

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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Base : Those who listen to radio	
QP2G (QP11G) SHOWCARD How often, if at all, do you listen to radio through - A car radio (FM). (SINGLE CODE)	601
Base : Those who listen to radio	
QP2H (QP11H) SHOWCARD How often, if at all, do you listen to radio through - A car radio (AM). (SINGLE CODE).....	604
Base : Those who listen to radio	
QP2I (QP11I) SHOWCARD How often, if at all, do you listen to radio through - A car radio (DAB). (SINGLE CODE).....	607
Base : Those who listen to radio	
SUMMARY - EVER USE DIGITAL RADIO.....	610
Base : Those who listen to radio	
SUMMARY - EVER USE DIGITAL RADIO.....	612
Base : All respondents	
SUMMARY - EVER LISTEN TO RADIO.....	614
Base : All respondents	
QP3 (QP16). SHOWCARD In which of these ways do you listen to radio on your mobile phone? (MULTI CODE).....	616
Base : Those who listen to radio via a mobile phone	
QP4 (QP2). Before today, had you heard of digital radios? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE).....	618
Base : All respondents	
QP5 (QP9). How many DAB sets do you have in your household?.....	620
Base : All respondents	
QP5 (QP9). How many DAB sets do you have in your household?.....	623
Base : Those who listen to radio	
QP6 (QP12). SHOWCARD How likely is it that your household will get a DAB radio in the next 12 months? (SINGLE CODE)	626
Base : Those do not have any DAB sets at home	
QP6 (QP12). SHOWCARD How likely is it that your household will get a DAB radio in the next 12 months? (SINGLE CODE)	630
Base : Those who listen to radio and do not have any DAB sets at home	
QP7 (QJ14). Why are you unlikely to get digital radio in the next 12 months? (MULTI CODE) UNPROMPTED	634
Base : Those unlikely to get DAB radio in the next 12 months	
QN1. SHOWCARD Which of the following do you use for news nowadays? (MULTI CODE)	640
Base : All respondents	
QN2. SHOWCARD you said you use the internet or apps on a computer, laptop, netbook or tablet for news nowadays. Which of these do you use? (MULTI CODE)	644
Base : Those who use the internet or apps on a computer/ laptop/ netbook/ tablet for news nowadays	
QZ1. SHOWCARD Could you please take a look at the options shown on this card and let me know which applies to you? (SINGLE CODE).....	646
Base : All respondents	
QZ2 (QZ10). SHOWCARD How would you describe your national identity? (SINGLE CODE).....	648
Base : All respondents	
QZ3. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE).....	650
Base : All respondents	

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QZ4 (C9). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE)	660
Base : All respondents	
QZ5 (C10). SHOWCARD Which of these best describes your sight? (SINGLE CODE)	666
Base : Those with poor vision, partial sight or blindness	
QZ6 (C11). SHOWCARD Which of these best describes your hearing? (SINGLE CODE)	672
Base : Those with poor hearing, partial hearing or deafness	
QZ8 (SGA). Do you ever work from home? (SINGLE CODE)	676
Base : Those working full or part time	
QZ9 (SGB). Would you say that you work from home most of the time or just occasionally? (SINGLE CODE)	678
Base : Those who ever work from home	
QZ11 (QZ9A). Could you please tell me if your total household income from all sources before tax and other deductions is above or below £11,500 per year?	680
Base : All respondents	
QZ12 (QZ9). SHOWCARD Group in which you would place your total household income from all sources, before tax and other deductions? (SINGLE CODE)	682
Base : All respondents	
QZ13 (QZNI1). Do you regard yourself as belonging to any particular religion? IF YES: Which religion, religious denomination or body do you belong?	686
Base : All respondents in Northern Ireland	

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 1

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NATION

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
England	2236	1089	1147	306	394	765	771	336	237	264	521	613	604	479	541	2236	-	-	-
		84%	84%	84%	84%	84%	83%	81%	82%	81%	88%	86%	84%	82%	82%	100%	-%	-%	-%
		49%	51%	14%	18%	34%	34%	15%	11%	12%	ghi	n	27%	21%	24%	100%	-%	-%	-%
Scotland	233	112	121	28	42	81	83	38	31	37	51	54	65	53	62	-	233	-	-
		9%	9%	8%	9%	9%	9%	9%	11%	11%	9%	8%	9%	9%	9%	-%	100%	-%	-%
		48%	52%	12%	18%	35%	36%	16%	13%	16%	22%	23%	28%	23%	27%	-%	100%	-%	-%
Wales	132	64	68	20	20	44	49	25	15	13	14	30	34	31	38	-	-	132	-
		5%	5%	5%	4%	5%	5%	6%	5%	4%	2%	4%	5%	5%	6%	-%	-%	100%	-%
		49%	51%	15%	15%	33%	37%	j	j	10%	10%	22%	25%	24%	28%	-%	-%	opr	-%
Northern Ireland	74	36	38	12	13	26	24	14	7	12	9	16	18	18	22	-	-	-	74
		3%	3%	3%	3%	3%	3%	3%	2%	4%	2%	2%	3%	3%	3%	-%	-%	-%	100%
		48%	52%	16%	17%	35%	32%	19%	9%	16%	12%	22%	24%	24%	30%	-%	-%	-%	opq

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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NATION

Base : All respondents

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
England	2236	327	371	234	189	231	249	224	113	299	1967	269	1304	927	1073	1163
	84%	100%	100%	100%	100%	100%	100%	100%	100%	100%	85%	74%	84%	83%	85%	82%
		15%	17%	10%	8%	10%	11%	10%	5%	13%	88%	12%	58%	41%	48%	52%
Scotland	233	-	-	-	-	-	-	-	-	-	192	41	133	100	94	139
	9%	-%	-%	-%	-%	-%	-%	-%	-%	-%	8%	11%	9%	9%	7%	10%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	82%	18%	57%	43%	40%	60%
Wales	132	-	-	-	-	-	-	-	-	-	103	29	74	58	60	72
	5%	-%	-%	-%	-%	-%	-%	-%	-%	-%	4%	8%	5%	5%	5%	5%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	78%	22%	56%	44%	45%	55%
Northern Ireland	74	-	-	-	-	-	-	-	-	-	46	27	41	32	32	42
	3%	-%	-%	-%	-%	-%	-%	-%	-%	-%	2%	7%	3%	3%	3%	3%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	63%	37%	56%	44%	43%	57%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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REGION

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
North East	113	55	58	16	18	40	39	24	15	15	17	25	29	23	37	113	-	-	-
	4%	4%	4%	4%	4%	4%	4%	6%	5%	5%	3%	3%	4%	4%	6%	5%	-%	-%	-%
								j								pqr			
		48%	52%	14%	16%	35%	35%	21%	13%	14%	15%	22%	25%	20%	33%	100%	-%	-%	-%
North West	299	147	152	44	41	100	113	37	34	48	64	72	79	55	93	299	-	-	-
	11%	11%	11%	12%	9%	11%	12%	9%	12%	15%	11%	10%	11%	10%	14%	13%	-%	-%	-%
										g					km	pqr			
		49%	51%	15%	14%	34%	38%	12%	11%	16%	22%	24%	26%	18%	31%	100%	-%	-%	-%
Yorkshire	224	107	117	32	42	69	81	49	37	26	41	54	56	54	60	224	-	-	-
	8%	8%	9%	9%	9%	8%	9%	12%	13%	8%	7%	8%	8%	9%	9%	10%	-%	-%	-%
								j	ij							pqr			
		48%	52%	14%	19%	31%	36%	22%	17%	11%	18%	24%	25%	24%	27%	100%	-%	-%	-%
East Midlands	189	91	97	26	37	52	74	43	24	36	49	32	42	49	66	189	-	-	-
	7%	7%	7%	7%	8%	6%	8%	10%	8%	11%	8%	4%	6%	8%	10%	8%	-%	-%	-%
														k	kl	pqr			
		48%	52%	14%	19%	28%	39%	23%	13%	19%	26%	17%	22%	26%	35%	100%	-%	-%	-%
West Midlands	231	119	112	32	39	75	85	28	23	16	31	50	63	59	60	231	-	-	-
	9%	9%	8%	9%	8%	8%	9%	7%	8%	5%	5%	7%	9%	10%	9%	10%	-%	-%	-%
																pqr			
		51%	49%	14%	17%	33%	37%	12%	10%	7%	13%	21%	27%	25%	26%	100%	-%	-%	-%
East of England	249	121	128	34	49	84	82	37	36	28	77	77	68	55	49	249	-	-	-
	9%	9%	9%	9%	10%	9%	9%	9%	12%	9%	13%	11%	9%	10%	7%	11%	-%	-%	-%
											gi	n				pqr			
		49%	51%	14%	20%	34%	33%	15%	14%	11%	31%	31%	27%	22%	20%	100%	-%	-%	-%
London	327	154	173	53	76	122	76	52	30	24	48	79	107	71	70	327	-	-	-
	12%	12%	13%	14%	16%	13%	8%	12%	10%	8%	8%	11%	15%	12%	11%	15%	-%	-%	-%
				f	f	f		ij					kn			pqr			
		47%	53%	16%	23%	37%	23%	16%	9%	7%	15%	24%	33%	22%	21%	100%	-%	-%	-%

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

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REGION

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
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Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
South East	371	184	187	36	50	141	144	42	16	48	117	157	99	57	58	371	-	-	-
	14%	14%	14%	10%	11%	15%	16%	10%	6%	15%	20%	22%	14%	10%	9%	17%	-%	-%	-%
		50%	50%	10%	13%	38%	39%	11%	4%	13%	31%	42%	27%	15%	16%	100%	-%	-%	-%
						cd	cd	h		h	gh	lmn	mn			pqr			
South West	234	112	122	33	42	82	77	25	22	22	78	67	62	56	48	234	-	-	-
	9%	9%	9%	9%	9%	9%	8%	6%	8%	7%	13%	9%	9%	10%	7%	10%	-%	-%	-%
		48%	52%	14%	18%	35%	33%	11%	9%	9%	33%	29%	26%	24%	21%	100%	-%	-%	-%
Wales	132	64	68	20	20	44	49	25	15	13	14	30	34	31	38	-	-	132	-
	5%	5%	5%	5%	4%	5%	5%	6%	5%	4%	2%	4%	5%	5%	6%	-%	-%	100%	-%
		49%	51%	15%	15%	33%	37%	19%	11%	10%	10%	22%	25%	24%	28%	-%	-%	100%	-%
								j	j									opr	
Scotland	233	112	121	28	42	81	83	38	31	37	51	54	65	53	62	-	233	-	-
	9%	9%	9%	8%	9%	9%	9%	9%	11%	11%	9%	8%	9%	9%	9%	-%	100%	-%	-%
		48%	52%	12%	18%	35%	36%	16%	13%	16%	22%	23%	28%	23%	27%	-%	100%	-%	-%
Northern Ireland	74	36	38	12	13	26	24	14	7	12	9	16	18	18	22	-	-	-	74
	3%	3%	3%	3%	3%	3%	3%	3%	2%	4%	2%	2%	3%	3%	3%	-%	-%	-%	100%
		48%	52%	16%	17%	35%	32%	19%	9%	16%	12%	22%	24%	24%	30%	-%	-%	-%	100%
									j									opq	

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REGION

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
North East	113	-	-	-	-	-	-	-	113	-	105	9	64	49	44	69
	4%	-%	-%	-%	-%	-%	-%	-%	100%	-%	5%	2%	4%	4%	4%	5%
									abcdefgi		k					
									100%	-%	92%	8%	56%	44%	39%	61%
North West	299	-	-	-	-	-	-	-	-	299	278	20	163	135	152	147
	11%	-%	-%	-%	-%	-%	-%	-%	-%	100%	12%	6%	11%	12%	12%	10%
										abcdefgh	k					
									-%	100%	93%	7%	55%	45%	51%	49%
Yorkshire	224	-	-	-	-	-	-	224	-	-	199	25	116	108	107	117
	8%	-%	-%	-%	-%	-%	-%	100%	-%	-%	9%	7%	7%	10%	8%	8%
								abcdefghi						l		
								100%	-%	-%	89%	11%	52%	48%	48%	52%
East Midlands	189	-	-	-	189	-	-	-	-	-	158	31	110	79	105	84
	7%	-%	-%	-%	100%	-%	-%	-%	-%	-%	7%	8%	7%	7%	8%	6%
					abcdefghi									o		
					100%	-%	-%	-%	-%	-%	84%	16%	58%	42%	56%	44%
West Midlands	231	-	-	-	-	231	-	-	-	-	204	28	117	113	103	128
	9%	-%	-%	-%	-%	100%	-%	-%	-%	-%	9%	8%	8%	10%	8%	9%
						abcdfghi								l		
					-%	100%	-%	-%	-%	-%	88%	12%	51%	49%	45%	55%
East of England	249	-	-	-	-	-	249	-	-	-	200	49	158	89	152	96
	9%	-%	-%	-%	-%	-%	100%	-%	-%	-%	9%	13%	10%	8%	12%	7%
							abcdeghi					j		m		
							100%	-%	-%	-%	80%	20%	63%	36%	61%	39%
														o		

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

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Base : All respondents

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
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		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
London	327	327	-	-	-	-	-	-	-	-	327	-	201	126	49	279
	12%	100%	-%	-%	-%	-%	-%	-%	-%	-%	14%	-%	13%	11%	4%	20%
		bcdefghi									k				n	
		100%	-%	-%	-%	-%	-%	-%	-%	-%	100%	-%	61%	39%	15%	85%
South East	371	-	371	-	-	-	-	-	-	-	321	50	220	148	223	148
	14%	-%	100%	-%	-%	-%	-%	-%	-%	-%	14%	14%	14%	13%	18%	10%
			acdefghi												o	
			100%	-%	-%	-%	-%	-%	-%	-%	86%	14%	59%	40%	60%	40%
South West	234	-	-	234	-	-	-	-	-	-	176	57	154	80	138	95
	9%	-%	-%	100%	-%	-%	-%	-%	-%	-%	8%	16%	10%	7%	11%	7%
				abdefghi								j			o	
			-%	-%	100%	-%	-%	-%	-%	-%	75%	25%	66%	34%	59%	41%
Wales	132	-	-	-	-	-	-	-	-	-	103	29	74	58	60	72
	5%	-%	-%	-%	-%	-%	-%	-%	-%	-%	4%	8%	5%	5%	5%	5%
												j				
			-%	-%	-%	-%	-%	-%	-%	-%	78%	22%	56%	44%	45%	55%
Scotland	233	-	-	-	-	-	-	-	-	-	192	41	133	100	94	139
	9%	-%	-%	-%	-%	-%	-%	-%	-%	-%	8%	11%	9%	9%	7%	10%
															n	
			-%	-%	-%	-%	-%	-%	-%	-%	82%	18%	57%	43%	40%	60%
Northern Ireland	74	-	-	-	-	-	-	-	-	-	46	27	41	32	32	42
	3%	-%	-%	-%	-%	-%	-%	-%	-%	-%	2%	7%	3%	3%	3%	3%
												j				
			-%	-%	-%	-%	-%	-%	-%	-%	63%	37%	56%	44%	43%	57%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 3

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

URBANITY

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Urban	2309	1122	1186	328	426	776	778	362	252	281	485	588	624	495	602	1967	192	103	46
		86%	86%	86%	90%	91%	85%	88%	87%	86%	81%	83%	87%	85%	91%	88%	82%	78%	63%
				ef	ef			j	j			k	k		klm	pqr	r	r	
		49%	51%	14%	18%	34%	34%	16%	11%	12%	21%	25%	27%	21%	26%	85%	8%	4%	2%
Rural	366	178	188	37	42	139	149	51	37	44	111	124	96	86	60	269	41	29	27
		14%	14%	14%	10%	9%	15%	12%	13%	14%	19%	17%	13%	15%	9%	12%	18%	22%	37%
						cd	cd				gh	ln	n	n		o	o	opq	7%
		49%	51%	10%	11%	38%	41%	14%	10%	12%	30%	34%	26%	23%	16%	74%	11%	8%	

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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URBANITY

Base : All respondents

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
Urban	2309	327	321	176	158	204	200	199	105	278	2309	-	1325	980	937	1371
	86%	100%	86%	75%	84%	88%	80%	89%	92%	93%	100%	-%	85%	88%	74%	97%
		bcdefghi	c	c	c	cf	cf	cf	bcdf	bcdf	k				n	
		14%	14%	8%	7%	9%	9%	9%	5%	12%	100%	-%	57%	42%	41%	59%
Rural	366	-	50	57	31	28	49	25	9	20	-	366	227	138	322	45
	14%	-%	14%	25%	16%	12%	20%	11%	8%	7%	-%	100%	15%	12%	26%	3%
			ahi	abdeghi	ahi	a	aeghi	a	a	a		j			o	
		-%	14%	16%	8%	8%	13%	7%	2%	6%	-%	100%	62%	38%	88%	12%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 4

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

CABLE AREA

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
TELEWEST	538	265	274	86	86	187	178	69	67	58	112	132	131	143	133	457	81	-	-
	20%	20%	20%	24%	18%	20%	19%	17%	23%	18%	19%	19%	18%	25%	20%	20%	35%	-%	-%
		49%	51%	16%	16%	35%	33%	13%	12%	11%	21%	25%	24%	27%	25%	85%	15%	-%	-%
NTL	783	380	403	122	148	251	262	141	86	97	149	192	215	160	216	710	18	36	19
	29%	29%	29%	33%	32%	27%	28%	34%	30%	30%	25%	27%	30%	28%	33%	32%	8%	27%	26%
		49%	51%	e	e	32%	33%	j	11%	12%	19%	25%	27%	20%	k	pr	2%	p	p
		48%	52%	16%	19%	32%	33%	18%	11%	12%	19%	25%	27%	20%	28%	91%	2%	5%	2%
NEITHER	1353	655	698	157	234	476	487	202	136	170	335	388	374	278	314	1069	134	96	55
	51%	50%	51%	43%	50%	52%	53%	49%	47%	52%	56%	54%	52%	48%	47%	48%	57%	73%	74%
		48%	52%	c	c	35%	36%	gh	10%	13%	25%	29%	28%	21%	23%	79%	10%	7%	4%

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

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CABLE AREA

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
TELEWEST	538	104	22	47	-	102	44	61	34	44	522	17	316	223	224	314
	20%	32%	6%	20%	-	44%	18%	27%	30%	15%	23%	5%	20%	20%	18%	22%
		bcdfi	d	bd		abcdfghi	bd	bdfi	bcdfi	bd	k					n
		19%	4%	9%	-	19%	8%	11%	6%	8%	97%	3%	59%	41%	42%	58%
NTL	783	78	156	26	93	60	90	53	27	127	752	32	448	331	289	494
	29%	24%	42%	11%	49%	26%	36%	24%	24%	43%	33%	9%	29%	30%	23%	35%
		c	acegh		acefgh	c	acegh	c	c	acegh	k					n
		10%	20%	3%	12%	8%	11%	7%	3%	16%	96%	4%	57%	42%	37%	63%
NEITHER	1353	145	193	161	96	69	115	110	52	127	1035	318	787	564	746	608
	51%	44%	52%	69%	51%	30%	46%	49%	46%	43%	45%	87%	51%	50%	59%	43%
		e	ei	abdefghi	e		e	e	e	e	j				o	
		11%	14%	12%	7%	5%	8%	8%	4%	9%	76%	24%	58%	42%	55%	45%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 5

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DEPRIVATION LEVEL

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Low	1259	627	632	121	186	444	507	136	118	161	375	444	337	255	223	1073	94	60	32
	47%	48%	46%	33%	40%	49%	55%	33%	41%	49%	63%	62%	47%	44%	34%	48%	40%	45%	43%
		50%	50%	10%	15%	35%	40%	11%	9%	13%	30%	35%	27%	20%	18%	85%	7%	5%	3%
Medium	1173	562	611	200	222	389	362	211	141	146	189	238	307	282	345	947	121	67	38
	44%	43%	44%	55%	48%	43%	39%	51%	49%	45%	32%	33%	43%	49%	52%	42%	52%	51%	51%
		48%	52%	17%	19%	33%	31%	18%	12%	12%	16%	20%	26%	24%	29%	81%	10%	6%	3%
High	243	112	131	44	59	82	58	65	30	19	32	29	76	44	94	216	18	5	4
	9%	9%	10%	12%	13%	9%	6%	16%	11%	6%	5%	4%	11%	8%	14%	10%	8%	4%	6%
		46%	54%	18%	24%	34%	24%	27%	13%	8%	13%	12%	31%	18%	39%	89%	7%	2%	2%

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

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DEPRIVATION LEVEL

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
Low	1259	49	223	138	105	103	152	107	44	152	937	322	761	496	1259	-
	47%	15%	60%	59%	56%	45%	61%	48%	39%	51%	41%	88%	49%	44%	100%	-%
		4%	aeghi 18%	aegh 11%	aeh 8%	a 8%	aeghi 12%	a 8%	a 4%	ah 12%	j 74%	j 26%	m 60%	m 39%	o 100%	-%
Medium	1173	179	148	95	74	94	96	86	57	117	1128	45	665	505	-	1173
	44%	55%	40%	41%	39%	41%	39%	38%	51%	39%	49%	12%	43%	45%	-%	83%
		bcdefgi							bcdefgi		k				n	100%
		15%	13%	8%	6%	8%	8%	7%	5%	10%	96%	4%	57%	43%	-%	100%
High	243	99	-	-	10	34	-	31	12	30	243	-	126	117	-	243
	9%	30%	-%	-%	5%	15%	-%	14%	10%	10%	11%	-%	8%	10%	-%	17%
		bcdefghi			bcf	bcdf		bcdf	bcdf	bcdf	k			l		n
		41%	-%	-%	4%	14%	-%	13%	5%	12%	100%	-%	52%	48%	-%	100%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 6

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SE. GENDER

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Male	1301	1301	-	193	181	427	499	175	127	162	323	354	333	322	292	1089	112	64	36
	49%	100%	-%	53%	39%	47%	54%	42%	44%	50%	54%	50%	46%	55%	44%	49%	48%	49%	48%
		b		d		d	de			g	gh	n	ln						
		100%	-%	15%	14%	33%	38%	13%	10%	12%	25%	27%	26%	25%	22%	84%	9%	5%	3%
Female	1374	-	1374	172	286	488	428	238	162	163	272	357	387	259	371	1147	121	68	38
	51%	-%	100%	47%	61%	53%	46%	58%	56%	50%	46%	50%	54%	45%	56%	51%	52%	51%	52%
			a	cef		f		ij	j				m		km				
		-%	100%	13%	21%	36%	31%	17%	12%	12%	20%	26%	28%	19%	27%	83%	9%	5%	3%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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SE. GENDER

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
Male	1301	154	184	112	91	119	121	107	55	147	1122	178	776	520	627	673
	49%	47%	50%	48%	48%	51%	49%	48%	48%	49%	49%	49%	50%	47%	50%	48%
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	60%	40%	48%	52%
Female	1374	173	187	122	97	112	128	117	58	152	1186	188	775	598	632	743
	51%	53%	50%	52%	52%	49%	51%	52%	52%	51%	51%	51%	50%	53%	50%	52%
		13%	14%	9%	7%	8%	9%	9%	4%	11%	86%	14%	56%	44%	46%	54%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 7

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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 £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
16 - 17	76	51	25	76	-	-	-	8	1	3	6	14	20	20	21	69	4	2	2
	3%	4%	2%	21%	-%	-%	-%	2%	*%	1%	1%	2%	3%	4%	3%	3%	2%	2%	2%
		b	def	100%	-%	-%	-%	11%	1%	4%	9%	18%	27%	27%	28%	90%	5%	3%	2%
18 - 24	289	142	147	289	-	-	-	49	24	20	39	52	95	59	83	237	24	18	10
	11%	11%	11%	79%	-%	-%	-%	12%	8%	6%	7%	7%	13%	10%	12%	11%	10%	14%	14%
		49%	51%	100%	-%	-%	-%	17%	8%	7%	14%	18%	33%	20%	29%	82%	8%	6%	3%
25 - 34	468	181	286	-	468	-	-	72	53	60	129	122	134	88	125	394	42	20	13
	17%	14%	21%	-%	100%	-%	-%	17%	18%	19%	22%	17%	19%	15%	19%	18%	18%	15%	17%
		39%	61%	-%	100%	-%	-%	15%	11%	13%	28%	26%	29%	19%	27%	84%	9%	4%	3%
35 - 44	505	214	291	-	-	505	-	48	54	71	167	150	159	99	96	426	42	23	13
	19%	16%	21%	-%	-%	55%	-%	12%	19%	22%	28%	21%	22%	17%	15%	19%	18%	18%	18%
		42%	58%	-%	-%	100%	-%	9%	11%	14%	33%	30%	32%	20%	19%	84%	8%	5%	3%
45 - 54	410	213	197	-	-	410	-	48	29	63	133	114	108	98	90	338	39	20	13
	15%	16%	14%	-%	-%	45%	-%	12%	10%	19%	22%	16%	15%	17%	14%	15%	17%	15%	17%
		52%	48%	-%	-%	100%	-%	12%	7%	15%	32%	28%	26%	24%	22%	82%	10%	5%	3%
55 - 64	387	208	179	-	-	-	387	59	50	54	80	96	98	93	99	316	40	22	10
	14%	16%	13%	-%	-%	-%	42%	14%	17%	17%	13%	13%	14%	16%	15%	14%	17%	16%	13%
		b	cde	100%	-%	-%	100%	15%	13%	14%	21%	25%	25%	24%	26%	82%	10%	6%	3%
65 - 74	296	168	128	-	-	-	296	61	42	39	28	102	58	61	76	250	24	13	8
	11%	13%	9%	-%	-%	-%	32%	15%	14%	12%	5%	14%	8%	11%	11%	11%	10%	10%	11%
		b	cde	100%	-%	-%	100%	21%	14%	13%	10%	34%	19%	21%	26%	85%	8%	4%	3%

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

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SF. AGE OF RESPONDENT

Base : All respondents

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
75+	244	124	120	-	-	-	244	68	37	13	11	62	48	62	72	206	19	14	5
	9%	10%	9%	-%	-%	-%	26%	16%	13%	4%	2%	9%	7%	11%	11%	9%	8%	11%	7%
		51%	49%	-%	-%	-%	100%	28%	15%	5%	5%	26%	20%	26%	29%	84%	8%	6%	2%
AGE SUMMARY																			
16-24	365	193	172	365	-	-	-	57	25	23	46	66	115	79	104	306	28	20	12
	14%	15%	13%	100%	-%	-%	-%	14%	9%	7%	8%	9%	16%	14%	16%	14%	12%	15%	16%
		53%	47%	100%	-%	-%	-%	16%	7%	6%	13%	18%	32%	22%	29%	84%	8%	5%	3%
25-34	468	181	286	-	468	-	-	72	53	60	129	122	134	88	125	394	42	20	13
	17%	14%	21%	-%	100%	-%	-%	17%	18%	19%	22%	17%	19%	15%	19%	18%	18%	15%	17%
		39%	61%	-%	100%	-%	-%	15%	11%	13%	28%	26%	29%	19%	27%	84%	9%	4%	3%
35-54	915	427	488	-	-	915	-	96	83	135	300	264	267	197	187	765	81	44	26
	34%	33%	36%	-%	-%	100%	-%	23%	29%	41%	50%	37%	37%	34%	28%	34%	35%	33%	35%
		47%	53%	-%	-%	100%	-%	10%	9%	15%	33%	29%	29%	22%	20%	84%	9%	5%	3%
55-64	387	208	179	-	-	-	387	59	50	54	80	96	98	93	99	316	40	22	10
	14%	16%	13%	-%	-%	-%	42%	14%	17%	17%	13%	13%	14%	16%	15%	14%	17%	16%	13%
		54%	46%	-%	-%	-%	100%	15%	13%	14%	21%	25%	25%	24%	26%	82%	10%	6%	3%
65+	540	291	249	-	-	-	540	129	78	53	40	164	105	123	147	456	43	27	14
	20%	22%	18%	-%	-%	-%	58%	31%	27%	16%	7%	23%	15%	21%	22%	20%	19%	21%	19%
		54%	46%	-%	-%	-%	100%	24%	14%	10%	7%	30%	20%	23%	27%	84%	8%	5%	3%

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SF. AGE OF RESPONDENT

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON a	SOUTH EAST b	SOUTH WEST c	EAST MIDS d	WEST MIDS e	EAST OF ENG f	YORKS& HUMBER g	NORTH EAST h	NORTH WEST i	URBAN j	RURAL k	YES l	NO m	LOW n	MEDIUM/ HIGH o
Significance Level: 95%																
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
16 - 17	76	12	9	7	6	8	5	6	4	12	70	6	21	55	32	44
	3%	4%	2%	3%	3%	3%	2%	3%	3%	4%	3%	2%	1%	5%	3%	3%
		15%	11%	9%	8%	10%	7%	8%	5%	16%	92%	8%	28%	72%	42%	58%
18 - 24	289	41	27	27	20	24	29	25	13	32	258	31	164	123	90	199
	11%	13%	7%	11%	10%	10%	11%	11%	11%	11%	11%	8%	11%	11%	7%	14%
		14%	9%	9%	7%	8%	10%	9%	4%	11%	89%	11%	57%	42%	31%	69%
25 - 34	468	76	50	42	37	39	49	42	18	41	426	42	345	123	186	282
	17%	23%	13%	18%	19%	17%	20%	19%	16%	14%	18%	11%	22%	11%	15%	20%
		bhi									k		m			n
		16%	11%	9%	8%	8%	10%	9%	4%	9%	91%	9%	74%	26%	40%	60%
35 - 44	505	79	69	47	24	46	43	36	21	62	434	71	418	87	228	277
	19%	24%	19%	20%	13%	20%	17%	16%	19%	21%	19%	19%	27%	8%	18%	20%
		dg		d		d				d			m			
		16%	14%	9%	5%	9%	8%	7%	4%	12%	86%	14%	83%	17%	45%	55%
45 - 54	410	43	73	35	28	30	41	33	18	38	342	68	334	76	216	195
	15%	13%	20%	15%	15%	13%	16%	15%	16%	13%	15%	19%	22%	7%	17%	14%
			ei									j	m		o	
		11%	18%	9%	7%	7%	10%	8%	4%	9%	83%	17%	81%	19%	53%	47%
55 - 64	387	34	49	33	32	37	37	32	16	46	322	65	211	174	204	183
	14%	10%	13%	14%	17%	16%	15%	14%	14%	15%	14%	18%	14%	16%	16%	13%
					a							j		o		
		9%	13%	9%	8%	10%	9%	8%	4%	12%	83%	17%	54%	45%	53%	47%
65 - 74	296	20	53	22	21	31	24	26	11	42	247	49	50	246	175	121
	11%	6%	14%	9%	11%	13%	9%	12%	10%	14%	11%	13%	3%	22%	14%	9%
			a		a	a		a		a			l		o	
		7%	18%	7%	7%	10%	8%	9%	4%	14%	83%	17%	17%	83%	59%	41%

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SF. AGE OF RESPONDENT

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
75+	244	22	42	21	21	17	22	22	13	25	210	35	8	235	129	116
	9%	7%	11%	9%	11%	7%	9%	10%	11%	9%	9%	9%	1%	21%	10%	8%
		9%	17%	9%	9%	7%	9%	9%	5%	10%	86%	14%	3%	96%	53%	47%
AGE SUMMARY																
16-24	365	53	36	33	26	32	34	32	16	44	328	37	185	177	121	244
	14%	16%	10%	14%	14%	14%	14%	14%	14%	15%	14%	10%	12%	16%	10%	17%
		b									k		l		n	
		14%	10%	9%	7%	9%	9%	9%	4%	12%	90%	10%	51%	49%	33%	67%
25-34	468	76	50	42	37	39	49	42	18	41	426	42	345	123	186	282
	17%	23%	13%	18%	19%	17%	20%	19%	16%	14%	18%	11%	22%	11%	15%	20%
		bhi									k		m		n	
		16%	11%	9%	8%	8%	10%	9%	4%	9%	91%	9%	74%	26%	40%	60%
35-54	915	122	141	82	52	75	84	69	40	100	776	139	752	163	444	471
	34%	37%	38%	35%	28%	33%	34%	31%	35%	34%	34%	38%	48%	15%	35%	33%
		d	d										m			
		13%	15%	9%	6%	8%	9%	8%	4%	11%	85%	15%	82%	18%	49%	51%
55-64	387	34	49	33	32	37	37	32	16	46	322	65	211	174	204	183
	14%	10%	13%	14%	17%	16%	15%	14%	14%	15%	14%	18%	14%	16%	16%	13%
					a							j			o	
		9%	13%	9%	8%	10%	9%	8%	4%	12%	83%	17%	54%	45%	53%	47%
65+	540	42	95	43	42	48	46	49	24	67	457	83	58	481	304	236
	20%	13%	26%	18%	22%	21%	18%	22%	21%	23%	20%	23%	4%	43%	24%	17%
			a		a	a		a	a	a			l		o	
		8%	18%	8%	8%	9%	8%	9%	4%	12%	85%	15%	11%	89%	56%	44%

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

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
A	80	39	40	7	13	28	31	1	3	8	31	80	-	-	-	64	9	6	*
	3%	3%	3%	2%	3%	3%	3%	%	1%	3%	5%	11%	-%	-%	-%	3%	4%	5%	1%
		49%	51%	9%	17%	36%	39%	1%	4%	11%	39%	100%	-%	-%	-%	81%	11%	7%	1%
B	632	315	317	59	108	236	229	23	32	62	249	632	-	-	-	548	45	24	15
	24%	24%	23%	16%	23%	26%	25%	6%	11%	19%	42%	89%	-%	-%	-%	25%	19%	18%	21%
		50%	50%	9%	17%	37%	36%	4%	5%	10%	39%	100%	-%	-%	-%	87%	7%	4%	2%
C1	720	333	387	115	134	267	204	67	78	107	170	-	720	-	-	604	65	34	18
	27%	26%	28%	32%	29%	29%	22%	16%	27%	33%	29%	-%	100%	-%	-%	27%	28%	25%	24%
		46%	54%	16%	19%	37%	28%	9%	11%	15%	24%	-%	100%	-%	-%	84%	9%	5%	3%
C2	580	322	259	79	88	197	216	62	77	90	112	-	-	580	-	479	53	31	18
	22%	25%	19%	22%	19%	22%	23%	15%	27%	28%	19%	-%	-%	100%	-%	21%	23%	24%	24%
		b		14%	15%	34%	37%	11%	13%	16%	19%	-%	-%	100%	-%	82%	9%	5%	3%
D	350	148	203	57	77	118	98	87	63	48	32	-	-	-	350	287	30	20	14
	13%	11%	15%	16%	16%	13%	11%	21%	22%	15%	5%	-%	-%	-%	53%	13%	13%	15%	19%
		42%	58%	16%	22%	34%	28%	25%	18%	14%	9%	-%	-%	-%	100%	82%	8%	6%	4%
E	312	144	168	47	48	68	148	173	36	9	2	-	-	-	312	254	32	18	8
	12%	11%	12%	13%	10%	7%	16%	42%	12%	3%	%	-%	-%	-%	47%	11%	14%	14%	11%
		46%	54%	15%	15%	22%	48%	55%	11%	3%	1%	-%	-%	-%	100%	81%	10%	6%	3%
Refused	*	-	*	-	-	-	*	*	-	-	-	-	-	-	-	-	-	-	*
	%	-%	%	-%	-%	-%	%	%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	%
		-%	100%	-%	-%	-%	100%	100%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	100%

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
SOCIAL GROUP																			
AB	712	354	357	66	122	264	260	24	35	70	280	712	-	-	-	613	54	30	16
	27%	27%	26%	18%	26%	29%	28%	6%	12%	22%	47%	100%	-%	-%	-%	27%	23%	22%	22%
		50%	50%	9%	17%	37%	37%	3%	5%	10%	39%	100%	-%	-%	-%	86%	8%	4%	2%
C1C2	1301	655	646	195	221	465	420	130	156	198	282	-	720	580	-	1082	117	65	36
	49%	50%	47%	53%	47%	51%	45%	31%	54%	61%	47%	-%	100%	100%	-%	48%	50%	49%	49%
		50%	50%	15%	17%	36%	32%	10%	12%	15%	22%	-%	55%	45%	-%	83%	9%	5%	3%
DE	663	292	371	104	125	187	247	259	99	57	33	-	-	-	663	541	62	38	22
	25%	22%	27%	29%	27%	20%	27%	63%	34%	18%	6%	-%	-%	-%	100%	24%	27%	28%	30%
		44%	a	e	e	e	e	hij	ij	j	5%	-%	-%	-%	100%	82%	9%	6%	3%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 8

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
A	80	32	10	5	1	3	1	9	-	5	69	10	48	31	46	33
	3%	10%	3%	2%	*	1%	*	4%	-	2%	3%	3%	3%	3%	4%	2%
		bcdefghi	fh	h				dft							o	
		40%	12%	6%	1%	3%	1%	11%	-	6%	87%	13%	60%	40%	58%	42%
B	632	47	147	63	31	47	76	45	25	67	518	114	421	209	398	234
	24%	14%	40%	27%	16%	20%	31%	20%	22%	22%	22%	31%	27%	19%	32%	17%
			acdefghi	ad			adeghi		a	a		j	m		o	
		7%	23%	10%	5%	7%	12%	7%	4%	11%	82%	18%	67%	33%	63%	37%
C1	720	107	99	62	42	63	68	56	29	79	624	96	466	254	337	383
	27%	33%	27%	26%	22%	27%	27%	25%	25%	26%	27%	26%	30%	23%	27%	27%
		d											m			
		15%	14%	9%	6%	9%	9%	8%	4%	11%	87%	13%	65%	35%	47%	53%
C2	580	71	57	56	49	59	55	54	23	55	495	86	369	209	255	326
	22%	22%	15%	24%	26%	25%	22%	24%	20%	18%	21%	23%	24%	19%	20%	23%
				b	b	b		b					m			
		12%	10%	10%	8%	10%	10%	9%	4%	10%	85%	15%	64%	36%	44%	56%
D	350	32	40	34	30	27	28	32	20	43	316	34	235	115	126	224
	13%	10%	11%	15%	16%	12%	11%	14%	18%	15%	14%	9%	15%	10%	10%	16%
					a				abf		k		m		n	
		9%	11%	10%	9%	8%	8%	9%	6%	12%	90%	10%	67%	33%	36%	64%
E	312	37	19	14	35	32	20	28	17	50	286	26	12	299	97	215
	12%	11%	5%	6%	19%	14%	8%	13%	15%	17%	12%	7%	1%	27%	8%	15%
		bc			abcf	bcf		bc	bcf	bcf	k		l		n	
		12%	6%	5%	11%	10%	7%	9%	5%	16%	92%	8%	4%	96%	31%	69%

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

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

Base : All respondents

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
Refused	*	-	-	-	-	-	-	-	-	-	*	-	-	*	*	-
	***	-%	-%	-%	-%	-%	-%	-%	-%	-%	100%	-%	-%	100%	100%	-%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	100%	-%	-%	100%	100%	-%
SOCIAL GROUP																
AB	712	79	157	67	32	50	77	54	25	72	588	124	470	240	444	268
	27%	24%	42%	29%	17%	21%	31%	24%	22%	24%	25%	34%	30%	21%	35%	19%
		d	acdefghi	d			deh				j		m		o	
		11%	22%	9%	4%	7%	11%	8%	3%	10%	83%	17%	66%	34%	62%	38%
C1C2	1301	178	156	118	91	122	123	110	51	134	1119	182	835	463	592	709
	49%	54%	42%	50%	48%	53%	49%	49%	45%	45%	48%	50%	54%	41%	47%	50%
		bhi				b							m			
		14%	12%	9%	7%	9%	9%	8%	4%	10%	86%	14%	64%	36%	45%	55%
DE	663	70	58	48	66	60	49	60	37	93	602	60	247	415	223	439
	25%	21%	16%	21%	35%	26%	20%	27%	33%	31%	26%	16%	16%	37%	18%	31%
				abcef	b			b	abcf	abcf	k		l		n	
		11%	9%	7%	10%	9%	7%	9%	6%	14%	91%	9%	37%	63%	34%	66%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QZ7 (SG). WORKING STATUS (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Base for %	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Working full time (30hrs/wk+)	1102	672	429	122	256	561	161	48	101	174	408	340	358	256	148	915	106	53	28
	41%	52%	31%	34%	55%	61%	17%	12%	35%	53%	69%	48%	50%	44%	22%	41%	45%	40%	38%
		b	f	f	cf	cdf		g	gh	ghi	gh	n	mn	n					
		61%	39%	11%	23%	51%	15%	4%	9%	16%	37%	31%	32%	23%	13%	83%	10%	5%	3%
Working part time (8-29 hrs/wk)	450	104	345	63	89	191	107	58	53	51	103	129	109	113	99	389	27	21	13
	17%	8%	25%	17%	19%	21%	12%	14%	18%	16%	17%	18%	15%	19%	15%	17%	11%	16%	17%
		a	f	f	f	f							ln		p			p	
		23%	77%	14%	20%	42%	24%	13%	12%	11%	23%	29%	24%	25%	22%	87%	6%	5%	3%
Not working (i.e. under 8hrs/wk) - retired	583	309	274	-	1	9	573	132	86	62	40	167	132	129	154	485	56	28	14
	22%	24%	20%	-%	*%	1%	62%	32%	30%	19%	7%	23%	18%	22%	23%	22%	24%	21%	19%
		b				cde	ij	ij	j		l	l		l					
		53%	47%	-%	*%	2%	98%	23%	15%	11%	7%	29%	23%	22%	26%	83%	10%	5%	2%
Not working (i.e. under 8hrs/wk) - unemployed (registered/ not registered but looking for work)	123	76	47	31	40	38	15	54	13	11	5	6	11	16	91	91	18	8	5
	5%	6%	3%	9%	8%	4%	2%	13%	4%	3%	1%	1%	2%	3%	14%	4%	8%	6%	7%
		b		ef	ef	f		hij	j	j				k	klm		o		o
		62%	38%	25%	32%	31%	12%	44%	10%	9%	4%	4%	9%	13%	74%	74%	15%	7%	4%

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

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QZ7 (SG). WORKING STATUS (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Not working (i.e. under 8hrs/wk) - student	146	82	64	121	16	7	2	31	5	5	11	29	68	20	30	122	13	8	4
	5%	6%	5%	33%	4%	1%	*%	8%	2%	1%	2%	4%	9%	3%	5%	5%	6%	6%	5%
		56%	44%	83%	11%	5%	1%	21%	4%	3%	8%	20%	46%	13%	21%	83%	9%	5%	3%
Not working (i.e. under 8hrs/wk) - housewife/ disabled/ other	266	53	213	25	66	109	66	87	31	23	27	38	44	45	139	229	13	14	9
	10%	4%	15%	7%	14%	12%	7%	21%	11%	7%	5%	5%	6%	8%	21%	10%	6%	11%	13%
		20%	80%	9%	25%	41%	25%	33%	12%	9%	10%	14%	16%	17%	52%	86%	5%	5%	4%
Don't know	6	4	1	3	*	*	3	2	-	*	-	2	*	3	1	5	-	*	*
	*%	*%	*%	1%	*%	*%	*%	1%	-%	*%	-%	*%	*%	*%	*%	*%	-%	*%	*%
		74%	26%	44%	1%	2%	52%	37%	-%	2%	-%	38%	1%	44%	17%	90%	-%	4%	6%
WORKING STATUS SUMMARY																			
WORKING	1551	776	775	185	345	752	269	107	154	225	511	470	466	369	247	1304	133	74	41
	58%	60%	56%	51%	74%	82%	29%	26%	53%	69%	86%	66%	65%	64%	37%	58%	57%	56%	56%
		50%	50%	12%	22%	48%	17%	7%	10%	14%	33%	30%	30%	24%	16%	84%	9%	5%	3%
NOT WORKING	1118	520	598	177	123	163	655	304	136	100	84	240	254	209	415	927	100	58	32
	42%	40%	44%	49%	26%	18%	71%	74%	47%	31%	14%	34%	35%	36%	63%	41%	43%	44%	44%
		47%	53%	16%	11%	15%	59%	27%	12%	9%	8%	21%	23%	19%	37%	83%	9%	5%	3%

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

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QZ7 (SG). WORKING STATUS (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
Base for %	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
Working full time (30hrs/wk+)	1102	160	156	96	78	86	116	75	40	108	949	153	1102	-	526	575
	41%	49%	42%	41%	41%	37%	47%	33%	35%	36%	41%	42%	71%	-%	42%	41%
		eghi	g				eghi						m			
		15%	14%	9%	7%	8%	11%	7%	4%	10%	86%	14%	100%	-%	48%	52%
Working part time (8-29 hrs/wk)	450	41	64	58	32	32	42	41	24	55	376	74	450	-	235	215
	17%	12%	17%	25%	17%	14%	17%	19%	21%	18%	16%	20%	29%	-%	19%	15%
				abdef					ae			j	m		o	
			9%	14%	13%	7%	7%	9%	5%	12%	84%	16%	100%	-%	52%	48%
Not working (i.e. under 8hrs/wk) - retired	583	45	94	48	50	51	46	54	24	74	492	90	-	583	321	262
	22%	14%	25%	20%	26%	22%	19%	24%	21%	25%	21%	25%	-%	52%	25%	18%
			a		af	a		a	a	a				l	o	
		8%	16%	8%	8%	9%	8%	9%	4%	13%	84%	16%	-%	100%	55%	45%
Not working (i.e. under 8hrs/wk) - unemployed (registered/ not registered but looking for work)	123	12	10	4	13	11	14	10	2	15	108	15	-	123	33	90
	5%	4%	3%	2%	7%	5%	6%	4%	2%	5%	5%	4%	-%	11%	3%	6%
					bch		c							l		n
		10%	8%	3%	10%	9%	11%	8%	2%	12%	88%	12%	-%	100%	27%	73%

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

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QZ7 (SG). WORKING STATUS (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
Not working (i.e. under 8hrs/wk) - student	146	28	14	10	3	22	9	15	5	14	137	9	-	146	42	104
	5%	8%	4%	4%	2%	10%	4%	7%	4%	5%	6%	2%	-	13%	3%	7%
		bdfn				bcdghi		d			k			l		n
		19%	10%	7%	2%	15%	6%	10%	3%	10%	94%	6%	-	100%	29%	71%
Not working (i.e. under 8hrs/wk) - housewife/ disabled/ other	266	41	30	17	13	28	20	29	19	32	242	24	-	266	100	166
	10%	12%	8%	7%	7%	12%	8%	13%	17%	11%	10%	6%	-	24%	8%	12%
		d				d		cd		bcd	k			l		n
		15%	11%	6%	5%	11%	7%	11%	7%	12%	91%	9%	-	100%	38%	62%
Don't know	6	-	2	-	-	1	2	-	-	-	4	1	-	-	2	4
	*%	-	1%	-	-	*%	1%	-	-	-	*%	*%	-	-	*%	*%
		-	38%	-	-	17%	35%	-	-	-	75%	25%	-	-	39%	61%
WORKING STATUS SUMMARY																
WORKING	1551	201	220	154	110	117	158	116	64	163	1325	227	1551	-	761	790
	58%	61%	59%	66%	58%	51%	63%	52%	56%	55%	57%	62%	100%	-	60%	56%
		eg		eghi			eg						m		o	
		13%	14%	10%	7%	8%	10%	7%	4%	11%	85%	15%	100%	-	49%	51%
NOT WORKING	1118	126	148	80	79	113	89	108	49	135	980	138	-	1118	496	622
	42%	39%	40%	34%	42%	49%	36%	48%	44%	45%	42%	38%	-	100%	39%	44%
						abcf		acf	c	cf				l		n
		11%	13%	7%	7%	10%	8%	10%	4%	12%	88%	12%	-	100%	44%	56%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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.

QZ8 (SH). HOUSEHOLD STATUS (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Base for %	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Being bought on mortgage	852	420	432	106	165	471	111	31	44	111	369	310	264	174	104	720	78	31	24
	32%	32%	31%	29%	35%	51%	12%	7%	15%	34%	62%	44%	37%	30%	16%	32%	33%	23%	33%
		49%	51%	12%	19%	55%	13%	4%	5%	13%	43%	36%	31%	20%	12%	84%	9%	4%	3%
Owned outright by household	730	401	329	34	36	110	550	79	95	103	127	259	179	152	141	616	50	42	22
	27%	31%	24%	9%	8%	12%	59%	19%	33%	32%	21%	36%	25%	26%	21%	28%	22%	32%	30%
		b				d	cde		gj	gj		lmn		n		p		p	p
		55%	45%	5%	5%	15%	75%	11%	13%	14%	17%	35%	24%	21%	19%	84%	7%	6%	3%
Rented from Local Authority/ Housing Association/ Trust	587	244	343	98	120	175	194	212	90	51	27	48	117	139	283	472	67	31	17
	22%	19%	25%	27%	26%	19%	21%	51%	31%	16%	5%	7%	16%	24%	43%	21%	29%	23%	23%
		42%	58%	17%	20%	30%	33%	36%	15%	9%	5%	8%	20%	24%	48%	81%	11%	5%	3%
Rented from Private Landlord	396	176	220	88	130	136	42	77	52	55	61	68	135	87	106	337	32	19	7
	15%	14%	16%	24%	28%	15%	4%	19%	18%	17%	10%	10%	19%	15%	16%	15%	14%	15%	10%
		44%	56%	22%	33%	34%	11%	20%	13%	14%	15%	17%	34%	22%	27%	85%	8%	5%	2%
Other	50	25	26	8	10	14	19	7	7	4	5	14	11	13	12	40	2	7	3
	2%	2%	2%	2%	2%	1%	2%	2%	2%	1%	1%	2%	1%	2%	2%	2%	1%	5%	3%
		49%	51%	16%	19%	27%	38%	15%	14%	9%	11%	28%	21%	27%	24%	79%	3%	13%	5%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QZ8 (SH). HOUSEHOLD STATUS (SINGLE CODE)

Base : All respondents

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER £11.5K g	£11.5K- £17.5K h	£17.5K- £29.9K i	£30K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301 49%	1374 51%	365 14%	468 17%	915 34%	927 35%	413 15%	289 11%	325 12%	595 22%	712 27%	720 27%	580 22%	663 25%	2236 84%	233 9%	132 5%	74 3%
Don't know	60 2%	35 3%	25 2%	32 9% def	7 2%	9 1%	12 1%	7 2%	2 1%	2 1%	5 1%	13 2%	15 2%	15 3%	17 2%	52 2%	4 2%	3 2%	1 1%
		59%	41%	53%	12%	15%	20%	11%	3%	3%	9%	22%	25%	25%	28%	86%	7%	5%	2%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QZ8 (SH). HOUSEHOLD STATUS (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
Base for %	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
Being bought on mortgage	852	87	135	85	63	54	103	68	33	93	715	137	719	131	482	370
	32%	27%	36%	36%	33%	24%	41%	30%	29%	31%	31%	37%	46%	12%	38%	26%
			ae	ae	e		aeghi				j	j	m		o	
		10%	16%	10%	7%	6%	12%	8%	4%	11%	84%	16%	84%	15%	57%	43%
Owned outright by household	730	54	119	66	64	75	63	55	24	96	609	121	255	474	450	280
	27%	16%	32%	28%	34%	32%	25%	25%	21%	32%	26%	33%	16%	42%	36%	20%
			ah	a	afgh	ah	a	a		ah		j	l	o		
		7%	16%	9%	9%	10%	9%	8%	3%	13%	83%	17%	35%	65%	62%	38%
Rented from Local Authority/ Housing Association/ Trust	587	107	52	38	38	50	44	60	32	53	526	60	259	327	144	443
	22%		33%	14%	16%	20%	22%	18%	28%	18%	23%	16%	17%	29%	11%	31%
			bcdafi			b		bcfi	bcdfi		k		l		n	
			18%	9%	6%	6%	9%	7%	5%	9%	90%	10%	44%	56%	25%	75%
Rented from Private Landlord	396	77	45	35	19	41	23	36	16	44	360	35	259	136	124	272
	15%		24%	15%	10%	18%	9%	16%	14%	15%	16%	10%	17%	12%	10%	19%
			bcdghi			df		df			k		m		n	
			19%	11%	9%	5%	10%	6%	4%	11%	91%	9%	65%	34%	31%	69%
Other	50	1	7	7	5	4	5	3	4	4	44	6	29	21	28	22
	2%	*	2%	3%	3%	2%	2%	2%	3%	1%	2%	2%	2%	2%	2%	2%
				a					a							
			3%	13%	14%	10%	7%	9%	7%	7%	8%	87%	13%	58%	41%	44%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QZ8 (SH). HOUSEHOLD STATUS (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
Don't know	60	1	14	3	1	8	11	2	5	9	54	6	29	31	31	29
	2%	*%	4%	1%	*%	3%	4%	1%	4%	3%	2%	2%	2%	3%	2%	2%
			adg			adg	acdg		adg	ad						
		2%	23%	5%	1%	13%	18%	3%	8%	14%	90%	10%	49%	51%	51%	49%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 11

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

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
1	454	213	241	11	37	98	308	162	65	44	31	93	106	82	173	356	63	22	13
	17%	16%	18%	3%	8%	11%	33%	39%	22%	13%	5%	13%	15%	14%	26%	16%	27%	16%	17%
		47%	53%	2%	8%	21%	68%	36%	14%	10%	7%	20%	23%	18%	38%	78%	14%	5%	3%
2	872	474	397	86	116	194	476	111	103	127	206	274	215	189	194	711	86	49	26
	33%	36%	29%	24%	25%	21%	51%	27%	36%	39%	35%	39%	30%	33%	29%	32%	37%	37%	36%
		b	cde	c	c	cde	hij	g	g	g	lmn	lmn	lmn	lmn	lmn	lmn	lmn	lmn	lmn
		54%	46%	10%	13%	22%	55%	13%	12%	15%	24%	31%	25%	22%	22%	82%	10%	6%	3%
3	537	250	287	99	142	218	79	67	49	68	148	141	147	128	122	462	39	22	14
	20%	19%	21%	27%	30%	24%	8%	16%	17%	21%	25%	20%	20%	22%	18%	21%	17%	17%	20%
		47%	53%	18%	26%	41%	15%	13%	9%	13%	28%	26%	27%	24%	23%	86%	7%	4%	3%
4	541	247	294	99	114	286	42	48	42	63	168	151	166	121	103	465	38	26	12
	20%	19%	21%	27%	24%	31%	5%	12%	15%	19%	28%	21%	23%	21%	16%	21%	16%	20%	17%
		46%	54%	18%	21%	53%	8%	9%	8%	12%	31%	28%	31%	22%	19%	86%	7%	5%	2%
5+	271	116	155	70	59	120	22	24	30	23	43	52	87	61	71	242	8	13	8
	10%	9%	11%	19%	13%	13%	2%	6%	10%	7%	7%	7%	12%	11%	11%	11%	3%	10%	11%
		43%	57%	26%	22%	44%	8%	9%	11%	8%	16%	19%	32%	23%	26%	89%	3%	5%	3%
Mean number of people	2.8	2.7	2.9	3.4	3.1	3.2	1.9	2.2	2.6	2.7	3.0	2.7	2.9	2.8	2.6	2.8	2.3	2.7	2.8
		a	def	f	f	f		g	g	ghi	ghi	kn	n	n	p	p	p	p	p
Standard deviation	1.35	1.29	1.40	1.29	1.25	1.32	.97	1.33	1.42	1.25	1.12	1.19	1.39	1.32	1.46	1.36	1.15	1.33	1.44
Standard error	.02	.03	.03	.06	.05	.04	.03	.05	.07	.06	.04	.04	.04	.05	.05	.03	.05	.06	.06
Columns Tested:		a,b	c,d,e,f	g,h,i,j	k,l,m,n	o,p,q,r													

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
1	454	41	48	34	31	32	37	47	26	60	390	64	162	291	190	264
	17%	13%	13%	14%	16%	14%	15%	21%	23%	20%	17%	18%	10%	26%	15%	19%
								abe	abcef	ab			l			n
		9%	11%	7%	7%	7%	8%	10%	6%	13%	86%	14%	36%	64%	42%	58%
2	872	73	143	70	77	60	76	72	30	109	735	136	457	414	471	400
	33%	22%	39%	30%	41%	26%	31%	32%	26%	37%	32%	37%	29%	37%	37%	28%
			ae	h	acefgh		a	a		ae	j		l		o	
		8%	16%	8%	9%	7%	9%	8%	3%	13%	84%	16%	52%	47%	54%	46%
3	537	63	76	47	36	48	66	43	23	62	471	66	391	146	256	281
	20%	19%	21%	20%	19%	21%	26%	19%	20%	21%	20%	18%	25%	13%	20%	20%
													m			
		12%	14%	9%	7%	9%	12%	8%	4%	11%	88%	12%	73%	27%	48%	52%
4	541	97	67	64	28	44	55	42	23	45	466	75	391	150	250	291
	20%	30%	18%	27%	15%	19%	22%	19%	21%	15%	20%	20%	25%	13%	20%	21%
		bdeghi		bdegi			di						m			
		18%	12%	12%	5%	8%	10%	8%	4%	8%	86%	14%	72%	28%	46%	54%
5+	271	52	37	19	17	47	15	20	11	23	246	25	151	118	92	179
	10%	16%	10%	8%	9%	20%	6%	9%	10%	8%	11%	7%	10%	11%	7%	13%
		bcdg				bcdg					k					n
		19%	14%	7%	6%	17%	6%	7%	4%	8%	91%	9%	56%	43%	34%	66%
Mean number of people	2.8	3.2	2.8	2.9	2.6	3.2	2.8	2.7	2.7	2.6	2.8	2.6	3.0	2.5	2.7	2.9
		bcdg		i		bcdg					k		m			n
Standard deviation	1.35	1.40	1.32	1.26	1.31	1.56	1.17	1.40	1.36	1.26	1.36	1.24	1.25	1.43	1.21	1.45
Standard error	.02	.09	.08	.08	.08	.10	.07	.09	.09	.08	.03	.04	.03	.03	.03	.03

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

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SI (SK). Household size

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Small (1-2 people)	1326	687	638	97	153	291	785	273	168	171	237	367	320	271	367	1067	149	70	39
	50%	53%	46%	27%	33%	32%	85%	66%	58%	53%	40%	52%	44%	47%	55%	48%	64%	53%	53%
		b					cde	hij	j	j		l		lm		oqr	o	o	
		52%	48%	7%	12%	22%	59%	21%	13%	13%	18%	28%	24%	20%	28%	80%	11%	5%	3%
Medium (3-4 people)	1079	498	581	198	256	504	121	116	92	131	316	292	313	248	225	927	76	48	27
	40%	38%	42%	54%	55%	55%	13%	28%	32%	40%	53%	41%	43%	43%	34%	41%	33%	37%	36%
			a	f	f	f				gh	ghi	n	n	n	p				
		46%	54%	18%	24%	47%	11%	11%	8%	12%	29%	27%	29%	23%	21%	86%	7%	4%	2%
Large (5+ people)	271	116	155	70	59	120	22	24	30	23	43	52	87	61	71	242	8	13	8
	10%	9%	11%	19%	13%	13%	2%	6%	10%	7%	7%	7%	12%	11%	11%	11%	3%	10%	11%
			a	def	f	f			g				k		k	p		p	p
		43%	57%	26%	22%	44%	8%	9%	11%	8%	16%	19%	32%	23%	26%	89%	3%	5%	3%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 12

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

SI (SK). Household size

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
Small (1-2 people)	1326	115	191	104	108	92	113	119	56	170	1125	201	619	704	661	664
	50%	35%	51%	44%	57%	40%	45%	53%	50%	57%	49%	55%	40%	63%	53%	47%
			ae	a	acef		a	ae	ae	acef		j	l	o		
		9%	14%	8%	8%	7%	9%	9%	4%	13%	85%	15%	47%	53%	50%	50%
Medium (3-4 people)	1079	160	143	110	64	92	120	85	46	106	937	141	781	296	506	572
	40%	49%	39%	47%	34%	40%	48%	38%	41%	36%	41%	39%	50%	26%	40%	40%
		bdegi		dgi			bdegi						m			
		15%	13%	10%	6%	9%	11%	8%	4%	10%	87%	13%	72%	27%	47%	53%
Large (5+ people)	271	52	37	19	17	47	15	20	11	23	246	25	151	118	92	179
	10%	16%	10%	8%	9%	20%	6%	9%	10%	8%	11%	7%	10%	11%	7%	13%
		bcdghi				bcdghi					k				n	
		19%	14%	7%	6%	17%	6%	7%	4%	8%	91%	9%	56%	43%	34%	66%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 13

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

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
None	1626	878	748	194	181	374	877	290	178	207	314	446	417	349	415	1322	170	89	45
	61%	68%	54%	53%	39%	41%	95%	70%	62%	64%	53%	63%	58%	60%	63%	59%	73%	67%	61%
		b	de	cde	h	ij	kl	m	n	o	p	q	r	s	t	u	v	w	x
		54%	46%	12%	11%	23%	54%	18%	11%	13%	19%	27%	26%	21%	25%	81%	10%	5%	3%
1	447	186	261	98	136	181	32	56	40	50	117	108	123	99	117	378	33	21	14
	17%	14%	19%	27%	29%	20%	3%	14%	14%	15%	20%	15%	17%	17%	18%	17%	14%	16%	20%
		a	ef	ef	f	gh	h	i	j	k	l	m	n	o	p	q	r	s	t
		42%	58%	22%	30%	41%	7%	13%	9%	11%	26%	24%	28%	22%	26%	85%	7%	5%	3%
2	426	175	251	45	104	263	14	44	42	47	136	126	133	97	70	376	23	18	9
	16%	13%	18%	12%	22%	29%	1%	11%	14%	14%	23%	18%	18%	17%	11%	17%	10%	13%	12%
		a	f	cf	cd	de	ef	gh	h	i	j	k	l	m	n	o	p	q	r
		41%	59%	11%	24%	62%	3%	10%	10%	11%	32%	30%	31%	23%	16%	88%	5%	4%	2%
3	117	41	76	18	29	68	3	13	17	11	23	26	36	21	34	106	6	2	3
	4%	3%	6%	5%	6%	7%	*%	3%	6%	3%	4%	4%	5%	4%	5%	5%	2%	1%	5%
		a	f	f	f	f	g	h	i	j	k	l	m	n	o	p	q	r	s
		35%	65%	15%	24%	58%	3%	11%	14%	10%	19%	22%	31%	18%	29%	91%	5%	1%	3%
4	48	17	30	10	13	24	1	8	8	8	5	6	9	12	20	43	2	2	1
	2%	1%	2%	3%	3%	3%	*%	2%	3%	3%	1%	1%	1%	2%	3%	2%	1%	1%	1%
		a	f	f	f	f	g	h	i	j	k	l	m	n	o	p	q	r	s
		36%	64%	20%	27%	51%	3%	16%	16%	17%	11%	13%	19%	26%	43%	91%	3%	4%	2%
5+	11	3	9	1	5	5	-	2	5	1	*	*	2	2	7	9	*	1	*
	*%	*%	1%	*%	1%	1%	-%	*%	2%	*%	*%	*%	*%	*%	1%	*%	*%	1%	1%
		a	f	f	f	f	g	h	i	j	k	l	m	n	o	p	q	r	s
		24%	76%	9%	47%	44%	-%	16%	45%	11%	2%	1%	20%	20%	59%	85%	1%	11%	4%
Mean number of children	.7	.6	.8	.8	1.1	1.1	.1	.5	.8	.7	.8	.7	.8	.7	.7	.7	.4	.6	.7
		a	f	cf	cf	cf	g	g	g	g	gi	k	k	k	kl	kl	p	p	p
Standard deviation	1.05	.96	1.11	1.05	1.14	1.14	.38	.99	1.23	1.05	.98	.95	1.04	1.04	1.14	1.06	.83	1.00	1.04
Standard error	.02	.02	.03	.05	.05	.03	.01	.04	.06	.05	.04	.03	.03	.04	.04	.02	.04	.04	.05

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 13

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
None	1626	155	239	129	126	128	148	132	69	197	1396	230	816	807	786	841
	61%	47%	64%	55%	67%	55%	60%	59%	61%	66%	60%	63%	53%	72%	62%	59%
			ace		ace		a	a	a	ace			l			
		10%	15%	8%	8%	8%	9%	8%	4%	12%	86%	14%	50%	50%	48%	52%
1	447	69	58	42	24	41	41	39	18	46	393	54	314	130	202	245
	17%	21%	16%	18%	13%	18%	16%	17%	16%	15%	17%	15%	20%	12%	16%	17%
		d											m			
		15%	13%	9%	5%	9%	9%	9%	4%	10%	88%	12%	70%	29%	45%	55%
2	426	69	49	51	21	41	47	36	19	43	366	60	322	104	202	224
	16%	21%	13%	22%	11%	18%	19%	16%	16%	15%	16%	16%	21%	9%	16%	16%
		bd		bdi		d	d						m			
		16%	12%	12%	5%	10%	11%	8%	4%	10%	86%	14%	76%	24%	47%	53%
3	117	26	16	11	10	12	10	10	6	6	100	17	71	46	56	61
	4%	8%	4%	5%	5%	5%	4%	4%	6%	2%	4%	5%	5%	4%	4%	4%
		i			i				i							
		22%	13%	9%	9%	10%	8%	8%	6%	5%	85%	15%	61%	39%	48%	52%
4	48	8	6	1	6	7	3	6	1	5	42	5	22	26	12	35
	2%	2%	2%	*%	3%	3%	1%	3%	1%	2%	2%	1%	1%	2%	1%	3%
					c	c		c								n
		16%	12%	2%	12%	15%	7%	14%	3%	10%	88%	12%	45%	55%	25%	75%
5+	11	1	3	-	1	2	-	1	-	2	11	*	6	5	2	10
	*%	*%	1%	-%	1%	1%	-%	*%	-%	1%	*%	*%	*%	*%	*%	1%
																n
		12%	25%	-%	9%	16%	-%	9%	-%	13%	97%	3%	55%	45%	15%	85%
Mean number of children	.7	1.0	.7	.8	.7	.9	.7	.8	.7	.6	.7	.7	.8	.5	.7	.8
		bcd	fghi			bi							m			n

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 13

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

Base : All respondents

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Standard deviation	1.05	1.13	1.04	.97	1.12	1.17	.99	1.10	1.01	.98	1.05	1.02	1.04	1.03	.98	1.10
Standard error	.02	.07	.06	.06	.07	.07	.06	.07	.06	.06	.02	.03	.02	.02	.02	.03

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 14

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

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

Base : All respondents in Wales

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	f	~g	~h	~i	~j	k	l	m	n	~o	~p	q	~r
Unweighted total	496	253	243	70	58	158	210	97	61	56	60	109	151	108	128	-	-	496	-
Effective Weighted Sample	352	182	172	52	44	113	146	76	39	39	37	72	114	75	98	-	-	352	-
Total	132	64	68	20	20	44	49	25	15	13	14	30	34	31	38	-	-	132	-
		49%	51%	**	**	33%	37%	**	**	**	**	22%	25%	24%	28%	-%	-%	100%	-%
Yes, and fluent	10	5	5	**	**	4	3	**	**	**	**	4	3	1	1	-	-	10	-
	7%	7%	7%	**	**	8%	7%	**	**	**	**	15%	8%	4%	4%	-%	-%	7%	-%
		48%	52%	**	**	37%	35%	**	**	**	**	44%	27%	14%	14%	-%	-%	100%	-%
Yes, but not fluent	21	10	11	**	**	8	9	**	**	**	**	4	7	5	5	-	-	21	-
	16%	15%	16%	**	**	17%	18%	**	**	**	**	15%	21%	16%	12%	-%	-%	16%	-%
		47%	53%	**	**	36%	42%	**	**	**	**	21%	33%	24%	22%	-%	-%	100%	-%
No	101	50	52	**	**	32	37	**	**	**	**	21	24	25	32	-	-	101	-
	77%	77%	76%	**	**	74%	75%	**	**	**	**	71%	71%	80%	84%	-%	-%	77%	-%
		49%	51%	**	**	32%	36%	**	**	**	**	21%	24%	25%	31%	-%	-%	100%	-%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 14

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

Base : All respondents in Wales

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON ~a	SOUTH EAST ~b	SOUTH WEST ~c	EAST MIDS ~d	WEST MIDS ~e	EAST OF ENG ~f	YORKS& HUMBER ~g	NORTH EAST ~h	NORTH WEST ~i	URBAN j	RURAL k	YES l	NO m	LOW n	MEDIUM/ HIGH o
Significance Level: 95%																
Unweighted total	496	-	-	-	-	-	-	-	-	-	249	247	246	248	282	214
Effective Weighted Sample	352	-	-	-	-	-	-	-	-	-	232	232	175	183	184	174
Total	132	-	-	-	-	-	-	-	-	-	103	29	74	58	60	72
		-%	-%	-%	-%	-%	-%	-%	-%	-%	78%	22%	56%	44%	45%	55%
Yes, and fluent	10	-	-	-	-	-	-	-	-	-	4	6	6	4	7	3
	7%	-%	-%	-%	-%	-%	-%	-%	-%	-%	4%	19%	8%	7%	11%	4%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	43%	57%	59%	41%	70%	30%
Yes, but not fluent	21	-	-	-	-	-	-	-	-	-	17	4	13	8	12	9
	16%	-%	-%	-%	-%	-%	-%	-%	-%	-%	16%	15%	17%	14%	21%	12%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	79%	21%	61%	39%	59%	41%
No	101	-	-	-	-	-	-	-	-	-	83	19	55	46	41	61
	77%	-%	-%	-%	-%	-%	-%	-%	-%	-%	80%	65%	75%	79%	68%	84%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	k	k	54%	46%	40%	60%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	81%	19%	54%	46%	40%	60%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 15

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

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

Base : All respondents in Wales

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	a	b	~c	~d	e	f	~g	~h	~i	~j	k	l	m	n	~o	~p	q	~r	
Unweighted total	496	253	243	70	58	158	210	97	61	56	60	109	151	108	128	-	-	496	-
Effective Weighted Sample	352	182	172	52	44	113	146	76	39	39	37	72	114	75	98	-	-	352	-
Total	132	64	68	20	20	44	49	25	15	13	14	30	34	31	38	-	-	132	-
		49%	51%	**	**	33%	37%	**	**	**	**	22%	25%	24%	28%	-%	-%	100%	-%
PREFERRED LANGUAGE FOR THOSE WHO CAN SPEAK OR WRITE IN WELSH																			
English	26	12	14	**	**	10	9	**	**	**	**	8	8	5	4	-	-	26	-
	20%	19%	20%	**	**	23%	19%	**	**	**	**	27%	25%	17%	11%	-%	-%	20%	-%
		48%	52%	**	**	39%	35%	**	**	**	**	31%	32%	21%	16%	-%	-%	100%	-%
Welsh	3	1	2	**	**	1	2	**	**	**	**	*	1	1	1	-	-	3	-
	3%	2%	3%	**	**	2%	4%	**	**	**	**	2%	3%	3%	3%	-%	-%	3%	-%
		32%	68%	**	**	28%	57%	**	**	**	**	13%	29%	30%	28%	-%	-%	100%	-%
Other language	*	-	*	**	**	*	-	**	**	**	**	-	*	-	-	-	-	*	-
	*%	-%	*%	**	**	*%	-%	**	**	**	**	-%	*%	-%	-%	-%	-%	*%	-%
		-%	100%	**	**	100%	-%	**	**	**	**	-%	100%	-%	-%	-%	-%	100%	-%
Don't know	1	1	-	**	**	-	1	**	**	**	**	*	-	-	1	-	-	1	-
	1%	1%	-%	**	**	-%	2%	**	**	**	**	*%	-%	-%	2%	-%	-%	1%	-%
		100%	-%	**	**	-%	100%	**	**	**	**	10%	-%	-%	90%	-%	-%	100%	-%
CANNOT SPEAK OR WRITE IN WELSH	101	50	52	**	**	32	37	**	**	**	**	21	24	25	32	-	-	101	-
	77%	77%	76%	**	**	74%	75%	**	**	**	**	71%	71%	80%	84%	-%	-%	77%	-%
		49%	51%	**	**	32%	36%	**	**	**	**	21%	24%	25%	31%	-%	-%	100%	-%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 15

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

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

Base : All respondents in Wales

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON ~a	SOUTH EAST ~b	SOUTH WEST ~c	EAST MIDS ~d	WEST MIDS ~e	EAST OF ENG ~f	YORKS& HUMBER ~g	NORTH EAST ~h	NORTH WEST ~i	URBAN j	RURAL k	YES l	NO m	LOW n	MEDIUM/ HIGH o
Significance Level: 95%																
Unweighted total	496	-	-	-	-	-	-	-	-	-	249	247	246	248	282	214
Effective Weighted Sample	352	-	-	-	-	-	-	-	-	-	232	232	175	183	184	174
Total	132	-	-	-	-	-	-	-	-	-	103	29	74	58	60	72
		-%	-%	-%	-%	-%	-%	-%	-%	-%	78%	22%	56%	44%	45%	55%
PREFERRED LANGUAGE FOR THOSE WHO CAN SPEAK OR WRITE IN WELSH																
English	26 20%	-	-	-	-	-	-	-	-	-	20 19%	6 22%	16 22%	10 17%	15 25%	11 15%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	76%	24%	63%	37%	58%	42%
Welsh	3 3%	-	-	-	-	-	-	-	-	-	-	3 12%	2 2%	2 3%	3 6%	- -
		-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	100%	44%	56%	100%	-%
Other language	* *%	-	-	-	-	-	-	-	-	-	-	*	*	-	-	*
		-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	100%	100%	-%	-%	100%
Don't know	1 1%	-	-	-	-	-	-	-	-	-	1 1%	*	*	*	1 1%	* *%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	90%	10%	54%	46%	64%	36%
CANNOT SPEAK OR WRITE IN WELSH	101 77%	-	-	-	-	-	-	-	-	-	83 80%	19 65%	55 75%	46 79%	41 68%	61 84%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	81%	19%	54%	46%	40%	60%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 21

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

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Can use to make and receive calls	2199	1071	1128	248	315	781	855	272	212	284	558	666	585	482	466	1849	189	103	59
	82%	82%	82%	68%	67%	85%	92%	66%	73%	87%	94%	94%	81%	83%	70%	83%	81%	78%	79%
		49%	51%	11%	14%	36%	39%	12%	10%	13%	25%	30%	27%	22%	21%	84%	9%	5%	3%
Can receive but not make calls/ incoming only	44	24	20	15	15	10	4	7	9	2	3	5	22	8	8	34	2	5	3
	2%	2%	1%	4%	3%	1%	*%	2%	3%	1%	*%	1%	3%	1%	1%	2%	1%	4%	4%
		54%	46%	34%	34%	23%	9%	15%	21%	6%	6%	12%	50%	19%	19%	77%	5%	11%	7%
Line not working properly/ needs to be repaired	16	9	7	*	5	6	4	4	3	-	1	4	7	*	5	13	*	1	1
	1%	1%	1%	*%	1%	1%	*%	1%	1%	-%	*%	1%	1%	*%	1%	1%	*%	1%	1%
		56%	44%	2%	30%	42%	27%	23%	18%	-%	9%	24%	43%	1%	32%	84%	2%	9%	4%
No, do not have landline phone	414	195	219	101	132	117	64	130	65	38	33	37	105	89	183	338	42	22	11
	15%	15%	16%	28%	28%	13%	7%	32%	23%	12%	6%	5%	15%	15%	28%	15%	18%	17%	16%
		47%	53%	24%	32%	28%	15%	32%	16%	9%	8%	9%	25%	22%	44%	82%	10%	5%	3%
Don't know	2	2	*	1	1	-	-	-	-	-	-	-	1	1	-	2	-	*	-
	*%	*%	*%	*%	*%	-%	-%	-%	-%	-%	-%	-%	*%	*%	-%	*%	-%	*%	-%
		83%	17%	59%	41%	-%	-%	-%	-%	-%	-%	-%	58%	42%	-%	83%	-%	17%	-%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 21

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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	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
HOUSEHOLD PHONE OWNERSHIP																			
FIXED ONLY	114 4%	48 4%	66 5%	* *%	2 1%	5 1%	107 12%	52 13%	14 5%	5 2%	- -%	13 2%	17 2%	25 4%	59 9%	86 4%	15 7%	8 6%	5 7%
		42%	58%	*%	2%	4%	cde 94%	hij 46%	ij 12%	j 4%	- -%	12%	14%	kl 22%	klm 51%	o 75%	o 13%	o 7%	o 4%
FIXED & MOBILE	2144 80%	1055 81%	1089 79%	263 72%	332 71%	793 87%	756 82%	230 56%	210 73%	282 87%	562 94%	661 93%	598 83%	465 80%	420 63%	1810 81%	176 75%	101 77%	57 78%
		49%	51%	12%	15%	37%	cdf 35%	cd 11%	g 10%	gh 13%	ghi 26%	lmn 31%	n 28%	n 22%	p 20%	p 84%	p 8%	p 5%	p 3%
MOBILE ONLY	406 15%	189 15%	217 16%	102 28%	131 28%	117 13%	55 6%	123 30%	65 23%	38 12%	33 6%	37 5%	105 15%	88 15%	176 27%	334 15%	39 17%	22 17%	11 15%
		47%	53%	ef 25%	ef 32%	f 29%	f 14%	hij 30%	ij 16%	j 9%	8 8%	9 9%	k 26%	k 22%	klm 43%	o 82%	o 10%	o 5%	o 3%
ALL FIXED	2259 84%	1103 85%	1155 84%	263 72%	334 71%	798 87%	863 93%	282 68%	224 77%	287 88%	562 94%	675 95%	614 85%	490 84%	479 72%	1896 85%	191 82%	109 83%	62 84%
		49%	51%	12%	15%	35%	cd 38%	cde 12%	g 10%	gh 13%	ghi 25%	lmn 30%	n 27%	n 22%	p 21%	p 84%	p 8%	p 5%	p 3%
ALL MOBILE	2550 95%	1244 96%	1306 95%	365 100%	463 99%	910 99%	811 88%	353 85%	276 95%	320 98%	595 100%	698 98%	703 98%	553 95%	596 90%	2144 96%	215 92%	123 93%	69 93%
		49%	51%	f 14%	f 18%	f 36%	f 32%	g 14%	gh 11%	ghi 13%	ghi 23%	mn 27%	mn 28%	n 22%	pqr 23%	pqr 84%	pqr 8%	pqr 5%	pqr 3%
NEITHER	10 *%	8 1%	2 *%	- -%	2 *%	- -%	8 1%	8 2%	- -%	- -%	- -%	* *%	1 *%	2 *%	8 1%	7 *%	3 1%	1 *%	* *%
		79%	21%	- -%	20%	- -%	e 80%	hij 74%	- -%	- -%	- -%	2%	7%	19%	kl 72%	o 63%	o 30%	o 5%	o 1%
MOBILE ONLY NO FIXED BROADBAND	261 10%	122 9%	138 10%	50 14%	77 16%	85 9%	48 5%	97 24%	41 14%	23 7%	14 2%	18 2%	53 7%	57 10%	133 20%	211 9%	29 12%	13 10%	8 11%
		47%	53%	ef 19%	ef 30%	f 33%	f 19%	hij 37%	ij 16%	j 9%	5%	7%	k 20%	k 22%	klm 51%	o 81%	o 11%	o 5%	o 3%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 21

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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		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
Can use to make and receive calls	2199	258	341	205	151	170	228	162	87	247	1875	324	1290	905	1137	1062
	82%	79%	92%	88%	80%	73%	92%	72%	77%	83%	81%	88%	83%	81%	90%	75%
		12%	adeghi 15%	adegeh 9%	g 7%	8%	adeghi 10%	7%	4%	eg 11%	85%	j 15%	59%	41%	o 52%	48%
Can receive but not make calls/ incoming only	44	17	1	-	2	1	4	4	2	3	42	2	25	19	12	32
	2%	5%	*%	-%	1%	*%	2%	2%	2%	1%	2%	1%	2%	2%	1%	2%
		bcdefghi 39%	3%	-%	4%	2%	8%	9%	5%	7%	k 95%	5%	57%	43%	n 28%	72%
Line not working properly/ needs to be repaired	16	4	-	1	3	2	1	1	1	1	12	3	12	3	5	10
	1%	1%	-%	*%	2%	1%	*%	*%	1%	*%	1%	1%	1%	*%	*%	1%
		23%	-%	7%	19%	12%	7%	5%	5%	7%	79%	21%	80%	20%	33%	67%
No, do not have landline phone	414	47	29	27	33	59	16	56	23	48	377	37	223	189	104	310
	15%	14%	8%	12%	17%	25%	7%	25%	21%	16%	16%	10%	14%	17%	8%	22%
		bf 11%	7%	7%	bf 8%	abcdfi 14%	4%	abcdfi 14%	bcf 6%	bf 12%	k 91%	9%	54%	46%	n 25%	75%
Don't know	2	1	-	-	-	-	-	1	-	-	2	-	*	2	1	1
	*%	*%	-%	-%	-%	-%	-%	*%	-%	-%	*%	-%	*%	*%	*%	*%
		41%	-%	-%	-%	-%	-%	42%	-%	-%	100%	-%	17%	83%	42%	58%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 21

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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		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
HOUSEHOLD PHONE OWNERSHIP																
FIXED ONLY	114 4%	6 2%	12 3%	7 3%	7 4%	11 5%	11 5%	13 6%	5 5%	14 5%	100 4%	15 4%	8 1%	105 9%	53 4%	62 4%
								a						l		
		5%	10%	6%	6%	10%	10%	11%	5%	12%	87%	13%	7%	92%	46%	54%
FIXED & MOBILE	2144 80%	273 83%	330 89%	199 85%	149 79%	161 70%	221 89%	154 69%	85 75%	237 79%	1830 79%	315 86%	1319 85%	822 74%	1102 88%	1043 74%
		egh	deghi	egh	eg		deghi			eg		j	m		o	
		13%	15%	9%	7%	8%	10%	7%	4%	11%	85%	15%	61%	38%	51%	49%
MOBILE ONLY	406 15%	45 14%	29 8%	27 12%	32 17%	59 25%	16 7%	56 25%	23 20%	47 16%	369 16%	37 10%	223 14%	182 16%	104 8%	302 21%
		bf			bf	abcdfi		abcdfi	bcd	bf	k				n	
		11%	7%	7%	8%	15%	4%	14%	6%	12%	91%	9%	55%	45%	26%	74%
ALL FIXED	2259 84%	279 85%	342 92%	206 88%	156 83%	172 75%	232 93%	167 74%	90 79%	251 84%	1929 84%	329 90%	1327 86%	927 83%	1154 92%	1104 78%
		eg	adeghi	egh	eg		adeghi			eg		j			o	
		12%	15%	9%	7%	8%	10%	7%	4%	11%	85%	15%	59%	41%	51%	49%
ALL MOBILE	2550 95%	318 97%	359 97%	227 97%	181 96%	220 95%	237 95%	210 94%	108 95%	284 95%	2199 95%	351 96%	1542 99%	1004 90%	1205 96%	1345 95%
													m			
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	60%	39%	47%	53%
NEITHER	10 *%	3 1%	- -%	- -%	1 1%	- -%	- -%	1 *%	* *%	1 *%	10 *%	* *%	1 *%	10 1%	1 *%	10 1%
														l	n	
		29%	-%	-%	13%	-%	-%	9%	3%	9%	98%	2%	7%	93%	8%	92%
MOBILE ONLY NO FIXED BROADBAND	261 10%	32 10%	9 2%	12 5%	20 10%	32 14%	11 4%	44 20%	16 14%	35 12%	240 10%	21 6%	137 9%	122 11%	66 5%	195 14%
		bf			bcf	bcf		abcdfi	bcf	bcf	k				n	
		12%	3%	5%	8%	12%	4%	17%	6%	14%	92%	8%	53%	47%	25%	75%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 22

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

Base : Those with a landline phone at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3148	1541	1607	354	436	1024	1334	467	344	423	662	784	953	663	747	1905	403	423	417
Effective Weighted Sample	2203	1074	1128	244	312	720	944	323	243	288	494	557	688	471	522	1691	262	298	362
Total	2259	1103	1155	263	334	798	863	282	224	287	562	675	614	490	479	1896	191	109	62
		49%	51%	12%	15%	35%	38%	12%	10%	13%	25%	30%	27%	22%	21%	84%	8%	5%	3%
Yes to make calls	2087	1018	1068	220	284	746	836	256	204	267	532	636	554	462	434	1758	174	99	56
		92%	92%	84%	85%	93%	97%	91%	91%	93%	95%	94%	90%	94%	91%	93%	91%	90%	89%
						cd	cde			g	g	ln	ln	ln	r				
		49%	51%	11%	14%	36%	40%	12%	10%	13%	25%	30%	27%	22%	21%	84%	8%	5%	3%
Yes to receive calls	2089	1017	1072	227	290	749	823	252	208	271	530	632	563	457	438	1763	176	98	52
		92%	92%	86%	87%	94%	95%	89%	93%	94%	94%	94%	92%	93%	91%	93%	92%	90%	83%
						cd	cd			g	g				qr	r	r		
		49%	51%	11%	14%	36%	39%	12%	10%	13%	25%	30%	27%	22%	21%	84%	8%	5%	2%
Yes for internet access	1319	640	679	175	225	515	404	117	112	179	388	452	366	283	218	1145	81	68	24
		58%	58%	66%	67%	65%	47%	42%	50%	62%	69%	67%	60%	58%	45%	60%	43%	62%	38%
				f	f	f				gh	gh	lmn	n	n	pr	pr	pr		
		49%	51%	13%	17%	39%	31%	9%	8%	14%	29%	34%	28%	21%	17%	87%	6%	5%	2%
TOTAL PERSONALLY USE	2192	1073	1119	244	317	783	848	269	220	282	552	661	588	483	460	1842	182	108	60
		97%	97%	93%	95%	98%	98%	95%	98%	98%	98%	98%	96%	98%	96%	97%	95%	98%	97%
						cd	cd			g	g	l	ln	ln			p		
		49%	51%	11%	14%	36%	39%	12%	10%	13%	25%	30%	27%	22%	21%	84%	8%	5%	3%
No do not use landline at home	66	30	36	19	17	14	16	13	4	5	9	14	26	7	20	54	9	1	2
		3%	3%	7%	5%	2%	2%	5%	2%	2%	2%	2%	4%	1%	4%	3%	5%	1%	3%
				ef	ef			ij					km	m	m	q	q		
		46%	54%	29%	26%	21%	24%	20%	7%	7%	14%	21%	39%	11%	29%	81%	14%	2%	3%
Don't know	1	*	*	-	-	1	-	-	-	-	*	-	*	*	-	-	*	*	-
		*%	*%	-%	-%	*%	-%	-%	-%	-%	*%	-%	*%	*%	-%	-%	*%	*%	-%
																		o	
		67%	33%	-%	-%	100%	-%	-%	-%	-%	33%	-%	33%	67%	-%	-%	33%	67%	-%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 22

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

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

Base : Those with a landline phone at home

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																
Unweighted total	3148	216	239	220	204	184	236	189	200	217	2240	908	1680	1462	1695	1453
Effective Weighted Sample	2203	208	225	212	195	176	227	182	191	207	1808	421	1178	1055	1150	1054
Total	2259	279	342	206	156	172	232	167	90	251	1929	329	1327	927	1154	1104
		12%	15%	9%	7%	8%	10%	7%	4%	11%	85%	15%	59%	41%	51%	49%
Yes to make calls	2087	248	331	200	136	156	222	155	83	227	1769	317	1219	863	1097	989
	92%	89%	97%	97%	87%	90%	96%	93%	92%	91%	92%	96%	92%	93%	95%	90%
		12%	adehi	adehi	adehi	adehi	adehi	adehi	adehi	adehi	adehi	adehi	adehi	adehi	adehi	adehi
		12%	16%	10%	7%	7%	11%	7%	4%	11%	85%	15%	58%	41%	53%	47%
Yes to receive calls	2089	262	328	199	136	155	221	153	81	228	1778	311	1226	859	1086	1003
	92%	94%	96%	97%	87%	90%	95%	92%	91%	91%	92%	94%	92%	93%	94%	91%
		d	dehi	deghe	d	d	d	d	d	d	d	d	d	d	d	d
		13%	16%	10%	6%	7%	11%	7%	4%	11%	85%	15%	59%	41%	52%	48%
Yes for internet access	1319	200	256	166	66	67	155	73	36	126	1139	180	870	446	686	633
	58%	72%	75%	80%	42%	39%	67%	44%	40%	50%	59%	55%	66%	48%	59%	57%
		deghe	deghe	adefghi	deghe	deghe	deghe	deghe	deghe	deghe	deghe	deghe	deghe	deghe	deghe	deghe
		15%	19%	13%	5%	5%	12%	6%	3%	10%	86%	14%	66%	34%	52%	48%
TOTAL PERSONALLY USE	2192	271	338	202	153	162	231	161	87	237	1867	325	1290	897	1132	1060
	97%	97%	99%	98%	98%	94%	100%	97%	97%	94%	97%	99%	97%	97%	98%	96%
		12%	ei	e	ei	ei	aeghe	ei	ei	ei	ei	ei	ei	ei	ei	ei
		12%	15%	9%	7%	7%	11%	7%	4%	11%	85%	15%	59%	41%	52%	48%
No do not use landline at home	66	8	4	4	3	11	1	5	3	14	62	4	37	30	23	44
	3%	3%	1%	2%	2%	6%	*	3%	3%	6%	3%	1%	3%	3%	2%	4%
		f	f	f	bcdf	bcdf	bcdf	f	f	bdf	k	k	k	k	k	n
		12%	7%	7%	4%	16%	2%	8%	4%	21%	93%	7%	55%	45%	34%	66%
Don't know	1	-	-	-	-	-	-	-	-	-	*	*	*	*	*	*
	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	*%	*%	*%	*%	*%	*%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	67%	33%	33%	67%	33%	67%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 23

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QC3 (QC30). SHOWCARD How do you pay the line rental for your landline phone service? Please answer about your line rental only and not charges for calls and other costs. (SINGLE CODE)

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

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Unweighted total	3046	1488	1558	320	408	996	1322	440	330	415	655	771	908	650	716	1858	389	402	397
Effective Weighted Sample	2139	1041	1098	227	292	703	936	307	231	285	490	549	655	463	505	1648	256	279	345
Total	2199	1071	1128	248	315	781	855	272	212	284	558	666	585	482	466	1849	189	103	59
		49%	51%	11%	14%	36%	39%	12%	10%	13%	25%	30%	27%	22%	21%	84%	9%	5%	3%
On a monthly or quarterly basis, alongside call charges and other costs	1998	961	1038	190	296	721	791	260	199	255	511	584	533	451	430	1678	173	95	52
	91%	90%	92%	77%	94%	92%	93%	96%	94%	90%	92%	88%	91%	94%	92%	91%	92%	92%	88%
		48%	52%	10%	15%	36%	40%	13%	10%	13%	26%	29%	27%	23%	22%	84%	9%	5%	3%
12 months in advance (a lump sum of around £120-£160 for the year) and then pay monthly or quarterly for call charges and other costs	109	60	50	6	11	43	48	5	10	21	36	37	40	16	17	93	7	4	5
	5%	6%	4%	3%	3%	6%	6%	2%	5%	7%	6%	6%	7%	3%	4%	5%	4%	4%	8%
		55%	45%	6%	10%	40%	44%	5%	9%	19%	33%	34%	36%	14%	15%	85%	7%	4%	4%
Don't know	92	51	41	52	7	17	16	6	3	8	11	45	13	15	19	77	8	4	2
	4%	5%	4%	21%	2%	2%	2%	2%	1%	3%	2%	7%	2%	3%	4%	4%	4%	4%	4%
		56%	44%	56%	8%	19%	17%	7%	3%	9%	12%	49%	14%	17%	21%	84%	9%	4%	3%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 23

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QC3 (QC30). SHOWCARD How do you pay the line rental for your landline phone service? Please answer about your line rental only and not charges for calls and other costs. (SINGLE CODE)

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

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	3046	199	238	219	199	181	231	184	194	213	2161	885	1622	1419	1658	1388
Effective Weighted Sample	2139	192	224	212	190	173	222	177	186	203	1752	413	1142	1027	1131	1009
Total	2199	258	341	205	151	170	228	162	87	247	1875	324	1290	905	1137	1062
		12%	15%	9%	7%	8%	10%	7%	4%	11%	85%	15%	59%	41%	52%	48%
On a monthly or quarterly basis, alongside call charges and other costs	1998	249	306	180	146	161	212	151	71	203	1701	297	1181	815	1028	970
	91%	96%	90%	88%	96%	95%	93%	93%	81%	82%	91%	92%	92%	90%	90%	91%
		bchi	hi		bchi	chi	hi	hi								
		12%	15%	9%	7%	8%	11%	8%	4%	10%	85%	15%	59%	41%	51%	49%
12 months in advance (a lump sum of around £120-£160 for the year) and then pay monthly or quarterly for call charges and other costs	109	7	19	16	5	2	7	2	10	25	91	18	65	44	62	47
	5%	3%	6%	8%	4%	1%	3%	1%	12%	10%	5%	6%	5%	5%	5%	4%
			eg	aefg					abdefg	adefg						
		6%	17%	15%	5%	2%	6%	2%	9%	23%	84%	16%	60%	40%	57%	43%
Don't know	92	3	16	9	-	7	9	9	6	19	83	9	44	46	47	45
	4%	1%	5%	5%	-%	4%	4%	6%	7%	8%	4%	3%	3%	5%	4%	4%
			ad	ad		d	d	ad	ad	ad						
		3%	17%	10%	-%	7%	10%	10%	7%	20%	90%	10%	48%	50%	51%	49%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 24

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QC4 (QC28). SHOWCARD Which of these do you consider to be your MAIN method of making and receiving telephone calls? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Mobile phone	1713	851	862	342	407	683	282	244	174	216	425	429	480	377	426	1453	143	71	46
	64%	65%	63%	94%	87%	75%	30%	59%	60%	66%	71%	60%	67%	65%	64%	65%	61%	54%	62%
		50%	50%	20%	24%	40%	16%	14%	10%	13%	25%	25%	28%	22%	25%	85%	8%	4%	3%
Landline phone at home	852	390	462	13	48	199	590	151	102	101	150	246	208	187	210	701	78	50	23
	32%	30%	34%	4%	10%	22%	64%	36%	35%	31%	25%	35%	29%	32%	32%	31%	33%	38%	31%
		46%	54%	2%	6%	23%	69%	18%	12%	12%	18%	29%	24%	22%	25%	82%	9%	6%	3%
Landline phone at work	70	36	34	5	6	22	38	9	9	7	14	23	21	11	14	54	7	6	3
	3%	3%	2%	1%	1%	2%	4%	2%	3%	2%	2%	3%	3%	2%	2%	2%	3%	5%	4%
		52%	48%	7%	8%	31%	54%	13%	13%	11%	20%	33%	31%	15%	21%	77%	10%	9%	4%
Public payphone	25	15	10	4	5	7	10	5	4	1	2	9	9	2	6	20	2	2	1
	1%	1%	1%	1%	1%	1%	1%	1%	2%	*%	*%	1%	1%	*%	1%	1%	1%	1%	2%
		61%	39%	15%	19%	28%	38%	18%	17%	3%	7%	35%	34%	6%	25%	79%	8%	7%	5%
Other	8	5	3	*	2	1	5	5	-	*	1	2	2	1	4	4	3	1	1
	*%	*%	*%	*%	*%	*%	1%	1%	-%	*%	*%	*%	*%	*%	1%	*%	1%	1%	1%
		59%	41%	5%	22%	12%	60%	57%	-%	2%	17%	22%	19%	14%	44%	43%	36%	14%	7%
Don't know	7	3	4	2	1	3	2	-	-	*	2	2	*	3	1	5	*	2	*
	*%	*%	*%	*%	*%	*%	*%	-%	-%	*%	*%	*%	*%	1%	*%	*%	*%	1%	*%
		42%	58%	23%	8%	38%	32%	-%	-%	4%	36%	28%	5%	45%	22%	67%	5%	26%	2%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QC4 (QC28). SHOWCARD Which of these do you consider to be your MAIN method of making and receiving telephone calls? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889	
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377	
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416	
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%	
Mobile phone	1713	266	202	142	116	155	152	152	78	190	1519	194	1175	535	715	998	
	64%	81%	55%	61%	61%	67%	61%	68%	69%	63%	66%	53%	76%	48%	57%	70%	
		bcdefghi				b		b	b	b	k		m		n		
		16%	12%	8%	7%	9%	9%	9%	5%	11%	89%	11%	69%	31%	42%	58%	
Landline phone at home	852	46	157	83	59	73	87	70	32	94	705	146	319	530	485	367	
	32%	14%	42%	36%	31%	31%	35%	31%	28%	32%	31%	40%	21%	47%	38%	26%	
			adeghi	a	a	a	a	a	a	a		j		l	o		
		5%	18%	10%	7%	9%	10%	8%	4%	11%	83%	17%	37%	62%	57%	43%	
Landline phone at work	70	5	9	7	12	4	7	1	1	9	49	21	37	33	44	26	
	3%	1%	2%	3%	6%	2%	3%	*	1%	3%	2%	6%	2%	3%	3%	2%	
				g	abegh		g			g		j			o		
		7%	12%	10%	17%	6%	10%	1%	2%	12%	71%	29%	52%	48%	62%	38%	
Public payphone	25	10	-	-	3	-	1	-	1	5	24	1	13	12	8	17	
	1%	3%	-%	-%	1%	-%	*	-%	1%	2%	1%	*	1%	1%	1%	1%	
		bcefg								bceg							
		41%	-%	-%	11%	-%	4%	-%	4%	20%	96%	4%	52%	48%	31%	69%	
Other	8	-	-	1	-	-	1	1	1	-	6	2	3	5	4	5	
	3%	-%	-%	*	-%	-%	*	*	1%	-%	1%	1%	1%	1%	1%	1%	
		-%	-%	10%	-%	-%	15%	10%	9%	-%	79%	21%	39%	61%	43%	57%	
Don't know	7	-	3	-	-	-	-	-	-	1	4	3	4	3	4	3	
	3%	-%	1%	-%	-%	-%	-%	-%	-%	1%	1%	1%	1%	1%	1%	1%	
		-%	47%	-%	-%	-%	-%	-%	-%	20%	63%	37%	59%	41%	58%	42%	

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 25

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QC5 (QC28A). SHOWCARD And thinking about when you are at home, which is your MAIN method of making and receiving telephone calls? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Mobile phone	1604	802	802	342	397	624	241	240	168	201	377	387	461	345	410	1352	137	69	45
	60%	62%	58%	94%	85%	68%	26%	58%	58%	62%	63%	54%	64%	59%	62%	60%	59%	53%	62%
				def	ef	f						k	k	k	q			q	
		50%	50%	21%	25%	39%	15%	15%	10%	13%	23%	24%	29%	22%	26%	84%	9%	4%	3%
Landline phone at home	1029	479	550	19	64	281	665	161	121	121	215	314	248	228	239	854	91	57	27
	38%	37%	40%	5%	14%	31%	72%	39%	42%	37%	36%	44%	34%	39%	36%	38%	39%	43%	37%
		47%	53%	2%	6%	27%	65%	16%	12%	12%	21%	31%	24%	22%	23%	83%	9%	6%	3%
Public payphone	14	10	4	1	2	2	9	5	-	1	*	1	4	3	6	12	1	*	*
	1%	1%	*%	*%	*%	*%	1%	1%	-%	*%	*%	*%	*%	*%	1%	1%	*%	*%	1%
		70%	30%	8%	11%	15%	66%	37%	-%	10%	2%	10%	26%	19%	45%	87%	8%	2%	3%
Other	20	7	13	2	3	8	6	5	*	*	3	8	5	2	4	13	3	3	1
	1%	1%	1%	1%	1%	1%	1%	1%	*%	*%	*%	1%	1%	*%	1%	1%	1%	2%	1%
		35%	65%	10%	16%	42%	31%	24%	2%	1%	13%	43%	27%	8%	22%	66%	16%	14%	4%
Don't know	9	3	5	*	2	*	6	2	*	1	*	1	2	3	2	5	1	2	*
	*%	*%	*%	*%	*%	*%	1%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	2%	*%
		39%	61%	6%	19%	2%	74%	22%	2%	13%	2%	17%	25%	31%	27%	64%	7%	opr	27%
Columns Tested:		a,b	c,d,e,f	g,h,i,j	k,l,m,n	o,p,q,r													

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 25

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

QC5 (QC28A). SHOWCARD And thinking about when you are at home, which is your MAIN method of making and receiving telephone calls? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
Mobile phone	1604	256	193	126	110	146	136	142	72	171	1425	179	1096	504	649	954
	60%	78%	52%	54%	58%	63%	55%	63%	63%	57%	62%	49%	71%	45%	52%	67%
		bcdefghi				bc		bc	bcf		k		m		n	
		16%	12%	8%	7%	9%	8%	9%	4%	11%	89%	11%	68%	31%	40%	60%
Landline phone at home	1029	66	172	107	75	85	107	79	39	123	848	181	438	589	592	437
	38%	20%	46%	46%	40%	37%	43%	35%	35%	41%	37%	49%	28%	53%	47%	31%
			aegh	aegh	a	a	a	a	a	a		j		l	o	
		6%	17%	10%	7%	8%	10%	8%	4%	12%	82%	18%	43%	57%	58%	42%
Public payphone	14	5	-	-	1	-	-	2	-	3	13	1	2	12	4	10
	1%	2%	-%	-%	1%	-%	-%	1%	-%	1%	1%	1%	2%	1%	4%	1%
		befh												l		
		38%	-%	-%	9%	-%	-%	17%	-%	23%	92%	8%	16%	84%	28%	72%
Other	20	-	5	1	2	-	4	1	1	-	15	5	12	8	10	10
	1%	-%	1%	1%	1%	-%	1%	1%	1%	-%	1%	1%	1%	1%	1%	1%
		-%	24%	4%	9%	-%	19%	4%	6%	-%	76%	24%	62%	38%	51%	49%
Don't know	9	-	1	-	-	-	2	1	1	1	8	1	2	7	4	5
	1%	-%	1%	-%	-%	-%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		-%	13%	-%	-%	-%	22%	9%	11%	10%	92%	8%	23%	77%	43%	57%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 26

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QC6 (QC21B). SHOWCARD Which of these do you consider is your main supplier? (SINGLE CODE)

Base : Those with a landline phone at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3148	1541	1607	354	436	1024	1334	467	344	423	662	784	953	663	747	1905	403	423	417
Effective Weighted Sample	2203	1074	1128	244	312	720	944	323	243	288	494	557	688	471	522	1691	262	298	362
Total	2259	1103	1155	263	334	798	863	282	224	287	562	675	614	490	479	1896	191	109	62
		49%	51%	12%	15%	35%	38%	12%	10%	13%	25%	30%	27%	22%	21%	84%	8%	5%	3%
BT	954	457	497	105	94	295	460	123	86	120	235	299	259	194	201	792	83	42	38
		42%	41%	43%	40%	28%	37%	44%	38%	42%	42%	44%	42%	40%	42%	42%	43%	38%	60%
				d	d	d	cde											opq	
		48%	52%	11%	10%	31%	48%	13%	9%	13%	25%	31%	27%	20%	21%	83%	9%	4%	4%
SkyTalk	399	198	201	54	91	162	92	40	39	48	111	115	104	94	85	315	43	31	10
		18%	18%	17%	21%	27%	11%	14%	18%	17%	20%	17%	17%	19%	18%	17%	23%	28%	17%
				f	ef	f					g						o	or	
		50%	50%	14%	23%	41%	23%	10%	10%	12%	28%	29%	26%	24%	21%	79%	11%	8%	3%
Virgin Media (including NTL and Telewest)	386	206	181	42	68	165	112	39	38	58	104	108	107	94	77	330	39	13	4
		17%	19%	16%	20%	21%	13%	14%	17%	20%	18%	16%	17%	19%	16%	17%	20%	12%	6%
				f	f	f				g						qr	qr	r	
		53%	47%	11%	17%	43%	29%	10%	10%	15%	27%	28%	28%	24%	20%	85%	10%	3%	1%
Talk Talk/ Carphone Warehouse	262	114	147	22	45	92	102	43	31	39	49	69	55	66	71	232	13	10	6
		12%	10%	13%	8%	14%	12%	15%	14%	14%	9%	10%	9%	13%	15%	12%	7%	9%	9%
				j	j	j		j	j	j				l	kl	p			
		44%	56%	9%	17%	35%	39%	16%	12%	15%	19%	27%	21%	25%	27%	89%	5%	4%	2%
EE/ Everything Everywhere	63	34	29	6	11	32	13	9	9	9	16	19	27	9	8	58	3	1	1
		3%	3%	2%	2%	3%	4%	3%	4%	3%	3%	3%	4%	2%	2%	3%	2%	1%	1%
				f	f	f							mn			r			
		54%	46%	10%	18%	52%	21%	14%	14%	15%	26%	30%	42%	15%	13%	92%	5%	2%	1%
Plusnet	47	23	24	3	10	14	21	7	8	4	15	12	19	8	8	42	2	2	1
		2%	2%	1%	3%	2%	2%	3%	4%	2%	3%	2%	3%	2%	2%	2%	1%	2%	1%
		50%	50%	6%	21%	30%	44%	16%	17%	9%	33%	26%	40%	17%	17%	90%	4%	5%	1%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QC6 (QC21B). SHOWCARD Which of these do you consider is your main supplier? (SINGLE CODE)

Base : Those with a landline phone at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3148	1541	1607	354	436	1024	1334	467	344	423	662	784	953	663	747	1905	403	423	417
Effective Weighted Sample	2203	1074	1128	244	312	720	944	323	243	288	494	557	688	471	522	1691	262	298	362
Total	2259	1103	1155	263	334	798	863	282	224	287	562	675	614	490	479	1896	191	109	62
		49%	51%	12%	15%	35%	38%	12%	10%	13%	25%	30%	27%	22%	21%	84%	8%	5%	3%
Post Office	21	9	11	3	-	3	15	8	2	*	1	2	6	4	9	17	1	3	*
	1%	1%	1%	1%	-%	3%	2%	3%	1%	3%	1%	2%	1%	1%	2%	1%	2%	2%	1%
		45%	55%	13%	-%	15%	72%	40%	11%	2%	5%	8%	30%	20%	42%	81%	4%	13%	2%
Kingston Communications	12	6	6	2	1	3	7	1	3	1	4	6	4	1	1	12	-	-	*
	1%	1%	3%	1%	3%	1%	1%	3%	1%	3%	1%	1%	1%	3%	3%	1%	-%	-%	3%
		52%	48%	14%	8%	23%	55%	6%	23%	6%	30%	51%	30%	11%	7%	99%	-%	-%	1%
Other	71	33	38	4	8	24	34	8	6	5	22	30	22	12	7	61	4	4	1
	3%	3%	3%	2%	2%	3%	4%	3%	3%	2%	4%	4%	4%	2%	2%	3%	2%	4%	2%
		46%	54%	6%	12%	34%	48%	11%	8%	7%	31%	43%	30%	16%	10%	87%	6%	6%	2%
Don't know	45	23	22	22	7	8	9	6	3	1	6	14	12	8	11	37	4	3	2
	2%	2%	2%	8%	2%	1%	1%	2%	1%	1%	1%	2%	2%	2%	2%	2%	2%	3%	3%
		50%	50%	def 48%	15%	17%	21%	13%	6%	3%	12%	31%	26%	18%	25%	81%	8%	7%	4%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 26

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QC6 (QC21B). SHOWCARD Which of these do you consider is your main supplier? (SINGLE CODE)

Base : Those with a landline phone at home

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3148	216	239	220	204	184	236	189	200	217	2240	908	1680	1462	1695	1453
Effective Weighted Sample	2203	208	225	212	195	176	227	182	191	207	1808	421	1178	1055	1150	1054
Total	2259	279	342	206	156	172	232	167	90	251	1929	329	1327	927	1154	1104
		12%	15%	9%	7%	8%	10%	7%	4%	11%	85%	15%	59%	41%	51%	49%
BT	954	103	186	90	60	64	94	54	27	114	745	209	505	447	540	413
	42%	37%	54%	43%	39%	37%	40%	33%	30%	46%	39%	63%	38%	48%	47%	37%
		11%	acdefgh	gh	h	h	h	6%	3%	12%	78%	j	l	o	57%	43%
		11%	20%	9%	6%	7%	10%	6%	3%	12%	78%	22%	53%	47%	57%	43%
SkyTalk	399	51	46	38	24	32	32	30	20	42	366	33	266	130	198	201
	18%	18%	13%	18%	15%	18%	14%	18%	23%	17%	19%	10%	20%	14%	17%	18%
		13%	11%	9%	6%	8%	8%	8%	5%	11%	92%	8%	67%	33%	50%	50%
Virgin Media (including NTL and Telewest)	386	56	29	32	20	53	60	28	23	28	364	22	262	125	159	228
	17%	20%	8%	16%	13%	31%	26%	17%	26%	11%	19%	7%	20%	13%	14%	21%
		14%	7%	8%	5%	abcdgi	bcdgi	b	bcdgi	k	94%	6%	m	68%	32%	41%
		14%	7%	8%	5%	14%	16%	7%	6%	7%	94%	6%	68%	32%	41%	59%
Talk Talk/ Carphone Warehouse	262	30	49	19	34	11	20	25	8	35	245	17	147	115	132	130
	12%	11%	14%	9%	22%	7%	9%	15%	9%	14%	13%	5%	11%	12%	11%	12%
		11%	e	acefn	ef	ef	ef	10%	3%	14%	94%	6%	56%	44%	50%	50%
		11%	19%	7%	13%	4%	8%	10%	3%	14%	94%	6%	56%	44%	50%	50%
EE/ Everything Everywhere	63	23	8	2	5	2	3	4	5	6	58	4	40	23	23	39
	3%	8%	2%	1%	3%	1%	1%	3%	5%	2%	3%	1%	3%	2%	2%	4%
		36%	bcdefgi	cef	cef	cef	cef	7%	8%	9%	93%	7%	64%	36%	37%	63%
		36%	13%	3%	8%	3%	5%	7%	8%	9%	93%	7%	64%	36%	37%	63%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 26

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QC6 (QC21B). SHOWCARD Which of these do you consider is your main supplier? (SINGLE CODE)

Base : Those with a landline phone at home

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	3148	216	239	220	204	184	236	189	200	217	2240	908	1680	1462	1695	1453
Effective Weighted Sample	2203	208	225	212	195	176	227	182	191	207	1808	421	1178	1055	1150	1054
Total	2259	279	342	206	156	172	232	167	90	251	1929	329	1327	927	1154	1104
		12%	15%	9%	7%	8%	10%	7%	4%	11%	85%	15%	59%	41%	51%	49%
Plusnet	47	6	2	7	3	2	7	5	1	10	35	12	30	17	25	22
	2%	2%	1%	3%	2%	1%	3%	3%	1%	4%	2%	4%	2%	2%	2%	2%
			b							b		j				
		13%	5%	15%	6%	3%	16%	10%	2%	21%	74%	26%	64%	36%	53%	47%
Post Office	21	4	1	1	2	1	1	5	*	2	14	7	5	16	8	13
	1%	1%	*%	*%	1%	1%	*%	3%	*%	1%	1%	2%	*%	2%	1%	1%
				b				bcfh				j		l		
		18%	5%	4%	11%	6%	4%	23%	1%	8%	67%	33%	24%	76%	38%	62%
Kingston Communications	12	-	-	-	1	-	-	11	-	-	11	1	6	6	5	6
	1%	-%	-%	-%	*%	-%	-%	7%	-%	-%	1%	*%	*%	1%	*%	1%
								abcdefhi								
		-%	-%	-%	6%	-%	-%	93%	-%	-%	94%	6%	50%	50%	45%	55%
Other	71	2	17	14	3	3	8	3	3	8	54	17	41	29	40	31
	3%	1%	5%	7%	2%	2%	4%	2%	3%	3%	3%	5%	3%	3%	3%	3%
			a	adeg								j				
		3%	24%	20%	4%	5%	12%	4%	4%	11%	76%	24%	59%	41%	57%	43%
Don't know	45	5	4	5	4	4	7	2	1	6	38	7	26	19	24	21
	2%	2%	1%	2%	2%	2%	3%	1%	2%	2%	2%	2%	2%	2%	2%	2%
		11%	9%	10%	8%	9%	15%	4%	3%	13%	84%	16%	57%	43%	53%	47%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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.

QC7A (QC13A). SHOWCARD Thinking about your home phone service only, please use this card to say how satisfied you are with the overall service provided by (MAIN SUPPLIER). (SINGLE CODE)

Base : Those with a landline phone at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3148	1541	1607	354	436	1024	1334	467	344	423	662	784	953	663	747	1905	403	423	417
Effective Weighted Sample	2203	1074	1128	244	312	720	944	323	243	288	494	557	688	471	522	1691	262	298	362
Total	2259	1103	1155	263	334	798	863	282	224	287	562	675	614	490	479	1896	191	109	62
		49%	51%	12%	15%	35%	38%	12%	10%	13%	25%	30%	27%	22%	21%	84%	8%	5%	3%
Base for %	2229	1089	1140	247	328	792	863	280	223	284	558	671	607	482	469	1871	188	108	62
		49%	51%	11%	15%	36%	39%	13%	10%	13%	25%	30%	27%	22%	21%	84%	8%	5%	3%
Very satisfied	1274	602	672	125	170	425	554	172	127	157	284	357	343	287	287	1074	109	55	35
	57%	55%	59%	51%	52%	54%	64%	62%	57%	56%	51%	53%	57%	60%	61%	57%	58%	51%	58%
		47%	53%	10%	13%	33%	cde	j				k	k	k	q				
		43%	43%	14%	10%	12%	14%	10%	12%	22%	28%	27%	23%	23%	84%	9%	4%	3%	
Fairly satisfied	710	369	340	86	114	269	241	84	74	92	197	223	206	142	139	582	64	44	20
	32%	34%	30%	35%	35%	34%	28%	30%	33%	32%	35%	33%	34%	29%	30%	31%	34%	40%	33%
		b	f	f	f													or	
		52%	48%	12%	16%	38%	34%	12%	10%	13%	28%	31%	29%	20%	20%	82%	9%	6%	3%
TOTAL SATISFIED	1983	971	1012	211	284	694	795	256	201	250	481	580	549	429	426	1656	173	99	56
	89%	89%	89%	85%	87%	88%	92%	92%	90%	88%	86%	86%	91%	89%	91%	89%	92%	91%	91%
		49%	51%	11%	14%	35%	cde	j				k	k	k					
		13%	10%	13%	24%	29%	13%	10%	13%	24%	29%	28%	22%	21%	83%	9%	5%	3%	
Neither	136	74	62	26	24	53	33	10	12	20	47	52	29	28	27	117	10	4	4
	6%	7%	5%	11%	7%	7%	4%	4%	5%	7%	8%	8%	5%	6%	6%	6%	6%	4%	7%
		54%	46%	ef	f	f					g	l							
		19%	18%	19%	18%	39%	24%	7%	9%	15%	34%	39%	21%	20%	20%	86%	8%	3%	3%
Fairly dissatisfied	69	30	39	8	12	27	23	8	6	6	19	25	20	13	11	62	3	4	1
	3%	3%	3%	3%	4%	3%	3%	3%	3%	2%	3%	4%	3%	3%	2%	3%	2%	3%	1%
		43%	57%	11%	17%	39%	33%	12%	8%	9%	27%	37%	29%	18%	16%	89%	4%	5%	1%
Very dissatisfied	41	14	27	2	8	18	13	5	5	7	12	13	9	13	6	37	1	2	1
	2%	1%	2%	1%	2%	2%	2%	2%	2%	3%	2%	2%	1%	3%	1%	2%	1%	2%	1%
		34%	66%	4%	20%	43%	33%	13%	12%	18%	28%	33%	21%	31%	15%	90%	3%	5%	2%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 27

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QC7A (QC13A). SHOWCARD Thinking about your home phone service only, please use this card to say how satisfied you are with the overall service provided by (MAIN SUPPLIER). (SINGLE CODE)

Base : Those with a landline phone at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3148	1541	1607	354	436	1024	1334	467	344	423	662	784	953	663	747	1905	403	423	417
Effective Weighted Sample	2203	1074	1128	244	312	720	944	323	243	288	494	557	688	471	522	1691	262	298	362
Total	2259	1103	1155	263	334	798	863	282	224	287	562	675	614	490	479	1896	191	109	62
		49%	51%	12%	15%	35%	38%	12%	10%	13%	25%	30%	27%	22%	21%	84%	8%	5%	3%
TOTAL DISSATISFIED	110	44	66	9	20	45	36	14	11	14	30	39	29	25	17	98	4	5	2
	5%	4%	6%	4%	6%	6%	4%	5%	5%	5%	5%	6%	5%	5%	4%	5%	2%	5%	3%
		40%	60%	9%	18%	41%	33%	12%	10%	12%	28%	35%	26%	23%	15%	pr 90%	4%	5%	1%
Don't know	30	15	15	17	7	6	*	3	1	3	4	4	8	8	10	25	3	1	1

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

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QC7A (QC13A). SHOWCARD Thinking about your home phone service only, please use this card to say how satisfied you are with the overall service provided by (MAIN SUPPLIER). (SINGLE CODE)

Base : Those with a landline phone at home

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3148	216	239	220	204	184	236	189	200	217	2240	908	1680	1462	1695	1453
Effective Weighted Sample	2203	208	225	212	195	176	227	182	191	207	1808	421	1178	1055	1150	1054
Total	2259	279	342	206	156	172	232	167	90	251	1929	329	1327	927	1154	1104
		12%	15%	9%	7%	8%	10%	7%	4%	11%	85%	15%	59%	41%	51%	49%
Base for %	2229	276	342	204	153	171	230	165	85	244	1904	326	1310	914	1143	1086
		12%	15%	9%	7%	8%	10%	7%	4%	11%	85%	15%	59%	41%	51%	49%
Very satisfied	1274	112	201	116	73	131	143	90	58	150	1083	191	709	560	674	600
	57%	41%	59%	57%	48%	77%	62%	54%	68%	62%	57%	59%	54%	61%	59%	55%
			ad	a	abcd	fgi	ad	a	acd	g				l		
		9%	16%	9%	6%	10%	11%	7%	5%	12%	85%	15%	56%	44%	53%	47%
Fairly satisfied	710	128	101	58	68	30	67	55	20	54	613	97	432	278	348	362
	32%	46%	30%	28%	44%	18%	29%	34%	24%	22%	32%	30%	33%	30%	30%	33%
		bce	fg	hi	e	bce	fg	hi	e	ehi						
		18%	14%	8%	10%	4%	9%	8%	3%	8%	86%	14%	61%	39%	49%	51%
TOTAL SATISFIED	1983	240	303	174	141	161	210	145	78	204	1696	288	1141	838	1022	961
	89%	87%	88%	85%	92%	94%	91%	88%	91%	84%	89%	88%	87%	92%	89%	89%
					ci	abc	gi	ci	ci					l		
		12%	15%	9%	7%	8%	11%	7%	4%	10%	85%	15%	58%	42%	52%	48%
Neither	136	18	16	19	7	5	13	11	4	25	118	18	98	38	67	69
	6%	7%	5%	9%	4%	3%	5%	7%	4%	10%	6%	5%	7%	4%	6%	6%
				bde	h					bde			m			
		13%	12%	14%	5%	3%	9%	8%	3%	19%	87%	13%	72%	28%	49%	51%
Fairly dissatisfied	69	14	13	8	4	3	3	7	2	8	58	11	47	22	30	39
	3%	5%	4%	4%	3%	2%	1%	4%	3%	3%	3%	3%	4%	2%	3%	4%
		f														
		20%	19%	11%	6%	4%	5%	11%	4%	11%	84%	16%	68%	32%	44%	56%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 27

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QC7A (QC13A). SHOWCARD Thinking about your home phone service only, please use this card to say how satisfied you are with the overall service provided by (MAIN SUPPLIER). (SINGLE CODE)

Base : Those with a landline phone at home

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3148	216	239	220	204	184	236	189	200	217	2240	908	1680	1462	1695	1453
Effective Weighted Sample	2203	208	225	212	195	176	227	182	191	207	1808	421	1178	1055	1150	1054
Total	2259	279	342	206	156	172	232	167	90	251	1929	329	1327	927	1154	1104
		12%	15%	9%	7%	8%	10%	7%	4%	11%	85%	15%	59%	41%	51%	49%
Very dissatisfied	41	4	11	4	2	3	4	2	1	7	31	10	25	16	24	17
	2%	2%	3%	2%	1%	1%	2%	1%	2%	3%	2%	3%	2%	2%	2%	2%
		10%	27%	9%	4%	6%	10%	4%	3%	16%	76%	24%	62%	38%	59%	41%
TOTAL DISSATISFIED	110	18	24	12	6	5	7	9	4	14	89	20	72	38	54	56
	5%	7%	7%	6%	4%	3%	3%	5%	4%	6%	5%	6%	5%	4%	5%	5%
		16%	22%	11%	5%	5%	7%	8%	3%	13%	81%	19%	65%	35%	49%	51%
Don't know	30	3	-	2	3	1	2	2	5	7	26	4	17	13	11	18

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 28

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504	
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438	
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74	
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%	
One	(1.0)	568	255	313	37	75	134	321	169	92	59	38	120	144	102	201	462	62	25	19
		21%	20%	23%	10%	16%	15%	35%	41%	32%	18%	6%	17%	20%	18%	30%	21%	26%	19%	26%
			a	b	c	c	cde	hij	ij	j					klm		oq		oq	
		45%	55%	7%	13%	24%	57%	30%	16%	10%	7%	21%	25%	18%	36%	81%	11%	4%	3%	
Two	(2.0)	1045	512	533	89	249	360	346	108	115	162	304	329	271	232	212	872	93	56	25
		39%	39%	39%	24%	53%	39%	37%	26%	40%	50%	51%	46%	38%	40%	32%	39%	40%	42%	34%
					cef	c	c		g	gh	gh	lmn	n	n		r		r		
		49%	51%	9%	24%	34%	33%	10%	11%	16%	29%	32%	26%	22%	20%	83%	9%	5%	2%	
Three	(3.0)	475	239	236	93	81	215	86	42	43	61	134	133	127	121	93	412	32	19	12
		18%	18%	17%	25%	17%	24%	9%	10%	15%	19%	23%	19%	18%	21%	14%	18%	14%	14%	16%
					df	f	df		g	gh	n			n		pq				
		50%	50%	19%	17%	45%	18%	9%	9%	13%	28%	28%	27%	26%	20%	87%	7%	4%	3%	
Four or more	(4.0)	463	239	224	146	58	200	58	34	25	37	118	116	161	97	89	398	29	24	12
		17%	18%	16%	40%	12%	22%	6%	8%	9%	11%	20%	16%	22%	17%	13%	18%	12%	18%	17%
					def	f	df				ghi		kmn		p		p			
		52%	48%	32%	13%	43%	13%	7%	5%	8%	26%	25%	35%	21%	19%	86%	6%	5%	3%	
None	(0.0)	124	56	68	*	4	5	115	60	13	5	-	14	17	27	66	92	18	8	5
		5%	4%	5%	*%	1%	1%	12%	15%	5%	2%	-%	2%	2%	5%	10%	4%	8%	6%	7%
					cde	hij	ij	j	hij	ij	j			kl	klm		o		o	
		45%	55%	*%	3%	4%	93%	48%	11%	4%	-%	11%	14%	22%	53%	74%	15%	7%	4%	
Don't know	1	*	*	-	*	-	*	-	*	-	-	-	-	*	*	*	-	*	-	
	*%	*%	*%	-%	*%	-%	*%	-%	*%	-%	-%	-%	-%	*%	*%	*%	-%	*%	-%	
		52%	48%	-%	52%	-%	48%	-%	48%	-%	-%	-%	-%	48%	52%	48%	-%	52%	-%	
Mean mobiles in household	2.2	2.3	2.2	2.9	2.2	2.5	1.6	1.6	1.9	2.2	2.6	2.3	2.4	2.3	1.9	2.3	2.0	2.2	2.1	
		b		def	f	df			g	gh	ghi	n	n	n		pr		p		
Standard deviation	1.10	1.10	1.11	1.03	.90	1.01	1.02	1.11	1.00	.92	.88	1.00	1.11	1.08	1.17	1.10	1.10	1.14	1.18	
Standard error	.02	.03	.03	.05	.04	.03	.03	.04	.05	.04	.03	.03	.03	.04	.04	.02	.05	.05	.05	

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

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

Base : All respondents

		ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
		Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																	
Unweighted total		3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample		2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total		2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
			12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
One	(1.0)	568	66	66	45	43	45	44	62	29	62	486	82	227	339	246	322
		21%	20%	18%	19%	23%	19%	18%	28%	26%	21%	21%	22%	15%	30%	20%	23%
			12%	12%	8%	8%	8%	8%	11%	5%	11%	86%	14%	40%	60%	43%	57%
Two	(2.0)	1045	109	149	92	78	81	116	83	37	126	877	168	672	372	537	508
		39%	33%	40%	40%	42%	35%	47%	37%	33%	42%	38%	46%	43%	33%	43%	36%
			10%	14%	9%	8%	8%	11%	8%	4%	12%	84%	16%	64%	36%	51%	49%
Three	(3.0)	475	67	55	47	32	44	48	40	22	58	416	59	333	141	224	251
		18%	21%	15%	20%	17%	19%	19%	18%	19%	19%	18%	16%	21%	13%	18%	18%
			14%	12%	10%	7%	9%	10%	8%	5%	12%	88%	12%	70%	30%	47%	53%
Four or more	(4.0)	463	75	90	43	27	50	29	26	20	38	420	43	309	151	199	264
		17%	23%	24%	19%	14%	22%	12%	11%	17%	13%	18%	12%	20%	14%	16%	19%
			dfgi	dfgi	fg		dfgi					k		m			
			16%	19%	9%	6%	11%	6%	6%	4%	8%	91%	9%	67%	33%	43%	57%
None	(0.0)	124	9	12	7	8	11	11	14	5	15	109	15	9	114	53	71
		5%	3%	3%	3%	4%	5%	5%	6%	5%	5%	5%	4%	1%	10%	4%	5%
			8%	10%	6%	6%	9%	9%	11%	4%	12%	88%	12%	7%	92%	43%	57%
Don't know		1	-	-	-	-	-	-	-	*	-	1	-	-	1	*	*
		*%	-%	-%	-%	-%	-%	-%	-%	*%	-%	*%	-%	-%	*%	*%	*%
			-%	-%	-%	-%	-%	-%	-%	48%	-%	100%	-%	-%	100%	52%	48%
Mean mobiles in household		2.2	2.4	2.4	2.3	2.1	2.3	2.2	2.0	2.2	2.1	2.2	2.1	2.5	1.9	2.2	2.2
			dfghi	dfgi	g		g					k		m			
Standard deviation		1.10	1.13	1.13	1.07	1.06	1.15	1.00	1.08	1.15	1.04	1.12	1.01	.99	1.17	1.06	1.14
Standard error		.02	.07	.07	.07	.07	.07	.06	.07	.07	.07	.02	.03	.02	.03	.02	.03

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 29

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION						
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI			
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r			
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504			
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438			
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74			
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%			
No	(0.0)	75	46	29	7	3	10	54	9	10	10	6	15	20	22	18	65	4	5	1		
		3%	4%	2%	2%	1%	1%	6%	2%	4%	3%	1%	2%	3%	4%	3%	3%	2%	4%	2%		
			b				cde			j	j											
			61%	39%	10%	5%	14%	72%	12%	14%	14%	8%	20%	26%	30%	24%	87%	5%	6%	2%		
1	(1.0)	2283	1085	1197	338	417	812	715	323	244	296	531	620	624	496	543	1913	195	111	64		
		85%	83%	87%	93%	89%	89%	77%	78%	84%	91%	89%	87%	87%	85%	82%	86%	84%	84%	86%		
			a		ef	f	f			g	gh	gh	n	n								
			48%	52%	15%	18%	36%	31%	14%	11%	13%	23%	27%	27%	22%	24%	84%	9%	5%	3%		
2	(2.0)	171	103	69	14	41	80	36	17	20	10	55	57	53	29	32	149	13	7	3		
		6%	8%	5%	4%	9%	9%	4%	4%	7%	3%	9%	8%	7%	5%	5%	7%	5%	5%	4%		
			b			cf	cf			i		gi	mn	n			r					
			60%	40%	8%	24%	46%	21%	10%	12%	6%	32%	34%	31%	17%	19%	87%	7%	4%	2%		
3	(3.0)	13	8	6	4	*	5	4	2	1	2	1	4	2	3	3	10	2	1	*		
		*%	1%	*%	1%	*%	1%	*%	1%	*%	*%	*%	1%	*%	1%	1%	*%	1%	1%	*%		
					d																	
					57%	43%	30%	1%	38%	31%	18%	10%	12%	9%	31%	19%	25%	25%	76%	18%	5%	1%
4 or more	(4.0)	8	3	5	1	2	3	2	1	-	1	2	2	3	3	*	6	1	*	1		
		*%	*%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	1%	*%	1%	
					16%	18%	40%	26%	8%	-%	17%	24%	27%	37%	33%	2%	76%	14%	3%	7%		
No mobiles in household	(0.0)	125	56	69	*	4	5	115	60	14	5	-	14	17	27	66	92	18	9	5		
		5%	4%	5%	*%	1%	1%	12%	15%	5%	2%	-%	2%	2%	5%	10%	4%	8%	7%	7%		
							cde		hij	ij	j			kl	klm		o	o	o	o		
			45%	55%	*%	4%	4%	92%	48%	11%	4%	-%	11%	14%	22%	53%	74%	15%	7%	4%		
Mean mobiles used	1.0	1.0	1.0	1.1	1.1	1.1	.9	.9	1.0	1.0	1.1	1.1	1.0	1.0	.9	1.0	1.0	1.0	1.0			
				f	f	f			g	g	ghi	mn	mn	n		q						
Standard deviation	.43	.45	.42	.37	.36	.39	.49	.49	.41	.37	.36	.41	.42	.45	.44	.43	.49	.44	.44	.46		
Standard error	.01	.01	.01	.02	.01	.01	.01	.02	.02	.02	.01	.01	.01	.01	.02	.01	.02	.02	.02	.02		

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
PERSONALLY USE MOBILE																			
Yes	2475	1199	1277	358	460	900	758	344	265	310	589	683	683	531	578	2079	211	119	67
	93%	92%	93%	98%	98%	98%	82%	83%	92%	95%	99%	96%	95%	91%	87%	93%	91%	90%	91%
		48%	52%	f	f	f		g	g	ghi	mn	mn	mn	n	q				
				14%	19%	36%	31%	14%	11%	13%	24%	28%	28%	21%	23%	84%	9%	5%	3%
No	199	102	97	8	8	15	169	69	24	15	6	28	37	49	84	157	22	13	6
	7%	8%	7%	2%	2%	2%	18%	17%	8%	5%	1%	4%	5%	9%	13%	7%	9%	10%	9%
							cde	hij	j	j				kl	klm				
		51%	49%	4%	4%	8%	85%	35%	12%	8%	3%	14%	19%	25%	42%	79%	11%	7%	3%

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

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

Base : All respondents

		ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
		Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																	
Unweighted total		3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample		2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total		2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
			12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
No	(0.0)	75	6	10	3	5	4	7	11	2	17	64	10	18	56	39	36
		3%	2%	3%	1%	3%	2%	3%	5%	1%	6%	3%	3%	1%	5%	3%	3%
			9%	14%	4%	6%	6%	9%	15%	2%	22%	86%	14%	24%	74%	52%	48%
1	(1.0)	2283	271	317	207	165	211	223	172	99	249	1965	317	1380	899	1082	1200
		85%	83%	85%	89%	87%	91%	90%	77%	87%	83%	85%	87%	89%	80%	86%	85%
			12%	14%	9%	7%	9%	10%	8%	4%	11%	86%	14%	60%	39%	47%	53%
2	(2.0)	171	40	26	15	11	3	5	25	7	18	152	19	129	42	73	99
		6%	12%	7%	6%	6%	1%	2%	11%	6%	6%	7%	5%	8%	4%	6%	7%
			bcdefhi	ef	ef	ef			defhi	ef	ef			m			
			24%	15%	8%	6%	2%	3%	15%	4%	10%	89%	11%	75%	25%	42%	58%
3	(3.0)	13	-	4	2	1	1	1	1	-	1	9	4	8	5	8	5
		*%	-%	1%	1%	*%	*%	*%	*%	-%	*%	*%	1%	1%	*%	1%	*%
			-%	28%	15%	4%	6%	9%	7%	-%	7%	71%	29%	60%	40%	63%	37%
4 or more	(4.0)	8	-	2	-	-	1	1	2	*	-	8	1	6	2	4	4
		*%	-%	1%	-%	-%	*%	1%	1%	*%	-%	*%	*%	*%	*%	*%	*%
			-%	24%	-%	-%	11%	15%	20%	5%	-%	91%	9%	77%	23%	47%	53%
No mobiles in household	(0.0)	125	9	12	7	8	11	11	14	6	15	110	15	9	115	54	71
		5%	3%	3%	3%	4%	5%	5%	6%	5%	5%	5%	4%	1%	10%	4%	5%
			7%	9%	6%	6%	9%	9%	11%	5%	12%	88%	12%	7%	92%	43%	57%
Mean mobiles used		1.0	1.1	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.1	.9	1.0	1.0
			defi	ei	ei									m			
Standard deviation		.43	.41	.47	.37	.37	.36	.40	.55	.40	.42	.43	.43	.39	.46	.43	.43
Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o																	

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON a	SOUTH EAST b	SOUTH WEST c	EAST MIDS d	WEST MIDS e	EAST OF ENG f	YORKS & HUMBER g	NORTH EAST h	NORTH WEST i	URBAN j	RURAL k	YES l	NO m	LOW n	MEDIUM/ HIGH o
Significance Level: 95%																
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
Standard error	.01	12% .03	14% .03	9% .02	7% .02	9% .02	9% .03	8% .03	4% .02	11% .03	86% .01	14% .01	58% .01	42% .01	47% .01	53% .01
PERSONALLY USE MOBILE																
Yes	2475	311	349	223	176	216	230	199	106	267	2134	341	1524	948	1167	1309
	93%	95% gi	94% g	96% gi	93% 7%	93% 9%	93% 9%	89% 8%	94% 4%	90% 11%	92% 86%	93% 14%	98% 62% m	85% 38%	93% 47%	92% 53%
No	199	16	22	10	13	15	18	25	7	31	174	25	27	169	92	107
	7%	5% 8%	6% 11%	4% 5%	7% 6%	7% 8%	7% 9%	11% 12% abc	6% 3%	10% 16% ac	8% 87%	7% 13%	2% 14%	15% 85% l	7% 46%	8% 54%

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

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

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3425	1661	1764	505	595	1160	1165	556	389	449	691	788	1059	696	881	2080	450	439	456
Effective Weighted Sample	2407	1159	1248	351	428	819	823	387	283	308	516	562	768	494	621	1847	296	311	397
Total	2475	1199	1277	358	460	900	758	344	265	310	589	683	683	531	578	2079	211	119	67
		48%	52%	14%	19%	36%	31%	14%	11%	13%	24%	28%	28%	21%	23%	84%	9%	5%	3%
O2	579	291	288	88	101	225	165	66	46	89	150	172	166	104	138	456	59	23	41
	23%	24%	23%	25%	22%	25%	22%	19%	17%	29%	25%	25%	24%	20%	24%	22%	28%	19%	61%
		50%	50%	15%	17%	39%	28%	11%	8%	15%	26%	30%	29%	18%	24%	79%	10%	4%	7%
Vodafone	404	195	208	59	66	150	129	60	40	35	111	131	103	83	88	336	43	17	8
	16%	16%	16%	16%	14%	17%	17%	17%	15%	11%	19%	19%	15%	16%	15%	16%	21%	15%	11%
		48%	52%	15%	16%	37%	32%	15%	10%	9%	28%	32%	25%	20%	22%	83%	11%	4%	2%
EE/ Everything Everywhere	349	174	176	56	75	129	89	41	39	48	99	103	105	76	66	302	18	25	4
	14%	14%	14%	16%	16%	14%	12%	12%	15%	16%	17%	15%	15%	14%	11%	15%	9%	21%	7%
		50%	50%	16%	21%	37%	26%	12%	11%	14%	28%	29%	30%	22%	19%	86%	5%	opr	7%
Orange	288	137	151	33	46	94	116	35	30	34	67	76	69	70	73	238	27	22	2
	12%	11%	12%	9%	10%	10%	15%	10%	11%	11%	11%	11%	10%	13%	13%	11%	13%	18%	3%
		47%	53%	11%	16%	32%	40%	12%	11%	12%	23%	26%	24%	24%	25%	82%	9%	8%	1%
'3'	253	115	138	44	68	98	44	41	35	33	49	48	89	52	64	215	27	5	5
	10%	10%	11%	12%	15%	11%	6%	12%	13%	11%	8%	7%	13%	10%	11%	10%	13%	4%	7%
		46%	54%	17%	27%	39%	17%	16%	14%	13%	19%	19%	35%	20%	25%	85%	11%	2%	2%
T-Mobile	173	81	92	32	34	68	39	27	19	22	32	30	46	49	48	159	6	7	1
	7%	7%	7%	9%	7%	8%	5%	8%	7%	7%	5%	4%	7%	9%	8%	8%	3%	6%	2%
		47%	53%	19%	19%	39%	23%	16%	11%	13%	19%	17%	27%	28%	28%	92%	4%	4%	1%
Tesco	148	63	85	16	32	39	60	31	23	14	21	43	32	36	37	119	13	13	3
	6%	5%	7%	4%	7%	4%	8%	9%	9%	5%	4%	6%	5%	7%	6%	6%	6%	11%	4%
		43%	57%	11%	22%	26%	41%	21%	15%	9%	14%	29%	22%	24%	25%	81%	9%	opr	9%

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

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	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3425	1661	1764	505	595	1160	1165	556	389	449	691	788	1059	696	881	2080	450	439	456
Effective Weighted Sample	2407	1159	1248	351	428	819	823	387	283	308	516	562	768	494	621	1847	296	311	397
Total	2475	1199	1277	358	460	900	758	344	265	310	589	683	683	531	578	2079	211	119	67
		48%	52%	14%	19%	36%	31%	14%	11%	13%	24%	28%	28%	21%	23%	84%	9%	5%	3%
Virgin Media/ Any Virgin	144	78	66	13	16	60	55	15	17	19	32	33	40	36	34	128	12	3	*
	6%	7%	5%	4%	3%	7%	7%	4%	6%	6%	5%	5%	6%	7%	6%	6%	6%	3%	1%
						d	cd									qr	r	r	
						41%	38%	10%	12%	13%	22%	23%	28%	25%	24%	89%	8%	2%	*%
Other	103	51	53	14	23	34	33	19	12	12	25	34	28	19	23	96	3	2	3
	4%	4%	4%	4%	5%	4%	4%	6%	5%	4%	4%	5%	4%	4%	4%	5%	1%	2%	4%
																pq			p
																93%	2%	2%	3%
Don't know	34	13	21	2	-	5	28	8	4	2	3	13	6	6	8	30	2	1	*
	1%	1%	2%	*%	-%	1%	4%	2%	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%
							cde	j											
							82%	24%	13%	6%	10%	40%	19%	19%	23%	89%	5%	4%	1%

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Base : Those who personally use a mobile phone

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3425	237	240	235	225	230	230	221	233	229	2479	946	1926	1493	1703	1722
Effective Weighted Sample	2407	229	226	227	216	220	222	213	223	219	2000	433	1356	1084	1149	1258
Total	2475	311	349	223	176	216	230	199	106	267	2134	341	1524	948	1167	1309
		13%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	62%	38%	47%	53%
O2	579	55	93	48	48	31	56	39	23	64	481	98	363	214	292	287
	23%	18%	27%	21%	27%	14%	24%	19%	22%	24%	23%	29%	24%	23%	25%	22%
		9%	16%	8%	8%	5%	10%	7%	4%	11%	83%	17%	63%	37%	50%	50%
Vodafone	404	49	68	49	25	27	41	36	14	27	335	68	252	152	198	206
	16%	16%	19%	22%	14%	13%	18%	18%	13%	10%	16%	20%	17%	16%	17%	16%
		12%	17%	12%	6%	7%	10%	9%	3%	7%	83%	17%	62%	38%	49%	51%
EE/ Everything Everywhere	349	56	37	28	26	34	44	24	13	40	307	42	237	112	174	176
	14%	18%	11%	13%	15%	16%	19%	12%	13%	15%	14%	12%	16%	12%	15%	13%
		16%	11%	8%	7%	10%	12%	7%	4%	11%	88%	12%	68%	32%	50%	50%
Orange	288	27	36	30	22	37	22	15	11	37	238	50	158	131	148	141
	12%	9%	10%	14%	13%	17%	10%	7%	11%	14%	11%	15%	10%	14%	13%	11%
		9%	13%	10%	8%	13%	8%	5%	4%	13%	83%	17%	55%	45%	51%	49%
'3'	253	45	30	23	14	26	13	33	10	21	224	29	165	88	99	154
	10%	14%	9%	10%	8%	12%	6%	17%	10%	8%	11%	8%	11%	9%	8%	12%
		18%	12%	9%	5%	10%	5%	13%	4%	8%	89%	11%	65%	35%	39%	61%
T-Mobile	173	45	20	8	13	9	16	13	7	28	156	17	111	62	61	112
	7%	15%	6%	3%	7%	4%	7%	6%	7%	11%	7%	5%	7%	7%	5%	9%
		26%	11%	4%	7%	5%	9%	7%	4%	16%	90%	10%	64%	36%	35%	65%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 30

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

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

Base : Those who personally use a mobile phone

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3425	237	240	235	225	230	230	221	233	229	2479	946	1926	1493	1703	1722
Effective Weighted Sample	2407	229	226	227	216	220	222	213	223	219	2000	433	1356	1084	1149	1258
Total	2475	311	349	223	176	216	230	199	106	267	2134	341	1524	948	1167	1309
		13%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	62%	38%	47%	53%
Tesco	148	8	28	13	5	13	12	14	4	23	129	19	85	63	68	80
	6%	3%	8%	6%	3%	6%	5%	7%	4%	8%	6%	6%	6%	7%	6%	6%
		6%	19%	9%	3%	9%	8%	9%	3%	adh	87%	13%	57%	43%	46%	54%
Virgin Media/ Any Virgin	144	20	18	13	13	18	10	6	13	17	136	8	89	56	66	78
	6%	6%	5%	6%	8%	8%	5%	3%	12%	6%	6%	2%	6%	6%	6%	6%
		14%	12%	9%	9%	13%	7%	4%	9%	12%	94%	6%	61%	39%	46%	54%
Other	103	5	11	8	7	20	13	17	7	9	96	7	60	42	42	61
	4%	2%	3%	4%	4%	9%	6%	8%	7%	4%	5%	2%	4%	4%	4%	5%
		5%	11%	8%	6%	19%	12%	16%	7%	9%	93%	7%	58%	41%	41%	59%
Don't know	34	1	9	4	4	2	3	4	2	2	31	3	4	30	20	14
	1%	*%	3%	2%	2%	1%	1%	2%	2%	1%	1%	1%	*%	3%	2%	1%
		3%	27%	12%	12%	5%	8%	11%	6%	6%	92%	8%	11%	89%	60%	40%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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.

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

Base : Those who personally use a mobile phone

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER £11.5K g	£11.5K- £17.5K h	£17.5K- £29.9K i	£30K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	3425	1661	1764	505	595	1160	1165	556	389	449	691	788	1059	696	881	2080	450	439	456
Effective Weighted Sample	2407	1159	1248	351	428	819	823	387	283	308	516	562	768	494	621	1847	296	311	397
Total	2475	1199	1277	358	460	900	758	344	265	310	589	683	683	531	578	2079	211	119	67
		48%	52%	14%	19%	36%	31%	14%	11%	13%	24%	28%	28%	21%	23%	84%	9%	5%	3%
Yes	1766	871	894	328	407	730	300	190	168	231	488	510	514	369	373	1489	147	83	47
	71%	73%	70%	92%	89%	81%	40%	55%	63%	74%	83%	75%	75%	69%	65%	72%	70%	70%	69%
		49%	51%	19%	23%	41%	17%	11%	10%	13%	28%	29%	29%	21%	21%	84%	8%	5%	3%
No	707	327	380	30	52	169	455	153	97	78	101	172	169	162	204	588	63	35	20
	29%	27%	30%	8%	11%	19%	60%	44%	37%	25%	17%	25%	25%	31%	35%	28%	30%	30%	30%
		46%	54%	4%	7%	24%	64%	22%	14%	11%	14%	24%	24%	23%	29%	83%	9%	5%	3%
Don't know	3	*	3	*	-	*	3	1	-	1	1	1	1	-	1	1	1	*	*
	*%	*%	*%	*%	-%	*%	*%	*%	-%	*%	*%	*%	*%	-%	*%	*%	*%	*%	1%
		16%	84%	3%	-%	6%	90%	24%	-%	45%	28%	43%	30%	-%	27%	44%	28%	16%	13%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 31

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

Base : Those who personally use a mobile phone

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	3425	237	240	235	225	230	230	221	233	229	2479	946	1926	1493	1703	1722
Effective Weighted Sample	2407	229	226	227	216	220	222	213	223	219	2000	433	1356	1084	1149	1258
Total	2475	311	349	223	176	216	230	199	106	267	2134	341	1524	948	1167	1309
		13%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	62%	38%	47%	53%
Yes	1766	251	228	174	116	150	165	137	74	195	1549	217	1252	510	813	952
	71%	81%	65%	78%	66%	69%	72%	69%	69%	73%	73%	64%	82%	54%	70%	73%
		bdefghi		bdegh							k		m			
		14%	13%	10%	7%	8%	9%	8%	4%	11%	88%	12%	71%	29%	46%	54%
No	707	60	120	49	60	66	65	63	32	73	583	124	271	436	352	355
	29%	19%	34%	22%	34%	31%	28%	31%	30%	27%	27%	36%	18%	46%	30%	27%
		ac		ac			a	ac	ac	a		j		l		
		8%	17%	7%	8%	9%	9%	9%	5%	10%	83%	17%	38%	62%	50%	50%
Don't know	3	-	1	-	-	-	-	-	*	-	2	1	*	3	2	1
	*%	-%	*%	-%	-%	-%	-%	-%	*%	-%	*%	*%	*%	*%	*%	*%
		-%	30%	-%	-%	-%	-%	-%	14%	-%	70%	30%	16%	84%	61%	39%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 32

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

Base : All respondents

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER £11.5K g	£11.5K- £17.5K h	£17.5K- £29.9K i	£30K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Yes	1766	871	894	328	407	730	300	190	168	231	488	510	514	369	373	1489	147	83	47
	66%	67%	65%	90%	87%	80%	32%	46%	58%	71%	82%	72%	71%	63%	56%	67%	63%	63%	63%
		49%	51%	19%	23%	41%	17%	11%	10%	13%	28%	29%	29%	21%	21%	84%	8%	5%	3%
No	707	327	380	30	52	169	455	153	97	78	101	172	169	162	204	588	63	35	20
	26%	25%	28%	8%	11%	19%	49%	37%	34%	24%	17%	24%	23%	28%	31%	26%	27%	27%	28%
		46%	54%	4%	7%	24%	64%	22%	14%	11%	14%	24%	24%	23%	29%	83%	9%	5%	3%
Don't know	3	*	3	*	-	*	3	1	-	1	1	1	1	-	1	1	1	*	*
	1%	1%	1%	1%	0%	1%	1%	1%	0%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%
		16%	84%	3%	0%	6%	90%	24%	0%	45%	28%	43%	30%	0%	27%	44%	28%	16%	13%
DO NOT PERSONALLY USE A MOBILE PHONE	200	102	98	8	8	15	169	69	24	15	6	28	37	50	85	158	22	13	6
	7%	8%	7%	2%	2%	2%	18%	17%	8%	5%	1%	4%	5%	9%	13%	7%	9%	10%	9%
		51%	49%	4%	4%	8%	85%	35%	12%	8%	3%	14%	18%	25%	42%	79%	11%	7%	3%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 32

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

Base : All respondents

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
Yes	1766	251	228	174	116	150	165	137	74	195	1549	217	1252	510	813	952
	66%	77%	61%	75%	61%	65%	66%	61%	65%	65%	67%	59%	81%	46%	65%	67%
		bdefghi		bdefghi							k		m			
		14%	13%	10%	7%	8%	9%	8%	4%	11%	88%	12%	71%	29%	46%	54%
No	707	60	120	49	60	66	65	63	32	73	583	124	271	436	352	355
	26%	18%	32%	21%	32%	29%	26%	28%	28%	24%	25%	34%	17%	39%	28%	25%
			aci		ac	a	a	a	a			j		l		
		8%	17%	7%	8%	9%	9%	9%	5%	10%	83%	17%	38%	62%	50%	50%
Don't know	3	-	1	-	-	-	-	-	*	-	2	1	*	3	2	1
	*%	-%	*%	-%	-%	-%	-%	-%	*%	-%	*%	*%	*%	*%	*%	*%
		-%	30%	-%	-%	-%	-%	-%	14%	-%	70%	30%	16%	84%	61%	39%
DO NOT PERSONALLY USE A MOBILE PHONE	200	16	22	10	13	15	18	25	7	31	174	25	27	170	92	107
	7%	5%	6%	4%	7%	7%	7%	11%	6%	10%	8%	7%	2%	15%	7%	8%
								abc		ac				l		
		8%	11%	5%	6%	8%	9%	12%	4%	16%	87%	13%	14%	85%	46%	54%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 33

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

Base : Those with a smartphone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2334	1149	1185	461	533	922	418	288	229	328	575	579	765	448	542	1437	303	288	306
Effective Weighted Sample	1664	814	850	318	383	661	304	207	170	224	425	411	561	331	387	1285	201	207	268
Total	1766	871	894	328	407	730	300	190	168	231	488	510	514	369	373	1489	147	83	47
		49%	51%	19%	23%	41%	17%	11%	10%	13%	28%	29%	29%	21%	21%	84%	8%	5%	3%
Apple iPhone	797	392	406	193	191	302	112	73	65	97	233	255	252	147	144	649	86	43	20
	45%	45%	45%	59%	47%	41%	37%	38%	38%	42%	48%	50%	49%	40%	39%	44%	58%	52%	42%
		49%	51%	24%	24%	38%	14%	9%	8%	12%	29%	32%	32%	18%	18%	81%	11%	5%	2%
Samsung	557	250	306	81	125	250	101	77	63	80	132	128	158	128	143	491	29	22	15
	32%	29%	34%	25%	31%	34%	34%	41%	38%	35%	27%	25%	31%	35%	38%	33%	20%	27%	31%
		45%	55%	15%	22%	45%	18%	14%	11%	14%	24%	23%	28%	23%	26%	88%	5%	4%	3%
HTC	97	49	47	17	27	34	19	6	9	9	35	41	21	21	13	84	7	4	2
	5%	6%	5%	5%	7%	5%	6%	3%	5%	4%	7%	8%	4%	6%	3%	6%	5%	5%	5%
		51%	49%	17%	27%	35%	20%	6%	9%	9%	36%	42%	22%	22%	13%	86%	7%	4%	2%
Nokia	84	45	39	4	19	35	26	9	6	23	17	23	22	18	21	70	6	6	3
	5%	5%	4%	1%	5%	5%	9%	5%	4%	10%	4%	5%	4%	5%	6%	5%	4%	7%	6%
		54%	46%	5%	23%	41%	31%	11%	7%	28%	21%	28%	26%	21%	25%	83%	7%	7%	3%
Sony Xperia	66	40	26	14	14	28	11	6	7	6	19	14	26	10	16	55	6	2	2
	4%	5%	3%	4%	3%	4%	4%	3%	4%	2%	4%	3%	5%	3%	4%	4%	4%	3%	4%
		60%	40%	21%	21%	42%	16%	9%	10%	9%	29%	22%	39%	15%	24%	84%	10%	3%	3%
BlackBerry	51	25	26	9	10	29	4	3	8	4	18	18	13	8	11	44	3	2	2
	3%	3%	3%	3%	2%	4%	1%	2%	5%	2%	4%	4%	3%	2%	3%	3%	2%	2%	4%
		50%	50%	18%	19%	56%	7%	7%	15%	7%	35%	36%	26%	16%	22%	87%	7%	3%	3%
Motorola	27	12	15	1	5	16	5	2	1	3	8	10	4	10	3	21	4	1	*
	2%	1%	2%	1%	1%	2%	2%	1%	1%	1%	2%	2%	1%	3%	1%	1%	3%	1%	1%
		45%	55%	5%	20%	58%	17%	8%	2%	12%	31%	37%	15%	36%	12%	79%	16%	3%	2%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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

Base : Those with a smartphone

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2334	1149	1185	461	533	922	418	288	229	328	575	579	765	448	542	1437	303	288	306
Effective Weighted Sample	1664	814	850	318	383	661	304	207	170	224	425	411	561	331	387	1285	201	207	268
Total	1766	871	894	328	407	730	300	190	168	231	488	510	514	369	373	1489	147	83	47
		49%	51%	19%	23%	41%	17%	11%	10%	13%	28%	29%	29%	21%	21%	84%	8%	5%	3%
LG	26	19	7	2	7	12	5	2	2	2	8	8	6	7	6	21	3	1	1
	1%	2%	1%	1%	2%	2%	2%	1%	1%	1%	2%	2%	1%	2%	1%	1%	2%	1%	2%
		b																	
		73%	27%	8%	26%	47%	19%	7%	7%	7%	32%	31%	22%	26%	21%	82%	11%	4%	4%
Other	52	32	19	7	10	23	13	11	3	7	15	11	9	18	15	46	3	1	2
	3%	4%	2%	2%	2%	3%	4%	6%	2%	3%	3%	2%	2%	5%	4%	3%	2%	2%	4%
														kl	l				
		62%	38%	13%	19%	44%	24%	22%	6%	13%	29%	20%	17%	35%	28%	89%	5%	2%	3%
Don't know	8	5	3	-	-	3	5	*	5	*	1	2	3	1	2	7	*	1	*
	*%	1%	*%	-%	-%	*%	2%	*%	3%	*%	*%	*%	1%	*%	*%	*%	*%	1%	1%
						cde			gij										
		63%	37%	-%	-%	37%	63%	1%	68%	2%	14%	20%	42%	17%	21%	85%	2%	8%	5%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 33

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

Base : Those with a smartphone

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2334	188	150	179	140	155	159	147	156	163	1742	592	1562	766	1151	1183
Effective Weighted Sample	1664	181	143	173	135	148	154	142	150	156	1412	268	1112	568	784	880
Total	1766	251	228	174	116	150	165	137	74	195	1549	217	1252	510	813	952
		14%	13%	10%	7%	8%	9%	8%	4%	11%	88%	12%	71%	29%	46%	54%
Apple iPhone	797	118	102	74	45	70	74	56	28	83	704	94	583	214	392	406
	45%	47%	45%	42%	39%	47%	45%	41%	38%	43%	45%	43%	47%	42%	48%	43%
		15%	13%	9%	6%	9%	9%	7%	3%	10%	88%	12%	73%	27%	49%	51%
Samsung	557	86	70	52	41	49	55	47	19	72	488	69	383	172	227	330
	32%	34%	31%	30%	36%	33%	33%	34%	25%	37%	32%	32%	31%	34%	28%	35%
		15%	13%	9%	7%	9%	10%	8%	3%	13%	88%	12%	69%	31%	41%	59%
HTC	97	17	7	12	7	6	8	10	3	14	82	15	73	24	46	50
	5%	7%	3%	7%	6%	4%	5%	7%	4%	7%	5%	7%	6%	5%	6%	5%
		17%	7%	12%	7%	6%	8%	10%	3%	15%	85%	15%	75%	25%	48%	52%
Nokia	84	5	9	12	9	3	10	8	7	7	68	16	55	30	48	36
	5%	2%	4%	7%	8%	2%	6%	6%	9%	4%	4%	7%	4%	6%	6%	4%
		6%	10%	14%	11%	3%	12%	9%	8%	9%	81%	19%	65%	35%	57%	43%
Sony Xperia	66	6	8	8	6	6	6	4	7	5	61	5	45	19	28	38
	4%	2%	4%	4%	5%	4%	3%	3%	10%	2%	4%	2%	4%	4%	3%	4%
		9%	12%	12%	10%	9%	9%	6%	abefgi	11%	7%	92%	8%	68%	28%	43%
BlackBerry	51	3	11	3	2	7	7	4	3	5	45	6	39	12	25	26
	3%	1%	5%	2%	2%	4%	4%	3%	4%	2%	3%	3%	3%	2%	3%	3%
		5%	21%	6%	5%	13%	13%	8%	6%	9%	88%	12%	76%	24%	48%	52%
Motorola	27	-	8	1	2	4	2	3	1	-	23	4	19	8	13	14
	2%	-%	4%	*%	2%	2%	1%	2%	2%	-%	1%	2%	2%	1%	2%	1%
		-%	31%	3%	9%	13%	6%	11%	5%	-%	86%	14%	72%	28%	50%	50%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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

Base : Those with a smartphone

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	2334	188	150	179	140	155	159	147	156	163	1742	592	1562	766	1151	1183
Effective Weighted Sample	1664	181	143	173	135	148	154	142	150	156	1412	268	1112	568	784	880
Total	1766	251	228	174	116	150	165	137	74	195	1549	217	1252	510	813	952
		14%	13%	10%	7%	8%	9%	8%	4%	11%	88%	12%	71%	29%	46%	54%
LG	26	9	4	3	1	-	-	2	*	1	25	1	18	8	10	16
	1%	4%	2%	2%	1%	-%	-%	1%	1%	1%	2%	1%	1%	2%	1%	2%
		efi														
		36%	17%	12%	4%	-%	-%	8%	2%	4%	95%	5%	69%	31%	38%	62%
Other	52	3	8	9	2	6	4	3	5	6	46	6	32	20	21	31
	3%	1%	4%	5%	2%	4%	2%	2%	6%	3%	3%	3%	3%	4%	3%	3%
		a							ad							
		6%	16%	18%	4%	11%	7%	6%	9%	12%	89%	11%	62%	38%	40%	60%
Don't know	8	4	-	1	-	-	-	-	*	1	7	1	5	3	3	5
	*%	2%	-%	*%	-%	-%	-%	-%	1%	1%	*%	1%	*%	1%	*%	1%
		56%	-%	9%	-%	-%	-%	-%	5%	15%	83%	17%	63%	37%	37%	63%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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

Base : Those with a smartphone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2334	1149	1185	461	533	922	418	288	229	328	575	579	765	448	542	1437	303	288	306
Effective Weighted Sample	1664	814	850	318	383	661	304	207	170	224	425	411	561	331	387	1285	201	207	268
Total	1766	871	894	328	407	730	300	190	168	231	488	510	514	369	373	1489	147	83	47
		49%	51%	19%	23%	41%	17%	11%	10%	13%	28%	29%	29%	21%	21%	84%	8%	5%	3%
Yes	794	404	390	165	198	325	105	78	77	90	231	238	244	161	150	665	80	30	19
	45%	46%	44%	50%	48%	45%	35%	41%	46%	39%	47%	47%	47%	44%	40%	45%	55%	36%	40%
		51%	49%	21%	25%	41%	13%	10%	10%	11%	29%	30%	31%	20%	19%	84%	10%	4%	2%
No	890	435	455	157	198	368	167	104	80	128	243	255	251	182	202	763	56	48	24
	50%	50%	51%	48%	49%	50%	56%	54%	47%	56%	50%	50%	49%	49%	54%	51%	38%	58%	50%
		49%	51%	18%	22%	41%	19%	12%	9%	14%	27%	29%	28%	20%	23%	86%	6%	5%	3%
Don't know	82	32	50	6	12	37	27	9	12	13	13	16	19	25	21	61	11	5	4
	5%	4%	6%	2%	3%	5%	9%	5%	7%	6%	3%	3%	4%	7%	6%	4%	8%	6%	10%
		39%	61%	7%	14%	45%	34%	11%	15%	16%	16%	20%	23%	31%	26%	75%	14%	6%	5%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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

Base : Those with a smartphone

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2334	188	150	179	140	155	159	147	156	163	1742	592	1562	766	1151	1183
Effective Weighted Sample	1664	181	143	173	135	148	154	142	150	156	1412	268	1112	568	784	880
Total	1766	251	228	174	116	150	165	137	74	195	1549	217	1252	510	813	952
		14%	13%	10%	7%	8%	9%	8%	4%	11%	88%	12%	71%	29%	46%	54%
Yes	794	161	85	63	48	67	63	52	39	87	717	76	581	210	344	450
	45%	64%	37%	36%	42%	45%	38%	38%	53%	44%	46%	35%	46%	41%	42%	47%
		bcdefghi							bcfg		k		m		n	
		20%	11%	8%	6%	8%	8%	6%	5%	11%	90%	10%	73%	26%	43%	57%
No	890	85	140	99	63	78	98	73	30	98	758	132	625	265	428	463
	50%	34%	61%	57%	55%	52%	59%	53%	40%	51%	49%	61%	50%	52%	53%	49%
			ah	ah	ah	ah	ah	ah		a		j				
		10%	16%	11%	7%	9%	11%	8%	3%	11%	85%	15%	70%	30%	48%	52%
Don't know	82	5	3	12	4	5	5	12	5	10	73	8	47	35	42	40
	5%	2%	1%	7%	4%	3%	3%	9%	6%	5%	5%	4%	4%	7%	5%	4%
			ab					abef	ab				l			
		6%	3%	15%	5%	6%	6%	15%	6%	12%	90%	10%	57%	43%	51%	49%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 35

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

Base : Those without a smartphone

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	a	b	~c	~d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Unweighted total	1084	511	573	43	62	237	742	265	160	119	115	207	293	248	335	641	146	150	147
Effective Weighted Sample	745	349	396	33	45	157	518	180	115	82	90	151	207	165	234	564	94	105	126
Total	707	327	380	30	52	169	455	153	97	78	101	172	169	162	204	588	63	35	20
		46%	54%	**	**	24%	64%	22%	14%	11%	14%	24%	24%	23%	29%	83%	9%	5%	3%
Certain to	14	5	8	**	**	2	8	3	1	2	2	*	4	5	4	13	*	*	*
	2%	2%	2%	**	**	1%	2%	2%	1%	3%	2%	*%	2%	3%	2%	2%	1%	*%	1%
		40%	60%	**	**	17%	56%	24%	9%	17%	12%	1%	31%	36%	32%	94%	3%	1%	2%
Very likely	41	17	24	**	**	15	16	11	3	6	7	9	11	9	13	32	6	1	1
	6%	5%	6%	**	**	9%	3%	7%	3%	8%	7%	5%	6%	6%	6%	5%	10%	4%	7%
		42%	58%	**	**	f	38%	28%	8%	14%	17%	21%	26%	22%	31%	78%	15%	4%	3%
Likely	44	19	25	**	**	16	17	7	6	5	5	13	16	8	7	35	5	2	2
	6%	6%	7%	**	**	10%	4%	5%	7%	6%	5%	7%	10%	5%	3%	6%	8%	5%	11%
		43%	57%	**	**	f	39%	16%	15%	11%	12%	29%	37%	18%	15%	80%	12%	4%	5%
TOTAL LIKELY	99	42	57	**	**	33	41	22	11	13	14	22	31	22	24	80	12	3	4
	14%	13%	15%	**	**	20%	9%	14%	11%	17%	14%	13%	19%	14%	12%	14%	19%	9%	19%
		42%	58%	**	**	f	41%	22%	11%	13%	14%	22%	32%	22%	24%	81%	12%	3%	4%
Unlikely	111	49	62	**	**	27	65	21	12	14	19	33	21	27	29	92	11	6	2
	16%	15%	16%	**	**	16%	14%	14%	13%	19%	18%	19%	13%	17%	14%	16%	17%	18%	9%
		44%	56%	**	**	25%	59%	19%	11%	13%	17%	30%	19%	25%	26%	83%	10%	6%	2%
Very unlikely	132	61	71	**	**	29	94	29	18	18	19	30	35	29	38	112	10	7	3
	19%	18%	19%	**	**	17%	21%	19%	19%	24%	18%	17%	21%	18%	19%	19%	16%	19%	16%
		46%	54%	**	**	22%	71%	22%	14%	14%	14%	23%	26%	22%	29%	85%	8%	5%	2%
Certain not to	274	134	140	**	**	52	209	61	42	25	36	69	60	68	78	229	25	13	7
	39%	41%	37%	**	**	31%	46%	40%	43%	32%	36%	40%	36%	42%	38%	39%	40%	36%	34%
		49%	51%	**	**	e	76%	22%	15%	9%	13%	25%	22%	25%	28%	84%	9%	5%	3%

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

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

Base : Those without a smartphone

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	MALE a	FEMALE b	16-24 ~c	25-34 ~d	35-54 e	55+ f	UNDER £11.5K g	£11.5K- £17.5K h	£17.5K- £29.9K i	£30K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	1084	511	573	43	62	237	742	265	160	119	115	207	293	248	335	641	146	150	147
Effective Weighted Sample	745	349	396	33	45	157	518	180	115	82	90	151	207	165	234	564	94	105	126
Total	707	327 46%	380 54%	30 **	52 **	169 24%	455 64%	153 22%	97 14%	78 11%	101 14%	172 24%	169 24%	162 23%	204 29%	588 83%	63 9%	35 5%	20 3%
TOTAL UNLIKELY	517 73%	243 74%	273 72%	** **	** **	109 64%	368 81%	111 73%	73 75%	58 75%	73 73%	131 76%	117 69%	123 76%	145 71%	433 74%	46 73%	26 73%	12 59%
		47%	53%	**	**	21%	71% e	22%	14%	11%	14%	25%	23%	24%	28%	84%	9%	5%	2%
Don't know	91 13%	42 13%	49 13%	** **	** **	27 16%	47 10%	20 13%	14 14%	7 9%	14 14%	19 11%	20 12%	17 10%	35 17%	75 13%	5 8%	6 18%	5 22%
		46%	54%	**	**	30%	51% f	21%	15%	7%	15%	21%	22%	18%	38%	83%	6%	7%	5% op

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

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

Base : Those without a smartphone

	Total	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o	
Unweighted total	1084	49	89	56	85	75	71	74	76	66	731	353	363	721	549	535	
Effective Weighted Sample	745	48	83	55	82	72	69	72	73	63	589	164	244	514	364	381	
Total	707	60	120	49	60	66	65	63	32	73	583	124	271	436	352	355	
		**	**	**	**	**	**	**	**	**	83%	17%	38%	62%	50%	50%	
Certain to	14	**	**	**	**	**	**	**	**	**	12	1	5	9	6	8	
	2%	**	**	**	**	**	**	**	**	**	2%	1%	2%	2%	2%	2%	
		**	**	**	**	**	**	**	**	**	90%	10%	33%	67%	41%	59%	
Very likely	41	**	**	**	**	**	**	**	**	**	34	7	25	17	23	18	
	6%	**	**	**	**	**	**	**	**	**	6%	6%	9%	4%	7%	5%	
		**	**	**	**	**	**	**	**	**	83%	17%	m	60%	40%	56%	44%
Likely	44	**	**	**	**	**	**	**	**	**	36	8	24	20	20	24	
	6%	**	**	**	**	**	**	**	**	**	6%	7%	9%	5%	6%	7%	
		**	**	**	**	**	**	**	**	**	81%	19%	m	54%	46%	46%	54%
TOTAL LIKELY	99	**	**	**	**	**	**	**	**	**	82	17	53	46	49	50	
	14%	**	**	**	**	**	**	**	**	**	14%	13%	m	20%	10%	14%	14%
		**	**	**	**	**	**	**	**	**	83%	17%	54%	46%	50%	50%	
Unlikely	111	**	**	**	**	**	**	**	**	**	97	13	53	57	47	64	
	16%	**	**	**	**	**	**	**	**	**	17%	11%	m	20%	13%	13%	18%
		**	**	**	**	**	**	**	**	**	88%	12%	48%	52%	42%	58%	
Very unlikely	132	**	**	**	**	**	**	**	**	**	97	35	48	84	74	58	
	19%	**	**	**	**	**	**	**	**	**	17%	28%	18%	19%	21%	16%	
		**	**	**	**	**	**	**	**	**	74%	26%	j	36%	64%	56%	44%
Certain not to	274	**	**	**	**	**	**	**	**	**	228	47	77	197	136	139	
	39%	**	**	**	**	**	**	**	**	**	39%	38%	28%	45%	39%	39%	
		**	**	**	**	**	**	**	**	**	83%	17%	28%	72%	49%	51%	

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 35

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

Base : Those without a smartphone

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	1084	49	89	56	85	75	71	74	76	66	731	353	363	721	549	535
Effective Weighted Sample	745	48	83	55	82	72	69	72	73	63	589	164	244	514	364	381
Total	707	60	120	49	60	66	65	63	32	73	583	124	271	436	352	355
		**	**	**	**	**	**	**	**	**	83%	17%	38%	62%	50%	50%
TOTAL UNLIKELY	517	**	**	**	**	**	**	**	**	**	422	95	178	339	257	260
	73%	**	**	**	**	**	**	**	**	**	72%	77%	66%	78%	73%	73%
		**	**	**	**	**	**	**	**	**	82%	18%	34%	66%	50%	50%
Don't know	91	**	**	**	**	**	**	**	**	**	79	12	40	51	46	45
	13%	**	**	**	**	**	**	**	**	**	14%	10%	15%	12%	13%	13%
		**	**	**	**	**	**	**	**	**	87%	13%	44%	56%	51%	49%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 36

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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	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3425	1661	1764	505	595	1160	1165	556	389	449	691	788	1059	696	881	2080	450	439	456
Effective Weighted Sample	2407	1159	1248	351	428	819	823	387	283	308	516	562	768	494	621	1847	296	311	397
Total	2475	1199	1277	358	460	900	758	344	265	310	589	683	683	531	578	2079	211	119	67
		48%	52%	14%	19%	36%	31%	14%	11%	13%	24%	28%	28%	21%	23%	84%	9%	5%	3%
Prepay/ Pay as you go	806	395	411	80	114	186	425	180	115	85	91	162	183	177	284	666	72	39	29
	33%	33%	32%	22%	25%	21%	56%	52%	43%	28%	15%	24%	27%	33%	49%	32%	34%	33%	43%
		49%	51%	10%	14%	23%	cde	hij	ij	j		klm	klm	klm	klm	83%	9%	5%	opq
							53%	22%	14%	11%	11%	20%	23%	22%	35%				4%
Postpay/ monthly contract	1642	790	852	277	342	703	321	162	149	224	486	510	492	346	294	1388	138	79	38
	66%	66%	67%	78%	74%	78%	42%	47%	56%	72%	82%	75%	72%	65%	51%	67%	65%	67%	56%
		48%	52%	f	f	f		10%	9%	14%	30%	31%	30%	21%	18%	84%	8%	5%	2%
Other	18	11	7	-	4	10	4	-	-	*	10	10	6	3	-	17	1	*	*
	1%	1%	1%	-%	1%	1%	1%	-%	-%	*%	2%	1%	1%	1%	-%	1%	*%	*%	*%
						c					ghi	n	n	n					
		61%	39%	-%	21%	57%	23%	-%	-%	1%	57%	52%	30%	18%	-%	94%	3%	2%	1%
Don't know	8	2	6	-	-	1	8	2	2	-	2	1	3	4	-	7	1	*	-
	*%	*%	1%	-%	-%	*%	1%	1%	1%	-%	*%	*%	*%	1%	-%	*%	*%	*%	-%
						de								n					
		24%	76%	-%	-%	10%	90%	22%	20%	-%	23%	12%	37%	52%	-%	85%	11%	5%	-%
CONTRACT TYPE																			
Subsidised handset	1422	691	731	237	312	608	264	136	129	198	424	442	422	303	254	1195	123	69	34
	57%	58%	57%	66%	68%	68%	35%	40%	49%	64%	72%	65%	62%	57%	44%	57%	59%	58%	51%
				f	f	f				g	ghi	mn	n	n		r	r	r	
		49%	51%	17%	22%	43%	19%	10%	9%	14%	30%	31%	30%	21%	18%	84%	9%	5%	2%
SIM only	175	83	92	30	22	75	48	21	18	19	51	56	55	30	34	154	12	7	2
	7%	7%	7%	8%	5%	8%	6%	6%	7%	6%	9%	8%	8%	6%	6%	7%	6%	5%	4%
				d		d									r				
		47%	53%	17%	13%	43%	27%	12%	10%	11%	29%	32%	31%	17%	20%	88%	7%	4%	1%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 36

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

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

Base : Those who personally use a mobile phone

	Total	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	3425	237	240	235	225	230	230	221	233	229	2479	946	1926	1493	1703	1722	
Effective Weighted Sample	2407	229	226	227	216	220	222	213	223	219	2000	433	1356	1084	1149	1258	
Total	2475	311	349	223	176	216	230	199	106	267	2134	341	1524	948	1167	1309	
		13%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	62%	38%	47%	53%	
Prepay/ Pay as you go	806	82	119	58	63	88	73	68	43	71	690	117	320	485	356	450	
	33%	26%	34%	26%	36%	41%	32%	34%	40%	27%	32%	34%	21%	51%	31%	34%	
					aci	aci			aci					l	n		
		10%	15%	7%	8%	11%	9%	8%	5%	9%	86%	14%	40%	60%	44%	56%	
Postpay/ monthly contract	1642	229	219	160	110	128	154	132	62	194	1419	223	1188	452	796	846	
	66%	74%	63%	71%	63%	59%	67%	66%	59%	72%	66%	65%	78%	48%	68%	65%	
		bdeh		deh						bdeh			m				
		14%	13%	10%	7%	8%	9%	8%	4%	12%	86%	14%	72%	28%	48%	52%	
Other	18	-	7	3	3	-	2	-	*	2	18	1	13	6	10	8	
	1%	-%	2%	1%	2%	-%	1%	-%	*%	1%	1%	*%	1%	1%	1%	1%	
			aeg														
		-%	37%	15%	15%	-%	12%	-%	3%	12%	95%	5%	69%	31%	56%	44%	
Don't know	8	-	3	3	-	-	1	-	*	-	8	*	4	5	4	4	
	*%	-%	1%	1%	-%	-%	*%	-%	*%	-%	*%	*%	*%	1%	*%	*%	
		-%	35%	33%	-%	-%	11%	-%	6%	-%	98%	2%	42%	58%	50%	50%	
CONTRACT TYPE																	
Subsidised handset	1422	206	193	131	95	111	135	112	52	160	1227	194	1052	368	686	735	
	57%	66%	55%	58%	54%	51%	59%	56%	49%	60%	57%	57%	69%	39%	59%	56%	
		bdegh					h			h			m				
		15%	14%	9%	7%	8%	9%	8%	4%	11%	86%	14%	74%	26%	48%	52%	
SIM only	175	18	22	27	11	11	10	16	9	30	149	26	110	65	89	86	
	7%	6%	6%	12%	6%	5%	4%	8%	8%	11%	7%	8%	7%	7%	8%	7%	
				abdef						aef							
		10%	13%	15%	6%	6%	6%	9%	5%	17%	85%	15%	63%	37%	51%	49%	
Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o																	

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 37

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

Base : Those who use a postpay/ contract mobile phone

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Unweighted total	2137	1040	1097	368	440	873	456	244	207	307	571	573	719	417	428	1330	283	278	246
Effective Weighted Sample	1536	736	801	262	318	627	335	172	152	216	422	409	534	313	306	1191	188	198	216
Total	1642	790	852	277	342	703	321	162	149	224	486	510	492	346	294	1388	138	79	38
		48%	52%	17%	21%	43%	20%	10%	9%	14%	30%	31%	30%	21%	18%	84%	8%	5%	2%
Handset and contract	1422	691	731	237	312	608	264	136	129	198	424	442	422	303	254	1195	123	69	34
		87%	87%	86%	85%	91%	82%	84%	87%	89%	87%	87%	86%	88%	86%	86%	90%	88%	90%
		49%	51%	17%	22%	43%	19%	10%	9%	14%	30%	31%	30%	21%	18%	84%	9%	5%	2%
SIM card only	175	83	92	30	22	75	48	21	18	19	51	56	55	30	34	154	12	7	2
		11%	10%	11%	11%	7%	15%	13%	12%	9%	11%	11%	11%	9%	12%	11%	9%	8%	6%
		47%	53%	17%	13%	43%	27%	12%	10%	11%	29%	32%	31%	17%	20%	88%	7%	4%	1%
Don't know	46	17	29	11	7	19	9	5	2	6	11	12	15	13	6	39	2	3	2
		3%	2%	3%	4%	2%	3%	3%	2%	3%	2%	2%	3%	4%	2%	3%	2%	4%	4%
		36%	64%	24%	16%	42%	19%	11%	5%	14%	24%	27%	32%	28%	12%	85%	5%	7%	3%

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

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

Base : Those who use a postpay/ contract mobile phone

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2137	171	145	163	133	132	150	143	131	162	1575	562	1473	661	1098	1039
Effective Weighted Sample	1536	165	137	158	128	126	145	138	126	155	1284	266	1051	500	760	777
Total	1642	229	219	160	110	128	154	132	62	194	1419	223	1188	452	796	846
		14%	13%	10%	7%	8%	9%	8%	4%	12%	86%	14%	72%	28%	48%	52%
Handset and contract	1422	206	193	131	95	111	135	112	52	160	1227	194	1052	368	686	735
	87%	90%	88%	82%	86%	87%	88%	85%	84%	82%	86%	87%	89%	81%	86%	87%
		ci											m			
		15%	14%	9%	7%	8%	9%	8%	4%	11%	86%	14%	74%	26%	48%	52%
SIM card only	175	18	22	27	11	11	10	16	9	30	149	26	110	65	89	86
	11%	8%	10%	17%	10%	9%	6%	12%	14%	16%	11%	11%	9%	14%	11%	10%
			aef						f	af			l			
		10%	13%	15%	6%	6%	6%	9%	5%	17%	85%	15%	63%	37%	51%	49%
Don't know	46	5	5	2	4	6	9	4	1	4	42	3	26	20	21	25
	3%	2%	2%	1%	3%	5%	6%	3%	2%	2%	3%	1%	2%	4%	3%	3%
							c						l			
		10%	11%	4%	8%	13%	19%	8%	2%	8%	93%	7%	57%	43%	45%	55%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 38

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QD10A (QD4A). SHOWCARD How often, if at all, do you use your mobile phone to send or receive text messages? (SINGLE CODE)

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3425	1661	1764	505	595	1160	1165	556	389	449	691	788	1059	696	881	2080	450	439	456
Effective Weighted Sample	2407	1159	1248	351	428	819	823	387	283	308	516	562	768	494	621	1847	296	311	397
Total	2475	1199	1277	358	460	900	758	344	265	310	589	683	683	531	578	2079	211	119	67
		48%	52%	14%	19%	36%	31%	14%	11%	13%	24%	28%	28%	21%	23%	84%	9%	5%	3%
Several times a day	1369	630	739	288	343	558	179	161	116	178	379	390	404	283	291	1145	114	68	42
		55%	53%	81%	75%	62%	24%	47%	44%	57%	64%	57%	59%	53%	50%	55%	54%	57%	62%
			a	def	ef	f				gh	ghi	n	mn					op	
		46%	54%	21%	25%	41%	13%	12%	8%	13%	28%	29%	30%	21%	21%	84%	8%	5%	3%
Every day	435	195	240	46	72	188	128	61	58	50	93	122	118	84	110	362	38	21	13
		18%	16%	13%	16%	21%	17%	18%	22%	16%	16%	18%	17%	16%	19%	17%	18%	18%	19%
						cdf				j									
		45%	55%	11%	17%	43%	29%	14%	13%	12%	21%	28%	27%	19%	25%	83%	9%	5%	3%
Several times a week	265	145	120	12	22	87	144	39	34	41	52	65	67	61	72	225	24	12	4
		11%	12%	9%	3%	5%	10%	11%	13%	13%	9%	9%	10%	12%	12%	11%	11%	10%	7%
			b	cd	cde					j						r	r		
		55%	45%	5%	8%	33%	54%	15%	13%	16%	20%	24%	25%	23%	27%	85%	9%	4%	2%
At least once a week	109	68	41	4	7	27	71	20	13	10	27	28	29	29	24	94	8	5	2
		4%	6%	3%	1%	2%	9%	6%	5%	3%	5%	4%	4%	5%	4%	5%	4%	4%	3%
			b	cde															
		62%	38%	4%	7%	25%	65%	18%	12%	9%	24%	26%	26%	26%	22%	86%	7%	5%	2%
At least once a month	71	35	36	2	6	18	45	11	10	6	15	27	15	17	12	59	5	5	2
		3%	3%	1%	1%	2%	6%	3%	4%	2%	3%	4%	2%	3%	2%	3%	3%	4%	3%
						cde													
		50%	50%	3%	8%	25%	64%	15%	13%	8%	21%	38%	21%	24%	18%	83%	8%	7%	3%
Less than once a month	61	40	22	3	3	13	42	12	10	6	11	16	14	13	19	50	9	2	1
		2%	3%	2%	1%	1%	6%	3%	4%	2%	2%	2%	2%	2%	3%	2%	4%	2%	1%
			b	cde												r	r		
		65%	35%	5%	4%	21%	69%	20%	17%	11%	17%	26%	23%	21%	31%	81%	15%	3%	1%

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

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QD10A (QD4A). SHOWCARD How often, if at all, do you use your mobile phone to send or receive text messages? (SINGLE CODE)

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3425	1661	1764	505	595	1160	1165	556	389	449	691	788	1059	696	881	2080	450	439	456
Effective Weighted Sample	2407	1159	1248	351	428	819	823	387	283	308	516	562	768	494	621	1847	296	311	397
Total	2475	1199	1277	358	460	900	758	344	265	310	589	683	683	531	578	2079	211	119	67
		48%	52%	14%	19%	36%	31%	14%	11%	13%	24%	28%	28%	21%	23%	84%	9%	5%	3%
Never	160	85	75	1	3	8	148	39	23	19	14	35	35	42	49	139	12	5	4
	6%	7%	6%	1%	1%	1%	19%	11%	9%	6%	2%	5%	5%	8%	8%	7%	6%	5%	5%
		53%	47%	1%	2%	5%	92%	24%	14%	12%	8%	22%	22%	26%	30%	87%	8%	3%	2%
TOTAL AT LEAST ONCE A WEEK	2178	1038	1140	351	445	861	521	281	221	279	550	605	618	457	497	1826	185	106	61
	88%	87%	89%	98%	97%	96%	69%	82%	83%	90%	93%	89%	90%	86%	86%	88%	87%	89%	91%
		48%	52%	16%	20%	40%	24%	13%	10%	13%	25%	28%	28%	21%	23%	84%	8%	5%	3%
TOTAL EVER	2310	1112	1197	356	453	892	609	304	241	291	576	648	647	487	528	1934	199	113	64
	93%	93%	94%	100%	98%	99%	80%	88%	91%	94%	98%	95%	95%	92%	91%	93%	94%	95%	95%
		48%	52%	15%	20%	39%	26%	13%	10%	13%	25%	28%	28%	21%	23%	84%	9%	5%	3%
Don't know	5	1	4	-	4	*	2	1	1	-	-	1	1	2	1	5	-	*	-
	0.2%	0.1%	0.3%	0%	1%	0.4%	0.3%	0.4%	0.4%	0%	0%	0.4%	0.4%	0.8%	0.4%	0.2%	0%	0.4%	0%
		23%	77%	0%	66%	2%	32%	12%	18%	0%	0%	18%	27%	42%	14%	96%	0%	4%	0%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QD10A (QD4A). SHOWCARD How often, if at all, do you use your mobile phone to send or receive text messages? (SINGLE CODE)

Base : Those who personally use a mobile phone

	Total	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	3425	237	240	235	225	230	230	221	233	229	2479	946	1926	1493	1703	1722	
Effective Weighted Sample	2407	229	226	227	216	220	222	213	223	219	2000	433	1356	1084	1149	1258	
Total	2475	311	349	223	176	216	230	199	106	267	2134	341	1524	948	1167	1309	
		13%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	62%	38%	47%	53%	
Several times a day	1369	192	182	124	83	110	125	119	64	146	1198	171	996	370	613	755	
	55%	62%	52%	56%	47%	51%	54%	60%	60%	55%	56%	50%	65%	39%	53%	58%	
		bde						d	d		k		m		n		
		14%	13%	9%	6%	8%	9%	9%	5%	11%	88%	12%	73%	27%	45%	55%	
Every day	435	43	47	37	38	45	55	38	16	42	360	75	265	169	240	194	
	18%	14%	14%	17%	22%	21%	24%	19%	15%	16%	17%	22%	17%	18%	21%	15%	
				ab	b	abhi					j			o			
		10%	11%	9%	9%	10%	13%	9%	4%	10%	83%	17%	61%	39%	55%	45%	
Several times a week	265	34	39	25	22	28	22	16	8	30	230	35	146	118	118	148	
	11%	11%	11%	11%	13%	13%	10%	8%	7%	11%	11%	10%	10%	12%	10%	11%	
					h									l			
		13%	15%	9%	8%	10%	8%	6%	3%	12%	87%	13%	55%	45%	44%	56%	
At least once a week	109	14	19	10	8	17	5	6	3	11	90	19	45	65	48	62	
	4%	4%	5%	5%	5%	8%	2%	3%	3%	4%	4%	6%	3%	7%	4%	5%	
					fgh									l			
		13%	17%	9%	7%	16%	5%	6%	3%	10%	83%	17%	41%	59%	43%	57%	
At least once a month	71	7	13	7	3	7	6	5	3	9	58	13	30	41	37	34	
	3%	2%	4%	3%	2%	3%	3%	2%	3%	4%	3%	4%	2%	4%	3%	3%	
														l			
		10%	18%	9%	4%	9%	8%	7%	4%	13%	82%	18%	42%	58%	52%	48%	
Less than once a month	61	6	15	6	4	3	3	3	3	7	56	5	17	45	33	28	
	2%	2%	4%	3%	2%	1%	1%	1%	3%	3%	3%	1%	1%	5%	3%	2%	
			f											l			
		10%	25%	10%	6%	5%	5%	4%	5%	11%	92%	8%	27%	73%	55%	45%	

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

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QD10A (QD4A). SHOWCARD How often, if at all, do you use your mobile phone to send or receive text messages? (SINGLE CODE)

Base : Those who personally use a mobile phone

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3425	237	240	235	225	230	230	221	233	229	2479	946	1926	1493	1703	1722
Effective Weighted Sample	2407	229	226	227	216	220	222	213	223	219	2000	433	1356	1084	1149	1258
Total	2475	311	349	223	176	216	230	199	106	267	2134	341	1524	948	1167	1309
		13%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	62%	38%	47%	53%
Never	160	16	32	14	17	6	13	11	9	21	137	23	23	137	76	84
	6%	5%	9%	6%	10%	3%	6%	6%	9%	8%	6%	7%	2%	15%	7%	6%
			e	e	e	e	e	e	e	e			l	l		
		10%	20%	9%	11%	4%	8%	7%	6%	13%	85%	15%	14%	86%	48%	52%
TOTAL AT LEAST ONCE A WEEK	2178	283	287	197	152	199	208	180	90	230	1878	300	1451	722	1019	1159
	88%	91%	82%	88%	86%	92%	91%	90%	85%	86%	88%	88%	95%	76%	87%	89%
		b				bdhi	b	b					m			
		13%	13%	9%	7%	9%	10%	8%	4%	11%	86%	14%	67%	33%	47%	53%
TOTAL EVER	2310	296	315	209	158	208	217	187	97	246	1992	318	1498	808	1089	1221
	93%	95%	90%	94%	90%	96%	94%	94%	91%	92%	93%	93%	98%	85%	93%	93%
		d				bdh							m			
		13%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	65%	35%	47%	53%
Don't know	5	-	2	-	1	1	-	1	-	-	5	*	3	2	2	4
	*%	-%	1%	-%	*%	1%	-%	*%	-%	-%	*%	*%	*%	*%	*%	*%
		-%	39%	-%	12%	27%	-%	18%	-%	-%	96%	4%	55%	45%	34%	66%

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

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QD10B (QD4B). SHOWCARD And how often, it at all, do you use your mobile phone to make calls? (SINGLE CODE)

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3425	1661	1764	505	595	1160	1165	556	389	449	691	788	1059	696	881	2080	450	439	456
Effective Weighted Sample	2407	1159	1248	351	428	819	823	387	283	308	516	562	768	494	621	1847	296	311	397
Total	2475	1199	1277	358	460	900	758	344	265	310	589	683	683	531	578	2079	211	119	67
		48%	52%	14%	19%	36%	31%	14%	11%	13%	24%	28%	28%	21%	23%	84%	9%	5%	3%
Several times a day	1215	596	619	253	285	500	177	131	101	161	336	355	360	255	245	1028	90	55	42
	49%	50%	48%	71%	62%	56%	23%	38%	38%	52%	57%	52%	53%	48%	42%	49%	43%	46%	63%
		49%	51%	21%	23%	41%	15%	11%	8%	13%	28%	29%	30%	21%	20%	85%	7%	5%	3%
Every day	453	217	236	42	100	180	132	56	64	56	104	102	128	110	114	368	48	26	12
	18%	18%	18%	12%	22%	20%	17%	16%	24%	18%	18%	15%	19%	21%	20%	18%	23%	22%	17%
		48%	52%	9%	22%	40%	29%	12%	14%	12%	23%	22%	28%	24%	25%	81%	10%	6%	3%
Several times a week	374	186	188	39	51	123	161	80	38	43	88	105	88	78	104	302	45	18	8
	15%	16%	15%	11%	11%	14%	21%	23%	14%	14%	15%	15%	13%	15%	18%	15%	22%	15%	12%
		50%	50%	10%	14%	33%	43%	21%	10%	12%	24%	28%	23%	21%	28%	81%	12%	5%	2%
At least once a week	203	84	120	15	14	60	115	39	28	21	32	60	51	38	54	177	14	9	3
	8%	7%	9%	4%	3%	7%	15%	11%	11%	7%	6%	9%	7%	7%	9%	9%	7%	8%	5%
		41%	59%	7%	7%	29%	57%	19%	14%	10%	16%	29%	25%	19%	27%	87%	7%	5%	2%
At least once a month	102	53	49	3	6	20	72	16	14	11	14	27	25	25	24	91	5	4	1
	4%	4%	4%	1%	1%	2%	10%	5%	5%	4%	2%	4%	4%	5%	4%	4%	3%	3%	1%
		52%	48%	3%	6%	20%	71%	15%	14%	11%	14%	27%	24%	25%	24%	90%	5%	4%	1%
Less than once a month	97	45	52	3	1	10	83	14	17	14	11	30	25	19	23	83	8	5	1
	4%	4%	4%	1%	*%	1%	11%	4%	7%	5%	2%	4%	4%	4%	4%	4%	4%	4%	1%
		47%	53%	3%	1%	10%	85%	14%	18%	15%	11%	31%	26%	19%	24%	85%	9%	5%	1%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QD10B (QD4B). SHOWCARD And how often, it at all, do you use your mobile phone to make calls? (SINGLE CODE)

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3425	1661	1764	505	595	1160	1165	556	389	449	691	788	1059	696	881	2080	450	439	456
Effective Weighted Sample	2407	1159	1248	351	428	819	823	387	283	308	516	562	768	494	621	1847	296	311	397
Total	2475	1199	1277	358	460	900	758	344	265	310	589	683	683	531	578	2079	211	119	67
		48%	52%	14%	19%	36%	31%	14%	11%	13%	24%	28%	28%	21%	23%	84%	9%	5%	3%
Never	24	15	8	2	1	7	14	8	2	3	3	4	5	2	12	22	*	1	*
	1%	1%	1%	1%	*%	1%	2%	2%	1%	1%	1%	1%	1%	*%	2%	1%	*%	1%	1%
		65%	35%	9%	3%	29%	59%	34%	7%	11%	13%	18%	22%	10%	50%	94%	1%	4%	2%
TOTAL AT LEAST ONCE A WEEK	2246	1084	1162	349	449	863	585	306	231	282	562	621	627	481	517	1875	197	109	65
	91%	90%	91%	98%	98%	96%	77%	89%	87%	91%	95%	91%	92%	91%	90%	90%	93%	92%	97%
		48%	52%	f	f	f	26%	14%	10%	13%	ghi	28%	28%	21%	23%	84%	9%	5%	3%
TOTAL EVER	2444	1182	1263	356	456	893	740	335	263	307	586	678	677	524	565	2049	211	118	67
	99%	99%	99%	99%	99%	99%	98%	97%	99%	99%	99%	99%	99%	99%	98%	99%	100%	99%	99%
		48%	52%	f	f	37%	30%	14%	11%	13%	g	28%	28%	21%	23%	84%	9%	5%	3%
Don't know	7	1	6	-	4	*	4	1	1	-	-	1	1	4	1	7	-	*	-
	*%	*%	*%	-%	1%	*%	*%	*%	*%	-%	-%	*%	*%	1%	*%	*%	-%	*%	-%
		17%	83%	-%	e	49%	1%	9%	13%	-%	-%	13%	20%	57%	10%	97%	-%	3%	-%

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

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QD10B (QD4B). SHOWCARD And how often, it at all, do you use your mobile phone to make calls? (SINGLE CODE)

Base : Those who personally use a mobile phone

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	3425	237	240	235	225	230	221	233	229	2479	946	1926	1493	1703	1722	
Effective Weighted Sample	2407	229	226	227	216	220	222	213	223	2000	433	1356	1084	1149	1258	
Total	2475	311	349	223	176	216	230	199	106	267	2134	341	1524	948	1167	1309
		13%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	62%	38%	47%	53%
Several times a day	1215	213	157	95	65	95	107	106	52	138	1078	137	893	319	532	683
	49%	68%	45%	42%	37%	44%	46%	53%	49%	52%	50%	40%	59%	34%	46%	52%
		bcdefghi					d	cd	d	cd	k		m		n	
		18%	13%	8%	5%	8%	9%	9%	4%	11%	89%	11%	74%	26%	44%	56%
Every day	453	47	54	38	46	44	48	29	20	43	379	75	291	162	221	233
	18%	15%	16%	17%	26%	20%	21%	15%	18%	16%	18%	22%	19%	17%	19%	18%
					abcgi						j					
		10%	12%	8%	10%	10%	11%	6%	4%	10%	83%	17%	64%	36%	49%	51%
Several times a week	374	28	63	35	27	39	36	29	12	33	319	55	188	185	192	182
	15%	9%	18%	16%	15%	18%	16%	15%	11%	12%	15%	16%	12%	20%	16%	14%
			a	a	a	a	a	a					l			
		8%	17%	9%	7%	10%	10%	8%	3%	9%	85%	15%	50%	49%	51%	49%
At least once a week	203	9	31	26	16	25	19	16	11	25	168	35	85	119	90	113
	8%	3%	9%	11%	9%	11%	8%	8%	10%	9%	8%	10%	6%	13%	8%	9%
			a	a	a	a	a	a	a	a			l			
		5%	15%	13%	8%	12%	9%	8%	5%	12%	83%	17%	42%	58%	44%	56%
At least once a month	102	4	16	19	7	6	8	7	4	19	80	21	39	63	61	41
	4%	1%	5%	9%	4%	3%	3%	4%	4%	7%	4%	6%	3%	7%	5%	3%
			a	aefg						ae		j		l	o	
		4%	16%	19%	7%	6%	8%	7%	4%	19%	79%	21%	38%	62%	60%	40%
Less than once a month	97	5	22	10	10	6	9	9	5	7	82	15	16	81	59	38
	4%	2%	6%	5%	6%	3%	4%	4%	5%	3%	4%	4%	1%	9%	5%	3%
			a		a								l	o		
		5%	23%	11%	11%	6%	10%	9%	5%	7%	85%	15%	16%	84%	61%	39%

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

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QD10B (QD4B). SHOWCARD And how often, it at all, do you use your mobile phone to make calls? (SINGLE CODE)

Base : Those who personally use a mobile phone

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	3425	237	240	235	225	230	230	221	233	229	2479	946	1926	1493	1703	1722
Effective Weighted Sample	2407	229	226	227	216	220	222	213	223	219	2000	433	1356	1084	1149	1258
Total	2475	311	349	223	176	216	230	199	106	267	2134	341	1524	948	1167	1309
		13%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	62%	38%	47%	53%
Never	24	5	1	1	4	-	3	2	3	2	21	3	7	17	10	14
	1%	2%	*%	*%	2%	-%	1%	1%	2%	1%	1%	1%	*%	2%	1%	1%
				e	e				e				l			
		23%	5%	3%	18%	-%	14%	10%	11%	10%	88%	12%	28%	72%	42%	58%
TOTAL AT LEAST ONCE A WEEK	2246	297	305	193	154	202	210	180	95	239	1944	302	1457	785	1036	1210
	91%	95%	88%	87%	87%	94%	91%	90%	89%	89%	91%	89%	96%	83%	89%	92%
		bcdghi				bcd							m		n	
		13%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	65%	35%	46%	54%
TOTAL EVER	2444	306	343	223	171	215	227	196	104	265	2106	338	1512	929	1155	1289
	99%	98%	98%	100%	97%	99%	99%	98%	98%	99%	99%	99%	99%	98%	99%	99%
			d										m			
		13%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	62%	38%	47%	53%
Don't know	7	-	4	-	1	1	-	1	-	-	7	*	5	2	2	5
	*%	-%	1%	-%	*%	1%	-%	*%	-%	-%	*%	*%	*%	*%	*%	*%
		-%	56%	-%	9%	20%	-%	13%	-%	-%	97%	3%	67%	33%	25%	75%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 40

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QD10C (QD4C). SHOWCARD How often, it at all, do you use your mobile phone to access email or internet services? (SINGLE CODE)

Base : Those with a smartphone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2334	1149	1185	461	533	922	418	288	229	328	575	579	765	448	542	1437	303	288	306
Effective Weighted Sample	1664	814	850	318	383	661	304	207	170	224	425	411	561	331	387	1285	201	207	268
Total	1766	871	894	328	407	730	300	190	168	231	488	510	514	369	373	1489	147	83	47
		49%	51%	19%	23%	41%	17%	11%	10%	13%	28%	29%	29%	21%	21%	84%	8%	5%	3%
Several times a day	1005	501	505	252	269	397	87	100	88	129	294	316	307	204	179	845	86	44	30
	57%	57%	56%	77%	66%	54%	29%	53%	52%	56%	60%	62%	60%	55%	48%	57%	58%	53%	65%
		50%	50%	def	ef	f		10%	9%	13%	29%	n	n	n	18%	84%	9%	4%	3%
Every day	356	178	179	49	84	162	62	32	44	45	90	93	111	73	79	296	31	22	8
	20%	20%	20%	15%	21%	22%	21%	17%	26%	20%	19%	18%	22%	20%	21%	20%	21%	26%	17%
		50%	50%	c	c	c	18%	9%	12%	13%	25%	26%	31%	20%	22%	83%	9%	6%	2%
Several times a week	148	64	84	13	30	69	36	25	12	19	42	35	41	30	42	129	11	5	4
	8%	7%	9%	4%	7%	9%	12%	13%	7%	8%	9%	7%	8%	8%	11%	9%	7%	6%	9%
		43%	57%	c	c	cd		17%	8%	13%	29%	23%	28%	21%	28%	87%	7%	3%	3%
At least once a week	77	31	45	5	10	35	26	6	8	6	24	31	16	17	13	67	6	3	1
	4%	4%	5%	2%	3%	5%	9%	3%	5%	3%	5%	6%	3%	5%	4%	5%	4%	3%	2%
		41%	59%	c	cde	cde		8%	10%	8%	32%	40%	21%	22%	17%	88%	8%	3%	1%
At least once a month	35	14	21	3	3	14	14	5	2	6	6	11	10	10	4	28	4	2	1
	2%	2%	2%	1%	1%	2%	5%	3%	1%	3%	1%	2%	2%	3%	1%	2%	3%	3%	2%
		41%	59%	cde	cde	cde		16%	4%	17%	17%	32%	27%	29%	12%	80%	12%	6%	2%
Less than once a month	27	16	10	1	2	10	14	4	2	6	6	3	5	13	6	23	1	2	1
	2%	2%	1%	*	1%	1%	5%	2%	1%	3%	1%	1%	1%	4%	1%	2%	*	2%	1%
		61%	39%	cde	cde	cde		14%	8%	22%	24%	12%	17%	50%	21%	88%	2%	7%	3%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QD10C (QD4C). SHOWCARD How often, it at all, do you use your mobile phone to access email or internet services? (SINGLE CODE)

Base : Those with a smartphone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2334	1149	1185	461	533	922	418	288	229	328	575	579	765	448	542	1437	303	288	306
Effective Weighted Sample	1664	814	850	318	383	661	304	207	170	224	425	411	561	331	387	1285	201	207	268
Total	1766	871	894	328	407	730	300	190	168	231	488	510	514	369	373	1489	147	83	47
		49%	51%	19%	23%	41%	17%	11%	10%	13%	28%	29%	29%	21%	21%	84%	8%	5%	3%
Never	113	64	49	5	8	43	57	17	11	18	24	20	23	20	50	97	9	6	2
	6%	7%	5%	1%	2%	6%	19%	9%	6%	8%	5%	4%	5%	5%	13%	6%	6%	7%	4%
		57%	43%	4%	7%	38%	51%	15%	10%	16%	21%	18%	21%	17%	44%	85%	8%	5%	2%
TOTAL AT LEAST ONCE A WEEK	1587	774	813	319	394	662	211	163	152	199	451	475	475	324	313	1337	133	73	43
	90%	89%	91%	97%	97%	91%	71%	86%	90%	86%	92%	93%	92%	88%	84%	90%	91%	88%	92%
		49%	51%	20%	25%	42%	13%	10%	10%	13%	28%	30%	30%	20%	20%	84%	8%	5%	3%
TOTAL EVER	1648	804	844	323	399	686	239	172	156	211	463	489	489	348	322	1388	138	77	44
	93%	92%	94%	99%	98%	94%	80%	91%	93%	91%	95%	96%	95%	94%	86%	93%	94%	93%	95%
		49%	51%	20%	24%	42%	15%	10%	9%	13%	28%	30%	30%	21%	20%	84%	8%	5%	3%
Don't know	4	2	2	-	-	1	3	1	2	1	*	-	2	1	1	4	-	-	*
	0.2%	0.2%	0.2%	0%	0%	0.1%	0.2%	0.1%	0.1%	0.1%	0.2%	0%	0.1%	0.1%	0.1%	0.3%	0%	0%	0.2%
		59%	41%	0%	0%	25%	75%	22%	40%	35%	2%	0%	43%	35%	22%	98%	0%	0%	2%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QD10C (QD4C). SHOWCARD How often, it at all, do you use your mobile phone to access email or internet services? (SINGLE CODE)

Base : Those with a smartphone

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	2334	188	150	179	140	155	159	147	156	163	1742	592	1562	766	1151	1183
Effective Weighted Sample	1664	181	143	173	135	148	154	142	150	156	1412	268	1112	568	784	880
Total	1766	251	228	174	116	150	165	137	74	195	1549	217	1252	510	813	952
		14%	13%	10%	7%	8%	9%	8%	4%	11%	88%	12%	71%	29%	46%	54%
Several times a day	1005	173	136	83	59	77	97	76	44	99	895	110	757	245	430	575
	57%	69%	60%	48%	51%	52%	59%	56%	60%	51%	58%	51%	60%	48%	53%	60%
		cdegi	c				c		c		k		m		n	
		17%	14%	8%	6%	8%	10%	8%	4%	10%	89%	11%	75%	24%	43%	57%
Every day	356	39	26	31	31	36	36	35	12	48	301	55	250	106	163	194
	20%	15%	11%	18%	27%	24%	22%	26%	17%	25%	19%	25%	20%	21%	20%	20%
					abch	b	b	ab		ab		j				
		11%	7%	9%	9%	10%	10%	10%	4%	14%	85%	15%	70%	30%	46%	54%
Several times a week	148	16	21	21	7	15	14	11	5	19	130	18	102	46	80	68
	8%	6%	9%	12%	6%	10%	8%	8%	7%	10%	8%	9%	8%	9%	10%	7%
		10%	14%	14%	4%	10%	9%	8%	3%	13%	88%	12%	69%	31%	54%	46%
At least once a week	77	12	20	10	6	8	4	1	4	2	69	8	50	27	43	34
	4%	5%	9%	6%	5%	5%	2%	1%	6%	1%	4%	4%	4%	5%	5%	4%
		gi	fgi	gi	gi	gi			gi							
		16%	26%	13%	7%	11%	5%	1%	6%	2%	90%	10%	65%	35%	56%	44%
At least once a month	35	6	8	3	4	1	2	2	1	1	30	5	19	16	19	16
	2%	2%	3%	2%	3%	1%	1%	2%	2%	1%	2%	2%	2%	3%	2%	2%
		16%	23%	9%	10%	3%	5%	6%	4%	4%	85%	15%	55%	45%	54%	46%
Less than once a month	27	-	5	2	2	2	3	3	1	6	25	2	15	11	16	11
	2%	-%	2%	1%	2%	1%	2%	2%	1%	3%	2%	1%	1%	2%	2%	1%
							a	a		a			l			
		-%	17%	7%	8%	7%	11%	12%	3%	23%	93%	7%	56%	41%	59%	41%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QD10C (QD4C). SHOWCARD How often, it at all, do you use your mobile phone to access email or internet services? (SINGLE CODE)

Base : Those with a smartphone

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	2334	188	150	179	140	155	159	147	156	163	1742	592	1562	766	1151	1183
Effective Weighted Sample	1664	181	143	173	135	148	154	142	150	156	1412	268	1112	568	784	880
Total	1766	251	228	174	116	150	165	137	74	195	1549	217	1252	510	813	952
		14%	13%	10%	7%	8%	9%	8%	4%	11%	88%	12%	71%	29%	46%	54%
Never	113	5	10	24	8	10	9	7	5	18	96	17	58	55	62	51
	6%	2%	4%	14%	7%	7%	5%	5%	7%	9%	6%	8%	5%	11%	8%	5%
			abdfgh	a	a	a	a	a	a	a			l			
		5%	9%	21%	7%	9%	8%	7%	4%	16%	85%	15%	51%	49%	54%	46%
TOTAL AT LEAST ONCE A WEEK	1587	239	203	145	103	137	152	124	66	168	1395	192	1159	424	716	870
	90%	95%	89%	83%	89%	91%	92%	91%	90%	86%	90%	88%	93%	83%	88%	91%
		bcdi				c	c						m		n	
		15%	13%	9%	6%	9%	10%	8%	4%	11%	88%	12%	73%	27%	45%	55%
TOTAL EVER	1648	245	216	150	108	139	157	129	69	175	1450	199	1193	451	751	897
	93%	98%	95%	86%	93%	93%	95%	95%	93%	90%	94%	92%	95%	89%	92%	94%
		cei	c		c	c	c	c	c				m			
		15%	13%	9%	7%	8%	10%	8%	4%	11%	88%	12%	72%	27%	46%	54%
Don't know	4	1	1	1	-	-	-	-	-	1	3	1	1	3	1	3
	*%	*%	1%	*%	-%	-%	-%	-%	-%	*%	*%	*%	*%	1%	*%	*%
													l			
Columns Tested:		24%	35%	17%	-%	-%	-%	-%	-%	22%	81%	19%	26%	74%	17%	83%

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QD11 (QD44). Have you ever sent a donation to charity via a text message from your mobile phone? IF YES - Have you sent a text donation in the last month? (SINGLE CODE)

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3425	1661	1764	505	595	1160	1165	556	389	449	691	788	1059	696	881	2080	450	439	456
Effective Weighted Sample	2407	1159	1248	351	428	819	823	387	283	308	516	562	768	494	621	1847	296	311	397
Total	2475	1199	1277	358	460	900	758	344	265	310	589	683	683	531	578	2079	211	119	67
		48%	52%	14%	19%	36%	31%	14%	11%	13%	24%	28%	28%	21%	23%	84%	9%	5%	3%
Yes, in the last month	146	62	84	22	30	66	29	17	12	17	38	53	40	31	21	125	11	7	3
		6%	5%	7%	6%	7%	4%	5%	5%	5%	7%	8%	6%	6%	4%	6%	5%	6%	4%
					f	f						n							
		42%	58%	15%	20%	45%	20%	12%	8%	11%	26%	37%	27%	21%	15%	86%	7%	5%	2%
Yes, but not in the last month	478	206	272	78	108	206	85	40	39	57	162	174	141	89	73	395	50	22	11
		19%	17%	21%	22%	24%	11%	12%	15%	18%	28%	26%	21%	17%	13%	19%	24%	18%	17%
			a	f	f	f				g	ghi	lmn	n				r		
		43%	57%	16%	23%	43%	18%	8%	8%	12%	34%	36%	30%	19%	15%	83%	11%	5%	2%
TOTAL YES	624	268	356	99	138	272	115	57	51	74	201	228	181	120	95	520	61	29	14
		25%	22%	28%	28%	30%	15%	17%	19%	24%	34%	33%	27%	23%	16%	25%	29%	24%	21%
			a	f	f	f				g	ghi	lmn	n	n			r		
		43%	57%	16%	22%	44%	18%	9%	8%	12%	32%	37%	29%	19%	15%	83%	10%	5%	2%
No, never	1827	921	905	251	316	620	639	284	211	233	384	449	497	403	478	1536	149	89	52
		74%	77%	71%	70%	69%	84%	83%	80%	75%	65%	66%	73%	76%	83%	74%	71%	75%	78%
			b				cde	ij	j	j		k	k	klm				p	
		50%	50%	14%	17%	34%	35%	16%	12%	13%	21%	25%	27%	22%	26%	84%	8%	5%	3%
Don't know	25	9	16	7	6	8	4	3	3	3	5	7	6	8	5	23	1	1	1
		1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%
				f															
		38%	62%	29%	23%	30%	18%	10%	13%	11%	18%	26%	22%	31%	21%	90%	4%	3%	3%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QD11 (QD44). Have you ever sent a donation to charity via a text message from your mobile phone? IF YES - Have you sent a text donation in the last month? (SINGLE CODE)

Base : Those who personally use a mobile phone

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3425	237	240	235	225	230	230	221	233	229	2479	946	1926	1493	1703	1722
Effective Weighted Sample	2407	229	226	227	216	220	222	213	223	219	2000	433	1356	1084	1149	1258
Total	2475	311	349	223	176	216	230	199	106	267	2134	341	1524	948	1167	1309
		13%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	62%	38%	47%	53%
Yes, in the last month	146	21	13	20	7	18	16	13	7	10	127	19	101	45	74	72
	6%	7%	4%	9%	4%	8%	7%	7%	6%	4%	6%	6%	7%	5%	6%	5%
				bdi		b							m			
		14%	9%	14%	5%	12%	11%	9%	5%	7%	87%	13%	69%	31%	51%	49%
Yes, but not in the last month	478	46	75	53	28	41	41	31	22	58	405	72	354	122	245	233
	19%	15%	21%	24%	16%	19%	18%	15%	21%	22%	19%	21%	23%	13%	21%	18%
				adg									m		o	
		10%	16%	11%	6%	9%	9%	6%	5%	12%	85%	15%	74%	26%	51%	49%
TOTAL YES	624	67	87	73	35	59	57	44	29	68	532	92	455	167	319	305
	25%	21%	25%	33%	20%	27%	25%	22%	28%	25%	25%	27%	30%	18%	27%	23%
				adg									m		o	
		11%	14%	12%	6%	9%	9%	7%	5%	11%	85%	15%	73%	27%	51%	49%
No, never	1827	242	252	149	138	155	173	155	77	196	1578	248	1053	772	841	986
	74%	78%	72%	67%	78%	72%	75%	77%	72%	73%	74%	73%	69%	81%	72%	75%
		c		c		c		c					l			
		13%	14%	8%	8%	8%	9%	8%	4%	11%	86%	14%	58%	42%	46%	54%
Don't know	25	3	10	1	3	2	-	1	-	4	24	1	16	9	7	18
	1%	1%	3%	*	2%	1%	-%	*	-%	1%	1%	*	1%	1%	1%	1%
			fh													
		12%	38%	4%	12%	6%	-%	4%	-%	14%	94%	6%	63%	37%	29%	71%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QD12 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3425	1661	1764	505	595	1160	1165	556	389	449	691	788	1059	696	881	2080	450	439	456
Effective Weighted Sample	2407	1159	1248	351	428	819	823	387	283	308	516	562	768	494	621	1847	296	311	397
Total	2475	1199	1277	358	460	900	758	344	265	310	589	683	683	531	578	2079	211	119	67
		48%	52%	14%	19%	36%	31%	14%	11%	13%	24%	28%	28%	21%	23%	84%	9%	5%	3%
Send/ receive text messages (SMS)	2194	1053	1141	342	433	854	565	275	227	270	560	620	620	453	502	1835	192	109	57
	89%	88%	89%	96%	94%	95%	75%	80%	85%	87%	95%	91%	91%	85%	87%	88%	91%	92%	85%
		48%	52%	16%	20%	39%	26%	13%	10%	12%	26%	28%	28%	21%	23%	84%	9%	5%	3%
Take photos	1662	800	862	308	374	670	310	183	148	208	478	486	490	348	337	1398	147	78	38
	67%	67%	68%	86%	81%	74%	41%	53%	56%	67%	81%	71%	72%	66%	58%	67%	70%	66%	56%
		48%	52%	ef	ef	f	19%	11%	9%	13%	29%	29%	29%	21%	20%	84%	9%	5%	2%
General browsing/ surfing the internet	1395	689	706	294	347	584	170	133	125	172	421	431	419	279	265	1181	119	58	36
	56%	57%	55%	82%	75%	65%	22%	39%	47%	56%	71%	63%	61%	53%	46%	57%	57%	49%	53%
		49%	51%	def	ef	f	12%	10%	9%	12%	30%	31%	30%	20%	19%	85%	9%	4%	3%
Send/ receive emails (not SMS)	1259	620	640	251	324	519	166	110	108	154	396	404	392	243	220	1078	100	55	27
	51%	52%	50%	70%	70%	58%	22%	32%	41%	50%	67%	59%	57%	46%	38%	52%	47%	47%	40%
		49%	51%	ef	ef	f	13%	9%	9%	12%	31%	32%	31%	19%	18%	86%	8%	4%	2%
Send/ receive messages with pictures/ images	1183	558	624	261	299	484	138	122	116	144	354	344	363	247	228	1000	101	50	31
	48%	47%	49%	73%	65%	54%	18%	35%	44%	47%	60%	50%	53%	47%	39%	48%	48%	42%	46%
		47%	53%	def	ef	f	12%	10%	10%	12%	30%	29%	31%	21%	19%	85%	9%	4%	3%

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

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QD12 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3425	1661	1764	505	595	1160	1165	556	389	449	691	788	1059	696	881	2080	450	439	456
Effective Weighted Sample	2407	1159	1248	351	428	819	823	387	283	308	516	562	768	494	621	1847	296	311	397
Total	2475	1199	1277	358	460	900	758	344	265	310	589	683	683	531	578	2079	211	119	67
		48%	52%	14%	19%	36%	31%	14%	11%	13%	24%	28%	28%	21%	23%	84%	9%	5%	3%
Using social networking sites e.g. Facebook, Twitter, LinkedIn	1072	494	578	267	297	423	85	117	99	138	317	315	326	212	219	907	87	52	26
	43%	41%	45%	75%	64%	47%	11%	34%	37%	45%	54%	46%	48%	40%	38%	44%	41%	44%	38%
		46%	54%	25%	28%	39%	8%	11%	9%	13%	30%	29%	30%	20%	20%	85%	8%	5%	2%
Download apps or programs directly to your phone	1021	527	495	227	271	400	123	108	82	131	331	326	314	199	183	865	90	42	23
	41%	44%	39%	64%	59%	44%	16%	31%	31%	42%	56%	48%	46%	37%	32%	42%	43%	36%	35%
		b	ef	ef	ef	f		gh	gh	ghi	ghi	mn	mn	n	r	r	r	r	
		52%	48%	22%	27%	39%	12%	11%	8%	13%	32%	32%	31%	19%	18%	85%	9%	4%	2%
Use IM/ Instant Messaging (e.g. BlackBerry Messenger/ BBM, Apple iMessage, WhatsApp, Facebook Messenger)	990	459	531	254	269	376	91	102	93	116	276	301	300	190	199	844	79	43	24
	40%	38%	42%	71%	59%	42%	12%	30%	35%	37%	47%	44%	44%	36%	34%	41%	37%	37%	35%
		46%	54%	26%	27%	38%	9%	10%	9%	12%	28%	30%	30%	19%	20%	85%	8%	4%	2%
Play games	869	447	422	227	245	328	69	108	73	119	241	215	271	189	195	733	79	34	24
	35%	37%	33%	64%	53%	36%	9%	31%	28%	38%	41%	31%	40%	36%	34%	35%	37%	28%	36%
		b	def	def	ef	f		h	h	gh	gh	kn	kn		q	q	q	q	
		51%	49%	26%	28%	38%	8%	12%	8%	14%	28%	25%	31%	22%	22%	84%	9%	4%	3%

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

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QD12 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3425	1661	1764	505	595	1160	1165	556	389	449	691	788	1059	696	881	2080	450	439	456
Effective Weighted Sample	2407	1159	1248	351	428	819	823	387	283	308	516	562	768	494	621	1847	296	311	397
Total	2475	1199	1277	358	460	900	758	344	265	310	589	683	683	531	578	2079	211	119	67
		48%	52%	14%	19%	36%	31%	14%	11%	13%	24%	28%	28%	21%	23%	84%	9%	5%	3%
Record video clips using the phone	869	423	446	200	234	353	82	79	76	110	276	267	276	159	166	716	94	37	22
	35%	35%	35%	56%	51%	39%	11%	23%	29%	35%	47%	39%	40%	30%	29%	34%	45%	31%	32%
		49%	51%	23%	27%	41%	9%	9%	9%	13%	32%	31%	32%	18%	19%	82%	11%	4%	2%
Accessing/ receiving news	700	384	316	135	178	299	88	60	45	84	260	262	223	118	97	598	60	30	12
	28%	32%	25%	38%	39%	33%	12%	17%	17%	27%	44%	38%	33%	22%	17%	29%	29%	25%	18%
		b	f	ef	ef	f				gh	ghi	lmn	mn	n	r	r	r		
		55%	45%	19%	26%	43%	13%	9%	6%	12%	37%	37%	32%	17%	14%	85%	9%	4%	2%
Send/ receive video clips	672	315	358	166	195	261	51	62	64	82	197	194	228	135	115	560	64	30	18
	27%	26%	28%	47%	42%	29%	7%	18%	24%	26%	33%	28%	33%	26%	20%	27%	30%	25%	27%
		47%	53%	25%	29%	39%	8%	9%	10%	12%	29%	29%	34%	20%	17%	83%	10%	4%	3%
Watching short video clips (e.g. on YouTube, Dailymotion or Vimeo)	650	336	314	178	185	242	46	73	50	88	209	190	198	126	136	557	54	27	13
	26%	28%	25%	50%	40%	27%	6%	21%	19%	29%	35%	28%	29%	24%	24%	27%	25%	23%	19%
		52%	48%	27%	28%	37%	7%	11%	8%	14%	32%	29%	31%	19%	21%	86%	8%	4%	2%
'Check-in' and share your location on social networking sites (e.g. Facebook, Foursquare)	573	277	296	151	158	229	36	59	46	71	173	175	178	112	109	465	58	32	19
	23%	23%	23%	42%	34%	25%	5%	17%	17%	23%	29%	26%	26%	21%	19%	22%	28%	27%	28%
		48%	52%	26%	27%	40%	6%	10%	8%	12%	30%	31%	31%	20%	19%	81%	10%	6%	3%

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

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QD12 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3425	1661	1764	505	595	1160	1165	556	389	449	691	788	1059	696	881	2080	450	439	456
Effective Weighted Sample	2407	1159	1248	351	428	819	823	387	283	308	516	562	768	494	621	1847	296	311	397
Total	2475	1199	1277	358	460	900	758	344	265	310	589	683	683	531	578	2079	211	119	67
		48%	52%	14%	19%	36%	31%	14%	11%	13%	24%	28%	28%	21%	23%	84%	9%	5%	3%
Listen to music using MP3 function	569	326	243	177	148	191	54	56	40	75	175	159	184	119	109	486	49	24	11
	23%	27%	19%	49%	32%	21%	7%	16%	15%	24%	30%	23%	27%	22%	19%	23%	23%	20%	17%
		b	def	ef	f	f		gh	gh	gh	gh	n	n	n	r	r	r		
		57%	43%	31%	26%	34%	9%	10%	7%	13%	31%	28%	32%	21%	19%	85%	9%	4%	2%
Use your handset to help you shop e.g. compare prices online, read internet reviews, take photos of products	555	267	288	136	153	226	41	42	37	79	192	197	166	108	84	470	47	25	14
	22%	22%	23%	38%	33%	25%	5%	12%	14%	26%	33%	29%	24%	20%	15%	23%	22%	21%	20%
				ef	ef	f		gh	gh	gh	gh	mn	n	n					
		48%	52%	24%	28%	41%	7%	8%	7%	14%	35%	35%	30%	19%	15%	85%	8%	4%	2%
Making video calls e.g. via Facetime, Skype	447	212	235	124	136	159	28	41	37	49	136	148	154	73	72	375	43	19	10
	18%	18%	18%	35%	30%	18%	4%	12%	14%	16%	23%	22%	23%	14%	13%	18%	20%	16%	15%
				ef	ef	f		gh	gh	gh	mn	mn	mn	mn					
		47%	53%	28%	30%	36%	6%	9%	8%	11%	30%	33%	34%	16%	16%	84%	10%	4%	2%
Accessing/ receiving sports/ team news/ scores	420	307	113	105	91	176	48	23	20	50	163	140	138	80	62	354	39	17	11
	17%	26%	9%	29%	20%	20%	6%	7%	7%	16%	28%	20%	20%	15%	11%	17%	18%	14%	17%
		b	def	f	f	f		gh	gh	gh	gh	mn	mn	n					
		73%	27%	25%	22%	42%	11%	6%	5%	12%	39%	33%	33%	19%	15%	84%	9%	4%	3%

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		48%	52%	14%	19%	36%	31%	14%	11%	13%	24%	28%	28%	21%	23%	84%	9%	5%	3%
Making voice calls using a VoIP service e.g. Viber, Skype	417	204	213	99	126	160	32	46	34	50	128	139	145	58	76	364	25	17	10
	17%	17%	17%	28%	27%	18%	4%	13%	13%	16%	22%	20%	21%	11%	13%	18%	12%	15%	15%
		49%	51%	24%	30%	38%	8%	11%	8%	12%	31%	33%	35%	14%	18%	87%	6%	4%	2%
Listen to FM radio	417	238	179	92	114	164	47	45	33	55	149	120	124	94	78	376	21	12	7
	17%	20%	14%	26%	25%	18%	6%	13%	12%	18%	25%	18%	18%	18%	13%	18%	10%	10%	11%
		b	b	ef	ef	f					ghi	n	n			pqr			
		57%	43%	22%	27%	39%	11%	11%	8%	13%	36%	29%	30%	23%	19%	90%	5%	3%	2%
Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, ITV Player, 4OD, Demand 5 or Sky Go)	336	181	155	102	85	119	30	38	19	46	102	98	115	66	57	291	22	15	8
	14%	15%	12%	28%	19%	13%	4%	11%	7%	15%	17%	14%	17%	12%	10%	14%	10%	13%	11%
		b	b	def	ef	f				h	gh	n	mn						
		54%	46%	30%	25%	36%	9%	11%	6%	14%	30%	29%	34%	20%	17%	87%	6%	5%	2%
Sending a tweet on Twitter (through a text, an app, the browser, or phone's built-in feature)	324	159	165	109	93	109	13	30	21	39	120	109	107	54	54	271	28	15	10
	13%	13%	13%	31%	20%	12%	2%	9%	8%	13%	20%	16%	16%	10%	9%	13%	13%	13%	14%
				def	ef	f					ghi	mn	mn						
		49%	51%	34%	29%	34%	4%	9%	7%	12%	37%	34%	33%	17%	17%	84%	9%	5%	3%
Listen to Podcasts	193	111	82	51	44	80	18	16	9	23	66	60	70	41	22	165	10	11	7
	8%	9%	6%	14%	9%	9%	2%	5%	4%	7%	11%	9%	10%	8%	4%	8%	5%	9%	10%
		b	b	def	f	f				h	gh	n	n	n				p	p
		57%	43%	26%	23%	42%	9%	8%	5%	12%	34%	31%	36%	21%	11%	85%	5%	6%	3%

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Unweighted total	3425	1661	1764	505	595	1160	1165	556	389	449	691	788	1059	696	881	2080	450	439	456
Effective Weighted Sample	2407	1159	1248	351	428	819	823	387	283	308	516	562	768	494	621	1847	296	311	397
Total	2475	1199	1277	358	460	900	758	344	265	310	589	683	683	531	578	2079	211	119	67
		48%	52%	14%	19%	36%	31%	14%	11%	13%	24%	28%	28%	21%	23%	84%	9%	5%	3%
Watching live TV on the internet at the same time as it is broadcast	185	110	75	52	49	73	11	17	9	21	63	55	52	44	34	162	13	4	5
	7%	9%	6%	15%	11%	8%	1%	5%	3%	7%	11%	8%	8%	8%	6%	8%	6%	4%	7%
		b		ef	f	f				h	gh					q			q
		60%	40%	28%	26%	40%	6%	9%	5%	12%	34%	30%	28%	24%	18%	88%	7%	2%	3%
Watching other free professional TV programmes or video channels online (e.g. via official YouTube channels such as Channel 4 or Jamie Oliver's Foodtube) or on other sites (e.g. South Park Studios)	170	89	81	56	44	58	12	19	12	19	49	49	55	30	36	149	9	6	5
	7%	7%	6%	16%	10%	6%	2%	5%	4%	6%	8%	7%	8%	6%	6%	7%	4%	5%	7%
			def	ef	f					h									
		52%	48%	33%	26%	34%	7%	11%	7%	11%	29%	29%	33%	17%	21%	88%	5%	4%	3%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QD12 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3425	1661	1764	505	595	1160	1165	556	389	449	691	788	1059	696	881	2080	450	439	456
Effective Weighted Sample	2407	1159	1248	351	428	819	823	387	283	308	516	562	768	494	621	1847	296	311	397
Total	2475	1199	1277	358	460	900	758	344	265	310	589	683	683	531	578	2079	211	119	67
		48%	52%	14%	19%	36%	31%	14%	11%	13%	24%	28%	28%	21%	23%	84%	9%	5%	3%
Watching purchased TV programmes/ films online or downloads either via 'pay per view' services (e.g. iTunes, Google Play, Blinkbox) or via a 'standalone' subscription service (e.g. Netflix, Amazon Prime Instant)	156	85	70	56	37	54	9	24	11	19	41	39	48	35	33	136	10	5	5
	6%	7%	6%	16%	8%	6%	1%	7%	4%	6%	7%	6%	7%	7%	6%	7%	5%	4%	7%
		55%	45%	36%	24%	35%	6%	15%	7%	12%	26%	25%	31%	23%	21%	87%	6%	3%	3%
Other	42	19	24	2	7	17	17	9	9	4	8	10	15	9	8	33	4	3	2
	2%	2%	2%	1%	1%	2%	2%	3%	3%	1%	1%	2%	2%	2%	1%	2%	2%	3%	3%
		44%	56%	4%	15%	40%	40%	21%	21%	9%	18%	25%	35%	21%	20%	78%	10%	7%	5%
WEB/ DATA ACCESS	1641	803	838	325	399	683	234	170	145	211	476	490	491	336	324	1383	137	77	44
	66%	67%	66%	91%	87%	76%	31%	49%	55%	68%	81%	72%	72%	63%	56%	67%	65%	65%	66%
		49%	51%	20%	24%	42%	14%	10%	9%	13%	29%	30%	30%	20%	20%	84%	8%	5%	3%
LISTEN TO AUDIO CONTENT	783	432	351	209	205	293	76	73	59	103	250	235	241	161	146	682	57	29	16
	32%	36%	28%	58%	45%	33%	10%	21%	22%	33%	42%	34%	35%	30%	25%	33%	27%	25%	23%
		55%	45%	27%	26%	37%	10%	9%	8%	13%	32%	30%	31%	21%	19%	87%	7%	4%	2%

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Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3425	1661	1764	505	595	1160	1165	556	389	449	691	788	1059	696	881	2080	450	439	456
Effective Weighted Sample	2407	1159	1248	351	428	819	823	387	283	308	516	562	768	494	621	1847	296	311	397
Total	2475	1199	1277	358	460	900	758	344	265	310	589	683	683	531	578	2079	211	119	67
		48%	52%	14%	19%	36%	31%	14%	11%	13%	24%	28%	28%	21%	23%	84%	9%	5%	3%
WATCHING AV CONTENT	781	409	372	211	209	299	62	91	59	104	249	232	245	149	155	671	64	30	15
	32%	34%	29%	59%	45%	33%	8%	26%	22%	34%	42%	34%	36%	28%	27%	32%	30%	26%	23%
		b	def	ef	f			gh	ghi	mn	mn	mn	mn	qr	qr	r			
		52%	48%	27%	27%	38%	8%	12%	8%	13%	32%	30%	31%	19%	20%	86%	8%	4%	2%
None of these	187	99	88	4	8	24	152	48	29	21	20	42	40	50	56	160	16	6	6
	8%	8%	7%	1%	2%	3%	20%	14%	11%	7%	3%	6%	6%	9%	10%	8%	7%	5%	9%
							cde	ij	j	j				l	kl				q
		53%	47%	2%	4%	13%	81%	25%	15%	11%	11%	22%	21%	27%	30%	86%	8%	3%	3%
Don't know	2	-	2	-	-	1	*	-	-	-	-	*	-	-	1	1	-	*	-
	*%	-%	*%	-%	-%	*%	*%	-%	-%	-%	-%	*%	-%	-%	*%	*%	-%	*%	-%
		-%	100%	-%	-%	77%	23%	-%	-%	-%	-%	23%	-%	-%	77%	77%	-%	23%	-%

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QD12 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

	Total	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	3425	237	240	235	225	230	230	221	233	229	2479	946	1926	1493	1703	1722	
Effective Weighted Sample	2407	229	226	227	216	220	222	213	223	219	2000	433	1356	1084	1149	1258	
Total	2475	311	349	223	176	216	230	199	106	267	2134	341	1524	948	1167	1309	
		13%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	62%	38%	47%	53%	
Send/ receive text messages (SMS)	2194	274	300	205	148	198	207	172	90	240	1901	293	1437	753	1031	1164	
	89%	88%	86%	92%	84%	92%	90%	86%	85%	90%	89%	86%	94%	79%	88%	89%	
				dh		dh							m				
		13%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	65%	34%	47%	53%	
Take photos	1662	225	242	168	107	102	163	142	70	180	1444	217	1166	493	787	875	
	67%	72%	69%	75%	61%	47%	71%	71%	66%	67%	68%	64%	77%	52%	67%	67%	
		de	e	deh	e		de	de	e	e			m				
		14%	15%	10%	6%	6%	10%	9%	4%	11%	87%	13%	70%	30%	47%	53%	
General browsing/ surfing the internet	1395	210	174	133	87	117	140	110	60	149	1222	173	1027	365	643	752	
	56%	67%	50%	59%	50%	54%	61%	55%	57%	56%	57%	51%	67%	38%	55%	57%	
		bdeghi		bd			bd				k		m				
		15%	12%	10%	6%	8%	10%	8%	4%	11%	88%	12%	74%	26%	46%	54%	
Send/ receive emails (not SMS)	1259	206	172	122	73	104	120	89	46	146	1104	156	922	334	570	689	
	51%	66%	49%	54%	42%	48%	52%	44%	43%	54%	52%	46%	61%	35%	49%	53%	
		bcdefghi		dgh			d			dgh	k		m				
		16%	14%	10%	6%	8%	10%	7%	4%	12%	88%	12%	73%	27%	45%	55%	
Send/ receive messages with pictures/ images	1183	178	129	117	77	98	113	105	51	132	1033	149	868	312	545	638	
	48%	57%	37%	52%	44%	45%	49%	53%	48%	49%	48%	44%	57%	33%	47%	49%	
		bde		b			b	b	b	b			m				
		15%	11%	10%	7%	8%	10%	9%	4%	11%	87%	13%	73%	26%	46%	54%	

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

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QD12 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3425	237	240	235	225	230	230	221	233	229	2479	946	1926	1493	1703	1722
Effective Weighted Sample	2407	229	226	227	216	220	222	213	223	219	2000	433	1356	1084	1149	1258
Total	2475	311	349	223	176	216	230	199	106	267	2134	341	1524	948	1167	1309
		13%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	62%	38%	47%	53%
Using social networking sites e.g. Facebook, Twitter, LinkedIn	1072	149	135	111	72	69	114	84	51	123	945	127	794	275	470	602
	43%	48%	39%	50%	41%	32%	49%	42%	48%	46%	44%	37%	52%	29%	40%	46%
		be		be	e		be	e	be	e	k		m		n	
		14%	13%	10%	7%	6%	11%	8%	5%	12%	88%	12%	74%	26%	44%	56%
Download apps or programs directly to your phone	1021	152	90	119	76	74	93	92	43	126	903	118	741	278	479	542
	41%	49%	26%	53%	43%	34%	40%	46%	40%	47%	42%	35%	49%	29%	41%	41%
		be		bdefh	b	b	b	be	b	be	k		m			
		15%	9%	12%	7%	7%	9%	9%	4%	12%	88%	12%	73%	27%	47%	53%
Use IM/ Instant Messaging (e.g. BlackBerry Messenger/ BBM, Apple iMessage, WhatsApp, Facebook Messenger)	990	168	105	100	61	82	103	76	40	108	884	106	728	260	415	575
	40%	54%	30%	45%	35%	38%	45%	38%	37%	40%	41%	31%	48%	27%	36%	44%
		bcdgghi		bd			bd		b		k		m		n	
		17%	11%	10%	6%	8%	10%	8%	4%	11%	89%	11%	74%	26%	42%	58%
Play games	869	122	107	90	55	66	84	81	37	90	765	104	612	255	387	482
	35%	39%	31%	40%	31%	30%	37%	41%	35%	34%	36%	31%	40%	27%	33%	37%
		e		bde			bde				k		m			
		14%	12%	10%	6%	8%	10%	9%	4%	10%	88%	12%	70%	29%	45%	55%

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	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3425	237	240	235	225	230	230	221	233	229	2479	946	1926	1493	1703	1722
Effective Weighted Sample	2407	229	226	227	216	220	222	213	223	219	2000	433	1356	1084	1149	1258
Total	2475	311	349	223	176	216	230	199	106	267	2134	341	1524	948	1167	1309
		13%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	62%	38%	47%	53%
Record video clips using the phone	869	120	81	95	65	54	88	76	35	101	763	106	645	222	395	474
	35%	38%	23%	43%	37%	25%	38%	38%	33%	38%	36%	31%	42%	23%	34%	36%
		be		beh	be		be	be	b	be			m			
		14%	9%	11%	7%	6%	10%	9%	4%	12%	88%	12%	74%	25%	45%	55%
Accessing/ receiving news	700	108	94	88	45	42	66	46	30	79	602	97	536	161	366	333
	28%	35%	27%	39%	26%	19%	29%	23%	29%	30%	28%	29%	35%	17%	31%	25%
		deg		bdefghi			e		e	e			m		o	
		15%	13%	13%	6%	6%	9%	7%	4%	11%	86%	14%	77%	23%	52%	48%
Send/ receive video clips	672	127	50	59	42	64	63	60	25	69	588	85	488	184	281	391
	27%	41%	14%	27%	24%	30%	27%	30%	24%	26%	28%	25%	32%	19%	24%	30%
		bcdefghi		b	b	b	b	b	b	b			m		n	
		19%	7%	9%	6%	10%	9%	9%	4%	10%	87%	13%	73%	27%	42%	58%
Watching short video clips (e.g. on YouTube, Dailymotion or Vimeo)	650	89	63	75	52	40	71	53	36	79	571	79	485	163	302	348
	26%	29%	18%	34%	29%	18%	31%	26%	34%	30%	27%	23%	32%	17%	26%	27%
		be		be	be		be	be	be	be			m			
		14%	10%	12%	8%	6%	11%	8%	5%	12%	88%	12%	75%	25%	46%	54%

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

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Base : Those who personally use a mobile phone

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3425	237	240	235	225	230	230	221	233	229	2479	946	1926	1493	1703	1722
Effective Weighted Sample	2407	229	226	227	216	220	222	213	223	219	2000	433	1356	1084	1149	1258
Total	2475	311	349	223	176	216	230	199	106	267	2134	341	1524	948	1167	1309
		13%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	62%	38%	47%	53%
'Check-in' and share your location on social networking sites (e.g. Facebook, Foursquare)	573	100	56	55	37	46	54	41	22	52	499	74	434	137	242	332
	23%	32%	16%	25%	21%	21%	24%	21%	20%	19%	23%	22%	28%	14%	21%	25%
		bdefghi		b									m		n	
		18%	10%	10%	6%	8%	9%	7%	4%	9%	87%	13%	76%	24%	42%	58%
Listen to music using MP3 function	569	51	68	70	54	40	54	59	29	60	502	67	404	163	263	307
	23%	16%	20%	31%	31%	18%	24%	29%	28%	23%	24%	20%	27%	17%	23%	23%
				abe	abe			abe	abe				m			
		9%	12%	12%	9%	7%	10%	10%	5%	11%	88%	12%	71%	29%	46%	54%
Use your handset to help you shop e.g. compare prices online, read internet reviews, take photos of products	555	76	50	70	38	29	62	48	27	69	480	75	436	117	264	291
	22%	24%	14%	31%	22%	14%	27%	24%	26%	26%	22%	22%	29%	12%	23%	22%
		be		bde	be		be	be	be	be			m			
		14%	9%	13%	7%	5%	11%	9%	5%	13%	86%	14%	79%	21%	48%	52%
Making video calls e.g. via Facetime, Skype	447	104	43	48	22	30	47	27	17	37	394	53	336	109	183	264
	18%	34%	12%	21%	12%	14%	20%	14%	16%	14%	18%	16%	22%	11%	16%	20%
		bcdefghi		bdegi			bd						m		n	
		23%	10%	11%	5%	7%	10%	6%	4%	8%	88%	12%	75%	24%	41%	59%

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QD12 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	3425	237	240	235	225	230	230	221	233	229	2479	946	1926	1493	1703	1722
Effective Weighted Sample	2407	229	226	227	216	220	222	213	223	219	2000	433	1356	1084	1149	1258
Total	2475	311	349	223	176	216	230	199	106	267	2134	341	1524	948	1167	1309
		13%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	62%	38%	47%	53%
Accessing/ receiving sports/ team news/ scores	420	58	53	39	33	29	40	30	24	49	353	67	328	90	222	198
	17%	19%	15%	18%	19%	13%	18%	15%	23%	18%	17%	20%	22%	9%	19%	15%
		14%	12%	9%	8%	7%	10%	7%	6%	12%	84%	16%	78%	21%	53%	47%
Making voice calls using a VoIP service e.g. Viber, Skype	417	107	60	33	20	28	42	28	13	34	367	50	296	119	175	243
	17%	34%	17%	15%	12%	13%	18%	14%	12%	13%	17%	15%	19%	13%	15%	19%
		bcdefghi							beg				m	o	n	
		26%	14%	8%	5%	7%	10%	7%	3%	8%	88%	12%	71%	28%	42%	58%
Listen to FM radio	417	56	79	47	33	30	39	38	17	37	366	50	297	119	204	212
	17%	18%	23%	21%	19%	14%	17%	19%	16%	14%	17%	15%	20%	13%	18%	16%
		13%	19%	11%	8%	7%	9%	9%	4%	9%	88%	12%	71%	29%	49%	51%
Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, ITV Player, 4OD, Demand 5 or Sky Go)	336	43	34	38	33	26	37	26	17	36	294	42	249	85	141	195
	14%	14%	10%	17%	19%	12%	16%	13%	16%	14%	14%	12%	16%	9%	12%	15%
		13%	10%	11%	10%	8%	11%	8%	5%	11%	87%	13%	74%	25%	42%	58%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 42

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QD12 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3425	237	240	235	225	230	230	221	233	229	2479	946	1926	1493	1703	1722
Effective Weighted Sample	2407	229	226	227	216	220	222	213	223	219	2000	433	1356	1084	1149	1258
Total	2475	311	349	223	176	216	230	199	106	267	2134	341	1524	948	1167	1309
		13%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	62%	38%	47%	53%
Sending a tweet on Twitter (through a text, an app, the browser, or phone's built-in feature)	324	52	37	34	23	13	43	21	13	36	283	41	239	84	146	178
	13%	17%	11%	15%	13%	6%	19%	10%	12%	13%	13%	12%	16%	9%	12%	14%
		e	e	e	e	beg	e	e	e	e	m	m	m	m	m	m
		16%	11%	10%	7%	4%	13%	6%	4%	11%	87%	13%	74%	26%	45%	55%
Listen to Podcasts	193	23	30	28	14	19	21	10	7	13	154	39	135	55	95	98
	8%	7%	9%	12%	8%	9%	9%	5%	6%	5%	7%	11%	9%	6%	8%	7%
			ghi	ghi	ghi	ghi	ghi	ghi	ghi	ghi	j	j	m	m	m	m
		12%	16%	14%	7%	10%	11%	5%	3%	7%	80%	20%	70%	29%	49%	51%
Watching live TV on the internet at the same time as it is broadcast	185	32	18	21	16	13	20	17	9	18	161	23	142	40	79	105
	7%	10%	5%	9%	9%	6%	9%	8%	8%	7%	8%	7%	9%	4%	7%	8%
		b	b	b	b	b	b	b	b	b	m	m	m	m	m	m
		17%	10%	11%	9%	7%	11%	9%	5%	10%	87%	13%	77%	22%	43%	57%

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QD12 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	3425	237	240	235	225	230	230	221	233	229	2479	946	1926	1493	1703	1722
Effective Weighted Sample	2407	229	226	227	216	220	222	213	223	219	2000	433	1356	1084	1149	1258
Total	2475	311	349	223	176	216	230	199	106	267	2134	341	1524	948	1167	1309
		13%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	62%	38%	47%	53%
Watching other free professional TV programmes or video channels online (e.g. via official YouTube channels such as Channel 4 or Jamie Oliver's Foodtube) or on other sites (e.g. South Park Studios)	170	31	18	19	13	16	14	14	10	15	149	20	120	47	70	100
	7%	10%	5%	9%	7%	7%	6%	7%	9%	6%	7%	6%	8%	5%	6%	8%
		b											m			
		18%	10%	11%	8%	9%	8%	8%	6%	9%	88%	12%	71%	28%	41%	59%
Watching purchased TV programmes/ films online or downloads either via 'pay per view' services (e.g. iTunes, Google Play, Blinkbox) or via a 'standalone' subscription service (e.g. Netflix, Amazon Prime Instant)	156	22	23	13	17	11	17	12	8	13	135	21	108	45	62	94
	6%	7%	7%	6%	10%	5%	7%	6%	8%	5%	6%	6%	7%	5%	5%	7%
													m			
		14%	15%	8%	11%	7%	11%	8%	5%	8%	87%	13%	69%	29%	40%	60%

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

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QD12 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

	Total	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	3425	237	240	235	225	230	230	221	233	229	2479	946	1926	1493	1703	1722	
Effective Weighted Sample	2407	229	226	227	216	220	222	213	223	219	2000	433	1356	1084	1149	1258	
Total	2475	311	349	223	176	216	230	199	106	267	2134	341	1524	948	1167	1309	
		13%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	62%	38%	47%	53%	
Other	42	3	7	5	5	5	4	1	-	3	36	6	24	19	15	27	
	2%	1%	2%	2%	3%	2%	2%	1%	-%	1%	2%	2%	2%	2%	1%	2%	
			h	h	h	h	h	h									
		7%	18%	12%	11%	11%	9%	4%	-%	7%	85%	15%	56%	44%	36%	64%	
WEB/ DATA ACCESS	1641	236	221	154	108	134	159	126	69	175	1439	203	1198	440	755	886	
	66%	76%	63%	69%	61%	62%	69%	63%	65%	65%	67%	59%	79%	46%	65%	68%	
		bdeghi									k		m				
		14%	13%	9%	7%	8%	10%	8%	4%	11%	88%	12%	73%	27%	46%	54%	
LISTEN TO AUDIO CONTENT	783	89	121	91	62	59	77	68	35	80	693	90	567	214	363	421	
	32%	29%	35%	41%	35%	27%	33%	34%	33%	30%	32%	26%	37%	23%	31%	32%	
			aei								k		m				
		11%	15%	12%	8%	7%	10%	9%	4%	10%	89%	11%	72%	27%	46%	54%	
WATCHING AV CONTENT	781	116	75	90	62	51	84	66	38	90	688	93	579	199	342	439	
	32%	37%	21%	40%	35%	23%	36%	33%	36%	34%	32%	27%	38%	21%	29%	34%	
		be	be	be	be	be	be	be	be	be	k		m		n		
		15%	10%	12%	8%	6%	11%	8%	5%	11%	88%	12%	74%	25%	44%	56%	
None of these	187	27	32	14	21	9	15	13	11	18	156	31	39	149	95	92	
	8%	9%	9%	6%	12%	4%	7%	7%	10%	7%	7%	9%	3%	16%	8%	7%	
			e		ce				e				l				
		14%	17%	7%	11%	5%	8%	7%	6%	10%	83%	17%	21%	79%	51%	49%	
Don't know	2	-	-	-	-	-	-	1	-	-	*	1	1	*	2	-	
	*%	-%	-%	-%	-%	-%	-%	1%	-%	-%	*%	*%	*%	*%	*%	-%	
		-%	-%	-%	-%	-%	-%	77%	-%	-%	23%	77%	77%	23%	100%	-%	

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QD12 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Send/ receive text messages (SMS)	2194	1053	1141	342	433	854	565	275	227	270	560	620	620	453	502	1835	192	109	57
	82%	81%	83%	94%	93%	93%	61%	67%	78%	83%	94%	87%	86%	78%	76%	82%	83%	83%	78%
		48%	52%	16%	20%	39%	26%	13%	10%	12%	26%	28%	28%	21%	23%	84%	9%	5%	3%
Take photos	1662	800	862	308	374	670	310	183	148	208	478	486	490	348	337	1398	147	78	38
	62%	62%	63%	84%	80%	73%	33%	44%	51%	64%	80%	68%	68%	60%	51%	63%	63%	59%	51%
		48%	52%	ef	ef	f	19%	11%	9%	13%	29%	29%	29%	21%	20%	84%	9%	5%	2%
General browsing/ surfing the internet	1395	689	706	294	347	584	170	133	125	172	421	431	419	279	265	1181	119	58	36
	52%	53%	51%	80%	74%	64%	18%	32%	43%	53%	71%	61%	58%	48%	40%	53%	51%	44%	49%
		49%	51%	def	ef	f	12%	10%	9%	12%	30%	31%	30%	20%	19%	85%	9%	4%	3%
Send/ receive emails (not SMS)	1259	620	640	251	324	519	166	110	108	154	396	404	392	243	220	1078	100	55	27
	47%	48%	47%	69%	69%	57%	18%	27%	37%	47%	66%	57%	54%	42%	33%	48%	43%	42%	36%
		49%	51%	ef	ef	f	13%	9%	9%	12%	31%	32%	31%	19%	18%	86%	8%	4%	2%
Send/ receive messages with pictures/ images	1183	558	624	261	299	484	138	122	116	144	354	344	363	247	228	1000	101	50	31
	44%	43%	45%	72%	64%	53%	15%	30%	40%	44%	59%	48%	50%	43%	34%	45%	43%	38%	42%
		47%	53%	def	ef	f	12%	10%	10%	12%	30%	29%	31%	21%	19%	85%	9%	4%	3%

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

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QD12 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Using social networking sites e.g. Facebook, Twitter, LinkedIn	1072	494	578	267	297	423	85	117	99	138	317	315	326	212	219	907	87	52	26
	40%	38%	42%	73%	63%	46%	9%	28%	34%	43%	53%	44%	45%	36%	33%	41%	37%	39%	35%
		46%	54%	25%	28%	39%	8%	11%	9%	13%	30%	29%	30%	20%	20%	85%	8%	5%	2%
Download apps or programs directly to your phone	1021	527	495	227	271	400	123	108	82	131	331	326	314	199	183	865	90	42	23
	38%	41%	36%	62%	58%	44%	13%	26%	28%	40%	56%	46%	44%	34%	28%	39%	39%	32%	32%
		52%	48%	22%	27%	39%	12%	11%	8%	13%	32%	32%	31%	19%	18%	85%	9%	4%	2%
Use IM/ Instant Messaging (e.g. BlackBerry Messenger/ BBM, Apple iMessage, WhatsApp, Facebook Messenger)	990	459	531	254	269	376	91	102	93	116	276	301	300	190	199	844	79	43	24
	37%	35%	39%	69%	58%	41%	10%	25%	32%	36%	46%	42%	42%	33%	30%	38%	34%	33%	32%
		46%	54%	26%	27%	38%	9%	10%	9%	12%	28%	30%	30%	19%	20%	85%	8%	4%	2%
Play games	869	447	422	227	245	328	69	108	73	119	241	215	271	189	195	733	79	34	24
	33%	34%	31%	62%	52%	36%	7%	26%	25%	37%	41%	30%	38%	33%	29%	33%	34%	25%	33%
		51%	49%	26%	28%	38%	8%	12%	8%	14%	28%	25%	31%	22%	22%	84%	9%	4%	3%

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

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		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
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Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Record video clips using the phone	869	423	446	200	234	353	82	79	76	110	276	267	276	159	166	716	94	37	22
	32%	33%	32%	55%	50%	39%	9%	19%	26%	34%	46%	38%	38%	27%	25%	32%	40%	28%	29%
		49%	51%	ef	ef	f		g	gh	ghi	mn	mn	n			oqr			
		49%	51%	23%	27%	41%	9%	9%	9%	13%	32%	31%	32%	18%	19%	82%	11%	4%	2%
Accessing/ receiving news	700	384	316	135	178	299	88	60	45	84	260	262	223	118	97	598	60	30	12
	26%	30%	23%	37%	38%	33%	9%	15%	16%	26%	44%	37%	31%	20%	15%	27%	26%	22%	16%
		b		f	ef	f		gh	ghi	lmn	mn	n				r	r	r	
		55%	45%	19%	26%	43%	13%	9%	6%	12%	37%	37%	32%	17%	14%	85%	9%	4%	2%
Send/ receive video clips	672	315	358	166	195	261	51	62	64	82	197	194	228	135	115	560	64	30	18
	25%	24%	26%	46%	42%	28%	5%	15%	22%	25%	33%	27%	32%	23%	17%	25%	27%	23%	25%
		47%	53%	ef	ef	f		g	gh	ghi	n	mn	n						
		47%	53%	25%	29%	39%	8%	9%	10%	12%	29%	29%	34%	20%	17%	83%	10%	4%	3%
Watching short video clips (e.g. on YouTube, Dailymotion or Vimeo)	650	336	314	178	185	242	46	73	50	88	209	190	198	126	136	557	54	27	13
	24%	26%	23%	49%	39%	26%	5%	18%	17%	27%	35%	27%	28%	22%	21%	25%	23%	20%	17%
		52%	48%	def	ef	f		gh	ghi	n	mn	n	mn			r	r		
		52%	48%	27%	28%	37%	7%	11%	8%	14%	32%	29%	31%	19%	21%	86%	8%	4%	2%
'Check-in' and share your location on social networking sites (e.g. Facebook, Foursquare)	573	277	296	151	158	229	36	59	46	71	173	175	178	112	109	465	58	32	19
	21%	21%	22%	41%	34%	25%	4%	14%	16%	22%	29%	25%	25%	19%	16%	21%	25%	24%	26%
		48%	52%	def	ef	f		g	gh	ghi	mn	mn	mn						
		48%	52%	26%	27%	40%	6%	10%	8%	12%	30%	31%	31%	20%	19%	81%	10%	6%	3%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QD12 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Listen to music using MP3 function	569	326	243	177	148	191	54	56	40	75	175	159	184	119	109	486	49	24	11
	21%	25%	18%	48%	32%	21%	6%	13%	14%	23%	29%	22%	26%	20%	16%	22%	21%	18%	15%
		b	def	ef	f	f		gh	ghi	ghi	ghi	n	mn	mn	r	r	r		
		57%	43%	31%	26%	34%	9%	10%	7%	13%	31%	28%	32%	21%	19%	85%	9%	4%	2%
Use your handset to help you shop e.g. compare prices online, read internet reviews, take photos of products	555	267	288	136	153	226	41	42	37	79	192	197	166	108	84	470	47	25	14
	21%	20%	21%	37%	33%	25%	4%	10%	13%	24%	32%	28%	23%	19%	13%	21%	20%	19%	18%
				ef	ef	f				gh	ghi	mn	n	n					
		48%	52%	24%	28%	41%	7%	8%	7%	14%	35%	35%	30%	19%	15%	85%	8%	4%	2%
Making video calls e.g. via Facetime, Skype	447	212	235	124	136	159	28	41	37	49	136	148	154	73	72	375	43	19	10
	17%	16%	17%	34%	29%	17%	3%	10%	13%	15%	23%	21%	21%	13%	11%	17%	18%	15%	14%
				ef	ef	f				g	ghi	mn	mn						
		47%	53%	28%	30%	36%	6%	9%	8%	11%	30%	33%	34%	16%	16%	84%	10%	4%	2%
Accessing/ receiving sports/ team news/ scores	420	307	113	105	91	176	48	23	20	50	163	140	138	80	62	354	39	17	11
	16%	24%	8%	29%	19%	19%	5%	6%	7%	15%	27%	20%	19%	14%	9%	16%	17%	13%	15%
		b	def	f	f	f				gh	ghi	mn	mn	n					
		73%	27%	25%	22%	42%	11%	6%	5%	12%	39%	33%	33%	19%	15%	84%	9%	4%	3%

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

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QD12 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Making voice calls using a VoIP service e.g. Viber, Skype	417	204	213	99	126	160	32	46	34	50	128	139	145	58	76	364	25	17	10
	16%	16%	16%	27%	27%	17%	3%	11%	12%	15%	21%	19%	20%	10%	11%	16%	11%	13%	14%
		49%	51%	24%	30%	38%	8%	11%	8%	12%	31%	33%	35%	14%	18%	87%	6%	4%	2%
Listen to FM radio	417	238	179	92	114	164	47	45	33	55	149	120	124	94	78	376	21	12	7
	16%	18%	13%	25%	24%	18%	5%	11%	11%	17%	25%	17%	17%	16%	12%	17%	9%	9%	10%
		b		ef	ef	f				gh	ghi	n	n	n		pqr			
		57%	43%	22%	27%	39%	11%	11%	8%	13%	36%	29%	30%	23%	19%	90%	5%	3%	2%
Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, ITV Player, 4OD, Demand 5 or Sky Go)	336	181	155	102	85	119	30	38	19	46	102	98	115	66	57	291	22	15	8
	13%	14%	11%	28%	18%	13%	3%	9%	6%	14%	17%	14%	16%	11%	9%	13%	9%	12%	10%
		b		def	ef	f				gh	gh	n	mn						
		54%	46%	30%	25%	36%	9%	11%	6%	14%	30%	29%	34%	20%	17%	87%	6%	5%	2%
Sending a tweet on Twitter (through a text, an app, the browser, or phone's built-in feature)	324	159	165	109	93	109	13	30	21	39	120	109	107	54	54	271	28	15	10
	12%	12%	12%	30%	20%	12%	1%	7%	7%	12%	20%	15%	15%	9%	8%	12%	12%	11%	13%
				def	ef	f				gh	ghi	mn	mn						
		49%	51%	34%	29%	34%	4%	9%	7%	12%	37%	34%	33%	17%	17%	84%	9%	5%	3%
Listen to Podcasts	193	111	82	51	44	80	18	16	9	23	66	60	70	41	22	165	10	11	7
	7%	9%	6%	14%	9%	9%	2%	4%	3%	7%	11%	8%	10%	7%	3%	7%	4%	9%	9%
		b		def	f	f				gh	gh	n	n	n				p	p
		57%	43%	26%	23%	42%	9%	8%	5%	12%	34%	31%	36%	21%	11%	85%	5%	6%	3%

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QD12 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
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Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Watching live TV on the internet at the same time as it is broadcast	185	110	75	52	49	73	11	17	9	21	63	55	52	44	34	162	13	4	5
	7%	8%	5%	14%	10%	8%	1%	4%	3%	7%	11%	8%	7%	8%	5%	7%	6%	3%	7%
		b		ef	f	f				h	ghi					q			q
		60%	40%	28%	26%	40%	6%	9%	5%	12%	34%	30%	28%	24%	18%	88%	7%	2%	3%
Watching other free professional TV programmes or video channels online (e.g. via official YouTube channels such as Channel 4 or Jamie Oliver's Foodtube) or on other sites (e.g. South Park Studios)	170	89	81	56	44	58	12	19	12	19	49	49	55	30	36	149	9	6	5
	6%	7%	6%	15%	9%	6%	1%	5%	4%	6%	8%	7%	8%	5%	5%	7%	4%	5%	7%
				def	ef	f					gh								
		52%	48%	33%	26%	34%	7%	11%	7%	11%	29%	29%	33%	17%	21%	88%	5%	4%	3%

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

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Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
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Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Watching purchased TV programmes/ films online or downloads either via 'pay per view' services (e.g. iTunes, Google Play, Blinkbox) or via a 'standalone' subscription service (e.g. Netflix, Amazon Prime Instant)	156	85	70	56	37	54	9	24	11	19	41	39	48	35	33	136	10	5	5
	6%	7%	5%	15%	8%	6%	1%	6%	4%	6%	7%	5%	7%	6%	5%	6%	4%	4%	6%
		55%	45%	36%	24%	35%	6%	15%	7%	12%	26%	25%	31%	23%	21%	87%	6%	3%	3%
Other	42	19	24	2	7	17	17	9	9	4	8	10	15	9	8	33	4	3	2
	2%	1%	2%	*%	1%	2%	2%	2%	3%	1%	1%	1%	2%	2%	1%	1%	2%	2%	3%
		44%	56%	4%	15%	40%	40%	21%	21%	9%	18%	25%	35%	21%	20%	78%	10%	7%	5%
WEB/ DATA ACCESS	1641	803	838	325	399	683	234	170	145	211	476	490	491	336	324	1383	137	77	44
	61%	62%	61%	89%	85%	75%	25%	41%	50%	65%	80%	69%	68%	58%	49%	62%	59%	59%	60%
		49%	51%	20%	24%	42%	14%	10%	9%	13%	29%	30%	30%	20%	20%	84%	8%	5%	3%
LISTEN TO AUDIO CONTENT	783	432	351	209	205	293	76	73	59	103	250	235	241	161	146	682	57	29	16
	29%	33%	26%	57%	44%	32%	8%	18%	20%	32%	42%	33%	34%	28%	22%	30%	24%	22%	21%
		55%	45%	27%	26%	37%	10%	9%	8%	13%	32%	30%	31%	21%	19%	87%	7%	4%	2%

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QD12 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
WATCHING AV CONTENT	781	409	372	211	209	299	62	91	59	104	249	232	245	149	155	671	64	30	15
	29%	31%	27%	58%	45%	33%	7%	22%	20%	32%	42%	33%	34%	26%	23%	30%	27%	23%	21%
		b	def	ef	f			gh	ghi	mn	mn	mn	mn	qr	qr	qr	r		
		52%	48%	27%	27%	38%	8%	12%	8%	13%	32%	30%	31%	19%	20%	86%	8%	4%	2%
None of these	187	99	88	4	8	24	152	48	29	21	20	42	40	50	56	160	16	6	6
	7%	8%	6%	1%	2%	3%	16%	12%	10%	6%	3%	6%	6%	9%	8%	7%	7%	4%	8%
							cde	ij	j	j			l	l	q				q
		53%	47%	2%	4%	13%	81%	25%	15%	11%	11%	22%	21%	27%	30%	86%	8%	3%	3%
Don't know	2	-	2	-	-	1	*	-	-	-	-	*	-	-	1	1	-	*	-
	*%	-%	*%	-%	-%	*%	*%	-%	-%	-%	-%	*%	-%	-%	*%	*%	-%	*%	-%
		-%	100%	-%	-%	77%	23%	-%	-%	-%	-%	23%	-%	-%	77%	77%	-%	23%	-%

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QD12 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
Send/ receive text messages (SMS)	2194	274	300	205	148	198	207	172	90	240	1901	293	1437	753	1031	1164
	82%	84%	81%	88%	78%	86%	83%	77%	80%	80%	82%	80%	93%	67%	82%	82%
		g		bdghi		dg							m			
		13%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	65%	34%	47%	53%
Take photos	1662	225	242	168	107	102	163	142	70	180	1444	217	1166	493	787	875
	62%	69%	65%	72%	57%	44%	66%	63%	62%	60%	63%	59%	75%	44%	63%	62%
		de	e	dehi	e		de	e	e	e			m			
		14%	15%	10%	6%	6%	10%	9%	4%	11%	87%	13%	70%	30%	47%	53%
General browsing/ surfing the internet	1395	210	174	133	87	117	140	110	60	149	1222	173	1027	365	643	752
	52%	64%	47%	57%	46%	51%	56%	49%	53%	50%	53%	47%	66%	33%	51%	53%
		bdeg	hi	bd			bd				k		m			
		15%	12%	10%	6%	8%	10%	8%	4%	11%	88%	12%	74%	26%	46%	54%
Send/ receive emails (not SMS)	1259	206	172	122	73	104	120	89	46	146	1104	156	922	334	570	689
	47%	63%	46%	52%	39%	45%	48%	40%	40%	49%	48%	42%	59%	30%	45%	49%
		bcdefghi		dgh			d			dg	k		m			
		16%	14%	10%	6%	8%	10%	7%	4%	12%	88%	12%	73%	27%	45%	55%
Send/ receive messages with pictures/ images	1183	178	129	117	77	98	113	105	51	132	1033	149	868	312	545	638
	44%	54%	35%	50%	41%	42%	45%	47%	45%	44%	45%	41%	56%	28%	43%	45%
		bdefhi		bd			b	b	b	b			m			
		15%	11%	10%	7%	8%	10%	9%	4%	11%	87%	13%	73%	26%	46%	54%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QD12 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
Using social networking sites e.g. Facebook, Twitter, LinkedIn	1072	149	135	111	72	69	114	84	51	123	945	127	794	275	470	602
	40%	46%	36%	47%	38%	30%	46%	37%	45%	41%	41%	35%	51%	25%	37%	43%
		be		bdeg			be		e	e	k		m		n	
		14%	13%	10%	7%	6%	11%	8%	5%	12%	88%	12%	74%	26%	44%	56%
Download apps or programs directly to your phone	1021	152	90	119	76	74	93	92	43	126	903	118	741	278	479	542
	38%	46%	24%	51%	40%	32%	37%	41%	38%	42%	39%	32%	48%	25%	38%	38%
		befh		bdefgh	b		b	be	b	be	k		m			
		15%	9%	12%	7%	7%	9%	9%	4%	12%	88%	12%	73%	27%	47%	53%
Use IM/ Instant Messaging (e.g. BlackBerry Messenger/ BBM, Apple iMessage, WhatsApp, Facebook Messenger)	990	168	105	100	61	82	103	76	40	108	884	106	728	260	415	575
	37%	51%	28%	43%	32%	36%	42%	34%	35%	36%	38%	29%	47%	23%	33%	41%
		bdefghi		bdg			bd				k		m		n	
		17%	11%	10%	6%	8%	10%	8%	4%	11%	89%	11%	74%	26%	42%	58%
Play games	869	122	107	90	55	66	84	81	37	90	765	104	612	255	387	482
	33%	37%	29%	38%	29%	28%	34%	36%	33%	30%	33%	28%	39%	23%	31%	34%
		be		bde							k		m			
		14%	12%	10%	6%	8%	10%	9%	4%	10%	88%	12%	70%	29%	45%	55%

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

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Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
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Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
Record video clips using the phone	869	120	81	95	65	54	88	76	35	101	763	106	645	222	395	474
	32%	37%	22%	41%	34%	23%	36%	34%	31%	34%	33%	29%	42%	20%	31%	33%
		be		beh	be		be	be	b	be			m			
		14%	9%	11%	7%	6%	10%	9%	4%	12%	88%	12%	74%	25%	45%	55%
Accessing/ receiving news	700	108	94	88	45	42	66	46	30	79	602	97	536	161	366	333
	26%	33%	25%	38%	24%	18%	27%	20%	27%	27%	26%	27%	35%	14%	29%	24%
		deg		bdefghi			e		e	e			m		o	
		15%	13%	13%	6%	6%	9%	7%	4%	11%	86%	14%	77%	23%	52%	48%
Send/ receive video clips	672	127	50	59	42	64	63	60	25	69	588	85	488	184	281	391
	25%	39%	13%	25%	22%	28%	25%	27%	22%	23%	25%	23%	31%	16%	22%	28%
		bcddefghi		b	b	b	b	b	b	b			m		n	
		19%	7%	9%	6%	10%	9%	9%	4%	10%	87%	13%	73%	27%	42%	58%
Watching short video clips (e.g. on YouTube, Dailymotion or Vimeo)	650	89	63	75	52	40	71	53	36	79	571	79	485	163	302	348
	24%	27%	17%	32%	27%	17%	28%	23%	31%	26%	25%	22%	31%	15%	24%	25%
		be		beg	be		be		beg	be			m			
		14%	10%	12%	8%	6%	11%	8%	5%	12%	88%	12%	75%	25%	46%	54%

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Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
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Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
'Check-in' and share your location on social networking sites (e.g. Facebook, Foursquare)	573	100	56	55	37	46	54	41	22	52	499	74	434	137	242	332
	21%	31%	15%	24%	20%	20%	22%	18%	19%	17%	22%	20%	28%	12%	19%	23%
		bdefghi		b									m		n	
		18%	10%	10%	6%	8%	9%	7%	4%	9%	87%	13%	76%	24%	42%	58%
Listen to music using MP3 function	569	51	68	70	54	40	54	59	29	60	502	67	404	163	263	307
	21%	16%	18%	30%	29%	17%	22%	26%	26%	20%	22%	18%	26%	15%	21%	22%
				abefi	abei			abe	ae				m			
		9%	12%	12%	9%	7%	10%	10%	5%	11%	88%	12%	71%	29%	46%	54%
Use your handset to help you shop e.g. compare prices online, read internet reviews, take photos of products	555	76	50	70	38	29	62	48	27	69	480	75	436	117	264	291
	21%	23%	14%	30%	20%	13%	25%	21%	24%	23%	21%	20%	28%	10%	21%	21%
		be		bdeg	be		be	be	be	be			m			
		14%	9%	13%	7%	5%	11%	9%	5%	13%	86%	14%	79%	21%	48%	52%
Making video calls e.g. via Facetime, Skype	447	104	43	48	22	30	47	27	17	37	394	53	336	109	183	264
	17%	32%	12%	20%	12%	13%	19%	12%	15%	12%	17%	15%	22%	10%	15%	19%
		bcdefghi		bdegi			bdg						m		n	
		23%	10%	11%	5%	7%	10%	6%	4%	8%	88%	12%	75%	24%	41%	59%

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Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
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		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
Accessing/ receiving sports/ team news/ scores	420	58	53	39	33	29	40	30	24	49	353	67	328	90	222	198
	16%	18%	14%	17%	17%	12%	16%	13%	21%	16%	15%	18%	21%	8%	18%	14%
		14%	12%	9%	8%	7%	10%	7%	beg	12%	84%	16%	m	78%	21%	53%
									6%	12%			o	53%	47%	
Making voice calls using a VoIP service e.g. Viber, Skype	417	107	60	33	20	28	42	28	13	34	367	50	296	119	175	243
	16%	33%	16%	14%	11%	12%	17%	12%	11%	11%	16%	14%	19%	11%	14%	17%
		bcdefghi											m		n	
		26%	14%	8%	5%	7%	10%	7%	3%	8%	88%	12%	71%	28%	42%	58%
Listen to FM radio	417	56	79	47	33	30	39	38	17	37	366	50	297	119	204	212
	16%	17%	21%	20%	17%	13%	16%	17%	15%	13%	16%	14%	19%	11%	16%	15%
			ei	ei									m			
			13%	19%	11%	8%	7%	9%	4%	9%	88%	12%	71%	29%	49%	51%
Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, ITV Player, 4OD, Demand 5 or Sky Go)	336	43	34	38	33	26	37	26	17	36	294	42	249	85	141	195
	13%	13%	9%	16%	18%	11%	15%	12%	15%	12%	13%	12%	16%	8%	11%	14%
				b	b								m		n	
			13%	10%	11%	10%	8%	11%	5%	11%	87%	13%	74%	25%	42%	58%

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Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
Sending a tweet on Twitter (through a text, an app, the browser, or phone's built-in feature)	324	52	37	34	23	13	43	21	13	36	283	41	239	84	146	178
	12%	16%	10%	14%	12%	6%	17%	9%	11%	12%	12%	11%	15%	8%	12%	13%
		eg		e	e		beg		e	e			m			
		16%	11%	10%	7%	4%	13%	6%	4%	11%	87%	13%	74%	26%	45%	55%
Listen to Podcasts	193	23	30	28	14	19	21	10	7	13	154	39	135	55	95	98
	7%	7%	8%	12%	8%	8%	8%	4%	6%	4%	7%	11%	9%	5%	8%	7%
				ghi								j	m			
		12%	16%	14%	7%	10%	11%	5%	3%	7%	80%	20%	70%	29%	49%	51%
Watching live TV on the internet at the same time as it is broadcast	185	32	18	21	16	13	20	17	9	18	161	23	142	40	79	105
	7%	10%	5%	9%	8%	6%	8%	8%	8%	6%	7%	6%	9%	4%	6%	7%
		b											m			
		17%	10%	11%	9%	7%	11%	9%	5%	10%	87%	13%	77%	22%	43%	57%

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		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
Watching other free professional TV programmes or video channels online (e.g. via official YouTube channels such as Channel 4 or Jamie Oliver's Foodtube) or on other sites (e.g. South Park Studios)	170	31	18	19	13	16	14	14	10	15	149	20	120	47	70	100
	6%	9%	5%	8%	7%	7%	6%	6%	8%	5%	6%	6%	8%	4%	6%	7%
		b											m			
		18%	10%	11%	8%	9%	8%	8%	6%	9%	88%	12%	71%	28%	41%	59%
Watching purchased TV programmes/ films online or downloads either via 'pay per view' services (e.g. iTunes, Google Play, Blinkbox) or via a 'standalone' subscription service (e.g. Netflix, Amazon Prime Instant)	156	22	23	13	17	11	17	12	8	13	135	21	108	45	62	94
	6%	7%	6%	6%	9%	5%	7%	5%	7%	4%	6%	6%	7%	4%	5%	7%
					i								m			
		14%	15%	8%	11%	7%	11%	8%	5%	8%	87%	13%	69%	29%	40%	60%

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		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
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		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
Other	42	3	7	5	5	5	4	1	-	3	36	6	24	19	15	27
	2%	1%	2%	2%	2%	2%	1%	1%	-%	1%	2%	2%	2%	2%	1%	2%
			h	h	h	h										
		7%	18%	12%	11%	11%	9%	4%	-%	7%	85%	15%	56%	44%	36%	64%
WEB/ DATA ACCESS	1641	236	221	154	108	134	159	126	69	175	1439	203	1198	440	755	886
	61%	72%	60%	66%	57%	58%	64%	56%	61%	59%	62%	55%	77%	39%	60%	63%
		bdeghi		dg							k		m			
		14%	13%	9%	7%	8%	10%	8%	4%	11%	88%	12%	73%	27%	46%	54%
LISTEN TO AUDIO CONTENT	783	89	121	91	62	59	77	68	35	80	693	90	567	214	363	421
	29%	27%	33%	39%	33%	25%	31%	30%	31%	27%	30%	25%	37%	19%	29%	30%
			aegi								k		m			
		11%	15%	12%	8%	7%	10%	9%	4%	10%	89%	11%	72%	27%	46%	54%
WATCHING AV CONTENT	781	116	75	90	62	51	84	66	38	90	688	93	579	199	342	439
	29%	36%	20%	38%	33%	22%	34%	30%	34%	30%	30%	25%	37%	18%	27%	31%
		be		beg	be		be	b	be	be			m		n	
		15%	10%	12%	8%	6%	11%	8%	5%	11%	88%	12%	74%	25%	44%	56%
None of these	187	27	32	14	21	9	15	13	11	18	156	31	39	149	95	92
	7%	8%	9%	6%	11%	4%	6%	6%	9%	6%	7%	9%	2%	13%	8%	6%
			e		e				e				l			
		14%	17%	7%	11%	5%	8%	7%	6%	10%	83%	17%	21%	79%	51%	49%
Don't know	2	-	-	-	-	-	-	1	-	-	*	1	1	*	2	-
	*%	-%	-%	-%	-%	-%	-%	1%	-%	-%	*%	*%	*%	*%	*%	-%
		-%	-%	-%	-%	-%	-%	77%	-%	-%	23%	77%	77%	23%	100%	-%

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QD13 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3425	1661	1764	505	595	1160	1165	556	389	449	691	788	1059	696	881	2080	450	439	456
Effective Weighted Sample	2407	1159	1248	351	428	819	823	387	283	308	516	562	768	494	621	1847	296	311	397
Total	2475	1199	1277	358	460	900	758	344	265	310	589	683	683	531	578	2079	211	119	67
		48%	52%	14%	19%	36%	31%	14%	11%	13%	24%	28%	28%	21%	23%	84%	9%	5%	3%
Send/ receive text messages (SMS)	1883	885	998	296	381	758	449	226	190	236	493	528	532	383	439	1564	172	97	49
	76%	74%	78%	83%	83%	84%	59%	66%	72%	76%	84%	77%	78%	72%	76%	75%	82%	82%	73%
		47%	53%	16%	20%	40%	24%	12%	10%	13%	26%	28%	28%	20%	23%	83%	9%	5%	3%
General surfing/ browsing the internet	1094	539	554	241	274	464	115	103	91	132	347	341	330	203	221	912	100	51	31
	44%	45%	43%	67%	60%	52%	15%	30%	34%	43%	59%	50%	48%	38%	38%	44%	47%	43%	46%
		49%	51%	22%	25%	42%	11%	9%	8%	12%	32%	31%	30%	19%	20%	83%	9%	5%	3%
Take photos	1004	476	528	210	246	409	139	115	85	132	302	295	295	209	204	844	87	47	27
	41%	40%	41%	59%	53%	45%	18%	34%	32%	43%	51%	43%	43%	39%	35%	41%	41%	39%	39%
		47%	53%	21%	25%	41%	14%	11%	8%	13%	30%	29%	29%	21%	20%	84%	9%	5%	3%
Send/ receive emails (not SMS)	944	476	468	180	245	406	113	74	71	113	321	314	307	169	155	808	75	42	20
	38%	40%	37%	50%	53%	45%	15%	21%	27%	36%	55%	46%	45%	32%	27%	39%	35%	35%	29%
		50%	50%	19%	26%	43%	12%	8%	8%	12%	34%	33%	32%	18%	16%	86%	8%	4%	2%
Using social networking sites e.g. Facebook, Twitter, LinkedIn	870	387	483	225	236	346	63	93	85	112	256	242	263	172	193	734	70	45	22
	35%	32%	38%	63%	51%	38%	8%	27%	32%	36%	43%	35%	38%	32%	33%	35%	33%	38%	32%
		44%	56%	26%	27%	40%	7%	11%	10%	13%	29%	28%	30%	20%	22%	84%	8%	5%	2%

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QD13 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3425	1661	1764	505	595	1160	1165	556	389	449	691	788	1059	696	881	2080	450	439	456
Effective Weighted Sample	2407	1159	1248	351	428	819	823	387	283	308	516	562	768	494	621	1847	296	311	397
Total	2475	1199	1277	358	460	900	758	344	265	310	589	683	683	531	578	2079	211	119	67
		48%	52%	14%	19%	36%	31%	14%	11%	13%	24%	28%	28%	21%	23%	84%	9%	5%	3%
Use IM/ Instant Messaging (e.g. BlackBerry Messenger/ BBM, Apple iMessage, WhatsApp, Facebook Messenger)	735	337	398	197	205	274	60	76	64	84	213	219	224	142	150	626	57	33	19
	30%	28%	31%	55%	44%	30%	8%	22%	24%	27%	36%	32%	33%	27%	26%	30%	27%	28%	28%
		46%	54%	27%	28%	37%	8%	10%	9%	11%	29%	30%	31%	19%	20%	85%	8%	4%	3%
Send/ receive messages with pictures/ images	621	279	342	161	161	248	51	59	52	77	201	187	202	110	122	528	41	31	21
	25%	23%	27%	45%	35%	28%	7%	17%	19%	25%	34%	27%	30%	21%	21%	25%	20%	26%	31%
		45%	55%	26%	26%	40%	8%	10%	8%	12%	32%	30%	33%	18%	20%	85%	7%	5%	3%
Play games	550	287	263	162	152	200	36	73	45	75	141	116	173	120	142	466	46	20	18
	22%	24%	21%	45%	33%	22%	5%	21%	17%	24%	24%	17%	25%	23%	25%	22%	22%	17%	27%
		52%	48%	29%	28%	36%	7%	13%	8%	14%	26%	21%	31%	22%	26%	85%	8%	4%	3%
Download apps or programs directly to your phone	509	284	224	133	122	198	55	54	39	58	168	154	154	105	96	433	39	21	16
	21%	24%	18%	37%	26%	22%	7%	16%	15%	19%	28%	23%	22%	20%	17%	21%	18%	18%	24%
		56%	44%	26%	24%	39%	11%	11%	8%	11%	33%	30%	30%	21%	19%	85%	8%	4%	3%
Accessing/ receiving news	500	288	212	107	125	215	52	41	30	60	190	187	165	76	72	437	34	20	8
	20%	24%	17%	30%	27%	24%	7%	12%	11%	19%	32%	27%	24%	14%	12%	21%	16%	17%	12%
		58%	42%	21%	25%	43%	10%	8%	6%	12%	38%	37%	33%	15%	14%	88%	7%	4%	2%

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QD13 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	3425	1661	1764	505	595	1160	1165	556	389	449	691	788	1059	696	881	2080	450	439	456
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Total	2475	1199	1277	358	460	900	758	344	265	310	589	683	683	531	578	2079	211	119	67
		48%	52%	14%	19%	36%	31%	14%	11%	13%	24%	28%	28%	21%	23%	84%	9%	5%	3%
Record video clips using the phone	427	203	224	106	134	159	29	45	33	51	128	126	138	76	87	369	28	15	15
	17%	17%	18%	30%	29%	18%	4%	13%	13%	16%	22%	18%	20%	14%	15%	18%	13%	13%	22%
		47%	53%	25%	31%	37%	7%	11%	8%	12%	30%	30%	32%	18%	20%	86%	7%	4%	3%
				ef	ef	f					gh		mn		q			pq	
Watching short video clips (e.g. on YouTube, Dailymotion or Vimeo)	398	205	193	119	123	136	20	45	27	43	133	118	115	76	89	352	21	15	9
	16%	17%	15%	33%	27%	15%	3%	13%	10%	14%	23%	17%	17%	14%	15%	17%	10%	13%	13%
		52%	48%	30%	31%	34%	5%	11%	7%	11%	33%	30%	29%	19%	22%	89%	5%	4%	2%
				def	ef	f					ghi					p			
Listen to music using MP3 function	396	227	169	129	107	135	25	43	26	45	126	108	125	86	77	338	35	14	9
	16%	19%	13%	36%	23%	15%	3%	13%	10%	14%	21%	16%	18%	16%	13%	16%	16%	12%	14%
		b		def	ef	f					ghi		n		q				
		57%	43%	33%	27%	34%	6%	11%	7%	11%	32%	27%	31%	22%	19%	85%	9%	4%	2%
'Check-in' and share your location on social networking sites (e.g. Facebook, Foursquare)	377	180	196	103	95	154	25	45	27	52	110	103	114	77	82	305	37	19	15
	15%	15%	15%	29%	21%	17%	3%	13%	10%	17%	19%	15%	17%	15%	14%	15%	18%	16%	23%
				def	f	f				h	gh								oq
		48%	52%	27%	25%	41%	7%	12%	7%	14%	29%	27%	30%	21%	22%	81%	10%	5%	4%

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		48%	52%	14%	19%	36%	31%	14%	11%	13%	24%	28%	28%	21%	23%	84%	9%	5%	3%
Use your handset to help you shop e.g. compare prices online, read internet reviews, take photos of products	332	158	174	88	101	123	20	26	20	47	124	116	99	64	54	290	20	13	9
	13%	13%	14%	25%	22%	14%	3%	7%	8%	15%	21%	17%	15%	12%	9%	14%	9%	11%	14%
		48%	52%	ef	ef	f	6%	8%	6%	gh	ghi	mn	n	19%	16%	p	6%	4%	3%
Accessing/ receiving sports/ team news/ scores	294	227	67	68	67	123	36	17	7	36	124	96	95	59	45	247	29	10	9
	12%	19%	5%	19%	14%	14%	5%	5%	3%	12%	21%	14%	14%	11%	8%	12%	14%	8%	13%
		b		ef	f	f	12%	6%	2%	12%	42%	33%	32%	20%	15%	84%	10%	3%	3%
		77%	23%	23%	23%	42%	12%	6%	2%	12%	42%	33%	32%	20%	15%	84%	10%	3%	3%
Send/ receive video clips	294	130	164	77	94	109	14	31	21	35	98	79	106	52	57	255	16	11	11
	12%	11%	13%	21%	20%	12%	2%	9%	8%	11%	17%	12%	15%	10%	10%	12%	8%	10%	16%
		44%	56%	ef	ef	f	5%	10%	7%	12%	33%	27%	kmn	18%	19%	p	6%	4%	opq
				26%	32%	37%	5%	10%	7%	12%	33%	27%	36%	18%	19%	87%	6%	4%	4%
Making video calls e.g. via Facetime, Skype	229	109	120	74	69	75	11	22	14	28	71	78	78	35	37	197	16	8	7
	9%	9%	9%	21%	15%	8%	1%	7%	5%	9%	12%	11%	11%	7%	6%	9%	8%	7%	10%
		48%	52%	def	ef	f	5%	10%	6%	12%	31%	34%	34%	15%	16%	86%	7%	4%	3%
				32%	30%	33%	5%	10%	6%	12%	31%	34%	34%	15%	16%	86%	7%	4%	3%
Listen to FM radio	222	118	104	51	57	91	23	28	13	30	76	66	62	51	43	198	11	8	5
	9%	10%	8%	14%	12%	10%	3%	8%	5%	10%	13%	10%	9%	10%	7%	10%	5%	7%	8%
		53%	47%	ef	f	f	10%	13%	6%	13%	34%	30%	28%	23%	19%	p	5%	4%	2%
				23%	26%	41%	10%	13%	6%	13%	34%	30%	28%	23%	19%	89%	5%	4%	2%

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		48%	52%	14%	19%	36%	31%	14%	11%	13%	24%	28%	28%	21%	23%	84%	9%	5%	3%
Making voice calls using a VoIP service e.g. Viber, Skype	220	107	113	57	67	83	14	25	15	20	77	78	69	33	41	201	6	6	8
	9%	9%	9%	16%	15%	9%	2%	7%	6%	6%	13%	11%	10%	6%	7%	10%	3%	5%	12%
		49%	51%	26%	30%	38%	6%	11%	7%	9%	35%	36%	31%	15%	18%	91%	3%	3%	4%
Sending a tweet on Twitter (through a text, an app, the browser, or phone's built-in feature)	218	107	111	81	62	68	7	18	12	21	80	72	71	38	37	183	19	9	7
	9%	9%	9%	23%	13%	8%	1%	5%	5%	7%	14%	11%	10%	7%	6%	9%	9%	8%	10%
		49%	51%	37%	28%	31%	3%	8%	6%	10%	37%	33%	33%	17%	17%	84%	9%	4%	3%
Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, ITV Player, 4OD, Demand 5 or Sky Go)	189	99	89	72	46	61	10	24	9	28	57	48	66	40	34	166	9	8	6
	8%	8%	7%	20%	10%	7%	1%	7%	3%	9%	10%	7%	10%	8%	6%	8%	4%	7%	9%
		53%	47%	38%	24%	32%	5%	13%	5%	15%	30%	26%	35%	21%	18%	88%	5%	4%	3%
Watching live TV on the internet at the same time as it is broadcast	96	56	40	31	22	37	6	10	5	11	30	27	24	27	19	82	7	3	3
	4%	5%	3%	9%	5%	4%	1%	3%	2%	4%	5%	4%	3%	5%	3%	4%	4%	3%	5%
		59%	41%	32%	23%	38%	6%	11%	5%	12%	32%	28%	25%	28%	19%	85%	8%	3%	3%

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		48%	52%	14%	19%	36%	31%	14%	11%	13%	24%	28%	28%	21%	23%	84%	9%	5%	3%
Listen to Podcasts	95	59	36	23	21	39	11	6	4	11	36	28	37	20	9	79	7	4	5
	4%	5%	3%	7%	5%	4%	1%	2%	2%	4%	6%	4%	5%	4%	2%	4%	3%	4%	7%
		b	f	f	f	f	f	2%	2%	4%	gh	n	n	n	2%	4%	3%	4%	opq
		62%	38%	25%	23%	41%	12%	6%	5%	12%	38%	30%	39%	21%	10%	84%	7%	4%	5%
Watching other free professional TV programmes or video channels online (e.g. via official YouTube channels such as Channel 4 or Jamie Oliver's Foodtube) or on other sites (e.g. South Park Studios)	94	48	46	30	28	31	5	10	7	9	26	27	29	18	20	84	5	1	3
	4%	4%	4%	8%	6%	3%	1%	3%	3%	3%	4%	4%	4%	3%	3%	4%	2%	1%	5%
		51%	49%	ef	ef	f	f	11%	8%	10%	28%	28%	31%	19%	21%	q	5%	1%	q
Watching purchased TV programmes/ films online or downloads either via 'pay per view' services (e.g. iTunes, Google Play, Blinkbox) or via a 'standalone' subscription service (e.g. Netflix, Amazon Prime Instant)	92	46	46	35	23	30	4	12	7	13	25	21	29	23	20	80	6	2	3
	4%	4%	4%	10%	5%	3%	1%	4%	3%	4%	4%	3%	4%	4%	3%	4%	3%	2%	5%
		50%	50%	def	f	f	f	13%	7%	14%	27%	23%	31%	25%	21%	87%	7%	2%	q
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QD13 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3425	1661	1764	505	595	1160	1165	556	389	449	691	788	1059	696	881	2080	450	439	456
Effective Weighted Sample	2407	1159	1248	351	428	819	823	387	283	308	516	562	768	494	621	1847	296	311	397
Total	2475	1199	1277	358	460	900	758	344	265	310	589	683	683	531	578	2079	211	119	67
		48%	52%	14%	19%	36%	31%	14%	11%	13%	24%	28%	28%	21%	23%	84%	9%	5%	3%
Other	30	11	19	2	6	14	9	6	7	4	6	6	11	6	6	23	4	2	2
	1%	1%	1%	1%	1%	2%	1%	2%	3%	1%	1%	1%	2%	1%	1%	1%	2%	2%	2%
		37%	63%	6%	19%	45%	30%	21%	22%	12%	20%	21%	37%	21%	20%	76%	12%	7%	5%
WEB/ DATA ACCESS	1508	742	765	312	378	636	183	156	132	190	447	453	462	296	297	1269	127	70	41
	61%	62%	60%	87%	82%	71%	24%	46%	50%	61%	76%	66%	68%	56%	51%	61%	60%	59%	61%
				ef	ef	f				gh	ghi	mn	mn						
		49%	51%	21%	25%	42%	12%	10%	9%	13%	30%	30%	31%	20%	20%	84%	8%	5%	3%
LISTEN TO AUDIO CONTENT	520	288	232	156	134	189	41	56	35	64	162	151	160	109	100	448	40	19	13
	21%	24%	18%	44%	29%	21%	5%	16%	13%	21%	28%	22%	23%	21%	17%	22%	19%	16%	19%
		b		def	ef	f				h	ghi	n	n			q			
		55%	45%	30%	26%	36%	8%	11%	7%	12%	31%	29%	31%	21%	19%	86%	8%	4%	2%
WATCHING AV CONTENT	506	260	246	157	140	180	29	63	34	60	162	150	157	95	105	445	31	19	11
	20%	22%	19%	44%	31%	20%	4%	18%	13%	19%	27%	22%	23%	18%	18%	21%	15%	16%	17%
				def	ef	f				h	ghi		mn			pqr			
		51%	49%	31%	28%	36%	6%	13%	7%	12%	32%	30%	31%	19%	21%	88%	6%	4%	2%
None of these	136	74	62	11	5	19	100	22	17	16	16	37	28	40	31	120	4	8	3
	5%	6%	5%	3%	1%	2%	13%	6%	6%	5%	3%	5%	4%	7%	5%	6%	2%	7%	4%
				d			cde	j	j			l				p		p	
		54%	46%	8%	3%	14%	74%	16%	13%	12%	11%	28%	21%	29%	22%	89%	3%	6%	2%
Don't know	2	1	2	-	-	*	2	-	1	-	-	1	*	-	1	2	-	*	*
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
		35%	65%	0%	0%	5%	95%	0%	30%	0%	0%	42%	5%	0%	53%	64%	0%	17%	19%

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

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QD13 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : Those who personally use a mobile phone

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3425	237	240	235	225	230	230	221	233	229	2479	946	1926	1493	1703	1722
Effective Weighted Sample	2407	229	226	227	216	220	222	213	223	219	2000	433	1356	1084	1149	1258
Total	2475	311	349	223	176	216	230	199	106	267	2134	341	1524	948	1167	1309
		13%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	62%	38%	47%	53%
Send/ receive text messages (SMS)	1883	185	264	190	125	171	181	155	82	210	1631	252	1267	612	907	975
	76%	60%	76%	85%	71%	79%	79%	78%	78%	79%	76%	74%	83%	65%	78%	75%
			a	abdgh	a	a	a	a	a	a			m			
		10%	14%	10%	7%	9%	10%	8%	4%	11%	87%	13%	67%	33%	48%	52%
General surfing/ browsing the internet	1094	123	132	110	71	97	108	89	51	130	952	142	813	280	526	568
	44%	40%	38%	49%	40%	45%	47%	45%	48%	49%	45%	42%	53%	30%	45%	43%
				ab					b	b			m			
		11%	12%	10%	7%	9%	10%	8%	5%	12%	87%	13%	74%	26%	48%	52%
Take photos	1004	131	137	111	73	48	124	93	46	81	874	130	728	276	476	528
	41%	42%	39%	50%	41%	22%	54%	46%	43%	30%	41%	38%	48%	29%	41%	40%
			ei	e	bei	ei	abdehi	ei	ei	ei			m			
		13%	14%	11%	7%	5%	12%	9%	5%	8%	87%	13%	72%	27%	47%	53%
Send/ receive emails (not SMS)	944	122	142	108	54	71	99	69	38	105	827	117	714	227	451	494
	38%	39%	41%	48%	31%	33%	43%	35%	36%	39%	39%	34%	47%	24%	39%	38%
			d	adegh			de						m			
		13%	15%	11%	6%	7%	10%	7%	4%	11%	88%	12%	76%	24%	48%	52%
Using social networking sites e.g. Facebook, Twitter, LinkedIn	870	91	102	97	62	50	101	72	46	111	768	102	639	231	392	478
	35%	29%	29%	44%	35%	23%	44%	36%	44%	42%	36%	30%	42%	24%	34%	37%
				abe	e		abe	e	abe	abe	k		m			
		11%	12%	11%	7%	6%	12%	8%	5%	13%	88%	12%	73%	27%	45%	55%

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

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QD13 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : Those who personally use a mobile phone

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	3425	237	240	235	225	230	230	221	233	229	2479	946	1926	1493	1703	1722
Effective Weighted Sample	2407	229	226	227	216	220	222	213	223	219	2000	433	1356	1084	1149	1258
Total	2475	311	349	223	176	216	230	199	106	267	2134	341	1524	948	1167	1309
		13%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	62%	38%	47%	53%
Use IM/ Instant Messaging (e.g. BlackBerry Messenger/ BBM, Apple iMessage, WhatsApp, Facebook Messenger)	735	99	89	79	51	57	76	52	34	89	659	76	546	188	310	425
	30%	32%	26%	35%	29%	26%	33%	26%	32%	33%	31%	22%	36%	20%	27%	32%
		14%	12%	11%	7%	8%	10%	7%	5%	12%	90%	10%	74%	26%	42%	58%
Send/ receive messages with pictures/ images	621	93	66	64	42	30	78	56	32	67	547	73	465	155	278	343
	25%	30%	19%	29%	24%	14%	34%	28%	30%	25%	26%	21%	31%	16%	24%	26%
		15%	11%	10%	7%	5%	13%	9%	5%	11%	88%	12%	75%	25%	45%	55%
Play games	550	60	58	55	41	39	65	55	31	61	486	64	383	164	254	296
	22%	19%	17%	25%	23%	18%	28%	28%	30%	23%	23%	19%	25%	17%	22%	23%
		11%	11%	10%	7%	7%	12%	10%	6%	11%	88%	12%	70%	30%	46%	54%
Download apps or programs directly to your phone	509	61	50	72	35	39	53	48	27	48	438	71	370	138	251	258
	21%	19%	14%	32%	20%	18%	23%	24%	26%	18%	21%	21%	24%	15%	21%	20%
		12%	10%	14%	7%	8%	10%	9%	5%	9%	86%	14%	73%	27%	49%	51%

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

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Base : Those who personally use a mobile phone

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	3425	237	240	235	225	230	221	233	229	2479	946	1926	1493	1703	1722	
Effective Weighted Sample	2407	229	226	227	216	220	222	213	223	2000	433	1356	1084	1149	1258	
Total	2475	311	349	223	176	216	230	199	106	267	2134	341	1524	948	1167	1309
		13%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	62%	38%	47%	53%
Accessing/ receiving news	500	74	69	64	34	22	55	32	26	61	435	65	390	108	264	235
	20%	24%	20%	29%	19%	10%	24%	16%	24%	23%	20%	19%	26%	11%	23%	18%
		eg	e	bdeg	e	e	e	eg	e	m	o	78%	22%	53%	47%	
		15%	14%	13%	7%	4%	11%	7%	5%	12%	87%	13%	78%	22%	53%	47%
Record video clips using the phone	427	58	41	55	40	20	54	39	20	41	376	52	324	103	184	243
	17%	19%	12%	25%	23%	9%	24%	20%	19%	15%	18%	15%	21%	11%	16%	19%
		be	bei	bei	bei	bei	bei	be	be	m	88%	12%	76%	24%	43%	57%
		14%	10%	13%	9%	5%	13%	9%	5%	10%	88%	12%	76%	24%	43%	57%
Watching short video clips (e.g. on YouTube, Dailymotion or Vimeo)	398	53	37	54	37	21	48	37	26	39	349	49	297	101	175	223
	16%	17%	11%	24%	21%	10%	21%	19%	25%	15%	16%	14%	20%	11%	15%	17%
		e	bei	be	be	abei	m	75%	25%	44%	56%					
		13%	9%	13%	9%	5%	12%	9%	7%	10%	88%	12%	75%	25%	44%	56%
Listen to music using MP3 function	396	37	40	54	38	25	45	39	22	38	351	45	285	111	172	224
	16%	12%	11%	24%	22%	12%	20%	19%	21%	14%	16%	13%	19%	12%	15%	17%
		abe	abe	abe	abe	abe	abe	abe	abe	m	89%	11%	72%	28%	43%	57%
		9%	10%	14%	10%	6%	11%	10%	6%	10%	89%	11%	72%	28%	43%	57%

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

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	Total	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	3425	237	240	235	225	230	230	221	233	229	2479	946	1926	1493	1703	1722	
Effective Weighted Sample	2407	229	226	227	216	220	222	213	223	219	2000	433	1356	1084	1149	1258	
Total	2475	311	349	223	176	216	230	199	106	267	2134	341	1524	948	1167	1309	
		13%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	62%	38%	47%	53%	
'Check-in' and share your location on social networking sites (e.g. Facebook, Foursquare)	377	56	36	42	29	20	42	29	16	34	327	50	290	85	162	214	
	15%	18%	10%	19%	17%	9%	18%	15%	15%	13%	15%	15%	19%	9%	14%	16%	
		be		be	e		be		e				m				
		15%	10%	11%	8%	5%	11%	8%	4%	9%	87%	13%	77%	22%	43%	57%	
Use your handset to help you shop e.g. compare prices online, read internet reviews, take photos of products	332	39	35	48	22	11	47	31	17	39	290	42	273	59	158	174	
	13%	13%	10%	22%	12%	5%	20%	16%	16%	15%	14%	12%	18%	6%	14%	13%	
		e		abde	e		abde	e	be	e			m				
		12%	11%	15%	7%	3%	14%	9%	5%	12%	87%	13%	82%	18%	48%	52%	
Accessing/ receiving sports/ team news/ scores	294	31	36	34	27	17	27	20	19	36	244	50	236	58	163	131	
	12%	10%	10%	15%	15%	8%	12%	10%	18%	13%	11%	15%	16%	6%	14%	10%	
				e	e				abeg	e			m		o		
		11%	12%	11%	9%	6%	9%	7%	6%	12%	83%	17%	80%	20%	55%	45%	
Send/ receive video clips	294	45	25	34	26	12	45	27	16	25	256	38	219	74	122	172	
	12%	15%	7%	15%	15%	5%	20%	13%	15%	9%	12%	11%	14%	8%	10%	13%	
		be		be	be		bei	be	be				m		n		
		15%	9%	12%	9%	4%	15%	9%	5%	9%	87%	13%	75%	25%	41%	59%	

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	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	3425	237	240	235	225	230	230	221	233	229	2479	946	1926	1493	1703	1722
Effective Weighted Sample	2407	229	226	227	216	220	222	213	223	219	2000	433	1356	1084	1149	1258
Total	2475	311	349	223	176	216	230	199	106	267	2134	341	1524	948	1167	1309
		13%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	62%	38%	47%	53%
Making video calls e.g. via Facetime, Skype	229	45	23	28	13	13	32	14	11	18	201	27	178	50	98	131
	9%	14%	7%	13%	8%	6%	14%	7%	11%	7%	9%	8%	12%	5%	8%	10%
		bdegi		begi			bdegi						m			
		20%	10%	12%	6%	6%	14%	6%	5%	8%	88%	12%	78%	22%	43%	57%
Listen to FM radio	222	34	39	21	13	17	29	16	12	16	193	29	166	55	119	103
	9%	11%	11%	9%	8%	8%	13%	8%	12%	6%	9%	8%	11%	6%	10%	8%
							i		i				m		o	
		15%	18%	9%	6%	8%	13%	7%	6%	7%	87%	13%	75%	25%	54%	46%
Making voice calls using a VoIP service e.g. Viber, Skype	220	49	36	18	15	14	27	17	6	19	195	26	156	65	94	126
	9%	16%	10%	8%	9%	7%	12%	8%	6%	7%	9%	7%	10%	7%	8%	10%
		cdeghi					h						m			
		22%	16%	8%	7%	6%	12%	8%	3%	8%	88%	12%	71%	29%	43%	57%
Sending a tweet on Twitter (through a text, an app, the browser, or phone's built-in feature)	218	26	27	27	18	5	31	13	9	26	184	34	164	54	103	115
	9%	8%	8%	12%	10%	2%	14%	7%	9%	10%	9%	10%	11%	6%	9%	9%
		e	e	e	e		beg	e	e	e			m			
		12%	12%	12%	8%	2%	14%	6%	4%	12%	84%	16%	75%	25%	47%	53%

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

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	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	3425	237	240	235	225	230	230	221	233	229	2479	946	1926	1493	1703	1722
Effective Weighted Sample	2407	229	226	227	216	220	222	213	223	219	2000	433	1356	1084	1149	1258
Total	2475	311	349	223	176	216	230	199	106	267	2134	341	1524	948	1167	1309
		13%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	62%	38%	47%	53%
Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, ITV Player, 4OD, Demand 5 or Sky Go)	189	28	19	24	18	11	22	16	12	16	166	23	144	42	69	119
	8%	9%	5%	11%	10%	5%	9%	8%	11%	6%	8%	7%	9%	4%	6%	9%
		15%	10%	13%	9%	6%	11%	9%	6%	9%	88%	12%	76%	22%	37%	63%
Watching live TV on the internet at the same time as it is broadcast	96	17	4	10	9	5	13	10	5	9	83	13	75	21	45	52
	4%	5%	1%	5%	5%	2%	6%	5%	5%	4%	4%	4%	5%	2%	4%	4%
		b	b	b	b	b	b	b	b	b	86%	14%	78%	22%	46%	54%
Listen to Podcasts	95	7	16	10	7	9	17	3	3	7	78	17	73	21	47	48
	4%	2%	5%	4%	4%	4%	7%	2%	3%	2%	4%	5%	5%	2%	4%	4%
		8%	17%	10%	7%	9%	18%	4%	4%	7%	82%	18%	77%	23%	50%	50%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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.

QD13 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : Those who personally use a mobile phone

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																
Unweighted total	3425	237	240	235	225	230	230	221	233	229	2479	946	1926	1493	1703	1722
Effective Weighted Sample	2407	229	226	227	216	220	222	213	223	219	2000	433	1356	1084	1149	1258
Total	2475	311	349	223	176	216	230	199	106	267	2134	341	1524	948	1167	1309
		13%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	62%	38%	47%	53%
Watching other free professional TV programmes or video channels online (e.g. via official YouTube channels such as Channel 4 or Jamie Oliver's Foodtube) or on other sites (e.g. South Park Studios)	94	22	6	15	6	8	7	9	4	6	83	10	73	21	37	57
	4%	7%	2%	7%	3%	4%	3%	4%	4%	2%	4%	3%	5%	2%	3%	4%
		bi	bi	bi	ei	ei	ei	ei	i	i	89%	11%	m	m	m	m
		24%	7%	16%	6%	9%	8%	9%	5%	7%			78%	22%	39%	61%
Watching purchased TV programmes/ films online or downloads either via 'pay per view' services (e.g. iTunes, Google Play, Blinkbox) or via a 'standalone' subscription service (e.g. Netflix, Amazon Prime Instant)	92	15	12	7	13	5	10	8	6	4	82	10	69	23	36	56
	4%	5%	3%	3%	7%	2%	4%	4%	6%	1%	4%	3%	5%	2%	3%	4%
		i	i	i	ei	ei	ei	ei	i	i	89%	11%	m	m	m	m
		17%	13%	8%	14%	5%	11%	9%	6%	4%			75%	25%	40%	60%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QD13 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : Those who personally use a mobile phone

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																
Unweighted total	3425	237	240	235	225	230	230	221	233	229	2479	946	1926	1493	1703	1722
Effective Weighted Sample	2407	229	226	227	216	220	222	213	223	219	2000	433	1356	1084	1149	1258
Total	2475	311	349	223	176	216	230	199	106	267	2134	341	1524	948	1167	1309
		13%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	62%	38%	47%	53%
Other	30	3	5	4	3	3	2	-	-	2	26	4	19	11	9	22
	1%	1%	1%		2%	1%	1%	-%	-%	1%	1%	1%	1%	1%	1%	2%
				gh	h											n
		10%	17%	14%	10%	10%	8%	-%	-%	7%	87%	13%	64%	36%	29%	71%
WEB/ DATA ACCESS	1508	209	200	140	100	122	150	117	64	166	1327	180	1105	400	689	819
	61%	67%	57%	63%	57%	57%	65%	59%	61%	62%	62%	53%	73%	42%	59%	63%
		bde									k		m			
		14%	13%	9%	7%	8%	10%	8%	4%	11%	88%	12%	73%	27%	46%	54%
LISTEN TO AUDIO CONTENT	520	58	68	63	43	37	61	41	28	48	457	63	380	140	244	276
	21%	19%	20%	28%	24%	17%	27%	21%	26%	18%	21%	19%	25%	15%	21%	21%
				abei			aei		ei				m			
		11%	13%	12%	8%	7%	12%	8%	5%	9%	88%	12%	73%	27%	47%	53%
WATCHING AV CONTENT	506	79	49	62	45	28	63	44	29	47	441	65	376	128	214	292
	20%	25%	14%	28%	25%	13%	27%	22%	27%	18%	21%	19%	25%	13%	18%	22%
		be		bei	be		bei	be	bei				m			n
		16%	10%	12%	9%	5%	12%	9%	6%	9%	87%	13%	74%	25%	42%	58%
None of these	136	21	27	8	10	14	9	8	6	17	112	23	49	87	68	68
	5%	7%	8%	4%	6%	6%	4%	4%	6%	6%	5%	7%	3%	9%	6%	5%
														l		
		16%	20%	6%	7%	10%	7%	6%	4%	12%	83%	17%	36%	64%	50%	50%
Don't know	2	-	-	-	-	-	-	-	-	2	1	2	*	2	2	1
	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
											j					
		0%	0%	0%	0%	0%	0%	0%	0%	64%	31%	69%	5%	95%	78%	22%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 45

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QD13 (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 £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Send/ receive text messages (SMS)	1883	885	998	296	381	758	449	226	190	236	493	528	532	383	439	1564	172	97	49
	70%	68%	73%	81%	81%	83%	48%	55%	66%	73%	83%	74%	74%	66%	66%	70%	74%	74%	67%
		47%	53%	16%	20%	40%	24%	12%	10%	13%	26%	28%	28%	20%	23%	83%	9%	5%	3%
General surfing/ browsing the internet	1094	539	554	241	274	464	115	103	91	132	347	341	330	203	221	912	100	51	31
	41%	41%	40%	66%	59%	51%	12%	25%	31%	41%	58%	48%	46%	35%	33%	41%	43%	39%	42%
		49%	51%	22%	25%	42%	11%	9%	8%	12%	32%	31%	30%	19%	20%	83%	9%	5%	3%
Take photos	1004	476	528	210	246	409	139	115	85	132	302	295	295	209	204	844	87	47	27
	38%	37%	38%	57%	53%	45%	15%	28%	29%	41%	51%	42%	41%	36%	31%	38%	37%	35%	36%
		47%	53%	21%	25%	41%	14%	11%	8%	13%	30%	29%	29%	21%	20%	84%	9%	5%	3%
Send/ receive emails (not SMS)	944	476	468	180	245	406	113	74	71	113	321	314	307	169	155	808	75	42	20
	35%	37%	34%	49%	52%	44%	12%	18%	25%	35%	54%	44%	43%	29%	23%	36%	32%	32%	26%
		50%	50%	19%	26%	43%	12%	8%	8%	12%	34%	33%	32%	18%	16%	86%	8%	4%	2%
Using social networking sites e.g. Facebook, Twitter, LinkedIn	870	387	483	225	236	346	63	93	85	112	256	242	263	172	193	734	70	45	22
	33%	30%	35%	62%	50%	38%	7%	22%	29%	34%	43%	34%	37%	30%	29%	33%	30%	34%	29%
		44%	56%	26%	27%	40%	7%	11%	10%	13%	29%	28%	30%	20%	22%	84%	8%	5%	2%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QD13 (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 £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Use IM/ Instant Messaging (e.g. BlackBerry Messenger/ BBM, Apple iMessage, WhatsApp, Facebook Messenger)	735	337	398	197	205	274	60	76	64	84	213	219	224	142	150	626	57	33	19
	27%	26%	29%	54%	44%	30%	6%	18%	22%	26%	36%	31%	31%	24%	23%	28%	25%	25%	25%
		46%	54%	27%	28%	37%	8%	10%	9%	11%	29%	30%	31%	19%	20%	85%	8%	4%	3%
Send/ receive messages with pictures/ images	621	279	342	161	161	248	51	59	52	77	201	187	202	110	122	528	41	31	21
	23%	21%	25%	44%	34%	27%	5%	14%	18%	24%	34%	26%	28%	19%	18%	24%	18%	23%	28%
		45%	55%	26%	26%	40%	8%	10%	8%	12%	32%	30%	33%	18%	20%	85%	7%	5%	3%
Play games	550	287	263	162	152	200	36	73	45	75	141	116	173	120	142	466	46	20	18
	21%	22%	19%	44%	32%	22%	4%	18%	16%	23%	24%	16%	24%	21%	21%	21%	20%	15%	25%
		52%	48%	29%	28%	36%	7%	13%	8%	14%	26%	21%	31%	22%	26%	85%	8%	4%	3%
Download apps or programs directly to your phone	509	284	224	133	122	198	55	54	39	58	168	154	154	105	96	433	39	21	16
	19%	22%	16%	37%	26%	22%	6%	13%	13%	18%	28%	22%	21%	18%	14%	19%	17%	16%	22%
		b		def	f	f					ghi	n	n						q
		56%	44%	26%	24%	39%	11%	11%	8%	11%	33%	30%	30%	21%	19%	85%	8%	4%	3%
Accessing/ receiving news	500	288	212	107	125	215	52	41	30	60	190	187	165	76	72	437	34	20	8
	19%	22%	15%	29%	27%	23%	6%	10%	10%	18%	32%	26%	23%	13%	11%	20%	14%	15%	11%
		b		ef	f	f				gh	ghi	mn	mn			pr			
		58%	42%	21%	25%	43%	10%	8%	6%	12%	38%	37%	33%	15%	14%	88%	7%	4%	2%

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

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QD13 (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 £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Significance Level: 95%																				
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504	
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438	
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74	
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%	
Record video clips using the phone	427	203	224	106	134	159	29	45	33	51	128	126	138	76	87	369	28	15	15	
	16%	16%	16%	29%	29%	17%	3%	11%	12%	16%	21%	18%	19%	13%	13%	17%	12%	12%	20%	
		47%	53%	ef	ef	f		11%	8%	12%	30%	30%	32%	18%	20%	pq	7%	4%	3%	
Watching short video clips (e.g. on YouTube, Dailymotion or Vimeo)	398	205	193	119	123	136	20	45	27	43	133	118	115	76	89	352	21	15	9	
	15%	16%	14%	33%	26%	15%	2%	11%	9%	13%	22%	17%	16%	13%	13%	16%	9%	12%	12%	
		52%	48%	def	ef	f		11%	7%	11%	33%	30%	29%	19%	22%	pqr	89%	5%	4%	2%
Listen to music using MP3 function	396	227	169	129	107	135	25	43	26	45	126	108	125	86	77	338	35	14	9	
	15%	17%	12%	35%	23%	15%	3%	10%	9%	14%	21%	15%	17%	15%	12%	15%	15%	11%	12%	
		b		def	ef	f		11%	7%	11%	32%	27%	n			q	9%	4%	2%	
		57%	43%	33%	27%	34%	6%	11%	7%	11%	32%	27%	31%	22%	19%	85%	9%	4%	2%	
'Check-in' and share your location on social networking sites (e.g. Facebook, Foursquare)	377	180	196	103	95	154	25	45	27	52	110	103	114	77	82	305	37	19	15	
	14%	14%	14%	28%	20%	17%	3%	11%	9%	16%	18%	14%	16%	13%	12%	14%	16%	15%	21%	
		48%	52%	def	f	f		12%	7%	14%	29%	27%	n			81%	10%	5%	4%	

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

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QD13 (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 £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Use your handset to help you shop e.g. compare prices online, read internet reviews, take photos of products	332	158	174	88	101	123	20	26	20	47	124	116	99	64	54	290	20	13	9
	12%	12%	13%	24%	22%	13%	2%	6%	7%	15%	21%	16%	14%	11%	8%	13%	9%	10%	12%
		48%	52%	ef	ef	f	6%	8%	6%	gh	ghi	mn	n	19%	16%	p	6%	4%	3%
Accessing/ receiving sports/ team news/ scores	294	227	67	68	67	123	36	17	7	36	124	96	95	59	45	247	29	10	9
	11%	17%	5%	19%	14%	13%	4%	4%	3%	11%	21%	13%	13%	10%	7%	11%	12%	7%	12%
		b		ef	f	f				gh	ghi	n	n	n		q	q		q
		77%	23%	23%	23%	42%	12%	6%	2%	12%	42%	33%	32%	20%	15%	84%	10%	3%	3%
Send/ receive video clips	294	130	164	77	94	109	14	31	21	35	98	79	106	52	57	255	16	11	11
	11%	10%	12%	21%	20%	12%	1%	7%	7%	11%	16%	11%	15%	9%	9%	11%	7%	9%	15%
		44%	56%	ef	ef	f				gh	ghi		kmn		p	87%	6%	4%	pq
				26%	32%	37%	5%	10%	7%	12%	33%	27%	36%	18%	19%				4%
Making video calls e.g. via Facetime, Skype	229	109	120	74	69	75	11	22	14	28	71	78	78	35	37	197	16	8	7
	9%	8%	9%	20%	15%	8%	1%	5%	5%	9%	12%	11%	11%	6%	6%	9%	7%	6%	10%
		48%	52%	def	ef	f				gh	mn	mn	mn	15%	16%	86%	7%	4%	3%
Listen to FM radio	222	118	104	51	57	91	23	28	13	30	76	66	62	51	43	198	11	8	5
	8%	9%	8%	14%	12%	10%	2%	7%	5%	9%	13%	9%	9%	9%	7%	9%	5%	6%	7%
		53%	47%	ef	f	f				h	gh				p	89%	5%	4%	2%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QD13 (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 £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Making voice calls using a VoIP service e.g. Viber, Skype	220	107	113	57	67	83	14	25	15	20	77	78	69	33	41	201	6	6	8
	8%	8%	8%	16%	14%	9%	1%	6%	5%	6%	13%	11%	10%	6%	6%	9%	3%	4%	11%
		49%	51%	26%	30%	38%	6%	11%	7%	9%	35%	36%	31%	15%	18%	91%	3%	3%	4%
Sending a tweet on Twitter (through a text, an app, the browser, or phone's built-in feature)	218	107	111	81	62	68	7	18	12	21	80	72	71	38	37	183	19	9	7
	8%	8%	8%	22%	13%	7%	1%	4%	4%	7%	14%	10%	10%	7%	6%	8%	8%	7%	9%
		49%	51%	37%	28%	31%	3%	8%	6%	10%	37%	33%	33%	17%	17%	84%	9%	4%	3%
Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, ITV Player, 4OD, Demand 5 or Sky Go)	189	99	89	72	46	61	10	24	9	28	57	48	66	40	34	166	9	8	6
	7%	8%	6%	20%	10%	7%	1%	6%	3%	9%	10%	7%	9%	7%	5%	7%	4%	6%	8%
		53%	47%	38%	24%	32%	5%	13%	5%	15%	30%	26%	35%	21%	18%	88%	5%	4%	3%
Watching live TV on the internet at the same time as it is broadcast	96	56	40	31	22	37	6	10	5	11	30	27	24	27	19	82	7	3	3
	4%	4%	3%	8%	5%	4%	1%	2%	2%	3%	5%	4%	3%	5%	3%	4%	3%	2%	5%
		59%	41%	32%	23%	38%	6%	11%	5%	12%	32%	28%	25%	28%	19%	85%	8%	3%	3%

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QD13 (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 £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Listen to Podcasts	95	59	36	23	21	39	11	6	4	11	36	28	37	20	9	79	7	4	5
	4%	5%	3%	6%	5%	4%	1%	1%	1%	4%	6%	4%	5%	3%	1%	4%	3%	3%	6%
		b	f	f	f	f	f	g	gh	g	gh	n	n	n	n	o	p	q	opq
		62%	38%	25%	23%	41%	12%	6%	5%	12%	38%	30%	39%	21%	10%	84%	7%	4%	5%
Watching other free professional TV programmes or video channels online (e.g. via official YouTube channels such as Channel 4 or Jamie Oliver's Foodtube) or on other sites (e.g. South Park Studios)	94	48	46	30	28	31	5	10	7	9	26	27	29	18	20	84	5	1	3
	3%	4%	3%	8%	6%	3%	1%	2%	2%	3%	4%	4%	4%	3%	3%	4%	2%	1%	4%
				ef	ef	f	f									q			q
		51%	49%	32%	30%	33%	5%	11%	8%	10%	28%	28%	31%	19%	21%	90%	5%	1%	3%
Watching purchased TV programmes/ films online or downloads either via 'pay per view' services (e.g. iTunes, Google Play, Blinkbox) or via a 'standalone' subscription service (e.g. Netflix, Amazon Prime Instant)	92	46	46	35	23	30	4	12	7	13	25	21	29	23	20	80	6	2	3
	3%	4%	3%	10%	5%	3%	*%	3%	2%	4%	4%	3%	4%	4%	3%	4%	3%	2%	5%
				def	f	f	f												q
		50%	50%	38%	25%	33%	4%	13%	7%	14%	27%	23%	31%	25%	21%	87%	7%	2%	4%

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

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QD13 (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 £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Other	30	11	19	2	6	14	9	6	7	4	6	6	11	6	6	23	4	2	2
	1%	1%	1%	*%	1%	1%	1%	2%	2%	1%	1%	1%	2%	1%	1%	1%	2%	2%	2%
		37%	63%	6%	19%	45%	30%	21%	22%	12%	20%	21%	37%	21%	20%	76%	12%	7%	5%
WEB/ DATA ACCESS	1508	742	765	312	378	636	183	156	132	190	447	453	462	296	297	1269	127	70	41
	56%	57%	56%	85%	81%	69%	20%	38%	46%	59%	75%	64%	64%	51%	45%	57%	54%	53%	56%
				ef	ef	f		g	gh	gh	ghi	mn	mn	n					
		49%	51%	21%	25%	42%	12%	10%	9%	13%	30%	30%	31%	20%	20%	84%	8%	5%	3%
LISTEN TO AUDIO CONTENT	520	288	232	156	134	189	41	56	35	64	162	151	160	109	100	448	40	19	13
	19%	22%	17%	43%	29%	21%	4%	14%	12%	20%	27%	21%	22%	19%	15%	20%	17%	14%	17%
		b		def	ef	f				gh	ghi	n	n			q			
		55%	45%	30%	26%	36%	8%	11%	7%	12%	31%	29%	31%	21%	19%	86%	8%	4%	2%
WATCHING AV CONTENT	506	260	246	157	140	180	29	63	34	60	162	150	157	95	105	445	31	19	11
	19%	20%	18%	43%	30%	20%	3%	15%	12%	18%	27%	21%	22%	16%	16%	20%	13%	15%	15%
				def	ef	f				h	ghi	mn	mn			pqr			
		51%	49%	31%	28%	36%	6%	13%	7%	12%	32%	30%	31%	19%	21%	88%	6%	4%	2%
None of these	136	74	62	11	5	19	100	22	17	16	16	37	28	40	31	120	4	8	3
	5%	6%	4%	3%	1%	2%	11%	5%	6%	5%	3%	5%	4%	7%	5%	5%	2%	6%	4%
				d			cde	j	j				l			p		p	
		54%	46%	8%	3%	14%	74%	16%	13%	12%	11%	28%	21%	29%	22%	89%	3%	6%	2%
Don't know	2	1	2	-	-	*	2	-	1	-	-	1	*	-	1	2	-	*	*
	*%	*%	*%	-%	-%	*%	*%	-%	*%	-%	-%	*%	*%	-%	*%	*%	-%	*%	1%
																			o
		35%	65%	-%	-%	5%	95%	-%	30%	-%	-%	42%	5%	-%	53%	64%	-%	17%	19%

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

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QD13 (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		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
Send/ receive text messages (SMS)	1883	185	264	190	125	171	181	155	82	210	1631	252	1267	612	907	975
	70%	57%	71%	81%	66%	74%	73%	69%	73%	70%	71%	69%	82%	55%	72%	69%
			a	abdfghi	a	a	a	a	a	a			m			
		10%	14%	10%	7%	9%	10%	8%	4%	11%	87%	13%	67%	33%	48%	52%
General surfing/ browsing the internet	1094	123	132	110	71	97	108	89	51	130	952	142	813	280	526	568
	41%	38%	36%	47%	38%	42%	44%	40%	45%	44%	41%	39%	52%	25%	42%	40%
				abd					b				m			
		11%	12%	10%	7%	9%	10%	8%	5%	12%	87%	13%	74%	26%	48%	52%
Take photos	1004	131	137	111	73	48	124	93	46	81	874	130	728	276	476	528
	38%	40%	37%	48%	38%	21%	50%	41%	40%	27%	38%	36%	47%	25%	38%	37%
		ei	ei	bdei	ei		abdehi	ei	ei				m			
		13%	14%	11%	7%	5%	12%	9%	5%	8%	87%	13%	72%	27%	47%	53%
Send/ receive emails (not SMS)	944	122	142	108	54	71	99	69	38	105	827	117	714	227	451	494
	35%	37%	38%	46%	28%	30%	40%	31%	34%	35%	36%	32%	46%	20%	36%	35%
		d	d	adeghi			deg						m			
		13%	15%	11%	6%	7%	10%	7%	4%	11%	88%	12%	76%	24%	48%	52%
Using social networking sites e.g. Facebook, Twitter, LinkedIn	870	91	102	97	62	50	101	72	46	111	768	102	639	231	392	478
	33%	28%	28%	42%	33%	22%	41%	32%	41%	37%	33%	28%	41%	21%	31%	34%
				abdeg	e		abe	e	abe	abe	k		m			
		11%	12%	11%	7%	6%	12%	8%	5%	13%	88%	12%	73%	27%	45%	55%

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QD13 (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		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
Use IM/ Instant Messaging (e.g. BlackBerry Messenger/ BBM, Apple iMessage, WhatsApp, Facebook Messenger)	735	99	89	79	51	57	76	52	34	89	659	76	546	188	310	425
	27%	30%	24%	34%	27%	25%	31%	23%	30%	30%	29%	21%	35%	17%	25%	30%
		14%	12%	11%	7%	8%	10%	7%	5%	12%	90%	10%	74%	26%	42%	58%
Send/ receive messages with pictures/ images	621	93	66	64	42	30	78	56	32	67	547	73	465	155	278	343
	23%	28%	18%	27%	22%	13%	31%	25%	28%	22%	24%	20%	30%	14%	22%	24%
		15%	11%	10%	7%	5%	13%	9%	5%	11%	88%	12%	75%	25%	45%	55%
Play games	550	60	58	55	41	39	65	55	31	61	486	64	383	164	254	296
	21%	18%	16%	24%	22%	17%	26%	25%	28%	21%	21%	18%	25%	15%	20%	21%
		11%	11%	10%	7%	7%	12%	10%	6%	11%	88%	12%	70%	30%	46%	54%
Download apps or programs directly to your phone	509	61	50	72	35	39	53	48	27	48	438	71	370	138	251	258
	19%	19%	14%	31%	18%	17%	21%	22%	24%	16%	19%	19%	24%	12%	20%	18%
		12%	10%	14%	7%	8%	10%	9%	5%	9%	86%	14%	73%	27%	49%	51%

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

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Base : All respondents

	Total	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889	
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377	
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416	
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%	
Accessing/ receiving news	500	74	69	64	34	22	55	32	26	61	435	65	390	108	264	235	
	19%	23%	19%	27%	18%	9%	22%	15%	22%	20%	19%	18%	25%	10%	21%	17%	
		eg	e	bdeg	e		eg		eg	e			m		o		
		15%	14%	13%	7%	4%	11%	7%	5%	12%	87%	13%	78%	22%	53%	47%	
Record video clips using the phone	427	58	41	55	40	20	54	39	20	41	376	52	324	103	184	243	
	16%	18%	11%	23%	21%	9%	22%	18%	18%	14%	16%	14%	21%	9%	15%	17%	
		be	bei	bei	bei	bei	bei	be	be	be			m				
		14%	10%	13%	9%	5%	13%	9%	5%	10%	88%	12%	76%	24%	43%	57%	
Watching short video clips (e.g. on YouTube, Dailymotion or Vimeo)	398	53	37	54	37	21	48	37	26	39	349	49	297	101	175	223	
	15%	16%	10%	23%	19%	9%	19%	17%	23%	13%	15%	13%	19%	9%	14%	16%	
		be		bei	be		be	be	bei				m				
		13%	9%	13%	9%	5%	12%	9%	7%	10%	88%	12%	75%	25%	44%	56%	
Listen to music using MP3 function	396	37	40	54	38	25	45	39	22	38	351	45	285	111	172	224	
	15%	11%	11%	23%	20%	11%	18%	17%	19%	13%	15%	12%	18%	10%	14%	16%	
				abei	abei		abe	be	abei				m				
		9%	10%	14%	10%	6%	11%	10%	6%	10%	89%	11%	72%	28%	43%	57%	

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 45

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QD13 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : All respondents

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
'Check-in' and share your location on social networking sites (e.g. Facebook, Foursquare)	377	56	36	42	29	20	42	29	16	34	327	50	290	85	162	214
	14%	17%	10%	18%	15%	9%	17%	13%	14%	12%	14%	14%	19%	8%	13%	15%
		be		bei	e		be		e				m			
		15%	10%	11%	8%	5%	11%	8%	4%	9%	87%	13%	77%	22%	43%	57%
Use your handset to help you shop e.g. compare prices online, read internet reviews, take photos of products	332	39	35	48	22	11	47	31	17	39	290	42	273	59	158	174
	12%	12%	10%	21%	12%	5%	19%	14%	15%	13%	13%	11%	18%	5%	13%	12%
		e		abdegi	e		abde	e	e	e			m			
		12%	11%	15%	7%	3%	14%	9%	5%	12%	87%	13%	82%	18%	48%	52%
Accessing/ receiving sports/ team news/ scores	294	31	36	34	27	17	27	20	19	36	244	50	236	58	163	131
	11%	10%	10%	14%	14%	7%	11%	9%	17%	12%	11%	14%	15%	5%	13%	9%
				e	e				abeg				m		o	
		11%	12%	11%	9%	6%	9%	7%	6%	12%	83%	17%	80%	20%	55%	45%
Send/ receive video clips	294	45	25	34	26	12	45	27	16	25	256	38	219	74	122	172
	11%	14%	7%	15%	14%	5%	18%	12%	14%	8%	11%	10%	14%	7%	10%	12%
		be		bei	be		bei	e	be				m		n	
		15%	9%	12%	9%	4%	15%	9%	5%	9%	87%	13%	75%	25%	41%	59%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QD13 (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		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
Making video calls e.g. via Facetime, Skype	229	45	23	28	13	13	32	14	11	18	201	27	178	50	98	131
	9%	14%	6%	12%	7%	6%	13%	6%	10%	6%	9%	7%	11%	4%	8%	9%
		bdegi		begi			bdegi						m			
		20%	10%	12%	6%	6%	14%	6%	5%	8%	88%	12%	78%	22%	43%	57%
Listen to FM radio	222	34	39	21	13	17	29	16	12	16	193	29	166	55	119	103
	8%	10%	10%	9%	7%	7%	12%	7%	11%	5%	8%	8%	11%	5%	9%	7%
		i	i				i		i				m		o	
		15%	18%	9%	6%	8%	13%	7%	6%	7%	87%	13%	75%	25%	54%	46%
Making voice calls using a VoIP service e.g. Viber, Skype	220	49	36	18	15	14	27	17	6	19	195	26	156	65	94	126
	8%	15%	10%	8%	8%	6%	11%	7%	5%	6%	8%	7%	10%	6%	7%	9%
		cdeghi					h						m			
		22%	16%	8%	7%	6%	12%	8%	3%	8%	88%	12%	71%	29%	43%	57%
Sending a tweet on Twitter (through a text, an app, the browser, or phone's built-in feature)	218	26	27	27	18	5	31	13	9	26	184	34	164	54	103	115
	8%	8%	7%	11%	10%	2%	13%	6%	8%	9%	8%	9%	11%	5%	8%	8%
		e	e	eg	e		eg	e	e	e			m			
		12%	12%	12%	8%	2%	14%	6%	4%	12%	84%	16%	75%	25%	47%	53%

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

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QD13 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : All respondents

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, ITV Player, 4OD, Demand 5 or Sky Go)	189	28	19	24	18	11	22	16	12	16	166	23	144	42	69	119
	7%	9%	5%	10%	9%	5%	9%	7%	10%	5%	7%	6%	9%	4%	5%	8%
		15%	10%	13%	9%	6%	11%	9%	6%	9%	88%	12%	76%	22%	37%	63%
Watching live TV on the internet at the same time as it is broadcast	96	17	4	10	9	5	13	10	5	9	83	13	75	21	45	52
	4%	5%	1%	4%	5%	2%	5%	4%	5%	3%	4%	4%	5%	2%	4%	4%
		b	b	b	b	b	b	b	b	b	86%	14%	78%	22%	46%	54%
Listen to Podcasts	95	7	16	10	7	9	17	3	3	7	78	17	73	21	47	48
	4%	2%	4%	4%	4%	4%	7%	1%	3%	2%	3%	5%	5%	2%	4%	3%
		8%	17%	10%	7%	9%	agi 18%	4%	4%	7%	82%	18%	77%	23%	50%	50%

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

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QD13 (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		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
Watching other free professional TV programmes or video channels online (e.g. via official YouTube channels such as Channel 4 or Jamie Oliver's Foodtube) or on other sites (e.g. South Park Studios)	94	22	6	15	6	8	7	9	4	6	83	10	73	21	37	57
	3%	7%	2%	6%	3%	4%	3%	4%	4%	2%	4%	3%	5%	2%	3%	4%
		bi	bi	bi	ei	ei	ei	ei	i	i	89%	11%	78%	22%	39%	61%
		24%	7%	16%	6%	9%	8%	9%	5%	7%						
Watching purchased TV programmes/ films online or downloads either via 'pay per view' services (e.g. iTunes, Google Play, Blinkbox) or via a 'standalone' subscription service (e.g. Netflix, Amazon Prime Instant)	92	15	12	7	13	5	10	8	6	4	82	10	69	23	36	56
	3%	5%	3%	3%	7%	2%	4%	4%	5%	1%	4%	3%	4%	2%	3%	4%
		i	i	i	ei	ei	ei	ei	i	i	89%	11%	75%	25%	40%	60%

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

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QD13 (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		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
Other	30	3	5	4	3	3	2	-	-	2	26	4	19	11	9	22
	1%	1%	1%	2%	2%	1%	1%	-%	-%	1%	1%	1%	1%	1%	1%	2%
				gh	gh											n
		10%	17%	14%	10%	10%	8%	-%	-%	7%	87%	13%	64%	36%	29%	71%
WEB/ DATA ACCESS	1508	209	200	140	100	122	150	117	64	166	1327	180	1105	400	689	819
	56%	64%	54%	60%	53%	53%	60%	52%	57%	56%	57%	49%	71%	36%	55%	58%
		bdeg									k		m			
		14%	13%	9%	7%	8%	10%	8%	4%	11%	88%	12%	73%	27%	46%	54%
LISTEN TO AUDIO CONTENT	520	58	68	63	43	37	61	41	28	48	457	63	380	140	244	276
	19%	18%	18%	27%	23%	16%	25%	18%	25%	16%	20%	17%	24%	13%	19%	20%
				abegi			ei		ei				m			
		11%	13%	12%	8%	7%	12%	8%	5%	9%	88%	12%	73%	27%	47%	53%
WATCHING AV CONTENT	506	79	49	62	45	28	63	44	29	47	441	65	376	128	214	292
	19%	24%	13%	27%	24%	12%	25%	20%	26%	16%	19%	18%	24%	11%	17%	21%
		bei		bei	bei		bei	e	bei				m			n
		16%	10%	12%	9%	5%	12%	9%	6%	9%	87%	13%	74%	25%	42%	58%
None of these	136	21	27	8	10	14	9	8	6	17	112	23	49	87	68	68
	5%	7%	7%	4%	5%	6%	4%	4%	5%	6%	5%	6%	3%	8%	5%	5%
														l		
		16%	20%	6%	7%	10%	7%	6%	4%	12%	83%	17%	36%	64%	50%	50%
Don't know	2	-	-	-	-	-	-	-	-	2	1	2	*	2	2	1
	0.1%	0%	0%	0%	0%	0%	0%	0%	0%	0.1%	0%	0%	0%	0%	0%	0%
											j					
		0%	0%	0%	0%	0%	0%	0%	0%	64%	31%	69%	5%	95%	78%	22%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 46

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QD14 (QD28E) SHOWCARD Which of these ways do you use your mobile phone to access the internet? (MULTI CODE)

Base : Those who use their mobile phone to access the internet

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2134	1045	1089	460	520	846	308	257	196	293	553	548	714	405	467	1309	277	257	291
Effective Weighted Sample	1519	739	780	316	372	606	228	183	145	202	408	390	525	296	331	1170	187	187	255
Total	1625	795	830	324	397	675	230	168	144	210	469	486	487	333	321	1369	136	76	44
		49%	51%	20%	24%	42%	14%	10%	9%	13%	29%	30%	30%	20%	20%	84%	8%	5%	3%
Wi-Fi/ wireless broadband network at home	1166	575	590	234	285	491	155	97	90	152	382	394	352	223	197	1002	83	50	31
	72%	72%	71%	72%	72%	73%	67%	58%	62%	72%	81%	81%	72%	67%	62%	73%	61%	66%	70%
		49%	51%	20%	24%	42%	13%	8%	8%	13%	33%	34%	30%	19%	17%	86%	7%	4%	3%
Via mobile network (2G, 3G or 4G)	1142	564	578	237	275	481	149	110	100	132	360	341	340	238	223	950	115	48	29
	70%	71%	70%	73%	69%	71%	65%	65%	70%	63%	77%	70%	70%	72%	70%	69%	85%	63%	66%
		49%	51%	21%	24%	42%	13%	10%	9%	12%	32%	30%	30%	21%	20%	83%	10%	4%	3%
Wi-Fi/ wireless broadband elsewhere (i.e. 'hotspots')	582	300	282	112	148	248	73	58	44	68	215	196	186	101	100	505	34	26	16
	36%	38%	34%	35%	37%	37%	32%	35%	31%	32%	46%	40%	38%	30%	31%	37%	25%	35%	37%
		51%	49%	19%	26%	43%	13%	10%	8%	12%	37%	34%	32%	17%	17%	87%	6%	5%	3%
MOBILE NETWORK AND NOT WI-FI	354	164	189	72	77	148	57	44	41	41	69	75	101	92	85	272	50	20	11
	22%	21%	23%	22%	19%	22%	25%	26%	28%	20%	15%	15%	21%	28%	27%	20%	36%	26%	26%
		46%	54%	20%	22%	42%	16%	12%	12%	12%	19%	21%	29%	26%	24%	77%	14%	6%	3%
WI-FI AND NOT MOBILE NETWORK	463	220	243	87	116	187	73	53	41	77	106	138	140	94	91	403	20	26	15
	28%	28%	29%	27%	29%	28%	32%	32%	29%	37%	23%	28%	29%	28%	29%	29%	14%	34%	33%
		47%	53%	19%	25%	40%	16%	12%	9%	17%	23%	30%	30%	20%	20%	87%	4%	6%	3%

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

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QD14 (QD28E) SHOWCARD Which of these ways do you use your mobile phone to access the internet? (MULTI CODE)

Base : Those who use their mobile phone to access the internet

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2134	1045	1089	460	520	846	308	257	196	293	553	548	714	405	467	1309	277	257	291
Effective Weighted Sample	1519	739	780	316	372	606	228	183	145	202	408	390	525	296	331	1170	187	187	255
Total	1625	795	830	324	397	675	230	168	144	210	469	486	487	333	321	1369	136	76	44
		49%	51%	20%	24%	42%	14%	10%	9%	13%	29%	30%	30%	20%	20%	84%	8%	5%	3%
ANY WI-FI USE	1251	619	632	252	314	520	165	119	101	167	398	404	379	240	229	1080	85	54	32
	77%	78%	76%	78%	79%	77%	72%	71%	70%	80%	85%	83%	78%	72%	71%	79%	63%	71%	73%
		49%	51%	20%	25%	42%	13%	10%	8%	13%	32%	32%	30%	19%	18%	86%	7%	4%	3%
Don't know	20	11	9	*	6	7	8	5	2	2	3	7	6	1	6	17	1	2	*
	1%	1%	1%	1%	1%	1%	3%	3%	2%	1%	1%	1%	1%	1%	2%	1%	1%	3%	1%
		56%	44%	20%	29%	32%	38%	23%	11%	8%	14%	34%	31%	4%	31%	82%	6%	10%	2%

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

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QD14 (QD28E) SHOWCARD Which of these ways do you use your mobile phone to access the internet? (MULTI CODE)

Base : Those who use their mobile phone to access the internet

	Total	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	2134	174	144	151	129	138	153	134	144	142	1598	536	1470	659	1045	1089	
Effective Weighted Sample	1519	168	137	146	124	132	148	130	138	137	1290	243	1045	491	711	809	
Total	1625	235	218	150	107	134	159	125	69	173	1425	201	1187	436	744	881	
		14%	13%	9%	7%	8%	10%	8%	4%	11%	88%	12%	73%	27%	46%	54%	
Wi-Fi/ wireless broadband network at home	1166	173	182	131	67	81	127	90	46	105	1015	151	855	307	537	628	
	72%	74%	83%	88%	63%	60%	80%	72%	67%	61%	71%	75%	72%	71%	72%	71%	
		ei	adeghi	adeghi			dehi	e									
		15%	16%	11%	6%	7%	11%	8%	4%	9%	87%	13%	73%	26%	46%	54%	
Via mobile network (2G, 3G or 4G)	1142	121	156	113	62	97	112	89	57	142	1014	128	849	293	535	607	
	70%	51%	72%	76%	58%	73%	70%	71%	83%	82%	71%	64%	72%	67%	72%	69%	
		ad	ad	ad		ad	ad	ad	abdefg	abdfg	k						
		11%	14%	10%	5%	9%	10%	8%	5%	12%	89%	11%	74%	26%	47%	53%	
Wi-Fi/ wireless broadband elsewhere (i.e. 'hotspots')	582	54	122	75	41	42	54	48	27	41	492	89	439	142	311	270	
	36%	23%	56%	50%	38%	32%	34%	39%	39%	23%	35%	45%	37%	32%	42%	31%	
			adeefghi	aefi	ai		a	ai	ai			j			o		
		9%	21%	13%	7%	7%	9%	8%	5%	7%	85%	15%	76%	24%	54%	46%	
MOBILE NETWORK AND NOT WI-FI	354	45	23	10	26	40	18	28	22	60	318	35	253	100	148	205	
	22%	19%	11%	7%	24%	30%	11%	22%	32%	35%	22%	18%	21%	23%	20%	23%	
		bc			bcf	abcf		bcf	abcf	abcfg							
		13%	7%	3%	7%	11%	5%	8%	6%	17%	90%	10%	72%	28%	42%	58%	
WI-FI AND NOT MOBILE NETWORK	463	114	55	35	42	34	45	35	12	30	393	70	323	137	197	266	
	28%	49%	25%	24%	40%	25%	28%	28%	17%	18%	28%	35%	27%	31%	26%	30%	
		bceefghi			bceefghi		hi	hi				j					
		25%	12%	8%	9%	7%	10%	8%	3%	7%	85%	15%	70%	30%	42%	58%	

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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.

QD14 (QD28E) SHOWCARD Which of these ways do you use your mobile phone to access the internet? (MULTI CODE)

Base : Those who use their mobile phone to access the internet

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2134	174	144	151	129	138	153	134	144	142	1598	536	1470	659	1045	1089
Effective Weighted Sample	1519	168	137	146	124	132	148	130	138	137	1290	243	1045	491	711	809
Total	1625	235	218	150	107	134	159	125	69	173	1425	201	1187	436	744	881
		14%	13%	9%	7%	8%	10%	8%	4%	11%	88%	12%	73%	27%	46%	54%
ANY WI-FI USE	1251	190	188	139	79	91	139	96	47	112	1088	163	919	329	583	668
	77%	81%	86%	93%	74%	68%	87%	77%	68%	65%	76%	81%	77%	76%	78%	76%
		ehi	dehi	adeghi			deghi	i								
		15%	15%	11%	6%	7%	11%	8%	4%	9%	87%	13%	73%	26%	47%	53%
Don't know	20	-	7	1	2	3	3	1	-	1	18	2	14	6	13	8
	1%	-%	3%	1%	2%	2%	2%	1%	-%	*%	1%	1%	1%	1%	2%	1%
			ah													
		-%	34%	4%	11%	14%	13%	3%	-%	4%	88%	12%	71%	29%	62%	38%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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.

QD15 (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	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2134	1045	1089	460	520	846	308	257	196	293	553	548	714	405	467	1309	277	257	291
Effective Weighted Sample	1519	739	780	316	372	606	228	183	145	202	408	390	525	296	331	1170	187	187	255
Total	1625	795	830	324	397	675	230	168	144	210	469	486	487	333	321	1369	136	76	44
		49%	51%	20%	24%	42%	14%	10%	9%	13%	29%	30%	30%	20%	20%	84%	8%	5%	3%
I always use in the home	132	58	74	16	31	43	42	20	10	19	23	33	34	27	38	121	3	3	4
	8%	7%	9%	5%	8%	6%	18%	12%	7%	9%	5%	7%	7%	8%	12%	9%	2%	4%	9%
		44%	56%	12%	23%	32%	cde	j	8%	14%	17%	25%	26%	20%	29%	92%	2%	3%	3%
I mainly use in the home	311	124	187	52	78	137	43	36	25	48	84	96	79	68	68	274	19	13	4
	19%	16%	22%	16%	20%	20%	19%	21%	17%	23%	18%	20%	16%	20%	21%	20%	14%	18%	9%
		40%	a	17%	25%	44%	14%	12%	8%	16%	27%	31%	25%	22%	22%	pr	6%	r	1%
I use equally in the home and outside the home	1022	524	498	243	261	420	99	97	102	124	293	293	327	215	187	832	105	52	33
	63%	66%	60%	75%	66%	62%	43%	58%	71%	59%	63%	60%	67%	65%	58%	61%	77%	69%	75%
		b	def	f	f	f	10%	9%	gi	10%	12%	29%	29%	32%	21%	18%	81%	10%	5%
		51%	49%	24%	25%	41%	10%	9%	10%	12%	29%	29%	32%	21%	18%	81%	10%	5%	3%
I mainly use outside the home	130	69	62	11	23	61	35	11	7	16	60	52	39	19	21	116	6	6	2
	8%	9%	7%	4%	6%	9%	15%	7%	5%	8%	13%	11%	8%	6%	7%	8%	4%	8%	6%
		53%	47%	9%	17%	47%	c	9%	5%	12%	46%	40%	30%	15%	16%	p	4%	5%	2%
I always use outside the home	24	16	8	1	2	11	10	3	-	2	8	9	6	4	5	19	4	*	*
	1%	2%	1%	*%	1%	2%	4%	2%	-%	1%	2%	2%	1%	1%	2%	1%	3%	*%	1%
		66%	34%	6%	10%	45%	40%	12%	-%	7%	32%	38%	25%	15%	22%	81%	16%	2%	1%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 47

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QD15 (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	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2134	1045	1089	460	520	846	308	257	196	293	553	548	714	405	467	1309	277	257	291
Effective Weighted Sample	1519	739	780	316	372	606	228	183	145	202	408	390	525	296	331	1170	187	187	255
Total	1625	795	830	324	397	675	230	168	144	210	469	486	487	333	321	1369	136	76	44
		49%	51%	20%	24%	42%	14%	10%	9%	13%	29%	30%	30%	20%	20%	84%	8%	5%	3%
ALWAYS/ MAINLY USE IN THE HOME	442	182	261	68	109	180	85	56	35	67	107	129	113	95	106	395	22	17	8
	27%	23%	31%	21%	27%	27%	37%	33%	24%	32%	23%	27%	23%	28%	33%	29%	16%	22%	19%
		41%	59%	15%	25%	41%	19%	13%	8%	15%	24%	29%	25%	21%	24%	89%	5%	4%	2%
ALWAYS/ MAINLY USE OUTSIDE THE HOME	154	85	70	13	25	72	45	14	7	18	67	61	45	23	26	135	10	7	3
	9%	11%	8%	4%	6%	11%	19%	8%	5%	8%	14%	13%	9%	7%	8%	10%	7%	9%	6%
		55%	45%	8%	16%	47%	29%	9%	4%	12%	44%	40%	29%	15%	17%	88%	6%	4%	2%
EVER USE OUTSIDE THE HOME	1487	733	754	308	364	629	187	147	133	190	445	450	450	305	281	1242	133	72	40
	91%	92%	91%	95%	92%	93%	81%	87%	93%	90%	95%	93%	93%	92%	88%	91%	98%	96%	90%
		49%	51%	21%	24%	42%	13%	10%	9%	13%	30%	30%	30%	21%	19%	83%	9%	5%	3%
Don't know	7	4	2	*	2	3	2	1	1	2	1	3	2	1	1	6	-	-	*
	*%	1%	*%	*%	1%	*%	1%	1%	1%	1%	*%	1%	*%	*%	*%	*%	-%	-%	1%
		63%	37%	1%	33%	41%	25%	20%	12%	23%	22%	41%	34%	10%	15%	96%	-%	-%	4%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 47

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QD15 (QD28C). SHOWCARD Which one of these best describes where you use your mobile phone to access the internet? (SINGLE CODE)

Base : Those who use their mobile phone to access the internet

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2134	174	144	151	129	138	153	134	144	142	1598	536	1470	659	1045	1089
Effective Weighted Sample	1519	168	137	146	124	132	148	130	138	137	1290	243	1045	491	711	809
Total	1625	235	218	150	107	134	159	125	69	173	1425	201	1187	436	744	881
		14%	13%	9%	7%	8%	10%	8%	4%	11%	88%	12%	73%	27%	46%	54%
I always use in the home	132	15	17	18	10	14	18	9	3	17	108	24	78	53	55	77
	8%	7%	8%	12%	9%	11%	11%	7%	4%	10%	8%	12%	7%	12%	7%	9%
				h		h	h				j		l			
		12%	13%	14%	7%	11%	13%	7%	2%	13%	82%	18%	60%	40%	42%	58%
I mainly use in the home	311	36	42	29	23	16	36	41	20	32	270	41	221	89	149	161
	19%	15%	19%	19%	22%	12%	23%	32%	29%	18%	19%	20%	19%	20%	20%	18%
				e	e		e	abcei	abei							
		12%	13%	9%	7%	5%	12%	13%	6%	10%	87%	13%	71%	29%	48%	52%
I use equally in the home and outside the home	1022	174	121	83	65	98	87	62	38	104	909	113	768	252	444	578
	63%	74%	55%	55%	61%	73%	55%	49%	56%	60%	64%	56%	65%	58%	60%	66%
		bcdfghi				bcdfghi					k		m		n	
		17%	12%	8%	6%	10%	9%	6%	4%	10%	89%	11%	75%	25%	43%	57%
I mainly use outside the home	130	6	33	13	7	5	14	12	7	20	110	21	97	33	80	50
	8%	2%	15%	8%	6%	4%	9%	10%	10%	11%	8%	10%	8%	8%	11%	6%
			ade	a			a	a	a	ae					o	
		4%	25%	10%	5%	4%	11%	9%	5%	15%	84%	16%	75%	25%	61%	39%
I always use outside the home	24	2	5	7	2	-	3	1	1	-	22	2	17	7	12	12
	1%	1%	2%	4%	2%	-	2%	1%	1%	-	2%	1%	1%	2%	2%	1%
				aei												
		7%	19%	27%	8%	-	13%	3%	3%	-	91%	9%	72%	28%	52%	48%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 47

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QD15 (QD28C). SHOWCARD Which one of these best describes where you use your mobile phone to access the internet? (SINGLE CODE)

Base : Those who use their mobile phone to access the internet

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																
Unweighted total	2134	174	144	151	129	138	153	134	144	142	1598	536	1470	659	1045	1089
Effective Weighted Sample	1519	168	137	146	124	132	148	130	138	137	1290	243	1045	491	711	809
Total	1625	235	218	150	107	134	159	125	69	173	1425	201	1187	436	744	881
		14%	13%	9%	7%	8%	10%	8%	4%	11%	88%	12%	73%	27%	46%	54%
ALWAYS/ MAINLY USE IN THE HOME	442	52	59	47	33	30	53	50	23	49	378	65	300	143	204	238
	27%	22%	27%	31%	31%	23%	34%	40%	33%	28%	26%	32%	25%	33%	27%	27%
							ae	abei	ae				l			
		12%	13%	11%	7%	7%	12%	11%	5%	11%	85%	15%	68%	32%	46%	54%
ALWAYS/ MAINLY USE OUTSIDE THE HOME	154	8	37	19	8	5	17	13	7	20	131	23	115	40	92	62
	9%	3%	17%	13%	8%	4%	11%	10%	11%	11%	9%	12%	10%	9%	12%	7%
			ade	ae			ae	ae	ae	ae				o		
		5%	24%	12%	5%	3%	11%	8%	5%	13%	85%	15%	74%	26%	60%	40%
EVER USE OUTSIDE THE HOME	1487	218	200	131	97	119	140	115	66	156	1311	177	1104	381	686	802
	91%	93%	92%	87%	91%	89%	88%	92%	96%	90%	92%	88%	93%	87%	92%	91%
									cef		k		m			
		15%	13%	9%	7%	8%	9%	8%	4%	10%	88%	12%	74%	26%	46%	54%
Don't know	7	1	1	1	-	1	1	1	-	-	7	*	5	2	4	3
	*%	1%	1%	1%	-%	1%	1%	1%	-%	-%	*%	*%	*%	*%	*%	*%
		22%	20%	13%	-%	12%	20%	10%	-%	-%	99%	1%	73%	27%	54%	46%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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.

QD16 (QD28F). SHOWCARD In which of these places do you use your mobile phone to access the internet outside of the home? (MULTI CODE)

Base : Those who use their mobile phone to access the internet outside the home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1949	965	984	436	479	786	248	230	178	266	523	506	659	371	413	1185	268	239	257
Effective Weighted Sample	1389	683	705	300	343	562	186	163	133	184	386	361	488	271	293	1057	182	175	226
Total	1487	733	754	308	364	629	187	147	133	190	445	450	450	305	281	1242	133	72	40
		49%	51%	21%	24%	42%	13%	10%	9%	13%	30%	30%	30%	21%	19%	83%	9%	5%	3%
When travelling (e.g. on a train or in a car)	1133	573	560	252	283	475	123	104	99	130	363	358	365	219	191	948	112	44	29
	76%	78%	74%	82%	78%	75%	66%	71%	74%	68%	82%	79%	81%	72%	68%	76%	84%	61%	73%
		51%	49%	22%	25%	42%	11%	9%	9%	11%	32%	32%	32%	19%	17%	84%	10%	4%	3%
Outdoors	1029	521	508	222	268	431	107	88	86	117	325	325	325	206	172	847	103	50	29
	69%	71%	67%	72%	74%	69%	58%	60%	64%	62%	73%	72%	72%	68%	61%	68%	77%	69%	73%
		51%	49%	22%	26%	42%	10%	9%	8%	11%	32%	32%	32%	20%	17%	82%	10%	5%	3%
Indoor public spaces (e.g. pub/ restaurant/ theatre/ shopping centre)	988	494	494	223	262	407	96	91	76	124	314	313	317	200	158	807	103	50	29
	66%	67%	65%	72%	72%	65%	51%	62%	57%	65%	71%	70%	70%	66%	56%	65%	77%	68%	73%
		50%	50%	23%	27%	41%	10%	9%	8%	13%	32%	32%	32%	20%	16%	82%	10%	5%	3%
In other people's homes (e.g. friends/ family)	887	431	456	216	239	350	83	92	81	110	263	267	271	176	173	729	95	39	24
	60%	59%	61%	70%	66%	56%	44%	63%	61%	58%	59%	59%	60%	58%	62%	59%	71%	54%	61%
		49%	51%	24%	27%	39%	9%	10%	9%	12%	30%	30%	31%	20%	20%	82%	11%	4%	3%
At your workplace	781	418	364	142	209	362	68	51	69	112	276	252	258	171	100	638	90	31	22
	53%	57%	48%	46%	58%	57%	37%	35%	52%	59%	62%	56%	57%	56%	35%	51%	68%	43%	56%
		53%	47%	18%	27%	46%	9%	6%	9%	14%	35%	32%	33%	22%	13%	82%	12%	4%	3%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 48

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QD16 (QD28F). SHOWCARD In which of these places do you use your mobile phone to access the internet outside of the home? (MULTI CODE)

Base : Those who use their mobile phone to access the internet outside the home

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Unweighted total	1949	965	984	436	479	786	248	230	178	266	523	506	659	371	413	1185	268	239	257
Effective Weighted Sample	1389	683	705	300	343	562	186	163	133	184	386	361	488	271	293	1057	182	175	226
Total	1487	733	754	308	364	629	187	147	133	190	445	450	450	305	281	1242	133	72	40
		49%	51%	21%	24%	42%	13%	10%	9%	13%	30%	30%	30%	21%	19%	83%	9%	5%	3%
Other	48	27	21	15	6	19	7	9	1	5	14	13	15	8	10	40	3	4	*
	3%	4%	3%	5%	2%	3%	4%	6%	1%	3%	3%	3%	3%	3%	4%	3%	2%	6%	1%
		56%	44%	32%	12%	40%	15%	19%	1%	10%	29%	28%	33%	17%	22%	84%	7%	9%	1%
Don't know	15	5	10	2	5	4	4	5	1	*	3	2	1	4	8	13	1	1	1
	1%	1%	1%	1%	1%	1%	2%	4%	1%	1%	1%	1%	1%	1%	3%	1%	1%	1%	2%
		34%	66%	16%	32%	27%	25%	36%	9%	1%	17%	10%	10%	28%	52%	86%	3%	5%	6%

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

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QD16 (QD28F). SHOWCARD In which of these places do you use your mobile phone to access the internet outside of the home? (MULTI CODE)

Base : Those who use their mobile phone to access the internet outside the home

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1949	161	132	131	117	123	134	123	138	126	1474	475	1365	579	959	990
Effective Weighted Sample	1389	155	125	127	113	118	130	119	133	121	1186	215	974	430	654	735
Total	1487	218	200	131	97	119	140	115	66	156	1311	177	1104	381	686	802
		15%	13%	9%	7%	8%	9%	8%	4%	10%	88%	12%	74%	26%	46%	54%
When travelling (e.g. on a train or in a car)	1133	177	175	102	64	84	94	75	43	134	1011	121	851	280	520	612
	76%	81%	88%	78%	66%	71%	67%	65%	65%	86%	77%	69%	77%	73%	76%	76%
		dfgh	cdefgh	fgh						defgh	k					
		16%	15%	9%	6%	7%	8%	7%	4%	12%	89%	11%	75%	25%	46%	54%
Outdoors	1029	177	138	98	65	80	70	73	40	106	921	108	780	246	475	554
	69%	81%	69%	75%	67%	67%	50%	64%	61%	68%	70%	61%	71%	65%	69%	69%
		bdefghi	f	fh	f	f		f		f	k		m			
		17%	13%	10%	6%	8%	7%	7%	4%	10%	90%	10%	76%	24%	46%	54%
Indoor public spaces (e.g. pub/ restaurant/ theatre/ shopping centre)	988	155	135	98	58	72	74	76	43	96	878	110	733	255	462	526
	66%	71%	68%	75%	60%	60%	53%	66%	64%	62%	67%	62%	66%	67%	67%	66%
		f	f	defi				f								
		16%	14%	10%	6%	7%	7%	8%	4%	10%	89%	11%	74%	26%	47%	53%
In other people's homes (e.g. friends/ family)	887	128	117	96	51	71	63	72	37	95	784	103	655	230	404	483
	60%	59%	59%	73%	53%	60%	45%	62%	56%	61%	60%	59%	59%	60%	59%	60%
		f	f	abdefhi		f		f		f						
		14%	13%	11%	6%	8%	7%	8%	4%	11%	88%	12%	74%	26%	46%	54%
At your workplace	781	120	102	77	53	63	61	49	33	79	692	89	718	63	361	420
	53%	55%	51%	59%	55%	53%	44%	42%	50%	51%	53%	51%	65%	17%	53%	52%
		g		fg									m			
		15%	13%	10%	7%	8%	8%	6%	4%	10%	89%	11%	92%	8%	46%	54%

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

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QD16 (QD28F). SHOWCARD In which of these places do you use your mobile phone to access the internet outside of the home? (MULTI CODE)

Base : Those who use their mobile phone to access the internet outside the home

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1949	161	132	131	117	123	134	123	138	126	1474	475	1365	579	959	990
Effective Weighted Sample	1389	155	125	127	113	118	130	119	133	121	1186	215	974	430	654	735
Total	1487	218	200	131	97	119	140	115	66	156	1311	177	1104	381	686	802
		15%	13%	9%	7%	8%	9%	8%	4%	10%	88%	12%	74%	26%	46%	54%
Other	48	18	3	2	4	1	-	3	3	6	42	6	32	15	23	25
	3%	8%	2%	1%	4%	1%	-%	3%	5%	4%	3%	3%	3%	4%	3%	3%
		bcefg			f				f	f						
		38%	7%	4%	8%	2%	-%	6%	7%	13%	88%	12%	68%	32%	48%	52%
Don't know	15	-	-	1	2	3	4	3	*	-	12	3	8	6	10	5
	1%	-%	-%	1%	2%	2%	3%	2%	1%	-%	1%	2%	1%	2%	1%	1%
					a											
		-%	-%	7%	14%	20%	26%	17%	3%	-%	81%	19%	57%	43%	67%	33%

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

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QD17 (QD28G). SHOWCARD Do you use any of the following types of apps or applications on your smartphone? (MULTI CODE)

Base : Those with a smartphone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2334	1149	1185	461	533	922	418	288	229	328	575	579	765	448	542	1437	303	288	306
Effective Weighted Sample	1664	814	850	318	383	661	304	207	170	224	425	411	561	331	387	1285	201	207	268
Total	1766	871	894	328	407	730	300	190	168	231	488	510	514	369	373	1489	147	83	47
		49%	51%	19%	23%	41%	17%	11%	10%	13%	28%	29%	29%	21%	21%	84%	8%	5%	3%
Social networking (e.g. Facebook, Twitter, LinkedIn)	1101	518	583	278	307	432	83	117	106	144	302	320	312	229	240	925	95	53	28
	62%	59%	65%	85%	75%	59%	28%	62%	63%	62%	62%	63%	61%	62%	64%	62%	65%	64%	59%
		47%	53%	25%	28%	39%	8%	11%	10%	13%	27%	29%	28%	21%	22%	84%	9%	5%	3%
Weather	1091	562	529	194	250	480	166	105	84	133	351	368	327	212	183	920	96	50	24
	62%	65%	59%	59%	61%	66%	56%	55%	50%	58%	72%	72%	64%	58%	49%	62%	66%	61%	51%
		b				cf					ghi	lmn	n	n	r	r	r	r	
		52%	48%	18%	23%	44%	15%	10%	8%	12%	32%	34%	30%	19%	17%	84%	9%	5%	2%
Maps/ navigation	1030	544	487	196	261	439	134	87	82	141	329	346	317	204	164	891	78	40	21
	58%	62%	54%	60%	64%	60%	45%	46%	49%	61%	68%	68%	62%	55%	44%	60%	53%	48%	44%
		b	f	f	f	f				gh	gh	mn	n	n	qr				
		53%	47%	19%	25%	43%	13%	8%	8%	14%	32%	34%	31%	20%	16%	87%	8%	4%	2%
Games	915	463	452	232	259	346	78	104	86	118	257	231	280	202	202	768	81	38	28
	52%	53%	51%	71%	63%	47%	26%	55%	51%	51%	53%	45%	55%	55%	54%	52%	55%	46%	61%
				def	ef	f							k	k	k				oq
		51%	49%	25%	28%	38%	9%	11%	9%	13%	28%	25%	31%	22%	22%	84%	9%	4%	3%
News	890	504	386	160	220	386	125	76	63	110	309	320	270	172	128	748	79	43	20
	50%	58%	43%	49%	54%	53%	42%	40%	37%	48%	63%	63%	53%	47%	34%	50%	54%	52%	43%
		b	f	f	f	f				h	ghi	lmn	n	n	r	r	r	r	
		57%	43%	18%	25%	43%	14%	9%	7%	12%	35%	36%	30%	19%	14%	84%	9%	5%	2%
Music	756	398	359	213	202	281	60	75	67	101	224	232	230	153	142	628	79	31	18
	43%	46%	40%	65%	50%	38%	20%	39%	40%	44%	46%	45%	45%	41%	38%	42%	54%	37%	39%
		b	def	ef	f	f						n	n				oqr		
		53%	47%	28%	27%	37%	8%	10%	9%	13%	30%	31%	30%	20%	19%	83%	10%	4%	2%

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QD17 (QD28G). SHOWCARD Do you use any of the following types of apps or applications on your smartphone? (MULTI CODE)

Base : Those with a smartphone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2334	1149	1185	461	533	922	418	288	229	328	575	579	765	448	542	1437	303	288	306
Effective Weighted Sample	1664	814	850	318	383	661	304	207	170	224	425	411	561	331	387	1285	201	207	268
Total	1766	871	894	328	407	730	300	190	168	231	488	510	514	369	373	1489	147	83	47
		49%	51%	19%	23%	41%	17%	11%	10%	13%	28%	29%	29%	21%	21%	84%	8%	5%	3%
Travel/ journey planning	734	405	329	136	184	304	110	63	48	94	253	281	221	136	96	643	49	29	14
		42%	46%	37%	41%	45%	37%	33%	28%	41%	52%	55%	43%	37%	26%	43%	33%	35%	29%
		b	f	f	f	f	f	h	ghi	lmn	n	n	n	n	pqr	o	pqr	q	r
		55%	45%	18%	25%	41%	15%	9%	6%	13%	35%	38%	30%	18%	13%	88%	7%	4%	2%
Banking	689	349	340	146	197	289	57	72	64	84	201	216	203	153	117	575	66	31	17
		39%	40%	38%	45%	48%	19%	38%	38%	37%	41%	42%	39%	42%	31%	39%	45%	38%	37%
			f	ef	f	f	f	n	n	n	n	n	n	n	n	n	n	n	n
		51%	49%	21%	29%	42%	8%	10%	9%	12%	29%	31%	29%	22%	17%	83%	10%	5%	2%
Shopping (e.g. Tesco, Ocado, eBay)	592	253	338	142	176	239	34	51	52	93	183	196	162	124	109	479	63	33	17
		34%	29%	38%	43%	43%	11%	27%	31%	40%	38%	38%	32%	34%	29%	32%	43%	40%	36%
			a	ef	ef	f	f	gh	g	ln	gh	ln	ln	ln	ln	o	o	o	o
		43%	57%	24%	30%	40%	6%	9%	9%	16%	31%	33%	27%	21%	18%	81%	11%	6%	3%
Sports/ sports news	561	431	130	133	128	242	58	53	35	73	178	174	162	119	105	459	59	29	14
		32%	49%	15%	40%	31%	33%	19%	28%	21%	32%	37%	34%	32%	32%	28%	31%	40%	35%
		b	def	f	f	f	f	h	gh	gh	gh	mn	n	n	n	or	or	or	or
		77%	23%	24%	23%	43%	10%	9%	6%	13%	32%	31%	29%	21%	19%	82%	10%	5%	2%
Books	270	143	127	56	69	115	30	24	11	35	93	99	86	50	35	231	17	15	6
		15%	16%	14%	17%	16%	10%	13%	7%	15%	19%	19%	17%	14%	9%	16%	12%	19%	14%
			f	f	f	f	f	h	h	gh	mn	n	n	n	n	r	r	r	r
		53%	47%	21%	26%	43%	11%	9%	4%	13%	35%	37%	32%	19%	13%	86%	6%	6%	2%
Vouchers	196	89	106	47	59	74	15	19	8	21	60	70	65	32	28	150	24	19	2
		11%	10%	12%	14%	15%	10%	10%	5%	9%	12%	14%	13%	9%	8%	10%	17%	23%	4%
			ef	ef	f	f	f	h	h	mn	n	n	n	n	n	r	r	r	r
		46%	54%	24%	30%	38%	8%	9%	4%	11%	31%	36%	33%	16%	14%	77%	12%	10%	1%

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QD17 (QD28G). SHOWCARD Do you use any of the following types of apps or applications on your smartphone? (MULTI CODE)

Base : Those with a smartphone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2334	1149	1185	461	533	922	418	288	229	328	575	579	765	448	542	1437	303	288	306
Effective Weighted Sample	1664	814	850	318	383	661	304	207	170	224	425	411	561	331	387	1285	201	207	268
Total	1766	871	894	328	407	730	300	190	168	231	488	510	514	369	373	1489	147	83	47
		49%	51%	19%	23%	41%	17%	11%	10%	13%	28%	29%	29%	21%	21%	84%	8%	5%	3%
Finance/ business	188	118	70	35	54	82	17	14	9	14	71	87	54	26	20	153	16	13	5
	11%	14%	8%	11%	13%	11%	6%	7%	5%	6%	15%	17%	10%	7%	5%	10%	11%	16%	11%
		63%	37%	19%	29%	44%	9%	7%	5%	8%	38%	47%	29%	14%	11%	82%	8%	7%	3%
NONE OF THESE	160	75	85	8	18	66	67	19	26	26	24	33	46	30	51	128	17	10	5
	9%	9%	10%	3%	4%	9%	23%	10%	16%	11%	5%	6%	9%	8%	14%	9%	12%	12%	11%
		47%	53%	5%	11%	41%	42%	12%	17%	16%	15%	21%	29%	19%	32%	80%	11%	6%	3%
Don't know	11	4	7	*	*	4	6	3	2	2	-	1	1	5	4	8	1	1	1
	1%	*%	1%	*%	*%	1%	2%	1%	1%	1%	-%	*%	*%	1%	1%	1%	*%	2%	1%
		36%	64%	1%	1%	39%	58%	24%	19%	14%	-%	5%	9%	45%	40%	76%	6%	12%	5%

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QD17 (QD28G). SHOWCARD Do you use any of the following types of apps or applications on your smartphone? (MULTI CODE)

Base : Those with a smartphone

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2334	188	150	179	140	155	159	147	156	163	1742	592	1562	766	1151	1183
Effective Weighted Sample	1664	181	143	173	135	148	154	142	150	156	1412	268	1112	568	784	880
Total	1766	251	228	174	116	150	165	137	74	195	1549	217	1252	510	813	952
		14%	13%	10%	7%	8%	9%	8%	4%	11%	88%	12%	71%	29%	46%	54%
Social networking (e.g. Facebook, Twitter, LinkedIn)	1101	171	117	108	73	86	108	89	48	125	974	127	797	301	468	632
	62%	68%	51%	62%	63%	58%	65%	65%	64%	64%	63%	59%	64%	59%	58%	66%
		be			b		b	b	b	b					n	
		16%	11%	10%	7%	8%	10%	8%	4%	11%	88%	12%	72%	27%	43%	57%
Weather	1091	158	141	122	72	87	111	86	40	103	939	151	818	270	533	558
	62%	63%	62%	70%	62%	58%	67%	63%	55%	53%	61%	70%	65%	53%	66%	59%
			ehi		hi		hi					j	m		o	
		14%	13%	11%	7%	8%	10%	8%	4%	9%	86%	14%	75%	25%	49%	51%
Maps/ navigation	1030	165	138	109	77	84	101	79	34	104	902	129	788	240	487	543
	58%	66%	61%	62%	67%	56%	61%	58%	46%	54%	58%	59%	63%	47%	60%	57%
		hi	h	h	hi		h	h					m			
		16%	13%	11%	7%	8%	10%	8%	3%	10%	88%	12%	76%	23%	47%	53%
Games	915	124	109	93	72	79	84	81	36	88	800	115	653	260	420	495
	52%	49%	48%	53%	62%	53%	51%	60%	48%	45%	52%	53%	52%	51%	52%	52%
				abhi			bi									
		14%	12%	10%	8%	9%	9%	9%	4%	10%	87%	13%	71%	28%	46%	54%
News	890	122	127	94	64	69	93	61	32	85	764	126	678	210	454	436
	50%	49%	56%	54%	55%	46%	57%	45%	43%	44%	49%	58%	54%	41%	56%	46%
			hi		hi		ghi					j	m		o	
		14%	14%	11%	7%	8%	10%	7%	4%	10%	86%	14%	76%	24%	51%	49%
Music	756	100	75	89	52	69	71	59	33	81	673	83	539	215	335	422
	43%	40%	33%	51%	45%	46%	43%	43%	44%	42%	43%	38%	43%	42%	41%	44%
			ab		b	b			b							
		13%	10%	12%	7%	9%	9%	8%	4%	11%	89%	11%	71%	28%	44%	56%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 49

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QD17 (QD28G). SHOWCARD Do you use any of the following types of apps or applications on your smartphone? (MULTI CODE)

Base : Those with a smartphone

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2334	188	150	179	140	155	159	147	156	163	1742	592	1562	766	1151	1183
Effective Weighted Sample	1664	181	143	173	135	148	154	142	150	156	1412	268	1112	568	784	880
Total	1766	251	228	174	116	150	165	137	74	195	1549	217	1252	510	813	952
		14%	13%	10%	7%	8%	9%	8%	4%	11%	88%	12%	71%	29%	46%	54%
Travel/ journey planning	734	141	107	72	44	48	78	54	21	77	639	95	557	174	353	381
	42%	56%	47%	42%	38%	32%	47%	39%	28%	39%	41%	44%	45%	34%	43%	40%
		cdeghi	eh	h	eh	h	eh	h	h	h	eh	h	m	m	m	m
		19%	15%	10%	6%	7%	11%	7%	3%	10%	87%	13%	76%	24%	48%	52%
Banking	689	117	69	63	48	49	68	59	27	75	606	83	529	158	299	390
	39%	47%	30%	36%	42%	33%	41%	43%	37%	38%	39%	38%	42%	31%	37%	41%
		bce	b	b	b	b	b	b	b	b	b	b	m	m	m	m
		17%	10%	9%	7%	7%	10%	9%	4%	11%	88%	12%	77%	23%	43%	57%
Shopping (e.g. Tesco, Ocado, eBay)	592	74	58	61	38	46	59	52	25	66	519	73	456	133	259	332
	34%	29%	26%	35%	33%	31%	36%	38%	34%	34%	33%	34%	36%	26%	32%	35%
		b	b	b	b	b	b	b	b	b	b	b	m	m	m	m
		13%	10%	10%	6%	8%	10%	9%	4%	11%	88%	12%	77%	22%	44%	56%
Sports/ sports news	561	89	66	45	42	45	44	39	27	62	494	67	423	136	257	304
	32%	36%	29%	26%	36%	30%	26%	29%	37%	32%	32%	31%	34%	27%	32%	32%
		c	c	c	c	c	c	c	cf	cf	cf	cf	m	m	m	m
		16%	12%	8%	7%	8%	8%	7%	5%	11%	88%	12%	75%	24%	46%	54%
Books	270	39	29	24	25	29	32	18	11	25	236	34	204	63	128	141
	15%	16%	13%	14%	21%	19%	19%	13%	14%	13%	15%	16%	16%	12%	16%	15%
		i	i	i	i	i	i	i	i	i	i	i	m	m	m	m
		15%	11%	9%	9%	11%	12%	7%	4%	9%	87%	13%	76%	23%	48%	52%
Vouchers	196	19	25	25	13	21	16	14	9	8	173	23	159	37	97	99
	11%	8%	11%	14%	11%	14%	10%	10%	12%	4%	11%	11%	13%	7%	12%	10%
		i	ai	ai	i	i	i	i	i	i	i	i	m	m	m	m
		10%	13%	13%	6%	11%	8%	7%	4%	4%	88%	12%	81%	19%	50%	50%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QD17 (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		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	2334	188	150	179	140	155	159	147	156	163	1742	592	1562	766	1151	1183
Effective Weighted Sample	1664	181	143	173	135	148	154	142	150	156	1412	268	1112	568	784	880
Total	1766	251	228	174	116	150	165	137	74	195	1549	217	1252	510	813	952
		14%	13%	10%	7%	8%	9%	8%	4%	11%	88%	12%	71%	29%	46%	54%
Finance/ business	188	24	30	21	11	14	16	19	9	11	165	23	159	28	96	92
	11%	9%	13%	12%	9%	9%	10%	14%	12%	5%	11%	11%	13%	6%	12%	10%
		i	i	i	i	i	i	i	i	i	m	m	m	m	m	m
		13%	16%	11%	6%	7%	9%	10%	5%	6%	88%	12%	85%	15%	51%	49%
NONE OF THESE	160	20	17	16	9	19	11	12	7	17	143	17	90	70	68	92
	9%	8%	8%	9%	8%	13%	7%	9%	10%	9%	9%	8%	7%	14%	8%	10%
		12%	11%	10%	6%	12%	7%	7%	5%	10%	89%	11%	56%	44%	42%	58%
Don't know	11	1	1	1	-	2	-	2	1	1	10	1	3	7	4	7
	1%	*%	1%	*%	-%	1%	-%	1%	1%	*%	1%	*%	*%	1%	*%	1%
		9%	13%	6%	-%	17%	-%	18%	5%	8%	91%	9%	26%	66%	33%	67%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QD18 (QD28H). SHOWCARD And which of these types of apps or applications have you PAID FOR to download on your smartphone? (MULTI CODE)

Base : Those with a smartphone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	2334	1149	1185	461	533	922	418	288	229	328	575	579	765	448	542	1437	303	288	306
Effective Weighted Sample	1664	814	850	318	383	661	304	207	170	224	425	411	561	331	387	1285	201	207	268
Total	1766	871	894	328	407	730	300	190	168	231	488	510	514	369	373	1489	147	83	47
		49%	51%	19%	23%	41%	17%	11%	10%	13%	28%	29%	29%	21%	21%	84%	8%	5%	3%
Games	124	77	47	40	35	39	11	16	11	12	35	37	43	25	19	102	14	3	5
	7%	9%	5%	12%	8%	5%	4%	8%	7%	5%	7%	7%	8%	7%	5%	7%	10%	4%	10%
		b		ef	ef											q			q
		62%	38%	32%	28%	32%	8%	13%	9%	10%	28%	30%	34%	20%	15%	82%	12%	2%	4%
Music	105	51	54	38	26	36	5	11	15	12	23	29	42	13	21	73	27	2	4
	6%	6%	6%	12%	6%	5%	2%	6%	9%	5%	5%	6%	8%	4%	6%	5%	18%	2%	9%
				def	f	f							m				oqr		oq
		49%	51%	36%	25%	34%	4%	10%	14%	12%	22%	28%	40%	12%	20%	69%	25%	2%	4%
Maps/ navigation	45	28	17	9	10	18	8	6	*	5	15	24	9	11	1	37	5	2	1
	3%	3%	2%	3%	2%	2%	3%	3%	*%	2%	3%	5%	2%	3%	*%	2%	4%	2%	2%
				h				h			h	ln		n					
		61%	39%	21%	21%	39%	19%	13%	1%	11%	33%	52%	21%	24%	3%	82%	12%	4%	2%
Social networking (e.g. Facebook, Twitter, LinkedIn)	42	17	25	11	12	15	4	6	7	6	10	10	12	10	10	38	2	1	1
	2%	2%	3%	3%	3%	2%	1%	3%	4%	3%	2%	2%	2%	3%	3%	3%	1%	2%	2%
		40%	60%	26%	29%	36%	8%	14%	17%	15%	25%	24%	28%	24%	25%	90%	4%	4%	3%
Books	36	20	16	9	8	15	4	5	3	3	13	14	10	9	2	29	4	1	1
	2%	2%	2%	3%	2%	2%	1%	3%	2%	1%	3%	3%	2%	3%	1%	2%	3%	1%	3%
												n		n					
		55%	45%	26%	22%	41%	11%	14%	8%	8%	37%	39%	28%	26%	7%	81%	11%	3%	4%
Sports/ sports news	29	26	3	5	7	12	5	4	3	3	6	11	8	4	6	24	4	-	1
	2%	3%	*%	1%	2%	2%	2%	2%	2%	1%	1%	2%	1%	1%	2%	2%	3%	-%	2%
		b														q			q
		90%	10%	16%	24%	43%	17%	12%	9%	11%	20%	36%	26%	15%	22%	83%	13%	-%	4%
Banking	29	14	15	6	6	12	4	1	2	6	7	9	9	8	3	26	2	-	1
	2%	2%	2%	2%	2%	2%	1%	1%	1%	3%	1%	2%	2%	2%	1%	2%	1%	-%	2%
																			q
		48%	52%	22%	22%	42%	14%	5%	8%	21%	23%	31%	32%	29%	9%	90%	7%	-%	3%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QD18 (QD28H). SHOWCARD And which of these types of apps or applications have you PAID FOR to download on your smartphone? (MULTI CODE)

Base : Those with a smartphone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2334	1149	1185	461	533	922	418	288	229	328	575	579	765	448	542	1437	303	288	306
Effective Weighted Sample	1664	814	850	318	383	661	304	207	170	224	425	411	561	331	387	1285	201	207	268
Total	1766	871	894	328	407	730	300	190	168	231	488	510	514	369	373	1489	147	83	47
		49%	51%	19%	23%	41%	17%	11%	10%	13%	28%	29%	29%	21%	21%	84%	8%	5%	3%
Travel/ journey planning	26	16	9	5	5	9	6	2	2	2	10	14	7	4	*	25	*	*	1
	1%	2%	1%	2%	1%	1%	2%	1%	1%	1%	2%	3%	1%	1%	0%	2%	0%	0%	2%
		64%	36%	21%	19%	36%	23%	8%	8%	8%	39%	55%	29%	15%	1%	96%	1%	1%	3%
Weather	24	13	11	3	4	11	6	2	2	3	11	7	3	12	3	20	3	1	*
	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	0%	3%	1%	1%	2%	2%	1%
		54%	46%	14%	16%	43%	27%	10%	9%	12%	43%	28%	11%	50%	12%	81%	13%	6%	1%
News	20	12	8	3	2	13	2	1	2	3	5	4	9	6	1	18	1	*	1
	1%	1%	1%	1%	0%	2%	1%	0%	1%	1%	1%	1%	2%	2%	0%	1%	1%	0%	1%
		61%	39%	15%	9%	66%	11%	4%	11%	14%	26%	20%	46%	29%	5%	89%	6%	1%	3%
Shopping (e.g. Tesco, Ocado, eBay)	18	8	10	5	4	8	1	1	1	8	3	2	8	6	3	16	1	*	1
	1%	1%	1%	2%	1%	1%	0%	0%	1%	4%	1%	0%	1%	2%	1%	1%	1%	0%	1%
		44%	56%	28%	24%	42%	7%	4%	5%	46%	19%	10%	42%	32%	17%	90%	5%	1%	4%
Vouchers	14	9	5	4	7	1	2	1	1	1	5	3	8	2	*	7	7	*	*
	1%	1%	1%	1%	2%	0%	1%	1%	1%	1%	1%	1%	2%	1%	0%	0%	5%	0%	1%
		64%	36%	27%	52%	10%	11%	7%	10%	10%	34%	24%	59%	17%	1%	50%	47%	1%	2%
Finance/ business	8	8	-	3	1	2	1	-	-	1	1	2	4	1	1	8	*	-	*
	0%	1%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	1%	0%	0%	1%
		100%	0%	38%	16%	30%	16%	0%	0%	16%	14%	20%	52%	13%	15%	94%	2%	0%	4%

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

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QD18 (QD28H). SHOWCARD And which of these types of apps or applications have you PAID FOR to download on your smartphone? (MULTI CODE)

Base : Those with a smartphone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Unweighted total	2334	1149	1185	461	533	922	418	288	229	328	575	579	765	448	542	1437	303	288	306	
Effective Weighted Sample	1664	814	850	318	383	661	304	207	170	224	425	411	561	331	387	1285	201	207	268	
Total	1766	871	894	328	407	730	300	190	168	231	488	510	514	369	373	1489	147	83	47	
		49%	51%	19%	23%	41%	17%	11%	10%	13%	28%	29%	29%	21%	21%	84%	8%	5%	3%	
NONE OF THESE	1409	667	742	242	324	596	246	152	131	189	395	401	407	290	311	1206	98	71	35	
		80%	77%	83%	74%	79%	82%	80%	78%	82%	81%	79%	79%	79%	83%	81%	67%	85%	74%	
			a	c	c										pr		pr			
			47%	53%	17%	23%	42%	17%	11%	9%	13%	28%	28%	29%	21%	22%	86%	7%	5%	2%
Don't know	60	34	26	15	7	22	16	6	5	7	19	13	14	18	14	48	7	3	1	
		3%	4%	3%	5%	2%	3%	5%	3%	3%	3%	4%	3%	3%	5%	4%	3%	5%	4%	3%
				d	d															
			56%	44%	25%	12%	36%	27%	10%	8%	12%	32%	22%	24%	30%	24%	81%	11%	6%	2%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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.

QD18 (QD28H). SHOWCARD And which of these types of apps or applications have you PAID FOR to download on your smartphone? (MULTI CODE)

Base : Those with a smartphone

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2334	188	150	179	140	155	159	147	156	163	1742	592	1562	766	1151	1183
Effective Weighted Sample	1664	181	143	173	135	148	154	142	150	156	1412	268	1112	568	784	880
Total	1766	251	228	174	116	150	165	137	74	195	1549	217	1252	510	813	952
		14%	13%	10%	7%	8%	9%	8%	4%	11%	88%	12%	71%	29%	46%	54%
Games	124	12	11	20	8	8	11	16	6	10	108	15	87	36	60	64
	7%	5%	5%	11%	7%	5%	7%	12%	8%	5%	7%	7%	7%	7%	7%	7%
		10%	9%	abi	6%	7%	9%	abi	5%	8%	88%	12%	71%	29%	49%	51%
Music	105	7	5	13	3	6	6	11	5	15	97	8	71	35	44	61
	6%	3%	2%	8%	3%	4%	4%	8%	7%	8%	6%	4%	6%	7%	5%	6%
		6%	5%	ab	3%	6%	6%	ab	5%	15%	92%	8%	67%	33%	42%	58%
Maps/ navigation	45	4	9	5	2	5	3	1	2	5	40	5	35	10	30	15
	3%	2%	4%	3%	2%	3%	2%	1%	2%	3%	3%	2%	3%	2%	4%	2%
		10%	20%	10%	5%	12%	8%	3%	4%	11%	90%	10%	79%	21%	o	33%
Social networking (e.g. Facebook, Twitter, LinkedIn)	42	1	6	5	2	2	11	3	-	8	37	5	32	9	17	25
	2%	1%	2%	3%	2%	1%	7%	2%	-%	4%	2%	2%	3%	2%	2%	3%
		3%	13%	h	5%	4%	aegh	7%	-%	ah	88%	12%	77%	23%	41%	59%
Books	36	1	5	4	2	2	3	6	3	2	32	4	28	7	20	16
	2%	*%	2%	2%	2%	1%	2%	4%	5%	1%	2%	2%	2%	1%	2%	2%
		3%	15%	12%	5%	6%	8%	a	a	7%	89%	11%	79%	21%	56%	44%
Sports/ sports news	29	3	8	1	4	1	1	2	1	4	26	3	25	3	16	13
	2%	1%	3%	*%	3%	1%	1%	1%	1%	2%	2%	1%	2%	1%	2%	1%
		11%	26%	3%	13%	3%	4%	6%	3%	14%	91%	9%	88%	12%	m	45%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QD18 (QD28H). SHOWCARD And which of these types of apps or applications have you PAID FOR to download on your smartphone? (MULTI CODE)

Base : Those with a smartphone

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																
Unweighted total	2334	188	150	179	140	155	159	147	156	163	1742	592	1562	766	1151	1183
Effective Weighted Sample	1664	181	143	173	135	148	154	142	150	156	1412	268	1112	568	784	880
Total	1766	251	228	174	116	150	165	137	74	195	1549	217	1252	510	813	952
		14%	13%	10%	7%	8%	9%	8%	4%	11%	88%	12%	71%	29%	46%	54%
Banking	29	8	1	1	3	-	7	1	-	5	25	4	24	5	13	16
	2%	3%	1%	1%	3%	-%	4%	1%	-%	2%	2%	2%	2%	1%	2%	2%
		eh					bceh									
		26%	4%	4%	10%	-%	24%	4%	-%	16%	87%	13%	84%	16%	45%	55%
Travel/ journey planning	26	4	8	4	1	1	4	1	*	1	24	2	18	8	19	7
	1%	2%	4%	2%	1%	1%	2%	1%	1%	1%	2%	1%	1%	2%	2%	1%
															o	
		15%	33%	16%	3%	4%	14%	4%	2%	5%	94%	6%	69%	31%	74%	26%
Weather	24	1	1	5	1	1	4	2	1	1	20	5	20	4	13	11
	1%	1%	1%	3%	1%	1%	3%	2%	2%	1%	1%	2%	2%	1%	2%	1%
		6%	5%	22%	6%	4%	18%	9%	6%	5%	81%	19%	83%	17%	53%	47%
News	20	2	3	2	1	2	4	2	1	1	18	2	18	2	8	12
	1%	1%	1%	1%	1%	1%	3%	2%	1%	1%	1%	1%	1%	*%	1%	1%
		11%	13%	9%	4%	11%	22%	11%	3%	6%	88%	12%	89%	11%	41%	59%
Shopping (e.g. Tesco, Ocado, eBay)	18	1	1	2	3	1	5	2	1	1	17	1	13	5	7	11
	1%	*%	1%	1%	2%	1%	3%	1%	1%	1%	1%	*%	1%	1%	1%	1%
		6%	7%	10%	15%	5%	25%	10%	4%	7%	94%	6%	72%	28%	40%	60%
Vouchers	14	2	-	2	-	-	2	1	-	-	13	1	11	3	9	5
	1%	1%	-%	1%	-%	-%	1%	1%	-%	-%	1%	1%	1%	1%	1%	1%
		16%	-%	14%	-%	-%	12%	8%	-%	-%	90%	10%	76%	24%	65%	35%
Finance/ business	8	2	1	2	-	-	2	-	-	-	8	*	6	2	4	5
	*%	1%	1%	1%	-%	-%	1%	-%	-%	-%	1%	*%	*%	*%	*%	1%
		30%	16%	28%	-%	-%	20%	-%	-%	-%	96%	4%	74%	26%	42%	58%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QD18 (QD28H). SHOWCARD And which of these types of apps or applications have you PAID FOR to download on your smartphone? (MULTI CODE)

Base : Those with a smartphone

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2334	188	150	179	140	155	159	147	156	163	1742	592	1562	766	1151	1183
Effective Weighted Sample	1664	181	143	173	135	148	154	142	150	156	1412	268	1112	568	784	880
Total	1766	251	228	174	116	150	165	137	74	195	1549	217	1252	510	813	952
		14%	13%	10%	7%	8%	9%	8%	4%	11%	88%	12%	71%	29%	46%	54%
NONE OF THESE	1409	208	196	124	97	127	127	103	62	162	1243	165	994	415	638	770
	80%	83%	86%	71%	84%	85%	77%	75%	84%	83%	80%	76%	79%	81%	79%	81%
		c	cfg	c	cg	c	c	c	c	c	88%	12%	71%	29%	45%	55%
		15%	14%	9%	7%	9%	9%	7%	4%	11%	88%	12%	71%	29%	45%	55%
Don't know	60	9	7	13	4	5	4	4	1	2	46	14	35	22	28	31
	3%	3%	3%	7%	3%	4%	3%	3%	1%	1%	3%	6%	3%	4%	3%	3%
				fhi								j				
		14%	12%	22%	6%	9%	7%	6%	1%	3%	76%	24%	59%	36%	47%	53%

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

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Table 51

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QD19A (QD21A). SHOWCARD Thinking about your mobile phone service only, please use this card to say how satisfied you are with (MAIN SUPPLIER) for each of the following... The overall service provided by MAIN SUPPLIER. (SINGLE CODE)

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3425	1661	1764	505	595	1160	1165	556	389	449	691	788	1059	696	881	2080	450	439	456
Effective Weighted Sample	2407	1159	1248	351	428	819	823	387	283	308	516	562	768	494	621	1847	296	311	397
Total	2475	1199	1277	358	460	900	758	344	265	310	589	683	683	531	578	2079	211	119	67
		48%	52%	14%	19%	36%	31%	14%	11%	13%	24%	28%	28%	21%	23%	84%	9%	5%	3%
Base for %	2463	1191	1272	357	459	896	751	339	264	308	587	680	681	527	575	2072	209	116	67
		48%	52%	15%	19%	36%	30%	14%	11%	13%	24%	28%	28%	21%	23%	84%	8%	5%	3%
Very satisfied	1434	692	743	237	259	497	441	194	157	170	320	371	407	320	336	1223	119	56	37
	58%	58%	58%	66%	56%	55%	59%	57%	60%	55%	54%	55%	60%	61%	58%	59%	57%	48%	56%
		48%	52%	def	17%	18%	35%	31%	14%	11%	12%	22%	26%	28%	22%	23%	85%	q	3%
Fairly satisfied	811	389	422	97	163	313	238	114	85	102	207	242	207	168	193	663	71	53	24
	33%	33%	33%	27%	36%	35%	32%	34%	32%	33%	35%	36%	30%	32%	34%	32%	34%	45%	36%
		48%	52%	c	20%	39%	29%	14%	11%	13%	26%	30%	26%	21%	24%	82%	9%	opr	3%
TOTAL SATISFIED	2245	1081	1164	334	422	810	679	308	243	271	527	614	614	488	529	1886	190	109	61
	91%	91%	92%	93%	92%	90%	90%	91%	92%	88%	90%	90%	90%	93%	92%	91%	91%	94%	92%
		48%	52%	15%	19%	36%	30%	14%	11%	12%	23%	27%	27%	22%	24%	84%	8%	5%	3%
Neither	117	60	57	8	18	45	45	18	13	21	35	40	33	18	27	101	10	3	3
	5%	5%	4%	2%	4%	5%	6%	5%	5%	7%	6%	6%	5%	3%	5%	5%	5%	3%	4%
		52%	48%	c	15%	39%	39%	15%	11%	18%	30%	34%	28%	15%	23%	87%	9%	3%	2%
Fairly dissatisfied	52	20	32	9	12	20	11	10	4	9	9	15	16	11	10	42	6	3	2
	2%	2%	3%	3%	3%	2%	1%	3%	1%	3%	2%	2%	2%	2%	2%	2%	3%	2%	2%
		38%	62%	18%	23%	38%	21%	19%	7%	17%	17%	30%	30%	21%	19%	81%	11%	5%	3%
Very dissatisfied	49	31	18	6	7	21	15	4	5	7	16	11	19	10	9	43	3	2	1
	2%	3%	1%	2%	2%	2%	2%	1%	2%	2%	3%	2%	3%	2%	2%	2%	1%	2%	2%
		b	62%	38%	12%	14%	42%	32%	8%	9%	15%	32%	23%	38%	21%	19%	87%	6%	4%

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

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QD19A (QD21A). SHOWCARD Thinking about your mobile phone service only, please use this card to say how satisfied you are with (MAIN SUPPLIER) for each of the following... The overall service provided by MAIN SUPPLIER. (SINGLE CODE)

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3425	1661	1764	505	595	1160	1165	556	389	449	691	788	1059	696	881	2080	450	439	456
Effective Weighted Sample	2407	1159	1248	351	428	819	823	387	283	308	516	562	768	494	621	1847	296	311	397
Total	2475	1199	1277	358	460	900	758	344	265	310	589	683	683	531	578	2079	211	119	67
		48%	52%	14%	19%	36%	31%	14%	11%	13%	24%	28%	28%	21%	23%	84%	9%	5%	3%
TOTAL DISSATISFIED	101	50	51	15	19	41	27	14	9	16	25	27	34	21	19	85	9	5	3
	4%	4%	4%	4%	4%	5%	4%	4%	3%	5%	4%	4%	5%	4%	3%	4%	4%	4%	4%
		50%	50%	15%	19%	40%	26%	14%	8%	16%	24%	26%	34%	21%	19%	84%	9%	5%	3%
Don't know	12	7	5	*	1	3	7	4	1	1	3	3	2	4	3	7	2	2	1

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

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Base : Those who personally use a mobile phone

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																
Unweighted total	3425	237	240	235	225	230	230	221	233	229	2479	946	1926	1493	1703	1722
Effective Weighted Sample	2407	229	226	227	216	220	222	213	223	219	2000	433	1356	1084	1149	1258
Total	2475	311	349	223	176	216	230	199	106	267	2134	341	1524	948	1167	1309
		13%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	62%	38%	47%	53%
Base for %	2463	311	349	223	174	216	229	199	105	265	2124	340	1518	941	1162	1302
		13%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	62%	38%	47%	53%
Very satisfied	1434	150	197	125	85	165	141	103	68	188	1246	189	885	547	651	783
	58%	48%	57%	56%	49%	76%	62%	52%	65%	71%	59%	56%	58%	58%	56%	60%
						abcd	adg		adg	abcd						n
		10%	14%	9%	6%	12%	10%	7%	5%	13%	87%	13%	62%	38%	45%	55%
Fairly satisfied	811	124	130	77	72	44	60	68	29	59	705	106	495	315	391	420
	33%	40%	37%	34%	41%	20%	26%	34%	27%	22%	33%	31%	33%	33%	34%	32%
		efhi	efhi	ei	efhi			ei								
		15%	16%	9%	9%	5%	7%	8%	4%	7%	87%	13%	61%	39%	48%	52%
TOTAL SATISFIED	2245	274	327	201	157	209	201	172	97	247	1950	295	1380	862	1043	1203
	91%	88%	94%	90%	90%	97%	88%	86%	92%	93%	92%	87%	91%	92%	90%	92%
			afg			acdfgh				g	k					n
		12%	15%	9%	7%	9%	9%	8%	4%	11%	87%	13%	61%	38%	46%	54%
Neither	117	20	9	14	11	2	18	14	5	8	97	20	73	44	65	52
	5%	6%	3%	6%	6%	1%	8%	7%	5%	3%	5%	6%	5%	5%	6%	4%
		e		e	e		bei	be	e							
		17%	8%	12%	9%	2%	16%	12%	4%	7%	83%	17%	62%	38%	56%	44%
Fairly dissatisfied	52	14	2	5	2	4	2	6	2	4	40	12	32	20	23	29
	2%	5%	1%	2%	1%	2%	1%	3%	2%	2%	2%	4%	2%	2%	2%	2%
		bdf						b				j				
		28%	4%	10%	3%	7%	4%	12%	4%	8%	77%	23%	62%	38%	44%	56%
Very dissatisfied	49	3	11	3	4	1	7	7	1	6	36	13	34	15	31	18
	2%	1%	3%	1%	2%	*	3%	3%	1%	2%	2%	4%	2%	2%	3%	1%
			e				e	e				j			o	
		5%	22%	7%	9%	2%	15%	14%	3%	11%	74%	26%	69%	31%	63%	37%

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

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	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3425	237	240	235	225	230	230	221	233	229	2479	946	1926	1493	1703	1722
Effective Weighted Sample	2407	229	226	227	216	220	222	213	223	219	2000	433	1356	1084	1149	1258
Total	2475	311	349	223	176	216	230	199	106	267	2134	341	1524	948	1167	1309
		13%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	62%	38%	47%	53%
TOTAL DISSATISFIED	101	17	13	8	6	5	9	13	4	10	76	25	66	35	54	47
	4%	5%	4%	4%	3%	2%	4%	6%	3%	4%	4%	7%	4%	4%	5%	4%
		17%	13%	8%	6%	5%	9%	e 13%	4%	10%	75%	j 25%	65%	35%	53%	47%
Don't know	12	-	-	-	2	-	1	1	1	2	11	1	5	7	5	7

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 52

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

QD19J (QD21J). SHOWCARD Thinking about your mobile phone service only, please use this card to say how satisfied you are with (MAIN SUPPLIER) for each of the following... Reception/ accessing network. (SINGLE CODE).

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3425	1661	1764	505	595	1160	1165	556	389	449	691	788	1059	696	881	2080	450	439	456
Effective Weighted Sample	2407	1159	1248	351	428	819	823	387	283	308	516	562	768	494	621	1847	296	311	397
Total	2475	1199	1277	358	460	900	758	344	265	310	589	683	683	531	578	2079	211	119	67
		48%	52%	14%	19%	36%	31%	14%	11%	13%	24%	28%	28%	21%	23%	84%	9%	5%	3%
Base for %	2458	1189	1269	358	458	894	749	338	262	308	587	680	681	527	571	2067	207	117	66
		48%	52%	15%	19%	36%	30%	14%	11%	13%	24%	28%	28%	21%	23%	84%	8%	5%	3%
Very satisfied	1311	629	683	220	243	451	398	183	151	165	281	320	377	299	316	1116	108	52	35
	53%	53%	54%	61%	53%	50%	53%	54%	58%	54%	48%	47%	55%	57%	55%	54%	52%	44%	53%
		48%	52%	def	17%	18%	34%	30%	14%	11%	13%	21%	24%	29%	23%	24%	85%	8%	4%
Fairly satisfied	811	394	417	100	162	304	245	112	82	96	190	235	217	170	189	665	74	51	22
	33%	33%	33%	28%	35%	34%	33%	33%	31%	31%	32%	35%	32%	32%	33%	32%	35%	43%	33%
		49%	51%	c	20%	c	38%	30%	14%	10%	12%	23%	29%	27%	21%	23%	82%	9%	opr
TOTAL SATISFIED	2123	1023	1100	320	404	755	644	295	233	261	471	555	594	469	505	1781	182	103	57
	86%	86%	87%	89%	88%	85%	86%	87%	89%	85%	80%	82%	87%	89%	88%	86%	88%	87%	85%
		48%	52%	e	15%	19%	36%	30%	14%	11%	12%	22%	26%	28%	22%	24%	84%	9%	5%
Neither	125	71	54	13	22	50	41	15	13	18	41	45	32	24	24	108	7	6	4
	5%	6%	4%	3%	5%	6%	5%	4%	5%	6%	7%	7%	5%	4%	4%	5%	3%	5%	6%
		57%	43%	10%	17%	40%	33%	12%	11%	15%	33%	36%	26%	19%	19%	87%	6%	4%	3%
Fairly dissatisfied	124	51	73	21	13	53	37	14	10	18	46	55	27	23	20	105	10	5	4
	5%	4%	6%	6%	3%	6%	5%	4%	4%	6%	8%	8%	4%	4%	3%	5%	5%	4%	6%
		41%	59%	d	11%	d	30%	11%	8%	15%	gh	lmn	44%	22%	18%	16%	85%	8%	4%
Very dissatisfied	86	45	42	5	18	36	27	15	6	10	29	25	28	12	23	72	8	4	2
	4%	4%	3%	1%	4%	4%	4%	4%	2%	3%	5%	4%	4%	2%	4%	3%	4%	3%	3%
		52%	48%	c	21%	c	31%	17%	7%	12%	34%	28%	32%	13%	26%	83%	10%	5%	2%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QD19J (QD21J). SHOWCARD Thinking about your mobile phone service only, please use this card to say how satisfied you are with (MAIN SUPPLIER) for each of the following... Reception/ accessing network. (SINGLE CODE).

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Unweighted total	3425	1661	1764	505	595	1160	1165	556	389	449	691	788	1059	696	881	2080	450	439	456	
Effective Weighted Sample	2407	1159	1248	351	428	819	823	387	283	308	516	562	768	494	621	1847	296	311	397	
Total	2475	1199	1277	358	460	900	758	344	265	310	589	683	683	531	578	2079	211	119	67	
		48%	52%	14%	19%	36%	31%	14%	11%	13%	24%	28%	28%	21%	23%	84%	9%	5%	3%	
TOTAL DISSATISFIED	211	96	115	26	32	89	64	29	16	28	75	79	55	34	42	177	18	9	6	
	9%	8%	9%	7%	7%	10%	9%	8%	6%	9%	13%	12%	8%	6%	7%	9%	9%	8%	9%	
		45%	55%	12%	15%	42%	31%	14%	8%	13%	gh	lmn	38%	26%	16%	20%	84%	9%	4%	3%
Don't know	17	9	8	-	2	6	9	5	3	2	2	4	2	4	7	12	4	1	1	

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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Base : Those who personally use a mobile phone

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3425	237	240	235	225	230	230	221	233	229	2479	946	1926	1493	1703	1722
Effective Weighted Sample	2407	229	226	227	216	220	222	213	223	219	2000	433	1356	1084	1149	1258
Total	2475	311	349	223	176	216	230	199	106	267	2134	341	1524	948	1167	1309
		13%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	62%	38%	47%	53%
Base for %	2458	310	348	223	174	216	228	199	105	265	2120	338	1514	940	1154	1304
		13%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	62%	38%	47%	53%
Very satisfied	1311	149	187	105	85	140	131	93	59	166	1153	158	814	494	587	724
	53%	48%	54%	47%	49%	65%	57%	47%	57%	63%	54%	47%	54%	53%	51%	56%
						abcdg	acg		cg	acd	k				n	
		11%	14%	8%	6%	11%	10%	7%	5%	13%	88%	12%	62%	38%	45%	55%
Fairly satisfied	811	133	117	77	59	63	55	65	31	66	703	108	479	332	362	449
	33%	43%	34%	35%	34%	29%	24%	33%	30%	25%	33%	32%	32%	35%	31%	34%
		befghi	fi	fi	fi		f									
		16%	14%	9%	7%	8%	7%	8%	4%	8%	87%	13%	59%	41%	45%	55%
TOTAL SATISFIED	2123	281	304	182	144	203	186	159	91	232	1856	266	1293	826	950	1173
	86%	91%	87%	82%	83%	94%	82%	80%	87%	87%	88%	79%	85%	88%	82%	90%
		cdfg	g			bcd	bcdfghi		g	g	k				n	
		13%	14%	9%	7%	10%	9%	7%	4%	11%	87%	13%	61%	39%	45%	55%
Neither	125	13	15	21	10	5	14	15	6	9	106	19	78	47	72	53
	5%	4%	4%	9%	6%	2%	6%	8%	5%	4%	5%	6%	5%	5%	6%	4%
				abei			e	e							o	
		11%	12%	17%	8%	4%	11%	12%	4%	7%	85%	15%	62%	37%	58%	42%
Fairly dissatisfied	124	12	15	11	8	7	16	15	6	14	100	24	84	40	74	50
	5%	4%	4%	5%	5%	3%	7%	8%	6%	5%	5%	7%	6%	4%	6%	4%
												j			o	
		10%	12%	9%	6%	6%	13%	12%	5%	11%	81%	19%	68%	32%	59%	41%
Very dissatisfied	86	3	14	9	11	1	12	10	2	10	57	29	59	27	59	28
	4%	1%	4%	4%	7%	*	5%	5%	2%	4%	3%	9%	4%	3%	5%	2%
			ae	ae	ae		ae	ae		e		j			o	
		4%	16%	10%	13%	1%	13%	11%	3%	11%	66%	34%	68%	32%	68%	32%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QD19J (QD21J). SHOWCARD Thinking about your mobile phone service only, please use this card to say how satisfied you are with (MAIN SUPPLIER) for each of the following... Reception/ accessing network. (SINGLE CODE).

Base : Those who personally use a mobile phone

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3425	237	240	235	225	230	230	221	233	229	2479	946	1926	1493	1703	1722
Effective Weighted Sample	2407	229	226	227	216	220	222	213	223	219	2000	433	1356	1084	1149	1258
Total	2475	311	349	223	176	216	230	199	106	267	2134	341	1524	948	1167	1309
		13%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	62%	38%	47%	53%
TOTAL DISSATISFIED	211	16	29	20	19	8	28	25	8	24	157	53	144	67	132	78
	9%	5%	8%	9%	11%	4%	12%	12%	8%	9%	7%	16%	9%	7%	11%	6%
		e	e	ae	ae	ae	ae	ae	e	e	j	j	m	m	o	o
		7%	14%	10%	9%	4%	13%	12%	4%	11%	75%	25%	68%	32%	63%	37%
Don't know	17	1	1	1	2	-	2	1	2	2	14	3	9	8	13	5

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 53

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QD20K (QD21K). SHOWCARD Thinking about your mobile phone service only, please use this card to say how satisfied you are with (MAIN SUPPLIER) for each of the following... Ability to connect to the internet using the mobile network (3G or 4G). (SINGLE CODE).

Base : Those with a smartphone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2334	1149	1185	461	533	922	418	288	229	328	575	579	765	448	542	1437	303	288	306
Effective Weighted Sample	1664	814	850	318	383	661	304	207	170	224	425	411	561	331	387	1285	201	207	268
Total	1766	871	894	328	407	730	300	190	168	231	488	510	514	369	373	1489	147	83	47
		49%	51%	19%	23%	41%	17%	11%	10%	13%	28%	29%	29%	21%	21%	84%	8%	5%	3%
Base for %	1683	829	854	324	400	704	255	176	158	215	475	500	491	352	340	1421	141	77	44
		49%	51%	19%	24%	42%	15%	10%	9%	13%	28%	30%	29%	21%	20%	84%	8%	5%	3%
Very satisfied	892	446	445	192	212	368	120	84	95	115	236	238	276	189	188	746	87	33	25
	53%	54%	52%	59%	53%	52%	47%	48%	60%	54%	50%	48%	56%	54%	55%	53%	62%	43%	57%
				ef					gj				k		k	q	oq		q
		50%	50%	22%	24%	41%	13%	9%	11%	13%	26%	27%	31%	21%	21%	84%	10%	4%	3%
Fairly satisfied	571	276	295	92	151	237	92	67	49	64	168	183	162	117	109	487	38	34	12
	34%	33%	35%	28%	38%	34%	36%	38%	31%	30%	35%	37%	33%	33%	32%	34%	27%	44%	28%
				c			c								p		opr		
		48%	52%	16%	26%	42%	16%	12%	9%	11%	29%	32%	28%	20%	19%	85%	7%	6%	2%
TOTAL SATISFIED	1463	722	741	283	363	605	211	151	144	179	403	421	439	306	297	1234	125	67	37
	87%	87%	87%	87%	91%	86%	83%	86%	91%	83%	85%	84%	89%	87%	87%	87%	89%	87%	85%
		49%	51%	19%	25%	41%	14%	10%	10%	12%	28%	29%	30%	21%	20%	84%	9%	5%	3%
Neither	92	46	46	16	20	40	15	10	6	17	29	30	25	15	22	81	3	5	3
	5%	6%	5%	5%	5%	6%	6%	6%	4%	8%	6%	6%	5%	4%	6%	6%	2%	6%	6%
		50%	50%	18%	22%	44%	16%	11%	7%	19%	31%	33%	27%	16%	24%	89%	3%	5%	3%
Fairly dissatisfied	83	37	46	16	9	38	20	8	7	8	32	36	19	17	11	72	7	3	1
	5%	4%	5%	5%	2%	5%	8%	4%	5%	4%	7%	7%	4%	5%	3%	5%	5%	4%	2%
				d		d	d					ln							
		44%	56%	19%	11%	46%	24%	9%	9%	10%	38%	43%	23%	20%	14%	86%	8%	4%	1%
Very dissatisfied	46	24	21	9	8	21	8	7	1	10	11	13	8	15	10	35	6	2	3
	3%	3%	2%	3%	2%	3%	3%	4%	*	5%	2%	3%	2%	4%	3%	2%	4%	3%	6%
		54%	46%	19%	17%	46%	18%	16%	1%	23%	24%	29%	18%	32%	21%	76%	13%	5%	6%

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

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QD20K (QD21K). SHOWCARD Thinking about your mobile phone service only, please use this card to say how satisfied you are with (MAIN SUPPLIER) for each of the following... Ability to connect to the internet using the mobile network (3G or 4G). (SINGLE CODE).

Base : Those with a smartphone

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER £11.5K g	£11.5K- £17.5K h	£17.5K- £29.9K i	£30K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	2334	1149	1185	461	533	922	418	288	229	328	575	579	765	448	542	1437	303	288	306
Effective Weighted Sample	1664	814	850	318	383	661	304	207	170	224	425	411	561	331	387	1285	201	207	268
Total	1766	871	894	328	407	730	300	190	168	231	488	510	514	369	373	1489	147	83	47
		49%	51%	19%	23%	41%	17%	11%	10%	13%	28%	29%	29%	21%	21%	84%	8%	5%	3%
TOTAL DISSATISFIED	129	61	67	24	17	59	28	15	8	18	43	49	28	31	21	106	13	6	4
	8%	7%	8%	8%	4%	8%	11%	9%	5%	9%	9%	10%	6%	9%	6%	7%	9%	7%	9%
		48%	52%	19%	13%	46%	22%	12%	6%	14%	33%	38%	22%	24%	16%	83%	10%	4%	3%
Don't know	83	42	41	4	7	26	45	14	10	16	13	10	23	16	34	68	6	6	3

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

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Base : Those with a smartphone

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2334	188	150	179	140	155	159	147	156	163	1742	592	1562	766	1151	1183
Effective Weighted Sample	1664	181	143	173	135	148	154	142	150	156	1412	268	1112	568	784	880
Total	1766	251	228	174	116	150	165	137	74	195	1549	217	1252	510	813	952
		14%	13%	10%	7%	8%	9%	8%	4%	11%	88%	12%	71%	29%	46%	54%
Base for %	1683	247	219	158	112	145	162	123	70	185	1478	206	1213	466	770	913
		15%	13%	9%	7%	9%	10%	7%	4%	11%	88%	12%	72%	28%	46%	54%
Very satisfied	892	114	111	73	52	86	97	58	42	114	795	96	653	236	382	510
	53%	46%	50%	46%	46%	59%	60%	47%	60%	62%	54%	47%	54%	51%	50%	56%
		13%	12%	8%	6%	10%	11%	7%	5%	13%	89%	11%	73%	26%	43%	57%
Fairly satisfied	571	106	85	56	45	41	47	48	15	44	509	62	403	168	263	308
	34%	43%	39%	35%	41%	29%	29%	39%	21%	24%	34%	30%	33%	36%	34%	34%
		efhi	hi	hi	efhi	hi	hi	hi	3%	8%	89%	11%	70%	29%	46%	54%
TOTAL SATISFIED	1463	219	196	129	97	127	144	107	57	158	1305	158	1055	404	645	818
	87%	89%	89%	82%	87%	88%	88%	87%	81%	86%	88%	77%	87%	87%	84%	90%
		15%	13%	9%	7%	9%	10%	7%	4%	11%	89%	11%	72%	28%	44%	56%
Neither	92	12	10	15	6	9	8	6	4	10	78	14	60	31	44	47
	5%	5%	4%	9%	6%	7%	5%	5%	6%	6%	5%	7%	5%	7%	6%	5%
		13%	10%	16%	7%	10%	9%	7%	5%	11%	85%	15%	66%	34%	49%	51%
Fairly dissatisfied	83	11	12	10	7	4	8	5	6	10	66	17	66	17	50	33
	5%	4%	6%	6%	6%	2%	5%	4%	9%	5%	4%	8%	5%	4%	6%	4%
		13%	15%	12%	8%	4%	9%	6%	7%	12%	80%	20%	80%	20%	60%	40%
Very dissatisfied	46	5	2	5	1	4	3	6	3	6	28	17	32	14	31	15
	3%	2%	1%	3%	1%	3%	2%	5%	4%	3%	2%	8%	3%	3%	4%	2%
		10%	4%	11%	3%	9%	7%	13%	6%	14%	62%	38%	69%	30%	67%	33%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 53

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

QD20K (QD21K). SHOWCARD Thinking about your mobile phone service only, please use this card to say how satisfied you are with (MAIN SUPPLIER) for each of the following... Ability to connect to the internet using the mobile network (3G or 4G). (SINGLE CODE).

Base : Those with a smartphone

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	2334	188	150	179	140	155	159	147	156	163	1742	592	1562	766	1151	1183
Effective Weighted Sample	1664	181	143	173	135	148	154	142	150	156	1412	268	1112	568	784	880
Total	1766	251	228	174	116	150	165	137	74	195	1549	217	1252	510	813	952
		14%	13%	10%	7%	8%	9%	8%	4%	11%	88%	12%	71%	29%	46%	54%
TOTAL DISSATISFIED	129	16	14	15	8	8	11	11	9	16	94	34	98	30	81	48
	8%	6%	6%	9%	7%	5%	7%	9%	12%	9%	6%	17%	8%	7%	10%	5%
		12%	11%	11%	6%	6%	8%	8%	7%	13%	74%	26%	76%	24%	63%	37%
Don't know	83	4	8	16	4	5	3	13	4	10	71	11	39	44	43	39

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 54

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Yes - desktop PC	922	504	418	129	109	358	327	67	77	104	262	338	242	206	137	816	52	34	20
		34%	39%	30%	35%	23%	35%	16%	27%	32%	44%	47%	34%	35%	21%	37%	22%	26%	28%
		55%	45%	14%	12%	39%	35%	7%	8%	11%	28%	37%	26%	22%	15%	88%	6%	4%	2%
Yes - laptop	1726	842	885	266	320	695	445	145	160	230	479	555	524	350	298	1471	129	86	40
		65%	65%	73%	68%	76%	48%	35%	55%	71%	80%	78%	73%	60%	45%	66%	55%	65%	55%
		49%	51%	15%	19%	40%	26%	8%	9%	13%	28%	32%	30%	20%	17%	85%	7%	5%	2%
Yes - netbook	216	115	101	36	28	109	43	10	10	19	84	90	62	41	23	184	20	8	4
		8%	9%	7%	10%	6%	5%	2%	3%	6%	14%	13%	9%	7%	3%	8%	8%	6%	6%
		53%	47%	17%	13%	51%	20%	5%	4%	9%	39%	42%	29%	19%	11%	85%	9%	4%	2%
Yes - tablet computer - e.g. iPad	1436	679	757	218	285	587	346	122	126	199	428	467	420	304	246	1197	121	79	40
		54%	52%	55%	60%	61%	64%	30%	44%	61%	72%	66%	58%	52%	37%	54%	52%	60%	54%
		47%	53%	15%	20%	41%	24%	9%	9%	14%	30%	33%	29%	21%	17%	83%	8%	6%	3%
TOTAL YES	2219	1093	1125	325	421	836	637	216	229	298	584	670	642	478	429	1877	175	110	56
		83%	84%	82%	89%	90%	91%	52%	79%	92%	98%	94%	89%	82%	65%	84%	75%	84%	77%
		49%	51%	15%	19%	38%	29%	10%	10%	13%	26%	30%	29%	22%	19%	85%	8%	5%	3%
PC ONLY	138	77	61	11	15	33	79	20	21	17	19	32	33	41	32	123	8	5	4
		5%	6%	4%	3%	4%	9%	5%	7%	5%	3%	4%	5%	7%	5%	5%	3%	3%	5%
		56%	44%	8%	11%	24%	57%	15%	15%	12%	14%	23%	24%	30%	23%	89%	5%	3%	3%
LAPTOP ONLY	479	238	240	69	100	159	151	65	62	68	98	116	146	101	115	411	38	20	10
		18%	18%	17%	19%	21%	17%	16%	21%	21%	16%	16%	20%	17%	17%	18%	16%	15%	14%
		50%	50%	14%	21%	33%	31%	14%	13%	14%	20%	24%	31%	21%	24%	86%	8%	4%	2%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 54

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
TABLET ONLY	195	76	119	32	65	50	49	37	31	30	38	31	46	46	73	146	27	14	8
	7%	6%	9%	9%	14%	5%	5%	9%	11%	9%	6%	4%	6%	8%	11%	7%	12%	10%	11%
		39%	61%	16%	33%	26%	25%	19%	16%	15%	20%	16%	23%	24%	37%	75%	14%	7%	4%
No	452	205	247	41	47	78	286	193	60	27	11	41	78	103	230	355	58	22	17
	17%	16%	18%	11%	10%	9%	31%	47%	21%	8%	2%	6%	11%	18%	35%	16%	25%	16%	24%
		45%	55%	9%	10%	17%	63%	43%	13%	6%	2%	9%	17%	23%	51%	79%	13%	5%	4%
Don't know	4	2	3	*	-	1	3	3	1	-	-	1	-	*	3	4	*	-	*
	*%	*%	*%	*%	-%	*%	*%	1%	*%	-%	-%	*%	-%	*%	1%	*%	*%	-%	*%
		41%	59%	3%	-%	20%	77%	74%	23%	-%	-%	21%	-%	3%	76%	94%	3%	-%	3%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 54

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
Yes - desktop PC	922	123	172	103	51	83	88	64	33	100	792	130	567	353	508	414
	34%	38%	46%	44%	27%	36%	36%	28%	29%	33%	34%	35%	37%	32%	40%	29%
		dg	defghi	dghi	d	d	d	d	d	d	d	d	m	m	o	o
		13%	19%	11%	6%	9%	10%	7%	4%	11%	86%	14%	62%	38%	55%	45%
Yes - laptop	1726	223	258	163	109	146	175	136	69	194	1480	246	1154	569	853	873
	65%	68%	69%	70%	58%	63%	70%	61%	61%	65%	64%	67%	74%	51%	68%	62%
		d	dgh	dgh	d	d	dgh	d	d	d	d	d	m	m	o	o
		13%	15%	9%	6%	8%	10%	8%	4%	11%	86%	14%	67%	33%	49%	51%
Yes - netbook	216	24	36	21	12	25	20	16	13	17	189	27	154	62	111	105
	8%	7%	10%	9%	6%	11%	8%	7%	12%	6%	8%	7%	10%	6%	9%	7%
						i							m			
			11%	17%	10%	5%	12%	9%	7%	6%	8%	13%	71%	29%	51%	49%
Yes - tablet computer - e.g. iPad	1436	164	225	146	88	113	135	110	60	155	1236	200	976	457	743	693
	54%	50%	61%	62%	47%	49%	54%	49%	53%	52%	54%	55%	63%	41%	59%	49%
			adegi	adeghi									m		o	
			11%	16%	10%	6%	8%	9%	8%	4%	11%	14%	68%	32%	52%	48%
TOTAL YES	2219	281	331	214	151	177	218	177	87	241	1910	308	1432	783	1092	1127
	83%	86%	89%	92%	80%	77%	88%	79%	77%	81%	83%	84%	92%	70%	87%	80%
		egh	degghi	adeghi			degghi						m		o	
			13%	15%	10%	7%	8%	10%	4%	11%	86%	14%	65%	35%	49%	51%
PC ONLY	138	23	20	18	11	8	14	12	4	13	121	18	63	75	70	68
	5%	7%	5%	8%	6%	3%	6%	5%	3%	4%	5%	5%	4%	7%	6%	5%
				eh										l		
			17%	15%	13%	8%	6%	10%	3%	9%	87%	13%	46%	54%	51%	49%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
LAPTOP ONLY	479	70	62	37	40	37	54	42	16	54	414	65	292	186	189	289
	18%	21%	17%	16%	21%	16%	22%	19%	14%	18%	18%	18%	19%	17%	15%	20%
		15%	13%	8%	8%	8%	11%	9%	3%	11%	86%	14%	61%	39%	40%	60%
TABLET ONLY	195	16	21	16	21	10	20	17	8	17	173	22	119	76	87	108
	7%	5%	6%	7%	11%	4%	8%	8%	7%	6%	7%	6%	8%	7%	7%	8%
		8%	11%	8%	11%	5%	10%	9%	4%	9%	89%	11%	61%	39%	45%	55%
No	452	46	39	19	38	54	30	45	26	58	395	57	117	333	165	287
	17%	14%	11%	8%	20%	23%	12%	20%	23%	19%	17%	16%	8%	30%	13%	20%
		c			bcf	abcf		bcf	abcf	bcf			l			n
		10%	9%	4%	8%	12%	7%	10%	6%	13%	87%	13%	26%	74%	36%	64%
Don't know	4	-	1	-	1	-	1	2	-	-	4	1	2	2	3	2
	*%	-%	*%	-%	*%	-%	*%	1%	-%	-%	*%	*%	*%	*%	*%	*%
		-%	17%	-%	12%	-%	23%	41%	-%	-%	80%	20%	47%	53%	59%	41%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 55

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

Base : Those with any tablet computers in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Unweighted total	1933	923	1010	312	367	755	499	190	178	299	509	526	645	388	374	1164	238	277	254	
Effective Weighted Sample	1363	650	713	212	261	534	359	134	131	199	374	378	464	284	260	1036	158	196	221	
Total	1436	679	757	218	285	587	346	122	126	199	428	467	420	304	246	1197	121	79	40	
		47%	53%	15%	20%	41%	24%	9%	9%	14%	30%	33%	29%	21%	17%	83%	8%	6%	3%	
One	(1.0)	874	422	452	122	177	321	253	84	84	131	232	264	254	176	180	725	78	48	23
		61%	62%	60%	56%	62%	55%	73%	68%	67%	66%	54%	57%	60%	58%	73%	61%	64%	60%	58%
			48%	52%	14%	20%	37%	29%	10%	10%	15%	27%	30%	29%	20%	21%	83%	9%	5%	3%
Two	(2.0)	361	167	194	57	71	162	71	26	30	43	135	129	109	87	37	299	31	19	12
		25%	25%	26%	26%	25%	28%	21%	21%	24%	21%	31%	28%	26%	28%	15%	25%	26%	24%	29%
			46%	54%	16%	20%	45%	20%	7%	8%	12%	37%	36%	30%	24%	10%	83%	9%	5%	3%
Three	(3.0)	131	59	73	28	25	64	15	8	9	14	36	48	33	29	22	111	7	9	4
		9%	9%	10%	13%	9%	11%	4%	7%	7%	7%	8%	10%	8%	10%	9%	9%	6%	12%	9%
			45%	55%	21%	19%	49%	11%	6%	7%	11%	27%	36%	25%	22%	17%	85%	5%	7%	3%
Four	(4.0)	48	24	25	7	9	28	4	4	1	6	20	18	14	11	5	41	4	3	1
		3%	3%	3%	3%	3%	5%	1%	3%	1%	3%	5%	4%	3%	4%	2%	3%	3%	3%	2%
			49%	51%	14%	19%	58%	9%	8%	3%	13%	42%	38%	29%	23%	11%	85%	7%	5%	2%
Five or more	(5.0)	20	7	13	4	2	12	1	1	1	5	5	6	10	1	2	18	1	*	*
		1%	1%	2%	2%	1%	2%	*%	1%	1%	2%	1%	1%	2%	*%	1%	2%	1%	*%	1%
			33%	67%	22%	10%	60%	7%	5%	3%	23%	27%	32%	52%	5%	11%	93%	5%	1%	1%
Don't know	2	2	*	-	*	-	1	*	1	-	-	1	-	*	-	1	-	1	-	
	*%	*%	*%	-%	*%	-%	*%	*%	1%	-%	-%	*%	-%	*%	-%	*%	-%	1%	-%	
			90%	10%	-%	18%	-%	82%	10%	61%	-%	-%	82%	-%	18%	-%	61%	-%	39%	-%
Mean number	1.6	1.6	1.6	1.7	1.6	1.7	1.3	1.5	1.4	1.5	1.7	1.7	1.6	1.6	1.4	1.6	1.5	1.6	1.6	
				f	f	df					gh	n	n	n						
Standard deviation	.89	.86	.92	.95	.84	.98	.66	.82	.72	.93	.91	.91	.94	.83	.81	.91	.81	.85	.82	
Standard error	.02	.03	.03	.05	.04	.04	.03	.06	.05	.05	.04	.04	.04	.04	.04	.03	.05	.05	.05	

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 55

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

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

Base : Those with any tablet computers in the household

		ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
		Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total		1933	123	152	152	109	116	133	120	128	131	1406	527	1242	688	1049	884
Effective Weighted Sample		1363	119	144	147	104	111	128	116	123	125	1129	249	870	507	716	647
Total		1436	164	225	146	88	113	135	110	60	155	1236	200	976	457	743	693
			11%	16%	10%	6%	8%	9%	8%	4%	11%	86%	14%	68%	32%	52%	48%
One	(1.0)	874	100	152	89	60	64	77	60	32	93	757	117	570	301	440	434
		61%	61%	68%	61%	68%	57%	57%	54%	52%	60%	61%	58%	58%	66%	59%	63%
			11%	gh	10%	gh	7%	7%	9%	7%	4%	11%	87%	13%	65%	34%	50%
				17%	10%	7%	7%	9%	7%	4%	11%	87%	13%	65%	34%	50%	50%
Two	(2.0)	361	30	52	35	18	31	42	34	19	38	300	61	259	101	205	156
		25%	18%	23%	24%	21%	28%	31%	31%	31%	25%	24%	31%	27%	22%	28%	22%
			8%	14%	10%	5%	9%	12%	9%	5%	11%	83%	17%	72%	28%	57%	43%
				14%	7%	8%	13%	9%	7%	12%	7%	9%	9%	10%	8%	9%	10%
			17%	12%	10%	6%	11%	10%	6%	8%	8%	86%	14%	73%	27%	50%	50%
Three	(3.0)	131	22	16	13	7	15	13	7	8	11	113	19	96	36	65	66
		9%	14%	7%	9%	8%	13%	9%	7%	12%	7%	9%	9%	10%	8%	9%	10%
			17%	12%	10%	6%	11%	10%	6%	8%	8%	86%	14%	73%	27%	50%	50%
Four	(4.0)	48	9	3	6	1	2	4	4	2	10	46	2	37	12	26	22
		3%	5%	1%	4%	1%	2%	3%	4%	4%	6%	4%	1%	4%	3%	4%	3%
			19%	6%	12%	2%	4%	9%	9%	5%	20%	95%	5%	76%	24%	54%	46%
				6%	12%	2%	4%	9%	9%	5%	20%	95%	5%	76%	24%	54%	46%
Five or more	(5.0)	20	2	3	3	1	1	-	5	*	3	19	1	14	6	5	14
		1%	1%	1%	2%	2%	1%	-	5%	5%	2%	2%	2%	1%	1%	1%	2%
			9%	13%	16%	7%	3%	-	26%	1%	17%	96%	4%	70%	30%	28%	72%
				13%	16%	7%	3%	-	26%	1%	17%	96%	4%	70%	30%	28%	72%
Don't know		2	1	-	-	-	-	-	-	-	-	1	*	*	1	1	1
		0.1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0.7%	0.5%	0.7%	0.7%	0.7%	0.7%
			61%	0%	0%	0%	0%	0%	0%	0%	0%	82%	18%	18%	82%	39%	61%
Mean number		1.6	1.7	1.5	1.6	1.5	1.6	1.6	1.7	1.7	1.7	1.6	1.5	1.6	1.5	1.6	1.6
Standard deviation		.89	.98	.78	.96	.83	.82	.78	1.06	.87	1.00	.91	.74	.91	.85	.85	.94
Standard error		.02	.09	.06	.08	.08	.08	.07	.10	.08	.09	.02	.03	.03	.03	.03	.03

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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.

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

Base : Those with any tablet computers in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1933	923	1010	312	367	755	499	190	178	299	509	526	645	388	374	1164	238	277	254
Effective Weighted Sample	1363	650	713	212	261	534	359	134	131	199	374	378	464	284	260	1036	158	196	221
Total	1436	679	757	218	285	587	346	122	126	199	428	467	420	304	246	1197	121	79	40
		47%	53%	15%	20%	41%	24%	9%	9%	14%	30%	33%	29%	21%	17%	83%	8%	6%	3%
Yes	1140	540	601	171	238	474	257	93	95	159	358	391	342	229	178	941	105	64	30
	79%	79%	79%	79%	83%	81%	74%	76%	75%	80%	84%	84%	82%	75%	72%	79%	87%	81%	76%
		47%	53%	15%	21%	42%	23%	8%	8%	14%	31%	34%	30%	20%	16%	83%	9%	6%	3%
No	293	138	155	47	46	113	88	29	32	40	68	76	76	74	68	253	16	15	9
	20%	20%	20%	21%	16%	19%	25%	24%	25%	20%	16%	16%	18%	24%	28%	21%	13%	18%	23%
		47%	53%	16%	16%	39%	30%	10%	11%	14%	23%	26%	26%	25%	23%	87%	5%	5%	3%
Don't know	3	1	1	-	1	*	1	*	-	*	2	*	1	1	-	2	-	*	*
	*%	*%	*%	-%	1%	*%	*%	*%	-%	*%	1%	*%	*%	*%	-%	*%	-%	*%	1%
		49%	51%	-%	51%	8%	41%	6%	-%	8%	86%	8%	44%	48%	-%	82%	-%	6%	12%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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.

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

Base : Those with any tablet computers in the household

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	1933	123	152	152	109	116	133	120	128	131	1406	527	1242	688	1049	884
Effective Weighted Sample	1363	119	144	147	104	111	128	116	123	125	1129	249	870	507	716	647
Total	1436	164	225	146	88	113	135	110	60	155	1236	200	976	457	743	693
		11%	16%	10%	6%	8%	9%	8%	4%	11%	86%	14%	68%	32%	52%	48%
Yes	1140	130	172	112	67	94	106	92	46	121	983	157	782	358	611	529
	79%	79%	76%	77%	77%	83%	78%	84%	77%	78%	80%	79%	80%	78%	82%	76%
		11%	15%	10%	6%	8%	9%	8%	4%	11%	86%	14%	69%	31%	54%	46%
No	293	33	53	34	20	19	28	18	14	34	250	43	191	100	131	162
	20%	20%	24%	23%	23%	17%	21%	16%	23%	22%	20%	21%	20%	22%	18%	23%
		11%	18%	12%	7%	7%	10%	6%	5%	12%	85%	15%	65%	34%	45%	55%
Don't know	3	1	-	-	-	-	1	-	-	-	3	*	3	-	2	1
	*%	1%	-%	-%	-%	-%	1%	-%	-%	-%	*%	*%	*%	-%	*%	*%
		40%	-%	-%	-%	-%	41%	-%	-%	-%	90%	10%	100%	-%	60%	40%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 57

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

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

Base : Those who personally use a tablet computer

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1543	726	817	256	308	597	382	147	134	242	427	443	532	288	280	914	204	227	198
Effective Weighted Sample	1084	512	572	175	216	424	275	103	98	161	311	317	380	214	194	813	137	161	172
Total	1140	540	601	171	238	474	257	93	95	159	358	391	342	229	178	941	105	64	30
		47%	53%	15%	21%	42%	23%	8%	8%	14%	31%	34%	30%	20%	16%	82%	9%	6%	3%
Yes	450	215	235	65	98	194	94	32	39	52	135	151	137	88	74	392	24	23	11
	39%	40%	39%	38%	41%	41%	37%	35%	41%	32%	38%	39%	40%	39%	42%	42%	23%	36%	35%
		48%	52%	14%	22%	43%	21%	7%	9%	11%	30%	34%	30%	20%	16%	87%	5%	5%	2%
No	607	295	312	97	130	252	128	50	49	90	208	213	184	120	90	486	75	31	15
	53%	55%	52%	57%	55%	53%	50%	53%	52%	56%	58%	54%	54%	53%	50%	52%	72%	48%	49%
		49%	51%	16%	21%	42%	21%	8%	8%	15%	34%	35%	30%	20%	15%	80%	12%	5%	2%
Don't know	83	29	54	10	9	28	35	12	7	18	15	27	21	20	14	62	6	10	5
	7%	5%	9%	6%	4%	6%	14%	12%	7%	11%	4%	7%	6%	9%	8%	7%	6%	15%	16%
		36%	64%	12%	11%	34%	43%	14%	8%	22%	18%	33%	26%	24%	17%	75%	7%	12%	6%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 57

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

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

Base : Those who personally use a tablet computer

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	b	c	~d	~e	f	g	~h	i	j	k	l	m	n	o
Unweighted total	1543	95	116	117	84	96	105	101	97	103	1118	425	1002	539	859	684
Effective Weighted Sample	1084	91	110	113	80	92	101	98	93	98	900	197	698	396	586	498
Total	1140	130	172	112	67	94	106	92	46	121	983	157	782	358	611	529
		**	15%	10%	**	**	9%	8%	**	11%	86%	14%	69%	31%	54%	46%
Yes	450	**	60	38	**	**	25	51	**	54	393	57	308	142	229	221
	39%	**	35%	34%	**	**	24%	55%	**	44%	40%	36%	39%	40%	37%	42%
		**	13%	8%	**	**	6%	11%	**	12%	87%	13%	69%	31%	51%	49%
No	607	**	105	61	**	**	75	28	**	61	521	86	433	174	336	272
	53%	**	61%	55%	**	**	70%	30%	**	50%	53%	55%	55%	49%	55%	51%
		**	g	g	**	**	cgi		**	g	86%	14%	m	29%	55%	45%
		**	17%	10%	**	**	12%	5%	**	10%	86%	14%	71%	29%	55%	45%
Don't know	83	**	7	13	**	**	6	14	**	6	69	14	41	42	47	36
	7%	**	4%	11%	**	**	6%	15%	**	5%	7%	9%	5%	12%	8%	7%
		**	b	b	**	**	6%	bfi	**	5%	7%	9%	5%	12%	8%	7%
		**	8%	15%	**	**	8%	17%	**	8%	83%	17%	50%	50%	56%	44%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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.

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

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	d	e	f	~g	~h	~i	j	k	l	m	n	o	~p	~q	~r
Unweighted total	593	286	307	94	124	245	130	49	47	76	167	167	206	110	110	387	62	80	64
Effective Weighted Sample	428	208	221	70	91	174	96	35	37	54	119	121	152	85	79	346	34	56	55
Total	450	215	235	65	98	194	94	32	39	52	135	151	137	88	74	392	24	23	11
		48%	52%	**	22%	43%	21%	**	**	**	30%	34%	30%	20%	16%	87%	**	**	**
Yes	189	95	93	**	39	88	32	**	**	**	56	62	66	35	26	172	**	**	**
		42%	44%	**	40%	45%	34%	**	**	**	41%	41%	48%	40%	34%	44%	**	**	**
				**	21%	47%	17%	**	**	**	30%	33%	35%	19%	14%	91%	**	**	**
No	246	111	134	**	57	99	58	**	**	**	78	82	71	49	44	207	**	**	**
		55%	52%	**	59%	51%	62%	**	**	**	58%	54%	52%	55%	59%	53%	**	**	**
				**	23%	40%	24%	**	**	**	32%	34%	29%	20%	18%	84%	**	**	**
Don't know	15	8	7	**	1	6	4	**	**	**	1	6	*	4	4	14	**	**	**
		3%	4%	**	1%	3%	4%	**	**	**	1%	4%	*%	5%	6%	4%	**	**	**
				**	8%	41%	26%	**	**	**	7%	42%	2%	27%	29%	90%	**	**	**

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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.

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

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

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	593	46	43	39	34	56	24	55	45	45	445	148	395	197	316	277
Effective Weighted Sample	428	44	40	38	33	54	23	53	43	43	362	71	281	149	223	206
Total	450	63	60	38	27	53	25	51	21	54	393	57	308	142	229	221
Yes	189	**	**	**	**	**	**	**	**	**	87%	13%	69%	31%	51%	49%
	42%	**	**	**	**	**	**	**	**	**	43%	32%	44%	39%	34%	50%
		**	**	**	**	**	**	**	**	**	90%	10%	71%	29%	41%	59%
No	246	**	**	**	**	**	**	**	**	**	209	36	166	79	140	106
	55%	**	**	**	**	**	**	**	**	**	53%	64%	54%	56%	61%	48%
		**	**	**	**	**	**	**	**	**	85%	15%	68%	32%	57%	43%
Don't know	15	**	**	**	**	**	**	**	**	**	13	3	8	8	11	5
	3%	**	**	**	**	**	**	**	**	**	3%	4%	2%	5%	5%	2%
		**	**	**	**	**	**	**	**	**	84%	16%	50%	50%	69%	31%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 59

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

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

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r
Unweighted total	215	110	105	38	43	95	39	22	18	26	57	56	84	41	34	163	14	23	15
Effective Weighted Sample	169	86	83	31	33	74	31	18	14	20	46	45	67	35	26	146	9	17	14
Total	189	95	93	30	39	88	32	17	17	22	56	62	66	35	26	172	7	8	2
		51%	49%	**	**	**	**	**	**	**	**	**	**	**	**	91%	**	**	**
Every day	88	45	42	**	**	**	**	**	**	**	**	**	**	**	**	80	**	**	**
	46%	48%	45%	**	**	**	**	**	**	**	**	**	**	**	**	46%	**	**	**
		52%	48%	**	**	**	**	**	**	**	**	**	**	**	**	91%	**	**	**
Several times a week	38	19	19	**	**	**	**	**	**	**	**	**	**	**	**	35	**	**	**
	20%	20%	20%	**	**	**	**	**	**	**	**	**	**	**	**	20%	**	**	**
		50%	50%	**	**	**	**	**	**	**	**	**	**	**	**	92%	**	**	**
At least once a week	21	12	8	**	**	**	**	**	**	**	**	**	**	**	**	17	**	**	**
	11%	13%	9%	**	**	**	**	**	**	**	**	**	**	**	**	10%	**	**	**
		59%	41%	**	**	**	**	**	**	**	**	**	**	**	**	83%	**	**	**
At least once a month	17	6	11	**	**	**	**	**	**	**	**	**	**	**	**	17	**	**	**
	9%	7%	11%	**	**	**	**	**	**	**	**	**	**	**	**	10%	**	**	**
		38%	62%	**	**	**	**	**	**	**	**	**	**	**	**	97%	**	**	**
A few times a year	15	6	9	**	**	**	**	**	**	**	**	**	**	**	**	14	**	**	**
	8%	7%	9%	**	**	**	**	**	**	**	**	**	**	**	**	8%	**	**	**
		43%	57%	**	**	**	**	**	**	**	**	**	**	**	**	91%	**	**	**
Less than once a year	2	-	2	**	**	**	**	**	**	**	**	**	**	**	**	2	**	**	**
	1%	-%	2%	**	**	**	**	**	**	**	**	**	**	**	**	1%	**	**	**
		-%	100%	**	**	**	**	**	**	**	**	**	**	**	**	100%	**	**	**
Never	5	3	2	**	**	**	**	**	**	**	**	**	**	**	**	5	**	**	**
	3%	4%	2%	**	**	**	**	**	**	**	**	**	**	**	**	3%	**	**	**
		64%	36%	**	**	**	**	**	**	**	**	**	**	**	**	85%	**	**	**
Don't know	3	2	1	**	**	**	**	**	**	**	**	**	**	**	**	3	**	**	**
	2%	3%	1%	**	**	**	**	**	**	**	**	**	**	**	**	2%	**	**	**
		74%	26%	**	**	**	**	**	**	**	**	**	**	**	**	100%	**	**	**

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 59

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

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

	Total	ENGLAND REGIONS								URBANITY		WORKING		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	~k	l	~m	~n	o
Unweighted total	215	38	20	10	14	14	9	21	20	17	178	37	147	68	96	119
Effective Weighted Sample	169	37	18	10	14	13	9	20	19	17	149	21	114	56	74	95
Total	189	51	27	11	11	12	9	21	9	20	171	18	134	54	78	111
		**	**	**	**	**	**	**	**	**	90%	**	71%	**	**	59%
Every day	88	**	**	**	**	**	**	**	**	**	83	**	59	**	**	61
	46%	**	**	**	**	**	**	**	**	**	49%	**	44%	**	**	55%
		**	**	**	**	**	**	**	**	**	94%	**	68%	**	**	69%
Several times a week	38	**	**	**	**	**	**	**	**	**	34	**	33	**	**	24
	20%	**	**	**	**	**	**	**	**	**	20%	**	25%	**	**	22%
		**	**	**	**	**	**	**	**	**	90%	**	88%	**	**	63%
At least once a week	21	**	**	**	**	**	**	**	**	**	17	**	15	**	**	9
	11%	**	**	**	**	**	**	**	**	**	10%	**	11%	**	**	9%
		**	**	**	**	**	**	**	**	**	82%	**	72%	**	**	46%
At least once a month	17	**	**	**	**	**	**	**	**	**	16	**	13	**	**	5
	9%	**	**	**	**	**	**	**	**	**	9%	**	10%	**	**	4%
		**	**	**	**	**	**	**	**	**	92%	**	77%	**	**	28%
A few times a year	15	**	**	**	**	**	**	**	**	**	14	**	7	**	**	7
	8%	**	**	**	**	**	**	**	**	**	8%	**	5%	**	**	6%
		**	**	**	**	**	**	**	**	**	90%	**	48%	**	**	44%
Less than once a year	2	**	**	**	**	**	**	**	**	**	1	**	-	**	**	-
	1%	**	**	**	**	**	**	**	**	**	*0%	**	-%	**	**	-%
		**	**	**	**	**	**	**	**	**	44%	**	-%	**	**	-%
Never	5	**	**	**	**	**	**	**	**	**	5	**	5	**	**	3
	3%	**	**	**	**	**	**	**	**	**	3%	**	3%	**	**	3%
		**	**	**	**	**	**	**	**	**	84%	**	86%	**	**	55%
Don't know	3	**	**	**	**	**	**	**	**	**	2	**	2	**	**	2
	2%	**	**	**	**	**	**	**	**	**	1%	**	1%	**	**	2%
		**	**	**	**	**	**	**	**	**	71%	**	55%	**	**	71%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 60

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

Base : Those without a tablet computer in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	1823	909	914	202	239	434	948	485	257	174	190	302	475	393	652	1100	254	219	250
Effective Weighted Sample	1276	629	647	146	176	302	664	338	183	126	148	211	349	267	466	977	169	159	219
Total	1239	621	618	147	183	328	581	290	163	126	167	245	301	277	417	1040	112	53	34
		50%	50%	12%	15%	26%	47%	23%	13%	10%	13%	20%	24%	22%	34%	84%	9%	4%	3%
Certain to	59	29	30	13	15	14	17	10	8	7	10	14	29	4	12	51	6	1	1
	5%	5%	5%	9%	8%	4%	3%	4%	5%	5%	6%	6%	9%	1%	3%	5%	5%	2%	4%
				ef	f							m	mn						
				22%	26%	24%	28%	18%	13%	11%	18%	24%	48%	7%	21%	86%	10%	2%	2%
Very likely	79	35	44	16	21	30	13	12	12	7	20	16	24	21	18	68	7	3	1
	6%	6%	7%	11%	12%	9%	2%	4%	8%	5%	12%	7%	8%	8%	4%	7%	7%	6%	3%
				f	f	f					g		n	n		r			
				20%	27%	37%	16%	15%	15%	8%	25%	20%	31%	27%	22%	86%	9%	4%	1%
Likely	123	63	60	27	22	45	30	18	10	13	24	24	33	23	44	104	11	5	4
	10%	10%	10%	18%	12%	14%	5%	6%	6%	10%	14%	10%	11%	8%	11%	10%	10%	9%	11%
				f	f	f					gh								
				22%	18%	36%	24%	15%	8%	10%	19%	20%	27%	18%	35%	84%	9%	4%	3%
TOTAL LIKELY	262	126	135	55	59	88	59	40	30	26	54	55	86	48	73	223	24	8	6
	21%	20%	22%	38%	32%	27%	10%	14%	18%	21%	32%	22%	28%	17%	18%	21%	22%	16%	18%
				ef	f	f					ghi		mn						
				21%	22%	34%	23%	15%	11%	10%	21%	21%	33%	18%	28%	85%	9%	3%	2%
Unlikely	206	99	108	26	36	51	94	48	29	23	32	42	57	48	60	181	12	9	5
	17%	16%	17%	17%	20%	16%	16%	16%	18%	18%	19%	17%	19%	17%	14%	17%	10%	17%	13%
															p				
				12%	17%	25%	45%	23%	14%	11%	16%	20%	27%	23%	29%	88%	6%	4%	2%
Very unlikely	167	84	83	19	17	33	99	41	22	22	15	35	42	44	46	134	18	10	5
	13%	13%	13%	13%	9%	10%	17%	14%	13%	17%	9%	14%	14%	16%	11%	13%	16%	18%	15%
							de			j									
				11%	10%	20%	59%	24%	13%	13%	9%	21%	25%	26%	28%	80%	11%	6%	3%
Certain not to	371	181	191	14	35	70	252	119	50	22	31	71	61	92	147	311	38	14	9
	30%	29%	31%	9%	19%	21%	43%	41%	31%	17%	18%	29%	20%	33%	35%	30%	33%	27%	25%
				c	c	cde		hij	ij		l	l	l						
				4%	10%	19%	68%	32%	13%	6%	8%	19%	17%	25%	40%	84%	10%	4%	2%

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

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

Base : Those without a tablet computer in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Unweighted total	1823	909	914	202	239	434	948	485	257	174	190	302	475	393	652	1100	254	219	250	
Effective Weighted Sample	1276	629	647	146	176	302	664	338	183	126	148	211	349	267	466	977	169	159	219	
Total	1239	621	618	147	183	328	581	290	163	126	167	245	301	277	417	1040	112	53	34	
		50%	50%	12%	15%	26%	47%	23%	13%	10%	13%	20%	24%	22%	34%	84%	9%	4%	3%	
TOTAL UNLIKELY	745	363	381	58	88	154	445	207	101	66	78	148	160	184	253	626	67	33	19	
		60%	58%	39%	48%	47%	77%	71%	62%	52%	47%	60%	53%	66%	61%	60%	60%	62%	54%	
							cde	hij	j					l	l					
			49%	51%	8%	12%	21%	60%	28%	14%	9%	10%	20%	22%	25%	34%	84%	9%	4%	2%
Don't know	232	131	101	34	36	85	77	43	32	34	35	42	55	45	91	191	21	12	9	
		19%	21%	16%	23%	20%	13%	15%	20%	27%	21%	17%	18%	16%	22%	18%	19%	22%	26%	
			b	f	f	f				g									o	
			57%	43%	15%	16%	37%	18%	14%	15%	15%	18%	24%	19%	39%	82%	9%	5%	4%	

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

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

Base : Those without a tablet computer in the household

	Total	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH	
Significance Level: 95%		a	b	~c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	1823	129	106	95	136	133	119	132	123	127	1312	511	726	1092	818	1005	
Effective Weighted Sample	1276	124	99	92	131	127	115	127	117	122	1066	223	514	784	543	733	
Total	1239	163	146	88	101	118	113	114	53	144	1073	167	575	661	516	723	
		13%	12%	**	8%	10%	9%	9%	4%	12%	87%	13%	46%	53%	42%	58%	
Certain to	59	14	8	**	7	6	3	6	-	5	55	4	36	23	17	42	
	5%	9%	5%	**	7%	5%	3%	5%	-%	3%	5%	2%	6%	3%	3%	6%	
		fh	h		h	h		h		h			m			n	
		24%	13%	**	12%	10%	5%	10%	-%	8%	93%	7%	61%	39%	28%	72%	
Very likely	79	21	5	**	4	9	11	7	2	5	69	11	50	30	23	56	
	6%	13%	4%	**	4%	7%	9%	6%	4%	3%	6%	6%	9%	4%	4%	8%	
		bdghi											m			n	
		27%	7%	**	5%	11%	13%	8%	3%	6%	87%	13%	63%	37%	29%	71%	
Likely	123	22	14	**	3	14	6	11	4	18	110	14	72	51	52	72	
	10%	13%	10%	**	3%	11%	5%	10%	7%	12%	10%	8%	12%	8%	10%	10%	
		df	d		d	d		d		df			m				
		18%	11%	**	2%	11%	4%	9%	3%	15%	89%	11%	58%	42%	42%	58%	
TOTAL LIKELY	262	58	27	**	13	28	19	24	6	27	233	29	158	104	91	171	
	21%	35%	18%	**	13%	24%	17%	21%	11%	19%	22%	17%	27%	16%	18%	24%	
		bdefghi				dh		h					m			n	
		22%	10%	**	5%	11%	7%	9%	2%	10%	89%	11%	60%	40%	35%	65%	
Unlikely	206	20	40	**	21	26	18	14	8	21	173	33	103	102	85	121	
	17%	13%	28%	**	20%	22%	16%	12%	15%	14%	16%	20%	18%	15%	16%	17%	
			afghi			ag											
		10%	19%	**	10%	13%	9%	7%	4%	10%	84%	16%	50%	50%	41%	59%	
Very unlikely	167	10	20	**	13	19	11	21	7	22	141	26	75	92	80	87	
	13%	6%	13%	**	13%	16%	10%	18%	13%	15%	13%	16%	13%	14%	16%	12%	
			a		a	a		a		a							
		6%	12%	**	8%	11%	7%	12%	4%	13%	84%	16%	45%	55%	48%	52%	

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

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

Base : Those without a tablet computer in the household

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	1823	129	106	95	136	133	119	132	123	127	1312	511	726	1092	818	1005
Effective Weighted Sample	1276	124	99	92	131	127	115	127	117	122	1066	223	514	784	543	733
Total	1239	163	146	88	101	118	113	114	53	144	1073	167	575	661	516	723
		13%	12%	**	8%	10%	9%	9%	4%	12%	87%	13%	46%	53%	42%	58%
Certain not to	371	48	46	**	29	25	43	30	22	40	323	48	113	256	160	212
	30%	29%	32%	**	29%	21%	38%	27%	41%	28%	30%	29%	20%	39%	31%	29%
							e		degi					l		
		13%	12%	**	8%	7%	11%	8%	6%	11%	87%	13%	30%	69%	43%	57%
TOTAL UNLIKELY	745	79	106	**	63	69	71	65	37	83	638	107	291	451	325	420
	60%	48%	73%	**	62%	59%	63%	57%	69%	58%	59%	64%	51%	68%	63%	58%
			aegi		a		a		ag					l		
		11%	14%	**	8%	9%	10%	9%	5%	11%	86%	14%	39%	61%	44%	56%
Don't know	232	27	13	**	25	21	23	25	10	33	202	30	126	106	100	133
	19%	16%	9%	**	25%	18%	20%	22%	19%	23%	19%	18%	22%	16%	19%	18%
					b		b		b				m			
		11%	6%	**	11%	9%	10%	11%	4%	14%	87%	13%	54%	46%	43%	57%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 61

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QE8 (QE2). Do you or does anyone in your household have access to the internet/ Worldwide Web at HOME (via any device, e.g. PC, laptop, mobile phone etc)? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Yes - have access and use at home	2197	1076	1121	330	437	838	592	240	227	299	568	654	637	464	441	1854	178	110	55
	82%	83%	82%	90%	93%	92%	64%	58%	78%	92%	96%	92%	88%	80%	67%	83%	76%	83%	75%
		49%	51%	15%	20%	38%	27%	11%	10%	14%	26%	30%	29%	21%	20%	84%	8%	5%	3%
Yes - have access but don't use at home	71	40	31	2	5	21	44	9	9	7	17	16	10	24	21	59	5	4	3
	3%	3%	2%	1%	1%	2%	5%	2%	3%	2%	3%	2%	1%	4%	3%	3%	2%	3%	4%
		56%	44%	3%	7%	29%	61%	12%	12%	9%	24%	23%	14%	33%	30%	84%	6%	5%	5%
No do not have access at home	399	180	219	31	25	57	286	163	51	20	8	41	69	90	199	315	50	18	15
	15%	14%	16%	9%	5%	6%	31%	40%	18%	6%	1%	6%	10%	16%	30%	14%	22%	14%	21%
		45%	55%	8%	6%	14%	72%	41%	13%	5%	2%	10%	17%	23%	50%	79%	13%	5%	4%
Don't know	8	5	4	2	1	*	5	1	2	*	1	*	5	2	1	7	*	*	*
	*%	*%	*%	1%	*%	*%	1%	*%	1%	*%	*%	*%	1%	*%	*%	*%	*%	*%	*%
		54%	46%	22%	16%	2%	60%	14%	30%	2%	13%	2%	57%	29%	12%	89%	4%	6%	2%
INTERNET ACCESS AT HOME																			
YES	2268	1116	1152	332	442	858	635	248	236	305	586	671	647	488	463	1914	182	113	58
	85%	86%	84%	91%	94%	94%	69%	60%	82%	94%	98%	94%	90%	84%	70%	86%	78%	86%	79%
		49%	51%	15%	19%	38%	28%	11%	10%	13%	26%	30%	29%	22%	20%	84%	8%	5%	3%
NO	399	180	219	31	25	57	286	163	51	20	8	41	69	90	199	315	50	18	15
	15%	14%	16%	9%	5%	6%	31%	40%	18%	6%	1%	6%	10%	16%	30%	14%	22%	14%	21%
		45%	55%	8%	6%	14%	72%	41%	13%	5%	2%	10%	17%	23%	50%	79%	13%	5%	4%

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

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QE8 (QE2). Do you or does anyone in your household have access to the internet/ Worldwide Web at HOME (via any device, e.g. PC, laptop, mobile phone etc)? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
Yes - have access and use at home	2197	281	326	204	153	167	212	179	89	244	1899	298	1429	765	1070	1127
	82%	86%	88%	87%	81%	72%	85%	80%	78%	82%	82%	81%	92%	68%	85%	80%
		eh	degh	egh	e	eh	e	e	e	e	m	m	o	o	o	o
		13%	15%	9%	7%	8%	10%	8%	4%	11%	86%	14%	65%	35%	49%	51%
Yes - have access but don't use at home	71	7	12	6	4	9	6	3	2	10	58	13	30	41	40	32
	3%	2%	3%	3%	2%	4%	2%	1%	2%	3%	3%	4%	2%	4%	3%	2%
						g								l		
			10%	17%	9%	6%	13%	9%	4%	3%	14%	82%	18%	42%	58%	44%
No do not have access at home	399	38	33	20	31	55	30	40	22	45	344	55	89	307	144	254
	15%	12%	9%	9%	17%	24%	12%	18%	20%	15%	15%	15%	6%	27%	11%	18%
					bc	abcdfi		bc	abcf	bc				l		n
			10%	8%	5%	8%	14%	7%	10%	6%	11%	86%	14%	22%	77%	64%
Don't know	8	1	-	3	1	-	1	2	*	-	7	1	3	5	5	3
	0.3%	0.3%	0%	1%	0.4%	0%	0.4%	0.8%	0.3%	0%	0.3%	0.3%	0.2%	0.4%	0.4%	0.2%
			14%	0%	32%	7%	0%	9%	22%	5%	0%	87%	13%	42%	58%	37%
INTERNET ACCESS AT HOME																
YES	2268	288	338	210	157	176	218	182	91	254	1957	311	1458	806	1109	1158
	85%	88%	91%	90%	83%	76%	88%	81%	80%	85%	85%	85%	94%	72%	88%	82%
		egh	deghi	degh			egh			e			m	o	o	
			13%	15%	9%	7%	8%	10%	8%	4%	11%	86%	14%	64%	36%	49%
NO	399	38	33	20	31	55	30	40	22	45	344	55	89	307	144	254
	15%	12%	9%	9%	17%	24%	12%	18%	20%	15%	15%	15%	6%	27%	11%	18%
					bc	abcdfi		bc	abcf	bc				l		n
			10%	8%	5%	8%	14%	7%	10%	6%	11%	86%	14%	22%	77%	64%
Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o																

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QE9 (IN6). SHOWCARD Do you ever go online anywhere other than in your home at all (via any device, e.g. PC, laptop, mobile phone, etc.)? IF YES: Where is that? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Your workplace	938	486	452	129	228	469	112	47	71	134	361	337	328	176	98	793	81	40	24
	35%	37%	33%	35%	49%	51%	12%	11%	24%	41%	61%	47%	46%	30%	15%	35%	35%	30%	32%
		52%	48%	14%	24%	50%	12%	5%	8%	14%	38%	36%	35%	19%	10%	85%	9%	4%	3%
In someone else's home	838	392	446	190	192	321	135	102	84	107	241	256	244	151	187	707	74	36	21
	31%	30%	32%	52%	41%	35%	15%	25%	29%	33%	40%	36%	34%	26%	28%	32%	32%	28%	28%
		47%	53%	23%	23%	38%	16%	12%	10%	13%	29%	31%	29%	18%	22%	84%	9%	4%	2%
Library	171	77	94	52	39	53	27	43	20	10	29	35	65	26	45	151	12	4	4
	6%	6%	7%	14%	8%	6%	3%	10%	7%	3%	5%	5%	9%	4%	7%	7%	5%	3%	5%
		45%	55%	30%	23%	31%	16%	25%	12%	6%	17%	20%	38%	15%	26%	89%	7%	2%	2%
School/ college	169	90	79	108	27	26	8	20	13	12	33	48	58	33	31	153	7	4	5
	6%	7%	6%	30%	6%	3%	1%	5%	5%	4%	6%	7%	8%	6%	5%	7%	3%	3%	7%
		53%	47%	64%	16%	15%	5%	12%	8%	7%	19%	28%	34%	19%	18%	90%	4%	2%	3%
Internet café	160	83	78	36	43	63	18	14	17	12	41	45	61	29	25	143	11	4	3
	6%	6%	6%	10%	9%	7%	2%	3%	6%	4%	7%	6%	8%	5%	4%	6%	5%	3%	4%
		51%	49%	22%	27%	40%	12%	9%	11%	7%	25%	28%	38%	18%	16%	89%	7%	2%	2%
University	99	50	48	63	21	11	4	18	9	4	21	33	49	7	9	82	9	6	2
	4%	4%	4%	17%	5%	1%	*%	4%	3%	1%	4%	5%	7%	1%	1%	4%	4%	5%	2%
		51%	49%	64%	22%	11%	4%	18%	9%	4%	22%	33%	50%	8%	9%	83%	9%	6%	2%

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

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Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
UK culture centre/ Learn Direct/ other online learning centres	24	13	10	6	3	11	3	3	3	3	7	6	9	4	4	21	2	1	-
	1%	1%	1%	2%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	-%
		56%	44%	26%	13%	46%	15%	12%	11%	14%	31%	26%	40%	18%	16%	91%	7%	2%	-%
Other	198	102	96	26	42	71	59	25	15	23	66	82	50	33	34	169	17	11	1
	7%	8%	7%	7%	9%	8%	6%	6%	5%	7%	11%	11%	7%	6%	5%	8%	7%	8%	2%
		52%	48%	13%	21%	36%	30%	12%	7%	12%	33%	41%	25%	17%	17%	85%	9%	6%	1%
No, do not	1076	500	576	54	106	267	649	238	144	120	122	205	215	283	373	877	99	63	37
	40%	38%	42%	15%	23%	29%	70%	58%	50%	37%	21%	29%	30%	49%	56%	39%	43%	48%	50%
		47%	53%	5%	10%	25%	60%	22%	13%	11%	11%	19%	20%	26%	35%	81%	9%	6%	3%
EVER USE INTERNET AT HOME OR ELSEWHERE	2298	1122	1176	353	456	867	622	270	242	307	581	668	662	483	485	1943	186	111	58
	86%	86%	86%	97%	97%	95%	67%	65%	84%	94%	98%	94%	92%	83%	73%	87%	80%	84%	78%
		49%	51%	15%	20%	38%	27%	12%	11%	13%	25%	29%	29%	21%	21%	85%	8%	5%	3%

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

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Base : All respondents

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
Your workplace	938	142	127	93	58	68	105	67	34	100	810	127	881	56	463	475
	35%	43%	34%	40%	31%	29%	42%	30%	30%	33%	35%	35%	57%	5%	37%	34%
		bdeghi		degh		degh		degh		degh			m			
		15%	14%	10%	6%	7%	11%	7%	4%	11%	86%	14%	94%	6%	49%	51%
In someone else's home	838	133	99	89	49	65	48	81	33	109	725	113	549	288	411	427
	31%	41%	27%	38%	26%	28%	20%	36%	29%	37%	31%	31%	35%	26%	33%	30%
		bdefh		bdefh		f		bdf		f			m			
		16%	12%	11%	6%	8%	6%	10%	4%	13%	87%	13%	66%	34%	49%	51%
Library	171	37	19	13	12	12	15	19	9	15	152	19	84	87	63	108
	6%	11%	5%	6%	6%	5%	6%	8%	8%	5%	7%	5%	5%	8%	5%	8%
		bcdefi											l		n	
		22%	11%	8%	7%	7%	9%	11%	5%	9%	89%	11%	49%	51%	37%	63%
School/ college	169	38	19	16	7	12	19	19	6	18	148	21	73	95	60	109
	6%	12%	5%	7%	3%	5%	8%	9%	5%	6%	6%	6%	5%	9%	5%	8%
		bdehi					d	d					l		n	
		22%	11%	9%	4%	7%	11%	11%	3%	10%	88%	12%	44%	56%	35%	65%
Internet café	160	44	19	12	6	9	11	14	8	21	139	21	117	43	76	84
	6%	13%	5%	5%	3%	4%	4%	6%	7%	7%	6%	6%	8%	4%	6%	6%
		bcdefghi								d			m			
		27%	12%	7%	4%	5%	7%	9%	5%	13%	87%	13%	73%	27%	47%	53%
University	99	19	9	6	3	13	12	7	5	8	86	12	46	53	36	63
	4%	6%	2%	2%	2%	5%	5%	3%	5%	3%	4%	3%	3%	5%	3%	4%
		d				d	d		d				l		n	
		19%	9%	6%	3%	13%	12%	7%	5%	8%	88%	12%	47%	53%	36%	64%

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

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QE9 (IN6). SHOWCARD Do you ever go online anywhere other than in your home at all (via any device, e.g. PC, laptop, mobile phone, etc.)? IF YES: Where is that? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
UK culture centre/ Learn Direct/ other online learning centres	24	7	-	-	4	6	3	-	1	-	20	3	15	8	13	11
	1%	2%	-%	-%	2%	2%	1%	-%	1%	-%	1%	1%	1%	1%	1%	1%
		bcgi			bcgi	bcgi										
		31%	-%	-%	18%	23%	14%	-%	4%	-%	87%	13%	65%	35%	55%	45%
Other	198	37	25	22	11	6	7	27	23	12	179	19	123	75	108	91
	7%	11%	7%	9%	6%	2%	3%	12%	20%	4%	8%	5%	8%	7%	9%	6%
		defi	ef	efi				bdefi	abcdefgi						o	
		19%	12%	11%	6%	3%	3%	13%	12%	6%	90%	10%	62%	38%	54%	46%
No, do not	1076	77	162	83	83	118	104	84	48	117	917	159	397	674	497	579
	40%	24%	44%	36%	44%	51%	42%	38%	42%	39%	40%	43%	26%	60%	39%	41%
		a	a	a	acfgi	a	a	a	a	a			l			
		7%	15%	8%	8%	11%	10%	8%	4%	11%	85%	15%	37%	63%	46%	54%
EVER USE INTERNET AT HOME OR ELSEWHERE	2298	298	333	214	161	183	218	189	92	255	1987	311	1483	811	1108	1190
	86%	91%	90%	91%	85%	79%	88%	84%	81%	86%	86%	85%	96%	73%	88%	84%
		degh	eh	deghe			eh						m	o		
		13%	14%	9%	7%	8%	10%	8%	4%	11%	86%	14%	65%	35%	48%	52%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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.

QE10 (QE23). SHOWCARD And how often do you personally use the internet nowadays either at home or elsewhere? (SINGLE CODE)

Base : Those who use the internet at home or elsewhere

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION					
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI		
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r		
Significance Level: 95%																					
Unweighted total	3095	1514	1581	496	585	1108	906	417	344	443	680	762	1010	612	711	1911	388	413	383		
Effective Weighted Sample	2197	1069	1128	344	422	786	652	298	253	305	509	545	736	441	510	1703	257	290	335		
Total	2298	1122	1176	353	456	867	622	270	242	307	581	668	662	483	485	1943	186	111	58		
		49%	51%	15%	20%	38%	27%	12%	11%	13%	25%	29%	29%	21%	21%	85%	8%	5%	3%		
Every day	1788	888	900	317	394	700	377	189	174	236	516	559	530	353	346	1532	134	84	38		
		78%	79%	77%	90%	87%	81%	61%	70%	72%	77%	89%	84%	80%	73%	71%	79%	72%	76%	66%	
				ef	ef	f					ghi	mn	mn			pr	r				
				18%	22%	39%	21%	11%	10%	13%	29%	31%	30%	20%	19%	86%	7%	5%	2%		
Several times a week	284	135	150	23	35	113	114	26	39	47	48	64	94	74	52	221	36	15	13		
		12%	12%	7%	8%	13%	18%	10%	16%	15%	8%	10%	14%	15%	11%	11%	19%	14%	22%		
						cd	cde		gj	gj		k	kn			o		oq			
				8%	12%	40%	40%	9%	14%	17%	17%	22%	33%	26%	18%	78%	13%	5%	4%		
At least once a week	99	41	58	4	19	26	50	16	11	8	11	28	16	21	34	86	4	5	4		
		4%	4%	5%	1%	4%	3%	8%	6%	4%	3%	2%	4%	2%	4%	7%	4%	2%	5%	7%	
				c			cde	ij							l				op		
				4%	20%	26%	50%	16%	11%	8%	12%	29%	17%	21%	34%	86%	4%	5%	4%		
At least once a month	51	17	33	3	3	15	29	21	7	5	1	7	9	12	22	41	5	3	2		
		2%	2%	3%	1%	1%	2%	5%	8%	3%	2%	*%	1%	1%	3%	5%	2%	3%	3%		
				a			cde	hij	j	j					kl						
				34%	66%	7%	6%	29%	57%	42%	13%	10%	2%	14%	18%	24%	44%	81%	10%	6%	4%
A few times a year	19	9	10	1	-	5	12	6	2	2	1	1	3	5	10	16	2	*	*		
		1%	1%	1%	*%	-%	1%	2%	2%	1%	1%	*%	*%	*%	1%	2%	1%	1%	*%	*%	
							cde	j							kl						
				46%	54%	8%	-%	28%	65%	33%	10%	10%	4%	4%	17%	25%	53%	86%	12%	1%	1%
Less than once a year	3	3	-	*	-	-	2	*	-	-	-	1	-	1	*	2	-	-	*		
		*%	*%	-%	*%	-%	-%	*%	-%	-%	-%	*%	-%	*%	*%	*%	-%	-%	-%	*%	
				100%	-%	5%	-%	-%	95%	5%	-%	-%	-%	48%	-%	47%	5%	95%	-%	-%	5%
Never	40	21	19	-	2	5	33	7	8	8	*	6	7	14	13	33	4	3	*		
		2%	2%	2%	-%	*%	1%	5%	2%	3%	3%	*%	1%	1%	3%	3%	2%	2%	3%	1%	
							cde	j	j	j				kl	kl			r			
				52%	48%	-%	4%	12%	84%	17%	20%	20%	*%	14%	17%	36%	33%	82%	9%	8%	1%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 63

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QE10 (QE23). SHOWCARD And how often do you personally use the internet nowadays either at home or elsewhere? (SINGLE CODE)

Base : Those who use the internet at home or elsewhere

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3095	1514	1581	496	585	1108	906	417	344	443	680	762	1010	612	711	1911	388	413	383
Effective Weighted Sample	2197	1069	1128	344	422	786	652	298	253	305	509	545	736	441	510	1703	257	290	335
Total	2298	1122	1176	353	456	867	622	270	242	307	581	668	662	483	485	1943	186	111	58
		49%	51%	15%	20%	38%	27%	12%	11%	13%	25%	29%	29%	21%	21%	85%	8%	5%	3%
TOTAL AT LEAST ONCE A WEEK	2172	1064	1108	344	449	839	540	231	224	291	576	651	641	447	432	1839	174	104	55
	94%	95%	94%	97%	98%	97%	87%	86%	93%	95%	99%	98%	97%	93%	89%	95%	94%	94%	95%
		49%	51%	16%	21%	39%	25%	11%	10%	13%	27%	30%	30%	21%	20%	85%	8%	5%	3%
TOTAL EVER	2244	1093	1151	349	452	859	584	259	233	298	578	660	653	465	465	1898	181	108	57
	98%	97%	98%	99%	99%	99%	94%	96%	96%	97%	99%	99%	99%	96%	96%	98%	97%	97%	99%
		49%	51%	16%	20%	38%	26%	12%	10%	13%	26%	29%	29%	21%	21%	85%	8%	5%	3%
Don't know	14	9	6	4	2	3	5	5	1	1	3	2	2	3	8	12	1	1	*
	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%
		60%	40%	28%	15%	22%	35%	32%	7%	7%	21%	12%	15%	20%	53%	86%	8%	4%	2%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 63

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QE10 (QE23). SHOWCARD And how often do you personally use the internet nowadays either at home or elsewhere? (SINGLE CODE)

Base : Those who use the internet at home or elsewhere

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	3095	226	227	223	204	191	217	209	197	217	2257	838	1854	1235	1587	1508
Effective Weighted Sample	2197	218	214	216	196	184	209	202	189	208	1832	389	1313	910	1085	1114
Total	2298	298	333	214	161	183	218	189	92	255	1987	311	1483	811	1108	1190
		13%	14%	9%	7%	8%	10%	8%	4%	11%	86%	14%	65%	35%	48%	52%
Every day	1788	225	270	180	122	138	185	147	73	192	1557	230	1230	555	885	903
	78%	75%	81%	84%	76%	76%	85%	78%	80%	75%	78%	74%	83%	68%	80%	76%
		13%	15%	adei	7%	8%	adei	8%	4%	11%	87%	13%	m	31%	50%	50%
		16%	11%	10%	6%	8%	5%	9%	4%	13%	83%	17%	58%	41%	45%	55%
Several times a week	284	46	31	17	18	23	15	25	10	36	237	47	166	118	128	156
	12%	15%	9%	8%	11%	13%	7%	13%	11%	14%	12%	15%	11%	15%	12%	13%
		16%	11%	6%	6%	8%	5%	9%	4%	13%	83%	17%	58%	41%	45%	55%
At least once a week	99	7	16	9	8	12	7	9	5	13	84	15	49	50	43	56
	4%	2%	5%	4%	5%	6%	3%	5%	5%	5%	4%	5%	3%	6%	4%	5%
		7%	16%	9%	8%	12%	7%	9%	5%	13%	85%	15%	50%	50%	44%	56%
At least once a month	51	8	8	4	5	3	3	2	2	6	41	10	18	32	23	28
	2%	3%	3%	2%	3%	2%	2%	1%	2%	2%	2%	3%	1%	4%	2%	2%
		15%	17%	7%	9%	7%	7%	4%	3%	11%	81%	19%	36%	64%	44%	56%
A few times a year	19	3	2	2	4	2	1	-	1	1	15	4	3	16	12	7
	1%	1%	1%	1%	3%	1%	*	-	1%	*	1%	1%	*	2%	1%	1%
		17%	13%	11%	23%	9%	4%	-	6%	3%	81%	19%	17%	83%	61%	39%
Less than once a year	3	1	-	-	-	-	-	-	-	1	3	-	-	3	1	1
	*%	*%	-%	-%	-%	-%	-%	-%	-%	*%	*%	-%	-%	*%	*%	*%
		47%	-%	-%	-%	-%	-%	-%	-%	48%	100%	-%	-%	100%	53%	47%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 63

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QE10 (QE23). SHOWCARD And how often do you personally use the internet nowadays either at home or elsewhere? (SINGLE CODE)

Base : Those who use the internet at home or elsewhere

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	3095	226	227	223	204	191	217	209	197	217	2257	838	1854	1235	1587	1508
Effective Weighted Sample	2197	218	214	216	196	184	209	202	189	208	1832	389	1313	910	1085	1114
Total	2298	298	333	214	161	183	218	189	92	255	1987	311	1483	811	1108	1190
		13%	14%	9%	7%	8%	10%	8%	4%	11%	86%	14%	65%	35%	48%	52%
Never	40	5	6	-	3	3	6	4	*	6	36	3	10	30	11	29
	2%	2%	2%	-%	2%	2%	3%	2%	0%	2%	2%	1%	1%	4%	1%	2%
				c	c	c	c	c	c	c				l	n	
		11%	14%	-%	8%	8%	15%	10%	1%	14%	91%	9%	24%	76%	27%	73%
TOTAL AT LEAST ONCE A WEEK	2172	278	317	207	148	173	207	180	88	241	1879	293	1445	723	1057	1115
	94%	93%	95%	97%	92%	95%	95%	95%	96%	94%	95%	94%	97%	89%	95%	94%
				d									m			
		13%	15%	10%	7%	8%	10%	8%	4%	11%	87%	13%	67%	33%	49%	51%
TOTAL EVER	2244	290	328	213	156	178	211	182	91	249	1938	306	1467	773	1092	1152
	98%	97%	98%	100%	97%	98%	97%	96%	99%	97%	98%	99%	99%	95%	99%	97%
				dfg									m	o		
		13%	15%	9%	7%	8%	9%	8%	4%	11%	86%	14%	65%	34%	49%	51%
Don't know	14	4	-	1	2	1	1	3	*	1	13	1	7	8	5	9
	1%	1%	-%	0%	1%	1%	1%	1%	0%	0%	1%	0%	0%	1%	0%	1%
		25%	-%	7%	11%	7%	8%	18%	2%	8%	92%	8%	46%	54%	36%	64%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 64

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QE11 (QE40). SHOWCARD Which is the most important device you use to connect to the internet, at home or elsewhere? (SINGLE CODE)

Base : Those who use the internet at home or elsewhere

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Significance Level: 95%																			
Unweighted total	3095	1514	1581	496	585	1108	906	417	344	443	680	762	1010	612	711	1911	388	413	383
Effective Weighted Sample	2197	1069	1128	344	422	786	652	298	253	305	509	545	736	441	510	1703	257	290	335
Total	2298	1122	1176	353	456	867	622	270	242	307	581	668	662	483	485	1943	186	111	58
		49%	51%	15%	20%	38%	27%	12%	11%	13%	25%	29%	29%	21%	21%	85%	8%	5%	3%
Smartphone	758	354	404	213	210	271	63	103	78	107	169	170	208	179	201	639	69	29	21
	33%	32%	34%	60%	46%	31%	10%	38%	32%	35%	29%	25%	31%	37%	41%	33%	37%	26%	37%
		47%	53%	def	ef	f	10%	j				k	kl	kl	q	q	q	q	
				28%	28%	36%	8%	14%	10%	14%	22%	22%	27%	24%	27%	84%	9%	4%	3%
Laptop	694	352	342	73	116	283	221	68	84	106	170	211	229	135	119	590	48	42	15
	30%	31%	29%	21%	25%	33%	36%	25%	35%	35%	29%	32%	35%	28%	25%	30%	26%	37%	26%
		51%	49%	11%	17%	41%	32%	10%	12%	15%	24%	30%	33%	19%	17%	85%	7%	6%	2%
Tablet computer (e.g. iPad)	447	185	262	37	80	191	139	43	33	57	151	152	128	93	74	358	50	25	14
	19%	17%	22%	11%	17%	22%	22%	16%	14%	19%	26%	23%	19%	19%	15%	18%	27%	22%	25%
		41%	59%	8%	18%	43%	31%	10%	7%	13%	34%	34%	29%	21%	17%	80%	11%	6%	3%
Desktop PC	320	188	133	15	37	99	169	42	38	32	76	115	77	61	67	287	15	12	6
	14%	17%	11%	4%	8%	11%	27%	16%	16%	10%	13%	17%	12%	13%	14%	15%	8%	10%	10%
		59%	41%	5%	12%	31%	53%	13%	12%	10%	24%	36%	24%	19%	21%	90%	5%	4%	2%
Netbook	13	6	7	-	2	6	5	1	1	*	5	4	3	2	3	12	1	-	*
	1%	1%	1%	-%	*%	1%	1%	*%	*%	*%	1%	1%	1%	*%	1%	1%	*%	-%	*%
		48%	52%	-%	13%	45%	42%	4%	9%	1%	36%	30%	27%	17%	25%	94%	5%	-%	1%
Other device	29	17	12	9	6	8	6	7	2	2	6	7	9	5	8	26	1	1	1
	1%	1%	1%	2%	1%	1%	1%	3%	1%	1%	1%	1%	1%	1%	2%	1%	*%	1%	2%
		58%	42%	30%	21%	28%	21%	26%	7%	6%	22%	23%	32%	17%	28%	91%	2%	3%	3%
None	12	8	4	3	-	1	8	1	3	1	1	3	3	2	5	10	1	1	*
	1%	1%	*%	1%	-%	*%	1%	*%	1%	*%	*%	*%	*%	*%	1%	1%	1%	1%	*%
		63%	37%	22%	-%	13%	65%	11%	23%	8%	6%	22%	22%	18%	38%	82%	9%	7%	2%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QE11 (QE40). SHOWCARD Which is the most important device you use to connect to the internet, at home or elsewhere? (SINGLE CODE)

Base : Those who use the internet at home or elsewhere

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Unweighted total	3095	1514	1581	496	585	1108	906	417	344	443	680	762	1010	612	711	1911	388	413	383
Effective Weighted Sample	2197	1069	1128	344	422	786	652	298	253	305	509	545	736	441	510	1703	257	290	335
Total	2298	1122	1176	353	456	867	622	270	242	307	581	668	662	483	485	1943	186	111	58
		49%	51%	15%	20%	38%	27%	12%	11%	13%	25%	29%	29%	21%	21%	85%	8%	5%	3%
Don't know	26	13	12	3	5	7	10	4	2	2	4	7	6	5	8	21	1	3	-
	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%	-%
		51%	49%	13%	19%	28%	39%	17%	9%	8%	15%	26%	22%	20%	31%	84%	5%	11%	-%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 64

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QE11 (QE40). SHOWCARD Which is the most important device you use to connect to the internet, at home or elsewhere? (SINGLE CODE)

Base : Those who use the internet at home or elsewhere

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	3095	226	227	223	204	191	217	209	197	217	2257	838	1854	1235	1587	1508
Effective Weighted Sample	2197	218	214	216	196	184	209	202	189	208	1832	389	1313	910	1085	1114
Total	2298	298	333	214	161	183	218	189	92	255	1987	311	1483	811	1108	1190
		13%	14%	9%	7%	8%	10%	8%	4%	11%	86%	14%	65%	35%	48%	52%
Smartphone	758	132	96	62	52	50	59	64	31	94	692	66	541	214	290	468
	33%	44%	29%	29%	32%	27%	27%	34%	33%	37%	35%	21%	36%	26%	26%	39%
		bcd	efgh						ef	k		m		n		
		17%	13%	8%	7%	7%	8%	8%	4%	12%	91%	9%	71%	28%	38%	62%
Laptop	694	82	103	63	50	63	71	53	29	77	577	117	429	264	338	357
	30%	27%	31%	29%	31%	34%	33%	28%	31%	30%	29%	38%	29%	33%	30%	30%
											j					
		12%	15%	9%	7%	9%	10%	8%	4%	11%	83%	17%	62%	38%	49%	51%
Tablet computer (e.g. iPad)	447	33	72	39	32	43	46	39	16	39	376	71	308	139	268	179
	19%	11%	22%	18%	20%	23%	21%	21%	17%	15%	19%	23%	21%	17%	24%	15%
		a	a	a	ai	a	a	a					m		o	
		7%	16%	9%	7%	10%	10%	9%	4%	9%	84%	16%	69%	31%	60%	40%
Desktop PC	320	41	59	39	21	22	27	24	15	39	273	47	164	156	185	135
	14%	14%	18%	18%	13%	12%	13%	13%	16%	15%	14%	15%	11%	19%	17%	11%
													l	o		
		13%	19%	12%	7%	7%	9%	8%	5%	12%	85%	15%	51%	49%	58%	42%
Netbook	13	1	2	3	3	1	-	1	*	1	9	3	9	4	8	5
	1%	%	%	1%	2%	1%	-%	1%	%	%	%	1%	1%	%	1%	%
		7%	13%	23%	20%	9%	-%	8%	3%	9%	73%	27%	70%	30%	59%	41%
Other device	29	2	2	6	3	-	5	3	*	5	25	4	12	17	13	16
	1%	1%	1%	3%	2%	-%	2%	2%	%	2%	1%	1%	1%	2%	1%	1%
				e			e						l			
		8%	6%	20%	11%	-%	16%	12%	1%	17%	85%	15%	40%	60%	45%	55%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QE11 (QE40). SHOWCARD Which is the most important device you use to connect to the internet, at home or elsewhere? (SINGLE CODE)

Base : Those who use the internet at home or elsewhere

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3095	226	227	223	204	191	217	209	197	217	2257	838	1854	1235	1587	1508
Effective Weighted Sample	2197	218	214	216	196	184	209	202	189	208	1832	389	1313	910	1085	1114
Total	2298	298	333	214	161	183	218	189	92	255	1987	311	1483	811	1108	1190
		13%	14%	9%	7%	8%	10%	8%	4%	11%	86%	14%	65%	35%	48%	52%
None	12	3	-	-	-	2	4	1	-	-	12	*	5	7	2	10
	1%	1%	-%	-%	-%	1%	2%	*%	-%	-%	1%	*%	*%	1%	*%	1%
		27%	-%	-%	-%	13%	bci 36%	6%	-%	-%	98%	2%	44%	56%	15%	n 85%
Don't know	26	4	-	2	1	2	6	4	1	2	24	2	15	11	5	20
	1%	1%	-%	1%	1%	1%	3%	2%	1%	1%	1%	1%	1%	1%	*%	2%
		15%	-%	8%	5%	7%	b 23%	b 16%	3%	7%	93%	7%	58%	42%	20%	n 80%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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

Base : Those with access to the internet at home

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Unweighted total	3062	1500	1562	464	572	1101	925	391	338	441	685	763	991	622	686	1881	381	418	382
Effective Weighted Sample	2169	1063	1107	321	410	778	668	272	248	303	512	549	718	450	486	1676	252	295	333
Total	2268	1116	1152	332	442	858	635	248	236	305	586	671	647	488	463	1914	182	113	58
		49%	51%	15%	19%	38%	28%	11%	10%	13%	26%	30%	29%	22%	20%	84%	8%	5%	3%
Ordinary phone line - dialup access	17	8	8	2	4	8	2	1	*	2	*	4	5	4	4	13	1	-	2
	1%	1%	1%	1%	1%	1%	*%	*%	*%	1%	*%	1%	1%	1%	1%	1%	1%	-%	3%
		49%	51%	13%	22%	51%	14%	5%	1%	12%	2%	24%	29%	24%	23%	81%	9%	-%	10%
Fixed Broadband ADSL through a phone line or cable service - perhaps using a Wi-Fi router. This would include superfast broadband services.	2074	1030	1044	303	375	785	611	199	205	284	567	645	601	438	391	1756	165	101	51
	91%	92%	91%	91%	85%	91%	96%	80%	87%	93%	97%	96%	93%	90%	84%	92%	91%	89%	88%
		50%	50%	15%	18%	38%	29%	10%	10%	14%	27%	31%	29%	21%	19%	85%	8%	5%	2%
Mobile Broadband from a mobile network - connecting via a USB stick or dongle, or built in connectivity in a laptop or netbook or tablet computer with a SIM card	169	87	81	22	44	75	29	18	13	17	54	58	43	38	30	143	15	5	6
	7%	8%	7%	7%	10%	9%	5%	7%	6%	5%	9%	9%	7%	8%	6%	7%	8%	4%	10%
		52%	48%	13%	26%	44%	17%	11%	8%	10%	32%	34%	25%	23%	18%	85%	9%	3%	4%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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

Base : Those with access to the internet at home

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Unweighted total	3062	1500	1562	464	572	1101	925	391	338	441	685	763	991	622	686	1881	381	418	382
Effective Weighted Sample	2169	1063	1107	321	410	778	668	272	248	303	512	549	718	450	486	1676	252	295	333
Total	2268	1116	1152	332	442	858	635	248	236	305	586	671	647	488	463	1914	182	113	58
		49%	51%	15%	19%	38%	28%	11%	10%	13%	26%	30%	29%	22%	20%	84%	8%	5%	3%
Access to the internet using a mobile phone or smartphone - through a Wi-Fi network or your phone's mobile network	890	430	460	164	224	373	128	92	74	104	263	247	256	199	187	760	71	28	30
	39%	39%	40%	49%	51%	43%	20%	37%	31%	34%	45%	37%	40%	41%	40%	40%	39%	25%	51%
		48%	52%	f	ef	f	14%	10%	8%	12%	30%	28%	29%	22%	21%	85%	q	3%	opq
				18%	25%	42%										q	8%		3%
Accessing the internet on a device such as a laptop or tablet using your mobile phone's internet connection - known as tethering	64	38	26	9	18	29	7	11	7	8	19	13	19	15	17	58	4	1	1
	3%	3%	2%	3%	4%	3%	1%	4%	3%	2%	3%	2%	3%	3%	4%	3%	2%	1%	2%
		60%	40%	15%	29%	45%	12%	17%	10%	12%	29%	20%	30%	24%	26%	90%	7%	1%	1%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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

Base : Those with access to the internet at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3062	1500	1562	464	572	1101	925	391	338	441	685	763	991	622	686	1881	381	418	382
Effective Weighted Sample	2169	1063	1107	321	410	778	668	272	248	303	512	549	718	450	486	1676	252	295	333
Total	2268	1116	1152	332	442	858	635	248	236	305	586	671	647	488	463	1914	182	113	58
		49%	51%	15%	19%	38%	28%	11%	10%	13%	26%	30%	29%	22%	20%	84%	8%	5%	3%
Accessing the internet through a Mi-Fi mobile broadband wireless router - which taps into a 3G or 4G mobile network and can be shared between devices within range of the signal	41	25	16	5	11	18	6	3	4	2	10	14	12	7	8	35	3	2	1
	2%	2%	1%	2%	3%	2%	1%	1%	2%	1%	2%	2%	2%	1%	2%	2%	2%	2%	2%
		61%	39%	13%	28%	44%	16%	7%	10%	5%	23%	34%	29%	17%	20%	84%	8%	5%	3%
TOTAL BROADBAND (INC. USING MOBILE PHONE)	2252	1108	1145	332	439	855	627	247	234	304	584	669	644	484	455	1901	182	113	57
	99%	99%	99%	100%	99%	100%	99%	99%	99%	100%	100%	100%	100%	99%	98%	99%	100%	99%	98%
		49%	51%	15%	19%	38%	28%	11%	10%	13%	26%	30%	29%	22%	20%	84%	8%	5%	3%
TOTAL BROADBAND (EXC. USING MOBILE PHONE)	2129	1059	1071	312	397	806	615	209	215	290	573	654	614	456	405	1803	170	103	53
	94%	95%	93%	94%	90%	94%	97%	84%	91%	95%	98%	97%	95%	93%	88%	94%	93%	91%	92%
		50%	50%	15%	19%	38%	29%	10%	10%	14%	27%	31%	29%	21%	19%	85%	8%	5%	3%
MOBILE BROADBAND ONLY, NOT FIXED OR NARROWBAND	67	35	31	8	28	24	6	11	13	8	7	13	16	19	19	58	5	2	2
	3%	3%	3%	3%	6%	3%	1%	4%	6%	3%	1%	2%	2%	4%	4%	3%	3%	2%	4%
		53%	47%	13%	42%	36%	9%	17%	20%	12%	11%	19%	24%	28%	29%	86%	7%	3%	3%

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

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

Base : Those with access to the internet at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3062	1500	1562	464	572	1101	925	391	338	441	685	763	991	622	686	1881	381	418	382
Effective Weighted Sample	2169	1063	1107	321	410	778	668	272	248	303	512	549	718	450	486	1676	252	295	333
Total	2268	1116	1152	332	442	858	635	248	236	305	586	671	647	488	463	1914	182	113	58
		49%	51%	15%	19%	38%	28%	11%	10%	13%	26%	30%	29%	22%	20%	84%	8%	5%	3%
SMARTPHONE ACCESS ONLY, NOT FIXED OR NARROWBAND OR MOBILE BROADBAND	99	36	63	17	33	40	9	33	13	11	9	10	22	25	42	77	10	9	3
	4%	3%	5%	5%	7%	5%	1%	13%	6%	4%	1%	2%	3%	5%	9%	4%	5%	8%	6%
		36%	64%	18%	33%	40%	9%	34%	13%	11%	9%	10%	22%	25%	43%	78%	10%	9%	3%
			a	f	ef	f		hij	j	j		k	k	klm			o		
ONLY MOBILE ACCESS, NOT FIXED OR NARROWBAND	172	76	96	27	64	66	15	47	29	19	17	23	41	45	64	139	16	11	6
	8%	7%	8%	8%	14%	8%	2%	19%	12%	6%	3%	3%	6%	9%	14%	7%	9%	10%	9%
		44%	56%	16%	37%	38%	9%	27%	17%	11%	10%	13%	24%	26%	37%	81%	9%	6%	3%
			f	cef	f		hij	ij	j		k	k	klm						
Other	4	3	*	-	2	2	*	1	-	1	-	*	*	3	1	3	*	*	*
	*%	*%	*%	-%	*%	*%	*%	*%	-%	*%	-%	*%	*%	1%	*%	*%	*%	*%	*%
		94%	6%	-%	42%	50%	8%	22%	-%	29%	-%	8%	2%	68%	22%	86%	4%	8%	2%
Don't know	13	7	6	*	3	2	8	2	2	1	2	1	2	3	7	11	1	1	*
	1%	1%	1%	*%	1%	*%	1%	1%	1%	*%	*%	*%	*%	1%	2%	1%	*%	1%	1%
		50%	50%	3%	22%	16%	59%	14%	15%	6%	17%	6%	18%	20%	56%	88%	5%	5%	2%
			e											kl					

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

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

Base : Those with access to the internet at home

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	3062	218	231	220	199	183	218	200	196	216	2229	833	1829	1227	1583	1479
Effective Weighted Sample	2169	210	218	213	191	176	210	193	188	206	1805	388	1293	902	1085	1085
Total	2268	288	338	210	157	176	218	182	91	254	1957	311	1458	806	1109	1158
		13%	15%	9%	7%	8%	10%	8%	4%	11%	86%	14%	64%	36%	49%	51%
Ordinary phone line - dialup access	17	10	1	1	-	-	-	1	1	-	14	2	13	3	1	16
	1%	3%	*%	*%	-%	-%	-%	*%	1%	-%	1%	1%	1%	*%	*%	1%
		bcdefgi													n	
		58%	8%	4%	-%	-%	-%	5%	5%	-%	86%	14%	81%	19%	6%	94%
Fixed Broadband ADSL through a phone line or cable service - perhaps using a Wi-Fi router. This would include superfast broadband services.	2074	254	331	201	144	157	208	151	82	228	1781	293	1335	735	1046	1028
	91%	88%	98%	95%	92%	89%	95%	83%	91%	90%	91%	94%	92%	91%	94%	89%
		12%	adeghi	aegi	g		aegi		g	g		j			o	
			16%	10%	7%	8%	10%	7%	4%	11%	86%	14%	64%	35%	50%	50%
Mobile Broadband from a mobile network - connecting via a USB stick or dongle, or built in connectivity in a laptop or netbook or tablet computer with a SIM card	169	22	27	18	8	12	18	20	5	13	147	22	127	42	89	80
	7%	8%	8%	8%	5%	7%	8%	11%	6%	5%	7%	7%	9%	5%	8%	7%
								di					m			
		13%	16%	10%	5%	7%	11%	12%	3%	8%	87%	13%	75%	25%	53%	47%

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

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

Base : Those with access to the internet at home

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																
Unweighted total	3062	218	231	220	199	183	218	200	196	216	2229	833	1829	1227	1583	1479
Effective Weighted Sample	2169	210	218	213	191	176	210	193	188	206	1805	388	1293	902	1085	1085
Total	2268	288	338	210	157	176	218	182	91	254	1957	311	1458	806	1109	1158
		13%	15%	9%	7%	8%	10%	8%	4%	11%	86%	14%	64%	36%	49%	51%
Access to the internet using a mobile phone or smartphone - through a Wi-Fi network or your phone's mobile network	890	95	124	78	54	84	78	80	51	115	796	93	646	243	399	490
	39%	33%	37%	37%	35%	48%	36%	44%	56%	45%	41%	30%	44%	30%	36%	42%
		11%	14%	9%	6%	9%	9%	9%	6%	13%	90%	10%	73%	27%	45%	55%
Accessing the internet on a device such as a laptop or tablet using your mobile phone's internet connection - known as tethering	64	3	8	11	8	6	1	11	3	7	53	11	49	15	36	28
	3%	1%	2%	5%	5%	4%	*%	6%	3%	3%	3%	3%	3%	2%	3%	2%
		5%	12%	17%	12%	10%	1%	18%	4%	11%	83%	17%	77%	23%	57%	43%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 65

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

Base : Those with access to the internet at home

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	3062	218	231	220	199	183	218	200	196	216	2229	833	1829	1227	1583	1479
Effective Weighted Sample	2169	210	218	213	191	176	210	193	188	206	1805	388	1293	902	1085	1085
Total	2268	288	338	210	157	176	218	182	91	254	1957	311	1458	806	1109	1158
		13%	15%	9%	7%	8%	10%	8%	4%	11%	86%	14%	64%	36%	49%	51%
Accessing the internet through a Mi-Fi mobile broadband wireless router - which taps into a 3G or 4G mobile network and can be shared between devices within range of the signal	41	6	4	-	5	6	2	5	-	6	35	7	31	10	17	24
	2%	2%	1%	-%	3%	3%	1%	3%	-%	2%	2%	2%	2%	1%	2%	2%
		ch	ch	-	ch	ch	ch	ch	-	ch	ch	ch	ch	ch	ch	ch
		15%	10%	-%	13%	13%	5%	13%	-%	15%	84%	16%	76%	24%	41%	59%
TOTAL BROADBAND (INC. USING MOBILE PHONE)	2252	288	338	207	155	175	216	181	90	252	1945	307	1454	795	1101	1152
	99%	100%	100%	98%	99%	99%	99%	100%	99%	99%	99%	99%	100%	99%	99%	99%
		13%	15%	9%	7%	8%	10%	8%	4%	11%	86%	14%	65%	35%	49%	51%
TOTAL BROADBAND (EXC. USING MOBILE PHONE)	2129	266	334	202	146	166	213	161	86	229	1830	300	1374	752	1066	1063
	94%	92%	99%	96%	93%	94%	98%	89%	94%	90%	93%	96%	94%	93%	96%	92%
		ad	acdeghi	gi	adgi	adgi	adgi	adgi	adgi	adgi	adgi	j	adgi	adgi	o	o
		12%	16%	9%	7%	8%	10%	8%	4%	11%	86%	14%	65%	35%	50%	50%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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

Base : Those with access to the internet at home

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3062	218	231	220	199	183	218	200	196	216	2229	833	1829	1227	1583	1479
Effective Weighted Sample	2169	210	218	213	191	176	210	193	188	206	1805	388	1293	902	1085	1085
Total	2268	288	338	210	157	176	218	182	91	254	1957	311	1458	806	1109	1158
		13%	15%	9%	7%	8%	10%	8%	4%	11%	86%	14%	64%	36%	49%	51%
MOBILE BROADBAND ONLY, NOT FIXED OR NARROWBAND	67	13	3	1	5	10	5	12	3	5	58	9	47	20	25	42
	3%	5%	1%	1%	3%	6%	2%	7%	3%	2%	3%	3%	3%	3%	2%	4%
		bc				bc		bcfi	c							
		20%	5%	2%	7%	15%	8%	18%	5%	8%	87%	13%	70%	30%	37%	63%
SMARTPHONE ACCESS ONLY, NOT FIXED OR NARROWBAND OR MOBILE BROADBAND	99	17	2	4	6	7	3	17	5	17	93	6	62	37	28	71
	4%	6%	1%	2%	4%	4%	1%	9%	5%	7%	5%	2%	4%	5%	2%	6%
		bcf			b	b		bcdef	bf	bcf	k					n
		17%	2%	4%	6%	7%	3%	17%	5%	17%	94%	6%	62%	38%	28%	72%
ONLY MOBILE ACCESS, NOT FIXED OR NARROWBAND	172	30	5	6	12	17	8	30	8	24	158	14	113	59	55	118
	8%	11%	2%	3%	8%	10%	4%	16%	8%	9%	8%	5%	8%	7%	5%	10%
		bcf			bc	bcf		bcdfhi	bcf	bcf	k					n
		18%	3%	4%	7%	10%	4%	17%	4%	14%	92%	8%	66%	34%	32%	68%
Other	4	1	-	-	-	-	-	2	-	-	3	1	3	1	1	2
	*%	*%	-%	-%	-%	-%	-%	1%	-%	-%	*%	*%	*%	*%	*%	*%
		38%	-%	-%	-%	-%	-%	48%	-%	-%	86%	14%	78%	22%	39%	61%
Don't know	13	-	-	3	1	1	3	1	*	2	10	3	4	9	7	6
	1%	-%	-%	1%	1%	1%	1%	*%	*%	1%	1%	1%	*%	1%	1%	*%
														l		
		-%	-%	22%	11%	10%	20%	6%	3%	17%	79%	21%	30%	70%	56%	44%

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

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Ordinary phone line - dialup access	17	8	8	2	4	8	2	1	*	2	*	4	5	4	4	13	1	-	2
	1%	1%	1%	1%	1%	1%	*%	*%	*%	1%	*%	1%	1%	1%	1%	1%	1%	-%	2%
		49%	51%	13%	22%	51%	14%	5%	1%	12%	2%	24%	29%	24%	23%	81%	9%	-%	10%
Fixed Broadband ADSL through a phone line or cable service - perhaps using a Wi-Fi router. This would include superfast broadband services.	2074	1030	1044	303	375	785	611	199	205	284	567	645	601	438	391	1756	165	101	51
	78%	79%	76%	83%	80%	86%	66%	48%	71%	87%	95%	91%	83%	75%	59%	79%	71%	77%	69%
		b		f	f	df			g	gh	ghi	lmn	mn	n		pr		r	
		50%	50%	15%	18%	38%	29%	10%	10%	14%	27%	31%	29%	21%	19%	85%	8%	5%	2%
Mobile Broadband from a mobile network - connecting via a USB stick or dongle, or built in connectivity in a laptop or netbook or tablet computer with a SIM card	169	87	81	22	44	75	29	18	13	17	54	58	43	38	30	143	15	5	6
	6%	7%	6%	6%	9%	8%	3%	4%	4%	5%	9%	8%	6%	7%	5%	6%	6%	4%	8%
		52%	48%	13%	26%	44%	17%	11%	8%	10%	32%	34%	25%	23%	18%	85%	9%	3%	4%
				f	f	f					ghi	n			q			q	

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

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

Base : All respondents

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Access to the internet using a mobile phone or smartphone - through a Wi-Fi network or your phone's mobile network	890	430	460	164	224	373	128	92	74	104	263	247	256	200	187	760	71	28	30
	33%	33%	33%	45%	48%	41%	14%	22%	26%	32%	44%	35%	36%	34%	28%	34%	31%	21%	41%
		48%	52%	f	ef	f	14%	10%	8%	g	ghi	n	n	n	21%	q	q	3%	opq
Accessing the internet on a device such as a laptop or tablet using your mobile phone's internet connection - known as tethering	64	38	26	9	18	29	7	11	7	8	19	13	19	15	17	58	4	1	1
	2%	3%	2%	3%	4%	3%	1%	3%	2%	2%	3%	2%	3%	3%	2%	3%	2%	1%	1%
		60%	40%	f	f	f	12%	17%	10%	12%	29%	20%	30%	24%	26%	q	7%	1%	1%

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

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QE12 (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 £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Accessing the internet through a Mi-Fi mobile broadband wireless router - which taps into a 3G or 4G mobile network and can be shared between devices within range of the signal	41	25	16	5	11	18	6	3	4	2	10	14	12	7	8	35	3	2	1
	2%	2%	1%	1%	2%	2%	1%	1%	1%	1%	2%	2%	2%	1%	1%	2%	1%	2%	1%
		61%	39%	13%	28%	44%	16%	7%	10%	5%	23%	34%	29%	17%	20%	84%	8%	5%	3%
TOTAL BROADBAND (INC. USING MOBILE PHONE)	2253	1108	1145	332	439	856	627	247	234	304	584	669	644	485	456	1901	182	113	58
	84%	85%	83%	91%	94%	93%	68%	60%	81%	93%	98%	94%	89%	83%	69%	85%	78%	85%	78%
		49%	51%	15%	19%	38%	28%	11%	10%	13%	26%	30%	29%	22%	20%	84%	8%	5%	3%
TOTAL BROADBAND (EXC. USING MOBILE PHONE)	2129	1059	1071	312	397	806	615	209	215	290	573	654	614	456	405	1803	170	103	53
	80%	81%	78%	85%	85%	88%	66%	51%	74%	89%	96%	92%	85%	79%	61%	81%	73%	78%	72%
		50%	50%	15%	19%	38%	29%	10%	10%	14%	27%	31%	29%	21%	19%	85%	8%	5%	3%
MOBILE BROADBAND ONLY, NOT FIXED OR NARROWBAND	67	35	31	8	28	24	6	11	13	8	7	13	16	19	19	58	5	2	2
	2%	3%	2%	2%	6%	3%	1%	3%	5%	2%	1%	2%	2%	3%	3%	3%	2%	1%	3%
		53%	47%	13%	42%	36%	9%	17%	20%	12%	11%	19%	24%	28%	29%	86%	7%	3%	3%

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

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QE12 (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 £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
SMARTPHONE ACCESS ONLY, NOT FIXED OR NARROWBAND OR MOBILE BROADBAND	99	36	63	18	33	40	9	34	13	11	9	10	22	25	43	77	10	9	4
	4%	3%	5%	5%	7%	4%	1%	8%	5%	3%	1%	1%	3%	4%	6%	3%	4%	7%	5%
		37%	63%	18%	33%	40%	9%	34%	13%	11%	9%	10%	22%	25%	43%	78%	10%	9%	4%
ONLY MOBILE ACCESS, NOT FIXED OR NARROWBAND	173	77	96	27	64	66	15	48	29	19	17	23	41	45	65	139	16	11	6
	6%	6%	7%	7%	14%	7%	2%	12%	10%	6%	3%	3%	6%	8%	10%	6%	7%	8%	8%
		44%	56%	16%	37%	38%	9%	27%	17%	11%	10%	13%	23%	26%	37%	81%	9%	6%	4%
Other	4	3	*	-	2	2	*	1	-	1	-	*	*	3	1	3	*	*	*
	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
		94%	6%	0%	42%	50%	8%	22%	0%	29%	0%	8%	2%	68%	22%	86%	4%	8%	2%
Don't know	13	7	6	*	3	2	8	2	2	1	2	1	2	3	7	11	1	1	*
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
		50%	50%	3%	22%	16%	59%	14%	15%	6%	17%	6%	18%	20%	56%	88%	5%	5%	2%
No internet access at home	399	180	219	31	25	57	286	163	51	20	8	41	69	90	199	315	50	18	15
	15%	14%	16%	9%	5%	6%	31%	40%	18%	6%	1%	6%	10%	16%	30%	14%	22%	14%	21%
		45%	55%	8%	6%	14%	72%	41%	13%	5%	2%	10%	17%	23%	50%	79%	13%	5%	4%

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

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

Base : All respondents

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
Ordinary phone line - dialup access	17	10	1	1	-	-	-	1	1	-	14	2	13	3	1	16
	1%	3%	*%	*%	-%	-%	-%	*%	1%	-%	1%	1%	1%	*%	*%	1%
		bcdefgi													n	
		58%	8%	4%	-%	-%	-%	5%	5%	-%	86%	14%	81%	19%	6%	94%
Fixed Broadband ADSL through a phone line or cable service - perhaps using a Wi-Fi router. This would include superfast broadband services.	2074	254	331	201	144	157	208	151	82	228	1781	293	1335	735	1046	1028
	78%	78%	89%	86%	76%	68%	84%	67%	73%	76%	77%	80%	86%	66%	83%	73%
		eg	adeghi	adeghi	g		deghe			eg			m		o	
		12%	16%	10%	7%	8%	10%	7%	4%	11%	86%	14%	64%	35%	50%	50%
Mobile Broadband from a mobile network - connecting via a USB stick or dongle, or built in connectivity in a laptop or netbook or tablet computer with a SIM card	169	22	27	18	8	12	18	20	5	13	147	22	127	42	89	80
	6%	7%	7%	8%	4%	5%	7%	9%	5%	4%	6%	6%	8%	4%	7%	6%
								d					m			
		13%	16%	10%	5%	7%	11%	12%	3%	8%	87%	13%	75%	25%	53%	47%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 66

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
Access to the internet using a mobile phone or smartphone - through a Wi-Fi network or your phone's mobile network	890	95	124	78	54	84	78	80	51	115	797	93	646	244	399	491
	33%	29%	33%	34%	29%	36%	31%	35%	45%	39%	35%	25%	42%	22%	32%	35%
		11%	14%	9%	6%	9%	9%	9%	6%	13%	90%	10%	73%	27%	45%	55%
Accessing the internet on a device such as a laptop or tablet using your mobile phone's internet connection - known as tethering	64	3	8	11	8	6	1	11	3	7	53	11	49	15	36	28
	2%	1%	2%	5%	4%	3%	*%	5%	2%	2%	2%	3%	3%	1%	3%	2%
		5%	12%	17%	12%	10%	1%	18%	4%	11%	83%	17%	77%	23%	57%	43%

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

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

Base : All respondents

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
Accessing the internet through a Mi-Fi mobile broadband wireless router - which taps into a 3G or 4G mobile network and can be shared between devices within range of the signal	41	6	4	-	5	6	2	5	-	6	35	7	31	10	17	24
	2%	2%	1%	-%	3%	2%	1%	2%	-%	2%	2%	2%	2%	1%	1%	2%
		ch	deghi	egh	ch	ch	eh	ch	ch	ch	m	m	m	o	o	o
		15%	10%	-%	13%	13%	5%	13%	-%	15%	84%	16%	76%	24%	41%	59%
TOTAL BROADBAND (INC. USING MOBILE PHONE)	2253	288	338	207	155	175	216	181	90	252	1945	308	1454	796	1101	1152
	84%	88%	91%	89%	82%	76%	87%	81%	79%	84%	84%	84%	94%	71%	87%	81%
		egh	deghi	egh	egh	egh	eh	eh	e	e	e	e	m	m	o	o
		13%	15%	9%	7%	8%	10%	8%	4%	11%	86%	14%	65%	35%	49%	51%
TOTAL BROADBAND (EXC. USING MOBILE PHONE)	2129	266	334	202	146	166	213	161	86	229	1830	300	1374	752	1066	1063
	80%	81%	90%	86%	77%	72%	86%	72%	75%	77%	79%	82%	89%	67%	85%	75%
		eg	adeghi	deghi	deghi	deghi	deghi	deghi	deghi	deghi	deghi	deghi	m	m	o	o
		12%	16%	9%	7%	8%	10%	8%	4%	11%	86%	14%	65%	35%	50%	50%

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

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

Base : All respondents

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
MOBILE BROADBAND ONLY, NOT FIXED OR NARROWBAND	67	13	3	1	5	10	5	12	3	5	58	9	47	20	25	42
	2%	4%	1%	*%	2%	4%	2%	5%	3%	2%	3%	2%	3%	2%	2%	3%
		bc				bc		bcfi	c				m			
		20%	5%	2%	7%	15%	8%	18%	5%	8%	87%	13%	70%	30%	37%	63%
SMARTPHONE ACCESS ONLY, NOT FIXED OR NARROWBAND OR MOBILE BROADBAND	99	17	2	4	6	7	3	17	5	17	94	6	62	38	28	72
	4%	5%	1%	2%	3%	3%	1%	7%	4%	6%	4%	2%	4%	3%	2%	5%
		bcf			b	b		bcef	bf	bcf	k					n
		17%	2%	4%	6%	7%	3%	17%	5%	17%	94%	6%	62%	38%	28%	72%
ONLY MOBILE ACCESS, NOT FIXED OR NARROWBAND	173	30	5	6	12	17	8	30	8	24	158	14	114	59	55	118
	6%	9%	1%	3%	6%	7%	3%	13%	7%	8%	7%	4%	7%	5%	4%	8%
		bcf			b	bcf		bcdefh	bc	bcf	k		m			n
		18%	3%	4%	7%	10%	4%	17%	4%	14%	92%	8%	66%	34%	32%	68%
Other	4	1	-	-	-	-	-	2	-	-	3	1	3	1	1	2
	*%	*%	-%	-%	-%	-%	-%	1%	-%	-%	*%	*%	*%	*%	*%	*%
		38%	-%	-%	-%	-%	-%	48%	-%	-%	86%	14%	78%	22%	39%	61%
Don't know	13	-	-	3	1	1	3	1	*	2	10	3	4	9	7	6
	*%	-%	-%	1%	1%	1%	1%	*%	*%	1%	*%	1%	*%	1%	1%	*%
				22%	11%	10%	20%	6%	3%	17%	79%	21%	30%	70%	56%	44%

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

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

Base : All respondents

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
No internet access at home	399	38	33	20	31	55	30	40	22	45	344	55	89	307	144	254
	15%	12%	9%	9%	17%	24%	12%	18%	20%	15%	15%	15%	6%	27%	11%	18%
					bc	abcdfi		bc	abcf	bc				l	n	n
		10%	8%	5%	8%	14%	7%	10%	6%	11%	86%	14%	22%	77%	36%	64%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QE13 (QE22B). You mentioned that your household has a mobile broadband connection (connecting via a USB stick or dongle, or built-in 3G connectivity in a laptop or another device). Do you personally access the internet in this way, using mobile broadband?

Base : Those in a household with mobile broadband

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r
Unweighted total	219	117	102	34	59	86	40	26	16	26	62	61	65	44	49	136	24	19	40
Effective Weighted Sample	156	80	75	24	40	63	29	20	13	17	46	45	48	33	34	122	17	14	35
Total	169	87	81	22	44	75	29	18	13	17	54	58	43	38	30	143	15	5	6
		52%	48%	**	**	**	**	**	**	**	**	**	**	**	**	85%	**	**	**
Yes	143	74	69	**	**	**	**	**	**	**	**	**	**	**	**	123	**	**	**
	85%	85%	85%	**	**	**	**	**	**	**	**	**	**	**	**	86%	**	**	**
		52%	48%	**	**	**	**	**	**	**	**	**	**	**	**	86%	**	**	**
No	21	11	10	**	**	**	**	**	**	**	**	**	**	**	**	17	**	**	**
	13%	13%	12%	**	**	**	**	**	**	**	**	**	**	**	**	12%	**	**	**
		54%	46%	**	**	**	**	**	**	**	**	**	**	**	**	78%	**	**	**
Don't know	4	2	2	**	**	**	**	**	**	**	**	**	**	**	**	4	**	**	**
	3%	2%	3%	**	**	**	**	**	**	**	**	**	**	**	**	3%	**	**	**
		49%	51%	**	**	**	**	**	**	**	**	**	**	**	**	91%	**	**	**

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

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QE13 (QE22B). You mentioned that your household has a mobile broadband connection (connecting via a USB stick or dongle, or built-in 3G connectivity in a laptop or another device). Do you personally access the internet in this way, using mobile broadband?

Base : Those in a household with mobile broadband

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	~k	l	~m	n	o
Unweighted total	219	16	19	17	10	13	18	21	11	11	167	52	153	66	113	106
Effective Weighted Sample	156	16	18	17	9	12	17	20	11	11	132	24	110	47	83	72
Total	169	22	27	18	8	12	18	20	5	13	147	22	127	42	89	80
		**	**	**	**	**	**	**	**	**	87%	**	75%	**	53%	47%
Yes	143	**	**	**	**	**	**	**	**	**	125	**	109	**	77	66
	85%	**	**	**	**	**	**	**	**	**	85%	**	86%	**	87%	83%
		**	**	**	**	**	**	**	**	**	87%	**	76%	**	54%	46%
No	21	**	**	**	**	**	**	**	**	**	17	**	15	**	10	12
	13%	**	**	**	**	**	**	**	**	**	12%	**	12%	**	11%	15%
		**	**	**	**	**	**	**	**	**	81%	**	72%	**	45%	55%
Don't know	4	**	**	**	**	**	**	**	**	**	4	**	2	**	2	2
	3%	**	**	**	**	**	**	**	**	**	3%	**	2%	**	2%	3%
		**	**	**	**	**	**	**	**	**	96%	**	54%	**	51%	49%

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

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QE13 (QE22B). You mentioned that your household has a mobile broadband connection (connecting via a USB stick or dongle, or built-in 3G connectivity in a laptop or another device). Do you personally access the internet in this way, using mobile broadband?

Base : All respondents

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER £11.5K g	£11.5K- £17.5K h	£17.5K- £29.9K i	£30K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Yes	145	76	70	17	41	66	22	15	11	14	52	52	39	32	22	123	13	3	7
	5%	6%	5%	5%	9%	7%	2%	4%	4%	4%	9%	7%	5%	5%	3%	5%	5%	2%	10%
		52%	48%	12%	28%	45%	15%	10%	8%	9%	36%	36%	27%	22%	15%	84%	9%	2%	5%
No	21	11	10	3	3	8	7	1	1	3	3	6	3	4	9	17	2	2	1
	1%	1%	1%	1%	1%	1%	1%	*%	*%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%
		54%	46%	16%	13%	39%	32%	7%	5%	16%	14%	28%	13%	18%	40%	78%	9%	7%	5%
Don't know	4	2	2	1	*	2	1	1	1	*	-	-	2	3	-	4	-	*	*
	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	-%	-%	*%	*%	-%	*%	-%	*%	*%
		49%	51%	31%	4%	49%	15%	31%	15%	5%	-%	-%	38%	62%	-%	91%	-%	4%	5%
DO NOT HAVE MOBILE BROADBAND CONNECTION IN HOUSEHOLD	2504	1211	1293	343	424	839	898	395	276	308	540	654	676	542	632	2093	218	127	65
	94%	93%	94%	94%	91%	92%	97%	96%	96%	95%	91%	92%	94%	93%	95%	94%	94%	96%	89%
		48%	52%	14%	17%	34%	36%	16%	11%	12%	22%	26%	27%	22%	25%	84%	9%	5%	3%

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

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QE13 (QE22B). You mentioned that your household has a mobile broadband connection (connecting via a USB stick or dongle, or built-in 3G connectivity in a laptop or another device). Do you personally access the internet in this way, using mobile broadband?

Base : All respondents

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
Yes	145	19	26	16	7	9	17	15	5	10	127	18	111	35	78	68
	5%	6%	7%	7%	4%	4%	7%	7%	4%	3%	6%	5%	7%	3%	6%	5%
		13%	18%	11%	5%	6%	11%	10%	3%	7%	87%	13%	76%	24%	54%	46%
No	21	4	2	1	1	2	1	4	*	2	17	4	15	6	10	12
	1%	1%	*%	*%	*%	1%	*%	2%	*%	1%	1%	1%	1%	1%	1%	1%
		18%	8%	5%	3%	10%	4%	17%	2%	10%	81%	19%	72%	28%	45%	55%
Don't know	4	-	-	-	-	1	1	1	-	1	4	*	2	2	2	2
	*%	-%	-%	-%	-%	*%	*%	1%	-%	*%	*%	*%	*%	*%	*%	*%
		-%	-%	-%	-%	18%	15%	27%	-%	31%	96%	4%	54%	46%	51%	49%
DO NOT HAVE MOBILE BROADBAND CONNECTION IN HOUSEHOLD	2504	305	343	216	181	220	230	204	108	285	2160	344	1423	1075	1169	1335
	94%	93%	93%	92%	96%	95%	93%	91%	95%	96%	94%	94%	92%	96%	93%	94%
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	57%	43%	47%	53%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QE14 (QE39). What were the reasons you took up a mobile broadband service? (MULTI CODE) UNPROMPTED

Base : Those who use mobile broadband to access the internet

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r
Unweighted total	193	107	86	30	55	78	30	22	13	24	61	54	62	37	40	116	20	13	44
Effective Weighted Sample	134	70	64	20	38	55	23	17	11	14	44	40	44	28	28	104	15	9	39
Total	145	76	70	17	41	66	22	15	11	14	52	52	39	32	22	123	13	3	7
		52%	**	**	**	**	**	**	**	**	**	**	**	**	**	84%	**	**	**
To have access to broadband on the move	71	35	**	**	**	**	**	**	**	**	**	**	**	**	**	62	**	**	**
	49%	47%	**	**	**	**	**	**	**	**	**	**	**	**	**	50%	**	**	**
		50%	**	**	**	**	**	**	**	**	**	**	**	**	**	88%	**	**	**
Because I don't want to pay for a landline	20	13	**	**	**	**	**	**	**	**	**	**	**	**	**	18	**	**	**
	14%	18%	**	**	**	**	**	**	**	**	**	**	**	**	**	14%	**	**	**
		67%	**	**	**	**	**	**	**	**	**	**	**	**	**	89%	**	**	**
As a back-up in case I have problems with my fixed broadband line	19	12	**	**	**	**	**	**	**	**	**	**	**	**	**	17	**	**	**
	13%	16%	**	**	**	**	**	**	**	**	**	**	**	**	**	14%	**	**	**
		64%	**	**	**	**	**	**	**	**	**	**	**	**	**	94%	**	**	**
Because it was cheaper than a fixed broadband contract	15	6	**	**	**	**	**	**	**	**	**	**	**	**	**	13	**	**	**
	10%	8%	**	**	**	**	**	**	**	**	**	**	**	**	**	10%	**	**	**
		41%	**	**	**	**	**	**	**	**	**	**	**	**	**	84%	**	**	**
Because it is less of a commitment than a fixed broadband contract	11	9	**	**	**	**	**	**	**	**	**	**	**	**	**	9	**	**	**
	7%	11%	**	**	**	**	**	**	**	**	**	**	**	**	**	7%	**	**	**
		79%	**	**	**	**	**	**	**	**	**	**	**	**	**	81%	**	**	**

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QE14 (QE39). What were the reasons you took up a mobile broadband service? (MULTI CODE) UNPROMPTED

Base : Those who use mobile broadband to access the internet

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r
Unweighted total	193	107	86	30	55	78	30	22	13	24	61	54	62	37	40	116	20	13	44
Effective Weighted Sample	134	70	64	20	38	55	23	17	11	14	44	40	44	28	28	104	15	9	39
Total	145	76	70	17	41	66	22	15	11	14	52	52	39	32	22	123	13	3	7
		52%	**	**	**	**	**	**	**	**	**	**	**	**	**	84%	**	**	**
For work/ my employer purchased it	7	6	**	**	**	**	**	**	**	**	**	**	**	**	**	6	**	**	**
	5%	8%	**	**	**	**	**	**	**	**	**	**	**	**	**	5%	**	**	**
		90%	**	**	**	**	**	**	**	**	**	**	**	**	**	83%	**	**	**
Other	25	11	**	**	**	**	**	**	**	**	**	**	**	**	**	15	**	**	**
	17%	14%	**	**	**	**	**	**	**	**	**	**	**	**	**	12%	**	**	**
		43%	**	**	**	**	**	**	**	**	**	**	**	**	**	58%	**	**	**
Don't know	4	3	**	**	**	**	**	**	**	**	**	**	**	**	**	4	**	**	**
	3%	4%	**	**	**	**	**	**	**	**	**	**	**	**	**	3%	**	**	**
		68%	**	**	**	**	**	**	**	**	**	**	**	**	**	100%	**	**	**

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QE14 (QE39). What were the reasons you took up a mobile broadband service? (MULTI CODE) UNPROMPTED

Base : Those who use mobile broadband to access the internet

	Total	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON ~a	SOUTH EAST ~b	SOUTH WEST ~c	EAST MIDS ~d	WEST MIDS ~e	EAST OF ENG ~f	YORKS& HUMBER ~g	NORTH EAST ~h	NORTH WEST ~i	URBAN j	RURAL ~k	YES l	NO ~m	LOW ~n	MEDIUM/ HIGH ~o	
Significance Level: 95%																	
Unweighted total	193	13	18	16	9	10	16	16	10	8	149	44	139	54	99	94	
Effective Weighted Sample	134	13	17	16	8	10	15	16	10	8	114	20	96	39	72	62	
Total	145	19	26	16	7	9	17	15	5	10	127	18	111	35	78	68	
		**	**	**	**	**	**	**	**	**	87%	**	76%	**	**	**	
To have access to broadband on the move	71	**	**	**	**	**	**	**	**	**	61	**	58	**	**	**	
	49%	**	**	**	**	**	**	**	**	**	48%	**	53%	**	**	**	
		**	**	**	**	**	**	**	**	**	87%	**	82%	**	**	**	
Because I don't want to pay for a landline	20	**	**	**	**	**	**	**	**	**	18	**	14	**	**	**	
	14%	**	**	**	**	**	**	**	**	**	14%	**	13%	**	**	**	
		**	**	**	**	**	**	**	**	**	91%	**	72%	**	**	**	
As a back-up in case I have problems with my fixed broadband line	19	**	**	**	**	**	**	**	**	**	17	**	15	**	**	**	
	13%	**	**	**	**	**	**	**	**	**	13%	**	14%	**	**	**	
		**	**	**	**	**	**	**	**	**	91%	**	83%	**	**	**	
Because it was cheaper than a fixed broadband contract	15	**	**	**	**	**	**	**	**	**	13	**	10	**	**	**	
	10%	**	**	**	**	**	**	**	**	**	10%	**	9%	**	**	**	
		**	**	**	**	**	**	**	**	**	84%	**	68%	**	**	**	
Because it is less of a commitment than a fixed broadband contract	11	**	**	**	**	**	**	**	**	**	10	**	7	**	**	**	
	7%	**	**	**	**	**	**	**	**	**	8%	**	6%	**	**	**	
		**	**	**	**	**	**	**	**	**	97%	**	66%	**	**	**	

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QE14 (QE39). What were the reasons you took up a mobile broadband service? (MULTI CODE) UNPROMPTED

Base : Those who use mobile broadband to access the internet

	Total	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	~k	l	~m	~n	~o	
Unweighted total	193	13	18	16	9	10	16	16	10	8	149	44	139	54	99	94	
Effective Weighted Sample	134	13	17	16	8	10	15	16	10	8	114	20	96	39	72	62	
Total	145	19	26	16	7	9	17	15	5	10	127	18	111	35	78	68	
		**	**	**	**	**	**	**	**	**	87%	**	76%	**	**	**	
For work/ my employer purchased it	7	**	**	**	**	**	**	**	**	**	4	**	6	**	**	**	
	5%	**	**	**	**	**	**	**	**	**	3%	**	6%	**	**	**	
		**	**	**	**	**	**	**	**	**	53%	**	90%	**	**	**	
Other	25	**	**	**	**	**	**	**	**	**	24	**	19	**	**	**	
	17%	**	**	**	**	**	**	**	**	**	19%	**	17%	**	**	**	
		**	**	**	**	**	**	**	**	**	95%	**	76%	**	**	**	
Don't know	4	**	**	**	**	**	**	**	**	**	4	**	1	**	**	**	
	3%	**	**	**	**	**	**	**	**	**	3%	**	1%	**	**	**	
		**	**	**	**	**	**	**	**	**	100%	**	32%	**	**	**	

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QE15 (QE22C). SHOWCARD Which one of these best describes where you use mobile broadband to access the internet? (SINGLE CODE)

Base : Those who use mobile broadband to access the internet

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r
Unweighted total	193	107	86	30	55	78	30	22	13	24	61	54	62	37	40	116	20	13	44
Effective Weighted Sample	134	70	64	20	38	55	23	17	11	14	44	40	44	28	28	104	15	9	39
Total	145	76 52%	70 **	17 **	41 **	66 **	22 **	15 **	11 **	14 **	52 **	52 **	39 **	32 **	22 **	123 84%	13 **	3 **	7 **
I always use in the home	27 19%	11 15% 41%	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	24 19% 87%	** ** **	** ** **	** ** **
I mainly use in the home	26 18%	12 16% 46%	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	24 19% 91%	** ** **	** ** **	** ** **
I use equally in the home and outside the home	49 34%	33 44% 68%	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	41 33% 83%	** ** **	** ** **	** ** **
I mainly use outside the home	26 18%	13 17% 49%	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	22 18% 82%	** ** **	** ** **	** ** **
I always use outside the home	13 9%	6 8% 45%	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	10 8% 72%	** ** **	** ** **	** ** **
ALWAYS/ MAINLY USE IN THE HOME	54 37%	23 31% 44%	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	** ** **	48 39% 89%	** ** **	** ** **	** ** **

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QE15 (QE22C). SHOWCARD Which one of these best describes where you use mobile broadband to access the internet? (SINGLE CODE)

Base : Those who use mobile broadband to access the internet

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r
Unweighted total	193	107	86	30	55	78	30	22	13	24	61	54	62	37	40	116	20	13	44
Effective Weighted Sample	134	70	64	20	38	55	23	17	11	14	44	40	44	28	28	104	15	9	39
Total	145	76 52%	70 **	17 **	41 **	66 **	22 **	15 **	11 **	14 **	52 **	52 **	39 **	32 **	22 **	123 84%	13 **	3 **	7 **
ALWAYS/ MAINLY USE OUTSIDE THE HOME	40 27%	19 25%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	31 25%	** **	** **	** **
		48%	**	**	**	**	**	**	**	**	**	**	**	**	**	78%	**	**	**
EVER USE OUTSIDE THE HOME	115 79%	65 85%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	96 78%	** **	** **	** **
		56%	**	**	**	**	**	**	**	**	**	**	**	**	**	83%	**	**	**
Don't know	3 2%	- -%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	3 2%	** **	** **	** **
		-%	**	**	**	**	**	**	**	**	**	**	**	**	**	100%	**	**	**

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QE15 (QE22C). SHOWCARD Which one of these best describes where you use mobile broadband to access the internet? (SINGLE CODE)

Base : Those who use mobile broadband to access the internet

	Total	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	~k	l	~m	~n	~o	
Unweighted total	193	13	18	16	9	10	16	16	10	8	149	44	139	54	99	94	
Effective Weighted Sample	134	13	17	16	8	10	15	16	10	8	114	20	96	39	72	62	
Total	145	19	26	16	7	9	17	15	5	10	127	18	111	35	78	68	
I always use in the home	27 19%	**	**	**	**	**	**	**	**	**	26 87%	**	16 76%	**	**	**	
I mainly use in the home	26 18%	**	**	**	**	**	**	**	**	**	25 20%	**	18 16%	**	**	**	
I use equally in the home and outside the home	49 34%	**	**	**	**	**	**	**	**	**	43 33%	**	41 37%	**	**	**	
I mainly use outside the home	26 18%	**	**	**	**	**	**	**	**	**	20 15%	**	22 20%	**	**	**	
I always use outside the home	13 9%	**	**	**	**	**	**	**	**	**	11 9%	**	11 10%	**	**	**	
ALWAYS/ MAINLY USE IN THE HOME	54 37%	**	**	**	**	**	**	**	**	**	51 40%	**	34 30%	**	**	**	
		**	**	**	**	**	**	**	**	**	95%	**	63%	**	**	**	

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QE15 (QE22C). SHOWCARD Which one of these best describes where you use mobile broadband to access the internet? (SINGLE CODE)

Base : Those who use mobile broadband to access the internet

	Total	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	~k	l	~m	~n	~o	
Unweighted total	193	13	18	16	9	10	16	16	10	8	149	44	139	54	99	94	
Effective Weighted Sample	134	13	17	16	8	10	15	16	10	8	114	20	96	39	72	62	
Total	145	19	26	16	7	9	17	15	5	10	127	18	111	35	78	68	
		**	**	**	**	**	**	**	**	**	87%	**	76%	**	**	**	
ALWAYS/ MAINLY USE OUTSIDE THE HOME	40	**	**	**	**	**	**	**	**	**	31	**	34	**	**	**	
	27%	**	**	**	**	**	**	**	**	**	24%	**	30%	**	**	**	
		**	**	**	**	**	**	**	**	**	77%	**	84%	**	**	**	
EVER USE OUTSIDE THE HOME	115	**	**	**	**	**	**	**	**	**	99	**	92	**	**	**	
	79%	**	**	**	**	**	**	**	**	**	78%	**	84%	**	**	**	
		**	**	**	**	**	**	**	**	**	86%	**	80%	**	**	**	
Don't know	3	**	**	**	**	**	**	**	**	**	3	**	2	**	**	**	
	2%	**	**	**	**	**	**	**	**	**	2%	**	2%	**	**	**	
		**	**	**	**	**	**	**	**	**	100%	**	78%	**	**	**	

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 71

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QE16 (QE32). SHOWCARD In which of these places do you use mobile broadband to access the internet outside of the home? (MULTI CODE)

Base : Those who use mobile broadband to access the internet outside the home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Significance Level: 95%																			
Unweighted total	156	91	65	24	46	63	23	14	6	21	57	49	55	26	26	89	14	11	42
Effective Weighted Sample	105	59	46	16	31	42	17	11	5	11	40	36	38	19	18	80	11	7	37
Total	115	65	51	15	34	50	17	10	5	11	47	48	34	20	13	96	10	3	7
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
When travelling (e.g. on a train or in a car)	81	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	70%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Outdoors	67	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	58%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Indoor public spaces (e.g. pub/restaurant/ theatre/ shopping centre)	54	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	47%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At your work place	48	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	42%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
In other people's home (e.g. friends/ family)	44	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	38%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other	3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 71

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QE16 (QE32). SHOWCARD In which of these places do you use mobile broadband to access the internet outside of the home? (MULTI CODE)

Base : Those who use mobile broadband to access the internet outside the home

	Total	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	~k	l	~m	~n	~o	
Unweighted total	156	7	17	16	6	8	11	12	4	8	117	39	120	36	85	71	
Effective Weighted Sample	105	7	16	16	6	8	11	12	4	8	88	18	81	25	60	45	
Total	115	10	25	16	5	7	12	10	2	10	99	17	92	23	65	50	
		**	**	**	**	**	**	**	**	**	86%	**	80%	**	**	**	
When travelling (e.g. on a train or in a car)	81	**	**	**	**	**	**	**	**	**	67	**	65	**	**	**	
	70%	**	**	**	**	**	**	**	**	**	67%	**	71%	**	**	**	
		**	**	**	**	**	**	**	**	**	82%	**	80%	**	**	**	
Outdoors	67	**	**	**	**	**	**	**	**	**	54	**	56	**	**	**	
	58%	**	**	**	**	**	**	**	**	**	55%	**	61%	**	**	**	
		**	**	**	**	**	**	**	**	**	82%	**	84%	**	**	**	
Indoor public spaces (e.g. pub/restaurant/ theatre/ shopping centre)	54	**	**	**	**	**	**	**	**	**	45	**	46	**	**	**	
	47%	**	**	**	**	**	**	**	**	**	46%	**	50%	**	**	**	
		**	**	**	**	**	**	**	**	**	84%	**	85%	**	**	**	
At your work place	48	**	**	**	**	**	**	**	**	**	38	**	48	**	**	**	
	42%	**	**	**	**	**	**	**	**	**	38%	**	52%	**	**	**	
		**	**	**	**	**	**	**	**	**	79%	**	100%	**	**	**	
In other people's home (e.g. friends/ family)	44	**	**	**	**	**	**	**	**	**	37	**	35	**	**	**	
	38%	**	**	**	**	**	**	**	**	**	37%	**	38%	**	**	**	
		**	**	**	**	**	**	**	**	**	84%	**	79%	**	**	**	
Other	3	**	**	**	**	**	**	**	**	**	3	**	1	**	**	**	
	3%	**	**	**	**	**	**	**	**	**	3%	**	1%	**	**	**	
		**	**	**	**	**	**	**	**	**	100%	**	26%	**	**	**	

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

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QE16 (QE32). SHOWCARD In which of these places do you use mobile broadband to access the internet outside of the home? (MULTI CODE)

Base : Those who use mobile broadband to access the internet outside the home

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	~k	l	~m	~n	~o
Unweighted total	156	7	17	16	6	8	11	12	4	8	117	39	120	36	85	71
Effective Weighted Sample	105	7	16	16	6	8	11	12	4	8	88	18	81	25	60	45
Total	115	10	25	16	5	7	12	10	2	10	99	17	92	23	65	50
		**	**	**	**	**	**	**	**	**	86%	**	80%	**	**	**
Don't know	3	**	**	**	**	**	**	**	**	**	1	**	1	**	**	**
	2%	**	**	**	**	**	**	**	**	**	2%	**	1%	**	**	**
		**	**	**	**	**	**	**	**	**	56%	**	44%	**	**	**

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 72

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QE17 (QE3B). How many people aged 16 or over in your household (including yourself) could access the fixed broadband connection in your home if they wanted to?

Base : Those with fixed broadband at home where there is more than one person in household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2467	1226	1241	400	457	928	682	236	242	368	629	654	806	521	486	1548	288	331	300
Effective Weighted Sample	1765	874	891	282	327	661	500	168	180	250	472	474	590	378	350	1384	190	232	262
Total	1873	928	945	296	358	731	487	154	175	248	540	584	538	406	344	1596	140	91	46
		50%	50%	16%	19%	39%	26%	8%	9%	13%	29%	31%	29%	22%	18%	85%	7%	5%	2%
1	135	42	93	16	23	43	53	36	28	19	8	20	31	34	51	115	8	8	4
	7%	5%	10%	6%	6%	6%	11%	23%	16%	8%	2%	3%	6%	8%	15%	7%	6%	9%	9%
		31%	69%	12%	17%	32%	39%	26%	20%	14%	6%	15%	23%	25%	37%	85%	6%	6%	3%
2	1085	562	523	87	249	411	338	72	110	161	362	383	305	224	173	923	85	52	24
	58%	61%	55%	29%	69%	56%	69%	46%	63%	65%	67%	66%	57%	55%	50%	58%	61%	57%	53%
		b	a	ce	c	ce	g	g	g	g	lmn	lmn	lmn	lmn	lmn	lmn	lmn	lmn	lmn
		52%	48%	8%	23%	38%	31%	7%	10%	15%	33%	35%	28%	21%	16%	85%	8%	5%	2%
3	356	179	177	98	45	161	52	26	21	40	95	105	96	85	70	310	23	15	8
	19%	19%	19%	33%	12%	22%	11%	17%	12%	16%	18%	18%	18%	21%	20%	19%	16%	16%	18%
		50%	50%	28%	13%	45%	15%	7%	6%	11%	27%	30%	27%	24%	20%	87%	6%	4%	2%
4	219	111	108	66	31	92	30	12	11	22	57	59	81	42	36	181	20	11	6
	12%	12%	11%	22%	9%	13%	6%	8%	6%	9%	11%	10%	15%	10%	11%	11%	15%	12%	13%
		51%	49%	30%	14%	42%	14%	6%	5%	10%	26%	27%	37%	19%	17%	83%	9%	5%	3%
5 or more	74	32	43	28	11	23	13	8	5	6	16	16	25	19	14	63	3	5	3
	4%	3%	5%	9%	3%	3%	3%	5%	3%	2%	3%	3%	5%	5%	4%	4%	2%	6%	6%
		43%	57%	38%	15%	30%	17%	10%	6%	8%	22%	21%	34%	25%	19%	85%	4%	7%	4%
Don't know	4	3	1	-	*	2	2	1	2	*	*	1	-	3	-	4	-	*	*
	0%	0%	0%	-0%	0%	0%	0%	1%	1%	0%	0%	0%	-0%	1%	-0%	0%	-0%	0%	0%
		70%	30%	-0%	6%	48%	46%	27%	45%	6%	4%	27%	-0%	73%	-0%	88%	-0%	8%	3%
Mean number of people	2.4	2.5	2.4	3.0	2.3	2.5	2.2	2.1	2.0	2.3	2.5	2.4	2.5	2.4	2.3	2.4	2.4	2.4	2.5
		def	df	def	df	df	df	def	h	h	ghi	kmn	kmn	kmn	kmn	kmn	kmn	kmn	kmn
Standard deviation	1.00	.94	1.06	1.23	.87	.96	.86	1.20	.92	.86	.84	.88	1.04	1.03	1.09	1.00	.91	1.05	1.23
Standard error	.02	.03	.03	.06	.04	.03	.03	.08	.06	.04	.03	.03	.04	.05	.05	.03	.05	.06	.07

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

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QE17 (QE3B). How many people aged 16 or over in your household (including yourself) could access the fixed broadband connection in your home if they wanted to?

Base : Those with fixed broadband at home where there is more than one person in household

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	2467	181	208	186	167	153	189	143	151	170	1797	670	1541	921	1316	1151
Effective Weighted Sample	1765	175	196	180	160	147	182	138	145	162	1465	318	1093	688	917	849
Total	1873	236	305	180	131	149	192	130	71	202	1612	262	1239	631	947	926
		13%	16%	10%	7%	8%	10%	7%	4%	11%	86%	14%	66%	34%	51%	49%
1	135	14	20	20	10	3	19	11	7	9	113	22	69	65	63	72
	7%	6%	7%	11%	7%	2%	10%	9%	11%	5%	7%	9%	6%	10%	7%	8%
			e	ei	e		e	e	ei					l		
		10%	15%	15%	7%	2%	14%	8%	6%	7%	83%	17%	51%	48%	47%	53%
2	1085	123	193	93	80	75	120	81	33	125	921	164	735	349	591	494
	58%	52%	63%	52%	61%	50%	62%	62%	47%	62%	57%	63%	59%	55%	62%	53%
			aceh		h		ceh	eh		eh				o		
		11%	18%	9%	7%	7%	11%	7%	3%	12%	85%	15%	68%	32%	54%	46%
3	356	58	48	33	25	33	37	17	17	44	311	45	247	109	168	188
	19%	24%	16%	18%	19%	22%	19%	13%	23%	22%	19%	17%	20%	17%	18%	20%
		bg			g		g		g							
		16%	13%	9%	7%	9%	10%	5%	5%	12%	87%	13%	69%	31%	47%	53%
4	219	32	28	27	14	25	11	14	9	21	193	26	150	69	97	122
	12%	14%	9%	15%	11%	17%	6%	11%	13%	10%	12%	10%	12%	11%	10%	13%
		f		f		bf		f								
		15%	13%	12%	7%	12%	5%	4%	9%	9%	88%	12%	68%	32%	44%	56%
5 or more	74	9	16	7	2	14	4	4	4	4	71	4	36	37	27	48
	4%	4%	5%	4%	2%	9%	2%	3%	6%	2%	4%	1%	3%	6%	3%	5%
					dfgi			fi			k			l		n
		12%	21%	10%	3%	18%	5%	6%	6%	5%	95%	5%	48%	49%	36%	64%
Don't know	4	-	-	-	-	-	1	3	-	-	4	*	2	2	1	3
	*%	-%	-%	-%	-%	-%	1%	2%	-%	-%	*%	*%	*%	*%	*%	*%
							b	64%	-%	-%	88%	12%	52%	48%	27%	73%
Mean number of people	2.4	2.5	2.5	2.5	2.3	2.8	2.2	2.3	2.5	2.4	2.5	2.3	2.4	2.4	2.4	2.5
		f	f	f		abcdfgi		dfg			k					n

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

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QE17 (QE3B). How many people aged 16 or over in your household (including yourself) could access the fixed broadband connection in your home if they wanted to?

Base : Those with fixed broadband at home where there is more than one person in household

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Standard deviation	1.00	.98	1.06	1.01	.91	1.15	.86	1.02	1.14	.83	1.02	.86	.94	1.10	.92	1.08
Standard error	.02	.07	.07	.07	.07	.09	.06	.09	.09	.06	.02	.03	.02	.04	.03	.03

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 73

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QE18 (QE3A). How many people aged 16 or over in your household (including yourself) could access the mobile broadband connection in your home if they wanted to?

Base : Those with mobile broadband at home where there is more than one person in household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r
Unweighted total	192	103	89	33	53	76	30	18	14	22	59	56	57	42	37	121	20	17	34
Effective Weighted Sample	137	72	66	23	36	58	22	14	11	14	45	42	42	32	26	109	14	13	30
Total	152	80 53%	71 **	21 **	40 **	68 **	23 **	12 **	11 **	15 **	54 **	54 **	38 **	37 **	22 **	129 85%	12 **	5 **	5 **
1	36 24%	19 23%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	31 24%	** **	** **	** **
		51%	**	**	**	**	**	**	**	**	**	**	**	**	**	84%	**	**	**
2	83 55%	44 55%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	72 56%	** **	** **	** **
		53%	**	**	**	**	**	**	**	**	**	**	**	**	**	87%	**	**	**
3	19 13%	12 14%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	17 13%	** **	** **	** **
		60%	**	**	**	**	**	**	**	**	**	**	**	**	**	88%	**	**	**
4	4 3%	3 4%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	2 1%	** **	** **	** **
		74%	**	**	**	**	**	**	**	**	**	**	**	**	**	45%	**	**	**
5 or more	2 1%	* **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	1 1%	** **	** **	** **
		24%	**	**	**	**	**	**	**	**	**	**	**	**	**	61%	**	**	**
Don't know	7 5%	3 4%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	7 5%	** **	** **	** **
		42%	**	**	**	**	**	**	**	**	**	**	**	**	**	96%	**	**	**
Mean number of people	1.9	1.9	**	**	**	**	**	**	**	**	**	**	**	**	**	1.8	**	**	**
Standard deviation	.88	.86	**	**	**	**	**	**	**	**	**	**	**	**	**	.83	**	**	**
Standard error	.06	.08	**	**	**	**	**	**	**	**	**	**	**	**	**	.08	**	**	**

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 73

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

QE18 (QE3A). How many people aged 16 or over in your household (including yourself) could access the mobile broadband connection in your home if they wanted to?

Base : Those with mobile broadband at home where there is more than one person in household

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	~k	l	~m	n	~o
Unweighted total	192	15	18	17	9	11	17	18	9	7	147	45	140	52	100	92
Effective Weighted Sample	137	15	17	17	9	11	16	18	9	7	115	23	103	36	75	63
Total	152	21	26	18	7	10	17	17	4	9	130	22	119	33	81	71
		**	**	**	**	**	**	**	**	**	86%	**	78%	**	53%	**
1	36	**	**	**	**	**	**	**	**	**	34	**	26	**	23	**
	24%	**	**	**	**	**	**	**	**	**	26%	**	22%	**	28%	**
		**	**	**	**	**	**	**	**	**	92%	**	72%	**	63%	**
2	83	**	**	**	**	**	**	**	**	**	71	**	70	**	43	**
	55%	**	**	**	**	**	**	**	**	**	55%	**	59%	**	53%	**
		**	**	**	**	**	**	**	**	**	86%	**	84%	**	52%	**
3	19	**	**	**	**	**	**	**	**	**	15	**	12	**	8	**
	13%	**	**	**	**	**	**	**	**	**	12%	**	10%	**	10%	**
		**	**	**	**	**	**	**	**	**	78%	**	63%	**	41%	**
4	4	**	**	**	**	**	**	**	**	**	4	**	2	**	2	**
	3%	**	**	**	**	**	**	**	**	**	3%	**	2%	**	3%	**
		**	**	**	**	**	**	**	**	**	94%	**	59%	**	53%	**
5 or more	2	**	**	**	**	**	**	**	**	**	2	**	1	**	*	**
	1%	**	**	**	**	**	**	**	**	**	1%	**	1%	**	%	**
		**	**	**	**	**	**	**	**	**	100%	**	76%	**	14%	**
Don't know	7	**	**	**	**	**	**	**	**	**	5	**	7	**	5	**
	5%	**	**	**	**	**	**	**	**	**	4%	**	6%	**	6%	**
		**	**	**	**	**	**	**	**	**	64%	**	99%	**	67%	**
Mean number of people	1.9	**	**	**	**	**	**	**	**	**	1.9	**	1.8	**	1.8	**
Standard deviation	.88	**	**	**	**	**	**	**	**	**	.87	**	.85	**	.85	**
Standard error	.06	**	**	**	**	**	**	**	**	**	.07	**	.07	**	.08	**

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 74

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QE19 (QE7). Which Internet Service Provider (ISP) does your household currently use as its MAIN supplier at home? (SINGLE CODE)

Base : Those with access to the internet at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3062	1500	1562	464	572	1101	925	391	338	441	685	763	991	622	686	1881	381	418	382
Effective Weighted Sample	2169	1063	1107	321	410	778	668	272	248	303	512	549	718	450	486	1676	252	295	333
Total	2268	1116	1152	332	442	858	635	248	236	305	586	671	647	488	463	1914	182	113	58
		49%	51%	15%	19%	38%	28%	11%	10%	13%	26%	30%	29%	22%	20%	84%	8%	5%	3%
Sky	494	237	257	82	117	194	100	47	45	59	141	136	139	117	102	398	46	36	13
		22%	21%	25%	27%	23%	16%	19%	19%	19%	24%	20%	21%	24%	22%	21%	25%	32%	23%
		48%	52%	17%	24%	39%	20%	10%	9%	12%	29%	28%	28%	24%	21%	81%	9%	7%	3%
Virgin Media (NTL/ Telewest/ Blueyonder)	455	250	205	77	96	180	102	39	46	65	115	126	140	104	85	389	44	17	5
		20%	22%	18%	23%	22%	16%	16%	20%	21%	20%	19%	22%	21%	18%	20%	24%	15%	8%
		b		f	f	f									qr	qr	r		
		55%	45%	17%	21%	40%	22%	9%	10%	14%	25%	28%	31%	23%	19%	86%	10%	4%	1%
BT Infinity	261	133	129	28	37	108	88	18	15	34	82	113	73	43	32	238	5	8	10
		12%	12%	11%	8%	13%	14%	7%	6%	11%	14%	17%	11%	9%	7%	12%	3%	7%	18%
						cd	cd				gh	lmn	n		pq		p	opq	
		51%	49%	11%	14%	41%	34%	7%	6%	13%	32%	43%	28%	16%	12%	91%	2%	3%	4%
Talk Talk (Carphone Warehouse)	257	120	136	26	50	95	86	40	23	42	49	71	60	61	65	225	15	11	6
		11%	11%	12%	8%	11%	14%	16%	10%	14%	8%	11%	9%	12%	14%	12%	8%	9%	10%
						c	c	hj		j					l				
		47%	53%	10%	19%	37%	34%	16%	9%	16%	19%	28%	23%	24%	25%	88%	6%	4%	2%
BT Total Broadband/ BT Yahoo/ BT Openworld	228	116	112	35	22	82	89	17	22	40	61	79	72	48	29	177	32	12	7
		10%	10%	10%	10%	5%	10%	7%	9%	13%	10%	12%	11%	10%	6%	9%	17%	11%	12%
				d		d	de			g		n	n				oq		
		51%	49%	15%	10%	36%	39%	7%	9%	17%	27%	35%	32%	21%	13%	78%	14%	5%	3%
BT (other/ unspecified)	130	56	74	21	23	37	49	11	14	16	47	42	37	22	28	97	15	9	9
		6%	5%	6%	6%	5%	4%	8%	5%	6%	5%	8%	6%	6%	5%	6%	5%	8%	16%
						e										o			opq
		43%	57%	16%	17%	29%	38%	9%	11%	12%	36%	33%	29%	17%	21%	75%	12%	7%	7%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QE19 (QE7). Which Internet Service Provider (ISP) does your household currently use as its MAIN supplier at home? (SINGLE CODE)

Base : Those with access to the internet at home

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Unweighted total	3062	1500	1562	464	572	1101	925	391	338	441	685	763	991	622	686	1881	381	418	382
Effective Weighted Sample	2169	1063	1107	321	410	778	668	272	248	303	512	549	718	450	486	1676	252	295	333
Total	2268	1116	1152	332	442	858	635	248	236	305	586	671	647	488	463	1914	182	113	58
		49%	51%	15%	19%	38%	28%	11%	10%	13%	26%	30%	29%	22%	20%	84%	8%	5%	3%
Plusnet	57	31	25	6	13	16	23	8	10	6	17	16	23	9	9	50	3	3	1
	3%	3%	2%	2%	3%	2%	4%	3%	4%	2%	3%	2%	4%	2%	2%	3%	2%	3%	1%
		55%	45%	10%	22%	28%	40%	14%	17%	10%	30%	28%	41%	16%	15%	88%	5%	5%	1%
'3'	41	16	24	7	11	20	3	12	8	6	6	1	7	17	15	36	2	2	-
	2%	1%	2%	2%	2%	2%	*%	5%	4%	2%	1%	*%	1%	3%	3%	2%	1%	2%	-%
		40%	60%	16%	26%	50%	7%	29%	21%	15%	16%	4%	18%	42%	37%	89%	6%	5%	-%
AOL	25	14	11	1	1	7	15	3	1	4	5	7	8	6	4	22	1	1	*
	1%	1%	1%	*%	*%	1%	2%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%
		55%	45%	5%	6%	29%	61%	13%	3%	17%	20%	27%	33%	22%	17%	89%	5%	6%	1%
O2	21	8	13	4	8	5	4	6	3	2	4	3	5	2	10	16	2	1	2
	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	*%	1%	*%	2%	1%	1%	1%	3%
		38%	62%	18%	40%	25%	18%	30%	14%	12%	21%	14%	25%	9%	51%	76%	12%	4%	9%
Tesco.net	17	8	9	3	3	7	5	2	4	1	4	3	5	5	4	13	3	1	*
	1%	1%	1%	1%	1%	1%	1%	1%	2%	*%	1%	*%	1%	1%	1%	1%	1%	1%	*%
		46%	54%	15%	16%	41%	28%	13%	23%	7%	24%	19%	28%	30%	24%	77%	15%	6%	1%
Orange	15	10	5	2	2	7	4	2	3	1	2	3	*	6	6	12	2	1	*
	1%	1%	*%	1%	*%	1%	1%	1%	1%	*%	*%	*%	*%	1%	1%	1%	1%	1%	*%
		64%	36%	13%	11%	48%	27%	16%	17%	7%	13%	17%	2%	41%	40%	77%	14%	8%	1%
T-Mobile	14	9	6	-	7	6	2	-	4	4	2	3	7	1	3	13	*	*	*
	1%	1%	*%	-%	2%	1%	*%	-%	2%	1%	*%	*%	1%	*%	1%	1%	*%	*%	*%
		60%	40%	-%	48%	40%	12%	-%	31%	30%	13%	19%	52%	8%	21%	95%	1%	2%	1%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QE19 (QE7). Which Internet Service Provider (ISP) does your household currently use as its MAIN supplier at home? (SINGLE CODE)

Base : Those with access to the internet at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3062	1500	1562	464	572	1101	925	391	338	441	685	763	991	622	686	1881	381	418	382
Effective Weighted Sample	2169	1063	1107	321	410	778	668	272	248	303	512	549	718	450	486	1676	252	295	333
Total	2268	1116	1152	332	442	858	635	248	236	305	586	671	647	488	463	1914	182	113	58
		49%	51%	15%	19%	38%	28%	11%	10%	13%	26%	30%	29%	22%	20%	84%	8%	5%	3%
Vodafone	14	7	7	3	3	7	1	5	2	-	4	3	3	3	6	10	3	1	*
	1%	1%	1%	1%	1%	1%	*%	2%	1%	-%	1%	*%	*%	1%	1%	1%	2%	1%	*%
		49%	51%	22%	20%	49%	9%	34%	12%	-%	26%	19%	18%	18%	44%	72%	20%	7%	2%
Post Office	12	5	7	3	2	4	3	3	1	*	3	2	3	3	4	11	-	1	-
	1%	*%	1%	1%	*%	*%	1%	1%	1%	*%	*%	*%	1%	1%	1%	1%	-%	1%	-%
		42%	58%	26%	15%	32%	27%	23%	10%	4%	23%	17%	27%	26%	30%	92%	-%	8%	-%
Other	66	25	41	6	11	22	27	4	6	7	18	34	13	11	9	62	1	2	1
	3%	2%	4%	2%	3%	3%	4%	1%	2%	2%	3%	5%	2%	2%	2%	3%	1%	1%	2%
		38%	62%	9%	17%	33%	41%	6%	8%	10%	27%	51%	19%	16%	14%	94%	2%	2%	2%
TOTAL BT	619	304	314	84	82	228	226	46	51	90	191	234	183	113	89	512	52	29	26
	27%	27%	27%	25%	18%	27%	36%	19%	22%	29%	33%	35%	28%	23%	19%	27%	28%	25%	45%
		49%	51%	14%	13%	37%	36%	7%	8%	14%	31%	38%	30%	18%	14%	83%	8%	5%	4%
Don't know	94	40	54	22	26	23	22	20	17	8	8	13	23	21	37	80	6	6	2
	4%	4%	5%	7%	6%	3%	4%	8%	7%	3%	1%	2%	4%	4%	8%	4%	3%	5%	4%
		43%	57%	23%	28%	25%	24%	22%	18%	8%	8%	13%	24%	23%	40%	85%	6%	6%	2%

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

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QE19 (QE7). Which Internet Service Provider (ISP) does your household currently use as its MAIN supplier at home? (SINGLE CODE)

Base : Those with access to the internet at home

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3062	218	231	220	199	183	218	200	196	216	2229	833	1829	1227	1583	1479
Effective Weighted Sample	2169	210	218	213	191	176	210	193	188	206	1805	388	1293	902	1085	1085
Total	2268	288	338	210	157	176	218	182	91	254	1957	311	1458	806	1109	1158
		13%	15%	9%	7%	8%	10%	8%	4%	11%	86%	14%	64%	36%	49%	51%
Sky	494	62	63	46	28	50	38	36	24	50	444	49	327	164	246	248
	22%	22%	19%	22%	18%	28%	18%	20%	26%	20%	23%	16%	22%	20%	22%	21%
						bdf			df		k					
		13%	13%	9%	6%	10%	8%	7%	5%	10%	90%	10%	66%	33%	50%	50%
Virgin Media (NTL/ Telewest/ Blueyonder)	455	61	47	37	28	59	61	30	28	38	428	26	309	146	181	274
	20%	21%	14%	18%	18%	34%	28%	17%	31%	15%	22%	8%	21%	18%	16%	24%
		b				abcdgi	bcdgi		abcdgi		k				n	
		13%	10%	8%	6%	13%	13%	7%	6%	8%	94%	6%	68%	32%	40%	60%
BT Infinity	261	33	68	39	17	15	12	18	7	30	205	57	168	94	152	109
	12%	11%	20%	19%	11%	9%	5%	10%	7%	12%	10%	18%	11%	12%	14%	9%
		f	defghi	defghi	f				f		j				o	
		13%	26%	15%	6%	6%	4%	7%	3%	11%	78%	22%	64%	36%	58%	42%
Talk Talk (Carphone Warehouse)	257	30	50	18	30	12	17	24	10	34	235	22	151	106	130	126
	11%	10%	15%	9%	19%	7%	8%	13%	11%	13%	12%	7%	10%	13%	12%	11%
			cef		acefh			e		e	k			l		
		12%	20%	7%	12%	5%	6%	9%	4%	13%	91%	9%	59%	41%	51%	49%
BT Total Broadband/ BT Yahoo/ BT Openworld	228	27	35	13	15	6	42	11	5	23	158	70	150	77	142	86
	10%	9%	10%	6%	10%	4%	19%	6%	5%	9%	8%	23%	10%	10%	13%	7%
		e	e		e		abcdoghi			e		j			o	
		12%	15%	6%	7%	3%	18%	5%	2%	10%	69%	31%	66%	34%	62%	38%

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

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QE19 (QE7). Which Internet Service Provider (ISP) does your household currently use as its MAIN supplier at home? (SINGLE CODE)

Base : Those with access to the internet at home

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Significance Level: 95%																	
Unweighted total	3062	218	231	220	199	183	218	200	196	216	2229	833	1829	1227	1583	1479	
Effective Weighted Sample	2169	210	218	213	191	176	210	193	188	206	1805	388	1293	902	1085	1085	
Total	2268	288	338	210	157	176	218	182	91	254	1957	311	1458	806	1109	1158	
		13%	15%	9%	7%	8%	10%	8%	4%	11%	86%	14%	64%	36%	49%	51%	
BT (other/ unspecified)	130	9	30	14	5	7	11	5	2	14	107	23	82	47	72	58	
	6%	3%	9%	7%	3%	4%	5%	3%	2%	5%	5%	7%	6%	6%	6%	5%	
			adgh	h													
			7%	23%	11%	4%	6%	8%	4%	1%	11%	83%	17%	64%	36%	55%	45%
Plusnet	57	5	3	9	4	2	7	5	1	13	42	15	38	19	30	27	
	3%	2%	1%	4%	3%	1%	3%	3%	2%	5%	2%	5%	3%	2%	3%	2%	
				be													
			9%	6%	16%	8%	3%	13%	9%	3%	22%	74%	26%	66%	34%	53%	47%
'3'	41	3	7	2	3	3	2	11	1	6	37	4	24	17	13	28	
	2%	1%	2%	1%	2%	2%	1%	6%	1%	2%	2%	1%	2%	2%	1%	2%	
								abcdefh								n	
			8%	17%	6%	7%	7%	4%	26%	2%	14%	90%	10%	58%	42%	31%	69%
AOL	25	2	7	3	5	-	-	1	-	2	20	5	14	11	15	10	
	1%	1%	2%	2%	3%	-%	-%	1%	-%	1%	1%	2%	1%	1%	1%	1%	
			fh		efh												
			10%	29%	13%	22%	-%	-%	6%	-%	9%	81%	19%	55%	45%	60%	40%
O2	21	-	-	-	2	4	-	3	2	5	19	1	11	10	7	14	
	1%	-%	-%	-%	1%	2%	-%	1%	2%	2%	1%	*	1%	1%	1%	1%	
					abcf			abcf	abcf								
			-%	-%	-%	8%	21%	-%	12%	10%	24%	93%	7%	52%	48%	33%	67%
Tesco.net	17	-	5	2	1	2	1	-	*	2	14	3	12	4	8	8	
	1%	-%	1%	1%	*%	1%	*%	-%	1%	1%	1%	1%	1%	1%	1%	1%	
			-%	28%	11%	3%	12%	6%	-%	3%	14%	83%	17%	75%	25%	51%	49%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 74

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QE19 (QE7). Which Internet Service Provider (ISP) does your household currently use as its MAIN supplier at home? (SINGLE CODE)

Base : Those with access to the internet at home

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																
Unweighted total	3062	218	231	220	199	183	218	200	196	216	2229	833	1829	1227	1583	1479
Effective Weighted Sample	2169	210	218	213	191	176	210	193	188	206	1805	388	1293	902	1085	1085
Total	2268	288	338	210	157	176	218	182	91	254	1957	311	1458	806	1109	1158
		13%	15%	9%	7%	8%	10%	8%	4%	11%	86%	14%	64%	36%	49%	51%
Orange	15	-	2	3	2	2	-	-	1	3	14	1	5	10	6	9
	1%	-%	*%	1%	1%	1%	-%	-%	1%	1%	1%	*%	*%	1%	1%	1%
		-%	11%	18%	11%	11%	-%	-%	4%	23%	96%	4%	33%	67%	41%	59%
T-Mobile	14	4	-	1	3	-	-	1	-	5	14	*	12	2	3	12
	1%	1%	-%	1%	2%	-%	-%	*%	-%	2%	1%	*%	1%	*%	*%	1%
		30%	-%	7%	19%	-%	-%	6%	-%	33%	98%	2%	82%	18%	18%	82%
Vodafone	14	-	2	-	-	1	3	2	1	1	13	1	7	7	6	8
	1%	-%	1%	-%	-%	1%	1%	1%	1%	*%	1%	*%	*%	1%	1%	1%
		-%	12%	-%	-%	9%	20%	15%	8%	8%	92%	8%	49%	51%	41%	59%
Post Office	12	3	2	-	-	-	1	3	*	2	8	4	7	5	6	6
	1%	1%	1%	-%	-%	-%	*%	2%	*%	1%	*%	1%	*%	1%	1%	1%
		22%	15%	-%	-%	-%	8%	25%	3%	20%	69%	31%	58%	42%	49%	51%
Other	66	9	8	10	2	1	7	19	1	6	55	11	43	23	39	28
	3%	3%	2%	5%	1%	*%	3%	10%	2%	2%	3%	4%	3%	3%	3%	2%
		13%	12%	15%	2%	1%	11%	28%	2%	9%	83%	17%	65%	35%	58%	42%
TOTAL BT	619	69	133	66	37	29	64	34	13	67	470	149	400	217	366	253
	27%	24%	39%	31%	24%	16%	29%	19%	14%	26%	24%	48%	27%	27%	33%	22%
		h	adefghi	egh	h		egh	abcdefhi		eh		j			o	
		11%	21%	11%	6%	5%	10%	6%	2%	11%	76%	24%	65%	35%	59%	41%
Don't know	94	17	5	10	8	10	13	7	1	9	81	13	57	37	33	61
	4%	6%	2%	5%	5%	6%	6%	4%	1%	4%	4%	4%	4%	5%	3%	5%
		bh		bh	bh	bh	bh								n	
		18%	6%	10%	8%	11%	14%	7%	1%	10%	86%	14%	60%	40%	35%	65%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 75

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QE20 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	3095	1514	1581	496	585	1108	906	417	344	443	680	762	1010	612	711	1911	388	413	383
Effective Weighted Sample	2197	1069	1128	344	422	786	652	298	253	305	509	545	736	441	510	1703	257	290	335
Total	2298	1122	1176	353	456	867	622	270	242	307	581	668	662	483	485	1943	186	111	58
		49%	51%	15%	20%	38%	27%	12%	11%	13%	25%	29%	29%	21%	21%	85%	8%	5%	3%
General surfing/ browsing the internet	1964	960	1005	313	398	755	499	211	193	262	532	602	577	397	389	1662	157	98	48
	85%	86%	85%	88%	87%	87%	80%	78%	80%	85%	91%	90%	87%	82%	80%	86%	84%	88%	82%
		49%	51%	16%	20%	38%	25%	11%	10%	13%	27%	31%	29%	20%	20%	85%	8%	5%	2%
Sending and receiving e-mail	1908	937	971	287	401	746	474	187	187	258	533	601	588	380	338	1623	159	85	41
	83%	83%	83%	81%	88%	86%	76%	69%	77%	84%	92%	90%	89%	79%	70%	84%	86%	76%	71%
		49%	51%	15%	21%	39%	25%	10%	10%	14%	28%	32%	31%	20%	18%	85%	8%	4%	2%
Purchasing goods/services/ tickets etc.	1435	714	721	202	288	576	369	120	128	211	462	472	456	287	220	1193	135	73	34
	62%	64%	61%	57%	63%	66%	59%	45%	53%	69%	79%	71%	69%	60%	45%	61%	73%	65%	58%
		50%	50%	14%	20%	40%	26%	8%	9%	15%	32%	33%	32%	20%	15%	83%	9%	5%	2%
Banking	1398	698	701	183	320	601	294	125	139	186	462	466	441	290	201	1188	118	64	28
	61%	62%	60%	52%	70%	69%	47%	46%	57%	61%	79%	70%	67%	60%	41%	61%	64%	57%	48%
		50%	50%	13%	23%	43%	21%	9%	10%	13%	33%	33%	32%	21%	14%	85%	8%	5%	2%
Using social networking sites (such as Facebook, LinkedIn or Bebo)	1210	547	664	266	310	469	165	130	119	147	349	352	377	230	252	1010	100	72	28
	53%	49%	56%	75%	68%	54%	27%	48%	49%	48%	60%	53%	57%	48%	52%	52%	54%	65%	48%
		45%	55%	22%	26%	39%	14%	11%	10%	12%	29%	29%	31%	19%	21%	83%	8%	6%	2%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 75

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QE20 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	3095	1514	1581	496	585	1108	906	417	344	443	680	762	1010	612	711	1911	388	413	383
Effective Weighted Sample	2197	1069	1128	344	422	786	652	298	253	305	509	545	736	441	510	1703	257	290	335
Total	2298	1122	1176	353	456	867	622	270	242	307	581	668	662	483	485	1943	186	111	58
		49%	51%	15%	20%	38%	27%	12%	11%	13%	25%	29%	29%	21%	21%	85%	8%	5%	3%
Communicating via instant messaging e.g. Facebook Chat, MSN Messenger, Skype Chat	1062	480	582	228	280	401	153	116	98	138	311	315	334	198	215	906	79	54	23
	46%	43%	50%	65%	61%	46%	25%	43%	40%	45%	54%	47%	50%	41%	44%	47%	42%	49%	39%
		45%	55%	22%	26%	38%	14%	11%	9%	13%	29%	30%	31%	19%	20%	85%	7%	5%	2%
Finding/ downloading information for work/ business	961	507	454	137	209	431	184	67	73	116	358	380	307	172	101	833	66	45	16
	42%	45%	39%	39%	46%	50%	30%	25%	30%	38%	62%	57%	46%	36%	21%	43%	36%	41%	27%
		b	f	f	f	cf	30%	7%	8%	12%	37%	40%	32%	18%	10%	87%	7%	5%	2%
		53%	47%	14%	22%	45%	19%												
To find information on health related issues e.g. NHS Direct/ NHS 24	866	399	467	101	188	360	217	70	83	103	301	329	263	150	125	763	51	42	11
	38%	36%	40%	28%	41%	42%	35%	26%	34%	33%	52%	49%	40%	31%	26%	39%	27%	37%	20%
		46%	a	cf	cf	c		8%	10%	12%	35%	38%	30%	17%	14%	88%	6%	5%	1%
			54%	12%	22%	42%	25%												
Watching short video clips (e.g. YouTube, Dailymotion or Vimeo)	845	453	392	172	200	331	141	91	75	106	263	271	272	144	158	728	61	39	16
	37%	40%	33%	49%	44%	38%	23%	34%	31%	34%	45%	41%	41%	30%	32%	37%	33%	35%	28%
		b	ef	f	f	f		11%	9%	13%	31%	32%	32%	17%	19%	86%	7%	5%	2%
		54%	46%	20%	24%	39%	17%												

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QE20 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3095	1514	1581	496	585	1108	906	417	344	443	680	762	1010	612	711	1911	388	413	383
Effective Weighted Sample	2197	1069	1128	344	422	786	652	298	253	305	509	545	736	441	510	1703	257	290	335
Total	2298	1122	1176	353	456	867	622	270	242	307	581	668	662	483	485	1943	186	111	58
		49%	51%	15%	20%	38%	27%	12%	11%	13%	25%	29%	29%	21%	21%	85%	8%	5%	3%
Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, ITV Player, 4OD, Demand 5 or Sky Go)	810	418	392	161	174	323	152	75	69	110	264	277	255	153	126	691	66	42	12
	35%	37%	33%	46%	38%	37%	24%	28%	29%	36%	45%	41%	39%	32%	26%	36%	36%	37%	20%
		52%	48%	20%	21%	40%	19%	9%	9%	14%	33%	34%	31%	19%	15%	85%	8%	5%	1%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	760	391	369	75	162	334	190	58	56	103	298	308	231	129	92	665	50	35	10
	33%	35%	31%	21%	35%	38%	30%	21%	23%	34%	51%	46%	35%	27%	19%	34%	27%	31%	18%
		52%	48%	10%	21%	44%	25%	8%	7%	14%	39%	41%	30%	17%	12%	87%	7%	5%	1%
Playing games online/ interactively	749	383	365	167	175	284	123	97	67	106	197	196	207	169	176	634	58	35	21
	33%	34%	31%	47%	38%	33%	20%	36%	28%	35%	34%	29%	31%	35%	36%	33%	31%	32%	37%
		51%	49%	22%	23%	38%	16%	13%	9%	14%	26%	26%	28%	23%	24%	85%	8%	5%	3%
Downloading music files	747	394	353	176	186	280	106	66	67	91	256	262	241	131	114	625	74	32	16
	33%	35%	30%	50%	41%	32%	17%	24%	28%	30%	44%	39%	36%	27%	23%	32%	40%	29%	28%
		53%	47%	24%	25%	37%	14%	9%	9%	12%	34%	35%	32%	17%	15%	84%	10%	4%	2%

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

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QE20 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	3095	1514	1581	496	585	1108	906	417	344	443	680	762	1010	612	711	1911	388	413	383
Effective Weighted Sample	2197	1069	1128	344	422	786	652	298	253	305	509	545	736	441	510	1703	257	290	335
Total	2298	1122	1176	353	456	867	622	270	242	307	581	668	662	483	485	1943	186	111	58
		49%	51%	15%	20%	38%	27%	12%	11%	13%	25%	29%	29%	21%	21%	85%	8%	5%	3%
Accessing news	648	347	301	97	122	274	155	45	44	80	220	252	203	101	93	562	54	23	9
	28%	31%	26%	27%	27%	32%	25%	17%	18%	26%	38%	38%	31%	21%	19%	29%	29%	21%	15%
		b		f						gh	ghi	lmn	mn		qr	qr	r		
		54%	46%	15%	19%	42%	24%	7%	7%	12%	34%	39%	31%	16%	14%	87%	8%	4%	1%
Making voice calls using a VoIP service e.g. Skype	636	324	313	123	159	243	111	70	53	68	205	229	207	103	97	552	44	29	12
	28%	29%	27%	35%	35%	28%	18%	26%	22%	22%	35%	34%	31%	21%	20%	28%	23%	26%	21%
				ef	ef	f					ghi	mn	mn		r				
		51%	49%	19%	25%	38%	17%	11%	8%	11%	32%	36%	33%	16%	15%	87%	7%	5%	2%
Finding/ downloading information for school/ college/ university/ homework	634	282	352	187	138	247	62	60	49	55	219	213	215	108	98	553	34	35	11
	28%	25%	30%	53%	30%	29%	10%	22%	20%	18%	38%	32%	32%	22%	20%	28%	18%	31%	20%
			a	def	f	f					ghi	mn	mn		pr			pr	
		44%	56%	30%	22%	39%	10%	9%	8%	9%	35%	34%	34%	17%	15%	87%	5%	5%	2%
Trading/ auctions	563	294	269	68	141	258	96	44	44	70	224	200	171	110	82	466	48	39	10
	25%	26%	23%	19%	31%	30%	15%	16%	18%	23%	39%	30%	26%	23%	17%	24%	26%	35%	17%
				cf	cf	f					ghi	mn	n	n	r	r	opr		
		52%	48%	12%	25%	46%	17%	8%	8%	12%	40%	36%	30%	20%	14%	83%	9%	7%	2%
Uploading/ adding content to the internet e.g. photos, videos, blog posts	543	258	285	113	138	205	87	55	44	68	182	184	173	96	90	460	46	27	10
	24%	23%	24%	32%	30%	24%	14%	21%	18%	22%	31%	28%	26%	20%	19%	24%	25%	24%	18%
				ef	ef	f					ghi	mn	mn		r				
		48%	52%	21%	25%	38%	16%	10%	8%	13%	34%	34%	32%	18%	17%	85%	8%	5%	2%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 75

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

QE20 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3095	1514	1581	496	585	1108	906	417	344	443	680	762	1010	612	711	1911	388	413	383
Effective Weighted Sample	2197	1069	1128	344	422	786	652	298	253	305	509	545	736	441	510	1703	257	290	335
Total	2298	1122	1176	353	456	867	622	270	242	307	581	668	662	483	485	1943	186	111	58
		49%	51%	15%	20%	38%	27%	12%	11%	13%	25%	29%	29%	21%	21%	85%	8%	5%	3%
Listening to radio	459	245	214	72	112	175	100	51	37	52	177	180	133	70	77	408	24	20	7
	20%	22%	18%	21%	25%	20%	16%	19%	15%	17%	30%	27%	20%	15%	16%	21%	13%	18%	12%
		b		f	f					ghi	lmn	m			pr	r			
		53%	47%	16%	24%	38%	22%	11%	8%	11%	39%	39%	29%	15%	17%	89%	5%	4%	1%
Using Twitter (browsing/ reading site)	421	221	200	114	121	150	37	37	30	45	140	159	135	62	66	336	48	27	10
	18%	20%	17%	32%	27%	17%	6%	14%	12%	15%	24%	24%	20%	13%	14%	17%	26%	24%	18%
				ef	ef	f					ghi	mn	mn				or	o	
		53%	47%	27%	29%	35%	9%	9%	7%	11%	33%	38%	32%	15%	16%	80%	11%	6%	2%
Watching live TV on the internet at the same time as it's broadcast (e.g. via BBC iPlayer, Sky Go, Virgin TV Anywhere)	420	251	170	93	84	178	66	36	27	45	153	157	115	78	71	363	31	18	8
	18%	22%	14%	26%	18%	21%	11%	13%	11%	15%	26%	23%	17%	16%	15%	19%	17%	16%	14%
		b		def	f	f					ghi	lmn			r	r			
		60%	40%	22%	20%	42%	16%	9%	6%	11%	36%	37%	27%	18%	17%	86%	7%	4%	2%

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

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QE20 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Unweighted total	3095	1514	1581	496	585	1108	906	417	344	443	680	762	1010	612	711	1911	388	413	383
Effective Weighted Sample	2197	1069	1128	344	422	786	652	298	253	305	509	545	736	441	510	1703	257	290	335
Total	2298	1122	1176	353	456	867	622	270	242	307	581	668	662	483	485	1943	186	111	58
		49%	51%	15%	20%	38%	27%	12%	11%	13%	25%	29%	29%	21%	21%	85%	8%	5%	3%
Watching other free professional TV programmes or video channels online (e.g. on official YouTube channels such as Channel 4, Jamie Oliver's Foodtube) or on other sites (e.g. South Park Studios)	360	195	165	92	84	138	46	36	20	42	118	125	113	60	61	315	21	15	9
	16%	17%	14%	26%	19%	16%	7%	13%	8%	14%	20%	19%	17%	12%	13%	16%	11%	14%	15%
		b	def	f	f	f				h	ghi	mn	mn		p				
		54%	46%	26%	23%	38%	13%	10%	6%	12%	33%	35%	31%	17%	17%	88%	6%	4%	2%
Using Twitter (account holder, posting on site)	291	148	143	77	92	102	21	30	21	31	105	101	94	48	49	242	26	15	8
	13%	13%	12%	22%	20%	12%	3%	11%	9%	10%	18%	15%	14%	10%	10%	12%	14%	13%	14%
			ef	ef	f	f				ghi	mn	mn							
		51%	49%	26%	32%	35%	7%	10%	7%	11%	36%	35%	32%	17%	17%	83%	9%	5%	3%

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

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QE20 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Unweighted total	3095	1514	1581	496	585	1108	906	417	344	443	680	762	1010	612	711	1911	388	413	383
Effective Weighted Sample	2197	1069	1128	344	422	786	652	298	253	305	509	545	736	441	510	1703	257	290	335
Total	2298	1122	1176	353	456	867	622	270	242	307	581	668	662	483	485	1943	186	111	58
		49%	51%	15%	20%	38%	27%	12%	11%	13%	25%	29%	29%	21%	21%	85%	8%	5%	3%
Watching purchased TV programmes/ films online or downloads via 'pay per view' services (e.g. iTunes, Google Play, Blinkbox) or through a standalone subscription service (e.g. Netflix, Amazon Prime Instant)	283	154	129	77	75	113	18	31	22	37	98	83	99	51	49	235	28	12	9
	12%	14%	11%	22%	17%	13%	3%	11%	9%	12%	17%	12%	15%	11%	10%	12%	15%	11%	15%
		54%	46%	ef	f	f	7%	11%	8%	13%	35%	29%	35%	18%	17%	83%	10%	4%	3%
Streamed audio services (free) e.g. Spotify (free) or Deezer (free)	264	150	113	75	66	93	29	24	19	30	95	79	96	46	43	218	23	13	10
	11%	13%	10%	21%	14%	11%	5%	9%	8%	10%	16%	12%	15%	10%	9%	11%	12%	12%	18%
		b	def	f	f	f	11%	9%	7%	11%	36%	30%	36%	18%	16%	82%	9%	5%	4%
Communicating via chat rooms e.g. virtual assistance on a website, chatting on online dating sites	218	111	106	62	65	68	22	25	18	25	58	56	81	42	39	185	20	8	5
	9%	10%	9%	18%	14%	8%	4%	9%	7%	8%	10%	8%	12%	9%	8%	10%	11%	7%	8%
		51%	49%	ef	ef	f	10%	11%	8%	12%	27%	26%	37%	19%	18%	85%	9%	4%	2%

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

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QE20 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	3095	1514	1581	496	585	1108	906	417	344	443	680	762	1010	612	711	1911	388	413	383
Effective Weighted Sample	2197	1069	1128	344	422	786	652	298	253	305	509	545	736	441	510	1703	257	290	335
Total	2298	1122	1176	353	456	867	622	270	242	307	581	668	662	483	485	1943	186	111	58
		49%	51%	15%	20%	38%	27%	12%	11%	13%	25%	29%	29%	21%	21%	85%	8%	5%	3%
Streamed audio services (subscription) e.g. Spotify Premium or Deezer Premium	139	86	53	42	37	45	15	13	4	12	57	48	48	23	20	122	5	8	4
	6%	8%	5%	12%	8%	5%	2%	5%	2%	4%	10%	7%	7%	5%	4%	6%	3%	7%	7%
		b		ef	f	f		h			ghi	n	n			p		p	p
		62%	38%	30%	26%	33%	11%	9%	3%	8%	41%	35%	34%	16%	15%	88%	4%	6%	3%
Real time gambling	135	82	53	31	43	54	8	17	17	15	41	45	38	25	27	101	25	4	4
	6%	7%	5%	9%	9%	6%	1%	6%	7%	5%	7%	7%	6%	5%	6%	5%	14%	4%	7%
		b		f	f	f											oqr		
		61%	39%	23%	32%	40%	6%	12%	13%	11%	31%	33%	28%	19%	20%	75%	19%	3%	3%
Other	31	16	15	1	2	9	20	3	4	5	2	11	10	6	4	27	2	1	1
	1%	1%	1%	*%	*%	1%	3%	1%	2%	2%	*%	2%	1%	1%	1%	1%	1%	1%	1%
							cde				j								
		52%	48%	3%	5%	29%	63%	11%	13%	17%	7%	35%	31%	20%	14%	86%	7%	4%	3%
USE SOCIAL NETWORKING SITES	1294	586	708	283	335	502	173	139	128	154	372	385	400	241	268	1082	105	76	30
	56%	52%	60%	80%	74%	58%	28%	52%	53%	50%	64%	58%	60%	50%	55%	56%	57%	68%	53%
		a		def	ef	f					ghi	m	m					opr	
		45%	55%	22%	26%	39%	13%	11%	10%	12%	29%	30%	31%	19%	21%	84%	8%	6%	2%
TV/ VIDEO VIEWING	1232	632	600	235	286	485	226	127	112	160	375	394	396	226	216	1051	102	59	20
	54%	56%	51%	67%	63%	56%	36%	47%	46%	52%	65%	59%	60%	47%	45%	54%	55%	53%	35%
		b		ef	ef	f					ghi	mn	mn			r	r	r	
		51%	49%	19%	23%	39%	18%	10%	9%	13%	30%	32%	32%	18%	18%	85%	8%	5%	2%
USE TWITTER	480	244	236	129	141	170	40	48	37	55	157	177	152	73	78	391	49	29	12
	21%	22%	20%	37%	31%	20%	6%	18%	15%	18%	27%	27%	23%	15%	16%	20%	26%	26%	20%
				ef	ef	f					ghi	mn	mn				o	o	
		51%	49%	27%	29%	35%	8%	10%	8%	11%	33%	37%	32%	15%	16%	81%	10%	6%	2%

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	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
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Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3095	1514	1581	496	585	1108	906	417	344	443	680	762	1010	612	711	1911	388	413	383
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Total	2298	1122	1176	353	456	867	622	270	242	307	581	668	662	483	485	1943	186	111	58
		49%	51%	15%	20%	38%	27%	12%	11%	13%	25%	29%	29%	21%	21%	85%	8%	5%	3%
STREAMED AUDIO SERVICES	296	168	128	85	75	101	36	27	21	32	107	90	111	49	47	244	25	17	11
	13%	15%	11%	24%	16%	12%	6%	10%	9%	10%	18%	13%	17%	10%	10%	13%	13%	15%	19%
		57%	43%	def	ef	f		9%	7%	11%	ghi	30%	37%	16%	16%	82%	8%	6%	4%
				29%	25%	34%	12%				36%								
None of these	65	36	29	4	3	16	43	18	11	7	4	8	14	16	27	55	4	4	1
	3%	3%	2%	1%	1%	2%	7%	7%	4%	2%	1%	1%	2%	3%	6%	3%	2%	4%	2%
							cde	ij	j	j				k	kl				
				6%	5%	24%	66%	27%	17%	11%	6%	13%	21%	25%	41%	85%	6%	7%	2%
Don't know	8	2	5	2	2	1	3	4	1	-	-	1	-	4	3	7	1	*	-
	*%	*%	*%	1%	*%	*%	1%	1%	1%	-%	-%	*%	-%	1%	1%	*%	*%	*%	-%
							ij	ij	l	l				l	l				
		31%	69%	24%	23%	10%	43%	46%	19%	-%	-%	13%	-%	52%	35%	91%	7%	2%	-%

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

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QE20 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3095	226	227	223	204	191	217	209	197	217	2257	838	1854	1235	1587	1508
Effective Weighted Sample	2197	218	214	216	196	184	209	202	189	208	1832	389	1313	910	1085	1114
Total	2298	298	333	214	161	183	218	189	92	255	1987	311	1483	811	1108	1190
		13%	14%	9%	7%	8%	10%	8%	4%	11%	86%	14%	65%	35%	48%	52%
General surfing/ browsing the internet	1964	256	277	191	123	165	182	170	84	214	1696	268	1287	674	973	991
	85%	86%	83%	90%	76%	90%	83%	90%	91%	84%	85%	86%	87%	83%	88%	83%
		d	d	d	bd	bd	bdf	bdf	bdfi				m		o	
		13%	14%	10%	6%	8%	9%	9%	4%	11%	86%	14%	66%	34%	50%	50%
Sending and receiving e-mail	1908	261	274	191	127	155	179	151	76	207	1643	265	1265	639	957	951
	83%	87%	82%	90%	79%	85%	82%	80%	83%	81%	83%	85%	85%	79%	86%	80%
		dg		bdfgi									m		o	
		14%	14%	10%	7%	8%	9%	8%	4%	11%	86%	14%	66%	33%	50%	50%
Purchasing goods/services/ tickets etc.	1435	124	217	156	116	102	144	118	63	153	1217	217	990	445	791	644
	62%	41%	65%	73%	72%	56%	66%	62%	69%	60%	61%	70%	67%	55%	71%	54%
		a	a	aegi	aegi	a	ae	a	ae	a		j	m		o	
		9%	15%	11%	8%	7%	10%	8%	4%	11%	85%	15%	69%	31%	55%	45%
Banking	1398	194	198	140	99	107	138	117	57	138	1192	206	1007	391	718	680
	61%	65%	59%	66%	61%	58%	63%	62%	62%	54%	60%	66%	68%	48%	65%	57%
		i		i								j	m		o	
		14%	14%	10%	7%	8%	10%	8%	4%	10%	85%	15%	72%	28%	51%	49%
Using social networking sites (such as Facebook, LinkedIn or Bebo)	1210	135	155	137	84	84	128	101	59	128	1049	161	859	349	571	640
	53%	45%	47%	64%	52%	46%	58%	53%	65%	50%	53%	52%	58%	43%	52%	54%
				abdegi			abe		abdegi				m			
		11%	13%	11%	7%	7%	11%	8%	5%	11%	87%	13%	71%	29%	47%	53%

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

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QE20 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3095	226	227	223	204	191	217	209	197	217	2257	838	1854	1235	1587	1508
Effective Weighted Sample	2197	218	214	216	196	184	209	202	189	208	1832	389	1313	910	1085	1114
Total	2298	298	333	214	161	183	218	189	92	255	1987	311	1483	811	1108	1190
		13%	14%	9%	7%	8%	10%	8%	4%	11%	86%	14%	65%	35%	48%	52%
Communicating via instant messaging e.g. Facebook Chat, MSN Messenger, Skype Chat	1062	156	104	117	88	69	116	95	50	112	924	138	733	326	497	566
	46%	52%	31%	55%	54%	38%	53%	50%	54%	44%	47%	44%	49%	40%	45%	48%
		be		bei	bei		be	be	bei	b			m			
		15%	10%	11%	8%	7%	11%	9%	5%	11%	87%	13%	69%	31%	47%	53%
Finding/ downloading information for work/ business	961	142	141	117	66	62	107	70	43	85	818	143	751	209	522	439
	42%	48%	42%	55%	41%	34%	49%	37%	47%	33%	41%	46%	51%	26%	47%	37%
		egi		bdegi			egi		ei				m		o	
		15%	15%	12%	7%	6%	11%	7%	4%	9%	85%	15%	78%	22%	54%	46%
To find information on health related issues e.g. NHS Direct/ NHS 24	866	100	147	116	57	60	86	81	43	73	735	131	596	269	474	392
	38%	34%	44%	54%	35%	33%	39%	43%	47%	29%	37%	42%	40%	33%	43%	33%
			aei	abdefgi			i	ei	adei				m		o	
		12%	17%	13%	7%	7%	10%	9%	5%	8%	85%	15%	69%	31%	55%	45%
Watching short video clips (e.g. YouTube, Dailymotion or Vimeo)	845	109	99	110	60	53	88	69	48	91	740	105	579	264	420	425
	37%	37%	30%	52%	38%	29%	40%	37%	53%	36%	37%	34%	39%	33%	38%	36%
			abdefgi				be		abdefgi				m			
		13%	12%	13%	7%	6%	10%	8%	6%	11%	88%	12%	69%	31%	50%	50%

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

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QE20 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	3095	226	227	223	204	191	217	209	197	217	2257	838	1854	1235	1587	1508
Effective Weighted Sample	2197	218	214	216	196	184	209	202	189	208	1832	389	1313	910	1085	1114
Total	2298	298	333	214	161	183	218	189	92	255	1987	311	1483	811	1108	1190
		13%	14%	9%	7%	8%	10%	8%	4%	11%	86%	14%	65%	35%	48%	52%
Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, ITV Player, 4OD, Demand 5 or Sky Go)	810	73	120	115	62	40	76	77	40	89	699	111	565	243	435	375
	35%	24%	36%	54%	39%	22%	35%	41%	43%	35%	35%	36%	38%	30%	39%	31%
		9%	ae	abdefghi	ae	5%	ae	ae	ae	ae	86%	14%	m	30%	o	46%
			15%	14%	8%	5%	9%	9%	5%	11%			70%	30%	54%	
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	760	77	146	111	53	43	73	65	35	63	639	121	537	223	450	310
	33%	26%	44%	52%	33%	23%	34%	34%	38%	25%	32%	39%	36%	28%	41%	26%
		10%	adehgi	adehghi	e	7%	ei	ei	aei	8%	84%	16%	m	29%	o	41%
			19%	15%	7%	6%	10%	9%	5%				71%	29%	59%	
Playing games online/ interactively	749	74	101	83	65	56	66	81	45	63	644	105	496	251	366	383
	33%	25%	30%	39%	40%	31%	30%	43%	49%	24%	32%	34%	33%	31%	33%	32%
		10%	ai	abefi	9%	7%	9%	abefi	abcefi	8%	86%	14%	66%	33%	49%	51%
			13%	11%				11%	6%							

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

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QE20 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3095	226	227	223	204	191	217	209	197	217	2257	838	1854	1235	1587	1508
Effective Weighted Sample	2197	218	214	216	196	184	209	202	189	208	1832	389	1313	910	1085	1114
Total	2298	298	333	214	161	183	218	189	92	255	1987	311	1483	811	1108	1190
		13%	14%	9%	7%	8%	10%	8%	4%	11%	86%	14%	65%	35%	48%	52%
Downloading music files	747	75	88	102	60	55	68	69	35	73	650	97	528	217	406	342
	33%	25%	27%	48%	37%	30%	31%	37%	38%	28%	33%	31%	36%	27%	37%	29%
		10%	12%	abdefghi	ab	7%	9%	ab	abi	10%	87%	13%	m	o	54%	46%
Accessing news	648	113	87	89	40	32	53	52	32	64	568	80	445	203	354	294
	28%	38%	26%	42%	25%	17%	24%	27%	35%	25%	29%	26%	30%	25%	32%	25%
		bdefgi	e	bdefgi	6%	5%	8%	e	bdefi	10%	88%	12%	m	o	55%	45%
Making voice calls using a VoIP service e.g. Skype	636	149	82	76	37	36	62	48	22	40	551	86	436	198	294	342
	28%	50%	25%	36%	23%	19%	28%	26%	24%	16%	28%	28%	29%	24%	27%	29%
		bcdefghi	i	bdeghi	6%	6%	10%	ei	i	6%	87%	13%	m	o	46%	54%
Finding/ downloading information for school/ college/ university/ homework	634	95	91	75	42	49	68	50	25	59	549	85	427	204	327	307
	28%	32%	27%	35%	26%	27%	31%	26%	27%	23%	28%	27%	29%	25%	30%	26%
		i	di	12%	7%	8%	11%	8%	4%	9%	87%	13%	67%	32%	52%	48%
Trading/ auctions	563	33	97	72	59	29	62	45	29	39	475	88	437	124	304	260
	25%	11%	29%	34%	37%	16%	28%	24%	32%	15%	24%	28%	29%	15%	27%	22%
		6%	17%	aei	aegi	5%	11%	aei	aei	7%	84%	16%	m	o	54%	46%

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QE20 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	3095	226	227	223	204	191	217	209	197	217	2257	838	1854	1235	1587	1508
Effective Weighted Sample	2197	218	214	216	196	184	209	202	189	208	1832	389	1313	910	1085	1114
Total	2298	298	333	214	161	183	218	189	92	255	1987	311	1483	811	1108	1190
		13%	14%	9%	7%	8%	10%	8%	4%	11%	86%	14%	65%	35%	48%	52%
Uploading/ adding content to the internet e.g. photos, videos, blog posts	543	73	71	75	40	25	58	46	27	46	474	69	377	164	272	272
	24%	25%	21%	35%	25%	13%	27%	25%	29%	18%	24%	22%	25%	20%	25%	23%
		e	e	abdegi	e		ei	e	ei				m			
		13%	13%	14%	7%	5%	11%	9%	5%	9%	87%	13%	69%	30%	50%	50%
Listening to radio	459	42	89	70	30	20	48	48	20	41	392	67	316	143	260	200
	20%	14%	27%	33%	19%	11%	22%	25%	22%	16%	20%	22%	21%	18%	23%	17%
			aei	adehfi	e		ae	aei	ae				m		o	
		9%	19%	15%	7%	4%	10%	10%	4%	9%	85%	15%	69%	31%	57%	43%
Using Twitter (browsing/ reading site)	421	73	38	43	25	27	45	23	23	39	366	55	299	123	188	233
	18%	25%	12%	20%	16%	15%	21%	12%	25%	15%	18%	18%	20%	15%	17%	20%
		bdegi		bg			bg		bdegi				m			
		17%	9%	10%	6%	6%	11%	5%	5%	9%	87%	13%	71%	29%	45%	55%
Watching live TV on the internet at the same time as it's broadcast (e.g. via BBC iPlayer, Sky Go, Virgin TV Anywhere)	420	54	65	50	31	22	43	30	24	45	371	50	296	122	222	199
	18%	18%	19%	23%	19%	12%	20%	16%	26%	17%	19%	16%	20%	15%	20%	17%
				e			e		egi				m		o	
		13%	15%	12%	7%	5%	10%	7%	6%	11%	88%	12%	70%	29%	53%	47%

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Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	3095	226	227	223	204	191	217	209	197	217	2257	838	1854	1235	1587	1508
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		13%	14%	9%	7%	8%	10%	8%	4%	11%	86%	14%	65%	35%	48%	52%
Watching other free professional TV programmes or video channels online (e.g. on official YouTube channels such as Channel 4, Jamie Oliver's Foodtube) or on other sites (e.g. South Park Studios)	360	47	49	50	24	24	38	29	21	32	317	42	252	106	173	187
	16%	16%	15%	23%	15%	13%	17%	16%	23%	13%	16%	14%	17%	13%	16%	16%
		13%	14%	abdegi 14%	7%	7%	11%	8%	bdei 6%	9%	88%	12%	m 70%	29%	48%	52%
Using Twitter (account holder, posting on site)	291	52	32	31	26	11	29	21	18	24	252	39	211	81	142	149
	13%	17%	9%	15%	16%	6%	13%	11%	19%	9%	13%	13%	14%	10%	13%	13%
		bei 18%	11%	e 11%	bei 9%	4%	e 10%	7%	begi 6%	8%	87%	13%	m 72%	28%	49%	51%

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

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	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	3095	226	227	223	204	191	217	209	197	217	2257	838	1854	1235	1587	1508
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		13%	14%	9%	7%	8%	10%	8%	4%	11%	86%	14%	65%	35%	48%	52%
Watching purchased TV programmes/ films online or downloads via 'pay per view' services (e.g. iTunes, Google Play, Blinkbox) or through a standalone subscription service (e.g. Netflix, Amazon Prime Instant)	283	36	29	38	31	9	26	25	19	22	250	33	207	74	127	157
	12%	12%	9%	18%	19%	5%	12%	13%	21%	8%	13%	11%	14%	9%	11%	13%
		e		bei	befi		e	e	abefi				m			
		13%	10%	13%	11%	3%	9%	9%	7%	8%	88%	12%	73%	26%	45%	55%
Streamed audio services (free) e.g. Spotify (free) or Deezer (free)	264	26	34	40	17	14	25	21	15	27	226	38	183	78	145	119
	11%	9%	10%	19%	10%	8%	11%	11%	17%	11%	11%	12%	12%	10%	13%	10%
				abdefgi					ae						o	
		10%	13%	15%	6%	5%	9%	8%	6%	10%	86%	14%	69%	30%	55%	45%
Communicating via chat rooms e.g. virtual assistance on a website, chatting on online dating sites	218	50	22	24	11	13	19	25	9	13	194	24	148	67	102	116
	9%	17%	7%	11%	7%	7%	9%	13%	10%	5%	10%	8%	10%	8%	9%	10%
		bdefi		i				bdei								
		23%	10%	11%	5%	6%	9%	11%	4%	6%	89%	11%	68%	31%	47%	53%

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Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3095	226	227	223	204	191	217	209	197	217	2257	838	1854	1235	1587	1508
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		13%	14%	9%	7%	8%	10%	8%	4%	11%	86%	14%	65%	35%	48%	52%
Streamed audio services (subscription) e.g. Spotify Premium or Deezer Premium	139	25	19	16	14	5	12	11	10	11	122	17	98	39	73	66
	6%	8%	6%	8%	9%	3%	5%	6%	11%	4%	6%	6%	7%	5%	7%	6%
		e	e	e	e				efi							
		18%	13%	12%	10%	4%	8%	8%	7%	8%	88%	12%	70%	28%	53%	47%
Real time gambling	135	9	17	7	13	10	15	12	12	5	117	18	96	39	68	68
	6%	3%	5%	3%	8%	5%	7%	7%	13%	2%	6%	6%	6%	5%	6%	6%
					aci		i		abcefgi							
		7%	12%	5%	9%	7%	11%	9%	9%	4%	86%	14%	71%	29%	50%	50%
Other	31	3	6	3	1	4	-	5	1	3	27	4	12	19	11	20
	1%	1%	2%	1%	*%	2%	-%	3%	2%	1%	1%	1%	1%	2%	1%	2%
			f			f		f						l		
		10%	21%	9%	2%	14%	-%	17%	5%	10%	87%	13%	38%	62%	36%	64%
USE SOCIAL NETWORKING SITES	1294	164	161	143	87	88	134	104	60	141	1126	167	910	382	590	703
	56%	55%	48%	67%	54%	48%	61%	55%	66%	55%	57%	54%	61%	47%	53%	59%
			abdegi				be		abdegi				m		n	
		13%	12%	11%	7%	7%	10%	8%	5%	11%	87%	13%	70%	29%	46%	54%
TV/ VIDEO VIEWING	1232	162	157	149	90	79	124	103	59	129	1077	155	855	374	618	614
	54%	54%	47%	70%	56%	44%	57%	54%	64%	51%	54%	50%	58%	46%	56%	52%
		e	abdefgi		e		be	e	abei				m		o	
		13%	13%	12%	7%	6%	10%	8%	5%	10%	87%	13%	69%	30%	50%	50%

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	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
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		13%	14%	9%	7%	8%	10%	8%	4%	11%	86%	14%	65%	35%	48%	52%
USE TWITTER	480	92	44	45	33	29	51	26	25	46	415	65	337	143	214	266
	21%	31%	13%	21%	21%	16%	23%	14%	27%	18%	21%	21%	23%	18%	19%	22%
		bcdegi		bg	b		bg		begi				m			
		19%	9%	9%	7%	6%	11%	5%	5%	10%	86%	14%	70%	30%	45%	55%
STREAMED AUDIO SERVICES	296	34	39	44	23	14	25	22	16	27	255	42	200	94	161	136
	13%	11%	12%	21%	14%	8%	11%	12%	18%	11%	13%	13%	13%	12%	15%	11%
				abefgi	e				ei					o		
		11%	13%	15%	8%	5%	8%	8%	5%	9%	86%	14%	67%	32%	54%	46%
None of these	65	14	10	1	7	3	7	4	1	9	56	9	30	35	21	44
	3%	5%	3%	1%	4%	2%	3%	2%	1%	3%	3%	3%	2%	4%	2%	4%
		ch			ch				c				l		n	
		21%	16%	2%	10%	5%	10%	6%	1%	13%	87%	13%	46%	54%	33%	67%
Don't know	8	-	-	1	1	2	2	1	-	-	8	*	2	5	1	7
	*%	-%	-%	1%	1%	1%	1%	*%	-%	-%	*%	*%	*%	1%	*%	1%
		-%	-%	17%	16%	23%	24%	11%	-%	-%	98%	2%	31%	69%	13%	87%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 76

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QE20 (QE5A). SHOWCARD Which, if any, of these do you use the internet 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 £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
General surfing/ browsing the internet	1964	960	1005	313	398	755	499	211	193	262	532	602	577	397	389	1662	157	98	48
	73%	74%	73%	86%	85%	82%	54%	51%	67%	81%	89%	85%	80%	68%	59%	74%	67%	74%	65%
		49%	51%	f	f	f		11%	g	gh	ghi	lmn	mn	n		pr		pr	
				16%	20%	38%	25%		10%	13%	27%	31%	29%	20%	20%	85%	8%	5%	2%
Sending and receiving e-mail	1908	937	971	287	401	746	474	187	187	258	533	601	588	380	338	1623	159	85	41
	71%	72%	71%	79%	86%	81%	51%	45%	65%	79%	90%	84%	82%	66%	51%	73%	68%	64%	56%
				f	cf	f			g	gh	ghi	mn	mn	n		qr	r	r	
		49%	51%	15%	21%	39%	25%	10%	10%	14%	28%	32%	31%	20%	18%	85%	8%	4%	2%
Purchasing goods/services/ tickets etc.	1435	714	721	202	288	576	369	120	128	211	462	472	456	287	220	1193	135	73	34
	54%	55%	52%	55%	62%	63%	40%	29%	44%	65%	78%	66%	63%	49%	33%	53%	58%	55%	46%
				f	f	cf			g	gh	ghi	mn	mn	n		r	r	r	
		50%	50%	14%	20%	40%	26%	8%	9%	15%	32%	33%	32%	20%	15%	83%	9%	5%	2%
Banking	1398	698	701	183	320	601	294	125	139	186	462	466	441	290	201	1188	118	64	28
	52%	54%	51%	50%	68%	66%	32%	30%	48%	57%	78%	65%	61%	50%	30%	53%	51%	48%	38%
				f	cf	cf			g	gh	ghi	mn	mn	n		r	r	r	
		50%	50%	13%	23%	43%	21%	9%	10%	13%	33%	33%	32%	21%	14%	85%	8%	5%	2%
Using social networking sites (such as Facebook, LinkedIn or Bebo)	1210	547	664	266	310	469	165	130	119	147	349	352	377	230	252	1010	100	72	28
	45%	42%	48%	73%	66%	51%	18%	32%	41%	45%	59%	49%	52%	40%	38%	45%	43%	55%	38%
			a	def	ef	f			g	g	ghi	mn	mn			r		opr	
		45%	55%	22%	26%	39%	14%	11%	10%	12%	29%	29%	31%	19%	21%	83%	8%	6%	2%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QE20 (QE5A). SHOWCARD Which, if any, of these do you use the internet 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 £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Communicating via instant messaging e.g. Facebook Chat, MSN Messenger, Skype Chat	1062	480	582	228	280	401	153	116	98	138	311	315	334	198	215	906	79	54	23
	40%	37%	42%	63%	60%	44%	16%	28%	34%	43%	52%	44%	46%	34%	32%	41%	34%	41%	31%
		45%	55%	22%	26%	38%	14%	11%	9%	13%	29%	30%	31%	19%	20%	85%	7%	5%	2%
Finding/ downloading information for work/ business	961	507	454	137	209	431	184	67	73	116	358	380	307	172	101	833	66	45	16
	36%	39%	33%	38%	45%	47%	20%	16%	25%	36%	60%	53%	43%	30%	15%	37%	29%	34%	21%
		53%	47%	14%	22%	45%	19%	7%	8%	12%	37%	40%	32%	18%	10%	87%	7%	5%	2%
To find information on health related issues e.g. NHS Direct/ NHS 24	866	399	467	101	188	360	217	70	83	103	301	329	263	150	125	763	51	42	11
	32%	31%	34%	28%	40%	39%	23%	17%	29%	32%	51%	46%	36%	26%	19%	34%	22%	32%	15%
		46%	54%	12%	22%	42%	25%	8%	10%	12%	35%	38%	30%	17%	14%	88%	6%	5%	1%
Watching short video clips (e.g. YouTube, Dailymotion or Vimeo)	845	453	392	172	200	331	141	91	75	106	263	271	272	144	158	728	61	39	16
	32%	35%	29%	47%	43%	36%	15%	22%	26%	32%	44%	38%	38%	25%	24%	33%	26%	30%	22%
		54%	46%	20%	24%	39%	17%	11%	9%	13%	31%	32%	32%	17%	19%	86%	7%	5%	2%

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

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QE20 (QE5A). SHOWCARD Which, if any, of these do you use the internet 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 £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
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		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, ITV Player, 4OD, Demand 5 or Sky Go)	810	418	392	161	174	323	152	75	69	110	264	277	255	153	126	691	66	42	12
	30%	32%	29%	44%	37%	35%	16%	18%	24%	34%	44%	39%	35%	26%	19%	31%	28%	32%	16%
		b		def	f	f				gh	ghi	mn	mn	n		r	r	r	
		52%	48%	20%	21%	40%	19%	9%	9%	14%	33%	34%	31%	19%	15%	85%	8%	5%	1%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	760	391	369	75	162	334	190	58	56	103	298	308	231	129	92	665	50	35	10
	28%	30%	27%	21%	35%	36%	20%	14%	19%	32%	50%	43%	32%	22%	14%	30%	22%	26%	14%
				cf	cf	cf		g	gh	ghi	lmn	mn	n		pr	r	r	r	
		52%	48%	10%	21%	44%	25%	8%	7%	14%	39%	41%	30%	17%	12%	87%	7%	5%	1%
Playing games online/ interactively	749	383	365	167	175	284	123	97	67	106	197	196	207	169	176	634	58	35	21
	28%	29%	27%	46%	37%	31%	13%	23%	23%	33%	33%	28%	29%	29%	27%	28%	25%	27%	29%
				def	ef	f				gh	gh								
		51%	49%	22%	23%	38%	16%	13%	9%	14%	26%	26%	28%	23%	24%	85%	8%	5%	3%
Downloading music files	747	394	353	176	186	280	106	66	67	91	256	262	241	131	114	625	74	32	16
	28%	30%	26%	48%	40%	31%	11%	16%	23%	28%	43%	37%	33%	23%	17%	28%	32%	24%	22%
		b		def	ef	f		g	g	ghi	mn	mn	n		r	qr	qr	qr	
		53%	47%	24%	25%	37%	14%	9%	9%	12%	34%	35%	32%	17%	15%	84%	10%	4%	2%

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

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QE20 (QE5A). SHOWCARD Which, if any, of these do you use the internet 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 £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Accessing news	648	347	301	97	122	274	155	45	44	80	220	252	203	101	93	562	54	23	9
	24%	27%	22%	27%	26%	30%	17%	11%	15%	24%	37%	35%	28%	17%	14%	25%	23%	18%	12%
		b	f	f	f	f				gh	ghi	lmn	mn		qr	r	r	r	
		54%	46%	15%	19%	42%	24%	7%	7%	12%	34%	39%	31%	16%	14%	87%	8%	4%	1%
Making voice calls using a VoIP service e.g. Skype	636	324	313	123	159	243	111	70	53	68	205	229	207	103	97	552	44	29	12
	24%	25%	23%	34%	34%	27%	12%	17%	18%	21%	35%	32%	29%	18%	15%	25%	19%	22%	16%
				ef	ef	f					ghi	mn	mn		pr	r	r		
		51%	49%	19%	25%	38%	17%	11%	8%	11%	32%	36%	33%	16%	15%	87%	7%	5%	2%
Finding/ downloading information for school/ college/ university/ homework	634	282	352	187	138	247	62	60	49	55	219	213	215	108	98	553	34	35	11
	24%	22%	26%	51%	29%	27%	7%	15%	17%	17%	37%	30%	30%	19%	15%	25%	15%	26%	16%
			a	def	f	f					ghi	mn	mn		pr	r	r		
		44%	56%	30%	22%	39%	10%	9%	8%	9%	35%	34%	34%	17%	15%	87%	5%	5%	2%
Trading/ auctions	563	294	269	68	141	258	96	44	44	70	224	200	171	110	82	466	48	39	10
	21%	23%	20%	19%	30%	28%	10%	11%	15%	21%	38%	28%	24%	19%	12%	21%	21%	30%	13%
				f	cf	cf				gh	ghi	mn	mn	n		r	r	opr	
		52%	48%	12%	25%	46%	17%	8%	8%	12%	40%	36%	30%	20%	14%	83%	9%	7%	2%
Uploading/ adding content to the internet e.g. photos, videos, blog posts	543	258	285	113	138	205	87	55	44	68	182	184	173	96	90	460	46	27	10
	20%	20%	21%	31%	30%	22%	9%	13%	15%	21%	31%	26%	24%	17%	14%	21%	20%	20%	14%
				ef	ef	f				g	ghi	mn	mn		r	r	r		
		48%	52%	21%	25%	38%	16%	10%	8%	13%	34%	34%	32%	18%	17%	85%	8%	5%	2%

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QE20 (QE5A). SHOWCARD Which, if any, of these do you use the internet 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 £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
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Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Listening to radio	459	245	214	72	112	175	100	51	37	52	177	180	133	70	77	408	24	20	7
	17%	19%	16%	20%	24%	19%	11%	12%	13%	16%	30%	25%	18%	12%	12%	18%	10%	15%	9%
		b	f	ef	f	f				ghi	lmn	mn	mn		pr	or	r		
		53%	47%	16%	24%	38%	22%	11%	8%	11%	39%	39%	29%	15%	17%	89%	5%	4%	1%
Using Twitter (browsing/ reading site)	421	221	200	114	121	150	37	37	30	45	140	159	135	62	66	336	48	27	10
	16%	17%	15%	31%	26%	16%	4%	9%	10%	14%	23%	22%	19%	11%	10%	15%	21%	20%	14%
				ef	ef	f				g	ghi	mn	mn			or	or	or	
		53%	47%	27%	29%	35%	9%	9%	7%	11%	33%	38%	32%	15%	16%	80%	11%	6%	2%
Watching live TV on the internet at the same time as it's broadcast (e.g. via BBC iPlayer, Sky Go, Virgin TV Anywhere)	420	251	170	93	84	178	66	36	27	45	153	157	115	78	71	363	31	18	8
	16%	19%	12%	25%	18%	19%	7%	9%	9%	14%	26%	22%	16%	13%	11%	16%	13%	14%	11%
		b	def	f	f	f				g	ghi	lmn	n		r	r			
		60%	40%	22%	20%	42%	16%	9%	6%	11%	36%	37%	27%	18%	17%	86%	7%	4%	2%

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

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Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
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		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Watching other free professional TV programmes or video channels online (e.g. on official YouTube channels such as Channel 4, Jamie Oliver's Foodtube) or on other sites (e.g. South Park Studios)	360	195	165	92	84	138	46	36	20	42	118	125	113	60	61	315	21	15	9
	13%	15%	12%	25%	18%	15%	5%	9%	7%	13%	20%	18%	16%	10%	9%	14%	9%	12%	12%
		b		def	f	f				h	ghi	mn	mn		p				
		54%	46%	26%	23%	38%	13%	10%	6%	12%	33%	35%	31%	17%	17%	88%	6%	4%	2%
Using Twitter (account holder, posting on site)	291	148	143	77	92	102	21	30	21	31	105	101	94	48	49	242	26	15	8
	11%	11%	10%	21%	20%	11%	2%	7%	7%	9%	18%	14%	13%	8%	7%	11%	11%	11%	11%
				ef	ef	f					ghi	mn	mn						
		51%	49%	26%	32%	35%	7%	10%	7%	11%	36%	35%	32%	17%	17%	83%	9%	5%	3%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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

QE20 (QE5A). SHOWCARD Which, if any, of these do you use the internet 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 £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Watching purchased TV programmes/ films online or downloads via 'pay per view' services (e.g. iTunes, Google Play, Blinkbox) or through a standalone subscription service (e.g. Netflix, Amazon Prime Instant)	283	154	129	77	75	113	18	31	22	37	98	83	99	51	49	235	28	12	9
	11%	12%	9%	21%	16%	12%	2%	7%	8%	11%	16%	12%	14%	9%	7%	10%	12%	9%	12%
		b		ef	f	f					ghi	n	mn						
		54%	46%	27%	27%	40%	7%	11%	8%	13%	35%	29%	35%	18%	17%	83%	10%	4%	3%
Streamed audio services (free) e.g. Spotify (free) or Deezer (free)	264	150	113	75	66	93	29	24	19	30	95	79	96	46	43	218	23	13	10
	10%	12%	8%	21%	14%	10%	3%	6%	7%	9%	16%	11%	13%	8%	6%	10%	10%	10%	14%
		b		def	ef	f					ghi	n	mn						
		57%	43%	29%	25%	35%	11%	9%	7%	11%	36%	30%	36%	18%	16%	82%	9%	5%	4%
Communicating via chat rooms e.g. virtual assistance on a website, chatting on online dating sites	218	111	106	62	65	68	22	25	18	25	58	56	81	42	39	185	20	8	5
	8%	9%	8%	17%	14%	7%	2%	6%	6%	8%	10%	8%	11%	7%	6%	8%	8%	6%	6%
				ef	ef	f					g		kmn						
		51%	49%	29%	30%	31%	10%	11%	8%	12%	27%	26%	37%	19%	18%	85%	9%	4%	2%

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

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Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Streamed audio services (subscription) e.g. Spotify Premium or Deezer Premium	139	86	53	42	37	45	15	13	4	12	57	48	48	23	20	122	5	8	4
	5%	7%	4%	11%	8%	5%	2%	3%	1%	4%	10%	7%	7%	4%	3%	5%	2%	6%	6%
		b		ef	ef	f					ghi	mn	mn			p		p	p
		62%	38%	30%	26%	33%	11%	9%	3%	8%	41%	35%	34%	16%	15%	88%	4%	6%	3%
Real time gambling	135	82	53	31	43	54	8	17	17	15	41	45	38	25	27	101	25	4	4
	5%	6%	4%	8%	9%	6%	1%	4%	6%	5%	7%	6%	5%	4%	4%	5%	11%	3%	6%
		b		f	f	f					g						oqr		
		61%	39%	23%	32%	40%	6%	12%	13%	11%	31%	33%	28%	19%	20%	75%	19%	3%	3%
Other	31	16	15	1	2	9	20	3	4	5	2	11	10	6	4	27	2	1	1
	1%	1%	1%	*%	*%	1%	2%	1%	1%	2%	*%	2%	1%	1%	1%	1%	1%	1%	1%
						cd													
		52%	48%	3%	5%	29%	63%	11%	13%	17%	7%	35%	31%	20%	14%	86%	7%	4%	3%
USE SOCIAL NETWORKING SITES	1294	586	708	283	335	502	173	139	128	154	372	385	400	241	268	1082	105	76	30
	48%	45%	51%	77%	72%	55%	19%	34%	44%	47%	63%	54%	56%	41%	40%	48%	45%	57%	41%
		a		ef	ef	f			g	g	ghi	mn	mn			r		opr	
		45%	55%	22%	26%	39%	13%	11%	10%	12%	29%	30%	31%	19%	21%	84%	8%	6%	2%
TV/ VIDEO VIEWING	1232	632	600	235	286	485	226	127	112	160	375	394	396	226	216	1051	102	59	20
	46%	49%	44%	64%	61%	53%	24%	31%	39%	49%	63%	55%	55%	39%	33%	47%	44%	45%	27%
		b		ef	ef	f			g	gh	ghi	mn	mn	n		r	r	r	
		51%	49%	19%	23%	39%	18%	10%	9%	13%	30%	32%	32%	18%	18%	85%	8%	5%	2%
USE TWITTER	480	244	236	129	141	170	40	48	37	55	157	177	152	73	78	391	49	29	12
	18%	19%	17%	35%	30%	19%	4%	12%	13%	17%	26%	25%	21%	13%	12%	17%	21%	22%	16%
				ef	ef	f			g	g	ghi	mn	mn					or	
		51%	49%	27%	29%	35%	8%	10%	8%	11%	33%	37%	32%	15%	16%	81%	10%	6%	2%

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

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QE20 (QE5A). SHOWCARD Which, if any, of these do you use the internet 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 £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
STREAMED AUDIO SERVICES	296	168	128	85	75	101	36	27	21	32	107	90	111	49	47	244	25	17	11
	11%	13%	9%	23%	16%	11%	4%	7%	7%	10%	18%	13%	15%	8%	7%	11%	11%	13%	15%
		b	def	ef	f					ghi	mn	mn						o	
		57%	43%	29%	25%	34%	12%	9%	7%	11%	36%	30%	37%	16%	16%	82%	8%	6%	4%
None of these	65	36	29	4	3	16	43	18	11	7	4	8	14	16	27	55	4	4	1
	2%	3%	2%	1%	1%	2%	5%	4%	4%	2%	1%	1%	2%	3%	4%	2%	2%	3%	2%
							cde	j	j	j					kl				
		56%	44%	6%	5%	24%	66%	27%	17%	11%	6%	13%	21%	25%	41%	85%	6%	7%	2%
Don't know	8	2	5	2	2	1	3	4	1	-	-	1	-	4	3	7	1	*	-
	*%	*%	*%	1%	*%	*%	*%	1%	1%	-%	-%	*%	-%	1%	*%	*%	*%	*%	-%
							j							l					
		31%	69%	24%	23%	10%	43%	46%	19%	-%	-%	13%	-%	52%	35%	91%	7%	2%	-%

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

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QE20 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
General surfing/ browsing the internet	1964	256	277	191	123	165	182	170	84	214	1696	268	1287	674	973	991
	73%	78%	75%	82%	65%	71%	73%	76%	74%	72%	73%	73%	83%	60%	77%	70%
		d	d	defhi	d	d	d	d	d	d	d	d	m	m	o	o
		13%	14%	10%	6%	8%	9%	9%	4%	11%	86%	14%	66%	34%	50%	50%
Sending and receiving e-mail	1908	261	274	191	127	155	179	151	76	207	1643	265	1265	639	957	951
	71%	80%	74%	82%	67%	67%	72%	68%	67%	69%	71%	72%	82%	57%	76%	67%
		degghi	degghi	bdefghi	d	d	d	d	d	d	d	d	m	m	o	o
		14%	14%	10%	7%	8%	9%	8%	4%	11%	86%	14%	66%	33%	50%	50%
Purchasing goods/services/ tickets etc.	1435	124	217	156	116	102	144	118	63	153	1217	217	990	445	791	644
	54%	38%	58%	67%	62%	44%	58%	52%	56%	51%	53%	59%	64%	40%	63%	45%
		ae	ae	aefghi	aegi	ae	ae	ae	ae	ae	ae	ae	m	m	o	o
		9%	15%	11%	8%	7%	10%	8%	4%	11%	85%	15%	69%	31%	55%	45%
Banking	1398	194	198	140	99	107	138	117	57	138	1192	206	1007	391	718	680
	52%	59%	53%	60%	52%	46%	56%	52%	50%	46%	52%	56%	65%	35%	57%	48%
		ehi	ehi	ehi	ehi	ehi	ehi	ehi	ehi	ehi	ehi	ehi	m	m	o	o
		14%	14%	10%	7%	8%	10%	8%	4%	10%	85%	15%	72%	28%	51%	49%
Using social networking sites (such as Facebook, LinkedIn or Bebo)	1210	135	155	137	84	84	128	101	59	128	1049	161	859	349	571	640
	45%	41%	42%	59%	45%	36%	51%	45%	52%	43%	45%	44%	55%	31%	45%	45%
		abdegi	abdegi	abdegi	abdegi	abdegi	abdegi	abdegi	abdegi	abdegi	abdegi	abdegi	m	m	o	o
		11%	13%	11%	7%	7%	11%	8%	5%	11%	87%	13%	71%	29%	47%	53%

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

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QE20 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : All respondents

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
Communicating via instant messaging e.g. Facebook Chat, MSN Messenger, Skype Chat	1062	156	104	117	88	69	116	95	50	112	924	138	733	326	497	566
	40%	48%	28%	50%	46%	30%	47%	42%	44%	37%	40%	38%	47%	29%	39%	40%
		bei		bei	bei		bei	be	be	b			m			
		15%	10%	11%	8%	7%	11%	9%	5%	11%	87%	13%	69%	31%	47%	53%
Finding/ downloading information for work/ business	961	142	141	117	66	62	107	70	43	85	818	143	751	209	522	439
	36%	43%	38%	50%	35%	27%	43%	31%	38%	29%	35%	39%	48%	19%	41%	31%
		egi	ei	bdeghi			egi		ei				m		o	
		15%	15%	12%	7%	6%	11%	7%	4%	9%	85%	15%	78%	22%	54%	46%
To find information on health related issues e.g. NHS Direct/ NHS 24	866	100	147	116	57	60	86	81	43	73	735	131	596	269	474	392
	32%	31%	40%	50%	30%	26%	34%	36%	38%	25%	32%	36%	38%	24%	38%	28%
			adei	abdefghi			ei	ei	ei				m		o	
		12%	17%	13%	7%	7%	10%	9%	5%	8%	85%	15%	69%	31%	55%	45%
Watching short video clips (e.g. YouTube, Dailymotion or Vimeo)	845	109	99	110	60	53	88	69	48	91	740	105	579	264	420	425
	32%	33%	27%	47%	32%	23%	35%	31%	42%	31%	32%	29%	37%	24%	33%	30%
		e		abdefgi	e		be		abdegi				m			
		13%	12%	13%	7%	6%	10%	8%	6%	11%	88%	12%	69%	31%	50%	50%

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

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Base : All respondents

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, ITV Player, 4OD, Demand 5 or Sky Go)	810	73	120	115	62	40	76	77	40	89	699	111	565	243	435	375
	30%	22%	32%	49%	33%	17%	31%	34%	35%	30%	30%	30%	36%	22%	35%	26%
		9%	ae	abdefghi	ae		ae	ae	ae	e	86%	14%	m	o	54%	46%
			15%	14%	8%	5%	9%	9%	5%	11%			70%	30%		
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	760	77	146	111	53	43	73	65	35	63	639	121	537	223	450	310
	28%	23%	39%	48%	28%	18%	30%	29%	31%	21%	28%	33%	35%	20%	36%	22%
		10%	adehgi	adehghi	e		ei	ei	ei	8%	84%	16%	m	o	59%	41%
			19%	15%	7%	6%	10%	9%	5%				71%	29%		
Playing games online/ interactively	749	74	101	83	65	56	66	81	45	63	644	105	496	251	366	383
	28%	23%	27%	36%	34%	24%	27%	36%	40%	21%	28%	29%	32%	22%	29%	27%
		10%	abefi	abefi	aei		abefi	abefi	abefi	8%	86%	14%	m		49%	51%
			13%	11%	9%	7%	9%	11%	6%				66%	33%		

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

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Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
Downloading music files	747	75	88	102	60	55	68	69	35	73	650	97	528	217	406	342
	28%	23%	24%	44%	32%	24%	27%	31%	30%	24%	28%	27%	34%	19%	32%	24%
		10%	12%	abdefghi	abe	8%	7%	9%	9%	5%	10%	87%	13%	m	o	46%
Accessing news	648	113	87	89	40	32	53	52	32	64	568	80	445	203	354	294
	24%	35%	23%	38%	21%	14%	21%	23%	29%	21%	25%	22%	29%	18%	28%	21%
		bdefgi	e	bdefghi	e	6%	5%	8%	8%	5%	10%	88%	12%	m	o	45%
Making voice calls using a VoIP service e.g. Skype	636	149	82	76	37	36	62	48	22	40	551	86	436	198	294	342
	24%	46%	22%	33%	19%	15%	25%	22%	20%	13%	24%	23%	28%	18%	23%	24%
		bcdefghi	i	bdeghi	6%	6%	10%	8%	4%	6%	87%	13%	69%	31%	46%	54%
Finding/ downloading information for school/ college/ university/ homework	634	95	91	75	42	49	68	50	25	59	549	85	427	204	327	307
	24%	29%	25%	32%	22%	21%	27%	22%	22%	20%	24%	23%	28%	18%	26%	22%
		ei	14%	degghi	7%	8%	11%	8%	4%	9%	87%	13%	67%	32%	52%	48%
Trading/ auctions	563	33	97	72	59	29	62	45	29	39	475	88	437	124	304	260
	21%	10%	26%	31%	31%	13%	25%	20%	25%	13%	21%	24%	28%	11%	24%	18%
		6%	17%	aei	aegi	aegi	aei	aei	aei	7%	84%	16%	78%	22%	54%	46%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QE20 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : All respondents

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
Uploading/ adding content to the internet e.g. photos, videos, blog posts	543	73	71	75	40	25	58	46	27	46	474	69	377	164	272	272
	20%	22%	19%	32%	21%	11%	23%	21%	24%	16%	21%	19%	24%	15%	22%	19%
		e	e	abdefghi	e		ei	e	ei				m			
		13%	13%	14%	7%	5%	11%	9%	5%	9%	87%	13%	69%	30%	50%	50%
Listening to radio	459	42	89	70	30	20	48	48	20	41	392	67	316	143	260	200
	17%	13%	24%	30%	16%	9%	19%	21%	18%	14%	17%	18%	20%	13%	21%	14%
			adei	adefghi	e		e	aei	e				m		o	
			19%	15%	7%	4%	10%	10%	4%	9%	85%	15%	69%	31%	57%	43%
Using Twitter (browsing/ reading site)	421	73	38	43	25	27	45	23	23	39	366	55	299	123	188	233
	16%	22%	10%	18%	13%	12%	18%	10%	20%	13%	16%	15%	19%	11%	15%	16%
		bdegi		beg			beg		begi				m			
		17%	9%	10%	6%	6%	11%	5%	5%	9%	87%	13%	71%	29%	45%	55%
Watching live TV on the internet at the same time as it's broadcast (e.g. via BBC iPlayer, Sky Go, Virgin TV Anywhere)	420	54	65	50	31	22	43	30	24	45	371	50	296	122	222	199
	16%	17%	17%	21%	17%	10%	17%	13%	21%	15%	16%	14%	19%	11%	18%	14%
		e	e	eg	e		e		eg				m		o	
		13%	15%	12%	7%	5%	10%	7%	6%	11%	88%	12%	70%	29%	53%	47%

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

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QE20 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : All respondents

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
Watching other free professional TV programmes or video channels online (e.g. on official YouTube channels such as Channel 4, Jamie Oliver's Foodtube) or on other sites (e.g. South Park Studios)	360	47	49	50	24	24	38	29	21	32	317	42	252	106	173	187
	13%	14%	13%	21%	13%	10%	15%	13%	19%	11%	14%	12%	16%	9%	14%	13%
		13%	14%	abdegi 14%	7%	7%	11%	8%	ei 6%	9%	88%	12%	m 70%	29%	48%	52%
Using Twitter (account holder, posting on site)	291	52	32	31	26	11	29	21	18	24	252	39	211	81	142	149
	11%	16%	8%	13%	14%	5%	12%	9%	16%	8%	11%	11%	14%	7%	11%	11%
		begi 18%	11%	e 11%	ei 9%	4%	e 10%	e 7%	begi 6%	8%	87%	13%	m 72%	28%	49%	51%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QE20 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : All respondents

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
Watching purchased TV programmes/ films online or downloads via 'pay per view' services (e.g. iTunes, Google Play, Blinkbox) or through a standalone subscription service (e.g. Netflix, Amazon Prime Instant)	283	36	29	38	31	9	26	25	19	22	250	33	207	74	127	157
	11%	11%	8%	16%	16%	4%	10%	11%	17%	7%	11%	9%	13%	7%	10%	11%
		e		bei	bei		e	e	befi				m			
		13%	10%	13%	11%	3%	9%	9%	7%	8%	88%	12%	73%	26%	45%	55%
Streamed audio services (free) e.g. Spotify (free) or Deezer (free)	264	26	34	40	17	14	25	21	15	27	226	38	183	78	145	119
	10%	8%	9%	17%	9%	6%	10%	9%	14%	9%	10%	10%	12%	7%	12%	8%
				abdefgi					ae				m		o	
		10%	13%	15%	6%	5%	9%	8%	6%	10%	86%	14%	69%	30%	55%	45%
Communicating via chat rooms e.g. virtual assistance on a website, chatting on online dating sites	218	50	22	24	11	13	19	25	9	13	194	24	148	67	102	116
	8%	15%	6%	10%	6%	5%	7%	11%	8%	4%	8%	6%	10%	6%	8%	8%
		bdefhi		i				bdei					m			
		23%	10%	11%	5%	6%	9%	11%	4%	6%	89%	11%	68%	31%	47%	53%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QE20 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
Streamed audio services (subscription) e.g. Spotify Premium or Deezer Premium	139	25	19	16	14	5	12	11	10	11	122	17	98	39	73	66
	5%	8%	5%	7%	7%	2%	5%	5%	9%	4%	5%	5%	6%	3%	6%	5%
		e	e	e	e				ei				m			
		18%	13%	12%	10%	4%	8%	8%	7%	8%	88%	12%	70%	28%	53%	47%
Real time gambling	135	9	17	7	13	10	15	12	12	5	117	18	96	39	68	68
	5%	3%	4%	3%	7%	4%	6%	6%	11%	2%	5%	5%	6%	3%	5%	5%
					ai		i		abcegi				m			
		7%	12%	5%	9%	7%	11%	9%	9%	4%	86%	14%	71%	29%	50%	50%
Other	31	3	6	3	1	4	-	5	1	3	27	4	12	19	11	20
	1%	1%	2%	1%	*%	2%	-%	2%	1%	1%	1%	1%	1%	2%	1%	1%
			f		f			f					l			
		10%	21%	9%	2%	14%	-%	17%	5%	10%	87%	13%	38%	62%	36%	64%
USE SOCIAL NETWORKING SITES	1294	164	161	143	87	88	134	104	60	141	1126	167	910	382	590	703
	48%	50%	43%	61%	46%	38%	54%	46%	53%	47%	49%	46%	59%	34%	47%	50%
		e	abdegi		be		be		be	e			m			
		13%	12%	11%	7%	7%	10%	8%	5%	11%	87%	13%	70%	29%	46%	54%
TV/ VIDEO VIEWING	1232	162	157	149	90	79	124	103	59	129	1077	155	855	374	618	614
	46%	49%	42%	64%	47%	34%	50%	46%	52%	43%	47%	42%	55%	33%	49%	43%
		e	abdefghi		e		e		be	e			m		o	
		13%	13%	12%	7%	6%	10%	8%	5%	10%	87%	13%	69%	30%	50%	50%

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

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QE20 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
USE TWITTER	480	92	44	45	33	29	51	26	25	46	415	65	337	143	214	266
	18%	28%	12%	19%	18%	13%	20%	12%	22%	15%	18%	18%	22%	13%	17%	19%
		bcdefgi		beg		beg		beg		beg			m			
		19%	9%	9%	7%	6%	11%	5%	5%	10%	86%	14%	70%	30%	45%	55%
STREAMED AUDIO SERVICES	296	34	39	44	23	14	25	22	16	27	255	42	200	94	161	136
	11%	10%	10%	19%	12%	6%	10%	10%	14%	9%	11%	11%	13%	8%	13%	10%
				abdefgi	e		e		e				m		o	
		11%	13%	15%	8%	5%	8%	8%	5%	9%	86%	14%	67%	32%	54%	46%
None of these	65	14	10	1	7	3	7	4	1	9	56	9	30	35	21	44
	2%	4%	3%	1%	3%	1%	3%	2%	1%	3%	2%	2%	2%	3%	2%	3%
		ch			ch										n	
		21%	16%	2%	10%	5%	10%	6%	1%	13%	87%	13%	46%	54%	33%	67%
Don't know	8	-	-	1	1	2	2	1	-	-	8	*	2	5	1	7
	*%	-%	-%	1%	1%	1%	1%	*%	-%	-%	*%	*%	*%	*%	*%	*%
		-%	-%	17%	16%	23%	24%	11%	-%	-%	98%	2%	31%	69%	13%	87%

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

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QE21 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3095	1514	1581	496	585	1108	906	417	344	443	680	762	1010	612	711	1911	388	413	383
Effective Weighted Sample	2197	1069	1128	344	422	786	652	298	253	305	509	545	736	441	510	1703	257	290	335
Total	2298	1122	1176	353	456	867	622	270	242	307	581	668	662	483	485	1943	186	111	58
		49%	51%	15%	20%	38%	27%	12%	11%	13%	25%	29%	29%	21%	21%	85%	8%	5%	3%
General surfing/ browsing the internet	1664	821	843	267	335	645	418	162	153	222	461	524	490	329	322	1399	134	88	44
	72%	73%	72%	75%	73%	74%	67%	60%	63%	72%	79%	78%	74%	68%	66%	72%	72%	79%	75%
		49%	51%	16%	20%	39%	25%	10%	9%	13%	28%	31%	29%	20%	19%	84%	8%	5%	3%
Sending and receiving e-mail	1554	770	784	224	327	627	377	139	148	205	453	511	486	290	267	1322	124	75	33
	68%	69%	67%	63%	72%	72%	61%	51%	61%	67%	78%	76%	73%	60%	55%	68%	67%	67%	57%
		50%	50%	14%	21%	40%	24%	9%	10%	13%	29%	33%	31%	19%	17%	85%	8%	5%	2%
Banking	1055	532	522	137	234	456	228	97	115	133	354	367	332	205	150	896	86	52	20
	46%	47%	44%	39%	51%	53%	37%	36%	48%	43%	61%	55%	50%	43%	31%	46%	46%	47%	35%
		50%	50%	13%	22%	43%	22%	9%	11%	13%	34%	35%	31%	19%	14%	85%	8%	5%	2%
Using social networking sites (such as Facebook, LinkedIn or Bebo)	952	410	542	220	230	375	127	112	94	109	274	260	300	185	206	788	80	59	24
	41%	37%	46%	62%	50%	43%	20%	42%	39%	36%	47%	39%	45%	38%	43%	41%	43%	53%	42%
		43%	57%	23%	24%	39%	13%	12%	10%	11%	29%	27%	32%	19%	22%	83%	8%	6%	3%
Purchasing goods/ services/ tickets etc.	742	360	382	102	150	309	181	68	55	95	272	254	239	135	113	624	58	37	23
	32%	32%	32%	29%	33%	36%	29%	25%	23%	31%	47%	38%	36%	28%	23%	32%	31%	33%	39%
		48%	52%	14%	20%	42%	24%	9%	7%	13%	37%	34%	32%	18%	15%	84%	8%	5%	3%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QE21 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	3095	1514	1581	496	585	1108	906	417	344	443	680	762	1010	612	711	1911	388	413	383
Effective Weighted Sample	2197	1069	1128	344	422	786	652	298	253	305	509	545	736	441	510	1703	257	290	335
Total	2298	1122	1176	353	456	867	622	270	242	307	581	668	662	483	485	1943	186	111	58
		49%	51%	15%	20%	38%	27%	12%	11%	13%	25%	29%	29%	21%	21%	85%	8%	5%	3%
Communicating via instant messaging e.g. Facebook Chat, MSN Messenger, Skype Chat	703	306	396	170	177	269	87	84	58	82	201	205	219	125	153	602	46	38	16
	31%	27%	34%	48%	39%	31%	14%	31%	24%	27%	35%	31%	33%	26%	32%	31%	25%	35%	27%
		44%	56%	24%	25%	38%	12%	12%	8%	12%	29%	29%	31%	18%	22%	86%	7%	5%	2%
Finding/ downloading information for work/ business	571	309	263	78	108	279	106	34	44	58	239	251	187	84	50	497	37	25	12
	25%	28%	22%	22%	24%	32%	17%	12%	18%	19%	41%	38%	28%	17%	10%	26%	20%	22%	21%
		54%	46%	14%	19%	49%	18%	6%	8%	10%	42%	44%	33%	15%	9%	87%	7%	4%	2%
Watching short video clips (e.g. YouTube, Dailymotion or Vimeo)	523	284	240	129	118	207	70	55	43	58	172	166	170	84	103	450	37	24	12
	23%	25%	20%	36%	26%	24%	11%	21%	18%	19%	30%	25%	26%	17%	21%	23%	20%	22%	21%
		54%	46%	25%	22%	39%	13%	11%	8%	11%	33%	32%	32%	16%	20%	86%	7%	5%	2%
Playing games online/ interactively	476	242	234	110	111	175	80	64	37	74	120	115	135	107	119	408	31	22	15
	21%	22%	20%	31%	24%	20%	13%	24%	15%	24%	21%	17%	20%	22%	24%	21%	17%	20%	26%
		51%	49%	23%	23%	37%	17%	14%	8%	16%	25%	24%	28%	23%	25%	86%	6%	5%	3%

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QE21 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	3095	1514	1581	496	585	1108	906	417	344	443	680	762	1010	612	711	1911	388	413	383
Effective Weighted Sample	2197	1069	1128	344	422	786	652	298	253	305	509	545	736	441	510	1703	257	290	335
Total	2298	1122	1176	353	456	867	622	270	242	307	581	668	662	483	485	1943	186	111	58
		49%	51%	15%	20%	38%	27%	12%	11%	13%	25%	29%	29%	21%	21%	85%	8%	5%	3%
Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, ITV Player, 4OD, Demand 5 or Sky Go)	467	244	223	104	105	181	77	46	41	64	158	155	152	83	76	403	35	20	9
	20%	22%	19%	29%	23%	21%	12%	17%	17%	21%	27%	23%	23%	17%	16%	21%	19%	18%	16%
		52%	48%	22%	23%	39%	16%	10%	9%	14%	34%	33%	33%	18%	16%	86%	8%	4%	2%
Accessing news	462	256	206	67	78	203	114	34	29	58	165	184	143	67	69	397	44	14	6
	20%	23%	18%	19%	17%	23%	18%	13%	12%	19%	28%	27%	22%	14%	14%	20%	24%	13%	11%
		b		df						gh	ghi	lmn	mn		qr	qr			
		55%	45%	15%	17%	44%	25%	7%	6%	12%	36%	40%	31%	14%	15%	86%	10%	3%	1%
Finding/ downloading information for school/ college/ university/ homework	357	161	196	131	62	139	24	40	28	26	117	120	127	55	55	313	19	17	9
	16%	14%	17%	37%	14%	16%	4%	15%	12%	8%	20%	18%	19%	11%	11%	16%	10%	15%	15%
		45%	55%	37%	17%	39%	7%	11%	8%	7%	33%	34%	36%	15%	15%	88%	5%	5%	2%
To find information on health related issues e.g. NHS Direct/ NHS 24	325	151	173	49	70	128	77	37	36	39	117	115	100	52	58	300	7	10	7
	14%	13%	15%	14%	15%	15%	12%	14%	15%	13%	20%	17%	15%	11%	12%	15%	4%	9%	11%
		47%	53%	15%	21%	39%	24%	11%	11%	12%	36%	35%	31%	16%	18%	92%	2%	3%	2%

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QE21 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

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		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3095	1514	1581	496	585	1108	906	417	344	443	680	762	1010	612	711	1911	388	413	383
Effective Weighted Sample	2197	1069	1128	344	422	786	652	298	253	305	509	545	736	441	510	1703	257	290	335
Total	2298	1122	1176	353	456	867	622	270	242	307	581	668	662	483	485	1943	186	111	58
		49%	51%	15%	20%	38%	27%	12%	11%	13%	25%	29%	29%	21%	21%	85%	8%	5%	3%
Downloading music files	315	175	140	101	65	113	35	39	34	31	106	93	117	50	55	265	26	13	11
	14%	16%	12%	29%	14%	13%	6%	14%	14%	10%	18%	14%	18%	10%	11%	14%	14%	12%	19%
		b		def	f	f				i			mn					oq	
		56%	44%	32%	21%	36%	11%	12%	11%	10%	34%	30%	37%	16%	17%	84%	8%	4%	4%
Making voice calls using a VoIP service e.g. Skype	284	141	143	61	72	107	44	36	19	23	94	100	93	44	47	249	14	13	8
	12%	13%	12%	17%	16%	12%	7%	13%	8%	8%	16%	15%	14%	9%	10%	13%	8%	11%	13%
				ef	f	f		hi			hi	mn	mn			p		p	
		50%	50%	21%	25%	38%	16%	13%	7%	8%	33%	35%	33%	15%	17%	88%	5%	4%	3%
Uploading/ adding content to the internet e.g. photos, videos, blog posts	281	126	155	72	67	103	39	26	16	37	102	90	87	56	47	236	24	11	9
	12%	11%	13%	20%	15%	12%	6%	10%	7%	12%	18%	13%	13%	12%	10%	12%	13%	10%	15%
				def	f	f				h	ghi								
		45%	55%	26%	24%	37%	14%	9%	6%	13%	37%	32%	31%	20%	17%	84%	9%	4%	3%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	276	146	130	30	54	121	71	25	18	32	118	119	81	41	35	251	9	10	7
	12%	13%	11%	9%	12%	14%	11%	9%	7%	10%	20%	18%	12%	9%	7%	13%	5%	9%	12%
						c					ghi	lmn	n			pq		p	
		53%	47%	11%	19%	44%	26%	9%	7%	12%	43%	43%	29%	15%	13%	91%	3%	4%	2%

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Base : Those who use the internet at home or elsewhere

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	3095	1514	1581	496	585	1108	906	417	344	443	680	762	1010	612	711	1911	388	413	383
Effective Weighted Sample	2197	1069	1128	344	422	786	652	298	253	305	509	545	736	441	510	1703	257	290	335
Total	2298	1122	1176	353	456	867	622	270	242	307	581	668	662	483	485	1943	186	111	58
		49%	51%	15%	20%	38%	27%	12%	11%	13%	25%	29%	29%	21%	21%	85%	8%	5%	3%
Using Twitter (browsing/ reading site)	255	137	118	75	73	87	20	19	15	27	92	92	88	31	43	205	30	12	9
	11%	12%	10%	21%	16%	10%	3%	7%	6%	9%	16%	14%	13%	6%	9%	11%	16%	10%	15%
				ef	ef	f					ghi	mn	mn				oq		o
		54%	46%	30%	29%	34%	8%	8%	6%	11%	36%	36%	34%	12%	17%	80%	12%	5%	3%
Listening to radio	242	130	112	46	49	96	52	26	14	27	97	93	72	36	40	211	13	12	6
	11%	12%	10%	13%	11%	11%	8%	10%	6%	9%	17%	14%	11%	7%	8%	11%	7%	10%	10%
				f		ghi					mn	mn							
		54%	46%	19%	20%	40%	21%	11%	6%	11%	40%	38%	30%	15%	17%	87%	5%	5%	2%
Trading/ auctions	241	131	110	32	54	112	44	25	19	26	99	72	78	52	39	209	10	17	5
	10%	12%	9%	9%	12%	13%	7%	9%	8%	9%	17%	11%	12%	11%	8%	11%	5%	15%	9%
				f	f	ghi					mn	n				p		opr	
		54%	46%	13%	22%	46%	18%	10%	8%	11%	41%	30%	32%	21%	16%	87%	4%	7%	2%
Watching live TV on the internet at the same time as it's broadcast (e.g. via BBC iPlayer, Sky Go, Virgin TV Anywhere)	214	128	86	50	39	97	28	21	12	19	77	73	67	37	37	188	13	7	6
	9%	11%	7%	14%	9%	11%	5%	8%	5%	6%	13%	11%	10%	8%	8%	10%	7%	6%	11%
				b		df					ghi					q			q
		60%	40%	23%	18%	45%	13%	10%	6%	9%	36%	34%	32%	17%	17%	88%	6%	3%	3%
Using Twitter (account holder, posting on site)	184	90	94	50	62	62	11	19	10	13	75	69	55	27	33	154	18	6	6
	8%	8%	8%	14%	14%	7%	2%	7%	4%	4%	13%	10%	8%	6%	7%	8%	10%	5%	11%
				ef	ef	f					ghi	mn					q		q
		49%	51%	27%	34%	34%	6%	11%	6%	7%	40%	37%	30%	15%	18%	84%	10%	3%	3%

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	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI	
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r		
Unweighted total	3095	1514	1581	496	585	1108	906	417	344	443	680	762	1010	612	711	1911	388	413	383	
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		49%	51%	15%	20%	38%	27%	12%	11%	13%	25%	29%	29%	21%	21%	85%	8%	5%	3%	
Watching other free professional TV programmes or video channels online (e.g. on official YouTube channels such as Channel 4, Jamie Oliver's Foodtube) or on other sites (e.g. South Park Studios)	184	98	85	54	46	66	18	25	9	19	54	56	62	30	36	162	9	5	7	
	8%	9%	7%	15%	10%	8%	3%	9%	4%	6%	9%	8%	9%	6%	7%	8%	9%	5%	5%	12%
		53%	47%	30%	25%	36%	10%	14%	5%	10%	29%	30%	34%	16%	19%	88%	5%	3%	4%	
Watching purchased TV programmes/ films online or downloads via 'pay per view' services (e.g. iTunes, Google Play, Blinkbox) or through a standalone subscription service (e.g. Netflix, Amazon Prime Instant)	162	88	74	45	41	66	11	16	14	21	55	39	57	35	30	139	10	6	7	
	7%	8%	6%	13%	9%	8%	2%	6%	6%	7%	9%	6%	9%	7%	6%	7%	5%	5%	12%	
		55%	45%	28%	25%	41%	6%	10%	8%	13%	34%	24%	35%	21%	19%	86%	6%	3%	4%	

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		49%	51%	15%	20%	38%	27%	12%	11%	13%	25%	29%	29%	21%	21%	85%	8%	5%	3%
Streamed audio services (free) e.g. Spotify (free) or Deezer (free)	146	83	63	43	41	49	14	13	8	17	56	42	56	26	23	120	13	6	7
	6%	7%	5%	12%	9%	6%	2%	5%	3%	6%	10%	6%	8%	5%	5%	6%	7%	5%	13%
		57%	43%	29%	28%	34%	9%	9%	5%	12%	39%	28%	38%	18%	16%	82%	9%	4%	5%
Communicating via chat rooms e.g. virtual assistance on a website, chatting on online dating sites	92	44	47	25	28	30	9	12	6	6	26	25	34	14	18	77	8	3	4
	4%	4%	4%	7%	6%	3%	1%	5%	3%	2%	4%	4%	5%	3%	4%	4%	5%	2%	7%
		48%	52%	27%	31%	32%	9%	13%	7%	7%	28%	27%	38%	15%	20%	84%	9%	3%	4%
Streamed audio services (subscription) e.g. Spotify Premium or Deezer Premium	81	48	34	27	25	22	7	6	3	7	34	27	27	15	12	72	3	3	3
	4%	4%	3%	8%	5%	3%	1%	2%	1%	2%	6%	4%	4%	3%	2%	4%	1%	3%	6%
		58%	42%	33%	31%	27%	9%	8%	4%	8%	42%	33%	34%	19%	14%	89%	3%	4%	4%
Real time gambling	65	41	24	12	18	28	7	9	8	8	21	19	17	17	12	43	18	2	3
	3%	4%	2%	3%	4%	3%	1%	3%	3%	3%	4%	3%	3%	3%	2%	2%	9%	2%	4%
		b		f	f	f											oqr		o
		63%	37%	19%	27%	43%	11%	14%	12%	13%	32%	29%	27%	26%	18%	66%	27%	4%	4%

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		49%	51%	15%	20%	38%	27%	12%	11%	13%	25%	29%	29%	21%	21%	85%	8%	5%	3%
Other	21	9	13	1	2	7	12	2	2	4	2	7	6	5	3	19	1	1	1
	1%	1%	1%	*%	*%	1%	2%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	*%	1%
		42%	58%	4%	7%	35%	54%	10%	7%	20%	8%	33%	30%	23%	13%	90%	5%	2%	2%
USE SOCIAL NETWORKING SITES	1022	447	575	232	252	404	133	119	100	121	295	288	322	193	220	848	86	62	26
	44%	40%	49%	66%	55%	47%	21%	44%	41%	39%	51%	43%	49%	40%	45%	44%	46%	55%	45%
		44%	56%	23%	25%	40%	13%	12%	10%	12%	29%	28%	31%	19%	21%	83%	8%	6%	3%
TV/ VIDEO VIEWING	839	438	401	182	201	326	130	90	80	105	260	266	270	143	160	718	64	41	16
	37%	39%	34%	52%	44%	38%	21%	33%	33%	34%	45%	40%	41%	30%	33%	37%	34%	37%	28%
		52%	48%	22%	24%	39%	15%	11%	10%	13%	31%	32%	32%	17%	19%	86%	8%	5%	2%
USE TWITTER	299	156	143	84	90	105	21	28	18	29	108	111	97	40	51	245	31	14	10
	13%	14%	12%	24%	20%	12%	3%	10%	7%	9%	19%	17%	15%	8%	11%	13%	17%	12%	17%
		52%	48%	28%	30%	35%	7%	9%	6%	10%	36%	37%	32%	13%	17%	82%	10%	5%	3%
STREAMED AUDIO SERVICES	165	92	72	49	47	52	17	15	9	18	65	48	63	28	25	134	14	8	8
	7%	8%	6%	14%	10%	6%	3%	6%	4%	6%	11%	7%	10%	6%	5%	7%	8%	7%	14%
		56%	44%	30%	28%	31%	10%	9%	5%	11%	39%	29%	38%	17%	15%	81%	9%	5%	5%
None of these	127	65	61	11	12	28	76	29	14	16	12	20	25	33	48	109	8	7	2
	6%	6%	5%	3%	3%	3%	12%	11%	6%	5%	2%	3%	4%	7%	10%	6%	4%	6%	4%
		52%	48%	8%	10%	22%	60%	23%	11%	12%	9%	16%	20%	26%	38%	86%	7%	5%	2%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QE21 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Unweighted total	3095	1514	1581	496	585	1108	906	417	344	443	680	762	1010	612	711	1911	388	413	383
Effective Weighted Sample	2197	1069	1128	344	422	786	652	298	253	305	509	545	736	441	510	1703	257	290	335
Total	2298	1122	1176	353	456	867	622	270	242	307	581	668	662	483	485	1943	186	111	58
		49%	51%	15%	20%	38%	27%	12%	11%	13%	25%	29%	29%	21%	21%	85%	8%	5%	3%
Don't know	12	5	8	2	2	4	5	4	3	*	1	2	1	5	4	10	2	1	*
	1%	*%	1%	1%	*%	*%	1%	1%	1%	*%	*%	*%	*%	1%	1%	1%	1%	*%	1%
								j	j	l									
		38%	62%	15%	15%	31%	38%	30%	27%	4%	8%	16%	8%	42%	34%	81%	12%	4%	3%

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

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QE21 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3095	226	227	223	204	191	217	209	197	217	2257	838	1854	1235	1587	1508
Effective Weighted Sample	2197	218	214	216	196	184	209	202	189	208	1832	389	1313	910	1085	1114
Total	2298	298	333	214	161	183	218	189	92	255	1987	311	1483	811	1108	1190
		13%	14%	9%	7%	8%	10%	8%	4%	11%	86%	14%	65%	35%	48%	52%
General surfing/ browsing the internet	1664	162	253	175	94	149	148	144	77	199	1439	226	1106	555	853	812
	72%	54%	76%	82%	58%	81%	68%	76%	84%	78%	72%	73%	75%	68%	77%	68%
			ad	adf		adf	a	ad	abdf	adf			m		o	
		10%	15%	11%	6%	9%	9%	9%	5%	12%	86%	14%	66%	33%	51%	49%
Sending and receiving e-mail	1554	167	247	172	93	126	152	127	58	180	1325	229	1054	496	807	747
	68%	56%	74%	80%	58%	69%	70%	67%	63%	70%	67%	74%	71%	61%	73%	63%
			adh	adefghi		ad	ad	a		ad		j	m		o	
		11%	16%	11%	6%	8%	10%	8%	4%	12%	85%	15%	68%	32%	52%	48%
Banking	1055	157	137	112	73	64	111	92	45	106	904	150	762	293	541	513
	46%	53%	41%	52%	46%	35%	51%	49%	49%	41%	46%	48%	51%	36%	49%	43%
		bei		bei	e		be	e	e				m		o	
		15%	13%	11%	7%	6%	10%	9%	4%	10%	86%	14%	72%	28%	51%	49%
Using social networking sites (such as Facebook, LinkedIn or Bebo)	952	78	110	114	64	61	107	86	55	113	824	128	666	285	451	501
	41%	26%	33%	53%	40%	33%	49%	46%	60%	44%	41%	41%	45%	35%	41%	42%
				abde	a		abe	abe	abdefgi	abe			m			
		8%	12%	12%	7%	6%	11%	9%	6%	12%	87%	13%	70%	30%	47%	53%
Purchasing goods/ services/ tickets etc.	742	59	108	96	59	36	86	69	38	74	624	118	524	217	407	335
	32%	20%	32%	45%	37%	20%	39%	37%	41%	29%	31%	38%	35%	27%	37%	28%
			ae	abei	ae		aei	ae	aei	ae		j	m		o	
		8%	15%	13%	8%	5%	12%	9%	5%	10%	84%	16%	71%	29%	55%	45%

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QE21 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																
Unweighted total	3095	226	227	223	204	191	217	209	197	217	2257	838	1854	1235	1587	1508
Effective Weighted Sample	2197	218	214	216	196	184	209	202	189	208	1832	389	1313	910	1085	1114
Total	2298	298	333	214	161	183	218	189	92	255	1987	311	1483	811	1108	1190
		13%	14%	9%	7%	8%	10%	8%	4%	11%	86%	14%	65%	35%	48%	52%
Communicating via instant messaging e.g. Facebook Chat, MSN Messenger, Skype Chat	703	79	64	90	60	43	72	72	40	81	609	94	481	221	322	381
	31%	26%	19%	42%	37%	24%	33%	38%	43%	32%	31%	30%	32%	27%	29%	32%
				abei	abe		be	abe	abefi	b			m			
		11%	9%	13%	8%	6%	10%	10%	6%	12%	87%	13%	68%	31%	46%	54%
Finding/ downloading information for work/ business	571	69	82	82	43	28	72	38	31	52	474	97	465	107	342	230
	25%	23%	25%	39%	27%	15%	33%	20%	33%	20%	24%	31%	31%	13%	31%	19%
			e	abdegi	e		aegi		aegi		j		m		o	
		12%	14%	14%	8%	5%	13%	7%	5%	9%	83%	17%	81%	19%	60%	40%
Watching short video clips (e.g. YouTube, Dailymotion or Vimeo)	523	68	51	75	38	25	57	51	33	52	458	65	355	166	240	283
	23%	23%	15%	35%	23%	14%	26%	27%	36%	20%	23%	21%	24%	20%	22%	24%
		be		abdefi	be		be	be	abdefi							
		13%	10%	14%	7%	5%	11%	10%	6%	10%	88%	12%	68%	32%	46%	54%
Playing games online/ interactively	476	44	59	54	47	29	48	49	33	45	413	63	320	153	234	242
	21%	15%	18%	25%	29%	16%	22%	26%	37%	17%	21%	20%	22%	19%	21%	20%
			ae	abei			abei	abei	abcefgi							
		9%	12%	11%	10%	6%	10%	10%	7%	9%	87%	13%	67%	32%	49%	51%

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Base : Those who use the internet at home or elsewhere

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	3095	226	227	223	204	191	217	209	197	217	2257	838	1854	1235	1587	1508	
Effective Weighted Sample	2197	218	214	216	196	184	209	202	189	208	1832	389	1313	910	1085	1114	
Total	2298	298	333	214	161	183	218	189	92	255	1987	311	1483	811	1108	1190	
		13%	14%	9%	7%	8%	10%	8%	4%	11%	86%	14%	65%	35%	48%	52%	
Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, ITV Player, 4OD, Demand 5 or Sky Go)	467	35	54	74	43	18	47	50	26	55	402	64	328	138	240	227	
	20%	12%	16%	35%	27%	10%	22%	27%	28%	22%	20%	21%	22%	17%	22%	19%	
		7%	12%	abefi	abe	4%	ae	abe	abe	ae	86%	14%	m	70%	30%	51%	49%
Accessing news	462	76	64	71	30	15	38	37	23	42	400	62	316	146	266	196	
	20%	26%	19%	33%	19%	8%	17%	19%	25%	17%	20%	20%	21%	18%	24%	16%	
		efi	e	bdefgi	e	3%	e	e	efi	e	86%	14%	m	68%	32%	58%	42%
Finding/ downloading information for school/ college/ university/ homework	357	35	46	50	27	24	47	34	17	33	308	49	226	129	186	171	
	16%	12%	14%	23%	17%	13%	21%	18%	18%	13%	15%	16%	15%	16%	17%	14%	
		10%	13%	abe	abe	8%	13%	10%	5%	9%	86%	14%	63%	36%	52%	48%	
To find information on health related issues e.g. NHS Direct/ NHS 24	325	44	48	44	23	8	52	39	18	23	267	58	225	100	172	153	
	14%	15%	14%	20%	15%	5%	24%	21%	19%	9%	13%	19%	15%	12%	16%	13%	
		e	e	ei	e	3%	abdei	ei	ei	j	82%	18%	69%	31%	53%	47%	

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

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QE21 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																
Unweighted total	3095	226	227	223	204	191	217	209	197	217	2257	838	1854	1235	1587	1508
Effective Weighted Sample	2197	218	214	216	196	184	209	202	189	208	1832	389	1313	910	1085	1114
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		13%	14%	9%	7%	8%	10%	8%	4%	11%	86%	14%	65%	35%	48%	52%
Downloading music files	315	33	33	41	30	20	38	30	20	22	266	49	221	92	156	159
	14%	11%	10%	19%	19%	11%	17%	16%	22%	8%	13%	16%	15%	11%	14%	13%
				abei	abei		bi	i	abei				m			
		10%	10%	13%	10%	6%	12%	9%	6%	7%	84%	16%	70%	29%	49%	51%
Making voice calls using a VoIP service e.g. Skype	284	49	41	37	24	13	35	21	14	15	239	45	200	84	140	144
	12%	16%	12%	17%	15%	7%	16%	11%	16%	6%	12%	15%	13%	10%	13%	12%
		ei	i	ei	ei		ei	ei	ei				m			
		17%	14%	13%	8%	5%	12%	7%	5%	5%	84%	16%	70%	30%	49%	51%
Uploading/ adding content to the internet e.g. photos, videos, blog posts	281	27	39	46	22	7	35	25	16	19	238	42	198	80	134	146
	12%	9%	12%	22%	13%	4%	16%	13%	17%	8%	12%	14%	13%	10%	12%	12%
		e	e	abdegi	e		aei	e	aei				m			
		10%	14%	17%	8%	2%	13%	9%	6%	7%	85%	15%	71%	28%	48%	52%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	276	24	47	46	28	7	42	21	15	21	221	56	197	79	166	110
	12%	8%	14%	21%	17%	4%	19%	11%	17%	8%	11%	18%	13%	10%	15%	9%
			e	abegi	aei		aegi	e	aei			j	m		o	
		9%	17%	17%	10%	3%	15%	8%	6%	8%	80%	20%	71%	29%	60%	40%

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	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																
Unweighted total	3095	226	227	223	204	191	217	209	197	217	2257	838	1854	1235	1587	1508
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Total	2298	298	333	214	161	183	218	189	92	255	1987	311	1483	811	1108	1190
		13%	14%	9%	7%	8%	10%	8%	4%	11%	86%	14%	65%	35%	48%	52%
Using Twitter (browsing/ reading site)	255	35	23	27	13	12	37	17	17	25	218	37	188	66	118	137
	11%	12%	7%	13%	8%	7%	17%	9%	18%	10%	11%	12%	13%	8%	11%	12%
				be			bdegi		bdegi				m			
		14%	9%	10%	5%	5%	14%	7%	7%	10%	85%	15%	74%	26%	46%	54%
Listening to radio	242	21	52	37	19	3	25	23	14	16	200	42	166	76	138	104
	11%	7%	16%	17%	11%	2%	12%	12%	15%	6%	10%	13%	11%	9%	12%	9%
		e	aei	aei	e		e	ei	aei	e					o	
		9%	22%	15%	8%	1%	11%	9%	6%	7%	83%	17%	69%	31%	57%	43%
Trading/ auctions	241	16	25	27	31	12	34	26	18	20	198	43	185	56	128	113
	10%	5%	7%	13%	19%	6%	16%	14%	20%	8%	10%	14%	12%	7%	12%	9%
				ae	abei		abei	abe	abcei			j	m			
		7%	10%	11%	13%	5%	14%	11%	8%	8%	82%	18%	77%	23%	53%	47%
Watching live TV on the internet at the same time as it's broadcast (e.g. via BBC iPlayer, Sky Go, Virgin TV Anywhere)	214	29	31	30	20	8	21	15	14	20	194	20	149	65	111	103
	9%	10%	9%	14%	13%	4%	10%	8%	16%	8%	10%	6%	10%	8%	10%	9%
		e		egi	e		e		egi		k					
		14%	14%	14%	10%	4%	10%	7%	7%	9%	91%	9%	70%	30%	52%	48%
Using Twitter (account holder, posting on site)	184	22	26	26	15	7	20	12	12	14	158	27	134	50	92	92
	8%	7%	8%	12%	9%	4%	9%	7%	13%	6%	8%	9%	9%	6%	8%	8%
				ei	e		e		egi			m				
		12%	14%	14%	8%	4%	11%	7%	7%	8%	86%	14%	73%	27%	50%	50%

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QE21 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	3095	226	227	223	204	191	217	209	197	217	2257	838	1854	1235	1587	1508
Effective Weighted Sample	2197	218	214	216	196	184	209	202	189	208	1832	389	1313	910	1085	1114
Total	2298	298	333	214	161	183	218	189	92	255	1987	311	1483	811	1108	1190
		13%	14%	9%	7%	8%	10%	8%	4%	11%	86%	14%	65%	35%	48%	52%
Watching other free professional TV programmes or video channels online (e.g. on official YouTube channels such as Channel 4, Jamie Oliver's Foodtube) or on other sites (e.g. South Park Studios)	184	27	26	34	11	9	16	14	10	16	160	23	129	55	81	102
	8%	9%	8%	16%	7%	5%	7%	7%	11%	6%	8%	8%	9%	7%	7%	9%
		15%	14%	18%	6%	5%	9%	8%	5%	9%	87%	13%	70%	30%	44%	56%
Watching purchased TV programmes/ films online or downloads via 'pay per view' services (e.g. iTunes, Google Play, Blinkbox) or through a standalone subscription service (e.g. Netflix, Amazon Prime Instant)	162	20	13	22	19	4	19	19	12	12	145	17	120	42	71	91
	7%	7%	4%	10%	12%	2%	9%	10%	13%	5%	7%	5%	8%	5%	6%	8%
		e	8%	14%	12%	2%	12%	11%	8%	7%	90%	10%	74%	26%	44%	56%

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

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QE21 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	3095	226	227	223	204	191	217	209	197	217	2257	838	1854	1235	1587	1508
Effective Weighted Sample	2197	218	214	216	196	184	209	202	189	208	1832	389	1313	910	1085	1114
Total	2298	298	333	214	161	183	218	189	92	255	1987	311	1483	811	1108	1190
		13%	14%	9%	7%	8%	10%	8%	4%	11%	86%	14%	65%	35%	48%	52%
Streamed audio services (free) e.g. Spotify (free) or Deezer (free)	146	16	20	22	7	2	17	13	9	14	120	26	103	43	80	66
	6%	5%	6%	10%	4%	1%	8%	7%	10%	5%	6%	8%	7%	5%	7%	6%
		e	e	de	e	e	e	de	e	e						
		11%	14%	15%	5%	2%	12%	9%	6%	9%	82%	18%	71%	29%	55%	45%
Communicating via chat rooms e.g. virtual assistance on a website, chatting on online dating sites	92	16	11	13	4	5	8	9	6	5	80	12	62	30	44	48
	4%	5%	3%	6%	2%	3%	4%	5%	6%	2%	4%	4%	4%	4%	4%	4%
			i	i					i							
		17%	12%	14%	4%	5%	9%	10%	6%	6%	87%	13%	67%	33%	48%	52%
Streamed audio services (subscription) e.g. Spotify Premium or Deezer Premium	81	13	11	11	8	-	9	6	6	7	69	12	60	21	44	37
	4%	4%	3%	5%	5%	-%	4%	3%	7%	3%	3%	4%	4%	3%	4%	3%
		e	e	e	e		e	e	e	e						
		16%	14%	14%	10%	-%	11%	7%	8%	9%	85%	15%	74%	26%	55%	45%
Real time gambling	65	3	10	3	8	2	7	4	5	2	59	6	48	17	32	33
	3%	1%	3%	1%	5%	1%	3%	2%	5%	1%	3%	2%	3%	2%	3%	3%
					acei				acei							
		4%	15%	4%	12%	2%	11%	7%	7%	4%	91%	9%	74%	26%	49%	51%

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QE21 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																
Unweighted total	3095	226	227	223	204	191	217	209	197	217	2257	838	1854	1235	1587	1508
Effective Weighted Sample	2197	218	214	216	196	184	209	202	189	208	1832	389	1313	910	1085	1114
Total	2298	298	333	214	161	183	218	189	92	255	1987	311	1483	811	1108	1190
		13%	14%	9%	7%	8%	10%	8%	4%	11%	86%	14%	65%	35%	48%	52%
Other	21	3	4	2	1	3	-	4	1	2	18	3	10	12	5	16
	1%	1%	1%	1%	*%	1%	-%	2%	1%	1%	1%	1%	1%	1%	*%	1%
								f								n
		14%	19%	9%	3%	12%	-%	20%	5%	9%	86%	14%	45%	55%	25%	75%
USE SOCIAL NETWORKING SITES	1022	94	116	121	67	65	116	89	56	123	889	133	711	311	471	551
	44%	32%	35%	57%	42%	36%	53%	47%	61%	48%	45%	43%	48%	38%	43%	46%
				abde	a		abde	abe	abdegi	abe			m			
		9%	11%	12%	7%	6%	11%	9%	5%	12%	87%	13%	70%	30%	46%	54%
TV/ VIDEO VIEWING	839	109	93	113	70	41	92	78	42	80	735	104	570	266	409	429
	37%	36%	28%	53%	44%	23%	42%	41%	45%	31%	37%	33%	38%	33%	37%	36%
		e		abefgi	bei		bei	bei	bei				m			
		13%	11%	13%	8%	5%	11%	9%	5%	10%	88%	12%	68%	32%	49%	51%
USE TWITTER	299	44	32	33	18	14	39	19	19	28	252	47	219	80	136	163
	13%	15%	10%	15%	11%	8%	18%	10%	20%	11%	13%	15%	15%	10%	12%	14%
		e		e			begi		bdegi				m			
		15%	11%	11%	6%	5%	13%	6%	6%	9%	84%	16%	73%	27%	46%	54%
STREAMED AUDIO SERVICES	165	18	21	26	11	2	17	13	10	14	137	28	115	50	90	75
	7%	6%	6%	12%	7%	1%	8%	7%	11%	5%	7%	9%	8%	6%	8%	6%
		e	e	abei	e		e	e	e	e						
		11%	13%	16%	7%	1%	11%	8%	6%	8%	83%	17%	70%	30%	54%	46%
None of these	127	25	15	6	10	8	10	9	4	22	108	19	55	72	50	77
	6%	9%	4%	3%	6%	4%	5%	5%	4%	8%	5%	6%	4%	9%	5%	6%
		c								c			l			
		20%	12%	5%	8%	6%	8%	7%	3%	17%	85%	15%	44%	56%	40%	60%

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QE21 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	3095	226	227	223	204	191	217	209	197	217	2257	838	1854	1235	1587	1508
Effective Weighted Sample	2197	218	214	216	196	184	209	202	189	208	1832	389	1313	910	1085	1114
Total	2298	298	333	214	161	183	218	189	92	255	1987	311	1483	811	1108	1190
		13%	14%	9%	7%	8%	10%	8%	4%	11%	86%	14%	65%	35%	48%	52%
Don't know	12	-	-	1	2	2	3	-	-	12	*	6	6	3	9	
	1%	-%	-%	1%	1%	1%	2%	-%	-%	1%	*%	*%	1%	*%	1%	
		-%	-%	11%	16%	15%	15%	24%	-%	-%	98%	2%	51%	49%	27%	73%

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

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QE21 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet 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 £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
General surfing/ browsing the internet	1664	821	843	267	335	645	418	162	153	222	461	524	490	329	322	1399	134	88	44
	62%	63%	61%	73%	72%	70%	45%	39%	53%	68%	77%	74%	68%	57%	49%	63%	58%	66%	59%
		49%	51%	16%	20%	39%	25%	10%	9%	13%	28%	31%	29%	20%	19%	84%	8%	5%	3%
Sending and receiving e-mail	1554	770	784	224	327	627	377	139	148	205	453	511	486	290	267	1322	124	75	33
	58%	59%	57%	61%	70%	68%	41%	34%	51%	63%	76%	72%	67%	50%	40%	59%	53%	56%	44%
		50%	50%	14%	21%	40%	24%	9%	10%	13%	29%	33%	31%	19%	17%	85%	8%	5%	2%
Banking	1055	532	522	137	234	456	228	97	115	133	354	367	332	205	150	896	86	52	20
	39%	41%	38%	37%	50%	50%	25%	23%	40%	41%	60%	52%	46%	35%	23%	40%	37%	40%	28%
		50%	50%	13%	22%	43%	22%	9%	11%	13%	34%	35%	31%	19%	14%	85%	8%	5%	2%
Using social networking sites (such as Facebook, LinkedIn or Bebo)	952	410	542	220	230	375	127	112	94	109	274	260	300	185	206	788	80	59	24
	36%	32%	39%	60%	49%	41%	14%	27%	33%	34%	46%	36%	42%	32%	31%	35%	34%	45%	33%
		43%	57%	23%	24%	39%	13%	12%	10%	11%	29%	27%	32%	19%	22%	83%	8%	6%	3%
Purchasing goods/ services/ tickets etc.	742	360	382	102	150	309	181	68	55	95	272	254	239	135	113	624	58	37	23
	28%	28%	28%	28%	32%	34%	20%	17%	19%	29%	46%	36%	33%	23%	17%	28%	25%	28%	31%
		48%	52%	14%	20%	42%	24%	9%	7%	13%	37%	34%	32%	18%	15%	84%	8%	5%	3%

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

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QE21 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet 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 £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Communicating via instant messaging e.g. Facebook Chat, MSN Messenger, Skype Chat	703	306	396	170	177	269	87	84	58	82	201	205	219	125	153	602	46	38	16
	26%	24%	29%	46%	38%	29%	9%	20%	20%	25%	34%	29%	30%	22%	23%	27%	20%	29%	21%
		44%	56%	24%	25%	38%	12%	12%	8%	12%	29%	29%	31%	18%	22%	86%	7%	5%	2%
Finding/ downloading information for work/ business	571	309	263	78	108	279	106	34	44	58	239	251	187	84	50	497	37	25	12
	21%	24%	19%	21%	23%	31%	11%	8%	15%	18%	40%	35%	26%	14%	8%	22%	16%	19%	16%
		54%	46%	14%	19%	49%	18%	6%	8%	10%	42%	44%	33%	15%	9%	87%	7%	4%	2%
Watching short video clips (e.g. YouTube, Dailymotion or Vimeo)	523	284	240	129	118	207	70	55	43	58	172	166	170	84	103	450	37	24	12
	20%	22%	17%	35%	25%	23%	8%	13%	15%	18%	29%	23%	24%	15%	16%	20%	16%	18%	16%
		54%	46%	25%	22%	39%	13%	11%	8%	11%	33%	32%	32%	16%	20%	86%	7%	5%	2%
Playing games online/ interactively	476	242	234	110	111	175	80	64	37	74	120	115	135	107	119	408	31	22	15
	18%	19%	17%	30%	24%	19%	9%	16%	13%	23%	20%	16%	19%	19%	18%	18%	13%	16%	20%
		51%	49%	23%	23%	37%	17%	14%	8%	16%	25%	24%	28%	23%	25%	86%	6%	5%	3%

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

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Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
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		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, ITV Player, 4OD, Demand 5 or Sky Go)	467	244	223	104	105	181	77	46	41	64	158	155	152	83	76	403	35	20	9
	17%	19%	16%	28%	22%	20%	8%	11%	14%	20%	27%	22%	21%	14%	12%	18%	15%	15%	13%
		52%	48%	ef	f	f	16%	10%	9%	14%	34%	33%	33%	18%	16%	86%	8%	4%	2%
Accessing news	462	256	206	67	78	203	114	34	29	58	165	184	143	67	69	397	44	14	6
	17%	20%	15%	18%	17%	22%	12%	8%	10%	18%	28%	26%	20%	11%	10%	18%	19%	11%	9%
		b	f	f	df	25%	7%	6%	12%	36%	40%	31%	14%	15%	86%	10%	3%	1%	
		55%	45%	15%	17%	44%	25%	7%	6%	12%	36%	40%	31%	14%	15%	86%	10%	3%	1%
Finding/ downloading information for school/ college/ university/ homework	357	161	196	131	62	139	24	40	28	26	117	120	127	55	55	313	19	17	9
	13%	12%	14%	36%	13%	15%	3%	10%	10%	8%	20%	17%	18%	9%	8%	14%	8%	13%	12%
		45%	55%	def	f	f	7%	11%	8%	7%	33%	34%	36%	15%	15%	88%	5%	5%	2%
To find information on health related issues e.g. NHS Direct/ NHS 24	325	151	173	49	70	128	77	37	36	39	117	115	100	52	58	300	7	10	7
	12%	12%	13%	14%	15%	14%	8%	9%	12%	12%	20%	16%	14%	9%	9%	13%	3%	8%	9%
		47%	53%	f	f	f	24%	11%	11%	12%	36%	35%	31%	16%	18%	pqr	2%	p	2%
				15%	21%	39%	24%	11%	11%	12%	36%	35%	31%	16%	18%	92%	2%	3%	2%

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QE21 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet 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 £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Downloading music files	315	175	140	101	65	113	35	39	34	31	106	93	117	50	55	265	26	13	11
	12%	13%	10%	28%	14%	12%	4%	9%	12%	10%	18%	13%	16%	9%	8%	12%	11%	10%	15%
		b		def	f	f					ghi	mn	mn					q	
		56%	44%	32%	21%	36%	11%	12%	11%	10%	34%	30%	37%	16%	17%	84%	8%	4%	4%
Making voice calls using a VoIP service e.g. Skype	284	141	143	61	72	107	44	36	19	23	94	100	93	44	47	249	14	13	8
	11%	11%	10%	17%	15%	12%	5%	9%	7%	7%	16%	14%	13%	8%	7%	11%	6%	10%	10%
				ef	f	f					ghi	mn	mn			p		p	
		50%	50%	21%	25%	38%	16%	13%	7%	8%	33%	35%	33%	15%	17%	88%	5%	4%	3%
Uploading/ adding content to the internet e.g. photos, videos, blog posts	281	126	155	72	67	103	39	26	16	37	102	90	87	56	47	236	24	11	9
	10%	10%	11%	20%	14%	11%	4%	6%	6%	11%	17%	13%	12%	10%	7%	11%	10%	9%	12%
				def	f	f					gh	ghi	n	n					
		45%	55%	26%	24%	37%	14%	9%	6%	13%	37%	32%	31%	20%	17%	84%	9%	4%	3%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	276	146	130	30	54	121	71	25	18	32	118	119	81	41	35	251	9	10	7
	10%	11%	9%	8%	11%	13%	8%	6%	6%	10%	20%	17%	11%	7%	5%	11%	4%	7%	9%
					f	cf					ghi	lmn	mn			pq		p	
		53%	47%	11%	19%	44%	26%	9%	7%	12%	43%	43%	29%	15%	13%	91%	3%	4%	2%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 78

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QE21 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet 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 £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
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Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Using Twitter (browsing/ reading site)	255	137	118	75	73	87	20	19	15	27	92	92	88	31	43	205	30	12	9
	10%	11%	9%	21%	16%	9%	2%	5%	5%	8%	15%	13%	12%	5%	7%	9%	13%	9%	12%
		54%	46%	30%	29%	34%	8%	8%	6%	11%	36%	36%	34%	12%	17%	80%	12%	5%	3%
Listening to radio	242	130	112	46	49	96	52	26	14	27	97	93	72	36	40	211	13	12	6
	9%	10%	8%	12%	10%	10%	6%	6%	5%	8%	16%	13%	10%	6%	6%	9%	6%	9%	8%
		54%	46%	19%	20%	40%	21%	11%	6%	11%	40%	38%	30%	15%	17%	87%	5%	5%	2%
Trading/ auctions	241	131	110	32	54	112	44	25	19	26	99	72	78	52	39	209	10	17	5
	9%	10%	8%	9%	12%	12%	5%	6%	7%	8%	17%	10%	11%	9%	6%	9%	4%	13%	7%
		54%	46%	13%	22%	46%	18%	10%	8%	11%	41%	30%	32%	21%	16%	87%	4%	opr	2%
				f	f	f					ghi	n	n	n	p				
Watching live TV on the internet at the same time as it's broadcast (e.g. via BBC iPlayer, Sky Go, Virgin TV Anywhere)	214	128	86	50	39	97	28	21	12	19	77	73	67	37	37	188	13	7	6
	8%	10%	6%	14%	8%	11%	3%	5%	4%	6%	13%	10%	9%	6%	6%	8%	5%	5%	8%
		b		df	f	f					ghi	mn	mn		q				
		60%	40%	23%	18%	45%	13%	10%	6%	9%	36%	34%	32%	17%	17%	88%	6%	3%	3%
Using Twitter (account holder, posting on site)	184	90	94	50	62	62	11	19	10	13	75	69	55	27	33	154	18	6	6
	7%	7%	7%	14%	13%	7%	1%	5%	4%	4%	13%	10%	8%	5%	5%	7%	8%	4%	8%
		49%	51%	27%	34%	34%	6%	11%	6%	7%	40%	37%	30%	15%	18%	84%	10%	3%	3%
				ef	ef	f					ghi	mn	mn						q

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QE21 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet 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 £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
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		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Watching other free professional TV programmes or video channels online (e.g. on official YouTube channels such as Channel 4, Jamie Oliver's Foodtube) or on other sites (e.g. South Park Studios)	184	98	85	54	46	66	18	25	9	19	54	56	62	30	36	162	9	5	7
	7%	8%	6%	15%	10%	7%	2%	6%	3%	6%	9%	8%	9%	5%	5%	7%	4%	4%	9%
		53%	47%	30%	25%	36%	10%	14%	5%	10%	29%	30%	34%	16%	19%	88%	5%	3%	4%
Watching purchased TV programmes/ films online or downloads via 'pay per view' services (e.g. iTunes, Google Play, Blinkbox) or through a standalone subscription service (e.g. Netflix, Amazon Prime Instant)	162	88	74	45	41	66	11	16	14	21	55	39	57	35	30	139	10	6	7
	6%	7%	5%	12%	9%	7%	1%	4%	5%	6%	9%	6%	8%	6%	5%	6%	4%	4%	10%
		55%	45%	28%	25%	41%	6%	10%	8%	13%	34%	24%	35%	21%	19%	86%	6%	3%	4%

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

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QE21 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet 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 £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
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Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Streamed audio services (free) e.g. Spotify (free) or Deezer (free)	146	83	63	43	41	49	14	13	8	17	56	42	56	26	23	120	13	6	7
	5%	6%	5%	12%	9%	5%	1%	3%	3%	5%	9%	6%	8%	5%	3%	5%	6%	4%	10%
		57%	43%	29%	28%	34%	9%	9%	5%	12%	39%	28%	38%	18%	16%	82%	9%	4%	5%
Communicating via chat rooms e.g. virtual assistance on a website, chatting on online dating sites	92	44	47	25	28	30	9	12	6	6	26	25	34	14	18	77	8	3	4
	3%	3%	3%	7%	6%	3%	1%	3%	2%	2%	4%	4%	5%	2%	3%	3%	4%	2%	5%
		48%	52%	27%	31%	32%	9%	13%	7%	7%	28%	27%	38%	15%	20%	84%	9%	3%	4%
Streamed audio services (subscription) e.g. Spotify Premium or Deezer Premium	81	48	34	27	25	22	7	6	3	7	34	27	27	15	12	72	3	3	3
	3%	4%	2%	7%	5%	2%	1%	2%	1%	2%	6%	4%	4%	3%	2%	3%	1%	2%	4%
		58%	42%	33%	31%	27%	9%	8%	4%	8%	42%	33%	34%	19%	14%	89%	3%	4%	4%
Real time gambling	65	41	24	12	18	28	7	9	8	8	21	19	17	17	12	43	18	2	3
	2%	3%	2%	3%	4%	3%	1%	2%	3%	3%	3%	3%	2%	3%	2%	2%	8%	2%	3%
		b	f	f	f	f	11%	14%	12%	13%	32%	29%	27%	26%	18%	66%	27%	4%	4%

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

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QE21 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet 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 £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Other	21	9	13	1	2	7	12	2	2	4	2	7	6	5	3	19	1	1	1
	1%	1%	1%	*%	*%	1%	1%	1%	1%	1%	*%	1%	1%	1%	*%	1%	*%	*%	1%
		42%	58%	4%	7%	35%	54%	10%	7%	20%	8%	33%	30%	23%	13%	90%	5%	2%	2%
USE SOCIAL NETWORKING SITES	1022	447	575	232	252	404	133	119	100	121	295	288	322	193	220	848	86	62	26
	38%	34%	42%	64%	54%	44%	14%	29%	35%	37%	50%	41%	45%	33%	33%	38%	37%	47%	35%
			a	def	ef	f				g	ghi	mn	mn					opr	
		44%	56%	23%	25%	40%	13%	12%	10%	12%	29%	28%	31%	19%	21%	83%	8%	6%	3%
TV/ VIDEO VIEWING	839	438	401	182	201	326	130	90	80	105	260	266	270	143	160	718	64	41	16
	31%	34%	29%	50%	43%	36%	14%	22%	28%	32%	44%	37%	38%	25%	24%	32%	27%	31%	22%
		b	def	ef	f					g	ghi	mn	mn			r		r	
		52%	48%	22%	24%	39%	15%	11%	10%	13%	31%	32%	32%	17%	19%	86%	8%	5%	2%
USE TWITTER	299	156	143	84	90	105	21	28	18	29	108	111	97	40	51	245	31	14	10
	11%	12%	10%	23%	19%	11%	2%	7%	6%	9%	18%	16%	13%	7%	8%	11%	13%	10%	13%
			ef	ef	f					ghi	mn	mn							
		52%	48%	28%	30%	35%	7%	9%	6%	10%	36%	37%	32%	13%	17%	82%	10%	5%	3%
STREAMED AUDIO SERVICES	165	92	72	49	47	52	17	15	9	18	65	48	63	28	25	134	14	8	8
	6%	7%	5%	13%	10%	6%	2%	4%	3%	5%	11%	7%	9%	5%	4%	6%	6%	6%	11%
		b	ef	ef	f					ghi	n	mn						opq	
		56%	44%	30%	28%	31%	10%	9%	5%	11%	39%	29%	38%	17%	15%	81%	9%	5%	5%
None of these	127	65	61	11	12	28	76	29	14	16	12	20	25	33	48	109	8	7	2
	5%	5%	4%	3%	3%	3%	8%	7%	5%	5%	2%	3%	4%	6%	7%	5%	4%	5%	3%
							cde	j	j	j			k	kl					
		52%	48%	8%	10%	22%	60%	23%	11%	12%	9%	16%	20%	26%	38%	86%	7%	5%	2%
Don't know	12	5	8	2	2	4	5	4	3	*	1	2	1	5	4	10	2	1	*
	*%	*%	1%	1%	*%	*%	1%	1%	1%	*%	*%	*%	*%	1%	1%	*%	1%	*%	*%
		38%	62%	15%	15%	31%	38%	30%	27%	4%	8%	16%	8%	42%	34%	81%	12%	4%	3%

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QE21 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
General surfing/ browsing the internet	1664	162	253	175	94	149	148	144	77	199	1439	226	1106	555	853	812
	62%	49%	68%	75%	50%	64%	59%	64%	68%	67%	62%	62%	71%	50%	68%	57%
			adf	adefgi		ad	ad	ad	ad	ad			m		o	
		10%	15%	11%	6%	9%	9%	9%	5%	12%	86%	14%	66%	33%	51%	49%
Sending and receiving e-mail	1554	167	247	172	93	126	152	127	58	180	1325	229	1054	496	807	747
	58%	51%	67%	74%	49%	54%	61%	57%	51%	60%	57%	62%	68%	44%	64%	53%
			adefgh	adefghi		adh				adh		j	m		o	
		11%	16%	11%	6%	8%	10%	8%	4%	12%	85%	15%	68%	32%	52%	48%
Banking	1055	157	137	112	73	64	111	92	45	106	904	150	762	293	541	513
	39%	48%	37%	48%	39%	28%	44%	41%	39%	35%	39%	41%	49%	26%	43%	36%
		bdei	e	bei	e		ei	e	e				m		o	
		15%	13%	11%	7%	6%	10%	9%	4%	10%	86%	14%	72%	28%	51%	49%
Using social networking sites (such as Facebook, LinkedIn or Bebo)	952	78	110	114	64	61	107	86	55	113	824	128	666	285	451	501
	36%	24%	30%	49%	34%	26%	43%	39%	49%	38%	36%	35%	43%	26%	36%	35%
			abdegi		a		abde	abe	abdegi	ae			m			
		8%	12%	12%	7%	6%	11%	9%	6%	12%	87%	13%	70%	30%	47%	53%
Purchasing goods/ services/ tickets etc.	742	59	108	96	59	36	86	69	38	74	624	118	524	217	407	335
	28%	18%	29%	41%	31%	15%	34%	31%	33%	25%	27%	32%	34%	19%	32%	24%
			ae	abdegi	ae		aei	ae	aei	e		j	m		o	
		8%	15%	13%	8%	5%	12%	9%	5%	10%	84%	16%	71%	29%	55%	45%

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

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QE21 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : All respondents

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
Communicating via instant messaging e.g. Facebook Chat, MSN Messenger, Skype Chat	703	79	64	90	60	43	72	72	40	81	609	94	481	221	322	381
	26%	24%	17%	39%	32%	19%	29%	32%	35%	27%	26%	26%	31%	20%	26%	27%
		11%	9%	abefi 13%	be 8%	6%	10%	abe 10%	abe 6%	be 12%	87%	13%	m 68%	31%	46%	54%
Finding/ downloading information for work/ business	571	69	82	82	43	28	72	38	31	52	474	97	465	107	342	230
	21%	21%	22%	35%	23%	12%	29%	17%	27%	17%	21%	27%	30%	10%	27%	16%
		e 12%	e 14%	abdegi 14%	e 8%	5%	aegi 13%	7%	egi 5%	9%	83%	j 17%	m 81%	o 19%	60%	40%
Watching short video clips (e.g. YouTube, Dailymotion or Vimeo)	523	68	51	75	38	25	57	51	33	52	458	65	355	166	240	283
	20%	21%	14%	32%	20%	11%	23%	23%	29%	17%	20%	18%	23%	15%	19%	20%
		be 13%	10%	abdefgi 14%	e 7%	5%	be 11%	be 10%	abdei 6%	e 10%	88%	12%	m 68%	32%	46%	54%
Playing games online/ interactively	476	44	59	54	47	29	48	49	33	45	413	63	320	153	234	242
	18%	14%	16%	23%	25%	13%	19%	22%	30%	15%	18%	17%	21%	14%	19%	17%
		9%	12%	abei 11%	abei 10%	6%	e 10%	ae 10%	abefi 7%	9%	87%	13%	m 67%	32%	49%	51%

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

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Base : All respondents

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, ITV Player, 4OD, Demand 5 or Sky Go)	467	35	54	74	43	18	47	50	26	55	402	64	328	138	240	227
	17%	11%	15%	32%	23%	8%	19%	22%	23%	18%	17%	18%	21%	12%	19%	16%
		7%	e	abdefghi	abe	ae	abe	abe	ae	ae	86%	14%	m	o	51%	49%
			12%	16%	9%	4%	10%	11%	5%	12%			70%	30%		
Accessing news	462	76	64	71	30	15	38	37	23	42	400	62	316	146	266	196
	17%	23%	17%	31%	16%	7%	15%	16%	21%	14%	17%	17%	20%	13%	21%	14%
		defi	e	bdefghi	e	e	e	e	e	e	86%	14%	m	o	58%	42%
		17%	14%	15%	7%	3%	8%	8%	5%	9%			68%	32%		
Finding/ downloading information for school/ college/ university/ homework	357	35	46	50	27	24	47	34	17	33	308	49	226	129	186	171
	13%	11%	12%	21%	14%	10%	19%	15%	15%	11%	13%	13%	15%	11%	15%	12%
				abdei	aei	aei	aei	aei	aei	aei	86%	14%	m	o	52%	48%
		10%	13%	14%	8%	7%	13%	10%	5%	9%			63%	36%		
To find information on health related issues e.g. NHS Direct/ NHS 24	325	44	48	44	23	8	52	39	18	23	267	58	225	100	172	153
	12%	14%	13%	19%	12%	4%	21%	18%	16%	8%	12%	16%	14%	9%	14%	11%
		ei	e	ei	e	abdei	abdei	ei	ei	e	82%	18%	m	o	53%	47%
		14%	15%	13%	7%	3%	16%	12%	5%	7%			69%	31%		

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	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
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Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
Downloading music files	315	33	33	41	30	20	38	30	20	22	266	49	221	92	156	159
	12%	10%	9%	18%	16%	8%	15%	13%	18%	7%	12%	13%	14%	8%	12%	11%
		10%	10%	abei	abei	6%	12%	9%	abei	7%	84%	16%	70%	29%	49%	51%
Making voice calls using a VoIP service e.g. Skype	284	49	41	37	24	13	35	21	14	15	239	45	200	84	140	144
	11%	15%	11%	16%	13%	6%	14%	9%	13%	5%	10%	12%	13%	8%	11%	10%
		ei	ei	egi	ei	5%	12%	7%	ei	5%	84%	16%	m	70%	30%	49%
Uploading/ adding content to the internet e.g. photos, videos, blog posts	281	27	39	46	22	7	35	25	16	19	238	42	198	80	134	146
	10%	8%	10%	20%	11%	3%	14%	11%	14%	6%	10%	12%	13%	7%	11%	10%
		e	e	abdegi	e	2%	13%	9%	aei	7%	85%	15%	m	71%	28%	48%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	276	24	47	46	28	7	42	21	15	21	221	56	197	79	166	110
	10%	7%	13%	20%	15%	3%	17%	9%	13%	7%	10%	15%	13%	7%	13%	8%
		e	ei	abegi	aei	3%	aegi	e	aei	e	80%	j	m	29%	o	40%
		9%	17%	17%	10%	3%	15%	8%	6%	8%	80%	20%	71%	29%	60%	40%

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Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
Using Twitter (browsing/ reading site)	255	35	23	27	13	12	37	17	17	25	218	37	188	66	118	137
	10%	11%	6%	11%	7%	5%	15%	8%	15%	8%	9%	10%	12%	6%	9%	10%
		e		be			bdegi		bdegi				m			
		14%	9%	10%	5%	5%	14%	7%	7%	10%	85%	15%	74%	26%	46%	54%
Listening to radio	242	21	52	37	19	3	25	23	14	16	200	42	166	76	138	104
	9%	7%	14%	16%	10%	1%	10%	10%	12%	5%	9%	11%	11%	7%	11%	7%
		e	aei	aei	e		e	e	aei	e			m		o	
		9%	22%	15%	8%	1%	11%	9%	6%	7%	83%	17%	69%	31%	57%	43%
Trading/ auctions	241	16	25	27	31	12	34	26	18	20	198	43	185	56	128	113
	9%	5%	7%	12%	17%	5%	14%	12%	16%	7%	9%	12%	12%	5%	10%	8%
				ae	abei		abei	ae	abei			j	m		o	
		7%	10%	11%	13%	5%	14%	11%	8%	8%	82%	18%	77%	23%	53%	47%
Watching live TV on the internet at the same time as it's broadcast (e.g. via BBC iPlayer, Sky Go, Virgin TV Anywhere)	214	29	31	30	20	8	21	15	14	20	194	20	149	65	111	103
	8%	9%	8%	13%	11%	4%	9%	7%	13%	7%	8%	5%	10%	6%	9%	7%
		e	e	egi	e		e		egi		k		m			
		14%	14%	14%	10%	4%	10%	7%	7%	9%	91%	9%	70%	30%	52%	48%
Using Twitter (account holder, posting on site)	184	22	26	26	15	7	20	12	12	14	158	27	134	50	92	92
	7%	7%	7%	11%	8%	3%	8%	6%	11%	5%	7%	7%	9%	4%	7%	6%
				egi	e		e		egi				m			
		12%	14%	14%	8%	4%	11%	7%	7%	8%	86%	14%	73%	27%	50%	50%

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Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
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		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
Watching other free professional TV programmes or video channels online (e.g. on official YouTube channels such as Channel 4, Jamie Oliver's Foodtube) or on other sites (e.g. South Park Studios)	184	27	26	34	11	9	16	14	10	16	160	23	129	55	81	102
	7%	8%	7%	15%	6%	4%	6%	6%	8%	5%	7%	6%	8%	5%	6%	7%
		e	abdefghi	e	e	e	e	e	e	e	e	e	m	m	n	o
		15%	14%	18%	6%	5%	9%	8%	5%	9%	87%	13%	70%	30%	44%	56%
Watching purchased TV programmes/ films online or downloads via 'pay per view' services (e.g. iTunes, Google Play, Blinkbox) or through a standalone subscription service (e.g. Netflix, Amazon Prime Instant)	162	20	13	22	19	4	19	19	12	12	145	17	120	42	71	91
	6%	6%	4%	9%	10%	2%	8%	8%	11%	4%	6%	5%	8%	4%	6%	6%
		e	bei	bei	bei	e	e	bei	bei	bei	e	e	m	m	n	o
		12%	8%	14%	12%	2%	12%	11%	8%	7%	90%	10%	74%	26%	44%	56%

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		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
Streamed audio services (free) e.g. Spotify (free) or Deezer (free)	146	16	20	22	7	2	17	13	9	14	120	26	103	43	80	66
	5%	5%	5%	9%	4%	1%	7%	6%	8%	5%	5%	7%	7%	4%	6%	5%
		e	e	dei	e	e	e	e	e	e			m			
		11%	14%	15%	5%	2%	12%	9%	6%	9%	82%	18%	71%	29%	55%	45%
Communicating via chat rooms e.g. virtual assistance on a website, chatting on online dating sites	92	16	11	13	4	5	8	9	6	5	80	12	62	30	44	48
	3%	5%	3%	6%	2%	2%	3%	4%	5%	2%	3%	3%	4%	3%	3%	3%
				dei												
		17%	12%	14%	4%	5%	9%	10%	6%	6%	87%	13%	67%	33%	48%	52%
Streamed audio services (subscription) e.g. Spotify Premium or Deezer Premium	81	13	11	11	8	-	9	6	6	7	69	12	60	21	44	37
	3%	4%	3%	5%	4%	-%	4%	3%	6%	2%	3%	3%	4%	2%	4%	3%
		e	e	e	e		e	e	e	e			m			
		16%	14%	14%	10%	-%	11%	7%	8%	9%	85%	15%	74%	26%	55%	45%
Real time gambling	65	3	10	3	8	2	7	4	5	2	59	6	48	17	32	33
	2%	1%	3%	1%	4%	1%	3%	2%	4%	1%	3%	2%	3%	2%	3%	2%
				acei	acei				acei				m			
		4%	15%	4%	12%	2%	11%	7%	7%	4%	91%	9%	74%	26%	49%	51%

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		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
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		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
Other	21	3	4	2	1	3	-	4	1	2	18	3	10	12	5	16
	1%	1%	1%	1%	*%	1%	-%	2%	1%	1%	1%	1%	1%	1%	*%	1%
							f	f								n
		14%	19%	9%	3%	12%	-%	20%	5%	9%	86%	14%	45%	55%	25%	75%
USE SOCIAL NETWORKING SITES	1022	94	116	121	67	65	116	89	56	123	889	133	711	311	471	551
	38%	29%	31%	52%	36%	28%	47%	40%	49%	41%	39%	36%	46%	28%	37%	39%
				abdegi			abde	ae	abdeg	abe			m			
		9%	11%	12%	7%	6%	11%	9%	5%	12%	87%	13%	70%	30%	46%	54%
TV/ VIDEO VIEWING	839	109	93	113	70	41	92	78	42	80	735	104	570	266	409	429
	31%	33%	25%	48%	37%	18%	37%	35%	37%	27%	32%	28%	37%	24%	33%	30%
		be		abdefghi	bei		bei	be	bei	e			m			
		13%	11%	13%	8%	5%	11%	9%	5%	10%	88%	12%	68%	32%	49%	51%
USE TWITTER	299	44	32	33	18	14	39	19	19	28	252	47	219	80	136	163
	11%	14%	9%	14%	10%	6%	16%	8%	17%	9%	11%	13%	14%	7%	11%	12%
		e		eg			bdegi		bdegi				m			
		15%	11%	11%	6%	5%	13%	6%	6%	9%	84%	16%	73%	27%	46%	54%
STREAMED AUDIO SERVICES	165	18	21	26	11	2	17	13	10	14	137	28	115	50	90	75
	6%	6%	6%	11%	6%	1%	7%	6%	9%	5%	6%	8%	7%	4%	7%	5%
		e	e	abdegi	e		e	e	e	e			m			
		11%	13%	16%	7%	1%	11%	8%	6%	8%	83%	17%	70%	30%	54%	46%
None of these	127	25	15	6	10	8	10	9	4	22	108	19	55	72	50	77
	5%	8%	4%	3%	6%	4%	4%	4%	3%	7%	5%	5%	4%	6%	4%	5%
		ceh								c			l			
		20%	12%	5%	8%	6%	8%	7%	3%	17%	85%	15%	44%	56%	40%	60%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 78

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QE21 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON a	SOUTH EAST b	SOUTH WEST c	EAST MIDS d	WEST MIDS e	EAST OF ENG f	YORKS& HUMBER g	NORTH EAST h	NORTH WEST i	URBAN j	RURAL k	YES l	NO m	LOW n	MEDIUM/ HIGH o
Significance Level: 95%																
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327 12%	371 14%	234 9%	189 7%	231 9%	249 9%	224 8%	113 4%	299 11%	2309 86%	366 14%	1551 58%	1118 42%	1259 47%	1416 53%
Don't know	12 *%	- -%	- -%	1 1%	2 1%	2 1%	2 1%	3 1%	- -%	- -%	12 1%	* *%	6 *%	6 1%	3 *%	9 1%
Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o		- -%	- -%	11% 11%	16% 16%	15% 15%	15% 15%	24% 24%	- -%	- -%	98% 98%	2% 2%	51% 51%	49% 49%	27% 27%	73% 73%

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 79

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QE22 (QENEW11) SHOWCARD What was the advertised speed of your fixed broadband home internet connection when you took up your service? (SINGLE CODE)

Base : Those in a household with fixed broadband

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Unweighted total	2781	1376	1405	410	483	1005	883	313	299	412	665	737	916	560	568	1721	345	380	335
Effective Weighted Sample	1975	977	999	288	345	710	640	220	215	283	496	529	666	407	403	1535	226	264	292
Total	2074	1030	1044	303	375	785	611	199	205	284	567	645	601	438	391	1756	165	101	51
		50%	50%	15%	18%	38%	29%	10%	10%	14%	27%	31%	29%	21%	19%	85%	8%	5%	2%
Up to 512kb	5	4	2	-	-	5	1	1	-	-	4	-	4	-	2	5	-	-	-
	*%	*%	*%	-%	-%	1%	*%	*%	-%	-%	1%	-%	1%	-%	*%	*%	-%	-%	-%
		71%	29%	-%	-%	85%	15%	16%	-%	-%	69%	-%	65%	-%	35%	100%	-%	-%	-%
Up to 1MB	9	7	2	1	1	4	3	-	1	1	3	3	2	4	*	7	1	1	*
	*%	1%	*%	*%	*%	*%	1%	-%	*%	1%	1%	*%	*%	1%	*%	*%	1%	1%	1%
		80%	20%	9%	12%	42%	37%	-%	8%	16%	34%	33%	18%	47%	2%	78%	11%	7%	5%
Up to 2MB	24	16	8	1	7	9	7	3	2	6	5	7	6	7	4	19	2	2	1
	1%	2%	1%	*%	2%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	2%	1%
		67%	33%	5%	28%	38%	29%	11%	9%	23%	21%	30%	24%	30%	15%	77%	10%	10%	3%
Up to 4MB	31	17	14	2	8	16	5	4	2	6	13	12	8	4	7	25	3	3	1
	2%	2%	1%	1%	2%	2%	1%	2%	1%	2%	2%	2%	1%	1%	2%	1%	2%	2%	2%
		55%	45%	7%	26%	50%	17%	11%	6%	19%	41%	38%	26%	14%	22%	78%	11%	8%	3%
Up to 8MB	70	51	20	7	15	31	17	7	8	9	30	22	22	18	9	56	8	6	*
	3%	5%	2%	2%	4%	4%	3%	3%	4%	3%	5%	3%	4%	4%	2%	3%	5%	6%	1%
		b													r	r	or		
		72%	28%	10%	22%	44%	24%	9%	11%	13%	43%	31%	31%	26%	12%	79%	12%	8%	*%
Up to 10MB	35	27	8	6	2	13	14	4	1	4	13	18	10	5	3	31	*	4	1
	2%	3%	1%	2%	1%	2%	2%	2%	*%	1%	2%	3%	2%	1%	1%	2%	*%	3%	1%
		b										n						p	
		77%	23%	17%	7%	37%	40%	11%	2%	12%	35%	50%	29%	13%	8%	88%	1%	10%	2%
Up to 16MB	64	46	18	7	21	21	16	6	5	8	30	24	23	8	10	57	3	2	1
	3%	4%	2%	2%	6%	3%	3%	3%	2%	3%	5%	4%	4%	2%	2%	3%	2%	2%	2%
		b			cef														
		72%	28%	10%	33%	33%	24%	10%	7%	12%	47%	37%	36%	12%	15%	90%	5%	4%	1%
Up to 20MB	58	40	19	9	14	23	12	7	5	9	14	21	19	8	10	46	7	3	2
	3%	4%	2%	3%	4%	3%	2%	3%	2%	3%	2%	3%	3%	2%	3%	3%	4%	3%	4%
		b																	
		68%	32%	15%	24%	40%	21%	12%	9%	16%	24%	36%	32%	14%	18%	80%	12%	5%	4%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 79

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QE22 (QENEW11) SHOWCARD What was the advertised speed of your fixed broadband home internet connection when you took up your service? (SINGLE CODE)

Base : Those in a household with fixed broadband

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Significance Level: 95%																			
Unweighted total	2781	1376	1405	410	483	1005	883	313	299	412	665	737	916	560	568	1721	345	380	335
Effective Weighted Sample	1975	977	999	288	345	710	640	220	215	283	496	529	666	407	403	1535	226	264	292
Total	2074	1030	1044	303	375	785	611	199	205	284	567	645	601	438	391	1756	165	101	51
		50%	50%	15%	18%	38%	29%	10%	10%	14%	27%	31%	29%	21%	19%	85%	8%	5%	2%
Up to 30MB	54	36	18	10	10	22	12	9	5	10	15	21	17	9	8	51	2	*	1
	3%	4%	2%	3%	3%	3%	2%	4%	3%	3%	3%	3%	3%	2%	2%	3%	1%	%	2%
		b														q			
		67%	33%	19%	18%	41%	22%	16%	10%	18%	27%	39%	31%	16%	14%	94%	3%	1%	2%
Up to 40MB	51	33	17	8	7	25	11	4	2	11	18	15	17	7	11	43	6	*	1
	2%	3%	2%	3%	2%	3%	2%	2%	1%	4%	3%	2%	3%	2%	3%	2%	4%	%	2%
		b														q	q		
		66%	34%	17%	13%	49%	21%	7%	5%	21%	35%	30%	34%	15%	21%	86%	12%	1%	2%
Up to 50MB	64	44	20	10	11	25	17	8	9	4	16	21	17	15	11	58	4	1	1
	3%	4%	2%	3%	3%	3%	3%	4%	4%	1%	3%	3%	3%	3%	3%	3%	2%	1%	2%
		b							i										
		69%	31%	16%	18%	39%	27%	12%	14%	6%	26%	32%	27%	23%	18%	91%	6%	2%	2%
Up to 100MB	61	44	18	7	12	34	9	3	2	10	26	20	19	15	8	55	4	1	1
	3%	4%	2%	2%	3%	4%	1%	2%	1%	3%	5%	3%	3%	3%	2%	3%	2%	1%	2%
		b			f					gh									
		71%	29%	11%	20%	55%	15%	5%	3%	16%	42%	32%	31%	25%	12%	90%	6%	2%	2%
Over 100MB	49	32	17	7	9	27	5	4	4	4	13	15	12	14	8	41	6	1	*
	2%	3%	2%	2%	2%	3%	1%	2%	2%	1%	2%	2%	2%	3%	2%	2%	4%	1%	1%
		b		f	f											r	r		
		65%	35%	15%	19%	56%	11%	8%	8%	8%	26%	31%	24%	29%	16%	85%	12%	2%	1%
SUPERFAST BROADBAND (30MB AND ABOVE)	279	189	90	43	49	133	54	27	23	38	87	92	82	60	45	249	21	5	4
	13%	18%	9%	14%	13%	17%	9%	14%	11%	13%	15%	14%	14%	14%	12%	14%	13%	4%	8%
		b		f	f	f										qr	q		
		68%	32%	15%	18%	48%	19%	10%	8%	14%	31%	33%	29%	22%	16%	89%	8%	2%	2%
Don't know	1497	633	864	228	257	530	482	142	159	202	368	447	427	323	301	1261	118	77	41
	72%	61%	83%	75%	69%	68%	79%	71%	78%	71%	65%	69%	71%	74%	77%	72%	71%	76%	80%
		a	e			de			j					kl				op	
		42%	58%	15%	17%	35%	32%	9%	11%	13%	25%	30%	28%	22%	20%	84%	8%	5%	3%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QE22 (QENEW11) SHOWCARD What was the advertised speed of your fixed broadband home internet connection when you took up your service? (SINGLE CODE)

Base : Those in a household with fixed broadband

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	2781	195	227	210	183	163	207	166	176	194	2004	777	1676	1100	1485	1296
Effective Weighted Sample	1975	188	214	203	176	157	199	160	169	185	1633	364	1185	810	1022	954
Total	2074	254	331	201	144	157	208	151	82	228	1781	293	1335	735	1046	1028
		12%	16%	10%	7%	8%	10%	7%	4%	11%	86%	14%	64%	35%	50%	50%
Up to 512kb	5 *%	1 *%	2 *%	- -%	1 1%	- -%	- -%	1 1%	- -%	1 *%	5 *%	- -%	5 *%	1 *%	2 *%	3 *%
		20%	29%	- -%	15%	- -%	- -%	20%	- -%	16%	100%	- -%	84%	16%	45%	55%
Up to 1MB	9 *%	- -%	- -%	1 1%	2 2%	- -%	1 1%	- -%	- -%	2 1%	5 *%	4 1%	7 1%	2 *%	5 *%	4 *%
		- -%	- -%	12%	26%	- -%	13%	- -%	- -%	27%	54%	j 46%	77%	23%	54%	46%
Up to 2MB	24 1%	2 1%	2 1%	1 1%	7 5%	1 1%	4 2%	2 1%	* 1%	- -%	14 1%	10 3%	18 1%	7 1%	18 2%	6 1%
		7%	9%	5%	abcehi 28%	4%	15%	8%	2%	- -%	58%	j 42%	73%	27%	o 74%	26%
Up to 4MB	31 2%	1 1%	1 *%	4 2%	5 3%	- -%	5 2%	4 3%	1 1%	4 2%	22 1%	10 3%	23 2%	8 1%	20 2%	11 1%
		5%	4%	12%	be 15%	- -%	16%	12%	3%	12%	69%	j 31%	75%	25%	63%	37%
Up to 8MB	70 3%	5 2%	7 2%	7 3%	7 5%	5 3%	10 5%	7 5%	3 4%	5 2%	56 3%	15 5%	50 4%	21 3%	43 4%	27 3%
		7%	11%	10%	9%	7%	14%	10%	4%	8%	79%	21%	71%	29%	61%	39%
Up to 10MB	35 2%	4 1%	9 3%	2 1%	2 2%	3 2%	4 2%	3 2%	1 1%	3 1%	29 2%	6 2%	23 2%	13 2%	24 2%	12 1%
		10%	25%	5%	6%	10%	12%	8%	3%	8%	82%	18%	64%	36%	o 67%	33%
Up to 16MB	64 3%	11 4%	4 1%	8 4%	5 3%	4 3%	8 4%	12 8%	4 5%	1 *%	57 3%	7 2%	42 3%	22 3%	31 3%	32 3%
		bi 17%	6%	bi 13%	i 7%	6%	13%	bei 19%	bi 7%	1%	89%	11%	66%	34%	49%	51%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QE22 (QENEW11) SHOWCARD What was the advertised speed of your fixed broadband home internet connection when you took up your service? (SINGLE CODE)

Base : Those in a household with fixed broadband

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	2781	195	227	210	183	163	207	166	176	194	2004	777	1676	1100	1485	1296
Effective Weighted Sample	1975	188	214	203	176	157	199	160	169	185	1633	364	1185	810	1022	954
Total	2074	254	331	201	144	157	208	151	82	228	1781	293	1335	735	1046	1028
		12%	16%	10%	7%	8%	10%	7%	4%	11%	86%	14%	64%	35%	50%	50%
Up to 20MB	58 3%	7 3%	7 2%	8 4%	9 6%	4 3%	2 1%	4 2%	4 5%	1 *	48 3%	10 3%	44 3%	14 2%	22 2%	36 3%
				i	bfi				fi							
		12%	12%	14%	16%	7%	4%	6%	7%	2%	83%	17%	76%	24%	38%	62%
Up to 30MB	54 3%	2 1%	13 4%	3 2%	6 4%	9 5%	7 3%	5 4%	1 1%	4 2%	45 3%	10 3%	32 2%	22 3%	30 3%	24 2%
					a	ah										
Up to 40MB	51 2%	5 2%	12 4%	5 2%	1 1%	7 4%	2 1%	3 2%	2 3%	7 3%	47 3%	4 1%	36 3%	15 2%	30 3%	20 2%
						df										
Up to 50MB	64 3%	16 6%	8 2%	1 1%	6 4%	13 9%	4 2%	3 2%	6 7%	- -	61 3%	3 1%	46 3%	18 2%	22 2%	41 4%
		cfgi	i		ci	bcfgi			bcfgi		k				n	
		26%	13%	2%	9%	21%	7%	5%	9%	-%	95%	5%	71%	29%	35%	65%
Up to 100MB	61 3%	3 1%	11 3%	13 7%	4 3%	10 6%	2 1%	4 2%	2 2%	7 3%	50 3%	11 4%	47 4%	15 2%	29 3%	32 3%
				af		af							m			
		4%	18%	21%	7%	16%	3%	6%	3%	12%	81%	19%	76%	24%	48%	52%
Over 100MB	49 2%	13 5%	4 1%	3 1%	1 1%	2 1%	5 2%	10 7%	2 3%	- -	47 3%	2 1%	38 3%	11 2%	19 2%	30 3%
		bcdi					i	bcdefi	i		k					
		27%	9%	6%	2%	5%	10%	21%	5%	-%	96%	4%	77%	23%	38%	62%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QE22 (QENEW11) SHOWCARD What was the advertised speed of your fixed broadband home internet connection when you took up your service? (SINGLE CODE)

Base : Those in a household with fixed broadband

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	2781	195	227	210	183	163	207	166	176	194	2004	777	1676	1100	1485	1296
Effective Weighted Sample	1975	188	214	203	176	157	199	160	169	185	1633	364	1185	810	1022	954
Total	2074	254	331	201	144	157	208	151	82	228	1781	293	1335	735	1046	1028
		12%	16%	10%	7%	8%	10%	7%	4%	11%	86%	14%	64%	35%	50%	50%
SUPERFAST BROADBAND (30MB AND ABOVE)	279	40	49	26	18	41	20	25	14	18	249	30	198	81	131	148
	13%	16%	15%	13%	12%	26%	9%	17%	17%	8%	14%	10%	15%	11%	13%	14%
		i	i			abcdefghi		fi	fi		k		m			
		14%	17%	9%	6%	15%	7%	9%	5%	6%	89%	11%	71%	29%	47%	53%
Don't know	1497	184	251	144	89	99	154	93	55	193	1296	202	926	568	750	748
	72%	72%	76%	72%	62%	63%	74%	62%	67%	85%	73%	69%	69%	77%	72%	73%
		dg	deg	dg		deg		deg		abcdefgh			l			
		12%	17%	10%	6%	7%	10%	6%	4%	13%	87%	13%	62%	38%	50%	50%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 81

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

QE23 (QE11A). SHOWCARD What is the actual speed of your fixed broadband home internet connection? (SINGLE CODE)

Base : Those in a household with fixed broadband

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Unweighted total	2781	1376	1405	410	483	1005	883	313	299	412	665	737	916	560	568	1721	345	380	335
Effective Weighted Sample	1975	977	999	288	345	710	640	220	215	283	496	529	666	407	403	1535	226	264	292
Total	2074	1030	1044	303	375	785	611	199	205	284	567	645	601	438	391	1756	165	101	51
		50%	50%	15%	18%	38%	29%	10%	10%	14%	27%	31%	29%	21%	19%	85%	8%	5%	2%
512K	5	2	3	*	-	4	1	*	*	1	3	2	2	1	*	3	1	1	-
	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	1%	1%	-%
		39%	61%	2%	-%	78%	20%	2%	1%	26%	51%	42%	30%	24%	4%	60%	28%	12%	-%
750K	2	1	1	1	-	1	-	-	-	1	-	-	1	-	1	2	-	*	-
	*%	*%	*%	*%	-%	*%	-	-%	-%	*%	-%	-%	*%	-%	*%	*%	-%	*%	-%
		64%	36%	40%	-%	60%	-%	-%	-%	36%	-%	-%	64%	-%	36%	96%	-%	4%	-%
1MB	5	5	*	1	1	*	3	-	1	1	1	1	2	1	1	4	-	1	*
	*%	*%	*%	*%	*%	*%	*%	-%	1%	*%	*%	*%	*%	*%	*%	*%	-%	1%	*%
		b		21%	21%	2%	56%	-%	24%	19%	11%	13%	40%	23%	24%	78%	-%	19%	4%
1.5MB	8	5	3	*	2	2	3	2	*	2	3	3	4	*	1	5	2	1	1
	*%	*%	*%	*%	1%	*%	1%	1%	*%	1%	1%	*%	1%	*%	*%	*%	1%	1%	1%
				3%	26%	28%	43%	25%	2%	29%	37%	38%	48%	4%	10%	59%	27%	8%	6%
2MB	25	14	10	6	4	9	6	4	2	4	10	10	6	5	3	18	2	4	*
	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	2%	2%	1%	1%	1%	1%	1%	4%	1%
				23%	14%	37%	26%	16%	9%	15%	41%	40%	26%	19%	14%	74%	9%	or 16%	1%
3MB	13	8	5	*	2	5	6	*	1	2	5	5	6	2	1	11	2	1	*
	1%	1%	*%	*%	1%	1%	1%	*%	*%	1%	1%	1%	1%	*%	*%	1%	1%	1%	*%
				1%	19%	37%	44%	3%	7%	19%	34%	34%	44%	14%	7%	79%	13%	7%	1%
4MB	32	26	6	*	8	13	10	3	1	4	19	12	9	6	5	26	3	3	1
	2%	3%	1%	*%	2%	2%	2%	2%	1%	1%	3%	2%	2%	1%	1%	1%	2%	3%	1%
		b		c	c	c					h								
		81%	19%	1%	26%	41%	32%	10%	4%	11%	60%	38%	29%	19%	14%	81%	9%	8%	2%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QE23 (QE11A). SHOWCARD What is the actual speed of your fixed broadband home internet connection? (SINGLE CODE)

Base : Those in a household with fixed broadband

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Unweighted total	2781	1376	1405	410	483	1005	883	313	299	412	665	737	916	560	568	1721	345	380	335
Effective Weighted Sample	1975	977	999	288	345	710	640	220	215	283	496	529	666	407	403	1535	226	264	292
Total	2074	1030	1044	303	375	785	611	199	205	284	567	645	601	438	391	1756	165	101	51
		50%	50%	15%	18%	38%	29%	10%	10%	14%	27%	31%	29%	21%	19%	85%	8%	5%	2%
8MB	53	38	15	8	10	22	13	8	4	6	21	18	19	7	9	43	5	5	*
	3%	4%	1%	3%	3%	3%	2%	4%	2%	2%	4%	3%	3%	2%	2%	2%	3%	5%	1%
		b															or		
		71%	29%	15%	19%	42%	24%	15%	7%	11%	41%	34%	35%	13%	17%	81%	9%	9%	1%
10MB	45	38	7	7	5	23	10	4	4	8	14	20	8	11	7	42	*	2	1
	2%	4%	1%	2%	1%	3%	2%	2%	2%	3%	3%	3%	1%	2%	2%	2%	3%	2%	1%
		b										l				p		p	
		84%	16%	16%	11%	50%	23%	8%	9%	18%	32%	45%	17%	23%	14%	92%	1%	5%	2%
16MB	56	39	18	10	14	21	11	4	7	10	21	18	20	10	8	48	5	3	1
	3%	4%	2%	3%	4%	3%	2%	2%	3%	3%	4%	3%	3%	2%	2%	3%	3%	2%	1%
		b																	
		68%	32%	18%	25%	38%	20%	8%	12%	17%	38%	33%	35%	18%	15%	85%	9%	4%	1%
20MB	35	21	14	5	7	12	11	3	4	3	13	14	11	4	6	31	2	1	1
	2%	2%	1%	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%	1%	2%	2%	1%	1%	3%
		b																	
		60%	40%	14%	21%	34%	31%	10%	10%	8%	37%	40%	31%	12%	17%	87%	5%	4%	4%
24MB	28	18	10	5	6	12	4	3	*	5	8	10	9	6	3	25	3	*	*
	1%	2%	1%	2%	2%	2%	1%	1%	3%	2%	1%	1%	1%	1%	1%	1%	2%	3%	3%
		b																	
		65%	35%	18%	22%	44%	15%	10%	3%	20%	30%	34%	32%	23%	10%	88%	10%	1%	1%
50MB	81	58	23	10	15	34	23	5	8	10	29	28	21	20	12	74	6	1	1
	4%	6%	2%	3%	4%	4%	4%	3%	4%	4%	5%	4%	3%	5%	3%	4%	3%	1%	2%
		b														q	q		
		72%	28%	12%	18%	42%	28%	7%	10%	13%	35%	34%	25%	25%	15%	91%	7%	1%	1%
100MB	37	25	11	5	6	20	6	1	3	8	8	8	13	9	6	31	4	1	1
	2%	2%	1%	2%	2%	2%	1%	1%	1%	3%	1%	1%	2%	2%	2%	2%	2%	1%	2%
		b				f													
		69%	31%	13%	17%	53%	17%	3%	8%	21%	21%	23%	35%	25%	18%	84%	10%	3%	3%

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

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QE23 (QE11A). SHOWCARD What is the actual speed of your fixed broadband home internet connection? (SINGLE CODE)

Base : Those in a household with fixed broadband

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2781	1376	1405	410	483	1005	883	313	299	412	665	737	916	560	568	1721	345	380	335
Effective Weighted Sample	1975	977	999	288	345	710	640	220	215	283	496	529	666	407	403	1535	226	264	292
Total	2074	1030	1044	303	375	785	611	199	205	284	567	645	601	438	391	1756	165	101	51
		50%	50%	15%	18%	38%	29%	10%	10%	14%	27%	31%	29%	21%	19%	85%	8%	5%	2%
Over 100MB	33	21	12	4	7	19	3	1	5	1	9	13	7	7	6	26	7	*	*
	2%	2%	1%	1%	2%	2%	1%	1%	2%	1%	2%	2%	1%	2%	2%	1%	4%	1%	1%
					f	f				*	2%	2%	1%	2%	2%	1%	oqr	2%	2%
		64%	36%	11%	21%	59%	9%	3%	14%	4%	28%	38%	21%	22%	18%	78%	20%	1%	1%
Other	43	31	11	6	7	20	11	3	4	2	16	16	18	4	4	35	6	1	*
	2%	3%	1%	2%	2%	3%	2%	2%	2%	1%	3%	3%	3%	1%	1%	2%	4%	1%	1%
		b									i		mn				qr		
		73%	27%	13%	16%	46%	25%	7%	9%	5%	37%	38%	43%	9%	10%	83%	15%	2%	1%
TOTAL 512K+	459	320	140	62	88	198	112	40	39	66	164	162	137	90	70	388	41	23	7
	22%	31%	13%	20%	23%	25%	18%	20%	19%	23%	29%	25%	23%	21%	18%	22%	25%	23%	15%
		b				f					gh	n				r	r	r	
		70%	30%	13%	19%	43%	24%	9%	9%	14%	36%	35%	30%	20%	15%	84%	9%	5%	2%
TOTAL 2MB+	439	307	132	59	85	191	104	38	38	61	158	156	128	88	67	374	37	21	7
	21%	30%	13%	20%	23%	24%	17%	19%	18%	22%	28%	24%	21%	20%	17%	21%	23%	21%	13%
		b			f	f					gh	n				r	r	r	
		70%	30%	14%	19%	43%	24%	9%	9%	14%	36%	36%	29%	20%	15%	85%	8%	5%	2%
Don't know	1572	679	893	236	281	567	489	156	162	215	387	466	445	344	316	1333	118	77	43
	76%	66%	86%	78%	75%	72%	80%	78%	79%	76%	68%	72%	74%	78%	81%	76%	72%	76%	85%
		a				e		j	j	j			k	kl					opq
		43%	57%	15%	18%	36%	31%	10%	10%	14%	25%	30%	28%	22%	20%	85%	8%	5%	3%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QE23 (QE11A). SHOWCARD What is the actual speed of your fixed broadband home internet connection? (SINGLE CODE)

Base : Those in a household with fixed broadband

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2781	195	227	210	183	163	207	166	176	194	2004	777	1676	1100	1485	1296
Effective Weighted Sample	1975	188	214	203	176	157	199	160	169	185	1633	364	1185	810	1022	954
Total	2074	254	331	201	144	157	208	151	82	228	1781	293	1335	735	1046	1028
		12%	16%	10%	7%	8%	10%	7%	4%	11%	86%	14%	64%	35%	50%	50%
512K	5 *%	1 *%	- -%	- -%	1 1%	- -%	- -%	- -%	* 1%	- -%	4 *%	1 *%	4 *%	1 *%	3 *%	2 *%
		22%	-%	-%	30%	-%	-%	-%	8%	-%	83%	17%	82%	18%	69%	31%
750K	2 *%	- -%	1 *%	- -%	1 1%	- -%	- -%	- -%	- -%	- -%	2 *%	* *%	1 *%	1 *%	2 *%	- -%
		-%	60%	-%	36%	-%	-%	-%	-%	-%	96%	4%	64%	36%	100%	-%
1MB	5 *%	- -%	- -%	- -%	- -%	- -%	1 *%	1 1%	- -%	2 1%	3 *%	2 1%	2 *%	3 *%	3 *%	2 *%
		-%	-%	-%	-%	-%	15%	21%	-%	42%	55%	45%	37%	63%	66%	34%
1.5MB	8 *%	- -%	- -%	1 1%	1 1%	- -%	2 1%	- -%	- -%	1 *%	4 *%	4 1%	6 *%	2 *%	6 1%	2 *%
		-%	-%	14%	14%	-%	20%	-%	-%	10%	56%	44%	78%	22%	80%	20%
2MB	25 1%	1 1%	- -%	2 1%	7 5%	1 1%	3 1%	2 1%	1 1%	1 1%	14 1%	11 4%	17 1%	8 1%	18 2%	6 1%
		5%	-%	8%	abcei 27%	4%	12%	9%	4%	5%	57%	j 43%	67%	33%	o 74%	26%
3MB	13 1%	- -%	3 1%	2 1%	1 1%	- -%	2 1%	2 1%	* *%	- -%	7 *%	7 2%	11 1%	3 *%	10 1%	3 *%
		-%	23%	16%	8%	-%	16%	14%	2%	-%	50%	j 50%	79%	21%	78%	22%
4MB	32 2%	1 1%	5 1%	6 3%	5 3%	- -%	3 2%	3 2%	- -%	2 1%	23 1%	9 3%	24 2%	9 1%	21 2%	11 1%
		5%	15%	eh 19%	eah 15%	-%	10%	9%	-%	8%	72%	j 28%	73%	26%	65%	35%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QE23 (QE11A). SHOWCARD What is the actual speed of your fixed broadband home internet connection? (SINGLE CODE)

Base : Those in a household with fixed broadband

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	2781	195	227	210	183	163	207	166	176	194	2004	777	1676	1100	1485	1296
Effective Weighted Sample	1975	188	214	203	176	157	199	160	169	185	1633	364	1185	810	1022	954
Total	2074	254	331	201	144	157	208	151	82	228	1781	293	1335	735	1046	1028
		12%	16%	10%	7%	8%	10%	7%	4%	11%	86%	14%	64%	35%	50%	50%
8MB	53	3	8	5	4	3	5	4	3	8	47	6	34	19	34	19
	3%	1%	2%	2%	3%	2%	2%	3%	4%	3%	3%	2%	3%	3%	3%	2%
		7%	15%	9%	8%	5%	9%	7%	6%	15%	90%	10%	64%	36%	64%	36%
10MB	45	9	5	6	7	2	3	6	2	2	38	7	27	19	20	25
	2%	4%	2%	3%	5%	1%	1%	4%	2%	1%	2%	2%	2%	3%	2%	2%
		20%	11%	14%	15%	4%	6%	13%	4%	5%	85%	15%	59%	41%	44%	56%
16MB	56	9	3	5	7	1	7	6	6	5	52	4	45	12	26	30
	3%	4%	1%	2%	5%	*	3%	4%	8%	2%	3%	2%	3%	2%	3%	3%
		16%	4%	8%	12%	1%	12%	11%	bcei	11%	9%	92%	8%	79%	21%	46%
20MB	35	5	9	2	2	1	2	6	2	3	28	7	25	11	20	15
	2%	2%	3%	1%	2%	1%	1%	4%	2%	1%	2%	2%	2%	1%	2%	2%
		15%	24%	5%	7%	3%	5%	16%	5%	8%	80%	20%	70%	30%	56%	44%
24MB	28	4	4	5	1	2	3	-	2	4	22	6	18	10	16	12
	1%	2%	1%	2%	1%	1%	2%	-	3%	2%	1%	2%	1%	1%	1%	1%
		15%	13%	17%	5%	6%	11%	-	g	8%	14%	79%	21%	64%	36%	56%
50MB	81	11	15	7	5	17	6	2	4	6	72	9	56	25	42	39
	4%	4%	5%	4%	3%	11%	3%	1%	5%	3%	4%	3%	4%	3%	4%	4%
		14%	19%	9%	6%	abcdfgi	21%	7%	g	5%	7%	88%	12%	69%	31%	52%
100MB	37	5	6	7	3	5	-	2	1	2	35	2	28	9	16	21
	2%	2%	2%	4%	2%	3%	-	1%	1%	1%	2%	1%	2%	1%	2%	2%
		f	f	f	f	f	-	f	f	f	95%	5%	77%	23%	44%	56%

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

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QE23 (QE11A). SHOWCARD What is the actual speed of your fixed broadband home internet connection? (SINGLE CODE)

Base : Those in a household with fixed broadband

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2781	195	227	210	183	163	207	166	176	194	2004	777	1676	1100	1485	1296
Effective Weighted Sample	1975	188	214	203	176	157	199	160	169	185	1633	364	1185	810	1022	954
Total	2074	254	331	201	144	157	208	151	82	228	1781	293	1335	735	1046	1028
		12%	16%	10%	7%	8%	10%	7%	4%	11%	86%	14%	64%	35%	50%	50%
Over 100MB	33	5	5	2	-	1	2	7	3	-	33	*	25	8	9	24
	2%	2%	2%	1%	-%	1%	1%	5%	4%	-%	2%	%	2%	1%	1%	2%
		14%	16%	5%	-%	3%	7%	cdefi	cdi	-	k		75%	25%	27%	n
Other	43	11	5	1	2	5	3	4	1	4	38	5	32	10	15	28
	2%	4%	1%	*%	1%	3%	1%	2%	1%	2%	2%	2%	2%	1%	1%	3%
		c				c										n
TOTAL 512K+	459	56	63	49	46	32	38	41	25	37	385	74	321	138	249	211
	22%	22%	19%	25%	32%	21%	18%	27%	30%	16%	22%	25%	24%	19%	24%	21%
		12%	14%	11%	i	abefi		fi	bfi				m			
TOTAL 2MB+	439	55	62	48	43	32	36	40	24	34	372	67	308	131	233	206
	21%	22%	19%	24%	30%	21%	17%	27%	29%	15%	21%	23%	23%	18%	22%	20%
			i	bfi				fi	bfi				m			
Don't know	1572	186	263	150	95	120	167	106	57	187	1358	214	982	587	783	789
	76%	73%	80%	75%	66%	76%	80%	70%	69%	82%	76%	73%	74%	80%	75%	77%
			dgh				dgh			adgh			l			
		12%	17%	10%	6%	8%	11%	7%	4%	12%	86%	14%	62%	37%	50%	50%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 82

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QE24 (QE11C). Do you know how to find out what speeds you are getting on your computer at home? (SINGLE CODE)

Base : Those who use broadband to connect to the internet at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2860	1416	1444	424	515	1031	890	329	311	421	673	746	939	581	594	1767	355	386	352
Effective Weighted Sample	2028	1002	1026	298	367	728	644	230	226	288	502	537	681	420	421	1576	232	269	307
Total	2129	1059	1071	312	397	806	615	209	215	290	573	654	614	456	405	1803	170	103	53
		50%	50%	15%	19%	38%	29%	10%	10%	14%	27%	31%	29%	21%	19%	85%	8%	5%	3%
Yes	718	485	233	99	154	308	158	53	50	101	261	276	226	118	99	619	56	34	10
	34%	46%	22%	32%	39%	38%	26%	25%	23%	35%	46%	42%	37%	26%	24%	34%	33%	33%	18%
		b	f	f	f	f	f	gh	gh	gh	gh	mn	mn	mn	r	r	r	r	r
		68%	32%	14%	21%	43%	22%	7%	7%	14%	36%	38%	31%	16%	14%	86%	8%	5%	1%
No	1183	479	703	179	206	416	382	125	138	159	275	318	325	287	253	1008	89	54	31
	56%	45%	66%	57%	52%	52%	62%	60%	64%	55%	48%	49%	53%	63%	62%	56%	53%	53%	58%
		a	a	a	a	a	a	j	ij	ij	ij	kl	kl	kl	kl	o	o	o	o
		41%	59%	15%	17%	35%	32%	11%	12%	13%	23%	27%	27%	24%	21%	85%	8%	5%	3%
Don't know	229	94	135	34	38	83	75	31	26	30	37	60	64	51	54	176	25	15	13
	11%	9%	13%	11%	9%	10%	12%	15%	12%	10%	6%	9%	10%	11%	13%	10%	15%	15%	24%
		a	a	a	a	a	a	j	j	j	j	k	k	k	k	o	o	o	opq
		41%	59%	15%	16%	36%	33%	14%	12%	13%	16%	26%	28%	22%	24%	77%	11%	7%	6%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 82

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QE24 (QE11C). Do you know how to find out what speeds you are getting on your computer at home? (SINGLE CODE)

Base : Those who use broadband to connect to the internet at home

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																
Unweighted total	2860	203	229	211	186	172	212	177	182	195	2064	796	1725	1130	1514	1346
Effective Weighted Sample	2028	196	216	204	178	165	204	171	175	186	1679	372	1218	831	1042	988
Total	2129	266	334	202	146	166	213	161	86	229	1830	300	1374	752	1066	1063
		12%	16%	9%	7%	8%	10%	8%	4%	11%	86%	14%	65%	35%	50%	50%
Yes	718	73	121	79	59	43	74	66	37	67	605	114	514	204	379	339
	34%	27%	36%	39%	40%	26%	35%	41%	43%	29%	33%	38%	37%	27%	36%	32%
		e	e	aei	aei	aei	aei	aei	aei	m						
		10%	17%	11%	8%	6%	10%	9%	5%	9%	84%	16%	72%	28%	53%	47%
No	1183	175	181	104	76	97	123	71	41	140	1032	151	720	461	576	606
	56%	66%	54%	52%	52%	59%	57%	44%	48%	61%	56%	50%	52%	61%	54%	57%
		bcdgh				g	g			gh	k		l			
		15%	15%	9%	6%	8%	10%	6%	3%	12%	87%	13%	61%	39%	49%	51%
Don't know	229	18	32	19	11	26	17	24	8	22	193	36	140	87	111	118
	11%	7%	10%	9%	8%	15%	8%	15%	9%	10%	11%	12%	10%	12%	10%	11%
					adf	adf	adf	adf								
		8%	14%	8%	5%	11%	7%	10%	3%	10%	84%	16%	61%	38%	48%	52%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 83

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

QE25A (QE8AA). SHOWCARD Thinking about your mobile broadband internet service, please use this card to say how satisfied you are with your main supplier for... The overall service provided by MAIN PROVIDER? (SINGLE CODE)

Base : Those in a household with mobile broadband

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r
Unweighted total	219	117	102	34	59	86	40	26	16	26	62	61	65	44	49	136	24	19	40
Effective Weighted Sample	156	80	75	24	40	63	29	20	13	17	46	45	48	33	34	122	17	14	35
Total	169	87	81	22	44	75	29	18	13	17	54	58	43	38	30	143	15	5	6
		52%	48%	**	**	**	**	**	**	**	**	**	**	**	**	85%	**	**	**
Base for %	158	83	75	21	44	68	26	14	13	17	52	55	41	37	25	133	15	5	6
		53%	**	**	**	**	**	**	**	**	**	**	**	**	**	84%	**	**	**
Very satisfied	61	33	**	**	**	**	**	**	**	**	**	**	**	**	**	46	**	**	**
	38%	40%	**	**	**	**	**	**	**	**	**	**	**	**	**	35%	**	**	**
		55%	**	**	**	**	**	**	**	**	**	**	**	**	**	76%	**	**	**
Fairly satisfied	75	36	**	**	**	**	**	**	**	**	**	**	**	**	**	67	**	**	**
	48%	43%	**	**	**	**	**	**	**	**	**	**	**	**	**	50%	**	**	**
		47%	**	**	**	**	**	**	**	**	**	**	**	**	**	88%	**	**	**
TOTAL SATISFIED	136	69	**	**	**	**	**	**	**	**	**	**	**	**	**	113	**	**	**
	86%	83%	**	**	**	**	**	**	**	**	**	**	**	**	**	85%	**	**	**
		51%	**	**	**	**	**	**	**	**	**	**	**	**	**	83%	**	**	**
Neither	15	9	**	**	**	**	**	**	**	**	**	**	**	**	**	13	**	**	**
	9%	11%	**	**	**	**	**	**	**	**	**	**	**	**	**	10%	**	**	**
		63%	**	**	**	**	**	**	**	**	**	**	**	**	**	90%	**	**	**
Fairly dissatisfied	6	4	**	**	**	**	**	**	**	**	**	**	**	**	**	6	**	**	**
	4%	5%	**	**	**	**	**	**	**	**	**	**	**	**	**	5%	**	**	**
		66%	**	**	**	**	**	**	**	**	**	**	**	**	**	97%	**	**	**
Very dissatisfied	1	1	**	**	**	**	**	**	**	**	**	**	**	**	**	1	**	**	**
	1%	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	1%	**	**	**
		73%	**	**	**	**	**	**	**	**	**	**	**	**	**	64%	**	**	**
TOTAL DISSATISFIED	8	5	**	**	**	**	**	**	**	**	**	**	**	**	**	7	**	**	**
	5%	6%	**	**	**	**	**	**	**	**	**	**	**	**	**	5%	**	**	**
		67%	**	**	**	**	**	**	**	**	**	**	**	**	**	91%	**	**	**

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 83

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

QE25A (QE8AA). SHOWCARD Thinking about your mobile broadband internet service, please use this card to say how satisfied you are with your main supplier for... The overall service provided by MAIN PROVIDER? (SINGLE CODE)

Base : Those in a household with mobile broadband

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r
Unweighted total	219	117	102	34	59	86	40	26	16	26	62	61	65	44	49	136	24	19	40
Effective Weighted Sample	156	80	75	24	40	63	29	20	13	17	46	45	48	33	34	122	17	14	35
Total	169	87	81	22	44	75	29	18	13	17	54	58	43	38	30	143	15	5	6
		52%	48%	**	**	**	**	**	**	**	**	**	**	**	**	85%	**	**	**
Don't know	10	4	**	**	**	**	**	**	**	**	**	**	**	**	**	10	**	**	**

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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

QE25A (QE8AA). SHOWCARD Thinking about your mobile broadband internet service, please use this card to say how satisfied you are with your main supplier for... The overall service provided by MAIN PROVIDER? (SINGLE CODE)

Base : Those in a household with mobile broadband

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	~k	l	~m	n	o
Unweighted total	219	16	19	17	10	13	18	21	11	11	167	52	153	66	113	106
Effective Weighted Sample	156	16	18	17	9	12	17	20	11	11	132	24	110	47	83	72
Total	169	22	27	18	8	12	18	20	5	13	147	22	127	42	89	80
		**	**	**	**	**	**	**	**	**	87%	**	75%	**	53%	47%
Base for %	158	17	26	18	6	12	17	20	5	13	136	22	118	41	88	71
		**	**	**	**	**	**	**	**	**	86%	**	74%	**	55%	**
Very satisfied	61	**	**	**	**	**	**	**	**	**	51	**	43	**	35	**
	38%	**	**	**	**	**	**	**	**	**	38%	**	36%	**	39%	**
		**	**	**	**	**	**	**	**	**	84%	**	71%	**	57%	**
Fairly satisfied	75	**	**	**	**	**	**	**	**	**	63	**	61	**	40	**
	48%	**	**	**	**	**	**	**	**	**	46%	**	51%	**	45%	**
		**	**	**	**	**	**	**	**	**	84%	**	80%	**	52%	**
TOTAL SATISFIED	136	**	**	**	**	**	**	**	**	**	115	**	103	**	74	**
	86%	**	**	**	**	**	**	**	**	**	84%	**	88%	**	85%	**
		**	**	**	**	**	**	**	**	**	84%	**	76%	**	54%	**
Neither	15	**	**	**	**	**	**	**	**	**	14	**	7	**	8	**
	9%	**	**	**	**	**	**	**	**	**	10%	**	6%	**	9%	**
		**	**	**	**	**	**	**	**	**	98%	**	48%	**	55%	**
Fairly dissatisfied	6	**	**	**	**	**	**	**	**	**	6	**	6	**	4	**
	4%	**	**	**	**	**	**	**	**	**	5%	**	5%	**	5%	**
		**	**	**	**	**	**	**	**	**	97%	**	99%	**	69%	**
Very dissatisfied	1	**	**	**	**	**	**	**	**	**	1	**	1	**	1	**
	1%	**	**	**	**	**	**	**	**	**	1%	**	1%	**	1%	**
		**	**	**	**	**	**	**	**	**	91%	**	73%	**	73%	**
TOTAL DISSATISFIED	8	**	**	**	**	**	**	**	**	**	8	**	7	**	5	**
	5%	**	**	**	**	**	**	**	**	**	6%	**	6%	**	6%	**
		**	**	**	**	**	**	**	**	**	96%	**	94%	**	70%	**

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QE25A (QE8AA). SHOWCARD Thinking about your mobile broadband internet service, please use this card to say how satisfied you are with your main supplier for... The overall service provided by MAIN PROVIDER? (SINGLE CODE)

Base : Those in a household with mobile broadband

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	~k	l	~m	n	o
Unweighted total	219	16	19	17	10	13	18	21	11	11	167	52	153	66	113	106
Effective Weighted Sample	156	16	18	17	9	12	17	20	11	11	132	24	110	47	83	72
Total	169	22	27	18	8	12	18	20	5	13	147	22	127	42	89	80
Don't know	10	**	**	**	**	**	**	**	**	**	87%	**	75%	**	53%	47%
Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o		**	**	**	**	**	**	**	**	**	10	**	9	**	2	**

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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.

QE25B (QE8AB). SHOWCARD Thinking about your mobile broadband internet service, please use this card to say how satisfied you are with your main supplier for... The speed of your service while online (not just the connection)? (SINGLE CODE)

Base : Those in a household with mobile broadband

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r
Unweighted total	219	117	102	34	59	86	40	26	16	26	62	61	65	44	49	136	24	19	40
Effective Weighted Sample	156	80	75	24	40	63	29	20	13	17	46	45	48	33	34	122	17	14	35
Total	169	87	81	22	44	75	29	18	13	17	54	58	43	38	30	143	15	5	6
		52%	48%	**	**	**	**	**	**	**	**	**	**	**	**	85%	**	**	**
Base for %	158	83	75	21	44	68	26	14	13	17	52	55	41	37	25	133	15	5	6
		53%	**	**	**	**	**	**	**	**	**	**	**	**	**	84%	**	**	**
Very satisfied	55	27	**	**	**	**	**	**	**	**	**	**	**	**	**	43	**	**	**
	35%	32%	**	**	**	**	**	**	**	**	**	**	**	**	**	32%	**	**	**
		49%	**	**	**	**	**	**	**	**	**	**	**	**	**	77%	**	**	**
Fairly satisfied	66	34	**	**	**	**	**	**	**	**	**	**	**	**	**	58	**	**	**
	42%	40%	**	**	**	**	**	**	**	**	**	**	**	**	**	43%	**	**	**
		51%	**	**	**	**	**	**	**	**	**	**	**	**	**	87%	**	**	**
TOTAL SATISFIED	122	61	**	**	**	**	**	**	**	**	**	**	**	**	**	100	**	**	**
	77%	73%	**	**	**	**	**	**	**	**	**	**	**	**	**	75%	**	**	**
		50%	**	**	**	**	**	**	**	**	**	**	**	**	**	82%	**	**	**
Neither	20	15	**	**	**	**	**	**	**	**	**	**	**	**	**	18	**	**	**
	13%	17%	**	**	**	**	**	**	**	**	**	**	**	**	**	13%	**	**	**
		71%	**	**	**	**	**	**	**	**	**	**	**	**	**	86%	**	**	**
Fairly dissatisfied	12	5	**	**	**	**	**	**	**	**	**	**	**	**	**	11	**	**	**
	7%	7%	**	**	**	**	**	**	**	**	**	**	**	**	**	9%	**	**	**
		46%	**	**	**	**	**	**	**	**	**	**	**	**	**	98%	**	**	**
Very dissatisfied	4	3	**	**	**	**	**	**	**	**	**	**	**	**	**	4	**	**	**
	3%	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	3%	**	**	**
		59%	**	**	**	**	**	**	**	**	**	**	**	**	**	87%	**	**	**
TOTAL DISSATISFIED	16	8	**	**	**	**	**	**	**	**	**	**	**	**	**	15	**	**	**
	10%	10%	**	**	**	**	**	**	**	**	**	**	**	**	**	11%	**	**	**
		50%	**	**	**	**	**	**	**	**	**	**	**	**	**	95%	**	**	**

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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.

QE25B (QE8AB). SHOWCARD Thinking about your mobile broadband internet service, please use this card to say how satisfied you are with your main supplier for... The speed of your service while online (not just the connection)? (SINGLE CODE)

Base : Those in a household with mobile broadband

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	MALE a	FEMALE b	16-24 ~c	25-34 ~d	35-54 ~e	55+ ~f	UNDER £11.5K ~g	£11.5K- £17.5K ~h	£17.5K- £29.9K ~i	£30K+ ~j	AB ~k	C1 ~l	C2 ~m	DE ~n	ENG LAND o	SCOT LAND ~p	WALES ~q	NI ~r
Significance Level: 95%																			
Unweighted total	219	117	102	34	59	86	40	26	16	26	62	61	65	44	49	136	24	19	40
Effective Weighted Sample	156	80	75	24	40	63	29	20	13	17	46	45	48	33	34	122	17	14	35
Total	169	87 52%	81 48%	22 **	44 **	75 **	29 **	18 **	13 **	17 **	54 **	58 **	43 **	38 **	30 **	143 85%	15 **	5 **	6 **
Don't know	11	4	**	**	**	**	**	**	**	**	**	**	**	**	**	10	**	**	**

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 84

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QE25B (QE8AB). SHOWCARD Thinking about your mobile broadband internet service, please use this card to say how satisfied you are with your main supplier for... The speed of your service while online (not just the connection)? (SINGLE CODE)

Base : Those in a household with mobile broadband

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	~k	l	~m	n	o
Unweighted total	219	16	19	17	10	13	18	21	11	11	167	52	153	66	113	106
Effective Weighted Sample	156	16	18	17	9	12	17	20	11	11	132	24	110	47	83	72
Total	169	**	**	**	**	**	**	**	**	**	147	22	127	42	89	80
											87%	**	75%	**	53%	47%
Base for %	158	**	**	**	**	**	**	**	**	**	136	22	118	40	88	71
											86%	**	74%	**	55%	**
Very satisfied	55	**	**	**	**	**	**	**	**	**	44	**	38	**	33	**
	35%	**	**	**	**	**	**	**	**	**	33%	**	32%	**	37%	**
		**	**	**	**	**	**	**	**	**	80%	**	68%	**	59%	**
Fairly satisfied	66	**	**	**	**	**	**	**	**	**	59	**	53	**	32	**
	42%	**	**	**	**	**	**	**	**	**	43%	**	45%	**	36%	**
		**	**	**	**	**	**	**	**	**	88%	**	80%	**	48%	**
TOTAL SATISFIED	122	**	**	**	**	**	**	**	**	**	103	**	91	**	65	**
	77%	**	**	**	**	**	**	**	**	**	76%	**	77%	**	74%	**
		**	**	**	**	**	**	**	**	**	85%	**	75%	**	53%	**
Neither	20	**	**	**	**	**	**	**	**	**	19	**	16	**	15	**
	13%	**	**	**	**	**	**	**	**	**	14%	**	13%	**	17%	**
		**	**	**	**	**	**	**	**	**	93%	**	78%	**	71%	**
Fairly dissatisfied	12	**	**	**	**	**	**	**	**	**	12	**	7	**	5	**
	7%	**	**	**	**	**	**	**	**	**	9%	**	6%	**	5%	**
		**	**	**	**	**	**	**	**	**	99%	**	61%	**	40%	**
Very dissatisfied	4	**	**	**	**	**	**	**	**	**	3	**	4	**	4	**
	3%	**	**	**	**	**	**	**	**	**	2%	**	3%	**	4%	**
		**	**	**	**	**	**	**	**	**	60%	**	90%	**	82%	**
TOTAL DISSATISFIED	16	**	**	**	**	**	**	**	**	**	14	**	11	**	8	**
	10%	**	**	**	**	**	**	**	**	**	10%	**	9%	**	10%	**
		**	**	**	**	**	**	**	**	**	88%	**	69%	**	52%	**

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 84

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QE25B (QE8AB). SHOWCARD Thinking about your mobile broadband internet service, please use this card to say how satisfied you are with your main supplier for... The speed of your service while online (not just the connection)? (SINGLE CODE)

Base : Those in a household with mobile broadband

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	~a	~b	~c	~d	~e	~f	~g	~h	~i	j	~k	l	~m	n	o	
Unweighted total	219	16	19	17	10	13	18	21	11	11	167	52	153	66	113	106
Effective Weighted Sample	156	16	18	17	9	12	17	20	11	11	132	24	110	47	83	72
Total	169	22	27	18	8	12	18	20	5	13	147	22	127	42	89	80
Don't know	11	**	**	**	**	**	**	**	**	**	10	**	9	**	2	**
Columns Tested:	a, b, c, d, e, f, g, h, i - j, k - l, m - n, o															

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 85

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

QE25C (QE8AC). SHOWCARD Thinking about your mobile broadband internet service, please use this card to say how satisfied you are with your main supplier for... The reliability of the service from MAIN PROVIDER? (SINGLE CODE)

Base : Those in a household with mobile broadband

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r
Unweighted total	219	117	102	34	59	86	40	26	16	26	62	61	65	44	49	136	24	19	40
Effective Weighted Sample	156	80	75	24	40	63	29	20	13	17	46	45	48	33	34	122	17	14	35
Total	169	87	81	22	44	75	29	18	13	17	54	58	43	38	30	143	15	5	6
		52%	48%	**	**	**	**	**	**	**	**	**	**	**	**	85%	**	**	**
Base for %	158	83	75	21	44	68	26	14	13	17	52	55	41	37	25	133	15	5	6
		53%	**	**	**	**	**	**	**	**	**	**	**	**	**	84%	**	**	**
Very satisfied	61	31	**	**	**	**	**	**	**	**	**	**	**	**	**	49	**	**	**
	39%	38%	**	**	**	**	**	**	**	**	**	**	**	**	**	37%	**	**	**
		51%	**	**	**	**	**	**	**	**	**	**	**	**	**	80%	**	**	**
Fairly satisfied	68	32	**	**	**	**	**	**	**	**	**	**	**	**	**	58	**	**	**
	43%	38%	**	**	**	**	**	**	**	**	**	**	**	**	**	44%	**	**	**
		47%	**	**	**	**	**	**	**	**	**	**	**	**	**	86%	**	**	**
TOTAL SATISFIED	129	63	**	**	**	**	**	**	**	**	**	**	**	**	**	107	**	**	**
	82%	76%	**	**	**	**	**	**	**	**	**	**	**	**	**	80%	**	**	**
		49%	**	**	**	**	**	**	**	**	**	**	**	**	**	83%	**	**	**
Neither	18	15	**	**	**	**	**	**	**	**	**	**	**	**	**	15	**	**	**
	11%	18%	**	**	**	**	**	**	**	**	**	**	**	**	**	12%	**	**	**
		82%	**	**	**	**	**	**	**	**	**	**	**	**	**	86%	**	**	**
Fairly dissatisfied	9	3	**	**	**	**	**	**	**	**	**	**	**	**	**	9	**	**	**
	6%	4%	**	**	**	**	**	**	**	**	**	**	**	**	**	6%	**	**	**
		37%	**	**	**	**	**	**	**	**	**	**	**	**	**	97%	**	**	**
Very dissatisfied	3	2	**	**	**	**	**	**	**	**	**	**	**	**	**	2	**	**	**
	2%	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	2%	**	**	**
		85%	**	**	**	**	**	**	**	**	**	**	**	**	**	80%	**	**	**
TOTAL DISSATISFIED	11	5	**	**	**	**	**	**	**	**	**	**	**	**	**	11	**	**	**
	7%	7%	**	**	**	**	**	**	**	**	**	**	**	**	**	8%	**	**	**
		48%	**	**	**	**	**	**	**	**	**	**	**	**	**	94%	**	**	**

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 85

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QE25C (QE8AC). SHOWCARD Thinking about your mobile broadband internet service, please use this card to say how satisfied you are with your main supplier for... The reliability of the service from MAIN PROVIDER? (SINGLE CODE)

Base : Those in a household with mobile broadband

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r
Unweighted total	219	117	102	34	59	86	40	26	16	26	62	61	65	44	49	136	24	19	40
Effective Weighted Sample	156	80	75	24	40	63	29	20	13	17	46	45	48	33	34	122	17	14	35
Total	169	87	81	22	44	75	29	18	13	17	54	58	43	38	30	143	15	5	6
		52%	48%	**	**	**	**	**	**	**	**	**	**	**	**	85%	**	**	**
Don't know	10	4	**	**	**	**	**	**	**	**	**	**	**	**	**	10	**	**	**

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QE25C (QE8AC). SHOWCARD Thinking about your mobile broadband internet service, please use this card to say how satisfied you are with your main supplier for... The reliability of the service from MAIN PROVIDER? (SINGLE CODE)

Base : Those in a household with mobile broadband

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	~k	l	~m	n	o
Unweighted total	219	16	19	17	10	13	18	21	11	11	167	52	153	66	113	106
Effective Weighted Sample	156	16	18	17	9	12	17	20	11	11	132	24	110	47	83	72
Total	169	22	27	18	8	12	18	20	5	13	147	22	127	42	89	80
		**	**	**	**	**	**	**	**	**	87%	**	75%	**	53%	47%
Base for %	158	17	26	18	6	12	17	20	5	13	136	22	118	41	88	71
		**	**	**	**	**	**	**	**	**	86%	**	74%	**	55%	**
Very satisfied	61	**	**	**	**	**	**	**	**	**	51	**	45	**	36	**
	39%	**	**	**	**	**	**	**	**	**	38%	**	38%	**	41%	**
		**	**	**	**	**	**	**	**	**	84%	**	73%	**	59%	**
Fairly satisfied	68	**	**	**	**	**	**	**	**	**	58	**	54	**	31	**
	43%	**	**	**	**	**	**	**	**	**	43%	**	46%	**	36%	**
		**	**	**	**	**	**	**	**	**	86%	**	79%	**	46%	**
TOTAL SATISFIED	129	**	**	**	**	**	**	**	**	**	109	**	98	**	67	**
	82%	**	**	**	**	**	**	**	**	**	80%	**	83%	**	77%	**
		**	**	**	**	**	**	**	**	**	85%	**	76%	**	52%	**
Neither	18	**	**	**	**	**	**	**	**	**	17	**	12	**	13	**
	11%	**	**	**	**	**	**	**	**	**	12%	**	10%	**	15%	**
		**	**	**	**	**	**	**	**	**	95%	**	67%	**	72%	**
Fairly dissatisfied	9	**	**	**	**	**	**	**	**	**	9	**	5	**	5	**
	6%	**	**	**	**	**	**	**	**	**	6%	**	5%	**	6%	**
		**	**	**	**	**	**	**	**	**	99%	**	61%	**	57%	**
Very dissatisfied	3	**	**	**	**	**	**	**	**	**	1	**	2	**	2	**
	2%	**	**	**	**	**	**	**	**	**	1%	**	2%	**	3%	**
		**	**	**	**	**	**	**	**	**	50%	**	85%	**	85%	**
TOTAL DISSATISFIED	11	**	**	**	**	**	**	**	**	**	10	**	8	**	7	**
	7%	**	**	**	**	**	**	**	**	**	7%	**	6%	**	8%	**
		**	**	**	**	**	**	**	**	**	88%	**	66%	**	63%	**

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QE25C (QE8AC). SHOWCARD Thinking about your mobile broadband internet service, please use this card to say how satisfied you are with your main supplier for... The reliability of the service from MAIN PROVIDER? (SINGLE CODE)

Base : Those in a household with mobile broadband

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	~k	l	~m	n	o
Unweighted total	219	16	19	17	10	13	18	21	11	11	167	52	153	66	113	106
Effective Weighted Sample	156	16	18	17	9	12	17	20	11	11	132	24	110	47	83	72
Total	169	22	27	18	8	12	18	20	5	13	147	22	127	42	89	80
Don't know	10	**	**	**	**	**	**	**	**	**	87%	**	75%	**	53%	47%
Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o		**	**	**	**	**	**	**	**	**	10	**	9	**	2	**

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 86

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

QE26 (QE12). SHOWCARD Thinking about the speed of your household's fixed broadband internet, is this faster, slower or about the same as you expected it to be when you first got it? (SINGLE CODE)

Base : Those in a household with fixed broadband

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2781	1376	1405	410	483	1005	883	313	299	412	665	737	916	560	568	1721	345	380	335
Effective Weighted Sample	1975	977	999	288	345	710	640	220	215	283	496	529	666	407	403	1535	226	264	292
Total	2074	1030	1044	303	375	785	611	199	205	284	567	645	601	438	391	1756	165	101	51
		50%	50%	15%	18%	38%	29%	10%	10%	14%	27%	31%	29%	21%	19%	85%	8%	5%	2%
A lot faster	111	63	48	26	9	43	32	6	15	13	27	32	32	26	20	96	7	4	3
	5%	6%	5%	9%	2%	6%	5%	3%	7%	5%	5%	5%	5%	6%	5%	5%	4%	4%	7%
				df	d	d	d		g										
		57%	43%	24%	8%	39%	29%	5%	14%	12%	24%	29%	29%	24%	18%	87%	7%	4%	3%
A little faster	225	125	100	35	43	80	67	16	27	34	54	61	74	47	42	198	13	8	6
	11%	12%	10%	11%	11%	10%	11%	8%	13%	12%	9%	10%	12%	11%	11%	11%	8%	8%	11%
		55%	45%	15%	19%	36%	30%	7%	12%	15%	24%	27%	33%	21%	19%	88%	6%	4%	3%
TOTAL FASTER	335	187	148	61	52	124	99	22	42	47	80	93	107	74	62	294	20	12	9
	16%	18%	14%	20%	14%	16%	16%	11%	20%	17%	14%	14%	18%	17%	16%	17%	12%	12%	18%
		b		d					gj										
		56%	44%	18%	16%	37%	29%	7%	13%	14%	24%	28%	32%	22%	19%	88%	6%	4%	3%
About the same	1120	548	572	178	222	441	279	104	95	162	347	368	335	217	201	944	100	51	26
	54%	53%	55%	59%	59%	56%	46%	52%	47%	57%	61%	57%	56%	49%	51%	54%	60%	50%	50%
				f	f	f			h		gh	m	m				qr		
		49%	51%	16%	20%	39%	25%	9%	9%	14%	31%	33%	30%	19%	18%	84%	9%	5%	2%
A little slower	267	153	114	30	54	99	85	25	26	34	77	93	70	55	49	229	20	12	7
	13%	15%	11%	10%	14%	13%	14%	12%	13%	12%	14%	14%	12%	13%	13%	13%	12%	12%	13%
		b																	
		57%	43%	11%	20%	37%	32%	9%	10%	13%	29%	35%	26%	21%	18%	86%	7%	4%	3%
A lot slower	120	53	68	8	19	54	39	16	10	17	31	31	32	36	21	102	8	9	2
	6%	5%	7%	3%	5%	7%	6%	8%	5%	6%	5%	5%	5%	8%	5%	6%	5%	9%	4%
				c		c								k				r	
		44%	56%	7%	16%	45%	32%	13%	8%	15%	26%	26%	27%	30%	17%	85%	7%	7%	2%
TOTAL SLOWER	388	206	182	38	73	152	124	41	36	51	108	124	102	91	70	331	28	20	9
	19%	20%	17%	13%	20%	19%	20%	20%	17%	18%	19%	19%	17%	21%	18%	19%	17%	20%	17%
				c	c	c													
		53%	47%	10%	19%	39%	32%	10%	9%	13%	28%	32%	26%	24%	18%	85%	7%	5%	2%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 86

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QE26 (QE12). SHOWCARD Thinking about the speed of your household's fixed broadband internet, is this faster, slower or about the same as you expected it to be when you first got it? (SINGLE CODE)

Base : Those in a household with fixed broadband

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Unweighted total	2781	1376	1405	410	483	1005	883	313	299	412	665	737	916	560	568	1721	345	380	335
Effective Weighted Sample	1975	977	999	288	345	710	640	220	215	283	496	529	666	407	403	1535	226	264	292
Total	2074	1030	1044	303	375	785	611	199	205	284	567	645	601	438	391	1756	165	101	51
		50%	50%	15%	18%	38%	29%	10%	10%	14%	27%	31%	29%	21%	19%	85%	8%	5%	2%
Don't know	231	89	142	26	27	68	110	33	32	23	32	59	57	57	58	187	17	18	8
	11%	9%	14%	9%	7%	9%	18%	17%	16%	8%	6%	9%	10%	13%	15%	11%	10%	18%	16%
		39%	61%	11%	12%	29%	47%	14%	14%	10%	14%	26%	25%	25%	25%	81%	8%	8%	3%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QE26 (QE12). SHOWCARD Thinking about the speed of your household's fixed broadband internet, is this faster, slower or about the same as you expected it to be when you first got it? (SINGLE CODE)

Base : Those in a household with fixed broadband

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2781	195	227	210	183	163	207	166	176	194	2004	777	1676	1100	1485	1296
Effective Weighted Sample	1975	188	214	203	176	157	199	160	169	185	1633	364	1185	810	1022	954
Total	2074	254	331	201	144	157	208	151	82	228	1781	293	1335	735	1046	1028
		12%	16%	10%	7%	8%	10%	7%	4%	11%	86%	14%	64%	35%	50%	50%
A lot faster	111	22	19	13	11	2	10	5	7	6	99	11	63	47	51	60
	5%	9%	6%	6%	8%	1%	5%	3%	9%	3%	6%	4%	5%	6%	5%	6%
		egi	e	e	ei				egi							
		20%	17%	12%	10%	2%	9%	4%	6%	6%	90%	10%	57%	43%	46%	54%
A little faster	225	44	30	29	20	8	23	13	8	23	204	20	147	78	101	124
	11%	17%	9%	15%	14%	5%	11%	9%	10%	10%	11%	7%	11%	11%	10%	12%
		beghi		e	e		e				k					
		20%	13%	13%	9%	3%	10%	6%	4%	10%	91%	9%	65%	35%	45%	55%
TOTAL FASTER	335	66	49	42	31	10	33	18	15	30	304	32	210	126	151	184
	16%	26%	15%	21%	22%	6%	16%	12%	18%	13%	17%	11%	16%	17%	14%	18%
		beghi	e	egi	egi		e		e	e	k				n	
		20%	15%	13%	9%	3%	10%	5%	5%	9%	91%	9%	63%	37%	45%	55%
About the same	1120	110	190	104	68	90	120	85	44	133	965	155	767	350	589	531
	54%	43%	57%	52%	47%	57%	58%	56%	54%	58%	54%	53%	57%	48%	56%	52%
			ad			a	ad	a	a	ad			m		o	
		10%	17%	9%	6%	8%	11%	8%	4%	12%	86%	14%	69%	31%	53%	47%
A little slower	267	48	43	29	20	25	16	19	6	22	235	33	170	98	123	144
	13%	19%	13%	15%	14%	16%	8%	12%	8%	10%	13%	11%	13%	13%	12%	14%
		fhi		fh	f	fh										
		18%	16%	11%	8%	9%	6%	7%	2%	8%	88%	12%	64%	36%	46%	54%
A lot slower	120	11	13	16	16	5	12	8	5	15	81	39	76	44	66	54
	6%	4%	4%	8%	11%	3%	6%	5%	6%	7%	5%	13%	6%	6%	6%	5%
					abefg						j					
		9%	11%	13%	14%	4%	10%	6%	4%	12%	67%	33%	63%	36%	55%	45%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 86

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QE26 (QE12). SHOWCARD Thinking about the speed of your household's fixed broadband internet, is this faster, slower or about the same as you expected it to be when you first got it? (SINGLE CODE)

Base : Those in a household with fixed broadband

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2781	195	227	210	183	163	207	166	176	194	2004	777	1676	1100	1485	1296
Effective Weighted Sample	1975	188	214	203	176	157	199	160	169	185	1633	364	1185	810	1022	954
Total	2074	254	331	201	144	157	208	151	82	228	1781	293	1335	735	1046	1028
		12%	16%	10%	7%	8%	10%	7%	4%	11%	86%	14%	64%	35%	50%	50%
TOTAL SLOWER	388	59	56	46	37	30	28	27	11	37	316	72	246	141	189	198
	19%	23%	17%	23%	26%	19%	14%	18%	13%	16%	18%	25%	18%	19%	18%	19%
		fh	fh	fh	bfhi						j					
		15%	15%	12%	10%	8%	7%	7%	3%	10%	81%	19%	63%	36%	49%	51%
Don't know	231	19	36	9	8	28	27	21	12	29	196	35	112	119	117	114
	11%	8%	11%	4%	6%	18%	13%	14%	14%	13%	11%	12%	8%	16%	11%	11%
			c			acd	cd	cd	acd	cd				l		
		8%	15%	4%	3%	12%	12%	9%	5%	12%	85%	15%	49%	51%	51%	49%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QE27A (QE8A). SHOWCARD Thinking about your fixed broadband internet service, please use this card to say how satisfied you are with your main supplier for... The overall service provided by MAIN PROVIDER. (SINGLE CODE)

Base : Those in a household with fixed broadband

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Unweighted total	2781	1376	1405	410	483	1005	883	313	299	412	665	737	916	560	568	1721	345	380	335	
Effective Weighted Sample	1975	977	999	288	345	710	640	220	215	283	496	529	666	407	403	1535	226	264	292	
Total	2074	1030	1044	303	375	785	611	199	205	284	567	645	601	438	391	1756	165	101	51	
		50%	50%	15%	18%	38%	29%	10%	10%	14%	27%	31%	29%	21%	19%	85%	8%	5%	2%	
Base for %	2020	1006	1014	301	374	777	568	190	197	278	565	630	595	418	377	1710	163	97	49	
		50%	50%	15%	18%	38%	28%	9%	10%	14%	28%	31%	29%	21%	19%	85%	8%	5%	2%	
Very satisfied	914	454	459	155	164	345	249	86	89	126	245	275	272	186	181	780	72	35	26	
	45%	45%	45%	51%	44%	44%	44%	45%	45%	45%	43%	44%	46%	44%	48%	46%	44%	36%	53%	
		50%	50%	ef	17%	18%	27%	9%	10%	14%	27%	30%	30%	20%	20%	q	85%	8%	4%	3%
Fairly satisfied	825	414	411	116	163	322	224	77	79	111	233	272	241	169	143	690	67	50	18	
	41%	41%	41%	38%	44%	41%	39%	40%	40%	40%	41%	43%	41%	40%	38%	40%	41%	51%	37%	
		50%	50%	14%	20%	39%	27%	9%	10%	13%	28%	33%	29%	20%	17%	84%	8%	6%	2%	
TOTAL SATISFIED	1739	869	870	271	328	667	473	163	169	237	479	547	514	354	324	1470	139	85	45	
	86%	86%	86%	90%	88%	86%	83%	86%	86%	85%	85%	87%	86%	85%	86%	86%	85%	87%	90%	
		50%	50%	f	16%	19%	27%	9%	10%	14%	28%	31%	30%	20%	19%	85%	8%	5%	3%	
Neither	123	63	60	13	27	40	42	9	13	18	39	35	38	23	26	102	13	6	2	
	6%	6%	6%	4%	7%	5%	7%	5%	7%	6%	7%	6%	6%	5%	7%	6%	8%	6%	3%	
		51%	49%	11%	22%	33%	34%	8%	10%	14%	32%	29%	31%	19%	21%	83%	11%	5%	1%	
Fairly dissatisfied	103	49	53	15	12	42	34	12	13	13	27	32	28	24	20	94	5	3	1	
	5%	5%	5%	5%	3%	5%	6%	6%	7%	5%	5%	5%	5%	6%	5%	6%	3%	3%	2%	
		48%	52%	14%	11%	41%	33%	12%	13%	13%	26%	31%	27%	23%	19%	92%	5%	3%	1%	
Very dissatisfied	55	25	30	3	7	27	19	6	2	10	20	16	16	17	7	44	6	3	2	
	3%	2%	3%	1%	2%	4%	3%	3%	1%	4%	4%	3%	3%	4%	2%	3%	3%	4%	4%	
		45%	55%	5%	12%	c	c	10%	4%	18%	36%	29%	28%	31%	12%	80%	10%	6%	4%	

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

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QE27A (QE8A). SHOWCARD Thinking about your fixed broadband internet service, please use this card to say how satisfied you are with your main supplier for... The overall service provided by MAIN PROVIDER. (SINGLE CODE)

Base : Those in a household with fixed broadband

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Unweighted total	2781	1376	1405	410	483	1005	883	313	299	412	665	737	916	560	568	1721	345	380	335
Effective Weighted Sample	1975	977	999	288	345	710	640	220	215	283	496	529	666	407	403	1535	226	264	292
Total	2074	1030	1044	303	375	785	611	199	205	284	567	645	601	438	391	1756	165	101	51
		50%	50%	15%	18%	38%	29%	10%	10%	14%	27%	31%	29%	21%	19%	85%	8%	5%	2%
TOTAL DISSATISFIED	158	74	84	17	19	69	53	18	15	23	47	48	43	41	27	138	10	6	3
	8%	7%	8%	6%	5%	9%	9%	9%	8%	8%	8%	8%	7%	10%	7%	8%	6%	6%	6%
		47%	53%	11%	12%	44%	33%	11%	10%	15%	30%	30%	27%	26%	17%	87%	7%	4%	2%
Don't know	54	24	30	2	1	8	43	9	8	6	2	15	5	20	14	46	2	4	2

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

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Base : Those in a household with fixed broadband

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2781	195	227	210	183	163	207	166	176	194	2004	777	1676	1100	1485	1296
Effective Weighted Sample	1975	188	214	203	176	157	199	160	169	185	1633	364	1185	810	1022	954
Total	2074	254	331	201	144	157	208	151	82	228	1781	293	1335	735	1046	1028
		12%	16%	10%	7%	8%	10%	7%	4%	11%	86%	14%	64%	35%	50%	50%
Base for %	2020	247	321	198	140	152	200	149	80	223	1737	283	1317	699	1023	997
		12%	16%	10%	7%	8%	10%	7%	4%	11%	86%	14%	65%	35%	51%	49%
Very satisfied	914	68	141	96	48	95	97	69	46	120	806	108	601	310	461	453
	45%	27%	44%	49%	34%	62%	49%	46%	58%	54%	46%	38%	46%	44%	45%	45%
			a	ad		abcdfg	ad	ad	abdg	abd	k					
		7%	15%	11%	5%	10%	11%	8%	5%	13%	88%	12%	66%	34%	50%	50%
Fairly satisfied	825	121	153	78	68	44	72	55	23	76	703	122	539	285	416	409
	41%	49%	48%	39%	48%	29%	36%	37%	29%	34%	40%	43%	41%	41%	41%	41%
		efghi	efghi	eh	efghi											
		15%	19%	9%	8%	5%	9%	7%	3%	9%	85%	15%	65%	35%	50%	50%
TOTAL SATISFIED	1739	189	294	175	116	139	169	124	69	196	1509	230	1141	595	877	862
	86%	76%	92%	88%	83%	91%	85%	83%	86%	88%	87%	81%	87%	85%	86%	86%
			adfg	a		adg	a	a	a	a	k					
		11%	17%	10%	7%	8%	10%	7%	4%	11%	87%	13%	66%	34%	50%	50%
Neither	123	25	12	12	10	7	9	16	4	7	106	17	74	49	62	61
	6%	10%	4%	6%	7%	4%	5%	11%	5%	3%	6%	6%	6%	7%	6%	6%
		befi						befi								
		21%	9%	9%	8%	5%	8%	13%	4%	5%	86%	14%	60%	40%	50%	50%
Fairly dissatisfied	103	32	6	11	11	1	10	4	6	13	80	23	62	40	49	54
	5%	13%	2%	5%	8%	1%	5%	3%	8%	6%	5%	8%	5%	6%	5%	5%
		bcefgi		e	beg		e		beg	be	j					
		31%	6%	11%	11%	1%	10%	4%	6%	12%	78%	22%	60%	39%	48%	52%
Very dissatisfied	55	2	10	1	3	5	11	5	*	7	42	14	41	15	35	20
	3%	1%	3%	1%	2%	4%	6%	3%	*%	3%	2%	5%	3%	2%	3%	2%
						ch	ach			c		j				
		3%	17%	2%	5%	10%	20%	8%	1%	13%	75%	25%	73%	27%	64%	36%

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

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QE27A (QE8A). SHOWCARD Thinking about your fixed broadband internet service, please use this card to say how satisfied you are with your main supplier for... The overall service provided by MAIN PROVIDER. (SINGLE CODE)

Base : Those in a household with fixed broadband

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	2781	195	227	210	183	163	207	166	176	194	2004	777	1676	1100	1485	1296
Effective Weighted Sample	1975	188	214	203	176	157	199	160	169	185	1633	364	1185	810	1022	954
Total	2074	254	331	201	144	157	208	151	82	228	1781	293	1335	735	1046	1028
		12%	16%	10%	7%	8%	10%	7%	4%	11%	86%	14%	64%	35%	50%	50%
TOTAL DISSATISFIED	158	33	16	12	14	7	21	9	7	20	122	36	103	55	84	74
	8%	13%	5%	6%	10%	4%	11%	6%	8%	9%	7%	13%	8%	8%	8%	7%
		bceg			be		be			j						
		21%	10%	7%	9%	4%	13%	6%	4%	13%	77%	23%	65%	35%	53%	47%
Don't know	54	7	10	3	4	5	8	2	2	5	44	10	18	36	23	31

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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.

QE27B (QE8B). SHOWCARD Thinking about your fixed broadband internet service, please use this card to say how satisfied you are with your main supplier for... The speed of your service while online (not just the connection)? (SINGLE CODE)

Base : Those in a household with fixed broadband

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2781	1376	1405	410	483	1005	883	313	299	412	665	737	916	560	568	1721	345	380	335
Effective Weighted Sample	1975	977	999	288	345	710	640	220	215	283	496	529	666	407	403	1535	226	264	292
Total	2074	1030	1044	303	375	785	611	199	205	284	567	645	601	438	391	1756	165	101	51
		50%	50%	15%	18%	38%	29%	10%	10%	14%	27%	31%	29%	21%	19%	85%	8%	5%	2%
Base for %	2008	1000	1008	302	374	774	559	189	195	275	562	627	592	417	371	1700	162	96	49
		50%	50%	15%	19%	39%	28%	9%	10%	14%	28%	31%	30%	21%	18%	85%	8%	5%	2%
Very satisfied	861	431	430	146	153	336	226	80	80	110	244	263	261	166	170	737	69	29	27
	43%	43%	43%	48%	41%	43%	40%	42%	41%	40%	43%	42%	44%	40%	46%	43%	43%	30%	54%
		50%	50%	17%	18%	39%	26%	9%	9%	13%	28%	31%	30%	19%	20%	86%	8%	3%	3%
Fairly satisfied	753	385	369	115	160	284	195	68	68	117	209	236	220	165	133	624	67	47	16
	38%	38%	37%	38%	43%	37%	35%	36%	35%	43%	37%	38%	37%	40%	36%	37%	41%	49%	32%
		51%	49%	15%	21%	38%	26%	9%	9%	16%	28%	31%	29%	22%	18%	83%	9%	6%	2%
TOTAL SATISFIED	1615	816	799	261	313	620	421	148	148	227	452	499	481	331	303	1360	136	76	42
	80%	82%	79%	87%	84%	80%	75%	78%	76%	83%	80%	80%	81%	79%	82%	80%	84%	79%	86%
		51%	49%	16%	19%	38%	26%	9%	9%	14%	28%	31%	30%	21%	19%	84%	8%	5%	3%
Neither	159	79	80	21	24	54	59	19	22	17	40	51	41	34	32	139	10	8	2
	8%	8%	8%	7%	6%	7%	11%	10%	11%	6%	7%	8%	7%	8%	9%	8%	6%	9%	5%
		50%	50%	14%	15%	34%	37%	12%	14%	10%	25%	32%	26%	21%	20%	87%	6%	5%	1%
Fairly dissatisfied	158	76	83	16	25	63	55	12	19	18	46	55	49	32	22	141	8	7	3
	8%	8%	8%	5%	7%	8%	10%	6%	10%	7%	8%	9%	8%	8%	6%	8%	5%	7%	6%
		48%	52%	10%	16%	40%	34%	7%	12%	11%	29%	35%	31%	20%	14%	89%	5%	4%	2%
Very dissatisfied	76	29	47	3	11	37	25	11	6	13	24	21	22	20	13	60	9	5	2
	4%	3%	5%	1%	3%	5%	4%	6%	3%	5%	4%	3%	4%	5%	3%	4%	5%	5%	4%
		38%	62%	4%	15%	48%	33%	14%	8%	18%	31%	28%	29%	26%	17%	79%	11%	7%	3%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QE27B (QE8B). SHOWCARD Thinking about your fixed broadband internet service, please use this card to say how satisfied you are with your main supplier for... The speed of your service while online (not just the connection)? (SINGLE CODE)

Base : Those in a household with fixed broadband

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2781	1376	1405	410	483	1005	883	313	299	412	665	737	916	560	568	1721	345	380	335
Effective Weighted Sample	1975	977	999	288	345	710	640	220	215	283	496	529	666	407	403	1535	226	264	292
Total	2074	1030	1044	303	375	785	611	199	205	284	567	645	601	438	391	1756	165	101	51
		50%	50%	15%	18%	38%	29%	10%	10%	14%	27%	31%	29%	21%	19%	85%	8%	5%	2%
TOTAL DISSATISFIED	235	105	130	19	36	100	80	23	25	31	70	77	70	52	35	201	17	12	5
		12%	10%	6%	10%	13%	14%	12%	13%	11%	12%	12%	12%	13%	9%	12%	10%	13%	10%
						c	cd												
		45%	55%	8%	15%	42%	34%	10%	10%	13%	30%	33%	30%	22%	15%	86%	7%	5%	2%
Don't know	66	31	35	2	1	11	52	10	10	9	5	18	8	21	19	56	3	5	2

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

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QE27B (QE8B). SHOWCARD Thinking about your fixed broadband internet service, please use this card to say how satisfied you are with your main supplier for... The speed of your service while online (not just the connection)? (SINGLE CODE)

Base : Those in a household with fixed broadband

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2781	195	227	210	183	163	207	166	176	194	2004	777	1676	1100	1485	1296
Effective Weighted Sample	1975	188	214	203	176	157	199	160	169	185	1633	364	1185	810	1022	954
Total	2074	254	331	201	144	157	208	151	82	228	1781	293	1335	735	1046	1028
		12%	16%	10%	7%	8%	10%	7%	4%	11%	86%	14%	64%	35%	50%	50%
Base for %	2008	245	320	197	140	150	199	148	81	220	1726	282	1313	691	1017	991
		12%	16%	10%	7%	7%	10%	7%	4%	11%	86%	14%	65%	34%	51%	49%
Very satisfied	861	62	141	87	48	87	97	62	43	110	759	102	574	285	453	408
	43%	25%	44%	44%	34%	58%	49%	42%	54%	50%	44%	36%	44%	41%	45%	41%
			ad	ad		abcdg	ad	a	adg	ad	k					
		7%	16%	10%	6%	10%	11%	7%	5%	13%	88%	12%	67%	33%	53%	47%
Fairly satisfied	753	109	129	71	59	38	64	56	24	73	656	98	486	267	358	395
	38%	45%	40%	36%	42%	26%	32%	38%	30%	33%	38%	35%	37%	39%	35%	40%
		efhi	eh	e	efh		e								n	
		15%	17%	9%	8%	5%	8%	7%	3%	10%	87%	13%	65%	35%	48%	52%
TOTAL SATISFIED	1615	171	270	158	107	126	161	118	68	183	1415	200	1060	552	811	804
	80%	70%	84%	80%	77%	84%	81%	79%	84%	83%	82%	71%	81%	80%	80%	81%
			a	a		a	a	a	a	a	k					
		11%	17%	10%	7%	8%	10%	7%	4%	11%	88%	12%	66%	34%	50%	50%
Neither	159	32	19	15	11	14	12	19	5	11	135	24	98	60	79	80
	8%	13%	6%	8%	8%	9%	6%	13%	7%	5%	8%	9%	7%	9%	8%	8%
		bphi						bfi								
		20%	12%	9%	7%	9%	7%	12%	3%	7%	85%	15%	62%	38%	50%	50%
Fairly dissatisfied	158	38	21	20	13	7	12	7	6	16	129	30	103	55	77	82
	8%	15%	7%	10%	9%	5%	6%	5%	7%	7%	7%	10%	8%	8%	8%	8%
		befghi														
		24%	13%	13%	8%	5%	8%	4%	4%	10%	81%	19%	65%	35%	48%	52%
Very dissatisfied	76	4	10	4	9	3	14	4	2	10	48	28	52	24	50	26
	4%	2%	3%	2%	7%	2%	7%	3%	3%	5%	3%	10%	4%	3%	5%	3%
					ac		ace					j			o	
		5%	13%	5%	12%	5%	18%	5%	3%	13%	63%	37%	69%	31%	66%	34%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QE27B (QE8B). SHOWCARD Thinking about your fixed broadband internet service, please use this card to say how satisfied you are with your main supplier for... The speed of your service while online (not just the connection)? (SINGLE CODE)

Base : Those in a household with fixed broadband

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2781	195	227	210	183	163	207	166	176	194	2004	777	1676	1100	1485	1296
Effective Weighted Sample	1975	188	214	203	176	157	199	160	169	185	1633	364	1185	810	1022	954
Total	2074	254	331	201	144	157	208	151	82	228	1781	293	1335	735	1046	1028
		12%	16%	10%	7%	8%	10%	7%	4%	11%	86%	14%	64%	35%	50%	50%
TOTAL DISSATISFIED	235	42	31	24	22	11	26	11	8	26	177	58	155	79	127	108
	12%	17%	10%	12%	15%	7%	13%	7%	10%	12%	10%	21%	12%	11%	12%	11%
		begh			eg						j					
		18%	13%	10%	9%	5%	11%	5%	3%	11%	75%	25%	66%	34%	54%	46%
Don't know	66	9	11	4	4	7	9	2	2	8	55	11	22	44	30	36

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

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QE27C (QE8C). SHOWCARD Thinking about your fixed broadband internet service, please use this card to say how satisfied you are with your main supplier for... The reliability of the service from MAIN PROVIDER? (SINGLE CODE)

Base : Those in a household with fixed broadband

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2781	1376	1405	410	483	1005	883	313	299	412	665	737	916	560	568	1721	345	380	335
Effective Weighted Sample	1975	977	999	288	345	710	640	220	215	283	496	529	666	407	403	1535	226	264	292
Total	2074	1030	1044	303	375	785	611	199	205	284	567	645	601	438	391	1756	165	101	51
		50%	50%	15%	18%	38%	29%	10%	10%	14%	27%	31%	29%	21%	19%	85%	8%	5%	2%
Base for %	2016	1004	1012	300	374	776	566	190	196	278	563	630	595	419	373	1708	163	96	49
		50%	50%	15%	19%	39%	28%	9%	10%	14%	28%	31%	30%	21%	19%	85%	8%	5%	2%
Very satisfied	914	466	447	148	172	349	245	85	86	123	260	270	276	187	180	785	69	34	26
	45%	46%	44%	49%	46%	45%	43%	45%	44%	44%	46%	43%	46%	45%	48%	46%	42%	35%	53%
		51%	49%	16%	19%	38%	27%	9%	9%	13%	28%	30%	30%	20%	20%	86%	8%	4%	3%
Fairly satisfied	765	382	383	106	143	297	218	70	71	113	199	255	212	164	133	630	73	45	17
	38%	38%	38%	35%	38%	38%	39%	37%	36%	41%	35%	41%	36%	39%	36%	37%	45%	47%	34%
		50%	50%	14%	19%	39%	29%	9%	9%	15%	26%	33%	28%	22%	17%	82%	10%	6%	2%
TOTAL SATISFIED	1678	848	830	254	315	647	463	155	157	236	458	525	489	351	313	1415	141	79	43
	83%	84%	82%	85%	84%	83%	82%	81%	80%	85%	81%	83%	82%	84%	84%	83%	87%	82%	86%
		51%	49%	15%	19%	39%	28%	9%	9%	14%	27%	31%	29%	21%	19%	84%	8%	5%	3%
Neither	146	74	72	19	28	51	48	14	16	13	51	47	49	27	23	126	9	8	3
	7%	7%	7%	6%	8%	7%	8%	7%	8%	5%	9%	7%	8%	7%	6%	7%	6%	8%	6%
		51%	49%	13%	19%	35%	33%	10%	11%	9%	35%	32%	33%	19%	16%	86%	6%	6%	2%
Fairly dissatisfied	132	55	77	24	21	49	38	14	19	18	33	38	42	26	26	117	8	5	2
	7%	5%	8%	8%	6%	6%	7%	7%	10%	7%	6%	6%	7%	6%	7%	7%	5%	5%	3%
		41%	59%	18%	16%	37%	29%	11%	14%	14%	25%	29%	32%	20%	19%	89%	6%	4%	1%
Very dissatisfied	61	27	33	3	10	29	18	7	4	10	20	19	16	14	11	50	4	4	2
	3%	3%	3%	1%	3%	4%	3%	4%	2%	4%	4%	3%	3%	3%	3%	3%	3%	4%	4%
		45%	55%	5%	17%	49%	30%	12%	6%	17%	34%	31%	26%	23%	19%	83%	7%	6%	4%

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Base : Those in a household with fixed broadband

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Unweighted total	2781	1376	1405	410	483	1005	883	313	299	412	665	737	916	560	568	1721	345	380	335
Effective Weighted Sample	1975	977	999	288	345	710	640	220	215	283	496	529	666	407	403	1535	226	264	292
Total	2074	1030	1044	303	375	785	611	199	205	284	567	645	601	438	391	1756	165	101	51
		50%	50%	15%	18%	38%	29%	10%	10%	14%	27%	31%	29%	21%	19%	85%	8%	5%	2%
TOTAL DISSATISFIED	192	82	110	27	31	79	56	22	23	29	53	57	58	40	37	167	12	9	4
	10%	8%	11%	9%	8%	10%	10%	11%	12%	10%	9%	9%	10%	10%	10%	10%	7%	9%	8%
		43%	57%	14%	16%	41%	29%	11%	12%	15%	28%	30%	30%	21%	19%	87%	6%	5%	2%
Don't know	58	26	32	3	1	8	45	9	9	6	4	15	5	19	18	48	2	5	2

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

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Base : Those in a household with fixed broadband

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2781	195	227	210	183	163	207	166	176	194	2004	777	1676	1100	1485	1296
Effective Weighted Sample	1975	188	214	203	176	157	199	160	169	185	1633	364	1185	810	1022	954
Total	2074	254	331	201	144	157	208	151	82	228	1781	293	1335	735	1046	1028
		12%	16%	10%	7%	8%	10%	7%	4%	11%	86%	14%	64%	35%	50%	50%
Base for %	2016	247	319	198	140	151	200	149	81	223	1733	283	1315	698	1020	996
		12%	16%	10%	7%	8%	10%	7%	4%	11%	86%	14%	65%	35%	51%	49%
Very satisfied	914	70	153	90	55	90	100	72	44	111	806	107	617	294	469	444
	45%	28%	48%	46%	39%	59%	50%	49%	55%	50%	47%	38%	47%	42%	46%	45%
		8%	17%	10%	6%	10%	11%	8%	5%	12%	88%	12%	68%	32%	51%	49%
Fairly satisfied	765	111	130	77	57	45	61	50	25	74	653	111	485	279	369	396
	38%	45%	41%	39%	41%	30%	31%	34%	31%	33%	38%	39%	37%	40%	36%	40%
		efghi	ef	ef	ef	6%	8%	7%	3%	10%	85%	15%	64%	36%	48%	52%
TOTAL SATISFIED	1678	180	283	168	112	135	161	122	69	184	1460	218	1103	573	838	840
	83%	73%	89%	85%	80%	89%	81%	82%	86%	83%	84%	77%	84%	82%	82%	84%
		11%	17%	10%	7%	8%	10%	7%	4%	11%	87%	13%	66%	34%	50%	50%
Neither	146	25	15	16	10	10	16	17	4	13	124	22	89	57	83	63
	7%	10%	5%	8%	7%	7%	8%	11%	5%	6%	7%	8%	7%	8%	8%	6%
		b	10%	11%	7%	7%	11%	b	3%	9%	85%	15%	61%	39%	57%	43%
Fairly dissatisfied	132	39	14	11	12	3	10	7	5	16	109	23	77	54	60	72
	7%	16%	4%	6%	9%	2%	5%	4%	7%	7%	6%	8%	6%	8%	6%	7%
		bcdefghi	bcdefghi	e	e	7%	5%	4%	12%	83%	17%	58%	41%	46%	54%	
Very dissatisfied	61	3	7	3	6	3	13	3	2	10	41	20	46	14	39	22
	3%	1%	2%	2%	5%	2%	6%	2%	2%	4%	2%	7%	4%	2%	4%	2%
		5%	12%	5%	11%	6%	21%	5%	3%	16%	67%	j	76%	24%	64%	36%
							abc					o				

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 89

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QE27C (QE8C). SHOWCARD Thinking about your fixed broadband internet service, please use this card to say how satisfied you are with your main supplier for... The reliability of the service from MAIN PROVIDER? (SINGLE CODE)

Base : Those in a household with fixed broadband

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2781	195	227	210	183	163	207	166	176	194	2004	777	1676	1100	1485	1296
Effective Weighted Sample	1975	188	214	203	176	157	199	160	169	185	1633	364	1185	810	1022	954
Total	2074	254	331	201	144	157	208	151	82	228	1781	293	1335	735	1046	1028
		12%	16%	10%	7%	8%	10%	7%	4%	11%	86%	14%	64%	35%	50%	50%
TOTAL DISSATISFIED	192	42	21	14	19	7	22	10	7	26	150	43	123	68	99	94
	10%	17%	7%	7%	13%	4%	11%	7%	9%	12%	9%	15%	9%	10%	10%	9%
		bcegh			bceg		e			e		j				
		22%	11%	7%	10%	3%	11%	5%	4%	13%	78%	22%	64%	35%	51%	49%
Don't know	58	7	12	3	4	6	8	2	2	5	48	10	21	37	26	31

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 90

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QE28 (QE35). READ OUT DESCRIPTION OF WIRELESS ROUTER. Do you or anyone in your household use a fixed wireless internet connection at home (Wi-Fi)? (SINGLE CODE)

Base : Those in a household with fixed broadband

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2781	1376	1405	410	483	1005	883	313	299	412	665	737	916	560	568	1721	345	380	335
Effective Weighted Sample	1975	977	999	288	345	710	640	220	215	283	496	529	666	407	403	1535	226	264	292
Total	2074	1030	1044	303	375	785	611	199	205	284	567	645	601	438	391	1756	165	101	51
		50%	50%	15%	18%	38%	29%	10%	10%	14%	27%	31%	29%	21%	19%	85%	8%	5%	2%
Yes	1979	985	993	297	362	756	563	189	192	271	559	618	584	416	361	1678	158	94	48
	95%	96%	95%	98%	96%	96%	92%	95%	94%	96%	99%	96%	97%	95%	92%	96%	96%	93%	95%
		50%	50%	15%	18%	38%	28%	10%	10%	14%	28%	31%	30%	21%	18%	85%	8%	5%	2%
No	64	28	36	4	10	22	27	7	9	8	7	20	12	13	19	53	4	5	1
	3%	3%	3%	1%	3%	3%	4%	3%	4%	3%	1%	3%	2%	3%	5%	3%	3%	5%	2%
		44%	56%	7%	16%	34%	43%	11%	14%	13%	10%	32%	18%	20%	30%	84%	7%	8%	2%
Don't know	32	17	14	2	3	7	20	4	4	4	1	6	5	10	11	25	3	3	2
	2%	2%	1%	1%	1%	1%	3%	2%	2%	1%	*	1%	1%	2%	3%	1%	2%	3%	3%
		54%	46%	6%	9%	21%	64%	12%	12%	13%	4%	19%	16%	31%	34%	78%	8%	8%	5%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 90

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QE28 (QE35). READ OUT DESCRIPTION OF WIRELESS ROUTER. Do you or anyone in your household use a fixed wireless internet connection at home (Wi-Fi)? (SINGLE CODE)

Base : Those in a household with fixed broadband

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2781	195	227	210	183	163	207	166	176	194	2004	777	1676	1100	1485	1296
Effective Weighted Sample	1975	188	214	203	176	157	199	160	169	185	1633	364	1185	810	1022	954
Total	2074	254	331	201	144	157	208	151	82	228	1781	293	1335	735	1046	1028
		12%	16%	10%	7%	8%	10%	7%	4%	11%	86%	14%	64%	35%	50%	50%
Yes	1979	242	317	194	141	146	199	143	80	216	1699	279	1284	691	1006	973
	95%	95%	96%	97%	98%	92%	96%	95%	97%	95%	95%	95%	96%	94%	96%	95%
		12%	16%	10%	7%	7%	10%	7%	4%	11%	86%	14%	65%	35%	51%	49%
No	64	11	12	5	1	4	7	5	1	7	56	7	40	24	25	39
	3%	4%	4%	2%	1%	2%	4%	4%	1%	3%	3%	3%	3%	3%	2%	4%
		d														
		17%	19%	8%	2%	6%	11%	9%	1%	11%	88%	12%	63%	37%	39%	61%
Don't know	32	1	2	2	2	8	2	2	2	5	25	6	11	20	16	16
	2%	*%	1%	1%	1%	5%	1%	2%	2%	2%	1%	2%	1%	3%	2%	2%
						abcdf								l		
		4%	6%	5%	5%	25%	5%	8%	5%	15%	80%	20%	35%	65%	50%	50%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QE29 (QE11D). SHOWCARD How many of these devices does your household connect to the fixed wireless internet connection (Wi-Fi)? (MULTI CODE)

Base : Those using a wireless internet connection at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION					
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI		
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r		
Unweighted total	2636	1308	1328	397	463	970	806	294	276	393	652	705	883	527	521	1644	328	346	318		
Effective Weighted Sample	1882	931	951	282	333	685	589	208	201	272	490	508	646	384	372	1466	217	243	278		
Total	1979	985	993	297	362	756	563	189	192	271	559	618	584	416	361	1678	158	94	48		
		50%	50%	15%	18%	38%	28%	10%	10%	14%	28%	31%	30%	21%	18%	85%	8%	5%	2%		
Laptop	1503	762	741	246	256	608	392	127	130	208	443	495	460	292	256	1285	116	68	32		
		76%	77%	75%	83%	71%	80%	67%	67%	77%	79%	80%	79%	70%	71%	77%	74%	73%	67%		
				df	df	df	df			gh	gh	mn	mn		r						
				16%	17%	40%	26%	8%	9%	14%	29%	33%	31%	19%	17%	86%	8%	5%	2%		
Tablet computer (e.g. iPad)	1202	574	628	175	237	507	283	92	97	162	398	412	348	257	186	1005	105	61	31		
		61%	58%	63%	59%	65%	50%	49%	50%	60%	71%	67%	60%	62%	51%	60%	66%	65%	64%		
				a	f	f	cf			gh	ghi	ln	n	n							
				48%	52%	15%	20%	42%	24%	8%	8%	14%	33%	34%	29%	21%	15%	84%	9%	5%	3%
Smartphone	1138	581	557	222	259	489	168	91	88	160	361	378	326	236	198	981	81	51	25		
		58%	59%	56%	75%	72%	65%	48%	46%	59%	65%	61%	56%	57%	55%	58%	51%	54%	53%		
				ef	ef	f				gh	gh				p						
				20%	23%	43%	15%	8%	8%	14%	32%	33%	29%	21%	17%	86%	7%	4%	2%		
Desktop PC	615	328	287	83	66	230	236	47	54	55	192	231	160	135	89	547	36	20	13		
		31%	33%	29%	28%	18%	30%	42%	25%	28%	20%	34%	37%	27%	33%	25%	33%	22%	21%	27%	
				b	d	d	cde				gi	ln	n		pq						
				53%	47%	14%	11%	37%	38%	8%	9%	9%	31%	38%	26%	22%	14%	89%	6%	3%	2%
Games console	415	204	211	88	85	203	39	39	26	60	145	119	123	85	88	354	39	14	8		
		21%	21%	21%	30%	24%	27%	7%	20%	14%	22%	26%	19%	21%	20%	24%	21%	25%	15%	17%	
				f	f	f				h	h				q						
				49%	51%	21%	21%	49%	9%	9%	6%	14%	35%	29%	30%	21%	21%	85%	9%	3%	2%
TV set	281	145	136	44	57	122	58	22	14	32	111	106	76	56	43	247	13	13	8		
		14%	15%	14%	15%	16%	16%	10%	11%	7%	12%	20%	17%	13%	14%	12%	15%	8%	14%	16%	
				f	f						ghi	n			p			p	p		
				51%	49%	15%	20%	44%	21%	8%	5%	11%	39%	38%	27%	20%	15%	88%	5%	5%	3%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QE29 (QE11D). SHOWCARD How many of these devices does your household connect to the fixed wireless internet connection (Wi-Fi)? (MULTI CODE)

Base : Those using a wireless internet connection at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2636	1308	1328	397	463	970	806	294	276	393	652	705	883	527	521	1644	328	346	318
Effective Weighted Sample	1882	931	951	282	333	685	589	208	201	272	490	508	646	384	372	1466	217	243	278
Total	1979	985	993	297	362	756	563	189	192	271	559	618	584	416	361	1678	158	94	48
		50%	50%	15%	18%	38%	28%	10%	10%	14%	28%	31%	30%	21%	18%	85%	8%	5%	2%
E-reader (e.g. Kindle)	271	119	152	30	43	131	66	8	17	28	123	121	89	41	20	244	10	11	6
	14%	12%	15%	10%	12%	17%	12%	4%	9%	10%	22%	20%	15%	10%	6%	15%	7%	11%	13%
			a			cdf				g	ghi	mn	mn	n		p			p
		44%	56%	11%	16%	48%	24%	3%	6%	10%	46%	45%	33%	15%	7%	90%	4%	4%	2%
Netbook	130	67	63	19	14	66	31	5	5	14	46	56	34	26	14	112	11	5	2
	7%	7%	6%	6%	4%	9%	5%	3%	2%	5%	8%	9%	6%	6%	4%	7%	7%	5%	5%
						df					gh	ln							
		52%	48%	15%	11%	51%	24%	4%	4%	10%	35%	43%	26%	20%	11%	86%	9%	4%	2%
Other portable/ handheld device (e.g. portable games console/ iPod Touch)	55	29	26	12	11	26	5	3	2	6	22	25	15	11	5	50	1	2	2
	3%	3%	3%	4%	3%	3%	1%	2%	1%	2%	4%	4%	3%	3%	1%	3%	1%	2%	4%
				f	f	f					h	n							p
		53%	47%	22%	21%	48%	10%	6%	4%	11%	40%	45%	27%	19%	9%	90%	3%	4%	3%
Smart watch (e.g. Pebble, Samsung, Sony)	12	6	5	3	3	4	1	1	-	3	3	1	4	4	2	10	1	*	*
	1%	1%	1%	1%	1%	1%	*%	1%	-%	1%	1%	*%	1%	1%	1%	1%	1%	*%	1%
		55%	45%	29%	27%	35%	9%	10%	-%	22%	25%	7%	36%	36%	21%	89%	7%	1%	3%
None of these	4	3	1	1	1	-	2	2	-	*	1	-	1	2	1	2	1	-	*
	*%	*%	*%	*%	*%	-%	*%	1%	-%	*%	*%	-%	*%	*%	*%	*%	1%	-%	*%
		71%	29%	24%	31%	-%	45%	42%	-%	5%	24%	-%	24%	50%	26%	66%	29%	-%	5%
Don't know	5	1	3	2	*	*	2	*	-	*	1	2	1	2	*	4	-	1	*
	*%	*%	*%	1%	*%	*%	*%	*%	-%	*%	*%	*%	*%	1%	*%	*%	-%	1%	1%
		28%	72%	34%	4%	10%	52%	2%	-%	2%	24%	32%	14%	52%	2%	77%	-%	15%	8%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QE29 (QE11D). SHOWCARD How many of these devices does your household connect to the fixed wireless internet connection (Wi-Fi)? (MULTI CODE)

Base : Those using a wireless internet connection at home

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Mean number of types of devices	2.8	2.9	2.8	3.1	2.9	3.2	2.3	2.2	2.7	3.3	3.1	2.8	2.7	2.5	2.9	2.6	2.6	2.7	
				df	f	df			gh	ghi	lmn	n	n		pqr				
Standard deviation	1.64	1.66	1.63	1.66	1.50	1.70	1.48	1.43	1.38	1.41	1.78	1.71	1.64	1.65	1.42	1.66	1.51	1.37	1.76
Standard error	.03	.05	.04	.08	.07	.05	.05	.08	.08	.07	.07	.06	.06	.07	.06	.04	.08	.07	.10
Columns Tested:	a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																		

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QE29 (QE11D). SHOWCARD How many of these devices does your household connect to the fixed wireless internet connection (Wi-Fi)? (MULTI CODE)

Base : Those using a wireless internet connection at home

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2636	185	218	203	179	150	198	157	170	184	1909	727	1610	1021	1410	1226
Effective Weighted Sample	1882	179	205	196	172	145	191	151	163	176	1557	346	1141	758	980	903
Total	1979	242	317	194	141	146	199	143	80	216	1699	279	1284	691	1006	973
		12%	16%	10%	7%	7%	10%	7%	4%	11%	86%	14%	65%	35%	51%	49%
Laptop	1503	194	232	144	98	114	158	112	61	172	1293	210	990	509	756	747
	76%	80%	73%	74%	70%	78%	79%	79%	77%	79%	76%	75%	77%	74%	75%	77%
		d			d		d		d							
		13%	15%	10%	7%	8%	11%	7%	4%	11%	86%	14%	66%	34%	50%	50%
Tablet computer (e.g. iPad)	1202	130	200	133	77	79	121	83	49	134	1031	171	837	363	652	550
	61%	54%	63%	68%	55%	55%	60%	58%	61%	62%	61%	61%	65%	53%	65%	57%
				ade									m		o	
			11%	17%	11%	6%	7%	10%	4%	11%	86%	14%	70%	30%	54%	46%
Smartphone	1138	171	186	131	72	87	113	75	47	99	1000	138	819	316	549	589
	58%	71%	58%	67%	51%	60%	57%	53%	59%	46%	59%	50%	64%	46%	55%	61%
		bdefghi	i	dfgi	i	i	i		i		k		m		n	
		15%	16%	11%	6%	8%	10%	7%	4%	9%	88%	12%	72%	28%	48%	52%
Desktop PC	615	69	137	72	36	42	56	37	24	74	525	90	364	252	367	249
	31%	29%	43%	37%	26%	29%	28%	26%	30%	34%	31%	32%	28%	36%	36%	26%
			ade	dg									l		o	
		11%	22%	12%	6%	7%	9%	6%	4%	12%	85%	15%	59%	41%	60%	40%
Games console	415	32	73	59	25	15	44	34	24	49	366	50	308	107	204	211
	21%	13%	23%	31%	18%	10%	22%	24%	30%	23%	22%	18%	24%	15%	20%	22%
			ae	ade			ae	ae	ade	ae			m			
		8%	18%	14%	6%	4%	11%	8%	6%	12%	88%	12%	74%	26%	49%	51%
TV set	281	30	55	52	23	5	17	27	18	20	246	35	197	84	145	136
	14%	12%	17%	27%	16%	3%	8%	19%	23%	9%	14%	12%	15%	12%	14%	14%
		e	efi	abdefi	ef		e	efi	ae	efi			m			
		11%	20%	19%	8%	2%	6%	10%	6%	7%	88%	12%	70%	30%	52%	48%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 91

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QE29 (QE11D). SHOWCARD How many of these devices does your household connect to the fixed wireless internet connection (Wi-Fi)? (MULTI CODE)

Base : Those using a wireless internet connection at home

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	2636	185	218	203	179	150	198	157	170	184	1909	727	1610	1021	1410	1226	
Effective Weighted Sample	1882	179	205	196	172	145	191	151	163	176	1557	346	1141	758	980	903	
Total	1979	242	317	194	141	146	199	143	80	216	1699	279	1284	691	1006	973	
		12%	16%	10%	7%	7%	10%	7%	4%	11%	86%	14%	65%	35%	51%	49%	
E-reader (e.g. Kindle)	271	23	52	40	21	10	36	23	12	27	230	41	195	76	169	102	
	14%	9%	16%	21%	15%	7%	18%	16%	15%	12%	14%	15%	15%	11%	17%	10%	
			ae	aei	e		ae	e	e				m		o		
		8%	19%	15%	8%	4%	13%	8%	5%	10%	85%	15%	72%	28%	62%	38%	
Netbook	130	8	27	16	9	18	7	7	8	13	113	17	92	35	77	54	
	7%	3%	8%	8%	6%	12%	3%	5%	10%	6%	7%	6%	7%	5%	8%	6%	
			af	af		adfgi			af								
		6%	21%	13%	7%	14%	5%	5%	6%	10%	87%	13%	71%	27%	59%	41%	
Other portable/ handheld device (e.g. portable games console/ iPod Touch)	55	3	4	16	4	2	4	7	4	7	49	6	40	15	33	22	
	3%	1%	1%	8%	3%	1%	2%	5%	5%	3%	3%	2%	3%	2%	3%	2%	
		5%	8%	abdefi	28%	7%	3%	7%	12%	8%	12%	89%	11%	73%	27%	60%	40%
Smart watch (e.g. Pebble, Samsung, Sony)	12	1	2	3	-	-	1	-	1	3	10	2	7	4	6	6	
	1%	*%	*%	1%	-%	-%	1%	-%	1%	1%	1%	1%	1%	1%	1%	1%	
		9%	14%	23%	-%	-%	11%	-%	10%	22%	83%	17%	63%	37%	49%	51%	
None of these	4	-	-	1	1	1	-	-	-	-	3	1	*	3	1	2	
	*%	-%	-%	*%	*%	1%	-%	-%	-%	-%	*%	*%	*%	*%	*%	*%	
		-%	-%	24%	16%	26%	-%	-%	-%	-%	74%	26%	5%	95%	31%	69%	
Don't know	5	1	1	-	-	-	1	-	-	-	2	3	3	2	3	2	
	*%	1%	*%	-%	-%	-%	1%	-%	-%	-%	*%	1%	*%	*%	*%	*%	
		26%	24%	-%	-%	-%	26%	-%	-%	-%	46%	54%	64%	36%	62%	38%	

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QE29 (QE11D). SHOWCARD How many of these devices does your household connect to the fixed wireless internet connection (Wi-Fi)? (MULTI CODE)

Base : Those using a wireless internet connection at home

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Mean number of types of devices	2.8	2.7	3.0	3.4	2.6	2.6	2.8	2.8	3.1	2.8	2.9	2.7	3.0	2.6	2.9	2.7
Standard deviation	1.64	1.42	1.73	1.90	1.66	1.49	1.47	1.77	1.81	1.59	1.64	1.67	1.65	1.58	1.71	1.56
Standard error	.03	.10	.12	.13	.12	.12	.10	.14	.14	.12	.04	.06	.04	.05	.05	.04
Columns Tested:	a,b,c,d,e,f,g,h,i - j,k - l,m - n,o															

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Table 92

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QE30 (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 £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	~e	f	g	~h	~i	~j	~k	l	m	n	o	p	~q	r
Unweighted total	681	324	357	48	32	87	514	282	94	31	12	64	123	156	337	374	109	77	121
Effective Weighted Sample	469	219	250	35	25	59	353	199	63	22	9	40	92	102	239	335	73	58	107
Total	399	180	219	31	25	57	286	163	51	20	8	41	69	90	199	315	50	18	15
		45%	55%	**	**	**	72%	41%	**	**	**	**	17%	23%	50%	79%	13%	**	4%
Certain to	11	5	6	**	**	**	4	1	**	**	**	**	4	2	2	10	1	**	*
	3%	3%	3%	**	**	**	1%	1%	**	**	**	**	5%	3%	1%	3%	2%	**	2%
		47%	53%	**	**	**	38%	10%	**	**	**	**	33%	21%	21%	86%	8%	**	3%
Very likely	8	3	4	**	**	**	1	2	**	**	**	**	2	1	5	7	1	**	*
	2%	2%	2%	**	**	**	1%	1%	**	**	**	**	3%	1%	3%	2%	1%	**	2%
		46%	54%	**	**	**	15%	26%	**	**	**	**	24%	8%	67%	88%	7%	**	3%
Likely	30	15	15	**	**	**	13	10	**	**	**	**	6	7	14	25	2	**	1
	7%	8%	7%	**	**	**	5%	6%	**	**	**	**	8%	8%	7%	8%	4%	**	7%
		49%	51%	**	**	**	45%	35%	**	**	**	**	19%	25%	46%	85%	7%	**	4%
TOTAL LIKELY	49	23	25	**	**	**	19	13	**	**	**	**	11	10	21	42	3	**	2
	12%	13%	12%	**	**	**	7%	8%	**	**	**	**	16%	11%	11%	13%	7%	**	11%
		48%	52%	**	**	**	39%	28%	**	**	**	**	23%	21%	43%	86%	7%	**	3%
Unlikely	37	15	22	**	**	**	21	11	**	**	**	**	6	9	17	34	1	**	1
	9%	8%	10%	**	**	**	7%	7%	**	**	**	**	8%	10%	8%	11%	3%	**	4%
		41%	59%	**	**	**	55%	31%	**	**	**	**	15%	25%	44%	91%	4%	**	2%
Very unlikely	76	39	37	**	**	**	51	35	**	**	**	**	15	10	44	60	11	**	2
	19%	22%	17%	**	**	**	18%	21%	**	**	**	**	22%	11%	22%	19%	23%	**	15%
		52%	48%	**	**	**	67%	45%	**	**	**	**	20%	13%	58%	79%	15%	**	3%
Certain not to	201	93	108	**	**	**	177	90	**	**	**	**	31	51	98	151	32	**	8
	50%	52%	49%	**	**	**	62%	55%	**	**	**	**	45%	56%	49%	48%	64%	**	51%
		46%	54%	**	**	**	88%	45%	**	**	**	**	15%	25%	49%	75%	16%	**	4%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QE30 (QE24). SHOWCARD How likely are you to get internet access at home in the next 12 months? (SINGLE CODE)

Base : Those without internet access at home

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	a	b	~c	~d	~e	f	g	~h	~i	~j	~k	l	m	n	o	p	~q	r	
Unweighted total	681	324	357	48	32	87	514	282	94	31	12	64	123	156	337	374	109	77	121
Effective Weighted Sample	469	219	250	35	25	59	353	199	63	22	9	40	92	102	239	335	73	58	107
Total	399	180	219	31	25	57	286	163	51	20	8	41	69	90	199	315	50	18	15
		45%	55%	**	**	**	72%	41%	**	**	**	**	17%	23%	50%	79%	13%	**	4%
TOTAL UNLIKELY	314	148	166	**	**	**	249	136	**	**	**	**	51	70	158	244	45	**	11
		79%	82%	**	**	**	87%	83%	**	**	**	**	75%	78%	80%	78%	89%	**	70%
																or			
		47%	53%	**	**	**	79%	43%	**	**	**	**	16%	22%	50%	78%	14%	**	3%
Don't know	36	9	27	**	**	**	19	14	**	**	**	**	6	10	19	29	2	**	3
		9%	5%	**	**	**	7%	8%	**	**	**	**	9%	11%	10%	9%	4%	**	19%
			a																op
		26%	74%	**	**	**	52%	38%	**	**	**	**	17%	27%	54%	81%	6%	**	8%

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

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QE30 (QE24). SHOWCARD How likely are you to get internet access at home in the next 12 months? (SINGLE CODE)

Base : Those without internet access at home

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON ~a	SOUTH EAST ~b	SOUTH WEST ~c	EAST MIDS ~d	WEST MIDS ~e	EAST OF ENG ~f	YORKS& HUMBER ~g	NORTH EAST ~h	NORTH WEST ~i	URBAN j	RURAL k	YES l	NO m	LOW n	MEDIUM/ HIGH o
Significance Level: 95%																
Unweighted total	681	33	27	24	45	66	33	50	54	42	479	202	133	546	275	406
Effective Weighted Sample	469	32	26	23	44	63	32	48	52	41	390	84	88	385	170	299
Total	399	38	33	20	31	55	30	40	22	45	344	55	89	307	144	254
		**	**	**	**	**	**	**	**	**	86%	14%	22%	77%	36%	64%
Certain to	11	**	**	**	**	**	**	**	**	**	8	4	7	4	5	6
	3%	**	**	**	**	**	**	**	**	**	2%	7%	8%	1%	4%	2%
		**	**	**	**	**	**	**	**	**	67%	33%	65%	35%	48%	52%
Very likely	8	**	**	**	**	**	**	**	**	**	7	*	5	2	1	6
	2%	**	**	**	**	**	**	**	**	**	2%	1%	5%	1%	1%	2%
		**	**	**	**	**	**	**	**	**	96%	4%	62%	25%	19%	81%
Likely	30	**	**	**	**	**	**	**	**	**	27	3	16	14	7	22
	7%	**	**	**	**	**	**	**	**	**	8%	5%	18%	4%	5%	9%
		**	**	**	**	**	**	**	**	**	90%	10%	54%	46%	25%	75%
TOTAL LIKELY	49	**	**	**	**	**	**	**	**	**	41	7	28	20	14	34
	12%	**	**	**	**	**	**	**	**	**	12%	13%	31%	6%	10%	14%
		**	**	**	**	**	**	**	**	**	85%	15%	58%	40%	29%	71%
Unlikely	37	**	**	**	**	**	**	**	**	**	33	5	9	28	13	24
	9%	**	**	**	**	**	**	**	**	**	9%	8%	10%	9%	9%	9%
		**	**	**	**	**	**	**	**	**	88%	12%	24%	76%	36%	64%
Very unlikely	76	**	**	**	**	**	**	**	**	**	64	12	20	56	31	45
	19%	**	**	**	**	**	**	**	**	**	19%	22%	23%	18%	21%	18%
		**	**	**	**	**	**	**	**	**	84%	16%	27%	73%	41%	59%
Certain not to	201	**	**	**	**	**	**	**	**	**	175	26	21	179	75	126
	50%	**	**	**	**	**	**	**	**	**	51%	48%	23%	58%	52%	49%
		**	**	**	**	**	**	**	**	**	87%	13%	10%	89%	37%	63%

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

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QE30 (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

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	681	33	27	24	45	66	33	50	54	42	479	202	133	546	275	406
Effective Weighted Sample	469	32	26	23	44	63	32	48	52	41	390	84	88	385	170	299
Total	399	38	33	20	31	55	30	40	22	45	344	55	89	307	144	254
		**	**	**	**	**	**	**	**	**	86%	14%	22%	77%	36%	64%
TOTAL UNLIKELY	314	**	**	**	**	**	**	**	**	**	271	43	50	263	120	194
	79%	**	**	**	**	**	**	**	**	**	79%	79%	56%	86%	83%	76%
		**	**	**	**	**	**	**	**	**	86%	14%	16%	84%	38%	62%
Don't know	36	**	**	**	**	**	**	**	**	**	32	5	11	25	11	26
	9%	**	**	**	**	**	**	**	**	**	9%	8%	13%	8%	7%	10%
		**	**	**	**	**	**	**	**	**	88%	12%	31%	69%	29%	71%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 93

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QE31 (QE25A). Why are you unlikely to get internet access at home in the next 12 months? (MULTI CODE) UNPROMPTED

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

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	a	b	~c	~d	~e	f	g	~h	~i	~j	~k	~l	m	n	o	~p	~q	~r	
Unweighted total	541	269	272	18	16	60	447	237	79	20	8	50	92	126	272	301	95	61	84
Effective Weighted Sample	382	186	197	13	13	43	314	167	54	14	7	35	69	87	193	270	64	47	75
Total	314	148	166	12	13	41	249	136	42	14	5	34	51	70	158	244	45	14	11
		47%	53%	**	**	**	79%	43%	**	**	**	**	**	22%	50%	78%	**	**	**
No need	174	84	90	**	**	**	150	72	**	**	**	**	**	39	83	143	**	**	**
	55%	57%	54%	**	**	**	60%	53%	**	**	**	**	**	55%	52%	58%	**	**	**
		48%	52%	**	**	**	86%	41%	**	**	**	**	**	22%	48%	82%	**	**	**
Don't want a computer	86	47	40	**	**	**	76	35	**	**	**	**	**	22	41	66	**	**	**
	27%	32%	24%	**	**	**	31%	25%	**	**	**	**	**	31%	26%	27%	**	**	**
		54%	46%	**	**	**	88%	40%	**	**	**	**	**	25%	47%	76%	**	**	**
Too old to use the internet	79	39	40	**	**	**	77	30	**	**	**	**	**	22	33	52	**	**	**
	25%	26%	24%	**	**	**	31%	22%	**	**	**	**	**	31%	21%	21%	**	**	**
		49%	51%	**	**	**	98%	38%	**	**	**	**	**	28%	43%	66%	**	**	**
Don't know how you use computers	66	30	36	**	**	**	59	27	**	**	**	**	**	15	37	48	**	**	**
	21%	21%	22%	**	**	**	24%	20%	**	**	**	**	**	21%	23%	20%	**	**	**
		46%	54%	**	**	**	89%	41%	**	**	**	**	**	22%	56%	73%	**	**	**
Too expensive to set up	63	35	28	**	**	**	29	26	**	**	**	**	**	13	38	49	**	**	**
	20%	24%	17%	**	**	**	12%	19%	**	**	**	**	**	19%	24%	20%	**	**	**
		56%	44%	**	**	**	46%	41%	**	**	**	**	**	21%	59%	78%	**	**	**
Computer is too expensive to buy	31	14	17	**	**	**	18	16	**	**	**	**	**	7	20	24	**	**	**
	10%	9%	10%	**	**	**	7%	12%	**	**	**	**	**	10%	12%	10%	**	**	**
		45%	55%	**	**	**	57%	52%	**	**	**	**	**	24%	64%	80%	**	**	**

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 93

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QE31 (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 £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	~c	~d	~e	f	g	~h	~i	~j	~k	~l	m	n	o	~p	~q	~r
Significance Level: 95%																			
Unweighted total	541	269	272	18	16	60	447	237	79	20	8	50	92	126	272	301	95	61	84
Effective Weighted Sample	382	186	197	13	13	43	314	167	54	14	7	35	69	87	193	270	64	47	75
Total	314	148	166	12	13	41	249	136	42	14	5	34	51	70	158	244	45	14	11
		47%	53%	**	**	**	79%	43%	**	**	**	**	**	22%	50%	78%	**	**	**
Friends/ family member checks things on the internet for me	26	15	12	**	**	**	19	4	**	**	**	**	**	14	10	21	**	**	**
	8%	10%	7%	**	**	**	7%	3%	**	**	**	**	**	20%	6%	9%	**	**	**
		56%	44%	**	**	**	70%	13%	**	**	**	**	**	52%	37%	79%	**	**	**
Charges are too expensive	23	11	12	**	**	**	12	9	**	**	**	**	**	6	11	16	**	**	**
	7%	8%	7%	**	**	**	5%	6%	**	**	**	**	**	8%	7%	6%	**	**	**
		49%	51%	**	**	**	50%	37%	**	**	**	**	**	24%	47%	68%	**	**	**
Don't have a phone line	18	13	5	**	**	**	5	10	**	**	**	**	**	*	15	13	**	**	**
	6%	9%	3%	**	**	**	2%	7%	**	**	**	**	**	*%	10%	5%	**	**	**
		73%	27%	**	**	**	27%	54%	**	**	**	**	**	1%	83%	70%	**	**	**
Concerned about security/ fraud	9	4	5	**	**	**	6	3	**	**	**	**	**	2	5	8	**	**	**
	3%	3%	3%	**	**	**	2%	2%	**	**	**	**	**	3%	3%	3%	**	**	**
		43%	57%	**	**	**	69%	29%	**	**	**	**	**	27%	56%	94%	**	**	**
Worries/ concerns about privacy issues	8	3	5	**	**	**	5	3	**	**	**	**	**	2	5	7	**	**	**
	2%	2%	3%	**	**	**	2%	2%	**	**	**	**	**	3%	3%	3%	**	**	**
		36%	64%	**	**	**	63%	44%	**	**	**	**	**	31%	62%	93%	**	**	**
Satisfied with using the internet elsewhere	2	2	*	**	**	**	2	*	**	**	**	**	**	-	*	2	**	**	**
	1%	1%	*%	**	**	**	1%	*%	**	**	**	**	**	-%	*%	1%	**	**	**
		89%	11%	**	**	**	100%	4%	**	**	**	**	**	-%	9%	85%	**	**	**

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OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QE31 (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 £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	~e	f	g	~h	~i	~j	~k	~l	m	n	o	~p	~q	~r
Unweighted total	541	269	272	18	16	60	447	237	79	20	8	50	92	126	272	301	95	61	84
Effective Weighted Sample	382	186	197	13	13	43	314	167	54	14	7	35	69	87	193	270	64	47	75
Total	314	148	166	12	13	41	249	136	42	14	5	34	51	70	158	244	45	14	11
		47%	53%	**	**	**	79%	43%	**	**	**	**	**	22%	50%	78%	**	**	**
Other	33	14	19	**	**	**	24	20	**	**	**	**	**	4	19	28	**	**	**
	11%	10%	11%	**	**	**	10%	15%	**	**	**	**	**	6%	12%	11%	**	**	**
		43%	57%	**	**	**	71%	59%	**	**	**	**	**	12%	57%	84%	**	**	**
ANY INVOLUNTARY REASONS	194	95	99	**	**	**	145	81	**	**	**	**	**	43	101	144	**	**	**
	62%	64%	60%	**	**	**	58%	59%	**	**	**	**	**	61%	64%	59%	**	**	**
		49%	51%	**	**	**	75%	42%	**	**	**	**	**	22%	52%	74%	**	**	**
ANY VOLUNTARY REASONS	223	111	111	**	**	**	190	90	**	**	**	**	**	54	105	177	**	**	**
	71%	75%	67%	**	**	**	76%	66%	**	**	**	**	**	76%	66%	72%	**	**	**
		50%	50%	**	**	**	85%	41%	**	**	**	**	**	24%	47%	79%	**	**	**
ONLY VOLUNTARY REASONS	104	49	55	**	**	**	91	43	**	**	**	**	**	27	46	87	**	**	**
	33%	33%	33%	**	**	**	37%	32%	**	**	**	**	**	38%	29%	35%	**	**	**
		47%	53%	**	**	**	87%	42%	**	**	**	**	**	26%	44%	83%	**	**	**
Don't know	2	-	2	**	**	**	2	1	**	**	**	**	**	-	-	1	**	**	**
	*%	-%	1%	**	**	**	1%	1%	**	**	**	**	**	-%	-%	*%	**	**	**
		-%	100%	**	**	**	100%	47%	**	**	**	**	**	-%	-%	53%	**	**	**

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

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QE31 (QE25A). Why are you unlikely to get internet access at home in the next 12 months? (MULTI CODE) UNPROMPTED

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

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON ~a	SOUTH EAST ~b	SOUTH WEST ~c	EAST MIDS ~d	WEST MIDS ~e	EAST OF ENG ~f	YORKS& HUMBER ~g	NORTH EAST ~h	NORTH WEST ~i	URBAN j	RURAL k	YES ~l	NO m	LOW n	MEDIUM/ HIGH o
Significance Level: 95%																
Unweighted total	541	22	24	21	37	48	25	42	48	34	387	154	79	461	226	315
Effective Weighted Sample	382	22	23	20	36	46	24	40	46	33	319	66	53	330	145	238
Total	314	23	28	18	25	40	21	34	19	36	271	43	50	263	120	194
No need	174 55%	**	**	**	**	**	**	**	**	**	86%	14%	**	84%	38%	62%
		**	**	**	**	**	**	**	**	**	86%	14%	**	86%	44%	56%
Don't want a computer	86 27%	**	**	**	**	**	**	**	**	**	76	11	**	72	33	53
		**	**	**	**	**	**	**	**	**	28%	25%	**	27%	28%	27%
		**	**	**	**	**	**	**	**	**	87%	13%	**	84%	38%	62%
Too old to use the internet	79 25%	**	**	**	**	**	**	**	**	**	70	9	**	71	35	44
		**	**	**	**	**	**	**	**	**	26%	21%	**	27%	29%	23%
		**	**	**	**	**	**	**	**	**	89%	11%	**	91%	44%	56%
Don't know how you use computers	66 21%	**	**	**	**	**	**	**	**	**	58	8	**	57	25	42
		**	**	**	**	**	**	**	**	**	21%	19%	**	22%	21%	21%
		**	**	**	**	**	**	**	**	**	88%	12%	**	86%	37%	63%
Too expensive to set up	63 20%	**	**	**	**	**	**	**	**	**	57	6	**	47	13	51
		**	**	**	**	**	**	**	**	**	21%	14%	**	18%	11%	26%
		**	**	**	**	**	**	**	**	**	91%	9%	**	74%	20%	80%
Computer is too expensive to buy	31 10%	**	**	**	**	**	**	**	**	**	26	5	**	24	8	23
		**	**	**	**	**	**	**	**	**	9%	12%	**	9%	6%	12%
		**	**	**	**	**	**	**	**	**	83%	17%	**	78%	25%	75%

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

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QE31 (QE25A). Why are you unlikely to get internet access at home in the next 12 months? (MULTI CODE) UNPROMPTED

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

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON ~a	SOUTH EAST ~b	SOUTH WEST ~c	EAST MIDS ~d	WEST MIDS ~e	EAST OF ENG ~f	YORKS& HUMBER ~g	NORTH EAST ~h	NORTH WEST ~i	URBAN j	RURAL k	YES ~l	NO m	LOW n	MEDIUM/ HIGH o
Significance Level: 95%																
Unweighted total	541	22	24	21	37	48	25	42	48	34	387	154	79	461	226	315
Effective Weighted Sample	382	22	23	20	36	46	24	40	46	33	319	66	53	330	145	238
Total	314	23	28	18	25	40	21	34	19	36	271	43	50	263	120	194
		**	**	**	**	**	**	**	**	**	86%	14%	**	84%	38%	62%
Friends/ family member checks things on the internet for me	26	**	**	**	**	**	**	**	**	**	22	4	**	19	9	17
	8%	**	**	**	**	**	**	**	**	**	8%	9%	**	7%	8%	9%
		**	**	**	**	**	**	**	**	**	85%	15%	**	72%	35%	65%
Charges are too expensive	23	**	**	**	**	**	**	**	**	**	20	3	**	15	6	17
	7%	**	**	**	**	**	**	**	**	**	7%	7%	**	6%	5%	9%
		**	**	**	**	**	**	**	**	**	87%	13%	**	66%	26%	74%
Don't have a phone line	18	**	**	**	**	**	**	**	**	**	16	2	**	14	5	13
	6%	**	**	**	**	**	**	**	**	**	6%	5%	**	5%	4%	7%
		**	**	**	**	**	**	**	**	**	87%	13%	**	76%	26%	74%
Concerned about security/ fraud	9	**	**	**	**	**	**	**	**	**	7	2	**	6	5	4
	3%	**	**	**	**	**	**	**	**	**	3%	4%	**	2%	5%	2%
		**	**	**	**	**	**	**	**	**	81%	19%	**	68%	61%	39%
Worries/ concerns about privacy issues	8	**	**	**	**	**	**	**	**	**	6	2	**	6	4	4
	2%	**	**	**	**	**	**	**	**	**	2%	4%	**	2%	3%	2%
		**	**	**	**	**	**	**	**	**	78%	22%	**	73%	47%	53%
Satisfied with using the internet elsewhere	2	**	**	**	**	**	**	**	**	**	1	1	**	1	1	1
	1%	**	**	**	**	**	**	**	**	**	*%	3%	**	*%	1%	1%
		**	**	**	**	**	**	**	**	**	48%	52%	**	57%	52%	48%

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

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QE31 (QE25A). Why are you unlikely to get internet access at home in the next 12 months? (MULTI CODE) UNPROMPTED

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

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	~l	m	n	o
Unweighted total	541	22	24	21	37	48	25	42	48	34	387	154	79	461	226	315
Effective Weighted Sample	382	22	23	20	36	46	24	40	46	33	319	66	53	330	145	238
Total	314	23	28	18	25	40	21	34	19	36	271	43	50	263	120	194
		**	**	**	**	**	**	**	**	**	86%	14%	**	84%	38%	62%
Other	33	**	**	**	**	**	**	**	**	**	28	5	**	25	11	22
	11%	**	**	**	**	**	**	**	**	**	10%	12%	**	10%	10%	11%
		**	**	**	**	**	**	**	**	**	84%	16%	**	75%	34%	66%
ANY INVOLUNTARY REASONS	194	**	**	**	**	**	**	**	**	**	172	22	**	158	65	129
	62%	**	**	**	**	**	**	**	**	**	63%	52%	**	60%	54%	66%
		**	**	**	**	**	**	**	**	**	89%	11%	**	82%	33%	67%
ANY VOLUNTARY REASONS	223	**	**	**	**	**	**	**	**	**	193	30	**	188	93	130
	71%	**	**	**	**	**	**	**	**	**	71%	69%	**	71%	78%	67%
		**	**	**	**	**	**	**	**	**	87%	13%	**	84%	42%	58%
ONLY VOLUNTARY REASONS	104	**	**	**	**	**	**	**	**	**	87	17	**	91	50	54
	33%	**	**	**	**	**	**	**	**	**	32%	40%	**	35%	42%	28%
		**	**	**	**	**	**	**	**	**	83%	17%	**	88%	48%	52%
Don't know	2	**	**	**	**	**	**	**	**	**	1	*	**	2	1	1
	*%	**	**	**	**	**	**	**	**	**	1%	*%	**	1%	1%	*%
		**	**	**	**	**	**	**	**	**	94%	6%	**	100%	59%	41%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QE32 (QE25B). And, which one of these reasons is your MAIN reason for not getting internet access at home? (SINGLE CODE) UNPROMPTED

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	~e	f	g	~h	~i	~j	~k	~l	m	n	o	~p	~q	~r
Unweighted total	541	269	272	18	16	60	447	237	79	20	8	50	92	126	272	301	95	61	84
Effective Weighted Sample	382	186	197	13	13	43	314	167	54	14	7	35	69	87	193	270	64	47	75
Total	314	148	166	12	13	41	249	136	42	14	5	34	51	70	158	244	45	14	11
		47%	53%	**	**	**	79%	43%	**	**	**	**	**	22%	50%	78%	**	**	**
No need	120	55	65	**	**	**	105	55	**	**	**	**	**	27	58	99	**	**	**
	38%	37%	39%	**	**	**	42%	40%	**	**	**	**	**	39%	37%	40%	**	**	**
		46%	54%	**	**	**	88%	46%	**	**	**	**	**	23%	49%	82%	**	**	**
Too old to use the internet	47	19	29	**	**	**	46	17	**	**	**	**	**	16	18	28	**	**	**
	15%	13%	17%	**	**	**	19%	13%	**	**	**	**	**	n	11%	11%	**	**	**
		39%	61%	**	**	**	97%	37%	**	**	**	**	**	34%	38%	59%	**	**	**
Don't want a computer	35	23	13	**	**	**	30	13	**	**	**	**	**	8	16	30	**	**	**
	11%	15%	8%	**	**	**	12%	10%	**	**	**	**	**	11%	10%	12%	**	**	**
		b		**	**	**	86%	37%	**	**	**	**	**	22%	46%	84%	**	**	**
Too expensive to set up	33	17	15	**	**	**	8	13	**	**	**	**	**	6	21	27	**	**	**
	10%	12%	9%	**	**	**	3%	10%	**	**	**	**	**	8%	14%	11%	**	**	**
		52%	48%	**	**	**	26%	40%	**	**	**	**	**	17%	66%	83%	**	**	**
Don't know how you use computers	28	15	13	**	**	**	24	12	**	**	**	**	**	4	17	18	**	**	**
	9%	10%	8%	**	**	**	10%	9%	**	**	**	**	**	6%	11%	8%	**	**	**
		55%	45%	**	**	**	86%	42%	**	**	**	**	**	15%	60%	65%	**	**	**
Charges are too expensive	9	2	7	**	**	**	2	5	**	**	**	**	**	2	6	6	**	**	**
	3%	1%	4%	**	**	**	1%	4%	**	**	**	**	**	3%	4%	3%	**	**	**
		21%	79%	**	**	**	22%	58%	**	**	**	**	**	24%	72%	72%	**	**	**

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

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QE32 (QE25B). And, which one of these reasons is your MAIN reason for not getting internet access at home? (SINGLE CODE) UNPROMPTED

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	~e	f	g	~h	~i	~j	~k	~l	m	n	o	~p	~q	~r
Unweighted total	541	269	272	18	16	60	447	237	79	20	8	50	92	126	272	301	95	61	84
Effective Weighted Sample	382	186	197	13	13	43	314	167	54	14	7	35	69	87	193	270	64	47	75
Total	314	148	166	12	13	41	249	136	42	14	5	34	51	70	158	244	45	14	11
		47%	53%	**	**	**	79%	43%	**	**	**	**	**	22%	50%	78%	**	**	**
Friends/family member checks things on the internet for me	8	5	3	**	**	**	7	1	**	**	**	**	**	4	2	7	**	**	**
	2%	3%	2%	**	**	**	3%	*%	**	**	**	**	**	6%	1%	3%	**	**	**
		62%	38%	**	**	**	99%	7%	**	**	**	**	**	n 55%	30%	88%	**	**	**
Computer is too expensive to buy	7	1	6	**	**	**	6	5	**	**	**	**	**	1	5	7	**	**	**
	2%	*%	4%	**	**	**	2%	4%	**	**	**	**	**	1%	3%	3%	**	**	**
		10%	90%	**	**	**	84%	76%	**	**	**	**	**	12%	73%	93%	**	**	**
Other	25	12	14	**	**	**	18	14	**	**	**	**	**	3	13	22	**	**	**
	8%	8%	8%	**	**	**	7%	10%	**	**	**	**	**	4%	9%	9%	**	**	**
		47%	53%	**	**	**	70%	56%	**	**	**	**	**	10%	53%	86%	**	**	**
ANY INVOLUNTARY REASONS	124	54	70	**	**	**	87	53	**	**	**	**	**	29	68	86	**	**	**
	40%	36%	42%	**	**	**	35%	39%	**	**	**	**	**	41%	43%	35%	**	**	**
		43%	57%	**	**	**	70%	43%	**	**	**	**	**	23%	55%	70%	**	**	**
ANY VOLUNTARY REASONS	163	82	81	**	**	**	143	68	**	**	**	**	**	39	77	135	**	**	**
	52%	56%	49%	**	**	**	57%	50%	**	**	**	**	**	56%	49%	55%	**	**	**
		50%	50%	**	**	**	88%	42%	**	**	**	**	**	24%	47%	83%	**	**	**
Don't know	2	-	2	**	**	**	2	1	**	**	**	**	**	-	-	1	**	**	**
	*%	-%	1%	**	**	**	1%	1%	**	**	**	**	**	-%	-%	*%	**	**	**
		-%	100%	**	**	**	100%	47%	**	**	**	**	**	-%	-%	53%	**	**	**

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 94

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

QE32 (QE25B). And, which one of these reasons is your MAIN reason for not getting internet access at home? (SINGLE CODE) UNPROMPTED

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

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	~l	m	n	o
Unweighted total	541	22	24	21	37	48	25	42	48	34	387	154	79	461	226	315
Effective Weighted Sample	382	22	23	20	36	46	24	40	46	33	319	66	53	330	145	238
Total	314	23	28	18	25	40	21	34	19	36	271	43	50	263	120	194
No need	120	**	**	**	**	**	**	**	**	**	86%	14%	**	84%	38%	62%
	38%	**	**	**	**	**	**	**	**	**	104	16	**	108	54	67
		**	**	**	**	**	**	**	**	**	38%	38%	**	41%	45%	34%
		**	**	**	**	**	**	**	**	**	86%	14%	**	90%	45%	55%
Too old to use the internet	47	**	**	**	**	**	**	**	**	**	43	5	**	42	21	26
	15%	**	**	**	**	**	**	**	**	**	16%	11%	**	16%	17%	14%
		**	**	**	**	**	**	**	**	**	90%	10%	**	90%	44%	56%
Don't want a computer	35	**	**	**	**	**	**	**	**	**	28	8	**	27	15	21
	11%	**	**	**	**	**	**	**	**	**	10%	18%	**	10%	12%	11%
		**	**	**	**	**	**	**	**	**	78%	22%	**	76%	41%	59%
Too expensive to set up	33	**	**	**	**	**	**	**	**	**	29	4	**	22	7	26
	10%	**	**	**	**	**	**	**	**	**	11%	9%	**	8%	6%	13%
		**	**	**	**	**	**	**	**	**	88%	12%	**	67%	21%	79%
Don't know how you use computers	28	**	**	**	**	**	**	**	**	**	26	2	**	23	9	19
	9%	**	**	**	**	**	**	**	**	**	10%	5%	**	9%	7%	10%
		**	**	**	**	**	**	**	**	**	92%	8%	**	82%	32%	68%
Charges are too expensive	9	**	**	**	**	**	**	**	**	**	8	1	**	6	1	8
	3%	**	**	**	**	**	**	**	**	**	3%	2%	**	2%	1%	4%
		**	**	**	**	**	**	**	**	**	88%	12%	**	73%	12%	88%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 94

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QE32 (QE25B). And, which one of these reasons is your MAIN reason for not getting internet access at home? (SINGLE CODE) UNPROMPTED

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

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	~l	m	n	o
Significance Level: 95%																
Unweighted total	541	22	24	21	37	48	25	42	48	34	387	154	79	461	226	315
Effective Weighted Sample	382	22	23	20	36	46	24	40	46	33	319	66	53	330	145	238
Total	314	23	28	18	25	40	21	34	19	36	271	43	50	263	120	194
		**	**	**	**	**	**	**	**	**	86%	14%	**	84%	38%	62%
Friends/family member checks things on the internet for me	8 2%	**	**	**	**	**	**	**	**	**	6	1	**	8	4	4
		**	**	**	**	**	**	**	**	**	2%	3%	**	3%	3%	2%
		**	**	**	**	**	**	**	**	**	82%	18%	**	100%	52%	48%
Computer is too expensive to buy	7 2%	**	**	**	**	**	**	**	**	**	7	*	**	7	1	7
		**	**	**	**	**	**	**	**	**	3%	1%	**	3%	*%	3%
		**	**	**	**	**	**	**	**	**	95%	5%	**	96%	7%	93%
Other	25 8%	**	**	**	**	**	**	**	**	**	20	5	**	19	9	17
		**	**	**	**	**	**	**	**	**	7%	12%	**	7%	7%	9%
		**	**	**	**	**	**	**	**	**	80%	20%	**	74%	34%	66%
ANY INVOLUNTARY REASONS	124 40%	**	**	**	**	**	**	**	**	**	112	12	**	101	38	86
		**	**	**	**	**	**	**	**	**	41%	29%	**	38%	32%	44%
		**	**	**	**	**	**	**	**	**	90%	10%	**	81%	31%	69%
ANY VOLUNTARY REASONS	163 52%	**	**	**	**	**	**	**	**	**	138	25	**	142	72	91
		**	**	**	**	**	**	**	**	**	51%	59%	**	54%	60%	47%
		**	**	**	**	**	**	**	**	**	84%	16%	**	87%	44%	56%
Don't know	2 *%	**	**	**	**	**	**	**	**	**	1	*	**	2	1	1
		**	**	**	**	**	**	**	**	**	1%	*%	**	1%	1%	*%
		**	**	**	**	**	**	**	**	**	94%	6%	**	100%	59%	41%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 95

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QE33 (QEN1). EXPLAIN SATELLITE BROADBAND Were you aware that satellite broadband is available? (SINGLE CODE)

Base : All respondents in Scotland and Wales

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	988	491	497	134	152	303	399	183	132	126	158	212	297	218	261	-	492	496	-
Effective Weighted Sample	617	305	312	98	116	179	234	122	78	75	92	128	188	129	177	-	326	352	-
Total	365	176	189	48	61	124	132	63	46	49	65	83	98	84	99	-	233	132	-
		48%	52%	13%	17%	34%	36%	17%	12%	14%	18%	23%	27%	23%	27%	-%	64%	36%	-%
Yes	138	76	62	20	25	55	37	12	16	17	34	43	42	25	28	-	97	40	-
	38%	43%	33%	42%	41%	45%	28%	19%	34%	34%	52%	52%	43%	29%	28%	-%	42%	31%	-%
		55%	45%	15%	18%	40%	27%	9%	11%	12%	25%	31%	31%	18%	20%	-%	71%	29%	-%
No	201	87	115	26	32	62	81	47	27	29	31	39	52	51	59	-	125	76	-
	55%	49%	61%	54%	52%	50%	62%	74%	60%	60%	47%	47%	53%	61%	60%	-%	54%	58%	-%
		43%	57%	13%	16%	31%	40%	23%	14%	15%	15%	19%	26%	25%	29%	-%	62%	38%	-%
Don't know	26	14	13	2	4	7	13	4	3	3	1	1	4	8	12	-	11	16	-
	7%	8%	7%	4%	7%	5%	10%	7%	6%	7%	1%	1%	4%	10%	12%	-%	5%	12%	-%
		52%	48%	7%	16%	25%	51%	16%	10%	12%	2%	5%	16%	32%	47%	-%	41%	59%	-%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 95

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QE33 (QEN11). EXPLAIN SATELLITE BROADBAND Were you aware that satellite broadband is available? (SINGLE CODE)

Base : All respondents in Scotland and Wales

	Total	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON ~a	SOUTH EAST ~b	SOUTH WEST ~c	EAST MIDS ~d	WEST MIDS ~e	EAST OF ENG ~f	YORKS& HUMBER ~g	NORTH EAST ~h	NORTH WEST ~i	URBAN j	RURAL k	YES l	NO m	LOW n	MEDIUM/ HIGH o	
Significance Level: 95%																	
Unweighted total	988	-	-	-	-	-	-	-	-	-	495	493	511	475	535	453	
Effective Weighted Sample	617	-	-	-	-	-	-	-	-	-	425	456	321	301	298	326	
Total	365	-	-	-	-	-	-	-	-	-	295	70	206	159	154	211	
		-%	-%	-%	-%	-%	-%	-%	-%	-%	81%	19%	56%	43%	42%	58%	
Yes	138	-	-	-	-	-	-	-	-	-	115	23	91	47	60	78	
	38%	-%	-%	-%	-%	-%	-%	-%	-%	-%	39%	33%	44%	29%	39%	37%	
		-%	-%	-%	-%	-%	-%	-%	-%	-%	84%	16%	66%	34%	44%	56%	
No	201	-	-	-	-	-	-	-	-	-	159	43	102	99	88	113	
	55%	-%	-%	-%	-%	-%	-%	-%	-%	-%	54%	61%	49%	63%	57%	54%	
		-%	-%	-%	-%	-%	-%	-%	-%	-%	79%	21%	51%	49%	44%	56%	
Don't know	26	-	-	-	-	-	-	-	-	-	22	5	13	13	6	20	
	7%	-%	-%	-%	-%	-%	-%	-%	-%	-%	7%	7%	7%	8%	4%	10%	
		-%	-%	-%	-%	-%	-%	-%	-%	-%	83%	17%	51%	49%	22%	78%	

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 96

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QE34 (QE29). EXPLAIN THAT PHONE CALLS CAN BE MADE USING THE INTERNET USING SERVICES SUCH AS SKYPE. Before now, were you aware that you could make voice calls using the internet? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Yes	2232	1082	1150	349	442	826	616	271	238	292	568	648	642	471	471	1887	186	109	51
	83%	83%	84%	95%	94%	90%	66%	66%	82%	90%	95%	91%	89%	81%	71%	84%	80%	82%	69%
		48%	52%	ef	ef	f		12%	g	gh	ghi	mn	mn	n	pr	r	r		
				16%	20%	37%	28%		11%	13%	25%	29%	29%	21%	21%	85%	8%	5%	2%
No	411	200	211	14	25	80	292	136	49	31	26	60	75	97	179	328	43	21	19
	15%	15%	15%	4%	5%	9%	31%	33%	17%	10%	4%	8%	10%	17%	27%	15%	19%	16%	26%
		49%	51%	3%	6%	19%	71%	33%	12%	8%	6%	15%	18%	23%	44%	80%	11%	5%	5%
						cd	cde	hij	ij	j			kl	klm					opq
Don't know	31	18	13	2	1	9	19	6	3	2	1	3	3	13	12	21	4	2	4
	1%	1%	1%	1%	*%	1%	2%	1%	1%	*%	*%	*%	*%	2%	2%	1%	2%	2%	5%
						d		j					kl	kl					opq
		58%	42%	7%	3%	29%	61%	18%	8%	5%	4%	10%	11%	40%	39%	68%	13%	8%	12%

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

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QE34 (QE29). EXPLAIN THAT PHONE CALLS CAN BE MADE USING THE INTERNET USING SERVICES SUCH AS SKYPE. Before now, were you aware that you could make voice calls using the internet? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
Yes	2232	276	314	209	156	186	205	182	97	262	1927	305	1411	818	1066	1166
	83%	84%	85%	90%	83%	80%	83%	81%	86%	88%	83%	83%	91%	73%	85%	82%
				defg						e			m			
				9%	7%	8%	9%	8%	4%	12%	86%	14%	63%	37%	48%	52%
No	411	45	53	24	31	40	41	40	16	37	358	53	127	282	183	228
	15%	14%	14%	10%	17%	17%	17%	18%	14%	12%	16%	15%	8%	25%	15%	16%
						c	c	c					l			
						10%	10%	10%	4%	9%	87%	13%	31%	69%	45%	55%
Don't know	31	6	4	-	2	6	2	2	-	-	23	8	13	18	10	22
	1%	2%	1%	-%	1%	3%	1%	1%	-%	-%	1%	2%	1%	2%	1%	2%
		chi				chi					j					
		20%	11%	-%	5%	19%	6%	7%	-%	-%	74%	26%	42%	58%	31%	69%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 97

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QE35 (QE30). Have you or anyone in your household ever used one of these services to make voice calls using the internet at home? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Yes & currently using	954	468	486	186	235	361	171	98	75	115	304	305	313	174	161	820	76	41	17
	36%	36%	35%	51%	50%	39%	18%	24%	26%	35%	51%	43%	44%	30%	24%	37%	33%	31%	22%
		49%	51%	ef	ef	f		gh	gh	mn	mn	n				r	r	r	
		49%	51%	20%	25%	38%	18%	10%	8%	12%	32%	32%	33%	18%	17%	86%	8%	4%	2%
Yes but stopped using	252	121	132	42	50	90	70	25	28	33	64	91	69	36	56	221	14	14	4
	9%	9%	10%	11%	11%	10%	8%	6%	10%	10%	11%	13%	10%	6%	8%	10%	6%	11%	5%
		48%	52%	f	f	g		g	g	mn	m					pr		pr	
		48%	52%	16%	20%	36%	28%	10%	11%	13%	25%	36%	27%	14%	22%	88%	5%	6%	1%
TOTAL YES	1206	589	618	228	286	451	241	123	103	148	368	396	382	210	218	1041	90	56	20
	45%	45%	45%	62%	61%	49%	26%	30%	36%	45%	62%	56%	53%	36%	33%	47%	39%	42%	27%
		49%	51%	ef	ef	f		gh	gh	mn	mn					pr	r	r	
		49%	51%	19%	24%	37%	20%	10%	9%	12%	31%	33%	32%	17%	18%	86%	7%	5%	2%
No never used	1434	695	739	133	180	453	668	284	184	174	225	308	331	360	434	1168	141	73	51
	54%	53%	54%	36%	38%	50%	72%	69%	64%	53%	38%	43%	46%	62%	66%	52%	61%	56%	69%
		48%	52%	cd	cde	ij		ij	ij	j				kl	kl		o		opq
		48%	52%	9%	13%	32%	47%	20%	13%	12%	16%	22%	23%	25%	30%	81%	10%	5%	4%
Don't know	34	17	18	5	2	10	17	5	2	4	2	7	6	10	11	27	2	3	3
	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	*	1%	1%	2%	2%	1%	1%	2%	3%
		49%	51%	13%	7%	30%	49%	15%	5%	11%	6%	21%	19%	29%	31%	78%	5%	9%	7%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 97

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QE35 (QE30). Have you or anyone in your household ever used one of these services to make voice calls using the internet at home? (SINGLE CODE)

Base : All respondents

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
Yes & currently using	954	171	158	102	50	59	92	78	33	76	830	124	645	307	426	528
	36%	52%	43%	44%	27%	26%	37%	35%	29%	26%	36%	34%	42%	27%	34%	37%
		bdefghi	dehi	degghi	dei	ei	dei	ei	3%	8%	87%	13%	68%	32%	45%	55%
		18%	17%	11%	5%	6%	10%	8%	3%	8%	87%	13%	68%	32%	45%	55%
Yes but stopped using	252	28	31	25	19	23	25	23	12	36	217	36	167	85	133	120
	9%	8%	8%	11%	10%	10%	10%	10%	11%	12%	9%	10%	11%	8%	11%	8%
		11%	12%	10%	7%	9%	10%	9%	5%	14%	86%	14%	66%	34%	53%	47%
TOTAL YES	1206	199	189	127	69	82	116	101	45	112	1047	160	812	391	559	647
	45%	61%	51%	55%	36%	35%	47%	45%	40%	37%	45%	44%	52%	35%	44%	46%
		bdefghi	dehi	degghi	dei	e	dei	e	4%	9%	87%	13%	67%	32%	46%	54%
		16%	16%	11%	6%	7%	10%	8%	4%	9%	87%	13%	67%	32%	46%	54%
No never used	1434	127	178	103	119	146	129	118	67	180	1233	201	720	711	680	754
	54%	39%	48%	44%	63%	63%	52%	53%	59%	60%	53%	55%	46%	64%	54%	53%
		a	a	abcfg	abcfg	a	a	a	abc	abc	86%	14%	50%	50%	47%	53%
		9%	12%	7%	8%	10%	9%	8%	5%	13%	86%	14%	50%	50%	47%	53%
Don't know	34	1	3	3	1	3	3	5	1	7	29	5	19	15	20	14
	1%	*%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	2%	1%
		4%	10%	9%	4%	9%	8%	14%	3%	19%	84%	16%	55%	45%	58%	42%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 98

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QE36 (QE31). SHOWCARD Which supplier does/ did your household use to make voice calls using the internet? (MULTI CODE)

Base : Those who have ever used internet voice services at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1527	753	774	308	340	540	339	175	138	200	429	438	540	257	292	995	196	199	137
Effective Weighted Sample	1115	552	563	219	252	399	249	129	103	143	319	319	410	189	213	891	125	141	123
Total	1206	589	618	228	286	451	241	123	103	148	368	396	382	210	218	1041	90	56	20
		49%	51%	19%	24%	37%	20%	10%	9%	12%	31%	33%	32%	17%	18%	86%	7%	5%	2%
Skype	1054	515	539	197	249	393	215	111	94	121	316	353	332	183	184	915	72	51	15
	87%	88%	87%	87%	87%	87%	89%	90%	91%	82%	86%	89%	87%	87%	85%	88%	80%	91%	77%
									i							pr		pr	
		49%	51%	19%	24%	37%	20%	11%	9%	11%	30%	34%	32%	17%	18%	87%	7%	5%	1%
Facebook	155	69	86	51	38	58	9	24	18	23	39	44	51	26	34	141	8	4	3
	13%	12%	14%	23%	13%	13%	4%	20%	17%	16%	11%	11%	13%	12%	16%	14%	9%	7%	14%
				def	f	f		j								q			
		44%	56%	33%	24%	37%	6%	16%	11%	15%	25%	29%	33%	17%	22%	91%	5%	3%	2%
MSN Messenger	51	17	33	14	17	17	3	6	6	7	11	10	28	5	8	42	7	1	1
	4%	3%	5%	6%	6%	4%	1%	5%	6%	5%	3%	2%	7%	3%	4%	4%	7%	1%	7%
			a	f	f	f							km				q		q
		34%	66%	28%	33%	34%	5%	11%	12%	13%	23%	19%	54%	11%	16%	83%	13%	1%	3%
Voipfone	10	4	5	-	2	5	2	*	2	1	3	4	4	1	1	9	-	*	-
	1%	1%	1%	-%	1%	1%	1%	-%	2%	1%	1%	1%	1%	-%	1%	1%	-%	1%	-%
		44%	56%	-%	24%	51%	25%	4%	20%	8%	29%	40%	38%	9%	13%	96%	-%	4%	-%
BT Broadband voice/Home Hub	10	2	7	2	*	5	3	*	-	*	3	4	2	1	4	8	1	1	*
	1%	-%	1%	1%	-%	1%	1%	-%	-%	-%	1%	1%	-%	-%	2%	1%	1%	1%	1%
		26%	74%	16%	4%	53%	27%	3%	-%	2%	31%	40%	17%	6%	37%	86%	7%	5%	1%
Other	180	90	90	30	52	76	23	11	9	27	62	60	62	32	27	154	16	7	3
	15%	15%	15%	13%	18%	17%	10%	9%	9%	18%	17%	15%	16%	15%	12%	15%	18%	12%	17%
				f	f					gh	gh								
		50%	50%	16%	29%	42%	13%	6%	5%	15%	34%	33%	35%	18%	15%	86%	9%	4%	2%
Don't know	11	3	7	1	2	6	2	1	-	3	6	2	5	1	2	10	*	1	*
	1%	1%	1%	-%	1%	1%	1%	1%	-%	2%	2%	1%	1%	1%	1%	1%	-%	1%	1%
		32%	68%	9%	19%	57%	14%	8%	-%	31%	56%	22%	46%	13%	19%	90%	1%	7%	2%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 98

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QE36 (QE31). SHOWCARD Which supplier does/ did your household use to make voice calls using the internet? (MULTI CODE)

Base : Those who have ever used internet voice services at home

	Total	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH	
Significance Level: 95%		a	b	c	~d	~e	f	g	~h	~i	j	k	l	m	n	o	
Unweighted total	1527	151	128	132	85	85	112	109	96	97	1131	396	957	567	760	767	
Effective Weighted Sample	1115	145	121	128	81	82	108	105	92	93	934	193	699	430	533	582	
Total	1206	199	189	127	69	82	116	101	45	112	1047	160	812	391	559	647	
		16%	16%	11%	**	**	10%	8%	**	**	87%	13%	67%	32%	46%	54%	
Skype	1054	180	170	113	**	**	101	83	**	**	917	137	705	346	495	558	
	87%	91%	90%	89%	**	**	87%	82%	**	**	88%	86%	87%	88%	89%	86%	
		17%	16%	11%	**	**	10%	8%	**	**	87%	13%	67%	33%	47%	53%	
Facebook	155	66	19	10	**	**	10	15	**	**	140	15	105	50	38	117	
	13%	33%	10%	8%	**	**	8%	15%	**	**	13%	9%	13%	13%	7%	18%	
		bcfg													n		
		42%	12%	6%	**	**	6%	9%	**	**	90%	10%	68%	32%	25%	75%	
MSN Messenger	51	19	4	7	**	**	3	3	**	**	47	4	34	17	21	30	
	4%	9%	2%	6%	**	**	2%	3%	**	**	5%	2%	4%	4%	4%	5%	
		bfg															
		36%	8%	15%	**	**	5%	5%	**	**	93%	7%	66%	34%	42%	58%	
Voipfone	10	5	-	-	**	**	-	-	**	**	10	-	6	3	3	7	
	1%	3%	-%	-%	**	**	-%	-%	**	**	1%	-%	1%	1%	*%	1%	
		54%	-%	-%	**	**	-%	-%	**	**	100%	-%	65%	35%	27%	73%	
BT Broadband voice/Home Hub	10	-	2	1	**	**	2	-	**	**	6	3	5	5	6	3	
	1%	-%	1%	1%	**	**	1%	-%	**	**	1%	2%	1%	1%	1%	*%	
		-%	18%	11%	**	**	17%	-%	**	**	66%	34%	50%	50%	67%	33%	
Other	180	41	28	19	**	**	16	13	**	**	158	22	131	49	75	106	
	15%	21%	15%	15%	**	**	13%	13%	**	**	15%	14%	16%	13%	13%	16%	
		23%	15%	10%	**	**	9%	7%	**	**	88%	12%	73%	27%	41%	59%	
Don't know	11	-	1	-	**	**	3	3	**	**	9	1	8	2	5	5	
	1%	-%	*%	-%	**	**	2%	3%	**	**	1%	1%	1%	1%	1%	1%	
		-%	8%	-%	**	**	25%	26%	**	**	88%	12%	77%	23%	50%	50%	

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 99

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QE37 (QE33). SHOWCARD Which device or devices does your household use to make voice calls using the internet? (MULTI CODE)

Base : Those who have ever used internet voice services at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1527	753	774	308	340	540	339	175	138	200	429	438	540	257	292	995	196	199	137
Effective Weighted Sample	1115	552	563	219	252	399	249	129	103	143	319	319	410	189	213	891	125	141	123
Total	1206	589	618	228	286	451	241	123	103	148	368	396	382	210	218	1041	90	56	20
		49%	51%	19%	24%	37%	20%	10%	9%	12%	31%	33%	32%	17%	18%	86%	7%	5%	2%
Laptop	632	316	316	124	142	259	107	53	51	75	200	230	208	96	97	550	41	34	6
	52%	54%	51%	55%	50%	57%	44%	43%	50%	51%	54%	58%	55%	46%	44%	53%	46%	61%	32%
				f		f					g	mn	mn			r	r	pr	
		50%	50%	20%	22%	41%	17%	8%	8%	12%	32%	36%	33%	15%	15%	87%	6%	5%	1%
Smartphone	435	216	219	115	129	159	32	57	40	52	119	119	138	72	106	379	36	10	10
	36%	37%	35%	51%	45%	35%	13%	47%	39%	35%	32%	30%	36%	34%	49%	36%	40%	19%	47%
		50%	50%	ef	ef	f		j							klm	q	q	oq	
				26%	30%	37%	7%	13%	9%	12%	27%	27%	32%	16%	24%	87%	8%	2%	2%
Tablet computer (e.g. iPad)	377	173	204	67	90	143	76	38	23	35	148	142	109	73	54	333	25	12	7
	31%	29%	33%	30%	32%	32%	31%	31%	23%	24%	40%	36%	28%	35%	25%	32%	27%	22%	37%
											hi	ln	n			q		q	
		46%	54%	18%	24%	38%	20%	10%	6%	9%	39%	38%	29%	19%	14%	88%	7%	3%	2%
Desktop PC	177	101	76	20	24	67	66	17	15	13	55	72	56	32	17	157	11	7	2
	15%	17%	12%	9%	8%	15%	27%	14%	15%	9%	15%	18%	15%	15%	8%	15%	12%	13%	8%
		b				cd	cde					n	n	n		r			
		57%	43%	11%	13%	38%	37%	10%	9%	7%	31%	41%	32%	18%	10%	89%	6%	4%	1%
TV set	15	12	4	4	4	4	3	*	2	3	2	8	*	3	4	15	-	*	-
	1%	2%	1%	2%	2%	1%	1%	*%	2%	2%	*%	2%	*%	1%	2%	1%	-%	*%	-%
		b										l			l				
		76%	24%	29%	28%	26%	17%	2%	10%	21%	12%	51%	3%	16%	29%	99%	-%	1%	-%
Netbook	14	8	6	3	*	6	5	1	2	-	4	6	3	3	3	13	1	*	*
	1%	1%	1%	1%	*%	1%	2%	1%	2%	-%	1%	1%	1%	1%	1%	1%	1%	1%	*%
						d													
		57%	43%	19%	3%	40%	38%	8%	16%	-%	29%	40%	20%	20%	20%	88%	9%	2%	1%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QE37 (QE33). SHOWCARD Which device or devices does your household use to make voice calls using the internet? (MULTI CODE)

Base : Those who have ever used internet voice services at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1527	753	774	308	340	540	339	175	138	200	429	438	540	257	292	995	196	199	137
Effective Weighted Sample	1115	552	563	219	252	399	249	129	103	143	319	319	410	189	213	891	125	141	123
Total	1206	589	618	228	286	451	241	123	103	148	368	396	382	210	218	1041	90	56	20
		49%	51%	19%	24%	37%	20%	10%	9%	12%	31%	33%	32%	17%	18%	86%	7%	5%	2%
Standard landline phone	13	9	4	4	4	4	*	1	*	3	4	6	3	3	1	13	*	*	*
	1%	2%	1%	2%	2%	1%	*%	1%	*%	2%	1%	2%	1%	2%	*%	1%	*%	*%	1%
		69%	31%	34%	33%	31%	2%	6%	2%	22%	33%	48%	21%	25%	6%	96%	2%	1%	1%
Other	14	6	8	3	1	8	2	1	2	1	6	5	4	2	3	13	-	1	*
	1%	1%	1%	1%	*%	2%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	-%	1%	2%
		46%	54%	21%	9%	54%	16%	9%	12%	9%	40%	39%	26%	12%	23%	92%	-%	5%	3%
Don't know	18	8	10	1	5	8	4	1	2	6	3	8	4	3	3	16	*	2	*
	2%	1%	2%	*%	2%	2%	2%	1%	2%	4%	1%	2%	1%	1%	2%	2%	*%	3%	*%
		45%	55%	4%	29%	45%	22%	4%	11%	35%	16%	42%	24%	16%	18%	90%	1%	9%	*%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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.

QE37 (QE33). SHOWCARD Which device or devices does your household use to make voice calls using the internet? (MULTI CODE)

Base : Those who have ever used internet voice services at home

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	~d	~e	f	g	~h	~i	j	k	l	m	n	o	
Unweighted total	1527	151	128	132	85	85	112	109	96	97	1131	396	957	567	760	767
Effective Weighted Sample	1115	145	121	128	81	82	108	105	92	93	934	193	699	430	533	582
Total	1206	199	189	127	69	82	116	101	45	112	1047	160	812	391	559	647
		16%	16%	11%	**	**	10%	8%	**	**	87%	13%	67%	32%	46%	54%
Laptop	632	134	107	56	**	**	62	46	**	**	548	84	425	205	284	348
	52%	67%	57%	44%	**	**	53%	46%	**	**	52%	53%	52%	52%	51%	54%
		cf g	c													
		21%	17%	9%	**	**	10%	7%	**	**	87%	13%	67%	32%	45%	55%
Smartphone	435	107	57	40	**	**	32	42	**	**	397	38	308	126	148	287
	36%	54%	30%	32%	**	**	28%	41%	**	**	38%	24%	38%	32%	26%	44%
		b c f	c					f			k				n	
		25%	13%	9%	**	**	7%	10%	**	**	91%	9%	71%	29%	34%	66%
Tablet computer (e.g. iPad)	377	68	58	45	**	**	38	40	**	**	323	54	266	111	180	197
	31%	34%	30%	35%	**	**	32%	39%	**	**	31%	34%	33%	28%	32%	30%
		18%	15%	12%	**	**	10%	11%	**	**	86%	14%	71%	29%	48%	52%
Desktop PC	177	23	31	24	**	**	17	16	**	**	154	23	102	75	104	73
	15%	11%	17%	19%	**	**	15%	16%	**	**	15%	14%	13%	19%	19%	11%
													l	o		
		13%	18%	14%	**	**	10%	9%	**	**	87%	13%	58%	42%	59%	41%
TV set	15	1	7	1	**	**	-	2	**	**	15	*	10	5	8	7
	1%	1%	3%	1%	**	**	-%	2%	**	**	1%	*%	1%	1%	2%	1%
		10%	43%	7%	**	**	-%	12%	**	**	97%	3%	67%	33%	56%	44%
Netbook	14	1	1	2	**	**	1	2	**	**	8	6	10	5	8	7
	1%	*%	1%	2%	**	**	1%	2%	**	**	1%	4%	1%	1%	1%	1%
												j				
		6%	9%	15%	**	**	7%	14%	**	**	56%	44%	67%	33%	53%	47%
Standard landline phone	13	7	2	-	**	**	2	1	**	**	11	2	10	4	4	9
	1%	4%	1%	-%	**	**	2%	1%	**	**	1%	1%	1%	1%	1%	1%
		c														
		55%	13%	-%	**	**	17%	5%	**	**	83%	17%	72%	28%	31%	69%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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.

QE37 (QE33). SHOWCARD Which device or devices does your household use to make voice calls using the internet? (MULTI CODE)

Base : Those who have ever used internet voice services at home

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	~d	~e	f	g	~h	~i	j	k	l	m	n	o	
Unweighted total	1527	151	128	132	85	85	112	109	96	97	1131	396	957	567	760	767
Effective Weighted Sample	1115	145	121	128	81	82	108	105	92	93	934	193	699	430	533	582
Total	1206	199	189	127	69	82	116	101	45	112	1047	160	812	391	559	647
		16%	16%	11%	**	**	10%	8%	**	**	87%	13%	67%	32%	46%	54%
Other	14	-	-	4	**	**	1	1	**	**	12	2	9	5	9	5
	1%	-%	-%	3%	**	**	1%	1%	**	**	1%	1%	1%	1%	2%	1%
			a													
		-%	-%	27%	**	**	7%	5%	**	**	88%	12%	67%	33%	64%	36%
Don't know	18	2	3	-	**	**	3	2	**	**	18	*	15	3	11	7
	2%	1%	2%	-%	**	**	3%	2%	**	**	2%	*%	2%	1%	2%	1%
		10%	16%	-%	**	**	17%	11%	**	**	98%	2%	82%	18%	59%	41%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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.

QE38 (QE34). Do you pay for any elements of your service to make calls using the internet? Perhaps calls made to landline or mobile phones, or any equipment or software you needed to purchase solely to be able to make calls using the internet. (SINGLE CODE)

Base : Those who have ever used internet voice services at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER £11.5K g	£11.5K- £17.5K h	£17.5K- £29.9K i	£30K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	1527	753	774	308	340	540	339	175	138	200	429	438	540	257	292	995	196	199	137
Effective Weighted Sample	1115	552	563	219	252	399	249	129	103	143	319	319	410	189	213	891	125	141	123
Total	1206	589	618	228	286	451	241	123	103	148	368	396	382	210	218	1041	90	56	20
		49%	51%	19%	24%	37%	20%	10%	9%	12%	31%	33%	32%	17%	18%	86%	7%	5%	2%
Yes, pay for any elements	63	39	24	11	21	19	13	9	4	7	20	36	16	7	5	52	8	3	*
	5%	7%	4%	5%	7%	4%	6%	7%	3%	5%	6%	9%	4%	3%	2%	5%	9%	5%	2%
		b										lmn				r			
		62%	38%	17%	33%	30%	21%	14%	6%	11%	32%	57%	25%	10%	8%	82%	13%	4%	1%
No, do not pay for any elements	1102	529	574	209	257	418	219	108	95	135	338	348	355	198	200	955	80	49	19
	91%	90%	93%	92%	90%	93%	91%	88%	92%	91%	92%	88%	93%	94%	92%	92%	89%	88%	92%
		48%	52%	19%	23%	38%	20%	10%	9%	12%	31%	32%	32%	18%	18%	87%	7%	4%	2%
Don't know	40	21	20	8	8	15	9	6	4	6	9	12	11	5	12	34	1	4	1
	3%	3%	3%	4%	3%	3%	4%	5%	4%	4%	3%	3%	3%	3%	5%	3%	2%	7%	5%
		51%	49%	20%	20%	37%	23%	16%	11%	14%	23%	30%	27%	13%	30%	84%	3%	10%	3%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 100

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QE38 (QE34). Do you pay for any elements of your service to make calls using the internet? Perhaps calls made to landline or mobile phones, or any equipment or software you needed to purchase solely to be able to make calls using the internet. (SINGLE CODE)

Base : Those who have ever used internet voice services at home

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	~d	~e	f	g	~h	~i	j	k	l	m	n	o	
Unweighted total	1527	151	128	132	85	85	112	109	96	97	1131	396	957	567	760	767
Effective Weighted Sample	1115	145	121	128	81	82	108	105	92	93	934	193	699	430	533	582
Total	1206	199	189	127	69	82	116	101	45	112	1047	160	812	391	559	647
		16%	16%	11%	**	**	10%	8%	**	**	87%	13%	67%	32%	46%	54%
Yes, pay for any elements	63	14	19	3	**	**	6	4	**	**	58	5	46	15	26	37
	5%	7%	10%	3%	**	**	5%	4%	**	**	6%	3%	6%	4%	5%	6%
			c													
		22%	30%	5%	**	**	9%	6%	**	**	92%	8%	73%	24%	41%	59%
No, do not pay for any elements	1102	184	166	117	**	**	109	91	**	**	952	150	739	363	508	594
	91%	92%	88%	91%	**	**	94%	90%	**	**	91%	94%	91%	93%	91%	92%
		17%	15%	11%	**	**	10%	8%	**	**	86%	14%	67%	33%	46%	54%
Don't know	40	1	4	7	**	**	2	6	**	**	36	4	27	13	25	15
	3%	1%	2%	6%	**	**	1%	6%	**	**	3%	2%	3%	3%	4%	2%
			a					a								
		3%	11%	19%	**	**	4%	16%	**	**	90%	10%	68%	32%	62%	38%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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.

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
ACCESS TO INTERNET - ANY CONNECTION/ ANY DEVICE/ ANY LOCATION	2363	1154	1209	356	461	882	665	281	251	312	592	683	669	505	507	1998	189	115	61
	88%	89%	88%	98%	98%	96%	72%	68%	87%	96%	99%	96%	93%	87%	76%	89%	81%	87%	83%
		49%	51%	f	ef	f		g	gh	ghi	lmn	mn	n		pr		p		
				15%	19%	37%	28%	12%	11%	13%	25%	29%	28%	21%	21%	85%	8%	5%	3%
USE INTERNET - ANY CONNECTION/ ANY DEVICE/ ANY LOCATION	2314	1130	1184	355	461	873	625	274	244	307	582	670	665	487	493	1956	187	112	59
	87%	87%	86%	97%	98%	95%	67%	66%	84%	95%	98%	94%	92%	84%	74%	87%	80%	85%	80%
		49%	51%	f	ef	f		g	gh	ghi	mn	mn	n		pr				
				15%	20%	38%	27%	12%	11%	13%	25%	29%	29%	21%	21%	85%	8%	5%	3%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 101

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

Base : All respondents

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
ACCESS TO INTERNET - ANY CONNECTION/ ANY DEVICE/ ANY LOCATION	2363	305	342	220	165	191	224	191	95	264	2042	321	1506	854	1139	1224
	88%	93%	92%	94%	87%	83%	90%	85%	84%	89%	88%	88%	97%	76%	90%	86%
		degh	egh	deghi			eh						m	o		
		13%	14%	9%	7%	8%	9%	8%	4%	11%	86%	14%	64%	36%	48%	52%
USE INTERNET - ANY CONNECTION/ ANY DEVICE/ ANY LOCATION	2314	301	333	215	161	186	220	191	93	257	2002	312	1493	817	1114	1200
	87%	92%	90%	92%	85%	81%	88%	85%	82%	86%	87%	85%	96%	73%	88%	85%
		deghi	eh	deghi			eh						m	o		
		13%	14%	9%	7%	8%	9%	8%	4%	11%	87%	13%	65%	35%	48%	52%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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.

SUMMARY - ACCESS TO INTERNET

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
ACCESS TO INTERNET AT HOME	2268	1116	1152	332	442	858	635	248	236	305	586	671	647	488	463	1914	182	113	58
	85%	86%	84%	91%	94%	94%	69%	60%	82%	94%	98%	94%	90%	84%	70%	86%	78%	86%	79%
		49%	51%	15%	19%	38%	28%	11%	10%	13%	26%	30%	29%	22%	20%	84%	8%	5%	3%
ACCESS TO INTERNET AT HOME OR USES A MOBILE PHONE/ DEVICE TO CONNECT TO INTERNET	2315	1137	1177	349	452	870	643	259	245	307	590	677	658	501	479	1957	184	114	60
	87%	87%	86%	96%	97%	95%	69%	63%	85%	94%	99%	95%	91%	86%	72%	87%	79%	86%	81%
		49%	51%	15%	20%	38%	28%	11%	11%	13%	25%	29%	28%	22%	21%	85%	8%	5%	3%
MOBILE INTERNET (MOBILE BROADBAND OR VIA MOBILE PHONE)	1723	847	876	329	414	711	269	181	157	219	488	511	508	359	345	1451	145	80	46
	64%	65%	64%	90%	88%	78%	29%	44%	54%	67%	82%	72%	71%	62%	52%	65%	62%	61%	63%
		49%	51%	19%	24%	41%	16%	11%	9%	13%	28%	30%	29%	21%	20%	84%	8%	5%	3%
MOBILE PHONE ACCESS ONLY	136	54	82	30	41	49	16	40	23	11	11	15	31	36	54	111	10	10	5
	5%	4%	6%	8%	9%	5%	2%	10%	8%	3%	2%	2%	4%	6%	8%	5%	4%	7%	7%
		40%	60%	22%	30%	36%	12%	29%	17%	8%	8%	11%	23%	26%	40%	82%	8%	7%	4%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 102

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SUMMARY - ACCESS TO INTERNET

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
ACCESS TO INTERNET AT HOME	2268	288	338	210	157	176	218	182	91	254	1957	311	1458	806	1109	1158
	85%	88%	91%	90%	83%	76%	88%	81%	80%	85%	85%	85%	94%	72%	88%	82%
		egh	deghi	degh			egh			e			m		o	
		13%	15%	9%	7%	8%	10%	8%	4%	11%	86%	14%	64%	36%	49%	51%
ACCESS TO INTERNET AT HOME OR USES A MOBILE PHONE/ DEVICE TO CONNECT TO INTERNET	2315	297	338	217	159	187	223	184	93	259	1999	316	1486	825	1124	1190
	87%	91%	91%	93%	84%	81%	90%	82%	82%	87%	87%	86%	96%	74%	89%	84%
		degh	degh	deghi			egh						m		o	
		13%	15%	9%	7%	8%	10%	8%	4%	11%	86%	14%	64%	36%	49%	51%
MOBILE INTERNET (MOBILE BROADBAND OR VIA MOBILE PHONE)	1723	247	228	158	114	145	165	135	74	184	1512	211	1239	481	800	922
	64%	76%	62%	68%	60%	63%	67%	60%	65%	62%	65%	57%	80%	43%	64%	65%
		bdefghi									k		m			
		14%	13%	9%	7%	8%	10%	8%	4%	11%	88%	12%	72%	28%	46%	54%
MOBILE PHONE ACCESS ONLY	136	23	2	10	8	17	8	15	6	22	124	12	81	55	40	96
	5%	7%	1%	4%	4%	7%	3%	7%	5%	7%	5%	3%	5%	5%	3%	7%
		bf		b	b	bf	b	b	b	bf					n	
		17%	1%	8%	6%	12%	6%	11%	4%	16%	91%	9%	59%	41%	29%	71%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 103

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Virgin Media (Cable TV)	424	222	202	64	75	175	110	39	47	63	106	112	114	107	90	366	38	13	6
	16%	17%	15%	18%	16%	19%	12%	9%	16%	19%	18%	16%	16%	18%	14%	16%	16%	10%	8%
		52%	48%	15%	18%	41%	26%	9%	11%	15%	25%	26%	27%	25%	21%	86%	9%	3%	1%
Sky Satellite TV	996	504	492	166	174	384	271	115	102	113	254	280	273	219	224	816	82	65	34
	37%	39%	36%	45%	37%	42%	29%	28%	35%	35%	43%	39%	38%	38%	34%	36%	35%	49%	46%
		51%	49%	17%	18%	39%	27%	12%	10%	11%	25%	28%	27%	22%	23%	82%	8%	6%	3%
Freesat Satellite TV	123	67	56	14	19	39	51	23	17	17	27	34	34	23	31	112	4	7	1
	5%	5%	4%	4%	4%	4%	5%	6%	6%	5%	5%	5%	5%	4%	5%	5%	2%	5%	1%
		55%	45%	11%	15%	32%	42%	19%	14%	14%	22%	28%	27%	19%	26%	91%	3%	5%	1%
Other Satellite TV	20	10	9	2	7	7	3	3	-	8	3	4	2	5	8	18	1	1	1
	1%	1%	1%	1%	2%	1%	*%	1%	-%	2%	*%	1%	*%	1%	1%	1%	*%	*%	1%
		53%	47%	11%	38%	37%	15%	13%	-%	38%	13%	22%	12%	25%	41%	91%	4%	3%	3%
Freeview (through a set-top box or television set) with ONLY free channels	1121	513	608	121	169	340	491	204	111	125	235	294	287	236	304	941	104	51	24
	42%	39%	44%	33%	36%	37%	53%	49%	38%	38%	39%	41%	40%	41%	46%	42%	45%	39%	32%
		46%	a	11%	15%	30%	cde	18%	10%	11%	21%	26%	26%	21%	27%	84%	9%	5%	2%
			54%	11%	15%	30%	44%	18%	10%	11%	21%	26%	26%	21%	27%	84%	9%	5%	2%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 103

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Freeview (through a set-top box or television set) with free channels PLUS payment for extra channels such as Top-up TV, Picturebox films	131	63	68	11	19	42	59	29	17	17	24	29	37	28	37	106	7	9	9
	5%	5%	5%	3%	4%	5%	6%	7%	6%	5%	4%	4%	5%	5%	6%	5%	3%	7%	12%
		48%	52%	9%	14%	32%	45%	22%	13%	13%	19%	22%	28%	21%	28%	81%	6%	7%	7%
BT TV (formerly BT Vision)	110	51	59	13	13	47	37	4	7	14	45	43	31	23	12	92	8	5	6
	4%	4%	4%	4%	3%	5%	4%	1%	2%	4%	8%	6%	4%	4%	2%	4%	3%	3%	8%
		46%	54%	12%	12%	43%	33%	4%	6%	12%	41%	40%	28%	21%	11%	83%	7%	4%	6%
TalkTalk TV	81	34	47	8	17	34	21	17	9	9	13	21	16	26	19	71	5	2	3
	3%	3%	3%	2%	4%	4%	2%	4%	3%	3%	2%	3%	2%	4%	3%	3%	2%	2%	3%
		42%	58%	10%	21%	42%	26%	21%	12%	11%	17%	26%	19%	32%	23%	88%	6%	3%	3%
No TV in household	79	46	33	22	34	13	9	18	10	8	12	21	31	7	19	65	9	3	2
	3%	4%	2%	6%	7%	1%	1%	4%	3%	2%	2%	3%	4%	1%	3%	3%	4%	2%	2%
		58%	42%	29%	43%	17%	11%	23%	12%	10%	15%	27%	40%	9%	24%	83%	11%	3%	2%
Don't know	11	1	10	4	2	*	5	2	-	-	2	3	3	3	2	9	1	*	1
	0.4%	0.4%	1%	1%	0.4%	0.4%	1%	0.4%	0%	0%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%
		9%	91%	34%	17%	1%	47%	14%	0%	0%	22%	26%	29%	25%	20%	79%	13%	3%	5%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 103

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
MAIN TV PLATFORM																			
DIGITAL TOTAL	2586	1254	1332	339	432	902	913	393	280	317	581	687	686	571	642	2162	223	129	72
	97%	96%	97%	93%	92%	99%	98%	95%	97%	98%	98%	97%	95%	98%	97%	97%	96%	98%	97%
						cd	cd				g			l					
		48%	52%	13%	17%	35%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
FREEVIEW TOTAL	907	402	505	77	140	247	444	204	103	110	158	216	239	179	273	755	88	40	25
	34%	31%	37%	21%	30%	27%	48%	49%	36%	34%	27%	30%	33%	31%	41%	34%	38%	30%	34%
			a		c	c	cde	hij	j	j					klm		q		
		44%	56%	8%	15%	27%	49%	22%	11%	12%	17%	24%	26%	20%	30%	83%	10%	4%	3%
FREEVIEW ONLY	812	360	452	71	123	222	395	178	88	97	147	199	212	158	243	678	82	32	21
	30%	28%	33%	19%	26%	24%	43%	43%	30%	30%	25%	28%	29%	27%	37%	30%	35%	24%	28%
			a		c	cde	cde	hij							klm		q		
		44%	56%	9%	15%	27%	49%	22%	11%	12%	18%	25%	26%	20%	30%	83%	10%	4%	3%
PAY DIGITAL	1572	798	774	237	270	614	452	176	159	200	397	442	422	371	337	1300	136	89	47
	59%	61%	56%	65%	58%	67%	49%	43%	55%	62%	67%	62%	59%	64%	51%	58%	58%	67%	63%
		b		df	f	df			g	g	gh	n	n	ln				op	o
		51%	49%	15%	17%	39%	29%	11%	10%	13%	25%	28%	27%	24%	21%	83%	9%	6%	3%
CABLE	418	219	200	64	73	172	109	39	46	63	104	112	111	105	90	361	38	13	6
	16%	17%	15%	18%	16%	19%	12%	9%	16%	19%	17%	16%	15%	18%	14%	16%	16%	10%	8%
			f	f	f				g	g	g			n		qr	qr		
		52%	48%	15%	17%	41%	26%	9%	11%	15%	25%	27%	27%	25%	21%	86%	9%	3%	1%
SATELLITE	1097	559	538	178	196	413	310	133	116	127	274	306	298	242	252	909	85	70	34
	41%	43%	39%	49%	42%	45%	33%	32%	40%	39%	46%	43%	41%	42%	38%	41%	36%	53%	45%
		b		f	f	f			g		gi							opr	p
		51%	49%	16%	18%	38%	28%	12%	11%	12%	25%	28%	27%	22%	23%	83%	8%	6%	3%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 103

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
Virgin Media (Cable TV)	424	53	41	35	34	55	62	26	26	34	401	23	282	142	168	256
	16%	16%	11%	15%	18%	24%	25%	12%	23%	12%	17%	6%	18%	13%	13%	18%
					b	abcgi	abcgi		bcgi		k		m		n	
		12%	10%	8%	8%	13%	15%	6%	6%	8%	95%	5%	66%	34%	40%	60%
Sky Satellite TV	996	117	138	86	57	83	93	90	39	113	843	152	629	365	504	491
	37%	36%	37%	37%	30%	36%	37%	40%	34%	38%	37%	42%	41%	33%	40%	35%
								d			j		m		o	
		12%	14%	9%	6%	8%	9%	9%	4%	11%	85%	15%	63%	37%	51%	49%
Freesat Satellite TV	123	23	24	11	13	10	6	5	2	18	97	26	65	58	66	57
	5%	7%	7%	5%	7%	4%	2%	2%	1%	6%	4%	7%	4%	5%	5%	4%
		fg	gh	h	gh	h				gh		j				
		19%	20%	9%	10%	8%	5%	4%	1%	14%	79%	21%	53%	47%	54%	46%
Other Satellite TV	20	3	1	1	4	3	1	2	1	1	19	1	12	7	11	9
	1%	1%	*%	*%	2%	1%	1%	1%	1%	*%	1%	*%	1%	1%	1%	1%
		14%	7%	5%	20%	14%	6%	10%	7%	6%	95%	5%	62%	38%	54%	46%
Freeview (through a set-top box or television set) with ONLY free channels	1121	117	135	125	74	86	75	122	55	152	947	173	584	535	562	558
	42%	36%	36%	54%	39%	37%	30%	54%	48%	51%	41%	47%	38%	48%	45%	39%
				abdef	f			abdef	abdef	abdef		j		l	o	
		10%	12%	11%	7%	8%	7%	11%	5%	14%	85%	15%	52%	48%	50%	50%

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

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889	
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377	
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416	
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%	
Freeview (through a set-top box or television set) with free channels PLUS payment for extra channels such as Top-up TV, Picturebox films	131	18	15	4	15	6	16	15	3	13	111	20	68	62	72	59	
	5%	5%	4%	2%	8%	3%	7%	7%	3%	4%	5%	6%	4%	6%	6%	4%	
		c			ceh		ce	ce									
		14%	11%	3%	11%	5%	12%	12%	3%	10%	84%	16%	52%	47%	55%	45%	
BT TV (formerly BT Vision)	110	8	18	14	10	7	11	8	4	13	86	24	79	31	64	46	
	4%	3%	5%	6%	5%	3%	4%	4%	3%	4%	4%	7%	5%	3%	5%	3%	
												j	m	o			
			7%	16%	12%	9%	6%	10%	7%	4%	12%	78%	22%	72%	28%	58%	42%
TalkTalk TV	81	10	17	8	7	4	7	8	2	9	77	4	55	26	36	45	
	3%	3%	5%	3%	3%	2%	3%	4%	2%	3%	3%	1%	4%	2%	3%	3%	
											k						
			12%	21%	10%	8%	5%	9%	10%	3%	11%	96%	4%	68%	32%	45%	55%
No TV in household	79	25	10	3	3	7	9	3	3	2	75	3	43	36	8	71	
	3%	8%	3%	1%	2%	3%	4%	1%	3%	1%	3%	1%	3%	3%	1%	5%	
		bcd	ghi				i				k				n		
		32%	13%	4%	4%	8%	12%	4%	4%	3%	96%	4%	55%	45%	10%	90%	
Don't know	11	1	3	3	1	-	1	-	-	-	8	2	5	6	4	6	
	*%	*%	1%	1%	*%	-%	1%	-%	-%	-%	*%	1%	*%	1%	*%	*%	
			11%	25%	24%	8%	-%	12%	-%	-%	77%	23%	42%	58%	40%	60%	

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 103

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
MAIN TV PLATFORM																
DIGITAL TOTAL	2586 97%	301 92%	358 97%	228 98%	185 98%	225 97%	238 96%	221 99%	110 97%	296 99%	2225 96%	361 98%	1504 97%	1076 96%	1247 99%	1339 95%
		12%	14%	9%	7%	9%	9%	9%	4%	11%	86%	14%	58%	42%	48%	52%
FREEVIEW TOTAL	907 34%	93 29%	131 35%	82 35%	70 37%	64 28%	62 25%	91 41%	42 37%	118 40%	763 33%	144 39%	430 28%	474 42%	447 36%	460 32%
		10%	14%	9%	8%	7%	7%	10%	5%	13%	84%	16%	47%	52%	49%	51%
FREEVIEW ONLY	812 30%	82 25%	119 32%	79 34%	58 31%	60 26%	50 20%	84 37%	40 36%	105 35%	685 30%	127 35%	385 25%	425 38%	391 31%	421 30%
		10%	15%	10%	7%	7%	6%	10%	5%	13%	84%	16%	47%	52%	48%	52%
PAY DIGITAL	1572 59%	179 55%	212 57%	133 57%	113 60%	141 61%	173 69%	116 52%	66 58%	167 56%	1372 59%	200 55%	1008 65%	561 50%	775 62%	797 56%
		11%	13%	8%	7%	9%	11%	7%	4%	11%	87%	13%	64%	36%	49%	51%
CABLE	418 16%	53 16%	39 11%	35 15%	32 17%	55 24%	62 25%	25 11%	25 22%	34 12%	396 17%	23 6%	277 18%	141 13%	164 13%	255 18%
		13%	9%	8%	8%	13%	15%	6%	6%	8%	95%	5%	66%	34%	39%	61%
SATELLITE	1097 41%	139 42%	156 42%	94 40%	68 36%	94 41%	99 40%	92 41%	39 34%	128 43%	925 40%	172 47%	684 44%	411 37%	557 44%	540 38%
		13%	14%	9%	6%	9%	9%	8%	4%	12%	84%	16%	62%	37%	51%	49%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 104

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Virgin Media (Cable TV)	418	219	200	64	73	172	109	39	46	63	104	112	111	105	90	361	38	13	6
	16%	17%	15%	18%	16%	19%	12%	9%	16%	19%	17%	16%	15%	18%	14%	16%	16%	10%	8%
		52%	48%	15%	17%	41%	26%	9%	11%	15%	25%	27%	27%	25%	21%	86%	9%	3%	1%
Sky Satellite TV	987	498	489	165	174	380	268	114	102	111	251	278	271	217	221	809	81	64	33
	37%	38%	36%	45%	37%	42%	29%	28%	35%	34%	42%	39%	38%	37%	33%	36%	35%	49%	44%
		50%	50%	17%	18%	38%	27%	12%	10%	11%	25%	28%	27%	22%	22%	82%	8%	7%	3%
Freesat Satellite TV	95	53	42	11	17	27	40	17	14	10	20	24	27	20	25	87	3	5	*
	4%	4%	3%	3%	4%	3%	4%	4%	5%	3%	3%	3%	4%	3%	4%	4%	1%	4%	*%
		56%	44%	12%	18%	28%	42%	18%	15%	10%	22%	25%	28%	21%	26%	91%	3%	5%	*%
Other Satellite TV	15	8	7	1	5	7	2	3	-	6	2	4	-	4	7	13	1	*	1
	1%	1%	*%	*%	1%	1%	*%	1%	-%	2%	*%	1%	-%	1%	1%	1%	*%	*%	1%
		55%	45%	7%	34%	44%	15%	17%	-%	38%	14%	26%	-%	29%	45%	90%	4%	3%	4%
Freeview (through a set-top box or television set) with ONLY free channels	812	360	452	71	123	222	395	178	88	97	147	199	212	158	243	678	82	32	21
	30%	28%	33%	19%	26%	24%	43%	43%	30%	30%	25%	28%	29%	27%	37%	30%	35%	24%	28%
		44%	a	c	cde	hij	klm	q	qr	q	qr	klm	q	qr	klm	q	qr	q	qr
			56%	9%	15%	27%	49%	22%	11%	12%	18%	25%	26%	20%	30%	83%	10%	4%	3%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 104

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Freeview (through a set-top box or television set) with free channels PLUS payment for extra channels such as Top-up TV, Picturebox films	96	43	53	6	16	25	49	25	15	13	11	17	27	20	31	77	6	8	4
	4%	3%	4%	2%	3%	3%	5%	6%	5%	4%	2%	2%	4%	4%	5%	3%	3%	6%	5%
		45%	55%	7%	17%	26%	51%	26%	16%	14%	12%	18%	28%	21%	32%	81%	7%	8%	4%
BT TV (formerly BT Vision)	91	43	48	12	10	39	30	4	7	10	34	35	24	21	11	75	7	4	5
	3%	3%	4%	3%	2%	4%	3%	1%	2%	3%	6%	5%	3%	4%	2%	3%	3%	3%	6%
		47%	53%	14%	11%	42%	33%	4%	7%	11%	37%	39%	27%	23%	12%	82%	8%	4%	5%
TalkTalk TV	72	31	41	7	14	31	20	14	9	8	12	18	14	25	16	63	5	2	2
	3%	2%	3%	2%	3%	3%	2%	3%	3%	2%	2%	3%	2%	4%	2%	3%	2%	1%	3%
		43%	57%	10%	20%	43%	27%	19%	12%	11%	16%	25%	19%	34%	22%	87%	7%	3%	3%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 104

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
Virgin Media (Cable TV)	418	53	39	35	32	55	62	25	25	34	396	23	277	141	164	255
	16%	16%	11%	15%	17%	24%	25%	11%	22%	12%	17%	6%	18%	13%	13%	18%
					b	abcgi	abcdgi		bgi		k		m		n	
		13%	9%	8%	8%	13%	15%	6%	6%	8%	95%	5%	66%	34%	39%	61%
Sky Satellite TV	987	116	137	86	56	83	93	88	38	112	836	151	625	360	500	487
	37%	35%	37%	37%	30%	36%	37%	39%	34%	37%	36%	41%	40%	32%	40%	34%
								d			j		m		o	
		12%	14%	9%	6%	8%	9%	9%	4%	11%	85%	15%	63%	37%	51%	49%
Freesat Satellite TV	95	20	19	7	8	10	5	3	-	14	75	20	51	44	47	47
	4%	6%	5%	3%	4%	4%	2%	1%	-%	5%	3%	6%	3%	4%	4%	3%
		fgh	gh	h	h	h	h			gh		j				
		22%	20%	7%	9%	10%	5%	3%	-%	15%	79%	21%	54%	46%	50%	50%
Other Satellite TV	15	3	-	1	4	2	1	1	*	1	14	1	8	7	9	6
	1%	1%	-%	*%	2%	1%	1%	*%	*%	*%	1%	*%	1%	1%	1%	*%
					b											
		18%	-%	7%	27%	11%	9%	6%	3%	8%	95%	5%	56%	44%	60%	40%
Freeview (through a set-top box or television set) with ONLY free channels	812	82	119	79	58	60	50	84	40	105	685	127	385	425	391	421
	30%	25%	32%	34%	31%	26%	20%	37%	36%	35%	30%	35%	25%	38%	31%	30%
			f	af	f			aef	aef	aef		j		l		
		10%	15%	10%	7%	7%	6%	10%	5%	13%	84%	16%	47%	52%	48%	52%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON a	SOUTH EAST b	SOUTH WEST c	EAST MIDS d	WEST MIDS e	EAST OF ENG f	YORKS& HUMBER g	NORTH EAST h	NORTH WEST i	URBAN j	RURAL k	YES l	NO m	LOW n	MEDIUM/ HIGH o
Significance Level: 95%																
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327 12%	371 14%	234 9%	189 7%	231 9%	249 9%	224 8%	113 4%	299 11%	2309 86%	366 14%	1551 58%	1118 42%	1259 47%	1416 53%
Freeview (through a set-top box or television set) with free channels PLUS payment for extra channels such as Top-up TV, Picturebox films	96 4%	11 4%	12 3%	4 2%	13 7% ceh	4 2%	11 5%	7 3%	2 2%	13 4%	78 3%	17 5%	45 3%	49 4% l	56 4% o	39 3%
BT TV (formerly BT Vision)	91 3%	7 2%	14 4%	9 4%	8 4%	7 3%	10 4%	5 2%	3 3%	11 4%	72 3%	18 5%	64 4%	27 2%	49 4%	42 3%
TalkTalk TV	72 3%	8 3%	17 5% h	8 3%	7 3%	4 2%	5 2%	7 3%	1 1%	5 2%	69 3% k	3 1%	48 3%	23 2%	30 2%	42 3%
Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o		12%	24%	11%	9%	5%	8%	10%	1%	7%	96%	4%	67%	33%	41%	59%

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 105

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TV MULTI-PLATFORM OWNERSHIP

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
CABLE ONLY	332	170	162	45	61	143	82	34	40	57	78	91	88	78	75	287	30	10	5
	12%	13%	12%	12%	13%	16%	9%	8%	14%	17%	13%	13%	12%	13%	11%	13%	13%	8%	6%
		51%	49%	14%	18%	43%	25%	10%	12%	17%	24%	27%	26%	24%	22%	86%	9%	3%	1%
CABLE AND FREEVIEW	82	46	36	18	11	27	27	5	7	4	23	20	23	27	13	71	7	3	1
	3%	4%	3%	5%	2%	3%	3%	1%	2%	1%	4%	3%	3%	5%	2%	3%	3%	2%	2%
		56%	44%	22%	13%	33%	32%	6%	9%	5%	28%	24%	28%	32%	15%	86%	9%	4%	2%
FREEVIEW ONLY	896	394	503	76	138	243	439	204	103	105	153	210	233	182	271	748	88	39	20
	34%	30%	37%	21%	29%	27%	47%	49%	36%	32%	26%	29%	32%	31%	41%	33%	38%	30%	28%
		44%	56%	9%	15%	27%	49%	23%	12%	12%	17%	23%	26%	20%	30%	83%	10%	4%	2%
SATELLITE AND FREEVIEW	237	121	115	34	34	94	74	23	16	31	68	76	58	48	54	198	14	17	9
	9%	9%	8%	9%	7%	10%	8%	5%	5%	9%	11%	11%	8%	8%	8%	9%	6%	13%	12%
		51%	49%	14%	15%	40%	31%	10%	7%	13%	29%	32%	25%	20%	23%	84%	6%	7%	4%
SATELLITE ONLY	867	440	427	145	160	325	238	114	101	99	204	233	241	194	199	716	71	54	25
	32%	34%	31%	40%	34%	35%	26%	28%	35%	30%	34%	33%	33%	33%	30%	32%	30%	41%	34%
		51%	49%	17%	18%	37%	27%	13%	12%	11%	24%	27%	28%	22%	23%	83%	8%	6%	3%
NO TV	79	46	33	22	34	13	9	18	10	8	12	21	31	7	19	65	9	3	2
	3%	4%	2%	6%	7%	1%	1%	4%	3%	2%	2%	3%	4%	1%	3%	3%	4%	2%	2%
		58%	42%	29%	43%	17%	11%	23%	12%	10%	15%	27%	40%	9%	24%	83%	11%	3%	2%
OTHER	168	81	87	20	28	68	52	13	13	20	55	57	42	41	28	143	12	5	8
	6%	6%	6%	6%	6%	7%	6%	3%	4%	6%	9%	8%	6%	7%	4%	6%	5%	4%	11%
		48%	52%	12%	16%	41%	31%	8%	8%	12%	33%	34%	25%	24%	17%	85%	7%	3%	5%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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TV MULTI-PLATFORM OWNERSHIP

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Mean TV platforms	1.1	1.1	1.1	1.1	1.1	1.2	1.1	1.0	1.1	1.1	1.2	1.1	1.1	1.1	1.1	1.1	1.1	1.2	1.1
						cdf	d				g	ln	ln	ln	p			p	
Standard deviation	.44	.45	.44	.48	.47	.44	.39	.41	.39	.42	.48	.46	.45	.43	.40	.44	.40	.43	.51
Standard error	.01	.01	.01	.02	.02	.01	.01	.02	.02	.02	.02	.02	.01	.02	.01	.01	.02	.02	.02

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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TV MULTI-PLATFORM OWNERSHIP

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
CABLE ONLY	332	41	37	19	27	43	51	16	24	29	313	19	223	109	126	206
	12%	13%	10%	8%	14%	18%	20%	7%	21%	10%	14%	5%	14%	10%	10%	15%
		g			cg	bcgi	abcgi		abcgi		k		m		n	
		12%	11%	6%	8%	13%	15%	5%	7%	9%	94%	6%	67%	33%	38%	62%
CABLE AND FREEVIEW	82	12	3	16	4	11	11	7	1	5	80	3	51	31	35	47
	3%	4%	1%	7%	2%	5%	4%	3%	1%	2%	3%	1%	3%	3%	3%	3%
				bdhi		bhi	bh				k					
		14%	4%	19%	5%	14%	13%	9%	1%	6%	97%	3%	62%	38%	42%	58%
FREEVIEW ONLY	896	95	128	82	69	63	62	90	41	117	759	137	420	473	444	453
	34%	29%	35%	35%	36%	27%	25%	40%	36%	39%	33%	38%	27%	42%	35%	32%
			f	f	ef			aef	ef	aef			l			
		11%	14%	9%	8%	7%	7%	10%	5%	13%	85%	15%	47%	53%	50%	50%
SATELLITE AND FREEVIEW	237	24	16	26	12	16	16	33	12	42	193	44	151	86	134	103
	9%	7%	4%	11%	6%	7%	6%	15%	11%	14%	8%	12%	10%	8%	11%	7%
				b				abdef	b	abdef		j		o		
		10%	7%	11%	5%	7%	7%	14%	5%	18%	81%	19%	64%	36%	57%	43%
SATELLITE ONLY	867	118	141	67	57	79	83	58	27	88	737	130	533	332	423	444
	32%	36%	38%	29%	30%	34%	33%	26%	24%	29%	32%	35%	34%	30%	34%	31%
		gh	cghi			h	h						m			
		14%	16%	8%	7%	9%	10%	7%	3%	10%	85%	15%	61%	38%	49%	51%
NO TV	79	25	10	3	3	7	9	3	3	2	75	3	43	36	8	71
	3%	8%	3%	1%	2%	3%	4%	1%	3%	1%	3%	1%	3%	3%	1%	5%
		bcdeghi					i				k				n	
		32%	13%	4%	4%	8%	12%	4%	4%	3%	96%	4%	55%	45%	10%	90%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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.

TV MULTI-PLATFORM OWNERSHIP

Base : All respondents

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
OTHER	168	11	32	18	16	12	16	16	6	15	142	26	123	45	83	85
	6%	3%	9%	8%	9%	5%	6%	7%	5%	5%	6%	7%	8%	4%	7%	6%
		a	a	a	a	a	a	a	a	a	a	a	m	m	m	m
		7%	19%	11%	10%	7%	10%	10%	4%	9%	84%	16%	73%	27%	50%	50%
Mean TV platforms	1.1	1.1	1.0	1.2	1.1	1.1	1.1	1.2	1.2	1.2	1.1	1.2	1.1	1.1	1.2	1.1
				abdef	b			abdef	ab	abef		j	m		o	
Standard deviation	.44	.48	.37	.48	.44	.38	.42	.47	.51	.44	.44	.44	.45	.42	.44	.43
Standard error	.01	.03	.02	.03	.03	.02	.03	.03	.03	.03	.01	.01	.01	.01	.01	.01

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 106

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MULTICHANNEL TV OWNERSHIP

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
ALL MULTICHANNEL TV	2583	1253	1330	339	431	901	912	392	279	316	581	687	685	570	641	2162	223	129	68
	97%	96%	97%	93%	92%	98%	98%	95%	97%	97%	98%	97%	95%	98%	97%	97%	96%	98%	93%
		49%	51%	13%	17%	35%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
DIGITAL TERRESTRIAL	1243	573	670	132	187	379	546	233	127	142	256	321	322	259	341	1039	112	60	32
	46%	44%	49%	36%	40%	41%	59%	56%	44%	44%	43%	45%	45%	45%	51%	46%	48%	46%	44%
		46%	54%	11%	15%	30%	44%	19%	10%	11%	21%	26%	26%	21%	27%	84%	9%	5%	3%
DIGITAL SATELLITE	1121	571	550	181	199	425	317	136	117	134	278	311	305	246	259	930	85	71	35
	42%	44%	40%	49%	42%	46%	34%	33%	40%	41%	47%	44%	42%	42%	39%	42%	37%	54%	47%
		51%	49%	16%	18%	38%	28%	12%	10%	12%	25%	28%	27%	22%	23%	83%	8%	6%	3%
PAY DIGITAL SATELLITE	902	466	436	148	158	349	247	95	83	109	238	260	249	201	193	730	80	62	30
	34%	36%	32%	40%	34%	38%	27%	23%	29%	34%	40%	37%	35%	35%	29%	33%	34%	47%	40%
		52%	48%	16%	18%	39%	27%	11%	9%	12%	26%	29%	28%	22%	21%	81%	9%	7%	3%
FREE DIGITAL SATELLITE	171	90	81	22	31	61	56	34	30	19	31	45	45	31	50	158	2	8	3
	6%	7%	6%	6%	7%	7%	6%	8%	10%	6%	5%	6%	6%	5%	8%	7%	1%	6%	4%
		53%	47%	13%	18%	36%	33%	20%	17%	11%	18%	26%	26%	18%	29%	92%	1%	4%	2%
CABLE	424	222	202	64	75	175	110	39	47	63	106	112	114	107	90	366	38	13	6
	16%	17%	15%	18%	16%	19%	12%	9%	16%	19%	18%	16%	16%	18%	14%	16%	16%	10%	8%
		52%	48%	15%	18%	41%	26%	9%	11%	15%	25%	26%	27%	25%	21%	86%	9%	3%	1%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 106

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MULTICHANNEL TV OWNERSHIP

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
NO MULTICHANNEL TV	92	48	45	26	37	14	15	20	10	9	14	25	35	11	22	74	10	3	5
	3%	4%	3%	7%	8%	2%	2%	5%	3%	3%	2%	3%	5%	2%	3%	3%	4%	2%	7%
		52%	48%	ef	ef	ef	ef	j	j	j	j	m	m	m	m	80%	11%	3%	6%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 106

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MULTICHANNEL TV OWNERSHIP

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
ALL MULTICHANNEL TV	2583	301	358	228	185	225	238	221	110	296	2223	359	1502	1075	1246	1337
	97%	92%	97%	98%	98%	97%	96%	99%	97%	99%	96%	98%	97%	96%	99%	94%
		a	a	a	a	a	a	a	a	abf	j	j	o	o	o	o
		12%	14%	9%	7%	9%	9%	9%	4%	11%	86%	14%	58%	42%	48%	52%
DIGITAL TERRESTRIAL	1243	133	150	128	88	91	91	135	58	165	1050	193	646	594	629	614
	46%	41%	40%	55%	47%	39%	36%	60%	51%	55%	45%	53%	42%	53%	50%	43%
				abef	f			abdefh	abef	abef	j	j	l	o	o	o
		11%	12%	10%	7%	7%	7%	11%	5%	13%	84%	16%	52%	48%	51%	49%
DIGITAL SATELLITE	1121	142	159	97	72	96	99	94	41	130	946	174	698	420	567	554
	42%	44%	43%	41%	38%	42%	40%	42%	36%	43%	41%	48%	45%	38%	45%	39%
												j	m	o	o	o
		13%	14%	9%	6%	9%	9%	8%	4%	12%	84%	16%	62%	37%	51%	49%
PAY DIGITAL SATELLITE	902	100	130	78	56	71	84	72	36	103	764	138	577	323	479	423
	34%	30%	35%	33%	29%	31%	34%	32%	32%	35%	33%	38%	37%	29%	38%	30%
													m	o	o	o
		11%	14%	9%	6%	8%	9%	8%	4%	11%	85%	15%	64%	36%	53%	47%
FREE DIGITAL SATELLITE	171	41	23	16	9	16	9	20	3	20	150	21	96	75	62	109
	6%	13%	6%	7%	5%	7%	4%	9%	3%	7%	6%	6%	6%	7%	5%	8%
		bcdefhi	h	h	h	h	h	fh	h	h	h	h	h	h	n	n
		24%	13%	9%	5%	9%	5%	12%	2%	12%	88%	12%	56%	44%	36%	64%
CABLE	424	53	41	35	34	55	62	26	26	34	401	23	282	142	168	256
	16%	16%	11%	15%	18%	24%	25%	12%	23%	12%	17%	6%	18%	13%	13%	18%
					b	abcgi	abcgi	bcgi	bcgi	bcgi	k	m	m	m	n	n
		12%	10%	8%	8%	13%	15%	6%	6%	8%	95%	5%	66%	34%	40%	60%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 106

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MULTICHANNEL TV OWNERSHIP

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
NO MULTICHANNEL TV	92	26	13	5	4	7	11	3	3	2	85	7	49	43	13	79
	3%	8%	3%	2%	2%	3%	4%	1%	3%	1%	4%	2%	3%	4%	1%	6%
		bcdeghi	i				i				k					n
		28%	14%	6%	4%	7%	11%	3%	3%	2%	92%	8%	53%	47%	14%	86%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 107

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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 £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	101	54	47	32	38	18	13	26	12	10	12	26	43	10	22	59	18	10	14
Effective Weighted Sample	72	41	31	23	30	11	9	18	9	6	10	18	33	5	17	54	15	7	12
Total	79	46	33	22	34	13	9	18	10	8	12	21	31	7	19	65	9	3	2
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Not interested in watching TV	36	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	46%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Watch online instead	19	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	24%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Busy with other interests	14	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't afford to pay the TV Licence	7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't want to pay the TV Licence	6	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Too expensive to buy and install	6	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Recently moved home	6	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 107

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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 £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	101	54	47	32	38	18	13	26	12	10	12	26	43	10	22	59	18	10	14
Effective Weighted Sample	72	41	31	23	30	11	9	18	9	6	10	18	33	5	17	54	15	7	12
Total	79	46	33	22	34	13	9	18	10	8	12	21	31	7	19	65	9	3	2
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't afford to replace broken TV set	3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other	13	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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.

QH2 (QH66). What are the reasons why you don't have a television set in your household? What other reasons? (MULTI CODE) UNPROMPTED

Base : Those without a TV in the household

	Total	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	
Unweighted total	101	19	7	3	3	7	9	3	6	2	82	19	49	52	17	84	
Effective Weighted Sample	72	18	7	3	3	7	9	3	6	2	67	7	35	39	9	63	
Total	79	25	10	3	3	7	9	3	3	2	75	3	43	36	8	71	
Not interested in watching TV	36 46%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Watch online instead	19 24%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Busy with other interests	14 18%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Can't afford to pay the TV Licence	7 9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Don't want to pay the TV Licence	6 8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Too expensive to buy and install	6 7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Recently moved home	6 7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 107

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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		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	
Unweighted total	101	19	7	3	3	7	9	3	6	2	82	19	49	52	17	84	
Effective Weighted Sample	72	18	7	3	3	7	9	3	6	2	67	7	35	39	9	63	
Total	79	25	10	3	3	7	9	3	3	2	75	3	43	36	8	71	
Can't afford to replace broken TV set	3 4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Other	13 16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Don't know	2 2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 108

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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				
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Unweighted total	3616	1766	1850	475	561	1163	1417	641	422	454	681	796	1064	763	992	2197	472	485	462
Effective Weighted Sample	2546	1234	1312	331	404	824	1004	452	304	317	509	568	774	542	705	1949	309	344	402
Total	2583	1253	1330	339	431	901	912	392	279	316	581	687	685	570	641	2162	223	129	68
		49%	51%	13%	17%	35%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Yes, the main TV in the household is an HDTV set or HD ready	1952	984	968	262	349	738	604	223	200	264	514	556	542	449	405	1634	168	100	50
	76%	79%	73%	77%	81%	82%	66%	57%	72%	84%	88%	81%	79%	79%	63%	76%	76%	78%	73%
		b	b	f	f	f	f	g	gh	ghi	n	n	n	n	n	r			
		50%	50%	13%	18%	38%	31%	11%	10%	14%	26%	28%	28%	23%	21%	84%	9%	5%	3%
No	509	236	273	56	67	136	249	132	68	48	51	107	111	100	190	435	43	21	11
	20%	19%	20%	17%	15%	15%	27%	34%	24%	15%	9%	16%	16%	18%	30%	20%	19%	16%	16%
						cde	cde	hij	ij	j					klm	r			
		46%	54%	11%	13%	27%	49%	26%	13%	9%	10%	21%	22%	20%	37%	85%	8%	4%	2%
Don't know	122	32	89	21	15	27	59	37	11	4	16	25	32	20	45	93	12	8	8
	5%	3%	7%	6%	3%	3%	6%	9%	4%	1%	3%	4%	5%	4%	7%	4%	5%	6%	12%
			a	e		de	de	hij	i						klm				opq
		27%	73%	17%	12%	22%	49%	30%	9%	3%	13%	20%	26%	17%	37%	77%	10%	7%	7%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 108

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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	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3616	232	249	241	241	242	242	249	245	256	2614	1002	1901	1707	1837	1779
Effective Weighted Sample	2546	224	234	233	231	232	233	240	234	245	2113	460	1342	1241	1243	1303
Total	2583	301	358	228	185	225	238	221	110	296	2223	359	1502	1075	1246	1337
		12%	14%	9%	7%	9%	9%	9%	4%	11%	86%	14%	58%	42%	48%	52%
Yes, the main TV in the household is an HDTV set or HD ready	1952	238	272	195	137	161	175	158	89	208	1687	266	1233	716	995	958
	76%	79%	76%	86%	74%	72%	74%	72%	81%	70%	76%	74%	82%	67%	80%	72%
		i		bdefgi					egi				m		o	
		12%	14%	10%	7%	8%	9%	8%	5%	11%	86%	14%	63%	37%	51%	49%
No	509	58	59	24	43	52	57	45	17	80	431	77	222	285	199	309
	20%	19%	16%	10%	23%	23%	24%	21%	15%	27%	19%	22%	15%	26%	16%	23%
		c			ch	ch	bch	c		bch			l		n	
		11%	12%	5%	8%	10%	11%	9%	3%	16%	85%	15%	44%	56%	39%	61%
Don't know	122	5	27	9	5	12	5	17	4	8	105	16	47	74	52	70
	5%	2%	8%	4%	3%	6%	2%	8%	4%	3%	5%	5%	3%	7%	4%	5%
			adfi			a		adfi					l			
		4%	22%	7%	4%	10%	4%	14%	4%	7%	87%	13%	39%	61%	42%	58%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 109

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QH4 (QH54) Although you have an HDTV ready set, to actually watch TV channels and programmes that are broadcast in high definition, you need an HD set top box or a TV with built-in HDTV receiver. For the main TV set, does your household have an HDTV service - from either Sky, Virgin Media, Freesat or Freeview? (SINGLE CODE)

Base : Those whose main TV set is an HDTV or HD-ready

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2663	1357	1306	358	463	941	901	350	295	380	610	644	835	577	606	1648	329	364	322
Effective Weighted Sample	1902	964	938	253	331	671	658	250	218	271	452	459	606	426	440	1459	223	260	281
Total	1952	984	968	262	349	738	604	223	200	264	514	556	542	449	405	1634	168	100	50
		50%	50%	13%	18%	38%	31%	11%	10%	14%	26%	28%	28%	23%	21%	84%	9%	5%	3%
Yes	1466	765	702	204	258	578	426	146	149	206	425	438	409	343	277	1233	126	69	38
	75%	78%	72%	78%	74%	78%	71%	65%	74%	78%	83%	79%	75%	76%	68%	75%	75%	69%	75%
		b	f	f	f	f	f	g	g	g	gh	n	n	n	n	q			
		52%	48%	14%	18%	39%	29%	10%	10%	14%	29%	30%	28%	23%	19%	84%	9%	5%	3%
No	436	207	229	47	86	144	159	69	45	49	83	106	122	95	113	366	32	28	10
	22%	21%	24%	18%	24%	20%	26%	31%	23%	19%	16%	19%	22%	21%	28%	22%	19%	28%	20%
						ce	ce	hij	j	j	gh	n	n	n	km			pr	
		48%	52%	11%	20%	33%	36%	16%	10%	11%	19%	24%	28%	22%	26%	84%	7%	6%	2%
Don't know	50	13	38	10	6	16	18	9	6	8	6	11	11	11	16	35	10	3	2
	3%	1%	4%	4%	2%	2%	3%	4%	3%	3%	1%	2%	2%	3%	4%	2%	6%	3%	5%
			a	a	a	a	a	j	j	j	j					o	o	o	o
		25%	75%	20%	12%	31%	37%	17%	12%	17%	12%	23%	23%	22%	32%	69%	19%	7%	5%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QH4 (QH54) Although you have an HDTV ready set, to actually watch TV channels and programmes that are broadcast in high definition, you need an HD set top box or a TV with built-in HDTV receiver. For the main TV set, does your household have an HDTV service - from either Sky, Virgin Media, Freesat or Freeview? (SINGLE CODE)

Base : Those whose main TV set is an HDTV or HD-ready

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	2663	179	189	204	178	169	176	178	195	180	1960	703	1561	1096	1425	1238
Effective Weighted Sample	1902	173	178	197	170	162	169	172	187	172	1589	330	1110	815	988	915
Total	1952	238	272	195	137	161	175	158	89	208	1687	266	1233	716	995	958
		12%	14%	10%	7%	8%	9%	8%	5%	11%	86%	14%	63%	37%	51%	49%
Yes	1466	184	221	145	91	120	134	116	60	161	1251	216	952	511	757	709
	75%	78%	81%	74%	66%	75%	76%	73%	67%	78%	74%	81%	77%	71%	76%	74%
		dh	dh				d			dh		j	m			
		13%	15%	10%	6%	8%	9%	8%	4%	11%	85%	15%	65%	35%	52%	48%
No	436	53	47	43	45	38	39	34	26	41	391	45	257	179	218	218
	22%	22%	17%	22%	33%	24%	22%	21%	30%	20%	23%	17%	21%	25%	22%	23%
				abcfgi					bi		k		l			
		12%	11%	10%	10%	9%	9%	8%	6%	9%	90%	10%	59%	41%	50%	50%
Don't know	50	-	4	7	2	2	3	8	3	6	45	5	24	26	20	30
	3%	-%	1%	4%	1%	1%	2%	5%	3%	3%	3%	2%	2%	4%	2%	3%
			a					abde	a	a			l			
		-%	8%	15%	3%	4%	6%	16%	6%	12%	90%	10%	48%	52%	39%	61%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QH5 (QH57). Is the MAIN TV in your household 3D ready? IF NECESSARY - By this I mean that the TV can display pictures in 3D from specific channels (such as Sky 3D) or when watching 3D DVDs or Blue Ray disks or when playing 3D video games. (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 £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3616	1766	1850	475	561	1163	1417	641	422	454	681	796	1064	763	992	2197	472	485	462
Effective Weighted Sample	2546	1234	1312	331	404	824	1004	452	304	317	509	568	774	542	705	1949	309	344	402
Total	2583	1253	1330	339	431	901	912	392	279	316	581	687	685	570	641	2162	223	129	68
		49%	51%	13%	17%	35%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Yes, the main TV in the household is 3D ready	327	169	158	48	58	144	77	29	36	40	105	104	90	69	64	285	19	19	3
	13%	13%	12%	14%	14%	16%	8%	7%	13%	13%	18%	15%	13%	12%	10%	13%	9%	15%	5%
		52%	48%	15%	18%	44%	23%	9%	11%	12%	32%	32%	28%	21%	20%	87%	6%	6%	1%
No	2139	1042	1097	275	362	719	782	342	228	267	454	554	564	478	543	1782	194	105	57
	83%	83%	82%	81%	84%	80%	86%	87%	81%	85%	78%	81%	82%	84%	85%	82%	87%	81%	84%
		49%	51%	13%	17%	34%	37%	16%	11%	12%	21%	26%	26%	22%	25%	83%	9%	5%	3%
Don't know	117	42	75	15	11	38	53	21	16	9	22	29	31	23	34	95	9	5	8
	5%	3%	6%	5%	3%	4%	6%	5%	6%	3%	4%	4%	5%	4%	5%	4%	4%	4%	11%
		36%	64%	13%	10%	32%	45%	18%	13%	7%	19%	25%	26%	20%	29%	81%	8%	4%	7%

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

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QH5 (QH57). Is the MAIN TV in your household 3D ready? IF NECESSARY - By this I mean that the TV can display pictures in 3D from specific channels (such as Sky 3D) or when watching 3D DVDs or Blue Ray disks or when playing 3D video games. (SINGLE CODE)

Base : Those with a TV in the household

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	3616	232	249	241	241	242	242	249	245	256	2614	1002	1901	1707	1837	1779
Effective Weighted Sample	2546	224	234	233	231	232	233	240	234	245	2113	460	1342	1241	1243	1303
Total	2583	301	358	228	185	225	238	221	110	296	2223	359	1502	1075	1246	1337
		12%	14%	9%	7%	9%	9%	9%	4%	11%	86%	14%	58%	42%	48%	52%
Yes, the main TV in the household is 3D ready	327	44	33	38	25	27	42	30	16	31	274	53	223	102	174	153
	13%	15%	9%	16%	14%	12%	18%	14%	14%	10%	12%	15%	15%	9%	14%	11%
		14%	10%	b	8%	8%	bi	9%	5%	10%	84%	16%	m	31%	53%	47%
				11%			13%						68%			
No	2139	243	302	181	153	194	190	176	91	252	1840	299	1217	918	1016	1123
	83%	81%	84%	79%	83%	86%	80%	80%	82%	85%	83%	83%	81%	85%	82%	84%
		11%	14%	8%	7%	9%	9%	8%	4%	12%	86%	14%	57%	43%	48%	52%
Don't know	117	13	23	10	7	4	6	15	4	13	110	7	62	55	56	61
	5%	4%	6%	4%	4%	2%	2%	7%	4%	5%	5%	2%	4%	5%	4%	5%
		11%	ef	20%	8%	6%	3%	5%	13%	3%	11%	94%	6%	53%	47%	48%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 111

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QH6 (QH58). Do you or anyone in your household watch 3D content on your TV - whether from 3D TV channels, 3D DVDs or Blu Ray disks or 3D video games? (SINGLE CODE)

Base : Those whose main TV set is 3D ready

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	f	~g	~h	~i	j	k	l	~m	~n	o	~p	~q	~r
Unweighted total	409	212	197	54	74	173	108	44	48	53	126	112	125	85	87	286	46	57	20
Effective Weighted Sample	313	164	149	41	53	134	86	33	38	41	96	84	102	66	67	255	28	42	18
Total	327	169	158	48	58	144	77	29	36	40	105	104	90	69	64	285	19	19	3
		52%	48%	**	**	44%	23%	**	**	**	32%	32%	28%	**	**	87%	**	**	**
Yes	172	79	93	**	**	80	35	**	**	**	55	45	52	**	**	145	**	**	**
	53%	47%	59%	**	**	55%	45%	**	**	**	52%	43%	57%	**	**	51%	**	**	**
		46%	54%	**	**	46%	20%	**	**	**	32%	26%	30%	**	**	84%	**	**	**
No	153	90	63	**	**	63	42	**	**	**	49	58	38	**	**	140	**	**	**
	47%	53%	40%	**	**	44%	55%	**	**	**	46%	56%	42%	**	**	49%	**	**	**
		b		**	**	41%	27%	**	**	**	32%	38%	25%	**	**	92%	**	**	**
		59%	41%	**	**	41%	27%	**	**	**	32%	38%	25%	**	**	92%	**	**	**
Don't know	2	-	2	**	**	1	-	**	**	**	1	1	*	**	**	-	**	**	**
	*%	-%	1%	**	**	1%	-%	**	**	**	1%	1%	*%	**	**	-%	**	**	**
		-%	100%	**	**	88%	-%	**	**	**	88%	77%	12%	**	**	-%	**	**	**

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QH6 (QH58). Do you or anyone in your household watch 3D content on your TV - whether from 3D TV channels, 3D DVDs or Blu Ray disks or 3D video games? (SINGLE CODE)

Base : Those whose main TV set is 3D ready

	Total	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o	
Unweighted total	409	33	23	39	32	25	42	32	34	26	303	106	266	142	231	178	
Effective Weighted Sample	313	32	21	38	31	24	41	31	32	25	255	59	203	112	174	139	
Total	327	44	33	38	25	27	42	30	16	31	274	53	223	102	174	153	
		**	**	**	**	**	**	**	**	**	84%	16%	68%	31%	53%	47%	
Yes	172	**	**	**	**	**	**	**	**	**	147	25	123	49	90	82	
	53%	**	**	**	**	**	**	**	**	**	54%	46%	55%	48%	52%	54%	
		**	**	**	**	**	**	**	**	**	86%	14%	72%	28%	52%	48%	
No	153	**	**	**	**	**	**	**	**	**	125	28	98	53	84	69	
	47%	**	**	**	**	**	**	**	**	**	46%	53%	44%	52%	48%	45%	
		**	**	**	**	**	**	**	**	**	81%	19%	64%	34%	55%	45%	
Don't know	2	**	**	**	**	**	**	**	**	**	1	*	2	-	*	1	
	*%	**	**	**	**	**	**	**	**	**	1%	*%	1%	-%	*%	1%	
		**	**	**	**	**	**	**	**	**	88%	12%	100%	-%	12%	88%	

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 112

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QH7 (QH59). SHOWCARD How often do you or anyone in your household watch 3D content on your TV? (SINGLE CODE)

Base : Those whose main TV set is 3D ready

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	f	~g	~h	~i	j	k	l	~m	~n	o	~p	~q	~r
Unweighted total	409	212	197	54	74	173	108	44	48	53	126	112	125	85	87	286	46	57	20
Effective Weighted Sample	313	164	149	41	53	134	86	33	38	41	96	84	102	66	67	255	28	42	18
Total	327	169	158	48	58	144	77	29	36	40	105	104	90	69	64	285	19	19	3
		52%	48%	**	**	44%	23%	**	**	**	32%	32%	28%	**	**	87%	**	**	**
Every day	19	11	8	**	**	8	2	**	**	**	3	4	6	**	**	14	**	**	**
	6%	7%	5%	**	**	6%	3%	**	**	**	3%	4%	7%	**	**	5%	**	**	**
		57%	43%	**	**	42%	11%	**	**	**	15%	19%	30%	**	**	73%	**	**	**
Several times a week	28	15	13	**	**	11	4	**	**	**	4	13	8	**	**	27	**	**	**
	9%	9%	8%	**	**	8%	6%	**	**	**	4%	13%	9%	**	**	9%	**	**	**
		54%	46%	**	**	38%	15%	**	**	**	14%	47%	30%	**	**	94%	**	**	**
At least once a week	21	8	13	**	**	9	8	**	**	**	5	6	4	**	**	19	**	**	**
	6%	5%	8%	**	**	6%	10%	**	**	**	4%	5%	4%	**	**	7%	**	**	**
		38%	62%	**	**	42%	38%	**	**	**	22%	26%	18%	**	**	91%	**	**	**
At least once a month	34	16	18	**	**	15	5	**	**	**	14	5	10	**	**	27	**	**	**
	10%	10%	11%	**	**	10%	7%	**	**	**	13%	5%	11%	**	**	10%	**	**	**
		47%	53%	**	**	43%	15%	**	**	**	40%	15%	30%	**	**	80%	**	**	**
A few times a year	43	17	27	**	**	30	7	**	**	**	15	11	15	**	**	39	**	**	**
	13%	10%	17%	**	**	21%	9%	**	**	**	14%	11%	17%	**	**	14%	**	**	**
		39%	61%	**	**	69%	15%	**	**	**	35%	26%	35%	**	**	90%	**	**	**
Less than once a year	11	5	6	**	**	3	2	**	**	**	7	3	4	**	**	7	**	**	**
	3%	3%	4%	**	**	2%	3%	**	**	**	6%	2%	5%	**	**	2%	**	**	**
		47%	53%	**	**	29%	20%	**	**	**	60%	22%	37%	**	**	58%	**	**	**
Never	163	95	67	**	**	65	46	**	**	**	54	59	42	**	**	149	**	**	**
	50%	57%	43%	**	**	45%	60%	**	**	**	51%	57%	46%	**	**	52%	**	**	**
		59%	41%	**	**	40%	28%	**	**	**	33%	36%	26%	**	**	91%	**	**	**

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 112

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QH7 (QH59). SHOWCARD How often do you or anyone in your household watch 3D content on your TV? (SINGLE CODE)

Base : Those whose main TV set is 3D ready

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	f	~g	~h	~i	j	k	l	~m	~n	o	~p	~q	~r
Unweighted total	409	212	197	54	74	173	108	44	48	53	126	112	125	85	87	286	46	57	20
Effective Weighted Sample	313	164	149	41	53	134	86	33	38	41	96	84	102	66	67	255	28	42	18
Total	327	169	158	48	58	144	77	29	36	40	105	104	90	69	64	285	19	19	3
		52%	48%	**	**	44%	23%	**	**	**	32%	32%	28%	**	**	87%	**	**	**
Don't know	7	1	6	**	**	3	2	**	**	**	4	3	1	**	**	4	**	**	**
	2%	*%	4%	**	**	2%	3%	**	**	**	4%	3%	1%	**	**	1%	**	**	**
		13%	87%	**	**	53%	32%	**	**	**	66%	51%	16%	**	**	63%	**	**	**

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

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QH7 (QH59). SHOWCARD How often do you or anyone in your household watch 3D content on your TV? (SINGLE CODE)

Base : Those whose main TV set is 3D ready

	Total	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o	
Unweighted total	409	33	23	39	32	25	42	32	34	26	303	106	266	142	231	178	
Effective Weighted Sample	313	32	21	38	31	24	41	31	32	25	255	59	203	112	174	139	
Total	327	44	33	38	25	27	42	30	16	31	274	53	223	102	174	153	
Every day	19 6%	**	**	**	**	**	**	**	**	**	19 7%	*	14 6%	5 5%	7 4%	12 8%	
Several times a week	28 9%	**	**	**	**	**	**	**	**	**	28 10%	1 1%	19 8%	10 9%	5 3%	23 15%	
At least once a week	21 6%	**	**	**	**	**	**	**	**	**	17 6%	4 7%	11 5%	10 10%	10 6%	11 7%	
At least once a month	34 10%	**	**	**	**	**	**	**	**	**	26 10%	8 15%	30 13%	5 4%	23 13%	11 7%	
A few times a year	43 13%	**	**	**	**	**	**	**	**	**	34 13%	9 17%	32 14%	12 11%	29 17%	14 9%	
Less than once a year	11 3%	**	**	**	**	**	**	**	**	**	11 4%	*	8 3%	4 4%	7 4%	5 3%	
Never	163 50%	**	**	**	**	**	**	**	**	**	132 48%	31 57%	104 47%	57 56%	88 51%	74 49%	
		**	**	**	**	**	**	**	**	**	81%	19%	64%	35%	54%	46%	

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

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QH7 (QH59). SHOWCARD How often do you or anyone in your household watch 3D content on your TV? (SINGLE CODE)

Base : Those whose main TV set is 3D ready

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	409	33	23	39	32	25	42	32	34	26	303	106	266	142	231	178
Effective Weighted Sample	313	32	21	38	31	24	41	31	32	25	255	59	203	112	174	139
Total	327	44	33	38	25	27	42	30	16	31	274	53	223	102	174	153
		**	**	**	**	**	**	**	**	**	84%	16%	68%	31%	53%	47%
Don't know	7	**	**	**	**	**	**	**	**	**	5	1	6	*	3	3
	2%	**	**	**	**	**	**	**	**	**	2%	2%	3%	*%	2%	2%
		**	**	**	**	**	**	**	**	**	82%	18%	98%	2%	50%	50%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 113

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QH8 (QH3). SHOWCARD Which of the following best describes your satellite TV service/s? (MULTI CODE)

Base : Those with Satellite TV

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Unweighted total	1631	839	792	250	274	587	520	210	178	219	357	385	492	348	406	931	206	282	212
Effective Weighted Sample	1115	570	545	174	194	400	353	151	121	143	255	262	343	244	281	833	128	196	185
Total	1121	571	550	181	199	425	317	136	117	134	278	311	305	246	259	930	85	71	35
		51%	49%	16%	18%	38%	28%	12%	10%	12%	25%	28%	27%	22%	23%	83%	8%	6%	3%
Sky satellite dish to receive subscription channels - you pay a monthly subscription fee	891	461	430	148	153	346	244	92	83	104	238	257	246	197	190	720	80	62	30
	80%	81%	78%	82%	77%	81%	77%	68%	71%	77%	85%	83%	81%	80%	73%	77%	94%	87%	85%
		52%	48%	17%	17%	39%	27%	10%	9%	12%	27%	29%	28%	22%	21%	81%	9%	7%	3%
Sky satellite dish for free to air services only - you pay no monthly subscription fee	80	39	41	13	13	34	20	16	17	8	13	17	19	14	30	72	2	4	3
	7%	7%	7%	7%	7%	8%	6%	12%	14%	6%	5%	6%	6%	6%	12%	8%	2%	5%	8%
		49%	51%	16%	17%	43%	25%	20%	21%	10%	16%	22%	24%	17%	38%	90%	2%	5%	3%
Freesat standard package with a dish and standard set top box - you do not pay a subscription fee	67	39	28	9	13	22	23	14	10	6	16	18	17	14	18	63	1	3	*
	6%	7%	5%	5%	6%	5%	7%	10%	8%	4%	6%	6%	6%	6%	7%	7%	1%	4%	1%
		58%	42%	13%	19%	33%	35%	21%	15%	9%	24%	27%	26%	20%	26%	94%	1%	5%	3%

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

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QH8 (QH3). SHOWCARD Which of the following best describes your satellite TV service/s? (MULTI CODE)

Base : Those with Satellite TV

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1631	839	792	250	274	587	520	210	178	219	357	385	492	348	406	931	206	282	212
Effective Weighted Sample	1115	570	545	174	194	400	353	151	121	143	255	262	343	244	281	833	128	196	185
Total	1121	571	550	181	199	425	317	136	117	134	278	311	305	246	259	930	85	71	35
		51%	49%	16%	18%	38%	28%	12%	10%	12%	25%	28%	27%	22%	23%	83%	8%	6%	3%
Freesat HD package with a dish and high definition (HD) set top box - you do not pay a subscription fee	26	13	13	1	6	6	13	5	4	5	3	9	9	4	4	25	-	1	*
	2%	2%	2%	*%	3%	1%	4%	4%	3%	4%	1%	3%	3%	2%	2%	3%	-%	1%	1%
		50%	50%	3%	23%	23%	51%	21%	16%	20%	11%	36%	33%	14%	17%	96%	-%	3%	1%
Other satellite dish, showing mainly non-English programmes where you pay a monthly subscription fee	13	8	6	*	6	5	2	3	-	6	2	5	2	3	3	12	1	*	*
	1%	1%	1%	*%	3%	1%	1%	2%	-%	4%	1%	1%	1%	1%	1%	1%	1%	*%	1%
		58%	42%	1%	42%	39%	18%	20%	-%	43%	14%	34%	19%	24%	23%	93%	4%	1%	2%
Other satellite dish, showing mainly non-English programmes where you do not pay a monthly subscription fee	6	3	3	3	1	1	1	2	-	-	*	*	2	1	3	6	-	-	*
	1%	1%	1%	2%	*%	*%	*%	1%	-%	-%	*%	*%	1%	*%	1%	1%	-%	-%	*%
		54%	46%	51%	15%	14%	19%	34%	-%	-%	2%	2%	29%	17%	53%	98%	-%	-%	2%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QH8 (QH3). SHOWCARD Which of the following best describes your satellite TV service/s? (MULTI CODE)

Base : Those with Satellite TV

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1631	839	792	250	274	587	520	210	178	219	357	385	492	348	406	931	206	282	212
Effective Weighted Sample	1115	570	545	174	194	400	353	151	121	143	255	262	343	244	281	833	128	196	185
Total	1121	571	550	181	199	425	317	136	117	134	278	311	305	246	259	930	85	71	35
		51%	49%	16%	18%	38%	28%	12%	10%	12%	25%	28%	27%	22%	23%	83%	8%	6%	3%
Broadband satellite - satellite provided for the use of broadband internet access but used to access free to air satellite programmes	4	4	*	*	*	3	1	-	-	*	2	1	2	1	-	4	-	*	*
	*%	1%	*%	*%	*%	1%	*%	-%	-%	*%	1%	*%	1%	*%	-%	*%	-%	*%	1%
		90%	10%	3%	3%	76%	18%	-%	-%	11%	55%	18%	55%	27%	-%	85%	-%	5%	10%
PAY SATELLITE	902	466	436	148	158	349	247	95	83	109	238	260	249	201	193	730	80	62	30
	80%	82%	79%	82%	80%	82%	78%	70%	71%	81%	85%	84%	81%	82%	74%	79%	94%	87%	86%
		52%	48%	16%	18%	39%	27%	11%	9%	12%	26%	29%	28%	22%	21%	81%	9%	7%	3%
Don't know	49	14	35	11	8	13	17	8	5	6	7	7	11	13	17	42	3	1	2
	4%	2%	6%	6%	4%	3%	5%	6%	5%	5%	3%	2%	4%	5%	7%	5%	4%	2%	5%
		29%	a	22%	16%	26%	36%	16%	11%	13%	15%	15%	23%	27%	k	87%	6%	3%	4%
			71%																

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 113

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QH8 (QH3). SHOWCARD Which of the following best describes your satellite TV service/s? (MULTI CODE)

Base : Those with Satellite TV

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	~d	e	f	g	~h	i	j	k	l	m	n	o
Unweighted total	1631	113	113	101	96	102	100	106	89	111	1113	518	948	681	880	751
Effective Weighted Sample	1115	110	105	98	92	98	96	102	86	105	897	238	646	482	575	540
Total	1121	142	159	97	72	96	99	94	41	130	946	174	698	420	567	554
		13%	14%	9%	**	9%	9%	8%	**	12%	84%	16%	62%	37%	51%	49%
Sky satellite dish to receive subscription channels - you pay a monthly subscription fee	891	97	129	78	**	71	83	72	**	102	753	138	570	319	473	418
	80%	68%	81%	80%	**	74%	84%	77%	**	79%	80%	79%	82%	76%	83%	76%
		11%	a	a	**	8%	a	8%	**	11%	85%	15%	m	36%	53%	47%
			14%	9%	**	8%	9%	8%	**	11%	85%	15%	64%	36%	53%	47%
Sky satellite dish for free to air services only - you pay no monthly subscription fee	80	18	7	8	**	9	5	17	**	4	74	7	43	37	22	59
	7%	12%	5%	8%	**	9%	5%	19%	**	3%	8%	4%	6%	9%	4%	11%
		bi			**			bcfi	**		k				n	
		22%	9%	10%	**	11%	6%	22%	**	6%	92%	8%	53%	47%	27%	73%
Freesat standard package with a dish and standard set top box - you do not pay a subscription fee	67	21	9	5	**	6	2	4	**	11	58	9	38	29	24	43
	6%	15%	6%	5%	**	6%	2%	4%	**	8%	6%	5%	5%	7%	4%	8%
		bcefg			**				**						n	
		31%	14%	8%	**	8%	4%	5%	**	16%	86%	14%	56%	44%	36%	64%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 113

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QH8 (QH3). SHOWCARD Which of the following best describes your satellite TV service/s? (MULTI CODE)

Base : Those with Satellite TV

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	~d	e	f	g	~h	i	j	k	l	m	n	o	
Unweighted total	1631	113	113	101	96	102	100	106	89	111	1113	518	948	681	880	751
Effective Weighted Sample	1115	110	105	98	92	98	96	102	86	105	897	238	646	482	575	540
Total	1121	142	159	97	72	96	99	94	41	130	946	174	698	420	567	554
		13%	14%	9%	**	9%	9%	8%	**	12%	84%	16%	62%	37%	51%	49%
Freesat HD package with a dish and high definition (HD) set top box - you do not pay a subscription fee	26	3	7	3	**	2	2	1	**	5	21	5	17	9	16	10
	2%	2%	4%	3%	**	2%	2%	1%	**	4%	2%	3%	2%	2%	3%	2%
		11%	25%	11%	**	6%	8%	2%	**	21%	80%	20%	64%	36%	62%	38%
Other satellite dish, showing mainly non-English programmes where you pay a monthly subscription fee	13	4	1	-	**	-	1	-	**	1	13	*	10	3	6	7
	1%	3%	1%	-%	**	-%	1%	-%	**	1%	1%	*%	1%	1%	1%	1%
		33%	10%	-%	**	-%	10%	-%	**	10%	97%	3%	76%	24%	45%	55%
Other satellite dish, showing mainly non-English programmes where you do not pay a monthly subscription fee	6	2	-	-	**	3	-	1	**	-	6	*	2	4	2	4
	1%	1%	-%	-%	**	3%	-%	1%	**	-%	1%	*%	*%	1%	*%	1%
		35%	-%	-%	**	44%	-%	19%	**	-%	98%	2%	34%	66%	33%	67%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QH8 (QH3). SHOWCARD Which of the following best describes your satellite TV service/s? (MULTI CODE)

Base : Those with Satellite TV

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	~d	e	f	g	~h	i	j	k	l	m	n	o
Unweighted total	1631	113	113	101	96	102	100	106	89	111	1113	518	948	681	880	751
Effective Weighted Sample	1115	110	105	98	92	98	96	102	86	105	897	238	646	482	575	540
Total	1121	142	159	97	72	96	99	94	41	130	946	174	698	420	567	554
		13%	14%	9%	**	9%	9%	8%	**	12%	84%	16%	62%	37%	51%	49%
Broadband satellite - satellite provided for the use of broadband internet access but used to access free to air satellite programmes	4	-	-	-	**	-	1	-	**	1	2	2	4	*	3	1
	*%	-%	-%	-%	**	-%	1%	-%	**	1%	*%	1%	1%	*%	1%	*%
		-%	-%	-%	**	-%	27%	-%	**	28%	49%	51%	89%	11%	72%	28%
PAY SATELLITE	902	100	130	78	**	71	84	72	**	103	764	138	577	323	479	423
	80%	70%	82%	80%	**	74%	85%	77%	**	80%	81%	79%	83%	77%	84%	76%
		a	a	a	**	a	a	a	**	a	a	a	m	o	o	o
		11%	14%	9%	**	8%	9%	8%	**	11%	85%	15%	64%	36%	53%	47%
Don't know	49	4	8	3	**	7	4	2	**	5	36	13	23	25	26	22
	4%	3%	5%	3%	**	7%	4%	2%	**	4%	4%	7%	3%	6%	5%	4%
		7%	17%	6%	**	14%	9%	4%	**	10%	74%	j	48%	l	54%	46%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QH9 (QH68). SHOWCARD Which of the following channels do you subscribe to through your pay TV service?

Base : Those with any paid-for TV services

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	2367	1189	1178	353	390	856	768	322	255	318	511	559	704	522	582	1408	290	333	336
Effective Weighted Sample	1656	828	828	246	279	600	542	222	186	216	372	394	507	374	404	1256	188	238	294
Total	1702	853	850	257	295	662	489	200	179	215	422	475	455	394	378	1418	139	93	52
		50%	50%	15%	17%	39%	29%	12%	10%	13%	25%	28%	27%	23%	22%	83%	8%	5%	3%
Sky Sports channels	497	280	217	76	75	206	140	39	36	52	163	162	147	105	84	403	51	29	14
	29%	33%	26%	30%	26%	31%	29%	20%	20%	24%	39%	34%	32%	27%	22%	28%	37%	31%	26%
		b									ghi	mn	n			or			
		56%	44%	15%	15%	41%	28%	8%	7%	11%	33%	32%	30%	21%	17%	81%	10%	6%	3%
Sky Movies channels	452	228	224	83	81	178	110	39	38	55	142	148	132	87	85	374	42	25	11
	27%	27%	26%	32%	28%	27%	22%	20%	21%	26%	34%	31%	29%	22%	23%	26%	30%	27%	21%
		f									ghi	mn	mn			r			
		50%	50%	18%	18%	39%	24%	9%	8%	12%	31%	33%	29%	19%	19%	83%	9%	6%	2%
High Definition channels through HD receiver/ box	443	245	198	61	79	187	117	29	40	65	149	135	128	97	84	357	51	31	5
	26%	29%	23%	24%	27%	28%	24%	15%	22%	30%	35%	28%	28%	25%	22%	25%	37%	34%	9%
		b									gh	n	n			r	or	or	
		55%	45%	14%	18%	42%	26%	7%	9%	15%	34%	30%	29%	22%	19%	80%	11%	7%	1%
BT Sport channels	175	100	76	28	20	82	45	7	10	24	73	56	46	42	31	136	27	6	6
	10%	12%	9%	11%	7%	12%	9%	4%	6%	11%	17%	12%	10%	11%	8%	10%	19%	6%	12%
						d					g	ghi					oqr		q
		57%	43%	16%	12%	47%	26%	4%	6%	13%	42%	32%	26%	24%	18%	78%	15%	3%	4%
Basic package only	585	271	315	98	107	210	170	68	71	72	118	141	162	147	136	502	40	27	17
	34%	32%	37%	38%	36%	32%	35%	34%	40%	34%	28%	30%	35%	37%	36%	35%	29%	30%	32%
		a									j			k					
		46%	54%	17%	18%	36%	29%	12%	12%	12%	20%	24%	28%	25%	23%	86%	7%	5%	3%
None of these	169	83	86	22	26	75	46	33	16	18	34	47	30	38	53	140	9	8	12
	10%	10%	10%	8%	9%	11%	9%	16%	9%	8%	8%	10%	7%	10%	14%	10%	7%	9%	23%
								hij							l				opq
		49%	51%	13%	15%	45%	27%	20%	9%	11%	20%	28%	18%	23%	32%	83%	5%	5%	7%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QH9 (QH68). SHOWCARD Which of the following channels do you subscribe to through your pay TV service?

Base : Those with any paid-for TV services

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Unweighted total	2367	1189	1178	353	390	856	768	322	255	318	511	559	704	522	582	1408	290	333	336
Effective Weighted Sample	1656	828	828	246	279	600	542	222	186	216	372	394	507	374	404	1256	188	238	294
Total	1702	853	850	257	295	662	489	200	179	215	422	475	455	394	378	1418	139	93	52
		50%	50%	15%	17%	39%	29%	12%	10%	13%	25%	28%	27%	23%	22%	83%	8%	5%	3%
Don't know	111	56	55	18	15	40	39	18	13	16	25	31	24	23	33	98	6	4	4
	7%	7%	6%	7%	5%	6%	8%	9%	7%	7%	6%	7%	5%	6%	9%	7%	4%	5%	7%
		51%	49%	16%	13%	36%	35%	17%	12%	14%	22%	28%	22%	20%	30%	88%	5%	4%	3%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QH9 (QH68). SHOWCARD Which of the following channels do you subscribe to through your pay TV service?

Base : Those with any paid-for TV services

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2367	153	152	148	157	162	182	153	150	151	1728	639	1381	981	1226	1141
Effective Weighted Sample	1656	148	143	143	151	156	175	148	145	144	1391	284	971	706	818	838
Total	1702	201	225	143	121	155	183	138	71	180	1482	220	1081	617	822	880
		12%	13%	8%	7%	9%	11%	8%	4%	11%	87%	13%	64%	36%	48%	52%
Sky Sports channels	497	65	78	34	23	47	50	34	20	54	420	77	338	159	282	215
	29%	32%	35%	23%	19%	30%	27%	24%	28%	30%	28%	35%	31%	26%	34%	24%
		d	cd		d	d	d		d	d	j	j	m		o	
		13%	16%	7%	5%	9%	10%	7%	4%	11%	85%	15%	68%	32%	57%	43%
Sky Movies channels	452	68	68	36	19	40	54	30	15	44	383	69	303	147	238	214
	27%	34%	30%	25%	16%	26%	30%	22%	21%	24%	26%	31%	28%	24%	29%	24%
		dgh	d		d	d	d		d	d					o	
		15%	15%	8%	4%	9%	12%	7%	3%	10%	85%	15%	67%	33%	53%	47%
High Definition channels through HD receiver/ box	443	56	53	52	19	33	46	37	19	41	390	53	293	150	230	214
	26%	28%	23%	37%	16%	21%	25%	27%	27%	23%	26%	24%	27%	24%	28%	24%
		d		bdefi		d	d	d	d							
		13%	12%	12%	4%	7%	10%	8%	4%	9%	88%	12%	66%	34%	52%	48%
BT Sport channels	175	21	24	18	11	11	22	5	3	20	147	28	121	54	96	79
	10%	10%	11%	12%	9%	7%	12%	4%	5%	11%	10%	13%	11%	9%	12%	9%
		g	g	gh		gh	gh		gh							
		12%	14%	10%	6%	7%	13%	3%	2%	12%	84%	16%	69%	31%	55%	45%
Basic package only	585	78	75	47	55	50	60	37	25	75	515	71	364	219	271	314
	34%	39%	33%	33%	45%	32%	33%	27%	36%	42%	35%	32%	34%	36%	33%	36%
		g			bcefg		g		g							
		13%	13%	8%	9%	8%	10%	6%	4%	13%	88%	12%	62%	37%	46%	54%
None of these	169	11	26	7	19	19	23	17	10	8	143	25	103	65	71	98
	10%	5%	11%	5%	16%	12%	13%	13%	14%	4%	10%	12%	10%	11%	9%	11%
		i			aci	aci	aci	aci	aci							
		6%	15%	4%	11%	11%	14%	10%	6%	5%	85%	15%	61%	39%	42%	58%

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

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QH9 (QH68). SHOWCARD Which of the following channels do you subscribe to through your pay TV service?

Base : Those with any paid-for TV services

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2367	153	152	148	157	162	182	153	150	151	1728	639	1381	981	1226	1141
Effective Weighted Sample	1656	148	143	143	151	156	175	148	145	144	1391	284	971	706	818	838
Total	1702	201	225	143	121	155	183	138	71	180	1482	220	1081	617	822	880
		12%	13%	8%	7%	9%	11%	8%	4%	11%	87%	13%	64%	36%	48%	52%
Don't know	111	4	13	9	9	11	13	18	4	17	95	17	65	46	58	53
	7%	2%	6%	6%	8%	7%	7%	13%	5%	10%	6%	8%	6%	7%	7%	6%
					a	a	a	abch		a						
		4%	12%	8%	8%	10%	11%	16%	3%	16%	85%	15%	59%	41%	52%	48%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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.

QH11A (QR1A). Does your household have Sky+? (SINGLE CODE)

Base : Those with Sky Satellite TV

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1464	752	712	233	242	535	454	180	155	190	330	350	446	315	353	817	195	248	204
Effective Weighted Sample	994	508	486	161	170	362	307	127	105	121	233	237	307	221	241	729	121	174	177
Total	996	504	492	166	174	384	271	115	102	113	254	280	273	219	224	816	82	65	34
		51%	49%	17%	18%	39%	27%	12%	10%	11%	25%	28%	27%	22%	23%	82%	8%	6%	3%
Yes	854	436	418	142	154	336	223	81	89	100	236	261	234	185	174	690	75	61	28
	86%	87%	85%	86%	88%	87%	82%	70%	87%	88%	93%	93%	86%	84%	78%	85%	92%	94%	84%
					f				g	g	g	lmn	n			or	or	or	
		51%	49%	17%	18%	39%	26%	9%	10%	12%	28%	31%	27%	22%	20%	81%	9%	7%	3%
No	128	63	65	22	21	42	43	32	11	12	15	16	35	31	46	115	6	3	4
	13%	13%	13%	13%	12%	11%	16%	28%	11%	11%	6%	6%	13%	14%	20%	14%	8%	5%	11%
								hij					k	k	kl	q			q
		49%	51%	17%	16%	33%	34%	25%	9%	9%	12%	13%	27%	24%	36%	90%	5%	2%	3%
Don't know	13	4	9	1	*	6	5	2	1	1	3	2	3	3	4	11	*	1	1
	1%	1%	2%	1%	*%	1%	2%	2%	1%	*%	1%	1%	1%	1%	2%	1%	*%	1%	3%
		28%	72%	11%	1%	45%	43%	15%	11%	4%	24%	17%	26%	21%	35%	85%	1%	6%	8%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 115

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QH11A (QR1A). Does your household have Sky+? (SINGLE CODE)

Base : Those with Sky Satellite TV

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	~h	~i	j	k	l	m	n	o
Unweighted total	1464	93	96	89	77	86	94	101	85	96	1001	463	866	597	788	676
Effective Weighted Sample	994	90	90	87	74	83	91	98	82	91	803	208	585	419	511	483
Total	996	117	138	86	57	83	93	90	39	113	843	152	629	365	504	491
Yes	854	**	**	**	**	**	**	66	**	**	724	130	555	297	446	408
	86%	**	**	**	**	**	**	73%	**	**	86%	85%	88%	81%	88%	83%
		**	**	**	**	**	**	8%	**	**	85%	15%	65%	35%	52%	48%
No	128	**	**	**	**	**	**	23	**	**	107	22	68	60	56	72
	13%	**	**	**	**	**	**	26%	**	**	13%	14%	11%	17%	11%	15%
		**	**	**	**	**	**	18%	**	**	83%	17%	53%	47%	44%	56%
Don't know	13	**	**	**	**	**	**	1	**	**	12	1	5	8	2	11
	1%	**	**	**	**	**	**	1%	**	**	1%	1%	1%	2%	1%	2%
		**	**	**	**	**	**	9%	**	**	95%	5%	37%	63%	16%	84%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 116

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

QH11B (QR1B). Does your household have Virgin TiVo or V+? (SINGLE CODE)

Base : Those with Virgin Media (Cable TV)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	f	~g	~h	~i	~j	k	l	m	n	o	~p	~q	~r
Unweighted total	477	247	230	77	85	174	141	56	54	64	99	110	150	104	113	358	53	29	37
Effective Weighted Sample	388	201	187	61	66	146	118	42	47	54	87	89	128	90	89	319	43	27	35
Total	424	222	202	64	75	175	110	39	47	63	106	112	114	107	90	366	38	13	6
		52%	48%	**	**	41%	26%	**	**	**	**	26%	27%	25%	21%	86%	**	**	**
Yes	330	175	154	**	**	148	71	**	**	**	**	88	82	89	70	286	**	**	**
	78%	79%	76%	**	**	85%	64%	**	**	**	**	78%	72%	83%	78%	78%	**	**	**
					f														
		53%	47%	**	**	45%	21%	**	**	**	**	27%	25%	27%	21%	87%	**	**	**
No	85	45	40	**	**	25	35	**	**	**	**	22	30	17	16	73	**	**	**
	20%	20%	20%	**	**	14%	31%	**	**	**	**	20%	26%	16%	17%	20%	**	**	**
					e														
		53%	47%	**	**	30%	41%	**	**	**	**	26%	35%	20%	18%	85%	**	**	**
Don't know	10	2	8	**	**	2	5	**	**	**	**	2	2	1	5	8	**	**	**
	2%	1%	4%	**	**	1%	5%	**	**	**	**	2%	2%	1%	5%	2%	**	**	**
		20%	80%	**	**	18%	54%	**	**	**	**	20%	21%	10%	48%	84%	**	**	**

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 116

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QH11B (QR1B). Does your household have Virgin TiVo or V+? (SINGLE CODE)

Base : Those with Virgin Media (Cable TV)

	Total	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	~k	l	m	n	o	
Unweighted total	477	37	24	36	40	56	59	28	51	27	442	35	285	192	190	287	
Effective Weighted Sample	388	36	23	34	39	54	57	27	50	26	366	22	238	156	155	233	
Total	424	53	41	35	34	55	62	26	26	34	401	23	282	142	168	256	
		**	**	**	**	**	**	**	**	**	95%	**	66%	34%	40%	60%	
Yes	330	**	**	**	**	**	**	**	**	**	315	**	229	101	132	197	
	78%	**	**	**	**	**	**	**	**	**	79%	**	81%	71%	79%	77%	
		**	**	**	**	**	**	**	**	**	96%	**	m 69%	31%	40%	60%	
No	85	**	**	**	**	**	**	**	**	**	78	**	48	37	32	53	
	20%	**	**	**	**	**	**	**	**	**	19%	**	17%	26%	19%	21%	
		**	**	**	**	**	**	**	**	**	92%	**	56%	44%	37%	63%	
Don't know	10	**	**	**	**	**	**	**	**	**	8	**	5	4	4	6	
	2%	**	**	**	**	**	**	**	**	**	2%	**	2%	3%	2%	2%	
		**	**	**	**	**	**	**	**	**	88%	**	55%	45%	40%	60%	

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 117

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QH11C (QR1C). Does your Freesat set top box allow you to record and store TV programmes, and also pause and rewind live TV programmes? (SINGLE CODE)

Base : Those with Freesat

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r
Unweighted total	164	88	76	16	23	47	78	31	26	25	31	40	51	26	47	112	13	34	5
Effective Weighted Sample	119	63	57	13	18	35	54	25	18	17	24	28	39	19	37	101	9	24	5
Total	123	67	56	14	19	39	51	23	17	17	27	34	34	23	31	112	4	7	1
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	91%	**	**	**
Yes	56	**	**	**	**	**	**	**	**	**	**	**	**	**	**	52	**	**	**
	45%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	47%	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	94%	**	**	**
No	60	**	**	**	**	**	**	**	**	**	**	**	**	**	**	53	**	**	**
	49%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	48%	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	89%	**	**	**
Don't know	7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	6	**	**	**
	6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	6%	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	86%	**	**	**

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 117

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QH11C (QR1C). Does your Freesat set top box allow you to record and store TV programmes, and also pause and rewind live TV programmes? (SINGLE CODE)

Base : Those with Freesat

	Total	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	~k	~l	~m	~n	~o	
Unweighted total	164	18	20	12	17	13	6	6	4	16	105	59	77	86	95	69	
Effective Weighted Sample	119	17	19	12	16	13	6	6	4	15	88	34	56	64	67	53	
Total	123	23	24	11	13	10	6	5	2	18	97	26	65	58	66	57	
		**	**	**	**	**	**	**	**	**	79%	**	**	**	**	**	
Yes	56	**	**	**	**	**	**	**	**	**	43	**	**	**	**	**	
	45%	**	**	**	**	**	**	**	**	**	44%	**	**	**	**	**	
		**	**	**	**	**	**	**	**	**	77%	**	**	**	**	**	
No	60	**	**	**	**	**	**	**	**	**	50	**	**	**	**	**	
	49%	**	**	**	**	**	**	**	**	**	52%	**	**	**	**	**	
		**	**	**	**	**	**	**	**	**	84%	**	**	**	**	**	
Don't know	7	**	**	**	**	**	**	**	**	**	4	**	**	**	**	**	
	6%	**	**	**	**	**	**	**	**	**	4%	**	**	**	**	**	
		**	**	**	**	**	**	**	**	**	50%	**	**	**	**	**	

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 118

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QH11D (QR1D). Does your Freeview box or Freeview TV set allow to record and store TV programmes, and also pause and rewind live TV programmes (this includes Freeview Playback and Freeview Plus boxes)? (SINGLE CODE)

Base : Those with Freeview

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1808	849	959	195	238	520	855	396	209	215	307	380	515	371	541	1105	241	228	234
Effective Weighted Sample	1275	598	677	136	170	364	613	279	152	150	234	272	377	260	388	975	161	162	204
Total	1243	573	670	132	187	379	546	233	127	142	256	321	322	259	341	1039	112	60	32
		46%	54%	11%	15%	30%	44%	19%	10%	11%	21%	26%	26%	21%	27%	84%	9%	5%	3%
Yes	302	148	154	27	36	88	150	38	33	42	75	99	86	67	50	270	17	10	5
	24%	26%	23%	21%	19%	23%	28%	16%	26%	30%	29%	31%	27%	26%	15%	26%	15%	16%	17%
		49%	51%	9%	12%	29%	50%	12%	11%	14%	25%	33%	28%	22%	16%	89%	6%	3%	2%
No	856	393	463	96	139	265	356	179	82	93	166	204	213	173	265	696	92	47	21
	69%	69%	69%	73%	74%	70%	65%	77%	65%	66%	65%	64%	66%	67%	78%	67%	82%	78%	64%
		46%	54%	11%	16%	31%	42%	21%	10%	11%	19%	24%	25%	20%	31%	81%	11%	6%	2%
Don't know	86	33	53	9	12	26	39	17	12	6	15	18	23	19	26	74	3	3	6
	7%	6%	8%	7%	6%	7%	7%	7%	9%	5%	6%	6%	7%	7%	8%	7%	3%	6%	19%
		38%	62%	10%	14%	31%	45%	19%	14%	7%	17%	21%	26%	23%	30%	86%	3%	4%	7%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 118

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QH11D (QR1D). Does your Freeview box or Freeview TV set allow to record and store TV programmes, and also pause and rewind live TV programmes (this includes Freeview Playback and Freeview Plus boxes)? (SINGLE CODE)

Base : Those with Freeview

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		a	b	c	d	e	~f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																
Unweighted total	1808	103	108	139	117	101	97	154	138	148	1286	522	840	963	931	877
Effective Weighted Sample	1275	99	102	134	112	96	94	148	132	142	1040	246	590	703	642	633
Total	1243	133	150	128	88	91	91	135	58	165	1050	193	646	594	629	614
		11%	12%	10%	7%	7%	**	11%	5%	13%	84%	16%	52%	48%	51%	49%
Yes	302	27	65	40	17	16	**	36	17	31	240	61	155	147	176	126
	24%	20%	43%	31%	20%	17%	**	27%	30%	19%	23%	32%	24%	25%	28%	20%
		9%	adeghi 22%	dei 13%	6%	5%	**	12%	6%	10%	80%	j 20%	51%	49%	o 58%	42%
No	856	91	84	75	65	70	**	93	38	117	743	112	452	400	412	443
	69%	68%	56%	59%	74%	77%	**	69%	65%	71%	71%	58%	70%	67%	66%	72%
		11%	10%	9%	8%	8%	**	11%	4%	14%	87%	13%	53%	47%	48%	52%
Don't know	86	15	1	13	5	5	**	6	3	17	67	19	39	47	40	46
	7%	11%	1%	10%	6%	6%	**	4%	6%	10%	6%	10%	6%	8%	6%	7%
		bg	b	b	b	b	**	7%	4%	19%	78%	22%	45%	55%	47%	53%
		18%	1%	15%	6%	6%	**									

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 119

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QH11E (QR1E). Does your broadband TV service allow you to record and store TV programmes, and also pause and rewind live TV programmes? (SINGLE CODE)

Base : Those with BT Vision or TalkTalk TV

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	~f	~g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r
Unweighted total	269	124	145	31	46	108	84	36	26	34	75	75	79	63	52	156	25	26	62
Effective Weighted Sample	178	78	101	19	30	71	59	22	18	24	49	53	50	44	35	139	17	18	55
Total	191	85	106	21	30	82	58	21	16	23	58	64	47	49	31	163	13	7	9
		45%	55%	**	**	43%	**	**	**	**	**	**	**	**	**	85%	**	**	**
Yes	141	61	80	**	**	64	**	**	**	**	**	**	**	**	**	119	**	**	**
	74%	72%	76%	**	**	79%	**	**	**	**	**	**	**	**	**	73%	**	**	**
		43%	57%	**	**	46%	**	**	**	**	**	**	**	**	**	85%	**	**	**
No	38	17	21	**	**	15	**	**	**	**	**	**	**	**	**	33	**	**	**
	20%	20%	20%	**	**	18%	**	**	**	**	**	**	**	**	**	20%	**	**	**
		44%	56%	**	**	39%	**	**	**	**	**	**	**	**	**	87%	**	**	**
Don't know	12	7	4	**	**	2	**	**	**	**	**	**	**	**	**	10	**	**	**
	6%	9%	4%	**	**	3%	**	**	**	**	**	**	**	**	**	6%	**	**	**
		62%	38%	**	**	19%	**	**	**	**	**	**	**	**	**	88%	**	**	**

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 119

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

QH11E (QR1E). Does your broadband TV service allow you to record and store TV programmes, and also pause and rewind live TV programmes? (SINGLE CODE)

Base : Those with BT Vision or TalkTalk TV

	Total	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	~k	l	~m	n	o	
Unweighted total	269	13	23	22	19	13	18	17	13	18	185	84	178	90	149	120	
Effective Weighted Sample	178	12	22	21	18	12	17	16	13	17	147	34	116	65	94	84	
Total	191	18	35	21	16	11	18	16	6	22	163	28	134	57	100	91	
		**	**	**	**	**	**	**	**	**	85%	**	70%	**	52%	48%	
Yes	141	**	**	**	**	**	**	**	**	**	124	**	95	**	73	68	
	74%	**	**	**	**	**	**	**	**	**	76%	**	71%	**	74%	74%	
		**	**	**	**	**	**	**	**	**	88%	**	68%	**	52%	48%	
No	38	**	**	**	**	**	**	**	**	**	33	**	28	**	18	20	
	20%	**	**	**	**	**	**	**	**	**	20%	**	21%	**	18%	22%	
		**	**	**	**	**	**	**	**	**	86%	**	74%	**	48%	52%	
Don't know	12	**	**	**	**	**	**	**	**	**	6	**	10	**	8	4	
	6%	**	**	**	**	**	**	**	**	**	4%	**	8%	**	8%	4%	
		**	**	**	**	**	**	**	**	**	54%	**	87%	**	69%	31%	

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 120

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QH11F (QR1F). Do you have a YouView set top box? This is a new product allowing you to watch catch-up TV via services such as BBC iPlayer and ITV Player, view TV 'on demand', and also record, pause and rewind live TV programmes. (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 £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3616	1766	1850	475	561	1163	1417	641	422	454	681	796	1064	763	992	2197	472	485	462
Effective Weighted Sample	2546	1234	1312	331	404	824	1004	452	304	317	509	568	774	542	705	1949	309	344	402
Total	2583	1253	1330	339	431	901	912	392	279	316	581	687	685	570	641	2162	223	129	68
		49%	51%	13%	17%	35%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Yes	187	77	110	20	30	78	59	18	22	24	49	65	46	35	41	158	19	8	2
	7%	6%	8%	6%	7%	9%	6%	5%	8%	7%	8%	9%	7%	6%	6%	7%	9%	6%	3%
		41%	59%	11%	16%	42%	31%	10%	12%	13%	26%	35%	24%	19%	22%	85%	10%	4%	1%
No	2262	1110	1152	299	383	768	811	350	240	274	507	593	608	504	557	1905	179	112	65
	88%	89%	87%	88%	89%	85%	89%	89%	86%	87%	87%	86%	89%	88%	87%	88%	80%	87%	95%
		49%	51%	13%	17%	34%	36%	15%	11%	12%	22%	26%	27%	22%	25%	84%	8%	5%	3%
Don't know	134	66	68	20	18	54	42	24	17	18	25	29	31	30	43	99	25	9	2
	5%	5%	5%	6%	4%	6%	5%	6%	6%	6%	4%	4%	5%	5%	7%	5%	11%	7%	2%
		49%	51%	15%	13%	41%	31%	18%	13%	14%	19%	22%	23%	23%	32%	74%	19%	7%	1%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QH11F (QR1F). Do you have a YouView set top box? This is a new product allowing you to watch catch-up TV via services such as BBC iPlayer and ITV Player, view TV 'on demand', and also record, pause and rewind live TV programmes. (SINGLE CODE)

Base : Those with a TV in the household

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	3616	232	249	241	241	242	242	249	245	256	2614	1002	1901	1707	1837	1779
Effective Weighted Sample	2546	224	234	233	231	232	233	240	234	245	2113	460	1342	1241	1243	1303
Total	2583	301	358	228	185	225	238	221	110	296	2223	359	1502	1075	1246	1337
		12%	14%	9%	7%	9%	9%	9%	4%	11%	86%	14%	58%	42%	48%	52%
Yes	187	32	25	14	12	10	18	14	14	18	162	25	115	72	88	99
	7%	11%	7%	6%	7%	4%	8%	6%	12%	6%	7%	7%	8%	7%	7%	7%
		e							bcdegi							
		17%	13%	8%	7%	5%	10%	8%	7%	10%	87%	13%	61%	39%	47%	53%
No	2262	261	321	204	161	203	210	197	94	253	1950	312	1306	952	1094	1168
	88%	87%	90%	90%	87%	90%	88%	89%	85%	85%	88%	87%	87%	89%	88%	87%
		12%	14%	9%	7%	9%	9%	9%	4%	11%	86%	14%	58%	42%	48%	52%
Don't know	134	7	12	9	12	12	10	9	3	25	111	23	81	50	64	70
	5%	2%	3%	4%	6%	5%	4%	4%	2%	8%	5%	6%	5%	5%	5%	5%
					ah					abh						
		5%	9%	7%	9%	9%	7%	7%	2%	18%	83%	17%	61%	38%	48%	52%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 121

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QH11G (QR1G). Do you have a Now TV set top box? This is a new product allowing you to watch catch-up TV via services such as BBC iPlayer and Demand 5 and view Sky Sports and Sky Movies TV 'on demand'?. (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 £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3616	1766	1850	475	561	1163	1417	641	422	454	681	796	1064	763	992	2197	472	485	462
Effective Weighted Sample	2546	1234	1312	331	404	824	1004	452	304	317	509	568	774	542	705	1949	309	344	402
Total	2583	1253	1330	339	431	901	912	392	279	316	581	687	685	570	641	2162	223	129	68
		49%	51%	13%	17%	35%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Yes	67	31	37	11	13	26	17	8	6	9	16	27	15	12	13	59	2	6	*
	3%	2%	3%	3%	3%	3%	2%	2%	2%	3%	3%	4%	2%	2%	2%	3%	1%	4%	1%
		45%	55%	17%	20%	38%	25%	12%	9%	14%	24%	41%	22%	18%	19%	88%	3%	9%	1%
No	2378	1154	1224	305	401	819	853	362	256	288	536	630	635	526	588	2004	195	113	66
	92%	92%	92%	90%	93%	91%	94%	92%	92%	91%	92%	92%	93%	92%	92%	93%	88%	88%	96%
		49%	51%	13%	17%	34%	36%	15%	11%	12%	23%	26%	27%	22%	25%	84%	8%	5%	3%
Don't know	137	68	69	23	17	56	42	23	17	18	29	30	36	32	40	100	26	10	2
	5%	5%	5%	7%	4%	6%	5%	6%	6%	6%	5%	4%	5%	6%	6%	5%	11%	8%	3%
		50%	50%	17%	12%	40%	31%	17%	13%	13%	21%	22%	26%	23%	29%	73%	19%	7%	1%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QH11G (QR1G). Do you have a Now TV set top box? This is a new product allowing you to watch catch-up TV via services such as BBC iPlayer and Demand 5 and view Sky Sports and Sky Movies TV 'on demand'?. (SINGLE CODE)

Base : Those with a TV in the household

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																
Unweighted total	3616	232	249	241	241	242	242	249	245	256	2614	1002	1901	1707	1837	1779
Effective Weighted Sample	2546	224	234	233	231	232	233	240	234	245	2113	460	1342	1241	1243	1303
Total	2583	301	358	228	185	225	238	221	110	296	2223	359	1502	1075	1246	1337
		12%	14%	9%	7%	9%	9%	9%	4%	11%	86%	14%	58%	42%	48%	52%
Yes	67	20	5	4	5	2	5	5	8	6	62	5	41	26	24	43
	3%	7%	1%	2%	3%	1%	2%	2%	7%	2%	3%	1%	3%	2%	2%	3%
		bcefgi							bcefgi							n
		29%	8%	5%	8%	3%	8%	7%	11%	8%	92%	8%	61%	39%	36%	64%
No	2378	274	343	217	167	211	221	203	99	269	2050	328	1375	999	1156	1222
	92%	91%	96%	95%	90%	94%	93%	92%	90%	91%	92%	91%	92%	93%	93%	91%
		12%	14%	9%	7%	9%	9%	9%	4%	11%	86%	14%	58%	42%	49%	51%
Don't know	137	7	10	7	13	11	12	13	4	22	111	27	86	49	66	72
	5%	2%	3%	3%	7%	5%	5%	6%	3%	7%	5%	7%	6%	5%	5%	5%
		5%	8%	5%	9%	8%	9%	9%	3%	16%	81%	19%	62%	36%	48%	52%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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DVR HOUSEHOLD OWNERSHIP

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
DVR IN HOUSEHOLD	1652	836	816	238	272	642	501	155	173	214	456	502	448	385	317	1389	136	83	44
	62%	64%	59%	65%	58%	70%	54%	37%	60%	66%	77%	71%	62%	66%	48%	62%	58%	63%	60%
		b	df	df	df	df	df	g	g	g	ghi	ln	n	n					
		51%	49%	14%	16%	39%	30%	9%	10%	13%	28%	30%	27%	23%	19%	84%	8%	5%	3%
NO DVR IN HOUSEHOLD	1002	457	545	125	191	267	419	255	115	110	132	202	267	194	338	828	97	48	29
	37%	35%	40%	34%	41%	29%	45%	62%	40%	34%	22%	28%	37%	33%	51%	37%	42%	37%	40%
		a	e	e	e	ce	ce	hij	j	j		k	k	klm					
		46%	54%	13%	19%	27%	42%	25%	11%	11%	13%	20%	27%	19%	34%	83%	10%	5%	3%
UNSURE	20	8	13	2	5	7	7	3	2	1	7	7	5	2	7	19	1	*	*
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		38%	62%	11%	23%	32%	34%	17%	9%	5%	34%	34%	24%	8%	33%	95%	3%	2%	1%

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

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DVR HOUSEHOLD OWNERSHIP

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
DVR IN HOUSEHOLD	1652	189	249	157	109	137	169	122	78	179	1420	232	1046	603	847	805
	62%	58%	67%	67%	58%	59%	68%	54%	68%	60%	62%	63%	67%	54%	67%	57%
		11%	15%	9%	7%	8%	10%	7%	5%	11%	86%	14%	63%	37%	51%	49%
NO DVR IN HOUSEHOLD	1002	133	122	75	78	92	77	99	36	116	874	128	493	506	403	600
	37%	41%	33%	32%	41%	40%	31%	44%	32%	39%	38%	35%	32%	45%	32%	42%
		fh			cfh	f		bcfh					l		n	
		13%	12%	8%	8%	9%	8%	10%	4%	12%	87%	13%	49%	51%	40%	60%
UNSURE	20	5	-	2	1	2	2	3	-	3	14	6	12	8	10	11
	1%	2%	-%	1%	1%	1%	1%	1%	-%	1%	1%	2%	1%	1%	1%	1%
		bh									j					
		26%	-%	8%	6%	12%	11%	16%	-%	16%	70%	30%	59%	41%	47%	53%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 123

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QH12 (QR5). SHOWCARD How often, if ever, do you use your DVR to watch recorded programmes? (SINGLE CODE)

Base : Those who own a DVR

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	2263	1156	1107	324	364	830	745	247	244	312	540	585	697	500	481	1387	284	317	275
Effective Weighted Sample	1592	808	785	223	257	582	538	172	179	213	401	411	501	364	342	1226	182	222	240
Total	1652	836	816	238	272	642	501	155	173	214	456	502	448	385	317	1389	136	83	44
		51%	49%	14%	16%	39%	30%	9%	10%	13%	28%	30%	27%	23%	19%	84%	8%	5%	3%
Every day	498	244	254	79	87	214	118	52	46	74	141	134	128	138	98	429	34	28	7
	30%	29%	31%	33%	32%	33%	24%	34%	26%	35%	31%	27%	29%	36%	31%	31%	25%	33%	16%
		49%	51%	16%	17%	43%	24%	11%	9%	15%	28%	27%	26%	28%	20%	86%	7%	6%	1%
A few times a week	447	232	215	57	72	176	142	32	52	64	133	151	120	96	79	358	59	22	8
	27%	28%	26%	24%	26%	27%	28%	21%	30%	30%	29%	30%	27%	25%	25%	26%	43%	26%	19%
		52%	48%	13%	16%	39%	32%	7%	12%	14%	30%	34%	27%	21%	18%	80%	13%	5%	2%
Once a week	151	69	81	19	25	62	44	13	16	12	67	57	36	31	26	137	5	7	2
	9%	8%	10%	8%	9%	10%	9%	8%	9%	6%	15%	11%	8%	8%	10%	10%	4%	9%	4%
		46%	54%	13%	17%	41%	29%	8%	10%	8%	44%	38%	24%	21%	17%	91%	3%	5%	1%
A few times a month	136	77	58	11	29	53	43	9	16	12	31	47	32	32	26	108	16	7	5
	8%	9%	7%	5%	11%	8%	8%	6%	9%	6%	7%	9%	7%	8%	8%	8%	12%	9%	11%
		57%	43%	8%	21%	39%	31%	6%	12%	9%	23%	34%	23%	23%	19%	79%	12%	5%	4%
Once a month	41	18	23	2	8	13	18	4	4	7	7	17	15	3	6	31	5	1	4
	2%	2%	3%	1%	3%	2%	4%	2%	2%	3%	1%	3%	3%	1%	2%	2%	4%	1%	8%
		43%	57%	6%	19%	31%	45%	9%	11%	18%	16%	41%	38%	7%	14%	77%	12%	2%	9%
Less often	131	76	55	20	18	46	47	11	13	17	31	35	46	24	25	114	6	5	6
	8%	9%	7%	8%	7%	7%	9%	7%	7%	8%	7%	7%	10%	6%	8%	8%	4%	6%	14%
		58%	42%	15%	14%	35%	36%	9%	10%	13%	24%	27%	35%	18%	19%	87%	4%	4%	5%
Never	191	92	99	37	24	56	74	26	23	19	37	54	50	44	43	167	8	6	11
	12%	11%	12%	16%	9%	9%	15%	17%	13%	9%	8%	11%	11%	12%	14%	12%	6%	7%	24%
		48%	52%	19%	13%	29%	39%	14%	12%	10%	19%	28%	26%	23%	23%	87%	4%	3%	6%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 123

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QH12 (QR5). SHOWCARD How often, if ever, do you use your DVR to watch recorded programmes? (SINGLE CODE)

Base : Those who own a DVR

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER £11.5K g	£11.5K- £17.5K h	£17.5K- £29.9K i	£30K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	2263	1156	1107	324	364	830	745	247	244	312	540	585	697	500	481	1387	284	317	275
Effective Weighted Sample	1592	808	785	223	257	582	538	172	179	213	401	411	501	364	342	1226	182	222	240
Total	1652	836	816	238	272	642	501	155	173	214	456	502	448	385	317	1389	136	83	44
		51%	49%	14%	16%	39%	30%	9%	10%	13%	28%	30%	27%	23%	19%	84%	8%	5%	3%
Don't know	58	28	31	12	9	22	15	8	4	9	10	8	21	16	13	46	4	8	2
	4%	3%	4%	5%	3%	3%	3%	5%	2%	4%	2%	2%	5%	4%	4%	3%	3%	9%	4%
		48%	52%	21%	15%	38%	26%	14%	6%	15%	17%	14%	35%	28%	22%	78%	6%	opr 13%	3%

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

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QH12 (QR5). SHOWCARD How often, if ever, do you use your DVR to watch recorded programmes? (SINGLE CODE)

Base : Those who own a DVR

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	2263	143	170	163	138	144	168	137	171	153	1632	631	1344	917	1224	1039
Effective Weighted Sample	1592	138	160	157	132	138	162	132	164	146	1318	293	938	672	828	765
Total	1652	189	249	157	109	137	169	122	78	179	1420	232	1046	603	847	805
		11%	15%	9%	7%	8%	10%	7%	5%	11%	86%	14%	63%	37%	51%	49%
Every day	498	44	74	64	32	36	57	40	24	57	438	60	326	172	253	245
	30%	23%	30%	41%	30%	26%	34%	33%	31%	32%	31%	26%	31%	28%	30%	30%
		9%	15%	abde 13%	6%	7%	a 11%	8%	5%	12%	88%	12%	66%	34%	51%	49%
A few times a week	447	39	64	38	30	40	38	31	27	51	382	65	273	173	232	215
	27%	20%	26%	25%	28%	29%	22%	25%	acf 35%	28%	27%	28%	26%	29%	27%	27%
		9%	14%	9%	7%	9%	9%	7%	6%	11%	86%	14%	61%	39%	52%	48%
Once a week	151	11	34	20	14	11	23	8	4	11	121	30	112	38	95	56
	9%	6%	14%	13%	13%	8%	14%	6%	6%	6%	9%	13%	11%	6%	11%	7%
		7%	aghi 22%	h 13%	ahi 10%	7%	aghi 15%	5%	3%	7%	80%	20%	j 74%	m 26%	o 63%	37%
A few times a month	136	22	20	8	7	11	10	8	7	15	116	20	89	47	62	73
	8%	12%	8%	5%	7%	8%	6%	7%	9%	8%	8%	9%	8%	8%	7%	9%
		c 16%	15%	6%	5%	8%	8%	6%	5%	11%	85%	15%	66%	34%	46%	54%
Once a month	41	6	6	5	4	3	2	2	1	4	32	8	21	20	16	25
	2%	3%	2%	3%	4%	2%	1%	1%	2%	2%	2%	4%	2%	3%	2%	3%
		14%	15%	12%	10%	6%	4%	4%	4%	10%	80%	20%	51%	49%	40%	60%
Less often	131	21	15	7	7	19	12	9	4	20	118	12	83	48	79	52
	8%	11%	6%	4%	7%	14%	7%	8%	5%	11%	8%	5%	8%	8%	9%	6%
		ch 16%	12%	5%	5%	bcdhf 15%	9%	7%	3%	15%	91%	9%	63%	37%	o 60%	40%
Never	191	32	31	8	11	15	25	19	10	16	164	28	109	81	83	108
	12%	17%	12%	5%	10%	11%	15%	16%	13%	9%	12%	12%	10%	13%	10%	13%
		ci 17%	c 16%	4%	6%	8%	c 13%	c 10%	c 5%	8%	86%	14%	57%	42%	43%	n 57%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 123

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QH12 (QR5). SHOWCARD How often, if ever, do you use your DVR to watch recorded programmes? (SINGLE CODE)

Base : Those who own a DVR

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	2263	143	170	163	138	144	168	137	171	153	1632	631	1344	917	1224	1039
Effective Weighted Sample	1592	138	160	157	132	138	162	132	164	146	1318	293	938	672	828	765
Total	1652	189	249	157	109	137	169	122	78	179	1420	232	1046	603	847	805
		11%	15%	9%	7%	8%	10%	7%	5%	11%	86%	14%	63%	37%	51%	49%
Don't know	58	14	5	7	3	3	2	5	1	6	50	9	34	25	26	32
	4%	8%	2%	5%	3%	2%	1%	4%	1%	3%	3%	4%	3%	4%	3%	4%
		befh	h													
		25%	8%	12%	5%	5%	3%	9%	1%	10%	85%	15%	58%	42%	45%	55%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 124

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QH13 (QH42A). SHOWCARD Do you ever watch TV programmes 'on demand' through your TV service? (READ EXPLANATION IF NECESSARY) (MULTI CODE)

Base : Those with a TV in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3616	1766	1850	475	561	1163	1417	641	422	454	681	796	1064	763	992	2197	472	485	462
Effective Weighted Sample	2546	1234	1312	331	404	824	1004	452	304	317	509	568	774	542	705	1949	309	344	402
Total	2583	1253	1330	339	431	901	912	392	279	316	581	687	685	570	641	2162	223	129	68
		49%	51%	13%	17%	35%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Yes, I watch TV programmes/ films using the catch-up services (e.g. BBC iPlayer, ITV Player, Demand 5, YouView, Sky on Demand, Virgin on Demand)	742	379	363	119	139	318	167	49	59	102	259	251	205	170	116	624	74	37	7
	29%	30%	27%	35%	32%	35%	18%	12%	21%	32%	45%	37%	30%	30%	18%	29%	33%	28%	11%
		51%	49%	f	f	f	23%	7%	g	gh	ghi	lmn	n	n	16%	84%	r	r	r
				16%	19%	43%	23%	7%	8%	14%	35%	34%	28%	23%	16%	84%	10%	5%	1%
Yes, I watch TV programmes/ films using the pay per view services (e.g. on Sky Box Office on Sky on Demand, Virgin Movies on Virgin Media)	441	213	228	84	98	180	80	35	47	53	141	151	114	100	76	362	44	19	16
	17%	17%	17%	25%	23%	20%	9%	9%	17%	17%	24%	22%	17%	18%	12%	17%	20%	15%	24%
		48%	52%	f	f	f	18%	8%	g	g	ghi	ln	n	n	17%	82%	10%	4%	oq
				19%	22%	41%	18%	8%	11%	12%	32%	34%	26%	23%	17%	82%	10%	4%	4%
Yes, I was TV programmes/ films using a 'standalone' subscription service such as Netflix (e.g. on Virgin TiVo)	294	156	137	53	70	126	45	26	24	42	105	80	93	63	58	255	26	8	4
	11%	12%	10%	16%	16%	14%	5%	7%	9%	13%	18%	12%	14%	11%	9%	12%	11%	6%	6%
		53%	47%	f	f	f	15%	9%	8%	14%	36%	27%	32%	21%	20%	87%	9%	3%	1%
				18%	24%	43%	15%	9%	8%	14%	36%	27%	32%	21%	20%	87%	9%	3%	1%

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

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QH13 (QH42A). SHOWCARD Do you ever watch TV programmes 'on demand' through your TV service? (READ EXPLANATION IF NECESSARY) (MULTI CODE)

Base : Those with a TV in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3616	1766	1850	475	561	1163	1417	641	422	454	681	796	1064	763	992	2197	472	485	462
Effective Weighted Sample	2546	1234	1312	331	404	824	1004	452	304	317	509	568	774	542	705	1949	309	344	402
Total	2583	1253	1330	339	431	901	912	392	279	316	581	687	685	570	641	2162	223	129	68
		49%	51%	13%	17%	35%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
TOTAL 'YES'	1096	559	537	187	213	456	239	84	98	147	356	356	307	246	187	922	103	48	23
	42%	45%	40%	55%	49%	51%	26%	21%	35%	47%	61%	52%	45%	43%	29%	43%	46%	37%	34%
		b	f	f	f	f		g	gh	ghi	lmn	n	n		r	qr			
		51%	49%	17%	19%	42%	22%	8%	9%	13%	33%	32%	28%	22%	17%	84%	9%	4%	2%
No	1435	672	763	143	210	425	657	302	176	165	213	316	366	313	440	1197	116	78	44
	56%	54%	57%	42%	49%	47%	72%	77%	63%	52%	37%	46%	53%	55%	69%	55%	52%	61%	65%
							cde	hij	ij	j		k	k	klm				p	op
		47%	53%	10%	15%	30%	46%	21%	12%	12%	15%	22%	25%	22%	31%	83%	8%	5%	3%
Don't know	52	22	30	9	8	19	15	7	5	3	11	15	12	11	14	44	4	3	1
	2%	2%	2%	3%	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%
		43%	57%	18%	16%	37%	29%	13%	9%	7%	21%	28%	24%	21%	27%	85%	8%	5%	2%

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

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QH13 (QH42A). SHOWCARD Do you ever watch TV programmes 'on demand' through your TV service? (READ EXPLANATION IF NECESSARY) (MULTI CODE)

Base : Those with a TV in the household

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3616	232	249	241	241	242	242	249	245	256	2614	1002	1901	1707	1837	1779
Effective Weighted Sample	2546	224	234	233	231	232	233	240	234	245	2113	460	1342	1241	1243	1303
Total	2583	301	358	228	185	225	238	221	110	296	2223	359	1502	1075	1246	1337
		12%	14%	9%	7%	9%	9%	9%	4%	11%	86%	14%	58%	42%	48%	52%
Yes, I watch Tv programmes/ films using the catch-up services (e.g. BBC iPlayer, ITV Player, Demand 5, YouView, Sky on Demand, Virgin on Demand)	742	51	90	94	44	87	76	56	40	86	637	105	524	218	441	301
	29%	17%	25%	41%	24%	39%	32%	25%	37%	29%	29%	29%	35%	20%	35%	23%
		7%	12%	13%	6%	12%	10%	8%	5%	12%	86%	14%	71%	29%	59%	41%
Yes, I watch TV programmes/ films using the pay per view services (e.g. on Sky Box Office on Sky on Demand, Virgin Movies on Virgin Media)	441	81	56	31	33	32	44	27	17	42	385	56	300	140	187	253
	17%	27%	16%	14%	18%	14%	18%	12%	16%	14%	17%	16%	20%	13%	15%	19%
		18%	13%	7%	7%	7%	10%	6%	4%	10%	87%	13%	68%	32%	42%	58%

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

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QH13 (QH42A). SHOWCARD Do you ever watch TV programmes 'on demand' through your TV service? (READ EXPLANATION IF NECESSARY) (MULTI CODE)

Base : Those with a TV in the household

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3616	232	249	241	241	242	242	249	245	256	2614	1002	1901	1707	1837	1779
Effective Weighted Sample	2546	224	234	233	231	232	233	240	234	245	2113	460	1342	1241	1243	1303
Total	2583	301	358	228	185	225	238	221	110	296	2223	359	1502	1075	1246	1337
		12%	14%	9%	7%	9%	9%	9%	4%	11%	86%	14%	58%	42%	48%	52%
Yes, I was TV programmes/ films using a 'standalone' subscription service such as Netflix (e.g. on Virgin TiVo)	294	53	27	34	30	19	33	16	14	29	257	37	208	84	142	151
	11%	18%	8%	15%	16%	8%	14%	7%	13%	10%	12%	10%	14%	8%	11%	11%
		begi		beg	begi		bg						m			
		18%	9%	12%	10%	6%	11%	6%	5%	10%	87%	13%	71%	29%	48%	52%
TOTAL 'YES'	1096	133	140	112	69	110	107	73	53	126	952	144	756	339	570	525
	42%	44%	39%	49%	37%	49%	45%	33%	48%	42%	43%	40%	50%	31%	46%	39%
		g		bdg		bdg	g		dg	g			m		o	
		12%	13%	10%	6%	10%	10%	7%	5%	11%	87%	13%	69%	31%	52%	48%
No	1435	158	212	114	112	113	121	144	56	167	1222	213	719	713	655	780
	56%	52%	59%	50%	60%	50%	51%	65%	51%	56%	55%	59%	48%	66%	53%	58%
					cefn			acefhi						l		n
			11%	15%	8%	8%	8%	10%	4%	12%	85%	15%	50%	50%	46%	54%
Don't know	52	10	7	2	5	2	10	4	1	4	50	2	27	23	21	31
	2%	3%	2%	1%	3%	1%	4%	2%	1%	1%	2%	1%	2%	2%	2%	2%
		ce					ceh				k					
		19%	13%	3%	10%	3%	19%	7%	2%	8%	96%	4%	51%	45%	40%	60%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 125

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SUMMARY OF THOSE WHO WATCH NON-LINEAR PROGRAMMING

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
WATCH PROGRAMMES RECORDED ON DVR	1402	716	686	188	238	564	412	121	146	187	410	440	377	324	261	1177	124	70	32
	52%	55%	50%	52%	51%	62%	44%	29%	51%	58%	69%	62%	52%	56%	39%	53%	53%	53%	43%
		b		f	f	cdf			g	g	ghi	lmn	n	n		r	r	r	
		51%	49%	13%	17%	40%	29%	9%	10%	13%	29%	31%	27%	23%	19%	84%	9%	5%	2%
WATCH TV PROGRAMMES ON DEMAND THROUGH TV SERVICE	624	316	307	116	139	259	110	50	60	82	208	200	180	132	111	524	58	23	19
	23%	24%	22%	32%	30%	28%	12%	12%	21%	25%	35%	28%	25%	23%	17%	23%	25%	17%	26%
				f	f	f			g	g	ghi	mn	n	n		q	q	q	q
		51%	49%	19%	22%	42%	18%	8%	10%	13%	33%	32%	29%	21%	18%	84%	9%	4%	3%
WATCH TV PROGRAMMES ON DEMAND THROUGH TV/ MOBILE/ ONLINE	785	411	373	163	184	321	117	77	73	99	258	243	237	165	140	659	71	31	24
	29%	32%	27%	45%	39%	35%	13%	19%	25%	30%	43%	34%	33%	28%	21%	29%	30%	24%	33%
		b		ef	f	f			g	g	ghi	mn	n	n		q	q	q	q
		52%	48%	21%	23%	41%	15%	10%	9%	13%	33%	31%	30%	21%	18%	84%	9%	4%	3%
WATCH BROADCASTER CATCH- UP SERVICES THROUGH TV SERVICE, ONLINE OR MOBILE	1255	633	622	225	257	507	267	111	116	168	392	403	387	257	207	1063	110	64	18
	47%	49%	45%	61%	55%	55%	29%	27%	40%	52%	66%	57%	54%	44%	31%	48%	47%	49%	24%
				f	f	f			g	gh	ghi	mn	mn	n		r	r	r	
		50%	50%	18%	20%	40%	21%	9%	9%	13%	31%	32%	31%	20%	17%	85%	9%	5%	1%
ANY NON-LINEAR PROGRAMMING	1879	937	941	287	363	717	511	192	191	259	521	575	540	416	348	1583	160	95	41
	70%	72%	68%	79%	78%	78%	55%	47%	66%	80%	88%	81%	75%	72%	53%	71%	68%	72%	56%
		b		f	f	f			g	gh	ghi	lmn	n	n		r	r	r	
		50%	50%	15%	19%	38%	27%	10%	10%	14%	28%	31%	29%	22%	19%	84%	8%	5%	2%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 125

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SUMMARY OF THOSE WHO WATCH NON-LINEAR PROGRAMMING

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
NONE	796	363	433	78	105	198	416	220	98	67	74	137	180	165	314	653	74	37	33
	30%	28%	32%	21%	22%	22%	45%	53%	34%	20%	12%	19%	25%	28%	47%	29%	32%	28%	44%
		46%	54%	10%	13%	25%	52%	28%	12%	8%	9%	17%	23%	21%	39%	82%	9%	5%	4%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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SUMMARY OF THOSE WHO WATCH NON-LINEAR PROGRAMMING

Base : All respondents

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
WATCH PROGRAMMES RECORDED ON DVR	1402	142	213	141	96	119	142	98	67	158	1207	195	904	498	737	665
	52%	44%	58%	60%	51%	52%	57%	44%	59%	53%	52%	53%	58%	45%	59%	47%
		10%	15%	10%	7%	9%	10%	7%	5%	11%	86%	14%	64%	36%	53%	47%
			ag	adg			ag		ag	ag			m	o		
WATCH TV PROGRAMMES ON DEMAND THROUGH TV SERVICE	624	106	78	51	50	45	61	38	26	70	547	77	433	190	277	347
	23%	32%	21%	22%	27%	19%	24%	17%	23%	23%	24%	21%	28%	17%	22%	24%
		bcefg	ghi		g		g				88%	12%	69%	30%	44%	56%
		17%	12%	8%	8%	7%	10%	6%	4%	11%						
WATCH TV PROGRAMMES ON DEMAND THROUGH TV/ MOBILE/ ONLINE	785	127	94	71	70	53	75	50	35	82	690	95	545	236	346	439
	29%	39%	25%	30%	37%	23%	30%	22%	31%	28%	30%	26%	35%	21%	27%	31%
		bcefg	gi		g	begi			eg		88%	12%	69%	30%	44%	56%
		16%	12%	9%	9%	7%	10%	6%	4%	10%						
WATCH BROADCASTER CATCH-UP SERVICES THROUGH TV SERVICE, ONLINE OR MOBILE	1255	123	158	155	90	111	116	104	57	150	1084	171	865	388	687	568
	47%	38%	43%	66%	47%	48%	47%	46%	50%	50%	47%	47%	56%	35%	55%	40%
			abdefghi		a	a	a		a	a	86%	14%	69%	31%	55%	45%
		10%	13%	12%	7%	9%	9%	8%	5%	12%						

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 125

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SUMMARY OF THOSE WHO WATCH NON-LINEAR PROGRAMMING

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
ANY NON-LINEAR PROGRAMMING	1879	218	275	191	133	150	180	141	83	211	1621	258	1224	651	957	921
	70%	67%	74%	82%	71%	65%	73%	63%	73%	71%	70%	70%	79%	58%	76%	65%
			eg	abdefghi			g		g				m		o	
		12%	15%	10%	7%	8%	10%	7%	4%	11%	86%	14%	65%	35%	51%	49%
NONE	796	109	96	43	56	81	68	83	31	88	688	109	327	467	302	495
	30%	33%	26%	18%	29%	35%	27%	37%	27%	29%	30%	30%	21%	42%	24%	35%
		c	c		c	bc	c	bcbf	c	c			l		n	
		14%	12%	5%	7%	10%	9%	10%	4%	11%	86%	14%	41%	59%	38%	62%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 126

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QH14 (QH45). SHOWCARD have you or anyone in your household used any of these devices to connect your TV to the internet in the last 12 months? (MULTI CODE)

Base : Those with a TV in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3616	1766	1850	475	561	1163	1417	641	422	454	681	796	1064	763	992	2197	472	485	462
Effective Weighted Sample	2546	1234	1312	331	404	824	1004	452	304	317	509	568	774	542	705	1949	309	344	402
Total	2583	1253	1330	339	431	901	912	392	279	316	581	687	685	570	641	2162	223	129	68
		49%	51%	13%	17%	35%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Games console	508	257	251	103	117	244	44	57	37	65	154	138	149	112	109	429	47	20	11
	20%	21%	19%	30%	27%	27%	5%	14%	13%	21%	27%	20%	22%	20%	17%	20%	21%	16%	17%
		51%	49%	20%	23%	48%	9%	11%	7%	13%	30%	27%	29%	22%	21%	84%	9%	4%	2%
Set top box (such as Sky+, Virgin TiVo, YouView, Apple TV)	337	166	171	55	72	141	69	26	29	41	121	125	87	65	60	268	49	18	2
	13%	13%	13%	16%	17%	16%	8%	7%	10%	13%	21%	18%	13%	11%	9%	12%	22%	14%	4%
		49%	51%	16%	21%	42%	20%	8%	9%	12%	36%	37%	26%	19%	18%	79%	15%	5%	1%
Laptop/ desktop PC	259	139	120	41	61	110	46	20	18	33	98	89	79	54	38	217	26	11	5
	10%	11%	9%	12%	14%	12%	5%	5%	6%	10%	17%	13%	11%	9%	6%	10%	12%	9%	7%
		54%	46%	16%	24%	43%	18%	8%	7%	13%	38%	34%	30%	21%	15%	84%	10%	4%	2%
USB device (such as Google Chrome, Roku)	61	32	28	5	19	26	11	8	3	6	12	13	20	17	11	54	1	5	1
	2%	3%	2%	1%	4%	3%	1%	2%	1%	2%	2%	2%	3%	3%	2%	3%	*	4%	2%
		53%	47%	8%	31%	43%	17%	13%	4%	10%	19%	21%	33%	28%	18%	90%	1%	8%	2%
ANY DEVICES CONNECTING TV TO THE INTERNET	817	403	414	145	186	357	129	80	66	105	250	249	230	181	157	681	82	39	15
	32%	32%	31%	43%	43%	40%	14%	20%	24%	33%	43%	36%	34%	32%	24%	31%	37%	30%	22%
		49%	51%	18%	23%	44%	16%	10%	8%	13%	31%	31%	28%	22%	19%	83%	10%	5%	2%
None of these	1672	809	863	179	234	507	752	301	205	199	304	409	432	368	464	1409	136	79	48
	65%	65%	65%	53%	54%	56%	83%	77%	73%	63%	52%	60%	63%	65%	72%	65%	61%	61%	70%
		48%	52%	11%	14%	30%	45%	18%	12%	12%	18%	24%	26%	22%	28%	84%	8%	5%	3%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QH14 (QH45). SHOWCARD have you or anyone in your household used any of these devices to connect your TV to the internet in the last 12 months? (MULTI CODE)

Base : Those with a TV in the household

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Unweighted total	3616	1766	1850	475	561	1163	1417	641	422	454	681	796	1064	763	992	2197	472	485	462
Effective Weighted Sample	2546	1234	1312	331	404	824	1004	452	304	317	509	568	774	542	705	1949	309	344	402
Total	2583	1253	1330	339	431	901	912	392	279	316	581	687	685	570	641	2162	223	129	68
		49%	51%	13%	17%	35%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Don't know	93	40	53	15	11	37	30	12	9	11	26	29	23	21	21	72	5	11	5
	4%	3%	4%	4%	3%	4%	3%	3%	3%	4%	5%	4%	3%	4%	3%	3%	2%	8%	8%
		43%	57%	16%	12%	39%	33%	13%	9%	12%	28%	31%	25%	23%	22%	78%	5%	12%	6%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 126

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QH14 (QH45). SHOWCARD have you or anyone in your household used any of these devices to connect your TV to the internet in the last 12 months? (MULTI CODE)

Base : Those with a TV in the household

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH	
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o		
Unweighted total	3616	232	249	241	241	242	242	249	245	256	2614	1002	1901	1707	1837	1779	
Effective Weighted Sample	2546	224	234	233	231	232	233	240	234	245	2113	460	1342	1241	1243	1303	
Total	2583	301	358	228	185	225	238	221	110	296	2223	359	1502	1075	1246	1337	
		12%	14%	9%	7%	9%	9%	9%	4%	11%	86%	14%	58%	42%	48%	52%	
Games console	508	41	58	58	37	48	48	51	36	52	447	61	356	151	236	272	
	20%	14%	16%	26%	20%	21%	20%	23%	33%	17%	20%	17%	24%	14%	19%	20%	
		8%	11%	11%	7%	9%	9%	10%	abdefgi	7%	10%	88%	12%	70%	30%	46%	54%
Set top box (such as Sky+, Virgin TiVo, YouView, Apple TV)	337	46	40	40	28	9	37	24	15	28	305	32	225	112	160	177	
	13%	15%	11%	17%	15%	4%	16%	11%	14%	9%	14%	9%	15%	10%	13%	13%	
		e	e	begi	e		ei	e	e	e	k		m				
		14%	12%	12%	8%	3%	11%	7%	5%	8%	91%	9%	67%	33%	48%	52%	
Laptop/ desktop PC	259	31	41	37	15	6	31	22	10	25	221	38	184	74	125	134	
	10%	10%	11%	16%	8%	3%	13%	10%	9%	8%	10%	11%	12%	7%	10%	10%	
		e	e	dehi	e		e	e	e	e			m				
		12%	16%	14%	6%	2%	12%	9%	4%	9%	85%	15%	71%	29%	48%	52%	
USB device (such as Google Chrome, Roku)	61	7	13	9	2	1	6	4	4	6	53	8	46	14	34	27	
	2%	2%	4%	4%	1%	1%	3%	2%	4%	2%	2%	2%	3%	1%	3%	2%	
			e	e					e				m				
		12%	22%	15%	4%	2%	10%	7%	7%	11%	87%	13%	77%	23%	56%	44%	
ANY DEVICES CONNECTING TV TO THE INTERNET	817	94	106	95	59	56	83	68	42	78	722	95	558	258	396	421	
	32%	31%	30%	42%	32%	25%	35%	31%	38%	26%	32%	26%	37%	24%	32%	31%	
			abdegi				ei		ei		k		m				
		12%	13%	12%	7%	7%	10%	8%	5%	10%	88%	12%	68%	32%	48%	52%	

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 126

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QH14 (QH45). SHOWCARD have you or anyone in your household used any of these devices to connect your TV to the internet in the last 12 months? (MULTI CODE)

Base : Those with a TV in the household

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	3616	232	249	241	241	242	242	249	245	256	2614	1002	1901	1707	1837	1779
Effective Weighted Sample	2546	224	234	233	231	232	233	240	234	245	2113	460	1342	1241	1243	1303
Total	2583	301	358	228	185	225	238	221	110	296	2223	359	1502	1075	1246	1337
		12%	14%	9%	7%	9%	9%	9%	4%	11%	86%	14%	58%	42%	48%	52%
None of these	1672	185	242	128	121	161	141	151	65	215	1420	252	884	786	810	862
	65%	62%	67%	56%	65%	72%	59%	68%	59%	73%	64%	70%	59%	73%	65%	64%
		c	c	c	c	acfh	acfh	acfh	acfh	acfh	j	j	l	l	l	l
		11%	14%	8%	7%	10%	8%	9%	4%	13%	85%	15%	53%	47%	48%	52%
Don't know	93	22	11	5	6	7	13	2	3	3	81	12	60	31	39	54
	4%	7%	3%	2%	3%	3%	6%	1%	3%	1%	4%	3%	4%	3%	3%	4%
		bcghi	bcghi	bcghi	bcghi	bcghi	bcghi	bcghi	bcghi	bcghi	bcghi	bcghi	bcghi	bcghi	bcghi	bcghi
		23%	11%	6%	6%	8%	14%	3%	3%	3%	87%	13%	64%	33%	42%	58%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 127

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QH15 (QH62). Are any of your TV sets "Smart TVs"? These are newer types of TV that are connected to the internet and can stream video directly onto your television screen, without the need for a computer, set-top box or games console. IF NECESSARY - It's a TV that allows you to surf the internet and stream movies, TV shows and videos using services such as BBC iPlayer, Netflix and YouTube. They are also sometimes referred to as a Connected TV or a Hybrid TV.

Base : Those with a TV in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3616	1766	1850	475	561	1163	1417	641	422	454	681	796	1064	763	992	2197	472	485	462
Effective Weighted Sample	2546	1234	1312	331	404	824	1004	452	304	317	509	568	774	542	705	1949	309	344	402
Total	2583	1253	1330	339	431	901	912	392	279	316	581	687	685	570	641	2162	223	129	68
		49%	51%	13%	17%	35%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Yes	535	280	256	75	105	245	110	44	42	67	179	185	151	103	96	460	43	21	10
	21%	22%	19%	22%	24%	27%	12%	11%	15%	21%	31%	27%	22%	18%	15%	21%	19%	17%	15%
		52%	48%	14%	20%	46%	21%	8%	8%	12%	34%	34%	28%	19%	18%	86%	8%	4%	2%
No	1977	952	1025	254	315	633	776	336	227	246	387	487	511	451	528	1648	172	103	55
	77%	76%	77%	75%	73%	70%	85%	86%	81%	78%	67%	71%	75%	79%	82%	76%	77%	79%	80%
		48%	52%	13%	16%	32%	39%	17%	11%	12%	20%	25%	26%	23%	27%	83%	9%	5%	3%
Don't know	70	21	49	9	12	23	26	12	10	3	14	15	22	16	17	54	8	5	4
	3%	2%	4%	3%	3%	3%	3%	3%	4%	1%	2%	2%	3%	3%	3%	2%	3%	4%	6%
		30%	70%	13%	17%	33%	37%	18%	14%	5%	20%	21%	32%	23%	24%	76%	11%	7%	5%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QH15 (QH62). Are any of your TV sets "Smart TVs"? These are newer types of TV that are connected to the internet and can stream video directly onto your television screen, without the need for a computer, set-top box or games console. IF NECESSARY - It's a TV that allows you to surf the internet and stream movies, TV shows and videos using services such as BBC iPlayer, Netflix and YouTube. They are also sometimes referred to as a Connected TV or a Hybrid TV.

Base : Those with a TV in the household

	Total	ENGLAND REGIONS								URBANITY		WORKING		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3616	232	249	241	241	242	242	249	245	256	2614	1002	1901	1707	1837	1779
Effective Weighted Sample	2546	224	234	233	231	232	233	240	234	245	2113	460	1342	1241	1243	1303
Total	2583	301	358	228	185	225	238	221	110	296	2223	359	1502	1075	1246	1337
		12%	14%	9%	7%	9%	9%	9%	4%	11%	86%	14%	58%	42%	48%	52%
Yes	535	97	59	70	33	18	51	43	24	65	452	83	380	155	274	261
	21%	32%	17%	31%	18%	8%	21%	20%	22%	22%	20%	23%	25%	14%	22%	20%
		bdefghi	e	bdefghi	e		e	e	e	e			m			
		18%	11%	13%	6%	3%	9%	8%	4%	12%	84%	16%	71%	29%	51%	49%
No	1977	183	296	151	148	204	184	174	84	226	1706	272	1076	896	938	1039
	77%	61%	83%	66%	80%	91%	77%	79%	76%	76%	77%	76%	72%	83%	75%	78%
		ac	ac	ac	ac	ac	ac	ac	ac	ac			l			
		9%	15%	8%	7%	10%	9%	9%	4%	11%	86%	14%	54%	45%	47%	53%
Don't know	70	21	4	7	5	2	4	4	2	5	66	4	46	24	33	37
	3%	7%	1%	3%	3%	1%	2%	2%	2%	2%	3%	1%	3%	2%	3%	3%
		bdefghi									k					
		30%	5%	10%	7%	3%	5%	5%	4%	8%	94%	6%	66%	34%	48%	52%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 128

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SUMMARY OF CONNECTED TV

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
TV CONNECTED TO INTERNET VIA A DEVICE	817	403	414	145	186	357	129	80	66	105	250	249	230	181	157	681	82	39	15
	31%	31%	30%	40%	40%	39%	14%	19%	23%	32%	42%	35%	32%	31%	24%	30%	35%	30%	21%
		49%	51%	18%	23%	44%	16%	10%	8%	13%	31%	31%	28%	22%	19%	83%	10%	5%	2%
SMART TV SET	535	280	256	75	105	245	110	44	42	67	179	185	151	103	96	460	43	21	10
	20%	21%	19%	21%	22%	27%	12%	11%	15%	20%	30%	26%	21%	18%	15%	21%	19%	16%	14%
		52%	48%	14%	20%	46%	21%	8%	8%	12%	34%	34%	28%	19%	18%	86%	8%	4%	2%
ANY CONNECTED TV	1076	537	539	172	234	468	202	100	90	141	328	334	302	233	208	906	99	50	21
	40%	41%	39%	47%	50%	51%	22%	24%	31%	43%	55%	47%	42%	40%	31%	41%	42%	38%	28%
		50%	50%	16%	22%	44%	19%	9%	8%	13%	30%	31%	28%	22%	19%	84%	9%	5%	2%
NONE	1599	764	835	194	234	447	725	313	199	184	267	378	419	348	455	1330	134	82	53
	60%	59%	61%	53%	50%	49%	78%	76%	69%	57%	45%	53%	58%	60%	69%	59%	58%	62%	72%
		48%	52%	12%	15%	28%	45%	20%	12%	11%	17%	24%	26%	22%	28%	83%	8%	5%	3%

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

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SUMMARY OF CONNECTED TV

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
TV CONNECTED TO INTERNET VIA A DEVICE	817	94	106	95	59	56	83	68	42	78	722	95	558	258	396	421
	31%	29%	29%	41%	31%	24%	34%	30%	37%	26%	31%	26%	36%	23%	31%	30%
		12%	13%	12%	7%	7%	10%	8%	5%	10%	88%	12%	68%	32%	48%	52%
SMART TV SET	535	97	59	70	33	18	51	43	24	65	452	83	380	155	274	261
	20%	30%	16%	30%	17%	8%	20%	19%	21%	22%	20%	23%	24%	14%	22%	18%
		bdefghi	e	bdefghi	e	e	e	e	e	e	84%	16%	m	o	o	o
		18%	11%	13%	6%	3%	9%	8%	4%	12%	84%	16%	71%	29%	51%	49%
ANY CONNECTED TV	1076	141	131	129	77	63	109	86	51	119	933	143	742	332	535	541
	40%	43%	35%	55%	41%	27%	44%	38%	45%	40%	40%	39%	48%	30%	42%	38%
		e	abdefghi	e	e	e	e	e	be	e	87%	13%	m	o	o	o
		13%	12%	12%	7%	6%	10%	8%	5%	11%	87%	13%	69%	31%	50%	50%
NONE	1599	186	240	104	112	168	140	138	63	179	1376	223	809	786	724	875
	60%	57%	65%	45%	59%	73%	56%	62%	55%	60%	60%	61%	52%	70%	58%	62%
		c	ch	c	c	acdfghi	c	c	c	c	60%	61%	52%	l	n	n
		12%	15%	7%	7%	11%	9%	9%	4%	11%	86%	14%	51%	49%	45%	55%

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

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QH16 (QH63). SHOWCARD Which, if any, of the uses shown on this card have you used your "Smart TV" set for in the last month? Please don't include anything you've done using an additional device to play the content, such as a games console or computer. (MULTI CODE)

Base : Those with a 'Smart TV' in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 ~c	25-34 d	35-54 e	55+ f	UNDER £11.5K ~g	£11.5K- £17.5K ~h	£17.5K- £29.9K ~i	£30K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND ~p	WALES ~q	NI ~r
Significance Level: 95%																			
Unweighted total	675	352	323	97	134	292	152	56	55	95	222	212	216	121	126	448	81	77	69
Effective Weighted Sample	502	267	235	71	96	221	116	46	43	68	163	152	164	94	98	402	55	53	62
Total	537	280	257	75	105	245	111	44	42	67	181	185	151	104	96	461	43	21	11
		52%	48%	**	20%	46%	21%	**	**	**	34%	34%	28%	19%	18%	86%	**	**	**
Watching TV you've previously recorded	307	163	144	**	57	136	64	**	**	**	103	112	87	54	54	264	**	**	**
	57%	58%	56%	**	54%	56%	58%	**	**	**	57%	61%	58%	51%	56%	57%	**	**	**
		53%	47%	**	19%	44%	21%	**	**	**	34%	37%	28%	17%	18%	86%	**	**	**
Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, ITV Player, 4OD, Demand 5)	302	155	147	**	62	135	62	**	**	**	106	109	81	63	49	264	**	**	**
	56%	56%	57%	**	60%	55%	56%	**	**	**	59%	59%	54%	60%	51%	57%	**	**	**
		51%	49%	**	21%	45%	20%	**	**	**	35%	36%	27%	21%	16%	87%	**	**	**
Watching other free professional TV programmes/ films or video channels online (e.g. on official YouTube channels such as Channel 4 or Jamie Oliver's Foodtube) or on other sites (e.g. on South Park Studios)	131	76	55	**	30	63	19	**	**	**	46	45	39	28	19	117	**	**	**
	24%	27%	21%	**	28%	26%	17%	**	**	**	26%	24%	25%	27%	20%	25%	**	**	**
		58%	42%	**	f	48%	14%	**	**	**	35%	35%	29%	21%	15%	89%	**	**	**

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

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QH16 (QH63). SHOWCARD Which, if any, of the uses shown on this card have you used your "Smart TV" set for in the last month? Please don't include anything you've done using an additional device to play the content, such as a games console or computer. (MULTI CODE)

Base : Those with a 'Smart TV' in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 ~c	25-34 d	35-54 e	55+ f	UNDER £11.5K ~g	£11.5K- £17.5K ~h	£17.5K- £29.9K ~i	£30K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND ~p	WALES ~q	NI ~r
Significance Level: 95%																			
Unweighted total	675	352	323	97	134	292	152	56	55	95	222	212	216	121	126	448	81	77	69
Effective Weighted Sample	502	267	235	71	96	221	116	46	43	68	163	152	164	94	98	402	55	53	62
Total	537	280	257	75	105	245	111	44	42	67	181	185	151	104	96	461	43	21	11
		52%	48%	**	20%	46%	21%	**	**	**	34%	34%	28%	19%	18%	86%	**	**	**
Watching purchased TV programmes/ films online or downloads, either via pay per view services (e.g. PlayStation Movies, Blinkbox) or via a 'standalone' subscription service (e.g. Amazon Prime Instant, Netflix)	129	69	60	**	32	61	14	**	**	**	56	52	33	24	21	112	**	**	**
	24%	25%	23%	**	31%	25%	13%	**	**	**	31%	28%	22%	23%	21%	24%	**	**	**
		53%	47%	**	f	f	11%	**	**	**	43%	40%	25%	18%	16%	86%	**	**	**
Watching short video clips (e.g. on YouTube or Dailymotion or Vimeo)	126	77	48	**	22	67	18	**	**	**	54	53	35	21	17	109	**	**	**
	23%	28%	19%	**	21%	27%	16%	**	**	**	30%	28%	23%	20%	18%	24%	**	**	**
		b	f	**	18%	53%	14%	**	**	**	43%	42%	28%	16%	14%	87%	**	**	**
		62%	38%	**	18%	53%	14%	**	**	**	43%	42%	28%	16%	14%	87%	**	**	**
Browse the internet - e.g. online shopping, checking emails, social networking sites	90	59	32	**	21	46	9	**	**	**	41	34	26	17	14	76	**	**	**
	17%	21%	12%	**	20%	19%	8%	**	**	**	23%	18%	17%	16%	14%	16%	**	**	**
		b	f	**	23%	51%	9%	**	**	**	46%	38%	29%	18%	15%	84%	**	**	**
		65%	35%	**	23%	51%	9%	**	**	**	46%	38%	29%	18%	15%	84%	**	**	**

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

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Base : Those with a 'Smart TV' in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 ~c	25-34 d	35-54 e	55+ f	UNDER £11.5K ~g	£11.5K- £17.5K ~h	£17.5K- £29.9K ~i	£30K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND ~p	WALES ~q	NI ~r
Significance Level: 95%																			
Unweighted total	675	352	323	97	134	292	152	56	55	95	222	212	216	121	126	448	81	77	69
Effective Weighted Sample	502	267	235	71	96	221	116	46	43	68	163	152	164	94	98	402	55	53	62
Total	537	280 52%	257 48%	75 **	105 20%	245 46%	111 21%	44 **	42 **	67 **	181 34%	185 34%	151 28%	104 19%	96 18%	461 86%	43 **	21 **	11 **
Applications that come with the TV that allow you to play games	43 8%	29 10%	14 6%	** **	11 10%	18 7%	2 2%	** **	** **	** **	14 8%	13 7%	13 9%	6 6%	12 12%	36 8%	** **	** **	** **
		b 67%		** **	f 25%		6% 6%	** **	** **	** **	32% 32%	29% 29%	30% 30%	15% 15%	27% 27%	83% 83%	** **	** **	** **
Making voice calls using the internet	15 3%	9 3%	6 2%	** **	3 3%	9 4%	1 1%	** **	** **	** **	5 3%	8 4%	2 1%	1 1%	4 4%	13 3%	** **	** **	** **
		60%	40%	** **	18% 18%	59% 59%	4% 4%	** **	** **	** **	34% 34%	54% 54%	14% 14%	8% 8%	24% 24%	89% 89%	** **	** **	** **
None of these	106 20%	55 20%	51 20%	** **	15 14%	50 20%	27 24%	** **	** **	** **	22 12%	30 16%	31 21%	25 24%	20 20%	87 19%	** **	** **	** **
		52%	48%	** **	14% 14%	47% 47%	26% 26%	** **	** **	** **	21% 21%	28% 28%	29% 29%	24% 24%	19% 19%	82% 82%	** **	** **	** **
Don't know	5 1%	4 1%	1 *%	** **	* *%	1 *%	2 2%	** **	** **	** **	- -%	2 1%	1 1%	1 1%	1 1%	4 1%	** **	** **	** **
		77%	23%	** **	3% 3%	21% 21%	41% 41%	** **	** **	** **	-% -%	34% 34%	25% 25%	15% 15%	26% 26%	79% 79%	** **	** **	** **

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 129

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QH16 (QH63). SHOWCARD Which, if any, of the uses shown on this card have you used your "Smart TV" set for in the last month? Please don't include anything you've done using an additional device to play the content, such as a games console or computer. (MULTI CODE)

Base : Those with a 'Smart TV' in the household

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	675	74	41	75	41	16	51	46	51	53	488	187	460	214	375	300
Effective Weighted Sample	502	72	39	73	40	15	49	45	49	51	408	98	339	166	277	228
Total	537	97	59	71	33	18	51	43	24	65	452	84	381	155	275	262
Watching TV you've previously recorded	307	**	**	**	**	**	**	**	**	**	250	57	213	94	164	143
57%		**	**	**	**	**	**	**	**	**	55%	67%	56%	61%	60%	54%
		**	**	**	**	**	**	**	**	**	81%	19%	69%	31%	54%	46%
Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, ITV Player, 4OD, Demand 5)	302	**	**	**	**	**	**	**	**	**	256	47	220	82	167	135
56%		**	**	**	**	**	**	**	**	**	57%	55%	58%	53%	61%	52%
		**	**	**	**	**	**	**	**	**	85%	15%	73%	27%	55%	45%
Watching other free professional TV programmes/ films or video channels online (e.g. on official YouTube channels such as Channel 4 or Jamie Oliver's Foodtube) or on other sites (e.g. on South Park Studios)	131	**	**	**	**	**	**	**	**	**	109	22	98	33	67	65
24%		**	**	**	**	**	**	**	**	**	24%	27%	26%	21%	24%	25%
		**	**	**	**	**	**	**	**	**	83%	17%	75%	25%	51%	49%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QH16 (QH63). SHOWCARD Which, if any, of the uses shown on this card have you used your "Smart TV" set for in the last month? Please don't include anything you've done using an additional device to play the content, such as a games console or computer. (MULTI CODE)

Base : Those with a 'Smart TV' in the household

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	675	74	41	75	41	16	51	46	51	53	488	187	460	214	375	300
Effective Weighted Sample	502	72	39	73	40	15	49	45	49	51	408	98	339	166	277	228
Total	537	97	59	71	33	18	51	43	24	65	452	84	381	155	275	262
		**	**	**	**	**	**	**	**	**	84%	16%	71%	29%	51%	49%
Watching purchased TV programmes/ films online or downloads, either via pay per view services (e.g. PlayStation Movies, Blinkbox) or via a 'standalone' subscription service (e.g. Amazon Prime Instant, Netflix)	129	**	**	**	**	**	**	**	**	**	107	23	97	33	70	60
	24%	**	**	**	**	**	**	**	**	**	24%	27%	25%	21%	25%	23%
		**	**	**	**	**	**	**	**	**	82%	18%	75%	25%	54%	46%
Watching short video clips (e.g. on YouTube or Dailymotion or Vimeo)	126	**	**	**	**	**	**	**	**	**	108	18	97	28	65	60
	23%	**	**	**	**	**	**	**	**	**	24%	21%	26%	18%	24%	23%
		**	**	**	**	**	**	**	**	**	86%	14%	78%	22%	52%	48%
Browse the internet - e.g. online shopping, checking emails, social networking sites	90	**	**	**	**	**	**	**	**	**	72	18	70	20	51	39
	17%	**	**	**	**	**	**	**	**	**	16%	22%	18%	13%	19%	15%
		**	**	**	**	**	**	**	**	**	80%	20%	78%	22%	57%	43%

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

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QH16 (QH63). SHOWCARD Which, if any, of the uses shown on this card have you used your "Smart TV" set for in the last month? Please don't include anything you've done using an additional device to play the content, such as a games console or computer. (MULTI CODE)

Base : Those with a 'Smart TV' in the household

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	675	74	41	75	41	16	51	46	51	53	488	187	460	214	375	300
Effective Weighted Sample	502	72	39	73	40	15	49	45	49	51	408	98	339	166	277	228
Total	537	97	59	71	33	18	51	43	24	65	452	84	381	155	275	262
		**	**	**	**	**	**	**	**	**	84%	16%	71%	29%	51%	49%
Applications that come with the TV that allow you to play games	43	**	**	**	**	**	**	**	**	**	38	6	32	11	20	24
	8%	**	**	**	**	**	**	**	**	**	8%	7%	8%	7%	7%	9%
		**	**	**	**	**	**	**	**	**	87%	13%	74%	26%	46%	54%
Making voice calls using the internet	15	**	**	**	**	**	**	**	**	**	15	1	13	2	7	8
	3%	**	**	**	**	**	**	**	**	**	3%	1%	3%	1%	2%	3%
		**	**	**	**	**	**	**	**	**	97%	3%	88%	12%	44%	56%
None of these	106	**	**	**	**	**	**	**	**	**	96	10	71	35	41	65
	20%	**	**	**	**	**	**	**	**	**	21%	12%	19%	22%	15%	25%
		**	**	**	**	**	**	**	**	**	k	n	67%	33%	39%	61%
		**	**	**	**	**	**	**	**	**	90%	10%	67%	33%	39%	61%
Don't know	5	**	**	**	**	**	**	**	**	**	5	-	1	4	3	3
	1%	**	**	**	**	**	**	**	**	**	1%	-%	*%	3%	1%	1%
		**	**	**	**	**	**	**	**	**	100%	-%	26%	74%	49%	51%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QH17 (QH46). SHOWCARD Thinking about your personal use of TV programmes and films online and on demand services that you may use on any device (e.g. smartphone, TV set, tablet or laptop) anywhere, which of the following, if any, have you personally ever used? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Unweighted total	3095	1514	1581	496	585	1108	906	417	344	443	680	762	1010	612	711	1911	388	413	383
Effective Weighted Sample	2197	1069	1128	344	422	786	652	298	253	305	509	545	736	441	510	1703	257	290	335
Total	2298	1122	1176	353	456	867	622	270	242	307	581	668	662	483	485	1943	186	111	58
		49%	51%	15%	20%	38%	27%	12%	11%	13%	25%	29%	29%	21%	21%	85%	8%	5%	3%
Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, 4OD, Demand 5, Sky On Demand)	1293	640	653	227	261	531	275	106	123	176	405	431	365	269	229	1090	115	63	24
	56%	57%	56%	64%	57%	61%	44%	39%	51%	57%	70%	65%	55%	56%	47%	56%	62%	57%	42%
		49%	51%	df	f	f	21%	8%	g	g	ghi	lmn	n	n	r	r	r	2%	
Watching other free professional TV programmes/ films or video channels online (e.g. on official YouTube channels such as Channel 4 or Jamie Oliver's Foodtube) or on other sites (e.g. on South Park Studios)	422	236	185	98	106	165	53	50	35	53	127	134	126	84	78	362	43	9	8
	18%	21%	16%	28%	23%	19%	9%	18%	14%	17%	22%	20%	19%	17%	16%	19%	23%	8%	14%
		b		ef	f	f					h				qr	qr		q	
		56%	44%	23%	25%	39%	13%	12%	8%	12%	30%	32%	30%	20%	19%	86%	10%	2%	2%

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

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QH17 (QH46). SHOWCARD Thinking about your personal use of TV programmes and films online and on demand services that you may use on any device (e.g. smartphone, TV set, tablet or laptop) anywhere, which of the following, if any, have you personally ever used? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER £11.5K g	£11.5K- £17.5K h	£17.5K- £29.9K i	£30K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	3095	1514	1581	496	585	1108	906	417	344	443	680	762	1010	612	711	1911	388	413	383
Effective Weighted Sample	2197	1069	1128	344	422	786	652	298	253	305	509	545	736	441	510	1703	257	290	335
Total	2298	1122 49%	1176 51%	353 15%	456 20%	867 38%	622 27%	270 12%	242 11%	307 13%	581 25%	668 29%	662 29%	483 21%	485 21%	1943 85%	186 8%	111 5%	58 3%
Watching TV/ films online via a 'standalone' video subscription service (e.g. Netflix or Amazon Prime Instant)	410 18%	214 19%	197 17%	93 26% ef	108 24% f	172 20% f	37 6% f	36 13%	26 11%	58 19% h	145 25% ghi	122 18%	119 18%	91 19%	79 16%	334 17%	49 26% oqr	18 17%	10 17%
Watching TV programmes/ films you have paid for on online stores to rent or keep permanently (e.g. via iTunes, Google Play, Blinkbox)	163 7%	90 8%	73 6%	35 10% f	42 9% f	68 8% f	17 3% f	13 5%	9 4%	22 7% gh	62 11% gh	56 8%	45 7%	33 7%	29 6%	129 7%	24 13% oq	5 4%	5 8%
None of these	881 38%	421 38%	461 39%	103 29% f	157 35% f	285 33% f	335 54% cde	143 53% hij	106 44% j	115 37% j	148 25% j	210 31% k	263 40% k	186 39% k	223 46% klm	750 39% p	59 32% p	42 38% p	30 52% opq
Don't know	15 1%	2 *% a	13 1% a	1 *% a	6 1% a	4 *% a	4 1% a	4 2% j	2 1% j	1 *% j	1 *% j	1 *% j	3 *% j	4 1% j	7 2% kl	9 *% kl	2 1% kl	3 2% o	1 2% o
		13%	87%	5%	43%	27%	25%	29%	14%	3%	8%	5%	19%	26%	50%	64%	12%	17%	7%

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

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QH17 (QH46). SHOWCARD Thinking about your personal use of TV programmes and films online and on demand services that you may use on any device (e.g. smartphone, TV set, tablet or laptop) anywhere, which of the following, if any, have you personally ever used? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	3095	226	227	223	204	191	217	209	197	217	2257	838	1854	1235	1587	1508
Effective Weighted Sample	2197	218	214	216	196	184	209	202	189	208	1832	389	1313	910	1085	1114
Total	2298	298	333	214	161	183	218	189	92	255	1987	311	1483	811	1108	1190
		13%	14%	9%	7%	8%	10%	8%	4%	11%	86%	14%	65%	35%	48%	52%
Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, 4OD, Demand 5, Sky On Demand)	1293	138	193	147	67	91	123	118	56	156	1121	173	886	404	682	612
	56%	46%	58%	69%	42%	50%	56%	62%	61%	61%	56%	56%	60%	50%	62%	51%
		11%	15%	11%	5%	7%	10%	9%	4%	12%	87%	13%	69%	31%	53%	47%
Watching other free professional TV programmes/ films or video channels online (e.g. on official YouTube channels such as Channel 4 or Jamie Oliver's Foodtube) or on other sites (e.g. on South Park Studios)	422	60	44	43	34	37	44	37	25	37	364	58	303	116	197	225
	18%	20%	13%	20%	21%	20%	20%	20%	27%	14%	18%	19%	20%	14%	18%	19%
		b			b		b		bi				m			
		14%	10%	10%	8%	9%	11%	9%	6%	9%	86%	14%	72%	28%	47%	53%

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

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QH17 (QH46). SHOWCARD Thinking about your personal use of TV programmes and films online and on demand services that you may use on any device (e.g. smartphone, TV set, tablet or laptop) anywhere, which of the following, if any, have you personally ever used? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	3095	226	227	223	204	191	217	209	197	217	2257	838	1854	1235	1587	1508
Effective Weighted Sample	2197	218	214	216	196	184	209	202	189	208	1832	389	1313	910	1085	1114
Total	2298	298	333	214	161	183	218	189	92	255	1987	311	1483	811	1108	1190
		13%	14%	9%	7%	8%	10%	8%	4%	11%	86%	14%	65%	35%	48%	52%
Watching TV/ films online via a 'standalone' video subscription service (e.g. Netflix or Amazon Prime Instant)	410	38	45	49	42	17	42	29	28	44	362	49	304	104	189	222
	18%	13%	14%	23%	26%	9%	19%	16%	30%	17%	18%	16%	21%	13%	17%	19%
		9%	11%	12%	10%	4%	10%	7%	7%	11%	88%	12%	74%	25%	46%	54%
Watching TV programmes/ films you have paid for on online stores to rent or keep permanently (e.g. via iTunes, Google Play, Blinkbox)	163	17	18	17	15	12	21	10	9	10	142	21	121	40	75	88
	7%	6%	5%	8%	9%	6%	10%	5%	10%	4%	7%	7%	8%	5%	7%	7%
		10%	11%	10%	9%	7%	13%	6%	6%	6%	87%	13%	74%	24%	46%	54%
None of these	881	136	132	60	74	82	84	62	31	89	757	125	512	369	379	502
	38%	46%	40%	28%	46%	45%	38%	33%	34%	35%	38%	40%	35%	45%	34%	42%
		cghi	c		cghi	cghi	c				86%	14%	58%	42%	43%	57%
		15%	15%	7%	8%	9%	10%	7%	4%	10%	86%	14%	58%	42%	43%	57%
Don't know	15	1	2	-	1	-	-	5	-	-	13	2	8	7	4	11
	1%	*%	1%	-%	1%	-%	-%	3%	-%	-%	1%	1%	1%	1%	*%	1%
		8%	14%	-%	10%	-%	-%	cefhi			87%	13%	54%	45%	24%	76%
								33%	-%	-%	87%	13%	54%	45%	24%	76%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QH18 (QH47). And which, if any, of these have you used in the last week? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3095	1514	1581	496	585	1108	906	417	344	443	680	762	1010	612	711	1911	388	413	383
Effective Weighted Sample	2197	1069	1128	344	422	786	652	298	253	305	509	545	736	441	510	1703	257	290	335
Total	2298	1122	1176	353	456	867	622	270	242	307	581	668	662	483	485	1943	186	111	58
		49%	51%	15%	20%	38%	27%	12%	11%	13%	25%	29%	29%	21%	21%	85%	8%	5%	3%
Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, 4OD, Demand 5, Sky On Demand)	881	439	442	166	183	347	185	73	81	120	279	308	240	177	156	736	87	42	17
	38%	39%	38%	47%	40%	40%	30%	27%	33%	39%	48%	46%	36%	37%	32%	38%	47%	38%	29%
		50%	50%	ef	f	f		8%	9%	g	ghi	lmn	35%	27%	20%	18%	r	oqr	r
				19%	21%	39%	21%				32%					83%	10%	5%	2%
Watching TV/ films online via a 'standalone' video subscription service (e.g. Netflix or Amazon Prime Instant)	258	128	130	67	71	98	22	27	17	36	91	79	76	55	48	222	19	10	6
	11%	11%	11%	19%	15%	11%	4%	10%	7%	12%	16%	12%	11%	11%	10%	11%	10%	9%	11%
		50%	50%	ef	ef	f		11%	7%	14%	gh	31%	29%	21%	19%	86%	8%	4%	2%
				26%	27%	38%	9%				35%								

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 131

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

QH18 (QH47). And which, if any, of these have you used in the last week? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Unweighted total	3095	1514	1581	496	585	1108	906	417	344	443	680	762	1010	612	711	1911	388	413	383
Effective Weighted Sample	2197	1069	1128	344	422	786	652	298	253	305	509	545	736	441	510	1703	257	290	335
Total	2298	1122	1176	353	456	867	622	270	242	307	581	668	662	483	485	1943	186	111	58
		49%	51%	15%	20%	38%	27%	12%	11%	13%	25%	29%	29%	21%	21%	85%	8%	5%	3%
Watching other free professional TV programmes/ films or video channels online (e.g. on official YouTube channels such as Channel 4 or Jamie Oliver's Foodtube) or on other sites (e.g. on South Park Studios)	244	134	110	64	70	93	17	33	18	31	67	72	70	48	54	216	19	5	5
	11%	12%	9%	18%	15%	11%	3%	12%	7%	10%	12%	11%	11%	10%	11%	11%	10%	4%	8%
		55%	45%	26%	29%	38%	7%	14%	7%	13%	28%	29%	29%	20%	22%	89%	8%	2%	2%
Watching TV programmes/ films you have paid for on online stores to rent or keep permanently (e.g. via iTunes, Google Play, Blinkbox)	61	36	24	13	19	23	6	6	2	8	24	16	18	14	12	47	9	2	2
	3%	3%	2%	4%	4%	3%	1%	2%	1%	3%	4%	2%	3%	3%	2%	2%	5%	2%	4%
		60%	40%	21%	31%	37%	10%	10%	3%	14%	40%	26%	30%	24%	19%	78%	15%	4%	4%
None of these	351	172	178	48	62	161	81	28	39	45	106	99	118	74	60	299	26	20	6
	15%	15%	15%	13%	14%	19%	13%	10%	16%	15%	18%	15%	18%	15%	12%	15%	14%	18%	10%
		49%	51%	14%	18%	46%	23%	8%	11%	13%	30%	28%	34%	21%	17%	85%	7%	6%	2%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QH18 (QH47). And which, if any, of these have you used in the last week? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER £11.5K g	£11.5K- £17.5K h	£17.5K- £29.9K i	£30K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	3095	1514	1581	496	585	1108	906	417	344	443	680	762	1010	612	711	1911	388	413	383
Effective Weighted Sample	2197	1069	1128	344	422	786	652	298	253	305	509	545	736	441	510	1703	257	290	335
Total	2298	1122	1176	353	456	867	622	270	242	307	581	668	662	483	485	1943	186	111	58
		49%	51%	15%	20%	38%	27%	12%	11%	13%	25%	29%	29%	21%	21%	85%	8%	5%	3%
Don't know	18	10	8	4	3	9	2	-	1	6	*	4	5	4	5	13	3	1	1
	1%	1%	1%	1%	1%	1%	*%	-%	1%	2%	*%	1%	1%	1%	1%	1%	2%	1%	1%
		56%	44%	21%	19%	48%	11%	-%	8%	35%	2%	20%	30%	24%	26%	75%	17%	6%	3%

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

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QH18 (QH47). And which, if any, of these have you used in the last week? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	3095	226	227	223	204	191	217	209	197	217	2257	838	1854	1235	1587	1508
Effective Weighted Sample	2197	218	214	216	196	184	209	202	189	208	1832	389	1313	910	1085	1114
Total	2298	298	333	214	161	183	218	189	92	255	1987	311	1483	811	1108	1190
		13%	14%	9%	7%	8%	10%	8%	4%	11%	86%	14%	65%	35%	48%	52%
Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, 4OD, Demand 5, Sky On Demand)	881	96	115	105	48	56	94	79	43	100	768	113	598	283	468	413
	38%	32%	34%	49%	30%	30%	43%	42%	47%	39%	39%	36%	40%	35%	42%	35%
		11%	13%	12%	5%	6%	11%	9%	5%	11%	87%	13%	68%	32%	53%	47%
Watching TV/ films online via a 'standalone' video subscription service (e.g. Netflix or Amazon Prime Instant)	258	28	32	37	27	7	23	21	19	29	228	30	184	72	120	138
	11%	9%	10%	17%	17%	4%	10%	11%	20%	11%	11%	10%	12%	9%	11%	12%
		e	e	abef	abe		e	e	abefgi	e			m			
		11%	12%	14%	10%	3%	9%	8%	7%	11%	88%	12%	71%	28%	46%	54%

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

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QH18 (QH47). And which, if any, of these have you used in the last week? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	3095	226	227	223	204	191	217	209	197	217	2257	838	1854	1235	1587	1508
Effective Weighted Sample	2197	218	214	216	196	184	209	202	189	208	1832	389	1313	910	1085	1114
Total	2298	298	333	214	161	183	218	189	92	255	1987	311	1483	811	1108	1190
		13%	14%	9%	7%	8%	10%	8%	4%	11%	86%	14%	65%	35%	48%	52%
Watching other free professional TV programmes/ films or video channels online (e.g. on official YouTube channels such as Channel 4 or Jamie Oliver's Foodtube) or on other sites (e.g. on South Park Studios)	244	42	15	24	20	17	29	27	16	26	217	27	174	70	104	140
	11%	14%	5%	11%	12%	9%	13%	14%	17%	10%	11%	9%	12%	9%	9%	12%
		b	b	b	b	b	b	b	bei	b			m			
		17%	6%	10%	8%	7%	12%	11%	6%	11%	89%	11%	71%	29%	43%	57%
Watching TV programmes/ films you have paid for on online stores to rent or keep permanently (e.g. via iTunes, Google Play, Blinkbox)	61	6	6	8	4	4	10	5	4	1	52	8	44	17	26	34
	3%	2%	2%	4%	2%	2%	4%	3%	4%	*%	3%	3%	3%	2%	2%	3%
				i			i	i	i							
		10%	10%	13%	6%	6%	16%	9%	6%	1%	87%	13%	72%	28%	44%	56%
None of these	351	34	76	31	14	35	17	33	11	48	307	44	248	102	178	172
	15%	12%	23%	15%	9%	19%	8%	17%	12%	19%	15%	14%	17%	13%	16%	14%
			acdfh	f		adf		df		adf			m			
		10%	22%	9%	4%	10%	5%	9%	3%	14%	88%	12%	71%	29%	51%	49%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QH18 (QH47). And which, if any, of these have you used in the last week? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3095	226	227	223	204	191	217	209	197	217	2257	838	1854	1235	1587	1508
Effective Weighted Sample	2197	218	214	216	196	184	209	202	189	208	1832	389	1313	910	1085	1114
Total	2298	298	333	214	161	183	218	189	92	255	1987	311	1483	811	1108	1190
		13%	14%	9%	7%	8%	10%	8%	4%	11%	86%	14%	65%	35%	48%	52%
Don't know	18	-	1	4	3	-	1	1	-	3	12	6	14	4	9	9
	1%	-%	*%	2%	2%	-%	*%	1%	-%	1%	1%	2%	1%	*%	1%	1%
			a	aeh							j	j				
		-%	5%	22%	20%	-%	5%	6%	-%	17%	65%	35%	78%	22%	49%	51%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 132

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QH19A (QH65A). How frequently, if at all, do you watch each of these channels - RTÉ1? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	a	b	~c	~d	e	f	~g	~h	~i	~j	~k	l	~m	n	~o	~p	~q	r	
Unweighted total	462	225	237	71	79	157	155	93	42	66	61	94	123	96	148	-	-	-	462
Effective Weighted Sample	402	197	206	64	71	135	133	80	35	59	54	83	109	83	133	-	-	-	402
Total	68	33	35	10	12	24	22	13	6	10	9	15	16	17	20	-	-	-	68
		49%	51%	**	**	36%	32%	**	**	**	**	**	24%	**	30%	-%	-%	-%	100%
Every day	5	2	3	**	**	1	3	**	**	**	**	**	2	**	1	-	-	-	5
	7%	5%	9%	**	**	5%	15%	**	**	**	**	**	10%	**	7%	-%	-%	-%	7%
						e													
		35%	65%	**	**	24%	65%	**	**	**	**	**	32%	**	28%	-%	-%	-%	100%
At least weekly	11	6	4	**	**	5	3	**	**	**	**	**	3	**	2	-	-	-	11
	16%	19%	13%	**	**	20%	13%	**	**	**	**	**	18%	**	12%	-%	-%	-%	16%
		59%	41%	**	**	44%	27%	**	**	**	**	**	27%	**	22%	-%	-%	-%	100%
At least monthly	4	2	2	**	**	1	1	**	**	**	**	**	1	**	1	-	-	-	4
	6%	6%	5%	**	**	6%	5%	**	**	**	**	**	5%	**	4%	-%	-%	-%	6%
		55%	45%	**	**	38%	28%	**	**	**	**	**	20%	**	23%	-%	-%	-%	100%
Less often than monthly	6	3	3	**	**	3	1	**	**	**	**	**	1	**	3	-	-	-	6
	9%	8%	10%	**	**	11%	6%	**	**	**	**	**	6%	**	12%	-%	-%	-%	9%
		44%	56%	**	**	44%	23%	**	**	**	**	**	17%	**	41%	-%	-%	-%	100%
EVER WATCH	26	13	13	**	**	10	9	**	**	**	**	**	6	**	7	-	-	-	26
	38%	39%	37%	**	**	42%	40%	**	**	**	**	**	38%	**	35%	-%	-%	-%	38%
		50%	50%	**	**	39%	34%	**	**	**	**	**	24%	**	28%	-%	-%	-%	100%
Never	42	20	22	**	**	14	13	**	**	**	**	**	10	**	13	-	-	-	42
	61%	61%	62%	**	**	58%	59%	**	**	**	**	**	60%	**	63%	-%	-%	-%	61%
		48%	52%	**	**	34%	31%	**	**	**	**	**	23%	**	31%	-%	-%	-%	100%
Don't know	1	*	1	**	**	-	*	**	**	**	**	**	*	**	*	-	-	-	1
	1%	1%	2%	**	**	-%	1%	**	**	**	**	**	2%	**	2%	-%	-%	-%	1%
		30%	70%	**	**	-%	28%	**	**	**	**	**	42%	**	42%	-%	-%	-%	100%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QH19A (QH65A). How frequently, if at all, do you watch each of these channels - RTÉ1? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household

	Total	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON ~a	SOUTH EAST ~b	SOUTH WEST ~c	EAST MIDS ~d	WEST MIDS ~e	EAST OF ENG ~f	YORKS& HUMBER ~g	NORTH EAST ~h	NORTH WEST ~i	URBAN j	RURAL k	YES l	NO m	LOW n	MEDIUM/ HIGH o	
Significance Level: 95%																	
Unweighted total	462	-	-	-	-	-	-	-	-	-	230	232	254	206	228	234	
Effective Weighted Sample	402	-	-	-	-	-	-	-	-	-	213	222	221	180	200	206	
Total	68	-	-	-	-	-	-	-	-	-	43	25	38	30	31	38	
		-%	-%	-%	-%	-%	-%	-%	-%	-%	63%	37%	56%	44%	45%	55%	
Every day	5	-	-	-	-	-	-	-	-	-	1	4	2	3	1	4	
	7%	-%	-%	-%	-%	-%	-%	-%	-%	-%	3%	15%	6%	9%	5%	10%	
		-%	-%	-%	-%	-%	-%	-%	-%	-%	25%	75%	44%	53%	29%	71%	
At least weekly	11	-	-	-	-	-	-	-	-	-	6	5	7	4	4	6	
	16%	-%	-%	-%	-%	-%	-%	-%	-%	-%	13%	21%	18%	13%	14%	17%	
		-%	-%	-%	-%	-%	-%	-%	-%	-%	52%	48%	64%	36%	40%	60%	
At least monthly	4	-	-	-	-	-	-	-	-	-	3	1	3	1	1	2	
	6%	-%	-%	-%	-%	-%	-%	-%	-%	-%	6%	4%	7%	3%	4%	6%	
		-%	-%	-%	-%	-%	-%	-%	-%	-%	73%	27%	74%	26%	36%	64%	
Less often than monthly	6	-	-	-	-	-	-	-	-	-	5	1	3	2	2	4	
	9%	-%	-%	-%	-%	-%	-%	-%	-%	-%	11%	5%	9%	8%	7%	10%	
		-%	-%	-%	-%	-%	-%	-%	-%	-%	k	23%	57%	39%	36%	64%	
EVER WATCH	26	-	-	-	-	-	-	-	-	-	14	11	15	10	9	16	
	38%	-%	-%	-%	-%	-%	-%	-%	-%	-%	33%	45%	40%	33%	30%	43%	
		-%	-%	-%	-%	-%	-%	-%	-%	-%	56%	44%	60%	38%	36%	64%	
Never	42	-	-	-	-	-	-	-	-	-	28	14	23	19	21	21	
	61%	-%	-%	-%	-%	-%	-%	-%	-%	-%	65%	54%	59%	65%	68%	55%	
		-%	-%	-%	-%	-%	-%	-%	-%	-%	k	33%	54%	46%	50%	50%	
Don't know	1	-	-	-	-	-	-	-	-	-	1	*	*	1	*	*	
	1%	-%	-%	-%	-%	-%	-%	-%	-%	-%	2%	*%	1%	2%	1%	1%	
		-%	-%	-%	-%	-%	-%	-%	-%	-%	89%	11%	30%	70%	42%	58%	

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 133

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

QH19B (QH65B). How frequently, if at all, do you watch each of these channels - RTÉ2? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	f	~g	~h	~i	~j	~k	l	~m	n	~o	~p	~q	r
Unweighted total	462	225	237	71	79	157	155	93	42	66	61	94	123	96	148	-	-	-	462
Effective Weighted Sample	402	197	206	64	71	135	133	80	35	59	54	83	109	83	133	-	-	-	402
Total	68	33	35	10	12	24	22	13	6	10	9	15	16	17	20	-	-	-	68
		49%	51%	**	**	36%	32%	**	**	**	**	**	24%	**	30%	-%	-%	-%	100%
Every day	4	1	3	**	**	1	2	**	**	**	**	**	1	**	1	-	-	-	4
	5%	4%	7%	**	**	4%	11%	**	**	**	**	**	6%	**	4%	-%	-%	-%	5%
							e												
				**	**	28%	63%	**	**	**	**	**	27%	**	24%	-%	-%	-%	100%
At least weekly	10	6	4	**	**	4	3	**	**	**	**	**	3	**	3	-	-	-	10
	15%	19%	12%	**	**	17%	15%	**	**	**	**	**	18%	**	14%	-%	-%	-%	15%
		60%	40%	**	**	40%	30%	**	**	**	**	**	29%	**	27%	-%	-%	-%	100%
At least monthly	5	3	2	**	**	2	2	**	**	**	**	**	1	**	1	-	-	-	5
	7%	8%	6%	**	**	7%	8%	**	**	**	**	**	4%	**	5%	-%	-%	-%	7%
		56%	44%	**	**	37%	37%	**	**	**	**	**	16%	**	23%	-%	-%	-%	100%
Less often than monthly	6	3	4	**	**	3	1	**	**	**	**	**	1	**	2	-	-	-	6
	9%	8%	10%	**	**	11%	7%	**	**	**	**	**	8%	**	11%	-%	-%	-%	9%
		43%	57%	**	**	45%	24%	**	**	**	**	**	20%	**	37%	-%	-%	-%	100%
EVER WATCH	25	13	12	**	**	10	9	**	**	**	**	**	6	**	7	-	-	-	25
	37%	38%	35%	**	**	40%	40%	**	**	**	**	**	36%	**	35%	-%	-%	-%	37%
		51%	49%	**	**	39%	35%	**	**	**	**	**	24%	**	28%	-%	-%	-%	100%
Never	42	20	22	**	**	15	13	**	**	**	**	**	10	**	13	-	-	-	42
	62%	61%	63%	**	**	60%	59%	**	**	**	**	**	61%	**	63%	-%	-%	-%	62%
		48%	52%	**	**	35%	30%	**	**	**	**	**	24%	**	30%	-%	-%	-%	100%
Don't know	1	*	1	**	**	*	*	**	**	**	**	**	*	**	*	-	-	-	1
	2%	1%	2%	**	**	*%	1%	**	**	**	**	**	3%	**	2%	-%	-%	-%	2%
		23%	77%	**	**	9%	21%	**	**	**	**	**	41%	**	47%	-%	-%	-%	100%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 133

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

QH19B (QH65B). How frequently, if at all, do you watch each of these channels - RTÉ2? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household

	Total	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON ~a	SOUTH EAST ~b	SOUTH WEST ~c	EAST MIDS ~d	WEST MIDS ~e	EAST OF ENG ~f	YORKS& HUMBER ~g	NORTH EAST ~h	NORTH WEST ~i	URBAN j	RURAL k	YES l	NO m	LOW n	MEDIUM/ HIGH o	
Significance Level: 95%																	
Unweighted total	462	-	-	-	-	-	-	-	-	-	230	232	254	206	228	234	
Effective Weighted Sample	402	-	-	-	-	-	-	-	-	-	213	222	221	180	200	206	
Total	68	-	-	-	-	-	-	-	-	-	43	25	38	30	31	38	
		-%	-%	-%	-%	-%	-%	-%	-%	-%	63%	37%	56%	44%	45%	55%	
Every day	4	-	-	-	-	-	-	-	-	-	1	3	2	2	1	3	
	5%	-%	-%	-%	-%	-%	-%	-%	-%	-%	3%	11%	5%	6%	4%	7%	
		-%	-%	-%	-%	-%	-%	-%	-%	-%	29%	71%	47%	50%	33%	67%	
At least weekly	10	-	-	-	-	-	-	-	-	-	5	5	7	4	4	6	
	15%	-%	-%	-%	-%	-%	-%	-%	-%	-%	12%	20%	17%	13%	13%	17%	
		-%	-%	-%	-%	-%	-%	-%	-%	-%	51%	49%	62%	38%	39%	61%	
At least monthly	5	-	-	-	-	-	-	-	-	-	3	1	3	2	2	3	
	7%	-%	-%	-%	-%	-%	-%	-%	-%	-%	7%	5%	8%	5%	5%	8%	
		-%	-%	-%	-%	-%	-%	-%	-%	-%	70%	30%	67%	33%	35%	65%	
Less often than monthly	6	-	-	-	-	-	-	-	-	-	4	2	4	2	2	4	
	9%	-%	-%	-%	-%	-%	-%	-%	-%	-%	10%	7%	9%	8%	7%	11%	
		-%	-%	-%	-%	-%	-%	-%	-%	-%	71%	29%	57%	39%	36%	64%	
EVER WATCH	25	-	-	-	-	-	-	-	-	-	14	11	15	10	9	16	
	37%	-%	-%	-%	-%	-%	-%	-%	-%	-%	33%	44%	39%	33%	30%	42%	
		-%	-%	-%	-%	-%	-%	-%	-%	-%	56%	44%	59%	39%	37%	63%	
Never	42	-	-	-	-	-	-	-	-	-	28	14	23	19	21	21	
	62%	-%	-%	-%	-%	-%	-%	-%	-%	-%	65%	56%	60%	65%	69%	56%	
		-%	-%	-%	-%	-%	-%	-%	-%	-%	67%	33%	54%	46%	50%	50%	
Don't know	1	-	-	-	-	-	-	-	-	-	1	*	*	1	*	1	
	2%	-%	-%	-%	-%	-%	-%	-%	-%	-%	2%	1%	1%	2%	1%	2%	
		-%	-%	-%	-%	-%	-%	-%	-%	-%	82%	18%	47%	53%	32%	68%	

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 134

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

QH19C (QH65C). How frequently, if at all, do you watch each of these channels - TV3? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	f	~g	~h	~i	~j	~k	l	~m	n	~o	~p	~q	r
Unweighted total	462	225	237	71	79	157	155	93	42	66	61	94	123	96	148	-	-	-	462
Effective Weighted Sample	402	197	206	64	71	135	133	80	35	59	54	83	109	83	133	-	-	-	402
Total	68	33	35	10	12	24	22	13	6	10	9	15	16	17	20	-	-	-	68
		49%	51%	**	**	36%	32%	**	**	**	**	**	24%	**	30%	-%	-%	-%	100%
Every day	3	1	2	**	**	1	2	**	**	**	**	**	1	**	1	-	-	-	3
	5%	3%	6%	**	**	4%	7%	**	**	**	**	**	6%	**	4%	-%	-%	-%	5%
		33%	67%	**	**	34%	49%	**	**	**	**	**	31%	**	29%	-%	-%	-%	100%
At least weekly	8	5	3	**	**	3	2	**	**	**	**	**	2	**	2	-	-	-	8
	11%	15%	8%	**	**	10%	11%	**	**	**	**	**	15%	**	9%	-%	-%	-%	11%
		b		**	**	33%	32%	**	**	**	**	**	32%	**	24%	-%	-%	-%	100%
At least monthly	4	2	2	**	**	2	1	**	**	**	**	**	1	**	1	-	-	-	4
	6%	6%	6%	**	**	7%	6%	**	**	**	**	**	4%	**	4%	-%	-%	-%	6%
		52%	48%	**	**	42%	32%	**	**	**	**	**	18%	**	22%	-%	-%	-%	100%
Less often than monthly	6	2	4	**	**	3	1	**	**	**	**	**	1	**	2	-	-	-	6
	8%	6%	10%	**	**	12%	5%	**	**	**	**	**	7%	**	11%	-%	-%	-%	8%
		f		**	**	50%	18%	**	**	**	**	**	20%	**	41%	-%	-%	-%	100%
EVER WATCH	20	10	10	**	**	8	6	**	**	**	**	**	5	**	6	-	-	-	20
	30%	30%	29%	**	**	33%	28%	**	**	**	**	**	32%	**	29%	-%	-%	-%	30%
		50%	50%	**	**	40%	30%	**	**	**	**	**	26%	**	29%	-%	-%	-%	100%
Never	46	23	24	**	**	16	15	**	**	**	**	**	11	**	14	-	-	-	46
	67%	67%	67%	**	**	66%	68%	**	**	**	**	**	65%	**	66%	-%	-%	-%	67%
		49%	51%	**	**	35%	32%	**	**	**	**	**	23%	**	29%	-%	-%	-%	100%
Don't know	2	1	1	**	**	*	1	**	**	**	**	**	1	**	1	-	-	-	2
	3%	2%	3%	**	**	1%	3%	**	**	**	**	**	4%	**	5%	-%	-%	-%	3%
		41%	59%	**	**	13%	39%	**	**	**	**	**	31%	**	51%	-%	-%	-%	100%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 134

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

QH19C (QH65C). How frequently, if at all, do you watch each of these channels - TV3? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household

	Total	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON ~a	SOUTH EAST ~b	SOUTH WEST ~c	EAST MIDS ~d	WEST MIDS ~e	EAST OF ENG ~f	YORKS& HUMBER ~g	NORTH EAST ~h	NORTH WEST ~i	URBAN j	RURAL k	YES l	NO m	LOW n	MEDIUM/ HIGH o	
Significance Level: 95%																	
Unweighted total	462	-	-	-	-	-	-	-	-	-	230	232	254	206	228	234	
Effective Weighted Sample	402	-	-	-	-	-	-	-	-	-	213	222	221	180	200	206	
Total	68	-	-	-	-	-	-	-	-	-	43	25	38	30	31	38	
		-%	-%	-%	-%	-%	-%	-%	-%	-%	63%	37%	56%	44%	45%	55%	
Every day	3	-	-	-	-	-	-	-	-	-	1	2	2	1	1	2	
	5%	-%	-%	-%	-%	-%	-%	-%	-%	-%	2%	8%	5%	4%	3%	6%	
		-%	-%	-%	-%	-%	-%	-%	-%	-%	34%	66%	61%	35%	31%	69%	
At least weekly	8	-	-	-	-	-	-	-	-	-	4	4	5	3	4	4	
	11%	-%	-%	-%	-%	-%	-%	-%	-%	-%	9%	15%	12%	10%	11%	11%	
		-%	-%	-%	-%	-%	-%	-%	-%	-%	51%	49%	61%	39%	46%	54%	
At least monthly	4	-	-	-	-	-	-	-	-	-	2	2	3	1	2	2	
	6%	-%	-%	-%	-%	-%	-%	-%	-%	-%	5%	7%	8%	3%	6%	6%	
		-%	-%	-%	-%	-%	-%	-%	-%	-%	56%	44%	76%	24%	43%	57%	
Less often than monthly	6	-	-	-	-	-	-	-	-	-	3	2	3	2	2	4	
	8%	-%	-%	-%	-%	-%	-%	-%	-%	-%	8%	9%	9%	7%	6%	10%	
		-%	-%	-%	-%	-%	-%	-%	-%	-%	59%	41%	58%	38%	33%	67%	
EVER WATCH	20	-	-	-	-	-	-	-	-	-	11	10	13	7	8	12	
	30%	-%	-%	-%	-%	-%	-%	-%	-%	-%	24%	39%	34%	24%	26%	33%	
		-%	-%	-%	-%	-%	-%	-%	-%	-%	52%	48%	63%	35%	39%	61%	
Never	46	-	-	-	-	-	-	-	-	-	31	15	25	21	22	24	
	67%	-%	-%	-%	-%	-%	-%	-%	-%	-%	71%	60%	65%	72%	73%	63%	
		-%	-%	-%	-%	-%	-%	-%	-%	-%	67%	33%	54%	46%	48%	52%	
Don't know	2	-	-	-	-	-	-	-	-	-	2	*	1	1	*	2	
	3%	-%	-%	-%	-%	-%	-%	-%	-%	-%	4%	3%	2%	4%	1%	4%	
		-%	-%	-%	-%	-%	-%	-%	-%	-%	95%	5%	34%	66%	18%	82%	

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 135

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

QH19D (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 £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	f	~g	~h	~i	~j	~k	l	~m	n	~o	~p	~q	r
Unweighted total	462	225	237	71	79	157	155	93	42	66	61	94	123	96	148	-	-	-	462
Effective Weighted Sample	402	197	206	64	71	135	133	80	35	59	54	83	109	83	133	-	-	-	402
Total	68	33	35	10	12	24	22	13	6	10	9	15	16	17	20	-	-	-	68
		49%	51%	**	**	36%	32%	**	**	**	**	**	24%	**	30%	-%	-%	-%	100%
Every day	2	1	2	**	**	1	1	**	**	**	**	**	1	**	1	-	-	-	2
	3%	2%	4%	**	**	2%	5%	**	**	**	**	**	5%	**	3%	-%	-%	-%	3%
		28%	72%	**	**	29%	55%	**	**	**	**	**	36%	**	26%	-%	-%	-%	100%
At least weekly	8	5	2	**	**	3	2	**	**	**	**	**	3	**	2	-	-	-	8
	12%	16%	7%	**	**	12%	11%	**	**	**	**	**	15%	**	9%	-%	-%	-%	12%
		b		**	**	36%	31%	**	**	**	**	**	32%	**	24%	-%	-%	-%	100%
At least monthly	4	2	2	**	**	2	2	**	**	**	**	**	1	**	1	-	-	-	4
	6%	7%	5%	**	**	6%	7%	**	**	**	**	**	5%	**	4%	-%	-%	-%	6%
		54%	46%	**	**	38%	37%	**	**	**	**	**	18%	**	19%	-%	-%	-%	100%
Less often than monthly	6	2	4	**	**	3	1	**	**	**	**	**	1	**	2	-	-	-	6
	8%	5%	11%	**	**	10%	5%	**	**	**	**	**	7%	**	12%	-%	-%	-%	8%
		a		**	**	46%	21%	**	**	**	**	**	22%	**	45%	-%	-%	-%	100%
EVER WATCH	20	10	10	**	**	8	6	**	**	**	**	**	5	**	6	-	-	-	20
	29%	30%	27%	**	**	31%	29%	**	**	**	**	**	32%	**	28%	-%	-%	-%	29%
		51%	49%	**	**	39%	32%	**	**	**	**	**	27%	**	29%	-%	-%	-%	100%
Never	47	23	24	**	**	17	15	**	**	**	**	**	11	**	14	-	-	-	47
	68%	68%	69%	**	**	68%	68%	**	**	**	**	**	64%	**	67%	-%	-%	-%	68%
		48%	52%	**	**	35%	32%	**	**	**	**	**	22%	**	29%	-%	-%	-%	100%
Don't know	2	1	1	**	**	*	1	**	**	**	**	**	1	**	1	-	-	-	2
	3%	2%	3%	**	**	1%	3%	**	**	**	**	**	4%	**	5%	-%	-%	-%	3%
		39%	61%	**	**	17%	37%	**	**	**	**	**	34%	**	49%	-%	-%	-%	100%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 135

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

QH19D (QH65D). How frequently, if at all, do you watch each of these channels - TG4? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household

	Total	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON ~a	SOUTH EAST ~b	SOUTH WEST ~c	EAST MIDS ~d	WEST MIDS ~e	EAST OF ENG ~f	YORKS& HUMBER ~g	NORTH EAST ~h	NORTH WEST ~i	URBAN j	RURAL k	YES l	NO m	LOW n	MEDIUM/ HIGH o	
Significance Level: 95%																	
Unweighted total	462	-	-	-	-	-	-	-	-	-	230	232	254	206	228	234	
Effective Weighted Sample	402	-	-	-	-	-	-	-	-	-	213	222	221	180	200	206	
Total	68	-	-	-	-	-	-	-	-	-	43	25	38	30	31	38	
		-%	-%	-%	-%	-%	-%	-%	-%	-%	63%	37%	56%	44%	45%	55%	
Every day	2	-	-	-	-	-	-	-	-	-	1	1	1	1	1	1	
	3%	-%	-%	-%	-%	-%	-%	-%	-%	-%	2%	5%	3%	3%	3%	3%	
		-%	-%	-%	-%	-%	-%	-%	-%	-%	42%	58%	60%	40%	44%	56%	
At least weekly	8	-	-	-	-	-	-	-	-	-	4	4	5	3	3	5	
	12%	-%	-%	-%	-%	-%	-%	-%	-%	-%	9%	17%	13%	10%	11%	12%	
		-%	-%	-%	-%	-%	-%	-%	-%	-%	47%	53%	61%	37%	41%	59%	
At least monthly	4	-	-	-	-	-	-	-	-	-	2	2	3	1	1	3	
	6%	-%	-%	-%	-%	-%	-%	-%	-%	-%	5%	7%	7%	4%	5%	7%	
		-%	-%	-%	-%	-%	-%	-%	-%	-%	58%	42%	70%	30%	35%	65%	
Less often than monthly	6	-	-	-	-	-	-	-	-	-	3	2	3	2	2	4	
	8%	-%	-%	-%	-%	-%	-%	-%	-%	-%	7%	9%	9%	7%	6%	10%	
		-%	-%	-%	-%	-%	-%	-%	-%	-%	57%	43%	59%	37%	34%	66%	
EVER WATCH	20	-	-	-	-	-	-	-	-	-	10	10	12	7	7	12	
	29%	-%	-%	-%	-%	-%	-%	-%	-%	-%	23%	38%	32%	23%	24%	32%	
		-%	-%	-%	-%	-%	-%	-%	-%	-%	51%	49%	62%	36%	38%	62%	
Never	47	-	-	-	-	-	-	-	-	-	31	15	25	22	23	24	
	68%	-%	-%	-%	-%	-%	-%	-%	-%	-%	73%	61%	66%	72%	74%	64%	
		-%	-%	-%	-%	-%	-%	-%	-%	-%	67%	33%	54%	46%	49%	51%	
Don't know	2	-	-	-	-	-	-	-	-	-	2	*	1	1	*	2	
	3%	-%	-%	-%	-%	-%	-%	-%	-%	-%	4%	1%	2%	4%	1%	4%	
		-%	-%	-%	-%	-%	-%	-%	-%	-%	4%	1%	2%	4%	1%	4%	
		-%	-%	-%	-%	-%	-%	-%	-%	-%	91%	9%	38%	62%	17%	83%	

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 136

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

QCHECK. Can I just check that you have the following services? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Landline phone	2259	1103	1155	263	334	798	863	282	224	287	562	675	614	490	479	1896	191	109	62
	84%	85%	84%	72%	71%	87%	93%	68%	77%	88%	94%	95%	85%	84%	72%	85%	82%	83%	84%
		49%	51%	12%	15%	35%	38%	12%	10%	13%	25%	30%	27%	22%	21%	84%	8%	5%	3%
Mobile phone	2475	1199	1277	358	460	900	758	344	265	310	589	683	683	531	578	2079	211	119	67
	93%	92%	93%	98%	98%	98%	82%	83%	92%	95%	99%	96%	95%	91%	87%	93%	91%	90%	91%
		48%	52%	14%	19%	36%	31%	14%	11%	13%	24%	28%	28%	21%	23%	84%	9%	5%	3%
Fixed broadband internet access	2074	1030	1044	303	375	785	611	199	205	284	567	645	601	438	391	1756	165	101	51
	78%	79%	76%	83%	80%	86%	66%	48%	71%	87%	95%	91%	83%	75%	59%	79%	71%	77%	69%
		50%	50%	15%	18%	38%	29%	10%	10%	14%	27%	31%	29%	21%	19%	85%	8%	5%	2%
Mobile broadband internet access	169	87	81	22	44	75	29	18	13	17	54	58	43	38	30	143	15	5	6
	6%	7%	6%	6%	9%	8%	3%	4%	4%	5%	9%	8%	6%	7%	5%	6%	6%	4%	8%
		52%	48%	13%	26%	44%	17%	11%	8%	10%	32%	34%	25%	23%	18%	85%	9%	3%	4%
Narrowband internet access	17	8	8	2	4	8	2	1	*	2	*	4	5	4	4	13	1	-	2
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%
		49%	51%	13%	22%	51%	14%	5%	1%	12%	2%	24%	29%	24%	23%	81%	9%	1%	10%
TV service with additional channels you pay to receive	1593	808	785	237	273	621	461	178	160	205	404	452	430	371	340	1318	136	90	49
	60%	62%	57%	65%	58%	68%	50%	43%	55%	63%	68%	63%	60%	64%	51%	59%	58%	68%	66%
		51%	49%	15%	17%	39%	29%	11%	10%	13%	25%	28%	27%	23%	21%	83%	9%	6%	3%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QCHECK. Can I just check that you have the following services? (MULTI CODE)

Base : All respondents

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
No, none of these	14	12	2	-	2	2	10	8	*	-	-	2	-	2	10	11	2	1	*
	1%	1%	*%	-%	*%	*%	1%	2%	*%	-%	-%	*%	-%	*%	2%	*%	1%	1%	*%
		b				e		hij						klm					
		86%	14%	-%	15%	16%	69%	56%	3%	-%	-%	11%	-%	15%	74%	77%	17%	5%	1%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QCHECK. Can I just check that you have the following services? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
Landline phone	2259	279	342	206	156	172	232	167	90	251	1929	329	1327	927	1154	1104
	84%	85%	92%	88%	83%	75%	93%	74%	79%	84%	84%	90%	86%	83%	92%	78%
		eg	adeghi	egh	eg	adeghi	eg	adeghi	eg	j	o					
		12%	15%	9%	7%	8%	10%	7%	4%	11%	85%	15%	59%	41%	51%	49%
Mobile phone	2475	311	349	223	176	216	230	199	106	267	2134	341	1524	948	1167	1309
	93%	95%	94%	96%	93%	93%	93%	89%	94%	90%	92%	93%	98%	85%	93%	92%
		gi	g	gi									m			
		13%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	62%	38%	47%	53%
Fixed broadband internet access	2074	254	331	201	144	157	208	151	82	228	1781	293	1335	735	1046	1028
	78%	78%	89%	86%	76%	68%	84%	67%	73%	76%	77%	80%	86%	66%	83%	73%
		eg	adeghi	adeghi	g	deg	deg	deg	eg	eg	eg	eg	m	o	o	o
		12%	16%	10%	7%	8%	10%	7%	4%	11%	86%	14%	64%	35%	50%	50%
Mobile broadband internet access	169	22	27	18	8	12	18	20	5	13	147	22	127	42	89	80
	6%	7%	7%	8%	4%	5%	7%	9%	5%	4%	6%	6%	8%	4%	7%	6%
								d					m			
		13%	16%	10%	5%	7%	11%	12%	3%	8%	87%	13%	75%	25%	53%	47%
Narrowband internet access	17	10	1	1	-	-	-	1	1	-	14	2	13	3	1	16
	1%	3%	*%	*%	-%	-%	-%	*%	1%	-%	1%	1%	1%	*%	*%	1%
		bcdefgi													n	n
		58%	8%	4%	-%	-%	-%	5%	5%	-%	86%	14%	81%	19%	6%	94%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QCHECK. Can I just check that you have the following services? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
TV service with additional channels you pay to receive	1593	181	216	134	115	141	174	121	68	169	1388	205	1022	567	788	805
	60%	55%	58%	57%	61%	61%	70%	54%	60%	57%	60%	56%	66%	51%	63%	57%
		11%	14%	8%	7%	9%	11%	8%	4%	11%	87%	13%	64%	36%	49%	51%
No, none of these	14	3	-	-	1	-	-	2	1	5	13	*	1	12	4	10
	1%	1%	-%	-%	*%	-%	-%	1%	1%	2%	1%	*%	*%	1%	*%	1%
		22%	-%	-%	5%	-%	-%	11%	6%	33%	97%	3%	11%	89%	29%	71%

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

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QDM. And which, if any, of these services are you primarily or jointly responsible for - in terms of deciding which supplier or network to use? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Landline phone	1937	960	977	101	293	728	816	261	207	267	497	581	534	420	403	1614	173	98	52
		72%	74%	28%	63%	80%	88%	63%	72%	82%	84%	82%	74%	72%	61%	72%	74%	75%	70%
					c	cd	cde		g	gh	gh	lmn	n	n					
		50%	50%	5%	15%	38%	42%	13%	11%	14%	26%	30%	28%	22%	21%	83%	9%	5%	3%
Mobile phone	2226	1097	1129	281	430	815	700	312	250	287	534	621	617	472	516	1873	185	108	59
		83%	84%	77%	92%	89%	76%	76%	86%	88%	90%	87%	86%	81%	78%	84%	79%	82%	80%
					cf	cf			g	g	g	mn	mn						
		49%	51%	13%	19%	37%	31%	14%	11%	13%	24%	28%	28%	21%	23%	84%	8%	5%	3%
Fixed broadband internet access	1732	871	862	120	329	712	572	175	185	263	496	549	509	365	309	1457	147	89	40
		65%	67%	33%	70%	78%	62%	42%	64%	81%	83%	77%	71%	63%	47%	65%	63%	67%	54%
					cf	cdf	c		g	gh	gh	lmn	mn	n		r	r	r	
		50%	50%	7%	19%	41%	33%	10%	11%	15%	29%	32%	29%	21%	18%	84%	8%	5%	2%
Mobile broadband internet access	127	66	61	11	37	57	21	16	13	13	44	43	34	29	21	108	11	3	5
		5%	5%	3%	8%	6%	2%	4%	4%	4%	7%	6%	5%	5%	3%	5%	5%	2%	7%
					cf	cf					g	n				q		q	
		52%	48%	9%	29%	45%	17%	13%	10%	11%	34%	34%	27%	23%	16%	85%	9%	2%	4%
Narrowband internet access	11	5	7	1	4	6	1	1	-	*	-	4	2	3	2	10	*	-	2
		5%	7%	1%	1%	1%	1%	1%	0%	100%	0%	1%	100%	1%	100%	100%	100%	0%	100%
																			opq
		43%	57%	5%	31%	53%	11%	4%	0%	3%	0%	34%	19%	27%	19%	83%	2%	0%	15%
TV service with additional channels you pay to receive	1269	646	623	87	234	538	408	153	136	180	342	368	345	301	255	1040	114	77	39
		47%	50%	24%	50%	59%	44%	37%	47%	55%	58%	52%	48%	52%	39%	46%	49%	58%	53%
					cf	cdf	c		g	gh	gh	n	n	n				op	o
		51%	49%	7%	18%	42%	32%	12%	11%	14%	27%	29%	27%	24%	20%	82%	9%	6%	3%

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

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QDM. And which, if any, of these services are you primarily or jointly responsible for - in terms of deciding which supplier or network to use? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
None of these	189	78	111	64	24	50	51	25	10	14	40	52	42	43	52	162	15	6	6
	7%	6%	8%	18%	5%	5%	6%	6%	3%	4%	7%	7%	6%	7%	8%	7%	6%	5%	8%
		41%	59%	34%	13%	26%	27%	13%	5%	7%	21%	28%	22%	23%	27%	86%	8%	3%	3%

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

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QDM. And which, if any, of these services are you primarily or jointly responsible for - in terms of deciding which supplier or network to use? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
Landline phone	1937	228	305	177	136	139	207	144	79	199	1649	288	1150	785	1001	936
	72%	70%	82%	76%	72%	60%	83%	64%	70%	67%	71%	79%	74%	70%	80%	66%
		e	adeghi	egi	e	acdeghi	e	e	e	j	m	o				
		12%	16%	9%	7%	7%	11%	7%	4%	10%	85%	15%	59%	41%	52%	48%
Mobile phone	2226	255	324	211	152	189	217	186	102	238	1918	308	1391	831	1059	1166
	83%	78%	87%	90%	80%	82%	87%	83%	90%	80%	83%	84%	90%	74%	84%	82%
			adi	adegi			adi		adegi				m			
		11%	15%	9%	7%	8%	10%	8%	5%	11%	86%	14%	63%	37%	48%	52%
Fixed broadband internet access	1732	205	287	166	118	126	182	126	71	178	1479	254	1149	582	896	836
	65%	63%	77%	71%	62%	54%	73%	56%	62%	60%	64%	69%	74%	52%	71%	59%
			adeghi	adeghi			adeghi		j			m			o	
		12%	17%	10%	7%	7%	10%	7%	4%	10%	85%	15%	66%	34%	52%	48%
Mobile broadband internet access	127	14	22	12	8	8	14	18	4	8	109	18	97	30	69	58
	5%	4%	6%	5%	4%	3%	6%	8%	3%	3%	5%	5%	6%	3%	5%	4%
								ehi					m			
		11%	18%	9%	6%	6%	11%	14%	3%	6%	86%	14%	76%	24%	54%	46%
Narrowband internet access	11	8	-	1	-	-	-	-	*	-	11	1	10	2	1	11
	*%	3%	-%	*%	-%	-%	-%	-%	*%	-%	*%	*%	1%	*%	*%	1%
		bcdefghi											m		n	
		73%	-%	6%	-%	-%	-%	-%	4%	-%	94%	6%	87%	13%	8%	92%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 137

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

QDM. And which, if any, of these services are you primarily or jointly responsible for - in terms of deciding which supplier or network to use? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
TV service with additional channels you pay to receive	1269	126	185	99	91	106	153	99	54	126	1099	170	837	430	654	615
	47%	39%	50%	42%	48%	46%	61%	44%	48%	42%	48%	46%	54%	38%	52%	43%
		a	a	a	a	abcdeghi	a	a	a	a	a	a	m	m	o	o
		10%	15%	8%	7%	8%	12%	8%	4%	10%	87%	13%	66%	34%	52%	48%
None of these	189	37	20	11	15	18	6	16	5	34	162	27	83	106	89	100
	7%	11%	5%	5%	8%	8%	2%	7%	4%	11%	7%	7%	5%	10%	7%	7%
		bcfh	bcfh	bcfh	f	f	f	f	f	bcfh	bcfh	bcfh	bcfh	bcfh	bcfh	bcfh
		19%	10%	6%	8%	10%	3%	9%	3%	18%	86%	14%	44%	56%	47%	53%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 138

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QG1. Do you receive more than one of these services as part of an overall deal or package from the same supplier? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Yes	1696	829	868	193	307	664	532	159	169	239	489	539	477	370	310	1421	142	88	45
	63%	64%	63%	53%	66%	73%	57%	39%	58%	73%	82%	76%	66%	64%	47%	64%	61%	67%	61%
		49%	51%	11%	18%	39%	31%	9%	10%	14%	29%	32%	28%	22%	18%	84%	8%	5%	3%
No	904	436	469	132	157	234	381	250	112	83	94	153	227	191	333	752	86	41	25
	34%	33%	34%	36%	34%	26%	41%	61%	39%	26%	16%	21%	32%	33%	50%	34%	37%	31%	34%
		48%	52%	15%	17%	26%	42%	28%	12%	9%	10%	17%	25%	21%	37%	83%	10%	4%	3%
Don't know	74	36	38	41	3	17	14	4	8	3	12	20	16	19	20	63	5	3	3
	3%	3%	3%	11%	1%	2%	1%	1%	3%	1%	2%	3%	2%	3%	3%	3%	2%	2%	4%
		49%	51%	55%	4%	23%	18%	5%	11%	4%	17%	27%	21%	25%	27%	85%	7%	4%	4%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 138

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QG1. Do you receive more than one of these services as part of an overall deal or package from the same supplier? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
Yes	1696	149	263	175	114	138	197	125	73	187	1453	244	1108	585	918	779
	63%	45%	71%	75%	60%	60%	79%	56%	65%	63%	63%	67%	71%	52%	73%	55%
		9%	15%	10%	7%	8%	12%	7%	4%	11%	86%	14%	65%	34%	54%	46%
No	904	172	100	50	70	83	50	92	38	98	791	113	408	494	309	596
	34%	53%	27%	21%	37%	36%	20%	41%	34%	33%	34%	31%	26%	44%	25%	42%
		19%	11%	5%	8%	9%	6%	10%	4%	11%	87%	13%	45%	55%	34%	66%
Don't know	74	6	9	9	5	11	2	7	2	13	65	10	35	39	33	42
	3%	2%	2%	4%	3%	5%	1%	3%	2%	4%	3%	3%	2%	4%	3%	3%
		8%	12%	12%	7%	14%	3%	9%	2%	18%	87%	13%	47%	53%	44%	56%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QG2 (QG3A). SHOWCARD Thinking about the service package you consider to be the main one, or the one your household spends the most on... Please could you tell me which services are part of this deal or package you have with the same supplier? (MULTI CODE)

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2311	1140	1171	265	402	862	782	258	253	359	574	625	742	473	471	1413	281	323	294
Effective Weighted Sample	1643	805	838	184	289	613	564	181	184	246	429	452	540	345	333	1260	188	229	258
Total	1696	829	868	193	307	664	532	159	169	239	489	539	477	370	310	1421	142	88	45
		49%	51%	11%	18%	39%	31%	9%	10%	14%	29%	32%	28%	22%	18%	84%	8%	5%	3%
Landline phone	1574	773	800	172	264	618	520	147	150	222	453	512	440	343	278	1316	138	79	41
	93%	93%	92%	89%	86%	93%	98%	93%	89%	93%	93%	95%	92%	93%	90%	93%	97%	89%	90%
		49%	51%	11%	17%	39%	33%	9%	10%	14%	29%	33%	28%	22%	18%	84%	9%	5%	3%
One mobile phone	111	57	54	6	18	48	39	14	15	15	33	34	33	19	24	95	8	5	3
	7%	7%	6%	3%	6%	7%	7%	8%	9%	6%	7%	6%	7%	5%	8%	7%	6%	5%	6%
		52%	48%	5%	17%	43%	35%	12%	13%	13%	29%	31%	30%	17%	22%	86%	7%	4%	3%
More than one mobile phone	44	23	21	4	7	24	8	2	5	6	12	14	18	7	4	39	3	1	1
	3%	3%	2%	2%	2%	4%	2%	1%	3%	3%	2%	3%	4%	2%	1%	3%	2%	1%	2%
		53%	47%	10%	16%	56%	19%	4%	11%	15%	28%	32%	41%	17%	10%	91%	6%	1%	2%
Internet - Fixed Broadband access	1602	788	814	184	291	631	496	145	156	232	475	514	457	343	288	1340	137	85	40
	94%	95%	94%	95%	95%	95%	93%	91%	92%	97%	97%	95%	96%	93%	93%	94%	96%	96%	88%
		49%	51%	12%	18%	39%	31%	9%	10%	14%	30%	32%	29%	21%	18%	84%	9%	5%	2%
Internet - Mobile Broadband access	27	13	14	2	11	10	4	4	3	1	7	14	3	4	6	24	*	2	1
	2%	2%	2%	1%	4%	2%	1%	2%	2%	*%	1%	3%	1%	1%	2%	2%	*%	2%	2%
		47%	53%	8%	40%	37%	15%	13%	11%	4%	25%	50%	12%	16%	22%	89%	1%	8%	3%
Internet - not broadband access	*	*	-	-	-	-	*	-	-	-	-	*	-	-	-	-	-	-	*
	*%	*%	-%	-%	-%	-%	*%	-%	-%	-%	-%	*%	-%	-%	-%	-%	-%	-%	1%
		100%	-%	-%	-%	-%	100%	-%	-%	-%	-%	100%	-%	-%	-%	-%	-%	-%	100%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 139

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QG2 (QG3A). SHOWCARD Thinking about the service package you consider to be the main one, or the one your household spends the most on... Please could you tell me which services are part of this deal or package you have with the same supplier? (MULTI CODE)

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2311	1140	1171	265	402	862	782	258	253	359	574	625	742	473	471	1413	281	323	294
Effective Weighted Sample	1643	805	838	184	289	613	564	181	184	246	429	452	540	345	333	1260	188	229	258
Total	1696	829	868	193	307	664	532	159	169	239	489	539	477	370	310	1421	142	88	45
		49%	51%	11%	18%	39%	31%	9%	10%	14%	29%	32%	28%	22%	18%	84%	8%	5%	3%
TV service	869	424	445	111	178	356	225	71	89	124	250	251	232	219	167	708	86	55	21
	51%	51%	51%	57%	58%	54%	42%	44%	52%	52%	51%	47%	49%	59%	54%	50%	61%	62%	45%
		49%	51%	f	f	f	f	8%	10%	14%	29%	29%	27%	25%	19%	81%	10%	6%	2%
Don't know	2	*	2	-	-	2	*	-	-	-	-	-	*	2	-	2	-	-	*
	*%	*%	*%	-%	-%	*%	*%	-%	-%	-%	-%	-%	*%	*%	-%	*%	-%	-%	*%
	11%	11%	89%	-%	-%	89%	11%	-%	-%	-%	-%	-%	11%	89%	-%	89%	-%	-%	11%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QG2 (QG3A). SHOWCARD Thinking about the service package you consider to be the main one, or the one your household spends the most on... Please could you tell me which services are part of this deal or package you have with the same supplier? (MULTI CODE)

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

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2311	113	181	184	143	143	197	138	155	159	1673	638	1405	902	1295	1016
Effective Weighted Sample	1643	109	170	178	137	137	190	133	149	152	1358	301	997	666	900	744
Total	1696	149	263	175	114	138	197	125	73	187	1453	244	1108	585	918	779
		9%	15%	10%	7%	8%	12%	7%	4%	11%	86%	14%	65%	34%	54%	46%
Landline phone	1574	140	239	165	103	120	192	118	66	173	1345	229	1024	546	859	715
	93%	94%	91%	95%	90%	87%	97%	94%	90%	93%	93%	94%	92%	93%	94%	92%
		9%	15%	10%	7%	8%	bdehi 12%	e 8%	4%	11%	85%	15%	65%	35%	55%	45%
One mobile phone	111	5	16	12	4	19	6	10	10	13	100	11	72	38	61	50
	7%	3%	6%	7%	3%	14%	3%	8%	14%	7%	7%	5%	7%	7%	7%	6%
		4%	15%	11%	3%	17%	6%	9%	9%	12%	90%	10%	65%	35%	55%	45%
More than one mobile phone	44	4	13	4	3	3	4	3	1	5	40	4	31	13	20	23
	3%	2%	5%	2%	3%	2%	2%	2%	1%	3%	3%	2%	3%	2%	2%	3%
		8%	30%	10%	7%	7%	9%	6%	2%	11%	91%	9%	70%	30%	47%	53%
Internet - Fixed Broadband access	1602	136	254	169	109	125	184	117	66	179	1368	233	1054	544	878	723
	94%	92%	97%	97%	96%	91%	93%	93%	90%	95%	94%	96%	95%	93%	96%	93%
		9%	16%	11%	7%	8%	11%	7%	4%	11%	85%	15%	66%	34%	55%	45%
Internet - Mobile Broadband access	27	1	2	3	1	4	3	3	3	4	24	4	16	12	13	15
	2%	1%	1%	1%	1%	3%	2%	2%	4%	2%	2%	1%	1%	2%	1%	2%
		5%	7%	9%	4%	15%	12%	11%	b 11%	15%	87%	13%	58%	42%	46%	54%
Internet - not broadband access	*	-	-	-	-	-	-	-	-	-	*	-	-	*	-	*
	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	*%	-%	-%	*%	-%	*%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	100%	-%	-%	100%	-%	100%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QG2 (QG3A). SHOWCARD Thinking about the service package you consider to be the main one, or the one your household spends the most on... Please could you tell me which services are part of this deal or package you have with the same supplier? (MULTI CODE)

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

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	2311	113	181	184	143	143	197	138	155	159	1673	638	1405	902	1295	1016
Effective Weighted Sample	1643	109	170	178	137	137	190	133	149	152	1358	301	997	666	900	744
Total	1696	149	263	175	114	138	197	125	73	187	1453	244	1108	585	918	779
		9%	15%	10%	7%	8%	12%	7%	4%	11%	86%	14%	65%	34%	54%	46%
TV service	869	60	124	86	59	96	104	48	47	82	788	81	603	264	440	429
	51%	41%	47%	49%	52%	70%	53%	39%	65%	44%	54%	33%	54%	45%	48%	55%
					g	abcdfgi	ag		abcdfgi		k		m		n	
		7%	14%	10%	7%	11%	12%	6%	5%	9%	91%	9%	69%	30%	51%	49%
Don't know	2	-	-	-	-	-	-	-	-	2	2	-	2	-	*	2
	*%	-%	-%	-%	-%	-%	-%	-%	-%	1%	*%	-%	*%	-%	*%	*%
		-%	-%	-%	-%	-%	-%	-%	-%	89%	100%	-%	100%	-%	11%	89%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 140

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QG2 (QG3A). SHOWCARD Thinking about the service package you consider to be the main one, or the one your household spends the most on... Please could you tell me which services are part of this deal or package you have with the same supplier? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER £11.5K g	£11.5K- £17.5K h	£17.5K- £29.9K i	£30K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Landline phone	1574	773	800	172	264	618	520	147	150	222	453	512	440	343	278	1316	138	79	41
	59%	59%	58%	47%	56%	68%	56%	36%	52%	68%	76%	72%	61%	59%	42%	59%	59%	60%	55%
		49%	51%	11%	17%	39%	33%	9%	10%	14%	29%	33%	28%	22%	18%	84%	9%	5%	3%
One mobile phone	111	57	54	6	18	48	39	14	15	15	33	34	33	19	24	95	8	5	3
	4%	4%	4%	2%	4%	5%	4%	3%	5%	5%	5%	5%	5%	3%	4%	4%	4%	4%	4%
		52%	48%	5%	17%	43%	35%	12%	13%	13%	29%	31%	30%	17%	22%	86%	7%	4%	3%
More than one mobile phone	44	23	21	4	7	24	8	2	5	6	12	14	18	7	4	39	3	1	1
	2%	2%	2%	1%	2%	3%	1%	*%	2%	2%	2%	2%	2%	1%	1%	2%	1%	*%	1%
		53%	47%	10%	16%	56%	19%	4%	11%	15%	28%	32%	41%	17%	10%	91%	6%	1%	2%
Internet - Fixed Broadband access	1602	788	814	184	291	631	496	145	156	232	475	514	457	343	288	1340	137	85	40
	60%	61%	59%	50%	62%	69%	53%	35%	54%	71%	80%	72%	63%	59%	43%	60%	59%	64%	54%
		49%	51%	12%	18%	39%	31%	9%	10%	14%	30%	32%	29%	21%	18%	84%	9%	5%	2%
Internet - Mobile Broadband access	27	13	14	2	11	10	4	4	3	1	7	14	3	4	6	24	*	2	1
	1%	1%	1%	1%	2%	1%	*%	1%	1%	*%	1%	2%	*%	1%	1%	1%	*%	2%	1%
		47%	53%	8%	40%	37%	15%	13%	11%	4%	25%	50%	12%	16%	22%	89%	1%	8%	3%
Internet - not broadband access	*	*	-	-	-	-	*	-	-	-	-	*	-	-	-	-	-	-	*
	*%	*%	-%	-%	-%	-%	*%	-%	-%	-%	-%	*%	-%	-%	-%	-%	-%	-%	*%
		100%	-%	-%	-%	-%	100%	-%	-%	-%	-%	100%	-%	-%	-%	-%	-%	-%	100%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 140

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QG2 (QG3A). SHOWCARD Thinking about the service package you consider to be the main one, or the one your household spends the most on... Please could you tell me which services are part of this deal or package you have with the same supplier? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER £11.5K g	£11.5K- £17.5K h	£17.5K- £29.9K i	£30K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
TV service	869	424	445	111	178	356	225	71	89	124	250	251	232	219	167	708	86	55	21
	32%	33%	32%	30%	38%	39%	24%	17%	31%	38%	42%	35%	32%	38%	25%	32%	37%	41%	28%
		49%	51%	13%	21%	41%	26%	8%	10%	14%	29%	29%	27%	25%	19%	81%	10%	6%	2%
Don't know	2	*	2	-	-	2	*	-	-	-	-	-	*	2	-	2	-	-	*
	*%	*%	*%	-%	-%	*%	*%	-%	-%	-%	-%	-%	*%	*%	-%	*%	-%	-%	*%
		11%	89%	-%	-%	89%	11%	-%	-%	-%	-%	-%	11%	89%	-%	89%	-%	-%	11%
DO NOT HAVE A PACKAGE/ BUNDLE OF SERVICES	979	472	507	172	160	251	395	254	120	87	106	172	243	210	353	816	91	44	28
	37%	36%	37%	47%	34%	27%	43%	61%	42%	27%	18%	24%	34%	36%	53%	36%	39%	33%	39%
		48%	52%	18%	16%	26%	40%	26%	12%	9%	11%	18%	25%	21%	36%	83%	9%	4%	3%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 140

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QG2 (QG3A). SHOWCARD Thinking about the service package you consider to be the main one, or the one your household spends the most on... Please could you tell me which services are part of this deal or package you have with the same supplier? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
Landline phone	1574	140	239	165	103	120	192	118	66	173	1345	229	1024	546	859	715
	59%	43%	64%	71%	54%	52%	77%	53%	58%	58%	58%	62%	66%	49%	68%	50%
		9%	15%	10%	7%	8%	12%	8%	4%	11%	85%	15%	65%	35%	55%	45%
One mobile phone	111	5	16	12	4	19	6	10	10	13	100	11	72	38	61	50
	4%	1%	4%	5%	2%	8%	3%	4%	9%	4%	4%	3%	5%	3%	5%	3%
		4%	15%	11%	3%	17%	6%	9%	9%	12%	90%	10%	65%	35%	55%	45%
More than one mobile phone	44	4	13	4	3	3	4	3	1	5	40	4	31	13	20	23
	2%	1%	4%	2%	2%	1%	2%	1%	1%	2%	2%	1%	2%	1%	2%	2%
		8%	30%	10%	7%	7%	9%	6%	2%	11%	91%	9%	70%	30%	47%	53%
Internet - Fixed Broadband access	1602	136	254	169	109	125	184	117	66	179	1368	233	1054	544	878	723
	60%	42%	68%	72%	58%	54%	74%	52%	58%	60%	59%	64%	68%	49%	70%	51%
		9%	16%	11%	7%	8%	11%	7%	4%	11%	85%	15%	66%	34%	55%	45%
Internet - Mobile Broadband access	27	1	2	3	1	4	3	3	3	4	24	4	16	12	13	15
	1%	*%	*%	1%	1%	2%	1%	1%	3%	1%	1%	1%	1%	1%	1%	1%
		5%	7%	9%	4%	15%	12%	11%	11%	15%	87%	13%	58%	42%	46%	54%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 140

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QG2 (QG3A). SHOWCARD Thinking about the service package you consider to be the main one, or the one your household spends the most on... Please could you tell me which services are part of this deal or package you have with the same supplier? (MULTI CODE)

Base : All respondents

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
Internet - not broadband access	*	-	-	-	-	-	-	-	-	-	*	-	-	*	-	*
	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	*%	-%	-%	*%	-%	*%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	100%	-%	-%	100%	-%	100%
TV service	869	60	124	86	59	96	104	48	47	82	788	81	603	264	440	429
	32%	18%	34%	37%	31%	42%	42%	22%	42%	27%	34%	22%	39%	24%	35%	30%
		7%	14%	10%	7%	11%	12%	6%	5%	9%	91%	9%	69%	30%	51%	49%
Don't know	2	-	-	-	-	-	-	-	-	2	2	-	2	-	*	2
	*%	-%	-%	-%	-%	-%	-%	-%	-%	1%	*%	-%	*%	-%	*%	*%
		-%	-%	-%	-%	-%	-%	-%	-%	89%	100%	-%	100%	-%	11%	89%
DO NOT HAVE A PACKAGE/ BUNDLE OF SERVICES	979	178	108	59	75	93	52	98	40	111	856	123	443	533	341	637
	37%	55%	29%	25%	40%	40%	21%	44%	35%	37%	37%	33%	29%	48%	27%	45%
		bcdefghi	f		bcf	bcf		bcfh	cf	cf			l		n	
		18%	11%	6%	8%	10%	5%	10%	4%	11%	87%	13%	45%	54%	35%	65%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 141

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QG3 (QG3D). Which supplier do you use for this package of services? (SINGLE CODE)

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2311	1140	1171	265	402	862	782	258	253	359	574	625	742	473	471	1413	281	323	294
Effective Weighted Sample	1643	805	838	184	289	613	564	181	184	246	429	452	540	345	333	1260	188	229	258
Total	1696	829	868	193	307	664	532	159	169	239	489	539	477	370	310	1421	142	88	45
		49%	51%	11%	18%	39%	31%	9%	10%	14%	29%	32%	28%	22%	18%	84%	8%	5%	3%
BT	471	229	242	50	55	174	193	33	39	67	158	181	141	85	64	387	43	21	20
	28%	28%	28%	26%	18%	26%	36%	21%	23%	28%	32%	34%	30%	23%	21%	27%	30%	24%	44%
		49%	51%	d	d	d	cde	7%	8%	14%	34%	38%	30%	18%	14%	82%	9%	5%	4%
Sky	450	216	234	62	110	181	97	38	40	57	130	127	124	106	93	359	41	37	13
	27%	26%	27%	32%	36%	27%	18%	24%	24%	24%	27%	24%	26%	29%	30%	25%	29%	42%	29%
		48%	52%	f	ef	f		8%	9%	13%	29%	28%	28%	24%	21%	80%	9%	opr	3%
Virgin Media (previously NTL/ Telewest)	402	220	181	48	76	167	110	37	43	58	110	116	112	98	75	342	39	17	5
	24%	27%	21%	25%	25%	25%	21%	24%	25%	24%	23%	22%	24%	26%	24%	24%	27%	19%	10%
		b		12%	19%	42%	27%	9%	11%	14%	27%	29%	28%	24%	19%	85%	10%	r	1%
Talk Talk/ Carphone Warehouse	205	88	117	17	37	77	74	34	22	36	40	61	40	50	54	178	14	8	5
	12%	11%	14%	9%	12%	12%	14%	21%	13%	15%	8%	11%	8%	14%	17%	13%	10%	9%	12%
		43%	57%	8%	18%	38%	36%	17%	11%	18%	20%	30%	20%	24%	26%	87%	7%	4%	3%
Plusnet	40	18	22	3	9	13	16	6	6	3	13	11	16	7	7	36	1	2	1
	2%	2%	3%	2%	3%	2%	3%	4%	4%	1%	3%	2%	3%	2%	2%	3%	1%	2%	1%
		44%	56%	8%	21%	32%	39%	16%	16%	8%	32%	27%	40%	17%	16%	90%	4%	5%	1%
AOL	9	6	4	1	1	2	6	*	2	1	4	3	5	*	1	8	1	*	*
	1%	1%	*%	*%	*%	*%	1%	*%	1%	1%	1%	1%	1%	*%	*%	1%	1%	*%	*%
		62%	38%	7%	7%	22%	63%	2%	17%	13%	38%	34%	56%	2%	7%	87%	10%	2%	2%
Other	72	29	43	6	15	26	25	5	9	7	26	30	18	14	10	68	1	2	1
	4%	4%	5%	3%	5%	4%	5%	3%	6%	3%	5%	6%	4%	4%	3%	5%	*%	3%	3%
		40%	60%	8%	21%	36%	35%	7%	13%	10%	35%	41%	26%	19%	14%	p	1%	3%	2%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QG3 (QG3D). Which supplier do you use for this package of services? (SINGLE CODE)

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

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER £11.5K g	£11.5K- £17.5K h	£17.5K- £29.9K i	£30K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	2311	1140	1171	265	402	862	782	258	253	359	574	625	742	473	471	1413	281	323	294
Effective Weighted Sample	1643	805	838	184	289	613	564	181	184	246	429	452	540	345	333	1260	188	229	258
Total	1696	829 49%	868 51%	193 11%	307 18%	664 39%	532 31%	159 9%	169 10%	239 14%	489 29%	539 32%	477 28%	370 22%	310 18%	1421 84%	142 8%	88 5%	45 3%
Don't know	8 *%	4 *%	5 1%	6 3% def	1 *%	- -%	1 *%	1 *%	- -%	1 1%	1 *%	2 *%	1 *%	3 1%	1 *%	7 1%	1 *%	- -%	* 1%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r		45%	55%	73%	18%	-%	9%	8%	-%	17%	14%	30%	18%	36%	16%	88%	8%	-%	4%

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QG3 (QG3D). Which supplier do you use for this package of services? (SINGLE CODE)

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

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2311	113	181	184	143	143	197	138	155	159	1673	638	1405	902	1295	1016
Effective Weighted Sample	1643	109	170	178	137	137	190	133	149	152	1358	301	997	666	900	744
Total	1696	149	263	175	114	138	197	125	73	187	1453	244	1108	585	918	779
		9%	15%	10%	7%	8%	12%	7%	4%	11%	86%	14%	65%	34%	54%	46%
BT	471	47	96	54	27	19	57	27	10	49	343	128	301	169	302	169
	28%	32%	37%	31%	24%	14%	29%	22%	14%	26%	24%	52%	27%	29%	33%	22%
		eh	deghi	eh	eh	eh	eh	eh	eh	eh	j	j	o	o	o	o
		10%	20%	11%	6%	4%	12%	6%	2%	10%	73%	27%	64%	36%	64%	36%
Sky	450	39	62	46	25	47	39	31	22	48	405	45	312	136	237	214
	27%	26%	24%	26%	22%	34%	20%	25%	30%	26%	28%	19%	28%	23%	26%	27%
						bdf			f	k	k	m	m	m	m	m
		9%	14%	10%	5%	10%	9%	7%	5%	11%	90%	10%	69%	30%	53%	47%
Virgin Media (previously NTL/ Telewest)	402	35	40	36	27	57	66	21	25	35	380	22	273	129	177	224
	24%	24%	15%	21%	24%	41%	33%	17%	34%	19%	26%	9%	25%	22%	19%	29%
						abcdgi	bcgi		bcgi		k	k	n	n	n	n
		9%	10%	9%	7%	14%	16%	5%	6%	9%	95%	5%	68%	32%	44%	56%
Talk Talk/ Carphone Warehouse	205	14	39	15	26	9	16	23	8	28	192	13	119	86	108	97
	12%	9%	15%	9%	23%	7%	8%	18%	11%	15%	13%	5%	11%	15%	12%	12%
			ef	acefn	acefn	cef	cef	cef	ef	ef	k	k	l	l	l	l
		7%	19%	7%	13%	4%	8%	11%	4%	14%	93%	7%	58%	42%	53%	47%
Plusnet	40	2	2	7	2	2	6	4	*	11	28	12	27	14	22	18
	2%	2%	1%	4%	2%	1%	3%	3%	1%	6%	2%	5%	2%	2%	2%	2%
				h	h	h	h	h	h	beh	j	j	j	j	j	j
		6%	5%	17%	5%	4%	14%	9%	1%	27%	70%	30%	66%	34%	56%	44%
AOL	9	-	4	1	-	-	-	1	1	2	7	2	2	7	7	2
	1%	-%	1%	*%	-%	-%	-%	1%	1%	1%	1%	1%	*%	1%	1%	*%
														l	l	l
		-%	39%	7%	-%	-%	-%	8%	8%	25%	78%	22%	25%	75%	78%	22%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 141

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QG3 (QG3D). Which supplier do you use for this package of services? (SINGLE CODE)

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

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2311	113	181	184	143	143	197	138	155	159	1673	638	1405	902	1295	1016
Effective Weighted Sample	1643	109	170	178	137	137	190	133	149	152	1358	301	997	666	900	744
Total	1696	149	263	175	114	138	197	125	73	187	1453	244	1108	585	918	779
		9%	15%	10%	7%	8%	12%	7%	4%	11%	86%	14%	65%	34%	54%	46%
Other	72	1	11	14	3	4	8	15	3	9	57	15	44	28	41	32
	4%	1%	4%	8%	3%	3%	4%	12%	4%	5%	4%	6%	4%	5%	4%	4%
			ade					abdefhi								
		2%	16%	20%	4%	5%	11%	21%	4%	12%	79%	21%	61%	39%	56%	44%
Don't know	8	1	1	-	1	-	2	1	-	-	6	2	4	5	6	2
	*%	1%	*%	-%	1%	-%	1%	1%	-%	-%	*%	1%	*%	1%	1%	*%
		14%	15%	-%	17%	-%	30%	12%	-%	-%	70%	30%	43%	57%	80%	20%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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COMPONENTS OF PACKAGE - I.E. SIMPLE BUNDLE

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2311	1140	1171	265	402	862	782	258	253	359	574	625	742	473	471	1413	281	323	294
Effective Weighted Sample	1643	805	838	184	289	613	564	181	184	246	429	452	540	345	333	1260	188	229	258
Total	1696	829	868	193	307	664	532	159	169	239	489	539	477	370	310	1421	142	88	45
		49%	51%	11%	18%	39%	31%	9%	10%	14%	29%	32%	28%	22%	18%	84%	8%	5%	3%
LANDLINE & BROADBAND	735	359	376	78	113	263	281	79	67	104	212	258	208	139	130	631	50	32	22
		43%	43%	43%	40%	37%	40%	50%	40%	43%	43%	48%	44%	37%	42%	44%	35%	36%	48%
							cde					m				pq			pq
		49%	51%	11%	15%	36%	38%	11%	9%	14%	29%	35%	28%	19%	18%	86%	7%	4%	3%
LANDLINE, BROADBAND & MULTI-CHANNEL TV	664	327	337	83	134	279	167	50	59	97	199	201	182	166	115	536	73	41	14
		39%	39%	39%	43%	44%	42%	32%	35%	41%	41%	37%	38%	45%	37%	38%	52%	46%	31%
				f	f	f				g			kn		r	or	or	or	
		49%	51%	13%	20%	42%	25%	8%	9%	15%	30%	30%	27%	25%	17%	81%	11%	6%	2%
MULTI-CHANNEL TV & BROADBAND	90	41	48	20	32	28	10	7	15	13	26	20	27	20	22	75	3	8	3
		5%	5%	6%	10%	10%	4%	4%	9%	5%	5%	4%	6%	5%	7%	5%	2%	9%	6%
				ef	ef	f									k			op	p
		46%	54%	22%	36%	31%	11%	8%	16%	14%	29%	23%	30%	23%	25%	84%	4%	9%	3%
LANDLINE & MULTI-CHANNEL TV	52	21	31	2	3	20	26	7	8	4	8	11	8	17	15	43	4	2	3
		3%	2%	4%	1%	1%	3%	4%	5%	1%	2%	2%	2%	5%	5%	3%	3%	2%	6%
						cd		j	ij					kl	kl				o
		40%	60%	5%	6%	39%	50%	13%	16%	7%	15%	21%	16%	34%	29%	83%	8%	4%	5%
LANDLINE, BROADBAND, MOBILE & MULTI-CHANNEL TV	51	30	21	3	7	22	19	4	5	10	16	13	14	13	11	43	6	3	*
		3%	4%	2%	2%	3%	4%	2%	3%	4%	3%	2%	3%	4%	4%	3%	4%	3%	1%
															r	r			
		59%	41%	6%	14%	43%	37%	8%	9%	19%	30%	25%	27%	26%	22%	84%	11%	5%	1%
LANDLINE, MOBILE & BROADBAND	48	25	23	1	2	27	17	3	8	6	16	18	19	5	5	43	3	1	*
		3%	3%	3%	1%	1%	4%	2%	5%	3%	3%	3%	4%	1%	2%	3%	2%	1%	1%
						cd	d						m						
		52%	48%	3%	4%	56%	37%	6%	17%	13%	33%	38%	40%	11%	11%	91%	7%	1%	1%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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COMPONENTS OF PACKAGE - I.E. SIMPLE BUNDLE

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2311	1140	1171	265	402	862	782	258	253	359	574	625	742	473	471	1413	281	323	294
Effective Weighted Sample	1643	805	838	184	289	613	564	181	184	246	429	452	540	345	333	1260	188	229	258
Total	1696	829	868	193	307	664	532	159	169	239	489	539	477	370	310	1421	142	88	45
		49%	51%	11%	18%	39%	31%	9%	10%	14%	29%	32%	28%	22%	18%	84%	8%	5%	3%
MOBILE & BROADBAND	23	9	15	1	9	12	1	2	3	3	8	4	10	4	5	21	1	1	1
	1%	1%	2%	1%	3%	2%	*%	1%	2%	1%	2%	1%	2%	1%	2%	1%	1%	1%	2%
		37%	63%	5%	39%	52%	4%	9%	13%	14%	35%	19%	41%	17%	23%	89%	4%	2%	4%
LANDLINE & DIAL-UP	*	*	-	-	-	-	*	-	-	-	-	*	-	-	-	-	-	-	*
	*%	*%	-%	-%	-%	-%	*%	-%	-%	-%	-%	*%	-%	-%	-%	-%	-%	-%	1%
		100%	-%	-%	-%	-%	100%	-%	-%	-%	-%	100%	-%	-%	-%	-%	-%	-%	0
OTHER	32	17	15	4	7	11	9	6	4	2	5	13	9	4	7	27	1	2	2
	2%	2%	2%	2%	2%	2%	2%	4%	2%	1%	1%	2%	2%	1%	2%	2%	1%	2%	4%
		52%	48%	13%	23%	35%	29%	20%	11%	7%	17%	39%	28%	12%	21%	86%	3%	5%	6%
DONT KNOW	2	*	2	-	-	2	*	-	-	-	-	-	*	2	-	2	-	-	*
	*%	*%	*%	-%	-%	*%	*%	-%	-%	-%	-%	-%	*%	*%	-%	*%	-%	-%	*%
		11%	89%	-%	-%	89%	11%	-%	-%	-%	-%	-%	11%	89%	-%	89%	-%	-%	11%

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

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COMPONENTS OF PACKAGE - I.E. SIMPLE BUNDLE

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

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2311	113	181	184	143	143	197	138	155	159	1673	638	1405	902	1295	1016
Effective Weighted Sample	1643	109	170	178	137	137	190	133	149	152	1358	301	997	666	900	744
Total	1696	149	263	175	114	138	197	125	73	187	1453	244	1108	585	918	779
		9%	15%	10%	7%	8%	12%	7%	4%	11%	86%	14%	65%	34%	54%	46%
LANDLINE & BROADBAND	735	81	127	76	50	32	87	67	21	89	582	153	442	292	434	301
	43%	55%	49%	44%	44%	23%	44%	54%	28%	48%	40%	63%	40%	50%	47%	39%
		eh	eh	eh	eh	eh	eh	eh	eh	eh	j	j	l	l	o	o
		11%	17%	10%	7%	4%	12%	9%	3%	12%	79%	21%	60%	40%	59%	41%
LANDLINE, BROADBAND & MULTI-CHANNEL TV	664	46	82	72	46	67	85	39	33	65	603	60	475	186	340	324
	39%	31%	31%	41%	40%	48%	43%	31%	45%	35%	42%	25%	43%	32%	37%	42%
		7%	12%	11%	7%	10%	13%	6%	5%	10%	91%	9%	72%	28%	51%	49%
MULTI-CHANNEL TV & BROADBAND	90	6	20	9	7	12	5	3	5	8	78	12	58	31	43	47
	5%	4%	8%	5%	6%	9%	3%	3%	6%	4%	5%	5%	5%	5%	5%	6%
		f	f	f	f	fg	fg	fg	fg	fg	k	k	m	m	m	m
		7%	22%	10%	8%	13%	5%	4%	5%	9%	87%	13%	65%	35%	48%	52%
LANDLINE & MULTI-CHANNEL TV	52	8	4	2	3	6	9	3	4	5	48	3	27	24	19	33
	3%	5%	1%	1%	3%	4%	4%	3%	5%	3%	3%	1%	2%	4%	2%	4%
		c	c	c	c	c	c	c	c	c	n	n	n	n	n	n
		15%	7%	4%	7%	11%	17%	7%	7%	9%	93%	7%	53%	47%	37%	63%
LANDLINE, BROADBAND, MOBILE & MULTI-CHANNEL TV	51	-	14	3	2	9	5	2	6	1	48	4	32	19	29	22
	3%	-%	6%	2%	2%	7%	3%	2%	8%	*%	3%	2%	3%	3%	3%	3%
		ai	ai	ai	ai	acgi	acgi	acdfgi	acdfgi	acdfgi	acdfgi	acdfgi	acdfgi	acdfgi	acdfgi	acdfgi
		-%	28%	7%	4%	18%	10%	4%	11%	2%	93%	7%	63%	37%	57%	43%

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

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COMPONENTS OF PACKAGE - I.E. SIMPLE BUNDLE

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

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2311	113	181	184	143	143	197	138	155	159	1673	638	1405	902	1295	1016
Effective Weighted Sample	1643	109	170	178	137	137	190	133	149	152	1358	301	997	666	900	744
Total	1696	149	263	175	114	138	197	125	73	187	1453	244	1108	585	918	779
		9%	15%	10%	7%	8%	12%	7%	4%	11%	86%	14%	65%	34%	54%	46%
LANDLINE, MOBILE & BROADBAND	48	2	6	9	1	4	3	4	2	11	43	4	32	15	23	25
	3%	2%	2%	5%	1%	3%	1%	4%	3%	6%	3%	2%	3%	3%	2%	3%
				df						df						
		5%	13%	20%	2%	8%	6%	9%	5%	23%	91%	9%	68%	32%	48%	52%
MOBILE & BROADBAND	23	3	2	1	4	5	-	3	2	2	21	2	17	7	10	13
	1%	2%	1%	*	3%	4%	-	3%	3%	1%	1%	1%	2%	1%	1%	2%
				f		bcf		f	f							
		11%	7%	3%	15%	23%	-	15%	9%	6%	89%	11%	72%	28%	44%	56%
LANDLINE & DIAL-UP	*	-	-	-	-	-	-	-	-	-	*	-	-	*	-	*
	3%	-	-	-	-	-	-	-	-	-	3%	-	-	3%	-	3%
		-	-	-	-	-	-	-	-	-	100%	-	-	100%	-	100%
OTHER	32	3	7	2	-	4	2	3	1	5	28	4	21	11	19	13
	2%	2%	3%	1%	-	3%	1%	2%	1%	3%	2%	2%	2%	2%	2%	2%
		10%	23%	8%	-	12%	7%	8%	2%	16%	87%	13%	67%	33%	59%	41%
DONT KNOW	2	-	-	-	-	-	-	-	-	2	2	-	2	-	*	2
	3%	-	-	-	-	-	-	-	-	1%	3%	-	3%	-	3%	3%
		-	-	-	-	-	-	-	-	89%	100%	-	100%	-	11%	89%

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

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SUMMARY OF PACKAGE

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2311	1140	1171	265	402	862	782	258	253	359	574	625	742	473	471	1413	281	323	294
Effective Weighted Sample	1643	805	838	184	289	613	564	181	184	246	429	452	540	345	333	1260	188	229	258
Total	1696	829	868	193	307	664	532	159	169	239	489	539	477	370	310	1421	142	88	45
		49%	51%	11%	18%	39%	31%	9%	10%	14%	29%	32%	28%	22%	18%	84%	8%	5%	3%
DOUBLE PLAY	918	439	479	103	162	328	325	99	95	125	256	299	262	183	175	785	60	44	30
		54%	53%	55%	53%	49%	61%	62%	56%	52%	52%	55%	55%	49%	56%	55%	42%	49%	65%
							de	ij								p			opq
							35%	11%	10%	14%	28%	33%	28%	20%	19%	86%	7%	5%	3%
TRIPLE PLAY	718	355	363	87	137	309	186	55	69	104	216	222	201	172	123	585	77	41	15
		42%	43%	42%	45%	45%	47%	34%	41%	44%	44%	41%	42%	47%	40%	41%	54%	46%	33%
					f	f	f				g					r	or	r	
					12%	19%	43%	8%	10%	14%	30%	31%	28%	24%	17%	81%	11%	6%	2%
QUAD PLAY	54	34	20	3	8	22	21	5	5	10	15	15	14	13	12	45	6	3	*
		3%	4%	2%	2%	3%	4%	3%	3%	4%	3%	3%	3%	4%	4%	3%	4%	4%	1%
			b													r	r	r	
			62%	38%	6%	15%	40%	9%	8%	18%	29%	28%	26%	25%	21%	83%	10%	6%	1%
Don't know	6	1	5	-	1	5	*	*	-	-	2	3	*	2	1	5	-	1	*
		*%	*%	1%	-%	*%	1%	*%	-%	-%	*%	1%	*%	*%	*%	*%	-%	1%	*%
			9%	91%	-%	15%	82%	3%	5%	-%	-%	32%	55%	3%	27%	15%	87%	-%	9%

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

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SUMMARY OF PACKAGE

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

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	2311	113	181	184	143	143	197	138	155	159	1673	638	1405	902	1295	1016
Effective Weighted Sample	1643	109	170	178	137	137	190	133	149	152	1358	301	997	666	900	744
Total	1696	149	263	175	114	138	197	125	73	187	1453	244	1108	585	918	779
		9%	15%	10%	7%	8%	12%	7%	4%	11%	86%	14%	65%	34%	54%	46%
DOUBLE PLAY	918	100	156	90	65	56	103	79	32	105	746	173	557	360	515	404
	54%	67%	59%	52%	57%	41%	53%	63%	43%	56%	51%	71%	50%	62%	56%	52%
		cefn	eh	eh	eh	e	ceh	eh	j	l	j	j	l	l	l	o
		11%	17%	10%	7%	6%	11%	9%	3%	11%	81%	19%	61%	39%	56%	44%
TRIPLE PLAY	718	49	92	80	47	72	88	44	36	77	652	67	512	204	370	349
	42%	33%	35%	46%	41%	52%	45%	35%	49%	41%	45%	27%	46%	35%	40%	45%
			ab	ab	abg	a	abg	abg	abg	k	k	k	m	m	m	o
		7%	13%	11%	7%	10%	12%	6%	5%	11%	91%	9%	71%	28%	51%	49%
QUAD PLAY	54	-	13	5	2	10	4	2	6	4	50	4	35	19	34	20
	3%	-	5%	3%	2%	7%	2%	2%	8%	2%	3%	2%	3%	3%	4%	3%
			a	a	adfgi	adfgi	adfgi	adfgi	adfgi	adfgi	adfgi	adfgi	adfgi	adfgi	adfgi	adfgi
		-	23%	9%	4%	18%	7%	4%	10%	7%	92%	8%	64%	36%	62%	38%
Don't know	6	-	2	-	-	-	1	-	*	2	5	*	4	2	*	6
	*%	-	1%	-	-	-	1%	-	*%	1%	*%	*%	*%	*%	*%	1%
			n	n	n	n	n	n	n	n	n	n	n	n	n	n
		-	32%	-	-	-	23%	-	5%	27%	95%	5%	63%	37%	3%	97%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 144

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COMPONENTS OF PACKAGE - I.E. SIMPLE BUNDLE

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
LANDLINE & BROADBAND	735	359	376	78	113	263	281	79	67	104	212	258	208	139	130	631	50	32	22
	27%	28%	27%	21%	24%	29%	30%	19%	23%	32%	36%	36%	29%	24%	20%	28%	22%	24%	29%
		49%	51%	11%	15%	36%	38%	11%	9%	14%	29%	35%	28%	19%	18%	86%	7%	4%	3%
LANDLINE, BROADBAND & MULTI-CHANNEL TV	664	327	337	83	134	279	167	50	59	97	199	201	182	166	115	536	73	41	14
	25%	25%	24%	23%	29%	31%	18%	12%	21%	30%	33%	28%	25%	29%	17%	24%	31%	31%	19%
		49%	51%	13%	20%	42%	25%	8%	9%	15%	30%	30%	27%	25%	17%	81%	11%	6%	2%
MULTI-CHANNEL TV & BROADBAND	90	41	48	20	32	28	10	7	15	13	26	20	27	20	22	75	3	8	3
	3%	3%	4%	5%	7%	3%	1%	2%	5%	4%	4%	3%	4%	3%	3%	3%	1%	6%	4%
		46%	54%	22%	36%	31%	11%	8%	16%	14%	29%	23%	30%	23%	25%	84%	4%	9%	3%
LANDLINE & MULTI-CHANNEL TV	52	21	31	2	3	20	26	7	8	4	8	11	8	17	15	43	4	2	3
	2%	2%	2%	1%	1%	2%	3%	2%	3%	1%	1%	2%	1%	3%	2%	2%	2%	2%	4%
		40%	60%	5%	6%	39%	50%	13%	16%	7%	15%	21%	16%	34%	29%	83%	8%	4%	5%
LANDLINE, BROADBAND, MOBILE & MULTI-CHANNEL TV	51	30	21	3	7	22	19	4	5	10	16	13	14	13	11	43	6	3	*
	2%	2%	2%	1%	2%	2%	2%	1%	2%	3%	3%	2%	2%	2%	2%	2%	2%	2%	2%
		59%	41%	6%	14%	43%	37%	8%	9%	19%	30%	25%	27%	26%	22%	84%	11%	5%	1%
LANDLINE, MOBILE & BROADBAND	48	25	23	1	2	27	17	3	8	6	16	18	19	5	5	43	3	1	*
	2%	2%	2%	1%	1%	3%	2%	1%	3%	2%	3%	3%	3%	1%	1%	2%	1%	1%	1%
		52%	48%	3%	4%	56%	37%	6%	17%	13%	33%	38%	40%	11%	11%	91%	7%	1%	1%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 144

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COMPONENTS OF PACKAGE - I.E. SIMPLE BUNDLE

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
MOBILE & BROADBAND	23	9	15	1	9	12	1	2	3	3	8	4	10	4	5	21	1	1	1
	1%	1%	1%	*%	2%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	*%	1%
		37%	63%	5%	cf	52%	4%	9%	13%	14%	35%	19%	41%	17%	23%	89%	4%	2%	4%
LANDLINE & DIAL-UP	*	*	-	-	-	-	*	-	-	-	-	*	-	-	-	-	-	-	*
	*%	*%	-%	-%	-%	-%	*%	-%	-%	-%	-%	*%	-%	-%	-%	-%	-%	-%	*%
		100%	-%	-%	-%	-%	100%	-%	-%	-%	-%	100%	-%	-%	-%	-%	-%	-%	o
OTHER	32	17	15	4	7	11	9	6	4	2	5	13	9	4	7	27	1	2	2
	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	*%	1%	3%
		52%	48%	13%	23%	35%	29%	20%	11%	7%	17%	39%	28%	12%	21%	86%	3%	5%	op
DONT KNOW	2	*	2	-	-	2	*	-	-	-	-	-	*	2	-	2	-	-	*
	*%	*%	*%	-%	-%	*%	*%	-%	-%	-%	-%	-%	*%	*%	-%	*%	-%	-%	*%
		11%	89%	-%	-%	89%	11%	-%	-%	-%	-%	-%	11%	89%	-%	89%	-%	-%	11%

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

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COMPONENTS OF PACKAGE - I.E. SIMPLE BUNDLE

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
LANDLINE & BROADBAND	735	81	127	76	50	32	87	67	21	89	582	153	442	292	434	301
	27%	25%	34%	33%	27%	14%	35%	30%	18%	30%	25%	42%	29%	26%	34%	21%
		e	aeh	eh	eh		adeh	eh		eh		j			o	
		11%	17%	10%	7%	4%	12%	9%	3%	12%	79%	21%	60%	40%	59%	41%
LANDLINE, BROADBAND & MULTI-CHANNEL TV	664	46	82	72	46	67	85	39	33	65	603	60	475	186	340	324
	25%	14%	22%	31%	24%	29%	34%	17%	29%	22%	26%	17%	31%	17%	27%	23%
			a	abgi	a	ag	abdgi		ag	a	k		m		o	
			7%	12%	11%	7%	10%	6%	5%	10%	91%	9%	72%	28%	51%	49%
MULTI-CHANNEL TV & BROADBAND	90	6	20	9	7	12	5	3	5	8	78	12	58	31	43	47
	3%	2%	5%	4%	4%	5%	2%	1%	4%	3%	3%	3%	4%	3%	3%	3%
			afg			ag										
			7%	22%	10%	8%	13%	4%	5%	9%	87%	13%	65%	35%	48%	52%
LANDLINE & MULTI-CHANNEL TV	52	8	4	2	3	6	9	3	4	5	48	3	27	24	19	33
	2%	2%	1%	1%	2%	2%	4%	2%	3%	2%	2%	1%	2%	2%	2%	2%
							c									
			15%	7%	4%	7%	11%	7%	7%	9%	93%	7%	53%	47%	37%	63%
LANDLINE, BROADBAND, MOBILE & MULTI-CHANNEL TV	51	-	14	3	2	9	5	2	6	1	48	4	32	19	29	22
	2%	-%	4%	1%	1%	4%	2%	1%	5%	*%	2%	1%	2%	2%	2%	2%
			agi			agi	a		acdgi							
			-%	28%	7%	4%	18%	10%	4%	11%	2%	93%	7%	63%	37%	43%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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COMPONENTS OF PACKAGE - I.E. SIMPLE BUNDLE

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
LANDLINE, MOBILE & BROADBAND	48	2	6	9	1	4	3	4	2	11	43	4	32	15	23	25
	2%	1%	2%	4%	*%	2%	1%	2%	2%	4%	2%	1%	2%	1%	2%	2%
		5%	13%	20%	2%	8%	6%	9%	5%	23%	91%	9%	68%	32%	48%	52%
MOBILE & BROADBAND	23	3	2	1	4	5	-	3	2	2	21	2	17	7	10	13
	1%	1%	*%	*%	2%	2%	-%	2%	2%	1%	1%	1%	1%	1%	1%	1%
		11%	7%	3%	15%	23%	-%	15%	9%	6%	89%	11%	72%	28%	44%	56%
LANDLINE & DIAL-UP	*	-	-	-	-	-	-	-	-	-	*	-	-	*	-	*
	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	*%	-%	-%	*%	-%	*%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	100%	-%	-%	100%	-%	100%
OTHER	32	3	7	2	-	4	2	3	1	5	28	4	21	11	19	13
	1%	1%	2%	1%	-%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%
		10%	23%	8%	-%	12%	7%	8%	2%	16%	87%	13%	67%	33%	59%	41%
DONT KNOW	2	-	-	-	-	-	-	-	-	2	2	-	2	-	*	2
	*%	-%	-%	-%	-%	-%	-%	-%	-%	1%	*%	-%	*%	-%	*%	*%
		-%	-%	-%	-%	-%	-%	-%	-%	89%	100%	-%	100%	-%	11%	89%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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SUMMARY OF PACKAGE

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504	
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438	
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74	
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%	
NO PACKAGES	979	472	507	172	160	251	395	254	120	87	106	172	243	210	353	816	91	44	28	
	37%	36%	37%	47%	34%	27%	43%	61%	42%	27%	18%	24%	34%	36%	53%	36%	39%	33%	39%	
		48%	52%	de	e	de	de	hij	ij	j	11%	18%	k	k	klm	36%	83%	9%	4%	3%
DOUBLE PLAY	918	439	479	103	162	328	325	99	95	125	256	299	262	183	175	785	60	44	30	
	34%	34%	35%	28%	35%	36%	35%	24%	33%	38%	43%	42%	36%	32%	26%	35%	26%	33%	40%	
		48%	52%	11%	18%	c	c	11%	10%	14%	28%	33%	n	n	19%	p	7%	p	opq	
TRIPLE PLAY	718	355	363	87	137	309	186	55	69	104	216	222	201	172	123	585	77	41	15	
	27%	27%	26%	24%	29%	34%	20%	13%	24%	32%	36%	31%	28%	30%	19%	26%	33%	31%	21%	
		49%	51%	12%	19%	f	cf	8%	10%	14%	30%	31%	n	n	n	r	or	r	2%	
QUAD PLAY	54	34	20	3	8	22	21	5	5	10	15	15	14	13	12	45	6	3	*	
	2%	3%	1%	1%	2%	2%	2%	1%	2%	3%	3%	2%	2%	2%	2%	2%	2%	2%	*%	
		b														r	r	r		
		62%	38%	6%	15%	40%	39%	9%	8%	18%	29%	28%	26%	25%	21%	83%	10%	6%	1%	
Don't know	6	1	5	-	1	5	*	*	-	-	2	3	*	2	1	5	-	1	*	
	*%	*%	*%	-%	*%	1%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%	-%	*%	*%	
		9%	91%	-%	15%	82%	3%	5%	-%	-%	32%	55%	3%	27%	15%	87%	-%	9%	3%	

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

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SUMMARY OF PACKAGE

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
NO PACKAGES	979	178	108	59	75	93	52	98	40	111	856	123	443	533	341	637
	37%	55%	29%	25%	40%	40%	21%	44%	35%	37%	37%	33%	29%	48%	27%	45%
		bcdefghi	f	bcf	bcf	bcf	bcfh	bcfh	cf	cf	l	n				
		18%	11%	6%	8%	10%	5%	10%	4%	11%	87%	13%	45%	54%	35%	65%
DOUBLE PLAY	918	100	156	90	65	56	103	79	32	105	746	173	557	360	515	404
	34%	30%	42%	39%	34%	24%	42%	35%	28%	35%	32%	47%	36%	32%	41%	29%
			ae	eh	e	ae	e	e	e	e	j	m	o			
		11%	17%	10%	7%	6%	11%	9%	3%	11%	81%	19%	61%	39%	56%	44%
TRIPLE PLAY	718	49	92	80	47	72	88	44	36	77	652	67	512	204	370	349
	27%	15%	25%	34%	25%	31%	35%	20%	32%	26%	28%	18%	33%	18%	29%	25%
			a	abdgi	a	ag	abdgi	ag	a	k	m	o				
		7%	13%	11%	7%	10%	12%	6%	5%	11%	91%	9%	71%	28%	51%	49%
QUAD PLAY	54	-	13	5	2	10	4	2	6	4	50	4	35	19	34	20
	2%	-%	3%	2%	1%	4%	2%	1%	5%	1%	2%	1%	2%	2%	3%	1%
			a	a	adgi	a	adfgi	o								
		-%	23%	9%	4%	18%	7%	4%	10%	7%	92%	8%	64%	36%	62%	38%
Don't know	6	-	2	-	-	-	1	-	*	2	5	*	4	2	*	6
	*%	-%	*%	-%	-%	-%	1%	-%	*%	1%	*%	*%	*%	*%	*%	*%
		-%	32%	-%	-%	-%	23%	-%	5%	27%	95%	5%	63%	37%	3%	97%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 146

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

SUMMARY TABLE FOR PURCHASING BEHAVIOUR - FIXED BROADBAND

Base : Those with fixed broadband at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2781	1376	1405	410	483	1005	883	313	299	412	665	737	916	560	568	1721	345	380	335
Effective Weighted Sample	1975	977	999	288	345	710	640	220	215	283	496	529	666	407	403	1535	226	264	292
Total	2074	1030	1044	303	375	785	611	199	205	284	567	645	601	438	391	1756	165	101	51
		50%	50%	15%	18%	38%	29%	10%	10%	14%	27%	31%	29%	21%	19%	85%	8%	5%	2%
FIXED BROADBAND STANDALONE	472	242	230	119	84	154	116	54	49	52	92	130	144	95	103	416	29	16	11
	23%	23%	22%	39%	23%	20%	19%	27%	24%	18%	16%	20%	24%	22%	26%	24%	17%	16%	22%
		51%	49%	25%	18%	33%	24%	11%	10%	11%	19%	28%	31%	20%	22%	88%	6%	3%	2%
FIXED BROADBAND BUNDLE	1602	788	814	184	291	631	496	145	156	232	475	514	457	343	288	1340	137	85	40
	77%	77%	78%	61%	77%	80%	81%	73%	76%	82%	84%	80%	76%	78%	74%	76%	83%	84%	78%
		49%	51%	12%	18%	39%	31%	9%	10%	14%	30%	32%	29%	21%	18%	84%	9%	5%	2%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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SUMMARY TABLE FOR PURCHASING BEHAVIOUR - FIXED BROADBAND

Base : Those with fixed broadband at home

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2781	195	227	210	183	163	207	166	176	194	2004	777	1676	1100	1485	1296
Effective Weighted Sample	1975	188	214	203	176	157	199	160	169	185	1633	364	1185	810	1022	954
Total	2074	254	331	201	144	157	208	151	82	228	1781	293	1335	735	1046	1028
		12%	16%	10%	7%	8%	10%	7%	4%	11%	86%	14%	64%	35%	50%	50%
FIXED BROADBAND STANDALONE	472	117	77	32	34	32	24	33	16	49	413	60	282	191	168	304
	23%	46%	23%	16%	24%	20%	12%	22%	20%	22%	23%	20%	21%	26%	16%	30%
		bcdefghi	f	cf	f	f	f	f	f	f			l	l		n
		25%	16%	7%	7%	7%	5%	7%	3%	10%	87%	13%	60%	40%	36%	64%
FIXED BROADBAND BUNDLE	1602	136	254	169	109	125	184	117	66	179	1368	233	1054	544	878	723
	77%	54%	77%	84%	76%	80%	88%	78%	80%	78%	77%	80%	79%	74%	84%	70%
			a	ad	a	a	abdeghi	a	a	a			m	o	o	
		9%	16%	11%	7%	8%	11%	7%	4%	11%	85%	15%	66%	34%	55%	45%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 147

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SUMMARY TABLE FOR PURCHASING BEHAVIOUR - FIXED LINE

Base : Those with a landline phone at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3148	1541	1607	354	436	1024	1334	467	344	423	662	784	953	663	747	1905	403	423	417
Effective Weighted Sample	2203	1074	1128	244	312	720	944	323	243	288	494	557	688	471	522	1691	262	298	362
Total	2259	1103	1155	263	334	798	863	282	224	287	562	675	614	490	479	1896	191	109	62
		49%	51%	12%	15%	35%	38%	12%	10%	13%	25%	30%	27%	22%	21%	84%	8%	5%	3%
FIXED LINE STANDALONE	685	330	355	91	71	180	344	135	74	65	108	162	174	147	201	580	53	31	21
	30%	30%	31%	35%	21%	23%	40%	48%	33%	23%	19%	24%	28%	30%	42%	31%	28%	28%	34%
		48%	52%	de	de	de	de	hij	ij	ij	ij	k	k	klm	klm	klm	klm	klm	klm
				13%	10%	26%	50%	20%	11%	9%	16%	24%	25%	21%	29%	85%	8%	4%	3%
FIXED LINE BUNDLE	1574	773	800	172	264	618	520	147	150	222	453	512	440	343	278	1316	138	79	41
	70%	70%	69%	65%	79%	77%	60%	52%	67%	77%	81%	76%	72%	70%	58%	69%	72%	72%	66%
		49%	51%	cf	cf	cf	cf	g	g	gh	gh	mn	n	n	n	n	n	n	n
				11%	17%	39%	33%	9%	10%	14%	29%	33%	28%	22%	18%	84%	9%	5%	3%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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SUMMARY TABLE FOR PURCHASING BEHAVIOUR - FIXED LINE

Base : Those with a landline phone at home

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	3148	216	239	220	204	184	236	189	200	217	2240	908	1680	1462	1695	1453
Effective Weighted Sample	2203	208	225	212	195	176	227	182	191	207	1808	421	1178	1055	1150	1054
Total	2259	279	342	206	156	172	232	167	90	251	1929	329	1327	927	1154	1104
		12%	15%	9%	7%	8%	10%	7%	4%	11%	85%	15%	59%	41%	51%	49%
FIXED LINE STANDALONE	685	139	103	41	53	53	41	49	24	78	585	100	303	381	295	390
	30%	50%	30%	20%	34%	31%	17%	29%	26%	31%	30%	31%	23%	41%	26%	35%
		bcdefghi	cf	cf	cf	cf	cf	cf	f	cf			l		n	
		20%	15%	6%	8%	8%	6%	7%	3%	11%	85%	15%	44%	56%	43%	57%
FIXED LINE BUNDLE	1574	140	239	165	103	120	192	118	66	173	1345	229	1024	546	859	715
	70%	50%	70%	80%	66%	69%	83%	71%	74%	69%	70%	69%	77%	59%	74%	65%
		a	abdegi	a	a	abdeghi	a	a	a	a			m	o		
		9%	15%	10%	7%	8%	12%	8%	4%	11%	85%	15%	65%	35%	55%	45%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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FIXED LINE PURCHASING BEHAVIOUR - PRE-PAYMENT

Base : Those with a landline phone at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3148	1541	1607	354	436	1024	1334	467	344	423	662	784	953	663	747	1905	403	423	417
Effective Weighted Sample	2203	1074	1128	244	312	720	944	323	243	288	494	557	688	471	522	1691	262	298	362
Total	2259	1103	1155	263	334	798	863	282	224	287	562	675	614	490	479	1896	191	109	62
		49%	51%	12%	15%	35%	38%	12%	10%	13%	25%	30%	27%	22%	21%	84%	8%	5%	3%
PRE-PAYMENT ONLY	31	21	10	2	2	12	16	2	4	4	6	10	8	4	9	27	2	1	1
	1%	2%	1%	1%	1%	1%	2%	1%	2%	1%	1%	2%	1%	1%	2%	1%	1%	1%	2%
		67%	33%	6%	6%	38%	50%	8%	11%	13%	20%	33%	26%	12%	29%	86%	6%	4%	5%
BUNDLE AND PRE-PAYMENT	78	39	39	4	9	32	33	3	7	17	29	27	32	12	7	66	5	3	3
	3%	4%	3%	2%	3%	4%	4%	1%	3%	6%	5%	4%	5%	2%	2%	4%	3%	3%	5%
		50%	50%	6%	12%	41%	42%	4%	8%	22%	38%	35%	41%	15%	10%	85%	7%	4%	4%
BUNDLE ONLY	1496	735	761	168	255	587	487	144	144	205	424	485	408	332	271	1250	133	76	38
	66%	67%	66%	64%	76%	74%	56%	51%	64%	72%	75%	72%	66%	68%	56%	66%	69%	69%	61%
		49%	51%	11%	17%	39%	33%	10%	10%	14%	28%	32%	27%	22%	18%	84%	9%	5%	3%
NEITHER BUNDLE NOR PRE-PAYMENT	654	309	344	89	69	168	328	133	70	60	102	152	166	143	192	553	51	29	20
	29%	28%	30%	34%	21%	21%	38%	47%	31%	21%	18%	23%	27%	29%	40%	29%	27%	27%	32%
		47%	53%	14%	11%	26%	50%	20%	11%	9%	16%	23%	25%	22%	29%	85%	8%	5%	3%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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FIXED LINE PURCHASING BEHAVIOUR - PRE-PAYMENT

Base : Those with a landline phone at home

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3148	216	239	220	204	184	236	189	200	217	2240	908	1680	1462	1695	1453
Effective Weighted Sample	2203	208	225	212	195	176	227	182	191	207	1808	421	1178	1055	1150	1054
Total	2259	279	342	206	156	172	232	167	90	251	1929	329	1327	927	1154	1104
		12%	15%	9%	7%	8%	10%	7%	4%	11%	85%	15%	59%	41%	51%	49%
PRE-PAYMENT ONLY	31	-	10	4	2	-	2	-	1	7	24	7	16	15	13	19
	1%	-%	3%	2%	1%	-%	1%	-%	2%	3%	1%	2%	1%	2%	1%	2%
			aeg	aeg						aeg						
		-%	32%	14%	7%	-%	5%	-%	4%	23%	78%	22%	51%	49%	40%	60%
BUNDLE AND PRE-PAYMENT	78	7	9	11	3	2	5	2	9	18	67	11	49	29	50	28
	3%	2%	3%	6%	2%	1%	2%	1%	10%	7%	3%	3%	4%	3%	4%	3%
			eg	eg					abdefg	abdefg					o	
		9%	12%	15%	4%	2%	7%	3%	11%	23%	86%	14%	63%	37%	64%	36%
BUNDLE ONLY	1496	134	230	154	100	118	187	116	57	155	1278	218	975	517	810	686
	66%	48%	67%	74%	64%	69%	80%	69%	64%	62%	66%	66%	73%	56%	70%	62%
			a	adhi	a	a	abdegghi	a	a	a			m		o	
		9%	15%	10%	7%	8%	12%	8%	4%	10%	85%	15%	65%	35%	54%	46%
NEITHER BUNDLE NOR PRE-PAYMENT	654	139	93	37	51	53	39	49	22	70	560	94	287	366	283	371
	29%	50%	27%	18%	33%	31%	17%	29%	25%	28%	29%	28%	22%	39%	24%	34%
		bcdefghi	cf		cf	cf		cf	f	cf			l		n	
		21%	14%	6%	8%	8%	6%	7%	3%	11%	86%	14%	44%	56%	43%	57%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 150

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SUMMARY TABLE FOR PURCHASING BEHAVIOUR - MOBILE BROADBAND

Base : Those in a household with mobile broadband

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r
Unweighted total	219	117	102	34	59	86	40	26	16	26	62	61	65	44	49	136	24	19	40
Effective Weighted Sample	156	80	75	24	40	63	29	20	13	17	46	45	48	33	34	122	17	14	35
Total	169	87	81	22	44	75	29	18	13	17	54	58	43	38	30	143	15	5	6
		52%	48%	**	**	**	**	**	**	**	**	**	**	**	**	85%	**	**	**
MOBILE BROADBAND STANDALONE	142	75	67	**	**	**	**	**	**	**	**	**	**	**	**	119	**	**	**
	84%	85%	82%	**	**	**	**	**	**	**	**	**	**	**	**	83%	**	**	**
		53%	47%	**	**	**	**	**	**	**	**	**	**	**	**	84%	**	**	**
MOBILE BROADBAND BUNDLE	27	13	14	**	**	**	**	**	**	**	**	**	**	**	**	24	**	**	**
	16%	15%	18%	**	**	**	**	**	**	**	**	**	**	**	**	17%	**	**	**
		47%	53%	**	**	**	**	**	**	**	**	**	**	**	**	89%	**	**	**

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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SUMMARY TABLE FOR PURCHASING BEHAVIOUR - MOBILE BROADBAND

Base : Those in a household with mobile broadband

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	~k	l	~m	n	o
Unweighted total	219	16	19	17	10	13	18	21	11	11	167	52	153	66	113	106
Effective Weighted Sample	156	16	18	17	9	12	17	20	11	11	132	24	110	47	83	72
Total	169	22	27	18	8	12	18	20	5	13	147	22	127	42	89	80
		**	**	**	**	**	**	**	**	**	87%	**	75%	**	53%	47%
MOBILE BROADBAND STANDALONE	142	**	**	**	**	**	**	**	**	**	123	**	111	**	77	65
	84%	**	**	**	**	**	**	**	**	**	84%	**	88%	**	86%	82%
		**	**	**	**	**	**	**	**	**	87%	**	78%	**	54%	46%
MOBILE BROADBAND BUNDLE	27	**	**	**	**	**	**	**	**	**	24	**	16	**	13	15
	16%	**	**	**	**	**	**	**	**	**	16%	**	12%	**	14%	18%
		**	**	**	**	**	**	**	**	**	87%	**	58%	**	46%	54%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 151

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SUMMARY TABLE FOR PURCHASING BEHAVIOUR - MOBILE PHONE

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Unweighted total	3425	1661	1764	505	595	1160	1165	556	389	449	691	788	1059	696	881	2080	450	439	456	
Effective Weighted Sample	2407	1159	1248	351	428	819	823	387	283	308	516	562	768	494	621	1847	296	311	397	
Total	2475	1199	1277	358	460	900	758	344	265	310	589	683	683	531	578	2079	211	119	67	
		48%	52%	14%	19%	36%	31%	14%	11%	13%	24%	28%	28%	21%	23%	84%	9%	5%	3%	
MOBILE PHONE STANDALONE	2321	1118	1203	348	435	828	711	328	246	289	545	635	632	504	549	1944	200	113	64	
	94%	93%	94%	97%	94%	92%	94%	96%	93%	93%	92%	93%	93%	95%	95%	94%	95%	95%	94%	
		48%	52%	ef	15%	19%	36%	31%	14%	11%	12%	23%	27%	27%	22%	24%	84%	9%	5%	3%
MOBILE PHONE BUNDLE	154	80	74	10	25	72	47	15	19	21	45	48	51	27	29	134	11	5	4	
	6%	7%	6%	3%	6%	8%	6%	4%	7%	7%	8%	7%	7%	5%	5%	6%	5%	5%	6%	
		52%	48%	6%	16%	c	c	10%	13%	14%	29%	31%	33%	17%	19%	87%	7%	3%	2%	

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 151

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

SUMMARY TABLE FOR PURCHASING BEHAVIOUR - MOBILE PHONE

Base : Those who personally use a mobile phone

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	3425	237	240	235	225	230	230	221	233	229	2479	946	1926	1493	1703	1722
Effective Weighted Sample	2407	229	226	227	216	220	222	213	223	219	2000	433	1356	1084	1149	1258
Total	2475	311	349	223	176	216	230	199	106	267	2134	341	1524	948	1167	1309
		13%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	62%	38%	47%	53%
MOBILE PHONE STANDALONE	2321	303	319	208	169	194	220	187	95	249	1995	326	1421	897	1085	1236
	94%	97%	92%	93%	96%	90%	95%	94%	90%	93%	93%	96%	93%	95%	93%	94%
		bcehi			beh		eh									
		13%	14%	9%	7%	8%	9%	8%	4%	11%	86%	14%	61%	39%	47%	53%
MOBILE PHONE BUNDLE	154	8	29	16	7	22	10	13	11	18	139	15	103	51	81	73
	6%	3%	8%	7%	4%	10%	5%	6%	10%	7%	7%	4%	7%	5%	7%	6%
			ad	a		adf			adf	a						
		5%	19%	10%	4%	14%	7%	8%	7%	12%	90%	10%	67%	33%	53%	47%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 152

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SUMMARY TABLE FOR PURCHASING BEHAVIOUR - PAY TV SERVICE

Base : Those with a Pay TV service

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Unweighted total	2222	1126	1096	327	364	806	725	287	233	305	489	534	668	495	525	1306	281	322	313	
Effective Weighted Sample	1549	783	766	226	258	563	512	196	170	207	354	375	478	353	365	1163	183	230	274	
Total	1593	808	785	237	273	621	461	178	160	205	404	452	430	371	340	1318	136	90	49	
		51%	49%	15%	17%	39%	29%	11%	10%	13%	25%	28%	27%	23%	21%	83%	9%	6%	3%	
PAY TV STANDALONE	724	383	340	127	95	266	237	107	71	81	154	200	198	152	173	610	50	35	28	
		45%	47%	43%	53%	35%	43%	51%	60%	45%	39%	38%	44%	46%	41%	51%	46%	37%	39%	58%
				de	d	de	de	hij						m	pq				opq	
		53%	47%	18%	13%	37%	33%	15%	10%	11%	21%	28%	27%	21%	24%	84%	7%	5%	4%	
PAY TV BUNDLE	869	424	445	111	178	356	225	71	89	124	250	251	232	219	167	708	86	55	21	
		55%	53%	57%	47%	65%	57%	49%	40%	55%	61%	62%	56%	54%	59%	49%	54%	63%	61%	42%
				cef	cf				g	g	g			n	r	or	or	or		
		49%	51%	13%	21%	41%	26%	8%	10%	14%	29%	29%	27%	25%	19%	81%	10%	6%	2%	

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 152

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SUMMARY TABLE FOR PURCHASING BEHAVIOUR - PAY TV SERVICE

Base : Those with a Pay TV service

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	2222	137	145	139	148	147	173	134	141	142	1621	601	1312	905	1168	1054
Effective Weighted Sample	1549	133	137	135	142	141	167	130	136	135	1302	265	918	650	782	768
Total	1593	181	216	134	115	141	174	121	68	169	1388	205	1022	567	788	805
		11%	14%	8%	7%	9%	11%	8%	4%	11%	87%	13%	64%	36%	49%	51%
PAY TV STANDALONE	724	120	92	48	56	45	69	72	20	87	600	124	419	303	348	376
	45%	67%	42%	36%	49%	32%	40%	60%	30%	52%	43%	60%	41%	53%	44%	47%
		bcdefhi	h		ceh			bcefh		cefh		j		l		
		17%	13%	7%	8%	6%	10%	10%	3%	12%	83%	17%	58%	42%	48%	52%
PAY TV BUNDLE	869	60	124	86	59	96	104	48	47	82	788	81	603	264	440	429
	55%	33%	58%	64%	51%	68%	60%	40%	70%	48%	57%	40%	59%	47%	56%	53%
		ag	adgi	a	adgi	agi		abdgi	a	k			m			
		7%	14%	10%	7%	11%	12%	6%	5%	9%	91%	9%	69%	30%	51%	49%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 153

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QP1. SHOWCARD During an average week, on how many days do you listen to the radio (including listening at home, in the car, at work, via mobile phone, personal stereo)? (SINGLE CODE)

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION					
		Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r		
Significance Level: 95%																					
Unweighted total		3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504	
Effective Weighted Sample		2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438	
Total		2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74	
			49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%	
7 days a week		(7.0)	1197	615	583	86	163	435	514	151	113	154	345	380	325	258	234	994	102	64	37
			45%	47%	42%	24%	35%	47%	55%	37%	39%	47%	58%	53%	45%	45%	35%	44%	44%	48%	50%
			b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r		
			51%	49%	7%	14%	36%	43%	13%	9%	13%	29%	32%	27%	22%	20%	83%	9%	5%	3%	
6 days a week		(6.0)	109	62	47	10	22	36	41	18	15	13	23	28	31	22	28	94	6	7	3
			4%	5%	3%	3%	5%	4%	4%	4%	5%	4%	4%	4%	4%	4%	4%	4%	3%	5%	4%
			57%	43%	9%	20%	33%	37%	17%	13%	12%	21%	26%	29%	20%	25%	86%	6%	6%	3%	
5 days a week		(5.0)	213	109	104	29	51	86	47	21	20	29	57	52	65	47	48	169	26	12	6
			8%	8%	8%	8%	11%	9%	5%	5%	7%	9%	10%	7%	9%	8%	7%	8%	11%	9%	8%
				f	f	f	f	g	g	g	g	g	g	g	g	g	g	o	o	o	
			51%	49%	14%	24%	41%	22%	10%	9%	14%	27%	25%	31%	22%	23%	80%	12%	6%	3%	
3 or 4 days a week		(3.5)	222	101	121	41	35	84	62	33	30	29	39	60	58	48	56	188	18	9	7
			8%	8%	9%	11%	7%	9%	7%	8%	10%	9%	7%	8%	8%	8%	8%	8%	8%	6%	10%
				f	f	f	f	j	j	j	j	j	j	j	j	j	j	o	o	o	
			45%	55%	19%	16%	38%	28%	15%	14%	13%	18%	27%	26%	22%	25%	85%	8%	4%	3%	
1 or 2 days a week		(1.5)	209	105	105	42	42	65	60	43	25	26	38	56	49	45	59	175	19	12	3
			8%	8%	8%	12%	9%	7%	6%	10%	8%	8%	6%	8%	7%	8%	9%	8%	8%	9%	4%
				ef	ef	ef	ef	j	j	j	j	j	j	j	j	j	r	r	r		
			50%	50%	20%	20%	31%	29%	21%	12%	12%	18%	27%	23%	22%	28%	84%	9%	6%	2%	
Less often		(0.5)	116	56	60	17	24	36	39	16	16	11	17	22	36	26	32	100	9	4	3
			4%	4%	4%	5%	5%	4%	4%	4%	5%	3%	3%	3%	5%	4%	5%	4%	4%	3%	4%
			48%	52%	15%	21%	31%	33%	14%	13%	9%	15%	19%	31%	22%	28%	86%	8%	3%	3%	

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QP1. SHOWCARD During an average week, on how many days do you listen to the radio (including listening at home, in the car, at work, via mobile phone, personal stereo)? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Never/ do not listen to the radio	(0.0) 600	253	346	137	130	169	164	129	69	62	77	113	153	132	202	509	53	24	14
	22%	19%	25%	37%	28%	18%	18%	31%	24%	19%	13%	16%	21%	23%	31%	23%	23%	18%	19%
		42%	58%	23%	22%	28%	27%	21%	12%	10%	13%	19%	26%	22%	34%	85%	9%	4%	2%
Don't know	8	*	8	3	1	4	1	1	2	1	*	1	3	1	3	7	*	1	*
	.*%	.*%	1%	1%	.*%	.*%	.*%	.*%	1%	.*%	.*%	.*%	.*%	.*%	.*%	.*%	.*%	.*%	.*%
		4%	96%	32%	11%	46%	12%	13%	30%	11%	2%	11%	35%	16%	38%	87%	2%	6%	4%
Mean number of days during an average week	4.2	4.4	4.0	2.8	3.7	4.5	4.8	3.5	3.9	4.5	5.1	4.8	4.3	4.2	3.6	4.2	4.2	4.5	4.6
		b		c	cd	cd				gh	ghi	lmn	n	n				o	op
Standard deviation	2.98	2.92	3.03	2.89	3.00	2.87	2.90	3.08	2.99	2.89	2.66	2.80	2.96	2.99	3.06	2.99	2.97	2.89	2.90
Standard error	.05	.07	.07	.13	.12	.08	.08	.12	.14	.13	.10	.10	.09	.11	.10	.06	.13	.13	.13
Columns Tested:	a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																		

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QP1. SHOWCARD During an average week, on how many days do you listen to the radio (including listening at home, in the car, at work, via mobile phone, personal stereo)? (SINGLE CODE)

Base : All respondents

		ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
		Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																	
Unweighted total		3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample		2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total		2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
			12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
7 days a week	(7.0)	1197	106	206	120	78	103	125	85	45	126	1000	197	722	473	679	519
		45%	33%	55%	51%	41%	45%	50%	38%	40%	42%	43%	54%	47%	42%	54%	37%
			9%	adeghi 17%	adghi 10%	a 7%	a 9%	agh 10%	7%	4%	a 11%	84%	j 16%	m 60%	o 39%	57%	43%
6 days a week	(6.0)	109	12	15	6	5	11	18	9	6	12	92	17	64	45	56	53
		4%	4%	4%	3%	2%	5%	7%	4%	5%	4%	4%	5%	4%	4%	4%	4%
			11%	14%	5%	4%	10%	cd 16%	8%	5%	11%	84%	16%	59%	41%	51%	49%
5 days a week	(5.0)	213	24	30	20	15	10	14	20	9	26	184	29	157	56	111	102
		8%	7%	8%	9%	8%	4%	6%	9%	8%	9%	8%	8%	10%	5%	9%	7%
			11%	14%	9%	7%	5%	7%	e 10%	4%	12%	86%	14%	m 74%	26%	52%	48%
3 or 4 days a week	(3.5)	222	29	22	25	12	16	23	16	10	34	192	30	129	93	99	123
		8%	9%	6%	11%	6%	7%	9%	7%	9%	11%	8%	8%	8%	8%	8%	9%
			13%	10%	11%	5%	7%	10%	7%	5%	15%	87%	13%	58%	42%	45%	55%
1 or 2 days a week	(1.5)	209	22	31	18	21	19	13	19	13	18	181	28	111	99	94	115
		8%	7%	8%	8%	11%	8%	5%	9%	12%	6%	8%	8%	7%	9%	7%	8%
			10%	15%	9%	f 10%	9%	6%	9%	6%	9%	87%	13%	53%	47%	45%	55%
Less often	(0.5)	116	15	17	9	7	10	17	12	5	8	103	14	64	53	46	71
		4%	5%	5%	4%	4%	4%	7%	5%	4%	3%	4%	4%	4%	5%	4%	5%
			13%	15%	8%	6%	9%	i 14%	10%	4%	6%	88%	12%	55%	45%	39%	61%

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

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QP1. SHOWCARD During an average week, on how many days do you listen to the radio (including listening at home, in the car, at work, via mobile phone, personal stereo)? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
Never/ do not listen to the radio (0.0)	600	116	49	34	51	60	38	60	25	75	549	51	300	297	171	429
	22%	35%	13%	15%	27%	26%	15%	27%	22%	25%	24%	14%	19%	27%	14%	30%
		bcdefghi			bcf	bcf		bcf	bc	bcf	k		l		n	
		19%	8%	6%	8%	10%	6%	10%	4%	12%	91%	9%	50%	50%	28%	72%
Don't know	8	3	-	1	-	-	1	3	-	-	7	1	5	3	3	5
	*%	1%	-%	*%	-%	-%	*%	1%	-%	-%	*%	*%	*%	*%	*%	*%
		32%	-%	8%	-%	-%	12%	35%	-%	-%	86%	14%	60%	40%	40%	60%
Mean number of days during an average week	4.2	3.3	4.9	4.7	3.8	4.0	4.7	3.8	4.0	4.1	4.1	4.9	4.4	3.9	4.9	3.6
			adeghi	adeghi		a	adeghi		a	a		j	m		o	
Standard deviation	2.98	3.08	2.78	2.77	3.07	3.09	2.85	3.05	2.96	2.96	3.00	2.75	2.89	3.07	2.73	3.07
Standard error	.05	.19	.17	.18	.20	.20	.18	.19	.19	.18	.06	.09	.07	.07	.06	.07

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 154

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QP2A (QP11A). SHOWCARD How often, if at all, do you listen to radio through - Radio set with AM Stereo - either at home, in the car or on portable radio. (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2934	1476	1458	331	439	974	1190	473	339	383	608	710	901	608	714	1735	386	406	407
Effective Weighted Sample	2032	1024	1008	231	309	674	834	322	241	262	453	501	644	423	496	1539	250	289	354
Total	2067	1047	1020	226	337	742	762	283	218	262	519	598	564	447	457	1720	180	107	59
		51%	49%	11%	16%	36%	37%	14%	11%	13%	25%	29%	27%	22%	22%	83%	9%	5%	3%
Every day	201	111	90	11	15	56	119	37	20	25	42	62	49	39	52	162	17	12	11
	10%	11%	9%	5%	5%	8%	16%	13%	9%	10%	8%	10%	9%	9%	11%	9%	9%	11%	18%
							cde	j											opq
		55%	45%	6%	8%	28%	59%	18%	10%	12%	21%	31%	24%	19%	26%	80%	8%	6%	5%
At least weekly	153	76	78	19	31	41	62	24	14	22	22	46	42	29	36	125	14	9	6
	7%	7%	8%	8%	9%	6%	8%	8%	7%	9%	4%	8%	7%	7%	8%	7%	8%	8%	9%
					e	e	e	j		j									
		49%	51%	12%	20%	27%	41%	15%	9%	15%	14%	30%	28%	19%	24%	81%	9%	6%	4%
At least monthly	68	42	26	9	6	31	22	6	11	7	18	18	18	15	59	6	1	2	
	3%	4%	3%	4%	2%	4%	3%	2%	5%	3%	4%	3%	3%	4%	3%	3%	4%	1%	3%
															q				
		62%	38%	13%	9%	45%	32%	9%	16%	10%	27%	27%	26%	26%	21%	86%	9%	2%	3%
Have tried it once	74	40	35	6	13	30	25	9	6	15	20	20	21	20	14	69	3	3	*
	4%	4%	3%	3%	4%	4%	3%	3%	3%	6%	4%	3%	4%	4%	3%	4%	2%	2%	1%
															pr				
		54%	46%	9%	17%	41%	33%	12%	8%	20%	26%	26%	29%	27%	18%	92%	4%	3%	1%
EVER	497	269	228	45	66	158	228	76	52	69	103	145	131	105	116	414	40	24	19
	24%	26%	22%	20%	19%	21%	30%	27%	24%	26%	20%	24%	23%	24%	25%	24%	22%	23%	32%
							cde	j		j									opq
		54%	46%	9%	13%	32%	46%	15%	10%	14%	21%	29%	26%	21%	23%	83%	8%	5%	4%
Never	1110	562	549	127	183	411	389	155	113	140	293	325	313	243	230	911	106	60	34
	54%	54%	54%	56%	54%	55%	51%	55%	52%	54%	56%	54%	55%	54%	50%	53%	59%	56%	57%
		51%	49%	11%	16%	37%	35%	14%	10%	13%	26%	29%	28%	22%	21%	82%	10%	5%	3%
Do not have access to device	459	217	243	53	88	172	145	52	53	52	123	128	120	99	112	395	34	24	7
	22%	21%	24%	24%	26%	23%	19%	18%	24%	20%	24%	21%	21%	22%	24%	23%	19%	22%	11%
				f	f										r	r	r		
		47%	53%	12%	19%	38%	32%	11%	11%	11%	27%	28%	26%	22%	24%	86%	7%	5%	1%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 154

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QP2A (QP11A). SHOWCARD How often, if at all, do you listen to radio through - Radio set with AM Stereo - either at home, in the car or on portable radio. (SINGLE CODE)

Base : Those who listen to radio

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH	
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o		
Unweighted total	2934	159	224	210	181	183	210	179	195	194	2064	870	1603	1325	1604	1330	
Effective Weighted Sample	2032	153	211	203	173	175	202	172	186	186	1655	400	1116	945	1080	953	
Total	2067	209	321	199	138	171	209	161	89	224	1753	314	1246	818	1085	982	
		10%	16%	10%	7%	8%	10%	8%	4%	11%	85%	15%	60%	40%	53%	47%	
Every day	201	42	29	5	12	10	26	8	7	22	179	22	91	110	108	93	
	10%	20%	9%	3%	9%	6%	12%	5%	8%	10%	10%	7%	7%	13%	10%	9%	
		bcdefghi	c		c		ceg	c	c	k			l				
		21%	14%	2%	6%	5%	13%	4%	4%	11%	89%	11%	45%	55%	54%	46%	
At least weekly	153	32	17	14	7	8	11	11	5	19	130	23	76	77	77	76	
	7%	15%	5%	7%	5%	5%	5%	7%	6%	9%	7%	7%	6%	9%	7%	8%	
		bcdefgh											l				
		21%	11%	9%	5%	5%	7%	7%	3%	13%	85%	15%	49%	51%	50%	50%	
At least monthly	68	8	14	4	3	10	6	6	2	7	59	9	46	22	35	33	
	3%	4%	5%	2%	2%	6%	3%	4%	2%	3%	3%	3%	4%	3%	3%	3%	
					c												
			12%	21%	5%	4%	14%	9%	9%	2%	10%	87%	13%	68%	32%	51%	49%
Have tried it once	74	17	16	11	2	4	4	7	1	7	62	12	48	26	32	43	
	4%	8%	5%	6%	1%	2%	2%	4%	1%	3%	4%	4%	4%	3%	3%	4%	
		defhi	dh	dh				h									
		23%	21%	15%	2%	5%	6%	10%	1%	9%	84%	16%	65%	35%	42%	58%	
EVER	497	99	76	34	24	32	47	33	15	55	431	66	261	235	251	246	
	24%	47%	24%	17%	17%	19%	22%	20%	17%	25%	25%	21%	21%	29%	23%	25%	
		bcdefghi												l			
		20%	15%	7%	5%	6%	9%	7%	3%	11%	87%	13%	53%	47%	51%	49%	
Never	1110	59	195	80	76	116	131	95	45	112	954	157	691	418	573	537	
	54%	28%	61%	40%	55%	68%	63%	59%	51%	50%	54%	50%	55%	51%	53%	55%	
			aci	a	ac	acdhi	achi	ac	ac	a			m				
		5%	18%	7%	7%	10%	12%	9%	4%	10%	86%	14%	62%	38%	52%	48%	

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 154

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QP2A (QP11A). SHOWCARD How often, if at all, do you listen to radio through - Radio set with AM Stereo - either at home, in the car or on portable radio. (SINGLE CODE)

Base : Those who listen to radio

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2934	159	224	210	181	183	210	179	195	194	2064	870	1603	1325	1604	1330
Effective Weighted Sample	2032	153	211	203	173	175	202	172	186	186	1655	400	1116	945	1080	953
Total	2067	209	321	199	138	171	209	161	89	224	1753	314	1246	818	1085	982
		10%	16%	10%	7%	8%	10%	8%	4%	11%	85%	15%	60%	40%	53%	47%
Do not have access to device	459	50	50	85	38	22	31	33	28	57	368	91	294	165	260	199
	22%	24%	15%	43%	28%	13%	15%	20%	32%	26%	21%	29%	24%	20%	24%	20%
		bef		abdefghi	bef				befg	bef		j			o	
		11%	11%	18%	8%	5%	7%	7%	6%	12%	80%	20%	64%	36%	57%	43%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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.

QP2B (QP11B). SHOWCARD How often, if at all, do you listen to radio through - Radio set with FM stereo - either at home, in the car or on portable radio. (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2934	1476	1458	331	439	974	1190	473	339	383	608	710	901	608	714	1735	386	406	407
Effective Weighted Sample	2032	1024	1008	231	309	674	834	322	241	262	453	501	644	423	496	1539	250	289	354
Total	2067	1047	1020	226	337	742	762	283	218	262	519	598	564	447	457	1720	180	107	59
		51%	49%	11%	16%	36%	37%	14%	11%	13%	25%	29%	27%	22%	22%	83%	9%	5%	3%
Every day	556	274	283	39	53	171	294	90	54	66	117	170	139	123	124	471	35	33	18
		27%	26%	28%	17%	16%	23%	32%	25%	25%	23%	28%	25%	28%	27%	27%	20%	30%	30%
						d	cde	j							p		p	p	
			49%	51%	7%	10%	31%	16%	10%	12%	21%	30%	25%	22%	22%	85%	6%	6%	3%
At least weekly	320	152	168	36	58	108	117	44	39	43	61	84	90	67	79	266	30	16	7
		15%	15%	16%	16%	17%	15%	16%	18%	17%	12%	14%	16%	15%	17%	15%	17%	15%	11%
									j										
			47%	53%	11%	18%	34%	14%	12%	14%	19%	26%	28%	21%	25%	83%	10%	5%	2%
At least monthly	112	67	46	14	14	44	40	16	15	14	22	37	24	24	27	100	7	4	2
		5%	6%	4%	6%	4%	6%	5%	7%	5%	4%	6%	4%	5%	6%	6%	4%	4%	3%
															r				
			59%	41%	12%	13%	39%	14%	13%	12%	20%	33%	21%	22%	24%	89%	6%	4%	1%
Have tried it once	43	20	24	7	3	18	15	8	5	6	15	7	15	10	11	38	1	3	*
		2%	2%	2%	3%	1%	2%	3%	2%	2%	3%	1%	3%	2%	2%	2%	1%	3%	3%
				d											r		r	r	
			45%	55%	17%	6%	43%	17%	11%	13%	34%	16%	35%	24%	25%	89%	3%	7%	1%
EVER	1032	512	520	96	129	342	465	157	113	129	216	297	267	225	242	875	74	57	26
		50%	49%	51%	43%	38%	46%	56%	52%	49%	42%	50%	47%	50%	53%	51%	41%	53%	44%
						d	cde	j	j	j						pr		pr	
			50%	50%	9%	12%	33%	15%	11%	12%	21%	29%	26%	22%	23%	85%	7%	5%	3%
Never	698	369	328	87	145	270	195	85	64	97	203	202	203	151	142	558	80	34	26
		34%	35%	32%	39%	43%	36%	30%	30%	37%	39%	34%	36%	34%	31%	32%	44%	31%	44%
				f	ef	f					gh						oq		oq
			53%	47%	12%	21%	39%	12%	9%	14%	29%	29%	29%	22%	20%	80%	11%	5%	4%
Do not have access to device	337	166	171	42	63	130	101	40	40	36	100	99	94	71	73	287	26	17	7
		16%	16%	17%	19%	19%	13%	14%	19%	14%	19%	17%	17%	16%	16%	17%	15%	16%	11%
				f	f	f									r				
			49%	51%	13%	19%	39%	12%	12%	11%	30%	29%	28%	21%	22%	85%	8%	5%	2%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QP2B (QP11B). SHOWCARD How often, if at all, do you listen to radio through - Radio set with FM stereo - either at home, in the car or on portable radio. (SINGLE CODE)

Base : Those who listen to radio

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Significance Level: 95%																	
Unweighted total	2934	159	224	210	181	183	210	179	195	194	2064	870	1603	1325	1604	1330	
Effective Weighted Sample	2032	153	211	203	173	175	202	172	186	186	1655	400	1116	945	1080	953	
Total	2067	209	321	199	138	171	209	161	89	224	1753	314	1246	818	1085	982	
		10%	16%	10%	7%	8%	10%	8%	4%	11%	85%	15%	60%	40%	53%	47%	
Every day	556	67	90	46	37	45	51	40	21	74	462	94	286	269	290	267	
	27%	32%	28%	23%	27%	26%	25%	25%	24%	33%	26%	30%	23%	33%	27%	27%	
										c				l			
			12%	16%	8%	7%	8%	9%	7%	4%	13%	83%	17%	51%	48%	52%	48%
At least weekly	320	40	40	32	16	19	15	33	18	53	275	45	172	148	151	169	
	15%	19%	12%	16%	12%	11%	7%	21%	21%	24%	16%	14%	14%	18%	14%	17%	
		ef		f				bdef	bdef	bcdef			l		n		
		13%	12%	10%	5%	6%	5%	10%	6%	17%	86%	14%	54%	46%	47%	53%	
At least monthly	112	15	29	5	5	8	7	9	5	17	96	16	72	40	57	56	
	5%	7%	9%	2%	4%	5%	3%	6%	5%	7%	5%	5%	6%	5%	5%	6%	
		c	cdf							c							
		13%	26%	4%	5%	7%	6%	8%	4%	15%	86%	14%	64%	36%	50%	50%	
Have tried it once	43	5	3	11	2	1	6	5	-	6	37	6	27	17	24	19	
	2%	2%	1%	6%	2%	*	3%	3%	-	3%	2%	2%	2%	2%	2%	2%	
		h		bdeh			h	h		h							
		12%	7%	26%	5%	2%	13%	11%	-	13%	87%	13%	62%	38%	55%	45%	
EVER	1032	127	162	94	61	72	79	87	44	149	871	161	557	474	522	510	
	50%	61%	50%	47%	44%	42%	38%	54%	50%	67%	50%	51%	45%	58%	48%	52%	
		bcdef	f					ef	f	bcdefgh				l			
		12%	16%	9%	6%	7%	8%	8%	4%	14%	84%	16%	54%	46%	51%	49%	
Never	698	45	118	48	52	75	105	57	23	35	601	97	468	228	378	320	
	34%	22%	37%	24%	38%	44%	50%	35%	26%	16%	34%	31%	38%	28%	35%	33%	
			achi	i	achi	achi	abcdghi	achi	i				m				
		6%	17%	7%	8%	11%	15%	8%	3%	5%	86%	14%	67%	33%	54%	46%	

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

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QP2B (QP11B). SHOWCARD How often, if at all, do you listen to radio through - Radio set with FM stereo - either at home, in the car or on portable radio. (SINGLE CODE)

Base : Those who listen to radio

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2934	159	224	210	181	183	210	179	195	194	2064	870	1603	1325	1604	1330
Effective Weighted Sample	2032	153	211	203	173	175	202	172	186	186	1655	400	1116	945	1080	953
Total	2067	209	321	199	138	171	209	161	89	224	1753	314	1246	818	1085	982
		10%	16%	10%	7%	8%	10%	8%	4%	11%	85%	15%	60%	40%	53%	47%
Do not have access to device	337	37	42	58	25	24	25	17	21	39	281	56	221	116	186	151
	16%	18%	13%	29%	18%	14%	12%	11%	24%	18%	16%	18%	18%	14%	17%	15%
		11%	12%	abdefgi	17%	7%	7%	7%	befg	6%	12%	83%	17%	66%	34%	45%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 156

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

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

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2934	1476	1458	331	439	974	1190	473	339	383	608	710	901	608	714	1735	386	406	407
Effective Weighted Sample	2032	1024	1008	231	309	674	834	322	241	262	453	501	644	423	496	1539	250	289	354
Total	2067	1047	1020	226	337	742	762	283	218	262	519	598	564	447	457	1720	180	107	59
		51%	49%	11%	16%	36%	37%	14%	11%	13%	25%	29%	27%	22%	22%	83%	9%	5%	3%
Every day	83	42	41	22	25	27	9	8	9	5	23	26	19	17	21	75	2	4	2
	4%	4%	4%	10%	7%	4%	1%	3%	4%	2%	4%	4%	3%	4%	5%	4%	1%	4%	4%
				ef	ef	f										p		p	p
		50%	50%	26%	30%	32%	11%	10%	11%	6%	28%	32%	22%	20%	25%	90%	2%	5%	3%
At least weekly	134	78	56	35	33	59	7	19	13	18	42	36	47	22	29	120	6	4	3
	6%	7%	6%	15%	10%	8%	1%	7%	6%	7%	8%	6%	8%	5%	6%	7%	4%	4%	5%
				ef	f	f							m			p			
		58%	42%	26%	25%	44%	5%	14%	10%	13%	31%	27%	35%	16%	21%	90%	5%	3%	2%
At least monthly	85	49	36	23	16	31	14	10	5	14	28	30	30	15	10	73	7	3	1
	4%	5%	3%	10%	5%	4%	2%	3%	2%	5%	5%	5%	5%	3%	2%	4%	4%	3%	3%
				def	f	f						n	n						
		58%	42%	27%	19%	36%	17%	12%	6%	17%	33%	35%	35%	18%	12%	86%	9%	3%	2%
Have tried it once	132	65	67	19	34	56	23	11	9	13	54	44	37	22	29	125	3	2	2
	6%	6%	7%	8%	10%	8%	3%	4%	4%	5%	10%	7%	7%	5%	6%	7%	2%	2%	3%
				f	f	f					ghi					pqr			
		49%	51%	14%	26%	42%	17%	8%	7%	10%	41%	33%	28%	16%	22%	95%	2%	2%	1%
EVER	434	233	201	98	109	173	54	48	36	49	147	136	133	76	89	394	18	14	8
	21%	22%	20%	43%	32%	23%	7%	17%	17%	19%	28%	23%	24%	17%	19%	23%	10%	13%	14%
				def	ef	f					ghi	m	m			pqr			
		54%	46%	23%	25%	40%	12%	11%	8%	11%	34%	31%	31%	17%	20%	91%	4%	3%	2%
Never	1350	682	669	112	198	508	533	181	139	183	341	398	363	298	292	1114	129	66	42
	65%	65%	66%	50%	59%	68%	70%	64%	64%	70%	66%	66%	64%	67%	64%	65%	71%	61%	71%
				c	cd	cd										oq			oq
		50%	50%	8%	15%	38%	39%	13%	10%	14%	25%	29%	27%	22%	22%	82%	10%	5%	3%
Do not have access to device	283	132	150	16	30	62	175	54	43	29	30	64	69	73	77	212	33	28	9
	14%	13%	15%	7%	9%	8%	23%	19%	20%	11%	6%	11%	12%	16%	17%	12%	18%	26%	15%
							cde	ij	ij	j		k	kl			o	opr		
		47%	53%	6%	11%	22%	62%	19%	15%	10%	11%	23%	24%	26%	27%	75%	12%	10%	3%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 156

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

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

Base : Those who listen to radio

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	2934	159	224	210	181	183	210	179	195	194	2064	870	1603	1325	1604	1330
Effective Weighted Sample	2032	153	211	203	173	175	202	172	186	186	1655	400	1116	945	1080	953
Total	2067	209	321	199	138	171	209	161	89	224	1753	314	1246	818	1085	982
		10%	16%	10%	7%	8%	10%	8%	4%	11%	85%	15%	60%	40%	53%	47%
Every day	83	22	17	9	4	4	4	6	3	4	80	3	56	27	37	46
	4%	11%	5%	5%	3%	3%	2%	4%	3%	2%	5%	1%	5%	3%	3%	5%
		cdefghi									k					
		27%	21%	11%	5%	5%	5%	7%	4%	5%	96%	4%	68%	32%	45%	55%
At least weekly	134	21	19	20	4	12	7	14	8	15	117	17	97	37	59	75
	6%	10%	6%	10%	3%	7%	3%	9%	9%	7%	7%	5%	8%	4%	5%	8%
		df		df				df	df				m		n	
		16%	14%	15%	3%	9%	5%	11%	6%	11%	87%	13%	73%	27%	44%	56%
At least monthly	85	8	10	6	8	8	8	6	6	12	69	15	58	26	46	39
	4%	4%	3%	3%	6%	5%	4%	4%	7%	5%	4%	5%	5%	3%	4%	4%
		10%	12%	7%	10%	10%	9%	8%	7%	14%	82%	18%	69%	31%	54%	46%
Have tried it once	132	11	48	14	7	5	6	13	2	19	110	22	95	36	64	68
	6%	5%	15%	7%	5%	3%	3%	8%	3%	8%	6%	7%	8%	4%	6%	7%
			acdefghi	h				fh		efh			m			
		9%	37%	11%	5%	4%	4%	10%	2%	14%	83%	17%	72%	28%	48%	52%
EVER	434	63	95	49	23	30	25	39	19	50	376	57	308	126	206	228
	21%	30%	30%	24%	17%	18%	12%	25%	22%	22%	21%	18%	25%	15%	19%	23%
		def	def	f				f	f	f			m		n	
		15%	22%	11%	5%	7%	6%	9%	4%	11%	87%	13%	71%	29%	47%	53%
Never	1350	104	199	123	87	125	168	103	55	151	1150	201	823	526	729	621
	65%	50%	62%	62%	63%	73%	80%	64%	62%	67%	66%	64%	66%	64%	67%	63%
			a	a	a	abcdh	abcdghi	a	a	a						
		8%	15%	9%	6%	9%	12%	8%	4%	11%	85%	15%	61%	39%	54%	46%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 156

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

Base : Those who listen to radio

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	2934	159	224	210	181	183	210	179	195	194	2064	870	1603	1325	1604	1330
Effective Weighted Sample	2032	153	211	203	173	175	202	172	186	186	1655	400	1116	945	1080	953
Total	2067	209	321	199	138	171	209	161	89	224	1753	314	1246	818	1085	982
		10%	16%	10%	7%	8%	10%	8%	4%	11%	85%	15%	60%	40%	53%	47%
Do not have access to device	283	42	27	27	28	16	16	18	15	23	227	56	115	166	150	132
	14%	20%	8%	14%	21%	9%	8%	11%	17%	10%	13%	18%	9%	20%	14%	13%
		befgi			befgi			bef			j		l			
		15%	9%	10%	10%	6%	6%	6%	5%	8%	80%	20%	41%	59%	53%	47%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 157

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

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

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2934	1476	1458	331	439	974	1190	473	339	383	608	710	901	608	714	1735	386	406	407
Effective Weighted Sample	2032	1024	1008	231	309	674	834	322	241	262	453	501	644	423	496	1539	250	289	354
Total	2067	1047	1020	226	337	742	762	283	218	262	519	598	564	447	457	1720	180	107	59
		51%	49%	11%	16%	36%	37%	14%	11%	13%	25%	29%	27%	22%	22%	83%	9%	5%	3%
Every day	120	49	71	8	20	46	46	23	10	12	30	35	34	18	33	101	15	4	1
	6%	5%	7%	4%	6%	6%	6%	8%	5%	5%	6%	6%	6%	4%	7%	6%	8%	3%	2%
		41%	59%	7%	16%	39%	38%	19%	9%	10%	25%	29%	29%	15%	28%	84%	12%	3%	1%
At least weekly	168	81	86	29	30	58	51	21	19	15	48	59	48	23	38	135	21	8	3
	8%	8%	8%	13%	9%	8%	7%	7%	9%	6%	9%	10%	9%	5%	8%	8%	12%	7%	5%
		49%	51%	17%	18%	35%	30%	12%	11%	9%	28%	35%	29%	13%	23%	81%	13%	5%	2%
At least monthly	175	93	81	17	31	81	45	11	12	20	76	72	50	39	14	148	16	7	3
	8%	9%	8%	8%	9%	11%	6%	4%	5%	8%	15%	12%	9%	9%	3%	9%	9%	7%	6%
		54%	46%	10%	18%	47%	26%	6%	7%	12%	44%	41%	29%	22%	8%	85%	9%	4%	2%
Have tried it once	137	67	70	13	17	66	41	6	14	19	50	49	42	26	21	121	10	5	1
	7%	6%	7%	6%	5%	9%	5%	2%	6%	7%	10%	8%	7%	6%	5%	7%	6%	5%	2%
		49%	51%	10%	13%	48%	30%	4%	10%	14%	36%	35%	30%	19%	15%	88%	7%	4%	1%
EVER	600	292	308	67	98	252	183	60	55	67	204	215	174	105	106	505	62	24	9
	29%	28%	30%	30%	29%	34%	24%	21%	25%	26%	39%	36%	31%	23%	23%	29%	34%	22%	15%
		49%	51%	11%	16%	42%	31%	10%	9%	11%	34%	36%	29%	17%	18%	84%	10%	4%	1%
Never	1246	662	584	145	203	437	460	173	137	175	286	335	338	288	284	1053	87	64	41
	60%	63%	57%	64%	60%	59%	60%	61%	63%	67%	55%	56%	60%	64%	62%	61%	48%	60%	70%
		53%	47%	12%	16%	35%	37%	14%	11%	14%	23%	27%	27%	23%	23%	85%	7%	5%	3%
Do not have access to device	221	93	128	13	36	53	119	49	26	19	28	48	52	54	67	161	32	19	9
	11%	9%	13%	6%	11%	7%	16%	17%	12%	7%	5%	8%	9%	12%	15%	9%	18%	18%	15%
		42%	58%	6%	16%	24%	54%	22%	12%	9%	13%	22%	23%	25%	30%	73%	14%	9%	4%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 157

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

Base : Those who listen to radio

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2934	159	224	210	181	183	210	179	195	194	2064	870	1603	1325	1604	1330
Effective Weighted Sample	2032	153	211	203	173	175	202	172	186	186	1655	400	1116	945	1080	953
Total	2067	209	321	199	138	171	209	161	89	224	1753	314	1246	818	1085	982
		10%	16%	10%	7%	8%	10%	8%	4%	11%	85%	15%	60%	40%	53%	47%
Every day	120	11	28	14	8	2	11	9	5	11	109	11	72	48	62	58
	6%	5%	9%	7%	6%	1%	5%	6%	6%	5%	6%	4%	6%	6%	6%	6%
		e	e	e	e			e	e		k					
		9%	23%	12%	7%	2%	9%	8%	4%	9%	91%	9%	60%	40%	51%	49%
At least weekly	168	21	15	28	8	5	17	18	8	16	138	29	99	68	84	84
	8%	10%	5%	14%	6%	3%	8%	11%	9%	7%	8%	9%	8%	8%	8%	9%
		e		bdei			e	be	e							
		12%	9%	17%	5%	3%	10%	11%	5%	10%	83%	17%	59%	41%	50%	50%
At least monthly	175	11	46	19	9	9	11	17	5	21	151	23	128	46	100	74
	8%	5%	14%	10%	7%	5%	5%	10%	6%	9%	9%	7%	10%	6%	9%	8%
			adeffh										m			
		6%	26%	11%	5%	5%	6%	10%	3%	12%	87%	13%	73%	27%	58%	42%
Have tried it once	137	15	33	15	5	11	4	9	11	19	104	33	96	42	76	61
	7%	7%	10%	8%	3%	6%	2%	6%	12%	8%	6%	11%	8%	5%	7%	6%
		f	df	f		f		f	dfg	df		j	m			
		11%	24%	11%	3%	8%	3%	7%	8%	14%	76%	24%	70%	30%	55%	45%
EVER	600	57	123	77	30	27	42	53	29	67	503	97	396	204	322	277
	29%	28%	38%	39%	22%	16%	20%	33%	33%	30%	29%	31%	32%	25%	30%	28%
		e	adeff	adeff				def	def	ef			m			
		10%	21%	13%	5%	5%	7%	9%	5%	11%	84%	16%	66%	34%	54%	46%
Never	1246	110	184	101	91	130	153	100	52	133	1067	179	751	494	653	592
	60%	53%	57%	51%	66%	76%	73%	62%	59%	59%	61%	57%	60%	60%	60%	60%
					ac	abcdghi	abcghi	c								
		9%	15%	8%	7%	10%	12%	8%	4%	11%	86%	14%	60%	40%	52%	48%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 157

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

Base : Those who listen to radio

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	2934	159	224	210	181	183	210	179	195	194	2064	870	1603	1325	1604	1330
Effective Weighted Sample	2032	153	211	203	173	175	202	172	186	186	1655	400	1116	945	1080	953
Total	2067	209	321	199	138	171	209	161	89	224	1753	314	1246	818	1085	982
		10%	16%	10%	7%	8%	10%	8%	4%	11%	85%	15%	60%	40%	53%	47%
Do not have access to device	221	42	15	21	17	13	14	8	7	24	183	38	100	120	110	112
	11%	20%	5%	11%	13%	8%	7%	5%	8%	11%	10%	12%	8%	15%	10%	11%
		bcefg	h	bg	bg	bg	bg	bg	bg	bg	bg	bg	l	l	l	l
		19%	7%	10%	8%	6%	7%	3%	3%	11%	83%	17%	45%	54%	50%	50%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 158

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

QP2E (QP11E). SHOWCARD How often, if at all, do you listen to radio through - Digital radio through the internet. (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2934	1476	1458	331	439	974	1190	473	339	383	608	710	901	608	714	1735	386	406	407
Effective Weighted Sample	2032	1024	1008	231	309	674	834	322	241	262	453	501	644	423	496	1539	250	289	354
Total	2067	1047	1020	226	337	742	762	283	218	262	519	598	564	447	457	1720	180	107	59
		51%	49%	11%	16%	36%	37%	14%	11%	13%	25%	29%	27%	22%	22%	83%	9%	5%	3%
Every day	74	38	36	6	17	27	23	8	2	4	31	33	19	11	11	59	7	6	1
	4%	4%	3%	3%	5%	4%	3%	3%	1%	1%	6%	5%	3%	2%	2%	3%	4%	5%	2%
											ghi	mn						r	
											41%	44%	26%	15%	15%	81%	10%	8%	2%
At least weekly	116	65	51	23	25	46	23	12	8	11	38	40	40	20	15	100	10	5	2
	6%	6%	5%	10%	7%	6%	3%	4%	4%	4%	7%	7%	7%	5%	3%	6%	5%	4%	3%
				ef	f	f					h	n	n			r			
				19%	22%	39%	20%	11%	7%	9%	33%	35%	34%	17%	13%	86%	8%	4%	1%
At least monthly	126	66	60	21	30	51	24	10	11	16	61	52	38	21	15	109	12	4	1
	6%	6%	6%	9%	9%	7%	3%	4%	5%	6%	12%	9%	7%	5%	3%	6%	6%	3%	2%
				f	f	f					ghi	mn	n			r	r		
				16%	24%	40%	19%	8%	9%	13%	49%	41%	30%	17%	12%	87%	9%	3%	1%
Have tried it once	116	68	48	11	19	55	30	8	8	14	41	54	30	16	15	105	6	5	*
	6%	7%	5%	5%	6%	7%	4%	3%	4%	6%	8%	9%	5%	4%	3%	6%	3%	5%	***
						f					gh	lmn				r	r	r	
				10%	17%	47%	26%	7%	7%	12%	36%	47%	26%	14%	13%	90%	5%	5%	***
EVER	431	238	194	60	92	179	100	38	28	45	171	179	127	69	56	373	34	20	4
	21%	23%	19%	27%	27%	24%	13%	13%	13%	17%	33%	30%	23%	15%	12%	22%	19%	18%	7%
		b		f	f	f					ghi	lmn	mn			r	r	r	
		55%	45%	14%	21%	41%	23%	9%	6%	10%	40%	42%	29%	16%	13%	87%	8%	5%	1%
Never	1316	665	651	148	197	486	485	168	147	185	321	358	361	304	293	1104	103	65	46
	64%	64%	64%	65%	59%	66%	64%	59%	68%	71%	62%	60%	64%	68%	64%	64%	57%	60%	77%
						d					g	gj		k		p			opq
				11%	15%	37%	37%	13%	11%	14%	24%	27%	27%	23%	22%	84%	8%	5%	3%
Do not have access to device	319	144	175	18	47	77	176	77	42	32	26	61	76	74	108	243	43	23	9
	15%	14%	17%	8%	14%	10%	23%	27%	19%	12%	5%	10%	13%	17%	24%	14%	24%	21%	16%
			a	c		cde		hij	ij	j		k	k	klm		or	o		
		45%	55%	6%	15%	24%	55%	24%	13%	10%	8%	19%	24%	23%	34%	76%	14%	7%	3%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 158

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QP2E (QP11E). SHOWCARD How often, if at all, do you listen to radio through - Digital radio through the internet. (SINGLE CODE)

Base : Those who listen to radio

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	2934	159	224	210	181	183	210	179	195	194	2064	870	1603	1325	1604	1330
Effective Weighted Sample	2032	153	211	203	173	175	202	172	186	186	1655	400	1116	945	1080	953
Total	2067	209	321	199	138	171	209	161	89	224	1753	314	1246	818	1085	982
		10%	16%	10%	7%	8%	10%	8%	4%	11%	85%	15%	60%	40%	53%	47%
Every day	74	9	12	8	5	1	12	8	1	4	58	16	50	23	48	26
	4%	4%	4%	4%	4%	1%	6%	5%	2%	2%	3%	5%	4%	3%	4%	3%
		e	e	e	e		ehi	e							o	
		12%	16%	11%	7%	1%	16%	11%	2%	5%	79%	21%	68%	32%	65%	35%
At least weekly	116	15	27	18	8	6	8	7	4	7	95	21	71	45	57	59
	6%	7%	8%	9%	6%	3%	4%	4%	4%	3%	5%	7%	6%	6%	5%	6%
			ei	efhi												
		13%	23%	16%	7%	5%	7%	6%	3%	6%	82%	18%	61%	39%	50%	50%
At least monthly	126	8	39	9	7	6	7	15	9	11	112	14	90	35	66	60
	6%	4%	12%	4%	5%	3%	3%	9%	10%	5%	6%	4%	7%	4%	6%	6%
		6%	acdefi					ef	acef				m			
		6%	31%	7%	6%	4%	5%	12%	7%	9%	89%	11%	72%	28%	53%	47%
Have tried it once	116	10	37	13	2	5	5	7	5	19	94	22	85	31	57	59
	6%	5%	12%	7%	1%	3%	2%	5%	5%	9%	5%	7%	7%	4%	5%	6%
			adefgh	df						def			m			
		9%	32%	12%	2%	4%	4%	6%	4%	17%	81%	19%	73%	27%	49%	51%
EVER	431	42	115	48	22	17	32	37	19	41	359	72	297	135	228	204
	21%	20%	36%	24%	16%	10%	15%	23%	21%	18%	21%	23%	24%	16%	21%	21%
		e	acdefghi	def				e	e	e			m			
		10%	27%	11%	5%	4%	7%	9%	4%	10%	83%	17%	69%	31%	53%	47%
Never	1316	116	188	123	95	135	160	98	49	140	1134	183	817	498	696	620
	64%	56%	58%	62%	69%	79%	76%	61%	56%	63%	65%	58%	66%	61%	64%	63%
					abh	abcdghi	abcghi				k		m			
		9%	14%	9%	7%	10%	12%	7%	4%	11%	86%	14%	62%	38%	53%	47%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 158

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QP2E (QP11E). SHOWCARD How often, if at all, do you listen to radio through - Digital radio through the internet. (SINGLE CODE)

Base : Those who listen to radio

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2934	159	224	210	181	183	210	179	195	194	2064	870	1603	1325	1604	1330
Effective Weighted Sample	2032	153	211	203	173	175	202	172	186	186	1655	400	1116	945	1080	953
Total	2067	209	321	199	138	171	209	161	89	224	1753	314	1246	818	1085	982
		10%	16%	10%	7%	8%	10%	8%	4%	11%	85%	15%	60%	40%	53%	47%
Do not have access to device	319	50	19	28	21	19	18	25	20	42	259	59	133	185	161	158
	15%	24%	6%	14%	15%	11%	9%	16%	23%	19%	15%	19%	11%	23%	15%	16%
		bcdef	b	bf	bf	bcef	bef	j	l							
		16%	6%	9%	7%	6%	6%	8%	6%	13%	81%	19%	42%	58%	51%	49%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 159

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QP2F (QP11F). SHOWCARD How often, if at all, do you listen to radio through - DAB radio set. (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2934	1476	1458	331	439	974	1190	473	339	383	608	710	901	608	714	1735	386	406	407
Effective Weighted Sample	2032	1024	1008	231	309	674	834	322	241	262	453	501	644	423	496	1539	250	289	354
Total	2067	1047	1020	226	337	742	762	283	218	262	519	598	564	447	457	1720	180	107	59
		51%	49%	11%	16%	36%	37%	14%	11%	13%	25%	29%	27%	22%	22%	83%	9%	5%	3%
Every day	478	253	225	21	44	181	232	34	44	59	171	205	140	82	52	413	26	33	6
		23%	24%	9%	13%	24%	30%	12%	20%	22%	33%	34%	25%	18%	11%	24%	15%	31%	10%
						cd	cde		g	g	ghi	lmn	mn	n	pr		opr		
		53%	47%	4%	9%	38%	49%	7%	9%	12%	36%	43%	29%	17%	11%	86%	5%	7%	1%
At least weekly	150	81	69	14	25	60	51	7	13	25	45	50	55	25	19	128	13	7	1
		7%	8%	6%	7%	8%	7%	2%	6%	10%	9%	8%	10%	6%	4%	7%	7%	7%	2%
									g	g	g	n	mn		r	r	r		
		54%	46%	9%	16%	40%	34%	4%	9%	17%	30%	33%	37%	17%	13%	86%	9%	5%	1%
At least monthly	38	27	11	4	6	13	15	2	4	8	6	13	11	8	7	34	2	1	1
		2%	3%	2%	2%	2%	2%	1%	2%	3%	1%	2%	2%	2%	1%	2%	1%	1%	2%
			b						g										
		71%	29%	10%	15%	35%	39%	5%	10%	22%	17%	34%	28%	20%	18%	90%	4%	4%	3%
Have tried it once	19	13	6	1	2	10	6	2	1	3	9	4	8	3	4	17	*	1	-
		1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%
																	r		
		69%	31%	5%	9%	55%	31%	10%	4%	16%	46%	19%	41%	19%	21%	92%	1%	7%	1%
EVER	685	374	311	40	76	265	304	45	62	95	231	271	213	118	82	593	41	43	8
		33%	30%	18%	22%	36%	40%	16%	28%	36%	44%	45%	38%	26%	18%	34%	23%	40%	13%
			b			cd	cd		g	g	ghi	lmn	mn	n	pr	pr	r	pr	
		55%	45%	6%	11%	39%	44%	7%	9%	14%	34%	40%	31%	17%	12%	87%	6%	6%	1%
Never	680	341	340	91	126	239	224	120	78	85	147	168	180	152	181	550	68	21	41
		33%	33%	40%	37%	32%	29%	42%	36%	32%	28%	28%	32%	34%	40%	32%	38%	20%	70%
				ef	f			ij	j						kl	q	q		opq
		50%	50%	13%	19%	35%	33%	18%	12%	12%	22%	25%	27%	22%	27%	81%	10%	3%	6%
Do not have access to device	701	332	370	95	135	238	233	118	77	82	141	160	170	177	194	577	71	43	10
		34%	32%	36%	42%	40%	32%	42%	36%	31%	27%	27%	30%	40%	42%	34%	39%	40%	17%
			a		ef	ef		ij	j					kl	kl	r	r	or	
		47%	53%	13%	19%	34%	33%	17%	11%	12%	20%	23%	24%	25%	28%	82%	10%	6%	1%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QP2F (QP11F). SHOWCARD How often, if at all, do you listen to radio through - DAB radio set. (SINGLE CODE)

Base : Those who listen to radio

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	2934	159	224	210	181	183	210	179	195	194	2064	870	1603	1325	1604	1330
Effective Weighted Sample	2032	153	211	203	173	175	202	172	186	186	1655	400	1116	945	1080	953
Total	2067	209	321	199	138	171	209	161	89	224	1753	314	1246	818	1085	982
		10%	16%	10%	7%	8%	10%	8%	4%	11%	85%	15%	60%	40%	53%	47%
Every day	478	40	107	55	29	27	53	33	16	53	393	85	284	195	311	168
	23%	19%	33%	27%	21%	16%	25%	21%	19%	24%	22%	27%	23%	24%	29%	17%
		8%	adeghi	eh	e							j			o	
			22%	11%	6%	6%	11%	7%	3%	11%	82%	18%	59%	41%	65%	35%
At least weekly	150	22	21	15	11	9	6	18	5	21	127	23	92	58	80	70
	7%	10%	6%	8%	8%	5%	3%	11%	6%	9%	7%	7%	7%	7%	7%	7%
		f		f	f			ef		f						
		14%	14%	10%	7%	6%	4%	12%	4%	14%	84%	16%	61%	38%	53%	47%
At least monthly	38	-	6	4	3	4	3	4	2	7	33	5	24	14	23	15
	2%	-%	2%	2%	3%	2%	2%	3%	2%	3%	2%	2%	2%	2%	2%	2%
				a	a			a		a						
		-%	16%	10%	9%	10%	9%	11%	5%	19%	87%	13%	62%	38%	60%	40%
Have tried it once	19	-	3	6	1	-	3	3	1	-	13	6	11	7	13	6
	1%	-%	1%	3%	1%	-%	1%	2%	1%	-%	1%	2%	1%	1%	1%	1%
				aei								j				
		-%	17%	31%	6%	-%	17%	14%	7%	-%	69%	31%	61%	39%	69%	31%
EVER	685	62	137	79	45	40	65	59	25	81	566	119	411	274	427	259
	33%	30%	43%	40%	32%	24%	31%	37%	28%	36%	32%	38%	33%	33%	39%	26%
			adejh	eh	e			e		e		j			o	
		9%	20%	12%	7%	6%	10%	9%	4%	12%	83%	17%	60%	40%	62%	38%
Never	680	83	90	37	58	84	95	53	17	34	585	95	411	268	327	353
	33%	40%	28%	19%	42%	49%	45%	33%	19%	15%	33%	30%	33%	33%	30%	36%
		bchi	chi		bchi	bcghi	bcghi	chi							n	
		12%	13%	5%	8%	12%	14%	8%	2%	5%	86%	14%	60%	39%	48%	52%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 159

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QP2F (QP11F). SHOWCARD How often, if at all, do you listen to radio through - DAB radio set. (SINGLE CODE)

Base : Those who listen to radio

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	2934	159	224	210	181	183	210	179	195	194	2064	870	1603	1325	1604	1330
Effective Weighted Sample	2032	153	211	203	173	175	202	172	186	186	1655	400	1116	945	1080	953
Total	2067	209	321	199	138	171	209	161	89	224	1753	314	1246	818	1085	982
		10%	16%	10%	7%	8%	10%	8%	4%	11%	85%	15%	60%	40%	53%	47%
Do not have access to device	701	63	95	83	36	47	49	49	47	109	602	99	424	276	331	370
	34%	30%	29%	42%	26%	27%	23%	31%	53%	49%	34%	32%	34%	34%	31%	38%
		9%	14%	abdefg 12%	5%	7%	7%	7%	abdefg 7%	abdefg 16%	86%	14%	61%	39%	47%	n 53%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 160

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

QP2G (QP11G) SHOWCARD How often, if at all, do you listen to radio through - A car radio (FM). (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2934	1476	1458	331	439	974	1190	473	339	383	608	710	901	608	714	1735	386	406	407
Effective Weighted Sample	2032	1024	1008	231	309	674	834	322	241	262	453	501	644	423	496	1539	250	289	354
Total	2067	1047	1020	226	337	742	762	283	218	262	519	598	564	447	457	1720	180	107	59
		51%	49%	11%	16%	36%	37%	14%	11%	13%	25%	29%	27%	22%	22%	83%	9%	5%	3%
Every day	746	399	346	69	131	341	204	46	71	106	249	246	214	188	98	629	55	33	28
		36%	38%	34%	31%	39%	27%	16%	33%	40%	48%	41%	38%	42%	21%	37%	31%	31%	48%
					cf	cdf			g	gh	gh	n	n	n					opq
					18%	46%	27%	6%	10%	14%	33%	33%	29%	25%	13%	84%	7%	4%	4%
At least weekly	533	261	272	76	82	175	201	45	40	81	146	180	149	110	95	443	42	37	10
		26%	25%	27%	34%	24%	26%	16%	18%	31%	28%	30%	26%	24%	21%	26%	23%	35%	18%
					def					gh	gh	n	n			r		opr	
					14%	15%	33%	8%	8%	15%	27%	34%	28%	21%	18%	83%	8%	7%	2%
At least monthly	91	50	41	10	18	27	36	14	12	9	14	24	30	19	18	79	5	6	1
		4%	5%	4%	4%	5%	5%	5%	6%	4%	3%	4%	5%	4%	4%	5%	3%	6%	2%
																r		r	
																87%	5%	7%	1%
Have tried it once	27	16	12	5	6	10	6	2	3	3	9	7	11	2	8	25	1	1	-
		1%	1%	2%	2%	1%	1%	1%	2%	1%	2%	1%	2%	*	2%	1%	1%	1%	-%
																r		r	
																93%	4%	3%	-%
EVER	1397	726	671	160	237	553	447	107	126	200	419	457	404	318	218	1176	103	78	40
		68%	69%	66%	71%	70%	59%	38%	58%	76%	81%	76%	72%	71%	48%	68%	57%	72%	67%
					f	f	f		g	gh	gh	n	n	n		p		p	p
					11%	17%	40%	32%	8%	9%	14%	30%	33%	29%	23%	84%	7%	6%	3%
Never	386	192	194	41	66	109	169	86	52	40	74	97	93	75	121	317	41	13	15
		19%	18%	19%	18%	20%	15%	30%	24%	15%	14%	16%	16%	17%	26%	18%	23%	12%	26%
																klm	q	q	oq
							e	ij	ij						klm	q	q		4%
							44%	22%	13%	10%	19%	25%	24%	20%	31%	82%	11%	3%	
Do not have access to device	284	129	155	24	34	80	146	90	40	22	26	44	68	54	118	227	36	17	4
		14%	12%	15%	11%	10%	11%	32%	18%	8%	5%	7%	12%	12%	26%	13%	20%	16%	7%
							cde	hij	ij							r	or	r	
							52%	32%	14%	8%	9%	16%	24%	19%	42%	80%	13%	6%	1%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 160

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

QP2G (QP11G) SHOWCARD How often, if at all, do you listen to radio through - A car radio (FM). (SINGLE CODE)

Base : Those who listen to radio

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	2934	159	224	210	181	183	210	179	195	194	2064	870	1603	1325	1604	1330
Effective Weighted Sample	2032	153	211	203	173	175	202	172	186	186	1655	400	1116	945	1080	953
Total	2067	209	321	199	138	171	209	161	89	224	1753	314	1246	818	1085	982
		10%	16%	10%	7%	8%	10%	8%	4%	11%	85%	15%	60%	40%	53%	47%
Every day	746	78	127	80	43	57	81	56	24	83	632	114	570	175	412	334
	36%	37%	39%	40%	31%	34%	39%	35%	27%	37%	36%	36%	46%	21%	38%	34%
		h	h	h	h	h	h	h	h	h	h	h	m	m	m	m
		10%	17%	11%	6%	8%	11%	8%	3%	11%	85%	15%	76%	23%	55%	45%
At least weekly	533	53	91	57	25	50	28	41	32	67	451	82	309	224	296	237
	26%	25%	28%	29%	18%	29%	14%	25%	36%	30%	26%	26%	25%	27%	27%	24%
		f	df	df	df	df	f	f	adfg	df	df	df	m	m	m	m
		10%	17%	11%	5%	9%	5%	8%	6%	13%	85%	15%	58%	42%	56%	44%
At least monthly	91	9	16	11	4	9	9	11	2	8	80	11	49	42	56	36
	4%	4%	5%	5%	3%	5%	4%	7%	2%	4%	5%	4%	4%	5%	5%	4%
		h	h	h	h	h	h	h	h	h	h	h	h	h	h	h
		10%	18%	12%	4%	10%	10%	12%	2%	9%	88%	12%	54%	46%	61%	39%
Have tried it once	27	3	4	5	3	1	3	2	1	5	25	2	15	12	13	14
	1%	1%	1%	3%	2%	*	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%
		10%	13%	20%	9%	3%	11%	7%	2%	19%	91%	9%	56%	44%	48%	52%
EVER	1397	143	237	153	74	117	121	110	58	163	1188	209	943	454	777	620
	68%	68%	74%	77%	54%	69%	58%	69%	65%	73%	68%	67%	76%	55%	72%	63%
		df	df	dfh	df	df	df	df	d	df	df	df	m	m	o	o
		10%	17%	11%	5%	8%	9%	8%	4%	12%	85%	15%	68%	32%	56%	44%
Never	386	39	45	16	49	37	74	29	9	19	318	68	192	193	190	196
	19%	18%	14%	8%	35%	22%	35%	18%	11%	8%	18%	22%	15%	24%	18%	20%
		chi	chi	chi	abceghi	chi	abceghi	chi	chi	chi	chi	chi	l	l	l	l
		10%	12%	4%	13%	10%	19%	8%	2%	5%	82%	18%	50%	50%	49%	51%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 160

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

QP2G (QP11G) SHOWCARD How often, if at all, do you listen to radio through - A car radio (FM). (SINGLE CODE)

Base : Those who listen to radio

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	2934	159	224	210	181	183	210	179	195	194	2064	870	1603	1325	1604	1330
Effective Weighted Sample	2032	153	211	203	173	175	202	172	186	186	1655	400	1116	945	1080	953
Total	2067	209	321	199	138	171	209	161	89	224	1753	314	1246	818	1085	982
		10%	16%	10%	7%	8%	10%	8%	4%	11%	85%	15%	60%	40%	53%	47%
Do not have access to device	284	28	39	30	15	17	14	21	21	42	247	37	111	172	118	166
	14%	13%	12%	15%	11%	10%	7%	13%	24%	19%	14%	12%	9%	21%	11%	17%
		f	f	f	f	f	f	f	abcdefg	def			l	l	n	n
		10%	14%	10%	5%	6%	5%	8%	8%	15%	87%	13%	39%	60%	42%	58%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 161

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

QP2H (QP11H) SHOWCARD How often, if at all, do you listen to radio through - A car radio (AM). (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	2934	1476	1458	331	439	974	1190	473	339	383	608	710	901	608	714	1735	386	406	407
Effective Weighted Sample	2032	1024	1008	231	309	674	834	322	241	262	453	501	644	423	496	1539	250	289	354
Total	2067	1047	1020	226	337	742	762	283	218	262	519	598	564	447	457	1720	180	107	59
		51%	49%	11%	16%	36%	37%	14%	11%	13%	25%	29%	27%	22%	22%	83%	9%	5%	3%
Every day	219	138	81	13	39	92	75	12	21	28	74	79	65	44	31	177	27	6	9
		11%	13%	8%	6%	12%	10%	4%	10%	11%	14%	13%	12%	10%	7%	10%	15%	6%	15%
			b	c	c				g	g	g	n	n	n	q	oq		oq	
			63%	37%	6%	18%	42%	6%	10%	13%	34%	36%	30%	20%	14%	81%	12%	3%	4%
At least weekly	181	99	82	20	26	64	71	10	11	31	56	67	53	36	25	151	11	14	4
		9%	9%	8%	9%	9%	9%	3%	5%	12%	11%	11%	9%	8%	6%	9%	6%	13%	8%
										gh	gh	n	n				opr		
										17%	31%	37%	29%	20%	14%	84%	6%	8%	2%
At least monthly	46	25	20	5	11	14	17	8	3	4	11	13	15	9	8	38	3	2	2
		2%	2%	2%	3%	2%	2%	3%	2%	2%	2%	2%	3%	2%	2%	2%	2%	2%	4%
																			o
										9%	24%	29%	33%	20%	18%	82%	7%	5%	5%
Have tried it once	58	34	24	8	9	22	19	8	6	11	15	12	17	17	11	53	*	4	*
		3%	3%	3%	3%	3%	2%	3%	3%	4%	3%	2%	3%	4%	2%	3%	3%	4%	1%
																pr		pr	
																92%	1%	7%	1%
EVER	503	296	207	45	86	192	181	37	42	74	156	171	151	106	75	419	41	26	16
		24%	28%	20%	20%	25%	24%	13%	19%	28%	30%	29%	27%	24%	16%	24%	23%	25%	28%
			b							gh	gh	n	n	n					
			59%	41%	9%	17%	38%	7%	8%	15%	31%	34%	30%	21%	15%	83%	8%	5%	3%
Never	1079	525	554	133	176	398	372	140	120	142	278	327	288	237	227	903	89	52	34
		52%	50%	54%	59%	52%	49%	50%	55%	54%	54%	55%	51%	53%	50%	53%	50%	49%	57%
					f													q	
					12%	16%	34%	13%	11%	13%	26%	30%	27%	22%	21%	84%	8%	5%	3%
Do not have access to device	485	226	259	47	76	153	209	105	56	46	85	101	125	104	155	398	49	29	9
		23%	22%	25%	21%	22%	21%	37%	26%	18%	16%	17%	22%	23%	34%	23%	27%	27%	15%
			a				ce	hij	ij				k	k	klm	r	r	r	
			47%	53%	10%	16%	32%	22%	11%	10%	18%	21%	26%	21%	32%	82%	10%	6%	2%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 161

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

QP2H (QP11H) SHOWCARD How often, if at all, do you listen to radio through - A car radio (AM). (SINGLE CODE)

Base : Those who listen to radio

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	2934	159	224	210	181	183	210	179	195	194	2064	870	1603	1325	1604	1330
Effective Weighted Sample	2032	153	211	203	173	175	202	172	186	186	1655	400	1116	945	1080	953
Total	2067	209	321	199	138	171	209	161	89	224	1753	314	1246	818	1085	982
		10%	16%	10%	7%	8%	10%	8%	4%	11%	85%	15%	60%	40%	53%	47%
Every day	219	36	28	13	7	17	35	12	5	25	184	34	170	49	139	80
	11%	17%	9%	6%	5%	10%	17%	8%	5%	11%	11%	11%	14%	6%	13%	8%
		bcdgh					bcdgh			dh			m		o	
		16%	13%	6%	3%	8%	16%	6%	2%	11%	84%	16%	78%	22%	64%	36%
At least weekly	181	29	42	12	8	12	12	12	7	18	155	26	106	75	111	70
	9%	14%	13%	6%	6%	7%	6%	7%	8%	8%	9%	8%	9%	9%	10%	7%
		cdef	cdf												o	
		16%	23%	7%	4%	7%	6%	7%	4%	10%	86%	14%	59%	41%	61%	39%
At least monthly	46	7	7	4	2	4	3	2	2	6	40	5	27	19	30	16
	2%	3%	2%	2%	2%	2%	1%	2%	2%	3%	2%	2%	2%	2%	3%	2%
		14%	16%	10%	5%	9%	7%	5%	5%	14%	88%	12%	59%	41%	65%	35%
Have tried it once	58	12	16	10	2	4	1	4	-	5	47	11	36	22	28	30
	3%	6%	5%	5%	1%	2%	1%	2%	-%	2%	3%	4%	3%	3%	3%	3%
		dfh	fh	fh		h		h		h						
		21%	27%	17%	3%	6%	2%	6%	-%	8%	81%	19%	63%	37%	48%	52%
EVER	503	83	92	39	19	37	51	30	14	54	427	77	339	164	307	196
	24%	40%	29%	20%	14%	21%	24%	19%	16%	24%	24%	24%	27%	20%	28%	20%
		bcdefghi	cdgh				dh			d			m		o	
		17%	18%	8%	4%	7%	10%	6%	3%	11%	85%	15%	67%	33%	61%	39%
Never	1079	74	182	94	83	116	122	93	39	100	928	150	664	414	546	533
	52%	35%	57%	47%	60%	68%	58%	58%	44%	45%	53%	48%	53%	51%	50%	54%
			ahi	a	achi	abcghi	achi	achi								
		7%	17%	9%	8%	11%	11%	9%	4%	9%	86%	14%	62%	38%	51%	49%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 161

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

QP2H (QP11H) SHOWCARD How often, if at all, do you listen to radio through - A car radio (AM). (SINGLE CODE)

Base : Those who listen to radio

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2934	159	224	210	181	183	210	179	195	194	2064	870	1603	1325	1604	1330
Effective Weighted Sample	2032	153	211	203	173	175	202	172	186	186	1655	400	1116	945	1080	953
Total	2067	209	321	199	138	171	209	161	89	224	1753	314	1246	818	1085	982
		10%	16%	10%	7%	8%	10%	8%	4%	11%	85%	15%	60%	40%	53%	47%
Do not have access to device	485	52	48	66	36	18	36	38	35	70	398	87	244	240	232	253
	23%	25%	15%	33%	26%	10%	17%	24%	40%	31%	23%	28%	20%	29%	21%	26%
		be		befg	bef			be	abdefg	bef		j		l		n
		11%	10%	14%	7%	4%	8%	8%	7%	14%	82%	18%	50%	49%	48%	52%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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.

QP21 (QP111) SHOWCARD How often, if at all, do you listen to radio through - A car radio (DAB). (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2934	1476	1458	331	439	974	1190	473	339	383	608	710	901	608	714	1735	386	406	407
Effective Weighted Sample	2032	1024	1008	231	309	674	834	322	241	262	453	501	644	423	496	1539	250	289	354
Total	2067	1047	1020	226	337	742	762	283	218	262	519	598	564	447	457	1720	180	107	59
		51%	49%	11%	16%	36%	37%	14%	11%	13%	25%	29%	27%	22%	22%	83%	9%	5%	3%
Every day	165	98	68	10	31	74	50	7	9	14	64	66	49	27	24	136	13	12	5
	8%	9%	7%	4%	9%	10%	7%	2%	4%	5%	12%	11%	9%	6%	5%	8%	7%	11%	8%
		b	c	cf	g	g	g	g	g	g	ghi	mn	n	n	n	o	p	q	r
		59%	41%	6%	19%	45%	31%	4%	5%	9%	39%	40%	29%	17%	14%	82%	8%	7%	3%
At least weekly	90	48	42	11	15	31	34	3	8	14	23	41	28	11	10	77	7	4	2
	4%	5%	4%	5%	4%	4%	4%	1%	4%	5%	4%	7%	5%	2%	2%	4%	4%	3%	4%
		b	c	cf	g	g	g	g	g	g	ghi	mn	n	n	n	o	p	q	r
		53%	47%	12%	16%	34%	38%	3%	9%	15%	25%	46%	31%	12%	11%	85%	8%	4%	2%
At least monthly	21	11	10	*	6	5	9	1	2	*	6	9	5	5	1	19	1	1	1
	1%	1%	1%	*%	2%	1%	1%	*%	1%	*%	1%	2%	1%	1%	*%	1%	*%	1%	1%
		b	c	cf	g	g	g	g	g	g	ghi	mn	n	n	n	o	p	q	r
		53%	47%	1%	30%	26%	43%	5%	10%	1%	27%	43%	26%	25%	6%	91%	3%	3%	3%
Have tried it once	9	8	*	-	1	7	1	1	-	3	2	2	1	2	3	8	-	*	-
	*%	1%	*%	-%	*%	1%	*%	*%	-%	1%	*%	*%	*%	1%	1%	*%	-%	*%	-%
		b	c	cf	g	g	g	g	g	g	ghi	lmn	mn	n	n	o	p	q	r
		99%	1%	-%	10%	81%	9%	10%	-%	40%	27%	26%	15%	27%	32%	99%	-%	1%	-%
EVER	285	166	120	21	53	117	94	11	19	31	95	118	83	46	38	240	21	16	7
	14%	16%	12%	9%	16%	16%	12%	4%	9%	12%	18%	20%	15%	10%	8%	14%	12%	15%	13%
		b	c	c	c	c	c	c	c	c	ghi	lmn	mn	n	n	o	p	q	r
		58%	42%	7%	19%	41%	33%	4%	7%	11%	33%	42%	29%	16%	13%	84%	7%	6%	3%
Never	829	418	411	101	142	280	306	125	99	111	181	232	223	178	197	681	77	29	42
	40%	40%	40%	45%	42%	38%	40%	44%	46%	42%	35%	39%	39%	40%	43%	40%	43%	27%	71%
		b	c	c	c	c	c	c	c	c	ghi	lmn	mn	n	n	o	p	q	r
		50%	50%	12%	17%	34%	37%	15%	12%	13%	22%	28%	27%	21%	24%	82%	9%	3%	5%
Do not have access to device	953	463	489	104	142	345	362	147	100	120	242	248	258	223	223	798	81	63	10
	46%	44%	48%	46%	42%	47%	47%	52%	46%	46%	47%	41%	46%	50%	49%	46%	45%	58%	17%
		b	c	c	c	c	c	c	c	c	ghi	lmn	mn	n	n	o	p	q	r
		49%	51%	11%	15%	36%	38%	15%	10%	13%	25%	26%	27%	23%	23%	84%	9%	opr	7%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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.

QP2I (QP11I) SHOWCARD How often, if at all, do you listen to radio through - A car radio (DAB). (SINGLE CODE)

Base : Those who listen to radio

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	2934	159	224	210	181	183	210	179	195	194	2064	870	1603	1325	1604	1330
Effective Weighted Sample	2032	153	211	203	173	175	202	172	186	186	1655	400	1116	945	1080	953
Total	2067	209	321	199	138	171	209	161	89	224	1753	314	1246	818	1085	982
		10%	16%	10%	7%	8%	10%	8%	4%	11%	85%	15%	60%	40%	53%	47%
Every day	165	26	25	16	11	7	12	12	6	20	141	24	125	40	101	64
	8%	13%	8%	8%	8%	4%	6%	8%	7%	9%	8%	8%	10%	5%	9%	7%
		ef	m	o												
		16%	15%	10%	7%	4%	7%	7%	4%	12%	85%	15%	76%	24%	61%	39%
At least weekly	90	18	17	6	7	4	3	14	2	5	83	7	61	29	42	48
	4%	9%	5%	3%	5%	2%	2%	9%	3%	2%	5%	2%	5%	4%	4%	5%
		cefhi	f	f	f	cefhi	k									
		20%	19%	6%	8%	4%	4%	16%	3%	5%	92%	8%	67%	33%	47%	53%
At least monthly	21	4	9	2	1	2	1	-	*	-	17	4	14	7	13	9
	1%	2%	3%	1%	1%	1%	1%	-%	*%	-%	1%	1%	1%	1%	1%	1%
		gi														
		20%	44%	8%	5%	8%	5%	-%	2%	-%	80%	20%	66%	34%	60%	40%
Have tried it once	9	-	5	1	1	-	1	1	-	-	6	2	8	1	4	4
	*%	-%	1%	1%	*%	-%	1%	1%	-%	-%	*%	1%	1%	*%	*%	*%
		-%	53%	14%	8%	-%	14%	10%	-%	-%	72%	28%	88%	12%	51%	49%
EVER	285	49	56	24	20	13	18	28	9	24	247	38	207	78	160	125
	14%	23%	17%	12%	15%	8%	8%	17%	10%	11%	14%	12%	17%	10%	15%	13%
		cdefhi	efh	e	e	efh	m									
		17%	20%	9%	7%	5%	6%	10%	3%	9%	87%	13%	73%	27%	56%	44%
Never	829	99	109	49	70	103	129	63	18	41	708	121	479	349	431	398
	40%	47%	34%	25%	51%	60%	62%	39%	21%	18%	40%	39%	38%	43%	40%	41%
		bchi	chi	bcghi	abcghi	abcdghi	chi							l		
		12%	13%	6%	8%	12%	16%	8%	2%	5%	85%	15%	58%	42%	52%	48%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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.

QP21 (QP11I) SHOWCARD How often, if at all, do you listen to radio through - A car radio (DAB). (SINGLE CODE)

Base : Those who listen to radio

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2934	159	224	210	181	183	210	179	195	194	2064	870	1603	1325	1604	1330
Effective Weighted Sample	2032	153	211	203	173	175	202	172	186	186	1655	400	1116	945	1080	953
Total	2067	209	321	199	138	171	209	161	89	224	1753	314	1246	818	1085	982
		10%	16%	10%	7%	8%	10%	8%	4%	11%	85%	15%	60%	40%	53%	47%
Do not have access to device	953	62	157	125	48	55	63	70	62	159	798	155	561	391	494	459
	46%	30%	49%	63%	34%	32%	30%	43%	70%	71%	46%	49%	45%	48%	46%	47%
			adef	abdefg				aef	abdefg	abdefg						
		6%	16%	13%	5%	6%	7%	7%	6%	17%	84%	16%	59%	41%	52%	48%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 163

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

SUMMARY - EVER USE DIGITAL RADIO

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2934	1476	1458	331	439	974	1190	473	339	383	608	710	901	608	714	1735	386	406	407
Effective Weighted Sample	2032	1024	1008	231	309	674	834	322	241	262	453	501	644	423	496	1539	250	289	354
Total	2067	1047	1020	226	337	742	762	283	218	262	519	598	564	447	457	1720	180	107	59
		51%	49%	11%	16%	36%	37%	14%	11%	13%	25%	29%	27%	22%	22%	83%	9%	5%	3%
YES, EVER USED	1205	635	570	112	189	468	436	117	115	151	367	430	345	229	201	1017	102	65	21
	58%	61%	56%	50%	56%	63%	57%	41%	53%	58%	71%	72%	61%	51%	44%	59%	56%	61%	35%
		b				cd	c		g	g	ghi	lmn	mn	n		r	r	r	
		53%	47%	9%	16%	39%	36%	10%	10%	13%	30%	36%	29%	19%	17%	84%	8%	5%	2%
YES, USE AT LEAST MONTHLY	1123	596	527	104	171	430	418	112	107	137	343	405	322	210	185	947	95	61	20
	54%	57%	52%	46%	51%	58%	55%	40%	49%	52%	66%	68%	57%	47%	41%	55%	53%	57%	33%
		b				cd	c		g	g	ghi	lmn	mn			r	r	r	
		53%	47%	9%	15%	38%	37%	10%	10%	12%	31%	36%	29%	19%	17%	84%	8%	5%	2%
YES, USE AT LEAST WEEKLY	997	532	465	81	141	386	389	97	93	122	312	370	288	172	166	838	88	54	17
	48%	51%	46%	36%	42%	52%	51%	34%	43%	46%	60%	62%	51%	39%	36%	49%	49%	51%	28%
		b				cd	cd		g	g	ghi	lmn	mn			r	r	r	
		53%	47%	8%	14%	39%	39%	10%	9%	12%	31%	37%	29%	17%	17%	84%	9%	5%	2%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 163

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

SUMMARY - EVER USE DIGITAL RADIO

Base : Those who listen to radio

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2934	159	224	210	181	183	210	179	195	194	2064	870	1603	1325	1604	1330
Effective Weighted Sample	2032	153	211	203	173	175	202	172	186	186	1655	400	1116	945	1080	953
Total	2067	209	321	199	138	171	209	161	89	224	1753	314	1246	818	1085	982
		10%	16%	10%	7%	8%	10%	8%	4%	11%	85%	15%	60%	40%	53%	47%
YES, EVER USED	1205	125	222	138	82	70	100	105	48	128	1011	194	763	442	666	539
	58%	60%	69%	69%	59%	41%	48%	65%	54%	57%	58%	62%	61%	54%	61%	55%
		ef	defhi	defhi	ef			efh	e	e			m		o	
		10%	18%	11%	7%	6%	8%	9%	4%	11%	84%	16%	63%	37%	55%	45%
YES, USE AT LEAST MONTHLY	1123	121	203	123	77	63	97	102	43	117	945	177	700	422	629	494
	54%	58%	63%	62%	56%	37%	46%	64%	48%	53%	54%	56%	56%	52%	58%	50%
		ef	efhi	efh	e			efhi	e	e			m		o	
		11%	18%	11%	7%	6%	9%	9%	4%	10%	84%	16%	62%	38%	56%	44%
YES, USE AT LEAST WEEKLY	997	113	181	113	66	50	88	86	37	105	836	161	613	383	567	430
	48%	54%	56%	57%	48%	29%	42%	54%	42%	47%	48%	51%	49%	47%	52%	44%
		efh	efh	efh	e		e	efh	e	e					o	
		11%	18%	11%	7%	5%	9%	9%	4%	11%	84%	16%	62%	38%	57%	43%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 164

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SUMMARY - EVER USE DIGITAL RADIO

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
YES, EVER USED	1205	635	570	112	189	468	436	117	115	151	367	430	345	229	201	1017	102	65	21
	45%	49%	41%	31%	40%	51%	47%	28%	40%	47%	62%	60%	48%	39%	30%	45%	44%	49%	28%
		b		c	cd	cd		g	g	ghi	lmn	mn	n		r	r	r		
		53%	47%	9%	16%	39%	36%	10%	10%	13%	30%	36%	29%	19%	17%	84%	8%	5%	2%
YES, USE AT LEAST MONTHLY	1123	596	527	104	171	430	418	112	107	137	343	405	322	210	185	947	95	61	20
	42%	46%	38%	29%	36%	47%	45%	27%	37%	42%	58%	57%	45%	36%	28%	42%	41%	47%	27%
		b		c	cd	cd		g	g	ghi	lmn	mn	n		r	r	r		
		53%	47%	9%	15%	38%	37%	10%	10%	12%	31%	36%	29%	19%	17%	84%	8%	5%	2%
YES, USE AT LEAST WEEKLY	997	532	465	81	141	386	389	97	93	122	312	370	288	172	166	838	88	54	17
	37%	41%	34%	22%	30%	42%	42%	23%	32%	37%	52%	52%	40%	30%	25%	37%	38%	41%	22%
		b		c	cd	cd		g	g	ghi	lmn	mn			r	r	r		
		53%	47%	8%	14%	39%	39%	10%	9%	12%	31%	37%	29%	17%	17%	84%	9%	5%	2%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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.

SUMMARY - EVER USE DIGITAL RADIO

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
YES, EVER USED	1205	125	222	138	82	70	100	105	48	128	1011	194	763	442	666	539
	45%	38%	60%	59%	43%	30%	40%	47%	42%	43%	44%	53%	49%	40%	53%	38%
			adefghi	adefghi	e	e	e	e	e	e	j	j	m	m	o	o
		10%	18%	11%	7%	6%	8%	9%	4%	11%	84%	16%	63%	37%	55%	45%
YES, USE AT LEAST MONTHLY	1123	121	203	123	77	63	97	102	43	117	945	177	700	422	629	494
	42%	37%	55%	53%	41%	27%	39%	46%	38%	39%	41%	48%	45%	38%	50%	35%
		e	adefghi	adefhi	e	e	e	e	e	e	j	j	m	m	o	o
		11%	18%	11%	7%	6%	9%	9%	4%	10%	84%	16%	62%	38%	56%	44%
YES, USE AT LEAST WEEKLY	997	113	181	113	66	50	88	86	37	105	836	161	613	383	567	430
	37%	34%	49%	48%	35%	22%	35%	38%	32%	35%	36%	44%	40%	34%	45%	30%
		e	adefghi	adefghi	e	e	e	e	e	e	j	j	m	m	o	o
		11%	18%	11%	7%	5%	9%	9%	4%	11%	84%	16%	62%	38%	57%	43%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 165

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

SUMMARY - EVER LISTEN TO RADIO

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
YES, EVER USED	2061	1042	1018	225	336	739	760	282	218	262	518	597	562	447	454	1715	180	107	58
	77%	80%	74%	62%	72%	81%	82%	68%	75%	81%	87%	84%	78%	77%	69%	77%	77%	81%	79%
		b	c	cd	cd	cd	cd	g	g	ghi	lmn	n	n	n	n	o	o	o	o
		51%	49%	11%	16%	36%	37%	14%	11%	13%	25%	29%	27%	22%	22%	83%	9%	5%	3%
YES, USE AT LEAST MONTHLY	2051	1038	1012	224	335	735	756	280	217	261	517	595	560	446	450	1706	180	107	58
	77%	80%	74%	61%	72%	80%	82%	68%	75%	80%	87%	84%	78%	77%	68%	76%	77%	81%	78%
		b	c	cd	cd	cd	cd	g	g	ghi	lmn	n	n	n	n	o	o	o	o
		51%	49%	11%	16%	36%	37%	14%	11%	13%	25%	29%	27%	22%	22%	83%	9%	5%	3%
YES, USE AT LEAST WEEKLY	1981	1004	977	213	318	720	729	264	204	255	511	581	539	430	430	1647	173	105	57
	74%	77%	71%	58%	68%	79%	79%	64%	70%	79%	86%	82%	75%	74%	65%	74%	74%	79%	77%
		b	c	cd	cd	cd	cd	gh	gh	ghi	lmn	n	n	n	n	o	o	o	o
		51%	49%	11%	16%	36%	37%	13%	10%	13%	26%	29%	27%	22%	22%	83%	9%	5%	3%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 165

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

SUMMARY - EVER LISTEN TO RADIO

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
YES, EVER USED	2061	208	321	197	137	171	209	160	88	224	1747	314	1242	816	1083	977
	77%	63%	87%	84%	73%	74%	84%	71%	78%	75%	76%	86%	80%	73%	86%	69%
		10%	adeghi 16%	adegi 10%	a 7%	a 8%	adegi 10%	8%	a 4%	a 11%	j 85%	j 15%	m 60%	o 40%	o 53%	o 47%
YES, USE AT LEAST MONTHLY	2051	208	320	195	136	168	208	159	87	224	1740	311	1236	812	1078	972
	77%	63%	86%	84%	72%	73%	84%	71%	77%	75%	75%	85%	80%	73%	86%	69%
		10%	adeghi 16%	adegi 10%	a 7%	a 8%	adegi 10%	8%	a 4%	a 11%	j 85%	j 15%	m 60%	o 40%	o 53%	o 47%
YES, USE AT LEAST WEEKLY	1981	203	308	190	131	161	199	152	85	218	1682	299	1201	777	1045	935
	74%	62%	83%	81%	69%	70%	80%	68%	75%	73%	73%	82%	77%	70%	83%	66%
		10%	adeghi 16%	adegi 10%	a 7%	a 8%	adeg 10%	8%	a 4%	a 11%	j 85%	j 15%	m 61%	o 39%	o 53%	o 47%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 166

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

QP3 (QP16). SHOWCARD In which of these ways do you listen to radio on your mobile phone? (MULTI CODE)

Base : Those who listen to radio via a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	~f	~g	~h	~i	j	k	l	~m	n	o	~p	~q	~r
Unweighted total	524	290	234	140	122	186	76	72	43	61	154	139	178	89	118	367	51	54	52
Effective Weighted Sample	381	208	173	102	91	139	54	50	36	46	118	99	140	66	84	325	32	37	45
Total	434	233	201	98	109	173	54	48	36	49	147	136	133	76	89	394	18	14	8
		54%	46%	23%	25%	40%	**	**	**	**	34%	31%	31%	**	20%	91%	**	**	**
Live via a built in FM radio app	233	131	102	55	66	88	**	**	**	**	83	65	72	**	57	214	**	**	**
		54%	56%	51%	56%	61%	**	**	**	**	56%	48%	54%	**	64%	54%	**	**	**
			56%	44%	24%	29%	**	**	**	**	36%	28%	31%	**	k 24%	92%	**	**	**
Via a downloaded app such as RadioPlayer, BBC Radio iPlayer, Tunein or apps downloaded for specific radio stations	100	50	51	22	22	54	**	**	**	**	35	40	30	**	11	93	**	**	**
		23%	21%	25%	22%	31%	**	**	**	**	24%	29%	23%	**	13%	24%	**	**	**
			49%	51%	22%	22%	**	**	**	**	35%	40%	30%	**	11%	93%	**	**	**
Live via a station website	92	47	45	25	20	34	**	**	**	**	27	27	25	**	20	84	**	**	**
		21%	20%	22%	25%	18%	**	**	**	**	18%	20%	19%	**	22%	21%	**	**	**
			51%	49%	27%	21%	**	**	**	**	30%	30%	27%	**	21%	91%	**	**	**
Via podcasts	19	14	5	6	2	9	**	**	**	**	6	13	2	**	2	16	**	**	**
		4%	6%	3%	7%	1%	**	**	**	**	4%	9%	2%	**	3%	4%	**	**	**
			71%	29%	34%	9%	**	**	**	**	33%	67%	11%	**	13%	85%	**	**	**
Other ways	3	1	2	1	-	1	**	**	**	**	-	-	1	**	1	2	**	**	**
		1%	*%	1%	-%	1%	**	**	**	**	-%	-%	*%	**	1%	1%	**	**	**
			30%	70%	27%	-%	**	**	**	**	-%	-%	18%	**	39%	84%	**	**	**
Don't know	50	26	24	6	13	19	**	**	**	**	12	10	17	**	11	45	**	**	**
		12%	11%	12%	7%	12%	**	**	**	**	8%	8%	13%	**	12%	11%	**	**	**
			52%	48%	13%	27%	**	**	**	**	23%	21%	35%	**	21%	89%	**	**	**

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 166

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QP3 (QP16). SHOWCARD In which of these ways do you listen to radio on your mobile phone? (MULTI CODE)

Base : Those who listen to radio via a mobile phone

	Total	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o	
Unweighted total	524	47	62	50	28	29	24	41	42	44	395	129	342	180	253	271	
Effective Weighted Sample	381	45	59	48	27	28	23	40	40	42	320	63	252	134	181	200	
Total	434	63	95	49	23	30	25	39	19	50	376	57	308	126	206	228	
Live via a built in FM radio app	233	**	**	**	**	**	**	**	**	**	87%	13%	71%	29%	47%	53%	
	54%	**	**	**	**	**	**	**	**	**	54%	49%	55%	49%	47%	59%	
		**	**	**	**	**	**	**	**	**	88%	12%	73%	26%	42%	58%	
Via a downloaded app such as RadioPlayer, BBC Radio iPlayer, Tunein or apps downloaded for specific radio stations	100	**	**	**	**	**	**	**	**	**	84	17	78	23	58	42	
	23%	**	**	**	**	**	**	**	**	**	22%	29%	25%	18%	28%	19%	
		**	**	**	**	**	**	**	**	**	83%	17%	78%	22%	58%	42%	
Live via a station website	92	**	**	**	**	**	**	**	**	**	81	11	58	34	45	47	
	21%	**	**	**	**	**	**	**	**	**	21%	20%	19%	27%	22%	20%	
		**	**	**	**	**	**	**	**	**	88%	12%	63%	37%	49%	51%	
Via podcasts	19	**	**	**	**	**	**	**	**	**	15	4	11	8	11	8	
	4%	**	**	**	**	**	**	**	**	**	4%	7%	4%	6%	5%	3%	
		**	**	**	**	**	**	**	**	**	78%	22%	59%	41%	59%	41%	
Other ways	3	**	**	**	**	**	**	**	**	**	3	*	1	2	2	1	
	1%	**	**	**	**	**	**	**	**	**	1%	*%	*%	2%	1%	*%	
		**	**	**	**	**	**	**	**	**	95%	5%	23%	77%	70%	30%	
Don't know	50	**	**	**	**	**	**	**	**	**	44	6	32	18	22	29	
	12%	**	**	**	**	**	**	**	**	**	12%	11%	10%	14%	11%	13%	
		**	**	**	**	**	**	**	**	**	88%	12%	64%	36%	43%	57%	

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 167

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QP4 (QP2). Before today, had you heard of digital radios? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Yes	2269	1147	1122	285	401	832	751	294	232	296	559	658	627	490	494	1898	204	109	57
	85%	88%	82%	78%	86%	91%	81%	71%	80%	91%	94%	92%	87%	84%	75%	85%	88%	83%	78%
		b	cf	cd	gh	gh	lmn	n	n	n	n	r	r	r	r	r	r	r	r
		51%	49%	13%	18%	37%	33%	13%	10%	13%	25%	29%	28%	22%	22%	84%	9%	5%	3%
No	369	143	226	74	61	76	159	107	54	27	34	51	88	84	146	311	27	19	13
	14%	11%	16%	20%	13%	8%	17%	26%	19%	8%	6%	7%	12%	15%	22%	14%	11%	14%	17%
		a	de	e	de	de	hij	ij	ij	ij	ij	k	k	klm	klm	klm	klm	klm	p
		39%	61%	20%	16%	20%	43%	29%	15%	7%	9%	14%	24%	23%	40%	84%	7%	5%	3%
Unsure	37	10	27	6	6	7	17	11	3	1	3	2	6	6	23	28	2	4	4
	1%	1%	2%	2%	1%	1%	2%	3%	1%	*%	*%	*%	1%	1%	3%	1%	1%	3%	5%
		a	e	e	e	e	ij	ij	ij	ij	ij	klm	klm	klm	klm	klm	klm	klm	op
		28%	72%	17%	16%	19%	47%	30%	9%	4%	7%	6%	16%	16%	61%	74%	6%	10%	10%

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

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Table 167

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QP4 (QP2). Before today, had you heard of digital radios? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
Yes	2269	236	336	203	163	205	205	187	98	266	1951	318	1391	873	1122	1147
	85%	72%	91%	87%	86%	89%	83%	83%	86%	89%	85%	87%	90%	78%	89%	81%
			afg	a	a	a	a	a	a	af			m		o	
		10%	15%	9%	7%	9%	9%	8%	4%	12%	86%	14%	61%	38%	49%	51%
No	369	86	34	31	25	22	42	31	15	27	325	44	147	221	124	245
	14%	26%	9%	13%	13%	9%	17%	14%	13%	9%	14%	12%	9%	20%	10%	17%
		bcdetghi					bei						l		n	
		23%	9%	8%	7%	6%	11%	9%	4%	7%	88%	12%	40%	60%	34%	66%
Unsure	37	5	1	-	2	5	1	5	1	6	32	5	13	24	13	24
	1%	2%	*%	-%	1%	2%	1%	2%	1%	2%	1%	1%	1%	2%	1%	2%
		c				c		c		c			l			
		15%	4%	-%	4%	14%	4%	15%	3%	16%	88%	12%	36%	64%	34%	66%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 168

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QP5 (QP9). How many DAB sets do you have 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 £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504	
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438	
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74	
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%	
1	(1.0)	721	379	341	63	100	263	294	66	70	92	220	239	206	152	123	612	54	38	17
		27%	29%	25%	17%	21%	29%	32%	16%	24%	28%	37%	34%	29%	26%	19%	27%	23%	29%	23%
			b			cd	cd			g	g	ghi	lmn	n	n		r		r	
			53%	47%	9%	14%	37%	41%	9%	10%	13%	30%	33%	29%	21%	17%	85%	7%	5%	2%
2	(2.0)	179	104	76	14	22	74	70	10	17	26	67	79	50	29	21	155	12	11	2
		7%	8%	6%	4%	5%	8%	8%	2%	6%	8%	11%	11%	7%	5%	3%	7%	5%	8%	2%
			b			cd	cd			g	g	gh	lmn	n			r		r	
			58%	42%	8%	12%	41%	39%	5%	9%	14%	37%	44%	28%	16%	12%	87%	7%	6%	1%
3 or more	(3.0)	62	39	23	6	10	17	28	3	2	8	22	30	19	7	5	52	7	3	*
		2%	3%	2%	2%	2%	2%	3%	1%	1%	3%	4%	4%	3%	1%	1%	2%	3%	2%	*%
			b							g	gh	mn	n			r	r			
			63%	37%	10%	16%	28%	46%	4%	4%	14%	35%	49%	31%	12%	9%	85%	11%	4%	1%
ANY DAB SETS		962	522	440	83	132	355	392	78	89	126	308	349	274	189	150	819	72	52	19
		36%	40%	32%	23%	28%	39%	42%	19%	31%	39%	52%	49%	38%	33%	23%	37%	31%	39%	25%
			b			cd	cd			g	gh	ghi	lmn	mn	n		pr		pr	
			54%	46%	9%	14%	37%	41%	8%	9%	13%	32%	36%	29%	20%	16%	85%	7%	5%	2%
None	(0.0)	1666	761	905	262	328	553	523	329	197	195	282	353	439	382	491	1382	156	78	49
		62%	59%	66%	72%	70%	60%	56%	80%	68%	60%	47%	50%	61%	66%	74%	62%	67%	59%	67%
			a		ef	ef			hij	ij	j		k	k	klm		q		q	oq
			46%	54%	16%	20%	33%	31%	20%	12%	12%	17%	21%	26%	23%	29%	83%	9%	5%	3%
Don't know		48	18	30	20	8	8	12	6	3	4	6	10	6	10	21	35	5	2	6
		2%	1%	2%	6%	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%	3%	2%	2%	2%	8%
					def										kl					opq
			37%	63%	43%	16%	16%	26%	12%	7%	9%	12%	21%	14%	21%	45%	73%	10%	5%	12%
Mean score	.5	.5	.4	.3	.4	.5	.6	.2	.4	.5	.7	.7	.7	.5	.4	.3	.5	.4	.5	.3
			b			cd	cd			g	gh	ghi	lmn	mn	n		r	r	r	
Standard deviation	.73	.77	.68	.64	.68	.73	.76	.51	.64	.75	.81	.83	.74	.65	.57	.73	.72	.74	.55	
Standard error	.01	.02	.02	.03	.03	.02	.02	.02	.03	.03	.03	.03	.03	.02	.02	.02	.02	.03	.03	

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 168

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QP5 (QP9). How many DAB sets do you have in your household?

Base : All respondents

		ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
		Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																	
Unweighted total		3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample		2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total		2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
			12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
1	(1.0)	721	76	117	79	57	51	61	44	33	94	600	121	432	288	412	309
		27%	23%	31%	34%	30%	22%	25%	20%	29%	31%	26%	33%	28%	26%	33%	22%
				aeg	aefg	eg				g	aeg		j			o	
			11%	16%	11%	8%	7%	9%	6%	5%	13%	83%	17%	60%	40%	57%	43%
2	(2.0)	179	9	46	12	17	10	20	23	5	14	144	35	112	67	123	57
		7%	3%	12%	5%	9%	4%	8%	10%	4%	5%	6%	10%	7%	6%	10%	4%
				acehi		eah		a	acehi				j			o	
			5%	25%	7%	9%	5%	11%	13%	3%	8%	80%	20%	62%	37%	68%	32%
3 or more	(3.0)	62	1	6	8	6	1	9	12	2	6	52	10	34	28	34	28
		2%	*%	2%	4%	3%	*%	4%	5%	2%	2%	2%	3%	2%	3%	3%	2%
				ae	ae	ae		ae	abehi								
			2%	10%	14%	10%	1%	15%	20%	3%	10%	84%	16%	55%	45%	55%	45%
ANY DAB SETS		962	86	169	100	80	61	91	80	39	114	796	166	578	384	569	393
		36%	26%	45%	43%	42%	27%	37%	36%	35%	38%	34%	45%	37%	34%	45%	28%
				aefgh	ae	ae		ae	ae	a	ae		j			o	
			9%	18%	10%	8%	6%	9%	8%	4%	12%	83%	17%	60%	40%	59%	41%
None	(0.0)	1666	239	195	131	106	169	151	137	73	180	1471	195	952	710	668	998
		62%	73%	53%	56%	56%	73%	61%	61%	64%	60%	64%	53%	61%	64%	53%	70%
			bcdgghi			bcdgghi		b				k				n	
			14%	12%	8%	6%	10%	9%	8%	4%	11%	88%	12%	57%	43%	40%	60%
Don't know		48	2	7	3	3	1	6	7	1	5	42	5	21	24	22	25
		2%	1%	2%	1%	2%	*%	3%	3%	1%	2%	2%	1%	1%	2%	2%	2%
				e		ae		ae	ae								
			4%	15%	6%	7%	2%	13%	15%	2%	10%	89%	11%	44%	51%	47%	53%
Mean score		.5	.3	.6	.6	.6	.3	.5	.6	.4	.5	.5	.6	.5	.5	.6	.4
				aehi	eah	eah		ae	eah	a	ae		j			o	
Standard deviation		.73	.53	.77	.76	.80	.57	.80	.89	.66	.68	.72	.77	.73	.72	.78	.66

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QP5 (QP9). How many DAB sets do you have in your household?

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON a	SOUTH EAST b	SOUTH WEST c	EAST MIDS d	WEST MIDS e	EAST OF ENG f	YORKS & HUMBER g	NORTH EAST h	NORTH WEST i	URBAN j	RURAL k	YES l	NO m	LOW n	MEDIUM/ HIGH o
Significance Level: 95%																
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
Standard error	.01	.03	.05	.05	.05	.04	.05	.06	.04	.04	.01	.02	.02	.02	.02	.02
Columns Tested:		a,b,c,d,e,f,g,h,i - j,k - l,m - n,o														

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QP5 (QP9). How many DAB sets do you have in your household?

Base : Those who listen to radio

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
		Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																				
Unweighted total		2934	1476	1458	331	439	974	1190	473	339	383	608	710	901	608	714	1735	386	406	407
Effective Weighted Sample		2032	1024	1008	231	309	674	834	322	241	262	453	501	644	423	496	1539	250	289	354
Total		2067	1047	1020	226	337	742	762	283	218	262	519	598	564	447	457	1720	180	107	59
			51%	49%	11%	16%	36%	37%	14%	11%	13%	25%	29%	27%	22%	22%	83%	9%	5%	3%
1	(1.0)	660	349	312	45	85	248	282	61	65	84	199	219	193	136	112	559	49	37	15
		32%	33%	31%	20%	25%	33%	37%	22%	30%	32%	38%	37%	34%	30%	25%	33%	27%	34%	25%
							cd	cd		g	g	gh	mn	n	n		r	r	r	
			53%	47%	7%	13%	38%	43%	9%	10%	13%	30%	33%	29%	21%	17%	85%	7%	6%	2%
2	(2.0)	174	101	73	10	22	74	69	8	17	25	66	79	48	27	20	150	12	11	2
		8%	10%	7%	4%	6%	10%	9%	3%	8%	10%	13%	13%	8%	6%	4%	9%	6%	10%	3%
			b				c	c		g	g	gh	lmn	n			r	r	r	
			58%	42%	6%	13%	42%	40%	5%	10%	15%	38%	46%	27%	16%	11%	86%	7%	6%	1%
3 or more	(3.0)	62	39	23	6	10	17	28	3	2	8	22	30	19	7	5	52	6	3	*
		3%	4%	2%	3%	3%	2%	4%	1%	1%	3%	4%	5%	3%	2%	1%	3%	4%	2%	1%
										g	g	gh	mn	n			r	r		
			63%	37%	10%	16%	28%	46%	4%	4%	14%	35%	49%	31%	12%	9%	85%	10%	4%	1%
ANY DAB SETS		896	488	408	61	117	339	379	72	85	118	287	328	260	171	137	762	67	50	17
		43%	47%	40%	27%	35%	46%	50%	26%	39%	45%	55%	55%	46%	38%	30%	44%	37%	47%	29%
			b				cd	cd		g	g	ghi	lmn	mn	n		pr	r	pr	
			54%	46%	7%	13%	38%	42%	8%	9%	13%	32%	37%	29%	19%	15%	85%	8%	6%	2%
None	(0.0)	1150	551	600	155	217	399	380	207	132	141	230	267	301	272	310	946	110	57	38
		56%	53%	59%	68%	64%	54%	50%	73%	61%	54%	44%	45%	53%	61%	68%	55%	61%	53%	64%
				a	ef	ef			hij	j	j		k	kl	klm					oq
			48%	52%	13%	19%	35%	33%	18%	11%	12%	20%	23%	26%	24%	27%	82%	10%	5%	3%
Don't know		20	8	12	11	4	3	3	3	1	3	2	3	4	4	9	12	3	1	4
		1%	1%	1%	5%	1%	*%	*%	1%	*%	1%	*%	*%	1%	1%	2%	1%	2%	1%	7%
					def											kl				opq
			38%	62%	52%	17%	17%	14%	15%	5%	13%	10%	14%	18%	22%	47%	61%	14%	4%	21%
Mean score		.6	.6	.5	.4	.5	.6	.7	.3	.5	.6	.8	.8	.6	.5	.4	.6	.5	.6	.4
			b				cd	cd		g	g	ghi	lmn	mn	n		r	r	r	
Standard deviation		.77	.80	.73	.71	.74	.76	.79	.57	.69	.79	.83	.86	.78	.69	.63	.77	.78	.77	.58
Standard error		.01	.02	.02	.04	.04	.02	.02	.03	.04	.04	.03	.03	.03	.03	.02	.02	.04	.04	.03

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QP5 (QP9). How many DAB sets do you have in your household?

Base : Those who listen to radio

		ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
		Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																	
Unweighted total		2934	159	224	210	181	183	210	179	195	194	2064	870	1603	1325	1604	1330
Effective Weighted Sample		2032	153	211	203	173	175	202	172	186	186	1655	400	1116	945	1080	953
Total		2067	209	321	199	138	171	209	161	89	224	1753	314	1246	818	1085	982
			10%	16%	10%	7%	8%	10%	8%	4%	11%	85%	15%	60%	40%	53%	47%
1	(1.0)	660	72	110	73	48	43	57	43	30	83	546	114	397	263	384	276
		32%	34%	34%	37%	35%	25%	27%	27%	34%	37%	31%	36%	32%	32%	35%	28%
			11%	17%	11%	7%	7%	9%	7%	5%	13%	83%	17%	60%	40%	58%	42%
2	(2.0)	174	9	46	12	14	9	20	23	5	13	140	34	110	64	122	53
		8%	4%	14%	6%	10%	5%	10%	14%	5%	6%	8%	11%	9%	8%	11%	5%
			5%	26%	7%	8%	5%	11%	13%	3%	7%	80%	20%	63%	37%	70%	30%
3 or more	(3.0)	62	1	6	8	6	1	9	12	2	6	52	10	34	28	34	27
		3%	1%	2%	4%	5%	*%	4%	8%	2%	3%	3%	3%	3%	3%	3%	3%
			2%	10%	14%	10%	1%	15%	20%	3%	10%	84%	16%	55%	45%	55%	45%
ANY DAB SETS		896	82	162	94	68	52	86	79	37	102	738	158	541	355	540	356
		43%	39%	51%	47%	50%	31%	41%	49%	42%	46%	42%	50%	43%	43%	50%	36%
			9%	18%	10%	8%	6%	10%	9%	4%	11%	82%	18%	60%	40%	60%	40%
None	(0.0)	1150	127	157	104	68	118	121	78	51	121	996	155	698	450	532	618
		56%	61%	49%	52%	49%	69%	58%	49%	58%	54%	57%	49%	56%	55%	49%	63%
			bdg				bcdg	h				k				n	
			11%	14%	9%	6%	10%	10%	7%	4%	10%	87%	13%	61%	39%	46%	54%
Don't know		20	-	2	1	1	-	3	4	*	1	19	1	7	13	13	7
		1%	-%	*%	*%	1%	-%	1%	2%	1%	1%	1%	*%	1%	2%	1%	1%
			-%	8%	4%	7%	-%	14%	20%	2%	6%	93%	7%	36%	64%	65%	35%
Mean score		.6	.4	.7	.6	.7	.4	.6	.8	.5	.6	.6	.7	.6	.6	.7	.5
				ae	ae	ae		e	ace	e	e		j			o	
Standard deviation		.77	.61	.79	.79	.84	.60	.84	.96	.70	.72	.77	.79	.77	.78	.80	.73

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QP5 (QP9). How many DAB sets do you have in your household?

Base : Those who listen to radio

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON a	SOUTH EAST b	SOUTH WEST c	EAST MIDS d	WEST MIDS e	EAST OF ENG f	YORKS & HUMBER g	NORTH EAST h	NORTH WEST i	URBAN j	RURAL k	YES l	NO m	LOW n	MEDIUM/ HIGH o
Significance Level: 95%																
Unweighted total	2934	159	224	210	181	183	210	179	195	194	2064	870	1603	1325	1604	1330
Effective Weighted Sample	2032	153	211	203	173	175	202	172	186	186	1655	400	1116	945	1080	953
Total	2067	209	321	199	138	171	209	161	89	224	1753	314	1246	818	1085	982
		10%	16%	10%	7%	8%	10%	8%	4%	11%	85%	15%	60%	40%	53%	47%
Standard error	.01	.05	.05	.05	.06	.04	.06	.07	.05	.05	.02	.03	.02	.02	.02	.02
Columns Tested:		a,b,c,d,e,f,g,h,i - j,k - l,m - n,o														

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 170

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QP6 (QP12). SHOWCARD How likely is it that your household will get a DAB radio in the next 12 months? (SINGLE CODE)

Base : Those do not have any DAB sets at home

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Significance Level: 95%																			
Unweighted total	2389	1098	1291	361	427	730	871	536	291	284	333	424	682	523	759	1401	332	306	350
Effective Weighted Sample	1650	751	898	255	305	510	594	376	208	192	247	292	488	360	533	1244	222	216	305
Total	1666	761	905	262	328	553	523	329	197	195	282	353	439	382	491	1382	156	78	49
		46%	54%	16%	20%	33%	31%	20%	12%	12%	17%	21%	26%	23%	29%	83%	9%	5%	3%
Certain to	26	12	15	1	7	10	9	3	3	8	5	5	10	6	5	23	1	1	2
	2%	2%	2%	*%	2%	2%	2%	1%	1%	4%	2%	1%	2%	2%	1%	2%	1%	1%	4%
										g									opq
		44%	56%	4%	25%	37%	35%	12%	10%	29%	18%	20%	38%	25%	18%	86%	5%	3%	7%
Very likely	50	34	17	7	7	21	14	7	4	8	9	15	11	13	12	33	8	6	4
	3%	4%	2%	3%	2%	4%	3%	2%	2%	4%	3%	4%	2%	3%	2%	2%	5%	7%	9%
		b																	
		67%	33%	14%	15%	43%	28%	15%	7%	17%	18%	31%	21%	25%	23%	64%	16%	11%	8%
Likely	108	50	58	12	22	45	29	12	15	14	21	37	30	19	22	90	8	6	3
	6%	7%	6%	5%	7%	8%	5%	4%	8%	7%	7%	10%	7%	5%	4%	7%	5%	8%	7%
										g									
		46%	54%	12%	21%	41%	26%	11%	14%	13%	19%	34%	28%	18%	20%	84%	8%	5%	3%
TOTAL LIKELY	185	95	90	21	36	76	52	22	21	30	35	57	51	38	38	145	18	12	9
	11%	13%	10%	8%	11%	14%	10%	7%	11%	15%	12%	16%	12%	10%	8%	11%	11%	16%	19%
						c				g	g	mn	n						op
		52%	48%	11%	20%	41%	28%	12%	11%	16%	19%	31%	27%	21%	21%	79%	10%	7%	5%
Unlikely	268	126	142	52	57	94	64	40	35	35	46	58	75	74	61	230	23	11	4
	16%	17%	16%	20%	17%	17%	12%	12%	18%	18%	16%	16%	17%	19%	12%	17%	15%	14%	8%
				f	f	f							n	n		r	r	r	
		47%	53%	20%	21%	35%	24%	15%	13%	13%	17%	22%	28%	28%	23%	86%	9%	4%	1%
Very unlikely	362	176	186	57	88	103	114	80	54	45	75	77	95	82	108	300	41	17	5
	22%	23%	21%	22%	27%	19%	22%	24%	27%	23%	27%	22%	22%	21%	22%	22%	26%	22%	10%
				e											r	r	r		
		49%	51%	16%	24%	28%	32%	22%	15%	12%	21%	21%	26%	23%	30%	83%	11%	5%	1%
Certain not to	551	234	317	67	92	171	221	143	59	54	75	95	142	126	188	463	48	27	13
	33%	31%	35%	26%	28%	31%	42%	44%	30%	28%	27%	27%	32%	33%	38%	34%	31%	34%	26%
							cde	hij							kl	r	r	r	
		42%	58%	12%	17%	31%	40%	26%	11%	10%	14%	17%	26%	23%	34%	84%	9%	5%	2%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 170

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

QP6 (QP12). SHOWCARD How likely is it that your household will get a DAB radio in the next 12 months? (SINGLE CODE)

Base : Those do not have any DAB sets at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2389	1098	1291	361	427	730	871	536	291	284	333	424	682	523	759	1401	332	306	350
Effective Weighted Sample	1650	751	898	255	305	510	594	376	208	192	247	292	488	360	533	1244	222	216	305
Total	1666	761	905	262	328	553	523	329	197	195	282	353	439	382	491	1382	156	78	49
		46%	54%	16%	20%	33%	31%	20%	12%	12%	17%	21%	26%	23%	29%	83%	9%	5%	3%
TOTAL UNLIKELY	1182	537	645	176	238	368	400	264	148	134	196	230	312	282	357	994	112	54	22
		71%	71%	67%	72%	67%	76%	80%	75%	69%	70%	65%	71%	74%	73%	72%	72%	70%	44%
							ce	ij					k	k	r	r	r	r	
		45%	55%	15%	20%	31%	34%	22%	13%	11%	17%	19%	26%	24%	30%	84%	9%	5%	2%
Don't know	299	129	170	64	55	109	71	43	28	31	50	66	76	61	95	243	26	11	19
		18%	17%	19%	25%	17%	20%	14%	13%	14%	16%	19%	17%	16%	19%	18%	17%	15%	38%
				df	f														opq
		43%	57%	22%	18%	36%	24%	14%	9%	10%	17%	22%	25%	21%	32%	81%	9%	4%	6%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 170

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QP6 (QP12). SHOWCARD How likely is it that your household will get a DAB radio in the next 12 months? (SINGLE CODE)

Base : Those do not have any DAB sets at home

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																
Unweighted total	2389	186	134	138	137	183	154	155	162	152	1739	650	1226	1158	1053	1336
Effective Weighted Sample	1650	179	126	133	131	175	148	150	154	146	1402	274	847	828	673	977
Total	1666	239	195	131	106	169	151	137	73	180	1471	195	952	710	668	998
		14%	12%	8%	6%	10%	9%	8%	4%	11%	88%	12%	57%	43%	40%	60%
Certain to	26	7	3	3	-	4	5	2	*	-	21	5	14	13	12	14
	2%	3%	1%	2%	-%	2%	3%	1%	1%	-%	1%	3%	1%	2%	2%	1%
		i					di									
		25%	11%	10%	-%	14%	18%	6%	2%	-%	80%	20%	51%	49%	47%	53%
Very likely	50	3	4	3	1	7	3	4	2	5	44	7	36	14	27	24
	3%	1%	2%	2%	1%	4%	2%	3%	3%	3%	3%	3%	4%	2%	4%	2%
													m			
		7%	9%	5%	1%	14%	7%	8%	4%	10%	87%	13%	72%	28%	53%	47%
Likely	108	17	10	16	7	24	3	6	4	4	92	16	73	35	49	59
	6%	7%	5%	12%	7%	14%	2%	4%	5%	2%	6%	8%	8%	5%	7%	6%
		fi		bfg		abdf							m			
		16%	9%	15%	6%	23%	3%	5%	4%	3%	85%	15%	67%	33%	46%	54%
TOTAL LIKELY	185	27	17	21	8	35	11	12	6	9	156	28	123	62	88	96
	11%	11%	9%	16%	7%	21%	7%	8%	8%	5%	11%	15%	13%	9%	13%	10%
		i		dfgh		abdf							m		o	
		15%	9%	11%	4%	19%	6%	6%	3%	5%	85%	15%	66%	34%	48%	52%
Unlikely	268	32	42	23	16	30	25	24	7	33	238	30	176	91	109	159
	16%	13%	21%	17%	15%	18%	16%	17%	10%	18%	16%	15%	18%	13%	16%	16%
			h			h				h			m			
		12%	16%	8%	6%	11%	9%	9%	3%	12%	89%	11%	66%	34%	41%	59%
Very unlikely	362	43	45	36	22	39	17	36	16	45	320	42	207	155	143	219
	22%	18%	23%	28%	21%	23%	11%	27%	22%	25%	22%	22%	22%	22%	21%	22%
			f	af	f	f		f	f	f						
		12%	12%	10%	6%	11%	5%	10%	4%	12%	88%	12%	57%	43%	40%	60%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QP6 (QP12). SHOWCARD How likely is it that your household will get a DAB radio in the next 12 months? (SINGLE CODE)

Base : Those do not have any DAB sets at home

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2389	186	134	138	137	183	154	155	162	152	1739	650	1226	1158	1053	1336
Effective Weighted Sample	1650	179	126	133	131	175	148	150	154	146	1402	274	847	828	673	977
Total	1666	239	195	131	106	169	151	137	73	180	1471	195	952	710	668	998
		14%	12%	8%	6%	10%	9%	8%	4%	11%	88%	12%	57%	43%	40%	60%
Certain not to	551	103	69	38	35	23	70	41	29	56	496	56	269	280	207	344
	33%	43%	35%	29%	33%	13%	46%	30%	40%	31%	34%	29%	28%	39%	31%	35%
		cegi	e	e	e	cdegi	e	e	e	e	k	l	l	l	l	l
		19%	13%	7%	6%	4%	13%	7%	5%	10%	90%	10%	49%	51%	38%	62%
TOTAL UNLIKELY	1182	178	156	97	72	91	112	101	52	134	1054	128	652	527	460	722
	71%	74%	80%	74%	69%	54%	74%	74%	72%	74%	72%	66%	68%	74%	69%	72%
		e	de	e	e	e	e	e	e	e	k	l	l	l	l	l
		15%	13%	8%	6%	8%	10%	9%	4%	11%	89%	11%	55%	45%	39%	61%
Don't know	299	34	23	13	25	43	28	25	15	38	261	39	177	122	120	179
	18%	14%	12%	10%	24%	25%	18%	18%	20%	21%	18%	20%	19%	17%	18%	18%
					abc	abc	c	c	c	bc						
		11%	8%	4%	9%	14%	9%	8%	5%	13%	87%	13%	59%	41%	40%	60%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QP6 (QP12). SHOWCARD How likely is it that your household will get a DAB radio in the next 12 months? (SINGLE CODE)

Base : Those who listen to radio and do not have any DAB sets at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1690	798	892	216	285	544	645	352	204	209	272	335	495	377	482	952	239	228	271
Effective Weighted Sample	1136	537	599	155	197	367	427	237	143	140	200	223	342	255	332	843	155	162	236
Total	1150	551	600	155	217	399	380	207	132	141	230	267	301	272	310	946	110	57	38
		48%	52%	13%	19%	35%	33%	18%	11%	12%	20%	23%	26%	24%	27%	82%	10%	5%	3%
Certain to	21	11	10	*	6	7	8	2	2	5	5	5	7	5	4	18	1	1	1
	2%	2%	2%	*%	3%	2%	2%	1%	2%	4%	2%	2%	2%	2%	1%	2%	1%	1%	3%
		52%	48%	1%	28%	35%	37%	11%	11%	25%	23%	24%	34%	22%	19%	85%	6%	3%	6%
Very likely	48	32	16	6	6	21	14	7	3	8	9	15	10	13	10	32	8	4	4
	4%	6%	3%	4%	3%	5%	4%	3%	3%	5%	4%	6%	3%	5%	3%	3%	7%	7%	10%
		b														o	o	o	o
		67%	33%	12%	13%	45%	30%	14%	7%	16%	19%	32%	21%	26%	21%	67%	17%	9%	8%
Likely	91	40	51	9	20	35	27	10	14	11	20	31	23	18	20	75	8	5	3
	8%	7%	9%	6%	9%	9%	7%	5%	11%	8%	9%	11%	8%	7%	6%	8%	7%	9%	8%
									g			n							
									16%	12%	22%	34%	25%	20%	22%	82%	9%	5%	3%
TOTAL LIKELY	159	82	77	15	32	64	48	19	20	24	34	51	40	35	33	124	17	10	8
	14%	15%	13%	10%	15%	16%	13%	9%	15%	17%	15%	19%	13%	13%	11%	13%	16%	17%	21%
										g		n							o
									12%	13%	21%	32%	25%	22%	21%	78%	11%	6%	5%
Unlikely	194	95	98	33	37	70	54	24	28	23	39	43	58	55	38	168	15	8	3
	17%	17%	16%	22%	17%	17%	14%	11%	21%	16%	17%	16%	19%	20%	12%	18%	13%	14%	9%
				f					g			n				r			
				17%	19%	36%	28%	12%	14%	12%	20%	22%	30%	28%	20%	87%	8%	4%	2%
Very unlikely	253	128	125	35	59	75	84	50	30	34	68	60	63	60	70	211	26	12	4
	22%	23%	21%	23%	27%	19%	22%	24%	23%	24%	30%	23%	21%	22%	23%	22%	23%	22%	10%
				e												r	r	r	
				14%	23%	29%	33%	20%	12%	13%	27%	24%	25%	24%	28%	83%	10%	5%	1%
Certain not to	325	147	178	31	55	106	133	86	32	34	51	61	89	77	99	269	29	19	8
	28%	27%	30%	20%	25%	27%	35%	42%	24%	24%	22%	23%	30%	28%	32%	28%	26%	33%	21%
							cde	hij				k			r			r	
		45%	55%	10%	17%	33%	41%	27%	10%	11%	16%	19%	27%	24%	30%	83%	9%	6%	2%

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

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QP6 (QP12). SHOWCARD How likely is it that your household will get a DAB radio in the next 12 months? (SINGLE CODE)

Base : Those who listen to radio and do not have any DAB sets at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1690	798	892	216	285	544	645	352	204	209	272	335	495	377	482	952	239	228	271
Effective Weighted Sample	1136	537	599	155	197	367	427	237	143	140	200	223	342	255	332	843	155	162	236
Total	1150	551	600	155	217	399	380	207	132	141	230	267	301	272	310	946	110	57	38
		48%	52%	13%	19%	35%	33%	18%	11%	12%	20%	23%	26%	24%	27%	82%	10%	5%	3%
TOTAL UNLIKELY	772	371	401	100	151	250	270	160	90	92	158	164	209	192	207	648	69	39	15
		67%	67%	65%	70%	63%	71%	77%	68%	65%	69%	61%	70%	70%	67%	69%	63%	69%	39%
							e	hij					k	k		r	r	r	
		48%	52%	13%	20%	32%	35%	21%	12%	12%	20%	21%	27%	25%	27%	84%	9%	5%	2%
Don't know	219	98	122	39	34	85	61	28	22	26	38	53	51	45	70	173	23	8	15
		19%	18%	20%	25%	16%	16%	13%	17%	18%	17%	20%	17%	17%	23%	18%	21%	14%	40%
				df															opq
		45%	55%	18%	15%	39%	28%	13%	10%	12%	17%	24%	23%	21%	32%	79%	10%	4%	7%

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

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QP6 (QP12). SHOWCARD How likely is it that your household will get a DAB radio in the next 12 months? (SINGLE CODE)

Base : Those who listen to radio and do not have any DAB sets at home

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	b	c	~d	e	f	~g	h	i	j	k	l	m	n	o
Unweighted total	1690	98	107	109	90	126	121	86	113	102	1182	508	921	765	841	849
Effective Weighted Sample	1136	94	101	105	86	121	116	83	108	98	941	215	622	533	531	605
Total	1150	127	157	104	68	118	121	78	51	121	996	155	698	450	532	618
		**	14%	9%	**	10%	10%	**	4%	10%	87%	13%	61%	39%	46%	54%
Certain to	21	**	3	2	**	3	3	**	*	-	16	5	12	8	11	10
	2%	**	2%	2%	**	2%	3%	**	1%	-%	2%	3%	2%	2%	2%	2%
		**	13%	9%	**	14%	16%	**	2%	-%	75%	25%	59%	41%	54%	46%
Very likely	48	**	4	2	**	7	3	**	2	5	41	7	35	12	26	21
	4%	**	3%	2%	**	6%	3%	**	4%	4%	4%	4%	5%	3%	5%	3%
		**	9%	4%	**	14%	7%	**	4%	11%	86%	14%	74%	26%	56%	44%
Likely	91	**	10	15	**	20	3	**	4	4	75	16	64	27	45	46
	8%	**	6%	14%	**	17%	3%	**	7%	3%	8%	10%	9%	6%	8%	7%
		**	11%	16%	**	22%	3%	**	4%	4%	83%	17%	71%	29%	49%	51%
TOTAL LIKELY	159	**	17	19	**	30	10	**	6	9	132	28	112	47	83	77
	14%	**	11%	18%	**	25%	8%	**	12%	7%	13%	18%	16%	11%	16%	12%
		**	11%	12%	**	19%	6%	**	4%	5%	83%	17%	70%	30%	52%	48%
Unlikely	194	**	33	21	**	22	22	**	7	27	170	24	131	62	90	103
	17%	**	21%	20%	**	19%	18%	**	13%	23%	17%	15%	19%	14%	17%	17%
		**	17%	11%	**	11%	11%	**	3%	14%	88%	12%	68%	32%	47%	53%
Very unlikely	253	**	40	31	**	25	13	**	11	32	219	34	158	95	115	138
	22%	**	25%	29%	**	21%	10%	**	21%	27%	22%	22%	23%	21%	22%	22%
		**	f	f	**	f	f	**	f	f	87%	13%	62%	38%	45%	55%
		**	16%	12%	**	10%	5%	**	4%	13%	87%	13%	62%	38%	45%	55%
Certain not to	325	**	48	25	**	15	55	**	15	21	288	37	163	160	149	176
	28%	**	30%	24%	**	13%	46%	**	29%	17%	29%	24%	23%	35%	28%	28%
		**	ei	e	**	bcehi	e	**	e	l	89%	11%	50%	49%	46%	54%
		**	15%	8%	**	5%	17%	**	5%	6%	89%	11%	50%	49%	46%	54%

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

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QP6 (QP12). SHOWCARD How likely is it that your household will get a DAB radio in the next 12 months? (SINGLE CODE)

Base : Those who listen to radio and do not have any DAB sets at home

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	b	c	~d	e	f	~g	h	i	j	k	l	m	n	o
Unweighted total	1690	98	107	109	90	126	121	86	113	102	1182	508	921	765	841	849
Effective Weighted Sample	1136	94	101	105	86	121	116	83	108	98	941	215	622	533	531	605
Total	1150	127	157	104	68	118	121	78	51	121	996	155	698	450	532	618
		**	14%	9%	**	10%	10%	**	4%	10%	87%	13%	61%	39%	46%	54%
TOTAL UNLIKELY	772	**	121	76	**	62	90	**	33	80	677	95	453	317	355	417
	67%	**	77%	73%	**	52%	74%	**	63%	67%	68%	61%	65%	70%	67%	67%
		**	eh	e	**	e	e	**	e	e	88%	12%	59%	41%	46%	54%
		**	16%	10%	**	8%	12%	**	4%	10%	88%	12%	59%	41%	46%	54%
Don't know	219	**	20	9	**	27	21	**	13	31	187	33	133	86	95	124
	19%	**	13%	9%	**	23%	17%	**	25%	26%	19%	21%	19%	19%	18%	20%
		**	c	c	**	c	c	**	bc	bc	85%	15%	61%	39%	43%	57%
		**	9%	4%	**	12%	10%	**	6%	14%	85%	15%	61%	39%	43%	57%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QP7 (QJ14). Why are you unlikely to get digital radio in the next 12 months? (MULTI CODE) UNPROMPTED

Base : Those unlikely to get DAB radio in the next 12 months

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1615	740	875	223	284	467	641	418	211	184	221	260	458	367	529	1002	230	224	159
Effective Weighted Sample	1148	515	633	165	215	330	452	297	153	127	169	186	338	258	382	886	158	158	140
Total	1182	537	645	176	238	368	400	264	148	134	196	230	312	282	357	994	112	54	22
		45%	55%	15%	20%	31%	34%	22%	13%	11%	17%	19%	26%	24%	30%	84%	9%	5%	2%
No need	757	329	429	116	157	237	247	174	88	89	120	152	189	183	233	664	49	28	16
		64%	61%	66%	66%	64%	62%	66%	59%	67%	61%	66%	60%	65%	65%	67%	44%	52%	72%
																pq			pq
																88%	7%	4%	2%
Would never listen	202	95	107	34	42	64	63	39	32	25	35	37	55	42	68	162	26	11	3
		17%	18%	17%	19%	18%	16%	15%	21%	18%	18%	16%	18%	15%	19%	16%	23%	20%	15%
																o			
																80%	13%	5%	2%
Happy to use existing service	182	84	98	16	31	45	90	44	21	21	30	32	49	42	58	142	23	15	2
		15%	16%	15%	9%	13%	12%	17%	14%	16%	15%	14%	16%	15%	16%	14%	20%	27%	11%
							cde									14%	20%	27%	11%
							49%									78%	12%	8%	1%
Can receive through digital TV service	52	22	30	8	12	18	15	13	7	8	12	9	13	15	15	35	13	5	*
		4%	4%	5%	4%	5%	4%	5%	5%	6%	6%	4%	4%	5%	4%	3%	11%	9%	2%
																	or	or	
																66%	24%	9%	1%
Can't afford it	27	10	16	4	6	8	8	13	6	2	1	3	6	6	12	15	7	4	*
		2%	2%	3%	2%	3%	2%	5%	4%	2%	1%	1%	2%	2%	3%	1%	7%	7%	1%
								j	j								or	or	
								47%	23%	9%	4%	11%	22%	23%	44%	56%	28%	15%	1%
Poor reception in our area	25	11	14	*	1	11	13	*	2	2	8	7	7	5	6	18	6	1	*
		2%	2%	2%	2%	3%	3%	2%	1%	1%	4%	3%	2%	2%	2%	2%	5%	2%	1%
						cd	cd				g						or		
						45%	52%	2%	9%	7%	31%	28%	29%	20%	23%	73%	22%	4%	1%

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

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QP7 (QJ14). Why are you unlikely to get digital radio in the next 12 months? (MULTI CODE) UNPROMPTED

Base : Those unlikely to get DAB radio in the next 12 months

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1615	740	875	223	284	467	641	418	211	184	221	260	458	367	529	1002	230	224	159
Effective Weighted Sample	1148	515	633	165	215	330	452	297	153	127	169	186	338	258	382	886	158	158	140
Total	1182	537	645	176	238	368	400	264	148	134	196	230	312	282	357	994	112	54	22
		45%	55%	15%	20%	31%	34%	22%	13%	11%	17%	19%	26%	24%	30%	84%	9%	5%	2%
Too expensive generally	22	9	13	2	5	7	8	9	5	-	1	5	4	4	8	17	1	3	*
	2%	2%	2%	1%	2%	2%	2%	3%	3%	-%	1%	2%	1%	2%	2%	2%	1%	6%	1%
		42%	58%	10%	21%	33%	35%	42%	21%	-%	5%	23%	19%	20%	39%	77%	6%	opr	15%
Happy to use analogue radio service	21	10	11	*	4	5	11	5	3	3	6	5	4	4	8	13	4	4	1
	2%	2%	2%	*%	2%	1%	3%	2%	2%	2%	3%	2%	1%	1%	2%	1%	3%	7%	3%
		46%	54%	2%	21%	25%	53%	23%	16%	15%	27%	22%	21%	19%	37%	60%	18%	opr	3%
Don't know why I should	19	11	8	4	3	4	7	5	3	3	2	3	4	4	8	17	1	1	1
	2%	2%	1%	2%	1%	1%	2%	2%	2%	2%	1%	1%	1%	2%	2%	2%	1%	1%	5%
		57%	43%	23%	17%	23%	37%	26%	16%	16%	8%	15%	21%	23%	40%	88%	3%	3%	opq
Other	62	31	31	17	7	19	19	16	5	9	10	7	18	13	23	52	6	3	*
	5%	6%	5%	10%	3%	5%	5%	6%	4%	7%	5%	3%	6%	5%	6%	5%	6%	5%	2%
		49%	51%	27%	11%	31%	31%	25%	9%	15%	16%	12%	29%	21%	37%	84%	10%	5%	1%
ANY INVOLUNTARY REASONS	72	31	41	7	12	25	27	21	13	5	10	14	18	16	24	50	14	7	1
	6%	6%	6%	4%	5%	7%	7%	8%	9%	3%	5%	6%	6%	5%	7%	5%	13%	13%	4%
		43%	57%	10%	16%	35%	38%	29%	18%	6%	14%	19%	25%	22%	34%	69%	20%	or	10%
ANY VOLUNTARY REASONS	1079	488	591	160	223	330	365	237	132	126	183	210	289	257	324	911	100	48	20
	91%	91%	92%	91%	94%	90%	91%	90%	89%	94%	93%	91%	92%	91%	91%	92%	89%	88%	93%
		45%	55%	15%	21%	31%	34%	22%	12%	12%	17%	19%	27%	24%	30%	84%	9%	4%	2%

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

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QP7 (QJ14). Why are you unlikely to get digital radio in the next 12 months? (MULTI CODE) UNPROMPTED

Base : Those unlikely to get DAB radio in the next 12 months

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1615	740	875	223	284	467	641	418	211	184	221	260	458	367	529	1002	230	224	159
Effective Weighted Sample	1148	515	633	165	215	330	452	297	153	127	169	186	338	258	382	886	158	158	140
Total	1182	537	645	176	238	368	400	264	148	134	196	230	312	282	357	994	112	54	22
		45%	55%	15%	20%	31%	34%	22%	13%	11%	17%	19%	26%	24%	30%	84%	9%	5%	2%
ONLY VOLUNTARY REASONS	1053	477	576	156	217	320	359	229	131	124	178	206	282	251	314	895	94	45	19
	89%	89%	89%	89%	92%	87%	90%	87%	89%	93%	90%	90%	90%	89%	88%	90%	84%	83%	90%
		45%	55%	15%	21%	30%	34%	22%	12%	12%	17%	20%	27%	24%	30%	85%	9%	4%	2%
Don't know	28	13	15	6	6	13	3	8	1	2	3	8	2	8	10	25	1	1	1
	2%	2%	2%	4%	2%	3%	1%	3%	1%	2%	2%	3%	1%	3%	3%	3%	1%	1%	4%
		47%	53%	f	f	f	f	28%	4%	8%	11%	27%	7%	30%	36%	90%	4%	2%	3%

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

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QP7 (QJ14). Why are you unlikely to get digital radio in the next 12 months? (MULTI CODE) UNPROMPTED

Base : Those unlikely to get DAB radio in the next 12 months

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	~d	~e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	1615	137	107	101	95	99	115	117	118	113	1199	416	780	830	680	935
Effective Weighted Sample	1148	132	101	97	91	95	110	113	113	109	986	181	563	605	450	698
Total	1182	178	156	97	72	91	112	101	52	134	1054	128	652	527	460	722
		15%	13%	8%	**	**	10%	9%	4%	11%	89%	11%	55%	45%	39%	61%
No need	757	147	102	73	**	**	73	67	24	76	681	77	417	337	274	484
	64%	82%	66%	75%	**	**	65%	66%	46%	57%	65%	60%	64%	64%	60%	67%
		bfg	h	hi			h	h								n
		19%	14%	10%	**	**	10%	9%	3%	10%	90%	10%	55%	45%	36%	64%
Would never listen	202	14	21	6	**	**	13	27	15	40	179	24	115	88	82	120
	17%	8%	14%	6%	**	**	11%	26%	28%	30%	17%	18%	18%	17%	18%	17%
							abcf	abcf	abcf							
		7%	11%	3%	**	**	6%	13%	7%	20%	88%	12%	57%	43%	41%	59%
Happy to use existing service	182	7	17	14	**	**	15	16	13	27	162	20	88	94	96	86
	15%	4%	11%	14%	**	**	13%	16%	25%	20%	15%	15%	14%	18%	21%	12%
			a	a	**	**	a	a	abf	a			l	o		
		4%	9%	8%	**	**	8%	9%	7%	15%	89%	11%	49%	51%	53%	47%
Can receive through digital TV service	52	3	4	13	**	**	-	3	5	4	48	5	32	20	28	24
	4%	2%	3%	13%	**	**	-%	3%	10%	3%	5%	4%	5%	4%	6%	3%
			abfgi	abfgi											o	
		5%	8%	24%	**	**	-%	6%	10%	8%	91%	9%	62%	38%	54%	46%
Can't afford it	27	1	3	2	**	**	3	1	*	-	24	2	14	12	10	16
	2%	1%	2%	2%	**	**	3%	1%	1%	-%	2%	2%	2%	2%	2%	2%
		6%	10%	6%	**	**	11%	3%	1%	-%	92%	8%	54%	46%	38%	62%
Poor reception in our area	25	-	11	2	**	**	-	-	-	5	21	4	17	8	18	7
	2%	-%	7%	2%	**	**	-%	-%	-%	4%	2%	3%	3%	2%	4%	1%
			afgh	afgh						afgh					o	
		-%	42%	8%	**	**	-%	-%	-%	20%	84%	16%	67%	33%	72%	28%

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

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QP7 (QJ14). Why are you unlikely to get digital radio in the next 12 months? (MULTI CODE) UNPROMPTED

Base : Those unlikely to get DAB radio in the next 12 months

	Total	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH	
Significance Level: 95%		a	b	c	~d	~e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	1615	137	107	101	95	99	115	117	118	113	1199	416	780	830	680	935	
Effective Weighted Sample	1148	132	101	97	91	95	110	113	113	109	986	181	563	605	450	698	
Total	1182	178	156	97	72	91	112	101	52	134	1054	128	652	527	460	722	
		15%	13%	8%	**	**	10%	9%	4%	11%	89%	11%	55%	45%	39%	61%	
Too expensive generally	22	4	-	4	**	**	1	-	*	2	20	2	8	13	9	13	
	2%	2%	-%	4%	**	**	1%	-%	1%	2%	2%	2%	1%	3%	2%	2%	
				bg													
		17%	-%	17%	**	**	3%	-%	1%	10%	90%	10%	39%	61%	40%	60%	
Happy to use analogue radio service	21	3	1	-	**	**	-	2	1	1	17	4	11	10	8	13	
	2%	1%	1%	-%	**	**	-%	2%	2%	1%	2%	3%	2%	2%	2%	2%	
		13%	5%	-%	**	**	-%	9%	5%	6%	83%	17%	52%	48%	40%	60%	
Don't know why I should	19	4	3	-	**	**	4	1	-	2	18	1	11	8	9	10	
	2%	2%	2%	-%	**	**	4%	1%	-%	1%	2%	1%	2%	2%	2%	1%	
				h													
		22%	18%	-%	**	**	21%	4%	-%	8%	96%	4%	57%	43%	48%	52%	
Other	62	11	8	8	**	**	9	4	5	3	48	13	31	31	26	36	
	5%	6%	5%	9%	**	**	8%	4%	9%	3%	5%	11%	5%	6%	6%	5%	
				i													
		18%	14%	13%	**	**	14%	7%	8%	6%	78%	22%	51%	49%	43%	57%	
ANY INVOLUNTARY REASONS	72	5	13	6	**	**	4	1	1	7	63	9	39	33	37	35	
	6%	3%	9%	7%	**	**	3%	1%	1%	5%	6%	7%	6%	6%	8%	5%	
			gh	gh													
		7%	19%	9%	**	**	5%	1%	1%	10%	88%	12%	55%	45%	51%	49%	
ANY VOLUNTARY REASONS	1079	166	137	88	**	**	99	95	51	126	966	113	594	483	422	657	
	91%	93%	88%	91%	**	**	89%	94%	98%	94%	92%	89%	91%	92%	92%	91%	
				o					bcf								
		15%	13%	8%	**	**	9%	9%	5%	12%	89%	11%	55%	45%	39%	61%	

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

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QP7 (QJ14). Why are you unlikely to get digital radio in the next 12 months? (MULTI CODE) UNPROMPTED

Base : Those unlikely to get DAB radio in the next 12 months

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	~d	~e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	1615	137	107	101	95	99	115	117	118	113	1199	416	780	830	680	935
Effective Weighted Sample	1148	132	101	97	91	95	110	113	113	109	986	181	563	605	450	698
Total	1182	178	156	97	72	91	112	101	52	134	1054	128	652	527	460	722
		15%	13%	8%	**	**	10%	9%	4%	11%	89%	11%	55%	45%	39%	61%
ONLY VOLUNTARY REASONS	1053	166	132	85	**	**	99	94	51	124	943	111	579	471	404	649
	89%	93%	85%	88%	**	**	88%	93%	97%	92%	89%	87%	89%	89%	88%	90%
		b						b	bcf							
		16%	13%	8%	**	**	9%	9%	5%	12%	89%	11%	55%	45%	38%	62%
Don't know	28	3	6	1	**	**	6	3	-	1	24	4	20	8	8	20
	2%	2%	4%	1%	**	**	6%	3%	-%	1%	2%	3%	3%	1%	2%	3%
			h				h									
		11%	21%	4%	**	**	22%	10%	-%	5%	87%	13%	73%	27%	29%	71%

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

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QN1. SHOWCARD Which of the following do you use for news nowadays? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Television	2269	1105	1164	264	345	796	864	345	251	282	502	593	598	515	564	1898	193	113	65
	85%	85%	85%	72%	74%	87%	93%	84%	87%	87%	84%	83%	83%	89%	85%	85%	83%	85%	89%
						cd	cde							kl					op
		49%	51%	12%	15%	35%	38%	15%	11%	12%	22%	26%	26%	23%	25%	84%	8%	5%	3%
Newspapers	1230	638	592	125	194	390	521	171	152	150	257	329	349	279	274	1021	122	52	35
	46%	49%	43%	34%	41%	43%	56%	41%	53%	46%	43%	46%	48%	48%	41%	46%	53%	39%	47%
		b			c	c	cde		gj				n	n		q	oq		q
		52%	48%	10%	16%	32%	42%	14%	12%	12%	21%	27%	28%	23%	22%	83%	10%	4%	3%
Radio	1055	559	496	78	153	397	427	113	114	129	300	362	297	210	186	898	69	53	35
	39%	43%	36%	21%	33%	43%	46%	27%	39%	40%	50%	51%	41%	36%	28%	40%	29%	40%	48%
		b			c	cd	cd		g	g	ghi	lmn	n	n		p		p	opq
		53%	47%	7%	14%	38%	40%	11%	11%	12%	28%	34%	28%	20%	18%	85%	7%	5%	3%
Internet or apps on a computer/ laptop/ netbook/ tablet	813	434	379	107	177	337	193	58	71	96	301	327	255	124	108	675	95	34	10
	30%	33%	28%	29%	38%	37%	21%	14%	25%	30%	51%	46%	35%	21%	16%	30%	41%	26%	14%
		b		f	cf	cf			g	g	ghi	lmn	mn	n		r	oqr	r	
		53%	47%	13%	22%	41%	24%	7%	9%	12%	37%	40%	31%	15%	13%	83%	12%	4%	1%
Word of mouth (family/ friebds/ colleagues) - in person, by phone, email	553	273	280	85	99	199	170	78	62	73	160	152	168	113	120	478	31	22	23
	21%	21%	20%	23%	21%	22%	18%	19%	22%	22%	27%	21%	23%	20%	18%	21%	13%	17%	31%
				f							g		n		p				opq
		49%	51%	15%	18%	36%	31%	14%	11%	13%	29%	27%	30%	21%	22%	86%	6%	4%	4%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 173

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

QN1. SHOWCARD Which of the following do you use for news nowadays? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Internet or apps on a mobile phone	523	289	234	108	135	227	54	47	39	57	196	187	157	90	89	451	40	21	10
	20%	22%	17%	29%	29%	25%	6%	11%	14%	18%	33%	26%	22%	15%	13%	20%	17%	16%	14%
		b	f	f	f	f				g	ghi	lmn	mn			r			
		55%	45%	21%	26%	43%	10%	9%	8%	11%	37%	36%	30%	17%	17%	86%	8%	4%	2%
Magazines	167	79	88	20	39	55	54	18	17	20	59	63	43	32	29	152	8	4	3
	6%	6%	6%	5%	8%	6%	6%	4%	6%	6%	10%	9%	6%	5%	4%	7%	4%	3%	4%
											g	lmn				pqr			
		47%	53%	12%	23%	33%	32%	11%	10%	12%	35%	38%	26%	19%	17%	91%	5%	2%	2%
Interactive TV services via the 'red button' or apps on the TV	93	60	33	6	14	41	31	7	4	12	42	43	21	18	10	81	7	2	3
	3%	5%	2%	2%	3%	4%	3%	2%	1%	4%	7%	6%	3%	3%	1%	4%	3%	2%	4%
		b	c			c					ghi	lmn	n						
		65%	35%	7%	16%	44%	34%	7%	4%	13%	46%	47%	23%	20%	11%	87%	7%	2%	3%
None of these	39	14	25	17	7	11	4	12	3	2	5	4	9	8	18	34	1	2	2
	1%	1%	2%	5%	1%	1%	*%	3%	1%	1%	1%	1%	1%	1%	3%	2%	*%	2%	3%
				def	f			ij							kl			p	p
		36%	64%	43%	18%	29%	11%	31%	8%	5%	13%	9%	23%	22%	46%	87%	1%	6%	5%
Don't know	2	1	1	1	-	*	-	1	-	-	-	*	1	-	1	1	-	*	*
	*%	*%	*%	*%	-%	*%	-%	*%	-%	-%	-%	*%	*%	-%	*%	*%	-%	*%	*%
		66%	34%	75%	-%	25%	-%	57%	-%	-%	-%	9%	34%	-%	57%	83%	-%	9%	9%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 173

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QN1. SHOWCARD Which of the following do you use for news nowadays? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
Television	2269	274	311	194	167	198	199	192	95	269	1947	322	1306	960	1099	1170
	85%	84%	84%	83%	88%	86%	80%	86%	83%	90%	84%	88%	84%	86%	87%	83%
					f					abcfh					o	
		12%	14%	9%	7%	9%	9%	8%	4%	12%	86%	14%	58%	42%	48%	52%
Newspapers	1230	227	140	81	68	92	106	98	61	149	1070	160	678	551	557	673
	46%	69%	38%	35%	36%	40%	42%	44%	54%	50%	46%	44%	44%	49%	44%	48%
		bcdefghi						c	bcdefg	bcde			l			
		18%	11%	7%	6%	7%	9%	8%	5%	12%	87%	13%	55%	45%	45%	55%
Radio	1055	104	149	116	73	87	92	87	47	143	874	180	645	409	587	468
	39%	32%	40%	50%	39%	38%	37%	39%	41%	48%	38%	49%	42%	37%	47%	33%
				abdefg					a	adefg		j	m		o	
		10%	14%	11%	7%	8%	9%	8%	4%	14%	83%	17%	61%	39%	56%	44%
Internet or apps on a computer/ laptop/ netbook/ tablet	813	89	118	99	33	46	90	79	37	83	694	120	555	256	454	360
	30%	27%	32%	43%	18%	20%	36%	35%	33%	28%	30%	33%	36%	23%	36%	25%
		d	de	abdehi			adei	de	de	de			m		o	
		11%	15%	12%	4%	6%	11%	10%	5%	10%	85%	15%	68%	32%	56%	44%
Word of mouth (family/ friends/ colleagues) - in person, by phone, email	553	43	46	67	62	29	38	79	39	74	462	91	338	215	274	279
	21%	13%	12%	29%	33%	13%	15%	35%	35%	25%	20%	25%	22%	19%	22%	20%
				abef	abef			abefi	abefi	abef		j				
		8%	8%	12%	11%	5%	7%	14%	7%	13%	83%	17%	61%	39%	50%	50%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QN1. SHOWCARD Which of the following do you use for news nowadays? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
Internet or apps on a mobile phone	523	49	71	74	28	33	51	49	28	68	458	65	394	126	278	246
	20%	15%	19%	32%	15%	14%	20%	22%	25%	23%	20%	18%	25%	11%	22%	17%
				abdefgi				ae	ade	ade			m		o	
		9%	13%	14%	5%	6%	10%	9%	5%	13%	87%	13%	75%	24%	53%	47%
Magazines	167	28	21	17	13	7	19	17	5	23	139	28	109	58	87	81
	6%	9%	6%	7%	7%	3%	8%	8%	4%	8%	6%	8%	7%	5%	7%	6%
		e		e			e	e		e			m			
		17%	13%	10%	8%	4%	11%	10%	3%	14%	83%	17%	65%	35%	52%	48%
Interactive TV services via the 'red button' or apps on the TV	93	8	21	8	7	5	14	5	4	10	75	18	66	27	61	31
	3%	2%	6%	3%	4%	2%	6%	2%	3%	3%	3%	5%	4%	2%	5%	2%
			e				e						m		o	
		8%	22%	8%	8%	5%	15%	6%	4%	11%	80%	20%	71%	29%	66%	34%
None of these	39	8	1	4	1	4	2	8	2	3	37	2	20	19	11	28
	1%	2%	*%	2%	1%	2%	1%	4%	2%	1%	2%	*%	1%	2%	1%	2%
								bdf			k				n	
		20%	4%	10%	3%	10%	5%	21%	6%	9%	96%	4%	51%	49%	28%	72%
Don't know	2	-	-	-	-	-	-	1	*	-	1	*	1	1	*	1
	*%	-%	-%	-%	-%	-%	-%	*%	*%	-%	*%	*%	*%	*%	*%	*%
		-%	-%	-%	-%	-%	-%	57%	25%	-%	91%	9%	34%	66%	9%	91%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 174

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QN2. SHOWCARD you said you use the internet or apps on a computer, laptop, netbook or tablet for news nowadays. Which of these do you use? (MULTI CODE)

Base : Those who use the internet or apps on a computer/ laptop/ netbook/ tablet for news nowadays

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	~g	~h	i	j	k	l	m	n	o	p	q	~r
Unweighted total	1024	551	473	147	215	400	262	90	96	132	350	359	362	159	144	654	166	136	68
Effective Weighted Sample	765	408	357	110	161	301	194	63	75	96	268	269	279	119	110	586	120	94	61
Total	813	434	379	107	177	337	193	58	71	96	301	327	255	124	108	675	95	34	10
		53%	47%	13%	22%	41%	24%	**	**	12%	37%	40%	31%	15%	13%	83%	12%	4%	**
Laptop/ netbook computer	443	250	193	70	94	190	89	**	**	51	172	187	150	53	53	373	48	18	**
		54%	58%	51%	65%	53%	56%	**	**	53%	57%	57%	59%	43%	49%	55%	50%	53%	**
				df	f	f	f	**	**	12%	39%	m	m	12%	12%	84%	11%	4%	**
				57%	43%	16%	21%	**	**	12%	39%	42%	34%	12%	12%	84%	11%	4%	**
Tablet computer	401	196	205	46	95	179	81	**	**	45	175	170	119	68	44	332	49	15	**
		49%	45%	54%	43%	54%	53%	**	**	46%	58%	52%	47%	55%	41%	49%	52%	45%	**
				a	f	f	f	**	**	11%	44%	42%	30%	17%	11%	83%	12%	4%	**
				49%	51%	11%	24%	**	**	11%	44%	42%	30%	17%	11%	83%	12%	4%	**
Desktop computer	163	112	51	9	20	73	62	**	**	14	60	76	45	26	16	143	11	8	**
		20%	26%	13%	9%	11%	22%	**	**	14%	20%	23%	18%	21%	15%	21%	11%	22%	**
				b	cd	cde	cde	**	**	8%	37%	47%	27%	16%	10%	p	p	p	**
				69%	31%	6%	12%	**	**	8%	37%	47%	27%	16%	10%	88%	6%	5%	**
None of these	19	7	11	4	5	8	3	**	**	1	4	5	3	2	9	13	3	2	**
		2%	2%	3%	4%	3%	2%	**	**	1%	1%	2%	1%	2%	8%	2%	3%	7%	**
								**	**	3%	19%	28%	14%	12%	46%	69%	17%	12%	**
				39%	61%	21%	25%	**	**	3%	19%	28%	14%	12%	46%	69%	17%	12%	**
Don't know	7	5	2	-	1	4	2	**	**	*	1	1	2	3	*	5	1	*	**
		1%	1%	*%	*%	1%	1%	**	**	*%	*%	*%	1%	3%	*%	1%	1%	1%	**
								**	**	6%	13%	22%	25%	52%	2%	78%	14%	7%	**

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

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QN2. SHOWCARD you said you use the internet or apps on a computer, laptop, netbook or tablet for news nowadays. Which of these do you use? (MULTI CODE)

Base : Those who use the internet or apps on a computer/ laptop/ netbook/ tablet for news nowadays

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	c	~d	~e	~f	~g	~h	~i	j	k	l	m	n	o
Unweighted total	1024	67	79	104	39	47	86	85	76	71	762	262	660	361	581	443
Effective Weighted Sample	765	65	76	100	37	45	83	82	73	68	636	132	493	279	425	340
Total	813	89	118	99	33	46	90	79	37	83	694	120	555	256	454	360
		**	**	12%	**	**	**	**	**	**	85%	15%	68%	32%	56%	44%
Laptop/ netbook computer	443	**	**	57	**	**	**	**	**	**	371	72	300	140	234	209
	54%	**	**	57%	**	**	**	**	**	**	54%	60%	54%	55%	52%	58%
		**	**	13%	**	**	**	**	**	**	84%	16%	68%	32%	53%	47%
Tablet computer	401	**	**	56	**	**	**	**	**	**	344	57	290	111	232	169
	49%	**	**	57%	**	**	**	**	**	**	50%	48%	52%	43%	51%	47%
		**	**	14%	**	**	**	**	**	**	86%	14%	72%	28%	58%	42%
Desktop computer	163	**	**	27	**	**	**	**	**	**	139	24	104	57	102	61
	20%	**	**	27%	**	**	**	**	**	**	20%	20%	19%	22%	22%	17%
		**	**	17%	**	**	**	**	**	**	85%	15%	64%	35%	63%	37%
None of these	19	**	**	-	**	**	**	**	**	**	18	1	15	4	10	9
	2%	**	**	-%	**	**	**	**	**	**	3%	*%	3%	2%	2%	3%
		**	**	-%	**	**	**	**	**	**	97%	3%	77%	23%	52%	48%
Don't know	7	**	**	-	**	**	**	**	**	**	6	*	4	3	5	1
	1%	**	**	-%	**	**	**	**	**	**	1%	*%	1%	1%	1%	*%
		**	**	-%	**	**	**	**	**	**	98%	2%	61%	39%	81%	19%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 175

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QZ1. SHOWCARD Could you please take a look at the options shown on this card and let me know which applies to you? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Married/ civil partnership	1360	709	651	25	220	583	532	96	134	198	433	456	365	317	223	1162	103	61	35
	51%	55%	47%	7%	47%	64%	57%	23%	46%	61%	73%	64%	51%	55%	34%	52%	44%	47%	47%
		b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
		52%	48%	2%	16%	43%	39%	7%	10%	15%	32%	33%	27%	23%	16%	85%	8%	5%	3%
Co-habiting	250	114	137	33	91	102	25	30	29	39	72	58	72	65	56	206	27	12	6
	9%	9%	10%	9%	19%	11%	3%	7%	10%	12%	12%	8%	10%	11%	8%	9%	12%	9%	8%
			f	cef	f	g	g												
		45%	55%	13%	36%	41%	10%	12%	12%	16%	29%	23%	29%	26%	22%	82%	11%	5%	2%
Single	662	340	322	306	147	139	70	154	78	51	72	124	189	124	225	541	59	40	21
	25%	26%	23%	84%	31%	15%	8%	37%	27%	16%	12%	17%	26%	21%	34%	24%	25%	30%	29%
			def	ef	f	g	g	hij	ij	ij	ij	km	km	klm	klm	o	o	o	o
		51%	49%	46%	22%	21%	11%	23%	12%	8%	11%	19%	29%	19%	34%	82%	9%	6%	3%
Widowed, divorced or separated	395	133	262	2	10	88	296	132	49	36	18	73	92	73	158	321	44	19	12
	15%	10%	19%	1%	2%	10%	32%	32%	17%	11%	3%	10%	13%	13%	24%	14%	19%	14%	16%
			a	cd	cde	hij	ij	ij	ij	j	klm	klm	klm	klm	o	o	o	o	o
		34%	66%	1%	2%	22%	75%	33%	12%	9%	5%	18%	23%	18%	40%	81%	11%	5%	3%
Refused	8	4	3	-	-	4	3	-	-	1	*	2	3	2	1	7	-	1	*
	1%	1%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
		57%	43%	0%	0%	57%	43%	0%	0%	7%	2%	32%	33%	25%	11%	86%	0%	10%	4%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 175

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QZ1. SHOWCARD Could you please take a look at the options shown on this card and let me know which applies to you? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
Married/ civil partnership	1360	170	226	128	90	115	127	105	49	153	1149	211	857	501	720	640
	51%	52%	61%	55%	47%	50%	51%	47%	43%	51%	50%	58%	55%	45%	57%	45%
			adefghi	h								j	m		o	
		12%	17%	9%	7%	8%	9%	8%	4%	11%	84%	16%	63%	37%	53%	47%
Co-habiting	250	27	29	21	27	14	23	30	9	26	222	29	201	50	135	116
	9%	8%	8%	9%	14%	6%	9%	13%	8%	9%	10%	8%	13%	4%	11%	8%
				abeh				beh					m		o	
		11%	11%	8%	11%	6%	9%	12%	3%	10%	89%	11%	80%	20%	54%	46%
Single	662	98	66	49	48	62	61	55	32	71	602	60	372	287	218	444
	25%	30%	18%	21%	26%	27%	25%	24%	28%	24%	26%	16%	24%	26%	17%	31%
		bc			b	b			b		k				n	
		15%	10%	7%	7%	9%	9%	8%	5%	11%	91%	9%	56%	43%	33%	67%
Widowed, divorced or separated	395	32	51	36	24	38	36	35	22	47	329	66	117	277	182	213
	15%	10%	14%	16%	13%	16%	15%	16%	20%	16%	14%	18%	8%	25%	14%	15%
						a			ad			j	l			
		8%	13%	9%	6%	10%	9%	9%	6%	12%	83%	17%	30%	70%	46%	54%
Refused	8	1	-	-	-	2	1	-	2	1	7	*	4	3	4	3
	*%	*%	-%	-%	-%	1%	*%	-%	1%	*%	*%	*%	*%	*%	*%	*%
		13%	-%	-%	-%	23%	15%	-%	20%	15%	97%	3%	59%	41%	57%	43%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 176

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QZ2 (QZ10). SHOWCARD How would you describe your national identity? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
English	1563	779	784	216	249	505	593	245	166	188	349	405	415	355	388	1525	10	21	7
		58%	60%	57%	59%	53%	64%	59%	57%	58%	59%	57%	58%	61%	59%	68%	4%	16%	9%
							de									pqr		pr	p
							38%									98%	1%	1%	*%
Scottish	211	102	109	22	32	73	84	37	30	33	40	49	55	52	56	26	183	2	*
		8%	8%	6%	7%	8%	9%	9%	10%	10%	7%	7%	8%	9%	8%	1%	79%	1%	1%
																	oqr		
																	87%	1%	*%
Welsh	98	48	50	15	11	34	39	18	11	8	9	21	23	23	31	12	1	85	*
		4%	4%	4%	2%	4%	4%	4%	4%	3%	2%	3%	3%	4%	5%	1%	*%	64%	*%
									j	j								opr	
									18%	11%	9%	9%	22%	24%	23%	31%	12%	1%	86%
Northern Irish	48	24	24	6	6	19	18	7	4	10	9	9	13	14	14	10	*	*	38
		2%	2%	2%	1%	2%	2%	2%	1%	3%	2%	1%	2%	2%	2%	*%	*%	*%	52%
																			opq
																		1%	79%
British	549	254	295	78	103	209	159	69	60	61	152	178	165	98	108	481	28	20	20
		21%	19%	21%	22%	23%	17%	17%	21%	19%	26%	25%	23%	17%	16%	22%	12%	15%	27%
					f	f					gi	mn	mn			pq			opq
					14%	19%	38%	29%	13%	11%	11%	28%	32%	30%	18%	20%	88%	5%	4%
Other	205	94	111	29	67	75	34	37	18	25	35	51	49	39	67	181	12	4	8
		8%	7%	8%	8%	14%	8%	9%	6%	8%	6%	7%	7%	7%	10%	8%	5%	3%	12%
					f	cef	f								lm	pq			opq
					14%	33%	37%	17%	18%	9%	12%	17%	25%	24%	19%	33%	88%	6%	2%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 176

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QZ2 (QZ10). SHOWCARD How would you describe your national identity? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
English	1563	141	242	148	167	158	182	155	95	238	1351	212	897	661	819	745
	58%	43%	65%	63%	88%	68%	73%	69%	84%	80%	59%	58%	58%	59%	65%	53%
		a	a	a	abcefgi	a	ac	a	abcefg	abceg					o	
		9%	16%	9%	11%	10%	12%	10%	6%	15%	86%	14%	57%	42%	52%	48%
Scottish	211	-	8	3	1	2	3	1	2	7	177	35	116	95	87	125
	8%	-%	2%	1%	1%	1%	1%	1%	2%	2%	8%	9%	8%	8%	7%	9%
			a							a						
		-%	4%	1%	*%	1%	1%	1%	1%	4%	84%	16%	55%	45%	41%	59%
Welsh	98	2	3	3	1	1	-	-	-	2	77	21	51	47	47	51
	4%	1%	1%	1%	1%	*%	-%	-%	-%	1%	3%	6%	3%	4%	4%	4%
												j				
		2%	3%	3%	1%	1%	-%	-%	-%	2%	79%	21%	52%	48%	48%	52%
Northern Irish	48	2	-	1	-	3	-	-	-	4	31	17	28	20	19	29
	2%	1%	-%	*%	-%	1%	-%	-%	-%	1%	1%	5%	2%	2%	2%	2%
												j				
		5%	-%	2%	-%	5%	-%	-%	-%	9%	65%	35%	58%	42%	40%	60%
British	549	133	90	62	12	32	47	48	14	42	487	62	330	219	231	318
	21%	41%	24%	27%	7%	14%	19%	21%	13%	14%	21%	17%	21%	20%	18%	22%
		bcdefghi	dehi	defhi		d	d	dehi	d	d	k					n
		24%	16%	11%	2%	6%	9%	9%	3%	8%	89%	11%	60%	40%	42%	58%
Other	205	49	29	16	8	36	17	20	2	5	186	20	129	76	57	149
	8%	15%	8%	7%	4%	16%	7%	9%	2%	2%	8%	5%	8%	7%	4%	11%
		bcdfghi	hi	hi		bcdfghi	hi	dhi			k					n
		24%	14%	8%	4%	18%	8%	10%	1%	3%	90%	10%	63%	37%	28%	72%

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

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
WHITE																			
British	1300	604	696	177	187	453	483	198	136	154	319	371	358	260	311	1168	51	36	46
	49%	46%	51%	48%	40%	49%	52%	48%	47%	47%	54%	52%	50%	45%	47%	52%	22%	27%	63%
			a	d	d	d	d					m			pq			opq	
		46%	54%	14%	14%	35%	37%	15%	10%	12%	25%	29%	28%	20%	24%	90%	4%	3%	4%
English	648	352	297	76	120	191	261	102	63	82	154	167	163	166	152	630	7	9	2
	24%	27%	22%	21%	26%	21%	28%	25%	22%	25%	26%	23%	23%	29%	23%	28%	3%	7%	3%
		b					ce							klm		pqr		pr	
		54%	46%	12%	18%	30%	40%	16%	10%	13%	24%	26%	25%	26%	23%	97%	1%	1%	1%
Scottish	186	93	93	23	31	63	69	31	31	29	38	44	44	46	52	23	161	2	*
	7%	7%	7%	6%	7%	7%	7%	7%	11%	9%	6%	6%	6%	8%	8%	1%	69%	1%	1%
								j								oqr			
		50%	50%	13%	16%	34%	37%	16%	16%	15%	20%	23%	24%	24%	28%	12%	86%	1%	1%
Welsh	85	41	44	12	8	30	36	17	10	7	6	17	18	22	28	7	1	77	*
	3%	3%	3%	3%	2%	3%	4%	4%	4%	2%	1%	2%	2%	4%	4%	1%	1%	58%	1%
							d	j	j						l			opr	
		49%	51%	14%	9%	35%	42%	21%	12%	9%	7%	20%	21%	26%	33%	8%	1%	90%	1%
Irish	44	23	22	3	10	15	15	7	3	6	10	10	10	10	15	19	3	3	20
	2%	2%	2%	1%	2%	2%	2%	2%	1%	2%	2%	1%	1%	2%	2%	1%	1%	2%	27%
																			opq
		51%	49%	8%	23%	35%	35%	16%	6%	14%	23%	22%	22%	22%	33%	42%	7%	6%	45%
Any other white background	113	49	64	18	36	43	16	21	12	17	20	32	30	18	32	99	7	3	4
	4%	4%	5%	5%	8%	5%	2%	5%	4%	5%	3%	5%	4%	3%	5%	4%	3%	2%	6%
				f	ef	f									q				q
		43%	57%	16%	32%	38%	14%	19%	11%	15%	17%	29%	27%	16%	28%	88%	6%	2%	4%

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

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504	
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438	
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74	
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%	
TOTAL WHITE	2376	1161	1216	310	391	795	881	376	254	295	547	640	624	521	591	1946	229	129	73	
		89%	89%	88%	85%	84%	87%	95%	91%	88%	91%	92%	90%	87%	90%	89%	87%	98%	98%	99%
							cde									o	o	o	o	
		49%	51%	13%	16%	33%	37%	16%	11%	12%	23%	27%	26%	22%	25%	82%	10%	5%	3%	
MIXED																				
White and Black Caribbean	13	4	9	4	7	2	-	2	-	2	3	5	6	-	3	13	-	-	-	
	*%	*%	1%	1%	2%	*%	-%	*%	-%	1%	*%	1%	1%	-%	*%	1%	-%	-%	-%	
				f	ef								m							
		28%	72%	27%	57%	16%	-%	15%	-%	18%	21%	35%	45%	-%	20%	100%	-%	-%	-%	
White and Asian	10	8	2	2	2	6	-	-	-	2	2	2	2	4	2	10	-	*	*	
	*%	1%	*%	1%	*%	1%	-%	-%	-%	1%	*%	*%	*%	1%	*%	*%	-%	*%	*%	
				f	f	f														
		76%	24%	21%	22%	56%	-%	-%	-%	19%	24%	23%	17%	38%	22%	97%	-%	2%	2%	
Any other mixed/ multiple ethnic background	6	2	4	2	-	3	1	2	-	-	2	3	1	-	2	5	1	1	-	
	*%	*%	*%	1%	-%	*%	*%	*%	-%	-%	*%	*%	*%	-%	*%	*%	*%	*%	-%	
		41%	59%	35%	-%	46%	20%	31%	-%	-%	36%	46%	23%	-%	31%	78%	12%	10%	-%	
TOTAL MIXED/ MULTIPLE	29	14	15	8	10	10	1	4	-	4	7	10	9	4	7	27	1	1	*	
	1%	1%	1%	2%	2%	1%	*%	1%	-%	1%	1%	1%	1%	1%	1%	1%	*%	1%	*%	
				f	f	f														
		48%	52%	27%	33%	36%	4%	13%	-%	14%	25%	33%	31%	13%	23%	94%	2%	3%	1%	

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 177

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
ASIAN AND BRITISH ASIAN																			
Indian	61	32	29	9	18	22	13	5	4	9	15	17	14	15	16	57	2	1	*
	2%	2%	2%	2%	4%	2%	1%	1%	1%	3%	2%	2%	2%	3%	2%	3%	1%	1%	1%
		52%	48%	14%	29%	36%	21%	8%	6%	14%	24%	28%	22%	24%	26%	94%	3%	2%	2%
Pakistani	71	32	39	10	21	27	14	8	9	7	6	15	20	13	24	71	-	-	-
	3%	2%	3%	3%	4%	3%	2%	2%	3%	2%	1%	2%	3%	2%	4%	3%	-%	-%	-%
		45%	55%	13%	29%	37%	20%	12%	12%	10%	8%	21%	28%	18%	33%	100%	-%	-%	-%
Bangladeshi	21	11	10	7	4	8	3	5	3	2	3	4	8	4	5	21	-	1	-
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-%	1%	-%
		51%	49%	31%	17%	36%	16%	24%	15%	11%	12%	19%	35%	21%	25%	98%	-%	2%	-%
Any other Asian background	12	6	6	4	3	1	3	2	1	1	-	1	9	-	2	12	-	*	-
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-%	1%	-%
		51%	49%	37%	26%	10%	27%	13%	10%	12%	-%	9%	72%	-%	18%	98%	-%	2%	-%
TOTAL ASIAN/ BRITISH ASIAN	165	81	84	29	45	57	33	20	17	19	23	37	50	32	47	161	2	2	*
	6%	6%	6%	8%	10%	6%	4%	5%	6%	6%	4%	5%	7%	5%	7%	7%	1%	2%	1%
		49%	51%	18%	27%	35%	20%	12%	10%	12%	14%	22%	30%	19%	28%	97%	1%	1%	1%
BLACK AND BLACK BRITISH																			
Caribbean	20	6	14	1	3	15	-	1	3	3	6	7	7	5	1	20	-	-	-
	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-%	-%	-%
		29%	71%	6%	17%	77%	-%	5%	16%	16%	30%	34%	37%	24%	4%	100%	-%	-%	-%
Columns Tested:	a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																		

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
African	45	20	25	8	7	23	7	7	10	2	4	8	18	10	8	45	*	*	-
	2%	2%	2%	2%	2%	3%	1%	2%	4%	*%	1%	1%	3%	2%	1%	2%	*%	*%	-%
		44%	56%	17%	16%	51%	16%	16%	23%	3%	9%	19%	40%	23%	19%	pqr	*%	1%	-%
Any other black background	3	-	3	1	1	1	-	1	-	-	1	-	1	-	1	2	1	-	-
	*%	-%	*%	*%	*%	*%	-%	*%	-%	-%	*%	-%	*%	-%	*%	*%	*%	-%	-%
		-%	100%	29%	19%	52%	-%	52%	-%	-%	19%	-%	48%	-%	52%	81%	19%	-%	-%
TOTAL BLACK/ BLACK BRITISH	68	26	42	10	11	40	7	10	14	5	11	15	27	15	11	67	1	*	-
	3%	2%	3%	3%	2%	4%	1%	2%	5%	1%	2%	2%	4%	3%	2%	3%	*%	*%	-%
		38%	62%	f	f	f			ij				n			pqr			-%
				14%	16%	59%	11%	14%	20%	7%	15%	23%	40%	22%	16%	98%	1%	1%	-%
MIDDLE EAST AND ARABIC ORIGIN																			
Middle Eastern, including Arabic origin	7	3	3	4	1	1	-	1	-	1	1	-	3	2	1	7	-	-	*
	*%	*%	*%	1%	*%	*%	-%	*%	-%	*%	*%	-%	*%	*%	*%	*%	-%	-%	*%
		49%	51%	ef	ef	ef		19%	-%	14%	16%	-%	44%	36%	21%	98%	-%	-%	2%
TOTAL MIDDLE EAST AND ARABIC ORIGIN	7	3	3	4	1	1	-	1	-	1	1	-	3	2	1	7	-	-	*
	*%	*%	*%	1%	*%	*%	-%	*%	-%	*%	*%	-%	*%	*%	*%	*%	-%	-%	*%
		49%	51%	ef	ef	ef		19%	-%	14%	16%	-%	44%	36%	21%	98%	-%	-%	2%

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

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Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
CHINESE OR OTHER ETHNIC GROUP																			
Chinese	6	1	5	1	3	2	-	1	2	-	2	2	1	2	1	6	1	-	-
	*%	*%	*%	*%	1%	*%	-%	*%	1%	-%	*%	*%	*%	*%	*%	*%	*%	-%	-%
		20%	80%	9%	56%	36%	-%	9%	36%	-%	36%	36%	9%	40%	16%	91%	9%	-%	-%
Any other background	8	5	3	1	3	3	-	2	2	-	3	3	2	2	2	8	-	-	*
	*%	*%	*%	*%	1%	*%	-%	*%	1%	-%	1%	*%	*%	*%	*%	*%	-%	-%	*%
		60%	40%	17%	42%	41%	-%	21%	27%	-%	38%	33%	26%	20%	21%	97%	-%	-%	3%
TOTAL CHINESE OR OTHER ETHNIC GROUP	14	6	8	2	7	6	-	2	4	-	5	5	3	4	3	14	1	-	*
	1%	*%	1%	1%	1%	1%	-%	1%	2%	-%	1%	1%	*%	1%	*%	1%	*%	-%	*%
		43%	57%	13%	48%	39%	-%	16%	31%	-%	37%	34%	18%	28%	19%	95%	4%	-%	2%
Refused	15	10	5	2	3	6	4	*	*	1	1	5	5	2	3	14	*	*	*
	1%	1%	*%	1%	1%	1%	*%	*%	*%	*%	*%	1%	1%	*%	*%	1%	*%	*%	*%
		65%	35%	16%	18%	38%	27%	1%	1%	4%	8%	32%	33%	15%	20%	96%	1%	1%	2%

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

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Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
WHITE																
British	1300	105	187	145	122	101	129	142	71	166	1102	197	763	537	688	612
	49%	32%	50%	62%	65%	44%	52%	64%	62%	55%	48%	54%	49%	48%	55%	43%
		a	b	abef	abefi	a	a	abef	abef	ae	j	j	o	o	o	o
		8%	14%	11%	9%	8%	10%	11%	5%	13%	85%	15%	59%	41%	53%	47%
English	648	54	123	67	51	53	94	40	37	111	564	85	364	282	343	306
	24%	17%	33%	29%	27%	23%	38%	18%	33%	37%	24%	23%	23%	25%	27%	22%
		aeg	ag	ag	acdeg	aeg	adeg	o	o	o	o	o	o	o	o	o
		8%	19%	10%	8%	8%	14%	6%	6%	17%	87%	13%	56%	43%	53%	47%
Scottish	186	-	4	3	1	2	4	2	1	6	154	32	104	82	78	108
	7%	-%	1%	1%	1%	1%	2%	1%	1%	2%	7%	9%	7%	7%	6%	8%
		-%	2%	2%	1%	1%	2%	1%	1%	3%	83%	17%	56%	44%	42%	58%
Welsh	85	-	1	2	-	1	1	-	-	2	67	18	42	43	42	43
	3%	-%	1%	2%	-%	1%	1%	-%	-%	2%	3%	5%	3%	4%	3%	3%
		-%	1%	2%	-%	1%	1%	-%	-%	3%	79%	21%	49%	51%	49%	51%
Irish	44	6	6	-	-	1	4	1	-	1	32	12	28	16	16	28
	2%	2%	2%	-%	-%	1%	1%	1%	-%	1%	1%	3%	2%	1%	1%	2%
		cdh	j	j	j	j	j	j	j	j	j	j	j	j	j	j
		14%	13%	-%	-%	3%	8%	2%	-%	2%	72%	28%	63%	37%	37%	63%
Any other white background	113	30	20	14	8	5	11	9	1	1	97	16	78	35	34	79
	4%	9%	5%	6%	4%	2%	4%	4%	1%	1%	4%	4%	5%	3%	3%	6%
		defghi	hi	ehi	hi	hi	hi	hi	hi	hi	m	m	m	m	n	n
		27%	17%	13%	7%	5%	10%	8%	1%	1%	86%	14%	69%	31%	30%	70%

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

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Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
TOTAL WHITE	2376	195	341	231	182	164	242	194	109	288	2016	361	1379	995	1201	1176
	89%	60%	92%	99%	97%	71%	97%	87%	96%	96%	87%	98%	89%	89%	95%	83%
		ae	abeg	abeg	abeg	a	abeg	ae	abeg	abeg	j	j	o	o	o	o
		8%	14%	10%	8%	7%	10%	8%	5%	12%	85%	15%	58%	42%	51%	49%
MIXED																
White and Black Caribbean	13	5	-	-	1	3	-	1	-	3	13	-	7	6	6	7
	*%	2%	-%	-%	1%	1%	-%	*%	-%	1%	1%	-%	*%	1%	*%	*%
		40%	-%	-%	11%	21%	-%	7%	-%	22%	100%	-%	55%	45%	48%	52%
White and Asian	10	2	6	-	-	1	-	1	-	-	10	*	8	-	3	7
	*%	1%	2%	-%	-%	*%	-%	*%	-%	-%	*%	*%	1%	-%	*%	1%
		i	i										m			
		17%	58%	-%	-%	11%	-%	11%	-%	-%	98%	2%	79%	-%	28%	72%
Any other mixed/ multiple ethnic background	6	1	4	-	-	-	-	-	-	-	6	-	3	3	3	3
	*%	*%	1%	-%	-%	-%	-%	-%	-%	-%	*%	-%	*%	*%	*%	*%
		20%	59%	-%	-%	-%	-%	-%	-%	-%	100%	-%	57%	43%	46%	54%
TOTAL MIXED/ MULTIPLE	29	8	9	-	1	4	-	2	-	3	29	*	18	8	12	17
	1%	2%	3%	-%	1%	2%	-%	1%	-%	1%	1%	*%	1%	1%	1%	1%
		cfh	cfh			cfh					k					
		28%	32%	-%	5%	13%	-%	7%	-%	10%	99%	1%	64%	29%	41%	59%

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

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Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
ASIAN AND BRITISH ASIAN																
Indian	61 2%	28 9%	2 1%	1 *%	2 1%	17 7%	1 *%	6 3%	1 1%	- -%	58 3%	3 1%	35 2%	25 2%	16 1%	45 3%
		bcdgghi				bcdgghi		cfhi			k				n	
		46%	3%	1%	3%	28%	2%	10%	1%	-%	95%	5%	58%	42%	26%	74%
Pakistani	71 3%	14 4%	10 3%	- -%	1 *%	36 16%	- -%	5 2%	1 *%	5 2%	71 3%	- -%	41 3%	30 3%	4 *%	67 5%
		cdfh	cdf		abcdgghi			cf		cf	k				n	
		19%	14%	-%	1%	51%	-%	7%	1%	7%	100%	-%	57%	42%	6%	94%
Bangladeshi	21 1%	12 4%	1 *%	1 *%	1 *%	3 1%	- -%	1 1%	- -%	1 *%	21 1%	- -%	9 1%	13 1%	3 *%	19 1%
		bcdgghi						k							n	
		56%	6%	4%	4%	15%	-%	5%	-%	6%	100%	-%	41%	59%	12%	88%
Any other Asian background	12 *%	11 3%	- -%	- -%	- -%	1 *%	- -%	- -%	- -%	- -%	12 1%	- -%	6 *%	6 1%	1 *%	11 1%
		bcdgghi													n	
		91%	-%	-%	-%	7%	-%	-%	-%	-%	100%	-%	51%	49%	10%	90%
TOTAL ASIAN/ BRITISH ASIAN	165 6%	64 20%	13 4%	2 1%	3 2%	57 25%	1 *%	13 6%	1 1%	6 2%	162 7%	3 1%	91 6%	74 7%	24 2%	141 10%
		bcdgghi	cf		abcdgghi			cdfhi			k				n	
		39%	8%	1%	2%	35%	1%	8%	1%	4%	98%	2%	55%	45%	14%	86%

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

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
BLACK AND BLACK BRITISH																
Caribbean	20	13	-	-	2	1	1	3	-	-	20	-	15	5	4	16
	1%	4%	-%	-%	1%	*%	1%	1%	-%	-%	1%	-%	1%	*%	*%	1%
		bcdefhi									k				n	
		67%	-%	-%	8%	4%	7%	14%	-%	-%	100%	-%	75%	25%	19%	81%
African	45	31	2	-	-	1	-	8	1	1	45	*	27	18	6	39
	2%	10%	1%	-%	-%	*%	-%	4%	1%	*%	2%	*%	2%	2%	*%	3%
		bcdefghi						bcdefhi			k				n	
		69%	5%	-%	-%	2%	-%	18%	2%	3%	100%	*%	59%	41%	13%	87%
Any other black background	3	-	1	-	-	1	-	-	-	-	3	-	-	3	2	1
	*%	-%	*%	-%	-%	*%	-%	-%	-%	-%	*%	-%	-%	*%	*%	*%
		-%	52%	-%	-%	29%	-%	-%	-%	-%	100%	-%	-%	100%	71%	29%
TOTAL BLACK/ BLACK BRITISH	68	45	4	-	2	3	1	11	1	1	68	*	42	26	12	57
	3%	14%	1%	-%	1%	1%	1%	5%	1%	*%	3%	*%	3%	2%	1%	4%
		bcdefghi						bcdefhi			k				n	
		66%	5%	-%	2%	4%	2%	16%	1%	2%	100%	*%	62%	38%	17%	83%
MIDDLE EAST AND ARABIC ORIGIN																
Middle Eastern, including Arabic origin	7	6	-	-	-	-	-	1	-	-	7	-	2	5	1	6
	*%	2%	-%	-%	-%	-%	-%	*%	-%	-%	*%	-%	*%	*%	*%	*%
		bcdefhi														
		84%	-%	-%	-%	-%	-%	14%	-%	-%	100%	-%	30%	70%	14%	86%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
TOTAL MIDDLE EAST AND ARABIC ORIGIN	7	6	-	-	-	-	-	1	-	-	7	-	2	5	1	6
	*%	2%	-%	-%	-%	-%	-%	*%	-%	-%	*%	-%	*%	*%	*%	*%
		bcdefhi														
		84%	-%	-%	-%	-%	-%	14%	-%	-%	100%	-%	30%	70%	14%	86%
CHINESE OR OTHER ETHNIC GROUP																
Chinese	6	-	2	1	-	2	-	-	-	-	6	-	6	1	2	4
	*%	-%	1%	*%	-%	1%	-%	-%	-%	-%	*%	-%	*%	*%	*%	*%
		-%	36%	16%	-%	40%	-%	-%	-%	-%	100%	-%	91%	9%	36%	64%
Any other background	8	1	2	-	-	-	3	2	1	-	8	-	5	3	3	5
	*%	*%	*%	-%	-%	-%	1%	1%	1%	-%	*%	-%	*%	*%	*%	*%
		14%	20%	-%	-%	-%	35%	21%	7%	-%	100%	-%	59%	41%	35%	65%
TOTAL CHINESE OR OTHER ETHNIC GROUP	14	1	4	1	-	2	3	2	1	-	14	-	10	4	5	9
	1%	*%	1%	*%	-%	1%	1%	1%	1%	-%	1%	-%	1%	*%	*%	1%
		8%	27%	7%	-%	17%	20%	12%	4%	-%	100%	-%	73%	27%	35%	65%
Refused	15	8	-	-	-	1	2	1	2	1	12	3	9	6	5	10
	1%	2%	-%	-%	-%	1%	1%	1%	1%	*%	1%	1%	1%	1%	*%	1%
		bcdi														
		52%	-%	-%	-%	10%	10%	8%	10%	6%	82%	18%	57%	43%	35%	65%
Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o																

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Cannot walk far or manage stairs or can only do so with difficulty	117	56	61	*	3	24	89	39	14	14	4	15	27	30	45	95	12	8	2
	4%	4%	4%	*%	1%	3%	10%	9%	5%	4%	1%	2%	4%	5%	7%	4%	5%	6%	3%
		48%	52%	*%	2%	20%	77%	33%	12%	12%	4%	13%	23%	25%	39%	81%	10%	7%	2%
Breathlessness or chest pains	96	47	49	3	2	20	70	31	15	9	3	15	18	20	42	77	10	5	4
	4%	4%	4%	1%	*%	2%	8%	8%	5%	3%	*%	2%	3%	3%	6%	3%	4%	4%	5%
		49%	51%	4%	2%	21%	73%	32%	15%	9%	3%	16%	19%	21%	44%	81%	10%	5%	4%
Poor vision, partial sight or blindness	75	36	39	7	3	14	51	27	6	7	8	17	11	16	30	67	5	2	1
	3%	3%	3%	2%	1%	2%	5%	6%	2%	2%	1%	2%	2%	3%	5%	3%	2%	1%	1%
		48%	52%	10%	4%	18%	68%	36%	8%	9%	11%	23%	15%	21%	40%	90%	6%	2%	1%
Poor hearing, partial hearing or deafness	72	38	35	2	1	7	63	22	8	10	6	15	10	19	28	59	9	3	1
	3%	3%	3%	1%	*%	1%	7%	5%	3%	3%	1%	2%	1%	3%	4%	3%	4%	2%	2%
		52%	48%	3%	1%	9%	87%	30%	11%	13%	8%	21%	14%	27%	38%	81%	13%	4%	2%
Mental health problems or difficulties	49	27	21	7	8	20	14	21	5	4	4	3	6	9	31	34	11	3	1
	2%	2%	2%	2%	2%	2%	1%	5%	2%	1%	1%	*%	1%	1%	5%	2%	5%	2%	1%
		56%	44%	15%	16%	41%	28%	43%	11%	9%	9%	5%	13%	18%	64%	70%	23%	6%	1%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Limited ability to reach	29	12	17	-	1	10	18	11	2	3	2	3	9	2	14	26	1	1	1
	1%	1%	1%	-%	*%	1%	2%	3%	1%	1%	*%	*%	1%	*%	2%	1%	*%	1%	1%
		43%	57%	-%	3%	36%	61%	36%	8%	12%	7%	11%	32%	7%	50%	91%	3%	4%	3%
Dyslexia	17	12	5	4	7	3	3	6	2	2	4	2	5	2	8	16	1	*	*
	1%	1%	*%	1%	2%	*%	*%	1%	1%	1%	1%	*%	1%	*%	1%	1%	1%	*%	*%
		69%	31%	23%	42%	15%	20%	34%	11%	11%	22%	11%	27%	14%	48%	90%	8%	*%	1%
Cannot walk at all / use a wheelchair	13	6	6	-	-	3	10	6	1	1	*	3	1	3	6	9	1	2	*
	*%	*%	*%	-%	-%	*%	1%	2%	*%	*%	*%	*%	*%	*%	1%	*%	*%	2%	1%
		50%	50%	-%	-%	21%	79%	51%	6%	4%	1%	20%	9%	22%	50%	70%	8%	19%	3%
Difficulty in speaking or in communicating	7	6	1	2	-	1	4	2	1	-	-	-	1	2	4	6	-	*	1
	*%	*%	*%	*%	-%	*%	*%	*%	*%	-%	-%	-%	*%	*%	1%	*%	-%	*%	1%
		83%	17%	22%	-%	17%	61%	22%	15%	-%	-%	-%	11%	33%	55%	88%	-%	3%	10%
Other illnesses or health problems which limit your daily activities or the work that you can do	128	59	69	6	18	34	71	49	16	7	13	24	28	27	49	106	8	13	1
	5%	5%	5%	2%	4%	4%	8%	12%	5%	2%	2%	3%	4%	5%	7%	5%	3%	10%	1%
		46%	54%	5%	14%	26%	55%	38%	12%	5%	10%	19%	22%	21%	38%	83%	6%	10%	1%

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

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

Base : All respondents

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
None	2259	1097	1163	340	433	828	659	271	239	282	563	636	638	492	493	1897	191	105	66
	84%	84%	85%	93%	92%	91%	71%	66%	83%	87%	95%	89%	89%	85%	74%	85%	82%	80%	89%
		49%	51%	15%	19%	37%	29%	12%	11%	12%	25%	28%	28%	22%	22%	84%	8%	5%	3%

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

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
Cannot walk far or manage stairs or can only do so with difficulty	117	9	15	10	6	10	5	10	10	19	104	13	7	110	44	72
	4%	3%	4%	4%	3%	4%	2%	4%	8%	7%	4%	3%	*%	10%	4%	5%
		8%	13%	9%	6%	9%	4%	8%	8%	17%	89%	11%	6%	94%	38%	62%
Breathlessness or chest pains	96	5	7	12	6	7	2	10	8	21	83	13	16	80	35	60
	4%	1%	2%	5%	3%	3%	1%	4%	7%	7%	4%	4%	1%	7%	3%	4%
		5%	7%	13%	6%	8%	2%	10%	8%	22%	87%	13%	17%	83%	37%	63%
Poor vision, partial sight or blindness	75	13	8	12	3	3	7	7	4	11	70	5	18	57	38	36
	3%	4%	2%	5%	2%	1%	3%	3%	4%	4%	3%	1%	1%	5%	3%	3%
		17%	11%	16%	4%	4%	9%	10%	6%	14%	93%	7%	24%	76%	51%	49%
Poor hearing, partial hearing or deafness	72	6	6	6	9	2	-	10	5	14	61	11	11	61	39	33
	3%	2%	2%	2%	5%	1%	-%	5%	5%	5%	3%	3%	1%	5%	3%	2%
		f	f	f	ef			ef	bef	bef	84%	16%	15%	85%	54%	46%
		8%	8%	8%	12%	3%	-%	14%	8%	20%	84%	16%	15%	85%	54%	46%
Mental health problems or difficulties	49	1	3	6	1	5	2	6	3	6	44	5	8	41	16	33
	2%	*%	1%	2%	1%	2%	1%	3%	3%	2%	2%	1%	*%	4%	1%	2%
		3%	7%	12%	3%	10%	5%	a	a		90%	10%	15%	85%	32%	68%
								12%	7%	12%	90%	10%	15%	85%	32%	68%

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

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Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
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		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
Limited ability to reach	29	4	2	5	3	-	1	1	1	9	24	5	3	26	14	15
	1%	1%	1%	2%	1%	-%	*%	*%	1%	3%	1%	1%	*%	2%	1%	1%
			e							befg				l		
		15%	7%	18%	10%	-%	3%	3%	4%	31%	83%	17%	10%	90%	47%	53%
Dyslexia	17	1	2	2	2	-	2	4	2	1	15	2	5	12	6	11
	1%	*%	1%	1%	1%	-%	1%	2%	2%	*%	1%	1%	*%	1%	1%	1%
				e					e					l		
		6%	13%	10%	14%	-%	11%	21%	11%	5%	88%	12%	28%	72%	38%	62%
Cannot walk at all / use a wheelchair	13	2	-	-	1	-	2	2	1	2	10	2	1	12	7	6
	*%	1%	-%	-%	*%	-%	1%	1%	1%	1%	*%	1%	*%	1%	1%	*%
														l		
		17%	-%	-%	4%	-%	13%	15%	6%	15%	80%	20%	8%	92%	54%	46%
Difficulty in speaking or in communicating	7	-	-	-	-	1	1	1	1	3	7	*	1	6	1	6
	*%	-%	-%	-%	-%	*%	*%	*%	1%	1%	*%	*%	*%	1%	*%	*%
														l		
		-%	-%	-%	-%	12%	12%	12%	10%	41%	96%	4%	15%	85%	16%	84%
Other illnesses or health problems which limit your daily activities or the work that you can do	128	19	20	15	2	7	8	13	10	12	116	13	33	95	60	68
	5%	6%	5%	7%	1%	3%	3%	6%	9%	4%	5%	3%	2%	9%	5%	5%
		d	d	d				d	defi	d				l		
		15%	16%	12%	1%	5%	6%	10%	8%	9%	90%	10%	26%	74%	47%	53%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 178

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

Base : All respondents

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	3756	252	258	247	245	249	252	251	258	2718	1038	1968	1780	1867	1889	
Effective Weighted Sample	2634	243	243	238	235	238	243	240	247	2192	471	1384	1289	1257	1377	
Total	2675	327	371	234	189	231	249	113	299	2309	366	1551	1118	1259	1416	
		12%	14%	9%	7%	9%	9%	4%	11%	86%	14%	58%	42%	47%	53%	
None	2259	278	326	190	165	198	226	88	246	1941	319	1469	784	1079	1181	
	84%	85%	88%	81%	87%	86%	91%	80%	77%	84%	87%	95%	70%	86%	83%	
		h	cgh	gh	h	acghi						m				
		12%	14%	8%	7%	9%	10%	8%	4%	11%	86%	14%	65%	35%	48%	52%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QZ5 (C10). SHOWCARD Which of these best describes your sight? (SINGLE CODE)

Base : Those with poor vision, partial sight or blindness

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	104	52	52	10	4	16	74	39	10	8	8	17	19	19	49	75	10	10	9
Effective Weighted Sample	77	38	39	7	3	13	54	30	7	7	7	14	13	16	37	66	7	8	8
Total	75	36	39	7	3	14	51	27	6	7	8	17	11	16	30	67	5	2	1
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see anything at all/ blind	1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot tell by the light where the windows are	1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see the shapes of furniture in the room	6	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to recognise a friend if close to his or her face	2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to recognise a friend if he or she is at arm's length	6	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QZ5 (C10). SHOWCARD Which of these best describes your sight? (SINGLE CODE)

Base : Those with poor vision, partial sight or blindness

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	104	52	52	10	4	16	74	39	10	8	8	17	19	19	49	75	10	10	9
Effective Weighted Sample	77	38	39	7	3	13	54	30	7	7	7	14	13	16	37	66	7	8	8
Total	75	36	39	7	3	14	51	27	6	7	8	17	11	16	30	67	5	2	1
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to read a newspaper headline	2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to read a large print book	1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to recognise a friend across a room	4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to recognise a friend across a road	14	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	19%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Have no problems as long as I am wearing glasses/ contact lenses	14	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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QZ5 (C10). SHOWCARD Which of these best describes your sight? (SINGLE CODE)

Base : Those with poor vision, partial sight or blindness

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	104	52	52	10	4	16	74	39	10	8	8	17	19	19	49	75	10	10	9
Effective Weighted Sample	77	38	39	7	3	13	54	30	7	7	7	14	13	16	37	66	7	8	8
Total	75	36	39	7	3	14	51	27	6	7	8	17	11	16	30	67	5	2	1
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other	23	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	31%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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QZ5 (C10). SHOWCARD Which of these best describes your sight? (SINGLE CODE)

Base : Those with poor vision, partial sight or blindness

	Total	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON ~a	SOUTH EAST ~b	SOUTH WEST ~c	EAST MIDS ~d	WEST MIDS ~e	EAST OF ENG ~f	YORKS& HUMBER ~g	NORTH EAST ~h	NORTH WEST ~i	URBAN ~j	RURAL ~k	YES ~l	NO ~m	LOW ~n	MEDIUM/ HIGH ~o	
Significance Level: 95%																	
Unweighted total	104	11	6	13	5	3	8	9	11	9	82	22	20	84	52	52	
Effective Weighted Sample	77	11	6	13	5	3	8	9	11	9	70	9	15	64	39	39	
Total	75	13	8	12	3	3	7	7	4	11	70	5	18	57	38	36	
Cannot see anything at all/ blind	1 1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Cannot tell by the light where the windows are	1 1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Cannot see the shapes of furniture in the room	6 8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Cannot see well enough to recognise a friend if close to his or her face	2 3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Cannot see well enough to recognise a friend if he or she is at arm's length	6 8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

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

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QZ5 (C10). SHOWCARD Which of these best describes your sight? (SINGLE CODE)

Base : Those with poor vision, partial sight or blindness

	Total	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	
Unweighted total	104	11	6	13	5	3	8	9	11	9	82	22	20	84	52	52	
Effective Weighted Sample	77	11	6	13	5	3	8	9	11	9	70	9	15	64	39	39	
Total	75	13	8	12	3	3	7	7	4	11	70	5	18	57	38	36	
Cannot see well enough to read a newspaper headline	2 3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Cannot see well enough to read a large print book	1 2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Cannot see well enough to recognise a friend across a room	4 6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Cannot see well enough to recognise a friend across a road	14 19%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Have no problems as long as I am wearing glasses/ contact lenses	14 18%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

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

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QZ5 (C10). SHOWCARD Which of these best describes your sight? (SINGLE CODE)

Base : Those with poor vision, partial sight or blindness

	Total	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	
Unweighted total	104	11	6	13	5	3	8	9	11	9	82	22	20	84	52	52	
Effective Weighted Sample	77	11	6	13	5	3	8	9	11	9	70	9	15	64	39	39	
Total	75	13	8	12	3	3	7	7	4	11	70	5	18	57	38	36	
Other	23	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	31%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

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

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QZ6 (C11). SHOWCARD Which of these best describes your hearing? (SINGLE CODE)

Base : Those with poor hearing, partial hearing or deafness

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	~b	~c	~d	~e	f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	114	62	52	2	1	11	100	32	16	10	8	18	22	29	45	72	20	11	11
Effective Weighted Sample	86	45	41	2	1	8	76	26	12	10	7	16	14	23	34	65	13	9	10
Total	72	38	35	2	1	7	63	22	8	10	6	15	10	19	28	59	9	3	1
		**	**	**	**	**	87%	**	**	**	**	**	**	**	**	**	**	**	**
Cannot hear sounds at all	1	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**
Cannot follow a TV programme with the volume turned up	9	**	**	**	**	**	8	**	**	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	13%	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	92%	**	**	**	**	**	**	**	**	**	**	**	**
Have difficulty hearing someone talking in a loud voice in a quiet room	9	**	**	**	**	**	9	**	**	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	14%	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	100%	**	**	**	**	**	**	**	**	**	**	**	**
Cannot hear a doorbell, alarm clock or telephone bell	3	**	**	**	**	**	2	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	3%	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	67%	**	**	**	**	**	**	**	**	**	**	**	**
Cannot follow a TV programme at a volume others find acceptable	12	**	**	**	**	**	10	**	**	**	**	**	**	**	**	**	**	**	**
	17%	**	**	**	**	**	16%	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	82%	**	**	**	**	**	**	**	**	**	**	**	**

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

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QZ6 (C11). SHOWCARD Which of these best describes your hearing? (SINGLE CODE)

Base : Those with poor hearing, partial hearing or deafness

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	~b	~c	~d	~e	f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	114	62	52	2	1	11	100	32	16	10	8	18	22	29	45	72	20	11	11
Effective Weighted Sample	86	45	41	2	1	8	76	26	12	10	7	16	14	23	34	65	13	9	10
Total	72	38	35	2	1	7	63	22	8	10	6	15	10	19	28	59	9	3	1
		**	**	**	**	**	87%	**	**	**	**	**	**	**	**	**	**	**	**
Difficulty hearing someone talking in a normal voice in a quiet room	5	**	**	**	**	**	5	**	**	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	8%	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	98%	**	**	**	**	**	**	**	**	**	**	**	**
Difficulty following a conversation against background noise	23	**	**	**	**	**	18	**	**	**	**	**	**	**	**	**	**	**	**
	31%	**	**	**	**	**	28%	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	78%	**	**	**	**	**	**	**	**	**	**	**	**
Have no problems as long as I am wearing my hearing aid	8	**	**	**	**	**	8	**	**	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	13%	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	100%	**	**	**	**	**	**	**	**	**	**	**	**
Other	3	**	**	**	**	**	3	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	5%	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	94%	**	**	**	**	**	**	**	**	**	**	**	**

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 180

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QZ6 (C11). SHOWCARD Which of these best describes your hearing? (SINGLE CODE)

Base : Those with poor hearing, partial hearing or deafness

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON ~a	SOUTH EAST ~b	SOUTH WEST ~c	EAST MIDS ~d	WEST MIDS ~e	EAST OF ENG ~f	YORKS& HUMBER ~g	NORTH EAST ~h	NORTH WEST ~i	URBAN ~j	RURAL ~k	YES ~l	NO ~m	LOW ~n	MEDIUM/ HIGH ~o
Significance Level: 95%																
Unweighted total	114	5	5	7	13	3	-	12	13	14	83	31	15	99	55	59
Effective Weighted Sample	86	5	5	7	13	3	-	12	13	14	71	16	12	74	45	42
Total	72	6	6	6	9	2	-	10	5	14	61	11	11	61	39	33
Cannot hear sounds at all	1 1%	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**
Cannot follow a TV programme with the volume turned up	9 12%	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**
Have difficulty hearing someone talking in a loud voice in a quiet room	9 12%	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**
Cannot hear a doorbell, alarm clock or telephone bell	3 4%	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**
Cannot follow a TV programme at a volume others find acceptable	12 17%	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 180

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QZ6 (C11). SHOWCARD Which of these best describes your hearing? (SINGLE CODE)

Base : Those with poor hearing, partial hearing or deafness

	Total	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON ~a	SOUTH EAST ~b	SOUTH WEST ~c	EAST MIDS ~d	WEST MIDS ~e	EAST OF ENG ~f	YORKS& HUMBER ~g	NORTH EAST ~h	NORTH WEST ~i	URBAN ~j	RURAL ~k	YES ~l	NO ~m	LOW ~n	MEDIUM/ HIGH ~o	
Significance Level: 95%																	
Unweighted total	114	5	5	7	13	3	-	12	13	14	83	31	15	99	55	59	
Effective Weighted Sample	86	5	5	7	13	3	-	12	13	14	71	16	12	74	45	42	
Total	72	6	6	6	9	2	-	10	5	14	61	11	11	61	39	33	
		**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	
Difficulty hearing someone talking in a normal voice in a quiet room	5	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	
	7%	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	
		**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	
Difficulty following a conversation against background noise	23	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	
	31%	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	
		**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	
Have no problems as long as I am wearing my hearing aid	8	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	
	11%	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	
		**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	
Other	3	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	
	4%	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	
		**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 181

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QZ8 (SGA). Do you ever work from home? (SINGLE CODE)

Base : Those working full or part time

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1968	1002	966	242	429	938	359	140	210	320	589	513	686	456	313	1181	265	246	276
Effective Weighted Sample	1384	696	688	165	302	664	254	99	152	215	437	364	496	320	225	1063	173	175	239
Total	1551	776	775	185	345	752	269	107	154	225	511	470	466	369	247	1304	133	74	41
		50%	50%	12%	22%	48%	17%	7%	10%	14%	33%	30%	30%	24%	16%	84%	9%	5%	3%
Yes	379	202	177	13	81	206	79	17	16	28	199	196	113	52	18	325	28	18	9
	24%	26%	23%	7%	24%	27%	29%	16%	11%	12%	39%	42%	24%	14%	7%	25%	21%	24%	22%
		53%	47%	3%	21%	54%	21%	4%	4%	7%	52%	52%	30%	14%	5%	86%	7%	5%	2%
No	1172	574	598	172	264	546	190	90	137	197	312	273	353	317	229	979	105	56	32
	76%	74%	77%	93%	76%	73%	71%	84%	89%	88%	61%	58%	76%	86%	93%	75%	79%	76%	78%
		49%	51%	15%	23%	47%	16%	8%	12%	17%	27%	23%	30%	27%	20%	84%	9%	5%	3%

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

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QZ8 (SGA). Do you ever work from home? (SINGLE CODE)

Base : Those working full or part time

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	1968	142	138	148	127	112	144	117	127	126	1394	574	1968	-	1033	935
Effective Weighted Sample	1384	138	132	145	124	108	140	114	123	122	1137	263	1384	-	700	685
Total	1551	201	220	154	110	117	158	116	64	163	1325	227	1551	-	761	790
		13%	14%	10%	7%	8%	10%	7%	4%	11%	85%	15%	100%	-%	49%	51%
Yes	379	38	76	53	25	14	45	22	13	37	303	77	379	-	233	146
	24%	19%	35%	35%	22%	12%	29%	19%	21%	23%	23%	34%	24%	-%	31%	18%
		10%	adeghi	adeghi	e	e	e	e	e	j	o					
		10%	20%	14%	6%	4%	12%	6%	4%	10%	80%	20%	100%	-%	62%	38%
No	1172	163	144	101	86	103	113	94	51	126	1022	150	1172	-	528	644
	76%	81%	65%	65%	78%	88%	71%	81%	79%	77%	77%	66%	76%	-%	69%	82%
		bc			bc	bcdfi		bc	bc	bc	k				n	
		14%	12%	9%	7%	9%	10%	8%	4%	11%	87%	13%	100%	-%	45%	55%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 182

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QZ9 (SGB). Would you say that you work from home most of the time or just occasionally? (SINGLE CODE)

Base : Those who ever work from home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	d	e	f	~g	~h	~i	j	k	l	~m	~n	o	~p	~q	~r
Unweighted total	469	262	207	16	100	250	103	19	22	51	223	213	164	68	24	290	57	65	57
Effective Weighted Sample	331	181	150	12	73	176	70	15	16	30	166	152	122	46	18	260	36	46	51
Total	379	202	177	13	81	206	79	17	16	28	199	196	113	52	18	325	28	18	9
		53%	47%	**	21%	54%	21%	**	**	**	52%	52%	30%	**	**	86%	**	**	**
Most of the time	146	74	73	**	30	73	37	**	**	**	66	69	47	**	**	128	**	**	**
	39%	36%	41%	**	37%	35%	47%	**	**	**	33%	35%	41%	**	**	39%	**	**	**
		50%	50%	**	20%	50%	25%	**	**	**	45%	47%	32%	**	**	88%	**	**	**
Just occasionally	233	129	104	**	51	133	42	**	**	**	132	127	67	**	**	197	**	**	**
	61%	64%	59%	**	63%	65%	53%	**	**	**	67%	65%	59%	**	**	61%	**	**	**
		55%	45%	**	22%	57%	18%	**	**	**	57%	55%	29%	**	**	84%	**	**	**
Don't know	*	*	-	**	-	*	-	**	**	**	-	-	-	**	**	-	**	**	**
	*%	*%	-%	**	-%	*%	-%	**	**	**	-%	-%	-%	**	**	-%	**	**	**
		100%	-%	**	-%	100%	-%	**	**	**	-%	-%	-%	**	**	-%	**	**	**

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

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QZ9 (SGB). Would you say that you work from home most of the time or just occasionally? (SINGLE CODE)

Base : Those who ever work from home

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	~m	n	o
Unweighted total	469	27	48	52	29	13	42	22	28	29	311	158	469	-	296	173
Effective Weighted Sample	331	26	46	51	28	13	41	22	27	28	251	84	331	-	203	127
Total	379	38	76	53	25	14	45	22	13	37	303	77	379	-	233	146
		**	**	**	**	**	**	**	**	**	80%	20%	100%	-%	62%	38%
Most of the time	146	**	**	**	**	**	**	**	**	**	110	36	146	-	100	46
	39%	**	**	**	**	**	**	**	**	**	36%	47%	39%	-%	43%	32%
		**	**	**	**	**	**	**	**	**	75%	25%	100%	-%	68%	32%
Just occasionally	233	**	**	**	**	**	**	**	**	**	192	40	233	-	133	100
	61%	**	**	**	**	**	**	**	**	**	64%	53%	61%	-%	57%	68%
		**	**	**	**	**	**	**	**	**	83%	17%	100%	-%	57%	43%
Don't know	*	**	**	**	**	**	**	**	**	**	*	-	*	-	-	*
	*%	**	**	**	**	**	**	**	**	**	*%	-%	*%	-%	-%	*%
		**	**	**	**	**	**	**	**	**	100%	-%	100%	-%	-%	100%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 183

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QZ11 (QZ9A). Could you please tell me if your total household income from all sources before tax and other deductions is above or below £11,500 per year?

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Under £11,500	413	175	238	57	72	96	188	413	-	-	-	24	67	62	259	336	38	25	14
	15%	13%	17%	16%	15%	10%	20%	100%	-%	-%	-%	3%	9%	11%	39%	15%	16%	19%	19%
		42%	58%	14%	17%	23%	45%	100%	-%	-%	-%	6%	16%	15%	63%	81%	9%	6%	3%
Above £11,500	1579	788	791	156	309	649	465	-	280	321	583	511	463	367	238	1325	153	69	32
	59%	61%	58%	43%	66%	71%	50%	-%	97%	99%	98%	72%	64%	63%	36%	59%	66%	52%	44%
		50%	50%	10%	20%	41%	29%	-%	18%	20%	37%	32%	29%	23%	15%	84%	10%	4%	2%
Don't know	258	118	141	119	40	32	67	-	6	2	7	43	67	69	80	220	13	16	9
	10%	9%	10%	33%	9%	3%	7%	-%	2%	1%	1%	6%	9%	12%	12%	10%	5%	12%	13%
		46%	54%	46%	16%	12%	26%	-%	2%	1%	3%	17%	26%	27%	31%	85%	5%	6%	4%
Refused	425	220	205	32	47	139	207	-	3	2	5	134	123	82	85	355	30	22	18
	16%	17%	15%	9%	10%	15%	22%	-%	1%	1%	1%	19%	17%	14%	13%	16%	13%	16%	25%
		52%	48%	8%	11%	33%	49%	-%	1%	1%	1%	32%	29%	19%	20%	84%	7%	5%	4%

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

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QZ11 (QZ9A). Could you please tell me if your total household income from all sources before tax and other deductions is above or below £11,500 per year?

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
Under £11,500	413	52	42	25	43	28	37	49	24	37	362	51	107	304	136	276
	15%	16%	11%	11%	23%	12%	15%	22%	21%	12%	16%	14%	7%	27%	11%	20%
					abcefi			bcefi	bcei					l	n	
		12%	10%	6%	10%	7%	9%	12%	6%	9%	88%	12%	26%	74%	33%	67%
Above £11,500	1579	181	231	176	121	94	168	129	47	177	1339	240	1139	439	823	756
	59%	55%	62%	75%	64%	41%	68%	57%	42%	59%	58%	66%	73%	39%	65%	53%
		eh	eh	abdeghi	aeh		aegh	eh	eh	eh	j	m	o			
		11%	15%	11%	8%	6%	11%	8%	3%	11%	85%	15%	72%	28%	52%	48%
Don't know	258	46	38	16	10	36	21	14	14	25	230	28	96	160	90	168
	10%	14%	10%	7%	5%	15%	8%	6%	12%	8%	10%	8%	6%	14%	7%	12%
		cdfgi				cdfgi			cdg					l	n	
		18%	15%	6%	4%	14%	8%	6%	5%	10%	89%	11%	37%	62%	35%	65%
Refused	425	48	59	16	14	74	22	32	28	60	378	47	209	215	209	216
	16%	15%	16%	7%	7%	32%	9%	14%	25%	20%	16%	13%	14%	19%	17%	15%
		cd	cdf		abcdgfi			cd	abcdgf	cdf			l			
		11%	14%	4%	3%	18%	5%	8%	7%	14%	89%	11%	49%	51%	49%	51%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

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QZ12 (QZ9). SHOWCARD Group in which you would place your total household income from all sources, before tax and other deductions? (SINGLE CODE)

Base : All respondents

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Unweighted total	3756	1832	1924	514	606	1189	1447	675	435	473	699	828	1120	781	1026	2264	492	496	504
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
Total	2675	1301	1374	365	468	915	927	413	289	325	595	712	720	580	663	2236	233	132	74
		49%	51%	14%	17%	34%	35%	15%	11%	12%	22%	27%	27%	22%	25%	84%	9%	5%	3%
Under £11,500	413	175	238	57	72	96	188	413	-	-	-	24	67	62	259	336	38	25	14
	15%	13%	17%	16%	15%	10%	20%	100%	-%	-%	-%	3%	9%	11%	39%	15%	16%	19%	19%
		42%	58%	14%	17%	23%	45%	100%	-%	-%	-%	6%	16%	15%	63%	81%	9%	6%	3%
£11,500 - £17,499	289	127	162	25	53	83	128	-	289	-	-	35	78	77	99	237	31	15	7
	11%	10%	12%	7%	11%	9%	14%	-%	100%	-%	-%	5%	11%	13%	15%	11%	13%	11%	9%
		44%	56%	9%	18%	29%	44%	-%	100%	-%	-%	12%	27%	27%	34%	82%	11%	5%	2%
£17,500 - £29,999	325	162	163	23	60	135	107	-	-	325	-	70	107	90	57	264	37	13	12
	12%	12%	12%	6%	13%	15%	12%	-%	-%	100%	-%	10%	15%	16%	9%	12%	16%	10%	16%
		50%	50%	7%	19%	41%	33%	-%	-%	100%	-%	22%	33%	28%	18%	81%	11%	4%	4%
£30,000 - £49,999	353	194	159	21	86	170	75	-	-	-	353	125	112	88	28	304	33	9	7
	13%	15%	12%	6%	18%	19%	8%	-%	-%	-%	59%	18%	16%	15%	4%	14%	14%	7%	9%
		55%	45%	6%	24%	48%	21%	-%	-%	-%	100%	35%	32%	25%	8%	86%	9%	3%	2%
£50,000+	242	129	113	25	43	130	45	-	-	-	242	155	58	24	5	217	18	5	2
	9%	10%	8%	7%	9%	14%	5%	-%	-%	-%	41%	22%	8%	4%	1%	10%	8%	4%	3%
		53%	47%	10%	18%	54%	18%	-%	-%	-%	100%	64%	24%	10%	2%	90%	7%	2%	1%
REFUSED BUT ABOVE £11.5K	395	191	204	66	73	137	119	-	-	-	-	129	117	92	56	324	37	29	6
	15%	15%	15%	18%	16%	15%	13%	-%	-%	-%	-%	18%	16%	16%	9%	14%	16%	22%	8%
		48%	52%	17%	19%	35%	30%	-%	-%	-%	-%	33%	30%	23%	14%	82%	9%	7%	1%
DK/ Refused	657	323	334	149	80	165	265	-	-	-	-	174	180	146	158	555	40	36	26
	25%	25%	24%	41%	17%	18%	29%	-%	-%	-%	-%	24%	25%	25%	24%	25%	17%	27%	36%
		49%	51%	23%	12%	25%	40%	-%	-%	-%	-%	26%	27%	22%	24%	84%	6%	6%	4%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 184

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

QZ12 (QZ9). SHOWCARD Group in which you would place your total household income from all sources, before tax and other deductions? (SINGLE CODE)

Base : All respondents

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Effective Weighted Sample	2634	1278	1356	358	436	837	1021	472	313	325	522	588	813	551	725	2010	326	352	438
HOUSEHOLD INCOME																			
UNDER £11.5K	413	175	238	57	72	96	188	413	-	-	-	24	67	62	259	336	38	25	14
	15%	13%	17%	16%	15%	10%	20%	100%	-%	-%	-%	3%	9%	11%	39%	15%	16%	19%	19%
		42%	58%	14%	17%	23%	45%	100%	-%	-%	-%	6%	16%	15%	63%	81%	9%	6%	3%
£11.5K- £17.5K	289	127	162	25	53	83	128	-	289	-	-	35	78	77	99	237	31	15	7
	11%	10%	12%	7%	11%	9%	14%	-%	100%	-%	-%	5%	11%	13%	15%	11%	13%	11%	9%
		44%	56%	9%	18%	29%	44%	-%	100%	-%	-%	12%	27%	27%	34%	82%	11%	5%	2%
£17.5K- £29.9K	325	162	163	23	60	135	107	-	-	325	-	70	107	90	57	264	37	13	12
	12%	12%	12%	6%	13%	15%	12%	-%	-%	100%	-%	10%	15%	16%	9%	12%	16%	10%	16%
		50%	50%	7%	19%	41%	33%	-%	-%	100%	-%	22%	33%	28%	18%	81%	11%	4%	4%
£30K+	595	323	272	46	129	300	120	-	-	-	595	280	170	112	33	521	51	14	9
	22%	25%	20%	13%	28%	33%	13%	-%	-%	-%	100%	39%	24%	19%	5%	23%	22%	10%	12%
		54%	46%	8%	22%	50%	20%	-%	-%	-%	100%	47%	29%	19%	6%	88%	9%	2%	2%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 184

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QZ12 (QZ9). SHOWCARD Group in which you would place your total household income from all sources, before tax and other deductions? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
Under £11,500	413	52	42	25	43	28	37	49	24	37	362	51	107	304	136	276
	15%	16%	11%	11%	23%	12%	15%	22%	21%	12%	16%	14%	7%	27%	11%	20%
					abcefi			bcefi	bcei					l		n
		12%	10%	6%	10%	7%	9%	12%	6%	9%	88%	12%	26%	74%	33%	67%
£11,500 - £17,499	289	30	16	22	24	23	36	37	15	34	252	37	154	136	118	171
	11%	9%	4%	9%	13%	10%	14%	17%	13%	11%	11%	10%	10%	12%	9%	12%
		b		b	b	b	b	abce	b	b						n
		10%	6%	8%	8%	8%	12%	13%	5%	12%	87%	13%	53%	47%	41%	59%
£17,500 - £29,999	325	24	48	22	36	16	28	26	15	48	281	44	225	100	161	164
	12%	7%	13%	9%	19%	7%	11%	11%	14%	16%	12%	12%	14%	9%	13%	12%
			ae		acefg				ae	ace			m			
		8%	15%	7%	11%	5%	9%	8%	5%	15%	86%	14%	69%	31%	49%	51%
£30,000 - £49,999	353	31	48	43	39	23	51	24	9	36	294	59	307	46	205	148
	13%	10%	13%	19%	21%	10%	20%	11%	8%	12%	13%	16%	20%	4%	16%	10%
				aeghi	abeghi		abeghi						m		o	
		9%	14%	12%	11%	7%	14%	7%	3%	10%	83%	17%	87%	13%	58%	42%
£50,000+	242	17	69	34	10	7	26	17	8	29	190	52	204	38	170	72
	9%	5%	19%	15%	5%	3%	11%	8%	7%	10%	8%	14%	13%	3%	14%	5%
			adefghi	adegh			ade	e		e		j	m		o	
		7%	28%	14%	4%	3%	11%	7%	3%	12%	79%	21%	84%	16%	70%	30%
REFUSED BUT ABOVE £11.5K	395	84	52	57	13	27	31	26	4	31	345	50	262	132	178	217
	15%	26%	14%	24%	7%	12%	12%	11%	3%	10%	15%	14%	17%	12%	14%	15%
		bdefghi	dh	bdefghi		h	h	h		h			m			
		21%	13%	14%	3%	7%	8%	6%	1%	8%	87%	13%	66%	33%	45%	55%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 184

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QZ12 (QZ9). SHOWCARD Group in which you would place your total household income from all sources, before tax and other deductions? (SINGLE CODE)

Base : All respondents

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	3756	252	258	247	245	249	252	252	251	258	2718	1038	1968	1780	1867	1889
Effective Weighted Sample	2634	243	243	238	235	238	243	243	240	247	2192	471	1384	1289	1257	1377
Total	2675	327	371	234	189	231	249	224	113	299	2309	366	1551	1118	1259	1416
		12%	14%	9%	7%	9%	9%	8%	4%	11%	86%	14%	58%	42%	47%	53%
DK/ Refused	657	89	96	29	23	108	41	46	39	84	584	73	293	362	291	367
	25%	27%	26%	13%	12%	47%	16%	20%	34%	28%	25%	20%	19%	32%	23%	26%
		cdf	cdf			abcd	ghi	cd	bcdfg	cd	k		l			
		13%	15%	4%	4%	16%	6%	7%	6%	13%	89%	11%	45%	55%	44%	56%
HOUSEHOLD INCOME																
UNDER £11.5K	413	52	42	25	43	28	37	49	24	37	362	51	107	304	136	276
	15%	16%	11%	11%	23%	12%	15%	22%	21%	12%	16%	14%	7%	27%	11%	20%
		12%	10%	6%	10%	7%	9%	12%	6%	9%	88%	12%	26%	74%	33%	67%
£11.5K-£17.5K	289	30	16	22	24	23	36	37	15	34	252	37	154	136	118	171
	11%	9%	4%	9%	13%	10%	14%	17%	13%	11%	11%	10%	10%	12%	9%	12%
		b	b	b	b	b	b	abce	b	b						n
		10%	6%	8%	8%	8%	12%	13%	5%	12%	87%	13%	53%	47%	41%	59%
£17.5K-£29.9K	325	24	48	22	36	16	28	26	15	48	281	44	225	100	161	164
	12%	7%	13%	9%	19%	7%	11%	11%	14%	16%	12%	12%	14%	9%	13%	12%
			ae		acefg				ae	ace			m			
		8%	15%	7%	11%	5%	9%	8%	5%	15%	86%	14%	69%	31%	49%	51%
£30K+	595	48	117	78	49	31	77	41	17	64	485	111	511	84	375	220
	22%	15%	31%	33%	26%	13%	31%	18%	15%	22%	21%	30%	33%	8%	30%	16%
		8%	aeghi	aeghi	aegh		aeghi			e		j	m		o	
			20%	13%	8%	5%	13%	7%	3%	11%	81%	19%	86%	14%	63%	37%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 185

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QZ13 (QZN1). Do you regard yourself as belonging to any particular religion? IF YES: Which religion, religious denomination or body do you belong?

Base : All respondents in Northern Ireland

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	f	g	~h	~i	~j	k	l	m	n	~o	~p	~q	r
Unweighted total	504	242	262	81	87	167	169	102	45	77	64	100	138	104	161	-	-	-	504
Effective Weighted Sample	438	212	226	72	78	144	145	88	38	69	56	88	122	90	144	-	-	-	438
Total	74	36	38	12	13	26	24	14	7	12	9	16	18	18	22	-	-	-	74
		48%	52%	**	**	35%	32%	19%	**	**	**	22%	24%	24%	30%	-%	-%	-%	100%
Roman Catholic	23	10	12	**	**	9	6	6	**	**	**	4	5	6	8	-	-	-	23
	31%	29%	32%	**	**	34%	26%	44%	**	**	**	25%	26%	36%	34%	-%	-%	-%	31%
		46%	54%	**	**	39%	27%	27%	**	**	**	17%	21%	29%	33%	-%	-%	-%	100%
Presbyterian Church of Ireland	13	6	7	**	**	5	5	2	**	**	**	3	3	3	4	-	-	-	13
	18%	18%	18%	**	**	18%	23%	15%	**	**	**	17%	18%	17%	20%	-%	-%	-%	18%
		49%	51%	**	**	35%	41%	16%	**	**	**	20%	25%	23%	33%	-%	-%	-%	100%
Church of Ireland	8	4	4	**	**	2	4	2	**	**	**	2	2	2	3	-	-	-	8
	11%	11%	10%	**	**	9%	17%	16%	**	**	**	10%	9%	12%	12%	-%	-%	-%	11%
						e	e	e											
				**	**	30%	50%	27%	**	**	**	20%	20%	27%	33%	-%	-%	-%	100%
Methodist Church of Ireland	5	3	2	**	**	1	2	1	**	**	**	1	2	1	2	-	-	-	5
	6%	8%	4%	**	**	3%	8%	5%	**	**	**	5%	9%	3%	8%	-%	-%	-%	6%
						e	e	e											
				**	**	16%	43%	16%	**	**	**	18%	34%	12%	36%	-%	-%	-%	100%
Other Christian (including Christian related)	6	2	4	**	**	2	2	1	**	**	**	1	2	2	2	-	-	-	6
	8%	5%	11%	**	**	8%	8%	4%	**	**	**	7%	10%	9%	7%	-%	-%	-%	8%
			a																
			70%	**	**	36%	30%	10%	**	**	**	18%	31%	26%	25%	-%	-%	-%	100%
Other religions/ philosophies	1	*	1	**	**	*	-	-	**	**	**	*	*	*	*	-	-	-	1
	1%	1%	1%	**	**	1%	-%	-%	**	**	**	1%	2%	1%	1%	-%	-%	-%	1%
			a																
			45%	**	**	24%	-%	-%	**	**	**	10%	46%	22%	22%	-%	-%	-%	100%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 185

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QZ13 (QZN11). Do you regard yourself as belonging to any particular religion? IF YES: Which religion, religious denomination or body do you belong?

Base : All respondents in Northern Ireland

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	f	g	~h	~i	~j	k	l	m	n	~o	~p	~q	r
Unweighted total	504	242	262	81	87	167	169	102	45	77	64	100	138	104	161	-	-	-	504
Effective Weighted Sample	438	212	226	72	78	144	145	88	38	69	56	88	122	90	144	-	-	-	438
Total	74	36	38	12	13	26	24	14	7	12	9	16	18	18	22	-	-	-	74
		48%	52%	**	**	35%	32%	19%	**	**	**	22%	24%	24%	30%	-%	-%	-%	100%
No religion	8	4	4	**	**	3	1	1	**	**	**	2	3	2	1	-	-	-	8
	11%	11%	11%	**	**	11%	6%	5%	**	**	**	13%	14%	11%	6%	-%	-%	-%	11%
		47%	53%	**	**	34%	16%	9%	**	**	**	27%	32%	24%	17%	-%	-%	-%	100%
Refused	10	6	5	**	**	4	3	1	**	**	**	4	2	2	3	-	-	-	10
	14%	16%	12%	**	**	17%	13%	11%	**	**	**	22%	11%	12%	12%	-%	-%	-%	14%
		56%	44%	**	**	42%	29%	14%	**	**	**	34%	19%	20%	26%	-%	-%	-%	100%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 185

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

QZ13 (QZN11). Do you regard yourself as belonging to any particular religion? IF YES: Which religion, religious denomination or body do you belong?

Base : All respondents in Northern Ireland

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON ~a	SOUTH EAST ~b	SOUTH WEST ~c	EAST MIDS ~d	WEST MIDS ~e	EAST OF ENG ~f	YORKS& HUMBER ~g	NORTH EAST ~h	NORTH WEST ~i	URBAN j	RURAL k	YES l	NO m	LOW n	MEDIUM/ HIGH o
Significance Level: 95%																
Unweighted total	504	-	-	-	-	-	-	-	-	-	249	255	276	226	239	265
Effective Weighted Sample	438	-	-	-	-	-	-	-	-	-	230	244	239	198	210	232
Total	74	-	-	-	-	-	-	-	-	-	46	27	41	32	32	42
		-%	-%	-%	-%	-%	-%	-%	-%	-%	63%	37%	56%	44%	43%	57%
Roman Catholic	23	-	-	-	-	-	-	-	-	-	12	10	12	10	6	17
	31%	-%	-%	-%	-%	-%	-%	-%	-%	-%	26%	38%	29%	32%	19%	40%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	54%	46%	53%	46%	26%	74%
Presbyterian Church of Ireland	13	-	-	-	-	-	-	-	-	-	8	5	7	6	7	6
	18%	-%	-%	-%	-%	-%	-%	-%	-%	-%	18%	17%	17%	19%	21%	15%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	64%	36%	53%	47%	51%	49%
Church of Ireland	8	-	-	-	-	-	-	-	-	-	5	3	4	4	4	4
	11%	-%	-%	-%	-%	-%	-%	-%	-%	-%	10%	12%	10%	12%	12%	10%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	58%	42%	51%	49%	48%	52%
Methodist Church of Ireland	5	-	-	-	-	-	-	-	-	-	4	1	2	2	2	2
	6%	-%	-%	-%	-%	-%	-%	-%	-%	-%	8%	3%	6%	6%	7%	5%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	k					
		-%	-%	-%	-%	-%	-%	-%	-%	-%	84%	16%	54%	46%	51%	49%
Other Christian (including Christian related)	6	-	-	-	-	-	-	-	-	-	4	2	4	2	3	3
	8%	-%	-%	-%	-%	-%	-%	-%	-%	-%	10%	6%	9%	7%	9%	7%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	74%	26%	62%	38%	49%	51%
Other religions/ philosophies	1	-	-	-	-	-	-	-	-	-	*	1	1	*	*	1
	1%	-%	-%	-%	-%	-%	-%	-%	-%	-%	1%	2%	2%	1%	1%	2%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	37%	63%	63%	37%	34%	66%

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2015. 3rd January to 28th February 2015.

Table 185

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

QZ13 (QZN11). Do you regard yourself as belonging to any particular religion? IF YES: Which religion, religious denomination or body do you belong?

Base : All respondents in Northern Ireland

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON ~a	SOUTH EAST ~b	SOUTH WEST ~c	EAST MIDS ~d	WEST MIDS ~e	EAST OF ENG ~f	YORKS& HUMBER ~g	NORTH EAST ~h	NORTH WEST ~i	URBAN j	RURAL k	YES l	NO m	LOW n	MEDIUM/ HIGH o
Significance Level: 95%																
Unweighted total	504	-	-	-	-	-	-	-	-	-	249	255	276	226	239	265
Effective Weighted Sample	438	-	-	-	-	-	-	-	-	-	230	244	239	198	210	232
Total	74	-	-	-	-	-	-	-	-	-	46	27	41	32	32	42
		-%	-%	-%	-%	-%	-%	-%	-%	-%	63%	37%	56%	44%	43%	57%
No religion	8	-	-	-	-	-	-	-	-	-	6	2	5	3	4	4
	11%	-%	-%	-%	-%	-%	-%	-%	-%	-%	12%	8%	13%	8%	12%	10%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	71%	29%	67%	33%	47%	53%
Refused	10	-	-	-	-	-	-	-	-	-	7	4	6	5	6	5
	14%	-%	-%	-%	-%	-%	-%	-%	-%	-%	15%	13%	14%	14%	18%	11%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	65%	35%	56%	44%	56%	44%

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