIDER FOR ANY OTHER SERVICE	1935	1362	666	1060	1055		1024	1896
	74%	90%	62%	88%	85%		84%	76%
		bdef		bef	bf		bf	b
		70%	34%	55%	55%		53%	98%
DON'T KNOW AT ANY SERVICE	65	25	22	26	33		29	54
Columns Tested: a,b,c,d,e,f								

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3419	1611	1799	388	451	1084	1496	175	305	350	859	788	1007	727	893	2060	440	453	466
Effective Weighted Sample	2319	1102	1211	266	304	741	1034	133	220	251	621	548	701	490	628	1767	293	315	426
Weighted total	2332	1114	1211	286	331	809	907	102	186	240	713	667	639	505	520	1955	196	114	68
		48%	52%	12%	14%	35%	39%	4%	8%	10%	31%	29%	27%	22%	22%	84%	8%	5%	3%
Base for %	2257	1076	1175	255	320	797	885	101	183	236	705	647	620	487	501	1889	192	111	66
		48%	52%	11%	14%	35%	39%	4%	8%	10%	31%	29%	27%	22%	22%	84%	8%	5%	3%
FIXED LINE STANDALONE - DON'T USE LANDLINE SUPPLIER FOR ANY OTHER SERVICE	407	190	213	35	41	92	238	34	41	39	85	104	92	97	113	348	32	17	10
	18%	18%	18%	14%	13%	12%	27%	34%	22%	16%	12%	16%	15%	20%	23%	18%	17%	15%	16%
							abc	bcd	d					b	ab				
		47%	52%	9%	10%	23%	59%	8%	10%	10%	21%	26%	23%	24%	28%	85%	8%	4%	3%
SAME PROVIDER FOR ANY OTHER SERVICE	1834	879	952	217	274	697	646	64	141	194	615	540	524	386	383	1529	156	93	55
	81%	82%	81%	85%	85%	87%	73%	64%	77%	82%	87%	83%	84%	79%	76%	81%	82%	84%	83%
				d	d	d		a	a	a	ab	d	cd						
		48%	52%	12%	15%	38%	35%	4%	8%	11%	34%	29%	29%	21%	21%	83%	9%	5%	3%
DON'T KNOW AT ANY SERVICE	75	38	36	31	10	12	22	2	3	4	8	20	18	18	19	66	4	4	1

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

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

		ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3419	234	247	210	239	246	229	214	243	198	2467	952	1804	1610	1635	1784
Effective Weighted Sample	2319	218	231	198	227	230	216	197	226	185	1935	402	1219	1140	1051	1269
Weighted total	2332	282	342	207	172	213	217	169	102	249	2007	325	1362	966	1047	1285
		12%	15%	9%	7%	9%	9%	7%	4%	11%	86%	14%	58%	41%	45%	55%
Base for %	2257	274	333	196	166	209	215	159	96	242	1938	319	1328	924	1019	1239
		12%	15%	9%	7%	9%	10%	7%	4%	11%	86%	14%	59%	41%	45%	55%
FIXED LINE STANDALONE - DON'T USE LANDLINE SUPPLIER FOR ANY OTHER SERVICE	407	56	43	25	28	57	36	31	9	63	359	48	177	228	161	246
	18%	21%	13%	13%	17%	27%	17%	19%	10%	26%	19%	15%	13%	25%	16%	20%
		bch			h	bcdhf	h	h		bcdhf			a		a	
		14%	11%	6%	7%	14%	9%	8%	2%	16%	88%	12%	43%	56%	40%	60%
SAME PROVIDER FOR ANY OTHER SERVICE	1834	217	290	170	138	149	178	128	84	176	1565	268	1140	690	854	979
	81%	79%	87%	87%	83%	71%	83%	81%	88%	73%	81%	84%	86%	75%	84%	79%
			aei	aei	ei	ei		ei	e	aegi			b		b	
		12%	16%	9%	8%	8%	10%	7%	5%	10%	85%	15%	62%	38%	47%	53%
DON'T KNOW AT ANY SERVICE	75	8	9	11	6	4	3	11	7	7	68	7	33	42	29	46

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

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

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d		e	f
Unweighted total	3419	2060	1299	1507	1654		1460	3230
Effective Weighted Sample	2319	1416	906	1047	1102		1018	2211
Weighted total	2332	1475	893	1163	1163		1132	2242
		63%	38%	50%	50%		49%	96%
Base for %	2257	1445	871	1138	1127		1102	2181
		64%	39%	50%	50%		49%	97%
FIXED LINE STANDALONE - DON'T USE LANDLINE SUPPLIER FOR ANY OTHER SERVICE	407	163	221	135	130		139	370
	18%	11%	25%	12%	12%		13%	17%
			acdef					acde
		40%	54%	33%	32%		34%	91%
SAME PROVIDER FOR ANY OTHER SERVICE	1834	1275	644	996	986		954	1796
	81%	88%	74%	88%	87%		87%	82%
		bf		bf	bf		bf	b
		70%	35%	54%	54%		52%	98%
DON'T KNOW AT ANY SERVICE	75	30	22	26	36		31	62

Columns Tested: a,b,c,d,e,f

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LANDLINE STANDALONE - DEFINED BY SUPPLIER USED FOR LANDLINE AND OTHER SERVICES (INCLUDING THOSE WHO PAY LINE RENTAL AT QC32)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
Base for %	2600	1265	1329	344	397	891	967	146	222	272	758	692	700	563	644	2170	229	128	73
		49%	51%	13%	15%	34%	37%	6%	9%	10%	29%	27%	27%	22%	25%	83%	9%	5%	3%
FIXED LINE STANDALONE - DON'T USE LANDLINE SUPPLIER FOR ANY OTHER SERVICE	407	190	213	35	41	92	238	34	41	39	85	104	92	97	113	348	32	17	10
	16%	15%	16%	10%	10%	10%	25%	23%	18%	14%	11%	15%	13%	17%	18%	16%	14%	13%	14%
							abc	cd	d					b	b				
		47%	52%	9%	10%	23%	59%	8%	10%	10%	21%	26%	23%	24%	28%	85%	8%	4%	3%
SAME PROVIDER FOR ANY OTHER SERVICE	1834	879	952	217	274	697	646	64	141	194	615	540	524	386	383	1529	156	93	55
	71%	70%	72%	63%	69%	78%	67%	44%	63%	72%	81%	78%	75%	69%	59%	70%	68%	73%	76%
						abd			a	ab	abc	cd	cd	d					ab
		48%	52%	12%	15%	38%	35%	4%	8%	11%	34%	29%	29%	21%	21%	83%	9%	5%	3%
DON'T KNOW AT ANY SERVICE	75	38	36	31	10	12	22	2	3	4	8	20	18	18	19	66	4	4	1

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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LANDLINE STANDALONE - DEFINED BY SUPPLIER USED FOR LANDLINE AND OTHER SERVICES (INCLUDING THOSE WHO PAY LINE RENTAL AT QC32)

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
Base for %	2600	326	358	218	182	233	243	210	109	292	2248	352	1521	1074	1110	1490
		13%	14%	8%	7%	9%	9%	8%	4%	11%	86%	14%	58%	41%	43%	57%
FIXED LINE STANDALONE - DON'T USE LANDLINE SUPPLIER FOR ANY OTHER SERVICE	407	56	43	25	28	57	36	31	9	63	359	48	177	228	161	246
	16%	17%	12%	11%	15%	24%	15%	15%	9%	22%	16%	14%	12%	21%	14%	17%
		h			h	abcdfgh	h	h		bcgh				a		
		14%	11%	6%	7%	14%	9%	8%	2%	16%	88%	12%	43%	56%	40%	60%
SAME PROVIDER FOR ANY OTHER SERVICE	1834	217	290	170	138	149	178	128	84	176	1565	268	1140	690	854	979
	71%	67%	81%	78%	76%	64%	73%	61%	77%	60%	70%	76%	75%	64%	77%	66%
			aefgi	aegi	aegi		egi		aegi			a	b		b	
		12%	16%	9%	8%	8%	10%	7%	5%	10%	85%	15%	62%	38%	47%	53%
DON'T KNOW AT ANY SERVICE	75	8	9	11	6	4	3	11	7	7	68	7	33	42	29	46

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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LANDLINE STANDALONE - DEFINED BY SUPPLIER USED FOR LANDLINE AND OTHER SERVICES (INCLUDING THOSE WHO PAY LINE RENTAL AT QC32)

Base : All respondents

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d		e	f
Unweighted total	3959	2152	1624	1609	1810		1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220		1144	2568
Weighted total	2675	1541	1089	1235	1273		1254	2551
		58%	41%	46%	48%		47%	95%
Base for %	2600	1511	1067	1210	1237		1223	2490
		58%	41%	47%	48%		47%	96%
FIXED LINE STANDALONE - DON'T USE LANDLINE SUPPLIER FOR ANY OTHER SERVICE	407	163	221	135	130		139	370
	16%	11%	21%	11%	11%		11%	15%
			acdef					acde
		40%	54%	33%	32%		34%	91%
SAME PROVIDER FOR ANY OTHER SERVICE	1834	1275	644	996	986		954	1796
	71%	84%	60%	82%	80%		78%	72%
		bdef		bef	bf		bf	b
		70%	35%	54%	54%		52%	98%
DON'T KNOW AT ANY SERVICE	75	30	22	26	36		31	62
Columns Tested: a,b,c,d,e,f								

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

MOBILE (PERSONAL) STANDALONE - DEFINED BY SUPPLIER USED FOR MOBILE AND OTHER SERVICES

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3679	1778	1895	504	553	1214	1408	218	337	379	915	804	1076	776	1019	2230	479	485	485
Effective Weighted Sample	2527	1226	1296	360	378	836	972	167	245	273	663	566	758	528	730	1923	325	344	443
Weighted total	2525	1227	1292	369	402	894	860	130	204	261	759	688	686	548	601	2113	216	126	70
		49%	51%	15%	16%	35%	34%	5%	8%	10%	30%	27%	27%	22%	24%	84%	9%	5%	3%
Base for %	2437	1184	1247	331	390	876	840	125	200	255	746	666	661	529	578	2034	212	122	69
		49%	51%	14%	16%	36%	34%	5%	8%	10%	31%	27%	27%	22%	24%	83%	9%	5%	3%
MOBILE (PERSONAL) STANDALONE - DON'T USE MOBILE NETWORK FOR ANY OTHER SERVICE	2102	1016	1083	299	335	768	701	101	174	217	644	559	570	463	507	1741	196	104	61
	86%	86%	87%	90%	86%	88%	83%	80%	87%	85%	86%	84%	86%	88%	88%	86%	92%	85%	89%
				d		d											ac		a
		48%	52%	14%	16%	37%	33%	5%	8%	10%	31%	27%	27%	22%	24%	83%	9%	5%	3%
SAME PROVIDER FOR ANY OTHER SERVICE	334	168	163	32	55	108	138	24	25	38	102	107	90	65	71	292	16	18	7
	14%	14%	13%	10%	14%	12%	16%	20%	13%	15%	14%	16%	14%	12%	12%	14%	8%	15%	11%
							ac									bd		b	
		50%	49%	10%	17%	33%	41%	7%	8%	11%	30%	32%	27%	20%	21%	88%	5%	5%	2%
DON'T KNOW AT ANY SERVICE	88	43	45	38	12	18	20	5	4	6	13	22	25	19	22	79	4	4	1

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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MOBILE (PERSONAL) STANDALONE - DEFINED BY SUPPLIER USED FOR MOBILE AND OTHER SERVICES

Base : Those who personally use a mobile phone

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3679	268	250	222	238	253	251	263	269	216	2700	979	2037	1637	1676	2003
Effective Weighted Sample	2527	251	236	210	228	238	238	245	250	203	2132	410	1398	1168	1087	1440
Weighted total	2525	319	351	220	175	220	239	205	112	272	2189	336	1536	984	1083	1442
		13%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	61%	39%	43%	57%
Base for %	2437	310	339	207	168	214	234	191	106	265	2107	330	1495	937	1049	1388
		13%	14%	8%	7%	9%	10%	8%	4%	11%	86%	14%	61%	38%	43%	57%
MOBILE (PERSONAL) STANDALONE - DON'T USE MOBILE NETWORK FOR ANY OTHER SERVICE	2102	271	290	178	143	174	190	169	88	239	1826	276	1308	791	893	1209
	86%	87%	86%	86%	85%	81%	81%	88%	83%	90%	87%	84%	87%	84%	85%	87%
		13%	14%	8%	7%	8%	9%	8%	4%	11%	87%	13%	62%	38%	42%	58%
SAME PROVIDER FOR ANY OTHER SERVICE	334	40	49	28	26	40	44	23	18	26	280	53	187	144	155	178
	14%	13%	14%	14%	15%	19%	19%	12%	17%	10%	13%	16%	13%	15%	15%	13%
		12%	15%	8%	8%	12%	13%	7%	5%	8%	84%	16%	56%	43%	46%	54%
DON'T KNOW AT ANY SERVICE	88	9	12	13	7	6	5	14	7	7	82	7	41	47	34	54

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

MOBILE (PERSONAL) STANDALONE - DEFINED BY SUPPLIER USED FOR MOBILE AND OTHER SERVICES

Base : Those who personally use a mobile phone

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d		e	f
Unweighted total	3679	2073	1459	1575	1782		1599	3477
Effective Weighted Sample	2527	1437	1031	1101	1200		1127	2411
Weighted total	2525	1497	1000	1211	1252		1235	2424
		59%	40%	48%	50%		49%	96%
Base for %	2437	1469	970	1184	1213		1199	2354
		60%	40%	49%	50%		49%	97%
MOBILE (PERSONAL) STANDALONE - DON'T USE MOBILE NETWORK FOR ANY OTHER SERVICE	2102	1267	846	1014	1023		1034	2032
	86%	86%	87%	86%	84%		86%	86%
		60%	40%	48%	49%		49%	97%
SAME PROVIDER FOR ANY OTHER SERVICE	334	202	125	170	191		165	322
	14%	14%	13%	14%	16%		14%	14%
		61%	37%	51%	57%		49%	96%
DON'T KNOW AT ANY SERVICE	88	28	29	27	39		37	70
Columns Tested: a,b,c,d,e,f								

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

MOBILE (PERSONAL) STANDALONE - DEFINED BY SUPPLIER USED FOR MOBILE AND OTHER SERVICES

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
Base for %	2587	1260	1320	338	395	885	970	143	222	270	754	689	693	562	640	2157	229	129	73
		49%	51%	13%	15%	34%	37%	6%	9%	10%	29%	27%	27%	22%	25%	83%	9%	5%	3%
MOBILE (PERSONAL) STANDALONE - DON'T USE MOBILE NETWORK FOR ANY OTHER SERVICE	2102	1016	1083	299	335	768	701	101	174	217	644	559	570	463	507	1741	196	104	61
	81%	81%	82%	89%	85%	87%	72%	70%	79%	81%	85%	81%	82%	82%	79%	81%	85%	81%	85%
				d	d	d			a	a	ab						a		a
		48%	52%	14%	16%	37%	33%	5%	8%	10%	31%	27%	27%	22%	24%	83%	9%	5%	3%
SAME PROVIDER FOR ANY OTHER SERVICE	334	168	163	32	55	108	138	24	25	38	102	107	90	65	71	292	16	18	7
	13%	13%	12%	9%	14%	12%	14%	17%	11%	14%	13%	15%	13%	12%	11%	14%	7%	14%	10%
							a					d				bd		b	
		50%	49%	10%	17%	33%	41%	7%	8%	11%	30%	32%	27%	20%	21%	88%	5%	5%	2%
DON'T KNOW AT ANY SERVICE	88	43	45	38	12	18	20	5	4	6	13	22	25	19	22	79	4	4	1

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

MOBILE (PERSONAL) STANDALONE - DEFINED BY SUPPLIER USED FOR MOBILE AND OTHER SERVICES

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
Base for %	2587	325	356	216	181	231	241	207	109	292	2234	352	1513	1068	1104	1482
		13%	14%	8%	7%	9%	9%	8%	4%	11%	86%	14%	58%	41%	43%	57%
MOBILE (PERSONAL) STANDALONE - DON'T USE MOBILE NETWORK FOR ANY OTHER SERVICE	2102	271	290	178	143	174	190	169	88	239	1826	276	1308	791	893	1209
	81%	83%	81%	82%	79%	75%	79%	82%	80%	82%	82%	78%	86%	74%	81%	82%
		e											b			
		13%	14%	8%	7%	8%	9%	8%	4%	11%	87%	13%	62%	38%	42%	58%
SAME PROVIDER FOR ANY OTHER SERVICE	334	40	49	28	26	40	44	23	18	26	280	53	187	144	155	178
	13%	12%	14%	13%	14%	17%	18%	11%	16%	9%	13%	15%	12%	14%	14%	12%
						gi	gi		i							
		12%	15%	8%	8%	12%	13%	7%	5%	8%	84%	16%	56%	43%	46%	54%
DON'T KNOW AT ANY SERVICE	88	9	12	13	7	6	5	14	7	7	82	7	41	47	34	54

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

MOBILE (PERSONAL) STANDALONE - DEFINED BY SUPPLIER USED FOR MOBILE AND OTHER SERVICES

Base : All respondents

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d		e	f
Unweighted total	3959	2152	1624	1609	1810		1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220		1144	2568
Weighted total	2675	1541	1089	1235	1273		1254	2551
		58%	41%	46%	48%		47%	95%
Base for %	2587	1513	1060	1208	1235		1217	2481
		58%	41%	47%	48%		47%	96%
MOBILE (PERSONAL) STANDALONE - DON'T USE MOBILE NETWORK FOR ANY OTHER SERVICE	2102	1267	846	1014	1023		1034	2032
	81%	84%	80%	84%	83%		85%	82%
		b		b			bf	
		60%	40%	48%	49%		49%	97%
SAME PROVIDER FOR ANY OTHER SERVICE	334	202	125	170	191		165	322
	13%	13%	12%	14%	15%		14%	13%
					bf			
		61%	37%	51%	57%		49%	96%
DON'T KNOW AT ANY SERVICE	88	28	29	27	39		37	70

Columns Tested: a,b,c,d,e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

PAY TV STANDALONE - DEFINED BY SUPPLIER USED FOR PAY TV AND OTHER SERVICES

Base : Those with a Pay TV service

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	~a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2152	1057	1091	288	318	776	770	68	161	220	650	512	682	473	482	1337	275	256	284
Effective Weighted Sample	1487	726	758	198	220	543	538	51	117	162	468	360	486	323	341	1153	183	179	259
Weighted total	1541	760	778	221	239	595	486	42	103	157	535	442	451	346	300	1306	124	69	42
		49%	50%	14%	15%	39%	32%	**	7%	10%	35%	29%	29%	22%	19%	85%	8%	4%	3%
Base for %	1508	741	765	203	236	589	481	41	102	156	530	437	440	336	293	1277	123	67	41
		49%	51%	13%	16%	39%	32%	**	7%	10%	35%	29%	29%	22%	19%	85%	8%	4%	3%
PAY TV STANDALONE - DON'T USE PAY TV SUPPLIER FOR ANY OTHER SERVICE	317	173	143	38	47	98	134	**	25	30	121	104	73	75	63	261	32	16	8
	21%	23%	19%	19%	20%	17%	28%	**	24%	19%	23%	24%	16%	22%	22%	20%	26%	24%	20%
		b					abc					b		b					
		55%	45%	12%	15%	31%	42%	**	8%	9%	38%	33%	23%	24%	20%	82%	10%	5%	3%
SAME PROVIDER FOR ANY OTHER SERVICE	1191	568	622	165	189	491	347	**	77	126	408	333	368	260	230	1016	91	51	33
	79%	77%	81%	81%	80%	83%	72%	**	76%	81%	77%	76%	84%	77%	78%	80%	74%	76%	80%
		a		d	d	d						ac							
		48%	52%	14%	16%	41%	29%	**	6%	11%	34%	28%	31%	22%	19%	85%	8%	4%	3%
DON'T KNOW AT ANY SERVICE	33	19	13	18	3	7	5	**	1	2	5	5	11	10	7	29	1	2	1

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

PAY TV STANDALONE - DEFINED BY SUPPLIER USED FOR PAY TV AND OTHER SERVICES

Base : Those with a Pay TV service

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	2152	163	165	128	148	154	145	128	188	118	1594	558	1305	845	1021	1131
Effective Weighted Sample	1487	155	157	121	142	146	139	120	176	112	1259	235	904	600	671	816
Weighted total	1541	207	234	129	108	141	145	105	81	156	1340	201	1010	529	683	858
		13%	15%	8%	7%	9%	9%	7%	5%	10%	87%	13%	66%	34%	44%	56%
Base for %	1508	203	232	126	106	138	143	98	77	153	1311	197	992	514	672	836
		13%	15%	8%	7%	9%	9%	6%	5%	10%	87%	13%	66%	34%	45%	55%
PAY TV STANDALONE - DON'T USE PAY TV SUPPLIER FOR ANY OTHER SERVICE	317	36	37	27	18	22	37	35	17	32	265	51	197	120	142	175
	21%	18%	16%	22%	17%	16%	26% be	35% abcdehi	22%	21%	20%	26% a	20%	23%	21%	21%
		11%	12%	9%	6%	7%	12%	11%	5%	10%	84%	16%	62%	38%	45%	55%
SAME PROVIDER FOR ANY OTHER SERVICE	1191	167	196	99	88	116	106	63	60	121	1046	146	796	394	531	661
	79%	82% g	84% fg	78% g	83% g	84% fg	74% g	65% g	78% g	79% g	80% b	74% b	80% b	77% b	79% b	79% b
		14%	16%	8%	7%	10%	9%	5%	5%	10%	88%	12%	67%	33%	45%	55%
DON'T KNOW AT ANY SERVICE	33	4	2	2	2	3	2	8	4	2	29	4	18	15	11	22

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

PAY TV STANDALONE - DEFINED BY SUPPLIER USED FOR PAY TV AND OTHER SERVICES

Base : Those with a Pay TV service

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d		e	f
Unweighted total	2152	2152	358	1134	1222		1055	2152
Effective Weighted Sample	1487	1487	247	788	833		748	1487
Weighted total	1541	1541	259	865	876		830	1541
		100%	17%	56%	57%		54%	100%
Base for %	1508	1508	258	850	852		812	1508
		100%	17%	56%	57%		54%	100%
PAY TV STANDALONE - DON'T USE PAY TV SUPPLIER FOR ANY OTHER SERVICE	317	317	52	156	164		157	317
	21%	21%	20%	18%	19%		19%	21%
		100%	16%	49%	52%		50%	100%
SAME PROVIDER FOR ANY OTHER SERVICE	1191	1191	205	694	688		655	1191
	79%	79%	80%	82%	81%		81%	79%
		100%	17%	58%	58%		55%	100%
DON'T KNOW AT ANY SERVICE	33	33	2	15	24		18	33

Columns Tested: a,b,c,d,e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

PAY TV STANDALONE - DEFINED BY SUPPLIER USED FOR PAY TV AND OTHER SERVICES

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3959	1904	2046	514	559	1228	1658	258	376	402	924	842	1134	837	1142	2403	522	518	516
Effective Weighted Sample	2714	1314	1393	366	383	845	1146	197	273	290	671	588	801	569	816	2062	356	365	471
Weighted total	2675	1303	1365	376	407	903	990	148	226	276	766	712	718	580	662	2236	233	132	74
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
Base for %	2642	1284	1352	358	404	896	984	147	224	274	761	707	707	571	655	2207	232	130	73
		49%	51%	14%	15%	34%	37%	6%	8%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
PAY TV STANDALONE - DON'T USE PAY TV SUPPLIER FOR ANY OTHER SERVICE	317	173	143	38	47	98	134	7	25	30	121	104	73	75	63	261	32	16	8
	12%	13%	11%	10%	12%	11%	14%	5%	11%	11%	16%	15%	10%	13%	10%	12%	14%	12%	11%
		b							a	a	ac	bd		d					
		55%	45%	12%	15%	31%	42%	2%	8%	9%	38%	33%	23%	24%	20%	82%	10%	5%	3%
SAME PROVIDER FOR ANY OTHER SERVICE	1191	568	622	165	189	491	347	34	77	126	408	333	368	260	230	1016	91	51	33
	45%	44%	46%	46%	47%	55%	35%	23%	34%	46%	54%	47%	52%	46%	35%	46%	39%	39%	45%
				d	d	abd			a	ab	abc	d	cd	d		bc			
		48%	52%	14%	16%	41%	29%	3%	6%	11%	34%	28%	31%	22%	19%	85%	8%	4%	3%
DON'T KNOW AT ANY SERVICE	33	19	13	18	3	7	5	1	1	2	5	5	11	10	7	29	1	2	1

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

PAY TV STANDALONE - DEFINED BY SUPPLIER USED FOR PAY TV AND OTHER SERVICES

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING STATUS		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3959	284	266	234	263	279	262	289	281	245	2900	1059	2063	1890	1793	2166
Effective Weighted Sample	2714	265	250	221	249	261	248	268	261	228	2285	445	1416	1345	1156	1557
Weighted total	2675	334	368	229	188	237	246	220	116	299	2316	359	1554	1116	1139	1536
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
Base for %	2642	330	366	227	185	234	244	213	112	296	2287	355	1536	1100	1128	1514
		12%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	43%	57%
PAY TV STANDALONE - DON'T USE PAY TV SUPPLIER FOR ANY OTHER SERVICE	317	36	37	27	18	22	37	35	17	32	265	51	197	120	142	175
	12%	11%	10%	12%	10%	10%	15%	16%	15%	11%	12%	14%	13%	11%	13%	12%
		11%	12%	9%	6%	7%	12%	bde	de	5%	10%	84%	16%	62%	38%	45%
SAME PROVIDER FOR ANY OTHER SERVICE	1191	167	196	99	88	116	106	63	60	121	1046	146	796	394	531	661
	45%	51%	53%	44%	47%	50%	43%	30%	53%	41%	46%	41%	52%	36%	47%	44%
		gi	cfgi	g	g	g	g		cfgi	g			b			
		14%	16%	8%	7%	10%	9%	5%	5%	10%	88%	12%	67%	33%	45%	55%
DON'T KNOW AT ANY SERVICE	33	4	2	2	2	3	2	8	4	2	29	4	18	15	11	22

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

PAY TV STANDALONE - DEFINED BY SUPPLIER USED FOR PAY TV AND OTHER SERVICES

Base : All respondents

	Total	TV SERVICES					YOUTUBE SERV- ICES	ANY SER- VICES
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD			
Significance Level: 95%		a	b	c	d		e	f
Unweighted total	3959	2152	1624	1609	1810		1621	3714
Effective Weighted Sample	2714	1487	1146	1124	1220		1144	2568
Weighted total	2675	1541	1089	1235	1273		1254	2551
		58%	41%	46%	48%		47%	95%
Base for %	2642	1508	1087	1221	1250		1236	2518
		57%	41%	46%	47%		47%	95%
PAY TV STANDALONE - DON'T USE PAY TV SUPPLIER FOR ANY OTHER SERVICE	317	317	52	156	164		157	317
	12%	21%	5%	13%	13%		13%	13%
		bcdef		b	b		b	b
		100%	16%	49%	52%		50%	100%
SAME PROVIDER FOR ANY OTHER SERVICE	1191	1191	205	694	688		655	1191
	45%	79%	19%	57%	55%		53%	47%
		bcdef		bf	bf		bf	b
		100%	17%	58%	58%		55%	100%
DON'T KNOW AT ANY SERVICE	33	33	2	15	24		18	33

Columns Tested: a,b,c,d,e,f

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%																			
Unweighted total	1960	973	984	178	315	697	770	258	376	402	924	414	532	418	595	1274	254	243	189
Effective Weighted Sample	1396	702	692	135	224	503	551	197	273	290	671	310	386	298	440	1093	175	185	170
Weighted total	1416	730	684	140	234	562	480	148	226	276	766	388	358	315	355	1207	113	70	25
		52%	48%	10%	17%	40%	34%	10%	16%	19%	54%	27%	25%	22%	25%	85%	8%	5%	2%
Most Financially Vulnerable	282	128	154	35	61	99	87	148	39	67	29	13	58	54	157	234	23	21	4
	20%	18%	23%	25%	26%	18%	18%	100%	17%	24%	4%	3%	16%	17%	44%	19%	20%	30%	17%
			a		cd			bcd	d	bd			a	a	abc			abd	
		45%	55%	12%	21%	35%	31%	52%	14%	24%	10%	4%	21%	19%	56%	83%	8%	7%	1%
Potentially Financially Vulnerable	750	375	374	69	112	273	296	-	187	209	355	168	199	201	181	635	63	37	15
	53%	51%	55%	50%	48%	49%	62%	-%	83%	76%	46%	43%	56%	64%	51%	53%	55%	53%	59%
							abc		acd	ad	a		a	abd	a				
		50%	50%	9%	15%	36%	39%	-%	25%	28%	47%	22%	27%	27%	24%	85%	8%	5%	2%
Least Financially Vulnerable	383	227	155	35	61	190	97	-	-	-	383	207	100	59	17	337	28	12	6
	27%	31%	23%	25%	26%	34%	20%	-%	-%	-%	50%	53%	28%	19%	5%	28%	24%	17%	25%
		b				bd					abc	bcd	cd	d		c			
		59%	41%	9%	16%	50%	25%	-%	-%	-%	100%	54%	26%	15%	4%	88%	7%	3%	2%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level against the Effective Weighted Sample.

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	Total	ENGLAND REGIONS									URBANITY		WORKING STATUS		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	WORKING	NOT WORKING	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	~e	f	g	h	i	a	b	a	b	a	b
Unweighted total	1960	200	132	111	170	91	163	126	156	125	1484	476	1149	809	856	1104
Effective Weighted Sample	1396	185	124	106	161	85	155	117	144	117	1197	205	827	598	565	831
Weighted total	1416	237	180	113	123	79	156	96	64	159	1241	175	924	491	581	835
Most Financially Vulnerable		17%	13%	8%	9%	**	11%	7%	5%	11%	88%	12%	65%	35%	41%	59%
	282	40	21	17	30	**	37	26	11	35	246	36	119	164	78	204
	20%	17%	12%	15%	25%	**	23%	27%	16%	22%	20%	21%	13%	33%	13%	24%
Potentially Financially Vulnerable					bc		b	abch		b				a		a
		14%	7%	6%	11%	**	13%	9%	4%	12%	87%	13%	42%	58%	28%	72%
	750	99	112	51	64	**	74	50	44	89	657	94	478	272	318	432
Least Financially Vulnerable	53%	42%	62%	45%	52%	**	48%	52%	69%	56%	53%	54%	52%	55%	55%	52%
			acf						acdfgi	a						
		13%	15%	7%	9%	**	10%	7%	6%	12%	88%	12%	64%	36%	42%	58%
	383	98	47	45	28	**	45	20	9	35	338	45	327	56	185	199
	27%	41%	26%	40%	23%	**	29%	20%	14%	22%	27%	26%	35%	11%	32%	24%
		bdfghi	h	bdghi			h						b		b	
		26%	12%	12%	7%	**	12%	5%	2%	9%	88%	12%	85%	15%	48%	52%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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Base : Those where it is possible to calculate the Financial Vulnerability Index

	Total	TV SERVICES				YOUTUBE	
		PAID TRAD TV	FREE TRAD TV	FREE CATCH-UP	SVOD	SERV-ICES	ANY SER-VICES
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1960	1099	814	870	931	886	1871
Effective Weighted Sample	1396	788	593	631	655	651	1339
Weighted total	1416	837	570	699	695	727	1364
		59%	40%	49%	49%	51%	96%
Most Financially Vulnerable	282	128	120	94	122	129	262
	20%	15%	21%	13%	17%	18%	19%
			ac		c	c	ac
		45%	42%	33%	43%	46%	93%
Potentially Financially Vulnerable	750	447	305	343	331	345	722
	53%	53%	53%	49%	48%	47%	53%
		de	de				de
		60%	41%	46%	44%	46%	96%
Least Financially Vulnerable	383	262	146	262	242	253	380
	27%	31%	26%	38%	35%	35%	28%
		b		abf	bf	bf	
		68%	38%	68%	63%	66%	99%
Columns Tested: a,b,c,d,e,f							